



# Chapter 4: Plan Principles, Goals, and Recommendations

Overview

*Principle #1*

An Outdoor Lifestyle

*Principle #2*

Neighborhood Vitality

*Principle #3*

A Prosperous Local Economy

*Principle #4*

Community Character

*Principle #5*

Community Cohesion

*Principle #6*

Fiscal Responsibility

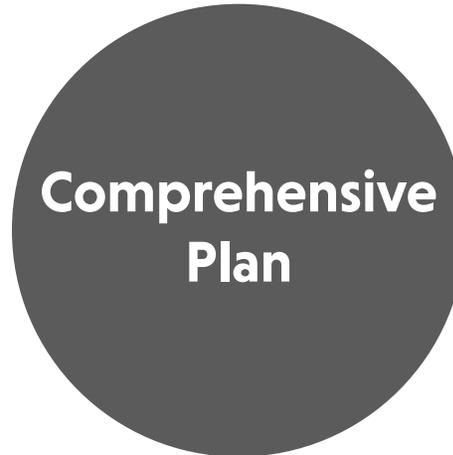
# Plan Principles

The six plan principles shape the goals and recommendations of the comprehensive plan. This chapter presents the plan principles along with the goals and recommendations associated with each plan principle.

Each plan principle is rooted in one of the core community values.

At the end of the section for each plan principle, there is a list of preliminary metrics (Measuring Our Success). These metrics provide suggestions on key measures to track so that the City may gauge implementation and the success of the plan.

Chapter 9 'Implementation' includes detailed actions for implementing the goals of this Chapter. The implementation chapter highlights next steps, timeframe, and responsibility for implementation.



# Chapter Overview

**Goal 1.4** A community tree canopy that differentiates the City from surrounding communities.

Mature trees in the City are a feature that strongly contributes to the overall character of the City. Residents consistently mentioned the "natural setting" of Lake Saint Louis as one of their top reasons they enjoyed living in the City. A healthy community tree canopy can benefit the City in terms of overall aesthetics, increased property values, better stormwater management. Maintaining the existing tree canopy and ensuring that undeveloped areas have a healthy future tree canopy should be a top priority for the City.

**1.4A: ENSURE LANDSCAPE ORDINANCES FOR NEW DEVELOPMENT EXCEED ORDINANCES BY OTHER COMMUNITIES IN THE REGION FOR TREE COVERAGE.**

The City should ensure landscape ordinances for tree coverage for new development are the most extensive for a city in St. Charles County. This will ensure that the City continues to differentiate itself as a tree community compared to other communities in the County. Additionally, the City should compare its landscape ordinances to other best practices by communities in the region.

**1.4B: MAINTAIN OR INCREASE COMMUNITY TREE CANOPY BASED ON 2017 BASELINE.**

The City should work to maintain or increase the community tree canopy based on the 2017 baseline. Three strategies will be required to meet this recommendation. One, maintain and increase tree coverage on public areas (landscapes, parks, open space, and street right-of-ways). Second, administer landscape ordinances to ensure a robust tree canopy for new development. Third, continue programs to maintain a healthy tree canopy on existing developed parcels.

An important component will be new land cover GIS data to better measure tree canopy coverage. Currently, existing land cover data is not precise enough to adequately measure tree coverage. However, as 2017 or regional GIS data should be available to adequately measure canopy coverage, this will be a baseline.

With close to 900 acres of undeveloped land in the City, the long-term tree canopy in those undeveloped areas will have a tremendous impact on the character of the City.

**1.4C: DEVELOP A LONG-TERM TREE PLANTING PLAN FOR CITY PARKS, RIGHT-OF-WAYS, AND OTHER PUBLIC SPACE.**

Existing City parks, right-of-ways, and other public open spaces should have a plan for the next generation of mature trees with strategic plantings, especially in the next 10 - 20 years.

81% of respondents rated this image as desirable or highly desirable.

This image was the highest rated image as part of the Visual Preference Survey based by residents. This and other preferred images showed the strong preference for a mature tree canopy in the City.

Example page.

## Measuring Our Progress - Outdoor Lifestyle

Below are key metrics measures to track so that the City may gauge successful long-term implementation of the plan. For each plan principle, three to five metrics are suggested. For detailed action items, see Chapter 8 - Implementation.

Indicator	Method	Baseline	Target
All residents within walking distance of a park or greenway.	Residential lots within 1/2 mile from a park, greenway, or public open space.	2017	Increase (Measure every 5 years)
All residents within walking distance of a park or greenway.	Ratio of park acres per population (acres per 1,000 residents).	2017	Meet or exceed the current ratio of acres per population (Midwest average is 10 acres per 1,000 residents). Expected 50-60 acres to be required long-term (if Our Lady Cemetery can be used as public open space); 100-120 acres to be required if just City parks.
A community tree canopy that differentiates the City from surrounding community.	Percent of free canopy coverage (Data not available until 2017-2018)	2017-2018	Maintain or Increase (Measure every 5 years)
Water quality that preserves and enhances the health of the lakes.	TBD (LSLCA measures fecal coliform, MoDNR measures 303d listing)	2017	Improve water quality (Measure every 5 years)
A connected system of biking and walking in the City.	Miles of multi-use trail.	2017	Increase (Measure every 5 years) Complete central connections within 20 years

Example page.

Each plan principle has a set of goals that provides the framework for the plan. The plan principles and goals provide the foundation for future decision making.

Each goal is explained in more detail with additional context, background information, and why the goal is important.

For each goal, recommendations are presented that provide strategies and policies to help achieve each goal.

At the end of each principle section, a list of metrics are presented. The recommended metrics are long-term measurements to help gauge the success of implementation. Metrics are limited to three to five metrics per principle.

The 'Implementation' Chapter presents detailed action items group by priority and timeframe (short-term, intermediate, and long-term). The plan strives to keep the number of highest priority items to around ten to better focus attention on the top priorities.

Action Timeframe

Action	Plan Principle	Plan Goal	Page #	Reference to other Goals	Priority	Timeframe (short-term, intermediate, long-term, ongoing)	Type (Policy, Education, Advocacy, Capital Project, Regulatory, Partnership)	Primary Responsibility	Additional Partners
Infill existing gaps in the biking/walking network, especially in the City.	Priority	Goal 1.1A	58		2	intermediate	Capital Project	City - Public Works	Private developers (as part of new development)
Develop a Connected System of Trails and Greenways West of I-64									

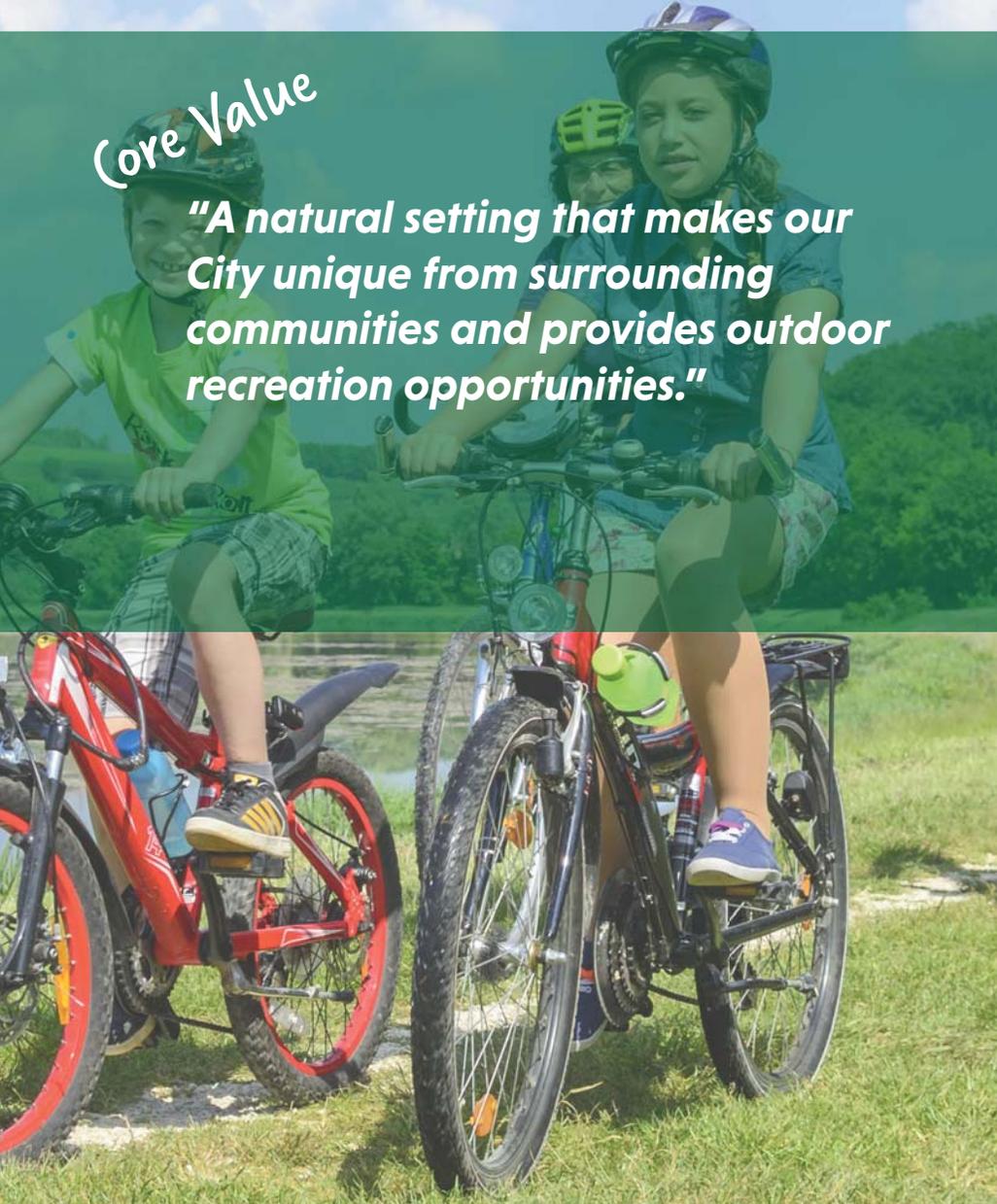
Type of Action

Responsibility

# Principle #1: An Outdoor Lifestyle

Core Value

*"A natural setting that makes our City unique from surrounding communities and provides outdoor recreation opportunities."*



## Key Goals:

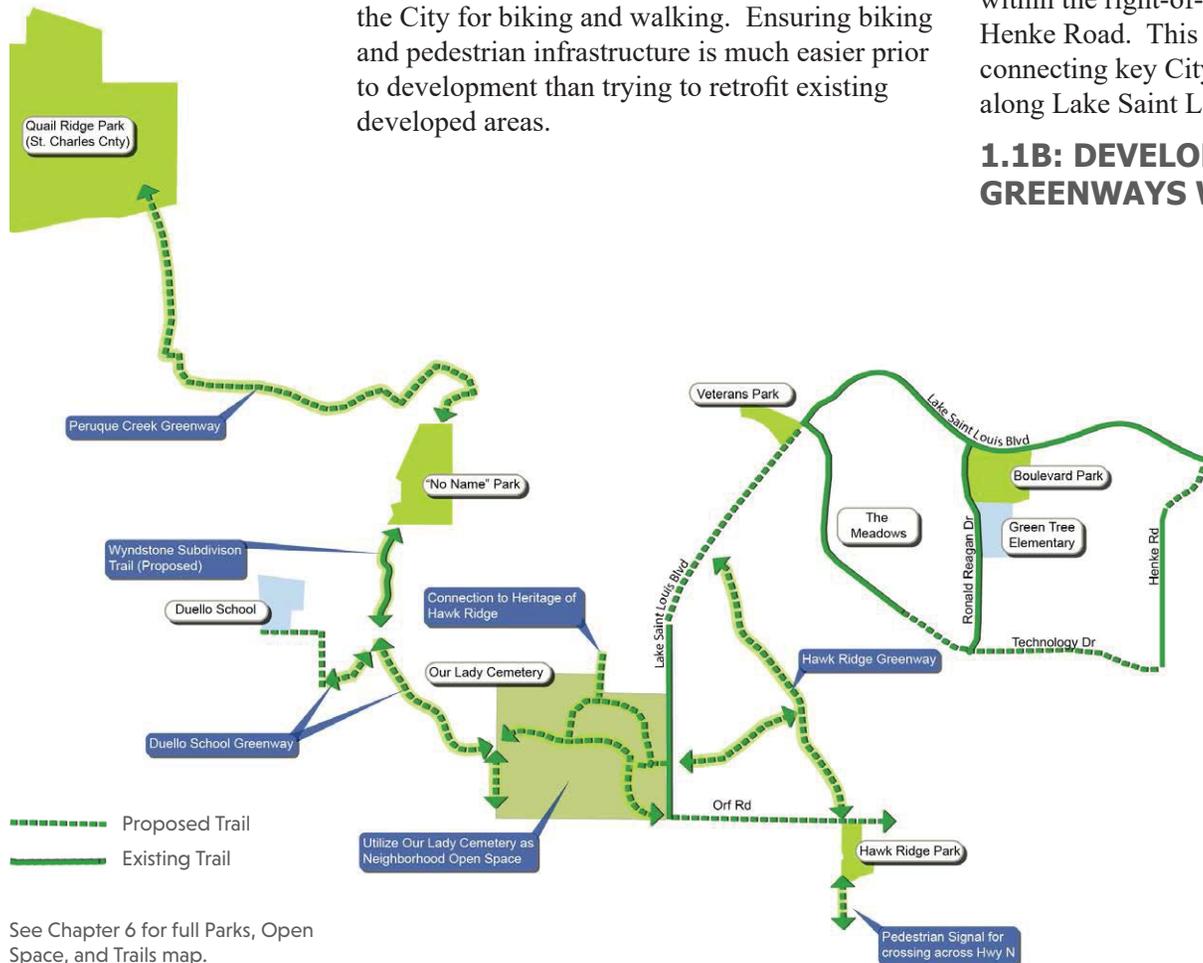
- 1.1 A connected system of biking and walking opportunities in the City.
- 1.2 All residents within walking distance of a park or greenway.
- 1.3 Greenway and trail connections to Quail Ridge Park.
- 1.4 A community tree canopy that differentiates the City from surrounding communities.
- 1.5 Water quality that preserves and enhances the health of the lakes.
- 1.6 Preserve and enhance biodiversity.

# Goal 1.1

## A connected system of biking and walking opportunities in the City.

The City already has a strong start to a connected system of biking and walking facilities. Existing multi-use trails, sidewalks, and on-street bicycle facilities already exist in many locations. The key to successfully creating a connected system will be to infill gaps in the existing network and to ensure that a

framework is in place in undeveloped areas of the City for biking and walking. Ensuring biking and pedestrian infrastructure is much easier prior to development than trying to retrofit existing developed areas.



See Chapter 6 for full Parks, Open Space, and Trails map.

**Diagram: A Connected Bike/Pedestrian Network in the Heart of the City**

### 1.1A: INFILL EXISTING GAPS IN THE BIKING/WALKING NETWORK, ESPECIALLY IN THE CENTRAL PART OF THE CITY.

A priority should be to infill existing gaps with multi-use trail connections within the right-of-way of Lake Saint Louis Boulevard, Technology Drive, and Henke Road. This would provide a connected network in the heart of City by connecting key City parks, destinations like the Meadows, and office buildings along Lake Saint Louis Boulevard.

### 1.1B: DEVELOP A CONNECTED SYSTEM OF TRAILS AND GREENWAYS WEST OF I-64.

The diagram on this page (and the Parks, Open Space, and Trails Plan) highlights a connected system of greenways west of I-64. The future greenways include:

- Hawk Ridge Greenway
- Our Lady Cemetery Trail
- Duello School Greenway
- Wyndstone Subdivision Trail
- Peruque Creek Greenway

The trails and greenways will be implemented through a combination of methods including subdivision open space, riparian corridors, parkways, and shared-use agreements. One of the first steps should be to concurrently develop a master plan that includes “No-Name” Park, Our Lady Cemetery, and Duello School Greenway.

#### Hawk Ridge Greenway

The Hawk Ridge Greenway will connect Hawk Ridge Park to areas to the north and west. (See the Muk Sub-Area Plan in Chapter 7 for more details). This area is currently undeveloped. The greenway could be a part of subdivision open space, riparian corridors, or parkways.

### **Our Lady Cemetery Trail**

Our Lady Cemetery Trail will require a shared-use agreement or easement with the Archdiocese of St. Louis. (See Goal 1.2A for additional details). The existing cemetery occupies a small portion of the south end of the parcel with the rest of the parcel being farmland and woodland. A trail across the northern section of the parcel would likely not be impacted by cemetery use for several decades. A trail could also be incorporated as part of a future internal cemetery road or path network.

### **Duello School Greenway**

Duello School Greenway will connect to Duello School. The greenway could be a part of subdivision open space or riparian corridors. Part of the greenway will need to utilize the right-of-way of Duello Road for the final connection to the school.

### **Wyndstone Subdivision Trail**

The Wyndstone Subdivision Trail is a trail planned as part of the development of the Wyndstone subdivision. The trail will provide a connection to “No Name” park.

### **Peruque Creek Greenway**

Peruque Creek Greenway will connect “No Name” Park to Quail Ridge Park to the north. With existing development and the floodplain of Peruque Creek, a conceptual trail study will be required to determine the feasibility and location of a bridge and the trail.

### **1.1C: IMPLEMENT THE UPTOWN DISTRICT’S PEDESTRIAN PROMENADE AND STREETScape IMPROVEMENTS.**

The pedestrian promenade and streetscape improvements in the Uptown District should be implemented per the goals of the Uptown District plan (Chapter 7). The streetscape and pedestrian improvements on Lake Saint Louis Boulevard can happen independently of the promenade improvements. The promenade will need to be part of a holistic redevelopment of the Uptown District.

### **1.1D: ENCOURAGE BICYCLE AND PEDESTRIAN ACCOMMODATIONS AS PART OF FUTURE ROADWAY IMPROVEMENTS TO ORF ROAD AND HWY N.**

Highway N is controlled by the Missouri Department of Transportation (MoDOT). The City, as a project stakeholder, should encourage MoDOT to accommodate bicyclists and pedestrians.

### **1.1E: PROVIDE BOTH AN ON-STREET AND OFF-STREET BICYCLE NETWORK.**

The City should balance providing an on-street bicycle network and off-street multi-use (bicycling, walking, running) network. On-street bicycle facilities are best suited for experienced bicyclists who are comfortable riding on streets. Where possible, destinations should also be served through off-street, multi-use trails that are more comfortable for less experienced bicyclists, families, and children.

## Goal 1.2

### All residents within walking distance of a park or greenway.

An outdoor lifestyle centers around community parks and open space. While the City has a good overall ratio of park acreage to population, the distribution of existing park acreage does not make walking to a park possible for all residents. The east side of the City is generally well served by existing City parks as well as open space owned by the Lake Saint Louis Community Association. Additional parks and open space is recommended on the west side of the City to fill in existing gaps.

#### 1.2A: UTILIZE OUR LADY CEMETERY AS A COMMUNITY ACCESSIBLE OPEN SPACE.

Our Lady Cemetery is part of a large parcel owned by the Archdioceses of St. Louis. Currently, the actual cemetery is a small part of the larger parcel. The majority of the parcel is being used as farmland with existing woodland in many sections. The City should pursue a shared-use agreement or easement with the Archdiocese of St. Louis to make part of Our Lady Cemetery accessible open space for residents.

The City should conduct a master plan for the use of Our Lady Cemetery (conducted at the same time as a master plan for “No Name” Park). The master plan should outline expectations and possible uses for portions of Our Lady Cemetery as public open space. Key principles should include:

- Trail connection across the parcel from east to west.
- Passive uses such as walking and hiking.
- No permanent structures.
- No parking (Pedestrian and bicycle access only).
- Continuation of other uses including farming.

The size of the parcel and the small area of existing cemetery should allow for several decades of use as common open space. However, even as the cemetery expands, there is the opportunity for continued use as public accessible open space. The use of cemeteries as community open space is not new. In the early and mid-1800’s, some of the first public open space in cities were cemeteries such as Mount Auburn Cemetery in Cambridge, Massachusetts, and Spring

Grove Cemetery in Cincinnati, Ohio. Today, many cemeteries are open for active and passive recreation uses. In the St. Louis region, Bellefontaine Cemetery is an example of a cemetery that is attempting to increase visitorship through its designation as a Level II arboretum. In addition, Bellefontaine Cemetery has made recent investments such as a new stream and natural areas, and increased marketing as the “other Forest Park”.



#### 1.2B: PROVIDE ADDITIONAL NEIGHBORHOOD SCALE PARKS WEST OF I-64.

Lake Saint Louis currently has approximately nine (9) acres of park land per 1,000 residents. The City will need a minimum of 50 - 60 acres of additional park land to meet community population growth. The total goal should be 120 acres of new parkland or public accessible open space.

Any new City park should be a minimum size to be efficient with maintenance and operations. New parks should preferably be at least 10 acres in size, with a minimum of five (5) acres unless there is unique character of the site that would be beneficial to have as City parkland.

## Goal 1.3

### Greenway and trail connections to Quail Ridge Park.

At 250 acres, St. Charles County's Quail Ridge Park is a beautiful park and wonderful asset that sits just outside of the city limits of Lake Saint Louis. Currently, there are limited opportunities to walk or bike to Quail Ridge Park. An existing trail at the north end of the park dead ends shortly beyond the boundaries of the park. A greenway and trail connection to Quail Ridge Park will make the park an additional asset for City residents and provide a logical destination for city-wide bicycling and walking.

#### 1.3A: DEVELOP A CONCEPTUAL TRAIL ALIGNMENT FROM "NO-NAME" PARK TO QUAIL RIDGE PARK.

A greenway and trail connection to Quail Ridge Park from the south is not an easy connection. Property impacts, topography, and the crossing of Peruque Creek are all major challenges. The City should commission a conceptual trail alignment study to locate possible pedestrian bridge crossing points of Peruque Creek and determine property impacts. A key challenge will be to find a bridge location that will be out of the 100-year flood event. Once the conceptual study is complete, the City should partner with St. Charles County Parks on final engineering and construction. Great Rivers Greenway should also be consulted as a potential partner.

#### 1.3B: ADVOCATE FOR THE DEVELOPMENT OF A TRAIL FROM THE NORTH ENTRANCE OF QUAIL RIDGE PARK TO PROSPECT ROAD.

The City should advocate with MoDOT and St. Charles County for a trail connection to Prospect Road from the north entrance of Quail Ridge Park. This connection becomes more vital if a greenway connection to the south side of Quail Ridge Park is determined not to be feasible.



Detail of the Parks, Open Space, and Trails Plan Showing Connections to Quail Ridge Park

## Goal 1.4

### A community tree canopy that differentiates the City from surrounding communities.

Mature trees in the City are a feature that strongly contributes to the overall character of the City. Residents consistently mentioned the “natural setting” of Lake Saint Louis as one of their top reasons they enjoyed living in the City. A healthy community tree canopy can be a huge benefit for the City in terms of overall aesthetics, increased property values, habitat, and stormwater management. Maintaining the existing tree canopy and ensuring that currently undeveloped areas have a healthy future tree canopy should be a top priority for the City.

#### **1.4A: ENSURE LANDSCAPE ORDINANCES FOR NEW DEVELOPMENT EXCEED ORDINANCES BY OTHER COMMUNITIES IN THE REGION FOR TREE COVERAGE.**

The City should ensure landscape ordinances for tree coverage for new development are the most extensive for a city in St. Charles County. This will ensure that the City continues to differentiate itself as a tree community compared to other communities in the County. Additionally, the City should compare its landscape ordinances to other best practices by communities in the region.



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#### **1.4B: MAINTAIN OR INCREASE COMMUNITY TREE CANOPY BASED ON 2017 BASELINE.**

The City should work to maintain or increase the community tree canopy based on the 2017 baseline. Three strategies will be required to meet this recommendation. One, maintain and increase tree coverage on public areas including parks, open space, and street right-of-ways. Second, administer landscape ordinances that ensure a robust tree canopy for new development. Third, continue programs and education to maintain a healthy tree canopy on existing developed parcels.

An important component will be new land cover GIS data that will be available to better measure tree canopy coverage. Currently, existing land cover data is not precise enough to adequately measure tree coverage. However, in 2017 or 2018 regional GIS data should be available to adequately measure canopy coverage and provide a baseline.

With close to 900 acres of undeveloped land in the City, the long-term tree canopy in these undeveloped areas will have a tremendous impact on the character of the City.

#### **1.4C: DEVELOP A LONG-TERM TREE PLANTING PLAN FOR CITY PARKS, RIGHT-OF-WAYS, AND OTHER PUBLIC OPEN SPACE.**

Existing City parks, right-of-ways, and other public open space have fairly “young” mature trees that are 30-50 years old. The City will need to start to plan for the next generation of mature trees with strategic plantings, especially in the next 10 – 20 years.

#### **1.4D: DEVELOP A LONG-TERM COMMUNITY FOREST STRATEGY FOR EXISTING SUBDIVISIONS.**

Existing subdivisions have fairly “young” mature trees that are 30-50 years old. For subdivisions to retain their mature tree character, homeowners will need to start considering strategic tree plantings, especially in the next 10 – 20 years. The City should develop a long-term community forest strategy that focuses on programs and education for homeowners to help ensure a robust, mature tree canopy in existing subdivisions for decades to come.

#### **1.4E: ENSURE REQUIREMENTS FOR NEW STREETS REQUIRE STREET TREES AND PROVIDE ADEQUATE WIDTH FOR TREE LAWNS AND AVOID CONFLICTS WITH UTILITIES. (Same as Goal 4.2D)**

Requirements for new streets should ensure that adequate width is provided for street trees and that utilities are located to avoid conflicts with street tree plantings. Tree lawns should be a minimum six feet in width (eight feet preferred). When site limitations prevent the full widths for tree lawns, a subsurface soil structural system (such as Silva Cells or Strata Cells) should be used to provide adequate soil volumes (typically 1,000 cubic feet of soil per tree).

#### **1.4F: PLANT STREET TREES IN AVAILABLE STREET RIGHT-OF-WAY WHERE POSSIBLE PER THE ENHANCEMENT AND STREET TREE PLAN (Same as Goal 4.2C)**

## Goal 1.5

### Water quality that preserves and enhances the health of the lakes.

The two large lakes (Saint Louis and Saint Louise) are part of the defining features of the community. The health of the lakes in terms of water quality is of key importance. Silt, fecal coliforms, nitrogen, phosphorus, and other non-point source pollutants are all threats to the water quality of the lakes. Multiple concurrent strategies and partners will be required to ensure water quality that preserves and enhances the health of the lakes.

#### **1.5A: ENCOURAGE RIPARIAN BUFFERS ALONG STREAM AND DRAINAGE CORRIDORS IN AREAS OF NEW DEVELOPMENT.**

Existing requirement for riparian buffers in the City are 25' width from the edge of stream or drainage channel edge. The City should encourage a wider riparian buffer. While the typical community in St. Charles County has a 25' width buffer requirement, several communities in the region have greater requirements. O'Fallon, Illinois has a 150' width buffer requirement each side (300' total width) and Columbia, Missouri has a 30'-100' width beffer requirement each side depending on stream type. A wider riparian buffer has multiple benefits including increased water quality, additional flood protection, subdivision open space, and opportunities for trail use.

#### **1.5B: ENCOURAGE RESIDENTIAL RIPARIAN BUFFER ALONG EDGE OF LAKES.**

Existing lakeside homeowners should be encouraged to have voluntary riparian buffers along the edge of the lake. A riparian buffer would help filter pollutants from entering the lake and also help decrease shore erosion.

#### **1.5C: EVALUATE THE USE OF RIPARIAN BUFFERS ALONG EDGE OF PONDS IN CITY PARKS AS A DEMONSTRATION AND TO EDUCATE HOMEOWNERS.**

A demonstration by the City of riparian buffers along ponds and lakes will show the City as a leader of stormwater best practices within the Peruque Creek watershed. The City should evaluate strategic locations for the use of riparian buffers and install if feasible.

#### **1.5D: ENCOURAGE CONTINUED IMPLEMENTATION OF THE 2005 PERUQUE CREEK WATERSHED MANAGEMENT PLAN.**

The watershed of Peruque Creek that feeds into the lakes of Lake Saint Louis and Lake Saint Louise covers over 36,000 acres and extends well beyond the limits of the City all the way into Warren County. The City should continue to work with the Soil and Water Conservation District, St. Charles County, Warren County, surrounding communities, and other organizations in continuing the implementation of the Peruque Creek Watershed Management Plan.

#### **1.5E: CONTINUE TO ENCOURAGE THE REDUCTION OF NITROGEN AND PHOSPHORUS RUN-OFF FROM RESIDENTIAL AND COMMERCIAL LAWNS AND LANDSCAPE AREAS.**

Lawn and landscape fertilizers are a major source of nitrogen and phosphorus pollution in water bodies. The City and the Lake Saint Louis Community Association (LSLCA) should continue to educate and encourage homeowners and businesses to use less (or eliminate) fertilizers.

#### **What is a Riparian Buffer?**

A riparian buffer is a vegetated strip adjacent to a stream or water body that increases the water quality by filtering pollutants. In addition to increased water quality, riparian buffers can provide additional benefits such as decreased erosion, wildlife habitat, open space, and recreation opportunities. Ideally, a riparian buffer should consist of native vegetation to provide the most benefit.



*Example of a riparian buffer adjacent to a pond.*

## Goal 1.6

### Preserve and enhance biodiversity.

Biodiversity is the variety of plant and animal life. An area that is high in biodiversity has a high percentage of native plants and natural environments. The benefits of biodiversity are many. For the environment, biodiversity means healthy habitats of plants and animals. For the community, biodiversity increases the natural beauty of the City.

The City already has many efforts to preserve and enhance biodiversity. Past projects have included raingardens, butterfly gardens, and other native plantings.

#### **1.6A: ENCOURAGE NATIVE PLANTINGS FOR NEW DEVELOPMENT THAT WILL MEET OR EXCEED BEST PRACTICES BY OTHER COMMUNITIES IN THE REGION FOR USE OF NATIVE PLANTS.**

The City should encourage native plantings for new development. This will help ensure that the City continues to differentiate itself as a natural community compared to other communities in the County. The City should compare its landscape ordinances to best practices by other communities in the region and strive to meet or exceed other community ordinances.

#### **1.6B: RETAIN AND EXTEND CONNECTED AREAS OF NATIVE VEGETATION.**

A connected network of native vegetation has much greater environmental benefits than fragments of vegetation scattered over multiple parcels. Existing areas of native vegetation should be conserved where possible. Unfragmented, connected areas of native vegetation is highly desirable and should be encouraged.

#### **1.6C: CONTINUE TO EDUCATE RESIDENTS ON THE BENEFITS OF NATIVE PLANTS.**

The City, homeowner associations, and other organizations should continue to educate residents on the benefits of native plants.



Butterfly garden at Hawk Ridge Park. Good progress has already been made in increasing areas of native vegetation and educating residents on the benefits of native plants.

# Measuring Our Progress - Outdoor Lifestyle

Below are key metrics to track so that the City may gauge successful long-term implementation of the plan. For each plan principle, three to five metrics are suggested. For detailed action items, see Chapter 9 - 'Implementation'.

Indicator	Method	Baseline	Target
All residents within walking distance of a park or greenway.	Residential lots within 1/2 mile from a park, greenway, or public open space.	2017	Increase (Measure every 5 years)
Amount of parkland in the City.	Ratio of park acres per population (acres per 1,000 residents).	2017	Meet or exceed the current ratio of acres per population (Midwest average is 10 acres per 1,000 residents). Expected 50-60 acres to be required long-term (if Our Lady Cemetery can be used as public open space). 100-120 acres to be required if just City parks.
A community tree canopy that differentiates the City from surrounding community.	Percent of tree canopy coverage (Data not available until 2017-2018)	2017-2018	Maintain or Increase (Measure every 5 years)
Water quality that preserves and enhances the health of the lakes.	TBD (LSLCA measures fecal coliform, MoDNR measures 303d listing)	2017	Improve water quality (Measure every 5 years)
A connected system of biking and walking in the City	Miles of multi-use trail.	2017	Increase (Measure every 5 years) Complete central connections within 20 years

## Principle #2: Neighborhood Vitality

Core Value

*"Preserving the small-town atmosphere and high quality housing that make the City's neighborhoods great."*

Photo credit: Instagram @Bakedgood2014

### Key Goals:

- 2.1 Preserve the character of neighborhoods as they age.
- 2.2 Housing choices that help ensure a diverse spectrum of residents (families, retirees, college grads, singles, etc.).
- 2.3 Attracting a younger spectrum of residents (recent graduates, millennials, young families).
- 2.4 Community services and utilities that adequately serve existing and new neighborhoods.
- 2.5 A transportation network that provides residents the option to drive, walk, or bicycle.

## Goal 2.1

### Preserve the character of neighborhoods as they age.

Older residential areas of the City date from the 1970's. As the housing stock in many neighborhoods approaches 40 to 50 years of age, it will be important to ensure quality housing to preserve the character of neighborhoods as they age. While ultimately up to the homeowners to maintain or rehabilitate their homes, the City can be proactive in education, awareness, and policies to help ensure a housing stock that is well maintained and continues to appreciate in value.

#### **2.1A: BE PRO-ACTIVE IN EDUCATING HOMEOWNERS ON MAINTENANCE, UPKEEP, AND CODE REQUIREMENTS.**

The City should continue to be pro-active in educating homeowners on maintenance and upkeep. Existing programs like the Neighborhood Assistance Preservation Program (NAPP) should continue. Additional strategies include yearly or semi-annual education classes, bulletins, and homeowner guides. Many communities have excellent guides that educate homeowners on maintenance and construction. One example is Maryland Height's 'Guide to Home Improvements', which is a resource for residents in determining when permits are needed for common residential improvement projects.

#### **2.1B: ENSURE THAT INFILL REDEVELOPMENT OR HOME ADDITIONS CONFORM TO THE OVERALL CHARACTER AND SCALE OF THE NEIGHBORHOOD.**

To ensure infill development and home additions conform to the overall character and scale of the neighborhood, front and side setbacks should continue to be preserved. The City should consider adoption of a Floor-Area-Ratio (FAR) or other tool for residential areas that would provide flexibility for additions or redevelopment, but would prevent "McMansions" that would be out-of-scale to the neighborhood. Options for establishing a residential FAR include a city-wide FAR or a site specific FAR based on adjacent sites and neighborhood context. A tool adjusted for sites and various neighborhoods is preferable for the City as it will allow flexibility for lakeside parcels and neighborhoods that vary in age and parcel size.

#### **2.1C: TRACK CODE ENFORCEMENT TO IDENTIFY NEIGHBORHOODS EARLY THAT MAY SHOW SIGNS OF DECLINE.**

Tracking code enforcement violations and mapping results will help identify common issues and identify neighborhoods early that may show signs of decline. Early identification can assist in developing more targeted strategies for those neighborhoods.

#### **2.1D: BE NIMBLE AND QUICK IN ADJUSTING TO FUTURE TRENDS AND CHANGING NEIGHBORHOODS.**

Once a neighborhood starts to decline, it can often be difficult to reverse once the decline has continued for a certain period of time. The City should be nimble in adjusting to future trends and changing neighborhoods to help ensure that any negative changes in a neighborhood does not become a long-term trend. If neighborhoods are identified as showing early signs of decline, the City should evaluate additional strategies (such as occupancy inspections on resale).

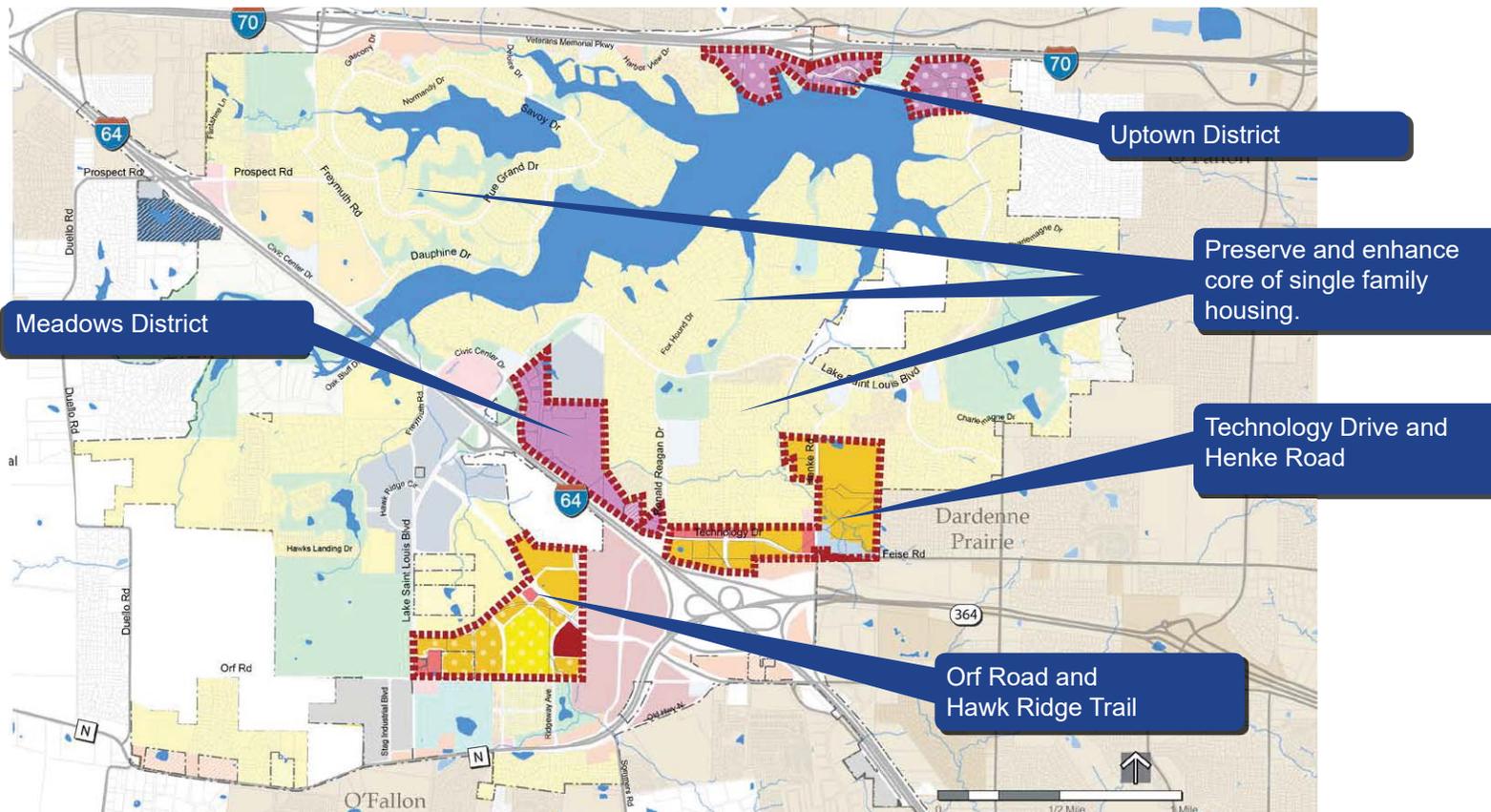
## Goal 2.2

### Housing choices that help ensure a diverse spectrum of residents (families, retirees, college grads, singles, etc. ).

There was a strong desire from the community to preserve single family housing. The future land use plan recommends a core of single family housing. However, in strategic areas, the future land use plan recommends a wider mix of housing choices. These strategic areas include a mixed-use focus at the Meadows District, the Uptown District, and along portions of Orf Road, Technology Drive and Henke Road (See the Future Land Use Plan - Chapter 5).

#### 2.2A: SUPPORT A DIVERSITY OF HOUSING CHOICES IN STRATEGIC LOCATIONS IN THE CITY BASED ON THE FUTURE LAND USE PLAN.

The City should follow the future land use plan that includes strategic areas of mixed-use and multi-family dwellings.



Map: Strategic Areas for Increased Diversity of Housing Choices

## Goal 2.3

### Attract a younger spectrum of residents (recent graduates, millennials, young families).

A wide age spectrum of residents in the City helps ensure long-term viability. The City, along with many communities across the nation, is aging as the baby boom generation retires. The City already has a fairly diverse spectrum of residents, with a strength being retirees. Developments such as the Heritage of Hawk Ridge and the proposed Lutheran Senior Services facility demonstrate the strong existing market for retirement living.

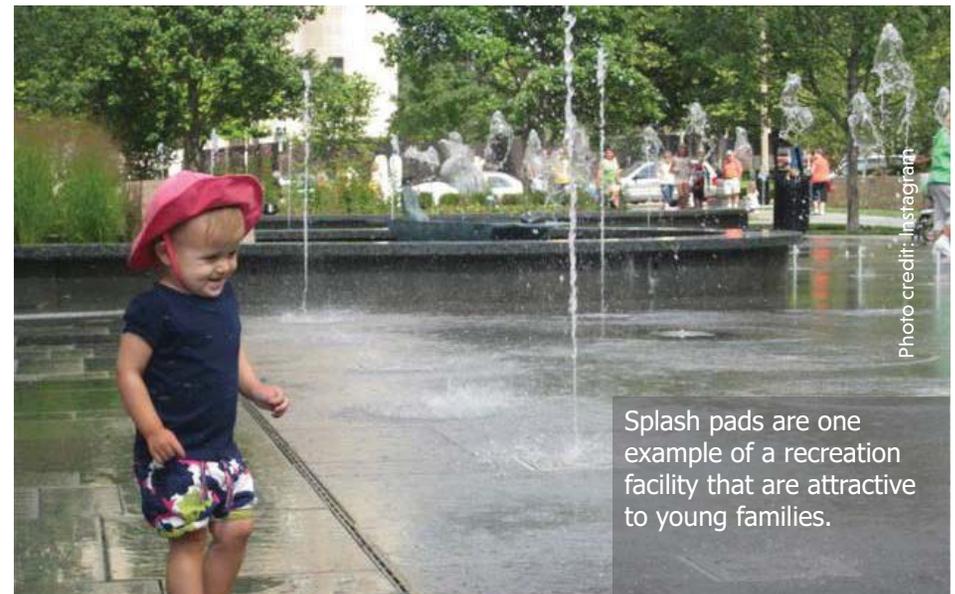
To ensure long-term viability, the City should encourage a younger spectrum of residents. Attracting young families is the most natural fit with existing strengths such as the Wentzville School District, Zachary Playground, and the recreational opportunities in the City.

#### 2.3A: SUPPORT MIXED-USE DEVELOPMENT AT THE MEADOWS AND UPTOWN DISTRICTS.

Mixed-use development, including retail, office, apartments, condominiums, and townhomes at the Meadow and Uptown will create a walkable, village type atmosphere that will be attractive for a number of groups including recent graduates, empty nesters, and singles.

#### 2.3B: INVEST IN PARK AND RECREATION FACILITIES THAT ARE ATTRACTIVE TO YOUNG FAMILIES.

There are many park and recreation opportunities that are attractive to a wide range of ages. For example, trails and greenway networks are popular for residents of all ages. A key recreation investment that would target young families is a splash pad. A splash pad is a relatively inexpensive way of providing water play for young children. One or two splash pads in the City, in addition to existing assets such as Zachary Playground, would continue to position the City as family friendly.



Splash pads are one example of a recreation facility that are attractive to young families.

## Goal 2.4

### Community services and utilities that adequately serve existing and new neighborhoods.

Community services (trash collection, fire, police, ambulance, etc) and utilities (water, sewer, electric, etc) are the necessary components that ensure a high quality of life, but are often out-of-sight for most residents. Only when something goes wrong or there is a disruption in service, do utilities and community services come to mind. Utilities and service providers appear to be pro-actively planning for growth.

#### **2.4A: CONTINUE TO COMMUNICATE WITH UTILITY AND COMMUNITY SERVICE PROVIDERS ON A REGULAR BASIS ON FUTURE DEVELOPMENT TO ENSURE ADEQUATE CAPACITY AND RESPONSE TIMES.**

The City should continue to regularly communicate and meet with utilities and service providers to ensure adequate capacity and response times.

#### **2.4B: ENSURE A LONG-TERM SOLUTION AS PART OF THE LAKE SAINT LOUIS SEWER IMPROVEMENT PROGRAM.**

The Lake Saint Louis Sewer Improvement Program is a long-term capital improvement project by Water District #2 to upgrade or relocate approximately eight miles of sanitary sewer mains that currently run underneath or adjacent to both lake Saint Louis and Saint Louise. Key objectives of the program should be to ensure a long-term solution, be fiscally responsible, avoid unnecessary property impacts, and preserve water quality.

Currently a conditions assessment is being conducted. The results of the conditions assessment will be used to determine next steps.

## Goal 2.5

### A transportation network that provides residents the option to drive, walk, or bicycle.

A diverse transportation network allows residents of all ages and abilities an opportunity to travel across the City. The City's transportation network should provide a range of mobility choices including the options to drive, walk, or bicycle.

#### **2.5A: PRIORITIZE TRANSPORTATION IMPROVEMENTS THAT WILL IMPROVE WALKING AND BIKING CONNECTIONS IN THE CITY.**

As the City develops its regular 5-Year Capital Improvement Program (CIP), priority should be given to projects that improve walking and biking in the City.

#### **2.5B: REGULARLY UPDATE AND PUBLICIZE THE CITY'S 5-YEAR CAPITAL IMPROVEMENT PROGRAM (CIP).**

Results of the street condition analysis should be readily available to residents to help explain the priorities for the Capital Improvement Program (CIP).

#### **2.5C: ENSURE NEW DEVELOPMENT INCLUDES PEDESTRIAN AND BICYCLE FACILITIES AND PROVIDES CONNECTIONS TO CITYWIDE BICYCLE AND PEDESTRIAN NETWORKS.**

New development should include connections to citywide bicycle and pedestrian networks. Examples include pedestrian facilities that connects a building entrance to the citywide sidewalk network.

# Measuring Our Progress - Neighborhood Vitality

Below are key metrics to track so that the City may gauge successful long-term implementation of the plan. For each plan principle, three to five metrics are suggested. For detailed action items, see Chapter 9 - 'Implementation'.

Indicator	Method	Baseline	Target
Preserving the character of our neighborhoods.	Assessed value of residential properties.	5-Year Average	Increase values and rising faster than inflation. (Measure every 5 years)
Housing choices that help ensure a diverse spectrum of residents.	Number of multi-family units in strategic locations per the future land use plan.	2017	Increase number of units. (Measure every 3 years)
Invest in park and recreation facilities that are attractive to young families.	Number of park and recreation facilities. Specifically splash pads.	2017	Increase number of overall facilities. 1-3 splash pads. (Measure every 5 years)
Attract a younger spectrum of residents.	Percentage of residents that are 20-34 years old.	2015: 16.5%	Maintain or increase. (Measure every 5 years)

## Principle #3: Prosperous Economy

### Core Value

***"Accommodating retail and office growth to increase growth in local stores, to ensure job opportunities, needed public revenue, and entrepreneurship, while preserving the character and charm of the City."***

### Key Goals:

- 3.1 Ensure that the Meadows thrives through a mixed-use focus.
- 3.2 Revitalization of the Uptown District.
- 3.3 Fuller range of dining and retail options that encourage residents to "buy local."
- 3.4 Dedicated attention to economic development, job retention, and entrepreneurship.
- 3.5 Develop the Muk Sub-Area per the goals of the plan.

## Goal 3.1

### Ensure that the Meadows thrives through a mixed-use focus.

The Meadows is centrally located and highly accessible both from within Lake Saint Louis and from much of St. Charles County. It is also attractively designed, not only for the retail and office development of its original intent, but also for a wider mix of land uses including housing and public spaces. The Meadows is well-positioned to be the central gathering place for Lake Saint Louis community events. The Meadows should serve as a well-managed and walkable district of higher intensity uses that will complement the dominant and desired overall character of residential Lake Saint Louis. The Meadows should continue to generate a strong tax base to support the high quality of public services for which the city is well known.

#### 3.1A: UPDATE THE ZONING FOR THE MEADOWS THAT ENABLES A MIXED-USE, WALKABLE VILLAGE CENTER.

The City should update the zoning that corresponds to the Meadows District as shown on the Future Land Use Plan. The Meadows District shall continue the high quality architectural aesthetic of the Meadows. The Meadows District shall be mixed-use with retail, dining, hotels, office, apartments, condominiums, townhomes, and destination activities. The Meadows District should be a “village center” that is highly walkable, a mix of activities, and great emphasis on the public realm and streetscape amenities.



Residents had a strong preference for the Meadows as a walkable, village center.

## Goal 3.2

### Revitalize the Uptown District.

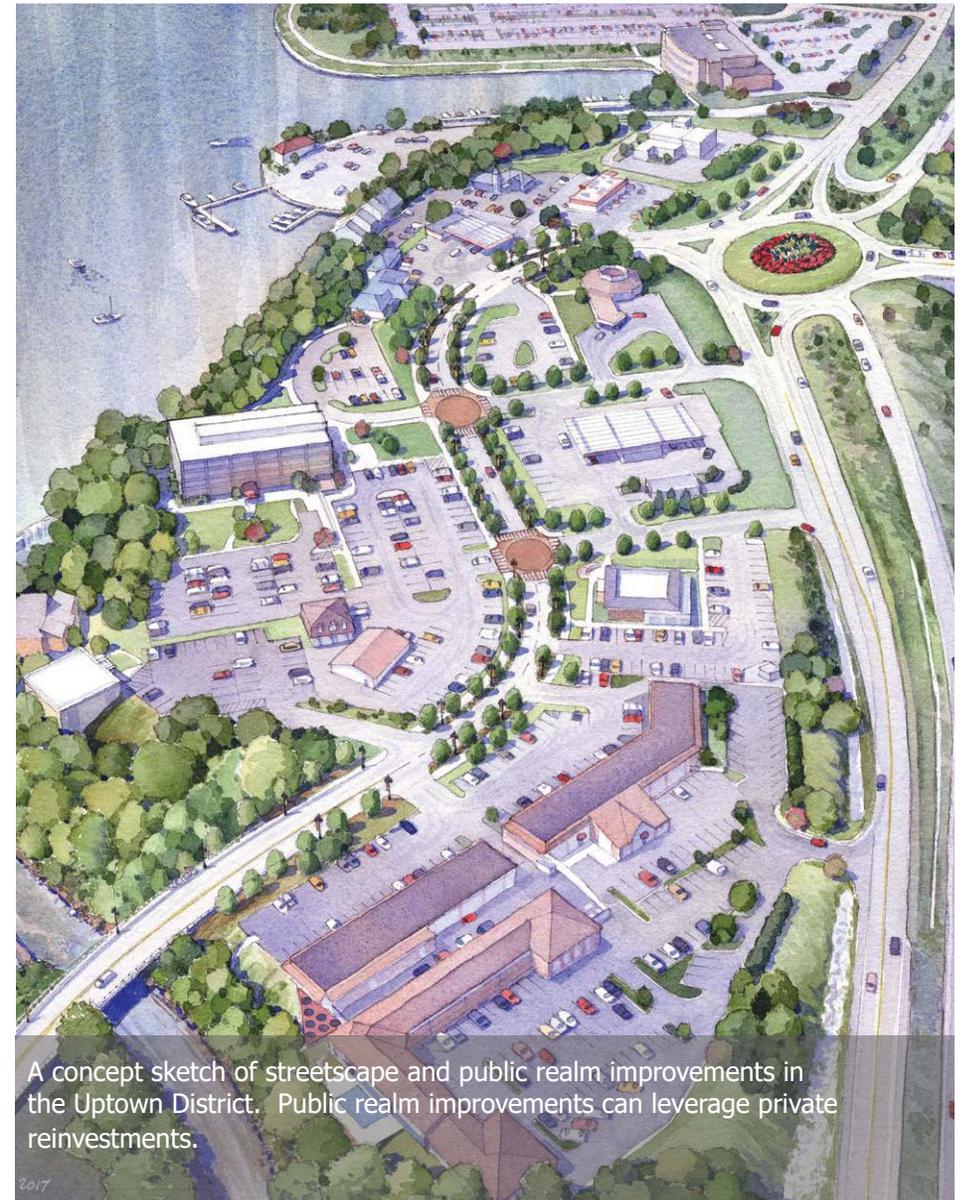
The Uptown District served as the city's primary entry point at I-70 for many years and, therefore, was effectively downtown Lake Saint Louis. Southern and western growth of the city shifted the center of town away from Uptown, however, especially with greater access to I-64. Uptown remains a crucial entry corridor, of course, and its meandering street with a variety of businesses and building styles creates a unique brand within suburban St. Charles County. But Uptown is not achieving its highest economic potential in light of the growth of the city, the county, and traffic flow on I-70. Public realm improvements that capitalize on the attractive street system, large trees, and lake views should be used to leverage private reinvestment in higher value/higher revenue businesses that cater to a prosperous community.

#### **3.2A: IMPLEMENT THE RECOMMENDATIONS FOR THE UPTOWN DISTRICT PER THE SUB-AREA PLAN (Chapter 7).**

The City should advance recommendations for the Uptown District as outlined in Chapter 7 'Uptown District and Muk Sub-Area Plans'. In the short-term the City should focus on improvements in the public realm including the roundabout at I-70 and Lake Saint Louis Boulevard, and pedestrian / streetscape improvements along Lake Saint Louis Boulevard.

#### **3.2B: CREATE AN UPTOWN DISTRICT GOVERNING ORGANIZATION.**

Uptown will achieve higher value rates of return and higher quality economic activity only if the business and property owners work together to achieve consensus on goals and objectives that support all interests. A governing organization (Community Business District or Special Business District) should be formed for the Uptown District. The organization should prepare its own strategic plan for Uptown that reflects improved design and functionality, economic realities, integrated marketing, and cooperative advocacy.



A concept sketch of streetscape and public realm improvements in the Uptown District. Public realm improvements can leverage private reinvestments.

## Goal 3.3

### Attract a fuller range of dining and retail options that encourage residents to “buy local.”

Lake Saint Louis has a great deal of internal “buying power” because of the incomes and property values of its residents. It also has an enviable regional location in between two interstate highways which increases that local buying power. But much of this buying power is captured in other communities for competitive reasons. Still, Lake Saint Louis can recapture those lost sales by targeting unique and imaginative restaurants and retailers. Ideally, these would be directed into The Meadows or Uptown to create higher concentrations of business activity in walkable settings.

#### **3.3A: ENCOURAGE A LARGER CUSTOMER BASE BY ENCOURAGING MORE RESIDENTIAL DEVELOPMENT.**

New retail and dining options are frequently driven by nearby population. An increased balance of residential and office land uses will help spur a larger customer base that will assist in attracting dining and retail options.

#### **3.3B: ENCOURAGE DINING AND RETAIL OPTIONS IN THE MEADOWS AND UPTOWN DISTRICTS AS PART OF MIXED-USE FOCUS.**

Americans are now spending as much or more on dining out than at grocery stores. Retailing, on the other hand, is declining in its share of household spending with an increasing emphasis on shopping trips that are sociable and entertaining. Special restaurant options that are high value should be encouraged, especially as part of mixed-use development. This helps to assure that the City keeps up with changing lifestyle patterns and helps to retain dining dollars within the City.

## Goal 3.4

### Dedicate public and private attention toward economic development, job retention, and entrepreneurship.

Residential growth in and around Lake Saint Louis remains strong. This means that the labor force is expanding, as well. And the population is generally very well-educated, quite frequently also with many years of work experience and self-supporting incomes. These demographic characteristics are ripe for attracting more jobs closer to the labor force, thus reducing commuting times for many residents. Moreover, the experienced labor force that continues to populate Lake Saint Louis necessarily has a substantial component of potential entrepreneurs in a wide range of economic sectors who can be enticed to establish and expand businesses in the city.

#### **3.4A: ENCOURAGE CO-WORKING / STARTUP OFFICE SPACE AS PART OF THE MEADOWS AND UPTOWN DISTRICTS.**

Creation of office and maker-space structures that attract entrepreneurs will diversify and expand the employment base within the City and encourage the growth of unique businesses.

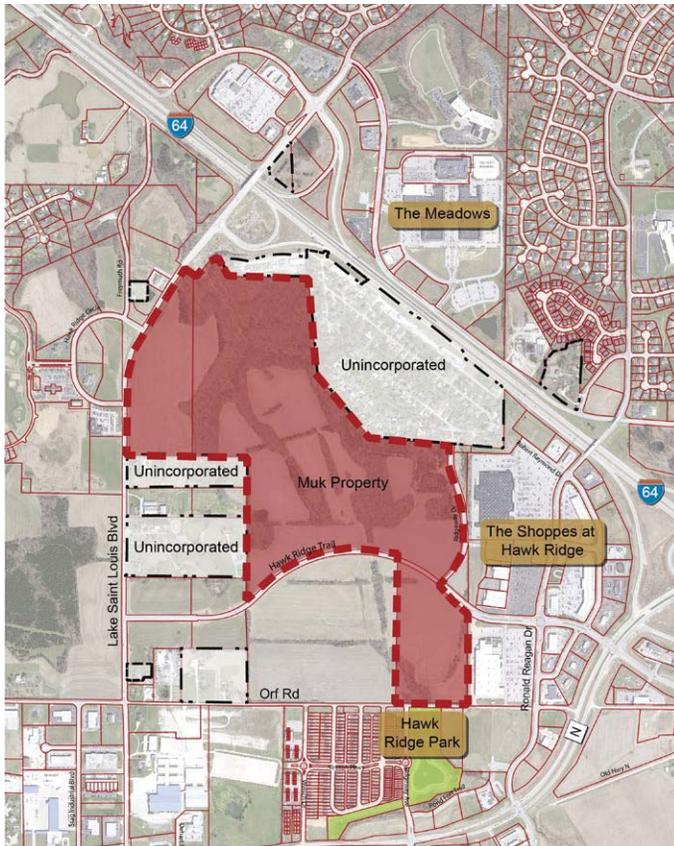
#### **3.4B: ENCOURAGE A SYNERGISTIC CONCENTRATION OF OFFICES ALONG LAKE SAINT LOUIS BOULEVARD.**

With existing office anchors of NISC (National Information Solutions Cooperative) on the north end and MTM on the south end, Lake Saint Louis Boulevard is positioned to be a synergy of office space with easy access to I-64.

## Goal 3.5

### Develop the Muk Sub-Area per the goals of the plan.

At over 175 acres, the Muk property, as it is commonly referred, is one of the largest undeveloped, contiguous areas of land in the City. The future of this area will have a tremendous impact on the character of the western part of the City. The planning process evaluated three various land use and conceptual scenarios within the vicinity of the Muk property. The scenarios helped inform the preferred concept plan which was utilized in developing the City's land use plan and comprehensive plan recommendations.



Muk Sub-Area: Location Map

#### 3.5A DEVELOP THE MUK SUB-AREA PER THE GOALS OF THE PLAN.

The City should advance the goals for the Muk Sub-Area as outlined in Chapter 7 'Uptown District and Muk Sub-Area Plans'. Goals for the Sub-Area include:

- A stronger balance of residential compared to office, retail, and commercial.
- Provide a connected greenway/open space network that will allow residents a bikable and walkable connection to Hawk Ridge Park.
- Ensure residents are within a 1/2 mile walking distance to community accessible open space.
- Establish riparian buffers to preserve stream and drainage corridors for greenways and open space.
- Establish a land use of an office campus at the north end of the sub-area to create a synergy of office space along Lake Saint Louis Boulevard.
- Encourage an office campus size lake as part of future office development near Lake Saint Louis Boulevard.
- Allow for expansion of the Shoppes at Hawkes Ridge.

#### 3.5B DEVELOP THE HAWK RIDGE TRAIL EXTENSION AS A NEIGHBORHOOD SCALE STREET.

The future Hawk Ridge Trail extension will be an important link through the Muk Sub-Area. The Hawk Ridge Trail extension should be developed as a neighborhood scale street per the goals of the Muk Sub-Area plan. Discourage the use of the extension as a parallel commuter route to I-64. A posted speed of 25 or 30 m.p.h with a design speed of 30 or 35 m.p.h should be utilized for the Hawk Ridge Trail extension.

# Measuring Our Progress - Prosperous Economy

Below are key metrics to track so that the City may gauge successful long-term implementation of the plan. For each plan principle, three to five metrics are suggested. For detailed action items, see Chapter 9 - 'Implementation'.

Indicator	Method	Baseline	Target
Attract a fuller range of dining and retail options that encourage residents to "buy local".	Retail sales and sales taxes. Sales tax information from the Missouri Department of Revenue	2017	Increase in per capita sales and sales taxes.
Dedicate public and private attention toward economic development, job retention, and entrepreneurship.	Above average wages. Source via Missouri Economic Research and Information Center (MoDED)	2017	Increased share of jobs paying wages above the St. Charles County average.
Dedicate public and private attention toward economic development, job retention, and entrepreneurship.	Diversity of business types as measured by NAICS codes.	2017	Increased diversity of business types.
Ensure that the Meadows thrives through a mixed-use focus.	Square feet of occupied retail and office space. Number of residential units.	2017	In the Meadows District, increase in square feet of occupied retail and office space. Increase in number of residential units.

## Principle #4: Community Character

### Core Value

*"The appearance of our community, especially the first impression of our city for visitors and residents, that preserves and enhances property values."*



### Key Goals:

- 4.1 Ensure new development meets the architectural expectations of the community.
- 4.2 Improve the aesthetic appearance of key gateways to Lake Saint Louis.
- 4.3 Improve the aesthetic appearance of the edge along I-70.
- 4.4 As development occurs along Highway N, LSL Blvd, and Technology Drive, promote Complete Street principles and high architectural aesthetics.

# Goal 4.1

## Ensure new development meets the architectural expectations of the community.

Lake Saint Louis residents take pride in the high quality architecture of their community. From its office and retail buildings to residences, Lake Saint Louis has a strong reputation for its quality of development that lends to the charm of the City and lasting community value. New development should meet the high architectural expectations of the community.

### 4.1A: USE THE EXPECTATIONS FOR EACH LAND USE CATEGORY TO GUIDE ZONING AND SUBDIVISION CHANGES.

Each land use category includes a one-page overview of the expectations of that land use including architectural features and site development characteristics. The land use categories should be used as a guide in updating zoning ordinances and subdivision regulations. The land use categories and expectations were derived with input from the community at multiple stages, including a Visual Preference Survey.

#### Suburban - Mixed Residential

Suburban - Mixed Residential are locations that are intended to provide a variety of housing choices and price points at a moderate to moderately-high density. Suburban - Mixed Residential are walkable neighborhoods with sidewalks, wide tree lawns, and limited curb cuts. Gasoline-powered vehicles are encouraged to be at the rear of the lot. Housing choices include single family, duplexes, apartments, and condominiums. Neighborhood park space should be provided in new developments when new housing is located greater than 1/2-mile walking distance from existing parks. New development shall provide pedestrian and bicycle connections to city-wide networks.



Design Expectations	
<ul style="list-style-type: none"> <li>Walkable development with sidewalks and tree lawns.</li> <li>When cul-de-sacs or "dead ends" are utilized, subdivisions should provide for pedestrian and bicycle connections to city-wide networks.</li> </ul>	
Details	
Building Placement	Moderate front setbacks, 30' - 35' front setbacks.
Building Height	3 stories or 40' feet.
Density	Moderate to moderately-high intensity, 6 - 12 units/acre.
Parking	Off-street.
Landscape	Emphasis on street trees.
Other	

Overview and key design expectations

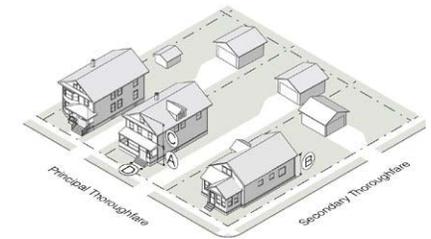
Details of site development

Precedent images

Example of the Land Use Category Overview Page

### 4.2B: DEVELOP A FORM-BASED ZONING CODE OR DESIGN GUIDELINES.

To supplement zoning ordinance text, the City should develop a form-based code or design guidelines for all zoning districts or key zoning districts. A form-based code uses graphics and images to explain required architectural design and site development standards. The benefits of a form-based code is that it more clearly shows the expectations and requirements of the zoning. Instead of interpretation of text, a form-based code shows the requirements visually. This can ease the review process by staff, the Planning and Zoning Commission, and the Architectural Review Board. The form-based code is also a benefit for developers as it provides greater certainty in the development review process. It is important to note that while a form-based code helps provide additional clarity in zoning requirements, depending on the level of detail of the code, some interpretations will still be required.



#### Transparency

A	Ground floor transparency, front facade (min)	20%
B	Ground floor transparency, corner side facade (min)	20%
C	Upper floor transparency, front and corner side facades (min)	20%

#### Pedestrian Access

D	Main entrance location (required)	Front, interior side, or corner side facade
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Example of a form-based zoning code.

## Goal 4.2

### Improve the aesthetic appearance of key gateways to Lake Saint Louis.

The first impression of a community not only defines visitor perceptions, but also how residents perceive their community. At the intersection of two major interstates, Lake Saint Louis has many front doors, which is both a blessing and a problem. It is a blessing in that the City is highly visible in the region. It is a problem in that creating a unified front door to the community is difficult with such an expanse of interstate frontage. The City will need to work concurrently on several strategies to improve the aesthetic appearance of key gateways to Lake Saint Louis.

#### **4.2A: PLAN FOR MAJOR AND MINOR COMMUNITY GATEWAYS PER THE ENHANCEMENT AND STREET TREE PLAN.**

The Enhancement and Street Tree Plan identifies locations for future major and minor gateways into Lake Saint Louis. The City should conduct a conceptual design study to develop conceptual designs and costs. The conceptual design should also include the streetscape of Lake Saint Louis Boulevard from Technology Drive to Hawk Ridge Circle.



An existing gateway into Lake Saint Louis installed in 2016. The Enhancement and Street Tree Plan identifies additional locations for major and minor community gateways.

#### **4.2B: ENSURE THE FUTURE ROUNDABOUT AT I-70 AND LAKE SAINT LOUIS BOULEVARD IS AN AESTHETIC GATEWAY.**

The future roundabout is a great opportunity for a gateway into the City. The center of the roundabout is an opportunity area for enhanced landscape plantings and/or art. However, roundabouts can also result in a multitude of signs that can be visual clutter. As part of the preliminary and final design of the roundabout, the City should ensure that a landscape architect is part of the design team and that preliminary designs for enhancements are fully compatible with necessary site lines and traffic requirements. The approaches to the roundabout should also be enhanced. A maintenance agreement will be required with MoDOT for enhancements on MoDOT right-of-way.



#### **4.2C: PLANT STREET TREES IN AVAILABLE RIGHTS-OF-WAY PER THE ENHANCEMENT AND STREET TREE PLAN. (Same as Goal 1.4F)**

#### **4.2D: ENSURE REQUIREMENTS FOR NEW STREETS REQUIRE STREET TREES AND PROVIDE ADEQUATE WIDTH FOR TREE LAWNS AND AVOID CONFLICTS WITH UTILITIES. (Same as Goal 1.4E)**

## Goal 4.3

### Improve the aesthetic appearance of the edge along I-70.

The appearance of the I-70 edge was consistently mentioned as a negative for the City by residents. There are two aspects to the aesthetic appearance of the edge along I-70. One aspect is the right-of-way of Veterans Memorial Parkway and I-70. Currently, there is not a barrier between I-70 and Veterans Memorial Parkway. Without a barrier, opportunities for enhancement are limited because of clear zone requirements. The second aspect is the existing development along Veterans Memorial Parkway.

#### 4.3A: UTILIZE CONTEXT SENSITIVE DESIGN FOR FUTURE I-70 IMPROVEMENTS.

As MoDOT plans for future long-term improvements of the I-70 corridor, any future improvements on I-70 should utilize context sensitive design and enhance the edge of Veterans Memorial Parkway in comparison to current conditions. Context sensitive design is defined by the Federal Highway Administration as looking at a transportation project in a way that addresses safety, mobility, aesthetics, and community values through a collaborative, interdisciplinary approach. An example of MoDOT utilizing context sensitive design in the region was the New I-64 project.

#### 4.3B: ENSURE LANDSCAPE, ARCHITECTURAL, AND SITE REQUIREMENTS ARE MET FOR REDEVELOPMENT OF PARCELS ALONG VETERANS MEMORIAL PARKWAY.

As redevelopment occurs of existing commercial parcels along the south side of Veterans Memorial Parkway, there will be an opportunity to strengthen the appearance of the I-70 edge through quality architecture, site design, and landscaping.

A lack of a barrier between Veterans Memorial Parkway and I-70 limits opportunities for enhancements due to clear zone requirements.



## Goal 4.4

### As development occurs along Highway N, Lake Saint Louis Blvd, and Technology Drive, promote Complete Streets principles and high architectural aesthetics.

Complete Streets are streets that provide considerations for all modes of travel including vehicular, pedestrian, and bicycle. Highway N, Lake Saint Louis Blvd and Technology Drive are three crucial corridors in the City. As they continue to develop, emphasis should be placed on ensuring that they include Complete Streets principles and have a high architectural aesthetic.

#### **4.4A: ENSURE PEDESTRIAN FACILITIES ON BOTH SIDES OF THE STREET, INCLUDING A MULTI-USE TRAIL ON ONE SIDE OF THE STREET.**

Pedestrian facilities should be provided on both sides of the street. On at least one side, the pedestrian facility should meet the requirements of a multi-use trail (8' width minimum, 10' width preferred).

#### **4.4B: ENSURE INTERSECTIONS ACCOMMODATE PEDESTRIAN AND BICYCLE CROSSINGS.**

Intersections should accommodate pedestrian and bicycle crossings including pedestrian signals, crosswalks, and bicycle facilities.

#### **4.4C: ENSURE THE AESTHETICS OF DEVELOPMENT CONFORM TO THE EXPECTATIONS OF THE FUTURE LAND USE CATEGORIES.**

Highway N, Lake Saint Louis Blvd, and Technology Drive are high profile streets in the City. High architectural expectations should be a priority for these streets.

#### **4.4D: ENSURE LANDSCAPE AND STREET TREE PLANTINGS CONFORM TO THE EXPECTATIONS OF THE FUTURE LAND USE CATEGORIES AND ENHANCEMENT AND STREET TREE PLAN.**

# Measuring Our Progress - Community Character

Below are key metrics to track so that the City may gauge successful long-term implementation of the plan. For each plan principle, three to five metrics are suggested. For detailed action items, see Chapter 9 - 'Implementation'.

Indicator	Method	Baseline	Target
Ensure new development meets the architectural expectations of the community.	Adopt revisions to the zoning zode and subdivision regulations. Adopt a form-based code or design guidelines.	2017	Adoption of new codes within two years. Review codes for adjustments every five years (minimum).
Improve the aesthetic appearance of key gateways to Lake Saint Louis.	Number of new major and minor gateways.	2017	I-64/Prospect Road gateway within five years. Other gateways within ten years.
Improve the aesthetic appearance of key gateways to Lake Saint Louis.	Lake Saint Louis Boulevard streetscape from Technology Drive to Hawk Ridge Circle.	2017	Concept plan within three years. Final design and construction in coordination with Hawk Ridge Trail extension.
Improve the aesthetic appearance of key gateways to Lake Saint Louis.	Roundabout at I-70 and Lake Saint Louis Boulevard intersection.	2017	Construction within five years.

## Principle #5: Community Cohesion

Core Value

*"A cohesive community, where all residents feel they are part of a single community."*

### Key Goals:

- 5.1 Work to overcome physical barriers of I-64, Hwy N, and other major roads.
- 5.2 Improve communication between LSLCA residents and non-LSLCA residents.
- 5.3 Use a network of open space and natural elements as unifying elements west of I-64.
- 5.4 Identify a community meeting center, ideally a multi-functional space.

## Goal 5.1

### Work to overcome physical barriers of I-64, Hwy N, and other major roads.

I-64 and Highway N are major physical barriers within the City. The City should work to overcome the physical barriers of I-64 and Highway N by improving bicycling and pedestrian connections across these roads and extending streetscapes.

#### **5.1A: EXTEND THE STREETScape ENHANCEMENTS OF LAKE SAINT LOUIS BOULEVARD FROM THE CURRENT LIMITS AT TECHNOLOGY DRIVE ACROSS I-64 TO HAWK RIDGE CIRCLE.**

The Lake Saint Louis Boulevard streetscape should extend from its current limits at Technology Drive to cross I-64 and extend to at least Hawk Ridge Circle. The extension of the landscape median may not be practical, but other streetscape enhancements with pedestrian and bicycle improvements should be included. The City should first conduct a conceptual design study to determine features and costs. (Also part of Goal 4.2A)



The Lake Saint Louis Boulevard streetscape should extend over I-64 to Hawk Ridge Circle.

#### **5.1B: IMPROVE BICYCLE AND PEDESTRIAN CROSSINGS AT INTERSECTIONS PER THE TRANSPORTATION PLAN.**

The Transportation Plan identifies several intersections in the City where bicycle and pedestrian improvements are recommended. Improvements should be done as part of other capital improvement projects and not necessarily as stand-alone projects.

## Goal 5.2

### Improve communication between LSLCA residents and non-LSLCA residents.

While many cities have homeowner associations, Lake Saint Louis is unique in that it has such a large homeowner association in the form of the Lake Saint Louis Community Association (LSLCA). The City is also unique in that its history is rooted in forming from the LSLCA in the 1970's. Additionally, the defining natural feature of the community and its namesake, the 650-acre Lake Saint Louis, is an amenity of the Lake Saint Louis Community Association, established as a private lake for Community Association members.

A challenge for the City's future is to imagine the city, formed as a lake community, whose heart is still the lake, to the City that is now 15,000+ residents and whose identity and population now extend well beyond the lake. Lake Saint Louis residents, whether they are within the LSLCA boundaries or not, have much in common: love of the outdoors and pride of the City's small town charm.

During the planning process of this plan, the planning team heard from many residents of the disconnect between LSLCA residents and non-LSLCA residents. This ranged from misunderstanding or confusion of LSLCA facility uses (such as use of the lake) to perceptions that there is a general separation between those who live within the Community Association and those who do not.

The social fabric of LSLCA residents and non-LSLCA is not an easy topic for a comprehensive plan to address. There is a question of whether a comprehensive plan should even address this issue at all. However, there is much to be gained from improving community cohesion. By contrast, a community that focuses too much on its differences can have a difficult time coming together to reach its full potential.

Better communication, relationship building, and continued dialogue will be beneficial for the City as barriers, real and perceived, are addressed. The City will be better positioned to move toward the future as one community.

#### **5.2A: IMPROVE COMMUNICATION OF LSLCA BOUNDARIES AND MEMBER USES (ESPECIALLY FOR NEW RESIDENTS).**

It was very apparent during this plan's community engagement activities that many residents, especially new residents, that live outside of the LSLCA, are very confused about the boundaries of the LSLCA and member uses. The City should improve communication of the LSLCA boundaries and member uses:

- **LSLCA Boundary Map**  
The City should have an easy to find PDF of the Boundary Map on the City's website. The City should also consider a GIS public map viewer that would allow residents to see the boundary in relation to other map data. The City could also coordinate having the Boundary Map part of St. Charles County's GIS public map viewer instead of having its own citywide GIS viewer.
- **Update New Resident Guide**  
The City should update its New Resident Guide with a section for determining if new residents live in the LSLCA and a Q&A section for non-LSLCA residents.

#### **5.2B: UTILIZE THE EXISTING CITY IMAGE ADVISORY COMMITTEE TO SUGGEST WAYS TO IMPROVE CITY-WIDE COMMUNICATIONS, EVENTS, PROGRAMS, AND CITY BRANDING.**

The existing City Image Advisory Committee should be utilized to suggest ways to improve city-wide communications, events, programs, and city branding. While discussion and recommendations from the committee can be on-going and continuous, a set timeframe to develop recommendations will be beneficial in managing expectations. A timeframe of 12 - 24 months is recommended. A third-party facilitator for the committee should be considered to better facilitate discussion and develop consensus on recommendations.

## Goal 5.3

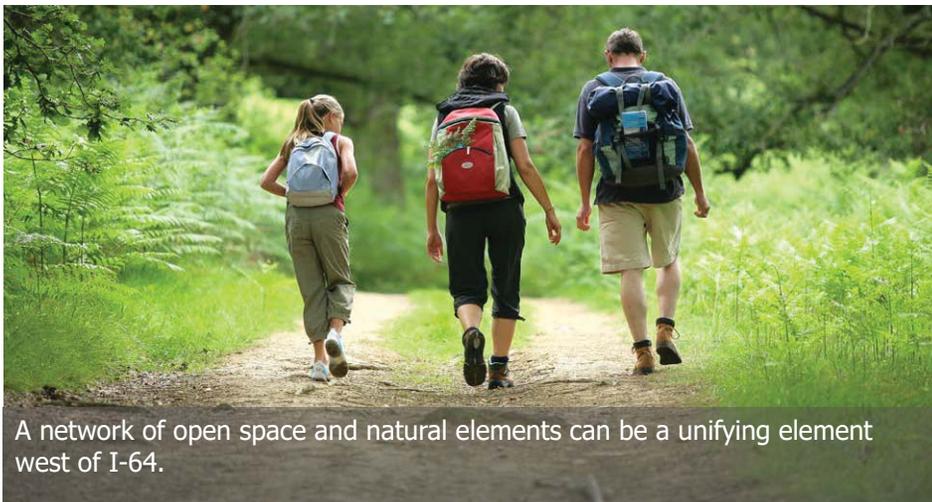
### Use a network of open space and natural elements as unifying elements west of I-64.

While the two lakes are the unifying natural elements for residents east of I-64, currently, there is not an equivalent natural element for residents west of I-64. The long-term vision of the Parks, Open Space, and Trails Plan is to create a connected network of open space and natural elements west of I-64. The network of open space and natural elements will be a unifying element west of I-64 in much the same way as the lakes are unifying elements east of I-64.

#### 5.3A: IMPLEMENT THE VISION OF THE PARKS, OPEN SPACE, AND TRAILS PLAN AND THE GOALS OF AN OUTDOOR LIFESTYLE (Goals 1.1 – 1.6).

Multiple, concurrent strategies should occur to implement the vision of a connection network of open space.

- Align City zoning requirements and subdivision regulations to encourage connected open space.
- Continuing the growth of the City trail and park network.
- Coordinate opportunities to utilize Our Lady Cemetery as passive open space.



Detail of Parks, Open Space, and Trails Plan showing a connected network of open space and natural elements.

## Goal 5.4

### Identify a community meeting center, ideally a multi-functional space.

Except for City Hall and clubhouses owned by the homeowner associations, there is not a community meeting center in Lake Saint Louis. In addition, there has been some desire by residents in the past to have a recreation center. However, the population of Lake Saint Louis is relatively small to fully support a multi-use recreation center. Recreation and community centers can take many forms and sizes, so making a blanket statement on the feasibility of a recreation or community center can be misleading. Any City investment in a recreation or community center may take away funding from other future priorities such as a trails, greenways, and additional park space.

Instead of the City as the sole partner of a new recreation or community center, another strategy is to partner with another organization on the development of a shared space. Possibilities include the Wentzville School District if the District expands and a new school is built in the City, St. Charles City-County Library District if they expand or build a new facility, a higher education partner that may have a satellite facility, or opportunities within the Meadows or Uptown as they develop.

The upside of a partnering strategy is that the capital and maintenance costs could be significantly reduced for the City. In addition, as a recreation or community center did not seem to be a top priority for some residents during plan engagement, partnering would allow the City to focus on other priorities. The downside is that a partnering opportunity may not come to fruition, especially in the short-term.

A community center, if feasible, will be a long-term effort. The City should identify potential costs of a recreation or community center in order to rank the project in relationship to other funding priorities.

#### 5.4A: DEVELOP A HIGH LEVEL COST ESTIMATE FOR A COMMUNITY OR RECREATION CENTER.

The first step in evaluating a potential community meeting or recreation center is to develop a high level cost estimate. The cost estimate should include both capital and long-term operating costs. It is recommended that costs be derived from precedent projects as opposed to a conceptual design process. A conceptual design process may give the impression that a decision has already been made.

#### 5.4B: EVALUATE PARTNERING OPPORTUNITIES FOR A COMMUNITY CENTER.

The City should fully evaluate the potential for partnering on a community center by discussing with potential partners such as the Wentzville School District, St. Charles City-County Library District, and others.



Photo credit: Design Milk

Partnering with other organizations may be a way for the City to identify a community meeting center.

# Measuring Our Progress - Community Cohesion

Below are key metrics to track so that the City may gauge successful long-term implementation of the plan. For each plan principle, three to five metrics are suggested. For detailed action items, see Chapter 9 - 'Implementation'.

Indicator	Method	Baseline	Target
Work to overcome the physical barriers of I-64, Hwy N, and other major roads.	Streetscape plan and extension of the Lake Saint Louis Blvd Streetscape to Hawk Ridge Circle.	2017	Conceptual plan within five years. Construction within ten years.
Identification of a community or recreation center.	High level cost estimate and feasibility of partnership opportunities.	2017	High level cost estimate and partnering feasibility within three years.
Improve communication between LSLCA and non-LSLCA residents.	Update New Resident Guide and improved Boundary Map for new residents.	2017	New resident guide and improved boundary map within two years.
Improve communication between LSLCA and non-LSLCA residents.	City Image Advisory Committee to suggest ways to improve city-wide communications, events, programs, and city branding.	2017	Draft recommendations from the Image Committee in 18-24 months.

## Principle #6: Fiscal Responsibility

Core Value

***"Community services, infrastructure, and utilities that are well-planned, fiscally responsible, and well-maintained."***

### Key Goals:

- 6.1 Sustained strong property values to assure sufficient funding for all public services including those provided by city government and other public jurisdictions.
- 6.2 The attraction of more retail development to expand the sales tax base of the city.
- 6.3 Forward looking capital improvement plan (CIP) covering five years, updated annually, with well-planned budgeting and identification of a wide range of funding sources.
- 6.4 Maintenance of strong bond rating.

## Goal 6.1

### Sustained strong property values to assure sufficient funding for all public services, including those provided by city government and other public jurisdictions.

Property value sustainability is largely a function of collective property owner commitment to maintenance coupled with consistent enforcement of structure and property regulations. In effect, this is a form of a public-private partnership leading to satisfied property owners who are able to build equity in their properties and to increase tax and related revenues to support the high levels of public service and capital improvements expected in Lake Saint Louis.

#### **6.1A: CONSISTENTLY ENFORCE BUILDING AND RELATED CODES TO ASSURE THAT ALL REAL ESTATE IN THE CITY IS BUILT AND MAINTAINED TO EXPECTED STANDARDS.**

The City and, by extension, its residents and businesses have vested interests in the quality of the real estate developed and maintained throughout the city. Real estate helps to define the unique character of the City, and the quality of that real estate is reflective of mores and expectations within the City. Properties that are allowed to decline in aesthetics, structural integrity, and general market value can lead to disinvestment by adjacent property owners, while an emphasis on quality encourages all property owners to reinvest.

## Goal 6.2

### Attraction of more retail development to expand the sales tax base of the city.

The “buying power” of Lake Saint Louis is too often leaked into other communities because the city’s retailers find it difficult to compete in the retail climate of St. Charles and St. Louis Counties. Lake Saint Louis, however, has high standards for retailers and these standards should not be compromised. Public and private investments that enable retail and restaurant growth in the city that recaptures much of its own residents’ buying power will greatly assure a strong and sustainable sales tax base.

#### **6.2A: CONTINUE HIGH STANDARDS FOR RETAILERS AND OVERALL DEVELOPMENT TO DIFFERENTIATE THE CITY.**

The City should continue to demand a high standard for new development. The future land use categories shall provide a framework for updating development codes.

#### **6.2B: TARGET AND ENCOURAGE RETAIL OPTIONS IN THE MEADOWS AND UPTOWN DISTRICTS AND THE SHOPPES AT HAWK RIDGE.**

Americans are increasingly spending more for dining and related retail activities and less for retail shopping, especially shopping in retail centers. Household staples are more and more purchased online, so The Meadows and Hawk Ridge need to be vigilant in attracting high quality eating and drinking places to encourage taxable spending within the city limits and to encourage the creation of unique and high personal service businesses to increase retail trade.

## Goal 6.3

### Forward looking capital improvement plan (CIP) covering five years, updated annually, with well-planned budgeting and identification of a wide range of funding sources.

Great communities anticipate changes not only in lifestyles, but also in the quality and expectations of their infrastructure. Lake Saint Louis residents, businesses, and government leaders must work consistently to achieve consensus on expected and reasonable changes in order to plan for and accumulate sufficient resources for improvements in the public capital.

While many, perhaps most, public realm improvements are the responsibility of city government (and, by extension, the resident and business taxpayers of the city), there are many overlapping taxing jurisdictions in Lake Saint Louis for which the city government has something of a “fiduciary responsibility” to maintain high standards to assure strong tax bases all around. Working together with all jurisdictions, as well as with private associations that are responsible for large scale capital improvements, will assure coordinated approaches to funding and capital upgrades.

#### **6.3A: REGULARLY UPDATE AND PUBLICIZE THE CITY’S 5-YEAR CAPITAL IMPROVEMENT PLAN (CIP).**

The City should clearly communicate the City’s 5-Year CIP (which should be updated annually). In addition, analysis such as the street condition analysis should be readily available to residents to help explain the priorities for the Capital Improvement Program (CIP).

#### **6.3B: CONTINUE TO COMMUNICATE WITH UTILITY AND COMMUNITY SERVICE PROVIDERS ON A REGULAR BASIS ON FUTURE DEVELOPMENT TO ENSURE ADEQUATE CAPACITY AND RESPONSE TIMES.**

## Goal 6.4

### Maintenance of strong bond rating.

Bond ratings are primarily a function of financial management, which includes attention to the quality and value of both public and private developments in Lake Saint Louis. Decreasing property values can be detrimental to bond ratings as insufficient tax revenues, though one typically leads to the other. It is incumbent upon both the public and private sectors to continually work together to assure that there are sufficient tax revenues to support public services and capital improvements while anticipating and managing around situations where resources may be temporarily inadequate. This will assure uninterrupted, high bond ratings to decrease costs of borrowing when the need arises.

#### **6.4A: CONSISTENTLY ENFORCE BUILDING AND RELATED CODES TO ASSURE THAT ALL REAL ESTATE IN THE CITY IS BUILT AND MAINTAINED TO EXPECTED STANDARDS. (Same as 6.1A)**

#### **6.4B: MINIMIZE COMMERCIAL AND RESIDENTIAL VACANCIES.**

Commercial and residential vacancies should be minimized in order to maximize the functions of the city and to reduce potential negative perceptions arising from empty or under-utilized properties.

# Measuring Our Progress - Fiscal Responsibility

Below are key metrics to track so that the City may gauge successful long-term implementation of the plan. For each plan principle, three to five metrics are suggested. For detailed action items, see Chapter 9 - 'Implementation'.

Indicator	Method	Baseline	Target
Sustained strong property values to assure sufficient funding for all public services.	Assessed value of property.	5-Year Average	Increase values and rising faster than inflation. (Measure every 5 years)
Maintenance of strong bond rating.	Ratings per municipal rating agencies.	2017	Sustained or improved ratings. Lower interest rate costs.
Forward looking capital improvement plan (CIP) covering five years.	Adopting of 5-Year capital improvement plan (CIP). Updated annually.	Ongoing	Update 5-Year CIP on an annual basis.