

FRENCHTOWN GREAT STREETS

EXISTING CONDITIONS

MARCH 31, 2020

Prepared for

City of St. Charles

St. Charles County

East-West Gateway Council of Governments

Prepared by

DESIGNWORKSHOP



CONTENTS

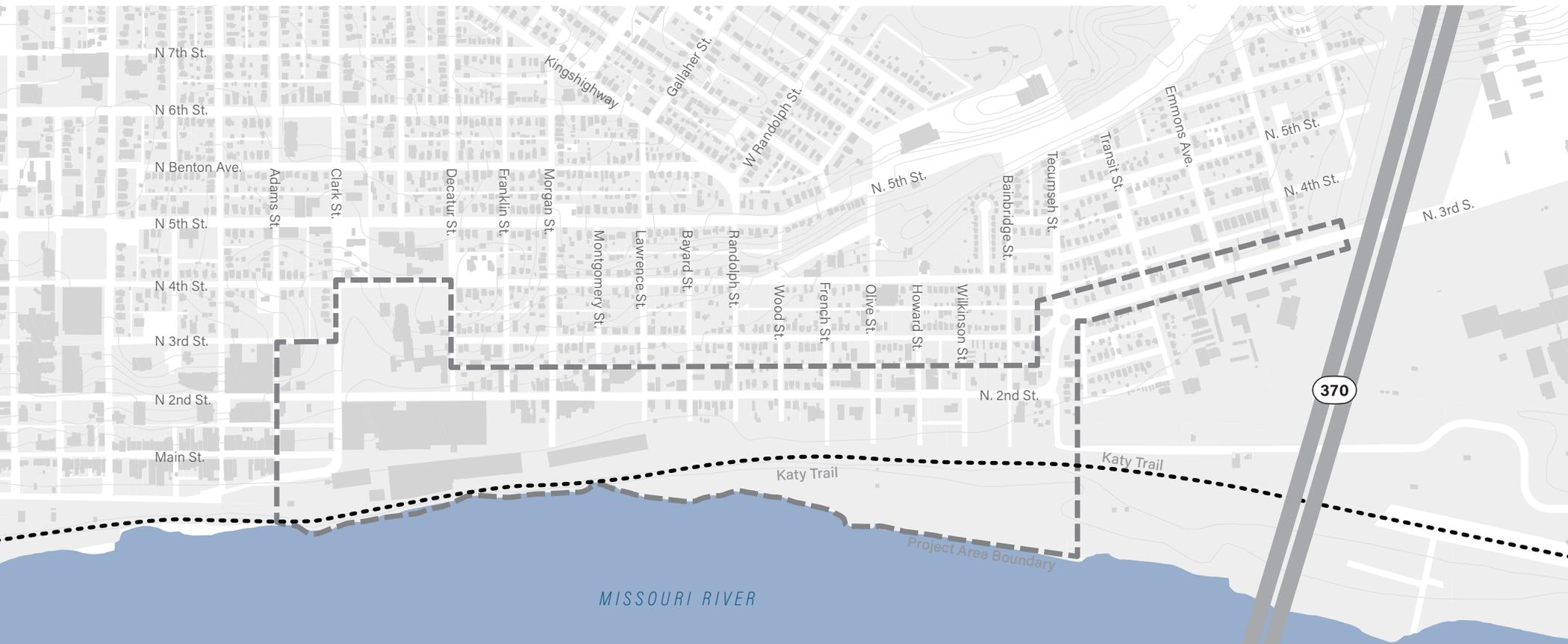
INTRODUCTION	1
ANALYSIS	13
Planning Review	15
Transportation	21
Market Analysis	45
Land Use	79
Infrastructure & Utilities	85
Flooding & Stormwater	89
Environment	97
Identity & Wayfinding	105
Historic Character	115
CONCLUSIONS	127
Opportunities & Constraints	129

INTRODUCTION

The introduction section includes a project overview, regional and local context and demographics. The Frenchtown Great Streets project provides comprehensive planning approach to a multi-modal streetscape design and connected network, identifying

development opportunities and potential public space locations, building resiliency through green spaces and stormwater best management practices and establishing a strong character and identity system.

CONTEXT



PROJECT OVERVIEW

The objective of the Frenchtown Great Streets project is to create a framework that will connect the area to the river and Main Street, maximize existing public assets, build district resiliency, create places for the community, enhance the Frenchtown brand and reflect the vision of the people. Combined, these efforts will reinforce the vitality of North Second Street as the center of Frenchtown.

Frenchtown and the City of St. Charles are well-positioned to deliver a Great Streets Plan that will consolidate the community's desire for a sustainable, resilient and vibrant expanded downtown

with safe, livable and walkable streets; multimodal connectivity to surrounding neighborhoods; access to the river; a sense of identity and a recognition of exemplary industrial history.

"Great Streets" facilitate the successful interaction of people and the promotion of commerce. They serve as destinations, not just transportation channels, and provide complete streets that include transit, walkability, bicycling, recreation, economic vitality, sustainability and safety. The Great Streets Initiative creates an environment that addresses the key concerns of the community,





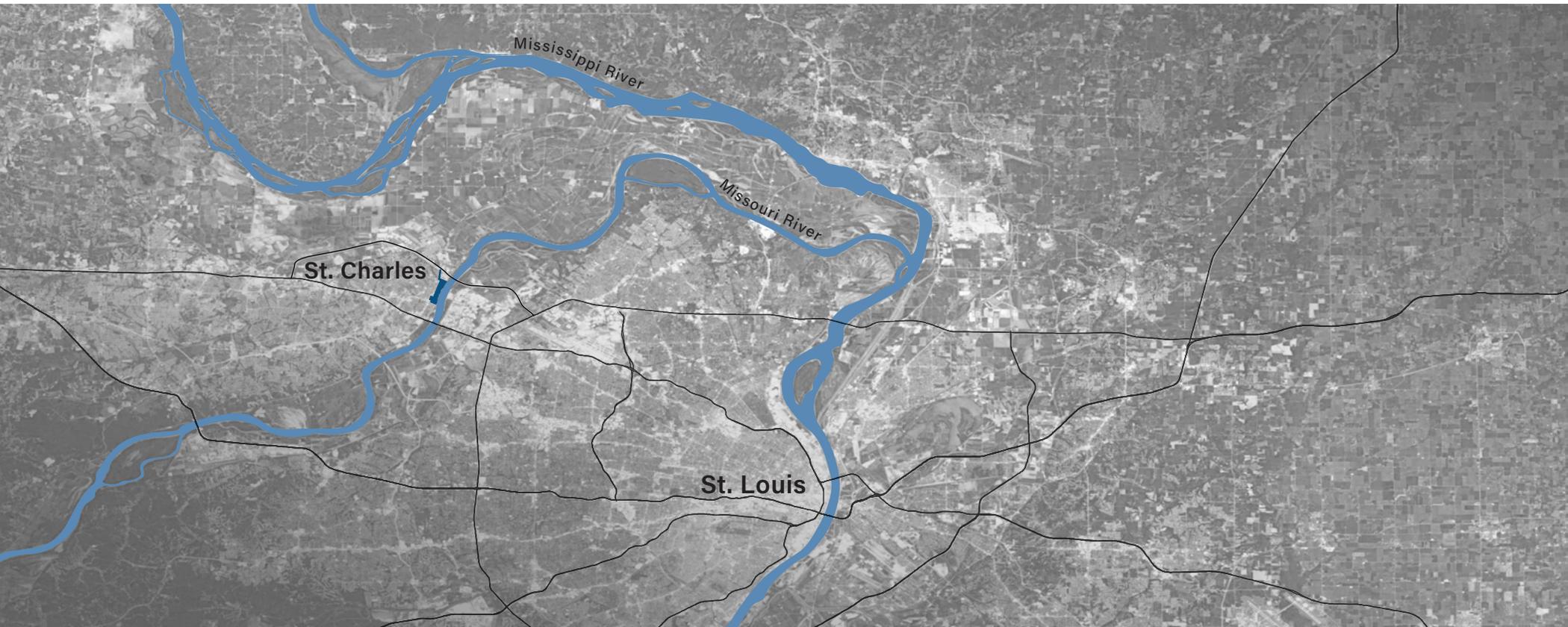
provides a sustainable setting for smart growth and serves as a model for future redevelopment.

The Frenchtown Great Streets Plan will assist the City and the community to achieve its full potential by establishing new connections to the river and riverfront area, as well as the Katy Trail and Boschert Greenway Trail; re-defining the streetscape and character of North Second and North Third Streets including pedestrian safety and priority; reinvigorating businesses and stabilizing adjacent residential neighborhoods; analyzing possible scenarios for redevelopment along North Second Street, North Third Street and the American Car and Foundry Company

property; and exploring alternatives to manage stormwater and flooding issues in the area.

To ensure the connectivity to the adjacent neighborhoods is as comprehensive as possible, the consultant team will study an area up to 5th Street on the west and the Route 370 Interchange and Jean Baptist Point DuSable Park and Dog Park on the north.

The project area is defined by West Adams Street on the south, the Missouri River on the east, North Tecumseh Street to North Third Street on the north and the alley between North Second Street and North Third Street on the west, including the Academy of the Sacred Heart property.



REGIONAL CONTEXT

Frenchtown, Missouri is located in the northeast portion of the City of St. Charles. Established in 1769 as a military outpost on the west bank of the Missouri River, Frenchtown was the first permanent white settlement in the area. A portion of the study area is a national historic district and sits within the metro west region of the greater St. Louis metropolitan area. In the late 1700's when St. Louis was becoming a thriving commerce center, the fur trade along the Missouri River drew many French settlers to the area.

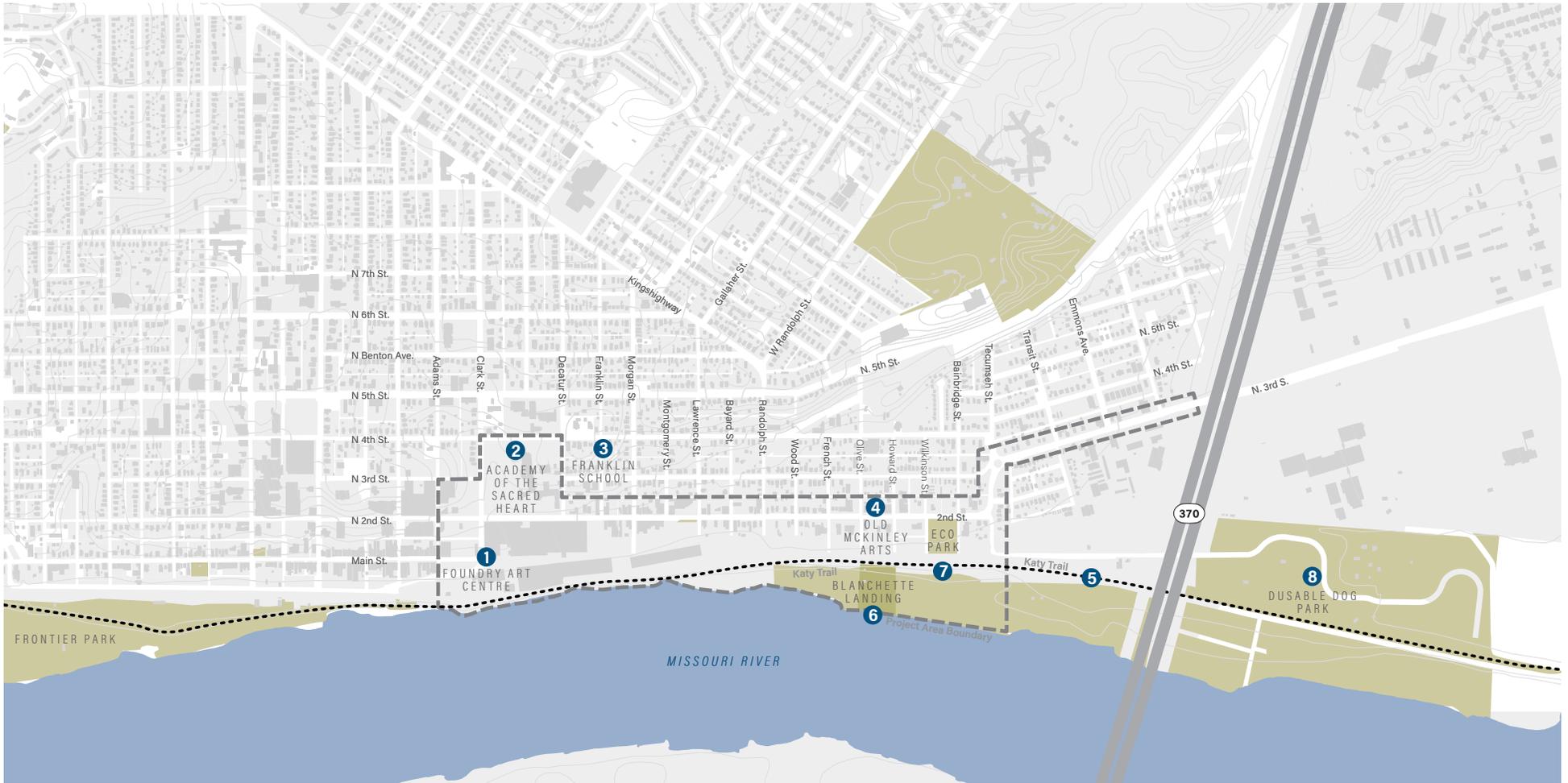
St. Charles was founded during Spanish rule, so is laid out in a regular grid following Spanish Colonial town designs that allowed for easy access to the river. City blocks, or squares, were measured to the customary size of 240 by 300 French feet, main streets paralleling the river were laid at 38 feet wide, and cross streets 32 feet wide.



From 1821-1826 St. Charles served as Missouri's first state capitol, and the brick building still stands today on south Main Street, functioning as a historic site/museum.¹ St. Charles is centrally located among many regional assets, like the Ameristar Casino, Mark Twain Village, Historic Main Street and Frontier Park, the St. Charles Convention Center, Lindenwood University and St. Louis Lambert International airport.

Route 370 north of the project area and Interstate Highway 70 on the south provide great connectivity to the larger region. The Katy Trail and Boschert Greenway Trail connects pedestrians and bicyclists to the regional park and bike system.

¹ National Historic Register Application Form



LOCAL CONTEXT

The Frenchtown Great Streets project will focus along much of North Second Street and North Third Street, from Adams Street on the south to the Route 370 interchange on the North and the Missouri river on the East.

The entire Corridor is 1.3 miles long, which includes residential, retail (mostly in the form of antique and car service shops), some light industrial and community uses. On the south side of the project area, the Academy of the Sacred Heart is a strong anchor, being the oldest free school west of the Mississippi River and the home of the

Shrine of St. Philippine Duchesne. It was founded in 1818 as North America's first convent and Academy of the Sacred Heart and is a regional pioneer in the field of education, offering day and boarding school opportunities to girls. Other existing assets in and around the project area include the Foundry Art Centre, Franklin School, Old McKinley Arts, the Katy Trail, Blanchette Landing with boat access to the river, Eco Park and Jean Baptist Point DuSable Park and dog park. There are also many historic homes along North Second Street and in the surrounding neighborhoods on North Third, North Fourth and North Fifth Streets.

- 1 Foundry Art Centre
- 2 Academy of the Sacred Heart
- 3 Franklin School
- 4 Old McKinley Arts
- 5 Katy Trail
- 6 Blanchette Landing
- 7 Eco Park
- 8 DuSable Park



Frenchtown developed between 1830 and 1940 thanks to the influx of German immigrants to the area. Prior to this period, Frenchtown was either under cultivation, uninhabited, or reserved as estates or small farms to the early French-Canadian settlers. Today Frenchtown includes 205 contributing buildings, one contributing structure and an industrial complex associated with the American Car and Foundry Company (ACF).

By the mid-1800s, Frenchtown was a “city within the city” and North Second Street was a thriving commercial area. During this period, the residential neighborhoods along North Third and North Fourth Street also started to develop with a clear influence of French Colonial architecture, which was the prevailing house type and offered features well-suited to Frenchtown’s terrain and

climate. Frenchtown is one of the largest concentrations of these houses in the Midwest (*Frenchtown Design Guidelines). The ACF presented a key anchor for the district during this period, employing over 1,800 men in 1890 and being recognized as a world leader in railcar design.

During the early 1900’s through World War II, Frenchtown grew and prospered, with the ACF property playing a major manufacturing role. Frenchtown developed as a French and German working-class neighborhood.¹ Over the years, the character of the corridor changed with former groceries, bakeries, drug and dry good stores being replaced with antique shops, bars and restaurants.

¹ National Historic Register Application Form

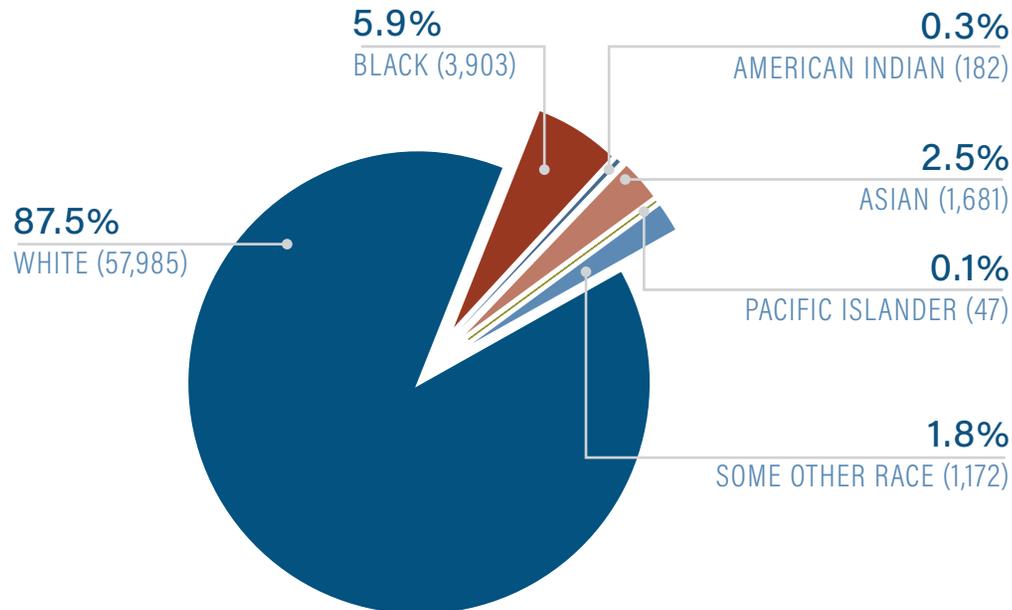
DEMOGRAPHICS

The City of St. Charles continues to experience a demographic shift with an increasing number of senior citizens, slow growth among the early workforce and a decline among the college age cohort. The loss of 600 college age residents, who would be prime market for quality rental units, is particularly notable.

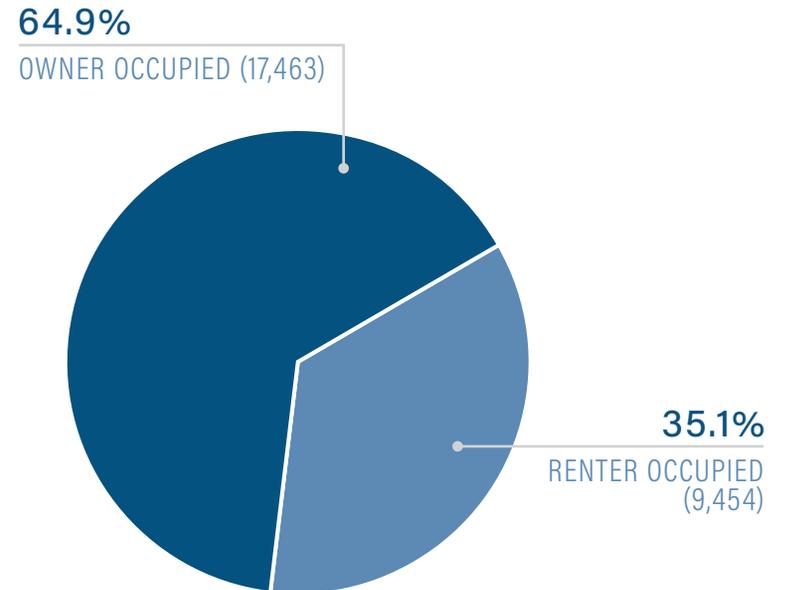
The population of the City of St. Charles is largely white (87.5%) and has very little racial diversity of note. Other races represented in the population include black (5.9%), Asian (2.5%), American Indian (0.3%) and Pacific Islander (0.1%).

The City of St. Charles has a property appreciation rate that is higher than the regional average. This benefits 64.9 percent of City of St. Charles residents, who own their own home.

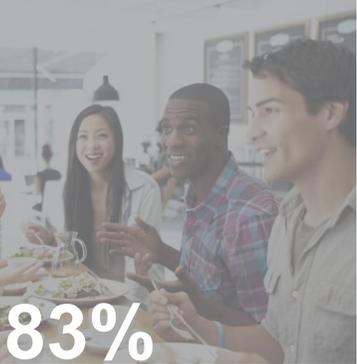
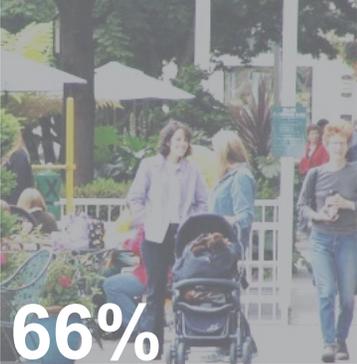
POPULATION BY RACE IN ST. CHARLES



HOUSING IN ST. CHARLES



The world is **reordering itself** economically and socially.

DEMOGRAPHICS	PREFERENCES	AGING IN PLACE
 <p>83% of net new households without children 2018-2028 #</p>	 <p>66% prefer attached or small lot housing*</p>	 <p>1 in 3 households will be headed by someone 65 years or older by 2035**</p>

Daniel McCue
* If it puts them closer to work, mix of uses, etc. National Association of Realtors
** Joint Center for Housing Studies, 2016

The City of St. Charles continues to experience a demographic shift. Trends include an increasing number of senior citizens and family-aged residents, slow growth among the early workforce and a decline among the college age residents. Notable data includes 83 percent of new households without children (2018 to 2028), 66 percent of residents prefer attached or small lot housing and about a third of households will be headed by someone 65 years or older by 2035.

Data about the future of retail must also be considered for Frenchtown. Online retail demand has increased over time. Ten percent of retail sales were online in 2019 compared to one percent in 2000. Currently, spending at restaurants exceeds spending at conventional grocery stores by 7 percent. Consumer spending increases by about 15 percent as the quality of the surrounding public spaces improves.

The world is **reordering itself** economically and socially.

RISE OF ONLINE RETAIL	GROCERY RETAIL	PEDESTRIAN EXPERIENCE
 <p>10% of retail sales were online in 2019, compared to 1% in 2000#</p>	 <p>7% More spent at restaurants than conventional grocers*</p>	 <p>15% Consumers spend more when public spaces are more inviting**</p>

US Census, 2019 2nd Quarter, non-adjusted
* US Census
** Alexander Babbage (2009)

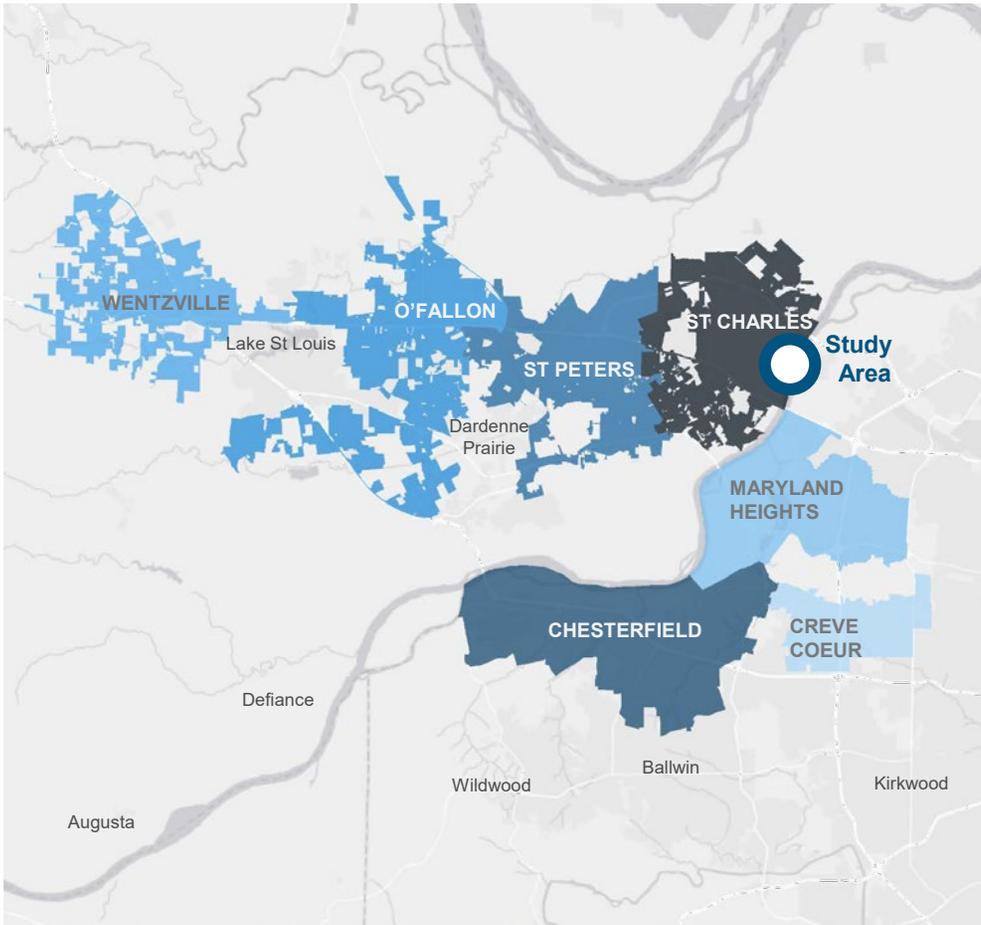
DEMOGRAPHIC COMPARISON



	ST. CHARLES	ST. CHARLES COUNTY	ST. LOUIS MSA	MISSOURI
Population per sq. mile (total population)	3,200 (73K)	700 (412K)	300 (2.9M)	90 (6.3M)
Population Growth 2010-2019	11%	14%	3%	4%
Zillow Home Value Index (2019)	\$205K	\$232K	\$167K	\$162K
Median household income	\$65K	\$83K	\$62K	\$54K
Median age	39	38	40	40

Source: ESRI (2019)

PEER NEIGHBORHOOD COMPARISON



Neighborhood	Population	Median Income	Home Ownership %	Median Home Value	Change %
St. Charles	30,000	\$65k	28%	\$230K	10.7%
Chesterfield	20,000	\$107k	53%	\$380K	1.7%
St. Peters	24,000	\$82k	38%	\$211K	12.1%
O'Fallon	33,000	\$88k	43%	\$257K	16.6%
Wentzville	13,000	\$85k	40%	\$236K	35.2%
Maryland Heights	12,000	\$64K	26%	\$170K	-0.1%
Creve Coeur	8,000	\$112K	55%	\$389K	4.3%

Source: ESRI (2019), Zillow (2019)

ANALYSIS





PLANNING REVIEW

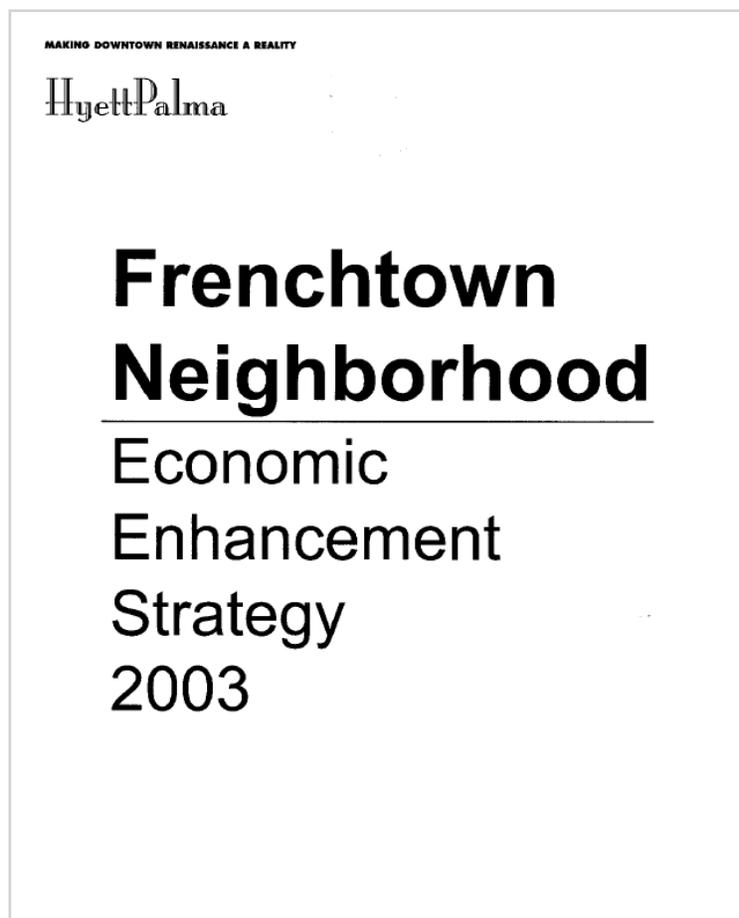
CURRENT PLANNING

FRENCHTOWN NEIGHBORHOOD ECONOMIC ENHANCEMENT STRATEGY

This study was completed in 2003 by Hyett Palma and focuses on an overall economic strategy to strengthen and develop the area along North Second Street between Clark and Tecumseh Street in Frenchtown. It includes an extensive market analysis and presents a vision for the commercial district, as well as a recommended course of action tailored to attain the community's vision for the area; capture the economic opportunities facing North Second Street and move North Second Street forward from its present state on to a higher level of economic success.

Some of the improvements that were recommended by this study and that have been implemented since completion of the Frenchtown Economic Enhancement Strategy in 2003 are:

- New sidewalks, curbs, and street lighting
- New landscaping in the form of street trees and planters
- New benches and trash receptacles;
- Updated public signage and banners
- Updates to the Frenchtown Heritage Museum
- Creation of the Foundry Art Centre
- Creation of Eco Park Trailhead
- Creation and marketing of the City's façade grant program;
- Use of façade grants by owners to improve building appearance;
- Addition of French design elements – such as the fleur-de-lis on benches at Eco Park Trailhead and on poles that mark the district's boundaries;
- The opening of new businesses
- Additional special events and marketing
- Frenchtown Audit 2019



FRENCHTOWN AUDIT 2019

The 2019 Audit prepared by Hyett Palma during the course of 2018 is a study undertaken to *“revisit, refocus and recharge Frenchtown’s economic enhancement effort, which was started in 2003. The audit process entailed a multitude of research techniques, including visioning, interviews, community meetings, issue sessions, market research and on-site analysis.”*

This document establishes a revised community vision for Frenchtown 2025, that can be summarized as follows:

- An artsy, edgy, and creative district that is mixed-use, mixed-income, and has a diversity of both businesses and people
- A district that is unique, true to itself, and that celebrates its architecture, history, businesses, and people
- When visitors to St. Charles ask “where do the locals go?” the answer is “Frenchtown!”

It also establishes what success would look like for Frenchtown:

- A festive, lively, and comfortable place that is full of life and activity
- A district where you can find visual arts, music, and entertainment
- A place that is creative, edgy, unique, and true to itself
- Where there’s something to do day and night
- A real and neighborly community – people actually live here and they get out, come together, celebrate together, and know each other
- A historic district that has amazing architecture

Some of the specific recommendations from this study include:

- Creation of Advocacy Group (former Frenchtown Revitalization Committee)
- Create a Prototype Area between Bayard and Franklin
- Establish a Façade Grant Program
- Establish a Fire Suppression Grant Program
- Conduct “City sweeps” throughout Frenchtown area
- City to conduct a drainage study
- Improvements to sidewalks, curbs and gutters (starting with prototype area)
- Aesthetic enhancements (benches, planters and landscaping. Start with prototype area)
- Examine and update current wayfinding
- Create pedestrian crosswalks at every intersection in prototype area
- Re-stripe existing crosswalks
- Install “Pedestrian Crossing” signs at each intersection
- Place “Stop for Pedestrians” signs during high-traffic time
- Create “Art Crosswalks” in prototype area
- Make speed 25 mph consistent throughout Second Street
- Install “art bike racks” in the area
- Install signage that directs bicyclists to Katy Trail and Blanchette Landing
- Change non-conforming allowance time from 1 year to 6 months
- Remove some conditional uses from zoning ordinance
- Appoint a staff person to serve as a “quality investment expediter”
- Business recruitment effort
- Hold a “Food Truck Festival” in Frenchtown (get on existing food truck event circuit)
- Create a Central Square (intersection of North Second Street & Lawrence)
- Implement TIF

Longer-Range Projects

- North Third Street Route/370 Interchange and Corridor
- Riverfront Development
- Address homelessness
- Create a Special Business District

From these recommendations, the following actions have already been taken or are currently in progress:

- Frenchtown Proposed Ordinances that were Approved by the City Council May/June 2019
- Declassifying Hwy 94 to city street
- Bike lane on Route 370
- Boschert Greenway Trail extension to North Second Street (plan development in progress)
- North Clark Complete Streets project (plan development in progress)
- Proposal to increase Façade Grant
- Business Ambassador program to assist potential businesses
- Mayor formed a Frenchtown Revitalization Task Force
- Great Streets Frenchtown Project Awarded
- Frenchtown Historic District website and social media created

BICYCLE & PEDESTRIAN MASTER PLAN, CITY OF ST. CHARLES, 2016

The City of St. Charles Bicycle and Pedestrian Master Plan was prepared in 2016 by Trailnet with the goal of serving as the long range 20-year vision to guide pedestrian and bicycle improvements and improve walkability and bikeability in the City to *“create a more accessible, safe, connected and livable place for current residents.”* The public outreach indicated that the main reason for not walking or cycling in the city is the lack of facilities, and the most important request people have is to incorporate more facilities. It also noted by the community that there was no good way to get to the Katy Trail from the Boschert Greenway Trail.

It also establishes some key recommendations that will affect the Frenchtown area and that need to be coordinated with the Frenchtown Great Streets Plan:

- Shared street on North Second Street (sharrows in the center of the lane with no centerline)
- Remove sharrows and parking on north side of Olive Street. Add a WB bike lane
- Extend Boschert Greenway Trail through ACF
- Incorporate bike lanes on Clark Street, (Note: This is developed as part of the Clark Street Complete Streets Plan)
- On Adams Streets, incorporate a path between Katy Trail and Riverside Drive.
- Shared Streets on North Main Street and North River Road.
- Create a path that connects the Katy Trail to Boschert Greenway Trail and to Route 370 (project currently in progress)
- Make North Third Street north of Tecumseh a shared street
- Incorporate bike lanes on North 5th Street

CLARK STREET COMPLETE STREETS PLAN (2019 - ONGOING)

The City, in conjunction with Alta, is in the process of developing a complete streets plan for West Clark Street from Main Street to Kingshighway. The plan is a multimodal approach to accommodate pedestrians, bicyclists, transit and vehicles. The plan is anticipated to be completed in the spring of 2020.

PROPOSED BOSCHERT GREENWAY TRAIL EXTENSION ALIGNMENT (2019 - ONGOING)

The City Parks and Recreation Department, in conjunction with Bax Engineering, is currently preparing construction documents to extend the trail from Olive Street to North Second Street. The City is hoping to begin construction in the spring of 2020.

CITY OF ST. CHARLES LONG RANGE ADA TRANSITION & SIDEWALK PLAN/ 2015

The primary focus of this study prepared in 2015 is to establish *“safe and convenient walking routes throughout the City to enhance the livability for residents and visitors”* and to *“prioritize sidewalk repairs and installation by inventorying deficiencies in the City’s existing walkway network and identifying opportunities and constraints to close gaps in the extensive surface infrastructure.”*

The project area is contained in sidewalk maintenance zones 1-1, 1-10, 1-9 and 1-3, and is mainly described as Zone Priority 2, meaning lower sidewalk score and higher repair costs per linear foot. There are missing sidewalks identified in many of the north-south streets within the study area, as well as some portions of North Third Street between Tecumseh and Route 370.

CITY OF ST. CHARLES PARKING STUDY

CBB conducted an analysis of public parking in St. Charles for the City in 2018 that did not include much of the Frenchtown Great Streets project area, except a small portion south of Clark Street and a small area of ACF property east of Second. The 2018 study also extended west in places to 6th Street.

This study noted 3,179 parking spaces, with 1,688 of those being on-street. It should be noted that the on-street parking is not striped, so CBB used a very conservative length of 26' to calculate available spaces, as opposed to counting designated spaces. If striped/designated at a 20' another approximate 200 spaces could be created, but at the possible "cost" of diminished aesthetics- especially on the brick streets. The study included parking utilization.

What can be found in this study, is that the southerly area around Second and Main Streets is more heavily used on weekends, roughly south of Adams Street, with Main Street on-street spaces being the more heavily occupied.

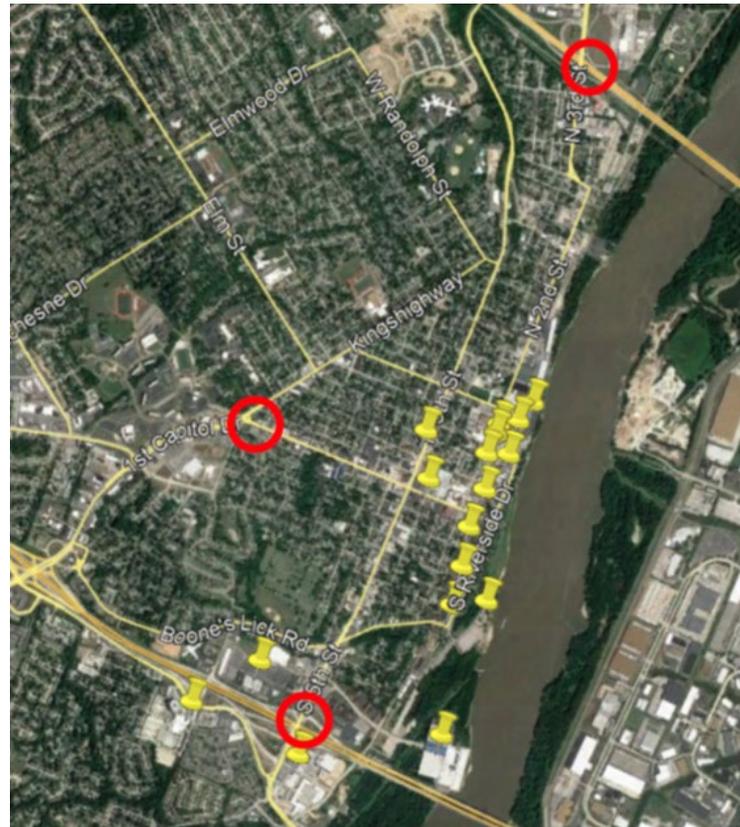
Weekday use (between 1:00& 2:00PM) for the only overlap area with the Frenchtown Great Streets project area showed 81% or more occupancy of the off-street lot at the corner of Main Street and Clark Street, and similar occupancy of the ACF lot northeast of there and north of Riverside Drive.

More southerly, the on-street parking along Main Street remained at mostly 81% and higher utilization on weekdays during the same time of day.

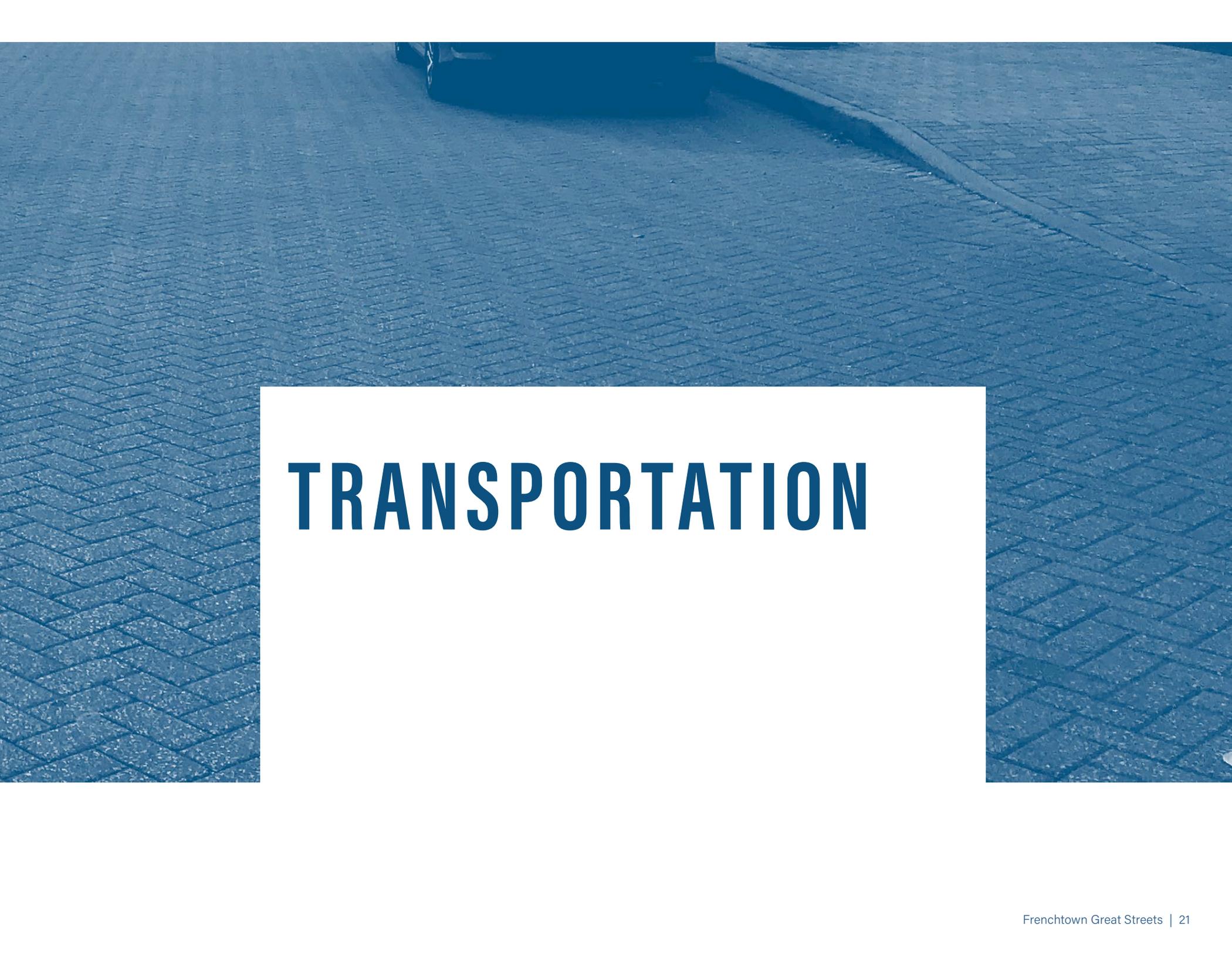
This study did not include data for the parking garages and private off-street lots. The study also included an interesting "Park and Visit" series of tests which involved measuring the times it took to drive from three origin locations to several destinations in Frenchtown.

These origin locations are shown below in the red circles, with the several destinations represented as push pins.

The results show that on-street parking is most highly valued and pedestrians are not walking far under existing conditions, preferring a distance of less than 1/4 mile. The highest occupancy of on-street parking is closest to destinations.





A blue-tinted photograph of a brick-paved street. In the upper center, the rear of a dark car is visible. A white rectangular box is centered on the page, containing the word "TRANSPORTATION" in a bold, dark blue, sans-serif font.

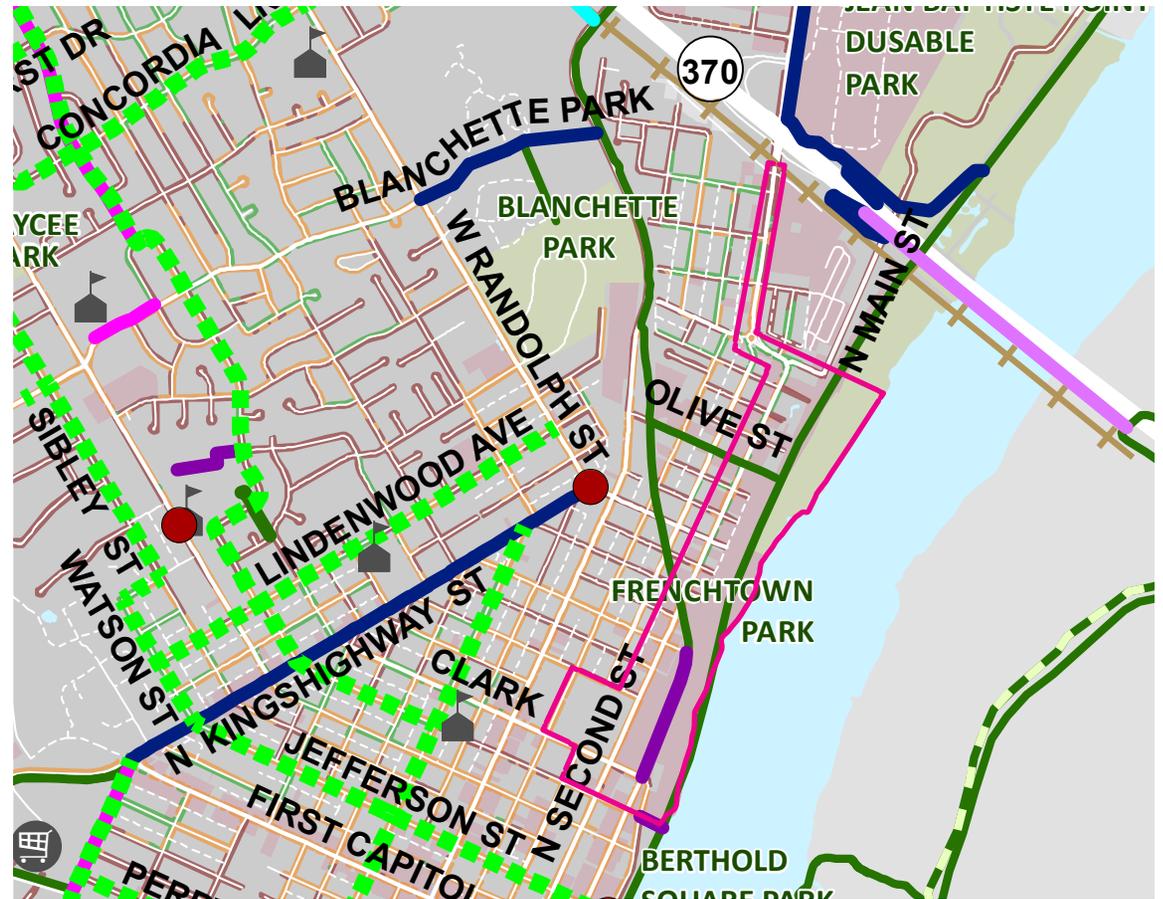
TRANSPORTATION

PEDESTRIAN ANALYSIS

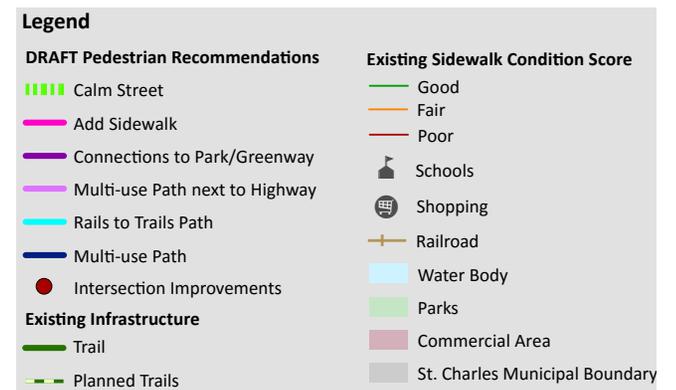
People on foot in Frenchtown benefit from a highly connected street grid, relatively small blocks (roughly 250 feet by 300 feet), alleys which further break up the blocks, low vehicle volumes, interesting buildings located along the sidewalk, and shaded sidewalks. The area is primed to be highly walkable.

The major deficit to walking is that not all sidewalks are continuous, of sufficient width, smoothly surfaced, and without obstacles. Utilities block sidewalks, bricks heave creating uneven surfaces, some sidewalks end abruptly, and not all corners have accessible ramps. Crossing the North Second/Third Street corridor can be an issue given the lack of dedicated crossing facilities and traffic control devices. Crossing other streets is not generally an issue given the low vehicle volumes. Access to the riverfront is constrained by the ACF property.

The 2016 St. Charles Bicycle & Pedestrian Master Plan contains a survey in which the public identified lack of facilities as the number two reason why they do not walk more (after lack of time). Additionally, the number one request was for more facilities.



Pedestrian Map Bicycle & Pedestrian Master Plan





NORTH SECOND STREET SIDEWALK CONDITIONS

The corridor is defined by broken and uneven sidewalks, large surface parking lots, inaccessible intersections and no defined pedestrian crosswalks. There is also a challenge with the constant transition between brick sidewalks and areas of asphalt or concrete, especially at driveways.

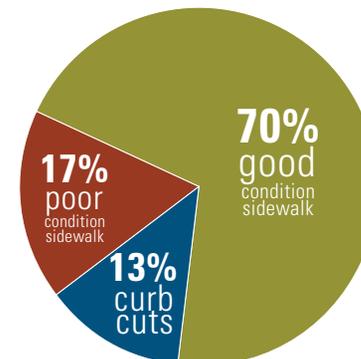
As part of this analysis, our team classified sidewalk conditions along North Second Street between Clark Street and Tecumseh Street as poor or good, based on pavement conditions, accessibility and surface conditions. We also identified all areas along this segment of the corridor that had a curb cut for driveways and surface parking lots, which further creates unsafe conditions for vulnerable populations. We also understand, but did not observe, that the inconsistencies in the sidewalks cause issues with drainage, water ponding and icing during winter months.

- “Good Sidewalk Condition”: if the sidewalk had even slopes and surfaces, and there was no broken pavement.
- “Poor Sidewalk Condition”: if the sidewalk had an uneven slope and/ or surface and broken pavement. These areas need to be addressed to create a safe and friendly pedestrian experience within the corridor.

Legend

- Good condition sidewalk
- Poor condition sidewalk
- Existing curb cut

Sidewalk Condition Summary Total: 9,800 linear feet

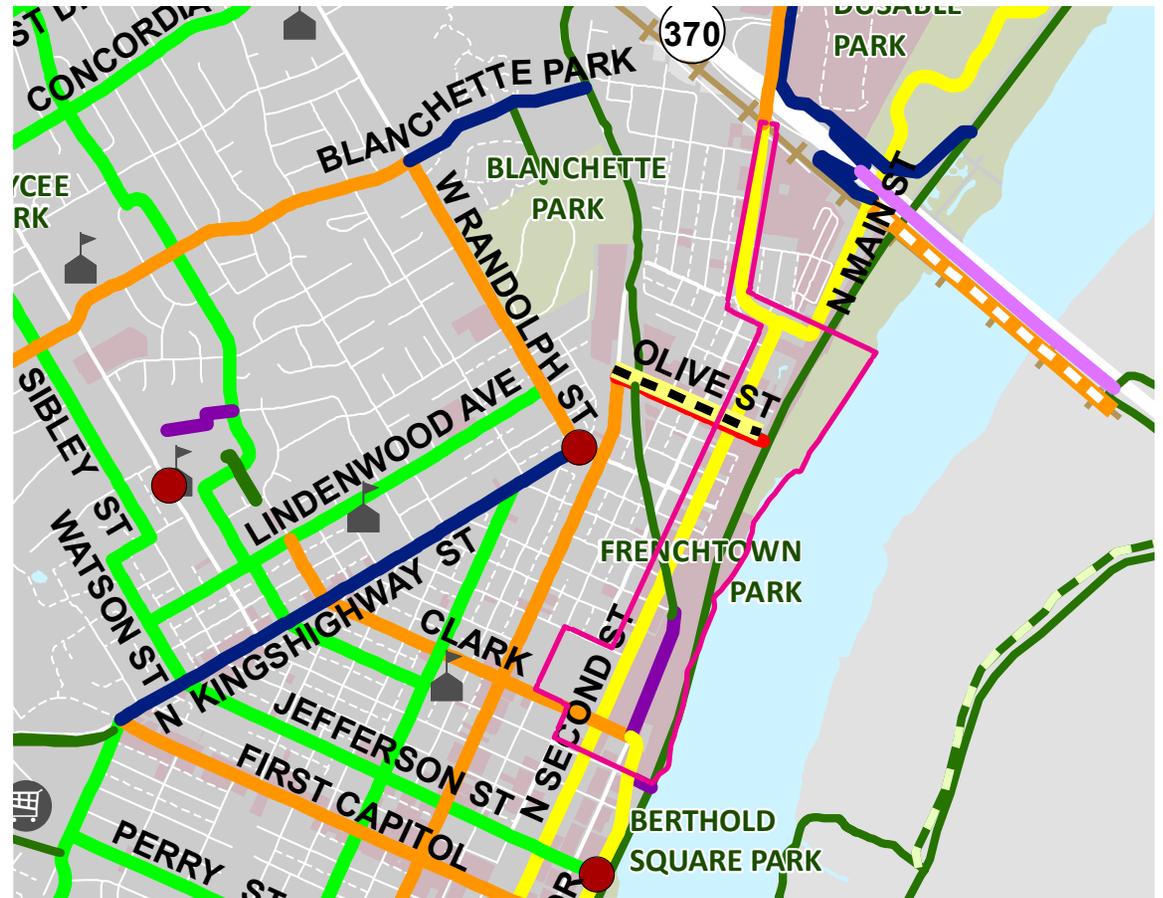


BICYCLE ANALYSIS

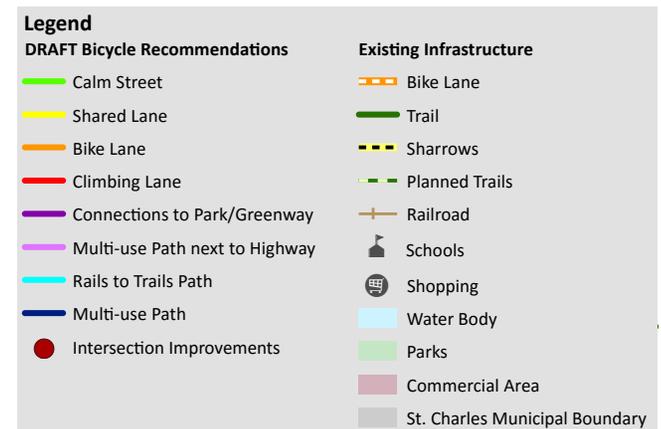
At present, there is little observed bicycle activity in Frenchtown. Other than the Katy Trail and Boschert Greenway Trail, the only bicycle facilities in the study area are bike signs along Olive Street, connecting the two trails. We understand that the Katy Trail is well used and a destination, as are other parks along the river. Other nearby destinations to consider are the new route over the Route 370 bridge, Lindenwood University, Main Street, Blanchette Park, and the Boschert Greenway Trail.

The 2016 St. Charles Bicycle & Pedestrian Master Plan contains a survey where the public identified lack of facilities as the number one reason why they do not bike more. Additionally, the number one request was for more facilities. Specifically, the public decried the lack of connection between the Katy and Boschert Greenway Trails.

The design of bicycle infrastructure has evolved rapidly in recent years. The trend is toward more “protected” facilities, such as greenways and protected bike lanes, that allow people to ride without constant interaction with drivers. Protected facilities attract more riders, which makes riding safer and yields safety in numbers.



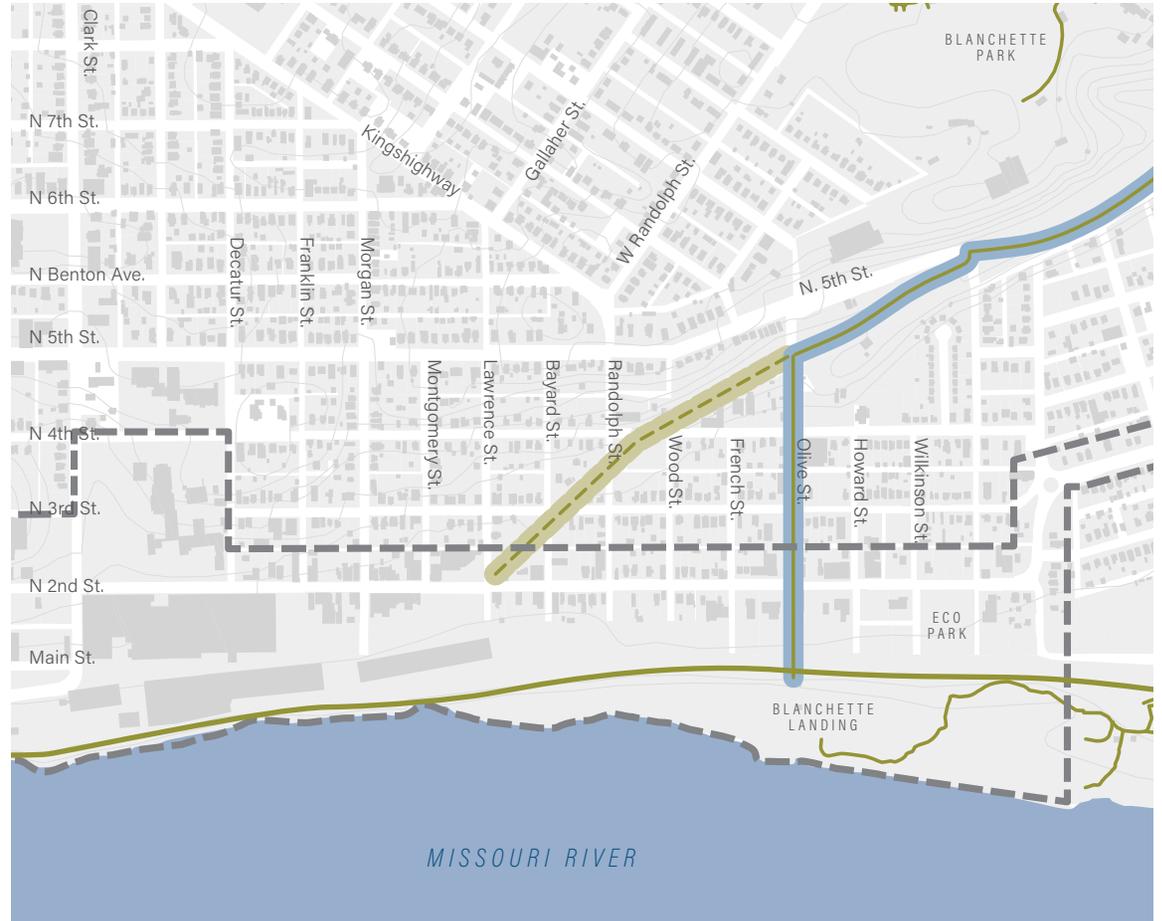
Bicycle & Pedestrian Master Plan



BOSCHERT GREENWAY TRAIL

The Boschert Greenway Trail, highlighted in blue, is in St. Charles County and links the Missouri River and the Katy Trail, goes through Frenchtown, through Fox Hill Park and up to New Town, a planned community within the City of St. Charles.

Currently, the trail alignment is within the roadway through Frenchtown via a shared lane on Olive Street. An in-progress extension study, highlighted in light green, will follow an old rail easement that comes out of the ACF property at North Second Street and connects to the existing off-street trail which currently terminates at Olive Street. This new alignment will allow for a direct off-street pathway to North Second Street and Lawrence Street.



Legend

-  On Street and Off-Street Pedestrian and Bicycle Route
-  Future Off-Street Boschert Greenway Trail

VEHICLE ANALYSIS

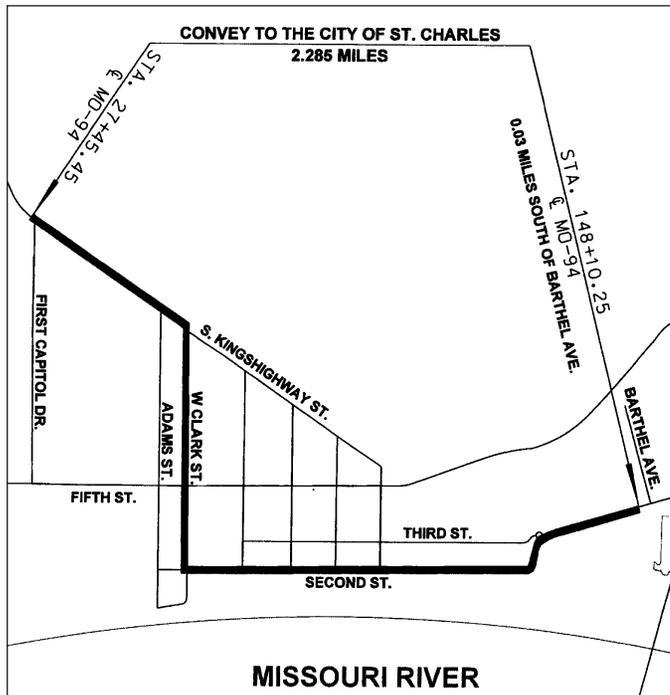
The principal street of this effort is North Second Street, and to a lesser extent, North Third Street north of Tecumseh Street. The corridor functions as the main street of Frenchtown, with most of the businesses located on or off it. It also serves as a thoroughfare between downtown and Route 370. It was formerly designated Missouri Route 94 and still contains a number of signs directing drivers to points north and south.

We understand that the City and State has plans to reorganize the interchange with Route 370 at North Third Street and Mel Wetter Parkway (the extension of North 5th Street). This will most likely direct more through traffic to North Fifth Street, which has an interchange at Interstate 70. Accordingly, North Second Street could become more of a primary street and less thoroughfare, especially with the declassifying of it as a state route. This would allow for the removing of the roundabout at Tecumseh Street

and the free right turn at North Fourth and Olive Streets to make these streets more neighborhood, bicycle and pedestrian friendly.

While the 16 blocks of North Second Street between Clark and Tecumseh Streets may be a singular vehicle thoroughfare, contextually, there are a number of districts. There are pockets of activity in certain blocks, and no active frontage in others. This suggests the need for a multi-faceted approach to street design.

Other than the stop sign and flashing red signal at Morgan Street, there are no traffic control devices along North Second Street. There are "yield to pedestrian" signs and marked crosswalks at Olive and Wood Streets.



Declassification of State Route 94 through Frenchtown
26 | Transportation



Future proposed Route 370
off ramp improvements



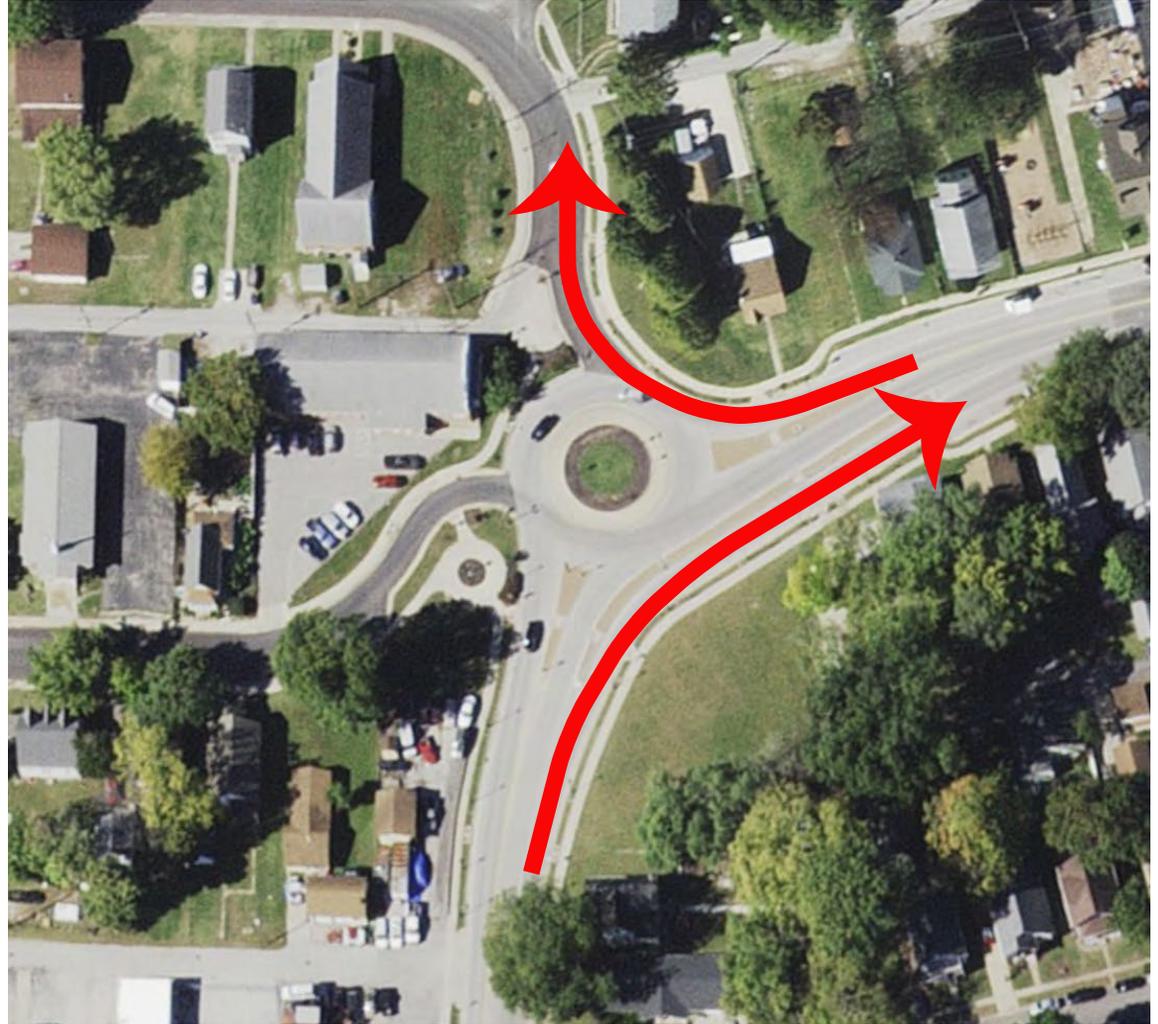
Fourth and Olive Streets

ROUNDBABOUT

The existing roundabout at North Third Street and Tecumseh presents a number of issues related to vehicle speed, bicycle and pedestrian safety and the overall identity of Frenchtown.

- Free right turns encourage higher speeds (18 mph and are less desirable for roundabouts).
- Free rights are also unsupportive of pedestrians and bicyclists.
- Design makes a poor gateway element for folks entering from northeast.
- The roundabout makes poor use of land area, but not in useable ways

With the reclassification of North Second and Third Street as a City Street, there is an opportunity for this intersection to be reorganized to improve traffic flow and pedestrian and bicycle circulation, as well as create a more inviting arrival experience.



VEHICLE VOLUMES



Source: ESRI Business Analyst 2019

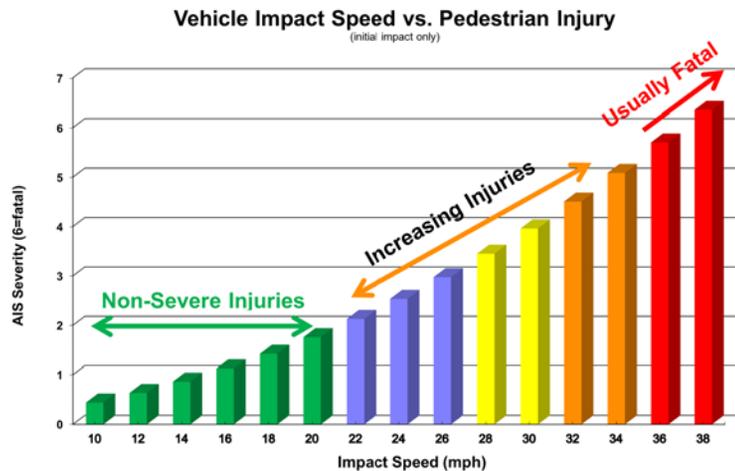
Legend

- 2,038 Up to 6,000 vehicles per day
- 8,245 6,001 - 15,000 vehicles per day
- 58,668 15,000 or greater vehicles per day

Note: the traffic capacity of a single urban traffic lane is 8,000 vehicles per day. For example, since N Second Street is two lanes then the capacity of the street is 16,000 vehicles per day.

SPEED LIMITS

The posted speed on North Second Street is 30 mph. A speed survey [Friday, December 13, 2019, 10-11 AM] revealed the prevailing speed (85th percentile) to be 32 mph. The highest speed recorded was 35 mph. A spot speed survey in October 2019 recorded a high speed of 37 mph. A person struck by a vehicle traveling at 37 mph is likely to be permanently injured or killed with a nearly 95% probability. Small differences at this speed threshold are therefore very important. The long, straight and uninterrupted nature of North Second Street invites drivers to exceed the speed limit.



Source: C. E. "Rick" Chellman

ONE WAY STREETS

Both North Third and North Fourth Streets (south of Tecumseh Street) could be converted to 2-way operation. They are 29 feet wide, which is wider than a standard 2-way yield street. For comparison, Simeon Bunker Street in Newtown is 24 feet wide with two-way travel and parking on one side.

One-way streets as wide as these function as very wide center-area travel streets for motor vehicles, which encourages speeding, especially when volumes are low. Making the streets two-way will lower speeds and create a queuing condition enhancing safety and reducing the noise of moving vehicles.

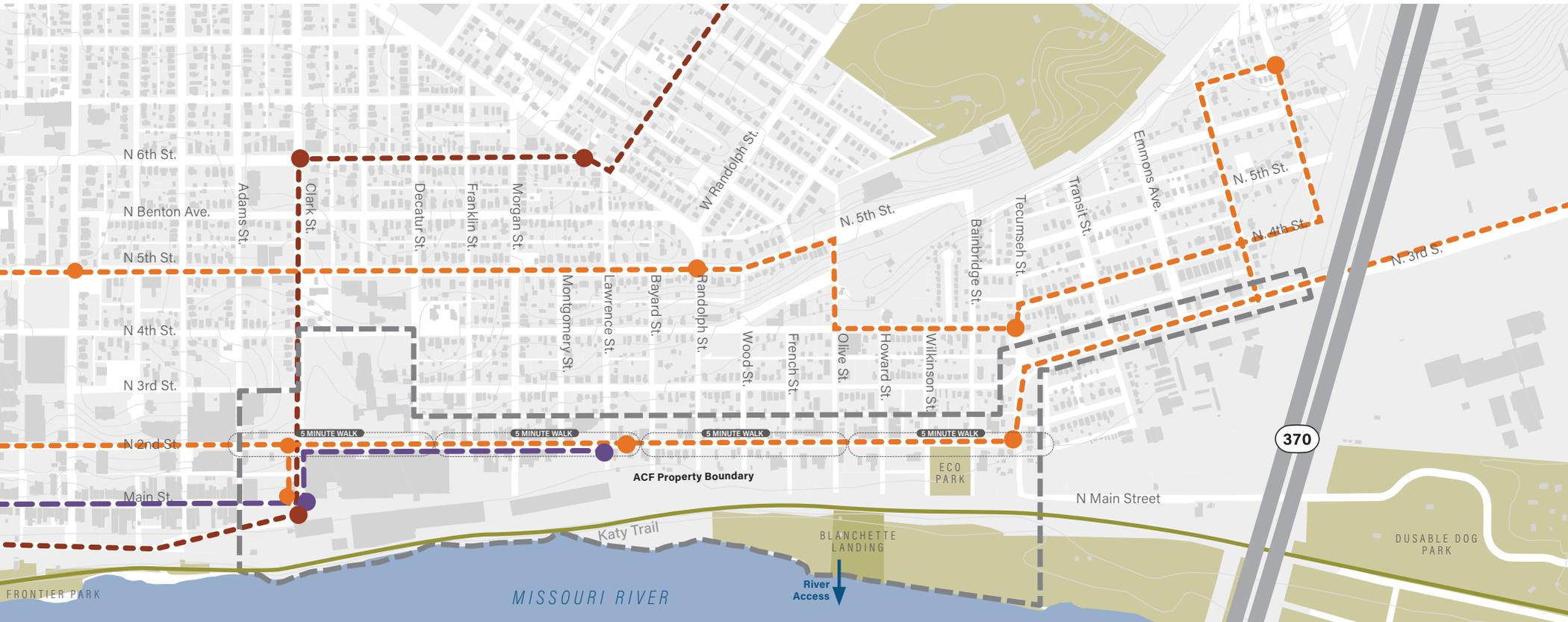


Third Street One Way



Fourth Street One Way

TRANSIT ANALYSIS



Legend

- Orange Line routes and stops
- Red Line routes and stops
- Trolley route and stops
- Katy Trail
- Five Minute Walking Distance (~ 1,200 feet)

TRANSIT SERVICE

There is nominal transit service in Frenchtown.

The St. Charles Trolley shuttles patrons from Frenchtown through Main Street to the casino and convention center. The free shuttle operates on 30 minute intervals from 11 AM to 8 PM, seven days a week between April 1 and December 31.

Two St. Charles Area Transit (SCAT) lines serve the Frenchtown area. The Orange Line operates along North Second Street. The Red Line stops at the Foundry Art Centre. Both operate on roughly 70 minute intervals from 9 AM to 3 PM on weekdays. A ride costs 50 cents. There is a SCAT commuter bus from the North Hanley MetroLink station to downtown St. Charles.

Four buses run from 5 to 10 AM and from 2 to 7 PM on weekdays. A ride costs 50 cents.

Bus stops in Frenchtown largely consist of sign poles without amenities. There is no scheduled service to St. Louis Lambert International airport. There are no micro-mobility offerings such as bike share or electric scooters in Frenchtown. There is an impressive Ride Saint Charles app which gives real time location of the trolley and buses.



PARKING ANALYSIS

Parking is plentiful in Frenchtown. There is parking on most streets and a number of reserved private parking lots. There is public parking at Eco Park, the boat launch, and playground. Public parking is also made available during events.

Parking on North Second Street from Franklin to Montgomery Streets is restricted to two hours from 9 AM to 6 PM from Monday to Saturday. There are no restrictions on loading, unloading, and deliveries.

A parking occupancy survey [Friday, December 13, 2019, 10-11 AM] suggests good availability. Of the approximately 424 spaces on North Second Street and cross streets from Decatur to Tecumseh Streets, only 13 percent were occupied. Nevertheless, vehicles were typically clustered in a few blocks which would support the perception that parking is in limited supply. Conversely, many blocks had no parked vehicles.

EXISTING PARKING REGULATIONS:

The St. Charles Zoning Code contains its off-street parking provisions in Section 400.660. These provisions are fairly typical, ranging from slightly more urban to more suburban criteria for stand-alone parking facilities, such as:

- 2.9 spaces/1,000 sq. ft. of office
- 5.0 spaces/1,000 sq. ft. of medical office
- 5.0 spaces/1,000 sq. ft. of retail
- 2 spaces/dwelling unit

Since these regulations also require mixed uses to provide the sum of each use's required parking, the existing regulations do not encourage or even allow shared use, which in turn promotes a park-once environment (400.680 references the "Institute of Traffic Design Engineers" which should be the "Institute of Transportation Engineers"). Section 400.690 contains provisions for shared parking, but these provisions require recorded covenants or agreements in order to satisfy the requirements of the zoning, and the allowed reductions (except for schools and churches sharing the same parking) are relatively low.

More importantly, if Frenchtown is to provide a robust walkable downtown environment, especially in the rapidly changing retail environment of today, additional flexibility and a lessening of regulatory requirements should be carefully considered. One way to do that is by providing shared parking areas, often as public parking.



The City already provides some shared structured parking. In a similar but more aggressive manner, some jurisdictions, notably both Pasadena and Santa Monica in southern California, have adopted public shared parking as a significant revenue stream that also promotes robust development. On a much smaller scale, even in the small city of Portsmouth, New Hampshire, the city's downtown public parking generates in excess of \$3 million annually.

The City submitted a CMAQ application for a "smart parking" grant to support shared parking and an electric shuttle, which has been used successfully in St. Louis. This is certainly an idea that may be valuable for special events, but for the success of businesses in Frenchtown, parking will need to be provided in convenient areas in walkable distances from destinations, at least for the immediate future.

As an area such as Frenchtown, especially the study area, grows, parking will also need to evolve, both as to locations and the amount of supply. For the shorter term, parking areas may need to be temporarily located on what will become future building sites and/or the locations of future streets. This may require the City to revisit its requirements for paving these areas, with surface conditions that support interim uses without, for example, adverse erosion, but also allow for the future development without great additional cost. As the area evolves, it will become more walkable and it should develop into "nodes" of intensity which are often a quarter to one half miles apart in areas such as this. The prior study referenced above did not provide walking distance data, but looking at the utilization patterns, it is clear that people who are parking seek to park close (perhaps within 3 blocks or so) to their destinations. So initial parking ratios will likely be higher than successful ratios at buildout. For planning purposes, initial rates of 3.5 to 3.75 spaces/1,000 of undefined commercial should be adequate. And as specific uses are identified, these ratios can be refined, which may be especially useful if the various ACF buildings identify likely tenants.

The future of vehicles must be considered for the Frenchtown Great Streets Plan. This includes autonomous vehicles and ride share services such as Uber and Lyft. Autonomous vehicles could dictate a different way we would design our streets, with more narrow drive lanes there could be more space for pedestrians and bike area. Parking strategies for autonomous vehicles could be provided in Frenchtown, alternatively, vehicles could be parked at the owner's private residence. Space for passenger pick-up and drop-off will need to be offered in public infrastructure for both autonomous vehicles and ride share services.

EVALUATION OF CURRENT RIGHT-OF-WAY

SECOND STREET ROAD SECTIONS

The North Second Street sections are evaluated by five existing character zones. Diagrams of each road section are provided to illustrate the existing conditions.

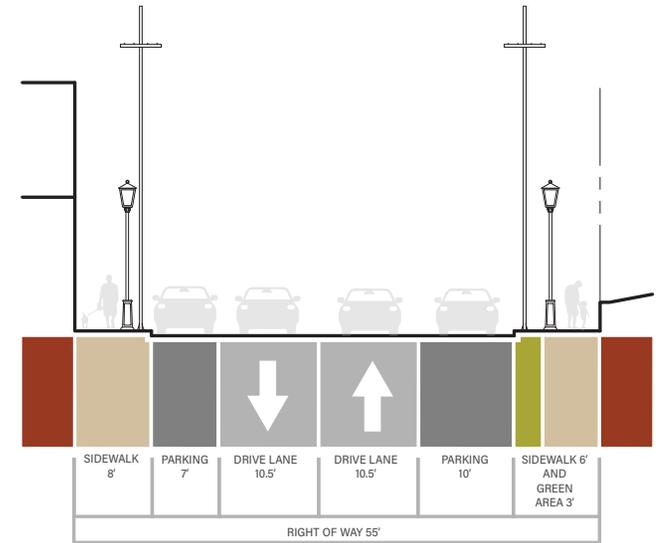
A1 The Main Street Transition Zone, located at the south end of the study area, is dominated by the Academy of the Sacred Heart to the west and the ACF property to the east. The street section features two drive lanes, two parallel parking lanes and a sidewalk on either side. Overhead utilities and pedestrian lighting is located on each side of the street near the curb. The parallel parking lane along the Academy of the Sacred Heart is utilized during school hours for student drop-off and pick-up.

A2 Immediately north, the Historic Commercial Zone is dominated by contributing historic structures and has been identified as the “Prototype Area” in the Hyett-Palma plan. This street section features two drive lanes, two parallel parking lanes and a somewhat generous sidewalk on either side, some featuring an overhead arcade. Overhead utilities and pedestrian lighting are located in this zone.

A3 Further north, the Historic Residential Zone includes National Register contributing single-family residential structures and features two drive lanes, two parallel parking lanes and sidewalks on either side. Within this stretch of road, the structures are setback from the right-of-way allowing for small front yard areas and porches. Overhead utilities and pedestrian lighting is located along this street section.

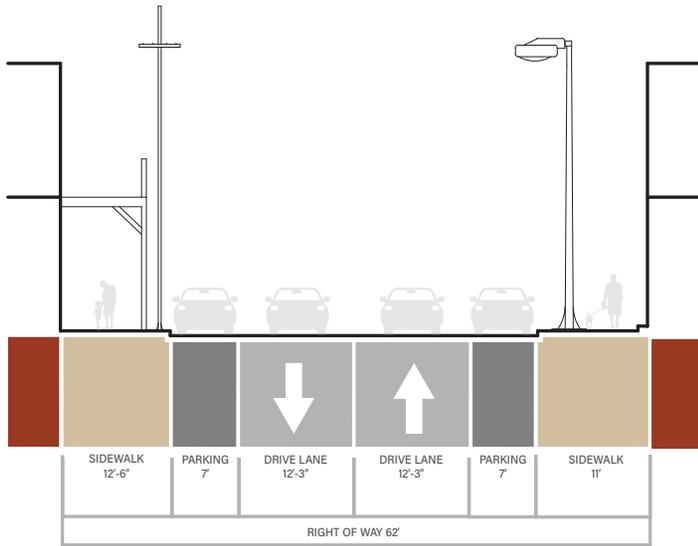
A4 The Commercial Expansion Zone is historic as designated by the City and features mostly auto-related and other services. This street section features two drive lanes, two parallel parking lanes and sidewalks on either side. Within this stretch of road, the buildings are set back from the right-of-way allowing for small front yards and parking lots. Overhead utilities and pedestrian lighting is located along this street section.

A5 The Entrance Corridor Zone is located along North Third Street between Tecumesh Street and the Route 370 interchange. The character of this area is auto-centric and not historic. The street section features two drive lanes and a center left turn lane, two wide parallel parking lanes and small sidewalks on either side. Within this stretch of road, the buildings are set back from the right-of-way allowing for front yards and parking lots. Overhead utilities are located along this street section. No pedestrian lighting is provided.



A1
MAIN STREET TRANSITION ZONE
North Second Street (at Clark Street looking south)

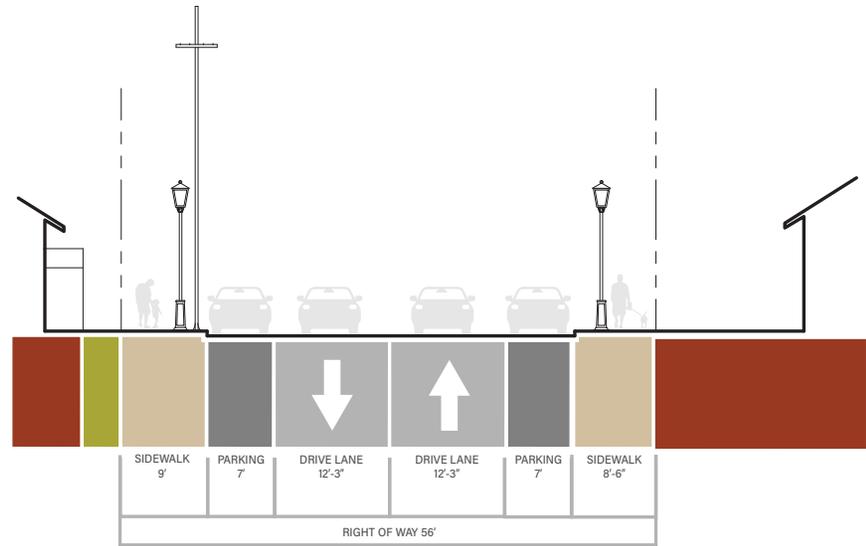




A2

HISTORIC COMMERCIAL ZONE

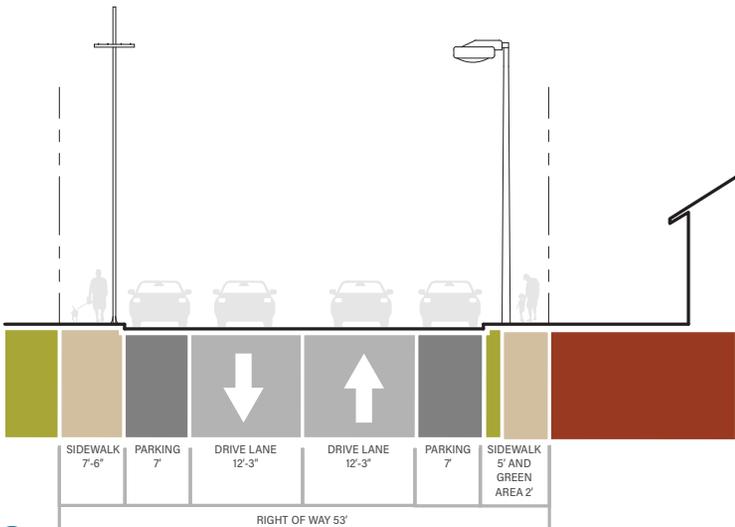
North Second Street (at Bayard Street south)



A3

HISTORIC RESIDENTIAL ZONE

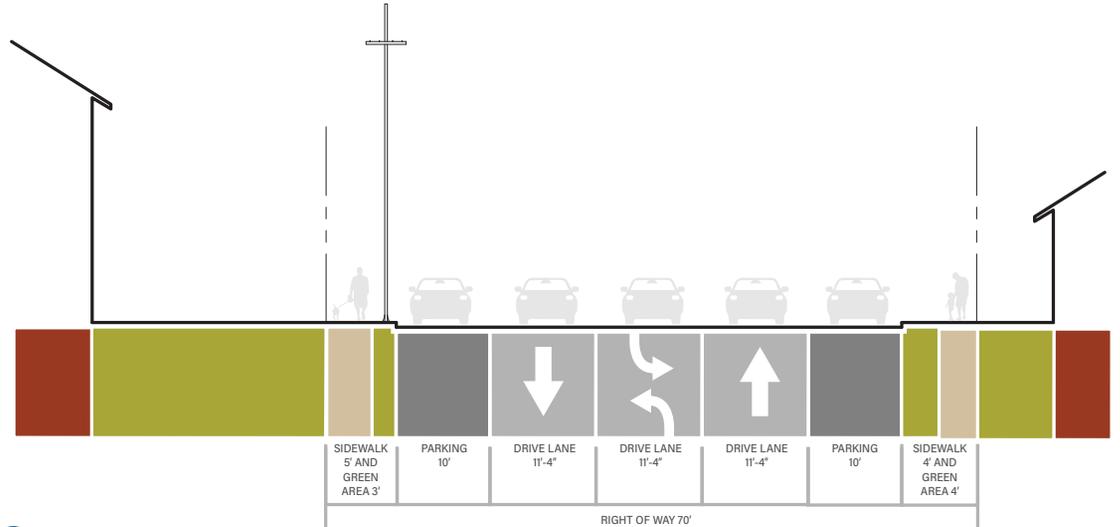
North Second Street (at Wood Street south)



A4

COMMERCIAL EXPANSION ZONE

North Second Street (at Olive Street looking south)



A5

ENTRANCE CORRIDOR ZONE

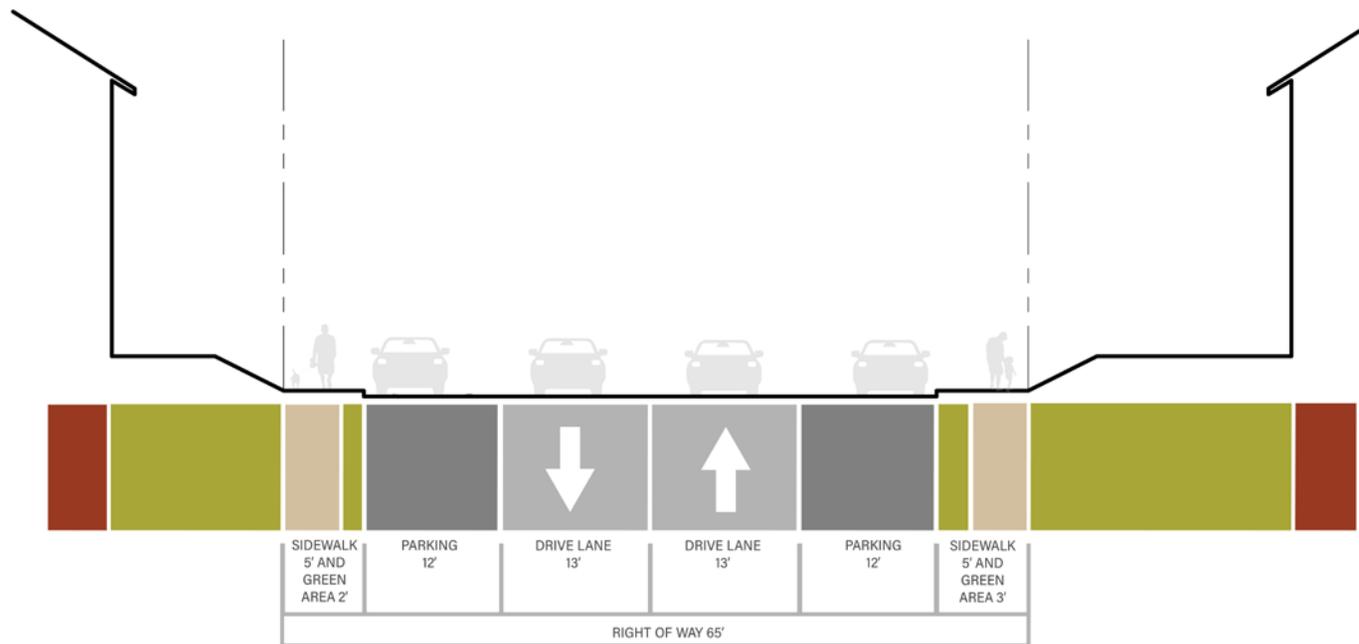
North Third Street (looking south)

ADJACENT STREET STREET SECTIONS

The adjacent streets contribute to the understanding of the study area context.

The street sections located closest to the Historic Commercial Zone include Franklin Street and Morgan Street. These two street sections feature two wide drive lanes, sidewalks on either side and building frontage located at the right-of-way line. These street sections contribute to urban character because there is no building setback.

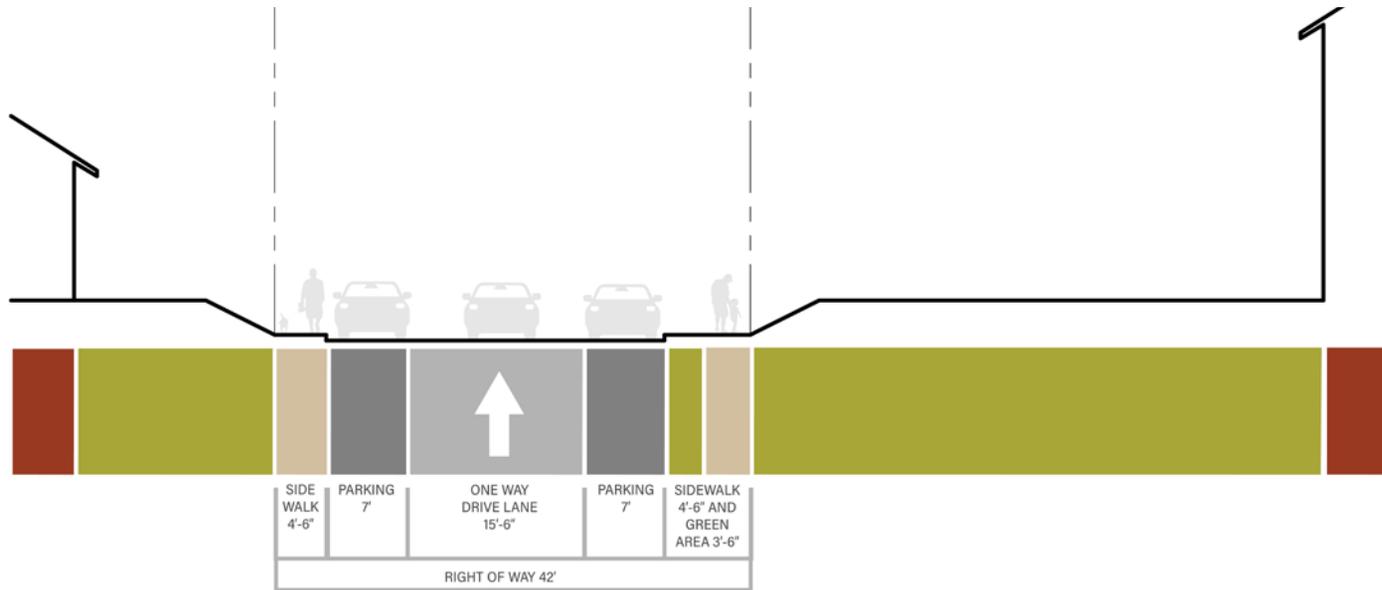
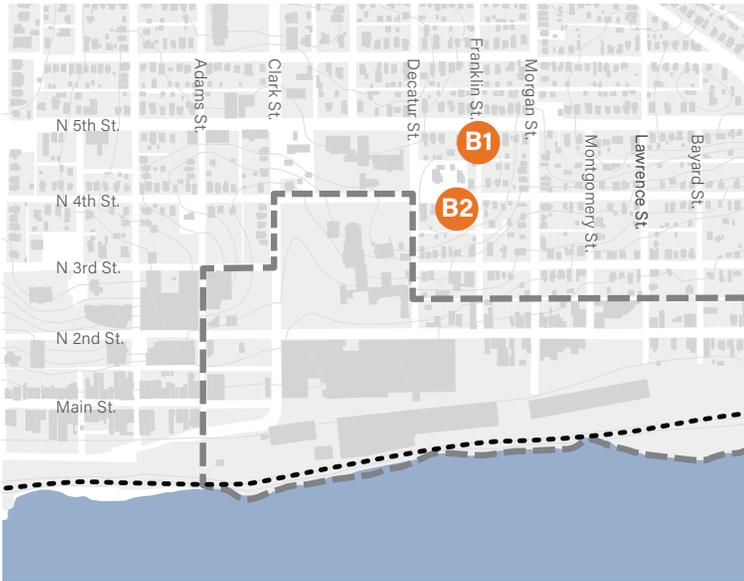
The street sections located at North Fifth Street, North Fourth Street and North Third Street are located further away from Second Street. All of these streets feature a one-way drive lane except North Fifth Street, and they have two parallel parking lanes, sidewalks and various building setbacks.



B1

ADJACENT STREET 1

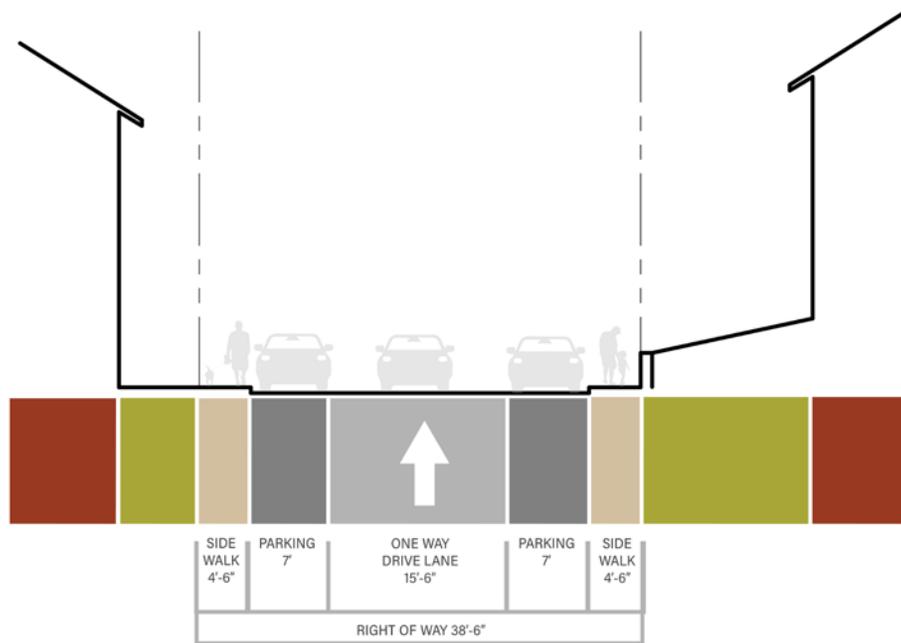
North Fifth Street (at Franklin Street looking south)



B2

ADJACENT STREET 2

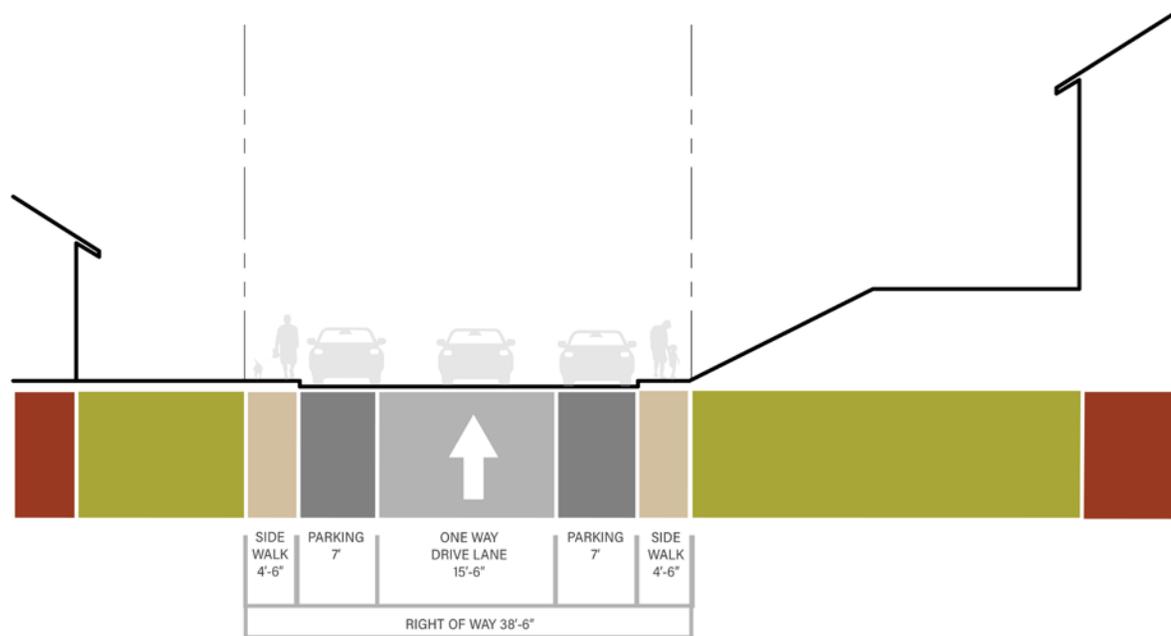
North Fourth Street (at Franklin Street looking south)



B3

ADJACENT STREET 3

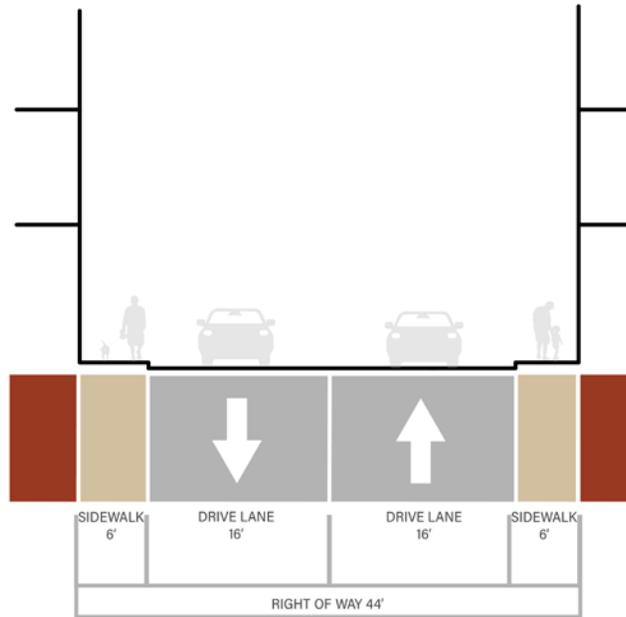
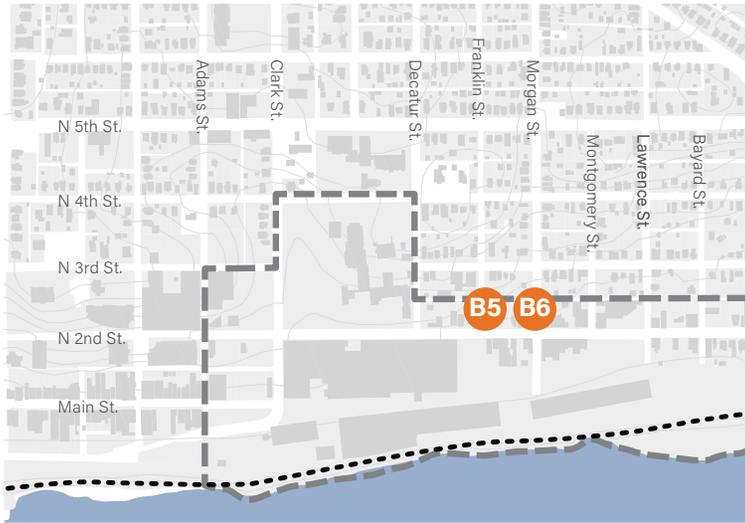
North Third Street (by Decatur Street looking south)



B4

ADJACENT STREET 4

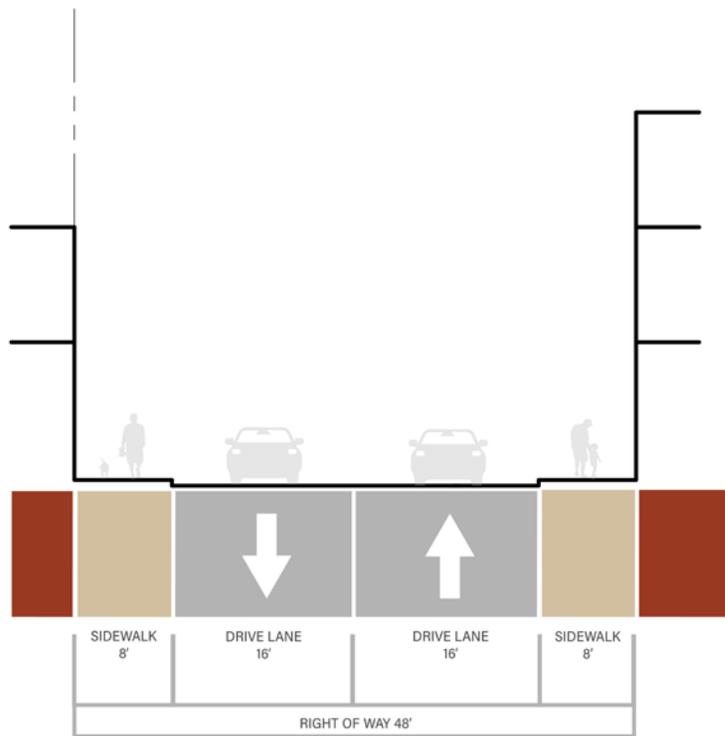
North Fourth Street (North of Franklin Street looking south)



B5

ADJACENT STREET 5

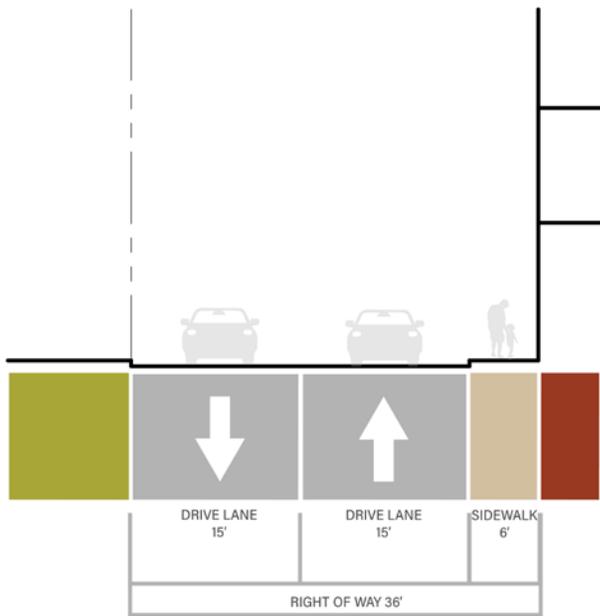
Franklin Street (at North Second Street Looking West)



B6

ADJACENT STREET 6

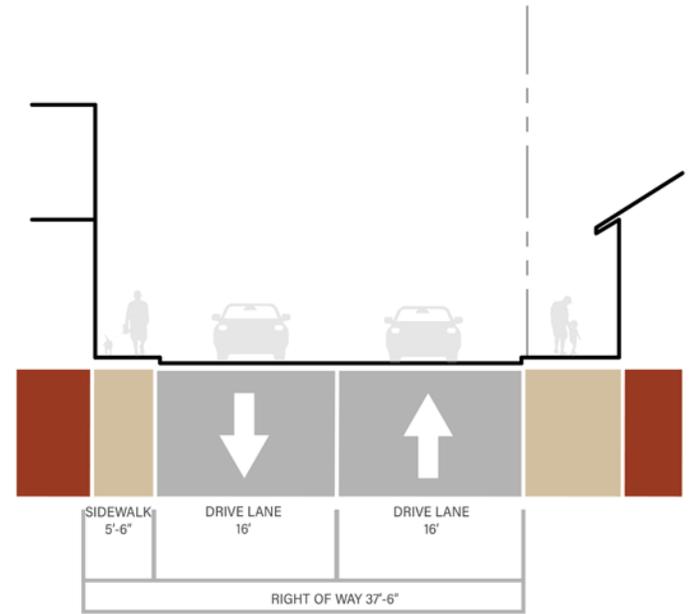
Morgan Street (at North Second Street Looking West)



B7

ADJACENT STREET 7

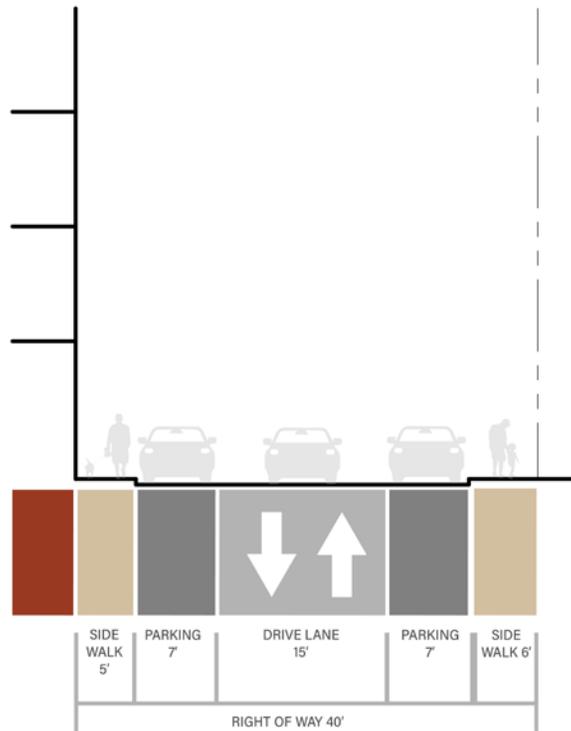
Lawrence Street (at North Second Street looking west)



B8

ADJACENT STREET 8

French Street (at North Second Street looking west)



B9

ADJACENT STREET 9

Olive Street (at North Second Street looking west)





MARKET ANALYSIS

Development Strategies is working with Design Workshop, the City of St. Charles, and East-West Gateway Council of Governments (EWG) to improve the primary commercial corridor in Frenchtown along North Second Street and North Third Streets. The study area contains several sub-districts, each with distinct personalities and market opportunities. At the southern end of the corridor, the ACF property contains about 400,000 square feet of industrial space along the Katy Trail. While this area primarily houses industrial and

storage users, the new rock climbing facility, Climb So iLL under construction shows the transformative potential of this unique district. At the opposite end of the corridor, the automobile-oriented area on North Third Street presents a unique opportunity to provide commercial space that requires the traffic counts, access, and visibility afforded by highway-oriented sites. Other portions of the corridor contain historic buildings that should be retained and rehabilitated whenever possible as part of the redevelopment strategy moving forward.

ECONOMIC ANALYSIS

While the corridor certainly has physical obstacles to overcome, Frenchtown has untapped market potential that can be seized upon to encourage reinvestment. However, these investments must be carefully targeted and directed to key locations along the corridor for maximum effect.

This report will serve as the road map that will help the community transform the Frenchtown District into a vibrant mixed-use corridor that will boost surrounding neighborhoods and become a destination in its own right.



SUMMARY OF KEY FINDINGS

- 1. St. Charles is a very marketable city, but faces steep competition from peer communities with similar amenities and more land available for development.**

Frenchtown must seek opportunities to differentiate itself from local competitors to improve marketability and attract underrepresented younger demographic groups who are often seeking out a more urban lifestyle. A strategy which focuses on investments to improve walkable neighborhoods and commercial districts could yield significant benefits for the city.

- 2. St. Charles is experiencing a demographic shift in which the number of older households and families is growing, while it continues to lose college age residents and is not successfully attracting enough of the early workforce.**

Though addressing this demographic shift is a regional and national challenge, the issue must be prioritized locally as the long-term future of the city relies on its ability to attract and retain younger households.

- 3. A greater share of the city's future growth will occur through the redevelopment of existing residential and commercial areas. These challenging projects will require more active involvement and planning on behalf of the city.**

Many neighboring communities are benefiting from the presence of greenfield sites which are generally easier and less costly to develop. While St. Charles has benefited from this in the past, in the future, it may need to actively encourage reinvestment with community-supported plans and interventions such as site assembly or use of financial incentives.

- 4. While the city has a sizeable portion of lower income residents that are cost burdened by paying 30 percent or more of their income towards housing expenses, there are also a large number of households that can pay rents or mortgages for new high quality products that, in many cases, are not currently provided in the market place.**

The demand analysis indicates support for new multi-family products with approximately 6,400 rental households in the primary market area that could afford rents above \$1,000 per month, which is a general threshold for supporting market rate development (or redevelopment). Market support for for-sale products is even stronger, with 10,000 households able to pay \$300,000 or more. At the same time, the need for quality affordable housing should not be forgotten.

- 5. Retail gap analysis shows that the market area has a competitive advantage in terms of restaurant and bars as these establishments are drawing a large number of customers from outside the market area, making them an important part of the corridor strategy moving forward.**

Based on the buying power of households living in the primary market area, there is an over-supply of bars and restaurants, since they are supported by a large number of outside visitors. In order for Frenchtown to expand both its dining options and diversify its retail offerings, it must continue drawing outside spending from a broader market. Though population and employment growth can offer additional tiers of market support, the daytripper/visitor/tourist market will have a far greater impact.

- 6. It will be challenging for St. Charles to support enough retail to fill the large amount of commercial space along the study corridor. Efforts will need to be focused on areas that offer the most potential.**

Given the size of the study area, there is considerable physical capacity for new development; however, given market conditions and development trends in peer markets, there is not enough demand in the foreseeable future to support a full build out of the corridor. Therefore, there is a need to concentrate investment in select nodes.

- 7. The Streets of St. Charles development has allowed the city to capture a large majority of the office development occurring in the county. However, the options for office development in Frenchtown will be more limited to smaller-scale creative industries or medical office space.**

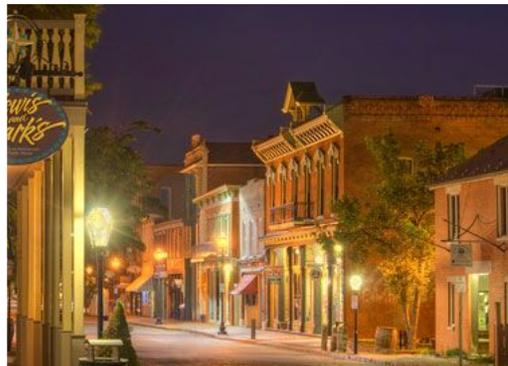
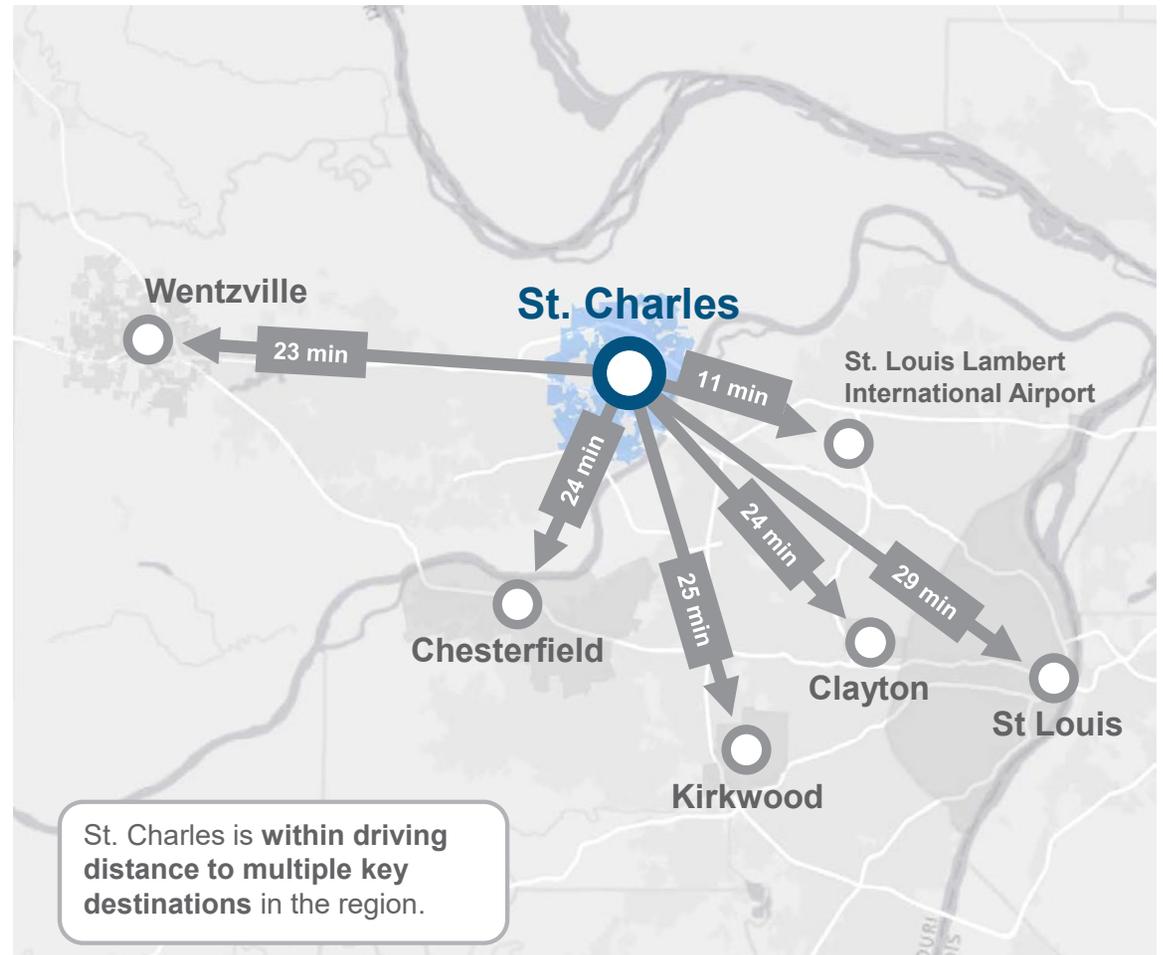
Based on employment projections and office development trends, there is demand for around 310,000 square feet of new office space throughout St. Charles County over the next 10 years. Amenity-rich areas with good access will be the most marketable locations. Frenchtown may be able to attract creative industries or medical users to rehabbed industrial buildings or mixed-use properties along North Second Street.

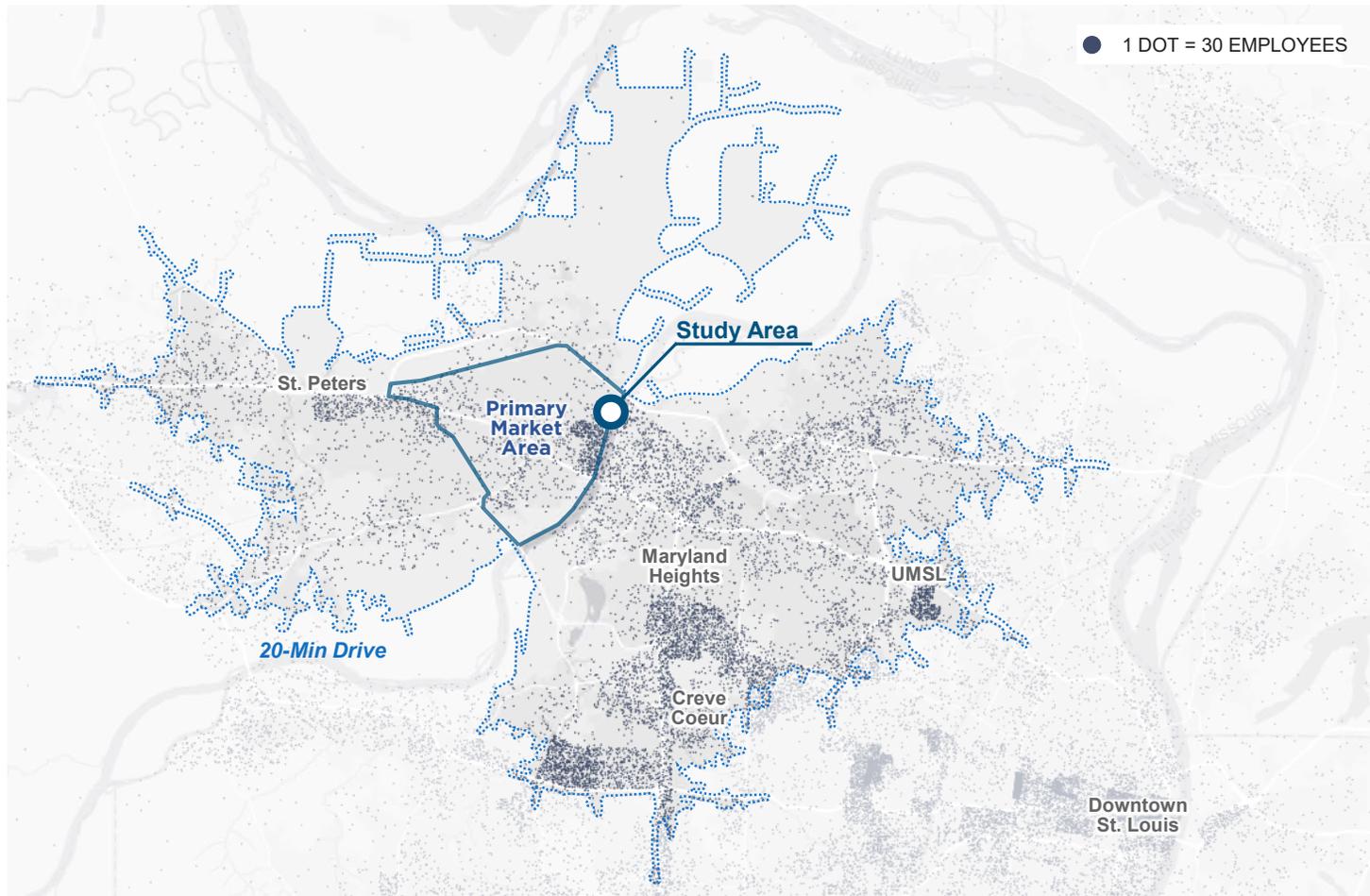
- 8. Additional hospitality options can draw increased visitors to Frenchtown supported through enhanced Katy Trail access, additional area events and festivals, attendance growth at the convention center, and new visitors to anchor institutions such as Climb So iLL or the proposed PowerPlex youth sports facility in nearby Bridgeton.**

Frenchtown can likely support one new chain hotel near Route 370, or may be able to capitalize on a "niche" hospitality market that focuses on bed and breakfasts or short-term rentals in historic properties.

STUDY AREA MARKETABILITY

As a whole, the City of St. Charles is very marketable for residents who desire suburban amenities and housing options. The community is close to St. Louis Lambert International Airport and is within a 30-minute drive of St. Louis and many other key cities in the region. Employment opportunities are also strong. While many residents commute out of the city for work, St. Charles is a major employment hub and there are 316,000 jobs within a 20-minute drive. However, St. Charles faces steep competition from other very successful suburban municipalities that have similar attributes and more opportunities for growth. St. Charles may be able to differentiate itself and increase its overall marketability by improving the quality of its walkable neighborhoods and corridors. These investments will create an opportunity for the city to attract and retain residents who are looking for pedestrian- and bicycle-friendly neighborhoods that don't exist in other peer communities.





20-MIN DRIVE QUICK FACTS

JOBS

316,000

BLUE COLLAR

26%

(21% MSA Average)

KNOWLEDGE SECTOR

20%

(20%)

RETAIL TRADE

15%

(13%)

OTHER

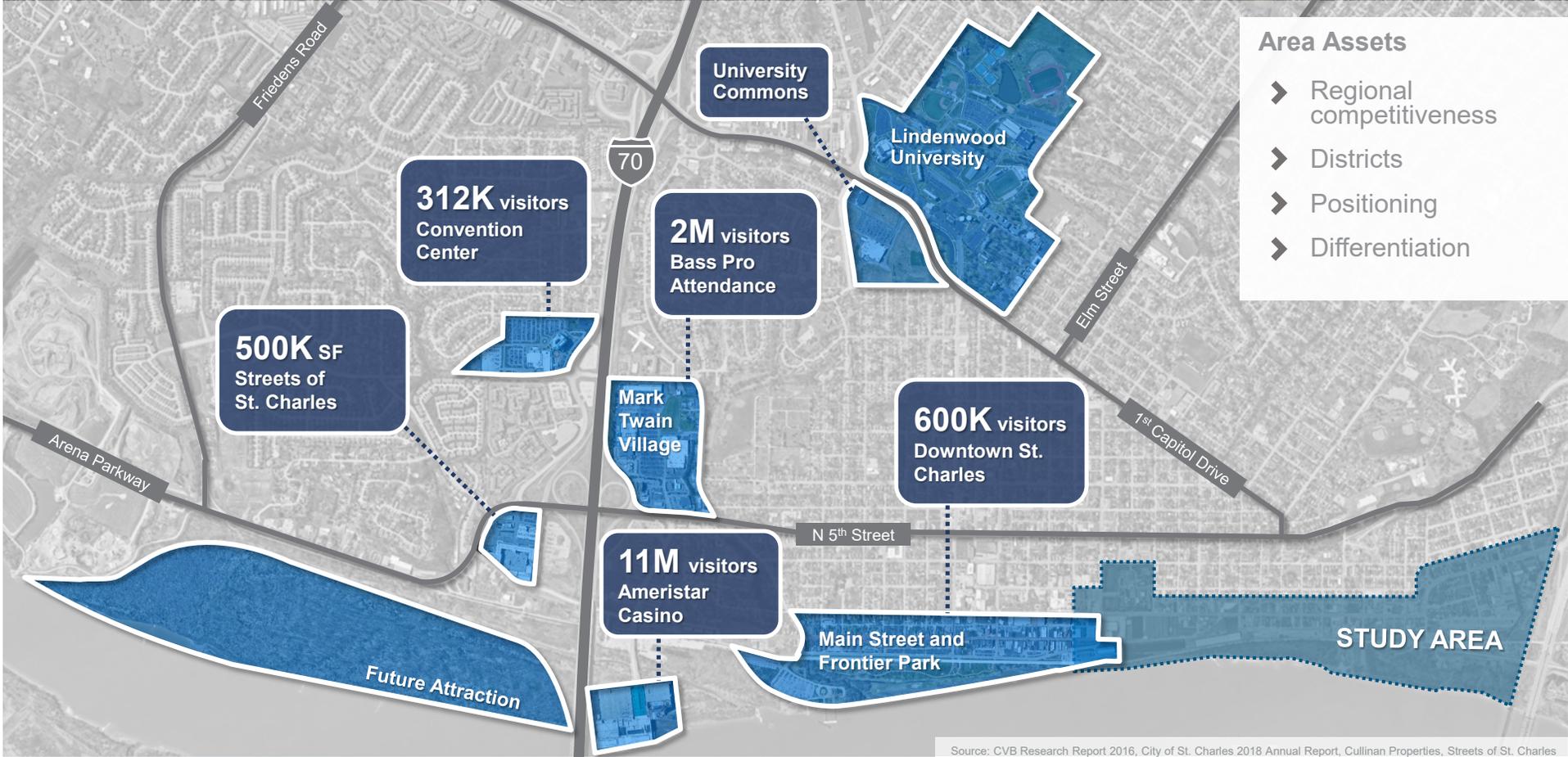
39%

(46%)

Source: ESRI (2019)

The area surrounding the study corridor is home to several key anchors that draw a considerable amount of visitors to the area—ranging from retail destinations like the Streets of St. Charles and Bass Pro Shop to the Ameristar Casino which attracts an estimated 11 million people each year. Frenchtown will benefit from these institutions to some degree, as a portion of these will patronize other shops and restaurants while in the area.

The study area will benefit most directly from the success of the nearby historic Main Street business district, which hosts events that draw approximately 600,000 visitors each year. There is also a potential to attract future visitors—currently estimated at 2.7 million annual visitors—to the proposed PowerPlex youth sports complex in Bridgeton.



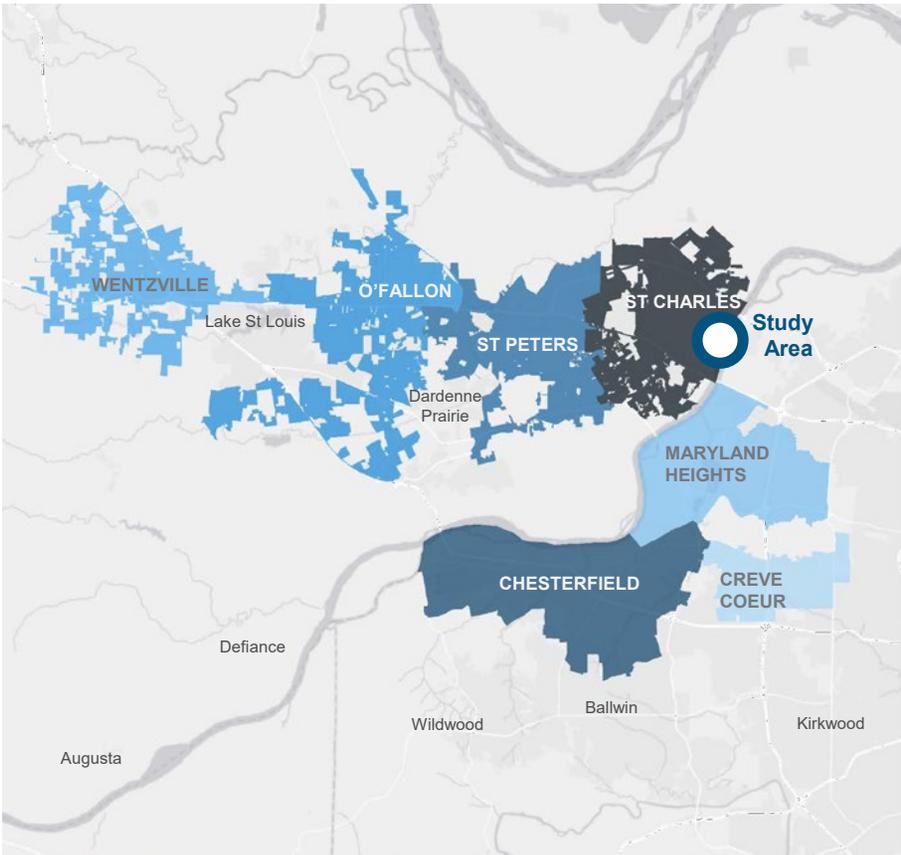
Source: CVB Research Report 2016, City of St. Charles 2018 Annual Report, Cullinan Properties, Streets of St. Charles

The Foundry Arts Centre is currently the key anchor institution within the Frenchtown commercial corridor and there are many other assets that can be capitalized upon to increase the marketability of the surrounding area for visitors and residents alike. The study area needs additional anchor tenants, such as the Climb So iLL facility under construction, that will draw enough visitors to support the types of retail and dining that will increase the vitality of the corridor. Residential and commercial areas within Frenchtown will also benefit greatly from improved connections to recreational amenities such as the Katy Trail and Boschert Greenway Trail.



KEY METRICS

While the population of St. Charles continues to increase, the period of most rapid growth for the community has passed. Population growth in the county is shifting to other suburbs such as O'Fallon and Wentzville where easily developable vacant land is more readily available. These peer communities also benefit from significantly higher median household incomes, likely due to the larger percentage of newer housing stock.



Households	Median Household Income	Percent of Households earning 100K+	Recent Home Sales (median last 3 months)	Population Change 2010-2019
St. Charles				
30,000	\$65k	28%	\$230K	10.7%
Chesterfield				
20,000	\$107k	53%	\$380K	1.7%
St. Peters				
24,000	\$82k	38%	\$211K	12.1%
O'Fallon				
33,000	\$88k	43%	\$257K	16.6%
Wentzville				
13,000	\$85k	40%	\$236K	35.2%
Maryland Heights				
12,000	\$64K	26%	\$170K	-0.1%
Creve Coeur				
8,000	\$112K	55%	\$389K	4.3%

Source: ESRI (2019), Zillow (2019)

St. Charles is not completely built-out, but land is becoming increasingly scarce, which has an effect on the amount of development that occurs. As shown in the accompanying graphic, the city has a sizeable portion of the county's multifamily units and retail space, but is capturing a much smaller proportion of the growth that is occurring within the county. In contrast, the city is showing considerable strength in the local market for office space, capturing approximately 73% of the growth that has occurred within the county, due solely to the Streets of St.

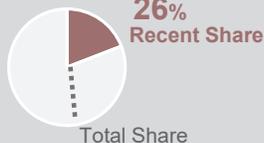
Charles development. As the availability of larger development sites within the city continues to decrease, most of the future development within St. Charles will occur through reinvestment in existing commercial and residential areas. These projects are often challenging and will require more active involvement and planning on behalf of the city.

St. Charles is seeing a **declining share in multifamily and retail and increasing share in office.**



GROWTH SINCE 2010

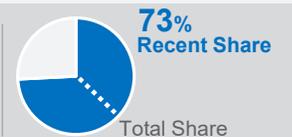
670 units
CITY
3,500 units
COUNTY



161K SF
CITY
1.1M SF
COUNTY



230K SF
CITY
310K SF
COUNTY



Source: CoStar (2019)

DEMOGRAPHIC CHANGES

St. Charles also continues to experience a demographic shift with an increasing number of senior citizens and family-aged residents. The loss of 600 college age residents since 2010, despite the presence of Lindenwood University, and the slow growth of the early workforce cohort is notable, as both represent groups which would be prime targets for quality rental units in Frenchtown.



SENIORS & ELDERLY

AGES
65-74



St. Charles

53%

+2,500 residents

MSA
19%



FAMILY YEARS

AGES
35-49



11%

+1,300 residents

-6%



EARLY WORKFORCE

AGES
25-34



3%

+300 residents

+6%



COLLEGE AGE

AGES
18-24



-7%

-600 residents

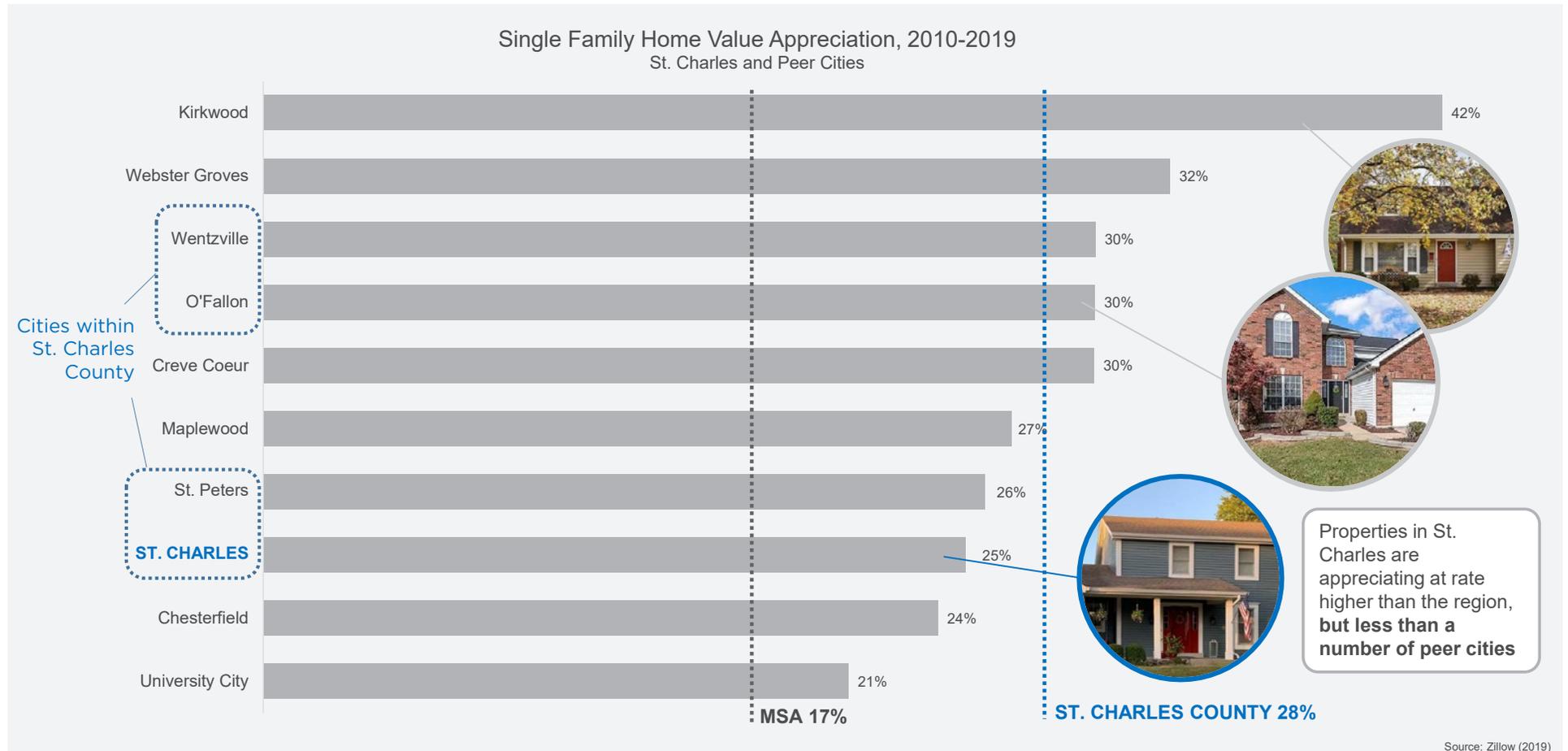
-4%

Source: ESRI (2019)

PROPERTY VALUE APPRECIATION

St. Charles offers a high quality school district, employment opportunities, desirable housing, and other amenities that continue to make it attractive to potential residents. Single family home value appreciation is stronger than the MSA as a whole, but has fallen behind many other high growth areas such as Wentzville and O'Fallon, as well as historic and walkable cities such as Kirkwood and Webster Groves.

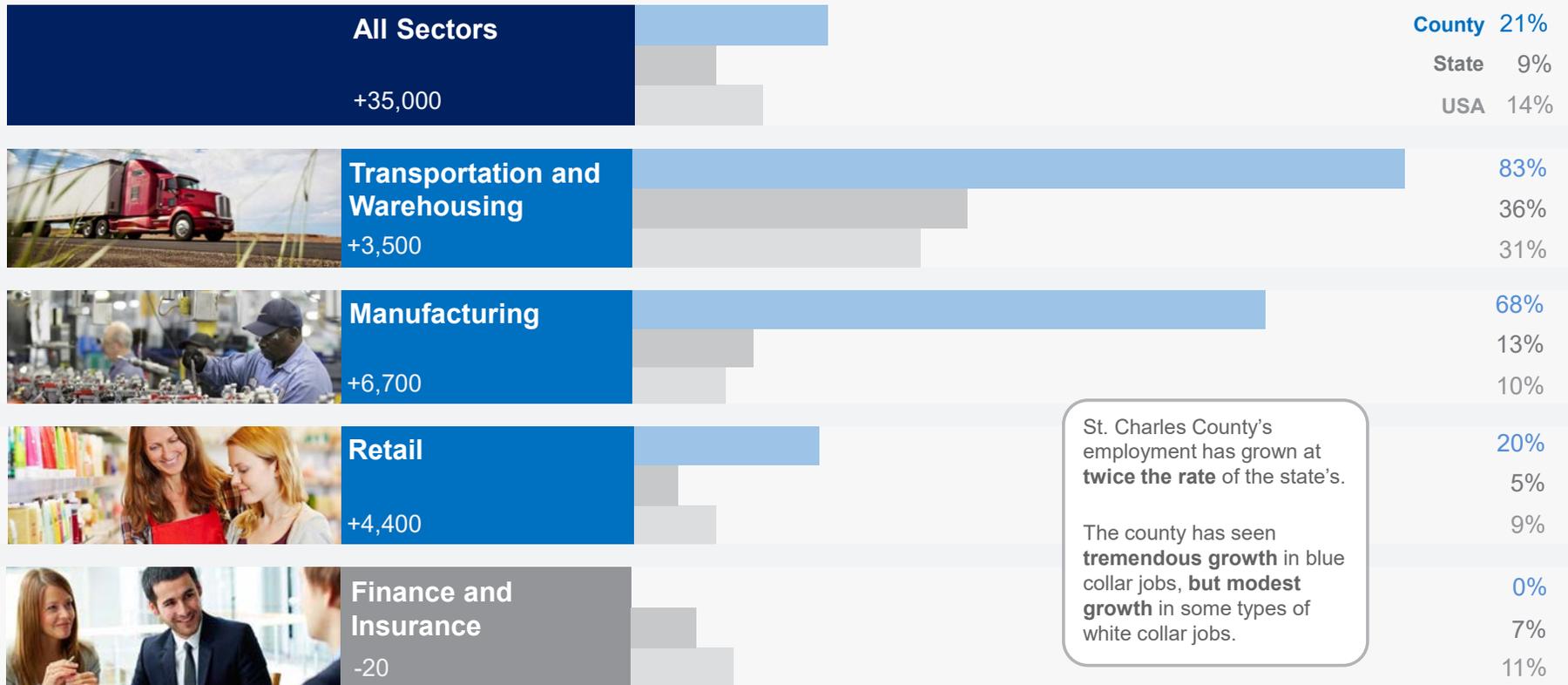
By improving the quality of walkable, neighborhood-scaled commercial districts such as Frenchtown, St. Charles may be able to increase the desirability and value of some of the modest housing stock in the vicinity.



EMPLOYMENT AND REVENUE

Employment growth in St. Charles County is outpacing the state and country as a whole. In contrast to national and regional trends, the local economy is gaining a significant number of blue-collar jobs in manufacturing as well as transportation and warehousing. While employment in some white-collar sectors such as Professional, Scientific, and Technical services is increasing, others, such as Finance and Insurance are not capturing growth that is occurring at the state and national levels.

Change In Employment By Sector, 2010-2018



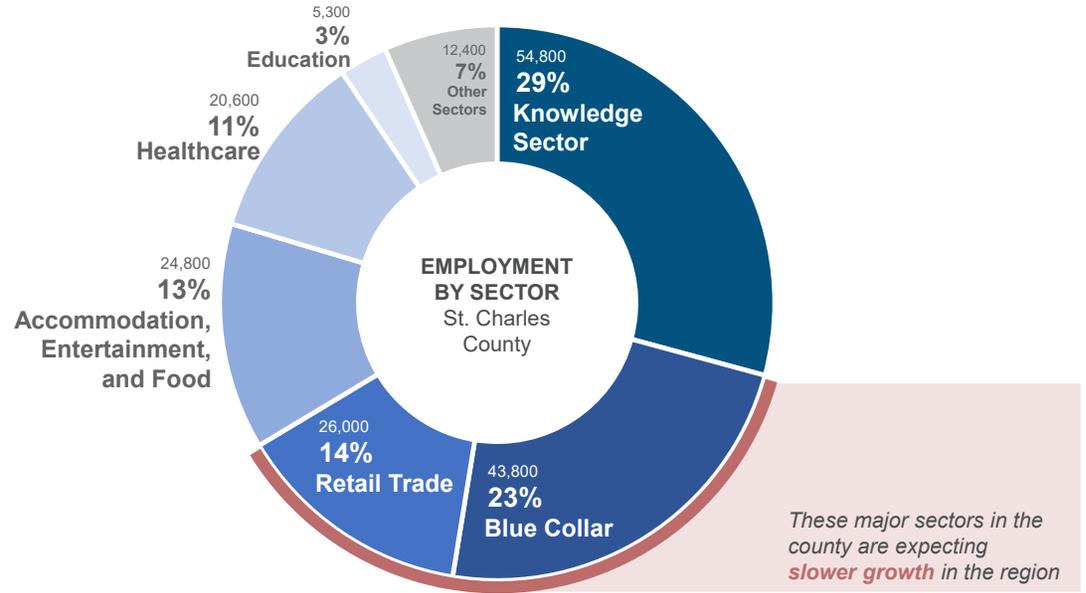
St. Charles County's employment has grown at **twice the rate** of the state's.

The county has seen **tremendous growth** in blue collar jobs, **but modest growth** in some types of white collar jobs.

Source: U.S. Bureau of Economic Analysis (2019)

INDUSTRY GROWTH

A majority of jobs in the county are in knowledge sector jobs (such as Finance and Insurance; Professional, Scientific, and Technical Services; and Management of Companies and Enterprises) that are expected to grow in the future. However, a large percentage of jobs are in blue-collar fields (such as Manufacturing, Wholesale Trade, Transportation and Warehousing, and Construction) where slower regional growth is anticipated. Employment in the Accommodation, Entertainment, and Food sector makes up 13% of the current employment base, which may increase in the future, particularly given the large percentage increase in related tax revenues since 2010—a 72% for the sales and use tax and a 52% increase in the tourism and hotel tax.



Source: U.S. Bureau of Economic Analysis (2019)

CITY OF ST. CHARLES TAX REVENUES BY SOURCE



Sales & use revenues generate the largest tax revenues in 2018.

Both gaming and utility tax revenues have seen the largest decline while tourism and hotel tax revenues have grown significantly since 2010.

*Includes tax revenues from gasoline and motor fuel, county road and bridge, franchise, cigarette, and financial institution taxes
 **significant increase is due to an additional .5% Parks/Stormwater sales tax in 2017

Source: City of Charles, Comprehensive Annual Financial Report 2018

RESIDENTIAL MARKET ANALYSIS

RESIDENTIAL FOR-SALE SUPPLY

The for-sale housing market in St. Charles consists primarily of single-family homes, with very few attached-style for-sale housing options. Residential areas immediately adjacent to the study area contain some of the lowest value housing in St. Charles, though much of that is due to the older and more modest housing stock that is located there.

Historic homes that are more stately and well-maintained will often sell for prices that are more consistent with the newer, larger, suburban-style homes located in other parts of the city and county. This indicates that there is potential for newly renovated and updated housing, but this will be limited by the availability of this type of housing stock.



	2019 Median Household Income	2010-2019 Population Change	Past 3 months Median Home Sales Price	2019 Households Earning <\$25k	2019 Median Age
1 MATURING	\$64K	3%	\$310K \$151/SF	10%	49
2 FLOURISHING / MATURING	\$70K	11%	\$175K \$122/SF	15%	40
3 EMERGING / FLOURISHING	\$59K	9%	\$199K \$119/SF	18%	40
4 EMERGING	\$55K	5%	\$160K \$133/SF	15%	38
5 FORMATIVE / EMERGING	\$51K	6%	\$121K \$129/SF	20%	43

► FORMATIVE ► EMERGING ► FLOURISHING ► MATURING ►

Source: Zillow (2019), ESRI (2019), Development Strategies (2019)

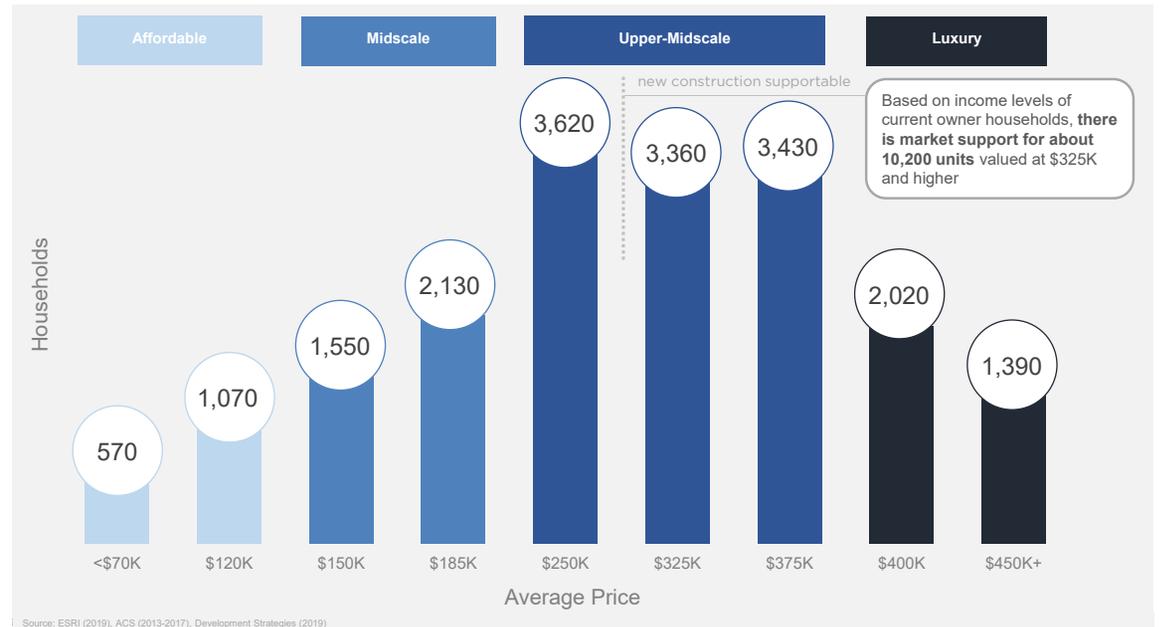
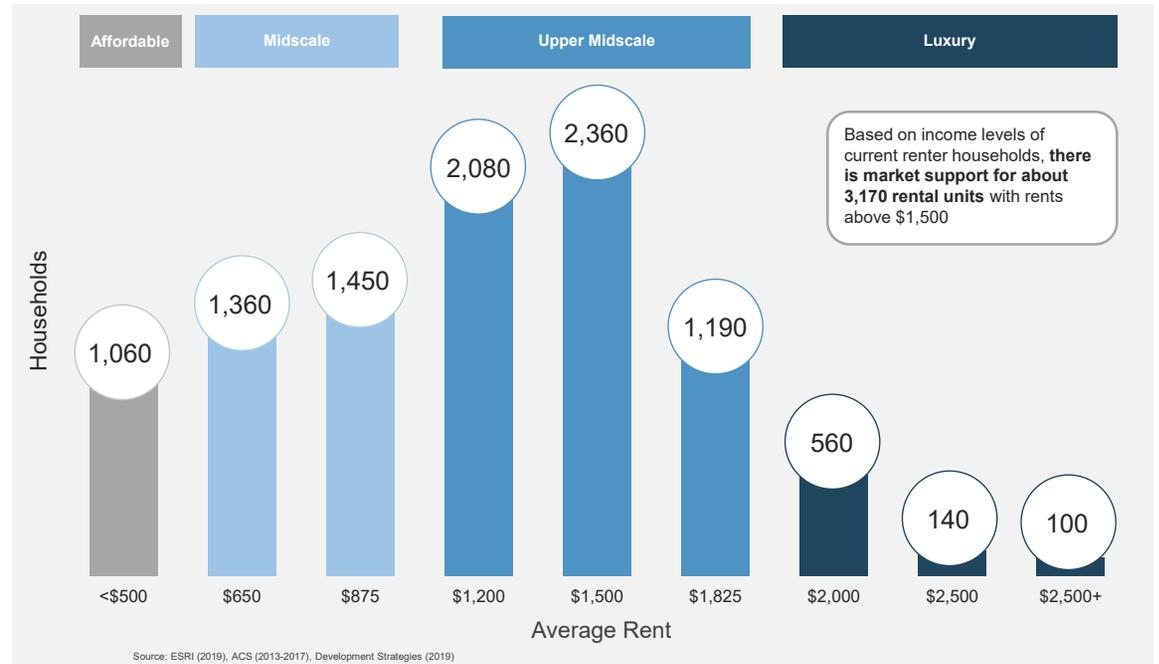
EVOLUTION OF REVITALIZING NEIGHBORHOODS

FORMATIVE	EMERGING	FLOURISHING	MATURING
Housing prices are rising, but are still much lower than the countywide average. Some urban pioneers move in, but poverty levels remain relatively high. There is no guarantee that additional investment will occur.	Neighborhoods exhibit rapid increases in property values, but these values still fall below county levels. Housing renovation and new construction are evident, and the poverty level begins to decrease.	Housing values rise above county figures and the poverty level continues to decline. Income levels of residents exceed county levels. The quality and upkeep of housing exhibits substantial improvement, and the neighborhood is viewed as safe.	Property values are substantially higher than those in the county, as are incomes. The percentage of residents in poverty is only slightly higher than the county average.

CONVENTIONAL RESIDENTIAL DEMAND

Conventional residential demand quantifies the number of households in a given study area that can afford rent rates and home values at various price points based on household income. Within the primary market area, more than 4,400 households can afford rents ranging from about \$1,000 to \$1,600—key price points that will typically support new apartment development—with some additional support from households that can afford rents of \$1,800 to \$2,200. It is, however, important to note that these rents are likely not high enough to support new apartment construction that includes a large structured parking component, making surface parking the most economically viable option.

Support for for-sale housing is even greater, with more than 10,000 households able to afford homes priced above \$300,000, which is generally consistent with existing supply in the PMA and is also generally sufficient to support the cost of new construction depending on its size and quality. It is also important to note that there is considerable demand for housing oriented to low- and moderate-income households.



TARGET MARKET DEMAND

Tapestry segmentation is used to gain a broader understanding of people that live in a particular area. It goes beyond basic demographics (e.g. age or income) to consider psychographics (e.g. preferences or aspirations) and classifies consumers based on common characteristics and lifestyle choices.

Target market analysis uses this tapestry segmentation information to determine demand from potential residents within the market area, as well as identify the location of people in other nearby communities that would be interested in products in a walkable, historic environment like Frenchtown.

Existing Groups To **RETAIN**



Old and Newcomers

Median Household Income
\$44,900

Median Age
39

Percentage of Ownership
45%

Average Household Size
2.1

Predominant Household Type
Singles with a mix of married couples with no children



Midlife Constants

Median Household Income
\$53,200

Median Age
47

Percentage of Ownership
73%

Average Household Size
2.3

Predominant Household Type
Seniors approaching retirement

Potential Groups To **ATTRACT**



Young and Restless

Median Household Income
\$40,500

Median Age
30

Percentage of Ownership
13%

Average Household Size
2.0

Predominant Household Type
Singles and non-family



Bright Young Professionals

Median Household Income
\$54,000

Median Age
33

Percentage of Ownership
43%

Average Household Size
2.4

Predominant Household Type
Young couples



Comfortable Empty Nesters

Median Household Income
\$75,000

Median Age
48

Percentage of Ownership
87%

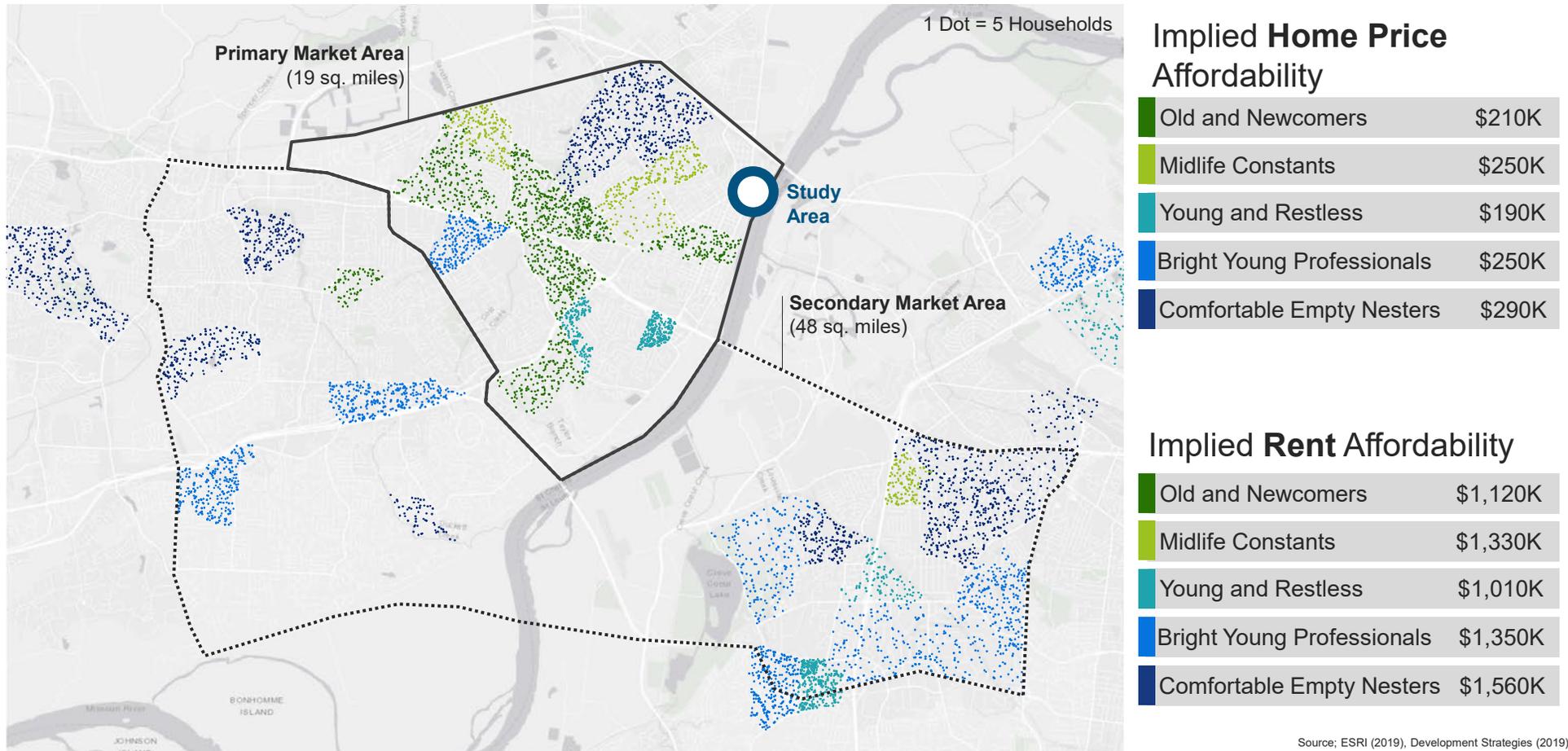
Average Household Size
2.5

Predominant Household Type
Married couples With children/ mostly without

Source: ESRI (2019)
Data presented are national figures.

The existing tapestry groups in the PMA represent a wide variety of incomes, ages, and tenures, which translates into different housing preferences and achievable price points ranging from \$1,120 to \$1,330 per month for rental units and \$210,000 to \$250,000 for for-sale units. There are also several tapestry groups currently living in clusters just outside the PMA that have preferences for walkable mixed-use environments—prime targets for an enhanced Frenchtown.

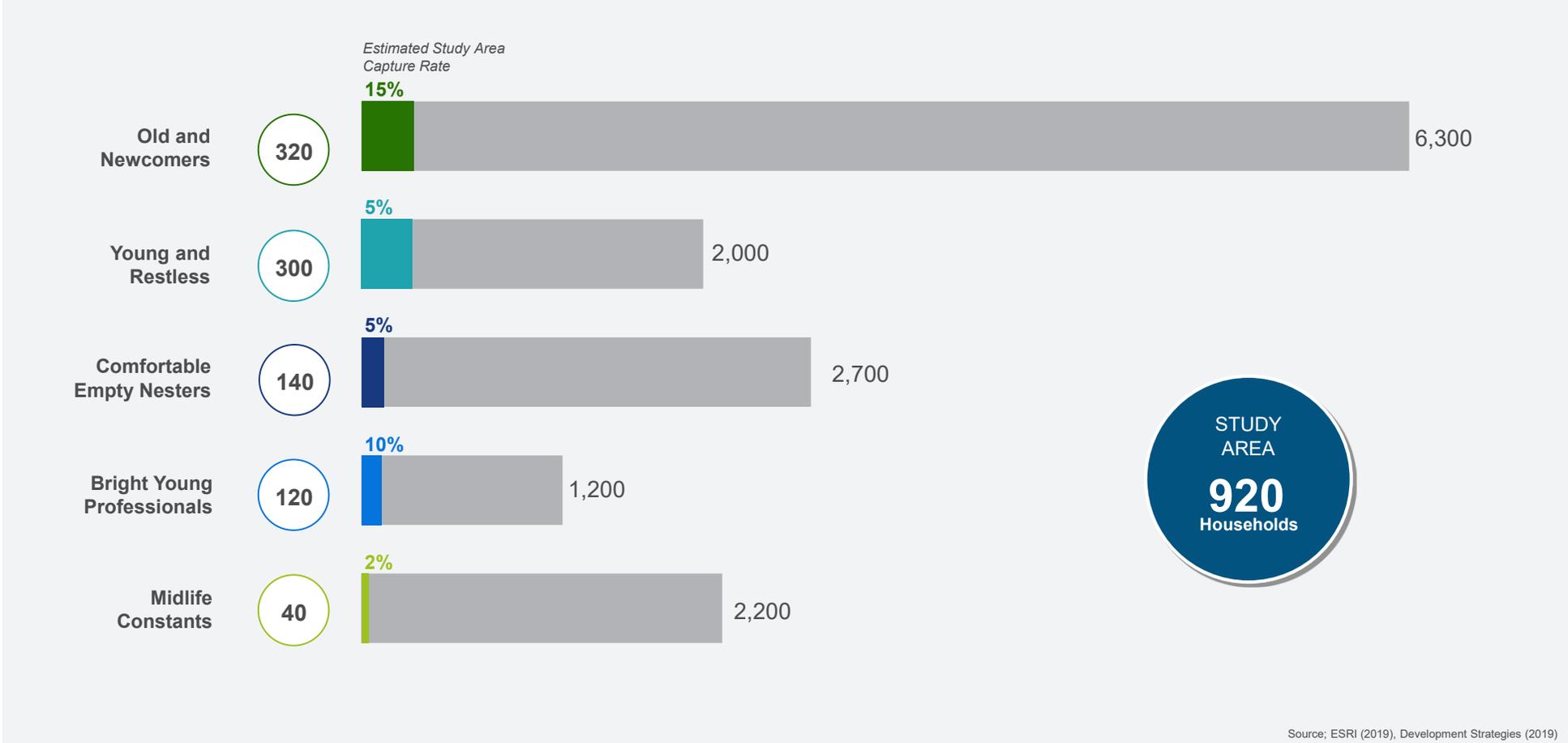
LOCATION AND HOUSING AFFORDABILITY OF TAPESTRY GROUPS



Source: ESRI (2019), Development Strategies (2019)

These groups shown below are typically younger or more affluent and can afford rents that range from \$1,010 to \$1,560, as well as homes ranging from \$190,000 to \$290,000. Based on reasonable capture rates ranging from two to 15 percent, there is demand for roughly 920 units of new, rehabbed, or renovated housing within Frenchtown.

POTENTIAL FUTURE DEMAND IN PMA



Source: ESRI (2019), Development Strategies (2019)

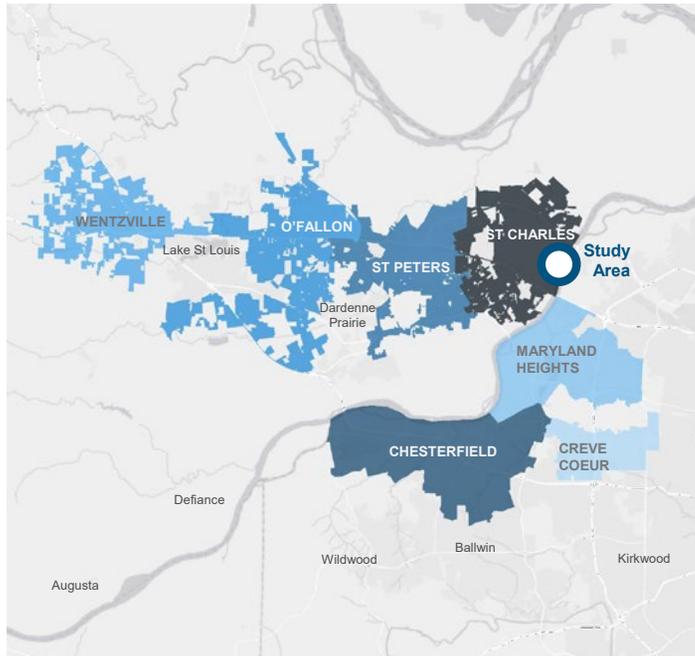
RETAIL MARKET ANALYSIS

Standard real estate data such as lease rates, vacancy, and the amount of new construction provides valuable information about the strength of the local market place. In general, vacancy rates above 10 percent are cause for concern and lease rates less than \$16 per square foot likely mean that landlords will not make major investments in rehabbing existing properties, which presents a challenge for corridors like 2nd Street with a historic building stock that requires continual maintenance and/or substantial renovation. At the same time, though higher lease rates may support new construction, they can also limit opportunities for locally-owned businesses. Therefore, a healthy balance of lease rates and tenant types is needed.

Basic indicators show that the St. Charles retail market is relatively healthy and performing on par with peer cities on most metrics. Average lease rates across all communities are approximately

\$13 to \$14 per square foot, although the price varies greatly by product type and location, with new construction at the Streets of St. Charles asking in the range of \$20 to \$30 per square foot and a reported vacancy rate of just 2.7 percent. Current asking rates for retail space in New Town—St. Charles’ new urbanist community—typically range from \$14 to \$16 per square foot and has few reported vacancies. However, most of the space is owner occupant and vacancies are not reported for these types of properties. Wentzville has the smallest amount of retail space, but also boasts the lowest vacancy rate, while most other communities are in the range of 5% to 8%. St. Peters is capturing the largest amount of new retail construction, with more square footage since 2010 than St. Charles, O’Fallon, and Wentzville combined.

SUMMARY OF SUPPLY WITHIN PEER CITIES



City	Population	Vacancy	Avg. Lease Rate	Retail Space	New Construction	Other Metrics	Other Metrics
St. Charles	5.1M	6%	\$13.25	161K	3%	0	42K
Chesterfield	8.0M	2.5%	\$17.00	905K	11%	9K	0
St. Peters	5.7M	8%	\$14.00	459K	8%	10K	82K
O'Fallon	4.1M	5%	\$14.25	127K	3%	0	17K
Wentzville	2.2M	<1%	\$13.25	182K	8%	0	120K
Maryland Heights	0.9M	12.9%	\$13.50	6K	<1%	0	0
Creve Coeur	1.4M	3.6%	\$21.00	50K	<1%	0	0

Source: CoStar (2019)

COST AND FEASIBILITY OF CAPITAL INVESTMENT IN COMMERCIAL PROPERTY

Within the Frenchtown study area, rents are estimated to be \$13 to \$14 per square foot, a level at which landlords can afford to provide basic maintenance, but likely not enough to enable major rehab and reinvestment. Even so, recent projects such as the Roses and Mint building are strong indicators that conditions are gradually improving. The significant amount of vacant and underutilized properties detracts from the image of the district and discourages walkability, but offers opportunities for investment as the corridor continues to strengthen.



VACANT AND UNDER-UTILIZED LAND



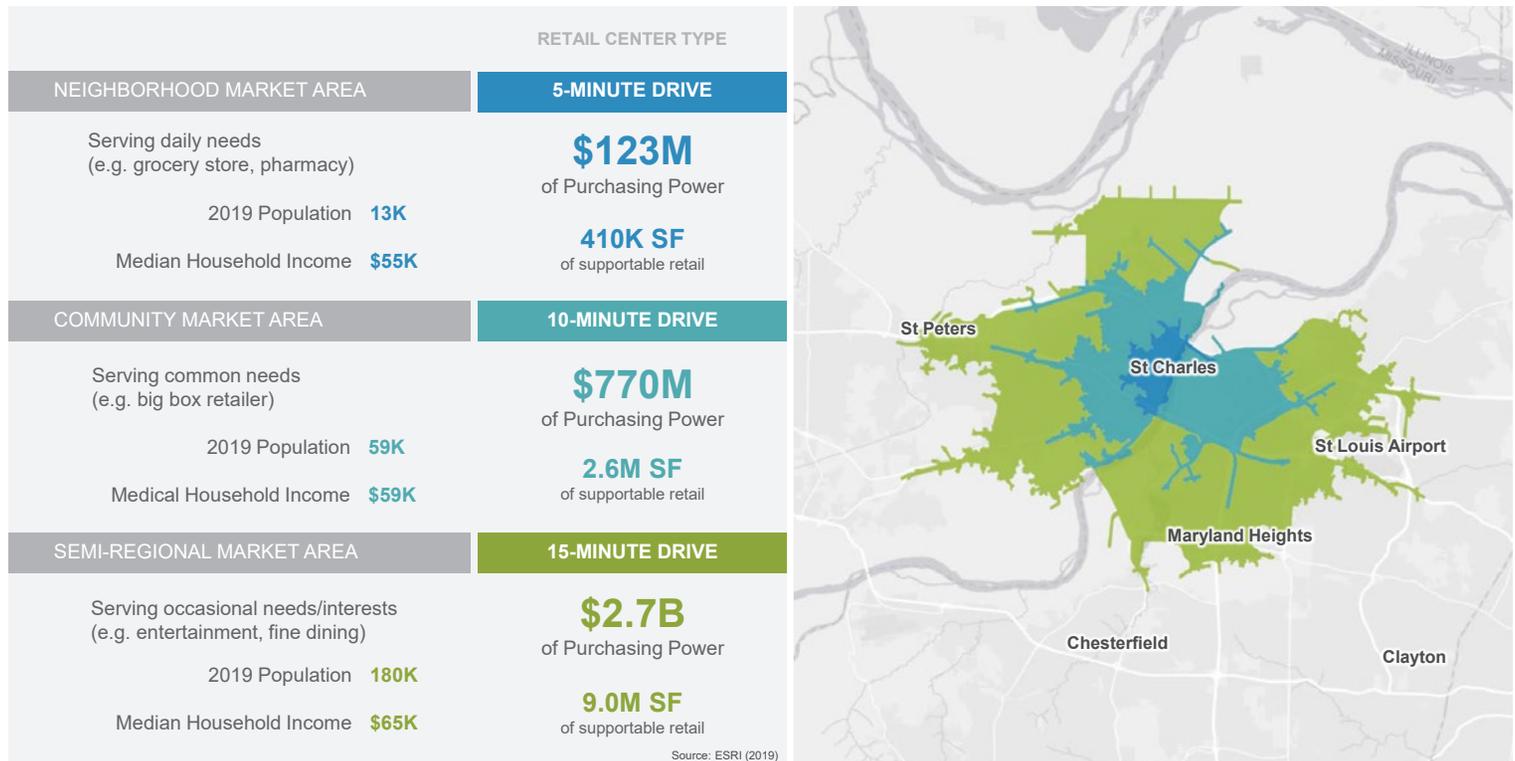
RETAIL DEMAND

Two primary methodologies were used to quantify demand for retail uses in the study area:

Retail Gap Analysis—This analysis measures residentially-driven demand for retail goods and services within a market area. The results quantify retail leakage (where a certain type of retail is under-represented in the community and residents are going elsewhere to purchase the products) as well as retail surplus (where a particular type of retail is successfully drawing customers from outside the market area). The data from this analysis will be used in the development of a market strategy for Frenchtown—identifying opportunities for retail differentiation where the corridor may be well-positioned to succeed.

Retail Buying Power Analysis—This analysis estimates how much retail can be supported by both existing and new residents, workers, and tourists within the study area.

A majority of the spending that supports Frenchtown is going to come from those who live nearby. The 13,000 people within a 5-minute drive of the corridor will likely be frequent visitors to the Frenchtown district, with additional support coming from a larger area. A ten-minute drive time was the primary focus of the retail gap analysis shown here.



The gap analysis shows surpluses in all categories, which means these retailers are drawing customers from outside the market area to spend money. Some of these surpluses are occurring in segments which are generally not compatible in a small neighborhood corridor such as general merchandise stores (like Walmart or Target). The market area seems to have a distinct competitive advantage for restaurants and bars, which is not surprising given the number of establishments on Main Street and elsewhere within the market area. Restaurants and bars are often the building blocks of any successful walkable retail corridor and should be specifically targeted as key tenants in the redevelopment strategy for Frenchtown.

BIG BOX



Home Furnishings
-43,000 sf



Sporting Goods
-154,000 sf



Building Materials
-67,000 sf



General Merchandise
-351,000 sf

NEIGHBORHOOD SCALE



Pharmacies
-1,000 sf



Electronics
-34,000 sf



Specialty Food/Liquor
-10,000 sf



Auto Parts
-74,000 sf



Apparel
-17,000 sf



Restaurants & Bars
-252,000 sf



Gas Stations
-17,000 sf



Grocery
-401,000 sf

Source: ULI Dollars and Cents BizStats, ESRI (2019) Development Strategies (2019)

Retail buying power analysis considers spending by nearby residents and workers, as well tourists who visit the area. Within close proximity to Frenchtown, there are 13,000 residents and 16,000 workers that together can support about 28,000 square feet of retail space in the district. Downtown events and convention center guests provide support for an additional 11,000 square feet of retail. While most of the spending of the 11 million annual visitors to the Ameristar Casino will stay on site, a small portion of those dollars may go to Frenchtown, creating an opportunity for 17,000 more square feet of space. If the city successfully attracts new residents, workers, and visitors in the future, an additional 10,000 square feet of retail space can be supported.

EXISTING SUPPORT



Source: Cullinan Properties, Ltd., 2018 St. Charles Convention Center Annual Report, Greater St. Charles Missouri Convention & Visitor Bureau Research Report (2015-2016)

NEW SUPPORT



Source: ESRI (2019), Development Strategies (2019)

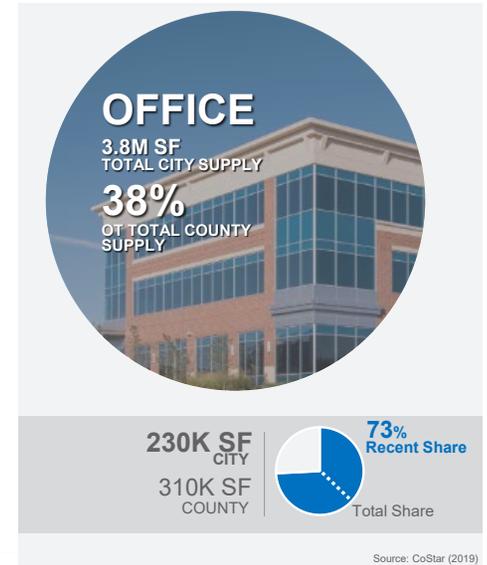
RETAIL CHALLENGES AND OPPORTUNITIES

It will be challenging for St. Charles to support enough retail to fill the large amount of commercial space along the 1.3-mile-long study corridor, even accounting for the growth anticipated to happen in the future. Consequently, the community will need to focus efforts on areas that offer the most potential by defining and creating strong districts and periodic retail nodes that maintain interest along the street.

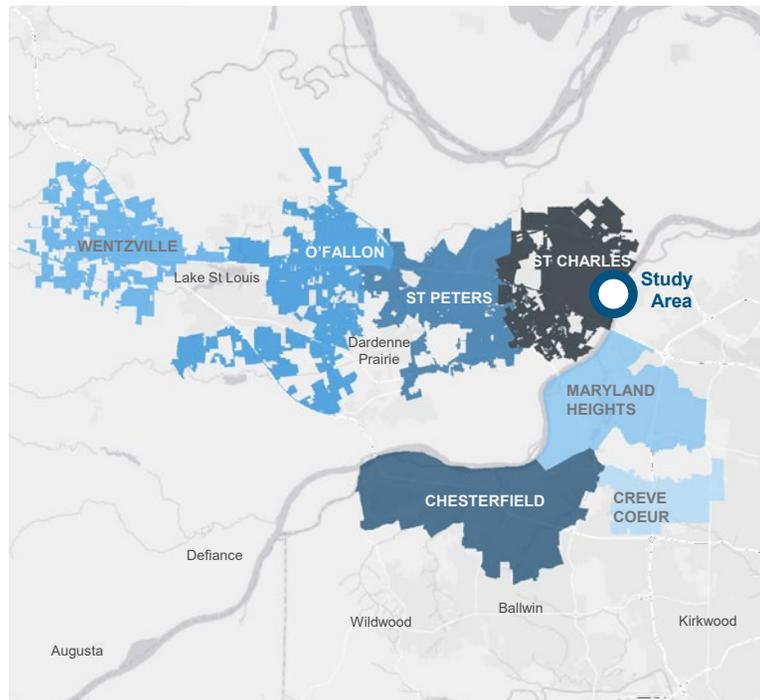
OFFICE MARKET ANALYSIS

OFFICE SUPPLY

The metrics for existing office space are fairly stable in St. Charles. Compared to local retail space, vacancies and rents are higher. Despite these figures, a large share of the county's new or renovated office space—73 percent—was added in the city since 2010. However, this is a fairly low share of total regional development, as St. Charles County captured just six percent of total regional development despite containing about 14 percent of the region's overall population. All of the city's new office development is located within the Streets of St. Charles mixed-use development, a strong indicator of the need for office to be located within amenity-rich areas.



ST. CHARLES OFFICE SUPPLY COMPARISON



	Total Inventory	Vacancy	Rent per SF	Recently Built Inventory SF (since 2010)	% Recent Built (since 2010)	Under Construction	Proposed
St. Charles	3.9M	12%	\$17.50	228K	6%	0	120K
Chesterfield	6.3M	6.4%	\$23.50	900K	14%	0	0
St. Peters	1.8M	9%	\$17.00	21K	1%	0	46K
O'Fallon	2.7M	7%	\$20.00	55K	2%	0	0
Wentzville	0.7M	4.7%	\$18.25	8K	<1%	0	0
Maryland Heights	5.0M	9.4%	\$20.00	34K	<1%	0	0
Creve Coeur	6.1M	15%	\$21.75	33K	<1%	0	110K

Source: CoStar (2019)

Four different office typologies were surveyed—suburban Class A office, mixed-use Class A office, office properties within historic Main Street, and older Class B and C properties in or near Frenchtown.

Despite similarities in age and condition, new office development within the mixed-use Streets of St. Charles achieved significantly higher rents—current rent of roughly \$24 per square foot—than more traditional suburban-style office properties, which have rents in the low \$20s. Older, Class B and C properties along Main Street and in Frenchtown have significantly lower rents ranging from roughly \$10 to \$13 per square foot.

COMPARABLE PROPERTIES WITHIN THE CITY

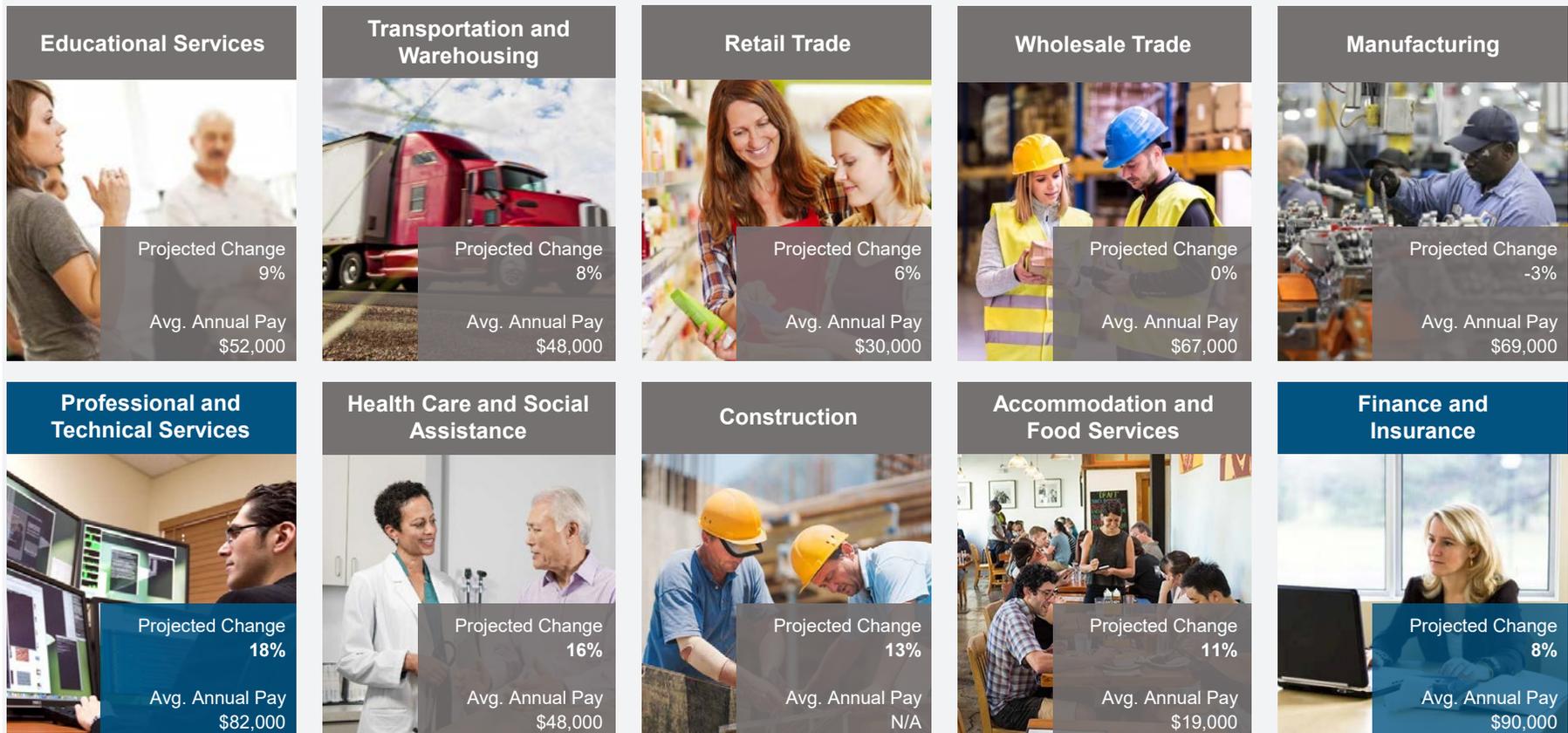


OFFICE DEMAND

Office demand projections show there will continue to be very limited opportunity for new office development in St. Charles County other than medical offices. Based on employment projections, we estimate there will be demand for up to 310,000 square feet of new office development in St. Charles County during the next ten years. Some of that growth could potentially be captured within Frenchtown, perhaps in the form of doctor/

dentist offices, physical therapy centers, or urgent care facilities. There will also be demand for just under 190,000 square feet of Class A or B office space throughout St. Charles County over the next 10 years, from which Frenchtown could capture a relatively small portion of demand. Specific industries to target would be professional and technical services and finance insurance.

REGIONAL EMPLOYMENT PROJECTIONS IN ST. LOUIS REGION



Source: Missouri Economic Research and Information Center

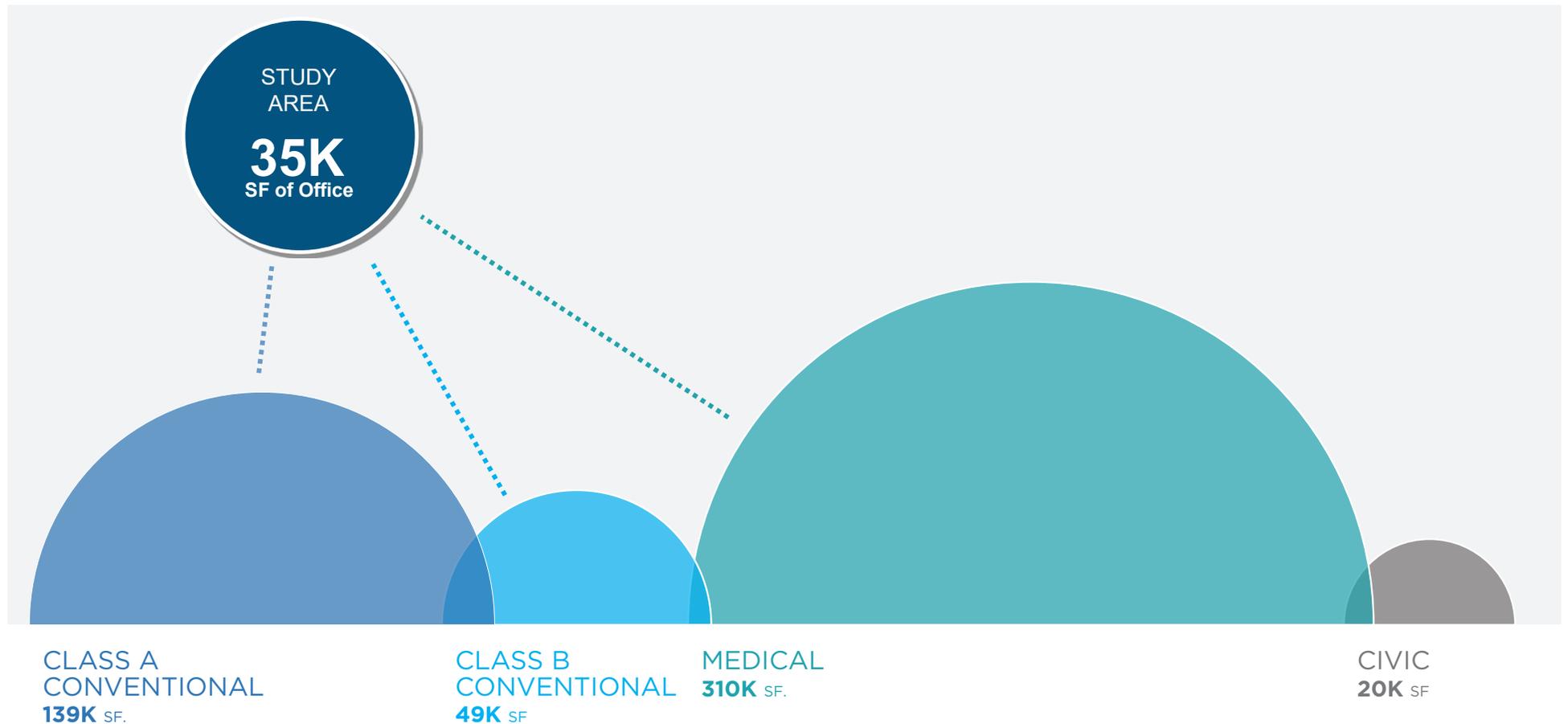
SECTORS OF OPPORTUNITY

OFFICE CHALLENGES AND OPPORTUNITIES

While Frenchtown has not attracted much new office development in recent history, the potential is there to gain new users who will rehab existing spaces, particularly within the ACF property, and bring them back into productive use, especially for creative industries such as design, marketing or IT with preferences for smaller-scale, yet unique historic spaces. .

There may also be opportunity for a small office component as part of any new mixed-use residential and commercial development. A healthy downtown contains a mix of uses, and by creating more opportunities for employers and knowledge-based sectors, this can provide additional daytime foot traffic and activity to further support retailers, while enhancing the marketability of the nearby housing stock.

PROJECTED TEN-YEAR DEMAND BY PRODUCT CATEGORY - ST. CHARLES COUNTY



HOSPITALITY

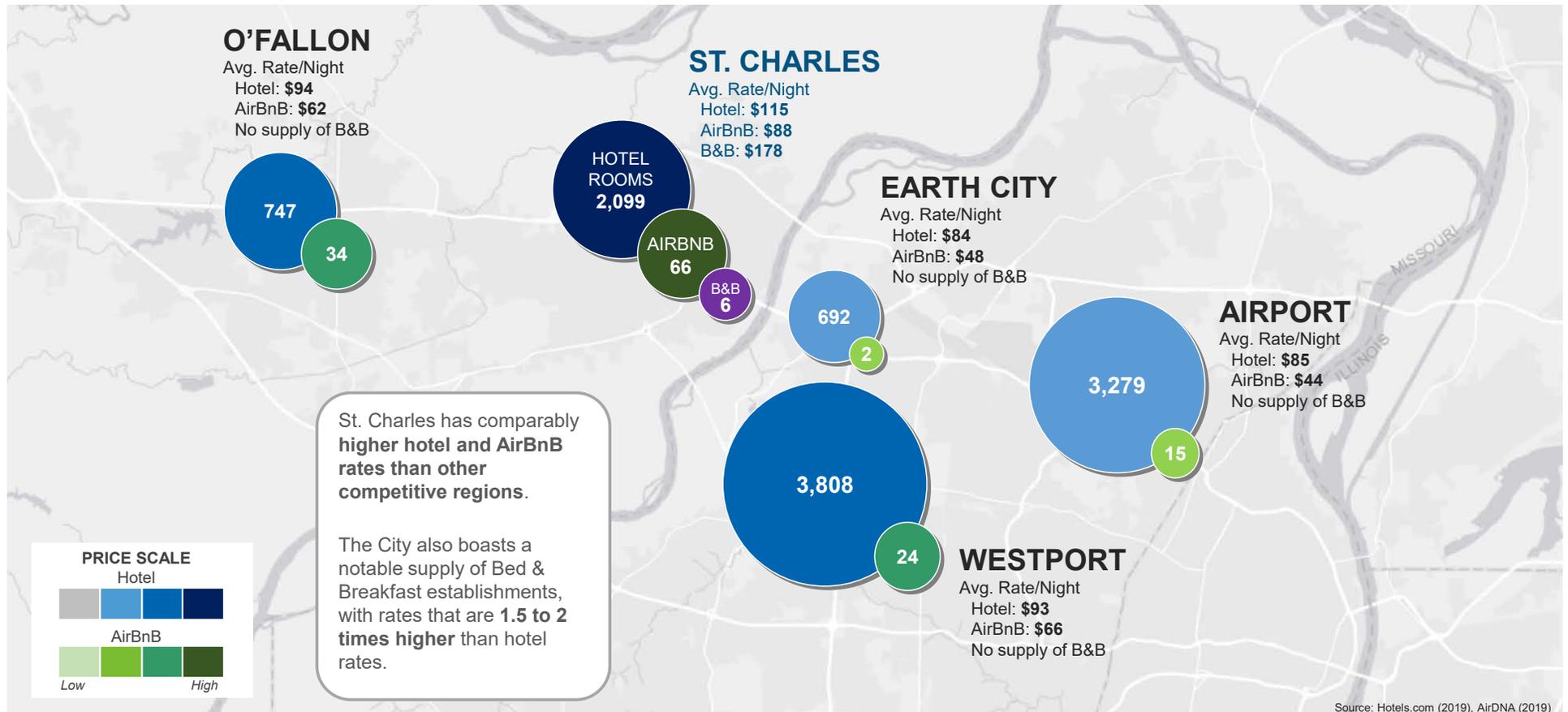
SUPPLY

Traditional hotel chains are often the primary option to accommodate tourists and visitors. They tend to cluster in convenient locations near interstates for easy access to other nearby attractions. However, travelers seeking out more unique experiences are increasingly turning to independent boutique hotels, bed and breakfasts, and short-term rentals (e.g. AirBnB). While many sub-markets in the St. Louis region have standard chain hotels, very few

have historic bed and breakfasts, and only highly marketable areas in the City of St. Louis have been able to attract boutique hotels—such as the Angad Arts Hotel or Hotel Ignacio.

In St. Charles, the vast majority of hotels are traditional chain establishments located along interstates or other major roads. In this area, the location of the establishment has little effect on

PEER CITIES

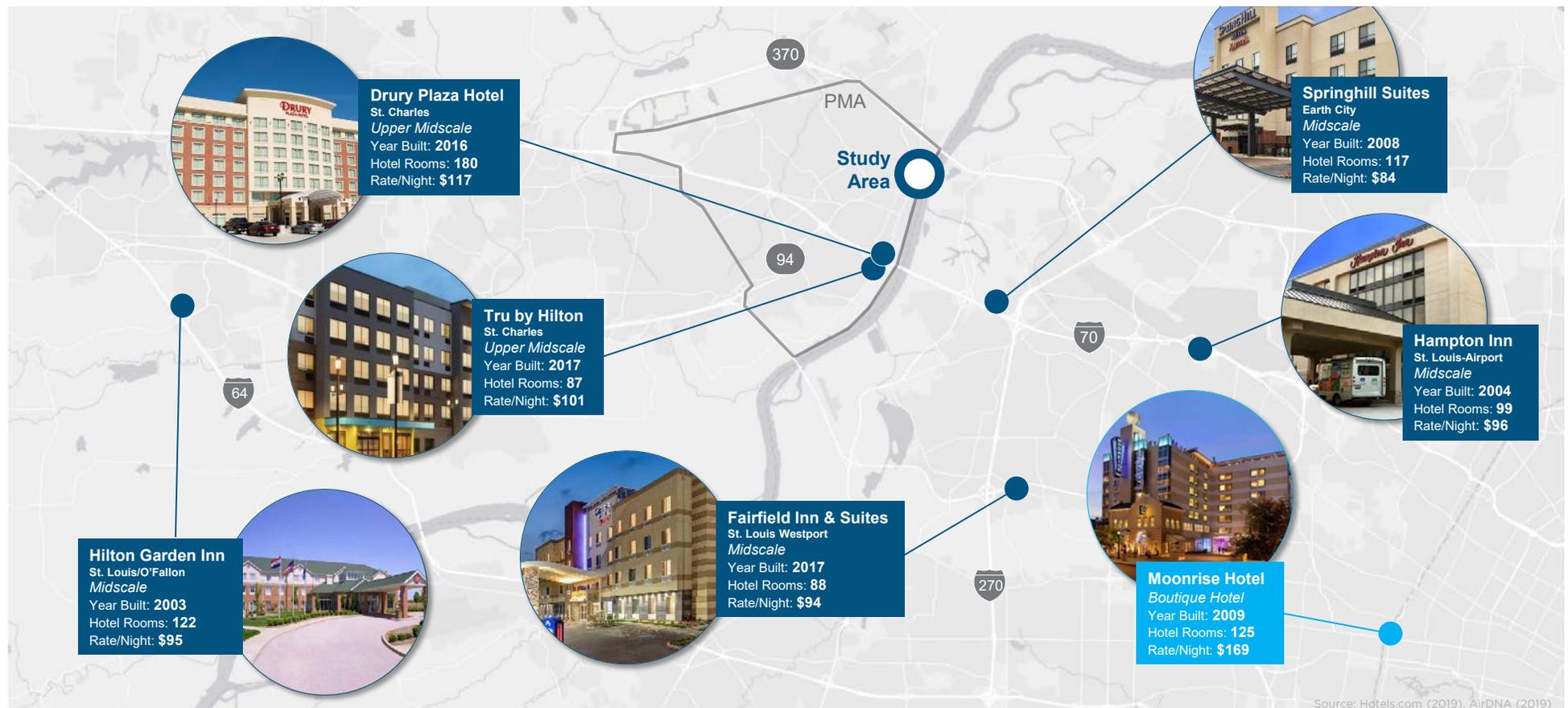


Source: Hotels.com (2019), AirDNA (2019)

its daily rates, which are primarily determined by the “flag” (or brand) and condition of the property. St. Charles has a large number of midscale chain hotels along or near Interstate 70 with rates ranging from around \$100 to \$130 per night. However, St. Charles has a relatively large number of bed and breakfast establishments compared with other comparable submarkets, which is a good indicator of a competitive advantage in the marketplace. The strongest concentration of hotel rooms in

St. Charles is towards the east side of the city due to proximity to Main Street, the riverfront and Katy Trail, Ameristar Casino, and the city’s convention center. This includes two new hotels developed as part of the Streets of St. Charles mixed-use development.

PEER CITY SUPPLY



Source: Hotels.com (2019), AirDNA (2019)

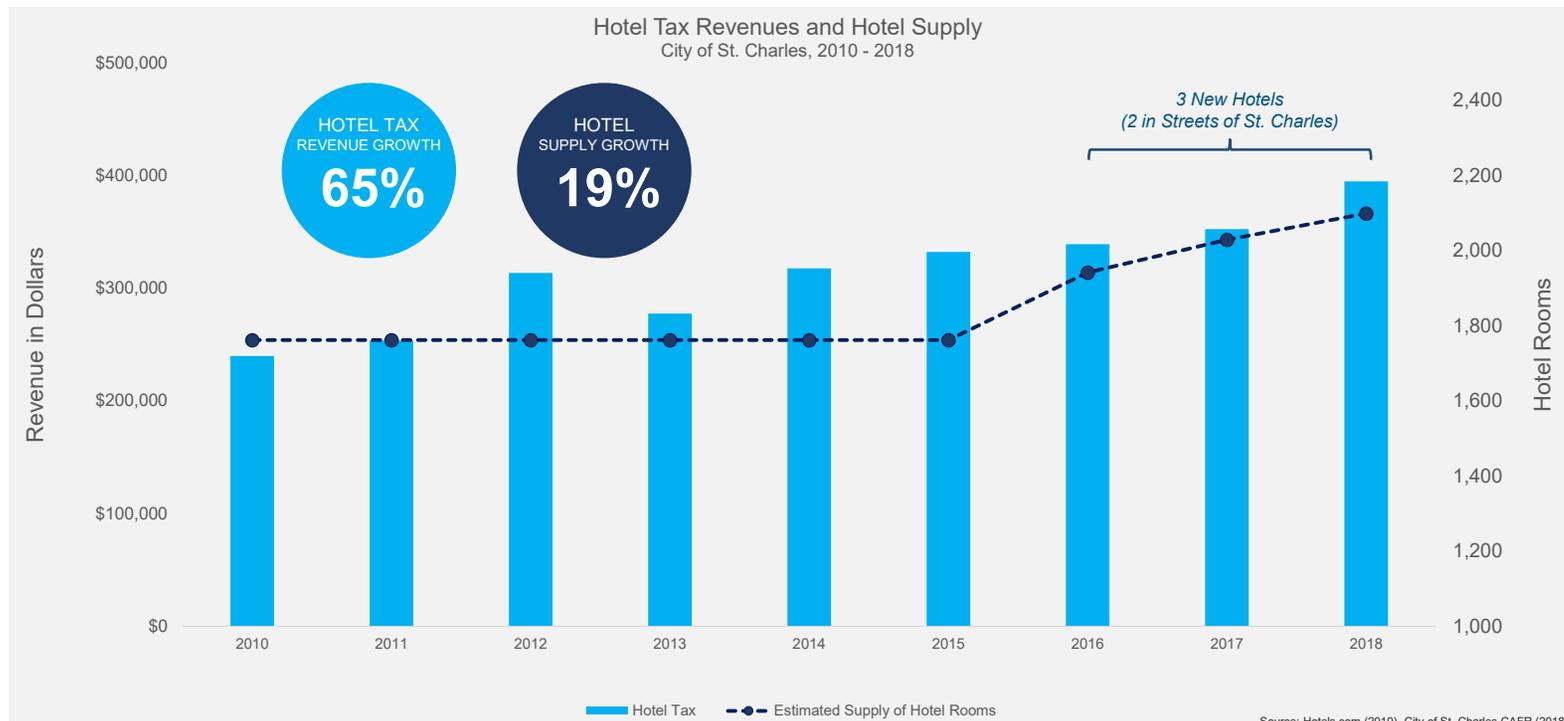
DEMAND

Based on recent trends regarding hotel tax revenues and supply growth in St. Charles, the city could accommodate an additional 400 hotel rooms during the next five years. Under the right conditions, Frenchtown could capture a share of this growth and accommodate at least one new hotel in the area. Depending on the type of hotel and its location, support could come from demand generators such as enhanced access to the Katy Trail, attendance growth at the nearby convention center, new visitors to the Climb So iLL rock climbing gym and additional area events and festivals that already attract about 600,000 visitors annually to the riverfront and Main Street. The proposed PowerPlex youth sports complex in Bridgeton is also expected to attract as many as 2.7 million local and overnight visitors, bringing additional demand for hotel rooms in the area.

HOTEL CHALLENGES AND OPPORTUNITIES

Local residential support will not be enough to sustain the number of businesses that are needed to activate the entire North Second Street corridor. However, a strategy that focuses on attracting outside spending through increased tourism could help the city accomplish its goals—growing the local economy, encouraging reinvestment, strengthening existing establishments, and fostering the creation of new businesses.

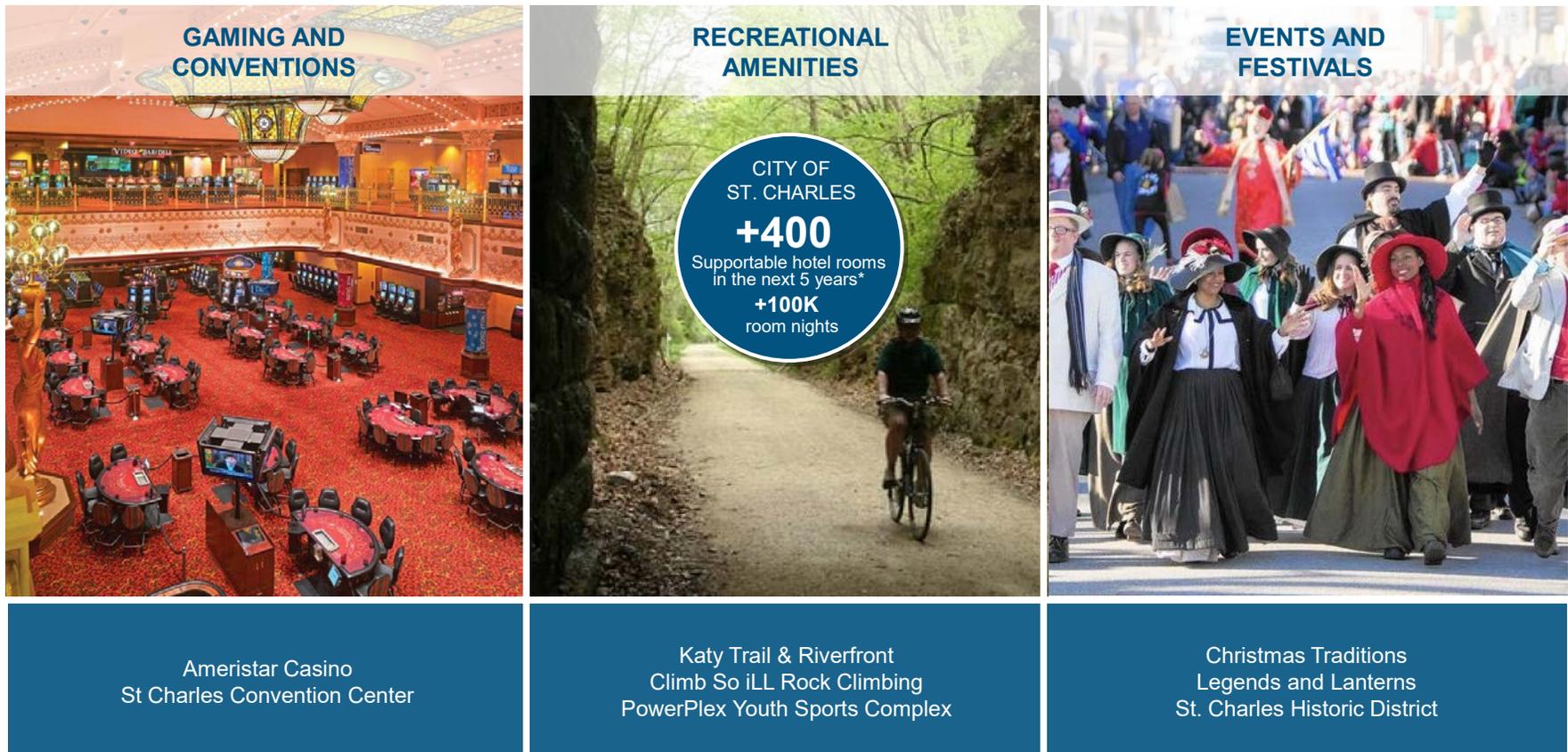
INDICATORS OF DEMAND: HOTEL TAX REVENUE AND SUPPLY GROWTH



St. Charles has a lot to offer in terms of tourism—riverfront views, historic architecture, local shops and restaurants, unique natural features, and recreational amenities. In order to increase tourism, the city will need to work on two fronts: first, to establish itself as a convenient and unique place for visitors coming to see St. Louis attractions, and second, to establish itself as a destination of its own. St. Charles, and Frenchtown in particular, would likely benefit from a strategy which partly relies on differentiating itself

from the competition by increasing the quality and quantity of unique lodging options within the community—emphasizing on a product that is in rare supply elsewhere in the region. An alternative would be to leverage the visibility and access from Route 370.

SEGEMENTS OF DEMAND



*Citywide demand

Source: Hotels.com (2019), City of St. Charles CAFR (2018), HVS (2016), Development Strategies (2019)

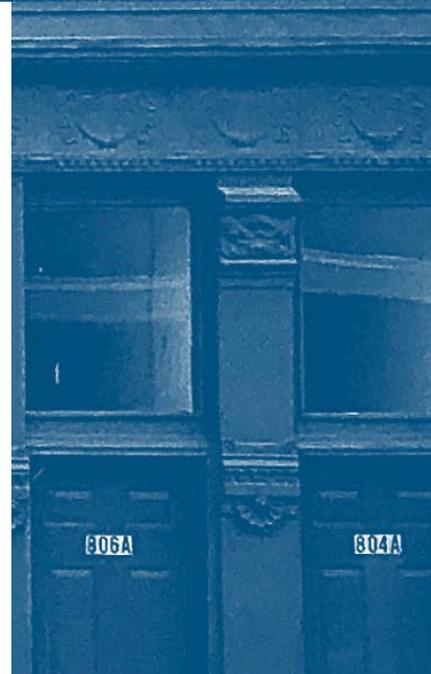
roses & mint

2 HR
PARKING
EXCLUDING
SUNDAYS &
HOLIDAYS

Century



LAND USE



REVIEW OF EXISTING ZONING

Existing land uses in the Frenchtown area include a variety of commercial, residential and industrial uses driven by the current zoning plan that has physical implications to the existing and future built environment.

In addition, the current parking ratios exceed optimal parking needs and a reduction in parking could be supported by the market. See Parking Analysis on page 32 for more information about parking in Frenchtown.

The study area as focused on the North Second Street corridor is comprised of the following zoning designations:

1. R-1E, Single Family Residential District
2. CBD, Central Business District
3. FHCD, Frenchtown Historic Commercial District
4. PD-RF, Planned Development Riverfront
5. PD-MU, Planned Development Multi Use

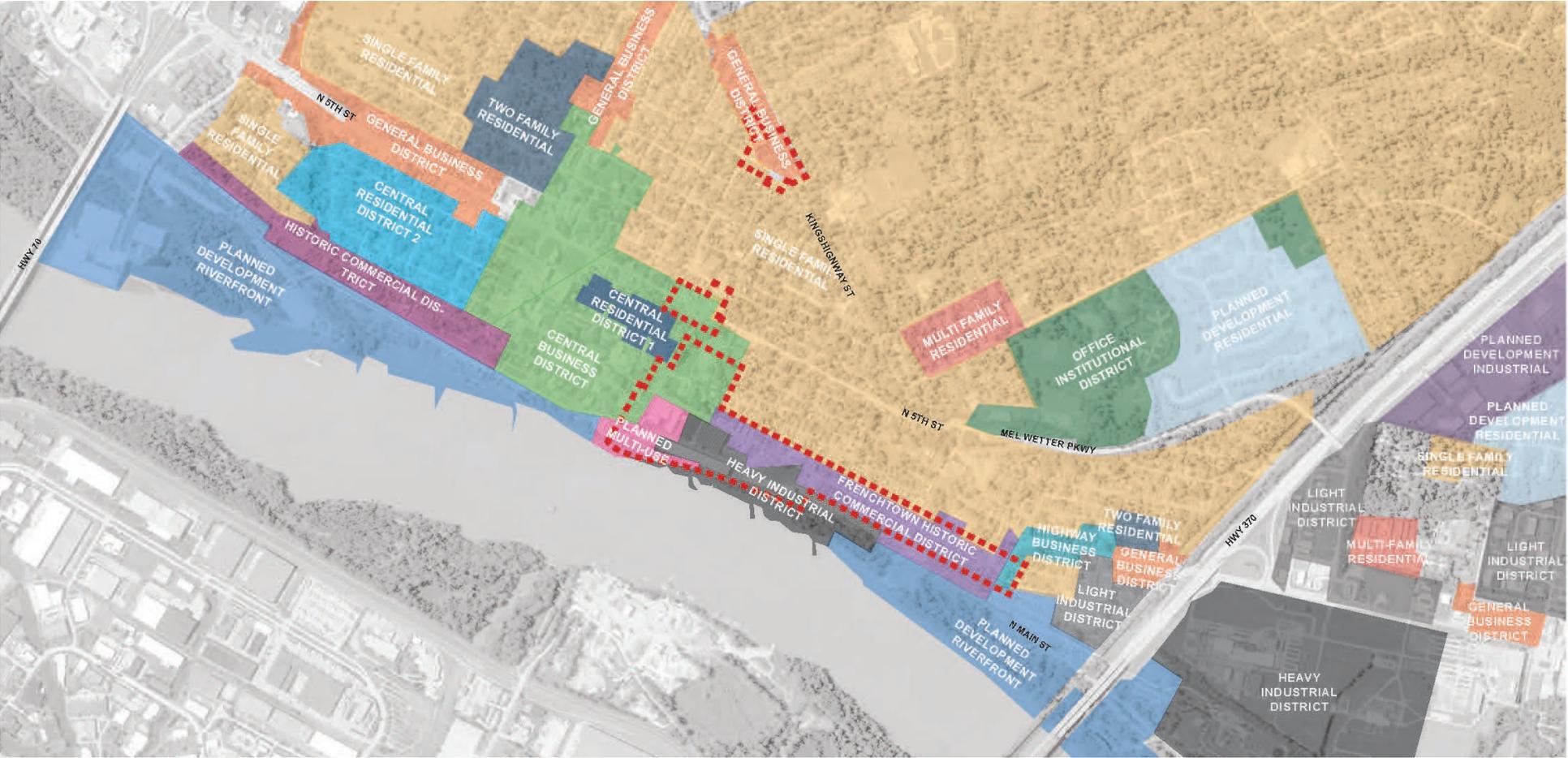
It also includes some I-2, Heavy Industrial designation north of Route 370, where the current Boeing facilities are located.

The study area as focused on the North Third Street corridor is comprised of the following zoning designations:

1. R-2, Two Family Residential District
2. C-2, General Business District
3. C-3, Highway Business District
4. I-1, Light Industrial District

These existing land uses encourage commercial development but only allow for mostly low-density residential development (with a maximum of three stories on the FHCD). The only area that allows for slightly higher development intensity is currently along North Third Street towards Route 370 (R-2). On the other hand, the future growth of the area is also conditioned by the Frenchtown Historic District Design Guidelines.

EXISTING ZONING DISTRICTS



SUMMARY OF ZONING DISTRICTS

R-1E, SINGLE FAMILY RESIDENTIAL DISTRICT

The purpose of the “R-1C”, “R-1D”, “R-1E” Single-Family Residential Districts is to provide for low density, single-family, residential development on lots where water and sewer facilities generally are provided, together with such churches, recreational facilities and accessory uses as may be necessary or are normally compatible with residential surroundings. In general, the districts are located where urbanization and full utilities and public services exist or are planned for the reasonably near future.

R-2, TWO FAMILY RESIDENTIAL DISTRICT

The purpose of the “R-2” Two-Family Residential District is to provide for duplex development in areas appropriate for such uses, particularly as a transitional area between single-family areas and major roads or more intensive uses such as commercial, industrial or multi-family developments. Population density and height of buildings are intended to be generally compatible with any adjacent single-family residential developments to be protected.

C-2, GENERAL BUSINESS DISTRICT

The purpose of the “C-2” General Business District is to provide sufficient space in appropriate locations for a variety of commercial and service activities generally serving a wide area and located particularly along certain existing major thoroughfares where a general mixture of commercial and service activity now exists, but which uses are not characterized by warehousing, frequent heavy trucking activity, open storage of material or the nuisance factors of dust, odor and noise associated with manufacturing.

C-3, HIGHWAY BUSINESS DISTRICT

The “C-3” Highway Business District is intended to be one which permits all types of commercial activity: retailing, wholesaling, warehousing, provision of personal and business services and entertainment.

I-1, LIGHT INDUSTRIAL DISTRICT

The purpose of the “I-1” Light Industrial District is to provide sufficient space in appropriate locations for certain types of business and manufacturing, relatively free from offense, on modern landscaped buildings sites, and to make available more attractive locations for these businesses and industries. In order to preserve the land for industry and to avoid future conflicts between industry and residence, future residential uses are restricted.

CBD, CENTRAL BUSINESS DISTRICT

The purpose of the “CBD” Central Business District is to provide opportunity for a broad spectrum of uses designed to encourage development of the downtown area as a commercial and office center with appropriate loosening of normal restrictions. The regulations of the Central Business District are intended to allow greater design flexibility than is permitted by the other district regulations for tracts of land in the Central Business District, where the planned development of such tract would better utilize the character of the site and enhance the appearance and economic vitality of the downtown area.

FHCD, FRENCHTOWN HISTORIC COMMERCIAL DISTRICT

The purpose of the “FHCD” Frenchtown Historic Commercial District is to provide for a low intensity restricted mixture of retail shopping, personal service, residential and lodging uses on a comparatively small scale; and to preserve historic areas of St. Charles, for future generations and for historic area residents, while preserving the integrity of historic and cultural activities and events; but discourages events or activities that may misuse historic areas. It is intended to foster and complement the nearby residential neighborhoods.

PD-RF, PLANNED DEVELOPMENT RIVERFRONT / PD-MU, PLANNED DEVELOPMENT MULTI USE

The purpose of the Planned Development Districts is to provide a means of achieving greater flexibility in development of land in a manner not always possible in conventional zoning districts; to encourage a more creative and innovative design of land development; and to promote a more desirable community environment.

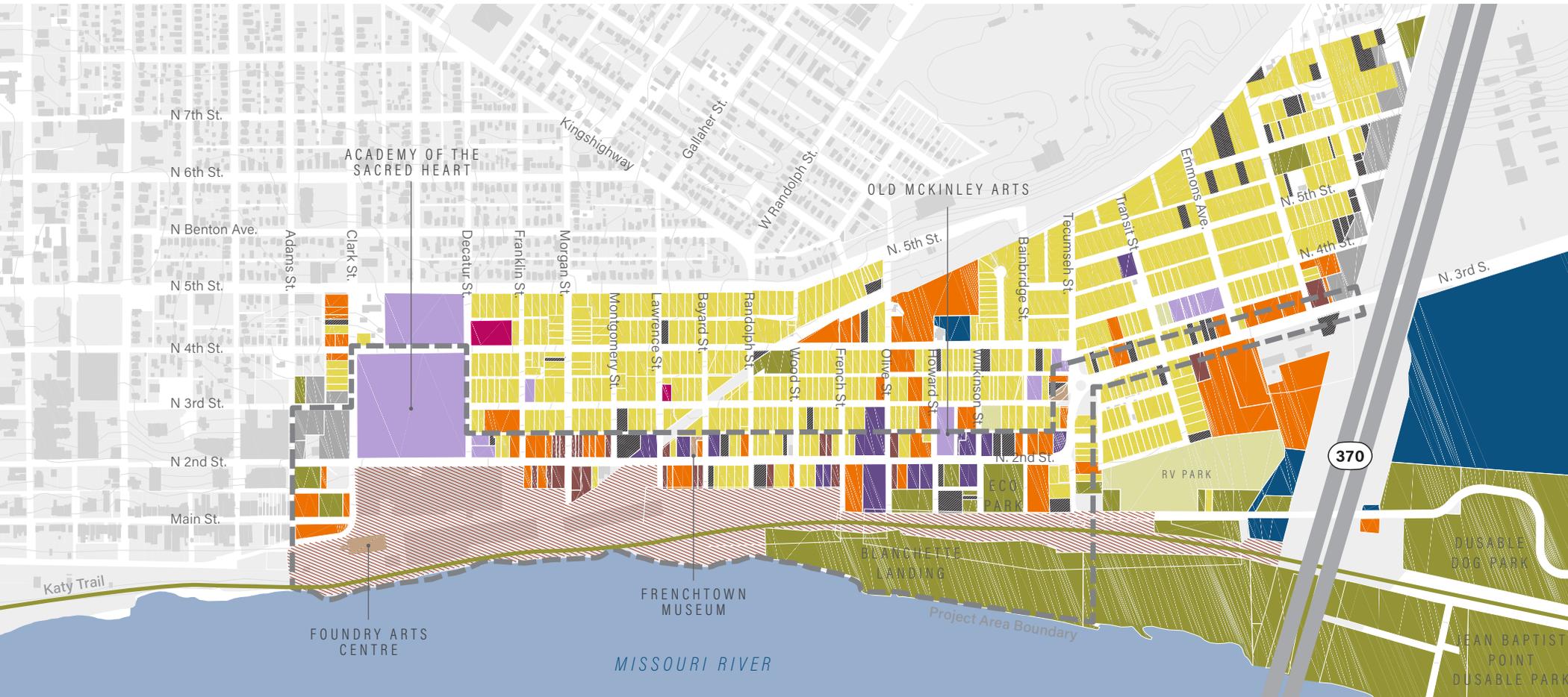
PLANNED DEVELOPMENT—RIVERFRONT (PD-RF).

Planned developments involving tourism, retail trade, entertainment, gaming, hotels, restaurants, residential, recreation, service and/or related commercial uses along the City’s riverfront.

PLANNED DEVELOPMENT—MIXED USE (PD-MU).

Planned developments involving a mixture of residential and non-residential uses.

EXISTING LAND USE AND VACANCIES



Legend

- | | |
|--|--|
|  Improved Commercial |  Improved Industrial |
|  Car Retail |  Church |
|  Multi-Use |  Hotel |
|  Vacant |  Community Center |
|  Residential |  Government Utilities |
|  RV Park |  Government |
|  ACF | |





5254



INFRASTRUCTURE & UTILITIES

Infrastructure in the study area includes underground utilities, such as enclosed storm and sanitary sewer systems, domestic water service, and overhead electric lines on utility poles located in the sidewalk, primarily on the east side of the street. Traditional “cobra-head” style street lighting is spaced regularly along the corridor with decorative pedestrian-level light poles incorporated along North Second Street from Clark Street to the Tecumseh roundabout.

EXISTING STORM SEWER SYSTEM

The City is currently working on improving storm sewer infrastructure in the project area with the Second and Lawrence Storm Sewer Improvement project, which is under construction in 2020. While this project is intended to alleviate backwater flooding due to storm water runoff events, the City is interested in continuing to add capacity to the stormwater system. Upsizing the existing enclosed drainage on North Second Street and North Third Streets will be evaluated. Opportunities to provide capacity for stormwater runoff such as rain gardens or other short-term storage along the project corridor will be considered.

EXISTING SANITARY SEWER SYSTEM

The City's long-range sanitary sewer plan identified existing manholes in the City's system that require rehabilitation. Sanitary sewer mains are located along the centerlines of North Second and Third Streets. Any of the sanitary manholes that are within the study limits will be noted as potential improvement priorities to be included with other infrastructure improvements.

WATER

Existing water mains are located in the middle of N 2nd Street and along the east side of North Third Street in the study area. Water line relocations are typically cost prohibitive to a project. The study team will evaluate improvements that minimize or prevent adversely impacting the water lines.

OVERHEAD UTILITIES

Overhead wired utilities and existing street lighting are mounted along the east sides of both North Second and North Third Streets in the study area. The relocation of existing overhead utilities to be buried or to an alley location parallel to North Second and North Third Streets may be an aesthetic improvement to the study corridor. Specific utility companies will be contacted to determine if they have any near-term improvement plans in the study area or if they are amenable to relocation. Potential locations of future easements and constraints will be identified.

EXISTING LIGHTING

The existing study corridor was recently returned to the City's jurisdiction from MoDOT and de-designated as Route 94. The existing street lighting with cobra-head type luminaires was most-likely designed to a state highway route standard. There is some pedestrian height lighting on the corridor. The study team will recommend an appropriate design standard for the updated facility type, which will also include recommendations for uniformity, location of electrical lines, and other constraints due to proposed utilities.

AMERICAN CAR AND FOUNDRY COMPANY (ACF) PROPERTY

The ACF property holds opportunities to provide stormwater management facilities and other utility ties to improve the aesthetics and potential underground utilities along North Second and North Third Streets. The property is currently privately owned the site is not under evaluation for utility improvements at this time.





FLOODING & STORMWATER

FLOODING AND STORMWATER ANALYSIS



- Legend**
- Riparian Area
 - Annual Flood Hazard (1% chance)
 - Annual Flood Hazard (.02% chance)
 - Annual Flood Hazard (1% chance)
 - Annual Flood Hazard (.02% chance)

Flooding is a major concern for many cities along our great rivers in the United States, and St. Charles is no different. As climate change impacts are realized more frequently, typical “rain events” are being replaced by “flooding events.” The Katy Trail offers an opportunity to act as a St. Charles levee. However, due to flood events in the early 21st century, the Flood Hazard Zone map for Frenchtown has been reassessed by FEMA. The City is well positioned to work with the North Levee District, Army Corps of Engineers, and Missouri Parks Department to develop a resilient and ecological solution to promote redevelopment and responsible habitat restoration.

To counteract upstream stormwater issues, the City is in the process of implementing multiple stormwater projects. These projects are intended to alleviate frequent flooding due to undersized or sub-standard storm sewer infrastructure. These projects include storm sewer replacements or upgrades:

- Second and Lawrence Storm Sewer Improvement Project, currently in construction
- Barthel to N Main Drainage Improvements, channel and culvert improvements completed in 2018
- Benton to N Main Storm Sewer and Water Main Improvements, currently in design
- Clark & Second Storm Sewer Improvements, currently in design

In addition to these stormwater infrastructure improvements, the City also completed a flood control project in 2012 in the vicinity of Bainbridge, Wilkinson, and Howard Streets toward the north end of the study area. The goal of this project was to provide a flood release outlet through the levee to the Missouri River. Two additional City projects to improve flood water control include the Flood Gate #1 project located north of the Dog Park to the Missouri River (2017) and Flood Gates #2 and #3 consolidation near Dusable Park (2018).



Finally, the City has approved a contact with a subconsultant to study the impacts of the river flooding and provide recommendations on improving the levee from the 500-year flood event, including costs for construction, certification and maintenance.

FLOODPLAIN MANAGEMENT



The proximity of the Frenchtown neighborhood to the Missouri River ensures that the Frenchtown Great Streets project will need to consider floodplain implications during all phases of design. Regulatory agencies will need to approve proposed improvements that could impact the existing floodplain. Compliance with the guidelines set forth by the regulatory agencies result in design solutions that will, at the very least, avoid increasing the risk of flooding in the area. Of the 112 acres associated with the Frenchtown Great Streets study area, 54.4 acres are within the FEMA regulated floodplain (Zone AE).

The mapping of the floodplain is of critical concern to businesses and residents that are located within this type of zone. It affects flood insurance requirements, building regulations and

permitting. It limits the improvements an owner can make to the structures on their property. Ultimately the location of the floodplain affects property values, whether they be commercial, industrial, or residential. The history of flooding and on-going reality of being located in the floodplain inhibits development, growth, and capital investment in Frenchtown.

Strategies that can adjust the floodplain zone and reduce the acreage of Frenchtown within the floodplain will be investigated and developed for the final Great Streets Plan.



Legend

 Study Area within Floodplain

REGULATORY AGENCIES

Listed below are regulatory agencies and the permits they require regarding work within the floodplain:

- City of St. Charles – Floodplain Development Permit (FDP)
 - Required before any construction or development takes places within the regulated floodplain
- U.S. Army Corps of Engineers – 401/404 Permit
 - Certifies that work will not adversely impact the waterways of the U.S.
- Consolidated North County Levee District
 - Approval needed for any work affecting the existing levees
- Missouri State Parks
 - Approval needed for any work affecting the Katy Trail

Approval from all the required agencies will provide assurance to the Community that flood safety was assessed throughout the project.

HISTORY

Frenchtown’s location in the City of St. Charles near the confluence of the Mississippi and Missouri Rivers means that the potential for flooding is ever present to the local community.

Three floods that exceeded the 100-year flood frequency on the Missouri and Mississippi Rivers have been recorded (since consistent recordkeeping began) in 1844, 1903, and 1993. The historic 1993 flood reached a flood stage of 49.58 feet and discharged at a rate of 1,080,000 cubic feet per second, measured at the St. Louis flood gauge, which exceeded the 500-year event.

Flooding in Frenchtown can be caused not only by high waters on the Missouri and Mississippi Rivers, but also by backwater on nearby tributaries that usually carry stormwater runoff away from

developed areas. This leads to minor storm events that can cause flooding impacts. Bluffs and levees along the rivers increase this flood risk to the surrounding communities.

The damage caused by flooding in Frenchtown has primarily been property damage to local infrastructure, homes and buildings directly from high river floodwaters. Other flooding impacts include damages to roads and bridges and underground utilities – including sewer backups into existing homes and buildings are due to high backwater. Recreational activities along the rivers are also limited during flood events. Local businesses are impacted when streets and buildings are closed due to flooding.

Development strategies for Frenchtown that minimize or mitigate flooding impacts will be considered for the final Great Streets Plan.

FLOOD DAMAGE MITIGATION

There are two main methods to mitigate the risk of flood damage:

- Structural- Levees, floodwall, floodways, etc.
- Non-Structural - Raise buildings, natural systems (including Best Management Practices), etc.

These flood mitigation methods will be considered during the evaluation of proposed improvements within the community.

Flood mitigation improvements to reduce stormwater backwater impacts and future upgrades to the existing stormwater infrastructure will be considered. This will include identifying constraints to proposed improvements, specifically due to existing utilities located underground including electrical, communications, sanitary sewer, gas, and water.

STORMWATER MANAGEMENT

OVERVIEW

The Frenchtown Great Streets study area contains approximately 17,915 LF of existing stormwater conveyance piping all draining towards the Missouri River. New development will be designed to minimize the effects rain events will have in the area. Areas upstream of the study area will also be evaluated to ensure the proposed improvements do not negatively impact stormwater performance of surrounding areas.

EXISTING CONVEYANCE SYSTEM

17,915 linear feet of pipes ranging from 6" to 48" diameter comprise several different types of pipes. Stormwater pipe material types include corrugated metal, reinforced concrete, ductile iron, polyvinyl chloride (PVC), high density polyethylene (HDPE), and vitrified clay. The City is able to track the size, location, material, and age of their system so that they can plan and prioritize replacements and upgrades on a long term basis. The City's long range stormwater plan identifies projects based on resident concerns, regular video inspection of the stormwater conveyance system, and risk-based GIS modeling and tools. The long range plan includes projects in the following categories:

- Creek bank stabilization
- Flood damage mitigation
- Infrastructure replacement and repair
- Stormwater improvements
- Water quality enhancements

This data set and methodology allows the City to minimize costs and maximize the value of the City's available construction funding.



OBJECTIVES AND SPECIAL CONSIDERATIONS

Proposed improvements will include stormwater solutions that minimize the impact any design alternatives may have in the study area due to rain events. Along North Second Street, many of the existing stormwater structures are part of isolated systems that outfall near the Katy Trail levee. Any proposed stormwater alternatives will need to ensure that the levee is not negatively impacted.

METHODS

Below are different methods that may be used to help mitigate negative stormwater effects of improvements in the area:

- Low Impact Development (LID)
 - Maintains hydrologic/ecological function
 - Designed to maintain the predevelopment peak stormwater runoff discharge for a new or redeveloped site
 - Uses stormwater retention or infiltration methods such as rain gardens or permeable pavement to capture and store runoff temporarily or increase runoff infiltration during a storm event
- Best Management Practices (BMPs)
 - Reduce runoff and improve water quality
 - Bio-retention, rain gardens, planters, etc.
 - Designed to address existing stormwater issues at specific existing properties
 - Uses retention methods to reduce aggregate flow rates of an area or catchment basin such as detention ponds and swales or storage tanks or vaults
 - Can be combined for communal catchment areas to consolidate the locations of such BMPs throughout a site
- Stormwater Detention
 - Provides volume control during rain events
 - Surface and subsurface solutions

Many different methods are available to create a design that will aid in the stormwater management of the entire community. Proposed LID and BMP treatments will be evaluated for feasibility and suitability as part of the recommendations for the final Great Streets Plan.





ENVIRONMENT

VEGETATIVE VOLUME



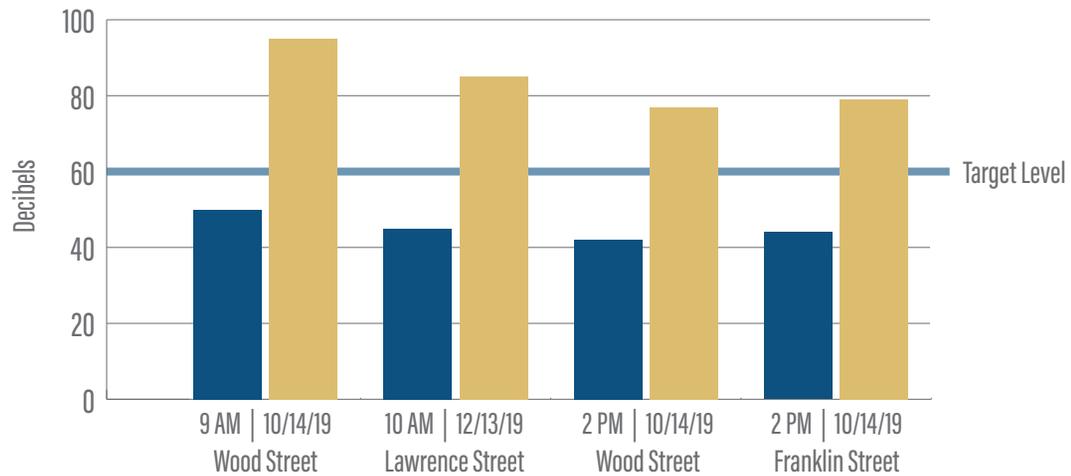
This map highlights the existing tree canopy along the corridor. From an aesthetic and pedestrian comfort perspective, trees reduce heat-island effect. Therefore, the planning process will investigate opportunities to incorporate canopy, tree or otherwise, to mitigate the negative effects of heat in an urban environment. Street trees and vegetation also provide important habitat for wildlife and offer an extension of the natural setting found along the river.

Legend

- Green Area
- Existing Trees

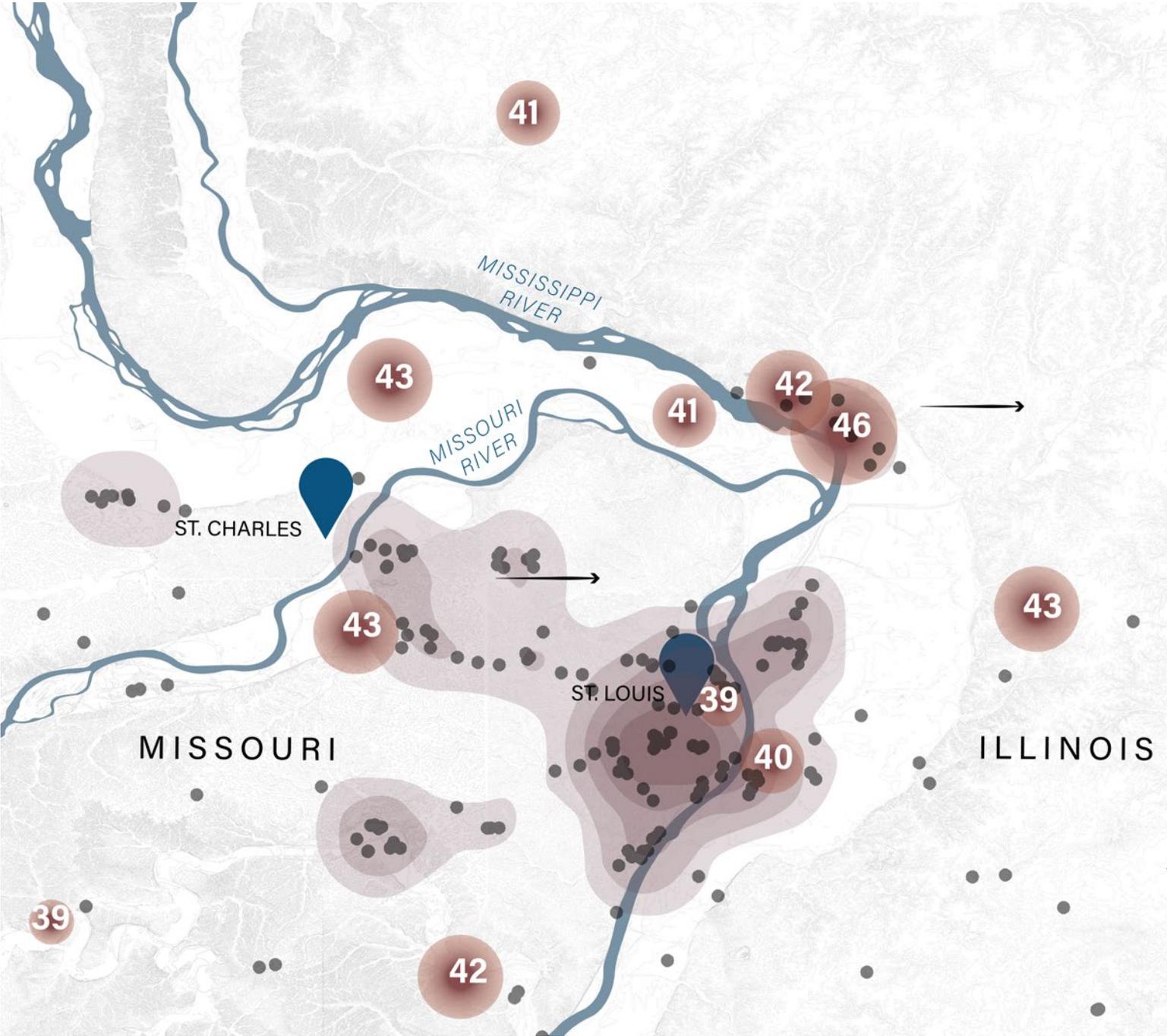
NOISE LEVELS

Road Noise along North Second Street



Sound levels on North Second Street show the difference between ambient and peak levels to be rather pronounced. Ambient levels were 43-49 decibels, which is akin to a quiet street. Peak levels were 76-79 dB midday (like loud singing) and up to 96 dB during rush hour (like a food blender). Every 10 dB represents a doubling of sound, so rush hour traffic seems 16 times as loud.

AIR QUALITY



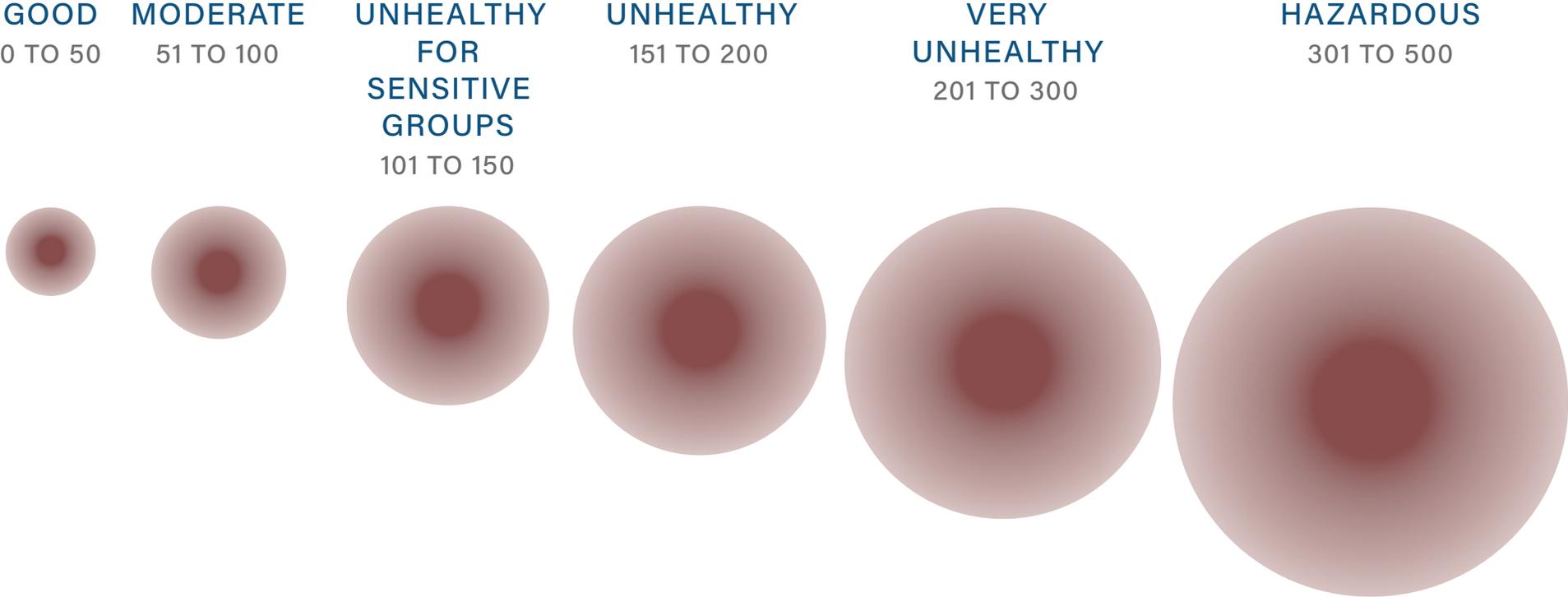
Legend

-  Cities of Interest
-  Air quality monitoring site
-  Industrial site
-  Density of industrial sites
-  Wind direction (East)

0 10,000' 20,000' 40,000'
 scale 1" = 40,000'  NORTH

Source: EPA Air Quality Data (St. Louis, MO-IL), 2019

The St. Louis regional air quality measurements are based on average Air Quality Indexes (AQI) from the Environmental Protection Agency (EPA). St. Charles does not have an air quality monitoring station located in close proximity of the project site. The nearest monitor is located approximately 7 miles to the south. Despite this, the St. Louis region is reporting good air quality at all the existing monitoring sites. The air quality in St. Charles is expected to be on par with the rest of the region.



ECOLOGICAL ASSETS

To identify species and natural communities of concern by county, the Missouri Natural Heritage Program (Program) provides information about the plant and animal species and the natural communities of concern by each Missouri County. Some of the plants and animals identified in the Program can be thoughtfully planned for in the Frenchtown study area, especially in the open space along the Missouri River.

The table on the opposite page compiles the plants and animals from the Program that have the state status of being endangered and are also potential inhabitants of the project area.

In order to better understand the contents of the table, some helpful definitions from the Missouri Department of Conservation (MDC) are listed below.

Critically Imperiled (S1): This state rank is due to extreme rarity or because of factor(s), such as very steep declines, making a species especially vulnerable to extirpation from the state. (Note that additional state rank types include imperiled (S2), vulnerable (S3), apparently secure (S4), secure (S5), among others.)

Endangered (E): The federal status definition is any species which is in danger of extinction throughout all or a significant portion of its range. In the State of Missouri, the state status is determined by Missouri Department of Conservation under constitutional authority. (Note other federal status types include threatened (T), candidate (C), proposed endangered (PE), proposed threatened (PT) and threatened due to similarity of appearance (SAT).

Through an understanding of habitat requirements, planning for these species may be integrated into the Frenchtown study area.



LAKE STURGEON
Acipenser fulvescens
Photo credit: MDC



AMERICAN BITTERN
Botaurus lentiginosus
Photo credit: MDC



BLANDING'S TURTLE
Emydoidea blandingii
Photo credit: MDC



NORTHERN LONG-EARED MYOTIS (BAT)
Myotis septentrionalis
Photo credit: MDC



INDIANA MYOTIS (BAT)
Myotis sodalis
Photo credit: MDC



FLATHEAD CHUB
Platygobio gracilis
Photo credit: MDC



KING RAIL
Rallus elegans
Photo credit: MDC



PALLID STURGEON
Scaphirhynchus albus
Photo credit: MDC



INTERIOR LEAST TERN
Sterna athalassos
Photo credit: MDC



DECURRENT FALSE ASTER
Boltonia decurrens
Photo credit: MDC

ST. CHARLES COUNTY ENDANGERED SPECIES

From the Missouri Natural Heritage Program

BOTANICAL NAME	COMMON NAME	SPECIES TYPE	STATE RANK	STATE STATUS	FEDERAL STATUS
<i>Acipenser fulvescens</i>	Lake Sturgeon	animal - fish	Critically imperiled (S1)	Endangered (E)	
<i>Botaurus lentiginosus</i>	American Bittern	animal - bird	Critically imperiled (S1)	Endangered (E)	
<i>Emydoidea blandingii</i>	Blanding's Turtle	animal - reptile	Critically imperiled (S1)	Endangered (E)	
<i>Falco peregrinus</i>	Peregrine Falcon	animal - bird	Critically imperiled (S1)	Endangered (E)	
<i>Myotis septentrionalis</i>	Northern Long-eared Myotis	animal - bat	Critically imperiled (S1)	Endangered (E)	Threatened (T)
<i>Myotis sodalis</i>	Indiana Myotis	animal - bat	Critically imperiled (S1)	Endangered (E)	Endangered (E)
<i>Platygobio gracilis</i>	Flathead Chub	animal - fish	Critically imperiled (S1)	Endangered (E)	
<i>Rallus elegans</i>	King Rail	animal - bird	Critically imperiled (S1)	Endangered (E)	
<i>Reginaia eburnus</i>	Ebonysnail	animal - mollusk	Critically imperiled (S1)	Endangered (E)	
<i>Scaphirhynchus albus</i>	Pallid Sturgeon	animal - fish	Critically imperiled (S1)	Endangered (E)	Endangered (E)
<i>Sterna antillarum athalassos</i>	Interior Least Tern	animal - bird	Critically imperiled (S1)	Endangered (E)	Endangered (E)
<i>Umbra limi</i>	Central Mudminnow	animal - fish	Critically imperiled (S1)	Endangered (E)	
<i>Boltonia decurrens</i>	Decurrent False Aster	plant - flowering plant	Critically imperiled (S1)	Endangered (E)	Threatened (T)





IDENTITY & WAYFINDING

The coordinated visual identity of a place not only enhances the aesthetics of the built environment, it signals to residents, visitors and potential investors that there is active engagement and pride amongst the community. The identity of a community is dynamic and the result of many elements including branding, wayfinding, architecture, urban design and the natural geography. When coordinated, these elements build on one another to create a whole that is greater than the sum of its parts.

IDENTITY



The history of Frenchtown, its architecture, institutions and proximity to the river are its strongest assets and offer a great opportunity for strengthening the identity of the community.

EXISTING BRANDING EFFORTS

As a historic district, Frenchtown has a unique and authentic identity that serves as a strong foundation. The intact and contributing historic architecture, urban design and other historic elements provide a character that cannot be imitated.

However, Frenchtown's identity is shaped by the experience of its residents and visitors. In our initial engagement we found that aesthetic enhancements were the second most important area to achieve Frenchtown's vision. Additionally, 95% of people rated the current aesthetics of North Second Street as poor to neutral and viewed the aesthetics of North Third Street less favorably, suggesting that there is significant room for improvement of the overall visual identity of Frenchtown.



St. Charles, Missouri | hello@frenchtownstcharles.org

[News & Features](#) [Things To Do](#) [Revitalization](#) [Contact](#)

HISTORIC FRENCHTOWN

ST. CHARLES MISSOURI

WELCOME TO FRENCHTOWN ST. CHARLES, MISSOURI!

Here you'll find the latest opportunities in and around Frenchtown to explore, enjoy and invest in this developing neighborhood of the historic St. Charles community. The information shared within comes from the Frenchtown Revitalization Task Force which is a collective voice made up of residents, business owners and city officials all working together to revitalize this historically valuable, community-focused and eclectic neighborhood.

[Be a part of the Action](#) | [Tell Me More about Revitalization](#)

Recent efforts to strengthen the branding and promotion of the district with the development of a new logo and street banners along North Second Street, as well as and the creation of the website frenchtownstcharles.org have all had a positive impact on visitor recognition and cohesiveness. This work builds on the historic character while remaining modern and vibrant which will continue to be relevant moving forward.

An enhanced aesthetic can be accomplished through overall streetscape and furnishing elements, façade improvements, new development and additional branding. Frenchtown is also an evolving place, and the identity should evolve in parallel with the desires of the community.

SIGNAGE

Another important aspect of the visual identity of Frenchtown is the public and private signage. Signage helps to direct people to the district and its businesses, but also contributes to the visual identity of Frenchtown.

PUBLIC SIGNAGE

Our analysis of existing signage reviewed four categories of public signage; wayfinding, identification, interpretive and regulatory signage. Wayfinding signage helps to direct and guide people through the district. Identification signage lets people know when they've arrived, interpretive signage tells them the story behind where they are, and regulatory signage addresses any rules or guidelines. The wayfinding, identification and interpretive contribute most to the overall identity, and therefore, are the focus of this analysis.

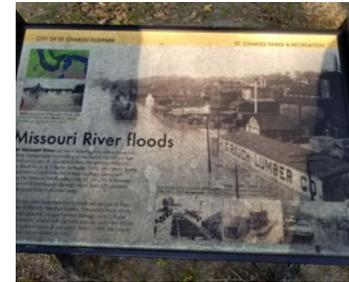
WHAT WORKS

Overall, there is very little identifiable public signage in the district that contributes to the Frenchtown identity in any meaningful way. The exceptions to this are the street banners and interpretive signage located at the parks. Both of these elements are effectively capturing the identity and narrative of Frenchtown. The interpretive signs show some signs of disrepair.

WHAT NEEDS IMPROVEMENT

There is a general lack of effective identification and wayfinding signage. This provides a great opportunity for an increased role of signage in both guiding people to and within the district and communicating the identity of Frenchtown. This will be especially important as new development occurs attracting new residents and visitors to the area. Connections between the river and North Second Street, especially along bicycle routes and at the pedestrian level will be important. Additionally, a series of district identification signs or gateways should be considered along North Third and North Second Streets.

The signs that do exist fail to have impact. While the flour-de-lis appears on multiple signs, it is not consistent and generally the signage lacks a coordinated appearance and a clear format.



IDENTIFICATION

There is a single Frenchtown identification sign along North Third Street near Route 370 as one enters the district at the roundabout. Additional identification signs exist at Eco Park and Blanchette Landing, although no coordination or visual character exists across these signs. A few signs along

North Third Street identify the Frenchtown district and feature the flour de lis. This element is seen on multiple signs and is the only instance of a common visual element. However, the shape and style is often different and lacks a clear graphic consistency.

WAYFINDING

The directional signs in the project area primarily serve vehicles and no pedestrian or bicycle directional signage was identified. The vehicle directional signage primarily direct people out of the Frenchtown area to other St. Charles destinations and lacks any visual or graphic character relevant to Frenchtown.

INTERPRETIVE

There is a significant amount of interpretive signage, most of it concentrated in the parks along the river, specifically Eco Park. These signs are valuable and begin to tell the Frenchtown narrative. Flooding and debris appear to have damaged some of these signs.



ORDINANCE REVIEW

All of Frenchtown and the project area is subject to signage regulations under the City of St. Charles Zoning Code, Article XVI. Additional regulations exist within the boundary of the City of St. Charles Frenchtown Historic District (FHD) under Division 7, Sign Regulations for Superimposed Districts. Further guidance for the historic district is outlined in the Frenchtown Preservation District Design Guidelines.

Within the FHD the code guides the appropriate location, size and character to limit visual clutter and also preserve the historic identity of the district. Signs can be located on the walls, windows, awnings and can also be freestanding. The size and area of signage is generally determined as a percentage of the lineal foot of frontage of the building.

The Historic Landmarks Preservation and Architectural Review Board (HLPARB) reviews and issues a certificate of appropriateness for signage within the historic district and implements the stated guidelines

to ensure "compatibility with the architecture of the building and the Frenchtown Historic District." Signs in the district are required to fit within the context of the architecture of the district and building and use colors that are approved by the HLPARB or have proven historical relevance. Wood and metal are considered appropriate materials and symbol signs, signs that take the shape of a symbol or object, are encouraged. Signs cannot be internally illuminated, but indirect illumination is appropriate.

Overall, these guidelines are flexible and accommodating and no major revisions need to be made. However, it should be recognized that Frenchtown is a living district and new businesses can help to shape the identity of the district through their signage. While there is valid concern about negatively impacting the historic character, the positive impacts of new signage are also valuable to the district identity. Often time this does not conflict with the historic character, but instead enhances it. For instance, hand painted signs are both historically relevant and on trend for urban districts.



EXISTING COMMERCIAL SIGNAGE

The existing commercial signage is diverse and shows the full spectrum of what is allowed in the signage code. While some maintenance issues were identified there were no clear violations of the existing code.

The character and quality of the commercial signage in the project area can have significant contribution to the overall identity and should be relied upon as much as the public signage.

WHAT WORKS

Overall, the scale, placement and materials of the signage is aligned with the code and the district guidelines and supports the identity of the district. The projecting sign type, mounted perpendicular to the building and overhanging the sidewalk is the most historically appropriate and effective in giving North Second Street a pedestrian scale and character.

WHAT NEEDS IMPROVEMENT

Currently, the quality of the commercial signage in the project area is inconsistent. The design and construction varies widely. Quality control of private signage can be difficult, but when done well, can have great impacts on the overall appearance of the streetscape. The HLPARB has some authority to regulate the quality of materials, finishes and color. When appropriate to achieve a high quality outcome, design assistance could also be offered to businesses in the district.

ADDITIONAL ELEMENTS

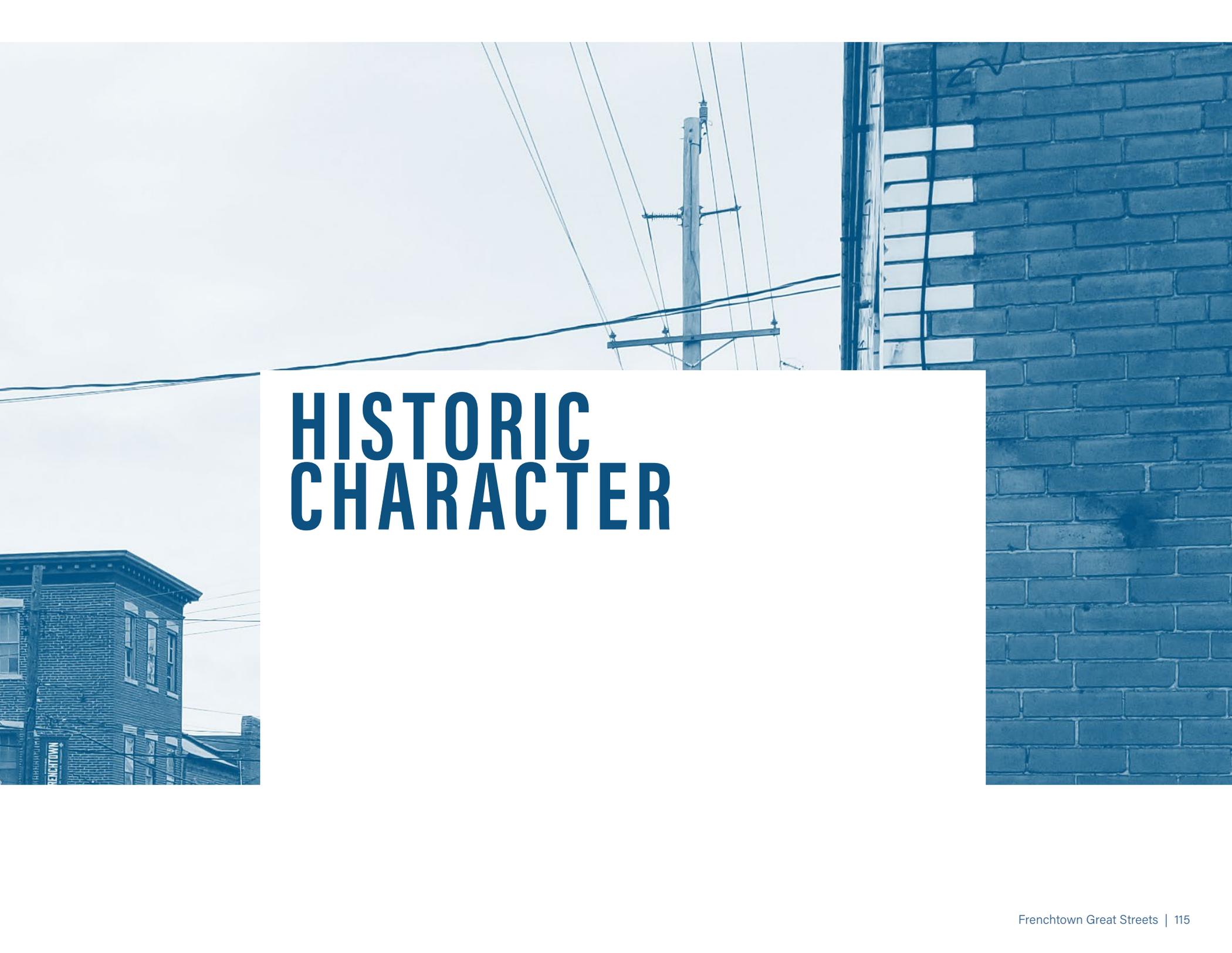


GHOST SIGNS

Ghost signs are lettering and graphics from signs that are generally obsolete and of a historic era, typically hand-painted directly onto a brick surface. These signs are relics of past industry, commercial activity and provide visual evidence of the history of a place. This analysis did not complete an exhaustive inventory of these types of signs, but identified a number of existing signs. These signs are technically obsolete and under existing code should be removed. It is strongly recommended that where appropriate, these signs are preserved in their current state.

It is also recommended that this form of hand painting directly onto brick sides of buildings be considered, in select locations, for public sponsored district signage.





HISTORIC CHARACTER

INTRODUCTION



The current Frenchtown Preservation District encompasses a neighborhood with a historic mix of residential, commercial, industrial and institutional buildings with structures dating to 1830.¹

A review of historic documents shows the City of St. Charles was predominantly developed south of Missouri's first state capitol building, but historic deed records indicate that by the late 18th and early 19th centuries, the current Frenchtown Preservation District had inhabitants and land cultivation. Historic records reveal that by the first part of 20th century this area was already being referred to as "Frenchtown."²

Throughout the Frenchtown Preservation District, one finds structures of vernacular design influenced by architectural styles including Federal Revival, Greek Revival, Late Victorian, and Early Modern. The district is recognized as the largest collection of French Colonial architecture in the midwest. These French Colonial structures were a continuum of homes being constructed up the Mississippi Valley. This architectural style is

¹ Mary M. Stirtz (August 1990). "National Register of Historic Places Inventory Nomination Form: Frenchtown Historic District" (PDF). Missouri Department of Natural Resources. Retrieved 2019-10-01.

² Mary M. Stirtz (August 1990). "National Register of Historic Places Inventory Nomination Form: Frenchtown Historic District" (PDF). Missouri Department of Natural Resources. Retrieved 2019-10-01



Example of French Colonial Architectural Style within the District

typically defined by having extensive porches/galleries that are housed under the main roofline, a loft, high masonry foundations, and the main level raised a full story above grade.³ This style of architecture is found throughout Creole Louisiana, but the addition of the loft or grenier to the design is an influence tied to French Canadian construction.⁴ This vernacular architectural style flourished throughout the Frenchtown district beyond the 1850s, when the majority of structures were being built by the influx of German immigrants moving to the area. The continuation of use and construction of this distinct architectural style was assuredly influenced by the sloping topography found within Frenchtown and the varying climatic conditions of Missouri.

³ Virginia McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, 2015) 179-180.

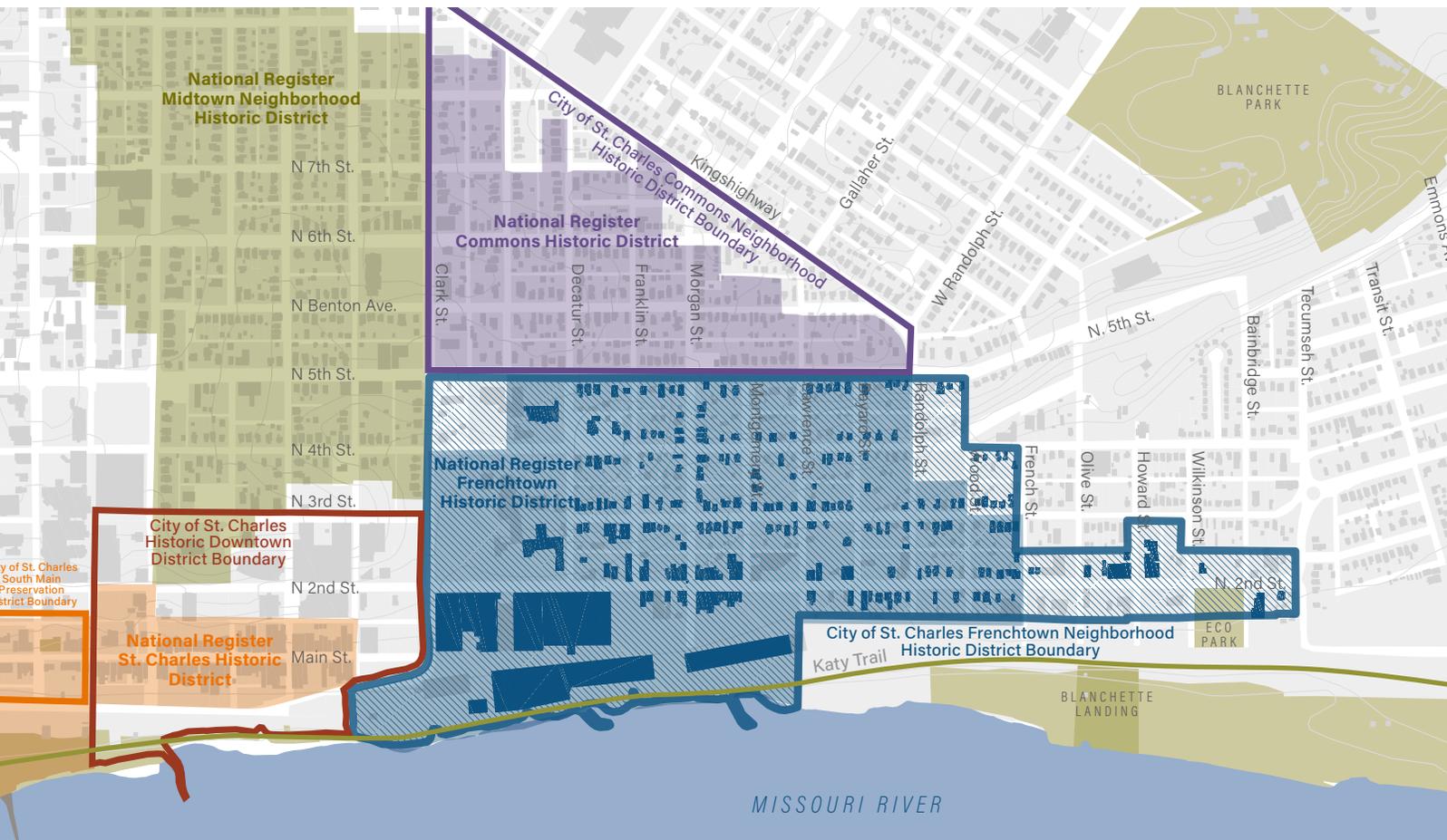
⁴ Michel Lessard and Marquid Hugette, *Encyclopedia De La Maison Quebecoise*, (Montreal: Les Editions De L'Homme, 1972) .



Example of Gothic Revival Architectural Style within the District

Identifying and preserving the historic buildings within Frenchtown is important in order to retain the sense of place and unique history of the district. The City of St. Charles has ensured that maintaining the historic identity of Frenchtown will continue by establishing a locally defined historic district and a National Register historic district. It is through these community defined districts that the character and history of St. Charles Frenchtown will be protected and retained.

HISTORIC DISTRICTS



Legend

-  City of St. Charles Frenchtown Neighborhood Historic District Boundary
-  National Register Commons Historic District
-  Contributing Historic Structures (within Frenchtown only)
-  City of St. Charles South Main Preservation District Boundary
-  National Register St. Charles Historic District
-  National Register Midtown Neighborhood Historic District
-  City of St. Charles Commons Neighborhood Historic District Boundary
-  National Register Commons Historic District



National Register and locally designated historic districts can be used as effective preservation tools to help protect a community's historic resources. National Register and local historic district are different, but complimentary, and can work effectively by themselves or together. The National Register program can be used as a credible way to identify a community's historic resources, while the local historic district provides a greater degree of protection for historic resources

due to the required design oversight by the Historic Landmarks Preservation and Architectural Review Board (HLPARB).

A National Register historic district is a historic district that is listed in the National Register of Historic Places. The National Register is the nation's official list of historic buildings, structures, sites, and objects that are significant to America's history, architecture, archeology, engineering, and culture. These places can be significant on the local, state, or national level. The National Register is maintained by the National Park Service and

The National Register of Historic Places and the Historic District of the City of Saint Charles (Local Register)

is administered in Missouri by the State Historic Preservation Office within Missouri's Department of Natural Resources. Contributing properties within the National Register historic district are eligible for state and federal historic preservation tax credits and additional opportunities are available to designated historic structures through grant programs.

A local historic district is a historic district designated by a local ordinance and falls under the jurisdiction of a local historic preservation commission. Missouri Statute 253.415 the "Local Historic Preservation Act" allows local governments to establish a historic preservation commission that can designate significant historic properties as historic landmarks and historic districts and maintain a register of designated properties, which are significant for their history, architecture and archaeology.¹ The act allows the historic preservation commission to establish regulations, guidelines, and polices to "preserve the integrity and ambiance of designated landmarks and districts." The City of Saint Charles established the HLPARB as their historic preservation commission in Chapter 156 of the Code of Ordinance with the goal to protect, enhance, and preserve the buildings and structures in the city that are historically, culturally, architecturally, and geographically significant. The Frenchtown Preservation District is one of six preservation districts in St. Charles.

The boundary for the Frenchtown local historic district includes the entire Frenchtown National Register district but also includes several additional blocks to the north, west, and south of the district.

Frequently Asked Questions	National Register Historic District	Historic District of the City of Saint Charles (Local Register)
What are the National and the local registers?	The National Park Service, through the Missouri Department of Natural Resources, oversees the National Register, which is a Federal list of districts, sites, buildings, structures, and objects significant in American historic, architecture, archaeology, engineering, and culture.	Historic Landmarks Preservation and Architectural Review Board oversees the local Saint Charles Register, which is a list of districts, sites, buildings, and structures significant in Saint Charles history.
Is there a benefit to being on a register?	Yes, owners may be eligible for a 20% federal investment tax credit for income-producing properties that can be combined with a 25% state income tax credit.	Yes, the design review process encourages quality design for proposed alterations to listed properties and gives any person or neighborhood a forum to comment on changes to their neighborhood.
Can my property be on both registers?	Yes, an owner of a property that is both locally designate and listed in the National Register may take advantage of Federal and state tax incentivied and are expected to conform to national and local historic preservation standards.	
Do I have to be on the local register before I can be on the National register?	No, a property may be listed on either register or both. The registers are designed to compliment each other by providing unique benefits and tools to protect historic preoperties.	
Are all buildings in historic districts historic?	No, historic districts often include non-historic (non-contributing) properties. Owners of these properties are currently not eligible for state or federal tax credit incentives.	No, historic districts often include non-historic (non-contributing) properties. Changes to these properties which require apermit are subject to design review and approval by the City's Preservation Planner so that proposed changes are compatible with the character of the historic district.
Do I have any say as to whether my porperty is included in a historic district?	Yes, before designation all owners have the opportunity to concur with or object to listing at public hearings with the Historic Preservation Commission and the Missouri Advisory Council on Historic Preservation. Designation is not permitted if the majority of property owners submit objections.	Yes, before designation all owners have the opportunity to concur with or object to listings at public hearings with the Historic Landmarks Preservation and Architectural Review Board, the City Planning Commission and the City Council.
Do I have to restore my property to its "original" appearance?	No, owners of private property listed in the National Register have no obligation to restore their property.	No, any changes present at the time the property is designate may remain. Any future exterior alterations will have to follow the Secretary of the Interior's Standards for Rehabilitation and the Architectural Design Guidelines for the Frenchtown Preservation District.
Do I have to maintain my property?	No, owners of private property listed in the National Register have no obligation to maintain their property.	Yes, the Architectural Design Guidelines for the Frenchtown Preservation District required that designate properties be kept in good repair and meet the minimum requirements of the Property Maintenance Code.
What might happen to the value of my property?	Because National Register properties have some protection and tax incentives available, owners may be more inclined to make improvements to their properties, and this may increase the value of all proerty in a given district.	Because Historic District of the City of Saint Charles have protection through design review, owners may be more included to make appropriate improvements to their properties, and this may increase the value of all property in a given district.
What can I go for assistance?	State Historic Preservation Office P.O. Box 176 Jefferson City, Missouri 65102 Phone: (573) 751-7858 Website: https://dnr.mo.gov/shpo/	Saint Charles Preservation Planner Community Development Department 200 North Second Street Saint Charles, Missouri 63301 Phone: (636) 949-3228 Website: https://www.stcharlescacitymo.gov/158/Planning-Zoning-Division

¹ <https://law.justia.com/codes/missouri/2016/title-xvi/chapter-253/section-253.415/>

CONTRIBUTING PROPERTY

Within historic districts, properties can either be contributing or non-contributing. Contributing properties are buildings, structures, objects, or sites within the historic district that add to the historic quality and significance of the district. Contributing properties add to the district's sense of time, place, and chronological development. Contributing properties within the National Register historic district retain enough of their character-defining features to convey their integrity within the district's period of significance. For Frenchtown, the period of significance is 1830 to 1940.

Per the St. Charles Zoning Ordinance, a contributing property within the Frenchtown Preservation District (local historic district) is a building, structure or permanently fixed object which meets either of the following criteria:

- It is eligible for listing on the National Register of Historic Places, either individually or as part of a larger collection of structures.
- Was present during the period of significance (1830-1940), related to the documented significance of the district, and either possesses historic integrity or is capable of yielding important information about the period.

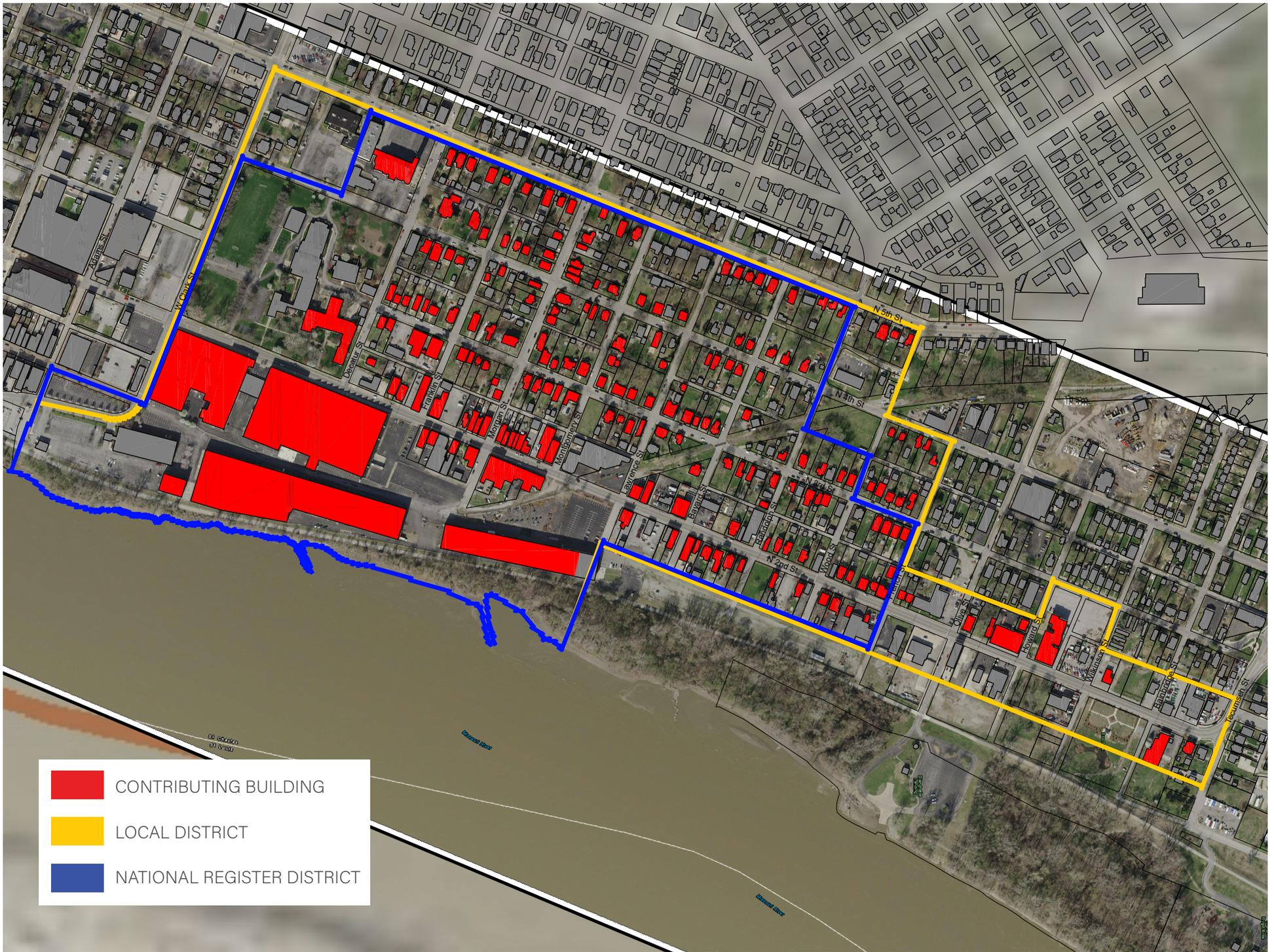
Contributing Properties are eligible for state or federal financial incentives, such as historic preservation tax credits.

Changes that alter the exterior appearance of a contributing property and require a building permit must obtain a certificate of appropriateness from the HLPARB. New additions, changes, and exterior alterations are subject to the adopted design guidelines for Frenchtown. These design guidelines help ensure the protection of character-defining features of the contributing properties and protect the integrity of the historic district.

Non-contributing properties do not contribute to the significance of the district. These resources may not be less than fifty years old or are not from the district's period of significance. The properties could also have been significantly altered and no longer reflect the historic quality of the district or are not associated with the historic theme of the district.

Non-Contributing properties are not eligible for state or federal financial incentives.

Changes, exterior alterations, or additions to non-contributing properties that require a building permit are still subject to design review and approval by the HLPARB so that proposed changes are compatible with the character of the historic district. These changes are typically an administrative review process by the City's Preservation Planner.



DESIGN GUIDELINES

NEW BUILDINGS AND DEVELOPMENT WITHIN THE HISTORIC DISTRICT

Below is an abbreviated version of the recommendations provided by *Architectural Design Guidelines for the Frenchtown Preservation District* for new buildings and additions within the historic district.

GUIDELINES FOR ADDITIONS

EXISTING ALTERATIONS AND ADDITIONS

- Early alterations, additions or new construction (more than 50 years old) may have become historically significant and thus merit preservation.
- More recent alterations, additions or new construction that are not historically significant may be removed.
 - For example, asphalt, aluminum or vinyl siding may obscure the original clapboard siding.
 - In this case, removal of this alteration, and restoration of the original material is strongly encourage.

SITE PLANNING OF AN ADDITION

- 4.1. An addition shall adhere to current zoning requirements for setbacks unless otherwise deemed appropriate.
- 4.2. An addition should be built on historic footprints where applicable.
- 4.3. Preserve historic alignments that may exist on the street when planning an addition.
- 4.4. Maintain the historic relationship of the primary structure to its site and the street when adding a new addition.
- 4.5. An addition must not obscure the primary entrance to a building.
- 4.6. An addition must not significantly alter original landscape features, such as walkways, fences, street trees, special plantings and other ornamental site features, when feasible.

FORM, MASS AND SCALE OF AN ADDITION

- 4.7. A new addition shall be subordinate to the historic structure in scale and character.
- 4.8. The addition shall be built in the style and character of other historic additions.
- 4.9. Maintain the historic solid-to-void ratio seen traditionally in the district.

ROOFS

- 4.10. The roof form of an addition must be in character with the historic building.
- 4.11. The addition's roof material shall appear similar to that of the roof on the primary structure.
- 4.12. The addition shall preserve the established design character of the historic building or structure.
- 4.13. Using downspouts and gutters that are in character with those employed historically on similar buildings is encouraged.
- 4.14. New dormers may be added, with a model example.

ARCHITECTURAL DETAILS

- 4.15. Preserve, do not obscure, original architectural details of the historic structure.
- 4.16. Incorporate similar architectural details (i.e., brackets, columns, jig-saw ornaments) in the design of an addition.

MATERIALS

- 4.17. Materials shall appear similar in character to those used historically.
- 4.18. Similar materials finishes are required.

STREET FACADES

- 4.19. An addition shall not be made to a primary façade.
- 4.20. Exterior second floor access shall be maintained and in good repair.

DOORS AND ENTRIES

- 4.21. Preserve traditional entrance patterns when planning an addition to a historic building
- 4.22. Doors on an addition shall use a design similar to those historically on comparable structures.
- 4.23. A door on an addition shall use a design similar to those found historically on comparable structures.

WINDOWS

- 4.24. An addition shall maintain the solid-to-void ratio of the primary structure.
- 4.25. A window on an addition shall be similar in character to those of the primary historic building.
- 4.26. Maintain the historic number of panes as seen on the primary structure.
- 4.27. Skylights are prohibited

DESIGN GUIDELINES

GUIDELINES FOR NEW CONSTRUCTION AND ALTERATIONS TO NON-CONTRIBUTING STRUCTURES

SITE PLANNING FOR NEW BUILDINGS

- 5.1. On a previously undeveloped site, align a new structure with the setback line existing in that block.
- 5.2. Grading and cut and filling shall be compatible with surrounding properties
- 5.3. Parking lots should be subdivided into small components so that the visual impact of large paved areas is reduced.
- 5.4. Place off-street parking behind or to the side of buildings.

BUILDING FORM, MASS AND SCALE

- 5.5. New houses or buildings shall appear similar in mass and scale to neighboring houses.
- 5.6. A new building shall appear similar in height to those seen traditionally in the district.
- 5.7. Employ floor-to-floor heights which appear similar to those seen historically.
- 5.8. Maintain the historic solid-to-void ratio seen traditionally in the district.
- 5.9. A secondary structure shall be similar in form, mass and scale to secondary structures traditionally seen in the district.

ROOFS

- 5.10. Use a roof form similar to that used historically.
- 5.11. A skylight is not permitted to be installed on front portions of a roof without historic precedence.
- 5.12. Match a roof on a secondary structure with the roof form of the primary structure.
- 5.13. An exotic roof form is inappropriate.
- 5.14. The roof must appear to be in the same manner as that of historic structures.
- 5.15. Eave depths shall be similar to those seen traditionally in the neighborhood.
- 5.16. Using downspouts and gutters that are in character with those employed historically is encouraged.

ARCHITECTURAL DETAILS

- 5.17. Architectural features that provide visual interest to pedestrians are encouraged.
- 5.18. Maintain the alignment of horizontal elements along the block, including building cornices.
- 5.19. A literal imitation of historic features is permitted.
- 5.20. A new architectural detail should relate to comparable historic elements in general size, shape, scale and finish.

MATERIALS

- 5.21. Materials shall appear similar in character to those used historically.
- 5.22. Simple material finishes are encouraged.
- 5.23. Incorporate the following character-defining elements of the street façade in all new, commercial structures.
 - a. For primary entrance, use a single wide door set back from the façade
 - b. First floor commercial uses shall incorporate large expanse of glass for the display of merchandise.
- 5.24. Incorporate the following character-defining elements of the street façade in all new residential structures.
 - a. Employ brackets, turned posts and other special details.
 - b. Front yard setbacks should not be cluttered with inappropriate commercial signage or products.
 - c. Maintain residential character despite a possible commercial use.
 - d. Windows or projecting bays shall not incorporate larger expanses of glass or other recent commercial structure innovations.
- 5.25. A secondary structure shall not be designed with a storefront and therefore not positioned on the lot in such a manner requiring a storefront.

DOORS AND ENTRIES

- 5.26. Clearly identify the primary entrance into the building
- 5.27. A new door shall reflect the proportion of historic doors found in the district.
- 5.28. For a new door, use a design similar to those found historically on comparable buildings.

WINDOWS

- 5.29. Windows shall be of size and proportions as traditionally found in that building style.
- 5.30. A window shall be similar in character to those of historic buildings in the district.
- 5.31. A window with vertical emphasis is encouraged.
- 5.32. A window shall be simple in shape.
- 5.33. Use materials that appear similar to those seen historically.
- 5.34. Shutters shall be the appropriate size for windows and shall be similar in appearance.

PORCHES

- 5.35. Building porches to match historic porches in form and details.
- 5.36. Porches must be compatible with the primary structure.
- 5.37. Porches shall remain subordinate to the primary structure.
- 5.38. Do not enclose a porch with opaque materials.

CONCLUSIONS





OPPORTUNITIES & CONSTRAINTS

FRAMEWORK PLAN

The Frenchtown Framework Plan documents the opportunities for the study area. The components of this plan include character zones, river access, trails and Hyett Palma recommendations such as eliminating curb cuts, street furnishings, wayfinding and gateways, crosswalks, public square and potential riverfront housing areas.

Character Zones

The Great Streets plan for Frenchtown will not be a one-size-fits-all solution as there are distinct character differences along the 1.3 mile corridor from Clark Street on the south to the Route 370 interchange on the north. The consultant team has identified five distinct character zones as follows:

The Main Street Transition Zone is located at the south end of the study area. This area is dominated by the Academy of the Sacred Heart to the west and American Car and Foundry Company property to the east. The Historic Commercial Zone is located north of the Main Street Transition Zone. The character of this area is dominated by National Register contributing historic commercial structures and has been identified as the “Prototype Area” according to the Hyett-Palma plan. The Historic Residential Zone is located north of the Historic Commercial Zone. The character of this area includes National Register contributing single-family residential structures. The Commercial Expansion Zone is located north of the Historic Residential Zone. The character of this area is historic as defined by the city and features mostly auto-related shops and other services. The Entrance Corridor Zone is located between North Second Street and Tecumesh Street and the Route 370 interchange. The character of this area is auto-centric and not historic.

River Access

Missouri River access can provide visual and pedestrian access. The best locations for river access are extensions of the east to west street grid. Currently, Olive Street offers river access via the Blanchette Landing boat launch. The final plan will evaluate

additional opportunities for river access in the locations identified on the Framework Plan map. Wetlands, riparian areas and other ecological features may help determine the most appropriate locations for access points.

Pedestrian and Bike Routes

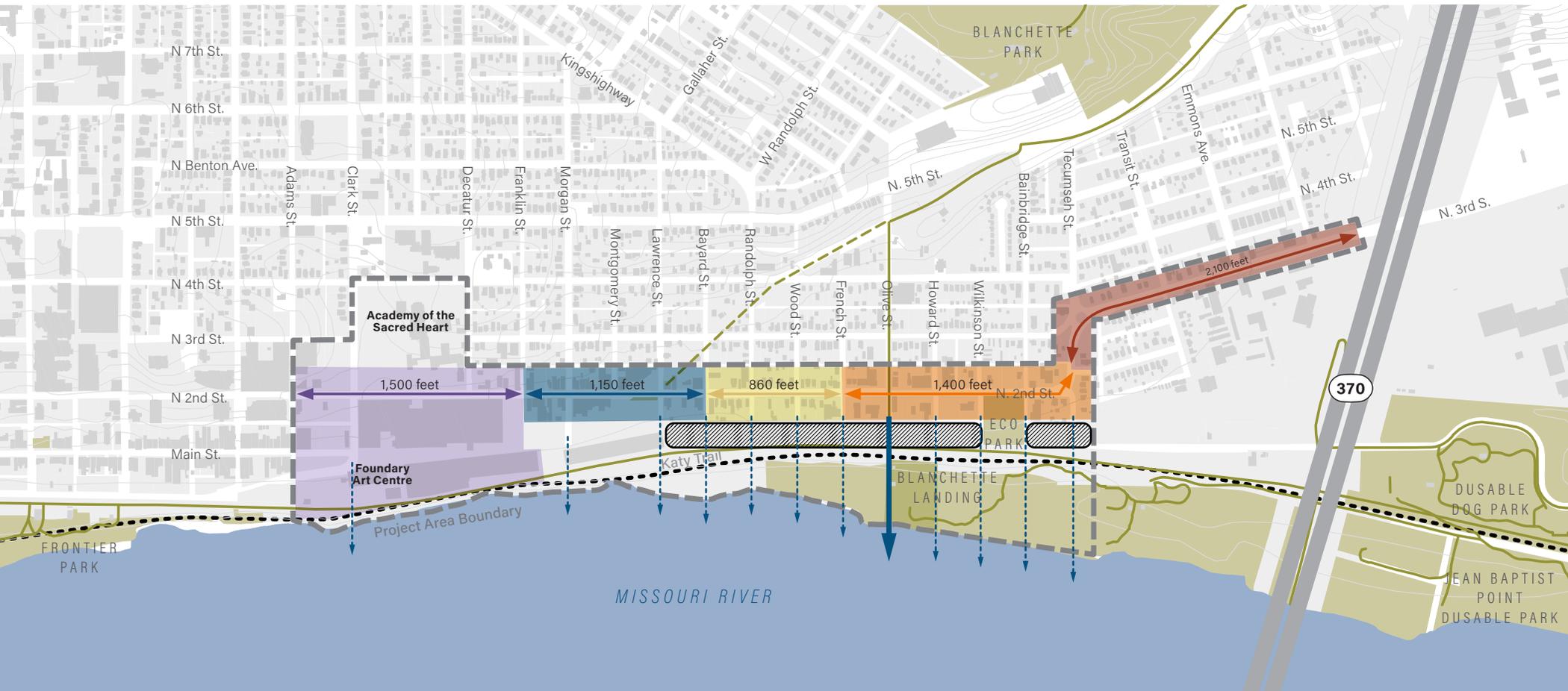
Several adjacent projects and nearby trails must be considered in the Frenchtown Great Streets Plan including Clark Street, Boschert Greenway Trail, the Katy Trail and the bike route on North Third Street north of Route 370. The Clark Street streetscape improvements are currently in design phase and should be complete in Spring 2020. The Boschert Greenway Trail extension to the west of the site follows an abandoned railroad route. This trail is planned to connect directly with the study area by intersecting with North Second Street at Lawrence Street. It is anticipated to be under construction in the Spring 2020. The existing Katy Trail is a community asset in Frenchtown. Additional bicycle and pedestrian connections can be created for improved access. The last bike network improvement to note is the new bike lanes north of Route 370 on North Third Street. The Frenchtown Great Streets project will connect to this established infrastructure. In the future, the bike route on North Third Street will connect across the Missouri River along Route 370.

Hyett Palma Recommendations

Few of the recommendations from the Hyett Palma studies are graphically depicted, so the consultant team will incorporate some of those ideas into the forthcoming alternates for the study area for the community to evaluate and provide feedback. These recommendations include: eliminating roadway curb cuts, coordinated street furnishings, wayfinding and gateways, crosswalks and a public square.

Potential riverfront housing areas are identified in the Framework Plan between the Katy Trail and the alley east of North Second Street. This area allows for development to face the Missouri River, complete the block network in this part of the study area, and activate both North Second Street and the riverfront with 24/7 inhabitants.

FRAMEWORK PLAN



Legend

Potential Character Zones

- Main Street Transition Zone
- Frenchtown Historic Commercial District (Hyett Palma Priority Area)
- Frenchtown Historic Residential
- Frenchtown Commercial Expansion
- Entrance Corridor

River Access

- Existing river access
- Potential river access

Trails

- Existing trails
- Future planned trails

Hyett Palma Recommendations:

- Eliminate roadway curb cuts
- Coordinate street furnishings (benches, planters, landscaping, bike racks)
- Wayfinding elements and gateways
- Crosswalks
- Public Square
- Potential riverfront housing areas



FRAMEWORK MATRIX

The draft framework matrix compiles topics under Design Workshop's Legacy Design approach in the categories of Community, Economics, Environment and Art. Each matrix includes a series of topics, topic descriptions, opportunities, constraints, metrics and metric baselines and targets.

Topics were compiled from the Strategic Kick Off meeting with the City and East-West Gateway, including participants from the project team and the Mayor's Task Force while the description adds more detail about the meaning of the topic. The next two columns identify the opportunities and constraints associated

COMMUNITY

Topic	Description	Opportunity	Constraint	Metric	Baseline	Target
ADA Sidewalks	Sidewalk conditions ideally would meet or exceed ADA standards for width, slope and lack of trip hazards.	Sidewalks can be improved in Frenchtown to increase the width and remove trip hazards. This space can provide benefits for the community in terms of gathering spaces, outdoor dining and street performance.	Sidewalk width is constrained by the right-of-way width	Linear feet of sidewalk that meets or exceeds ADA standards.	TBD	TBD
Crosswalks	Crosswalks are for pedestrian safety and should meet or exceed ADA standards.	Frequent crosswalks provide for a convenient and safe pedestrian experience	Bulbouts can add expense but reduce the crossing distance	Average linear feet between crosswalks	TBD	TBD
				Average crossing distance	TBD	TBD
Curb cuts	Curb cuts are a conflict within a pedestrian walking environment	Reducing curb cuts improves pedestrian safety and a more consistent pedestrian experience	Vehicles will need to be rerouted to destinations when curb cuts are removed	Number of curb cuts along North Second Street	TBD	decrease
Public space	Public spaces such as parks and plazas are destination within a district	A public square can be introduced to Frenchtown (from Hyett-Palma)	Requires coordination with local government for designation and maintenance	Total area of public space destinations (park/plaza)	TBD	increase

with the topics. To track progress toward the topics being addressed, the metrics assign a baseline measurement of either what exists today or should be established as a minimum and a target for the final plan to achieve in the future. Sometimes the target may not be a direct number but simply the idea that the metric would increase or decrease over time.

A forthcoming evaluation of project metrics for the final Great Streets Plan will determine the most appropriate selections for Frenchtown. Final baseline and targets will be provided for the metrics selected in the final plan, which may or may not include the topics listed below.

ECONOMIC

Topic	Description	Opportunity	Constraint	Metric	Baseline	Target
Vacancy and underutilized land	Vacant and underutilized properties detract from the image of the district and discourages walkability. This includes buildings without an active tenant or a tenant that could transition to a more appealing use.	Opportunities for investment as the corridor continues to strengthen.	Requires owner to be proactive about their property.	Acres of Vacant and Underutilized land in the district	37 acres	0 acres
Local business	Local businesses contribute to the character of the place and provide experiential destination shopping.	Maintain a high percentage of local businesses compared to national chain stores	Requires oversight by the local business association	Number of businesses that are local (not franchise or chain retailers)	TBD	Increase or maintain
Business mix	The right business mix creates retail diversity in a district and ensures activation during all parts of the day and throughout the year	Maintain a mix of local business types	Requires oversight by the local business association	Number of business types represented in the district	TBD	TBD

ENVIRONMENT

Topic	Description	Opportunity	Constraint	Metric	Baseline	Target
Connection to the River	Maintaining views and pedestrian and bicycle connections to the Missouri River will create amenities and build awareness about environmental issues such as endangered species and seasonal flooding.	Views and pedestrian and bicycle connections to the Missouri River	Avoiding delineated wetlands and critical habitat areas	Number of pedestrian and bicycle connections to the Missouri River	1	increase
Sustainable building	Sustainable building design (such as LEED or Living Building Challenge, etc) can reflect the values of a place, conserve resources and reduce energy consumption.	St. Charles and the area of Frenchtown can incentivize sustainable building design and renovations	Requires the coordination with regulatory entities	Number of LEED buildings (or similar) in Frenchtown	0	Increase
Environmental Awareness	Environmental education can build awareness of issues within a community	Environmental awareness can be supported with interpretive signage nodes	NA	Number of interpretive signage nodes along the Missouri River in Frenchtown	TBD	increase
Waste management	Triple-stream waste receptacles provide way for residents and visitors to discard waste in three different streams - landfill, recycling, compost.	Triple-stream waste receptacles (landfill, recycling, compost) are a strategy to divert waste from the landfill and communicate the values of the community	Requires coordination and support from waste pick up companies	Average distance between triple-stream trash receptacles	NA	increase
Habitat creation and protection	Habitat creation is appropriate along the Missouri River bank.	Habitat creation along the Missouri River can assist with efforts to conserve endangered and threatened species.	Requires coordination with ecologists and special maintenance	Acres of habitat created and/or protected	NA	increase
Green Infrastructure stormwater solutions	Green infrastructure stormwater solutions include: permeable pavements, rain gardens, bioswales, wetlands, detention and retention areas and cisterns	Green infrastructure is a way to capture, convey, infiltrate, filter and or reuse stormwater	Green infrastructure requires more planning and funding to design, build and maintain	Acre-feet of stormwater infrastructure in Frenchtown	TBD	increase
Flood Resiliency	Much of the Frenchtown Study Area is vulnerable to Missouri River flooding.	By addressing this issue with a new levee along the Katy Trail alignment, many property owners will benefit from reduced insurance and previously undevelopable parcels can be developed.	The barrier to addressing the Missouri River flooding is the cost.	Area of land in the study area that is at risk of flooding	83.4 acres of floodplain area within project area (136.7 acres)	decrease

ART

Topic	Description	Opportunity	Constraint	Metric	Baseline	Target
Adaptive Reuse	By adaptively reusing existing historic buildings, the industrial and architectural heritage of the place will be preserved and contribute to a sense of place for residents and visitors	Frenchtown is located within a National and Local Historic Register with contributing structures	Rehabilitation and maintenance of historic structures can be expensive and subjective	Number of contributing historic structures that need significant maintenance	TBD	decrease
Design Guidelines	More thoughtful development can be encouraged by creating and enforcing updated design guidelines to reflect the values of Frenchtown.	Design guidelines are a tool to coordinate the appearance of development (such as no building setbacks)	Requires the coordination of regulatory agencies and/or the business district	Number of new buildings in the district following design guidelines	0	increase
Public art nodes	A public art program contributes to the aesthetics and sense of place	public art nodes can be identified throughout Frenchtown	Requires an adopted plan and the oversight of a public art entity	Number of public art nodes in Frenchtown	0	increase
Gateways	Gateways announce the entrance to a place	Gateways provide a beacon to indicate a threshold to a district	Gateway elements can be costly	Number of gateways in Frenchtown	0	2
Wayfinding program	A wayfinding program can be an artful element within a district that also provides directional information	A custom wayfinding program for Frenchtown will contribute artful elements and communicate the visual identity of the place	A wayfinding program must be coordinated throughout the district over time	Wayfinding nodes within Frenchtown	0	TBD

PRELIMINARY VISION CATEGORIES

The framework plan and the framework matrix lay a foundation for the recommendations that may emerge during the drafting of the Great Streets Final Plan. After reviewing the analysis the team has compiled to date, we anticipate the final plan document to organize recommendations in the following major vision categories:

- 1. Celebrate local character**
- 2. Connected corridor**
- 3. Vibrant destinations**
- 4. Healthy river, healthy environment**

These vision categories will balance priorities and diverse interests to guide the future of Frenchtown. Each vision category will include an aspirational statement to elaborate on the meaning and provide a foundation for recommendations. They will also have a series of goals that are identified to be achieved. As a draft, goal topics have been identified. However, in subsequent deliverables, the goals will be more clearly defined. To provide a path forward for Frenchtown, the goals will be supported by actionable strategies.

To conclude the existing conditions report, the four preliminary vision categories and draft goal topics are listed below.

VISION CATEGORY #1: CELEBRATE LOCAL CHARACTER

Aspirational statement: The historic assets and industrial heritage of Frenchtown provides a sense of identity for the local community. As Frenchtown continues to develop, the existing spirit of the corridor will be celebrated.

Goal topics:

- Character zones
- History
- Art
- Materials
- Identity and wayfinding

VISION CATEGORY #2: CONNECTED CORRIDOR

Aspirational statement: Frenchtown will welcome and accommodate multi-modal users - transit riders, personal vehicle drivers, cyclists and pedestrians to a safe and comfortable corridor.

Goal topics:

- Roadways
- Parking
- Transit and trolley
- Bikes
- Pedestrians
- Safety

VISION CATEGORY #3: VIBRANT DESTINATIONS

Aspirational statement: Frenchtown will boast a series of diverse destinations activating the corridor that will serve the local community, future residents and visitors.

Goal topics:

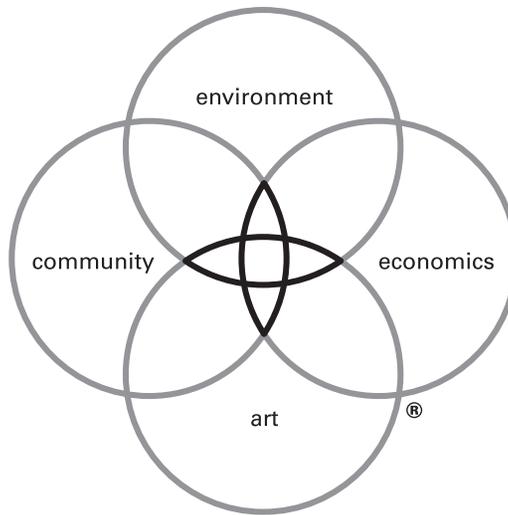
- Land use and zoning
- Density
- Markets - residential, retail, office, hospitality
- Public space (includes local square)
- Utilities

VISION CATEGORY #4: HEALTHY RIVER, HEALTHY ENVIRONMENT

Aspirational statement: The environment in Frenchtown will balance human comfort strategies, recreation assets and natural cycles, where the riverfront serves as an inspiration that provides environmental and recreational assets for the community.

Goal topics:

- Sustainable stormwater management strategies
- Flooding mitigation
- River access and recreation
- Vegetation
- Noise
- Air quality
- Endangered species



DW LEGACY DESIGN®

We believe that when environment, economics, art and community are combined in harmony with the dictates of the land and needs of society, magical places result — sustainable places of timeless beauty, significant value and enduring quality, places that lift the spirit.

Design Workshop is dedicated to creating Legacy projects: for our clients, for society and for the well-being of our planet.