

5

RECOMMENDATIONS AND CONCEPT PLAN

Dorsett Road Great Streets Plan Concept

Dorsett Road has the potential, capacity, and community support to become a truly Great Street. Over the next twenty years, small interventions and significant developments throughout the corridor will help to build an identity, attract new investors and visitors, and create not only a Great Street but also Great Places in Maryland Heights. Interventions along **THE STREET** will set the framework for new **OPPORTUNITIES** to take place along Dorsett Road, bringing business, patrons, and revenue to Maryland Heights. As the City continues to work with developers and plan for the future, larger **PROJECTS** will create places and form **DISTRICTS** that enhance community investment and pride, and build on established relationships in the St. Louis region.



*Conceptual drawing of Dorsett Road improvements.
This image does not represent specific materials or design standards.*

THE STREET

To create a Great Street, improving the face, function, and friendliness of Dorsett Road is essential to the future of Maryland Heights' businesses, property values, development and revenue. Creating a street that not only looks better but also becomes a functional asset for all modes of travel will finally fulfill Dorsett Road's reputation as Maryland Heights' "Main Street." To create a Great Street, the project team has set forth three top priorities for improving Dorsett Road.

Priority: Improve pedestrian, bicyclist, driver, and transit rider safety through crosswalk improvements, bus stop consolidation and the addition of mid-block crossings and pedestrian refuge islands.

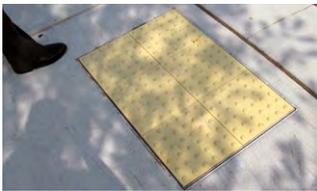
Crosswalk Improvements

Crosswalk improvements were identified by both the public and project team as a top priority for the Dorsett Road corridor. Existing defined crosswalks lack sufficient visibility, the majority do not meet ADA standards, and crosswalks "feel unsafe" for pedestrians. While all improvements must be approved by St. Louis County, the project team recommends that all crosswalks at major intersections with traffic lights should include the following provisions:



Crosswalk Markings

Mark crosswalks on all approaches (i.e. legs of the intersection) using high visibility markings.



Vision Impairment Accessibility

Ensure that all crossings will be detectable by and accessible to pedestrians with vision impairments, following ADA standards.



ADA Compatible Curb Ramps

Curb ramps must be placed to enable a person with a mobility disability to travel from a sidewalk on one side of the street, over or through any curbs or traffic islands, to the sidewalk on the other side of the street. This not only will make Dorsett Road a more responsible and respectful street for disabled parties, but it also prepares the street to support an aging community and attract revenue from shopping seniors.

Pedestrian Push Buttons

Pedestrian push buttons should be well-marked, visible, and accessible to all from a flat surface consistent with the recommendations from the U.S. Department of Transportation's *Manual of Traffic Control Devices* (MUTCD).

Crosswalk Timing

Currently, the average pedestrian signal timing for crossing Dorsett Road at signalized intersections is 3.5 feet per second. The target crossing speed for visually impaired and elderly individuals is 2.5 feet per second. At any new or existing county maintained signalized crossings, the St. Louis County Department of Highways and Traffic should have the proper pedestrian timing programmed.

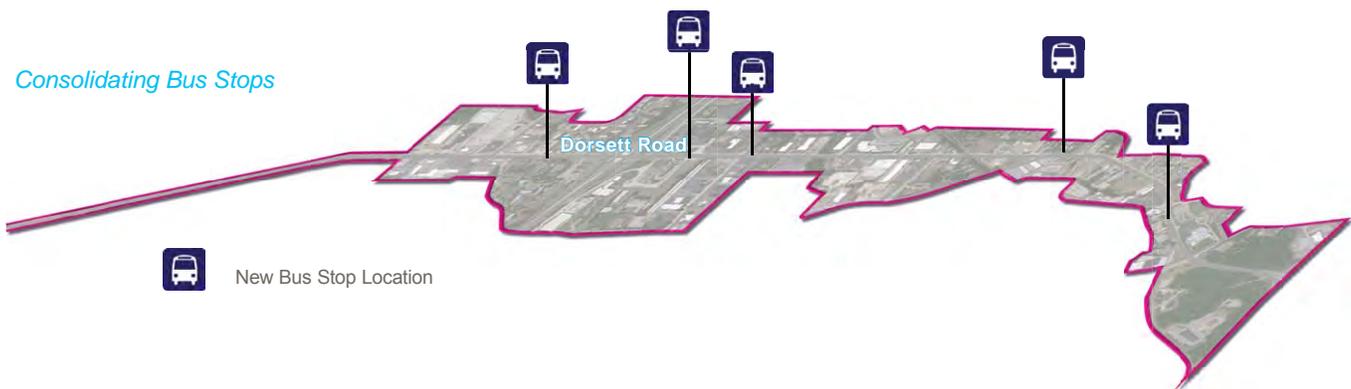
Bus Stop Consolidation and Addition of Mid-Block Crossings

The existing bus stop locations along Dorsett Road do not allow transit riders to easily cross the street or transfer from east-bound to west-bound routes. The lack of mid-block crosswalks along Dorsett Road has resulted in the occurrence of jaywalking, positioning pedestrians and cars at unprotected and potentially dangerous junctures with one another. In order to improve pedestrian and transit rider safety, relieve liability concerns surrounding transit stops, and channel jaywalkers to suitable crossing locations, the project team has identified seven locations to consolidate bus stops and add mid-block crosswalks.

- East of Calamaide Drive: Add one mid-block crosswalk with pedestrian signal.
- Between McKelvey and McKelvey Hill Drive: Add one-block crosswalk combined with a pedestrian signal and a pedestrian refuge island.
- Metro Boulevard: Move the existing east-bound bus stop to the east side of the intersection (far side) and West-bound bus stop to the west side; add crosswalks. The county has approved crosswalks for the east side of the intersection only.
- Schuetz Road: Add crosswalks to the intersection and ensure proper crossing time. The county has approved crosswalks on the east side of the intersection only.
- Fee Fee Road, north of Dorsett Road: move bus stops at Fee Fee Road (south) of Dorsett and at Old Dorsett Road to this intersection (Fee Fee Rd north of Dorsett). Add crosswalks to the intersection. The county has approved crosswalks on the west side only.

As development occurs along Dorsett Road over the next 20 years, the project team recommends consolidating bus stops at the following locations as directed by St. Louis County in conjunction with this plan. The project team recommends consolidating bus stops at select locations along the corridor in order to align the maximum amount of transit activity, and resulting crossings of the street, with the locations of the median pedestrian refuges and enhanced crosswalk facilities.

- Near Sally Drive: Consolidate bus stops at Schenk Drive and Warnen Road / Pinehurst Court to this location; add a pedestrian signal
- Near Zodiac Industrial Court: add midblock crosswalk and pedestrian signal.



Refer to page 25 to see all existing bus stop locations.

Pedestrian Refuge Islands

Refuge islands at mid-block crossings allow pedestrians and bicyclists crossing Dorsett Road a safe haven during long crossings. The plan recommends that these islands serve not only a safety and comfort function, but also should be planted with attractive native species to assist in stormwater management and offer a contribution to the aesthetic improvement of the corridor. Located in the center shared left turn lane at crossings, pedestrian refuge islands should be considered for the following two locations:

- East of Calamaide Drive
- At a consolidated bus stop between McKelvey Road and McKelvey Hill Drive

As development occurs along Dorsett Road over the next 20 years, the project team recommends considering planted refuge islands at the following four locations as directed by St. Louis County in conjunction with this plan.

- West of Pheasant Run Drive
- At the intersection of Fee Fee Road (north) and Dorsett Road
- Near Zodiac Industrial Court
- Near Sally Drive

Supporting the Transit Rider Experience

A Great Street commits to supporting transit riders and encouraging alternative transportation modes. Public transportation provides people with mobility and access to employment, community resources, medical care, and recreational opportunities in communities across America. It benefits those who choose to ride, as well as those who have no other choice: over 90 percent of public assistance recipients do not own a car and must rely on public transportation. Additionally, public transportation also helps to reduce road congestion and travel times, air pollution, and energy and oil consumption, all of which benefit both riders and non-riders alike.

The City of Maryland Heights should work to improve its engagement with transit riders and strengthen transit ridership in the corridor by implementing the following bus stop and transit improvements along Dorsett Road:

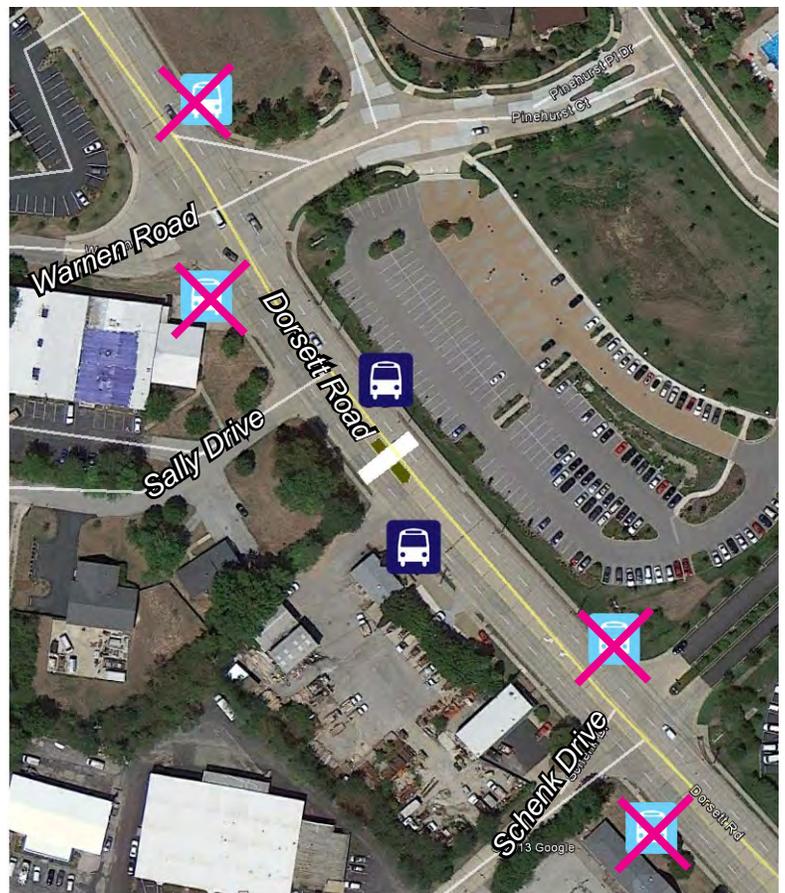
- Install bus shelters to protect transit riders from weather elements and cars. Bus shelter locations that affect county right-of-way should be placed beyond the right-of-way or as determined by St. Louis County and coordinated with Metro.
- Provide benches to allow riders to rest while waiting for buses and to keep passengers from lingering on private property. Bench locations that affect county right-of-way should be placed beyond the right-of-way or as determined by St. Louis County in coordination with Metro.
- Provide trash and recycling receptacles to reduce debris at bus stops and adjacent properties.
- Provide digital signage to inform riders of bus schedules and real-time waits.
- Enhance the current system to include more frequent service on existing routes.
- Improve 94 and 98 bus connections from Dorsett Road to a future light rail stop at Westport.
- Plan for an express bus to the North Hanley or Clayton MetroLink stations

Bus Stop Consolidation Sites





 Existing Bus Stop Location
 New Bus Stop Location
 New Crosswalk
 Pedestrian Refuge Island



Priority: Improve accessibility, safety and the visual interest of Dorsett Road by increasing sidewalk widths and installing plantings that will provide year-round seasonal interest.

Improving sidewalks and increasing sidewalk width was a consistent request from the public through the evolution of this project. When asked about preferred options for bike travel, the majority of community members requested an off-road, separated bike path. The existing sidewalks along Dorsett Road are narrow without sufficient buffers between pedestrians and moving traffic. The experience of walking along Dorsett Road is noisy due to the close proximity of travel lanes to sidewalks. The visual experience of walking along Dorsett Road is unappealing and lacks a consistent visual character that differentiates it from other commercial roads in the region. To improve these conditions, the project team created a concept for the Dorsett Road streetscape that will allow for an eight foot to 12 foot wide multi-use path, on one side of the road. This path will be sufficiently separated from travel lanes by a 3.5 foot wide planting area. This distance is the minimum buffer requirement for a pedestrian LOS A-rated street.

Multi-Use Path

The multi-use path designed for the Dorsett Road corridor will run the length of Dorsett Road from Marine Avenue to Lindbergh Boulevard and accommodate both pedestrians and bicyclists. Due to topographic restraints and the locations of existing utilities and retaining walls, the multi-use path will run along the north side of Dorsett Road from Marine Avenue to McKelvey Road. At McKelvey Road the multi-use path will switch to the south side of the street where it can better accommodate intended uses. The multi-use path will follow the south side of the street along the remainder of the corridor, from McKelvey east to Lindbergh.

Ten feet is the minimal width recommended by Great Rivers Greenway for a multi-use path. Twelve feet is an ideal width. To create this path within the existing right-of-way the project team developed a streetscape concept that allows for a minimal ten foot path inside the right-of-way, in almost all locations. To create this path, vehicle travel lane widths were reduced to 11 feet (with a 12 foot center turn lane), the recommended width to accommodate vehicles travelling 35 mph on an arterial road. The extra right-of-way gained from lane-width reduction was shifted to the north side of Dorsett Road, west of McKelvey Road and to the south side, east of McKelvey Road. The number of travel lanes on Dorsett Road would not decrease as a result of the implementation of this plan. Sidewalks on Dorsett Road located opposite the multi-use path will remain in place, however, it is recommended that all sidewalks are improved to meet ADA standards. Additionally, it would benefit the corridor to enhance the material and aesthetic quality of these sidewalks, and create opportunities for the side of Dorsett Road (opposite to the side containing the multi-use path) to benefit from stormwater management best practices as the corridor develops over the next 20 years.

In a few locations along Dorsett Road, there is not enough room within the right-of-way to provide a sufficiently wide multi-use path. It is the recommendation of the project team that in these cases, St. Louis County work with the City of Maryland Heights to acquire landscape easements from property owners in order to provide sufficient space in order to establish the path.

The proposed multi-use path will not only improve conditions for pedestrians and bicyclists, but will also impact the environmental quality of the Dorsett Road corridor and its local water resources. It is recommended that the multi-use path be constructed of permeable concrete. Permeable concrete is a porous paving material that captures stormwater and allows it to seep into the ground, recharging groundwater sources, reducing stormwater runoff, and meeting best management practices endorsed by the U.S. Environmental Protection Agency (EPA) stormwater regulations.

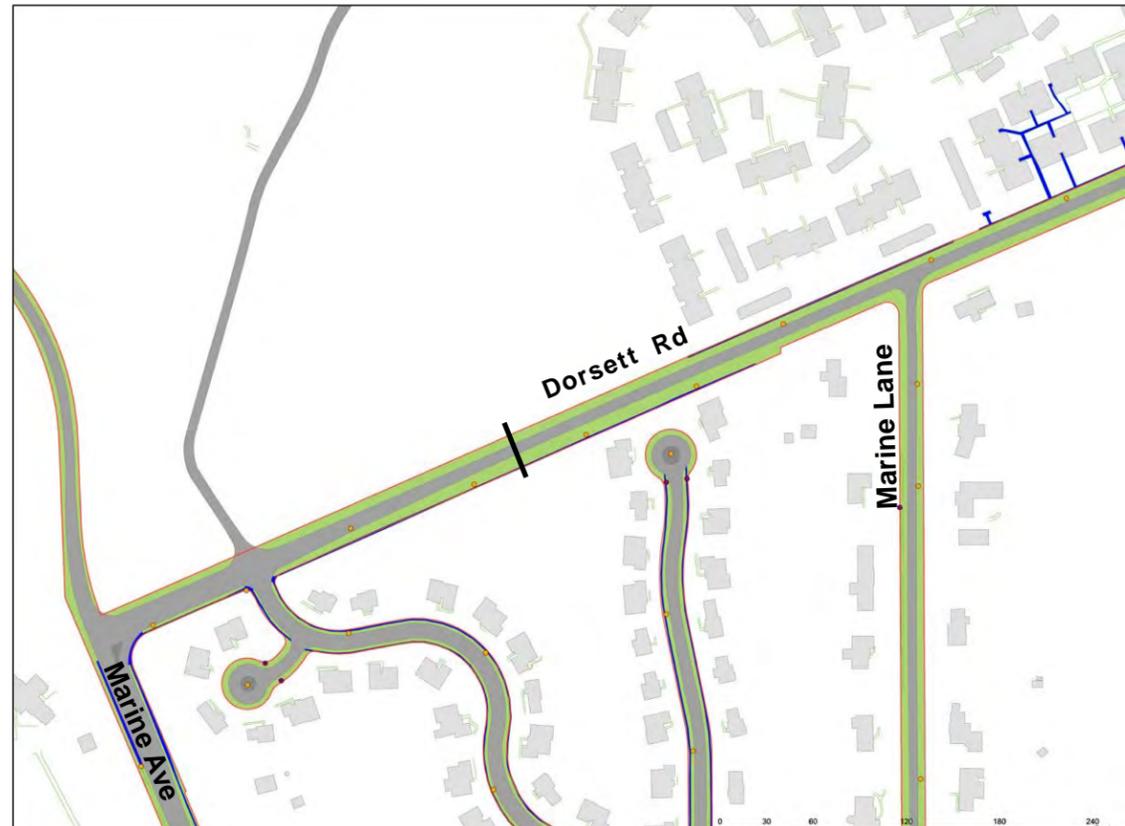
The recommended path is a non-standard feature for St. Louis County. This type of feature within the right-of-way will require a maintenance agreement between the City of Maryland Heights and St. Louis County.



Conceptual drawing of Dorsett Road improvements. This image does not represent specific materials or design standards.

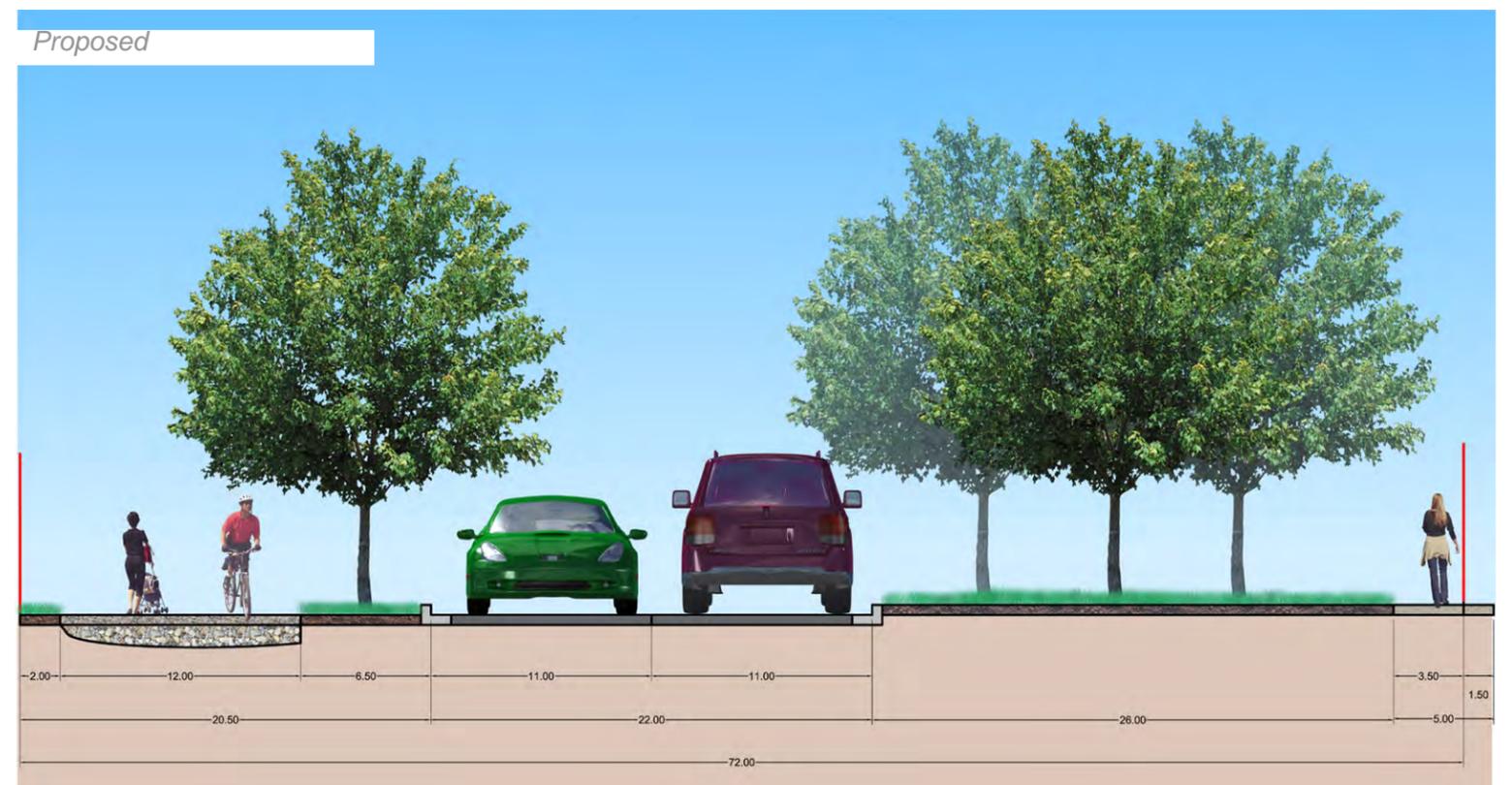
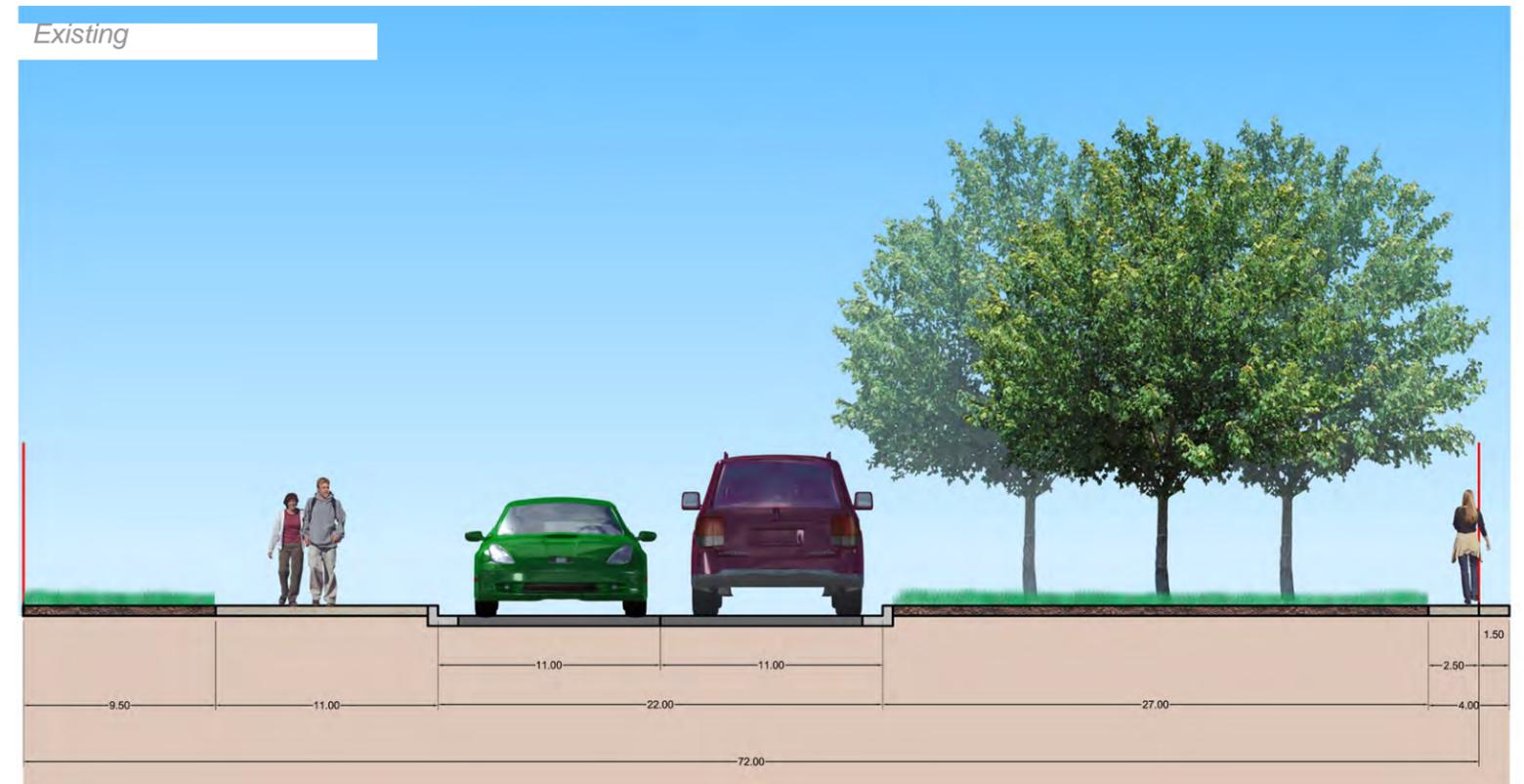
Revising the Dorsett Road Streetscape

The following eight pages demonstrate how alterations to current lane widths will allow for a multi-use path and landscape buffer within the right-of-way on Dorsett Road.



Existing Conditions Plan View

A. Marine Avenue to Marine Lane

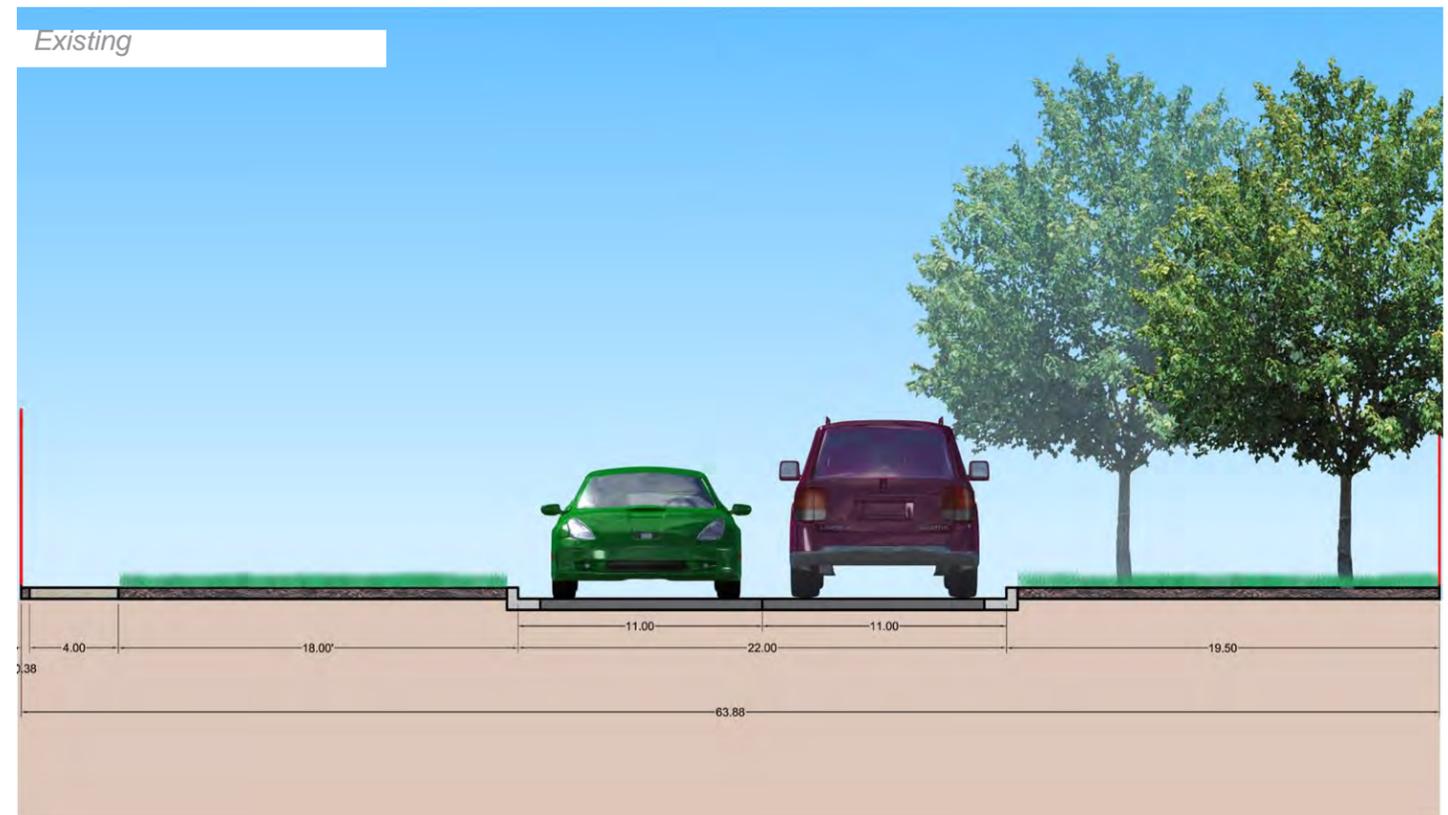


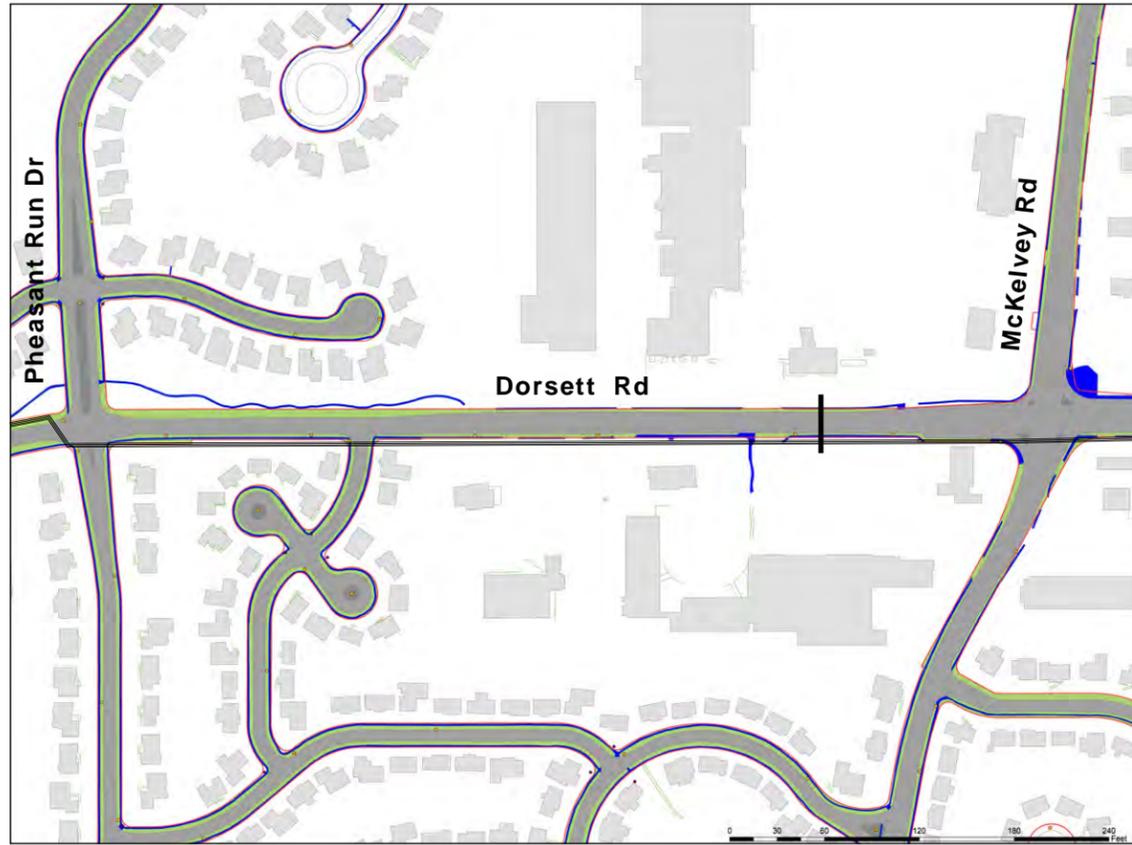


Existing Conditions Plan View

- PAVED ROAD
- SIDEWALK
- LAND OUTSIDE THE ROADWAY
- BUILDING
- RIGHT-OF-WAY BOUNDARY
- OVERHEAD UTILITY LINE
- EXISTING STREET LIGHT
- EXISTING ADA RAMP

B. Marine Lane to Pheasant Run Drive

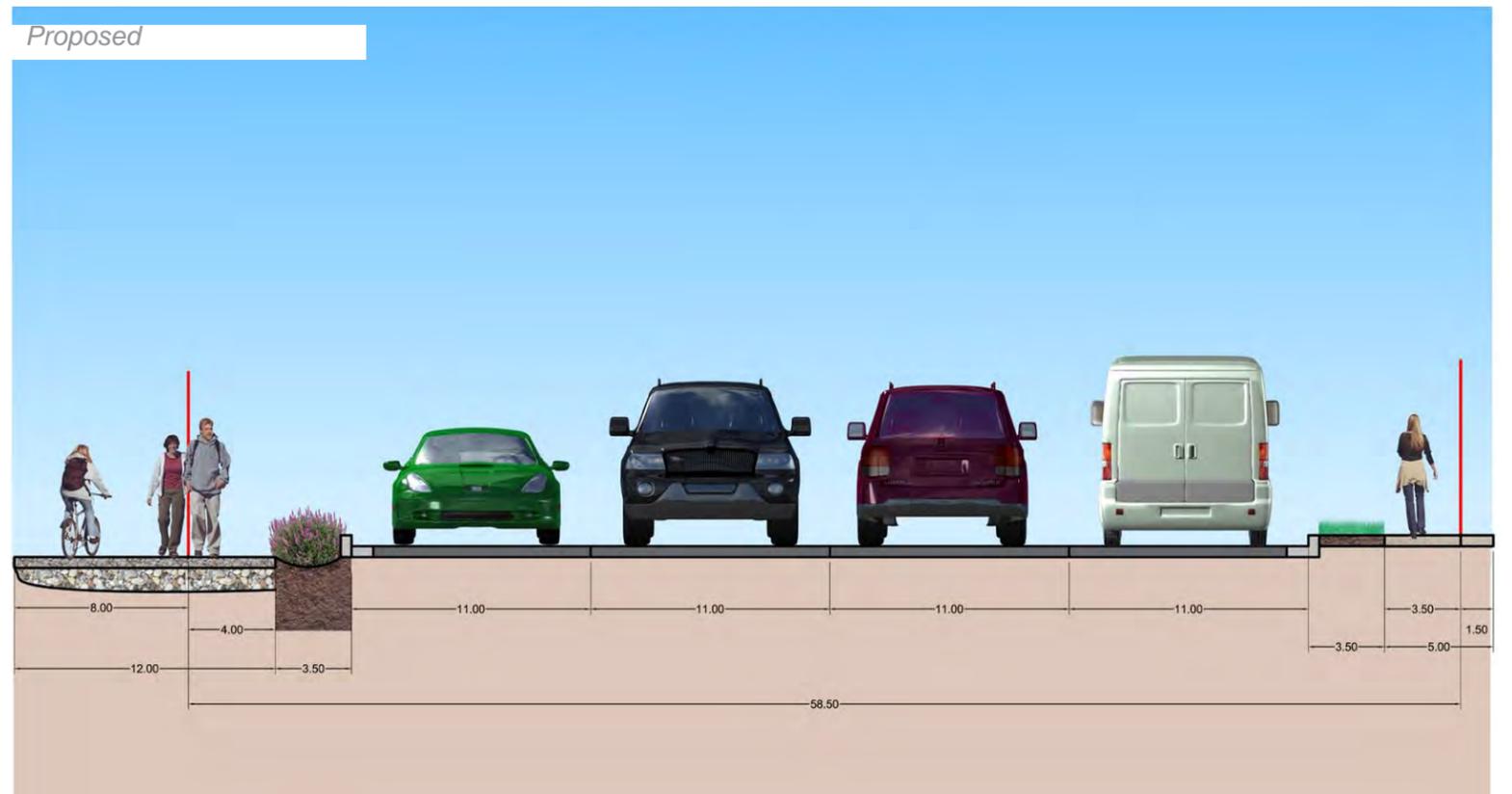
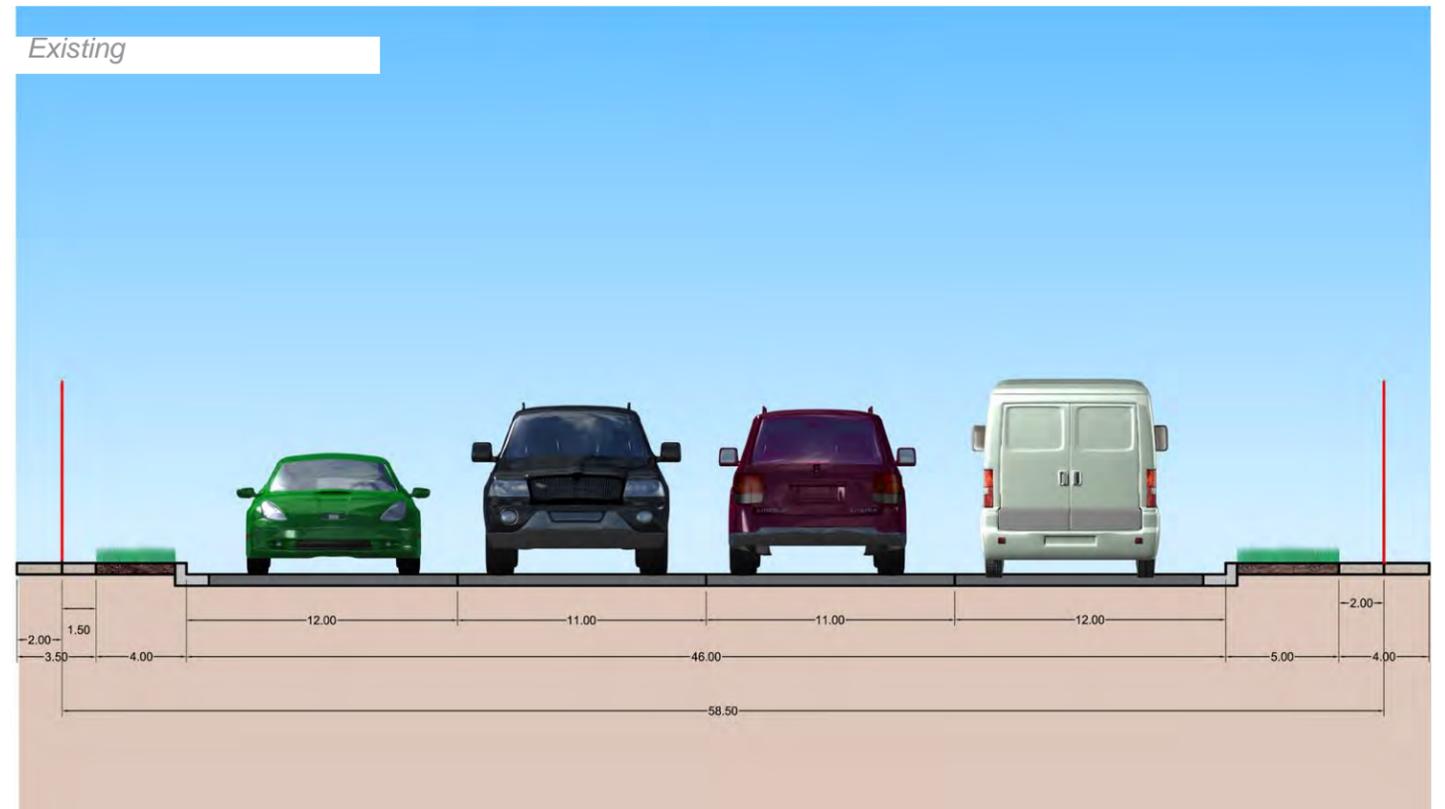


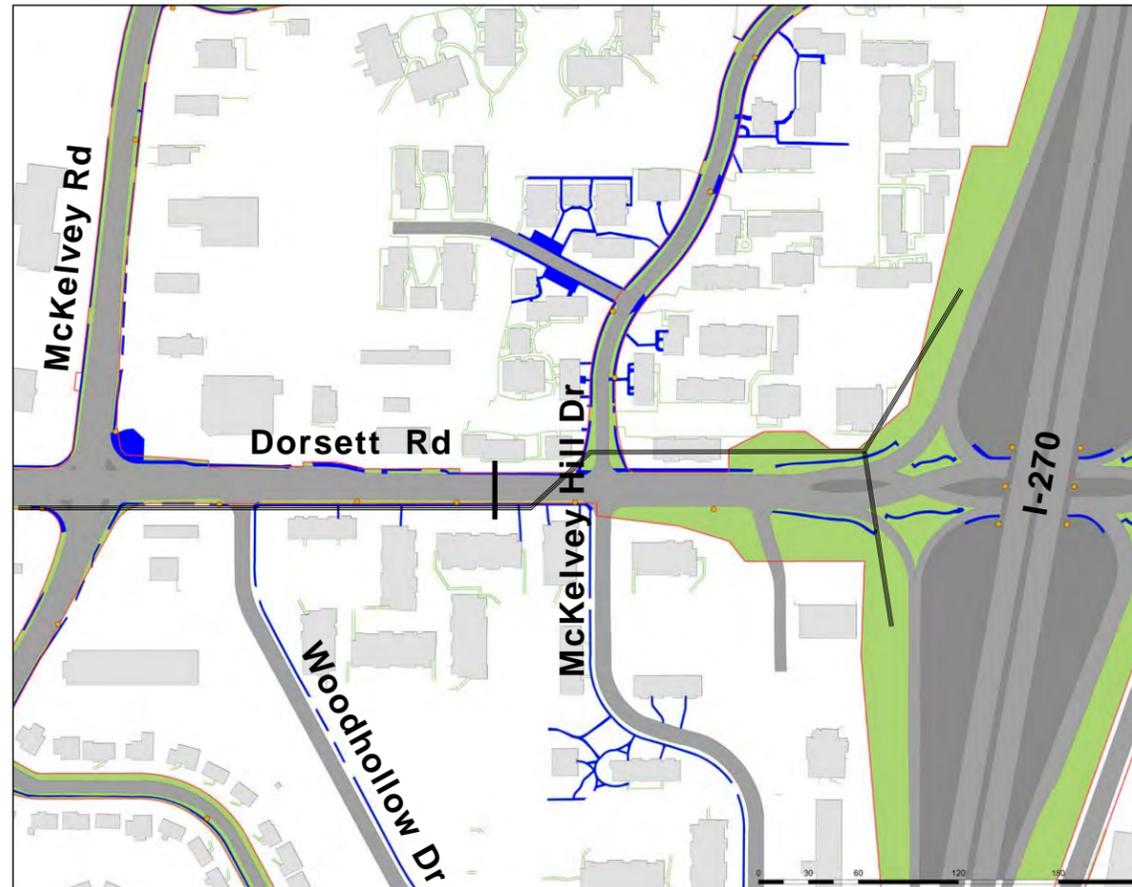


Existing Conditions Plan View

- PAVED ROAD
- SIDEWALK
- LAND OUTSIDE THE ROADWAY
- BUILDING
- RIGHT-OF-WAY BOUNDARY
- OVERHEAD UTILITY LINE
- EXISTING STREET LIGHT
- EXISTING ADA RAMP

C. Pheasant Run Drive to McKelvey Road



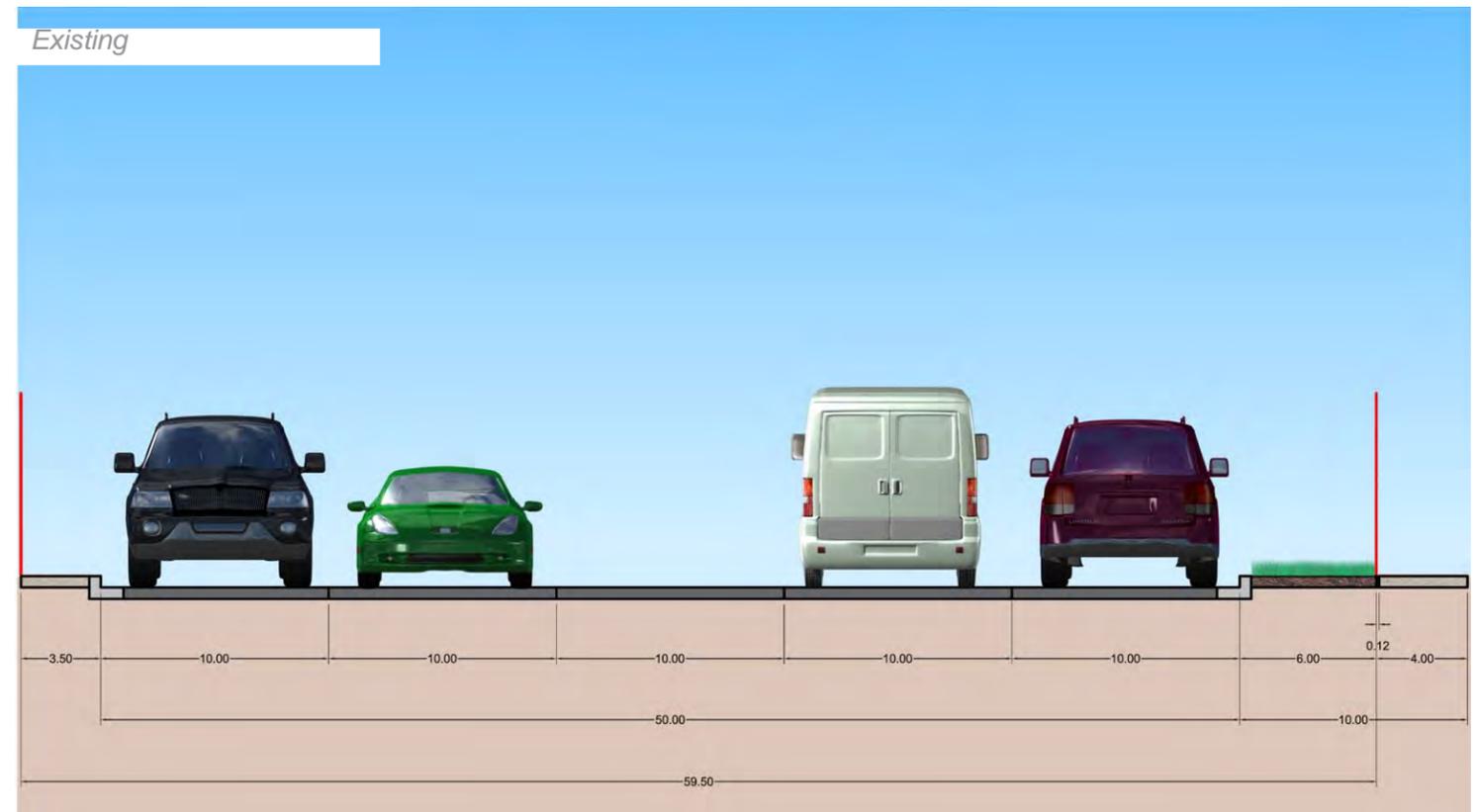


Existing Conditions Plan View

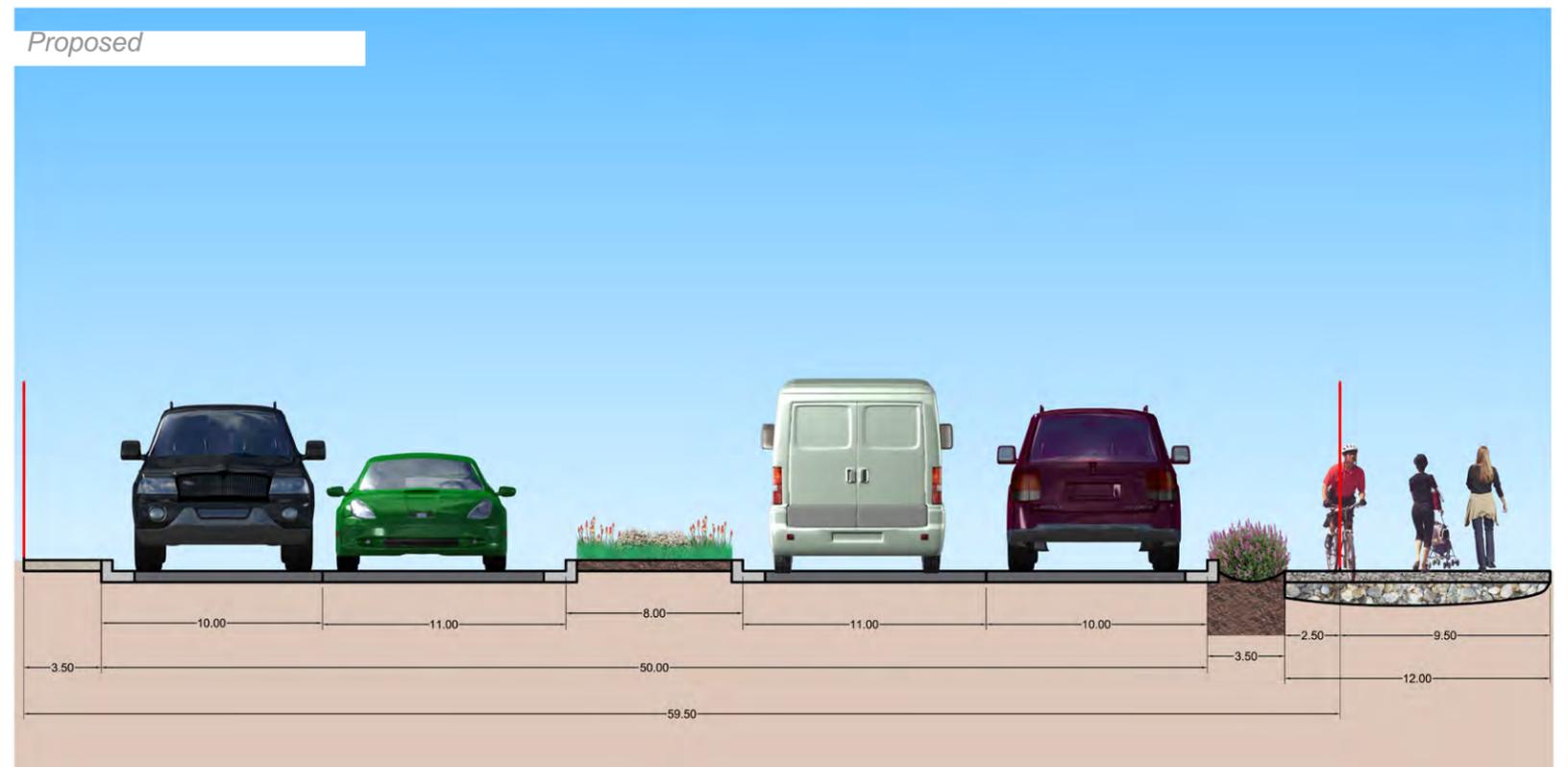
- PAVED ROAD
- SIDEWALK
- LAND OUTSIDE THE ROADWAY
- BUILDING
- RIGHT-OF-WAY BOUNDARY
- OVERHEAD UTILITY LINE
- EXISTING STREET LIGHT
- EXISTING ADA RAMP

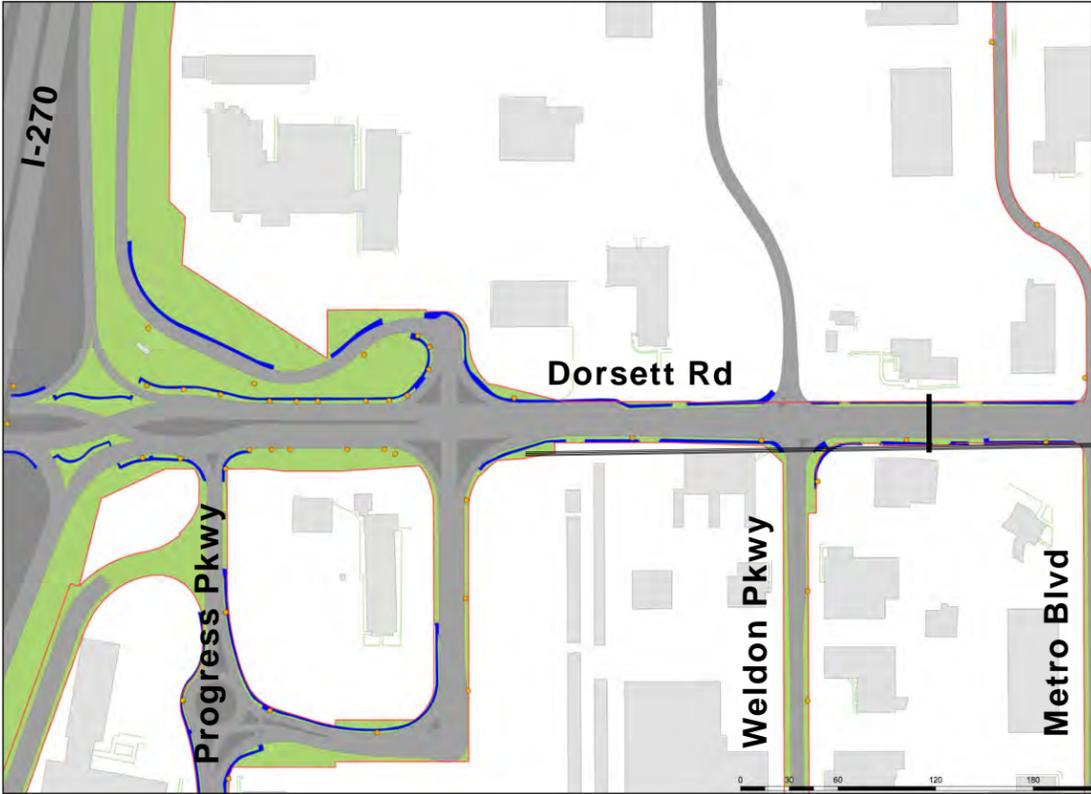
D. McKelvey Road to I-270

Existing



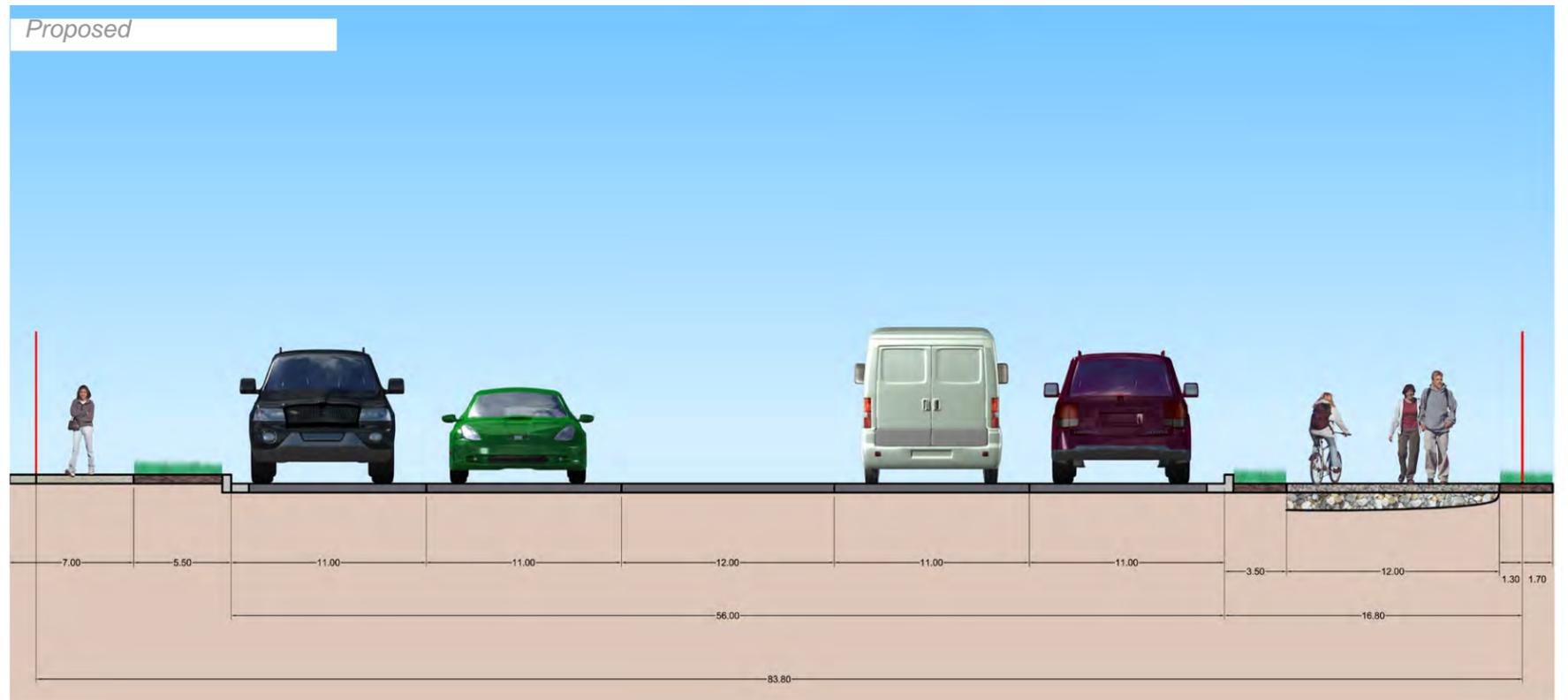
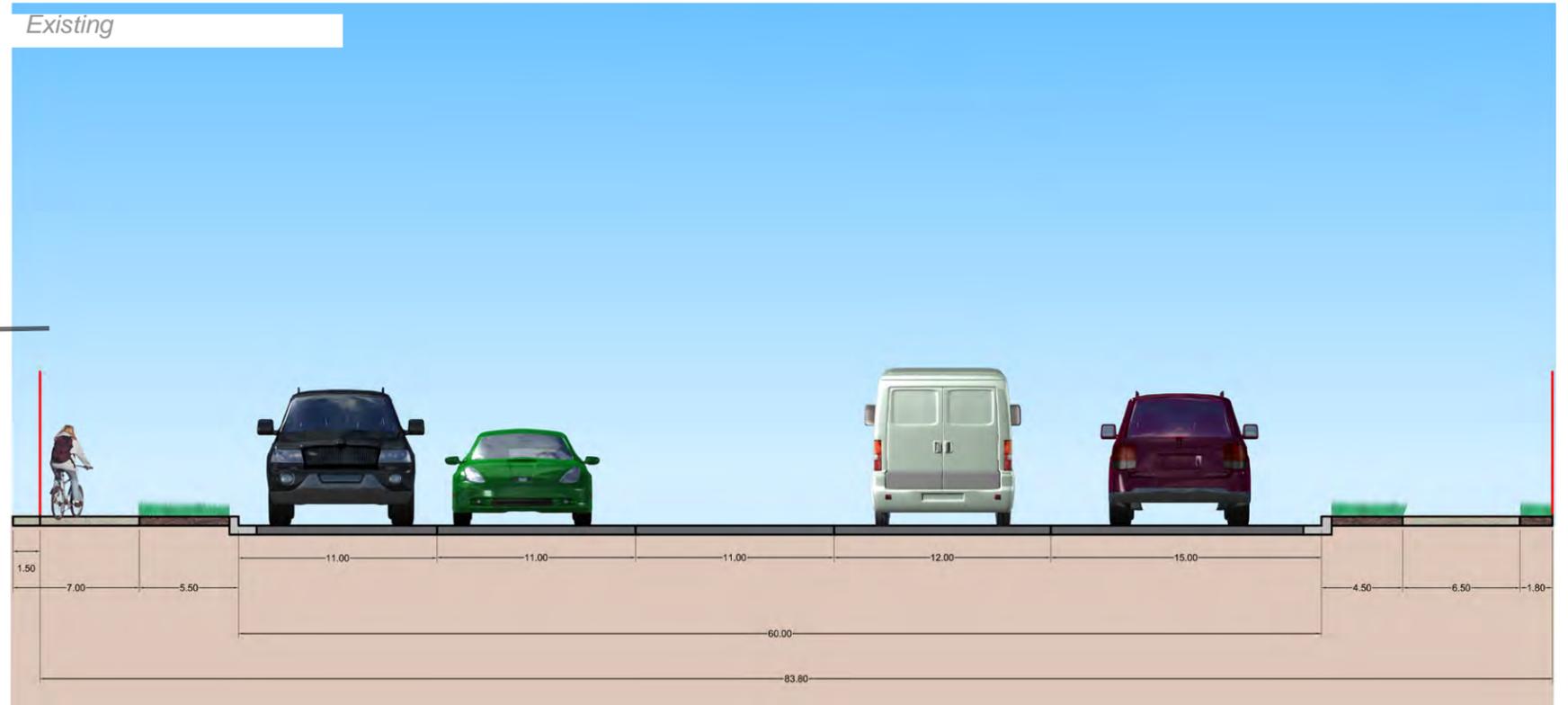
Proposed

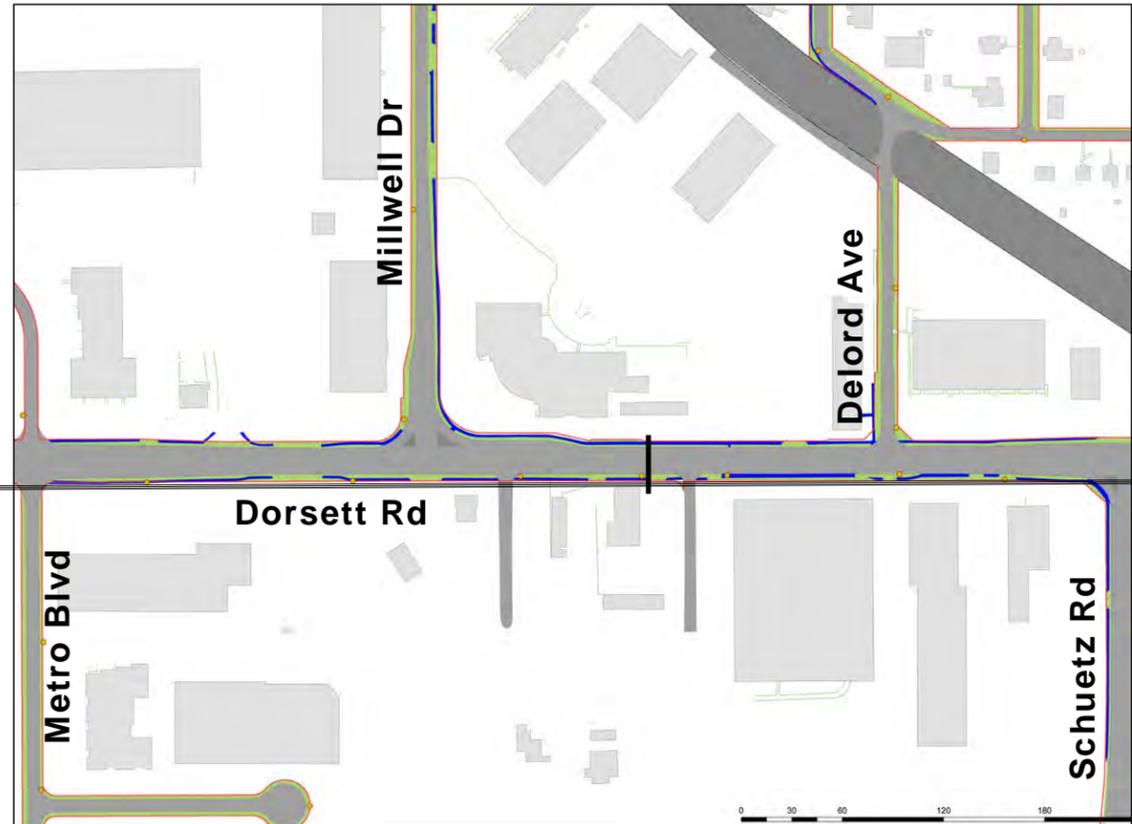




Existing Conditions Plan View

E. I-270 to Metro Boulevard

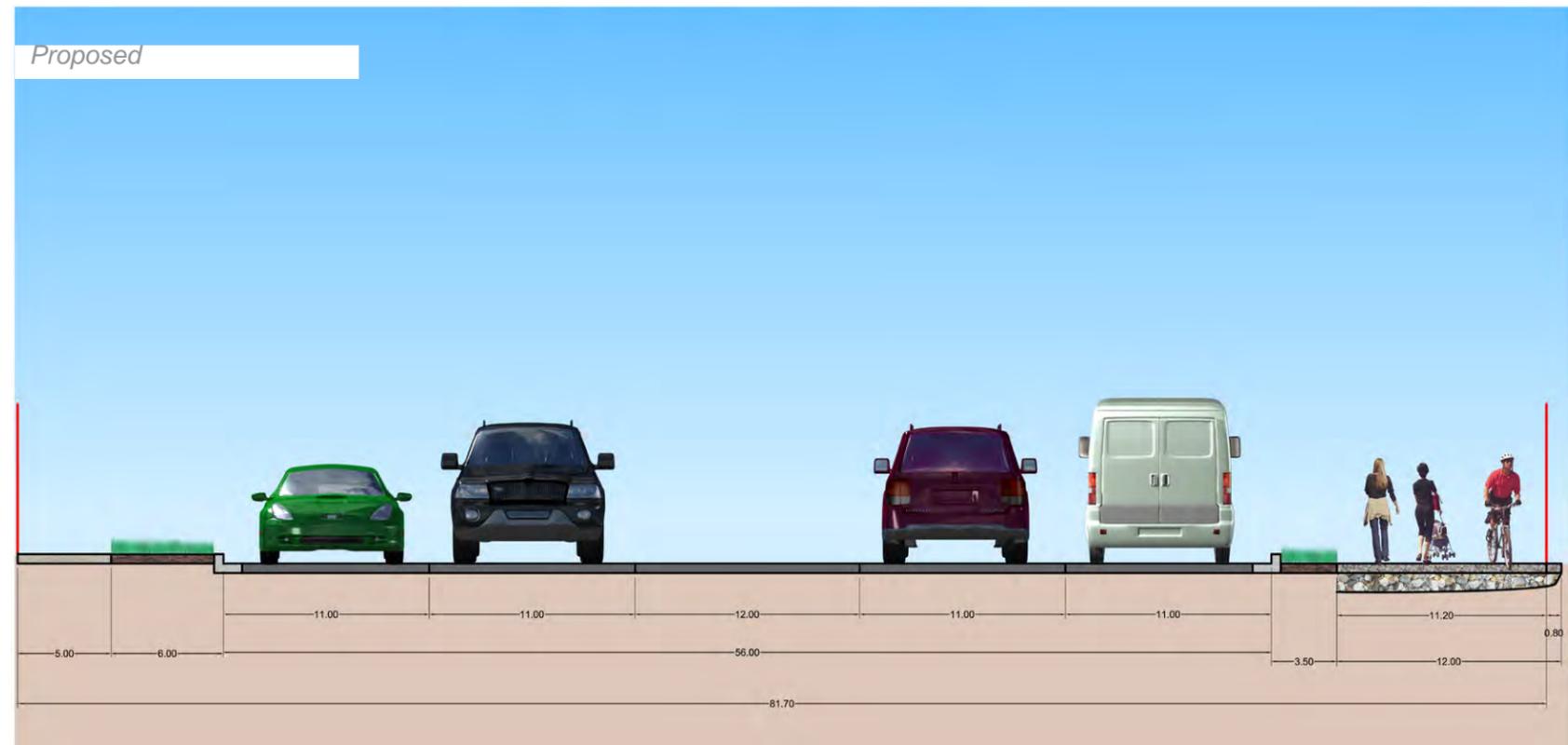
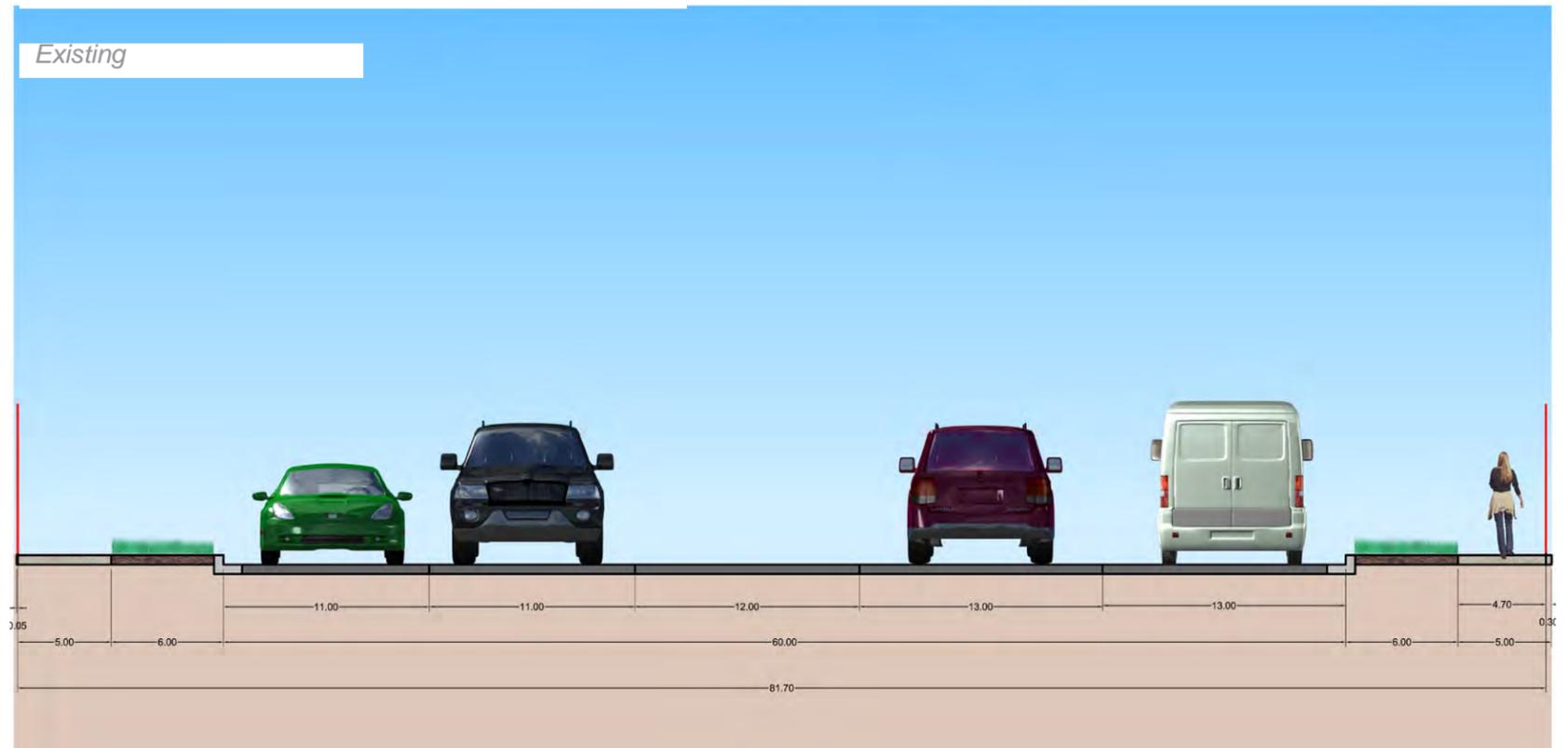


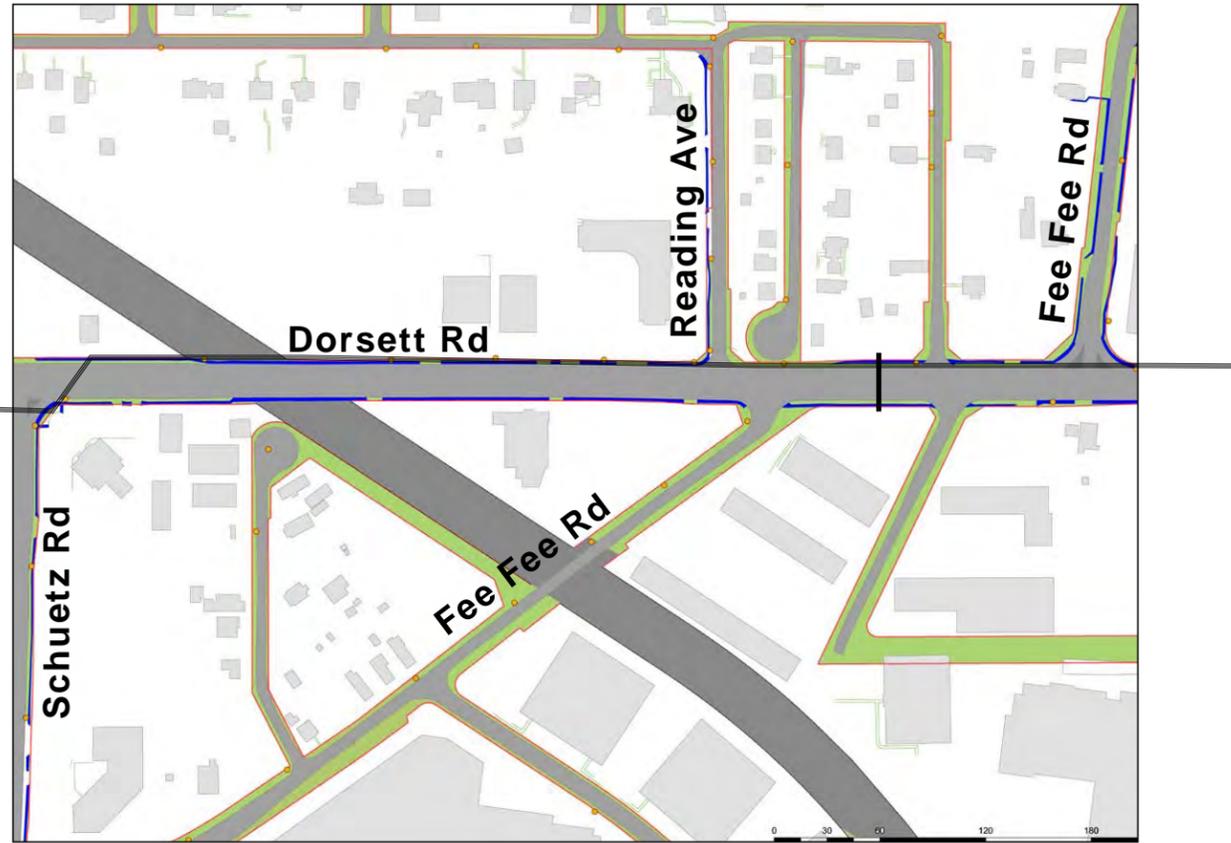


Existing Conditions Plan View

- PAVED ROAD
- SIDEWALK
- LAND OUTSIDE THE ROADWAY
- BUILDING
- RIGHT-OF-WAY BOUNDARY
- OVERHEAD UTILITY LINE
- EXISTING STREET LIGHT
- EXISTING ADA RAMP

F. Metro Boulevard to Schuetz Road

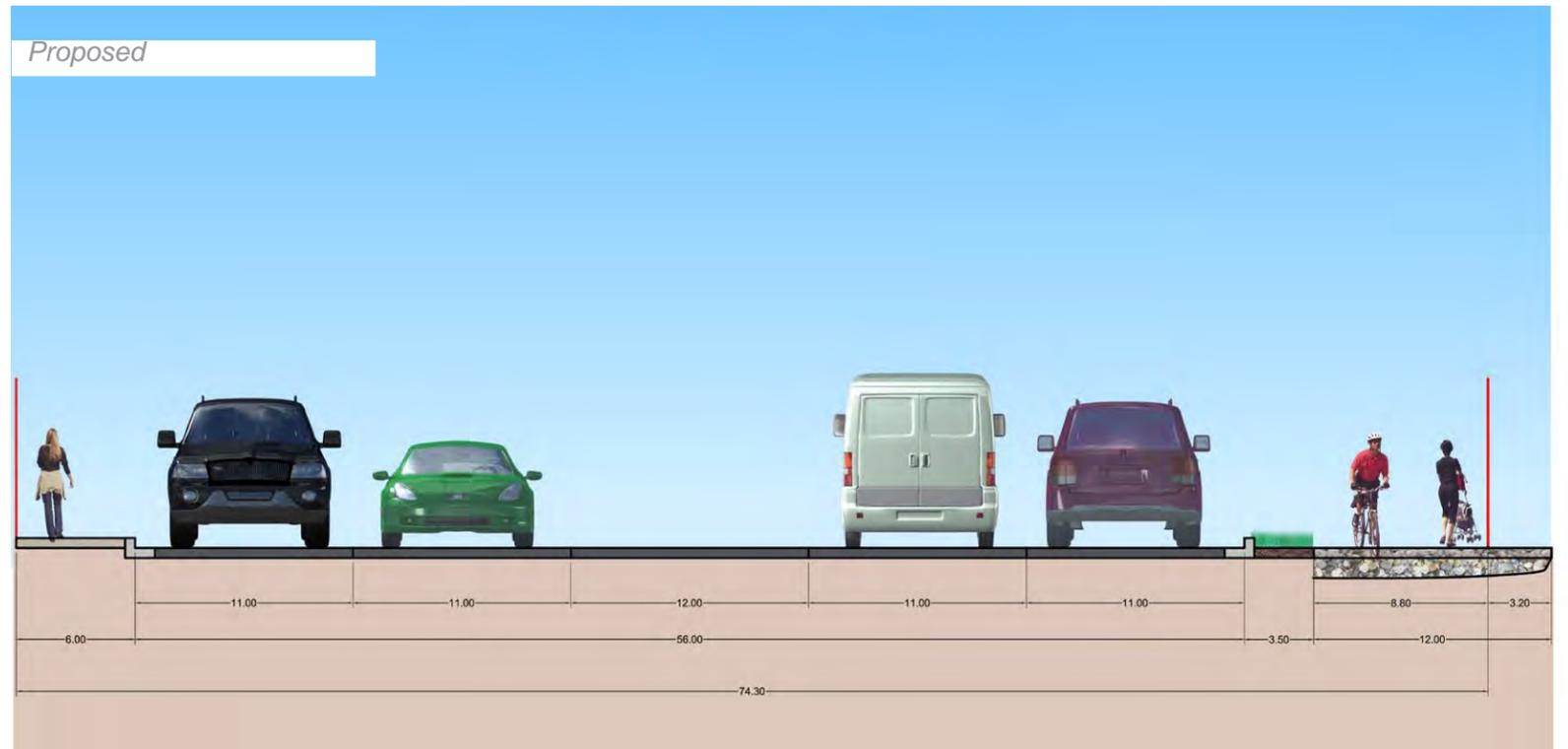
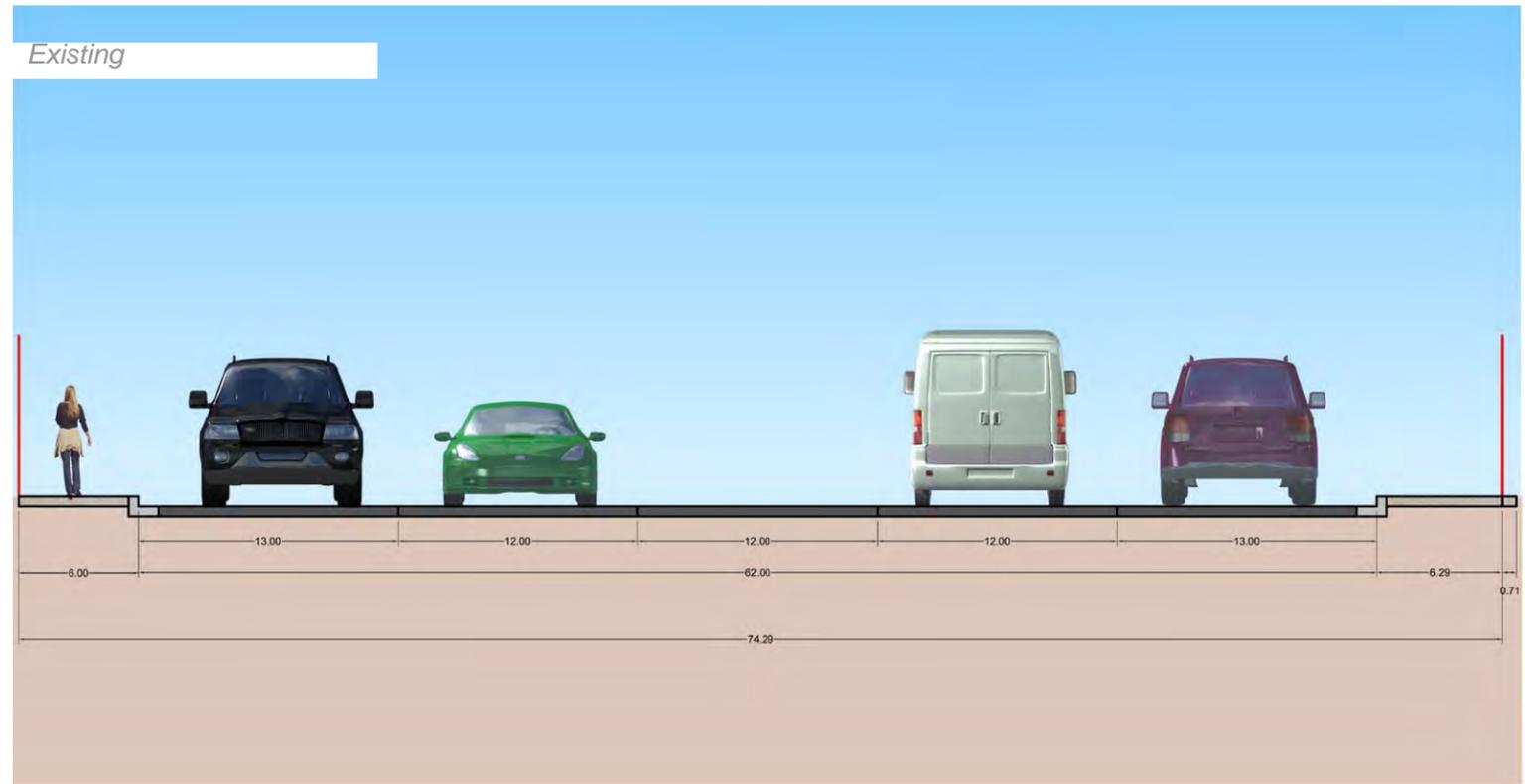


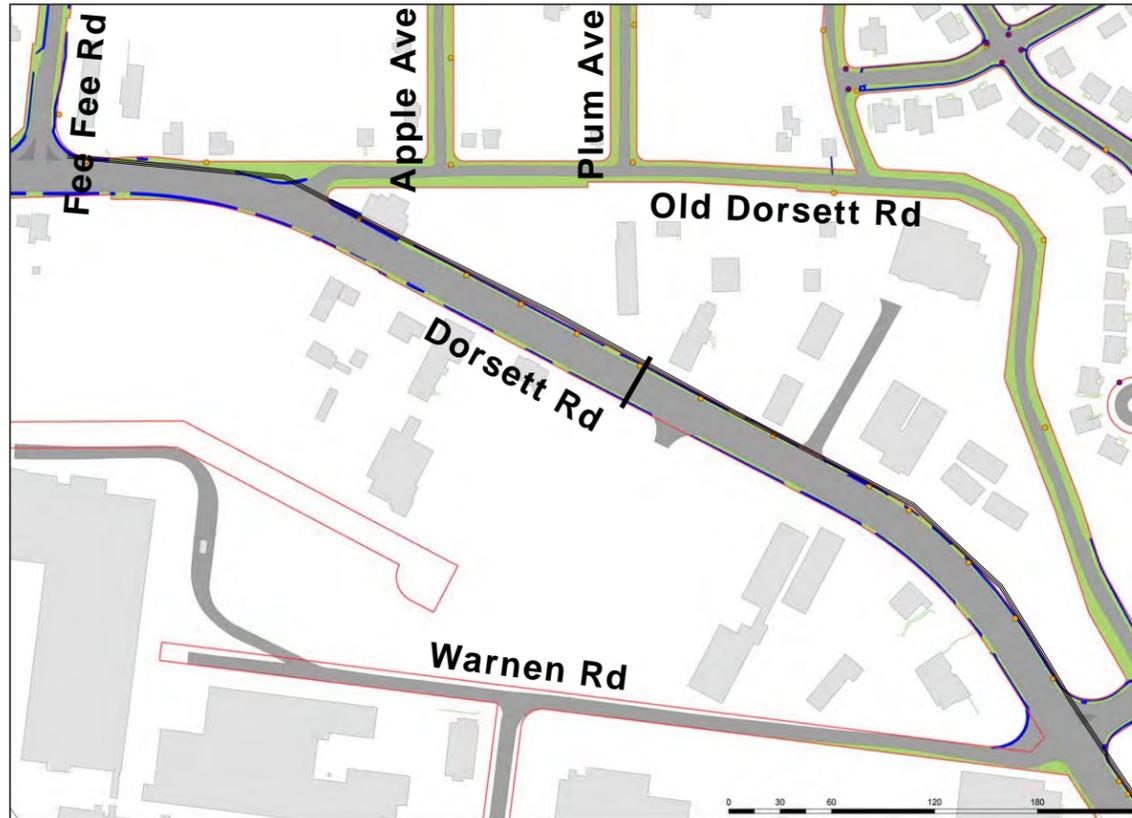


Existing Conditions Plan View

- PAVED ROAD
- SIDEWALK
- LAND OUTSIDE THE ROADWAY
- BUILDING
- RIGHT-OF-WAY BOUNDARY
- OVERHEAD UTILITY LINE
- EXISTING STREET LIGHT
- EXISTING ADA RAMP

G. Schuetz Road to Fee Fee Road

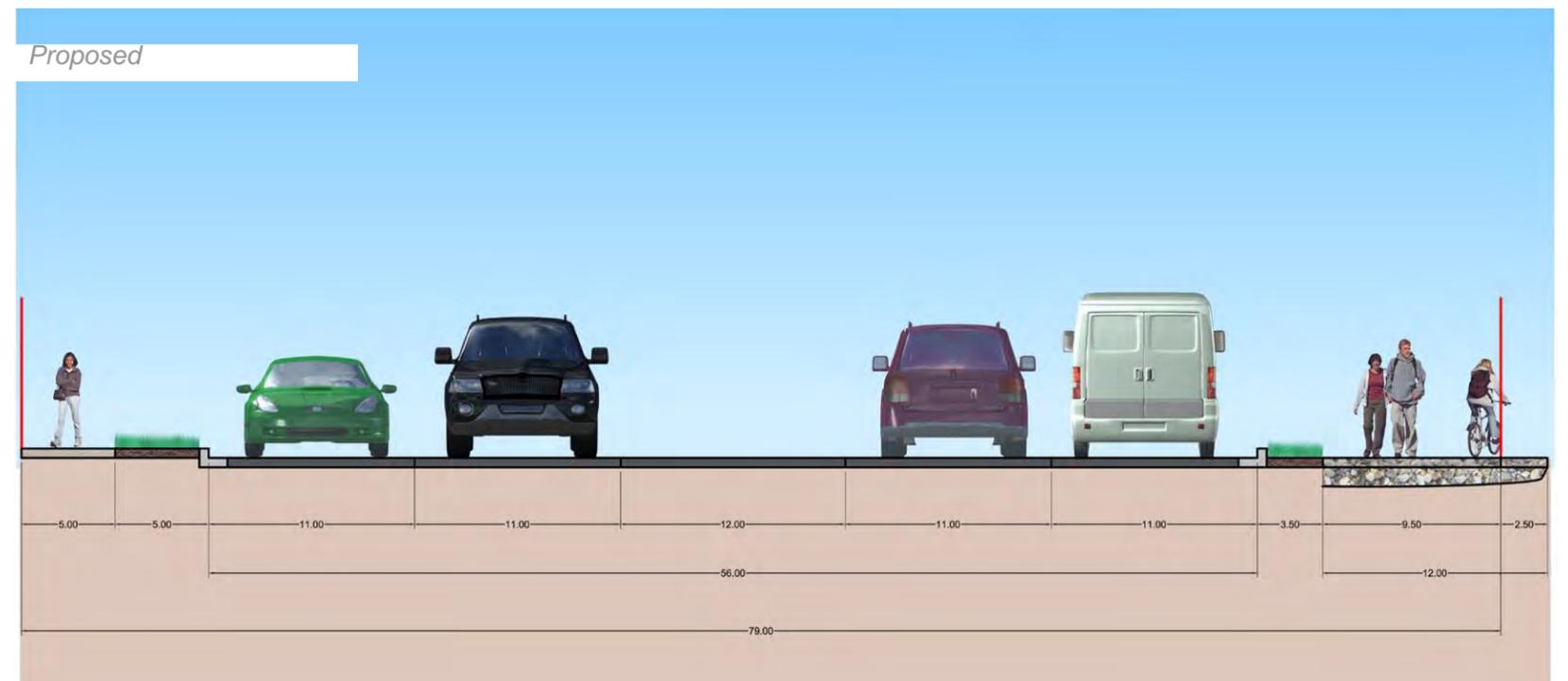




Existing Conditions Plan View

- PAVED ROAD
- SIDEWALK
- LAND OUTSIDE THE ROADWAY
- BUILDING
- RIGHT-OF-WAY BOUNDARY
- OVERHEAD UTILITY LINE
- EXISTING STREET LIGHT
- EXISTING ADA RAMP

H. Fee Fee Road to Warnen Road

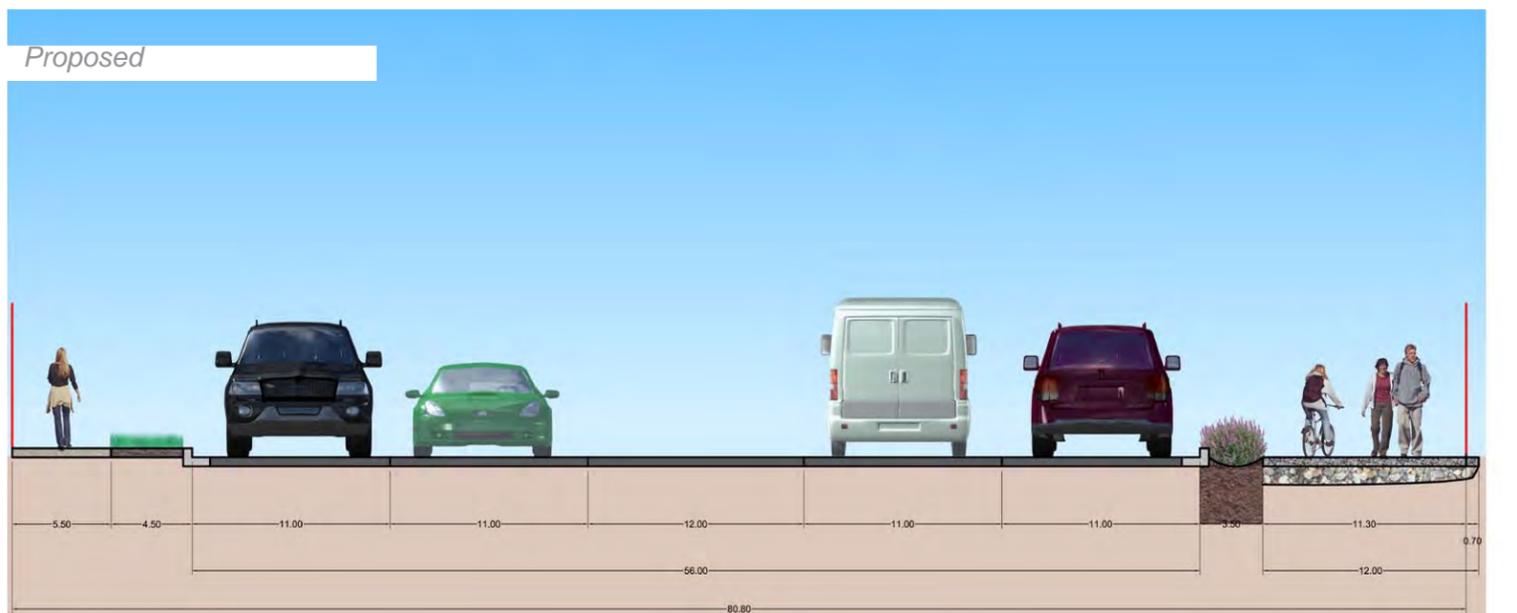
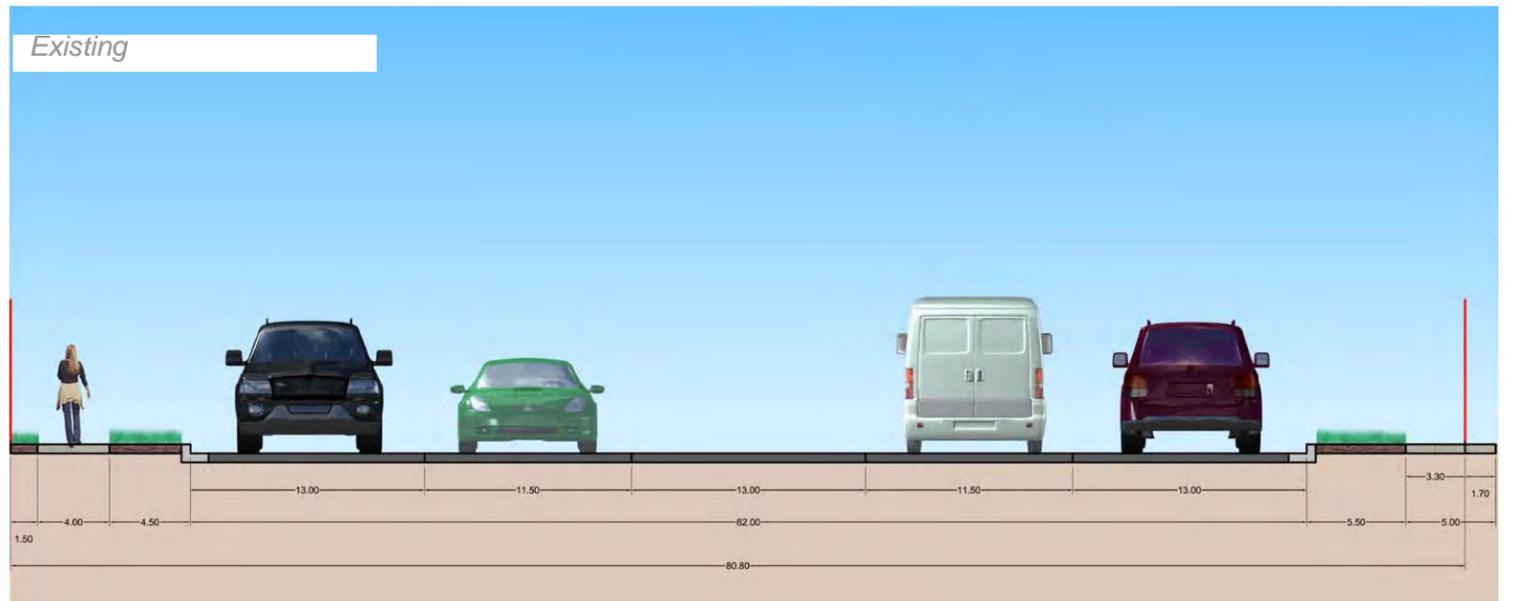




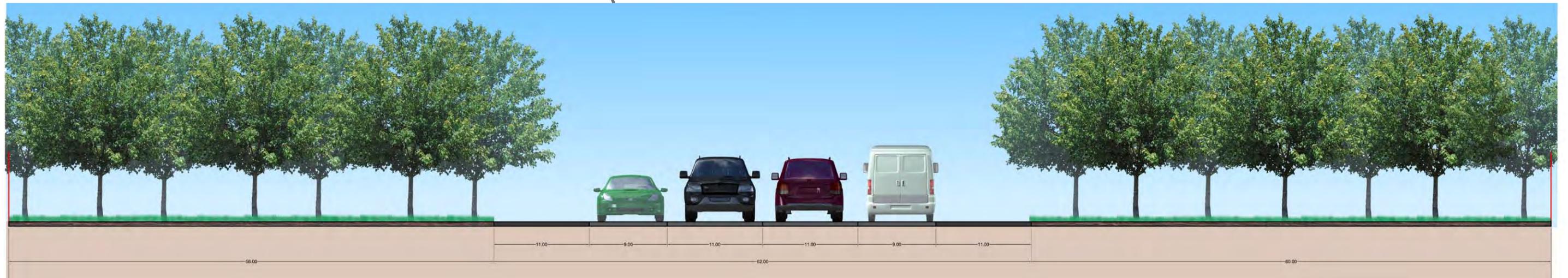
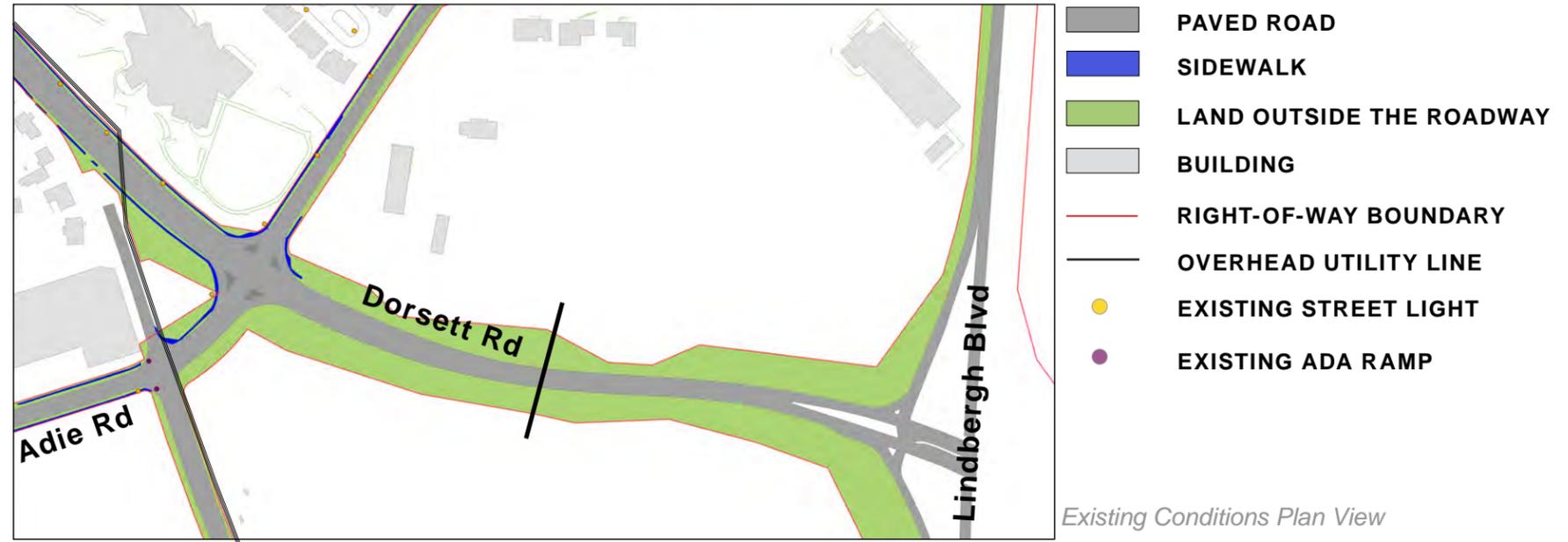
Existing Conditions Plan View

- PAVED ROAD
- SIDEWALK
- LAND OUTSIDE THE ROADWAY
- BUILDING
- RIGHT-OF-WAY BOUNDARY
- OVERHEAD UTILITY LINE
- EXISTING STREET LIGHT
- EXISTING ADA RAMP

I. Warnen Road to Adie Road



J. Adie Road to Lindbergh Boulevard



Planted Buffers: Landscape and Rain Gardens

An important element in the recommended plan is the provision of a continuous landscape buffer. Providing a buffer between the multi-use path and traveling vehicles adds to real and perceived safety levels for those using the path as well as drivers. It also increases level of service for pedestrians and bicyclists, and adds visual interest to the street by creating a visual break between the hard surfaces of the path and the road.

Choosing plants with structural, seasonal and colorful characteristics can help define districts within the corridor while maintaining an overall corridor-wide identity that is unique to Dorsett Road. The project team recommends that all planting materials in the landscape buffer be native to the Missouri landscape. The Maryland Heights Landscaping Design Standards document provides resources for native grasses, perennials and shrubs.

The project team has identified locations along the corridor where the topography of Dorsett Road is suitable for rain garden amenities within the landscape buffer. A rain garden is a sunken garden contained by curbs that allows runoff from the road to enter through a cut out or inlet. Check dams made of gravel should be provided to control water flow and encourage filtration. Perforated pipes should be included in rain gardens to capture emergency overflow.

These rain gardens will collaborate with the permeable multi-use path to capture stormwater and provide on-site treatment of runoff. Captured surface and stormwater runoff will infiltrate through the soil where pollutants are removed through a variety of mechanisms like adsorption, plant uptake, microbial activity and filtration. Water that is not absorbed by rain garden plants or infiltrated into the ground will be held in the system temporarily and then slowly returned to the storm drain system.

The following plants are recommended for these conditions by the Metropolitan St. Louis Sewer District and the Missouri Botanic Gardens.

Grasses/Sedges



Andropogon virginica
Broomsedge



Carex vulpinoidea
Fox sedge



Sporobolus heterdepis
Prairie dropseed

Forbs



Asclepias tuberosa
Butterfly milkweed



Echinacea purpurea
Purple coneflower



Lobelia cardinalis
Cardinal flower

The city and county should coordinate with the Metropolitan Sewer District on rain garden design and implementation.

Street Trees

Other plantings called for by this plan include a series of street trees along Dorsett Road to enhance the visual experience of travelling through the corridor, define different districts within Maryland Heights, and create comfortable, shady conditions for pedestrians, transit riders and bicyclists.

Street trees play an important role in the life of both urban and suburban environments. Some of the benefits trees contribute to communities across the nation include:

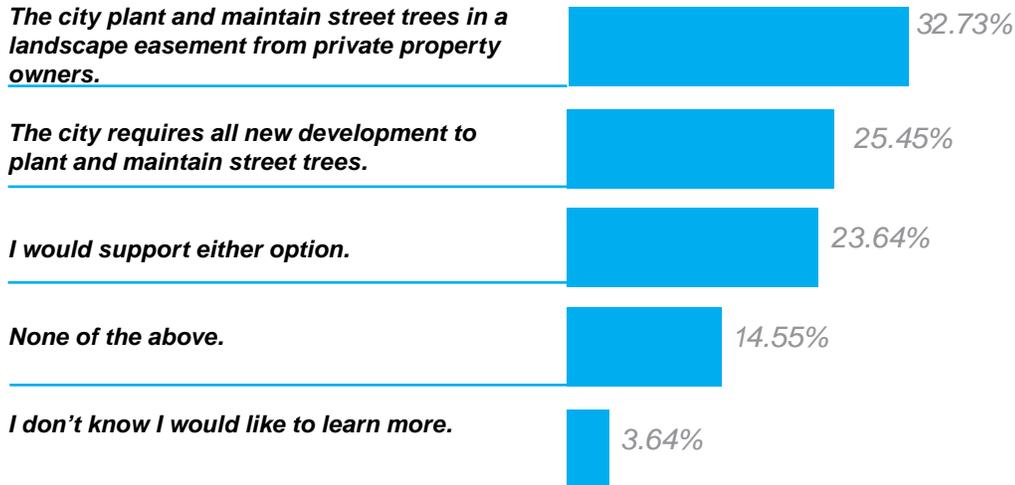
1. *Reduce the number of auto-related crashes and create safer walking environments.*
Urban street trees create a frame for streets, that provide a defined edge, helping motorists guide their movement and assess their speed. Street safety studies show that the presence of trees reduces the number of run-off-the-road crashes and crash severity, compared to tree-less streets.
2. *Increase security.*
Trees create pleasant walking environments which in turn increase neighborhood activity, rates of home ownership and care of place. Street trees have been linked to safer homes, blocks, neighborhoods, plazas, businesses and civic spaces.
3. *Increase revenues.*
Businesses on tree-lined streets on average report 12 percent higher income streams, which is often the essential competitive edge needed for Main Street store success, in competition with discount store outlets.
4. *Gas transformation efficiency.*
Trees in proximity to streets absorb nine times more pollutants than more distant trees, converting harmful gasses back into oxygen and other useful and natural gasses.
5. *Add value to adjacent homes, businesses and tax base.*
Realtors in national studies report premiums in assessed values of \$15,000 to \$25,000 for homes or businesses located adjacent to tree-lined streets, versus non-tree-lined streets. This often adds to the tax base and operations budgets of a city allowing for additional street maintenance funding. Future economic analysis may determine that this is a break-even for city maintenance budgets.
6. *Extend pavement life.*
Studies conducted in a variety of environments show that the shade of urban street trees can add from 40- 60 percent more life to costly pavement. This factor is based on the reduced daily heating and cooling (expansion/ contraction) of asphalt.



Sparse planting on Dorsett Road gives the corridor an unwelcoming look.

During the final public meeting, community members were posed the following question:

To include street trees along Dorsett Road, I would most support the following option:



With over 80 percent of community respondents voicing an interest in street trees, the project team recommends that the City of Maryland Heights work with local property owners to establish new tree plantings along Dorsett Road, following the Maryland Heights Landscaping Design Standards. Any trees planted within the right-of-way should adhere to the St. Louis County approved species list to minimize sidewalk safety concerns. The City of Maryland Heights and St. Louis County will work together to agree on maintenance for any non-standard plants or features located within the right-of-way and repair of any damaged infrastructure caused by non-standard features.

Newly planted trees along Dorsett Road should meet the following guidelines:

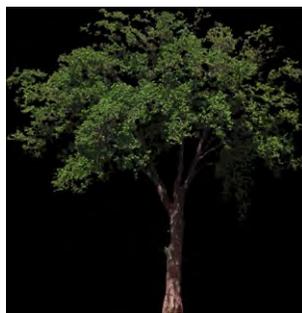
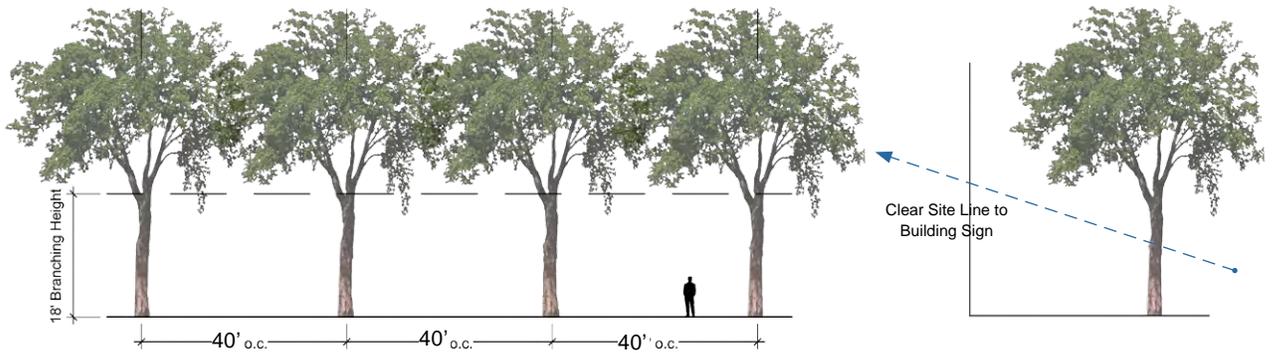
- **Avoiding Entrances:** Trees should not be placed directly in front of building entrances or exits.
- **Avoiding Intersections:** Trees should not be planted within 30 feet of a stop sign or stop light.
- **Avoiding Overhead Utilities:** Smaller trees should be utilized when overhead utility distribution lines are present.
- **Working with Business and Building owners:** The partnership with business owners is imperative when planting trees along Dorsett Road. Engaging business and building owners to assist in placement of the tree in front of their business or building is highly recommended, as this can alleviate any issues concerning the potential blocking of commercial signs along the corridor. Additionally, it is recommended that the business and/or building owner assist in the selection of a tree from a city recommended tree list. This engagement would help to build a base of business and building owners that have a vested interest in the tree near their business, which often leads to these business interests in turn assisting with the general care of the tree.

Recommended Tree Species

Planting trees in an urban street corridor can be both tricky and transformative. Most successful neighborhood places have a healthy presence of tree canopy. Current trends in design focus on the technical benefits of understory plant material, including reductions in ambient air temperature and the reduction and treatment of urban water runoff. To provide variety and continuity along the entire length of the project, the Dorsett Road Great Streets plan recommends consistent tree planting along the length of the corridor.

In general, large stately trees are preferred over small ornamental trees in order to give the corridor a more distinctive and solid quality. Species have been recommended based on their quality to perform in urban environments, structure, character, and fall color. Additionally, considerations in branching height for sight distances and retail signage have been incorporated into these recommendations. All recommended tree species are native to the Missouri landscape, or are cultivars of native species.

Tree Planting in Dorsett Retail Environments



Ulmus 'Frontier'
Frontier elm



Tilia americana
American linden



Platanus x acerifolia
London planetree

Special height considerations are given for trees located under overhead utility lines. In these conditions the project team recommends the following species.



Acer x freemanii
Autumn blaze maple



Caprinus caroliniana
American hornbeam



Celtis occidentalis
Common hackberry

Recommended Tree Soil Volume

In urban environments, tree soil volume is most commonly the deciding factor for street tree health. The recommendation of the project team is that all street trees be planted with a minimum of 500 cubic feet of soil and a goal of 1,000 cubic feet of soil. Soil that may be counted in this calculation includes un-compacted soil with an organic matter percentage of at least three percent.



This illustrative plan shows street trees located outside the yellow right-of-way line at Fee Fee Road and Dorsett Road.

Priority: Improve night-time safety for pedestrians, bicyclists and transit riders by installing new street lights.

The public noted in initial surveys and feedback that the Dorsett Road corridor currently feels very dimly lit in most places. The existing street lights are unattractive, inefficient and focused mainly on lighting the road. Street lighting can have a number of significant impacts on suburban corridors:

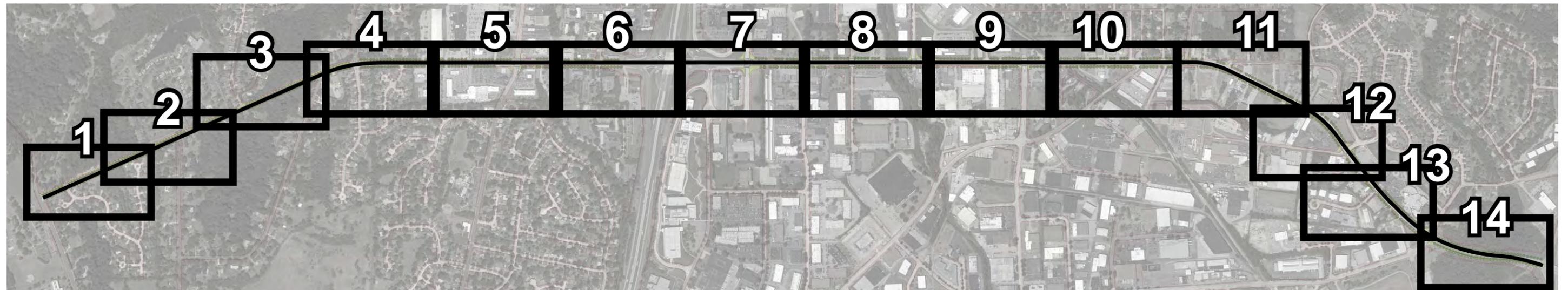
- Street lights increase safety both along the streetscape and in areas that people frequent, such as doorways and bus stops.
- Lights aid in geographic orientation, as people can use well-lit focal points (buildings, overpasses, public art, etc.) as landmarks to help them find their way.
- Street lights can highlight the identity of a corridor or district, because well-lit details will draw attention to the uniqueness of an area.

The project team recommends that the city work with St. Louis County to pursue the installation of new pedestrian-level, dark-sky compliant, LED street lights adjacent to the multi-use path along Dorsett Road. Any non-standard features explored by the city will require a maintenance agreement between the City of Maryland Heights and St. Louis County. The style of street lighting that is implemented should be compatible with the other recommended street elements, such as benches, bus stops, and waste receptacles, to reflect the quality of the street, and potentially enable the off-street area (sidewalks, plazas, pocket parks) to be more conducive to pedestrian and merchant activities.

Additionally, the city should work with St. Louis County to explore the replacement or modification of existing, aging road-oriented street lights. More efficient and attractive lights would benefit the community and help to create an identity for Dorsett Road.

THE STREET

The following 14 pages contain the **illustrative plan** for the Dorsett Road Great Streets street improvements recommended by the project team.



The improvements along Dorsett Road will require the design of a system that will account for MSD's stormwater requirements, including conveyance, quantity, and quality.

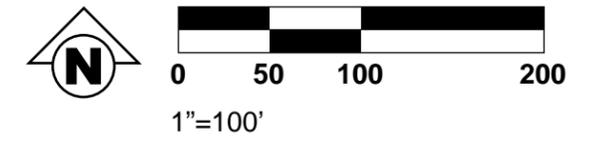
- The existing storm sewers and structures along Dorsett Road should serve to adequately convey the stormwater by designing modifications to the inlet locations relative to the proposed improvements. If the curb line is moved then the curb inlets should be adjusted along stretches of Dorsett Road in order to ensure the adequate drainage of the street.

- The stormwater volume should not increase if the pavement width along Dorsett is reduced and the new paths along the side of the road are constructed of a permeable pavement. Therefore, in aggregate, the recommended improvements along Dorsett Road should not require the construction of any additional stormwater detention capacity along the corridor. If the pavement material for the paths changes from pervious to impervious pavement then stormwater detention may be required.

- Water quality management is required if an acre or more is disturbed. A 3,630 ft long, 12'W path is one acre, and the Dorsett Road corridor is over three miles long, therefore water quality will be required for improvements along Dorsett Road. The combination of pervious pavement and rain gardens will satisfy most of the water quality requirement, if these are not able to fully meet the requirements within each drainage area then a proprietary BMP device such as a hydrodynamic separator could be used to meet the remainder of the requirement.

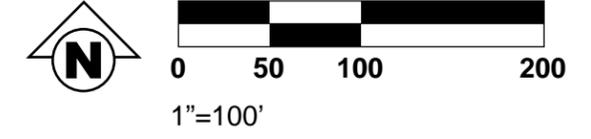


-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone



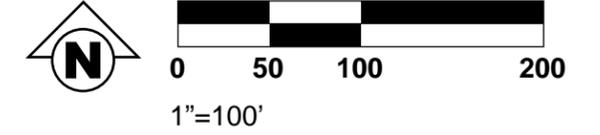


-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone



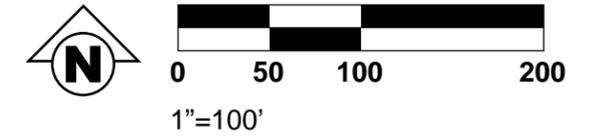


-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone



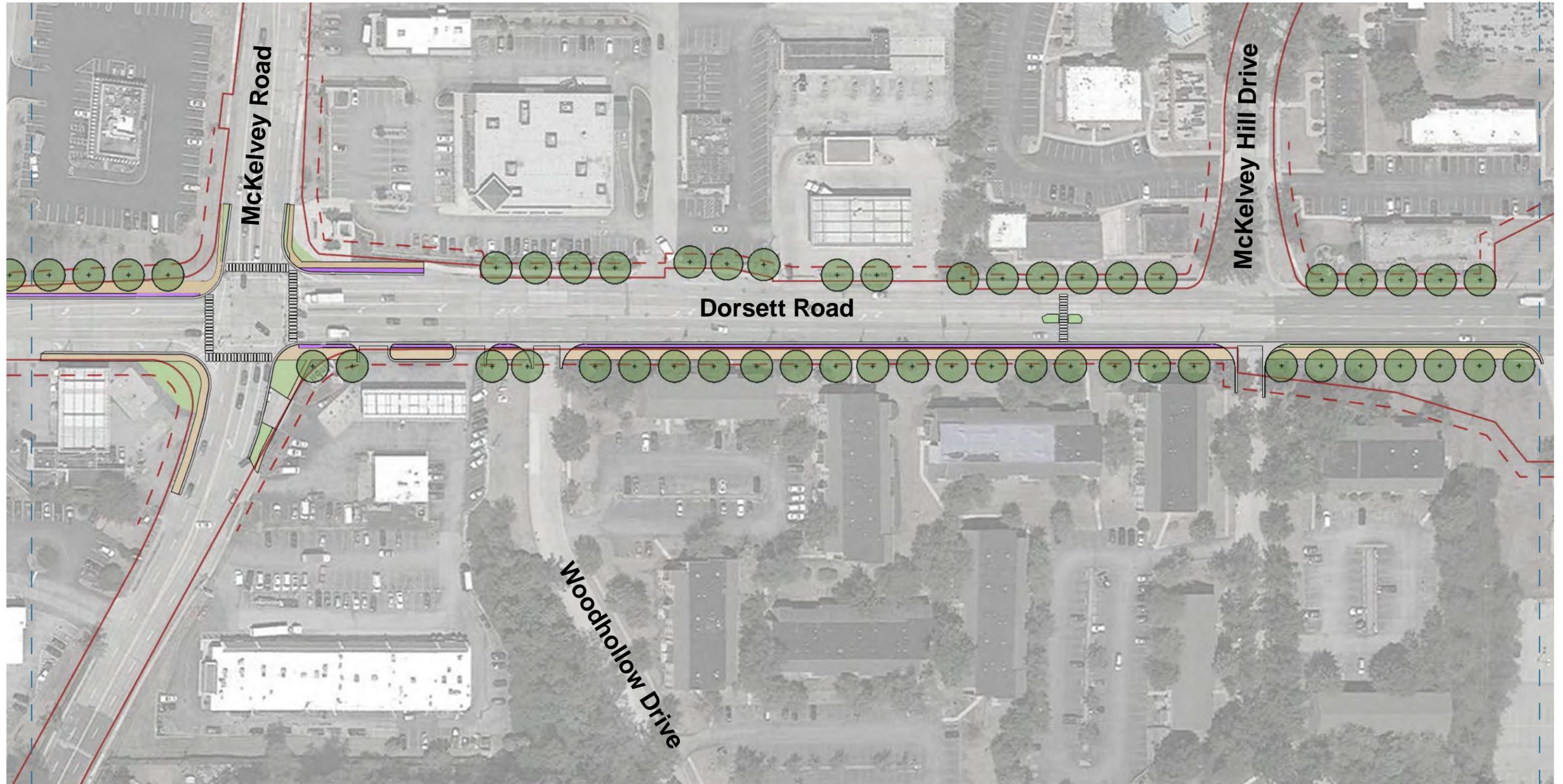
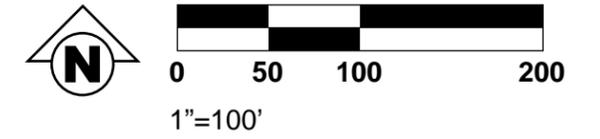


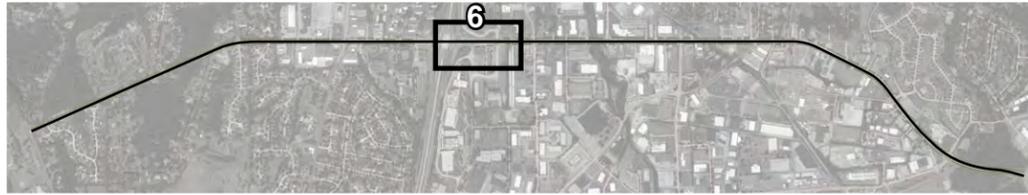
-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone



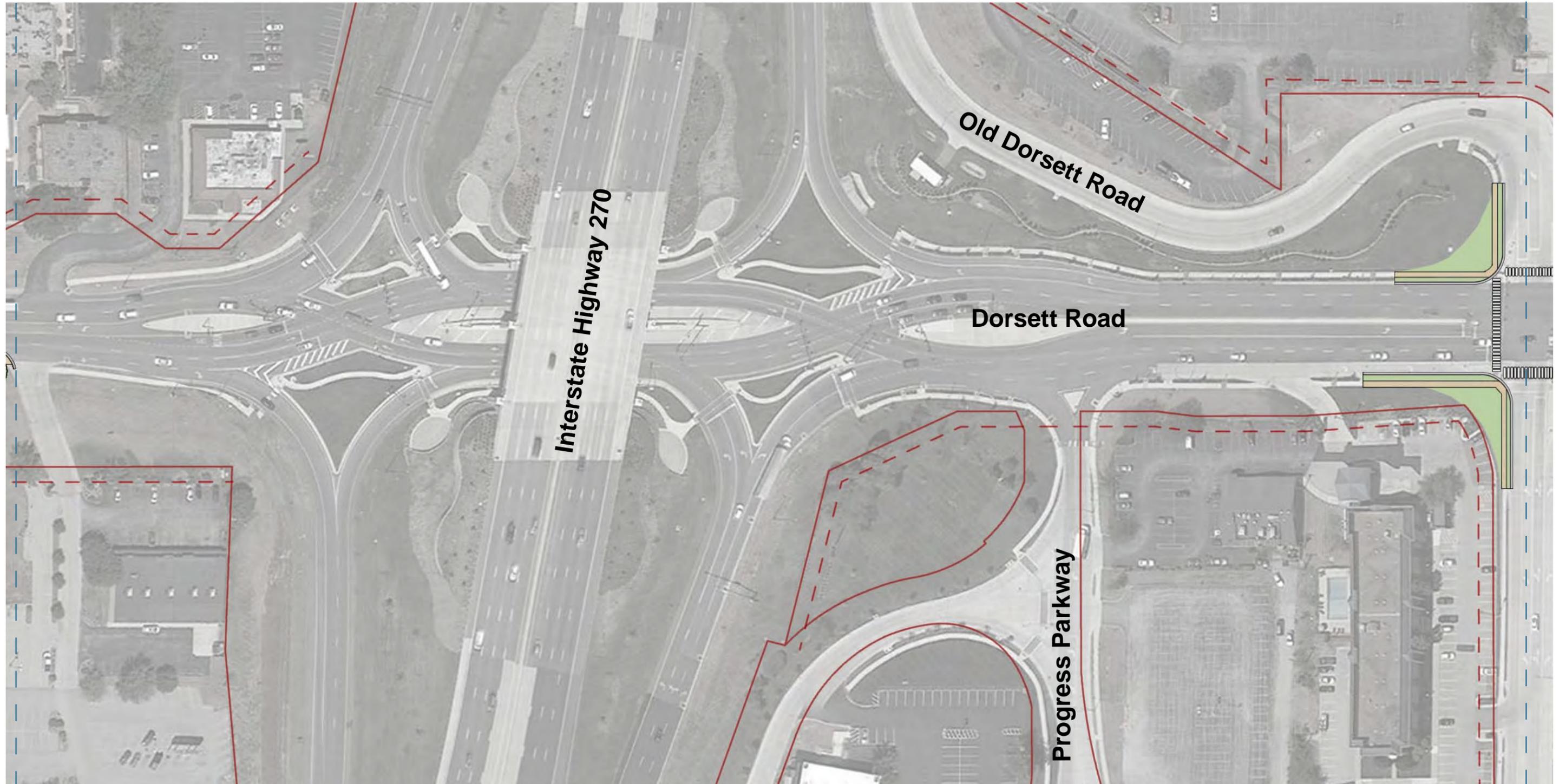
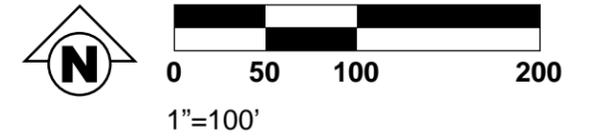


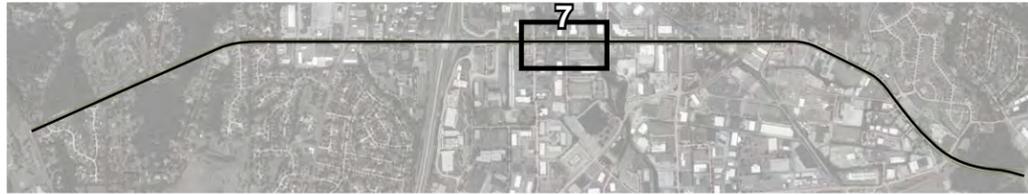
- Landscape Buffer
- Rain Garden
- Multi-Use Path
- Right of Way (ROW)
- 15' Planting Zone



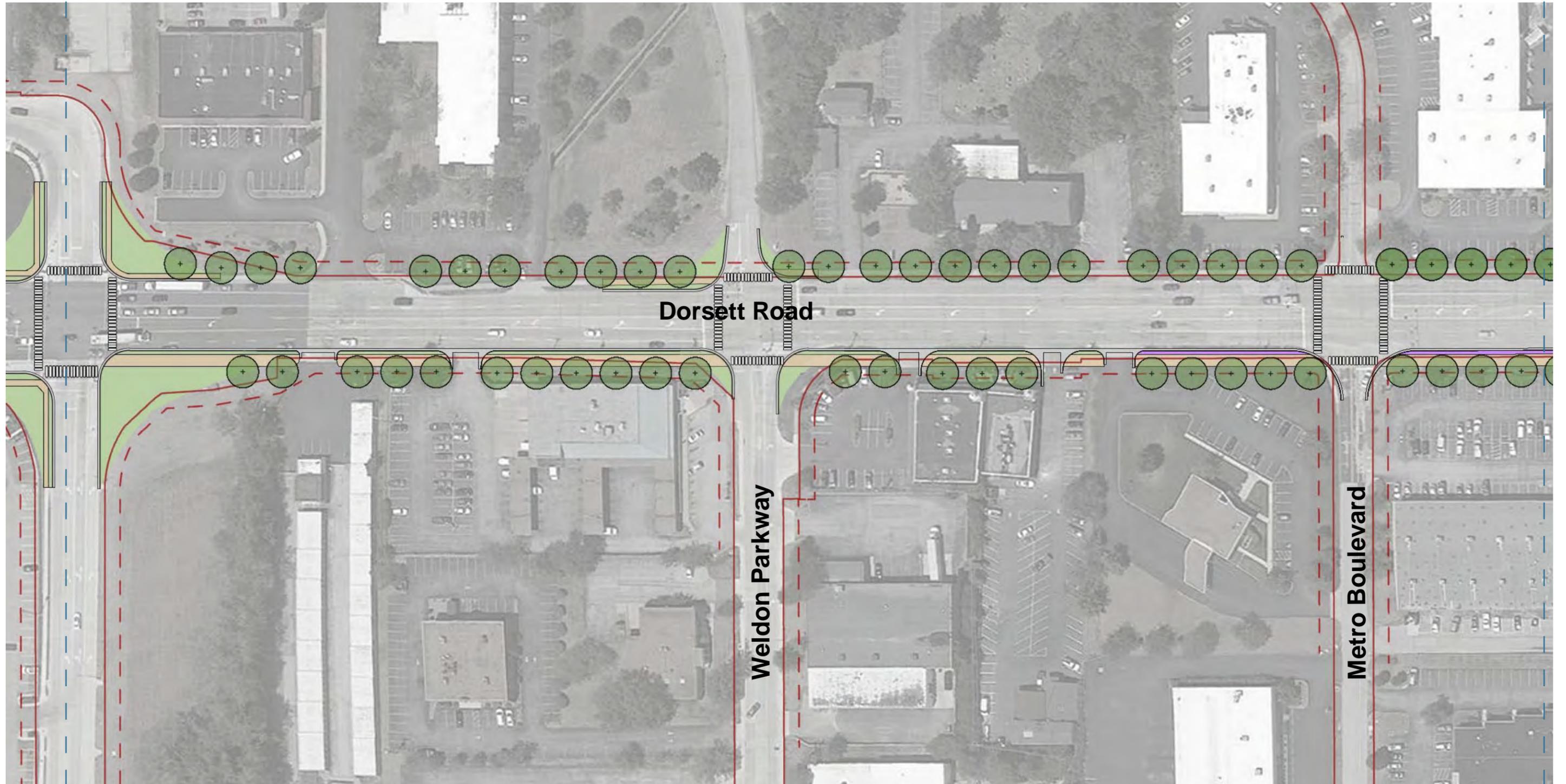
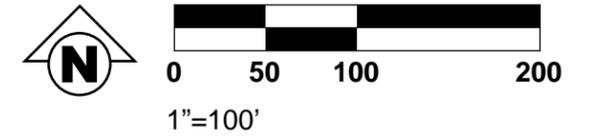


-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone



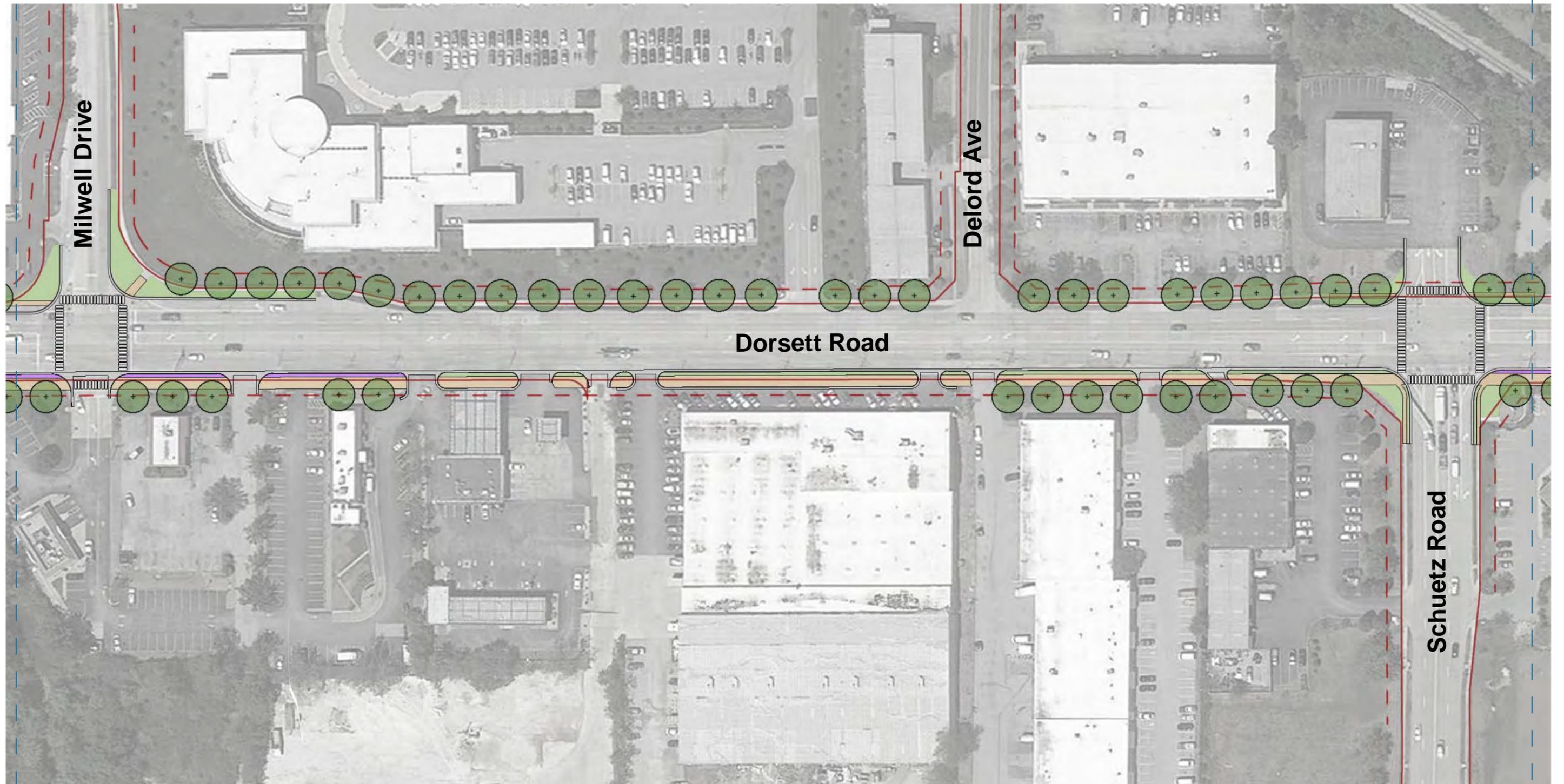
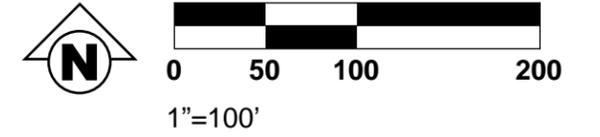


-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone



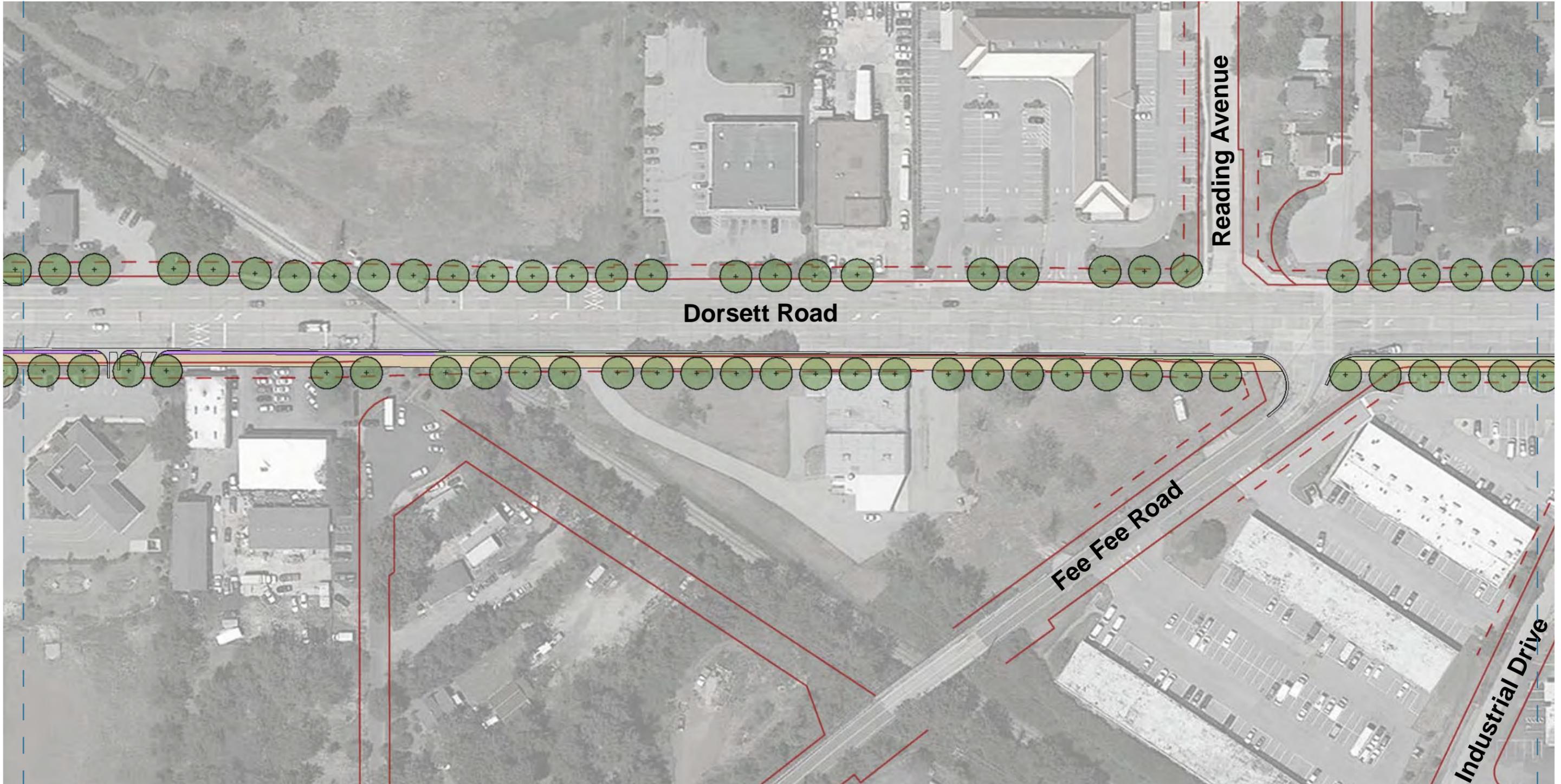
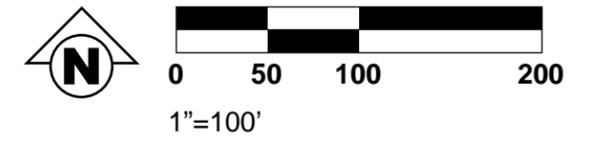


-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone



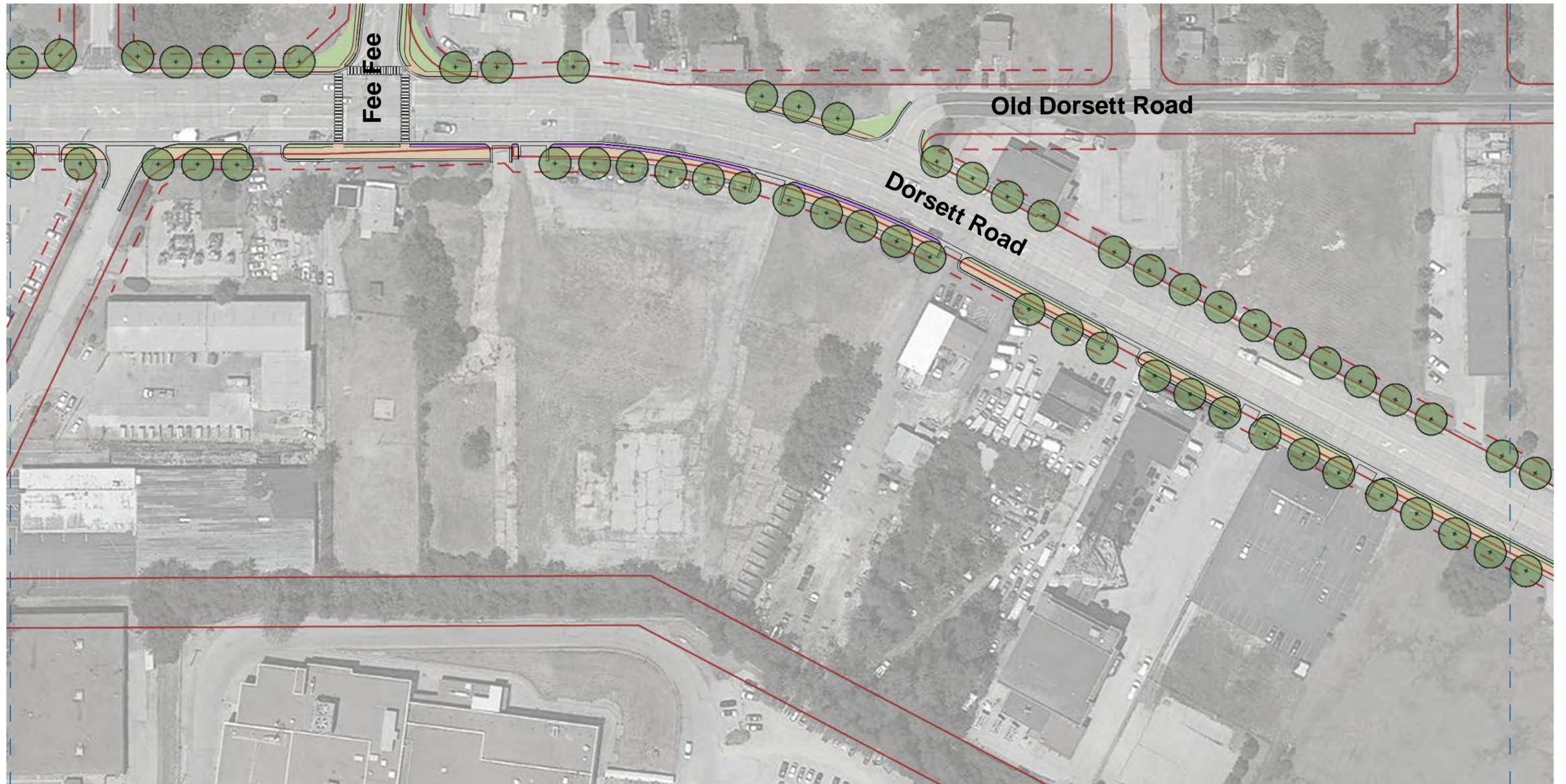


-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone



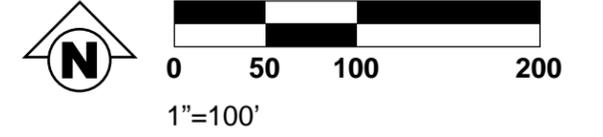


-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone



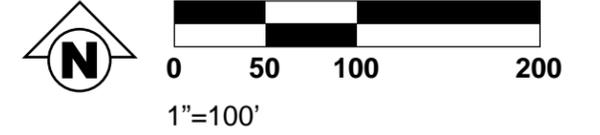


-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone



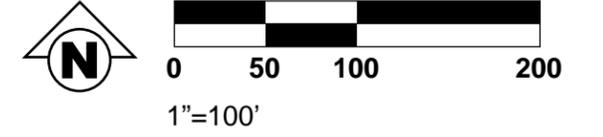


-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone



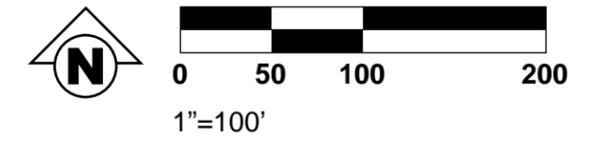


-  Landscape Buffer
-  Rain Garden
-  Multi-Use Path
-  Right of Way (ROW)
-  15' Planting Zone





- Planting Strip
- Rain Garden
- Multi-Use Path
- Right of Way (ROW)
- 15' Landscape Buffer



OPPORTUNITIES

Improvements to **THE STREET** will go a long way to enhance the corridor's accessibility, improve its aesthetic value and create an identity for Dorsett Road and Maryland Heights. Looking outside the right-of-way, there are a number of **OPPORTUNITIES** within the study area that may be suitable for redevelopment in the coming years that can both benefit from and add to the recommended street enhancements. Taking advantage of these opportunities will help the city, local developers and property owners further solidify Dorsett Road as a Great Street in Maryland Heights.

Parcels identified for short-term redevelopment

A number of key parcels along the corridor are currently available for occupancy and may represent short-term opportunities for redevelopment and revitalization along the corridor. The conversion of these properties to different uses, or improved aesthetic conditions, would help set the stage for later, larger scale redevelopments along Dorsett Road. Investment in these properties would also help to improve the overall condition of the corridor in the near term, with limited involvement from the city. The project team has identified some of the key parcels suitable for near-term revitalization or conversion as the Dorsett Road Great Streets Plan moves forward.

Blast Fitness building

Located west of the McKelvey Road and Dorsett Road intersection at 12703 Dorsett Road

The former Blast Fitness building is located on a ridge to the west of the Schnucks grocery store in the northwest quadrant of the intersection. The existing building has presented issues in terms of code violations and economic vitality over the past several years. In the short-term, this building could be converted to other retail uses. In the long-term, the site could be redeveloped into a mixed-use area that might include a mixture of stores, restaurants, and a residential or senior housing component (particularly on the west and north edges). This would help buffer existing residents from the retail land uses in the McKelvey / Dorsett vicinity.

Ryce Oriental Buffet property

Located south of Dorsett Road and West of McKelvey Road at 12710 Dorsett

Community members voiced interest in the conversion of the Ryce Oriental Buffet property. This site could be redeveloped in the very near term into a variety of retail options, including quick casual restaurants such as St. Louis Bread Co. or Chipotle. The relatively large space might also be revitalized as a fine dining restaurant. Conversion to neighborhood retail and service uses such as a dry cleaner, pharmacy, or similar options is also a possibility.

Quality Inn (including Syberg's)

Located at the northeast corner of I-270 and Dorsett Road at 2434 Old Dorsett Road

The hotel on this property has existed for several decades. According to a number of sources in the real estate field in St Louis, it is a likely target for redevelopment given its age and current condition. This property has the potential to be redeveloped into a newer hotel or a signature restaurant location coupled with in-line retail that would have the opportunity to take advantage of the property's adjacency to I-270. This property enjoys the best sight lines onto I-270 in Maryland Heights, and therefore the city should work with property owners to maximize the potential benefits resulting from redevelopment of this key parcel.

PROJECTS

As Dorsett Road continues to evolve over the next thirty years, there are a number of **PROJECTS** that the city should explore with community input and participation. These projects will build off improvements made to the corridor and help to build a sense of place in Maryland Heights.

Public Art

Public art is an important component to creating Great Streets. Art can draw out and highlight the qualities that make a place special. It can make cities welcoming to inhabit, comfortable to walk in, and interesting to explore. Art can support economic vitality, by helping to strengthen the identity and attractiveness of a place, and therefore making it more attractive to businesses and consumers.

Public Art Project Recommendations

Public art will help make Dorsett Road a functional, attractive, and vital corridor that is at the heart of Maryland Heights. The following offers different approaches and options for public art projects within the study area. Any piece of public art in Maryland Heights must be located outside the county right-of-way and not cause sight distance restrictions for motorists, pedestrians or bicyclists. Any artwork contemplated within the right-of-way requires approval by the St. Louis County Highways and Traffic Department in addition to a maintenance agreement between city and county.



1. Dorsett / McKelvey Community Marker Today, this intersection supports a busy retail environment. As development continues to occur, this area would be a prime location for artwork that would act as a community landmark.



2. Progress Parkway Roundabout This is a great location for a sculptural work of art. This piece would serve as a gateway to the Weldon Progress Corridor. The scale of the piece should be so that it can be appreciated by passengers in moving vehicles, as well as pedestrians walking down the street.



3. Private Development Artwork As new private development occurs in various locations along the corridor, developers can be encouraged to incorporate the work of artists in their design. Artists could be commissioned to integrate works of art that enhance these facilities and create a sense of place. Projects could range from works integrated into the entry or façade

of the facility, artistic wayfinding/building numbers, and, if the developer is creating public amenities for a campus-like development, sculpture or functional artworks that encourage walking and lingering.



4. Fee Fee Creek A park along Fee Fee Creek could be an ideal location for a work of art that addresses the flow of stormwater into the creek and serves as an aesthetically pleasing and educational amenity. An artist could be commissioned to create a stormwater garden, or work with park designers to develop other stormwater facilities such as cisterns or bioswales in the park.

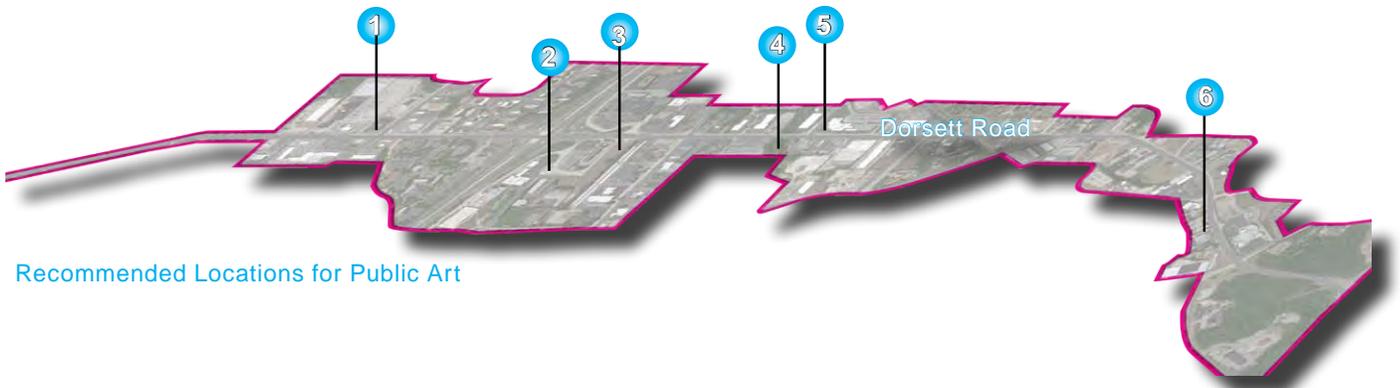


5. Maryland Heights Government Center

A work of art on Dorsett Road in front of the Government Center could elevate the visibility and civic importance of this facility, and further enhance the experience of driving down Dorsett. The entry to the Government Center from the parking area on the north side of the building could also be enhanced with public art. One approach

might be to retrofit the existing fountains with mosaic work or to integrate sculpture into the fountains. Since the Government Center shares a building with the Maryland Heights Police Department, art that acknowledges civic contribution could help to define a site for holding outdoor civic ceremonies or create a small plaza space.

6. Eastern Gateway As you drive west along Dorsett from Lindbergh Boulevard, you emerge from a wooded area at Adie Road. This area, across from Ranken Jordan and heading west for about one-quarter to one-half mile, could be a place for a signature architectural or artistic landmark that welcomes people to Maryland Heights and becomes an emblem for the community. This could be accomplished through new development in this zone creating an architectural statement that addresses the street.



Recommended Locations for Public Art

Planning for Public Art

Public art as part of the Dorsett Road Great Streets Plan will support goals developed by the Maryland Heights Cultural Arts Commission to provide public art of exceptional quality and diversity that adds to the community’s vibrancy and identity. To support its new art initiative, the City of Maryland Heights may wish to create a citywide public art master plan. A master plan is a document that asks and answers the “who, what, where, when, why and how” questions of the public art initiative. The Cultural Arts Commission has begun the process of answering these questions in the Maryland Heights Public Art Policy (2013). With the city’s guidance, a public art master plan to move this policy forward should focus on developing an action plan for the proactive commissioning and acquisition of public art.

VISION: A PUBLIC ART MASTER PLAN OFTEN BEGINS WITH A VISION – A BIG PICTURE VIEW OF A COMMUNITY’S ASPIRATIONS FOR ITSELF AND FOR THE PUBLIC ART INITIATIVE.	
Why?	What can public art bring to Maryland Heights? What impact can it have in the community?
PROJECTS PLAN: A public art master plan can articulate a priority list of public art opportunities for the community.	
Where?	What are the most important places for commissioning public art in Maryland Heights?
What?	What are the goals for public art at these locations? What opportunities are there for educational programs to be developed around projects?
When?	What are the highest priority opportunities? What other projects happening in the city impact the time frame? What is the time line for completing them?
How?	How will works of art be commissioned? How will they be funded?
Who?	Who will be responsible for implementation? How are artists selected? Who is involved in making the decision? Who is accountable? What are the roles for key stakeholder groups? What partnership opportunities exist?

Artist Selection and Design Review

The Maryland Heights Public Art Policy provides guidelines for the acquisition of public art, as well as the review of gifts, loans, and memorials. For many of the opportunities outlined above, artists would be commissioned through a competitive process to create work specifically for the project and the community. Artist selection, design review and project oversight should follow established best practices in the field.

Funding Options

As part of the master planning process, different types of funding options should be explored for public art. Some options for consideration might include:

Percent for Art Percent for art is a public art funding mechanism in which a set percent (generally .5 to 2 %) of capital project funds are set aside for the commissioning of public art. Of the 400-plus public art programs in the US, a majority are funded through this type of mechanism. These funding mechanisms are usually established by Ordinance.

Annual Allocation Some public agencies have avoided or moved away from percent for art in order to have a more flexible and stable source of funding for public art. A simple way to do this is an annual allocation. An amount deemed appropriate to help forward the

objectives of the plan would be identified and would be a part of the City's operating or capital budget.

Grants The City can continue to seek grants to support its public art initiative. There are limited opportunities, and these grants are highly competitive. However, there may be one or two projects from the Dorsett Road corridor that lend themselves well to a major grant.

Local Fund-raising The City may have success in raising funds through asks to individuals and businesses in the community. To give the fund-raising some focus, there could be an annual signature event that brings in sponsors as well as individual donations.

Gifts and Loans Many communities have been successful in building a public art collection through gifts of artwork or long-term loans. The gift or loan may or may not include costs related to installation, de-installation, lighting, conservation, insurance, etc.

Developer Contributions Some communities have had success in supporting public art through new private development. Public art in private development programs can work in different ways.

- All developers (generally in a specific part of the city, of a certain type of zoning, of a certain size, etc.) are required to provide public art in their development or make a contribution to a public art fund.
- Developers can provide public art or contribute to a public art fund as part of a negotiated re-zoning or in exchange for a benefit they are receiving from the City (density, parking exemptions, etc.).
- Developers who are responding to a City-issued Request for Proposal (RFP) are requested to include public art as part of their development proposal.
- Developers who are building an asset that will become City property (i.e. a park or trail), are required to incorporate public art.

Open Space, Parks and Trails

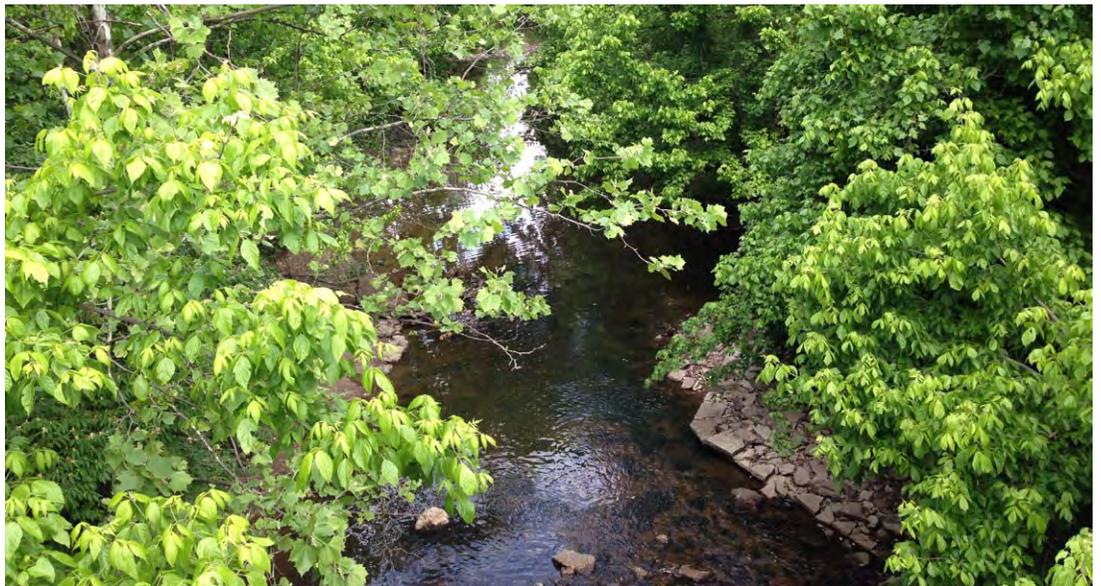
Open space, parks and trails provide many environmental, economic, aesthetic and recreational benefits to cities. They enhance property values, increase municipal revenue, bring in home buyers and workers, and attract retirees to settle in areas within walking distance of these assets. The City of Maryland Heights has a great asset in Creve Coeur Park. Other parks in close proximity, such as McKelvey Woods Park, Dogport Dog Park and Vago Park provide excellent recreational opportunities for Maryland Heights residents and visitors. However, there are currently few connections (in terms of trails, bike routes, and greenways) between these places and the Dorsett Road corridor. As Maryland Heights develops Dorsett Road to function as a Great Street and begins to create unique community spaces within the corridor, it will be important that the city builds on its existing parks, trails and open space systems.

Parks

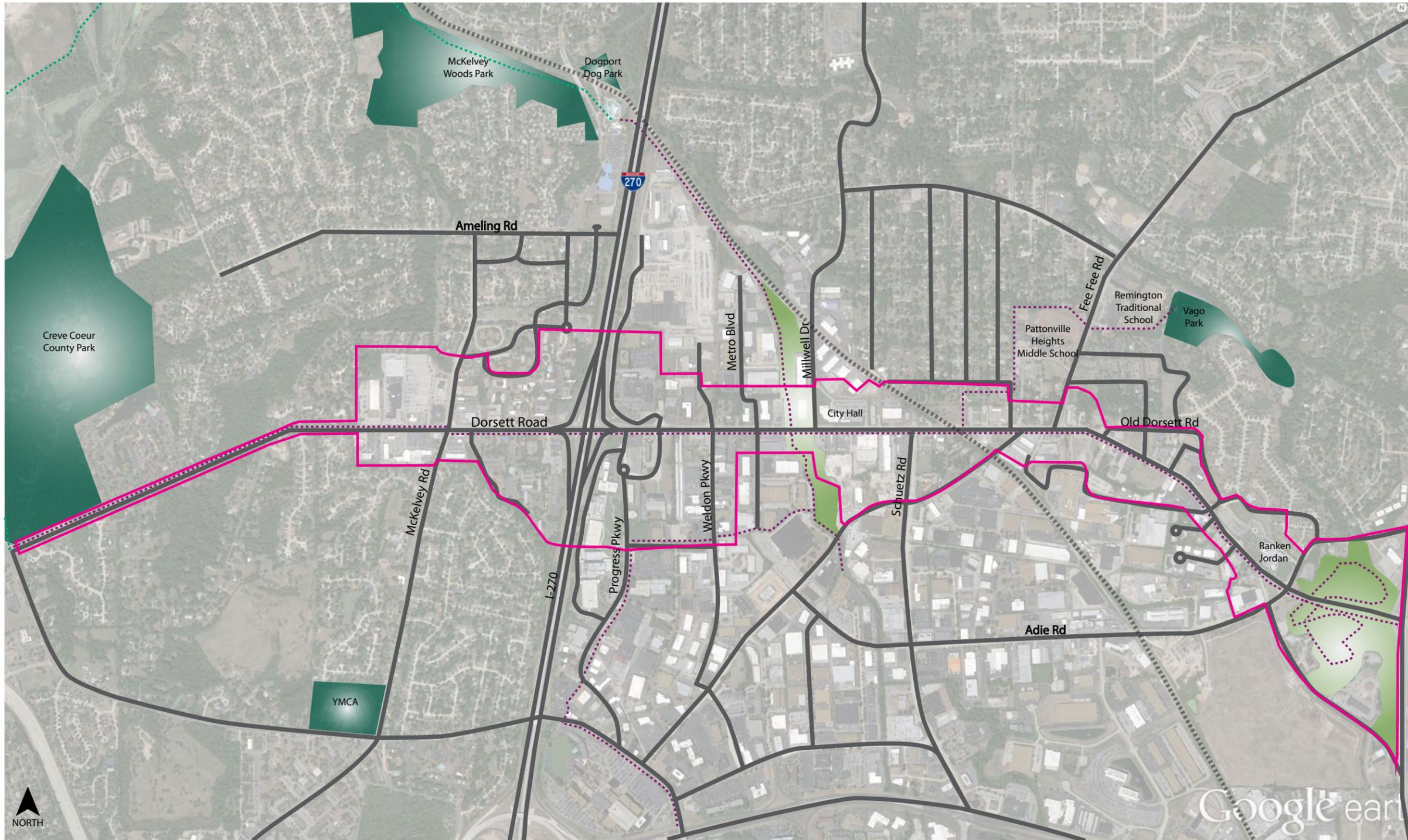
Maryland Heights has some great parks that are well valued by the community. What is missing from the city's current park system is a Main Street anchor - a park that is central to the city, can serve the area's daytime population, and acts as a community gathering space within the Dorsett Road Corridor.

The Fee Fee Greenway

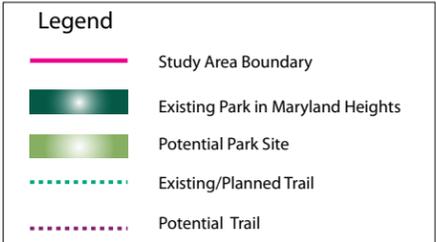
Fee Fee Creek is a tributary to the Creve Coeur Creek, which in turn flows into the Missouri River. The once meandering stream suffered significant entrenchment and erosion during the commercial and industrial development surrounding the creek in the 1960s and 1970s. In 2008, the City of Maryland Heights enacted stream buffer protection regulations, to protect both the natural ecosystem of the creek and ensure that properties do not suffer from flooding. Land development activity must maintain a 50 foot "primary" buffer of undisturbed natural vegetative water area around streams, as measured horizontally from each stream bank, surrounded by another 25 foot "peripheral" buffer that prohibits impervious surfaces. Currently, several parcels surrounding Fee Fee Creek are encroaching on this buffer zone.



Fee Fee Creek north of Dorsett Road.



Parks, Trails and Open Space Recommendations for the Dorsett Road corridor.





Greenways help preserve natural water systems and create great community spaces.

A way to both protect this valuable resource and attract residents to the center of the city would be creating a “greenway” along Fee Fee Creek. A greenway is a linear park that is usually accompanied by trails. At Fee Fee Creek, this greenway would help to define and protect the creek and its fragile banks, bring attention to this great water source in the middle of the city and give residents and visitors to Maryland Heights a place to meet, gather, recreate and enjoy the outdoors. This project would require significant commitment from the city and the community, however the benefits of transforming this currently degraded and unused space into a greenway with trails would be considerable:

- A city-central linear park with recreational opportunities would serve Maryland Heights residents, but would also help to attract more businesses and employers. Modern employers look to sites that will keep their employees happy by offering amenities including near-by parks and recreation opportunities.
- The installation of parks has been shown to increase property values. Current vacancies in the Fee Fee/Schuetz area would benefit from the boost in value brought on by the park. This could help to spur redevelopment and bring more investment to the center of Maryland Heights.
- A trail along Fee Fee Creek would help to foster a city-wide trail network and could link the Dorsett Road corridor to the McKelvey Woods Trail, currently under construction.

Lindbergh Open Space

The eastern end of Dorsett Road concludes in a heavily wooded area at Lindbergh Boulevard. Mostly owned by the county, this space presents an excellent opportunity to both preserve a woodland community for the area and develop trails that allow residents and visitors to Maryland Heights to explore a wooded Missouri ecosystem. In collaboration with St. Louis County, the city could petition to designate this area as open space and develop a trail system that would be unique to Maryland Heights and give patients, staff and visitors at Ranken Jordan a space close to the hospital where they can take a break to enjoy the outdoors.

Trails

In addition to creating a multi-use path along Dorsett Road, the project team has identified a number of opportunities in or near the study area, where the city could enhance and connect their trail system to create a “green network.” This network of trails links the Westport Plaza area to the Dorsett Road Corridor and Creve Coeur Park. Building this

network does not merely provide Maryland Heights more opportunities for recreation. Creating a network of walkable and bikeable trails throughout the city will help to draw new customers, patrons, and possibly investors to parts of the city they may not have seen or experienced previously.

The following recommendations will help the City of Maryland Heights to create a successful trail system:

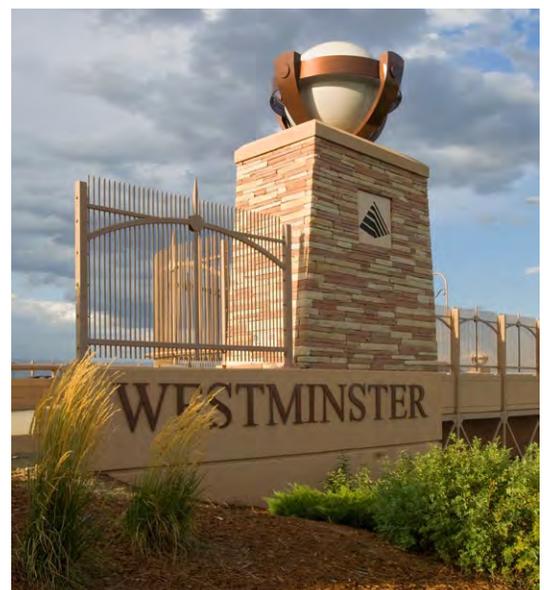
- The city should work to provide trailheads in or close to city destinations (such as the Maryland Heights Government Center, Community Centre, and Westport Plaza) in order to enhance connections between these community gathering places and major parks.
- Trailheads should feature prominent signage to guide visitors and residents to trails and destinations in the area as well as restroom facilities and shaded areas for drop-off and pick-up. Communities around the country have also begun to install bike locker facilities at trailhead locations that provide space for residents to temporarily store bicycles or personal possessions as part of their visit to a greenway or trail area.

Signage & Wayfinding

Strategies to improve the quality and clarity of signs throughout the corridor help to reduce confusion for drivers, bicyclists, and pedestrians and can improve the overall appearance. Public feedback has helped to identify wayfinding and signage as a subject for improvement in the corridor. Wayfinding signs in a given area of Maryland Heights, or applied to the entire city, could provide a system that helps guide visitors and residents to key destinations, including parks, government centers and other tourist attractions.

Wayfinding encompasses all of the ways in which people orient themselves in unfamiliar or new surroundings and “find their way” from place to place. Programs generally consist of signs, symbols, colors, messages and images. People find their way around a complex or unknown environment by a process known as cognitive mapping — creating a mental image of a place which improves over time. The wayfinding program should be intuitive, easy to grasp quickly and able to cross cultural and language barriers. The outcome of a successful wayfinding sign program enables visitors to easily determine their own experiences by empowering them to make their way through the area with comfort and clarity and without confusion. Future gateway programs should be consistent with the city’s other monument projects. Statistics show that people make their opinions of places in as little as 15 seconds, so a negative first impression can be difficult to repair.

Wayfinding can be part of the backbone of the community’s identity. The visual representation of that identity is the thread



Community Gateways can serve as both a wayfinding device and a form of public art.

of continuity from gateways to corridors to commercial centers to neighborhoods. A successfully designed sign program is not only functional and memorable; it also extends a welcoming gesture to visitors and residents. It reflects the community's values that they care for everyone's comfort and experience.

Wayfinding signs should not advertise specific businesses unless on a business focused directory or smart phone application. They should not add clutter to local streets but instead should reduce clutter and help to consolidate information. Wayfinding signs are not designed just for visitors but instead identify areas of interest to locals and visitors alike.

Gateways

Community Gateways come in many varied forms such as vehicular bridges, overpasses, portals, sculptures, traditional monument signs and pedestrian district markers. They provide a strong sense of arrival and should reflect the inherent character of the place. Gateways can extend the community branding and messaging to be an integral part of a wayfinding system. They are most successful when integrated into the environment and landscape, and when they are coordinated with other gateway and monument projects. Correct scale, placement and lighting are important for optimal impact, visibility and legibility.

Community Logo:

Instead of designing a logo specifically for the corridor, the Maryland Heights logo can be extended throughout the corridor in a variety of applications such as streetlight banners, benches, bus shelters and trash receptacles to reinforce the image of Maryland Heights as a destination and create a system for visual recognition of Maryland Heights.

Digital Wayfinding

Recent developments in technology have transformed the mainstream process of navigation. Digital wayfinding is an excellent means of enhancing the physical environment and informing the public about the unique characteristics and destinations located within cities and their specific districts. Smart phones allow users to interface simultaneously with the digital and physical worlds through the use of mobile wayfinding applications, websites and Google Earth. Local venues, businesses and events can all advertise on the map site, creating a platform to generate buzz about the place. Links to the maps can be placed in advertisements, press releases or as QR codes integrated into the site signs or features. Utilizing the integrated digital maps enhances ease of use, project awareness, and educational opportunities while providing the potential for increased pedestrian traffic, web traffic, active community participation and revenue growth.

General Design Notes

All signage and street graphics are expected to be compatible with, and an enhancement of the character of the Dorsett Road corridor and the architecture of adjacent buildings. Signage and graphics should also integrate with adjacent architecture in terms of placement, design, scale, color, materials and lighting both related to brightness and type of illumination.

- All signage and street graphics should be appropriate to and expressive of the business or activity for which they have been designed.
- All signage and street graphics are expected to be creative and innovative in the use of form, graphic design, dimensionality, scale and iconographic representation. Signage that exhibits high levels of these qualities, executed with high levels of craft and materials, are encouraged.

- All signage and street graphics must be installed according to Code requirements and the expectation is that signage in the corridor will be designed with ease of service and maintenance to ensure longevity and a quality presentation over time.
- Tenants and landlords are encouraged to retain professional assistance in the planning and design of their signage.

Visibility and Legibility Day and Night

A sign can certainly be expressive and artistic, but if it cannot be seen or read by passersby, it will have little positive or material impact on the business it is intended to promote. Poor or illegible typography, dimensional letters where the return is the same color as the face, and the use of highly reflective materials all can degrade a sign's function.

Placement

They should not add clutter to local streets but instead should reduce clutter and help to consolidate information. Wayfinding signs are not designed just for visitors but instead identify areas of interest to locals and visitors alike.

Signage/Building Relationships

Signage should relate in some way to the host building. Signage should be installed in locations or on placements that appear to have been designed to receive signage. By seeking alignments with architectural features or surfaces, the sign is more likely to “nest” in an appropriate fashion within its architectural context. The line between communicating a sense of Vitality versus Chaos is often the result of how well or badly this principle is understood.

General Design Review Notes

- Quality signage is in general characterized by simplicity rather than complexity. When trying to visually communicate quickly as a sign must do the principle of “less is more” should apply.
- Large letters on a small field do not communicate as well visually as letters sized properly to allow for enough “white space” facilitating legibility.
- Good signage conveys purpose and personality. Great signage strikes a balance in how well it communicates both the character and personality of the business or land it is intended to promote.
- Temporary signage of all types must be managed carefully. This includes window banners, sidewalk sandwich boards, building mounted banners and other temporary interventions. Although temporary signage is occasionally required, mismanagement of this type of signage can result in damages to adjacent property values and the overall viability of the corridor. It is essential that temporary signage (not associated with leasing or the sale of the premises) be managed from a time, scale and placement standpoint, in that order.
- Perpendicular signage adds a layer of richness to the shopping environment and should be encouraged. Perpendicular signs (any sign or banner that projects at either 45 or 90 degrees from the building plane) represent an excellent opportunity to add another point of illumination to the street that is highly visible to the both motorists and pedestrians.
- Awning signage must be managed to ensure appropriate scale. Letter graphics should be restricted to the valence or side panels of the awning. Large letters on the sloped surface of the awning project a downmarket strip mall character, the impression of which is detrimental to the character the corridor seeks to create.

Dorsett Road Identity and Branding

A brand is what people think of you, not what you say you are. It is a perception or the “feeling” a potential visitor has about you. A brand should evoke emotion or an image. Logos and slogans are not a brand. A brand is a marketing tool and the goal is to bring more cash into the community. Residents of any community on occasion spend more money in other jurisdictions than in their own city or town. The most successful communities import more cash than they export, usually through tourism. Competition is fierce, as every community is trying to import new cash. But, to become a true destination, Maryland Heights must offer something the visitor cannot get closer to home; something that helps the city and the corridor stand out from all other competing communities. This is where branding comes into play.

To be more successful, the corridor must set itself apart from the many other communities and areas that offer similar activities and attractions. The art of differentiation helps create a unique image in the minds of visitors creating a more attractive and desirable place to visit. People want activities that are unique. Finding a niche, developing it, and promoting it, are the keys to a successful corridor.

Access Management Plan

An access management plan for any corridor helps to determine the number of access points, and the design of access points, along a given roadway in order to provide for efficient and safe movement of traffic and to minimize the number of accidents involving vehicles, pedestrians, or bicycles.

Because Dorsett Road is controlled by St Louis County, the access management plan for the Dorsett Road corridor draws directly from the county's own standards for access management. This plan emphasizes that by following the standards already established for major arterials in the county, such as Dorsett, the city can help plan for the future of the corridor in order to provide for the safest access management possible. The following outlines the key recommendations pertaining to the recommended design for Dorsett.

This section assumes that Dorsett would retain a design that includes five lanes, with two lanes in each direction and an unimpeded center turn lane (except for the few locations along the corridor where a median refuge may be installed for pedestrian movement). If the city or the county were to introduce a median along the length or even significant portions of the corridor, the city would need to re-examine the access management plan for Dorsett, drawing from the county's overall access management guidelines.

Intersection Spacing

Beyond county standards, the Dorsett Road Great Streets Plan calls for intersection spacing of 330 feet for un-signalized intersections and 1,320 feet between signalized intersections in order to maintain efficient travel operations and minimization of accidents and conflict points.

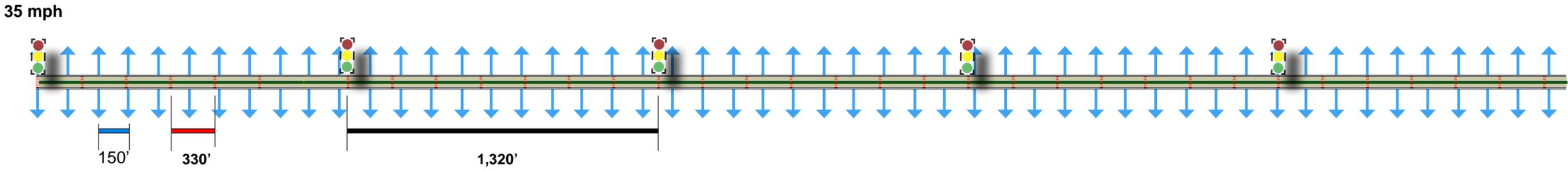
Driveway Spacing

Driveways along a principal arterial with a 35 mile per hour speed limit such as Dorsett Road should be spaced at least 150 feet apart to preserve traffic flow. The county notes that ideally, direct access to individual properties fronting principal arterials would be moved to frontage and backage roads (running parallel to the main road) or provided through joint access or cross access agreements between parcels. The city may also wish to allow for "shared" driveways that serve more than one business or property at the same time. Of note, access to corner properties should be moved to side streets wherever possible.

Frontage and Backage Roads

These "parallel routes" provide alternative access to properties and help remove turning traffic from the through traffic on a mainline route. A frontage road provides alternative access in the front of a business while a backage road provides access at the rear of businesses or properties. Frontage and backage roads should be placed approximately 360 feet or more from the mainline route.

Recommended Spacing Versus Speed for Dorsett Road



The blue arrows above represent locations of driveways.

How this Access Management Strategy Guides Dorsett Going Forward

The existing access management situation along Dorsett Road developed over many years, as the road evolved from a two lane country blacktop to a city street, to a major arterial in the overall county. Therefore, many of the existing curb cut frequencies and spacings between intersections do not match the county's overall guidelines. It would be impractical and very costly to try to retrofit the entire corridor to match the county's access management guidelines from the outset. Instead, the City should use the standards articulated in county documents and this plan to improve access management along Dorsett over time, as particular properties redevelop. The following outlines some of the key recommendations:

- Seize opportunities to consolidate or eliminate unnecessary curb cuts: As particular parcels or sets of parcels redevelop, the city should work during the site planning process to eliminate extra curb cuts that only increase the risks of accidents and conflicts. For example, the redevelopment of a fast food restaurant parcel that currently has two driveways within 50 feet of each other may involve a requirement that the new project only have one curb cut along Dorsett.
 - Introduction of Frontage and Backage Roads over time: As various properties redevelop over time, the City may wish to take advantage of the opportunity to designate parallel streets to serve particular developments, particularly larger scale developments involving more than one or two parcels fronting Dorsett Road. Over time, the city could work to establish a small network of front or back streets to improve the overall accessibility to local businesses and to streamline traffic flow along Dorsett Road itself.
 - Maintaining of Appropriate Intersection spacing: Similarly, as various chunks of the corridor redevelop, the city may wish to align cross streets to provide appropriate spacing between intersections going forward.
- As the city moves forward with road improvements over the next two decades, it may benefit Maryland Heights to assume ownership of Dorsett Road from the county. The decision to transfer ownership from the county to the city would be based upon a cost benefit analysis for both parties. The city may wish to assume ownership in order to have more direct and final authority over urban design and streetscape improvements in the future that would influence the overall character of the corridor.

Parking Regulations and Strategy for Dorsett Road

The existing parking regulations for the City of Maryland Heights outline very explicit and detailed parking standards and requirements for a myriad of zoning categories and for different uses, city-wide. Following these parking regulations can require a good deal of compliance costs and can confuse the development community, in contrast to communities that may offer more streamlined and easy to follow regulations. Furthermore, the general standards of the city's parking regulations encourages or requires the provision of excess parking and helps to encourage the development of projects that feature oversized parking lots that diminish the visual quality of a corridor.

Parking Maximums, not Parking Minimums

The City of Maryland Heights generally requires a minimum of four to five spaces for every 1,000 square feet of usable area for commercial uses throughout the community. Studies of parking patterns from around the country have revealed that these standards provide unnecessary extra parking, except perhaps on the very highest peak days of the year (such as Black Friday).

In contrast, the Dorsett Road Great Streets Plan recommends that, for non-residential areas, the city require a minimum of 3.5 spaces per 1,000 square feet of non residential Gross Floor Area (GFA). The plan further requires that a maximum of 5 spaces per 1,000 square feet of non-residential GFA or two spaces per residential unit may be provided for Reserved Parking.

Shared Parking



Unused parking at the northwest corner of McKelvey and Dorsett could be put to better use.

Perhaps most importantly, the Dorsett Road Plan recommends that the city work to encourage and implement shared parking provisions along the corridor and around the city. Under shared parking arrangements or requirements, adjacent property owners share their parking lots and reduce the aggregate number of parking spaces that each would provide on their individual properties. Shared parking has been utilized extensively in traditional neighborhood commercial nodes and downtown settings for decades. In these locations, people often park in one location and then travel by foot to additional locations during the same visit to the particular district. Shared parking works especially well in situations where adjacent or nearby land uses have peak parking times at different periods during the day (for example, an office building could allow

an adjacent theater or restaurant to use its parking after 5PM, during the prime time for theaters and restaurants). Shared parking can reduce the total amount of land used for parking, creating opportunities for more compact development, more space for pedestrian circulation, and more open space and landscaping.

Communities may implement shared parking through either 1) facilitating contractual agreements between different land uses or 2) creating parking management districts in various areas. Under a contractual agreement, two adjacent property owners outline explicitly in a contract the circumstances under which parking spaces may be shared. In a parking district, all of the uses in the district may have access to all available parking spaces at any given time.

Shared Parking Tips for Maryland Heights (Contractual Arrangements)

- Shared parking contractual arrangements would work best in mixed-use commercial areas that have somewhat dissimilar land uses in relative proximity (for example, an office building and a theater). The mix of land uses must be varied enough to generate different peak times of demand.
- The city should retain the “sum” clause, in which the total parking requirement for a given area must equal the sum of the parking required for each separate use. This provision is intended to ensure that, when two similar uses are located side by side (such as two restaurants that would not logically share parking) the overall area would have sufficient parking levels.
- The City may wish to provide zoning incentives that would encourage a reduction in the size of parking lots.
- The City should ensure that any shared parking lots in the Dorsett Road area should be located within a reasonable walking distance of all of the destinations they are intended to service.
- The City should identify available pooled liability protection programs or insurance policies whereby owners of different parking facilities can pool resources and purchase a joint replacement policy. This type of policy would provide for public access across multiple parking lots at lower insurance rates compared to existing policies.

Shared Parking Tips for Maryland Heights (Parking Management Districts)

In a parking management district, each property is levied a fee that is used to provide for parking related maintenance, security, taxes, enforcement, utilities, signage, and other aspects of parking. Parking districts help to construct and oversee joint parking lots in a given district. The following keys to success should guide Maryland Heights going forward.

- Parking management districts would be particularly well suited for locations with multiple small property owners located in compact, pedestrian-oriented settings. The parking district would allow for businesses to share the same pool of parking, a desirable outcome in locations where parking is in short supply.
- Parking management districts should, where possible, help to redesign the parking lots serving a given district. The district should focus on providing for better landscaped lots that have good pedestrian circulation and lighting.

Additional Parking Considerations

Parking space design

In order to minimize the amount of land needed to provide for additional parking spaces, the City should explore implementing different parking space standards across the corridor. On-street parking spaces should be designed to be at least 8 feet wide and 22 feet long. For each parallel parking space, the adjacent drive lane must be at least 10 feet wide and must provide for at least 20 feet of clear maneuvering area in front of the space, in the drive land adjacent to the space. If striping is not required, the 8 feet width would still be applicable.

Easements

The city should explore requirements for property owners to provide connections or grant easements for connections to adjacent parking lots on neighboring properties.

The City of Maryland Heights should furthermore consider requiring investment in design, landscaping, and multi-modal improvements associated with surface lots that may not attract redevelopment prospects for some time. These investments may include:

- Adding green space and porosity to pavement surfaces in order to improve aesthetics and reduce rainwater runoff from existing lots. These strategies may also include the installation of perimeter landscaping, pocket parks and gardens, and bioswales.
- Improving pedestrian connectivity between destinations in order to generate foot traffic and support the sharing of parking between properties. Quality pedestrian through-paths across parking lots would shorten walking distances, provide direct connections between multiple uses, and improve overall safety.
- Adding bike parking to existing parking lots to encourage additional bike travel in the corridor area.

DISTRICTS

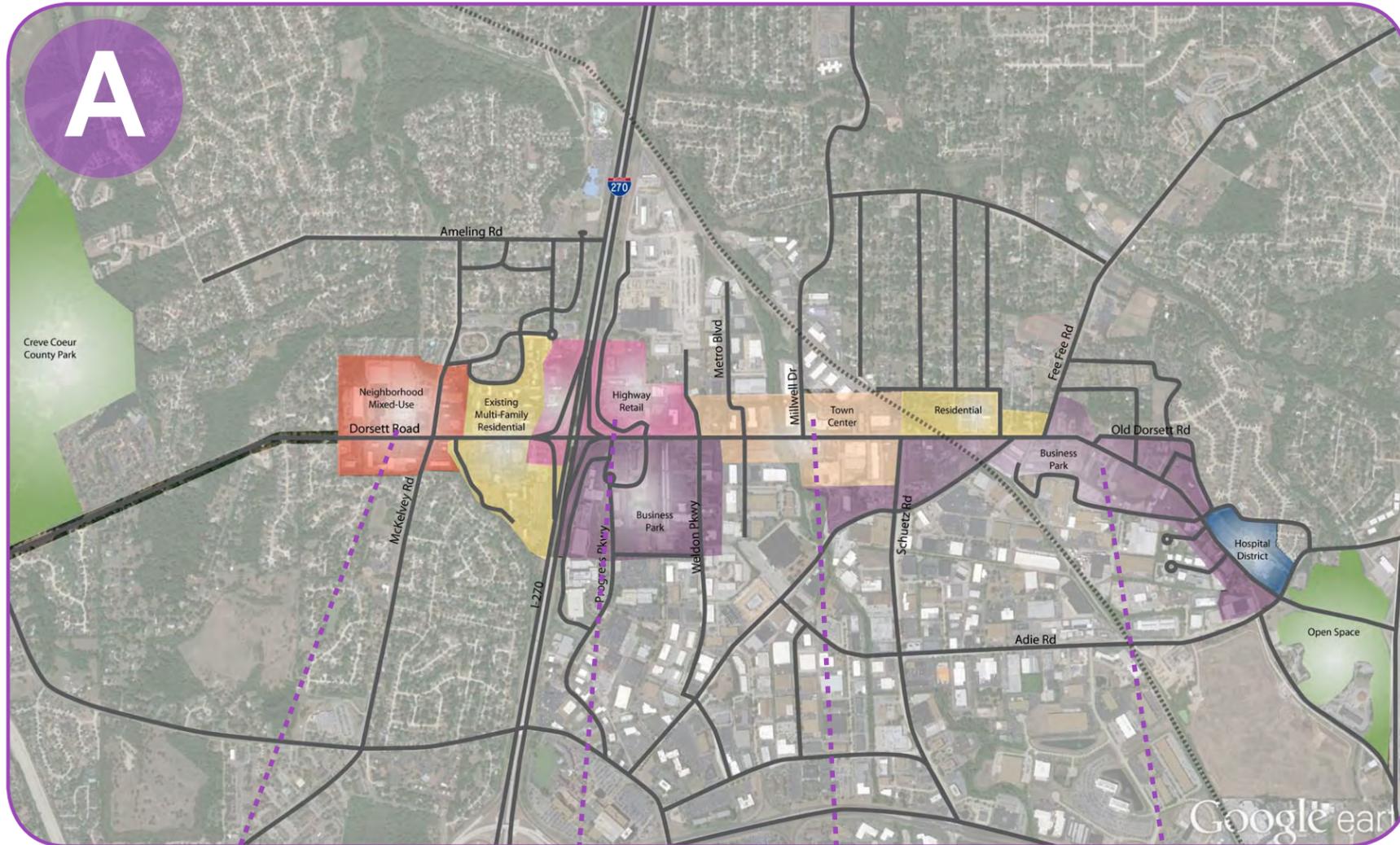
An essential aspect to the Dorsett Road Great Streets Plan involves expanding the study area of Dorsett Road beyond the right-of-way to surrounding properties. Creating a symbiotic relationship between land use and streetscape is what will allow Dorsett Road to achieve its full potential as a Great Street and create a true place in Maryland Heights. This relationship will respond to **DISTRICTS** along the corridor. Creating districts can help the corridor to define densities, building massing, architectural characteristics, streetscape elements and community gathering spaces. The identification of these districts will help the city make decisions about future land use and development options in the Dorsett Road corridor over the next twenty years.

Land Use

At the second public meeting on April 24th, 2013, community members were presented three alternatives for land use in the corridor. The alternatives were created by the project team, drawing from responses provided by the community during chip games. These alternatives gave the public options for siting different land uses and creating new districts along Dorsett Road. After the presentation, the public voted for their preferred land use alternative.



Community members vote for a preferred land use option during the second public meeting on April 24, 2013 at the Maryland Heights Community Centre



Neighborhood Ingredients



Town Center



Neighborhood Mixed-Use



Business Park



Highway Retail



Open Space



Improved Transit

8%

Option A received eight percent of the public's votes.

Neighborhood Mixed-Use located at McKelvey Road and Dorsett Road offers shopping, dining, and live-work opportunities

Highway Retail offers dining options and draws people to Dorsett from I-270

A potential **Town Center** focused at Millwell Drive and Dorsett Road could serve as the **central hub** of the community

Existing and potential new Office and **Business Park** uses along Dorsett to the east of Fee Fee would continue to draw business and **employment** to Maryland Heights

It would be nice to have a place that can support a weekend farmer's market. The area can then be used for other activities when farmer's market is closed. Possibilities could include a place for volunteers to do car washes or girl scouts to sell their cookies.



- Comment from Mindmixer Participant
<http://engage.dorsettgreatstreets.com/>

23%

Option B received twenty-three percent of the public's votes.

Neighborhood Ingredients



Town Center



Neighborhood Mixed-Use



Business Park



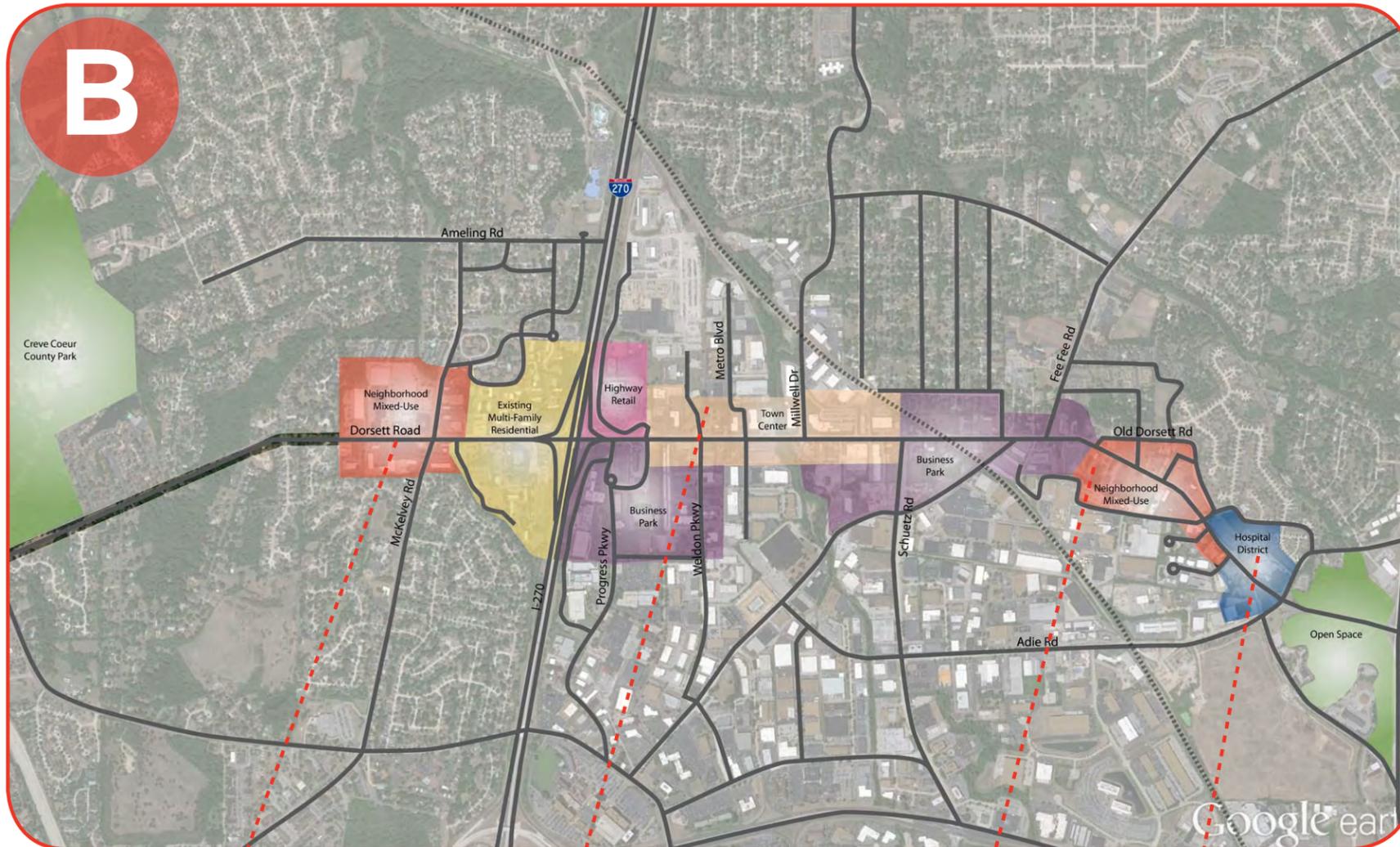
Hospital District



Open Space



Improved Transit



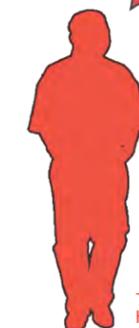
Neighborhood Mixed-Use located at McKelvey Road and Dorsett Road could offer shopping, dining, and live-work opportunities.

A potential **Town Center** that extends west from the Dorsett/Millwell area could serve as a focal point for retail and residential land uses and provide **dining and retail** options for employees from adjacent Business Parks.

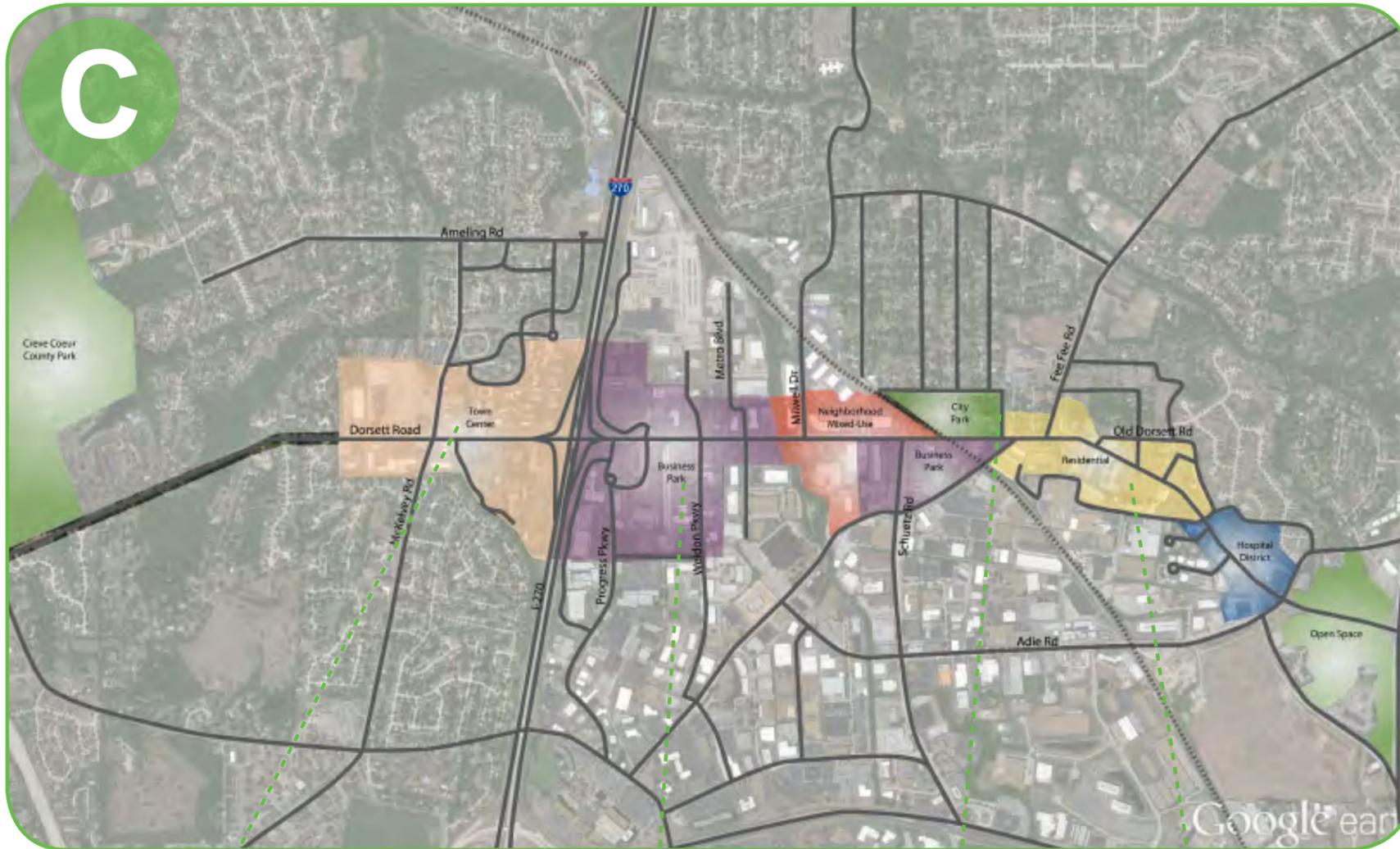
A **Neighborhood Mixed-Use** area could include a mixture of office and retail land uses to support the needs of surrounding Maryland Heights and Ranken Jordan.

A potential **Hospital District** could include additional medical offices, rehabilitation programs and services for hospital employees and patients

It would be nice to find evening destinations on Dorsett Rd, rather than in distant communities, more often than we currently do.



- Comment from Mindmixer Participant
<http://engage.dorsettgreatstreets.com/>



Neighborhood Ingredients



Town Center



Neighborhood Mixed-Use



Business Park



Hospital District



City Park



Improved Transit

42%

Option C received forty-two percent of the public's votes.

A **Town Center** surrounding Dorsett and McKelvey could include existing apartment complexes and land uses to create a **destination** for Maryland Heights residents, draw people from I-270, and provide the adjacent Business Park tenants with opportunities for dining, shopping, and other services

Existing and future **Business Park** uses would benefit from access to I-270 and close proximity to shops and services offered in the potential Town Center

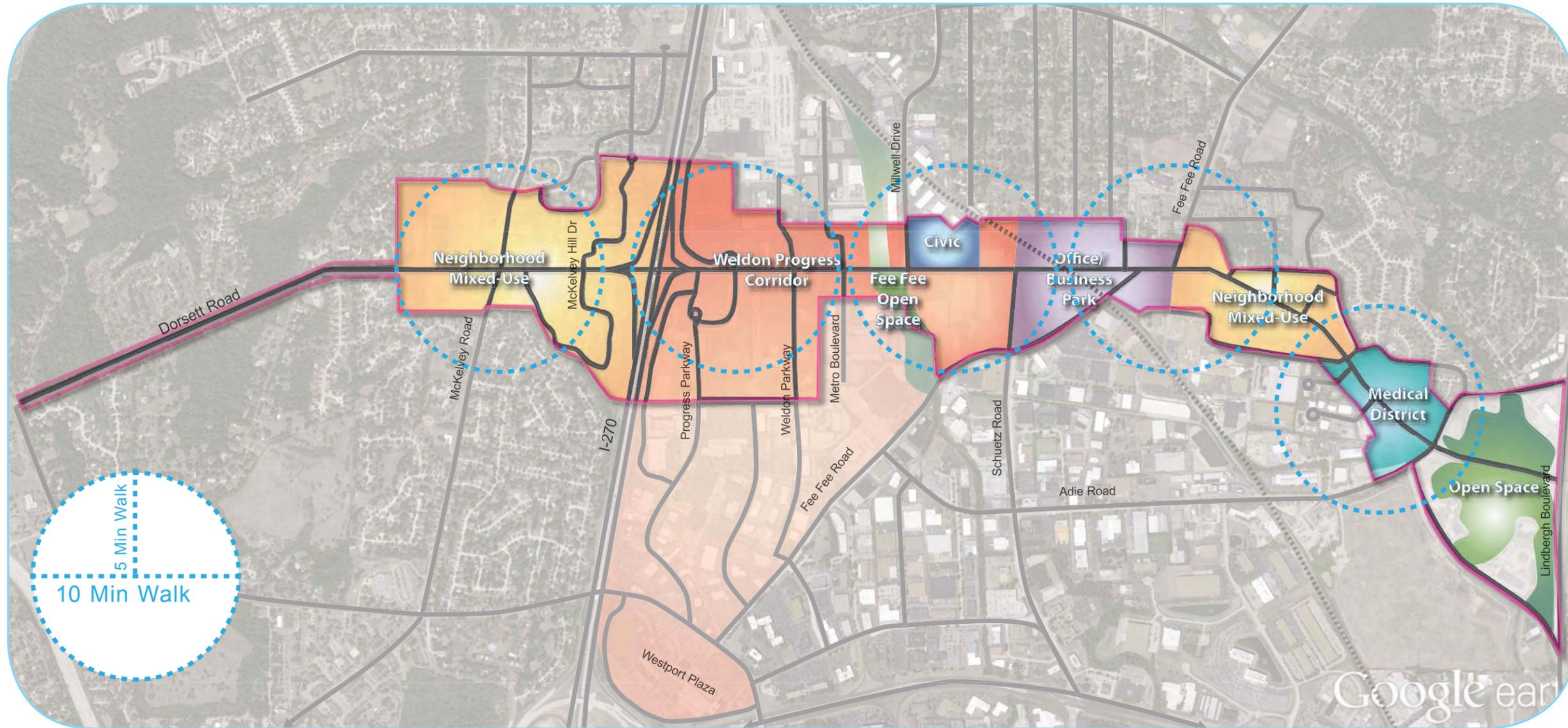
A potential **City Park** could provide **community gathering** space for Maryland Heights and serves as a central hub for residents and visitors

Possible expansion of Ranken Jordan could provide **residential opportunities** for hospital employees and give families visiting patients options for housing

It would be great to have some type of central plaza area preferably near Dorsett & McKelvey, but near the Government Center would work too. Some combination of downtown plaza and park would be best.



- Comment from Mindmixer Participant
<http://engage.dorsettgreatstreets.com/>



Preferred Land Use

Public feedback was integrated with existing conditions analysis, stakeholder reactions, and city staff comments to develop the Preferred Land Use Plan. This plan provides the basis for the corridor to develop and maintain a series of districts.

Neighborhood Mixed-Use

- Will support mix of residential, retail, service, entertainment, and office uses
- Primarily serves a local market within Maryland Heights

Civic

- Central location to serve the corridor
- Includes the Maryland Heights Government Center

Weldon Progress Corridor

- Mixture of retail, restaurants, housing, entertainment
- Serves the employment base from Dorsett to Westport Plaza
- Creates a major destination along the corridor

Office/Business Park

- Can evolve to represent one or more key destinations for the broader Maryland Heights community

Open Space

- Walking and biking trails for the community and visitors to Maryland Heights
- Serve as destination sites within the corridor
- Creates new opportunities for recreation within walking distance of residents and workers

Medical District

- Medical offices and services focused in this area
- Ranken Jordan serves as the center of this district

Districts

Neighborhood Mixed-Use

The areas around McKelvey and Dorsett will logically evolve into a neighborhood center that includes neighborhood oriented retail and office uses (including grocery, small restaurants, dry cleaners, bank, etc.). Over time, as property owners logically consider options to reposition their properties, the existing shopping centers around the area may reorient entirely (including full reconstruction or rebuilding). At this point in the development cycle, opportunities may arise to reorient and site plan retail and other land uses in a way to create a small neighborhood district that includes the attributes of mixed use walkable development discussed as part of the Dorsett Road planning effort. For example, in-line retailers could orient around a central spine that could connect to Dorsett Road in a perpendicular fashion or run parallel to Dorsett Road. A new neighborhood development at Dorsett and McKelvey could also include some residential uses including townhomes or patio homes, most likely arranged in order to buffer surrounding and existing residential neighborhoods from retail and other land uses in the core area at McKelvey and Dorsett.

This section addresses urban design and density considerations for the neighborhood mixed-use areas along Dorsett Road, including the areas around Dorsett and McKelvey and the neighborhood mixed-use district around and to the east of the Fee Fee Road and Dorsett Road intersection.

Density and Building Height

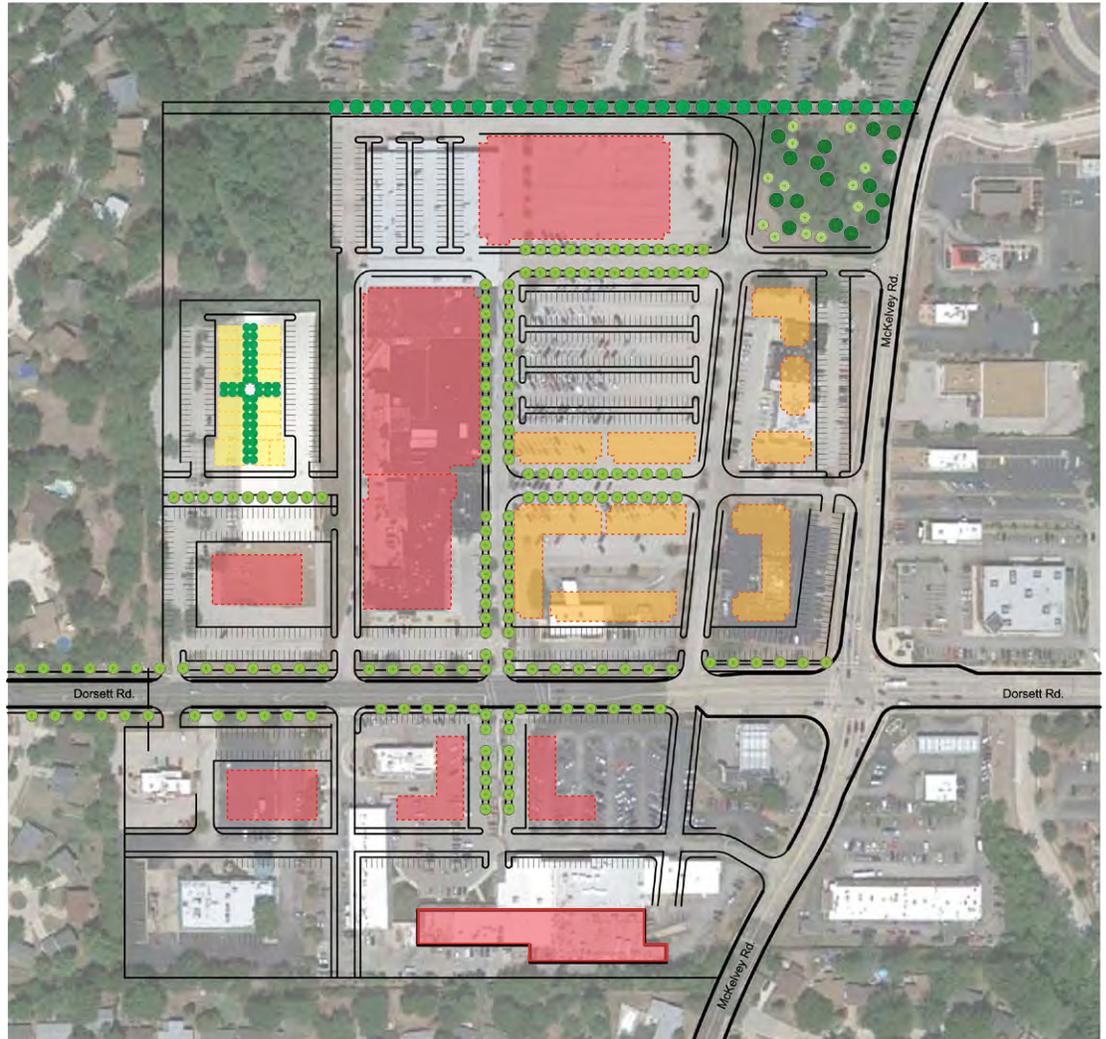
In keeping with the neighborhood orientation of these areas, the districts around McKelvey and Fee Fee are more likely to develop at lower densities and building heights than the more significant Weldon Progress Corridor district. Buildings and projects in these areas should more appropriately match the expectations of neighbors and the community concerning density and building height. The master plan recommends that residential land uses in the neighborhood mixed-use areas develop at a density of 8 to 12 units per acre and buildings could reach as high as three stories. However, projects could be developed at lower densities and even include single story buildings and still carry forward the vision of the community for mixed-use and community oriented development at these locations. New projects could serve the walkability and pedestrian oriented goals of mixed use development at lower densities by ensuring that buildings and public spaces are correctly oriented in order to create better community gathering spaces and an improved sense of place.

Building Massing and Relationship to the Street

When possible, buildings (including mixed use buildings as well as in-line retail properties) should orient to the street. Given the somewhat lower density and neighborhood orientation of these areas, however, some of these buildings could include one or two rows of “teaser” parking between the buildings and the main thoroughfares in the area (in this case, Dorsett Road, Fee Fee or McKelvey). The actual buildings should include windows as much as possible at ground level to encourage greater pedestrian activity and enhance the sense of place.

Architectural Character

The architectural palette for the neighborhood centers, even more so than at Weldon Progress, will depend on the concepts and visions of particular developers. This master plan does not recommend a particular architectural theme for these neighborhood mixed use areas. However, potential developers or builders should meet with nearby stakeholders, property owners, and residents to review architectural concepts and ensure that the architectural style appropriately interacts with the style of surrounding areas.



The diagram shown is a conceptual diagram illustrating one potential longer term development scenario for the areas around Dorsett and McKelvey. While owners of the properties in the area could replace or redevelop individual pad sites along the outsides of the shopping centers and along Dorsett and McKelvey, one at a time, eventually the property owners will likely wish to redevelop their entire shopping center. This diagram shows how the shopping centers on the northwest and southwest quadrants of the intersection could redevelop eventually. Key anchors such as Schnucks or a hardware store could orient along the western and northern edges of the shopping center on the northwest corner. In-line retailers, service uses, and restaurants could be aligned along a one to two block long "Main Street" that could orient either east-west (from McKelvey) or north-south (from Dorsett) into the heart of the shopping center. On the southwestern quadrant of the intersection, the property owner could construct a "main street" running east-west and parallel to Dorsett and align future buildings along this street over time. In addition, residential uses such as patio homes or townhomes could orient between commercial uses along Dorsett and existing residential neighborhoods to the north and west.

Medical District

A medical district around the Ranken Jordan campus over time may include a mixture of small medical office uses along and near Dorsett Road, coupled with small residential units (townhomes, apartments, etc) that could serve the needs of families visiting the area on a short term basis while their children are treated at Ranken Jordan. This medical district may also include a small retail or restaurant component to service the Ranken Jordan campus and traffic accessing the medical office land uses nearby.

The following articulates the general urban design concepts behind the Medical District around the Ranken Jordan Hospital.

Density and Building Height

Building heights for medical office or other office or retail properties around Ranken Jordan should most likely not exceed three stories in height. Constructing a ten story building next to Ranken Jordan, for example, would make the particular project seem out of scale compared to the hospital complex and surrounding neighborhoods. For any residential uses in the medical district, a density of 8 to 12 units per acre appears appropriate.

Building Massing and Relationship to the Street

When possible, developers should orient buildings in the Medical District to the main road, Dorsett. However, potential developments may include a row or two of “teaser” parking between the buildings and Dorsett in order to facilitate day to day business. It is possible that some of the buildings may more appropriate front on to a parallel street such as Old Dorsett Road as well. When possible, multiple buildings in the same project should cluster together in order to form a more consolidated and quality urban design look and feel to the street.

Architectural Character

Again, this master plan is not recommending formal architectural styles for this or other districts along Dorsett Road. However, potential developers may wish to create buildings that mirror or draw from the architectural styles in the area. The Ranken Jordan Hospital building has a very contemporary and somewhat eclectic look and feel. Future developments in the medical district could include more unusual or cutting edge designs to fit with the look and feel of the hospital and create more of a unique character for this area.

Fee Fee / Dorsett Road Area

The area around Fee Fee Road and Dorsett Road in the eastern part of the corridor emerged as one of the first areas of development in the history of the area. The intersection served as a junction of two county roads in then-rural St Louis County and served as the home of a few small stores and residences in the early 20th century. Today, it includes a variety of service businesses, a few restaurants, a convenience store, and a variety of vacant parcels along and near Dorsett Road.

The Dorsett Road Great Streets Master Plan recommends that the city work with property owners and other stakeholders to help redevelop portions of this area over time, using the following general design and development principles:

- Buildings along the Dorsett Road corridor should in the future ideally front toward Dorsett Road, rather than orient far from the street frontage.
- New developments along Dorsett Road should ideally include a row or two of “teaser” parking along the street in order to entice customers to visit and to provide sufficient parking for current and future businesses.
- The city should work with property owners to ensure that future redevelopment allows for cross-access from one parking lot to another along the corridor, in order to improve the overall access management in this part of the corridor.
- Future redevelopment efforts involving larger acreages along Dorsett should explore the creation of buildings that “wrap” around common parking areas (either surface parking or structured) that would serve a variety of land uses and tenants.

The area around Fee Fee and Dorsett Road could develop with a mixture of retail, commercial, and a small amount of residential land uses, organized to create a “village crossroads” at this key junction in the eastern part of the city. Residential land uses may more logically orient to the north and east of Fee Fee and Dorsett, toward existing neighborhoods, or toward the Ranken Jordan area. Commercial, live/work, and retail uses may more logically orient around the Fee Fee and Dorsett intersection and in areas toward the west. To the west of Fee Fee and Dorsett, developers could construct (in an infill fashion) commercial buildings on vacant lots or underutilized lots.

Just as the Fee Fee and Dorsett junction at one time served as the historical heart of the Maryland Heights community, going forward this area can include a variety of smaller land uses organized to create a small neighborhood or village node along this portion of the Dorsett Road corridor.

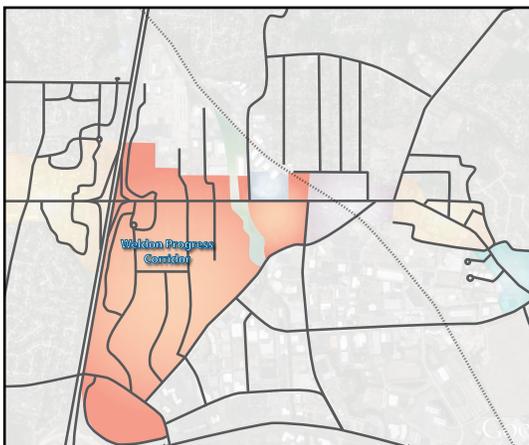
A Vision for the Future of the Weldon Progress District

The Weldon Progress district offers great promise for the City of Maryland Heights. Although much of this district does not border Dorsett Road directly, it nonetheless will have a profound impact on the economic health of the corridor. Workers, residents, and guests

in the Weldon Progress corridor will provide much of the market for businesses that border Dorsett Road. The success of the district and the revitalization of Dorsett Road are interlinked.



Existing boundary for the Weldon Progress Corridor



Revised boundary for the Weldon Progress Corridor

The City of Maryland Heights created the Westport Planning Framework plan as an amendment to the Maryland Heights Comprehensive Plan to provide a direction for economically viable growth in the area just east of I-270. Within the Westport Planning Area, the city identifies the Weldon Progress Corridor as a location that could strengthen Maryland Heights' position as a desirable residential community, a major commercial center and as the hospitality center of the region. The Dorsett Road Great Streets plan revises the boundaries of this district to include areas to the east, extending to Schuetz Road. Expanding the Weldon Progress Corridor to the east allows more properties and vacant parcels along Dorsett Road and near Fee Fee Creek to participate in concentrated revitalization efforts centered on the district. In addition, the new boundary gives the Maryland Heights Government Center an interface with this developing area and provides the city with an opportunity to create a true civic center in Maryland Heights, around and to the south of the Government Center.

At present vacancy rates within the Weldon Progress corridor are high, suggesting that market demand for strictly industrial or business park spaces is not sufficient to fill the available inventory. There are a number of vacant sites within the district that might be utilized for alternative forms of development. Despite these vacancy rates, Edward Jones continues to expand its campus. World Wide Technology has also recently built its corporate headquarters within the district, suggesting that there is market demand for space geared to knowledge workers within the area. The city should continue to look at how the Weldon Progress Corridor can support knowledge-based industries and emerge as an attractive location for these types of companies. These knowledge workers are typically highly educated, own their own homes, and engaged in management, business, and financial operations. They can be a tremendous addition to the Maryland Heights community. Designing the Weldon Progress District and the adjacent Dorsett Road corridor to serve the needs of these employees and other industrial workers who are an important part of

the community, can be a key strategy for the economic development of Maryland Heights. Enabling knowledge-oriented industries and associated kinds of building uses to expand in the corridor should remain a top priority of the City's economic development plan.

With this in mind, it is recommended that the zoning for the area be allowed to accommodate a wider range of land uses including industrial and office but also retail and housing. Research has shown that knowledge workers demand mixed use environments where one can live, work, and play within a walkable and compact district. Companies increasingly desire properties that are located in walkable and mixed-use districts as well. In order to continue to attract employers looking for new space, Maryland Heights should work to transform the Weldon Progress Corridor and the surrounding area around Dorsett Road from an office and manufacturing-oriented district to a mixed-use district that has walkable and desirable destinations, retail, service uses, and residential units. The Domain project in Austin, Texas, Bishop Ranch Business Park in San Ramon, California, and the Hacienda Business Park in Pleasanton, California are but a few examples of traditional office/industrial parks that are reinventing and repositioning in this way. Research from the Urban Land Institute suggests that these mixed use office clusters command higher rent and sales premiums than single-use office developments.



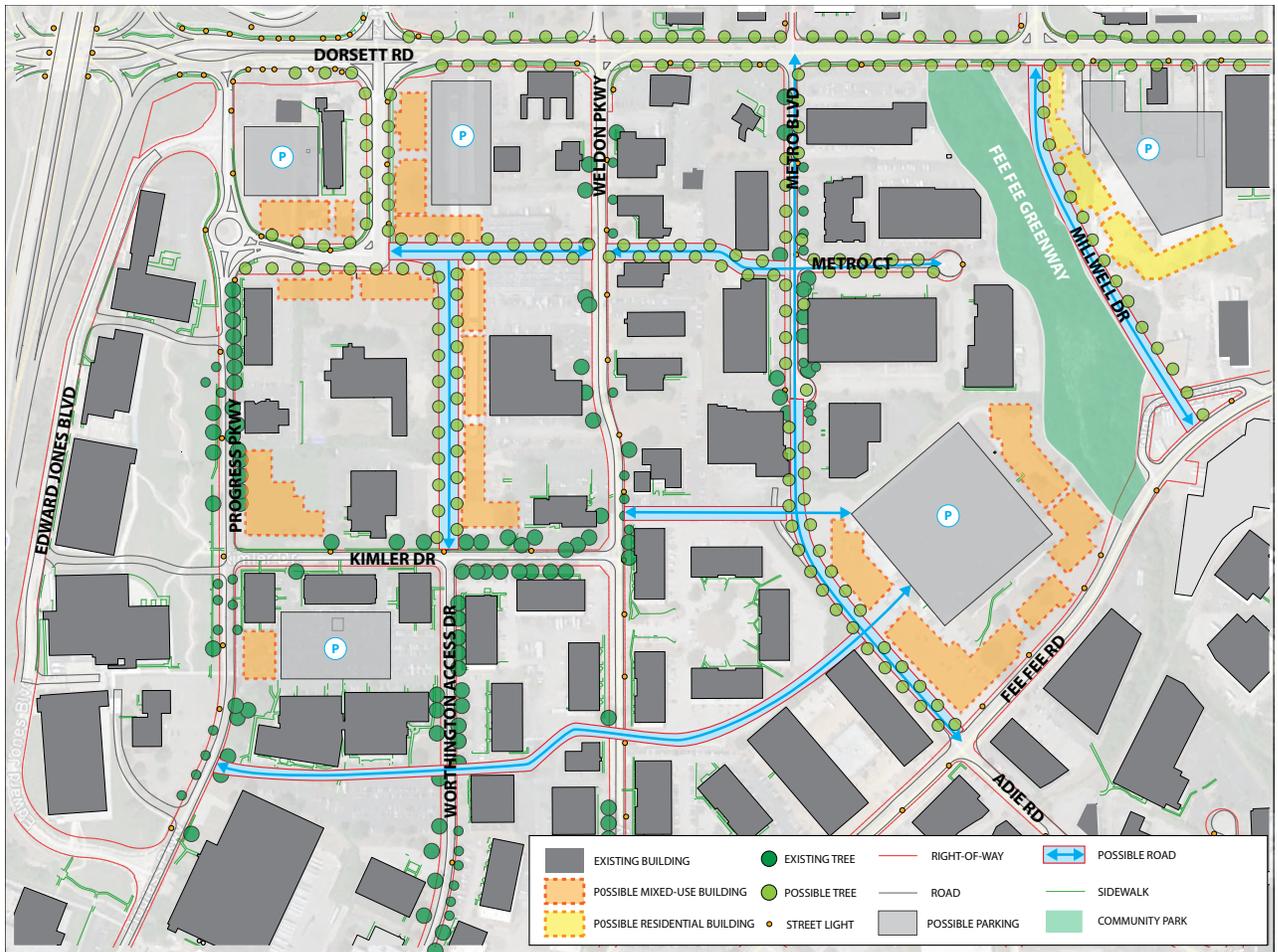
Transit Supportive Population and Employment Densities
 Source: Composite data compiled by Nelson/Nygaard.

The various forms of new generation office parks are often served by light rail and other forms of transit. Maryland Heights' form developed during the 1960s and 1970s when the automobile was the primary transportation mode and regional investments throughout St. Louis reinforced the concept of auto-centric growth. Today, transportation remains one of the strongest tools to shape future development and economic growth continues to depend on accessibility and good transportation. As Metro continues to consider expansion options in the St. Louis region, a potential light rail stop at Westport Plaza could significantly impact development of, and interest in, the Weldon Progress corridor. Furthermore, creating a bus or shuttle connection within the city to connect areas along Dorsett Road with a light rail station at Westport Plaza could help attract more businesses and employees to Maryland Heights overall.

To attract and retain knowledge-based workers a vibrant mixed use environment is required. The first step in this evolution is to provide zoning that allows for a full range of land uses including industrial, office, retail and residential. A form based code should be considered to ensure the desired urban form. The second step in this evolution is to enhance the public realm within the district through the provision of street trees, sidewalks, and lighting, as well as the provision of on-street bike facilities. A third step in the evolution of the district would involve the formation of a business association and an active marketing program for the district. This business association could help organize or fund a private shuttle that would connect to public transit along Dorsett and Page and to a future light rail station at Westport Plaza. Another key step is the provision of the types of facilities such as retail and day care that a major workforce requires. Knowledge workers are very health conscious and would also benefit from the creation of a park along Fee Fee Creek. Not only will this park help to address stormwater and water quality issues in the area, but the construction of trails and other park facilities will be a positive addition to the emerging mixed use district. The Weldon Progress corridor business association should in turn consider membership in the Best Workplace for Commuters program, a voluntary membership organization with the potential to provide national recognition for innovative efforts to provide a productive and healthy work environment

Density and Building Height

In order to fully leverage the presence of significant employment centers in the area such as Edward Jones and World Wide Technology, as well as additional employers who may move into the area in the future, mixed-use developments along Dorsett or elsewhere in the district should maximize building density and work to create an urban design for key streets that encourages true walkability. At the initial public meeting for the Dorsett Road plan, 44 percent of participants favored building heights of three or four stories on average. The Dorsett Road Master Plan, in turn, suggests building heights of at least two stories, and as high as four stories, for the main retail streets in the district. These streets would feature retail or restaurant uses on the ground floor and residential or office uses on upper floors. While the public at the initial public meeting generally expressed residential densities of below 20 dwelling units per acre on average, the master plan suggests that the core mixed-use streets in the Weldon Progress Corridor move forward with residential densities of 20 to 24 units per acre. This level of density (in terms of condominiums or apartments) is necessary to provide additional demand for retail and restaurant uses, to provide the population basis for urban vitality on the key streets in the district, and in order to provide sufficient return on investment for potential developers considering mixed-use development strategies in the area. This level of density and building height will be particularly appropriate for the "main" retail street that may extend 600 to 900 feet to the south and perpendicular to Dorsett Road. Residential densities and building heights on the outer



The diagram illustrates one conceptual idea for how the area to the south of Dorsett Road within the Weldon Progress Corridor could redevelop over time. The city should work with private property owners to extend several of the various side streets in the area to the east and south from the Progress Parkway and Dorsett Road area in order to provide additional east-west connectivity along “backage” roads and to improve north-south connectivity from Dorsett Road to various mixed-use properties stretching to the south, toward Westport Plaza. Future redevelopments of mixed-use projects could orient along north-south streets extending off of Dorsett Road and into the district. For example, the extension of Progress Parkway to the south from Dorsett Road (straight south) could include the development of restaurants, in-line retail, and residential units along this primary street. Other areas, to the east toward Fee Fee Creek, could include a mixture of residential units (apartments, condominiums, and townhomes) as well as a variety of mixed-use buildings including office as well as residential uses.

portions of the district, to the south and east, may average in the eight to 16 dwelling units per acre range and include buildings of only two or three stories. A hotel or office tower use in the Weldon Progress Corridor could have building heights of well over ten stories, in keeping with the existing building heights of the Edward Jones campus and the Westport Plaza development.

Building Massing and Relationship to the Street

In order to create a true urban and active mixed-use district that would effectively leverage the employment centers in the area, the key retail or “main” streets in the district should include appropriate urban design frameworks. The street sections should include sidewalks of at least nine feet in width, in order to accommodate outdoor dining, and should also

include a planting or landscape zone of at least six feet in width, in order to provide sufficient space for landscape plantings and healthy trees to grow to their full potential heights. Buildings should front directly on the sidewalks, with parking located behind, either in structures or on surface parking lots. The buildings should orient side by side in a nearly continuous fashion in order to create a true “Main Street,” with openings between buildings to allow for pass-throughs to parking or civic space areas, or to accommodate outdoor patios and other forms of outdoor dining.

To create the kind of walkable mixed use environment desired by the citizens of Maryland Heights, 600 to 900 feet of a retail/mixed use street is needed in one or more locations along Dorsett. Given the nature of existing businesses, the width of the roadway, and the traffic speeds and volumes, it is unlikely that this environment can be created directly along Dorsett. The nature of existing businesses generally requires one or more bays of “teaser” parking along the fronts. Given the size and configuration of some of these parcels this may be all the parking available to the business.

However, as shown in these diagrams it is possible to create a walkable environment on a street parallel or perpendicular to Dorsett. A street perpendicular would be most desirable for such a development because the businesses would still be visible to the high volume of motorists and passersby on Dorsett. This pedestrian street could contain angled parking on both sides and wide sidewalks for outdoor dining. As suggested in this diagram of the Dorsett/McKelvey intersection, this development could be organized in such a way that it is visible from both Dorsett and McKelvey. Over time, as redevelopment occurs, buildings could also front more clearly on Dorsett with a row of teaser parking along the street. Such an arrangement has the potential to provide a mixed use walkable district in close proximity to the majority of housing within Maryland Heights.

A similar district might also be formed in the area between Dorsett Road and Westport Plaza. In this area, retail and mixed use buildings, perhaps integrated with an existing hotel, would provide for walkable dining, entertainment, and residential areas that would leverage the proximity to Edward Jones, Worldwide Technology, and other prominent existing and future office or business park users.

Architectural Character

This plan does not address or prescribe a particular architectural character for the various districts along Dorsett Road. Instead, the master plan suggests that the architectural character chosen for a particular street or development within the Weldon Progress Corridor should interact and mesh appropriately with the general theme of buildings in the immediate area. The new Edward Jones campus on Progress Parkway has a fairly contemporary architectural character. Assuming that Edward Jones expands to some extent in the immediate area, the company is likely to continue its existing architectural style for additional buildings. Therefore, this pattern suggests, but does not mandate, that retail and other side streets in the Weldon Progress Corridor should emphasize more contemporary or modern architectural styles going forward. Building designs, then, would logically include more contemporary elements to match the themes of the office buildings in the area. Questions for form and material will logically be addressed in the creation of a form based code for the district. St. Louis County has recently engaged a consultant to prepare a model form based code for the county. The City could fairly easily adapt this code to the needs of Dorsett Road.



Architectural rendering of the future appearance of Progress Parkway, to the south of Dorsett Road, following the completion of various improvements in the Weldon Progress corridor area..

