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Cover: 3D Illustrative of Potential Town Center Development at Clarkson and Manchester in Ellisville.
## Contents

### PROJECT BACKGROUND
- Introduction .................................................................................................................. 2
- Project Organization ........................................................................................................ 3
- Goals / Client Critical Success Factors ............................................................................ 4
- How the Master Plan Will Be Used .................................................................................. 4
- Project Timeline and Public Outreach Process ................................................................ 5

### ECONOMICS ANALYSIS
- Macroeconomic Trends Impacting Revitalization .......................................................... 10
- Projected Development Program - 2040 .......................................................................... 11
- Residential ....................................................................................................................... 14
- Office ............................................................................................................................... 14
- Retail ................................................................................................................................. 14
- Town Center Developments .......................................................................................... 15

### ILLUSTRATIVE MASTER PLAN
- Key Recommendations of the Illustrative Master Plan .................................................. 18
- Town Centers ................................................................................................................... 19
- Integration with Form Based Code .................................................................................. 20

### TRANSPORTATION ........................................................................................................ 27

### UTILITIES .................................................................................................................... 55

### PARKS AND OPEN SPACE ............................................................................................ 59

### HISTORIC PRESERVATION ............................................................................................ 69

### SIGNAGE AND WAYFINDING ..................................................................................... 73

### STORMWATER ................................................................................................................ 81

### LIGHTING ....................................................................................................................... 85

### PUBLIC ART ................................................................................................................... 89

### LANDSCAPE PLAN ........................................................................................................ 93

### IMPLEMENTATION ......................................................................................................... 99

### APPENDICES (AVAILABLE AS A SEPARATE DOCUMENT)
- Appendix A: Prior Studies and Existing Conditions
- Appendix B: Planning Process
- Appendix C: Transportation
- Appendix D: Parks and Open Space
- Appendix E: Signage and Wayfinding
- Appendix F: Lighting
- Appendix G: Noise
- Appendix H: Public Art
- Appendix I: Building Prototypes
- Appendix J: Perspective Renderings
- Appendix K: Grading Plan
- Appendix L: Design Workshop Legacy Metrics
- Appendix M: Keypad Polling Results
- Appendix N: Chip Game Results
Project Background

Introduction

Manchester Road, once known as historic Route 66 and now designated as Missouri Route 100, emerged as one of the leading retail corridors serving the suburban West County area of the St Louis region between the 1960s and 1980s. Today it represents the “Main Street” of the five communities of Wildwood, Ellisville, Ballwin, Winchester, and Manchester. In recent years, the corridor has lost some of its prominence as newer and larger shopping areas in the West County area have emerged. The five communities launched efforts for the Manchester Road Great Streets Master Plan in order to find ways to reinvigorate and improve their Main Street in the coming decades. The specific study area for this project stretches from Route 141 to Route 109. Between Route 141 and Westglen Farms Drive, the road is commonly referred to as Manchester Road. Between Westglen Farms Drive and Route 109, it is referred to as Route 100.

In 2009, Manchester Road was selected as one of four Great Streets Initiative planning projects in the St Louis region by East/West Gateway Council of Governments (EWG). Since 2005 EWG has been helping communities in the St. Louis region expand the way they think about and plan streets. The initiative has encouraged local civic and government leaders to think beyond the boundaries of right of ways and to consider how transportation decisions include the total built environment.

East West Gateway and the five communities in West County recognize the importance of planning for streets as community resources, and the St Louis Great Streets Initiative intends to make corridors such as Manchester Road more than simple conduits for automobile traffic. Great Streets in the St. Louis region will emphasize all modes of travel, including walking and bicycling. Great Streets will address and reconsider the auto-centric approach that has dominated roadway design in the region over the last several decades in order to transform streets into great community resources.

Considering how street design and corridor planning processes affect the pedestrian realm and abutting land uses is central to the St. Louis Great Streets Initiative. Effectively planning for all modes of travel requires the careful creation of an environment that suits walking, bicycling, and transit, and it requires planning for speeds that allow for mobility and commerce while providing safe environments for pedestrians and bicyclists. Importantly, planning for corridors such as Manchester Road should also consider the economic health of adjacent land uses and help plan for potential development and redevelopment that enhances the economies of local communities.

The five communities along Manchester Road sought to establish the corridor as a Great Street for the following reasons.

- **Great Streets are representative of their places.** A Great Street reflects the neighborhood through which it passes and has a scale and design appropriate to the character of the abutting properties and land uses.
- **Great Streets allow people to walk comfortably and safely.** The pedestrian environment along and near a Great Street corridor is well-designed and well-furnished. The relationship between the street and adjacent buildings is conducive to all modes of transport and inviting to people.
- **Great Streets contribute to the economic vitality of the local community.** Great Streets facilitate the promotion of commerce and the overall economic health of a given town and serve as destinations, not just as transportation facilities. They provide good commercial addresses and provide locational value to businesses that help to power local economies.
• **Great Streets are functionally complete.** Great Streets support mobility and safe and convenient travel for all of the ground transportation modes: walking, bicycling, personal motor vehicles and public transportation.

• **Great Streets facilitate placemaking.** Great Streets incorporate places that are memorable and interesting. These may include plazas, pocket parks, attractive intersections and corners, or simply improved sidewalks that foster a more active street life.

• **Great Streets are “green”.** Great Streets provide an attractive and refreshing environment by working with natural systems. They incorporate environmentally sensitive design standards and other “green” development techniques, including the generous provision of street trees and other plantings and the application of modern stormwater management practices.

The overall intent of the Manchester Road Great Streets Master Plan is to outline a roadmap for short-term and long-term land use changes and transportation and associated public improvements to the corridor. The recommendations of the planning effort will inform capital improvement program requests from each of the five communities, will guide future transportation projects executed by the Missouri Department of Transportation (MoDOT) and the five communities, and will guide local officials in future land use planning and the entitlement of redevelopment projects along the corridor.

### Project Organization

East West Gateway worked with the five communities along the Manchester Road corridor and the consultant team, led by Design Workshop of Denver, Colorado, to organize and execute the master planning process for the corridor in 2009 and 2010. As part of this process, a series of committees guided the consultant team as it worked to complete preliminary and final recommendations for the Manchester Road Great Streets Plan.

**Steering Committee:** This group included city staff from Wildwood, Ellisville, Ballwin, Winchester, and Manchester, as well as representatives from East-West Gateway Council of Governments, MoDOT staff, the president of West St. Louis County Chamber of Commerce, and a representative of the Manchester Road Executive Committee – a separate organization comprised of business and community leaders that has met since 2007 to discuss and advocate for the revitalization of the Manchester Road corridor. Design Workshop met with the Steering Committee on a weekly basis between September 2009 and June 2010 and conducted a number of separate work sessions with the group at various points during the project to review draft plans and recommendations for the corridor. The Steering Committee representatives served as liaisons between the project team, elected officials, city staff, and the residents and businesses along and near the corridor concerning the ongoing planning effort.

**Mayors and City Administrators / City Managers Group:** The mayors from Wildwood, Ellisville, Ballwin, Winchester, and Manchester, along with city administrators or city managers from each municipality, met with the consultant team and East West Gateway on seven occasions between Fall 2009 and Summer 2010 to review the evolving plans and recommendations for the Manchester Road corridor and offer input. The meetings with mayors, city managers and city administrators, in particular, focused on developing implementation strategies concerning funding, phasing, governance, and ongoing administration of the Manchester Road Great Streets Master Plan.

**Technical Committees:** The consultant team met with a series of Technical Committees (Utilities and Drainage, Parks and Open Space, and Transportation and Parking) during the Manchester Road project in order to understand the issues confronting the corridor from the perspective of regulatory agencies and departments at the municipality, county, and regional levels. The Technical Committees reviewed preliminary and final plans for the corridor to provide feedback as the master plan moved toward completion.
MoDOT Working Group: Because the Manchester Road corridor doubles as Missouri Route 100 (and serves as part of the state’s transportation network), the Missouri Department of Transportation will continue to have jurisdiction over the road in the future and will have final authority over improvements and roadway operations conducted within the right of way. The consultant team and East-West Gateway met in person with a MoDOT working group from the St. Louis district on a monthly basis throughout the master planning process to review preliminary ideas concerning access management, transit, and overall design of Manchester Road and to review preliminary and final concepts for the Manchester Road Great Streets Master Plan.

Relationship Between the Five Communities, St. Louis County, and MoDOT: The five communities of Wildwood, Ellisville, Ballwin, Winchester, and Manchester have worked together to inform the recommendations contained in the Manchester Road Great Streets Master Plan. Because Manchester Road functions as Missouri Route 100, the Missouri Department of Transportation must approve the design of any improvements to areas within the right of way of Manchester Road. The consultant team and the five communities have coordinated with MoDOT throughout the planning process to ensure that MoDOT’s technical experts have contributed to the final recommendations of the plan, but MoDOT will need to officially approve the construction plans for public improvements within the right of way going forward. In addition, while all of the corridor study area falls within the municipal boundaries of the five communities, some of the north-south streets that intersect Manchester Road along the corridor are controlled by St. Louis County Highways and Traffic. The five communities and MoDOT will need to coordinate with St. Louis County officials regarding the final design of improvements to these north-south streets intersecting Manchester Road in the future.

Goals / Client Critical Success Factors

The Design Workshop consultant team identified and confirmed the following Critical Success Factors for the Manchester Road project with the Steering Committee. These factors reflect the results that should occur for the communities to consider the planning project a success.

- The master plan must ensure the strength of the businesses along the corridor and improve the economic position of the five communities through realistic solutions.
- The Manchester Road Great Streets Master Plan must create a pedestrian environment of higher aesthetic quality and move traffic efficiently and safely through a well-planned access management strategy.
- The planning process must incorporate significant community outreach and the buy-in of participants.
- The master plan must be implementable and have political and community support. The Great Streets project must actually make something happen.
- The Manchester Road master plan must serve as a model of a “Great Street” and an example of how to revitalize suburban retail corridors.

How the Master Plan Will Be Used

The five communities of Wildwood, Ellisville, Ballwin, Winchester, and Manchester, along with MoDOT, will use this master plan document as a guide for improvements to the Manchester Road corridor over the next few decades. The recommendations contained in this master plan will help direct land use and zoning decisions and the redevelopment strategies of local governments and private sector developers along the corridor. Recommendations concerning public improvements, including streetscape improvements, changes to streets, landscape improvements, lighting, and related enhancements, will guide the short-term and long-term planning of the communities with regards to capital improvement projects.
The five communities may use this document as a supplement or as the basis for amendments to their comprehensive land use plans and for changes to zoning classifications along the corridor. They may also use the recommendations of this study to alter and potentially streamline and coordinate their regulations pertaining to zoning, parking, lighting, signage, landscaping, and drainage and grading. The master plan may also influence updates and changes to planning documents for this portion of St. Louis County developed by MoDOT, Metro, and the St. Louis County government. It may influence intergovernmental agreements executed between the five communities concerning ongoing planning efforts along the corridor and influence the documents and execution of any corridor-wide redevelopment entities formed to coordinate improvements along the corridor going forward.

While the Manchester Road Great Streets Master Plan does not involve the completion of construction drawings for future improvements or funding for actual construction of improvements, this plan contains sufficient detail to guide future planning and design over the next few decades.

Project Timeline and Public Outreach Process

The involvement of five different municipalities along the Manchester Road corridor, the significant length of the corridor study area, and the need to maintain a shared sense of planning for the corridor in the greater West County community heightened the need to execute comprehensive, transparent, and well-conceived public outreach efforts. The consultant team worked during the planning process to reach a broad range of participants and to create a consensus concerning the design for the corridor that will help the five communities move forward with implementation and construction over time. During the fall, winter, and spring of 2009 – 2010 the consultant team and East West Gateway met regularly with property owners, business owners, community organizations, elected officials, neighborhood representatives, city staff from the five communities, various government agencies, and the general public to advance the recommended design and revitalization strategies for Manchester Road. The team organized a set of public meetings, focus groups, individual meetings, media communication, and the latest in online technologies to engage, educate, and solicit continual feedback from the larger community and to address specific issues impacting various stakeholder groups. In addition to the series of public meetings outlined below, the consultant team worked with local media outlets (including newspaper, radio, and TV) to publicize the Manchester Road planning effort. It also worked with East West Gateway Council of Governments to maintain a website for the project as well as Facebook and Twitter accounts in order to publicize the planning effort and solicit continued input from the public throughout the process.

October 2009 – Initial Stakeholder Outreach: The consultant team met individually with mayors from each community, various city council members from the five municipalities, members of the Planning and Zoning commissions, and city administrators in order to understand the key issues facing the corridor, their key goals for the project, problems to avoid, and overall ideas for the project and the improvement of the corridor.

November 2009 – Initial Public Vision Sessions: The consultant team conducted an initial round of five public meetings to gain input from the public concerning overall goals and direction for the Manchester Road planning project and to review the results of initial data gathering conducted by the team during Fall 2009.

December 2009 - Second Public Vision Session and the “Chip Game”: At a second round of five public meetings, the consultant team reviewed input from the public at the November 2009 vision sessions and presented information and questions concerning a series of potential access management and traffic strategies for the Manchester Road corridor. The consultants reviewed the results of a
Participants then played the “Chip Game”, an exercise in which members of the public worked together
to designate where particular land uses should be located along the Manchester Road corridor in 2030.

**February 2010 - Review of Alternative Concepts**: The consultant team reviewed input provided at the
December 2009 public meetings, including the results of the Chip Game, and presented and solicited
feedback concerning a series of alternative concepts for future land uses and transportation solutions for
the corridor at a series of three public meetings.
March 2010 - Presentation of Preferred Master Plan: The consultant team presented and solicited feedback concerning the preferred master plan for the corridor, including transportation and land use recommendations, at a series of three public meetings.

May 2010 - Presentation of Final Manchester Road Great Streets Plan: At a final round of three public meetings, the consultant team presented and solicited feedback concerning the final master plan exhibits for the corridor, which were developed based upon public input provided at the March 2010 round of public meetings. This round of meetings in particular focused on implementation issues and solicited feedback concerning whether and how the five communities should adopt the plan and move forward with subsequent rounds of planning.

June 2010 – Presentation of Draft Manchester Road Corridor Plan document: Design Workshop presented a draft version of the planning document resulting from the Great Streets effort to the Steering Committee and the mayors of Wildwood, Ellisville, Ballwin, Winchester, and Manchester for review and comment.

January 2011 – Submittal of Final Planning Documents: The consultant team presented the final version of all of the Manchester Road Great Streets Master Plan documents and exhibits to the five communities and to East West Gateway Council of Governments, representing the culmination of the master planning process.

The appendix document contains more detailed information concerning the public outreach process, including a record of the results of all in-person and online polling questions posed to the public concerning the planning process.
ECONOMICS ANALYSIS
The Manchester Road corridor study area benefits from favorable demographic factors, and a number of market factors going forward over the next two to three decades should help to bolster prospects for revitalization in this portion of West County. Overall, the communities along the Manchester Road corridor exhibited a period of healthy growth between 1990 and 2000 but experienced decreased population growth over the last ten years. The area had been growing steadily for several decades as suburban growth continued westward from St. Louis. Over the last ten years, however, most of the corridor has reached a state of build-out and population growth has been more pronounced in outlying counties within the metropolitan area. This leveling off of population growth is typical of maturing suburban areas that have reached build-out and lack available empty land for new greenfield development.

The Manchester Road study area is relatively affluent, with an estimated 57 percent of all households in the study area having incomes of greater than $75,000 in 2009. The relative affluence of the corridor has made the area an attractive location for retail and other real estate investment in the past and should support ongoing demand over the next few decades. Macroeconomic analysis indicates that the size of households is decreasing in the five communities and that the share of older adults (age 55 and over) is increasing across the corridor. A significant portion (37 percent) of the current households in the five communities includes families without children. Short-term economic projections indicate that, over the five years between 2009 and 2014, the corridor will continue to experience relatively flat population growth. Smaller, affluent households including persons age 55 and older, as well as younger professional households including singles and married couples, will account for most of the population growth over the next five years.

At the same time the five communities have approached full build-out, the retail viability of the Manchester Road corridor has decreased in recent years. Economic analysis indicates that a full 20 percent of the retail space along Manchester Road within the project study area was vacant as of Fall 2009, and an additional 20 percent of the retail space along the corridor was being used for service uses that do not produce sales tax revenues for the five communities (including banks, attorneys, nail and barber shops, and other service uses).

The decrease in sales tax dollars from retail uses along Manchester Road has significantly impacted the budgets of the cities along the corridor. The consultant team urges the five communites to use the master planning process to encourage revitalization along the corridor and therefore safeguard the five communities from fiscal decline and decay.

The Appendix document contains additional information and details concerning the existing economic conditions along the Manchester Road corridor.

**Macroeconomic Trends Impacting Revitalization**

Based upon economic analysis of the St. Louis market and anticipated regional and national trends in economics and real estate, the consultant team identified the following key drivers for the revitalization of the Manchester Road corridor.

- The regional St. Louis economy will recoup the job losses of the recent recession by 2012 and continue to expand the overall job base in the metropolitan area through 2020.
- The number of "office-using jobs" in the Manchester Road study area will increase by 2,000 between 2009 and 2020, increasing demand for Class A office space. The revitalization of the Manchester Road corridor should include Class A office space in order to absorb expected job growth in the area as well as the relocation of companies from elsewhere in the St. Louis area.
seeking somewhat lower priced office space along the corridor in comparison to higher-priced office submarkets in St. Louis County.

• The trend toward smaller household sizes and larger numbers of Empty Nester and younger adult households in the corridor study area will drive demand for smaller, lower-maintenance residential units, including attached townhomes, patio homes, condominiums, and apartments.

Projected Development Program - 2040

The figures below outline the anticipated development program for the year 2040 (30 years out) for the Manchester Road study area, as well as the anticipated phasing of development for different product types by different time periods (2010-2019, 2020-2029, and 2030-2039).

As indicated, the total overall square footage of retail space along the corridor will decrease over the next few decades, as land use diversifies to include additional residential and office space. The consultant team anticipates that mixed-use development, including two or more real estate types, such as residential combined with retail, will comprise a large share of new development along Manchester Road. The following summarizes the development program and recommendations for development strategies for residential, retail, and office uses over the next three decades.

Simply put, the Manchester Road Corridor today has far more acreage zoned for retail than the market can support, either today or over the next three decades. Therefore, the development program suggests the communities pursue mixed-use zoning to allow other uses (including office and residential) along the corridor in the future.
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Residential

- The development program includes a sizeable portion of housing units geared to smaller household types (including higher density but detached single family homes).
- A large portion of the for-sale demand will include homes priced under $150,000, and for-rent units will lease for under $1,250 per month in order to appeal to a wider cross-section of the St. Louis area market.
- Residential units should integrate with mixed-use developments such as town centers in order to enjoy increased sales and proximity to shopping, entertainment, and civic uses. Mixed-use developments such as town centers may include horizontal as well as vertical mixed use. Town centers and other mixed-use developments should carefully integrate residential uses with surrounding office, retail, and civic uses through walkways, side streets, and open space connections.

Office

- The office market along the Manchester Road corridor will benefit from modest regional job growth, the build-out of nearby employment centers along Interstates 64 and 270, the ongoing aging and obsolescence of office properties in West County, the relatively lower lease rates along Manchester Road compared to other submarkets in West County, and potential demand for medical office space along the corridor, driven by the significant population of aging Baby Boomers.
- Over the next 30 years, the study area will add 780,000 square feet of office space to an existing base of only 130,000 square feet, including Class A medical office space, office space above retail, and mid-rise speculative space.
- The Manchester Road corridor in particular has an opportunity to develop higher quality medical office space to serve the area’s aging population. The status of many of the communities in West County as bedroom communities for executives and business leaders will create demand for additional mid-rise office space in the future.
- Office space integrated with town center retail and other uses will particularly appeal to tenants that rely on customer traffic, including accountants, lawyers, and insurance agents.

Retail

- By reducing the total retail space in the study area by 30 percent over the next 30 years and arranging retail in town center or Main Street areas that emphasize “quality over quantity”, the five communities should be able to collect additional sales tax dollars per square foot over time.
- The overall St. Louis retail market is oversupplied. By focusing on creating quality, well planned retail and town center developments, the five communities can create a more sustainable economic environment and fiscal situation over the next three decades. Without significant investment in placemaking, retail centers along Manchester Road will likely continue to struggle to remain competitive in the local and regional market.
- The recommended development program assumes the communities will create a series of mixed-use, town center-oriented retail destinations over time, and the revitalization of the corridor will include construction of 985,000 square feet of new retail over the next 30 years.
The projected construction of new retail space will include unanchored in-line retail (4 percent), anchored in-line retail (13 percent), mixed-use / lifestyle retail (63 percent), and large format or big box retail (20 percent). The term “unanchored in-line retail” refers to smaller stores typically found in a shopping center along a major arterial. Mixed-use or lifestyle retail will likely locate in or near town center developments.

**Town Center Developments**

- The five communities have a significant opportunity to create destinations and developments that are more attractive to residents, retailers, restauranteurs, and employers than typical suburban developments. Over a 30 year period the Manchester Road study area could support the creation of up to three new regional-serving town center nodes, as well as continue the expansion and build-out of the existing Wildwood Town Center.
- In addition, the corridor could support the addition of local-serving retail areas adjacent to these town center nodes that would include lower-density development programs.
- In order to be successful, the town center nodes must consist of retail offerings as well as higher density housing alternatives (such as townhomes and especially multi-family apartments) that create an additional consumer base for local retail sales.
- The town center areas should also include some degree of office space, including both traditional office as well as medical office, to create additional demand for retail and restaurants during business hours.
- Ongoing public input and zoning and land use decisions made by the five communities will help to determine the exact locations and design for various nodes of development (including town centers) along the Manchester Road corridor.

To summarize, the overall goal of creating distinct and vibrant town centers along the corridor should guide the five municipalities as they move forward with planning for the Manchester Road corridor and their overall communities in the future. The Great Streets planning effort revealed that creating more distinct town centers along Manchester Road will improve the livability of the communities and benefit them from a fiscal perspective. The Implementation section discusses the potential fiscal impact on the five communities in greater detail.
ILLUSTRATIVE MASTER PLAN
The Illustrative Master Plan depicted on the foldout sheets reflects the final master plan for the Manchester Road corridor, based upon input from the public throughout the planning effort and input from the Steering Committee, the Technical Committees, MoDOT, East-West Gateway, and mayors and other city officials in the five communities.

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

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

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

Key Recommendations of the Illustrative Master Plan

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

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

Town Centers

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

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

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

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

• The existing Wildwood Town Center would continue to develop as a town center serving the Wildwood community and surrounding areas of West St. Louis County.

• A town center could develop in the vicinity of Clarkson and Manchester in Ellisville to take advantage of the north-south access of Clarkson and Kiefer Roads. This town center should include open space connections with Bluebird Park to the south and would include key civic amenities such as the Ellisville City Hall.

• A town center could develop in the area generally between Holloway and Ries / Seven Trails along Manchester Road in Ballwin. This town center should include open space connections with Vlasis...
Park and the Ballwin Athletic Association and would include the Ballwin City Hall and other civic amenities.

- A town center could develop between Baxter / Sulphur Spring Road and Route 141 in Manchester, generally including the historic portion of Manchester along Manchester Road. This town center would include open space connections and amenities along Grand Glaize Creek, the existing Manchester City Hall, and could include space for the Manchester Athletic Association.

- The Illustrative Plan does not include a town center development specifically in the community of Winchester. The size and location of town centers in the Illustrative Plan resulted from public input during the planning process as well as input from the consultant team concerning the viability for town center development in the corridor study area. Given its close proximity to the town centers in the Ballwin and Manchester areas, the Winchester area did not contain sufficient market demand for a significant town center. The Illustrative Plan suggests the integration of various land uses in the Winchester area (including retail, office, residential, and civic uses such as a city hall), but does not call for the creation of a separate town center. In addition, the City of Winchester includes only around a quarter mile of frontage along the south side of Manchester Road. This frontage would not provide sufficient space to locate a town center development.

- While the real estate market will determine the exact mix of product types and densities for the town centers, the consultant team recommends, based upon experience in other markets and the dynamics of the local real estate market, that the four town centers along Manchester Road develop at densities of 18 to 25 residential dwelling units per acre. Developing town centers of this density or greater would provide sufficient demand for neighborhood-serving retail in the town centers and would support the development of mass transit options along the corridor (as described further in the Transportation section).

Integration with Form Based Code

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

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

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

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

**T-3 Sub-Urban transect** - Includes a total of 100 acres along the fringes of the study area, located in most cases a block or more to the north or south of Manchester Rd. The T-3 transect may include retail, commercial, residential, and office uses, but calls for more neighborhood-oriented streets, anticipates
less traffic and less density, and tends to include more residential than commercial uses. Many older neighborhoods in American cities resemble the T-3 transect. Older residences dominate the districts, but at select street corners or locations smaller retail or office buildings provide for amenities and services to residents.

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

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

- Taylor Rd.
- Westglen Farms Dr.
- Forest Leaf Pkwy.
- Hutchinson Rd.
- Macklin Dr.
- Old State Rd.
- Covert Ln.
- Pretoria Dr.
- Weis Ave.
- Kiefer Creek Rd.
- Clarkson Rd.
- Vesper Dr.
- Oak Hill Dr.
- Mar El Ct.
- Flesher Dr.
- Highview Dr.
- Hillsdale Dr.
- Mimosa Ln.
- Vlasis Dr.
- New Ballwin Rd.
- Birchwood Dr.
- Steamboat Ln.
- Shirley Ln.
- Ramsey Ln.
- Holloway Rd.
- Ballpark Dr.
- Ries Rd.
- Lark Hill Ln.
- Spring Oaks Dr.
- Maple Ln.
- Lindy Blvd.
- Sulfur Spring Rd.
- Old Meramec Station Rd.
- Baxter Rd.
- Lakeside Dr.
- Park Ln.
- Timka Dr.
- Seven Trails Dr.
- Kehrs Mill Rd.
- Old Ballwin Rd.
- Reinke Rd.
- E. Meadow Ln.
- Westhills Park Dr.
- Strecke Rd.
- Ruck Rd.
- Truman Rd.
- Tartan Green Blvd.
- MO-109
- MO-141

1/2 mile radius
1/8 mile radius
1/4 mile radius
1 mile radius

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