

MANCHESTER ROAD GREAT STREETS MASTER PLAN

St. Louis County, Missouri

APPENDICES

January 2011



APPENDICES FOR MANCHESTER ROAD GREAT STREETS MASTER PLAN

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Appendix A: Prior Studies & Existing Conditions

Prior Studies

East-West Gateway hired the consulting firm CH2M Hill in 2007 and 2008 to conduct an initial round of planning for the Manchester Road corridor, as one of four demonstration projects included in the Great Streets Initiative. The CH2M Hill team conducted a one-day planning session known as a “forum” including 40 representatives from the five communities and the Missouri Department of Transportation to explore the existing problems, challenges, and opportunities along the corridor, and to brainstorm ideas for the transformation of the Manchester Road corridor. The CH2M Hill team completed renderings of some conceptual ideas for a few key locations along the corridor, as shown.



Image from initial CH2M Hill conceptual design: A Vision for Old Town Manchester



Image from initial CH2M Hill conceptual design: Creation of a Multi-Way in Ballwin



Image from initial CH2M Hill conceptual design: Creating an “urban Cineplex” in Ellisville

In Old Town Manchester, the team illustrated the potential to change the character of the street by installing landscaped medians, pedestrian friendly intersections, a new pedestrian crossing, and additional pedestrian-scale lighting. It also called for new developments to fill in gaps between existing buildings.

In the Ballwin area, the CH2M Hill team presented a cross section of a “multi-way” boulevard that would separate through traffic from local traffic and create buffers between Manchester Road and the pedestrian realm. Parallel parking rows along the access lanes would provide curbside opportunities for business and pedestrian promenades would provide spaces for gathering and for walking.

In the Ellisville area, at the intersection of Clarkson and Manchester Roads, CH2M Hill illustrated the potential to develop an “urban Cineplex” on one side of Manchester Road. A multi-way street treatment and new retail on all four corners would transform the intersection and create a more walkable environment.

The Design Workshop team used the initial design ideas from CH2M Hill’s work to inform the comprehensive master planning effort for the entire Manchester Road corridor, from Route 141 to Route 109.

In 2008, the City of Ellisville engaged PGAV Urban Consulting of St. Louis to conduct a Commercial Corridors Study in order to examine current retail and commercial conditions along Manchester Road and Clarkson Road in the community and to guide future economic development planning. PGAV examined the existing visual and market conditions along the corridor within Ellisville and conducted a number of interviews with property owners and stakeholders to identify potential redevelopment areas and implementation strategies for these areas within Ellisville. In Redevelopment Area #1, centered on the area between Strecker Road and Home Depot on the north side of Manchester Road, the study envisioned a mixture of full-service restaurants and retail services in this area. PGAV’s Redevelopment Area #2 included 115 acres in the southwest quadrant of Manchester Road and Old State Road, and the report envisioned a wide range of commercial land uses, including office, light industrial, and retail. Redevelopment Area # 3 included 73 acres on the northwest, southwest, and southeast corners of

Manchester and Clarkson Road, and PGAV envisioned an area of mixed-use development at this location, including commercial (retail and office) and residential (apartments and condominiums). Redevelopment Area #5 included 36 acres along Manchester Road between Vesper Drive and Mar El Court. The PGAV report called for the redevelopment of properties in this location as new or revamped retail storefronts. The PGAV report outlined a range of potential funding and implementation strategies the City of Ellisville could use in these redevelopment areas, including Tax Increment Financing (TIF) and the formation of a Community Improvement District (CID) or a Transportation Development District (TDD).

Design Workshop Legacy Design®

As a firm, Design Workshop has developed a routine approach to sustainable design and planning that centers around four frameworks: the Environment, Economics, the Community, and Art or Aesthetics. This approach has helped the firm in analyzing projects comprehensively. Design Workshop has branded this approach as Legacy Design. The intent of the approach is to recommend solutions to planning and design issues that result in the creation of environments that will serve as a legacy to future generations. Using this Legacy Design method, the Design Workshop team worked with the community to create preliminary and final plans and recommendations for the Manchester Road corridor.

Design Workshop captures all aspects of the design process and the foundational thinking for a project as it completes assignments. At the outset project teams define issues associated with a project and the Critical Success Factors, as defined by the client. In the initial stages of the Manchester Road Great Streets Master Plan, the consultant team worked with the client group to define a project Vision, a problem statement called a “Dilemma” and a potential design and planning solution, called a “Thesis”. These steps help to build a strong foundational story for a project that aligns the consultant team and the client to the same principles and goals. Design Workshop employs Legacy Design metrics to ensure that a project is accountable to the principles and comprehensive Legacy Design goals articulated at the beginning of the process.

The following paragraphs analyze the existing conditions of the Manchester Road Corridor in terms of the Environment, Economics, Community, and Art or Aesthetics.

Aesthetics

The aesthetic quality and overall appearance of the corridor has not met the expectations of local residents. A disjointed array of signs for businesses and for various streets and destinations creates confusion for drivers. The presence of overhead utility lines adds to the visual clutter. Automobiles and pavement dominate the physical landscape. The corridor appears as a visually challenging array of unattractive features common to post-war suburbia. In general, the lack of continuity in the use of architectural materials and styles along the corridor and the poor quality of the urban form diminish Manchester Road's aesthetic quality. The various corridor segments lack a "sense of place" and fail to distinguish the area from nearby communities. The public, in keypad polling questions asked at the first public meeting and online, strongly indicated a preference to improve the physical appearance of the corridor. A range of stakeholders interviewed at the beginning of the project indicated that the physical appearance of Manchester Road diminished the viability of businesses and discouraged West County residents from visiting the corridor.



View Looking East, Manchester Road at Solley Drive, Winchester



View Looking East Along Manchester Road near Ballpark Drive, Ballwin

Economics

The Manchester Road corridor has experienced declining economic conditions over the last ten to twenty years. Once one of the most vibrant retail corridors in the St. Louis region, a market study conducted by the consultant team in the Fall of 2009 indicated that roughly 20 percent of the existing retail space along the corridor was vacant. An additional 20 percent of the retail space along the corridor was occupied by office and service uses (such as doctors and insurance offices, banks, check cashing outlets, nail salons, and the like) that do not produce material amounts of sales tax for the local municipalities. The deterioration in the economic performance of the corridor has harmed the fiscal position of the cities along the corridor that are reliant on sales tax revenue to fund their operations. Now, more than ever, the cities are seeking a strategy to revitalize Manchester Road economically in order to provide for their long-term fiscal solvency.



Sign in front of Plunkett's Furniture, Ballwin, July 2009



Vacant Retail Business, Ballwin, July 2009

Environment

The corridor study area lacks connections with open space and park resources. The properties and shopping areas directly along Manchester Road in particular do not have sufficient greenspace and open space, compared to other parts of the five communities. As suburban growth progressed over the last 50 years, the study area also lost a good deal of tree cover and vegetation, creating an environment dominated by asphalt and concrete.

In terms of stormwater, because most of the corridor rests on a series of ridges between the watersheds of the Missouri and Meramec rivers, the area does not experience widespread flooding. However, floodplains of the Grand Glaize and Fishpot creeks do cross Manchester Road and present smaller scale flooding and stormwater threats to property owners and visitors. From a regulatory standpoint, as outlined in the Stormwater chapter of the Master Plan Summary Document, the introduction of new stormwater regulations in the St Louis region has created significant confusion and hardship for property owners (including existing property owners, as well as potential developers).



Existing Stormwater Facility, Manchester Road, just east of Autumn View Terrace Drive, Ellisville



Existing Condition, Grand Glaize Creek, just north of Manchester Road and Baxter Road, Manchester

Community

While many of the schools, parks and recreation resources of the five communities are located a few blocks off of the corridor, the Manchester Road corridor serves as the home for the city hall buildings for Manchester, Winchester, Ballwin, Ellisville, and Wildwood. While Manchester restored the Lyceum building to house its city hall and Wildwood is contemplating a new city hall building in its town center, by and large the communities along the corridor have not leveraged the presence of a city hall to build significant and noteworthy civic spaces along Manchester Road. The Great Streets effort presents an opportunity for each community to consider integrating new and improved civic spaces (including city halls, as well as other community gathering spaces) along with other revitalization objectives along the corridor.



Existing Ellisville City Hall, Manchester Road at Weis Avenue

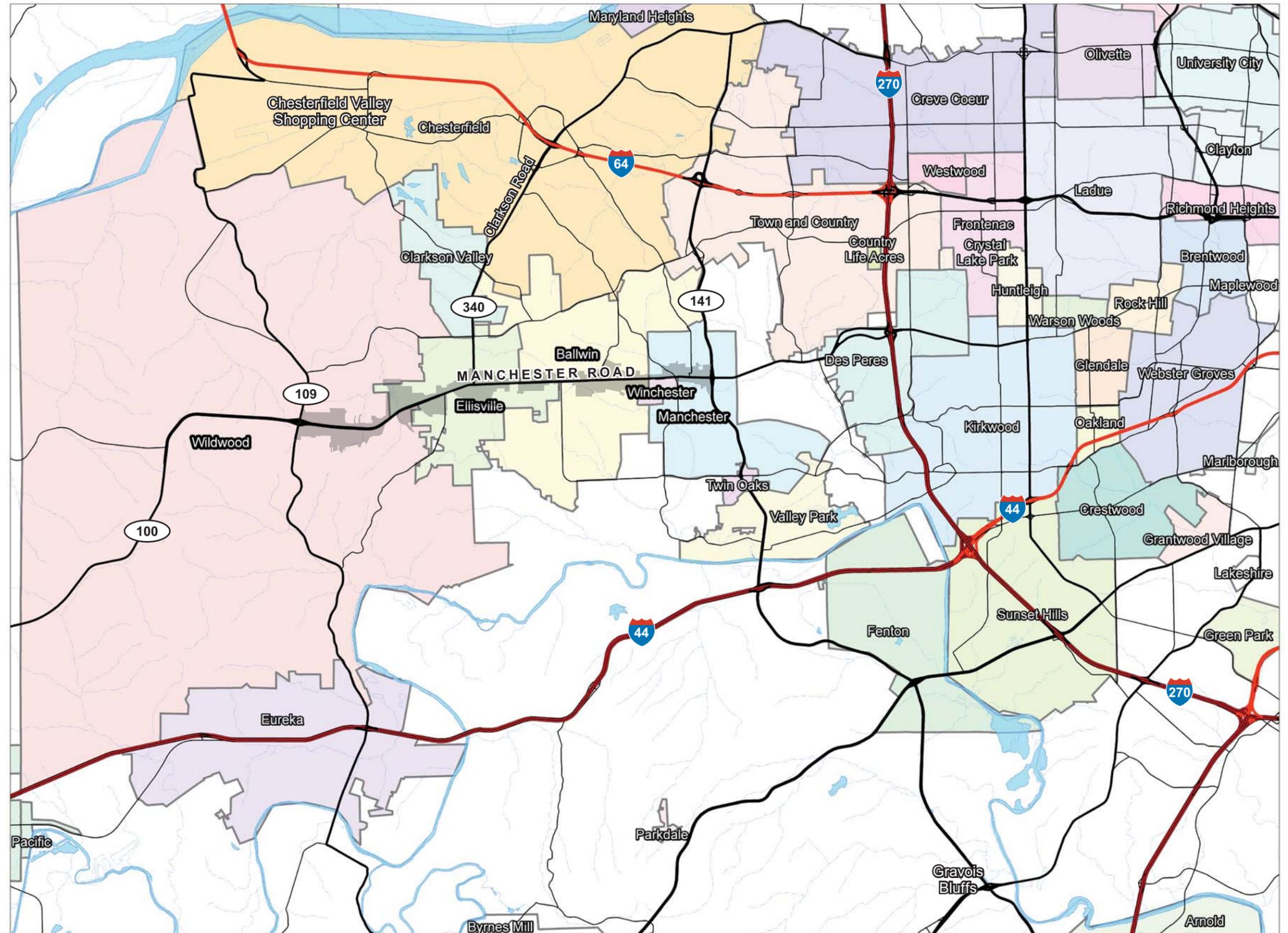


Existing Ballwin Government Center, Manchester Road and Seven Trails Road

Site and Regional Context

The Manchester Road corridor, also known as Missouri Route 100, originates in the heart of the City of St. Louis and follows a route located about midway between the Interstate 64 and Interstate 44 corridors in West St. Louis County, before eventually turning south and meeting with Interstate 44 in Franklin County to the west. The corridor passes through Maplewood, Des Peres, and Town and Country before entering the study area (defined as Route 100 between Routes 141 and 109). Interstate 270, Route 141, and Route 109 provide regional north-south access from Manchester Road to other destinations. Route 340 (Clarkson Road) connects from Manchester Road to Interstate 64 and then continues as Olive Boulevard eastward toward St. Louis. Manchester Road is one of the most prominent east-west arterials serving the St. Louis region.

Given Manchester Road's pivotal route, stretching from Downtown St. Louis to the far western suburbs, the corridor has the potential to serve as a regional connector in the future. Metrolink light rail stations intersect the Manchester Road corridor at the Maplewood station (along Hanley Road), and in the Downtown St. Louis area. Manchester Road has historically served as a key link from the west into St. Louis, and enhancing connections to Metrolink and the city (through bus and other multi-modal connections) could strengthen the corridor's role in regional transportation going forward.



Existing Land Uses - Western Segment

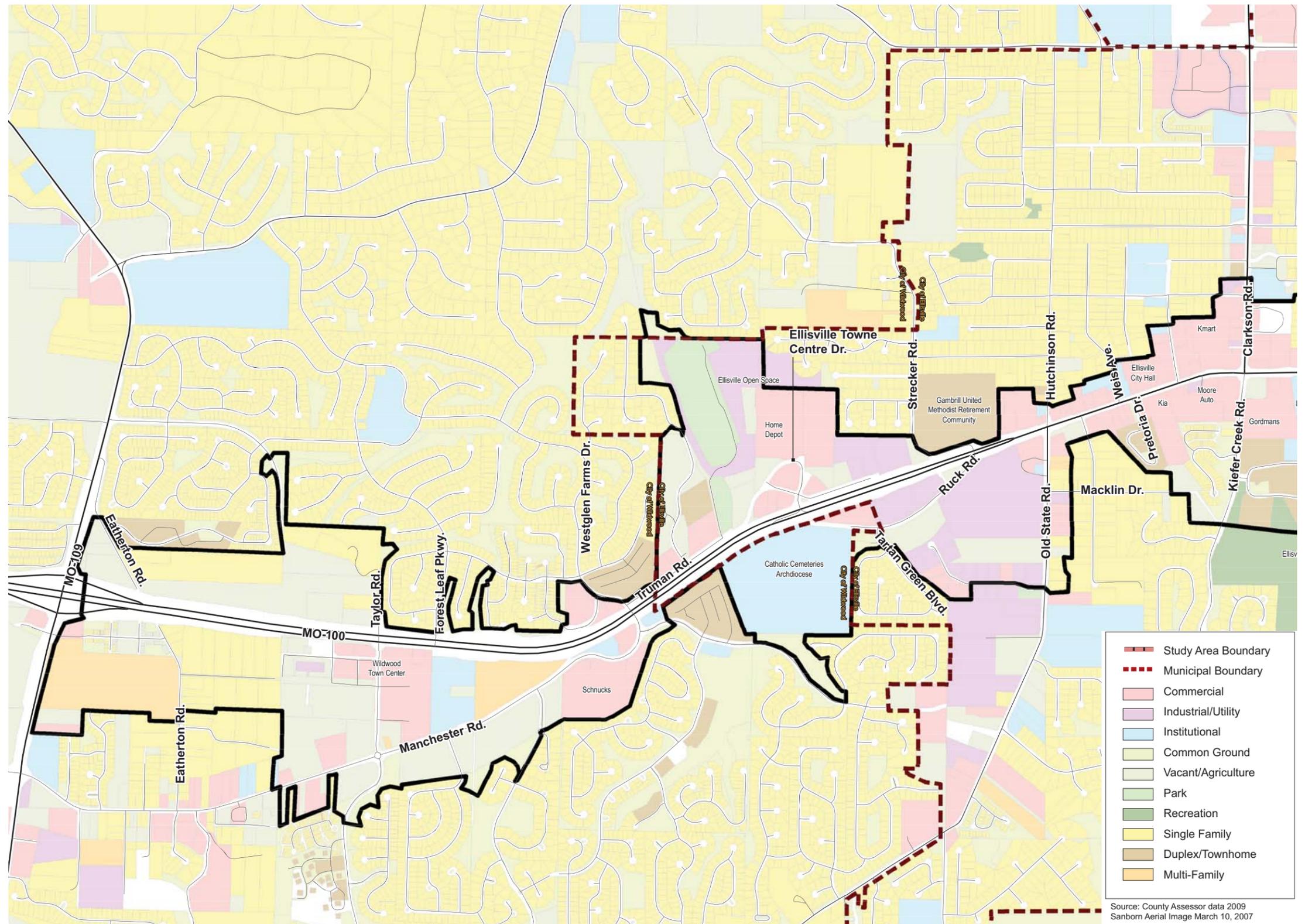
Study Area and Land Uses

Study Area Definition

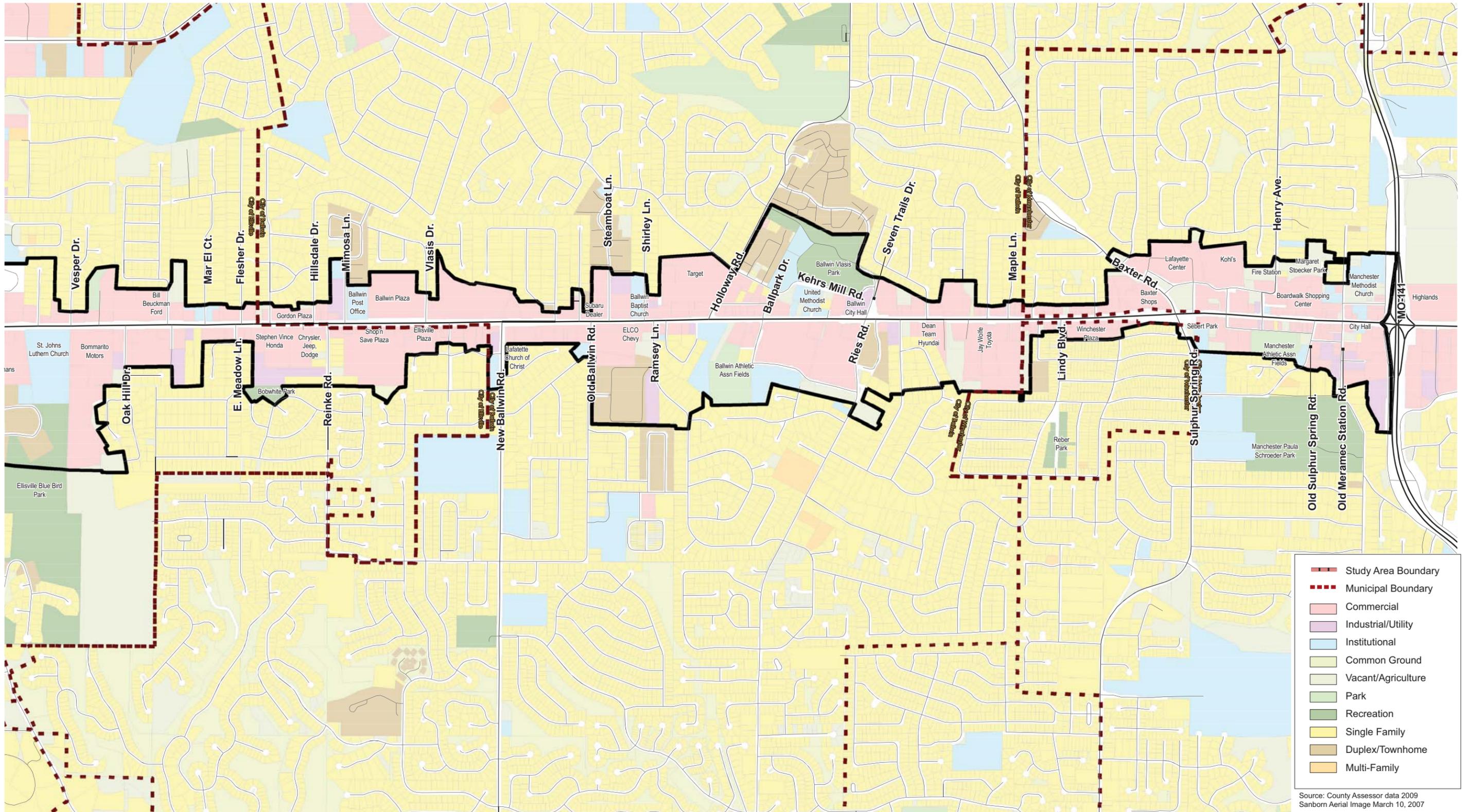
The Steering Committee, in conjunction with the consultant team, defined the study area for the Manchester Road corridor at the beginning of the project. The study area boundaries primarily include parcels located on either side of Manchester Road / Route 100 with direct access to the road. The study area does not include established single family neighborhoods to the north and south. In some locations along the corridor, however, the study area boundaries expand to the north or south to include vacant properties or other parcels up to a half mile away from the road (including a small number of houses and older multi-family properties) that the cities anticipate may redevelop over the next two to three decades. The width of the study area from north to south is greater at certain locations along the corridor, including near the Clarkson and Manchester Road intersection and in Manchester, between Baxter Road and Route 141. Per suggestions from Wildwood officials, the study area expands between Westglen Farms Drive and Route 109 to include the majority of the area that the City of Wildwood currently defines as the Wildwood Town Center. The Manchester Road study area as defined includes 1,569 acres of land between Routes 109 and 141.

Existing Land Uses

This map illustrates categories for existing land use within the study area for the Manchester Road project. General commercial uses (including retail outlets, restaurants, and related shopping areas) represent the largest proportion of the study area. Vacant properties encompass over 250 acres of land within the study area, mainly located on parcels removed from the frontage of Manchester Road or in undeveloped portions of Wildwood and Ellisville, to the west. Institutional uses, including city halls, churches and cemeteries, account for nearly 150 acres. The study area includes over 135 acres of industrial and utility uses, including a small business park to the south and west of Old State Road and Manchester Road in Ellisville and properties controlled by utilities up and down the corridor (including power substations and related facilities). Residential uses (including single family, multi-family, and duplexes) encompass a total of 257 acres and primarily include parcels located a block or more to the north or south of Manchester Road. The study area also includes several smaller parks, including Vlasik Park in Ballwin and portions of Bluebird Park in Ellisville. This map also includes labels for some of the larger businesses and buildings along Manchester Road, including car dealerships, shopping centers, and prominent stores along the road.



Existing Land Uses - Eastern Segment



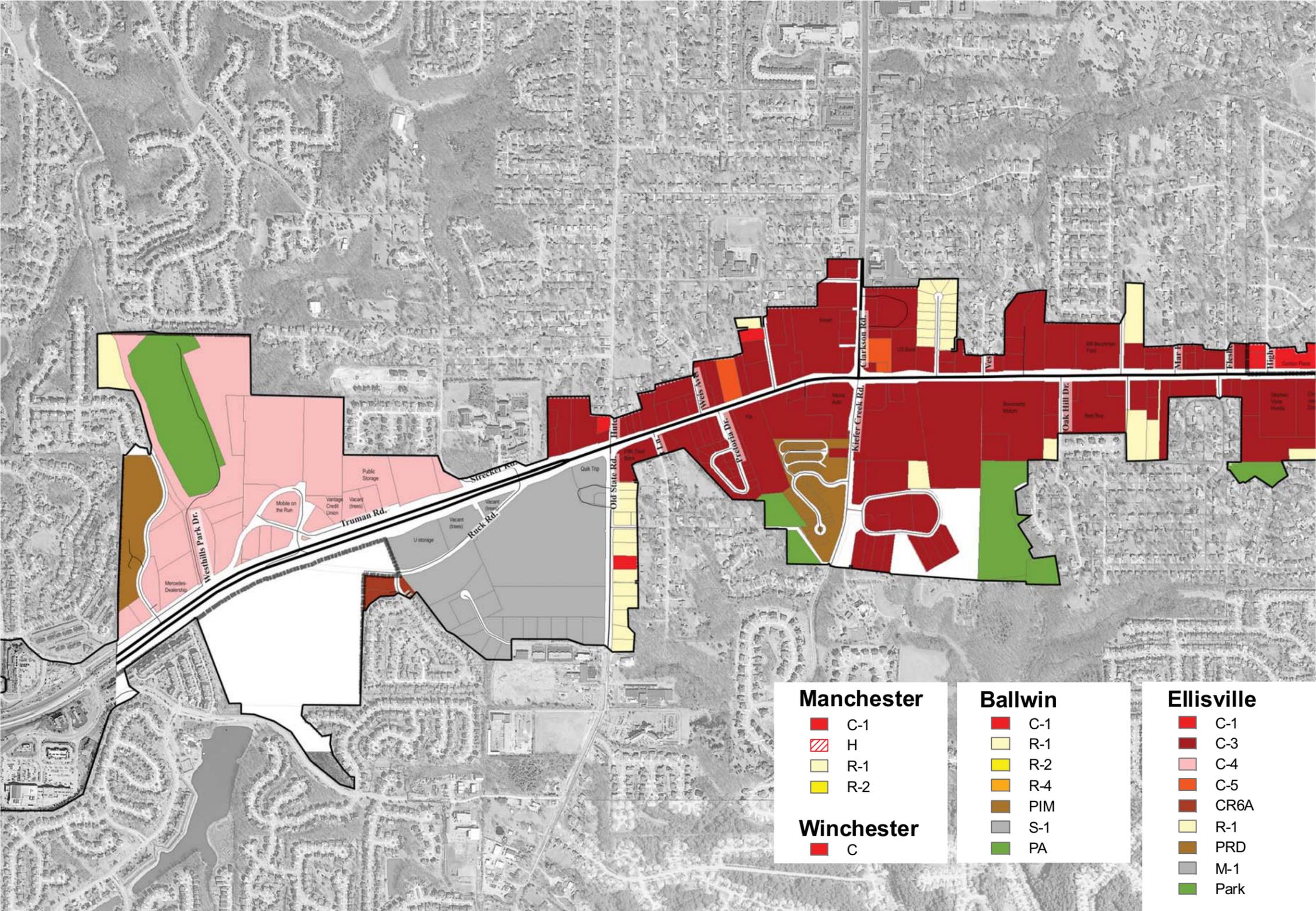
Existing Zoning

As illustrated on the map, the five communities have utilized fairly standard commercial zoning for the vast majority of parcels along the corridor. Standard commercial zoning also currently applies to a number of properties with non-commercial uses along the corridor, including a number of churches and smaller office buildings. The zoning categories applied along Manchester Road, as illustrated in the associated tables, outline fairly standard suburban requirements for parking, setbacks, and other metrics.

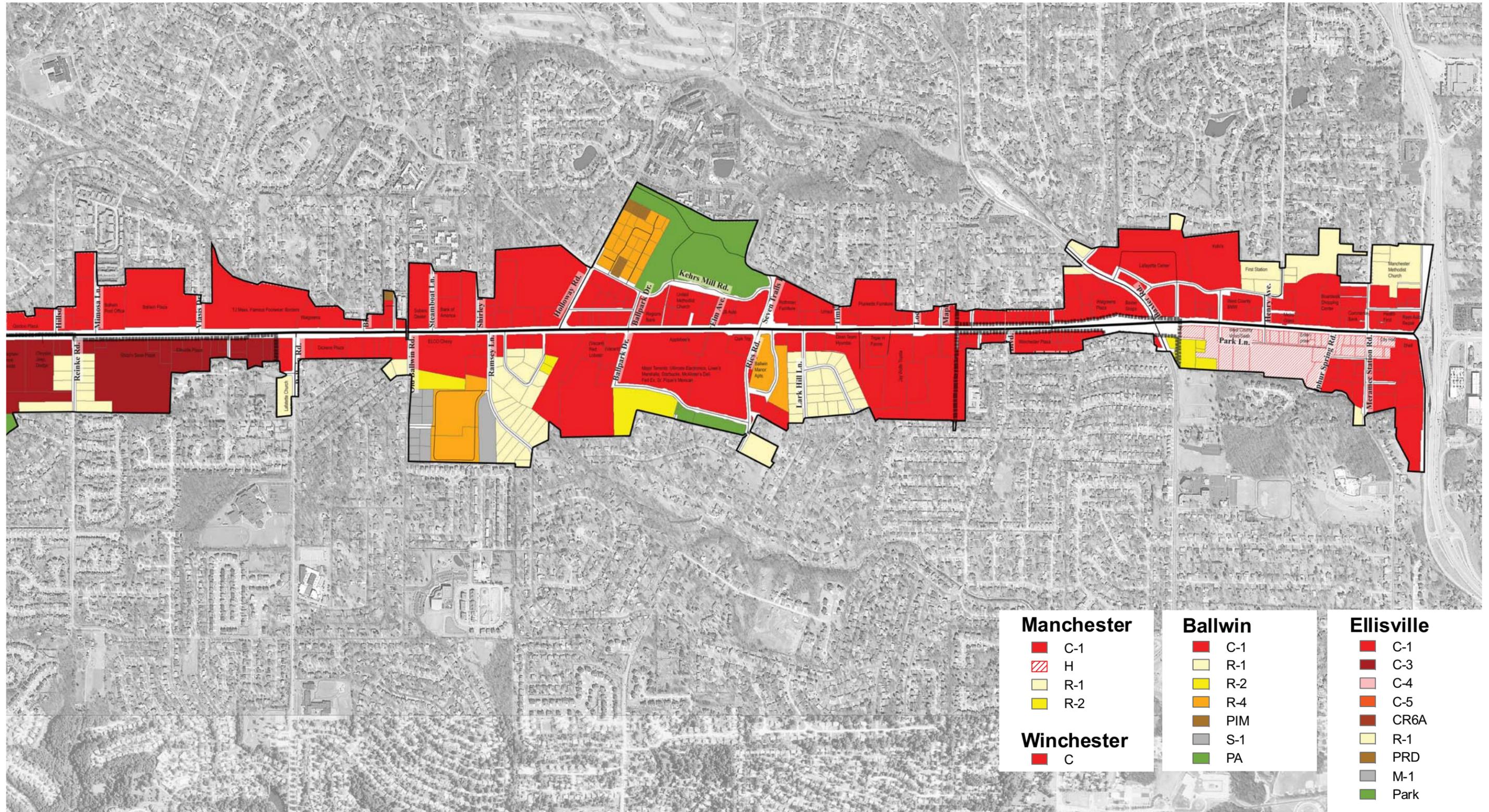
For example, requirements for significant setbacks of buildings from the road encourage the creation of large parking lots in front of businesses along Manchester Road. Requirements limiting building heights have promoted the horizontal expansion of footprints for development along the corridor and resulted in an automobile-centric environment. The five communities have generally employed “Euclidean” zoning standards that separate uses (retail from residential and office from open space, for example) and therefore discourage the creation of developments that promote walkability. Traditional post-World War II zoning standards have discouraged the creation of districts that would allow residents and visitors to park once and visit a variety of destinations as part of a single trip.

The corridor also includes existing zoning for light industrial uses to the south and west of Old State Road and Manchester Road. Areas to the north of Truman Road in Ellisville, including the Ellisville Town Centre development, the Ellisville Athletic Association, and a mixture of office and open space areas, include a “business park” zoning designation. The City of Manchester has zoned a portion of the south side of Manchester Road as a “historic district” given the presence of a number of buildings in the area constructed over 100 years ago.

See corresponding charts on the next 2 pages.



Existing Zoning - Eastern Segment

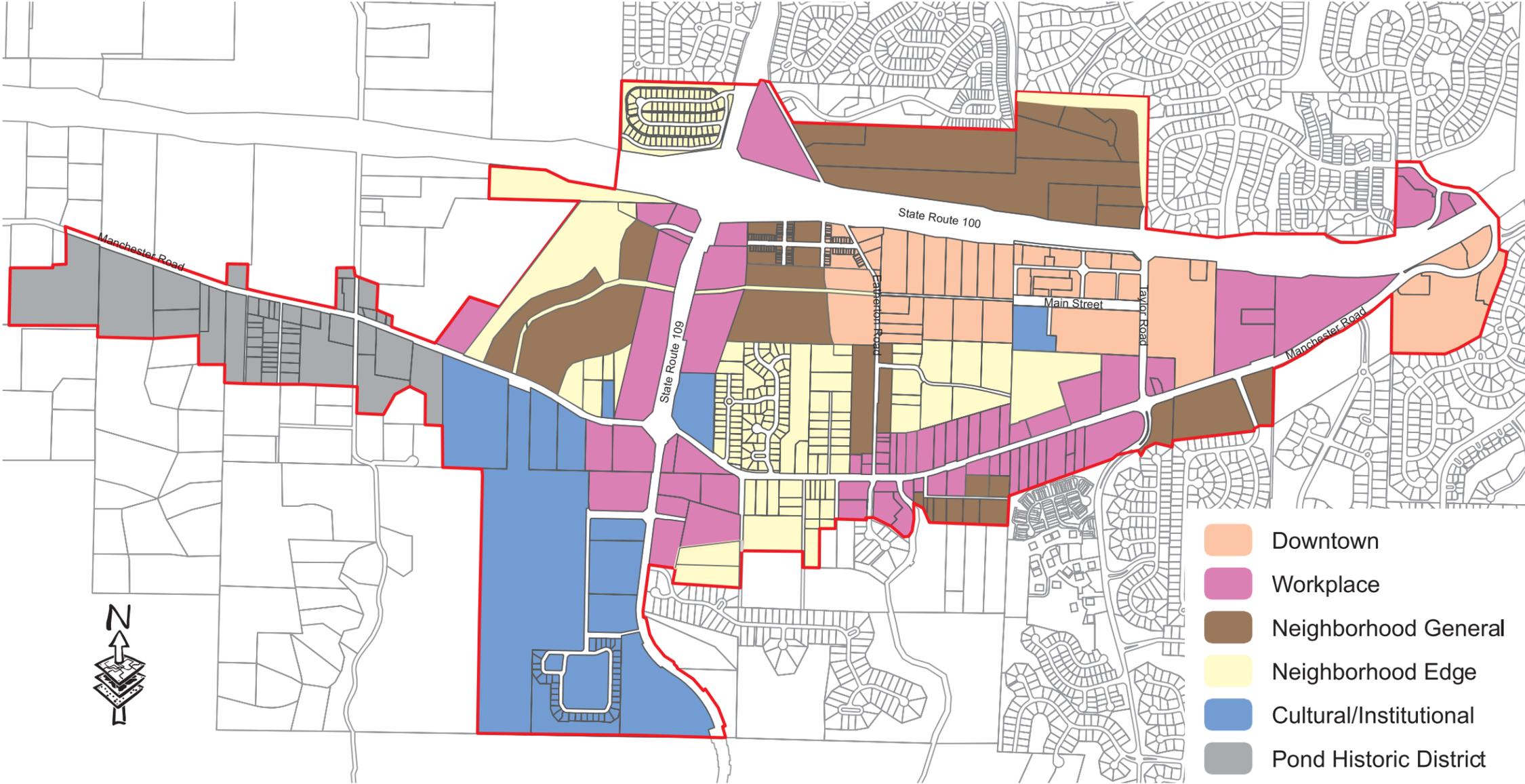


City of Wildwood Final Land Use / Regulating Plan

City of Wildwood

The City of Wildwood has designated the portion of the Manchester Road study area within its boundaries as part of the Wildwood Town Center under the city's comprehensive plan and associated planning documents. The existing zoning that applies to properties within this area includes zoning classifications that date back to prior to the City of Wildwood's incorporation in the early 1990's. The consultant team has not included the existing zoning that currently applies to the town center area properties in this document because the guidelines and regulations of Wildwood's Town Center plan would supersede existing zoning and would apply to any development or redevelopment of parcels within the Manchester Road corridor study area.

The Regulating Plan for the Wildwood Town Center indicates designations and locations for various types of land use within the Town Center (such as Downtown and Neighborhood designations). The associated table provides guidelines that would apply to new development within the study area. These guidelines and regulations outline permitted land uses, setbacks, and other metrics typically associated with zoning for each category designated by the Town Center Regulating Plan.



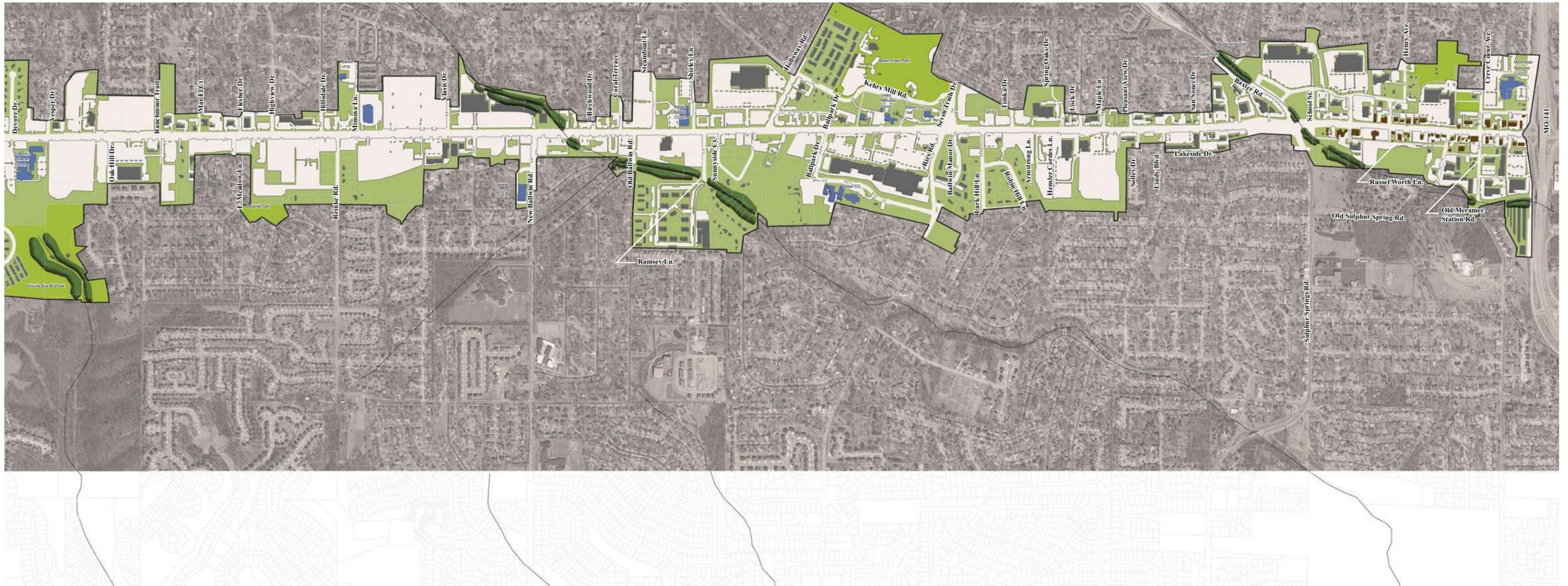
*Prepared by the Department of Planning - City of Wildwood
St. Louis County, Missouri - Revised: March 2010

Existing Landscape

As illustrated on the following map, impervious surfaces such as streets and parking lots cover a good deal of the land area along the corridor. However, open space covers significant areas along the corridor, particularly farther from Manchester Road itself and particularly in the western portions of the study area, in Wildwood and Ellisville. Areas of tree cover (including woodlands) cover portions of the study area, primarily along creeks and streamways that cross Manchester Road, running north and south. In addition to parks and vacant lands, three athletic associations that operate a number of baseball fields are present in the study area, in Ellisville, Ballwin, and Manchester. As illustrated on the next map, impervious surfaces currently cover 42 percent of the land area within the Manchester Road study area.



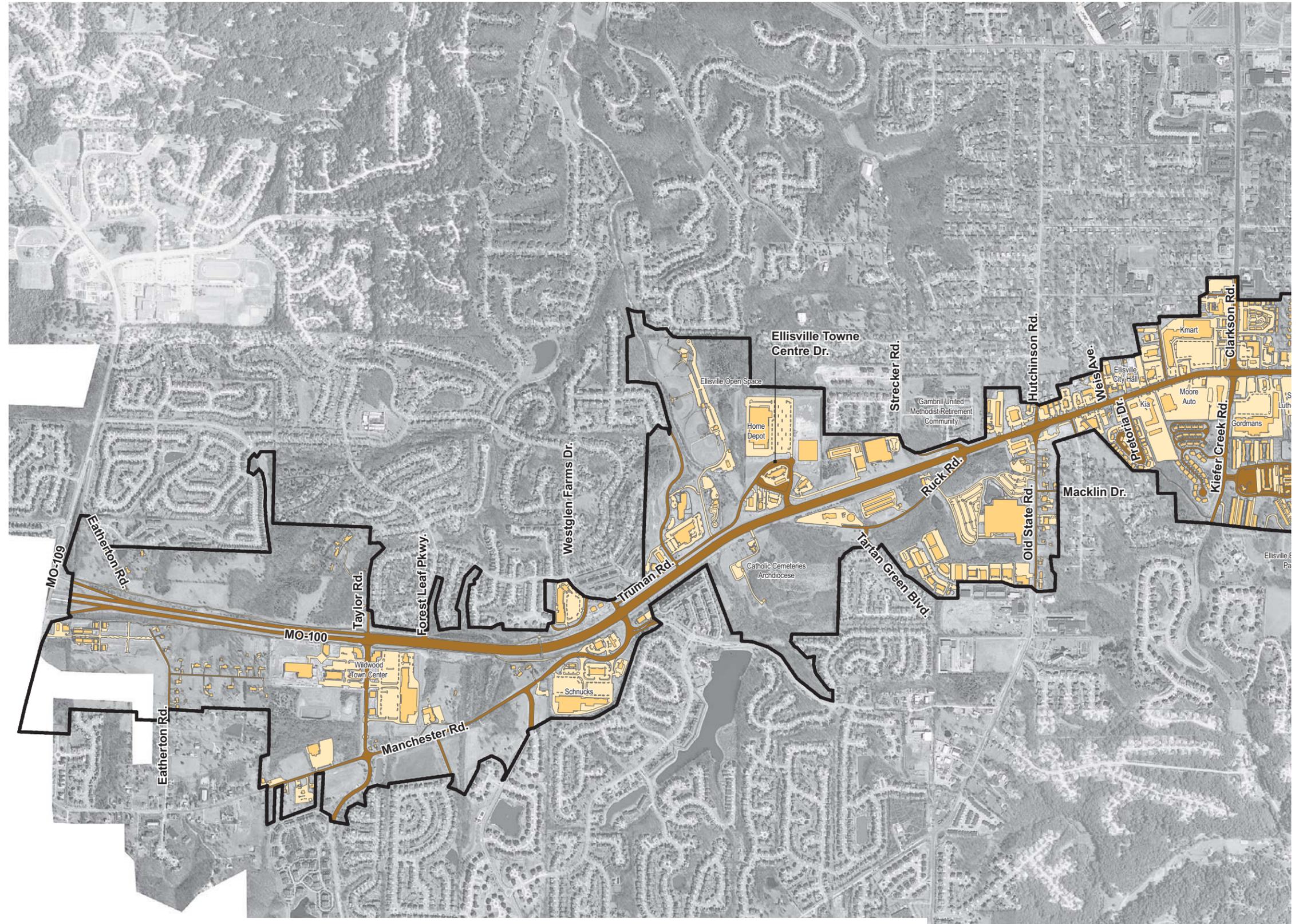
Existing Landscape - Eastern Segment



Impervious Surfaces - Western Segment

This diagram provides greater detail concerning impervious surfaces (including buildings and paved surfaces) that currently cover 42 percent of the study area along the Manchester Road corridor.

- Buildings
- Parking/Service Lanes/Paths
- Roads
- Study Area Boundary



Impervious Surfaces - Eastern Segment

