Chapter Five

CONCEPT PLAN

"It's no big mystery. The best streets are comfortable to walk along with leisure and safety. They are streets for both pedestrians and drivers. They have definition, a sense of enclosure with their buildings; distinct ends and beginnings, usually with trees. The key point again, is great streets are where pedestrians and drivers get along together."

– Allan B. Jacobs.
Great Streets. (Cambridge: MIT Press, 1993). 312

CHAPTER FIVE

concept plan

IN THIS CHAPTER

URBAN DESIGN VISION

CORRIDOR SEGMENTS

CORRIDOR SEGMENT 1: NORTH GATEWAY

CORRIDOR SEGMENT 2: GREEN BOULEVARD

CORRIDOR SEGMENT 3: DELLWOOD TOWN CENTER

CORRIDOR SEGMENT 4: RESIDENTIAL AVENUE

CORRIDOR SEGMENT 5: SOUTH GATEWAY

The Urban Design Concept Plan for the West Florissant Avenue corridor and surrounding project area outlines the preferred character and experience for the area by illustrating connections, destinations, relationships and gateways. The Concept emphasizes improvements to the public realm, circulation patterns, and character of the corridor along its length. The Concept also identifies strategic development opportunity sites. It is the visual blueprint for the corridor creating a unified identity while also encouraging the establishment of distinct districts.

A welcoming streetscape

Bicycle and pedestrian paths

5.1 URBAN DESIGN VISION

5.1.1 LEVERAGING PUBLIC REALM INVESTMENTS

The concepts presented in the Plan follow an overall strategy of making the right improvements to the public realm that will catalyze the private sector to respond with new development projects that bring up the overall quality of the commercial areas of Dellwood and Ferguson. This may begin with subsidized and institutional investments, such as civic buildings or senior housing, but will also lead to private projects as developers jump on board this unfolding success story.

5.1.2 PUBLIC REALM

The Conceptual Plan strives to make West Florissant Avenue a Great Street. It unites five distinct corridor segments through a consistent public realm that provides a safe, well defined, and comfortable environment for all users. The Concept emphasizes reclaiming new space for the public realm by reimagining space that is currently allocated for automobiles.

With the space devoted to vehicular traffic more carefully defined, this modest downsizing of the roadway footprint will create new space that can be devoted to pedestrians and cyclists, while maintaining strong level of service for vehicles. Adopting a widely-used urban design best practice for standard lane widths, which has been shown to reduce speeding and pedestrian crashes, the plan recommends using narrower lanes that are still within the acceptable US standards for roads of this size (according to the Federal Highway Administration, "with all else being equal, the wider the perceived road, the faster motorists will travel." See http://contextsensitivesolutions.org/content/reading/road-configu/).

A planted center median will add beauty while retaining the function of the center turning lane. It will bring a much-needed green space that improves the look of the avenue, helps calm traffic, serves as a pedestrian refuge, helps manage stormwater runoff and improves permeability and the heat island effect. The median will also provide space for distinctive wayfinding signage and major gateway elements to mark the entrances

to the cities of Dellwood and Ferguson. Driveway consolidation and other access management strategies will improve pedestrian safety, reduce crashes, and relieve congestion by limiting and clarifying turns. Final median locations and dimensions will be approved by St. Louis County.

Innovative new design features will boost the livability, identity, and economic performance of West Florissant Avenue. Along the east side of the street, a multi-use path will provide a safe and comfortable route for cyclists and pedestrians to move along the corridor in comfort and safety. This path will be a major branding opportunity for Dellwood and Ferguson, and an attraction for new residents and businesses. Sidewalks on the west side will be improved and made continuous from north to south. On both sides, these paths and sidewalks are envisioned to be separated from moving traffic by landscaped buffers that also serve as stormwater planters and rain gardens, where appropriate.

New streetscape amenities will improve the environment for pedestrians and cyclists. Pedestrian-scale lighting will improve the environment along paths and sidewalks, using high-efficiency lights to minimize maintenance cost, maximize sustainability, and reduce light pollution. Furniture and seating at key locations with high pedestrian traffic, particularly as part of the redevelopment envisioned in Segments 3 and 5, and where people gather will maximize enjoyment of key public spaces like Dellwood Park and Maline Creek.

5.1.3 PRIVATE REALM

Given the finite amount of development that the market analysis indicated is likely to be possible over a 10-year period, locations should be sought that have the potential to be most catalytic in attracting investment. This includes projects along the corridor and investments in the nearby neighborhoods. Economic development and re-development is envisioned to occur around

Commercial areas that have been nodes for years are in need of redevelopment

A stormwater planter minimizes impacts on sewer systems and beautifies the streetscape

two main nodes: the Dellwood Town Center area, near the intersection with Chambers Road (Corridor Segment 3), and the South Gateway area in Ferguson just south of Maline Creek (Corridor Segment 5). These areas have been commercial nodes for many years already and are well positioned to benefit from significant redevelopment investment.

New infill development should be guided by new zoning and guidelines that require buildings and entrances to be built up to the sidewalk, forming a consistent street wall. Until redevelopment occurs, individual property owners should be encouraged to beautify the edges of existing parking lots that front the avenue, so that the pedestrian experience is improved.

5.1.4 A SUSTAINABLE GREAT STREET

On great streets around the world, innovative sustainable practices are the reality – literally on every corner. Throughout the design of the West Florissant corridor, sustainable practices will be integrated into the design and featured as public amenities that will define the area as unique, improve environmental and public health, and stimulate new investment in and value for Dellwood and Ferguson.

Several technologies quickly growing in use around the world will vastly reduce rainwater runoff, help prevent flooding, and minimize roadway pollution. These best practice technologies include:

- The use of permeable paving surfaces in the multi-use path in the vicinity of the creeks to improve permeability of hard surfaces, helping water soak through to the ground beneath and replenish groundwater supplies
- Stormwater planters, swales, and rain gardens, which can be used instead of traditional tree pits to capture significant runoff that would otherwise be directed into the combined sewer system. This captures rain for watering trees and plants to reduce water use, reduces operating costs for sewer systems, and minimizes the problem of sanitary sewers overflowing when overwhelmed during storms and high water events
- New green space integrated into the roadway design in buffers and medians, that can increase the permeable area by up to 70% and reduce impervious surfaces by at least 35%

Major upgrades to the urban forest: Street trees have numerous benefits, and are recommended throughout the corridor. Street trees improve

air quality, produce oxygen and reduce carbon dioxide, lower levels of noise and dust, provide shade, lower temperatures, provide habitat for wildlife, and reduce surface water run-off. For humans, they improve asthma and other airborne diseases, enhance the street's appeal, help provide a sense of place and community, and increase property values. The tree canopy coverage will increase from 13% today to 19% in the near-term goal planting plan or 26% coverage in the long-term vision planting plan.

Trees also require care in their selection, planting and maintenance. In retail areas, tree species and location can prevent any problems of trees blocking store signs and entrances; under utility lines, smaller tree species can be used to prevent them from growing into the wires. Urban trees live longer, healthier lives when planted in adequate conditions that limit compaction with sufficient soil medium or in structured soils, such as "silva cells," that protect soil from compaction and allow roots to grow more quickly. These soil technologies also eliminate the problem of roots lifting sidewalks because the structured soil provides space to grow. Careful taproot species selection is also important.

Reducing automobile dependence: Shifting more travel from private vehicle trips to active transportation and public transportation puts less pollution into the air and streams, and results in healthier lifestyles. Strategies for increasing mode shift to more sustainable modes include:

- Providing viable multi-modal options for getting around by foot and by bike. Existing facilities for pedestrians and bicyclists on West Florissant are poor to nonexistent, assuring that these modes will not be able to compete against driving. Upgrading the outdated design of West Florissant to a street with high-quality pedestrian facilities and a separated, safe path for bicycle travel will allow for more walking and biking trips. Providing better access on foot and by bike also addresses a longtime equity issue for a neighborhood that has a lower than normal rate of car ownership.
- Improving and upgrading transit service and facilities. With the potential for a new BRT system on West Florissant, the options for high-quality transit will be better than ever. Upgrading transit boarding facilities and pedestrian crossing areas will improve the experience for existing transit riders on a corridor that already has the some of the highest ridership in the region.

A healthy urban forest improves environmental and public health

High-quality bicycle and pedestrian facilities provide real transportation choices

State-of-the-art street lighting can be a dramatic improvement of the streetscape

- Reducing sprawling land consumption in favor of more compact and walkable commercial centers. Compact, transit-oriented development means more walking to shops instead of driving from store to store.

Modernizing lighting along the avenue: upgrading street lights can improve safety significantly, reduce energy use, and also reduce light pollution. New pedestrian-scale lighting fixtures are more efficient than ever, and will ensure the corridor uses energy as efficiently as possible – saving money as well as the environment. Fixtures also should be selected for their maintenance characteristics.

5.2 CORRIDOR SEGMENTS

The Concept Plan identifies distinct characteristics of the different sections of the Florissant Avenue corridor. A district is defined by the predominance of a certain type of existing character within it. The character is based on the nature of uses, its location, and recent development and planned projects.

The discussion below is organized by Corridor Segments 1 through 5. The description of each zone includes:

- Overview of Site and Concept
- Vision
- Image, Identity and Community
- Mobility, Access and Safety
- Land Use and Economic Development

As highlighted by the shaded areas in Map 5.1, the segments (running north to south) within the West Florissant Avenue project area include:

Corridor Segment 1: North Gateway

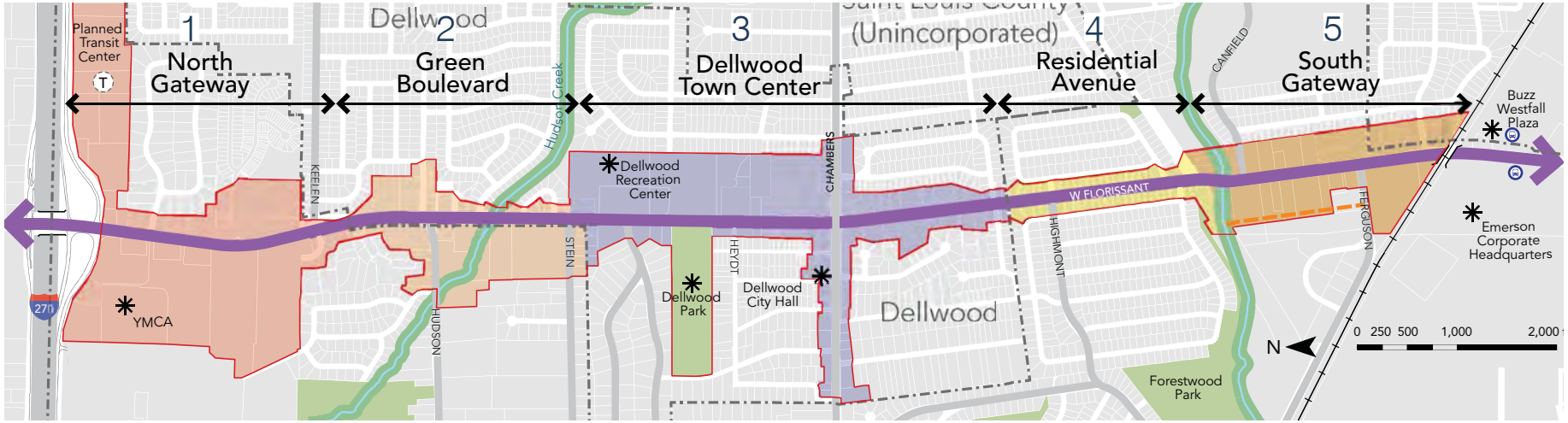
Corridor Segment 2: Green Boulevard

Corridor Segment 3: Dellwood Town Center

Corridor Segment 4: Residential Avenue

Corridor Segment 5: South Gateway

MAP 5.1. WEST FLORISSANT AVENUE CORRIDOR SEGMENTS



Segment 1: North Gateway

Existing

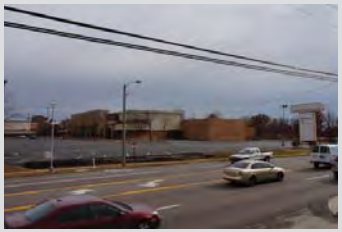
Desirable

Segment 2: Green Boulevard

Existing

Desirable

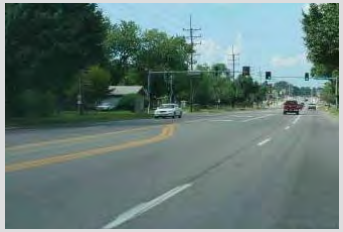
Segment 3: Dellwood Town Center



Existing

Desirable

Segment 4: Residential Avenue



Existing

Desirable

Segment 5: South Gateway

Existing

Desirable

5.3 CORRIDOR SEGMENT 1: NORTH GATEWAY

5.3.1 OVERVIEW OF SITE AND CONCEPT

The North Gateway, which runs from the I-270 interchange in the north to just south of Keelen Avenue, is a major economic development hub, within the limits of the City of Ferguson. The area is characterized by highway-serving big-box retail, including a successful Wal-Mart. There is also some low-density housing, a YMCA, and the St. Louis Community College (SLCC) campus abuts the northwest edge. A new transit center, planned for the northeast corner of the North Gateway, will be a major new regional hub. Few significant land use changes are expected in this segment.

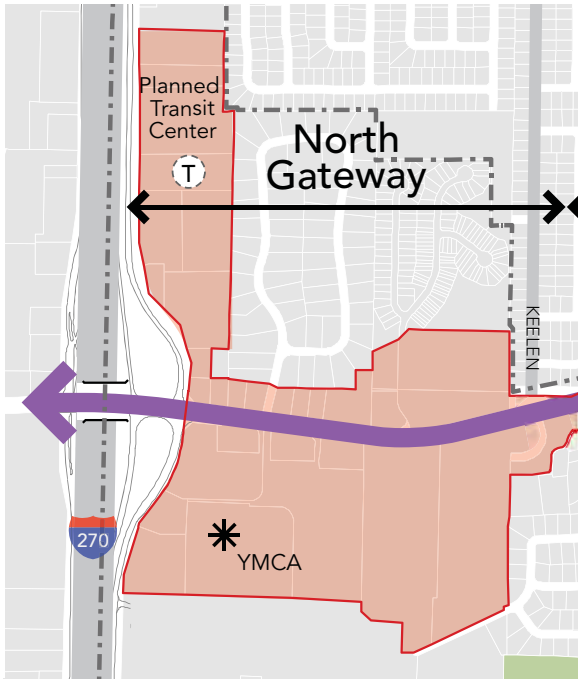
NORTH GATEWAY VISION: A REGIONAL RETAIL CENTER THAT DRAWS CUSTOMERS TO WEST FLORISSANT AVENUE FROM SURROUNDING COMMUNITIES

Streetscape improvements like widened sidewalks, a new multiuse path, a green median, and new lighting and trees will enhance the attractiveness of this segment as an entrance to the City of Ferguson and greatly improve neighborhood access to this hub by transit, biking and walking.

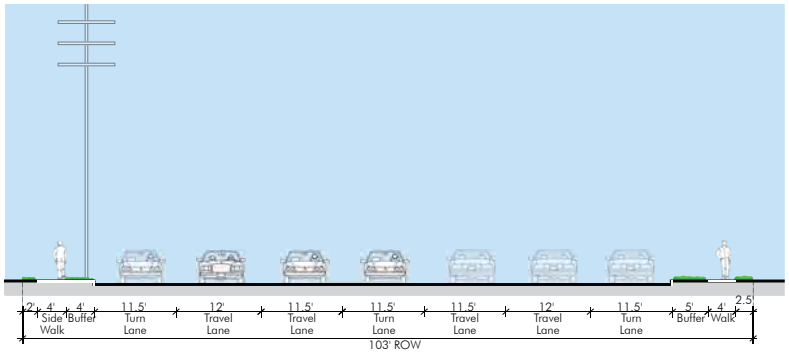
North Gateway Existing Conditions

Desirable Character for North Gateway

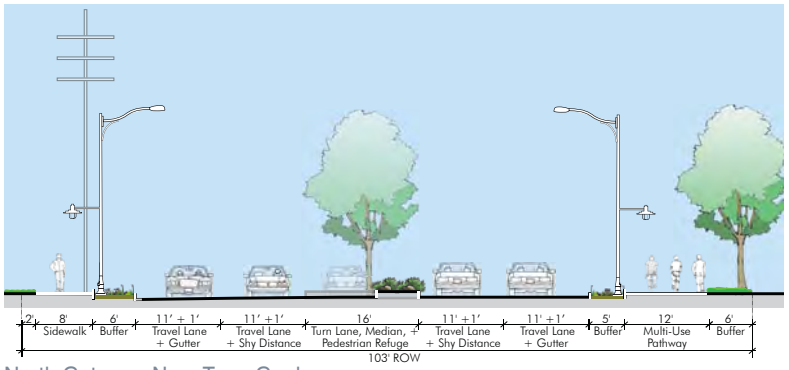
Long-term vision



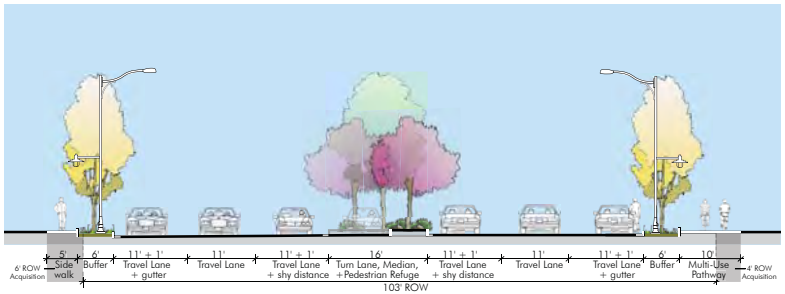
Segment 1 Location



North Gateway Existing Section



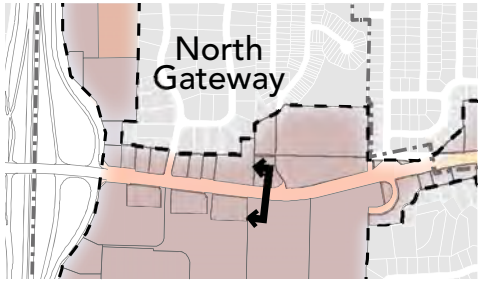
North Gateway Near-Term Goal



North Gateway Seven-Lane Option

5.3.2 MOBILITY, ACCESS, AND SAFETY

Portions of the North Gateway currently use turn lanes on both sides, creating a variable condition that ranges from five to seven lanes. The future design of this segment will depend greatly on the outcome of: MoDOT's continuing study of the I-270 interchange, which may recommend that approach lanes are needed in the North Gateway to relieve congestion; the planning for and impact of the BRT, which has the potential to actually lower traffic volumes, but may also have its own requirements for bus movements. Therefore, further study will be needed to determine what combination of seven lanes and five lanes may be appropriate. In either case, a new green median is used in the center turn lane, narrowing at intersections to allow for left turns, while still providing a high-quality pedestrian refuge. A dedicated multi-use path on the east side and widened west sidewalk significantly improve non-motorized access. New right-of-way may need to be purchased to provide the space needed for the multi-use path and sidewalks. Another option for the multi-use path would be to purchase an easement to direct it off -road to the east to connect to the Transit Center by a different route. A green buffer (with stormwater planters in strategic locations) helps protect pedestrians and cyclists from traffic along both sides of the street. Trees can also be planted along the buffer on the far side of the sidewalks (and in partnership with private property owners on adjacent land).



Location of street section

In the near term, travel lanes would be 11' plus 1' of shy space added along each curb. This allows a single row of trees to be planted down the middle of the median once the required clear zone is also accounted for. Trees can also be planted along the buffer on the far side of the sidewalks (and in partnership with private property owners on adjacent land).

In the long term, evolving standards, maintenance capabilities, and technologies may allow the addition of more trees and wider buffers, although the caveats about the effect of the I-270 study and BRT on the previous page still apply. Since these represent non-standard practices in the region, to achieve such a vision would depend on leadership and collaboration from the cities of Ferguson and Dellwood. They will need to take on additional responsibility for tree maintenance and may even take ownership of all public space outside the curb.

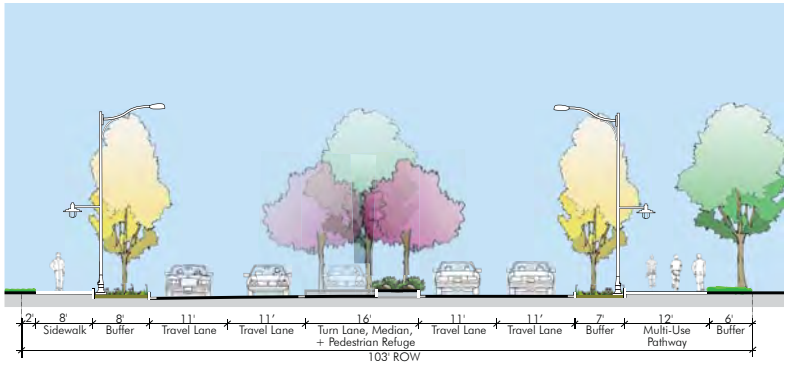
5.3.3 IMAGE, IDENTITY AND COMMUNITY

With new, high-quality transit and active transportation facilities, coupled with access management measures like the new median, driveway consolidation, and intersection redesigning, this segment of West Florissant Avenue can become a place that enables safe, efficient travel by visitors using all modes of travel. Over time, new development should be encouraged to locate parking in the backs of their buildings and to screen the edges of their visible parking with hedges and other plantings. Recommended features of the roadway will help give the area a new visual identity and help businesses provide a safe and memorable welcome to customers arriving by all modes. The overall design should help solidify the sense that one is entering an important retail district, the West Florissant Avenue Corridor, and the City of Ferguson. Tightening and redesigning intersections will be especially important here, to enable safe pedestrian and trail crossings, and allow former highway-style turns to be transformed into green pocket parks. During the design phase, intersection modifications will be reviewed and approved on a case by case basis with the appropriate design vehicle in mind.

5.3.4 LAND USE AND ECONOMIC DEVELOPMENT

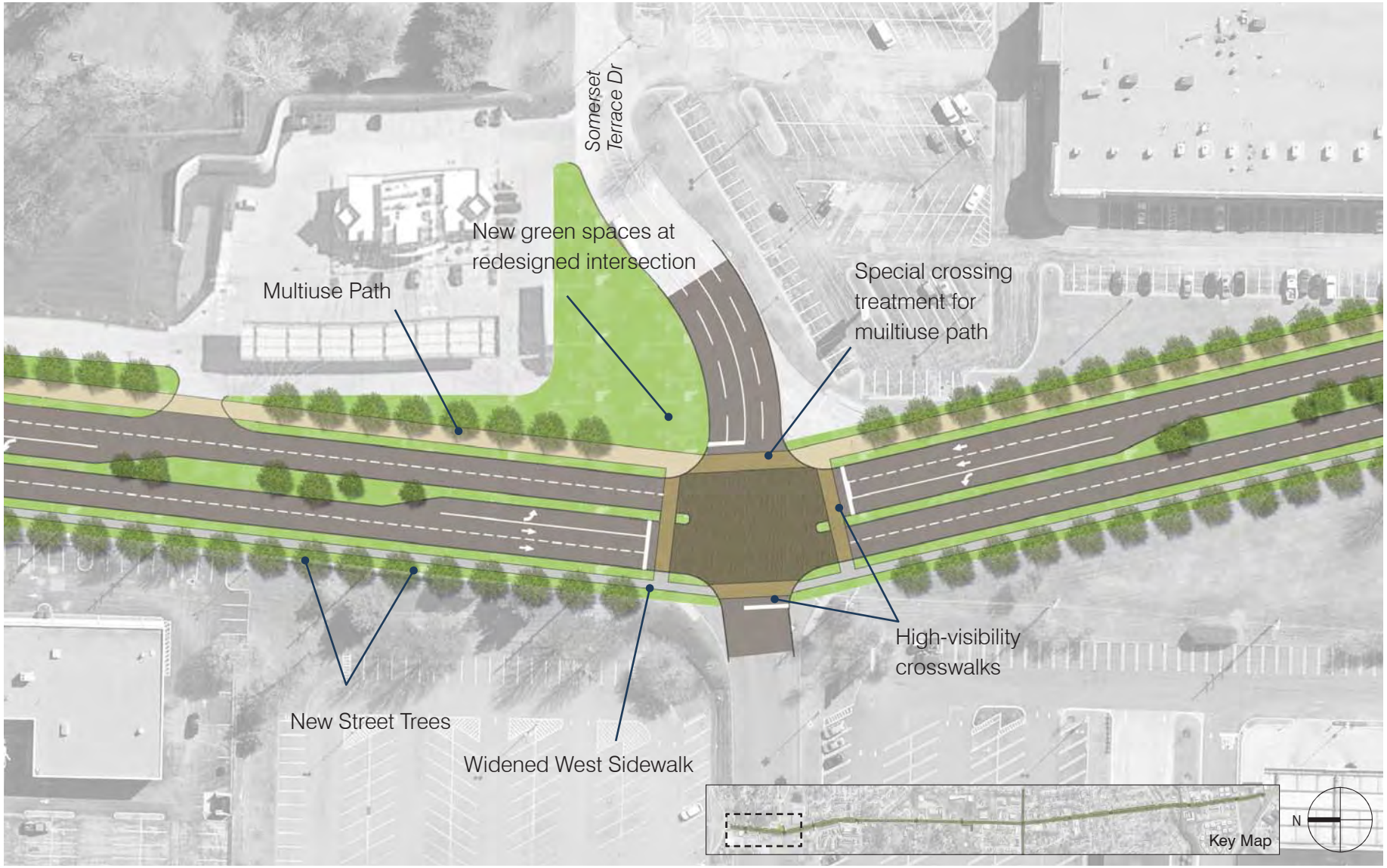
Already one of the most successful regional retail destinations in the area, the North Gateway is not envisioned as a place of major change. The plan primarily seeks to support and maintain the economic performance of this regional center. No changes to land use or zoning are proposed.

North Gateway Long-Term Vision, Plan View

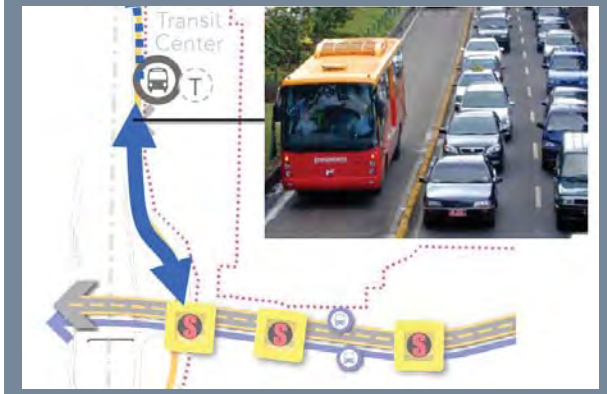


North Gateway Long-Term Vision, Section View

Stormwater
Swale Buffers
Harneywold Dr
Median Nose for
Pedestrian Safety
Green Median
Left Turn Pockets
Festival Dr



North Gateway Illustrative Plan



BRT Access - Contraflow Busway Option

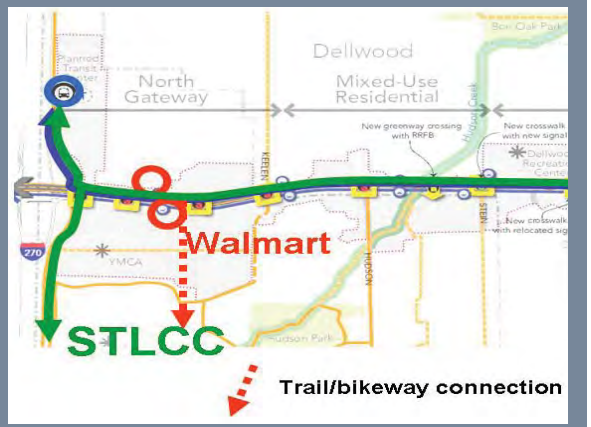
BRT Access - Local Bus Service / Circulator

BUS RAPID TRANSIT ACCESS

BRT access in the North Gateway is a concern since current planning by both Metro and Missouri DOT (MODOT) leaves a gap in service for the regional destinations in the North Gateway – destinations which would generate just the sort of long distance riders the BRT is designed to serve. These destinations include major retailers such as Walmart and Sam's Club as well as St. Louis Community College, which has a high (and increasing) share of bus riders among its students.

In MODOT's I-270 North Corridor Study to improve operation and access, an alternative currently being studied would make Pershall Rd. one-way going west. This would make access from the Transit Station even more problematic, if bus service were only going away from West Florissant and not bringing shoppers and students back east. Addressing this lack of service to major destinations in Ferguson would be both critical to the goals of the BRT and to the destinations that have so many bus riders. The options for making up this gap are explored below:

- Alternative 1: Provide direct access back to West Florissant Avenue. In the case that Pershall Rd. becomes a one-way street, access could be given through: a) a dedicated contraflow (2-way) bus lane to run buses directly back to West Florissant; or b) running local circulators or shuttle buses from the Transit Center. It should be noted that the multi-use path proposed with this project should also extend west to the Transit Center and east to SLCC.
- Alternative 2: Provide new BRT stops (one northbound, one southbound) along West Florissant Avenue near the entrance drive to Walmart. Additionally, a ped/bike linkage along the north edge of the Walmart parking lot would give easy access to SLCC.



BRT Access - Offroad Trail Option

BRT is becoming known worldwide for its similarity to light rail in the quality of design and amenity (such as wi-fi), and its service speed, which is made possible through the use of signal priority, pre-boarding to minimize passenger loading time, and express stops.

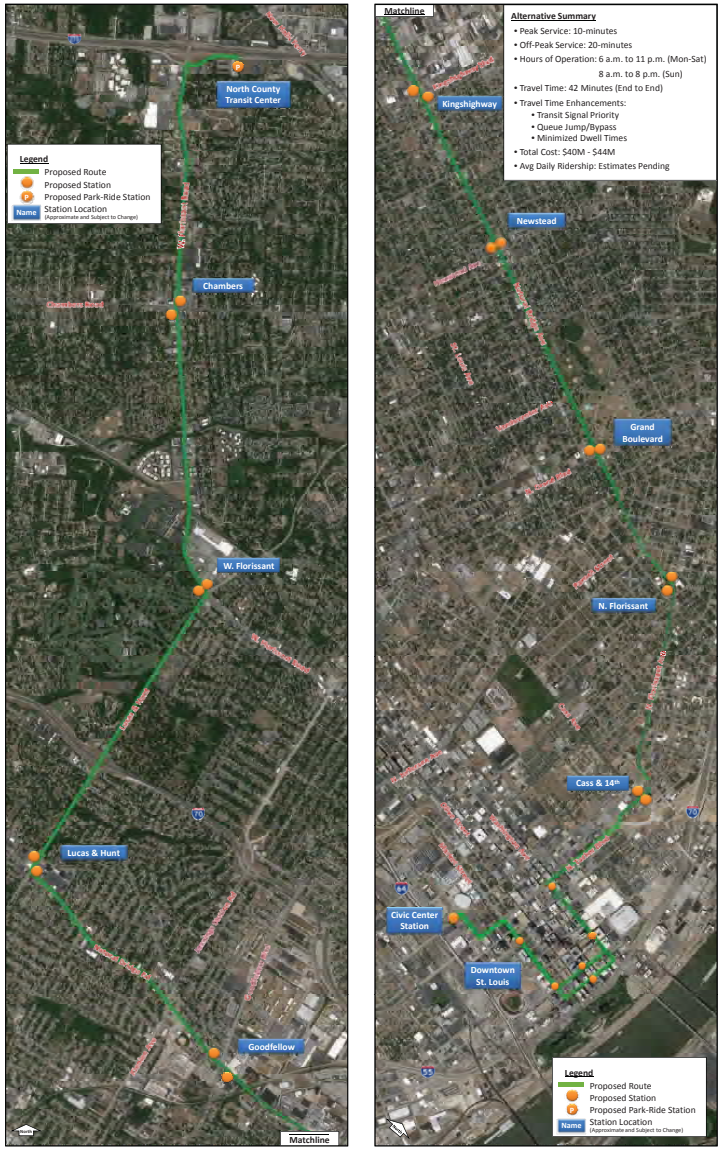
The West Florissant-Natural Bridge BRT alternative is 15 miles long and would run along local streets between Downtown St. Louis and the new North County Transit Center currently under development, located near West Florissant Avenue and I-270.

The West Florissant - Natural Bridge BRT alternative is designed to provide a faster alternative to existing local service. Using buses designed specifically for BRT service, the line would provide direct service along the corridor seven days a week, throughout the day and well into the night, so that many second and third shift workers can take BRT to and from work. The BRT line would also provide connections to other popular destinations, including the future North County Transit Center, Fairground Park, Washington Avenue, the Edward Jones Dome, Busch Stadium, and other downtown St. Louis destinations.

With frequent service - 10 minutes during weekday rush hours – riders won't need a schedule to know when the next bus will arrive. The line will stop only at stations, designed to stand out from local bus stops and provide attractive, comfortable and safe places to wait.

BRT has been successfully implemented in several cities in 21 states across the country. In the Midwest, BRT lines are operating in Chicago, Cleveland, Nashville, Minneapolis, and Kansas City. Kansas City's 9-mile MAX BRT line opened in July 2005 and serves 22 stations including River Market, downtown, Crown Center, midtown and the Plaza.

Cleveland opened the 9.3 mile HealthLine in the fall of 2008. Design features such as traffic signal prioritization have greatly reduced travel times from previous traditional bus service. In a 2009 onboard survey HealthLine riders gave the service a 90% approval rating. The HealthLine has contributed to more than $4.3 billion of private investment along Cleveland's Euclid Avenue corridor.



West Florissant: Natural Bridge BRT Alternative

5.4 CORRIDOR SEGMENT 2: GREEN BOULEVARD

5.4.1 OVERVIEW OF SITE AND CONCEPT

Greenery, a creek crossing, and large front lawns are the most attractive and recognizable features of Corridor Segment 2, the Green Boulevard, which stretches from just south of Keelen Avenue to Stein Ave. Views down the avenue here from the hilltops are quite beautiful, and leave a lasting impression about the community and its heritage.

This segment is bisected by the Hudson Creek riparian corridor, an underutilized natural resource that could connect Bon Oak Park to the north and Hudson Park to the south.

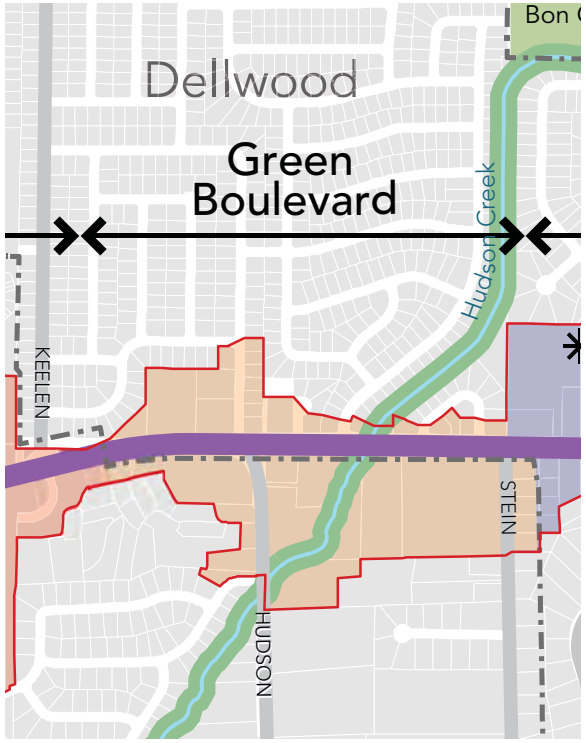
GREEN BOULEVARD VISION: AN ATTRACTIVE GREEN ROADWAY CONNECTING NEIGHBORHOOD INSTITUTIONS AND PARKS

A multi-use path will offer a major new amenity to the neighborhood, with innovative stormwater features, new street trees, and a new green median providing buffering, and distinctive signage providing wayfinding. If a greenway along Hudson Creek were developed, this would create a major greenway nexus at West Florissant that served as a connecting node for neighborhood open space.

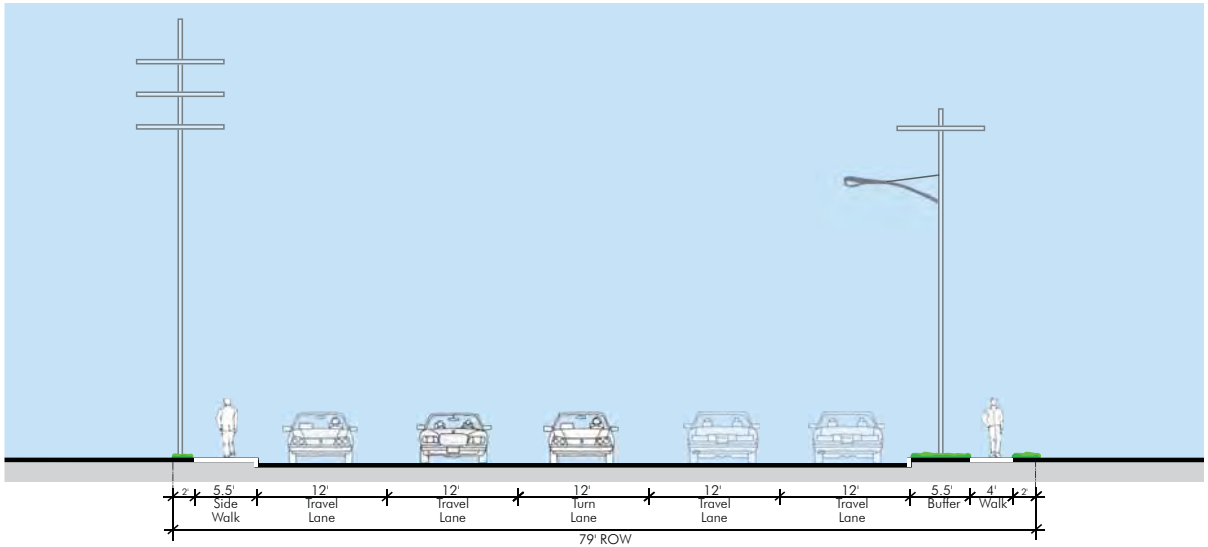
Green Boulevard Existing Conditions

Desirable Character for Green Boulevard

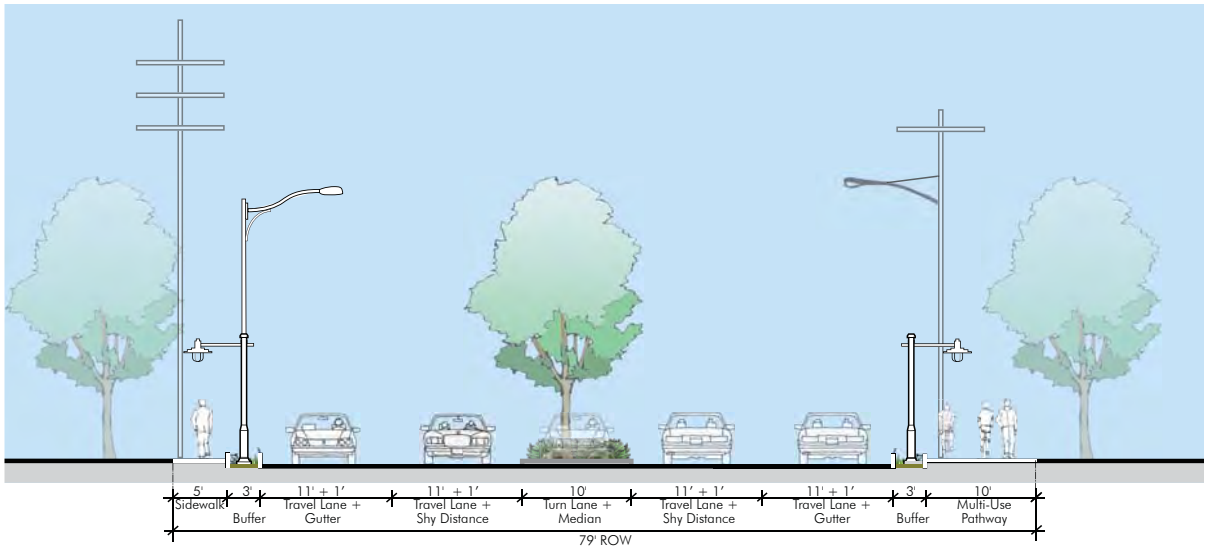
Long-term vision



Segment 2 Location



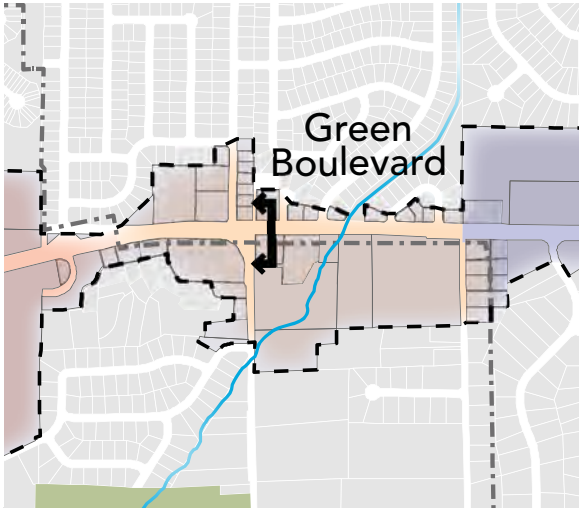
Green Boulevard Existing Section



Green Boulevard Near-Term Goal

5.4.2 MOBILITY, ACCESS, AND SAFETY

Two lanes of traffic in either direction are maintained in this segment of West Florissant Avenue. In the near term, shown at left, travel lanes would be 11' plus 1' of shy space added along the curb. This allows a new green median with a row of trees down the middle, which still allows for left turn lanes. Trees can also be planted along the far side of the sidewalks on adjacent properties, and doing so could be a way to build a sense of shared vision for the project. The width of the right of way in this segment should allow for a 10-foot wide multi-use path and a 5-foot sidewalk on the west side; both would be protected from traffic by buffers.



Location of street section

A longer-term vision could exchange narrower lanes for more buffer and tree-planting area. Achieving this vision would depend on finding appropriate ways to share responsibility for maintenance and possibly ownership with the cities of Ferguson and Dellwood (see page 93). Lateral connections along Hudson Creek to Hudson Park, Bon Oak Park, and Ferguson's new community center should be explored. The planted median and new pedestrian crossings will also add more convenient connections across the avenue, especially at Hudson Creek.

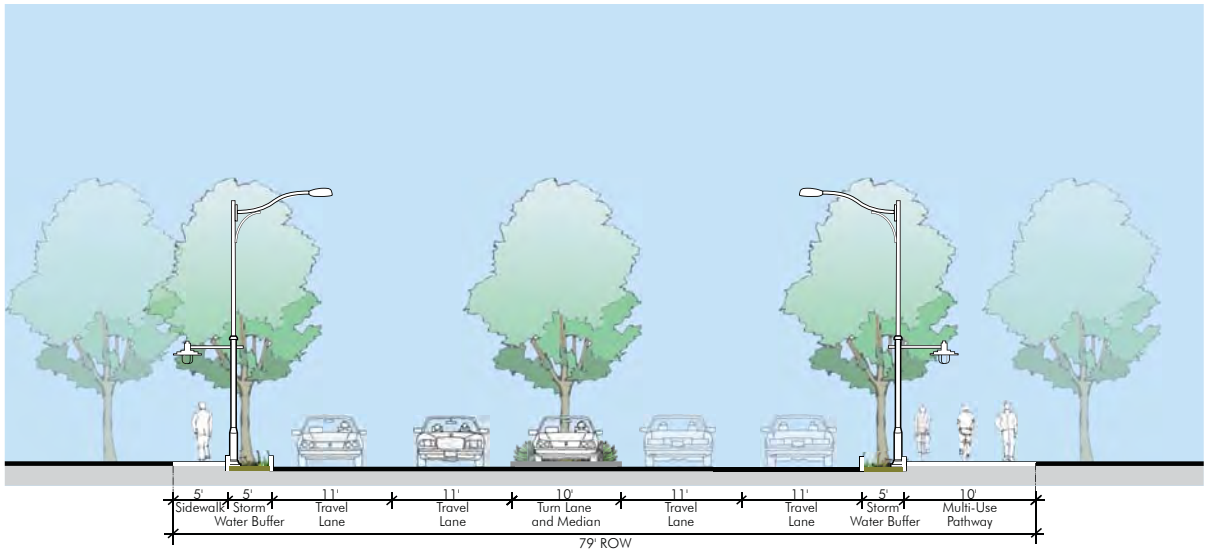
5.4.3 IMAGE, IDENTITY AND COMMUNITY

It is in this segment that West Florissant Avenue can achieve its "greenest" potential, and serve as a major green nexus for the neighborhood, rather than simply a wide road for cars. Tree plantings, including native, ornamental trees with seasonal color, will give a special character to the entire segment and remind people of the rural heritage which even recently was home to horse farms.

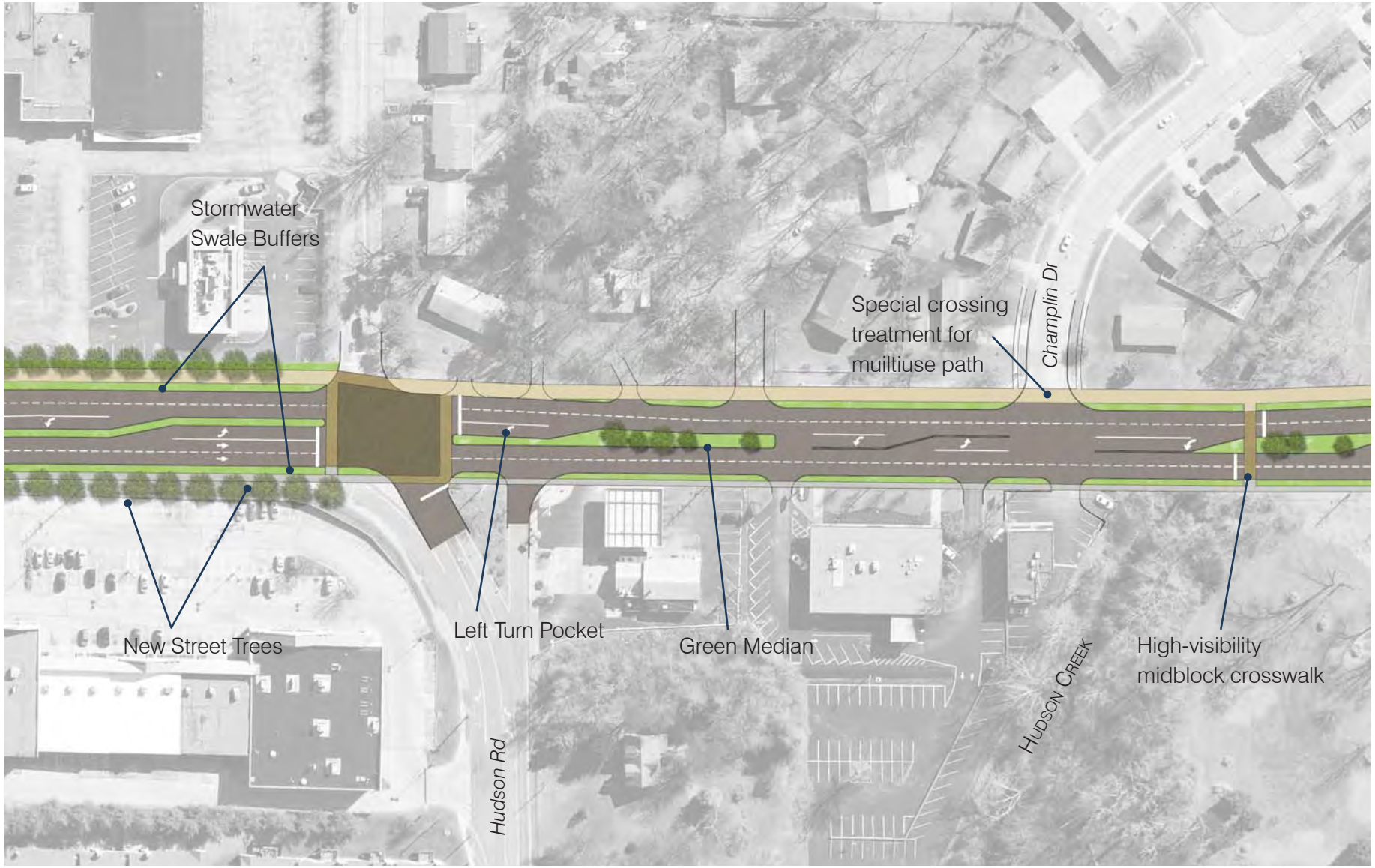
5.4.4 LAND USE & ECONOMIC DEVELOPMENT

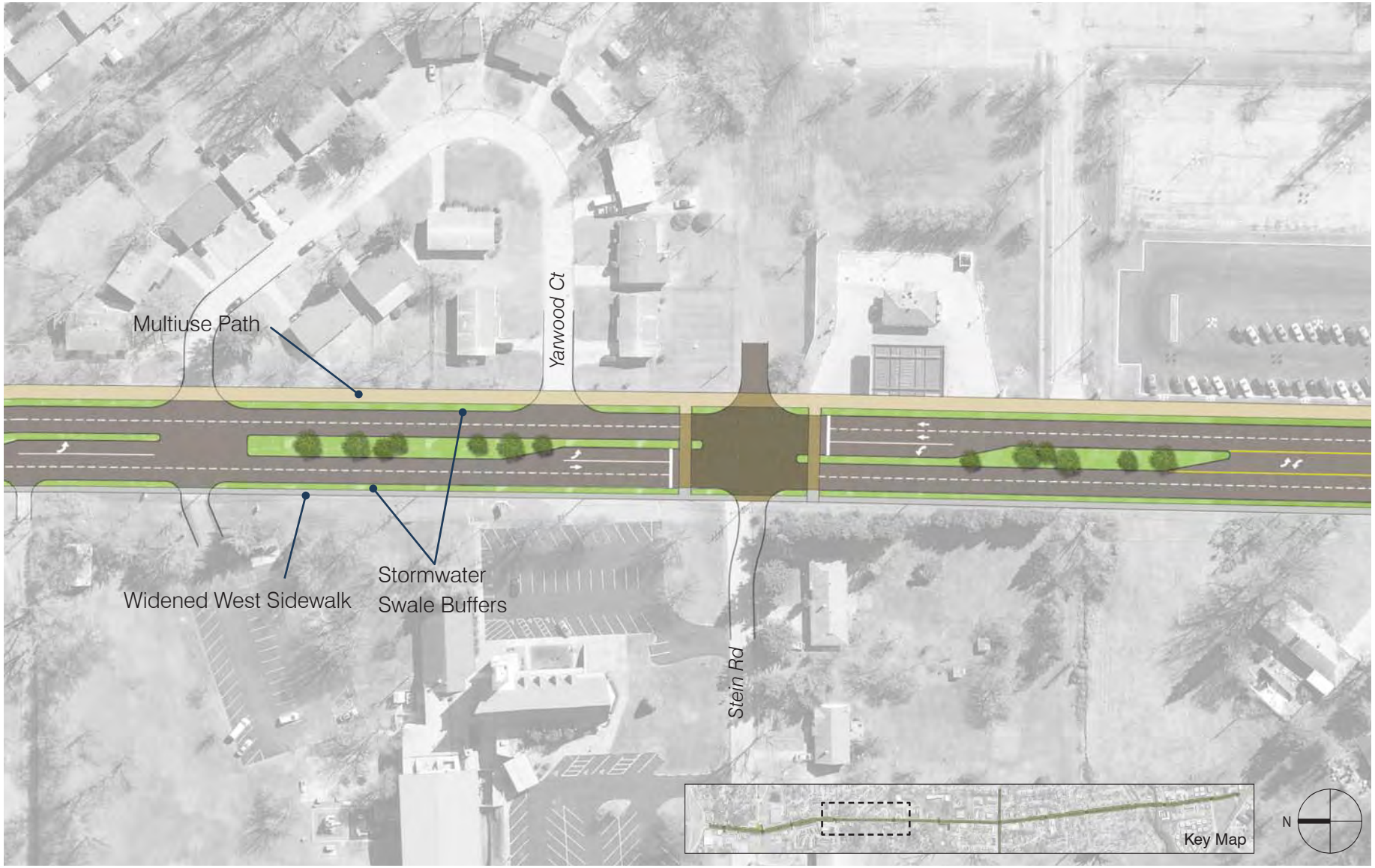
Zoning and land use regulations should reinforce the green community character of this segment, limit commercial development and redirect retail to existing nodes. More commercial development here will only cannibalize commercial uses that exist in more appropriate locations with better transit access and more compact, walkable character.

Green Boulevard Long-Term Vision, Plan View



Green Boulevard Long-Term Vision, Section View


Stormwater
Swale Buffers
Special crossing
treatment for
muiltiuse path
Champlin Dr
New Street Trees
Left Turn Pocket
Green Median
High-visibility
midblock crosswalk
Hudson Rd
Hudson Creek



Green Boulevard Illustrative Plan

5.5 CORRIDOR SEGMENT 3: DELLWOOD TOWN CENTER

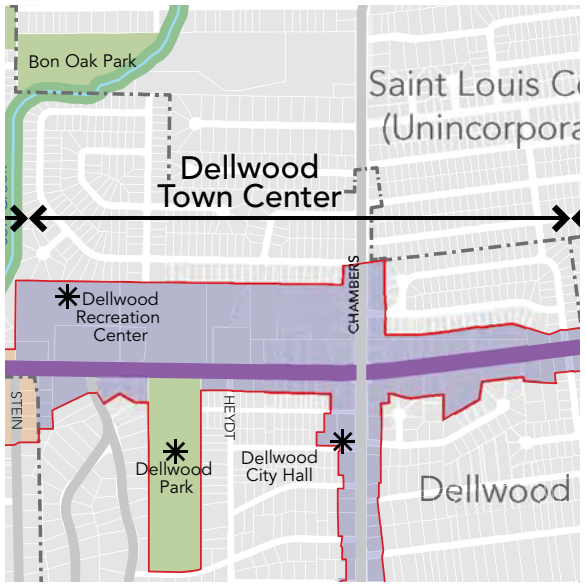
5.5.1 OVERVIEW OF SITE AND CONCEPT

The intersection of West Florissant Avenue at Chambers Road, in Dellwood, is an important central site that has regional access and convenient connections to downtown Ferguson. Dellwood City Hall, Dellwood Park and the Recreation Center are major civic assets in this area, and Dellwood Crossing is one of the most successful retail centers along the corridor. However, older retail is struggling and Springwood Plaza has been vacant and unproductive for several years. Small, shallow commercial parcels are conducive to redevelopment on a small scale, and are therefore friendly to local developers, rather than larger traditional developers.

There is high transit use in this segment, and very high pedestrian traffic due in part to the many bus transfers that occur to and from transit lines on West Florissant and Chambers. Some form of transit-oriented development is therefore called for in this segment. An alarming number of vehicle-pedestrian crashes have occurred in this segment, as people cross this wide section of the avenue in many more locations than crosswalks currently provide for.

DELLWOOD TOWN CENTER VISION: A WALKABLE AND FRIENDLY TOWN CENTER THAT IS THE HEART OF DELLWOOD

Major streetscape improvements will enhance attractiveness of this segment, help establish it as the heart of the City of Dellwood, and greatly improve access to this hub through transit, biking and walking. Building on the BRT Station that is proposed for Chambers Road, the intersection can attract development to create a transit-oriented urban center that has a unique local identity.

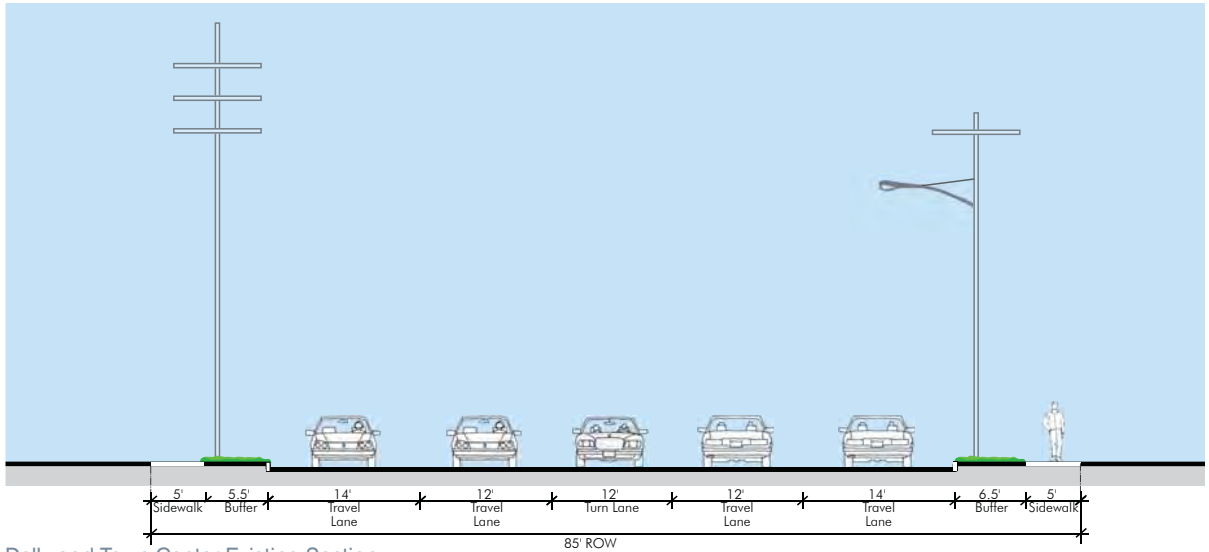


Segment 3 Location

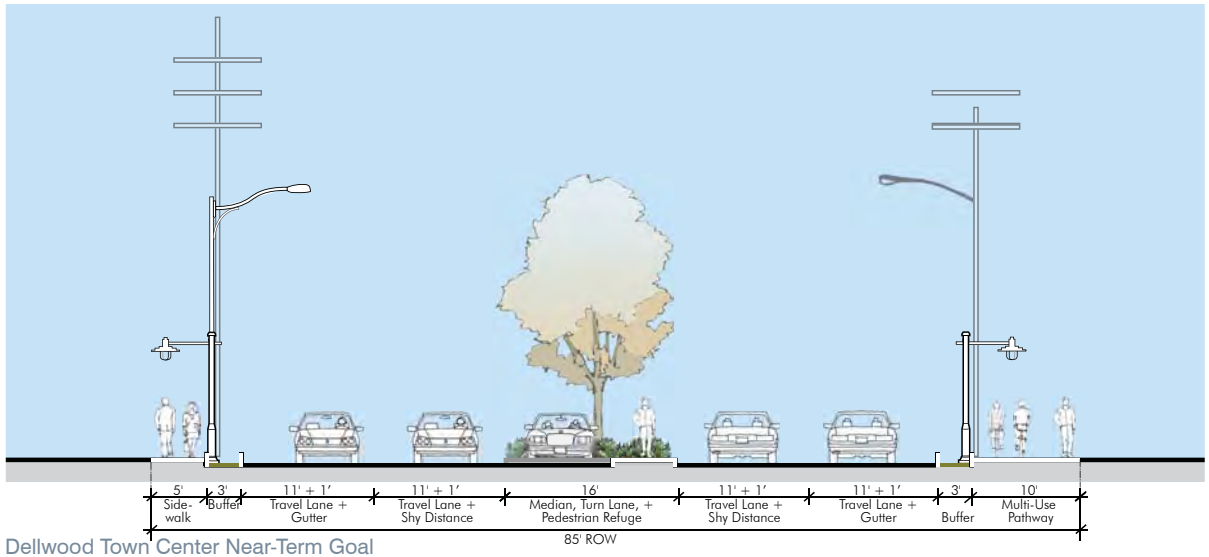
Dellwood Town Center Existing Conditions

Desirable Character for Dellwood Town Center

Long-term vision



Dellwood Town Center Existing Section



Dellwood Town Center Near-Term Goal

5.5.2 IMAGE, IDENTITY AND COMMUNITY

A high quality urban streetscape is essential to supporting the commercial areas around the Chambers Road intersection. New sidewalks, medians, and crosswalks, along with trees, lighting, and generous and inventive seating will mark the area as a central community node, and rebrand it as a place to rebuild. Zoning should require parking to be located behind buildings; until redevelopment, lots should be screened with plantings to make them less visible.

Dellwood Park is a wonderful community amenity that should have a more pronounced presence on the avenue. Its front parking strip should be screened with a planted frontage that attracts the attention this gem of a park deserves.

New community gardens could be incorporated into the recreation center property or other civic property to create new gathering space, and help contribute to the area's rebranding as a center for health and wellness.

5.5.3 MOBILITY, ACCESS, AND SAFETY

This segment also provides two lanes in either direction with a center planted median. The width of the right of way varies, so the multi-use path may vary between 10 and 12 feet, with a 5-foot buffered sidewalk on the west side.

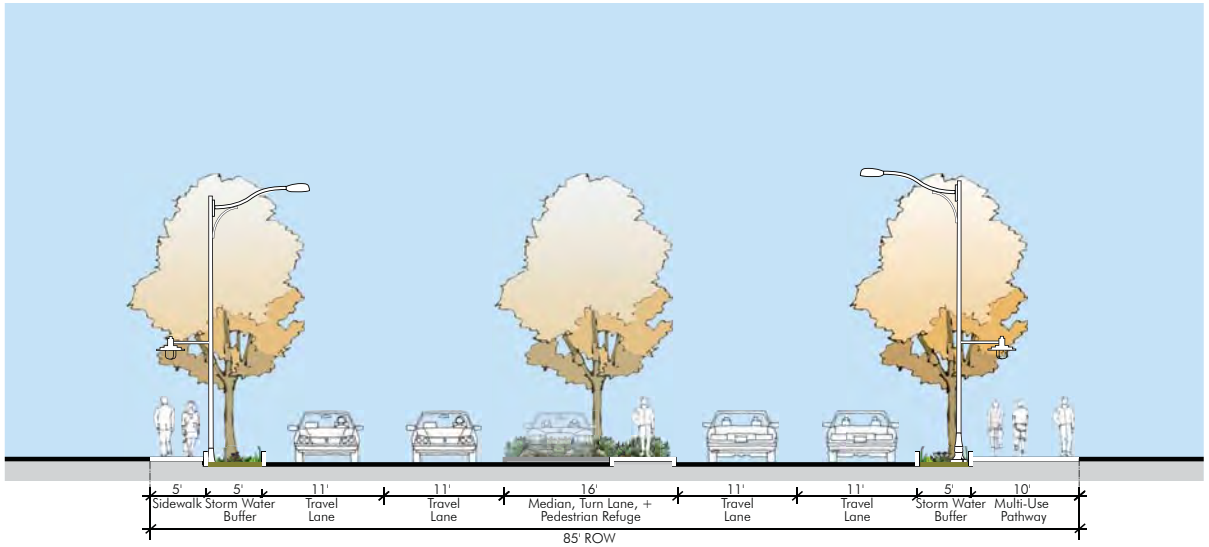
The Chambers Road intersection should be redesigned with pedestrian safety and convenience foremost in mind, reducing the existing seven lanes to six lanes by removing the bus pullouts. North of the intersection, an additional midblock crossing is needed - and more could be needed in the future in concert with new development.

The many curb cuts in this corridor segment need to be reduced and consolidated so pedestrians are safe from cars entering and exiting businesses. When necessary, and where they won't compromise pedestrian safety in this pedestrian-heavy segment, u-turn access can be considered.

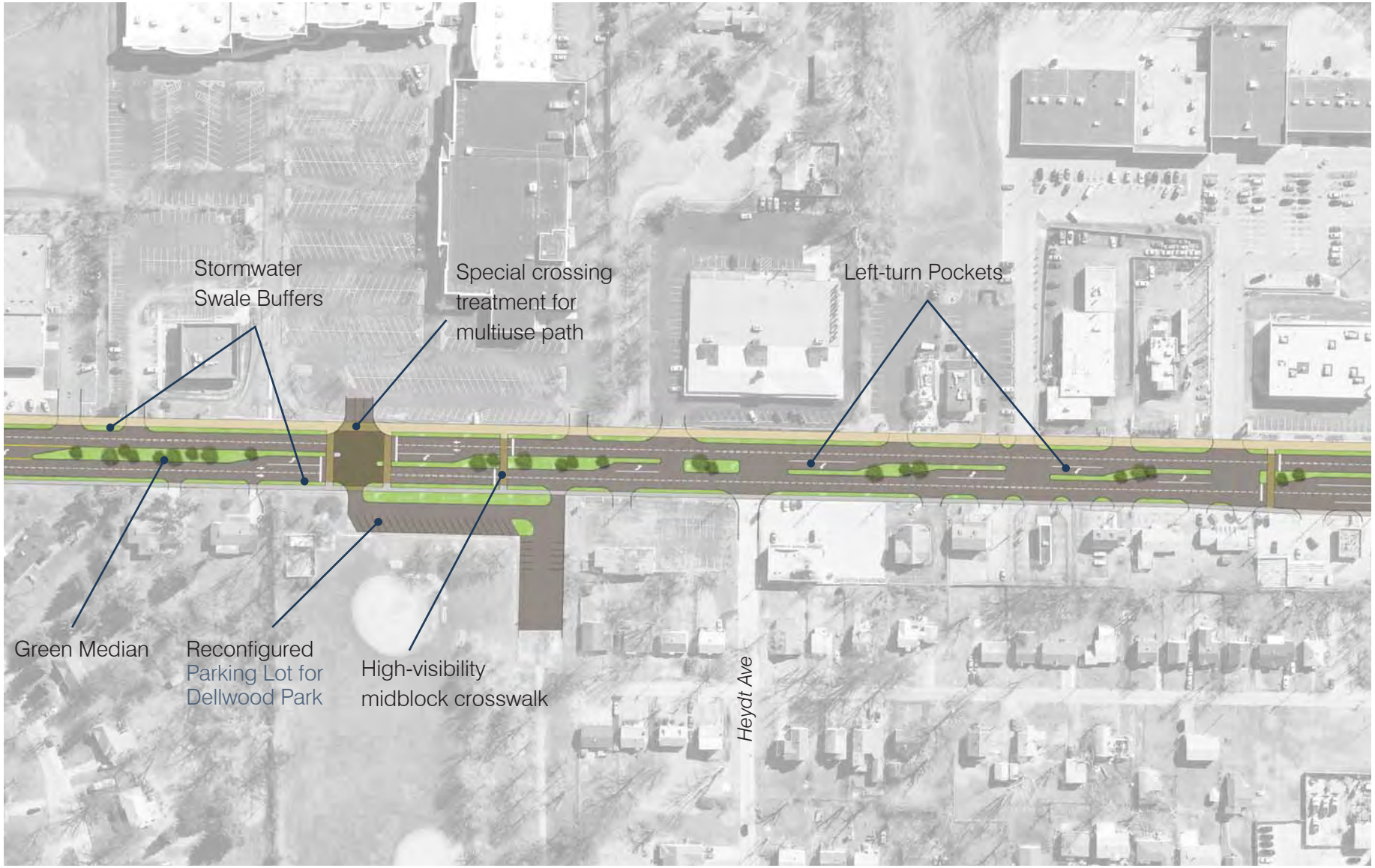
Sidewalks and the multi-use path should have a distinct urban character and maximum width allowed by the right-of-way to make this a truly walkable community.

Chambers Rd. should be improved as part of the project across the entire intersection and as far west and east as funding permits, using the same design toolbox (narrowing lanes, use of median, access management), as shown.

Dellwood Town Center Long-Term Vision, Plan View



Dellwood Town Center Long-Term Vision, Section View


Stormwater
Swale Buffers
Special crossing
treatment for
multiuse path
Left-turn Pockets
Green Median
Reconfigured
Parking Lot for
Dellwood Park
High-visibility
midblock crosswalk
Heydt Ave

Dellwood Town Center Illustrative Plan

5.5.4 LAND USE AND ECONOMIC DEVELOPMENT

Targeted investment in the vicinity of West Florissant and Chambers, and northward to Dellwood Park, is likely to yield a better return on investment than other segments of the corridor for several reasons:

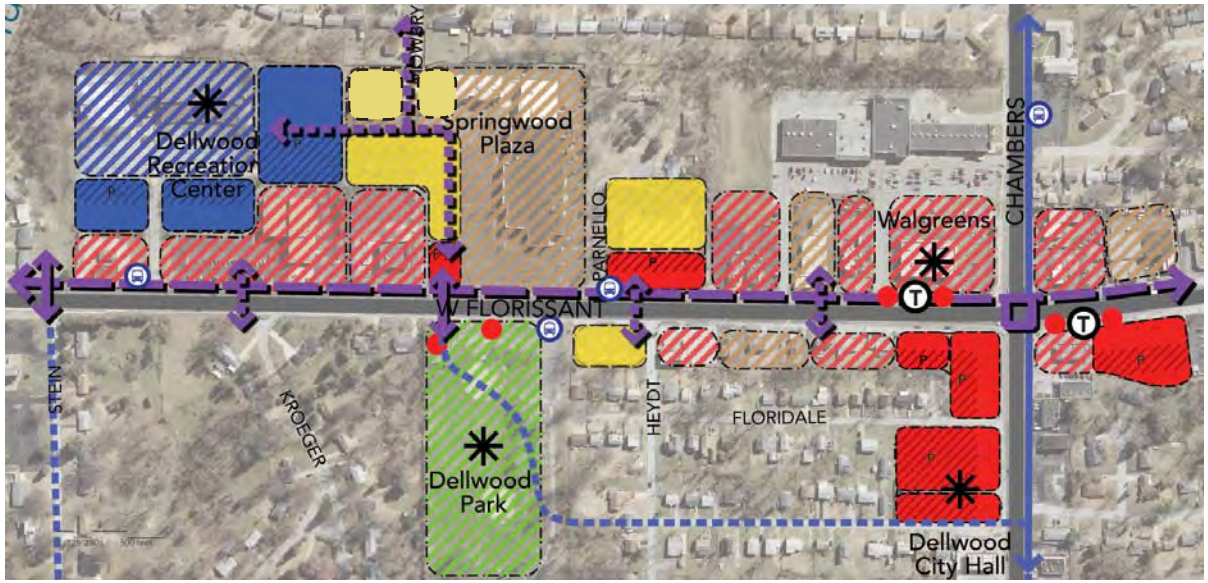
- Street life, traffic, and anchors: With its role as a major stop for transit, its high pedestrian traffic, and high vehicle traffic volumes of 35,000 trips per day, and with the presence of retail anchors such as Save-A-Lot and Walgreen's, Dellwood Town Center will generate a level of foot traffic that is beneficial to retailers. Focusing on replacement buildings for retailers gives existing and new businesses a better opportunity to succeed through improved image and marketability. All new buildings should be built to the sidewalk to create a consistent street wall that favors shopping on foot.
- Gateway/Branding/Image: Given the high visibility of this portion of the corridor, an opportunity exists to transform perceptions of the community as a whole by making one of its most heavily-viewed areas more appealing, memorable, and functional.
- Goods and services: Easy access to existing businesses such as grocers and pharmacies can be leveraged as marketable assets for new residential development and anchors that generate retail traffic.
- Civic uses and land: civic uses such as Dellwood Park can be leveraged as traffic generators for business and amenities for residential developments. Land available at the recreation center and city hall (if the city chooses to move) might be leveraged for future development.
- Civic use and related development should be transit-oriented and walkable; placemaking strategies should be used to foster community engagement and a new vision of a town center. With transit-oriented development (TOD) and a new BRT station, it is reasonable to reduce parking requirements in this area, which would allow property owners to profit from more intensive development on

Dellwood Town Center Opportunity areas

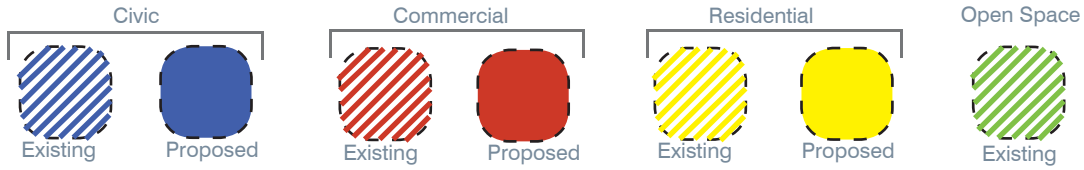
Dellwood Town Center Assets (red) and Opportunities (brown) areas

nearby parcels. TOD is "a type of community development that includes a mixture of housing, office, retail and/or other amenities integrated into a walkable neighborhood and located within a half-mile of quality public transportation" (for more information see http://www.reconnectingamerica.org/what-we-do/what-is-tod/).

- Redevelopment opportunities: the large (and largely vacant) Springwood Plaza site provides almost 10 contiguous acres for redevelopment—large enough to build an entirely new residential community. It has the potential to attract major developer, if not for re-tenanting its vacant stores, then alternatively to provide an excellent site to develop housing. The row of smaller parcels along the west side of the avenue from Dellwood Park down to Chambers Rd. is well-suited to redevelopment by smaller developers from the community.



Proposed Dellwood Town Center Land Use Plan



Proposed Dellwood Town Center Urban Design Conceptual Site Plan

A slight revision to the BRT route could create more potential for a transit-oriented mixed use development project combined with the BRT station, just off West Florissant Avenue and promoting the redevelopment of the area around Dellwood Recreation Center and Springwood Plaza

Feasible Development program: Dellwood Town Center

30-45,000 sq ft 1-story replacement retail

150-200 units mixed income apartments

50-100 affordable senior housing

Civic buildings:

- Dellwood City Hall (8,000 sq ft)
- New library
- Early Childhood Center

- Dellwood Crossing, the shopping center on the northeast corner of the West Florissant and Chambers intersection, is in no need of redevelopment for the present. However, in the long term it should be considered a key opportunity to build new retail to the sidewalk (with parking in back) and anchor this corner which has such potential to redefine Dellwood as a walkable place. Even in the short term, the parking area along the front sidewalk is an excellent location to line up vendors and food trucks, along with chairs and tables, to serve the large number of pedestrians walking by.
- Land uses and potential for future redevelopment dictate that the Chambers Road intersection improvements for pedestrian safety (see section 5.5.3) take a high priority. With a new BRT station also planned for this intersection, it will be by far the busiest and most multi-modal of all intersections on the corridor. Fitting this town center setting, intersection design needs to make maximum use of all techniques that facilitate pedestrian movement.
- Health and wellness district: A significant opportunity exists to combine a number of planned and likely services and amenities in a single district—a health and wellness district—within Dellwood in a manner that capitalizes on the synergy of these complementary uses. These include:

  - **Health care**: A new facility could be encouraged at this node to accommodate future demand by health care providers to locate in the area.

  - **Pharmacy**: Given high traffic volumes and the presence of a competitor in Walgreen's, it is possible that another pharmacy could be enticed to develop a corner location at Chambers. If good design standards are adhered to, it could be an asset to the district.

  - **Senior housing**: Taking advantage of nearby healthcare and active living amenities, a marketable site could be developed as senior housing.

  - **Fitness and active living**: From the Dellwood recreation center to a new storefront fitness center to the proposed multi-use path, an expanded array of fitness options would be made available to residents.

Desirable Medical Office building type

Desirable Retail building type

Public library and garden

5.6 CORRIDOR SEGMENT 4: RESIDENTIAL AVENUE

5.6.1 OVERVIEW OF SITE AND CONCEPT

In Corridor Segment 4, which ranges from west of Highmont to Maline Creek, a purely residential character emerges for the only time along the study corridor. This has a major impact on the design of the roadway, which shrinks in size to four lanes with wide green buffers and sidewalks under the shade of trees. The multiuse path becomes a major neighborhood amenity for the residents along this stretch.

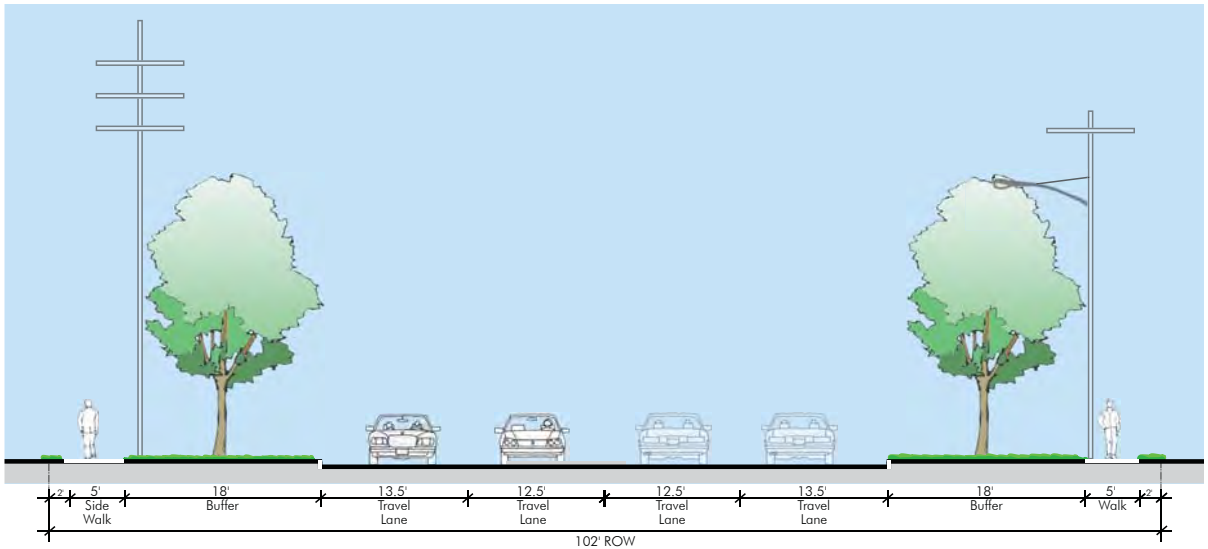
RESIDENTIAL AVENUE VISION: A VERDANT RESIDENTIAL CORRIDOR THAT WILL BE ENHANCED BY NATURAL AREAS AND MALINE CREEK

Although already an attractive stretch of road, the corridor will become even greener and, with a center planted median, significantly more scenic.

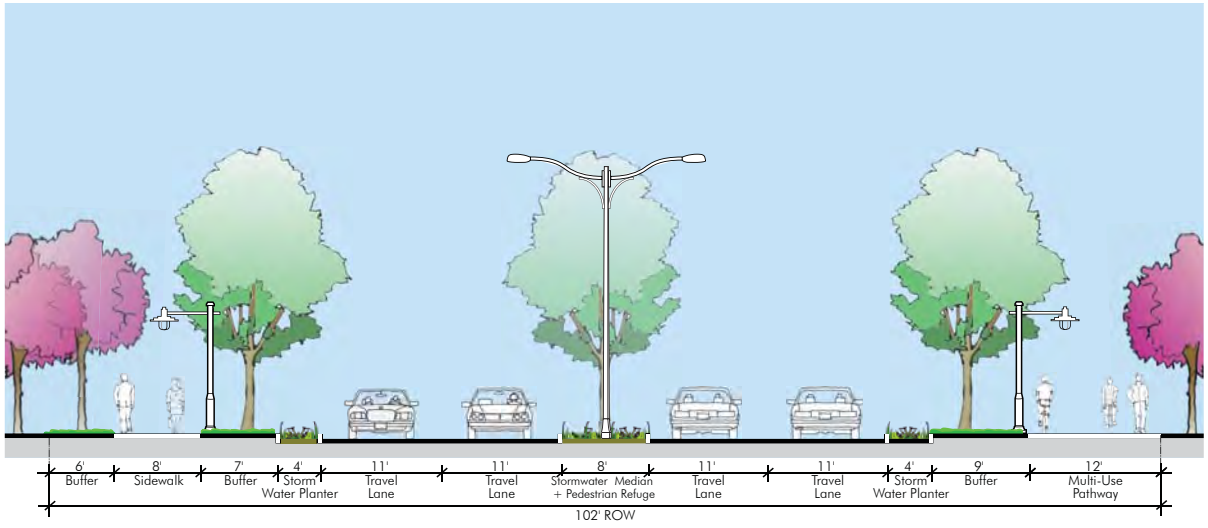
Residential Avenue Existing Conditions

Desirable Character for Residential Avenue

Segment 4 Location



Residential Avenue Existing Section



Residential Avenue Near-Term Goal

5.6.2 IMAGE, IDENTITY AND COMMUNITY

The Residential Avenue segment should support and complement the quiet residential neighborhood through which it passes, and design should help minimize the impact of noise and lights and maximize aesthetics. Here, West Florissant should be designed as a calm residential street that is safe and pleasant to live along. The overall green character of this neighborhood will be reinforced through the addition of stormwater plantings, a green median, street trees, and a multi-use pathway, as shown in the prototypical plan.

At the southern edge of this segment, West Florissant crosses Maline Creek, which will be developed as a major greenway connecting parks and open spaces. West Florissant's multi-use path should connect seamlessly to the Maline Creek Greenway, which will branch off east and west, with a major connection to Forestwood Park offering easy and safe access to the area's largest park.

Location of street section

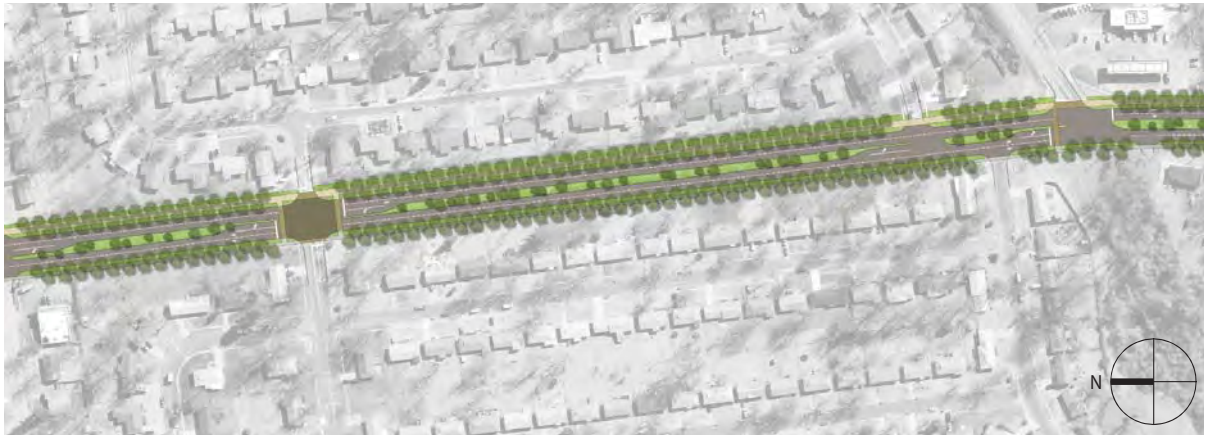
5.6.3 MOBILITY, ACCESS, AND SAFETY

Innovative green infrastructure can be the showpiece along this segment. The road can be rebuilt to slope down both to the new center median, which can be designed as a rain garden to absorb and treat stormwater, as well to new storm water planters on the outer edges of the roadway, which will have two lanes in either direction. The new median and narrowed travel lanes will help calm traffic. Green buffers planted with trees will separate the stormwater infrastructure from the new 12-foot wide multi-use path on the east side and an 8-foot sidewalk on the west side.

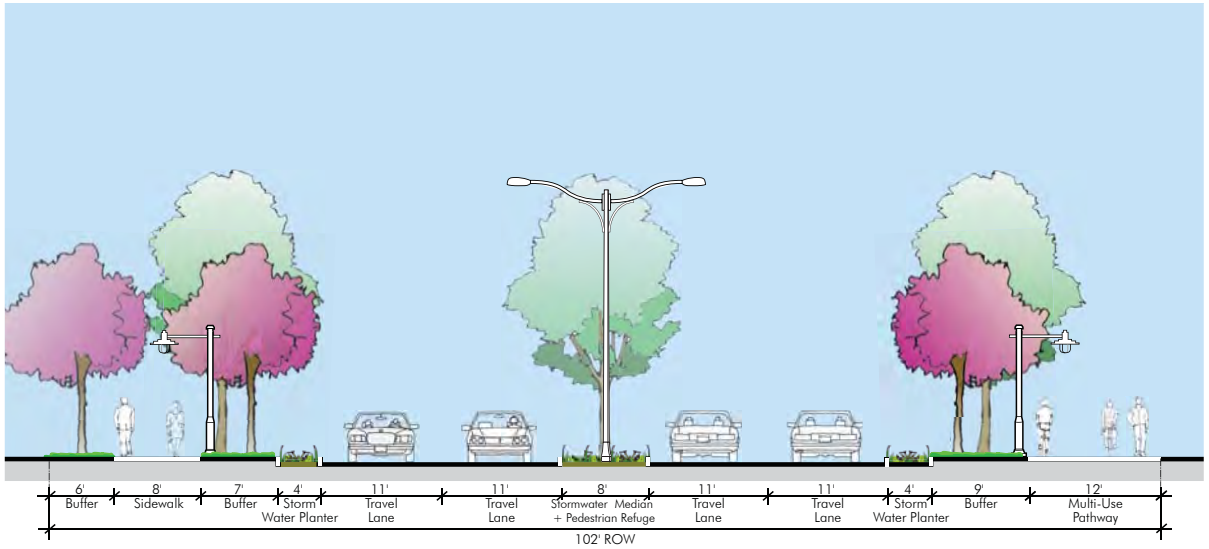
The new multi-use path will be a major new connector for residents from the neighborhood to access Dellwood Town Center, Maline Creek, and other neighborhood destinations and open spaces.

5.6.4 LAND USE / ECONOMIC DEVELOPMENT STRATEGY

No changes to land use are called for in this area. The inherent character and value of the residential neighborhoods should be maintained or improved through the corridor's design, with traffic calming measures and enhanced accessibility emphasized.

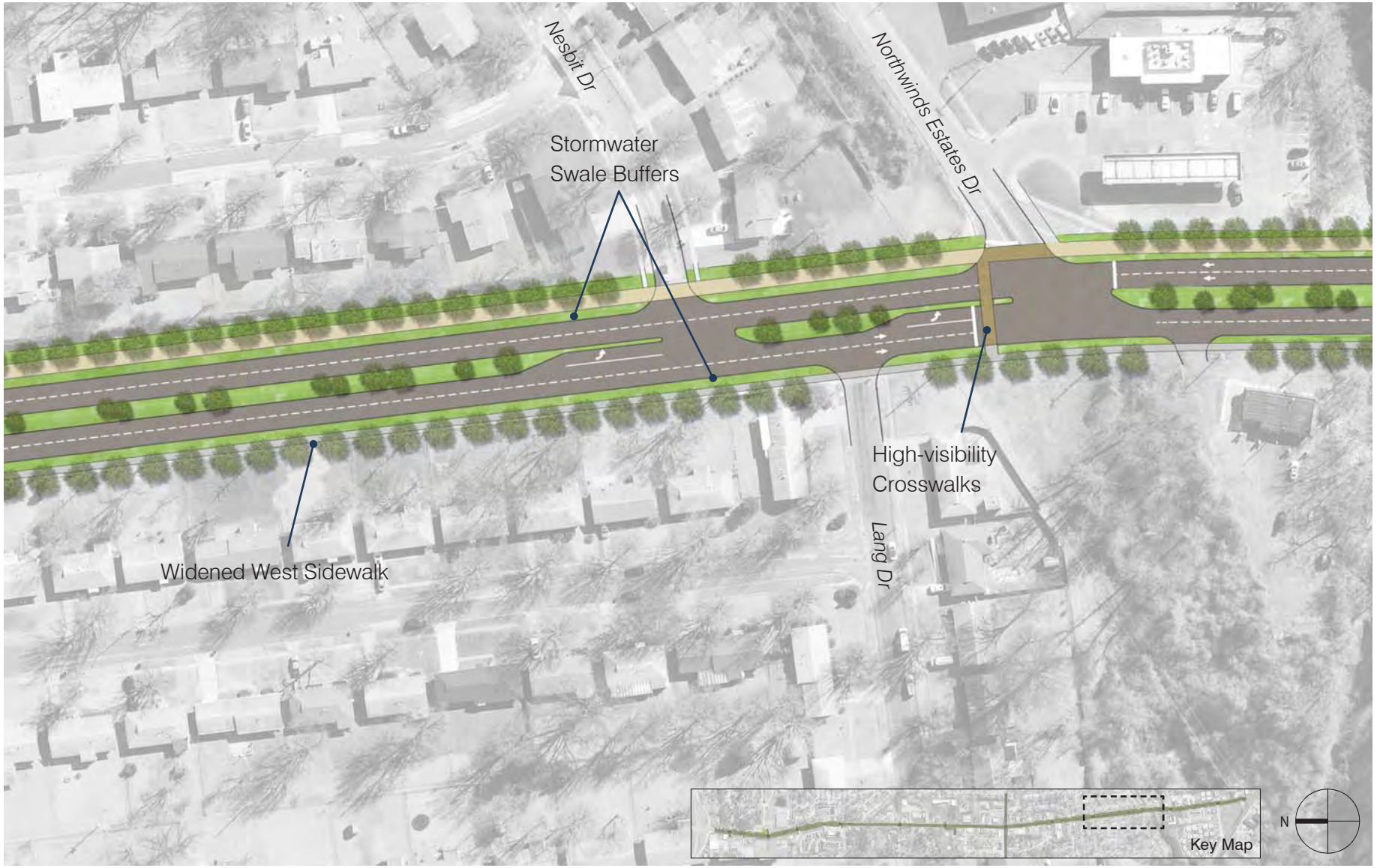


Residential Avenue Long-Term Vision, Section View



Residential Avenue Long-Term Vision, Section View

Center turn lane
High-visibility
Crosswalks
Multiuse Path
Green Median
New Street Trees
Highmont Dr



Residential Avenue Illustrative Plan

5.7 CORRIDOR SEGMENT 5: SOUTH GATEWAY

5.7.1 SOUTH GATEWAY

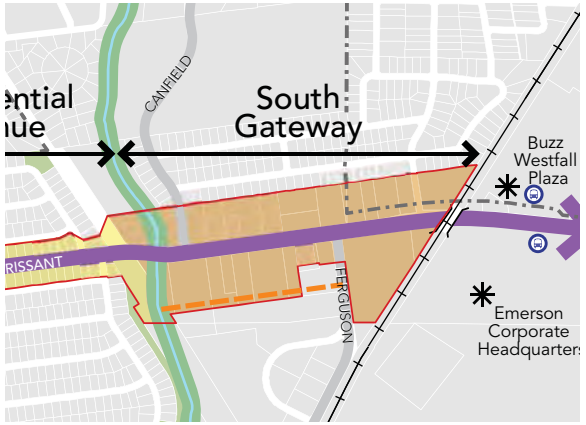
The South Gateway, which ranges from west Maline Creek to the southern border of the project study area at the rail line south of Ferguson, is strip commercial most of the way from Maline Creek south to Buzz Westfall Plaza. Considerable opportunity for continued economic development exists in this area, which is well-suited to redevelopment because of its large and deep parcels.

SOUTH GATEWAY VISION: A NEIGHBORHOOD NODE THAT WILL BE DISTINGUISHED BY SUSTAINABLE PRACTICES THAT PROMOTE A HEALTHY CREEK ENVIRONMENT AND HIGH QUALITY OF LIFE FOR RESIDENTS AND VISITORS

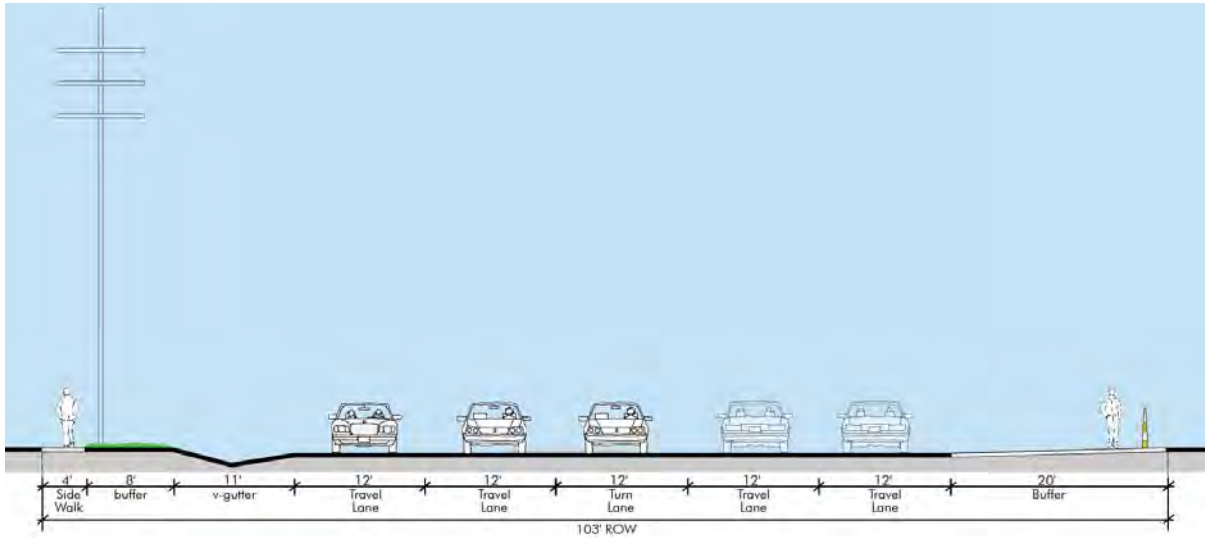
South Gateway Existing Conditions

Potential Infill Development within South Gateway, following zoning recommendations

Short term improvements to right-of-way only



Segment 5 Location



South Gateway Existing Section

South Gateway Near-Term Goal

5.7.2 IMAGE, IDENTITY AND COMMUNITY

Similar to Dellwood Town Center, South Gateway has the potential to evolve into a new community node and gathering area branded by Maline Creek and sustainable practices. A high-quality streetscape that is conducive to a walkable retail environment should be the primary urban design goal for this neighborhood. This will be a key strategy in both transforming the neighborhood into one that better serves the nearby residents and in attracting new private investment. Sidewalk retail, cafes, and other investment and development should front directly on the street, with car parking, when provided, tucked away behind buildings. The multi-use pathway here can function as a wide promenade for people to stroll, shop, and connect with their neighbors.

A gateway treatment at Maline Creek should highlight the segment's new green infrastructure and plantings, and should help brand the

Location of street section

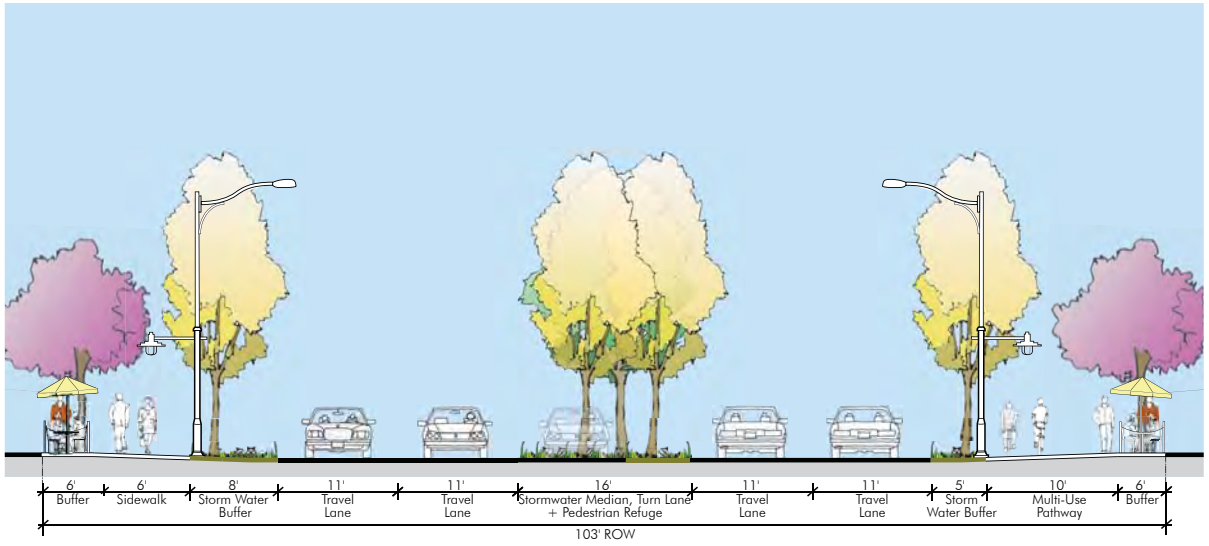
immediate area as a green district. An additional green linkage to the rear of the parcels on the west side should be explored to connect Maline Creek trail to a trailhead on West Florissant Avenue, with bike parking.

5.7.3 MOBILITY, ACCESS, AND SAFETY

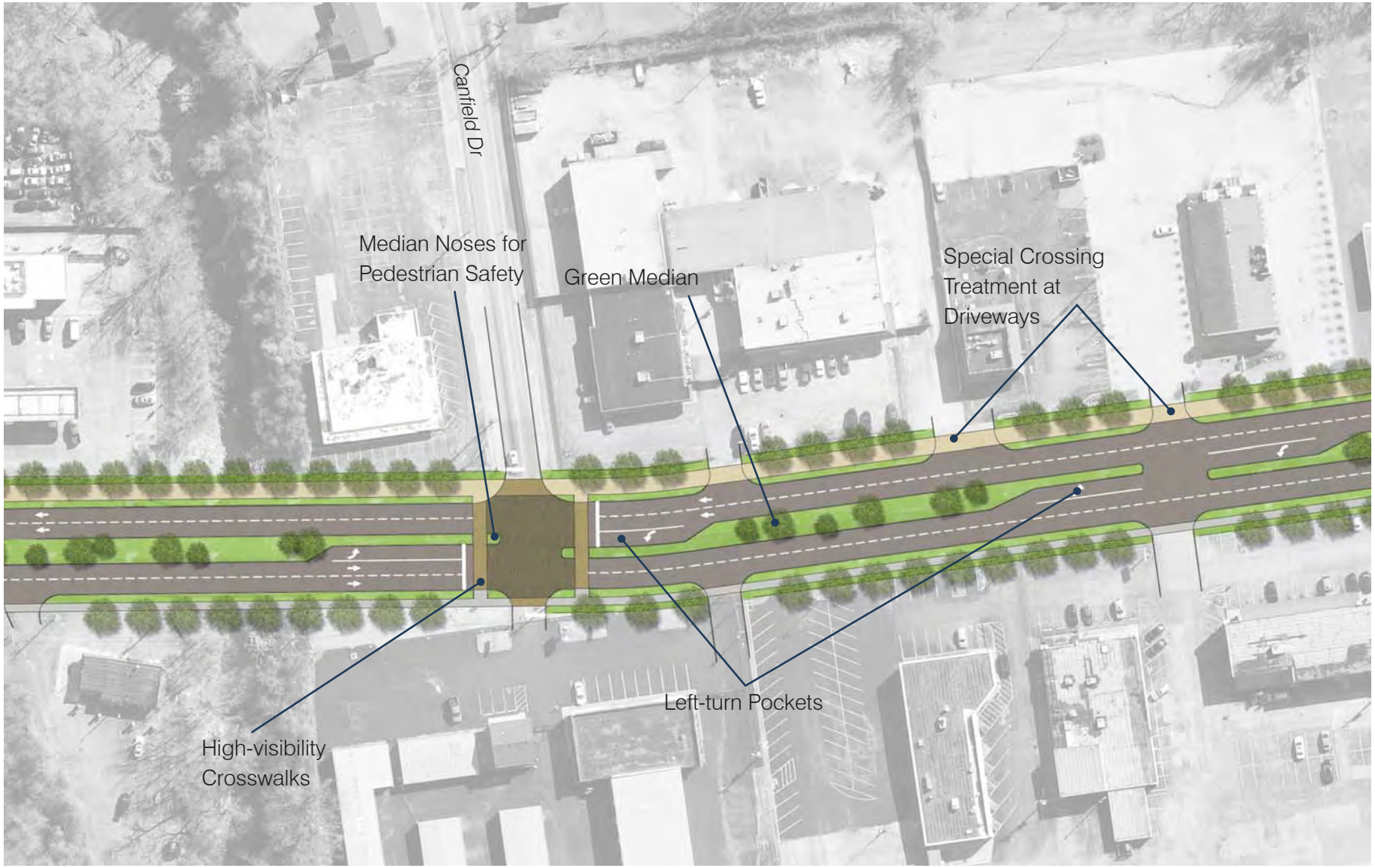
To create a high-quality pedestrian experience, the pedestrian realms on both sides of the street will be significantly enhanced, to make this a place where people will want to walk and feel safe doing so. The right of way here accommodates a 12-foot multi-use path with at least a 6-foot sidewalk on the west side, both buffered from traffic by storm water planters, and separated from building frontages by a 6-foot street life zone.

The roadway design needs to use access management sensitively to strike the right balance between better, safer through-traffic and sufficient access to local businesses. The many existing curb cuts must be reduced and consolidated for pedestrian safety and continuity. The center median should be as continuous as possible to minimize crashes from left-turning cars. However, businesses need access and a combination of consolidated driveways and midblock u-turns should be used to maximize the advantages of locating a business in this district, which is envisioned as a model pedestrian environment.

South Gateway Long-Term Vision, Plan View



South Gateway Long-Term Vision, Section View


Canfield Dr
Median Noses for Pedestrian Safety
Green Median
Special Crossing Treatment at Driveways
Left-turn Pockets
High-visibility Crosswalks

South Gateway Illustrative Plan

South Gateway Opportunity Areas

South Gateway Assets (red) and Opportunity (brown) Areas

5.7.4 LAND USE AND ECONOMIC DEVELOPMENT

The South Gateway is an important retail center, though its economic performance is not as strong today as that of the Dellwood Town Center area. Today it is auto-oriented, with little thought given to the public realm, and offers an unsafe and unpleasant pedestrian experience. In this plan, the South Gateway is envisioned to transform into something very different than it is today - a neighborhood retail center that is walkable and vibrant, with much to offer a range of visitors.

Along the avenue, new retail and office uses can define a street wall and create a vibrant place with active street life. While public access should be preserved along both edges of Maline Creek, the creek can be a wonderful setting for gracious and carefully-designed apartments and townhouses. This housing could be integrated into and themed to the Maline Creek Greenway, which would be attractive to potential residents buying or renting in either the mixed-income and senior housing market, which have both been identified as a niche opportunity in the study area.

Though its economic performance is not as strong as that of the Dellwood Town Center, the South Gateway has several assets worth building upon:

- **Placemaking**: With less traffic and a narrower width, this segment of the street offers more opportunity for placemaking, including enhanced public space and an upgraded streetscape that will create a mixed-use, main street setting with storefront retail and residential.
- **Parcel depth and costs:** Relative to Dellwood Town Center, acquisition costs should be lower here, reducing the cost and friction of development. Parcels are deeper, allowing for greater development flexibility, more parking behind buildings, and large, more efficient building layouts.
- **Emerson and Buzz Westfall Shopping Plaza:** Emerson Electric provides employment, buying power, and a stable presence to the area. If revitalization efforts align with Emerson's objectives for its site and environs, a successful implementation partnership could be forged.
- **Maline Creek:** With planned investments from Great Rivers Greenway for this greenway, a new amenity with a dedicated funding source will be added that will create value.
- **Replacement buildings:** if a percentage of current businesses in the area between Maline Creek and the railroad tracks to the south could be persuaded to pay somewhat higher rents for a better building product, and if incentives can be secured, this is an opportunity to provide a better building for existing retailers.

Feasible Development program: South Gateway

30,000 sq ft medical office

30-45,000 square feet 1-story replacement retail

100-150 units mixed income apartments

100-150 affordable senior housing

South Gateway Proposed Urban Design Site Plan

Civic Commercial Residential Green Space