

spanish lake town center

land use master plan

October 2021

**SPANISH
LAKE**
COMMUNITY DEVELOPMENT CORP



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acknowledgments

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The planning team would like to extend a special appreciation to Rise Community Development, St. Louis County Department of Planning, Impact Agape Ministries, Hazelwood School District, and Spanish Lake residents.

Land Use Master Plan and Market Feasibility

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"I like the vitality and
opportunity to build
community."

July 2021 Workshop Attendee

executive summary

spanish lake town center land use master plan

The Spanish Lake Town Center Land Use Master Plan aims to direct investment into Spanish Lake and is centered on building community. A robust community engagement process has driven the vision for the Town Center, while a concurrent market feasibility analysis has helped align residents' vision with market realities. Many aspects of the plan can move forward concurrently and independently. While there will be short-term successes, many parts of the plan are long-term. The Town Center Land Use Master Plan, along with the work of the Spanish Lake Community Development Corporation and the future St. Louis Zoo Wildcare Park, will continue to position Spanish Lake for success.

“*The Spanish Lake Town Center Land Use Master Plan is an action plan.*”



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spanish lake town center land use master plan



1 Listening to the Community

A robust community engagement process in Spring 2021 ensured that the Town Center Land Use Master Plan was a community led initiative. Highlights of the engagement process included two listening workshops, over 20 pop-ups, a community survey, monthly steering committee meetings, a small group meeting with local property owners, an interactive community workshop, and a community open house.

A market feasibility study was performed to ensure the alignment of the community vision and market realities. The results of the community vision and market analysis included:

- Opportunity for new retail and restaurants.
- Community services such as a health care clinic, community center, and youth activities.
- Leveraging the future St. Louis Zoo's Wildcare Park.
- Support and expansion of local businesses and entrepreneurs.
- Increase safety and population growth for Spanish Lake.



2 Shaping the Vision

At a July 2021 interactive workshop, the community gave feedback on three conceptual land use options. The community overwhelmingly chose the direction of holistic redevelopment as the vision for the Town Center. The holistic redevelopment envisions a transformative town center with a mix of retail, dining, office, community services, and potentially residential. In addition, there are multiple opportunities for community space, gathering areas, and place-making in the Town Center.

The final land use master plan provides guidance for future land use; new development; streetscape improvements; place-making; and business retention, expansion, and attraction.



3 Implementing the Vision

Update Zoning

Update the existing zoning in the Town Center to align with the goals of the master plan.

Streetscape Improvements

Streetscape improvements include new ornamental lighting, street trees, upgraded bicycle and pedestrian facilities, and enhanced bus stops.

New Development and Investment

In the short-term, priorities include infilling the existing vacant lots in the Town Center. Long-term, a development strategy will include private and public investment in new development and existing sites.

Business Retention, Expansion, and Attraction

On-going efforts to support and expand local businesses and entrepreneurs.

Tactile Urbanism and Site Improvements

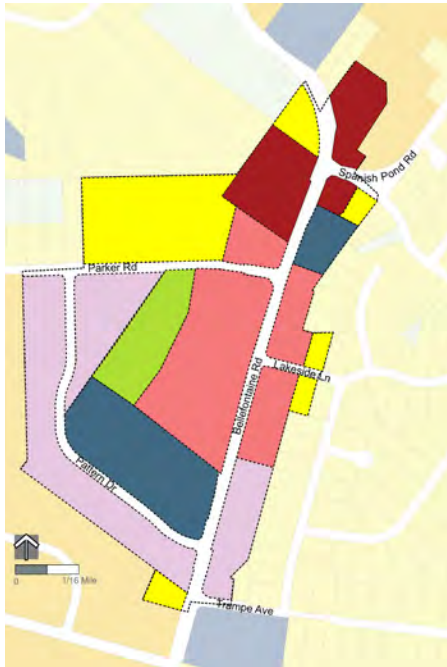
On-going efforts to improve the image and aesthetics of the Town Center with beautification and place-making improvements.

Marketing

Utilize the Town Center Master Plan to market Spanish Lake and help drive investment.

FUTURE LAND USE PLAN

The future land use plan is a guide for the future use of the land in the Spanish Lake Town Center. Each land use category includes a description that sets out a range of desired characteristics.



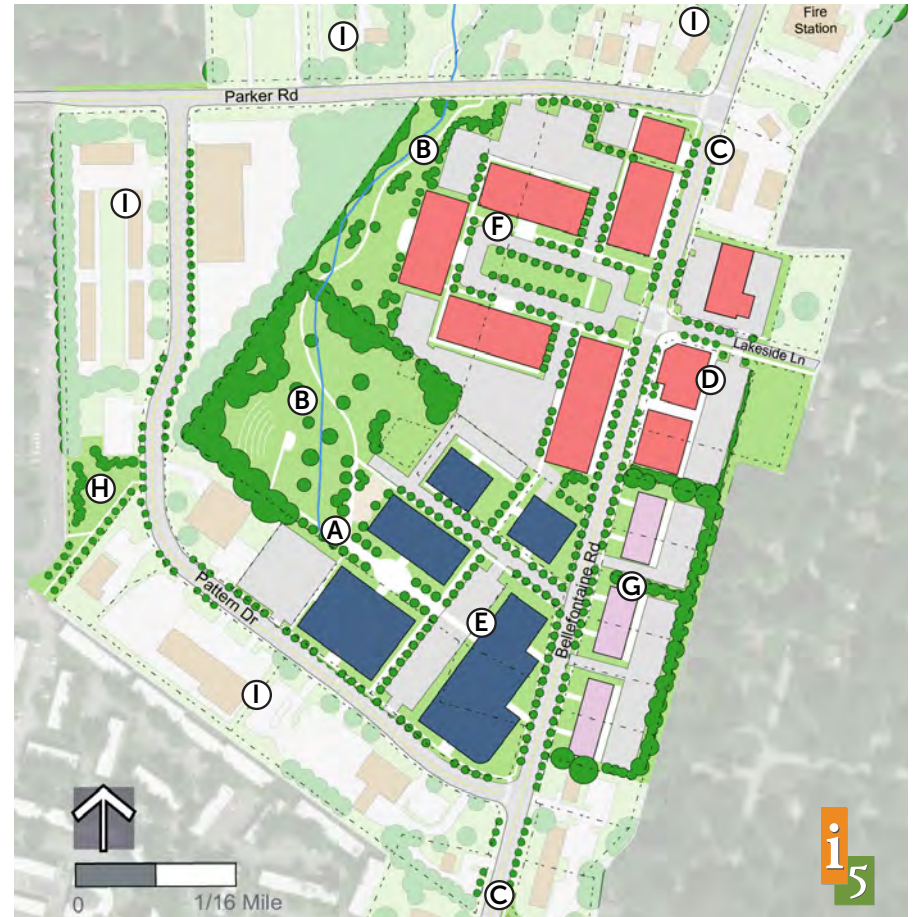
Legend: Future Land Use Plan

- Mixed-Use
- Neighborhood Commercial
- General Commercial
- Community Services
- Residential
- Greenspace



ILLUSTRATIVE MASTER PLAN

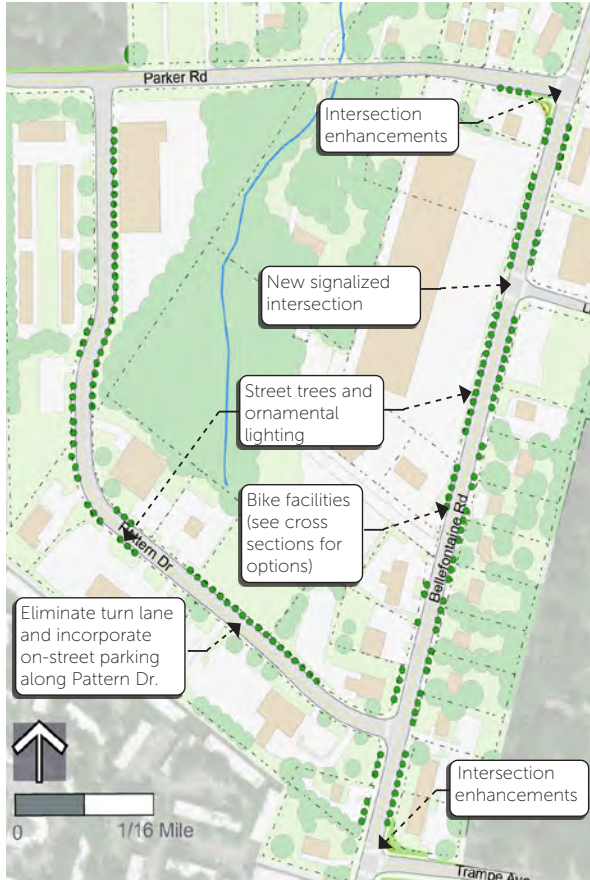
The illustrative master plan reflects the overall vision for the Spanish Lake Town Center. The intent of the illustrative master plan is to help market the Town Center, attract public and private investment, assist in prioritizing property for development, and guide public and private projects.



- (A)** Multi-Use Town Square
- (B)** Greenspace (Multi-Use Trail, Amphitheater)
- (C)** Streetscape Enhancements
- (D)** Retail / Dining
- (E)** Community Focused Services
- (F)** Mixed-Use Development
- (G)** Neighborhood Commercial
- (H)** Pedestrian Connection
- (I)** Existing Development

STREETSCAPE IMPROVEMENTS

The streetscape improvements can be made within the Town Center separately from individual parcel redevelopment.



Ornamental lighting can increase safety and provide an opportunity to brand and market the Town Center. (Photo is an example only. Final lighting and banner style to be developed in conjunction with the community as part of future streetscape design.)

Goals for the streetscape include:

- Undergrounding of utilities along the east side of Bellefontaine Road.
- Additional pedestrian facilities at the intersections of Parker Road, Lakeside Lane, and Trampe Avenue. The removal of the right-turn vehicular slip lane should be evaluated to increase the safety of pedestrian crossings.
- Street trees.
- Ornamental lighting to increase safety. Banners to brand and market the Town Center.
- Evaluate the removal of the turn-lane on Pattern Drive and provide on-street parking.

BUSINESS RETENTION, EXPANSION, AND ATTRACTION

There are multiple business growth opportunities for Spanish Lake Town Center for both existing and new businesses. Actions to attract and retain businesses include:

- Creation of a business association.
- Creation of a tenancing strategy to ensure synergy and an appropriate mix of businesses.
- Business retention, expansion, and attraction strategies.
- Marketing and cross promotion with the St. Louis Zoo's Wildcare Park.



TACTILE URBANISM + SITE IMPROVEMENTS

Tactile urbanism is short-term, low-cost (usually temporary or seasonal) improvements. Examples include murals, plazas, and events. Often tactile urbanism is a "demonstration" for long-term improvements and installed by volunteers in the community. Site improvements include facade, building, landscape, lighting, and other investments to existing properties that will improve the overall aesthetics of the Town Center.



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1. introduction and context

INTRODUCTION

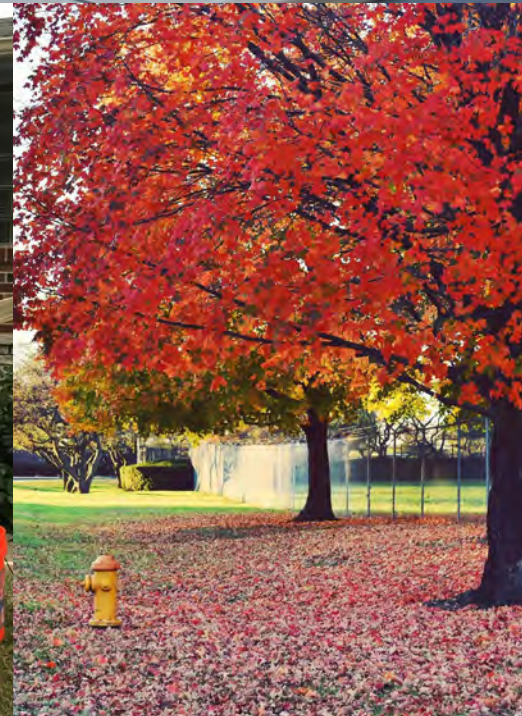
Community. It is a word that is heard over and over again when residents in Spanish Lake speak. For some, community means the volunteer spirit of neighbors helping neighbors. For some, it means the physical charm of Spanish Lake with winding residential streets graced with mature trees. For others, community means the chance to come together, whether it is at the farmer's market or greeting neighbors walking around Spanish Lake park on a Saturday morning.

Like many places, Spanish Lake is facing challenges. In the last twenty to thirty years, Spanish Lake has lost population and seen increased residential vacancies. However, the future is not bleak. There is great opportunity. Spanish Lake is a strong community. Its housing stock is relatively intact and in good condition. There is unmet retail and business demand. And finally, the St. Louis Zoo, one of the top zoos in the country, is planning the opening of the new 425-acre Wildcare Park in Spanish Lake as soon as 2026. The Wildcare Park will be a transformative project bringing hundreds of thousands of visitors to Spanish Lake and be an economic driver.

This Spanish Lake Town Center Land Use Master Plan is one of many ongoing efforts to direct investment into Spanish Lake. The Town Center Master Plan is centered on building community. A robust community engagement process has driven the vision for the Town Center, while a concurrent market feasibility analysis has helped align residents' vision with market realities.

The Spanish Lake Town Center Land Use Master Plan is an action plan. Many aspects of the plan can move forward concurrently and independently. While there will be short-term successes, many parts of the plan are long-term. As implementation moves forward, it will be essential to celebrate the interim achievements.

The Town Center Land Use Master Plan is an important step to ensure the continued building of community in Spanish Lake.



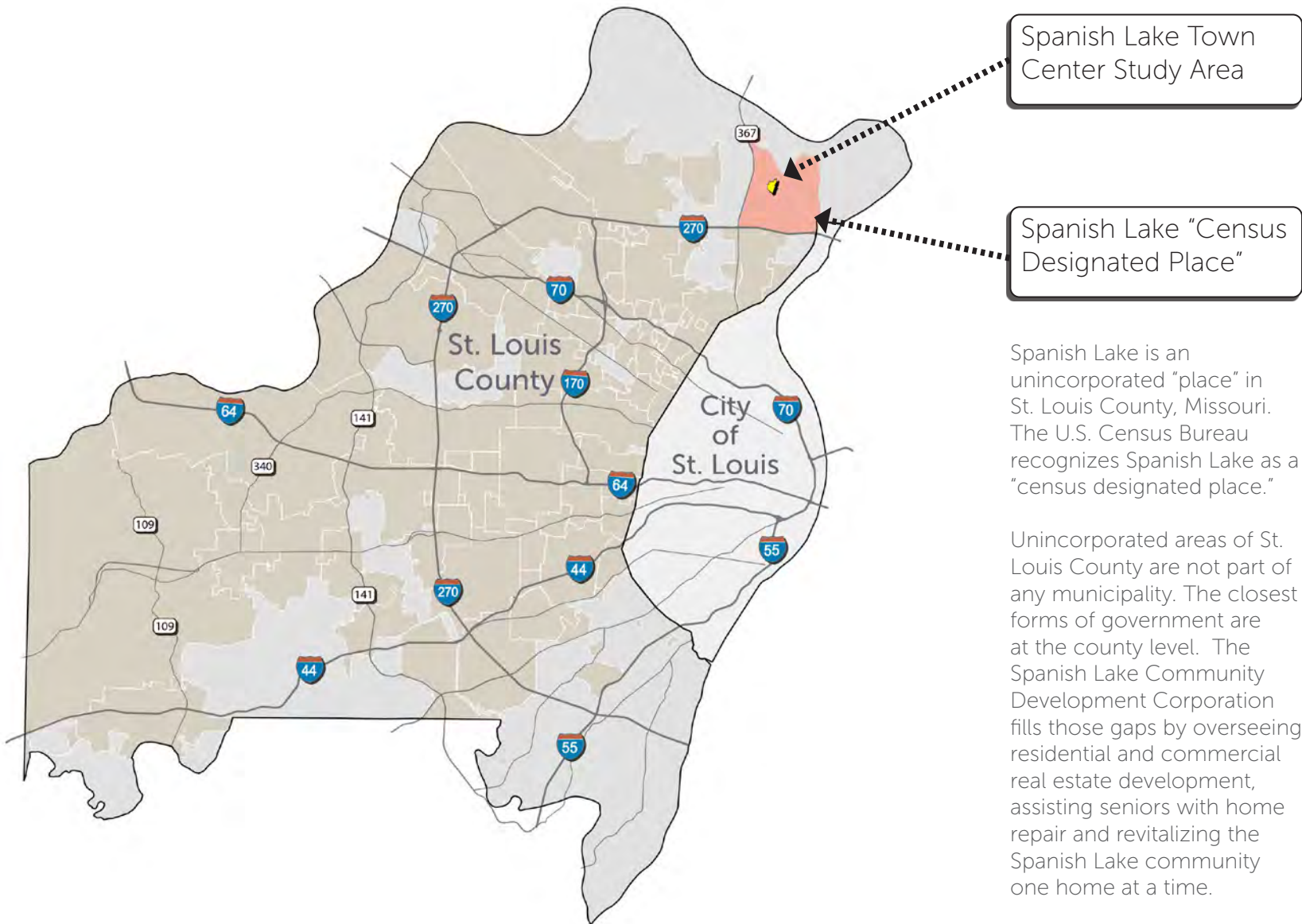
PLANNING PROCESS

The schedule to the right highlights the overall planning process. The land use master plan is the result of a robust community engagement process.

The process started in Spring 2021 with the formation of a steering committee. The land use master plan was finalized in October 2021.



REGIONAL CONTEXT



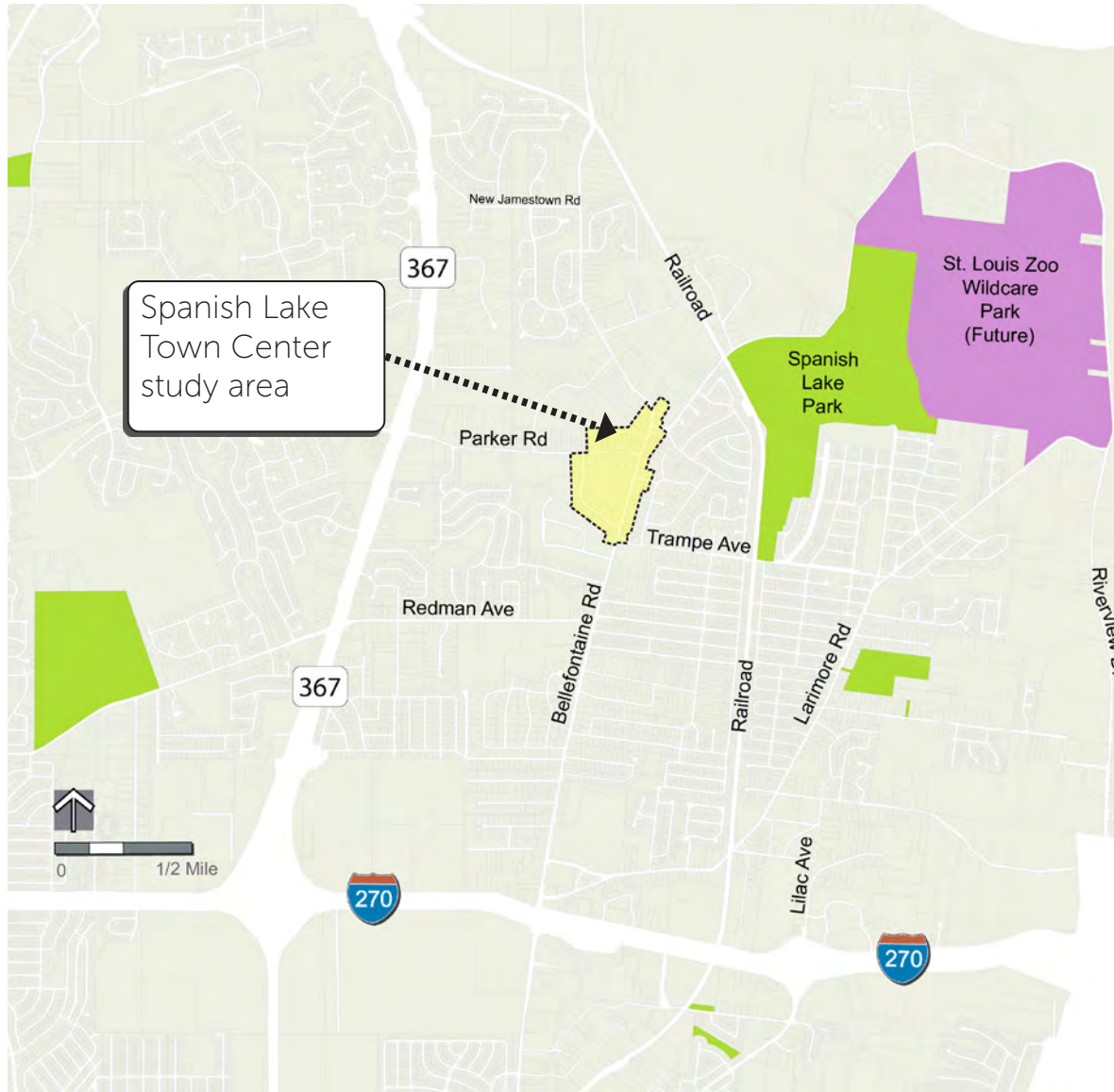
Spanish Lake Town Center Study Area

Spanish Lake "Census Designated Place"

Spanish Lake is an unincorporated "place" in St. Louis County, Missouri. The U.S. Census Bureau recognizes Spanish Lake as a "census designated place."

Unincorporated areas of St. Louis County are not part of any municipality. The closest forms of government are at the county level. The Spanish Lake Community Development Corporation fills those gaps by overseeing residential and commercial real estate development, assisting seniors with home repair and revitalizing the Spanish Lake community one home at a time.

SPANISH LAKE CONTEXT



This map shows the Spanish Lake Town Center study area in context with the future Zoo North Campus (Wildcare Park), Spanish Lake Park, Interstate 270, and Highway 367.

STUDY AREA - SPANISH LAKE TOWN CENTER

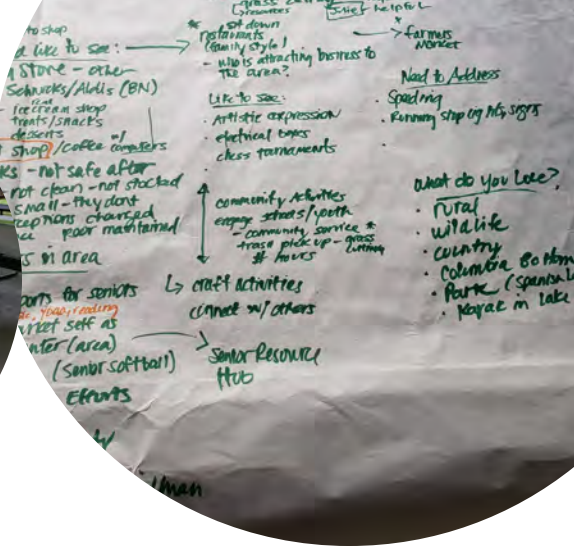


The study area includes Bellefontaine Road north of Trampe Avenue and to just past Spanish Pond Road. The area includes Belle Park Plaza and the area west to the intersection of Parker Road and Pattern Drive.

The focus of the planning is centered on the area between Parker Road and Pattern Drive.

2. conceptual land use options

COMMUNITY VISION



The starting point for the conceptual land use options was the vision as described by Spanish Lake residents during the extensive engagement process in the Spring and early Summer of 2021. The initial engagement process was led by MWR Coaching and Consultants and included workshops, pop-up events, and a community survey. The following page summarizes what was heard. In addition, a detailed engagement report is available from the Spanish Lake Community Development Corporation.

The initial engagement process led by MWR Coaching and Consultants ended in June 2021. Additional engagement by the i5Group and the Steering Committee, for the land use master plan, included an interactive public workshop in July 2021 and a community open house in September 2021.

May 1 - June 30, 2021

- 2 workshops
- 20+ pop-ups
- Community survey

COMMUNITY VISION

What makes Spanish Lake a thriving community?

“It is more rural than most urban areas. Wildlife is abundant.”

“The diversity of the people and the landscape.”

“The feel of ‘Community’. It has a kind of small community feel.”

“I appreciate living close to the interstate 270 enabling me to efficiently travel to connecting highways and roads.”

“Convenient to downtown and most of St. Louis.”

What activities would you like to see for youth engagement?

Job Training Opportunities

Activities to give youth something positive to do

Involve youth in community programs, sports and clean up efforts

After school and various outreach programs

Artistic and musical expression

What amenities do you wish were available?

Coffee shop and other gathering spaces.

Healthier family friendly restaurants

Fresh food or vegetable mart. Better Grocers

A Community center, where children and people can access dance, swimming, painting, fitness classes, more parks and places where one can learn things and live with family and neighbors.

What are your top concerns?

Lack of safety

Lack of amenities

Lack of job opportunities

Vacant and problem properties

Trash

If you are a current resident, what is needed in Spanish Lake to keep you as a long-term resident?

“Safety and holding property owners accountable for their property upkeep”

“more county code enforcement”

“aging in place support”

ALIGNMENT WITH MARKET ANALYSIS

Fortunately, there is a lot of positive overlap between the community vision (desire for retail, restaurants, community center, etc.) and the market feasibility!

The following pages provide an overview of the market analysis, including:

- » Critical Observations - Spanish Lake Town Center Market Position
- » Development Opportunities: Spanish Lake Town Center Business Growth
- » Development Opportunities: Spanish Lake Town Center And Wildcare Park
- » Development Opportunities: Spanish Lake Town Center And Housing

Details of the market analysis and existing data and trends are found in a later Chapter.

CRITICAL OBSERVATIONS - SPANISH LAKE TOWN CENTER MARKET POSITION

capturing retail purchasing power

There is healthy and diverse retail and related purchasing power that can be captured. Spanish Lake is not poor and struggling, but it also isn't a hot spot of high incomes and housing values. Retail kinds of businesses avoid the area even though there is too much "leakage" to other shopping and business locations. The marketing message must change.

finding the right local niche

Spanish Lake itself is not in the "middle" of a large population. The proposed Spanish Lake Town Center is not in the middle of north county nor is it readily visible from or accessed by the interstate highway system. Retail aspirations must be tempered, though hardly discouraged. The market for the Spanish Lake Town Center is close by; it is not regional. Spanish Lake Town Center is a special niche serving a local population. Although, an exception to non-regional could be the Wildcare Park visitors.

focus on growing population

Increasing the local population should be a priority, but this will be very challenging. Branding Spanish Lake Town Center and its environs as a high quality "neighborhood" with many strengths and unique characteristics is crucial. In that light, the closing of Trinity High School can be a blow to market image. This message needs to be seriously and quickly managed as a means for drawing positive attention to Spanish Lake.

DEVELOPMENT OPPORTUNITIES: SPANISH LAKE TOWN CENTER BUSINESS GROWTH

- » Evaluate what is there relative to Spanish Lake goals and objectives. Implement a Business Retention and Expansion (BRE) strategy.
- » Institute a business attraction strategy with property owners. Identify what is unwanted/unneeded and what may be more useful and needed.
 - Small-to-medium sized hardware store
 - 2-3 women's and children's clothing stores (boutique, second-hand)
 - Small general merchandise stores, perhaps small supermarket
 - Coffee shop, deli, sandwiches and tacos, ice cream and desserts, picnic and party supplies, bait (can be combined into a "general store")
 - Sit-down restaurant (lunch and dinner) – entrepreneurial, not chain
 - Farmers Market and Community Center, perhaps expanding or incorporating existing child/adult care establishments
 - Community Services that includes a health care / convenient care clinic, especially with the lack of existing transit options to Christian Hospital
 - Maker Space and/or small business/entrepreneur incubator – perhaps part of a community center

DEVELOPMENT OPPORTUNITIES: SPANISH LAKE TOWN CENTER AND WILDCARE PARK

- » Closely monitor evolution of St. Louis Zoo's Wildcare Park to determine and pursue possible economic linkages.
 - Expecting a significant amount of visitors per year, but not opening until 2026.
 - Main entrance will be on Larimore Road, likely via Riverview Drive. Traffic study now underway to determine best routes for visitors.
 - Encouraging some routing on Bellefontaine Road could help attract shoppers and diners to Spanish Lake Town Center.
 - Begin marketing study to encourage Wildcare Park visitors to patronize businesses in Spanish Lake Town Center (common branding, signage, coupons, etc.).
 - Service entrance will be on western side accessed from Spanish Pond Road.
 - Opportunity for Spanish Lake Town Center to capture some "back of house" administrative facilities?

DEVELOPMENT OPPORTUNITIES: SPANISH LAKE TOWN CENTER AND HOUSING

- » Envision the entirety of Spanish Lake Town Center study area as a “walkable village” with mix of uses including high quality housing.
- » Housing challenge: Very high vacancy rates in Spanish Lake. Is there a need for more housing?
- » Or is the need for different kinds of housing in a changing market?
 - Fewer large-lot single family homes
 - Newer options for senior citizens requiring less driving, more walking
 - Partnering with nearby and adjacent high-density housing developments to the south and west for renovation and walkable/bikeable links into Spanish Lake Town Center.
 - Work with County Parks and Transportation Departments for trail linkages from surrounding neighborhoods.
- » Plan the future of Spanish Lake Town Center as not an isolated place but as integral to the daily life of area residents and businesses.

CONCEPTUAL LAND USE OPTIONS

Three different conceptual land use scenarios were developed and are described in detail on the following pages.

The land use scenarios range in intensity from “Stay the Course,” which primarily focuses on the existing vacant lots, to “Holistic Redevelopment,” which is a robust re-imagining of the study area.

It is important to note that all the existing properties in the study area are privately owned. There are various potential strategies for implementation that will be discussed in more detail in a later chapter. There is no “right” or “wrong” scenario. Instead, the scenarios should be viewed from the lens of the vision of the Spanish Lake community. The scenarios are a way to explore the potential benefits and considerations (challenges) of each.

The conceptual land use options were presented to the community at an interactive workshop on July 27, 2021.



SCENARIO 1
“Stay The Course”



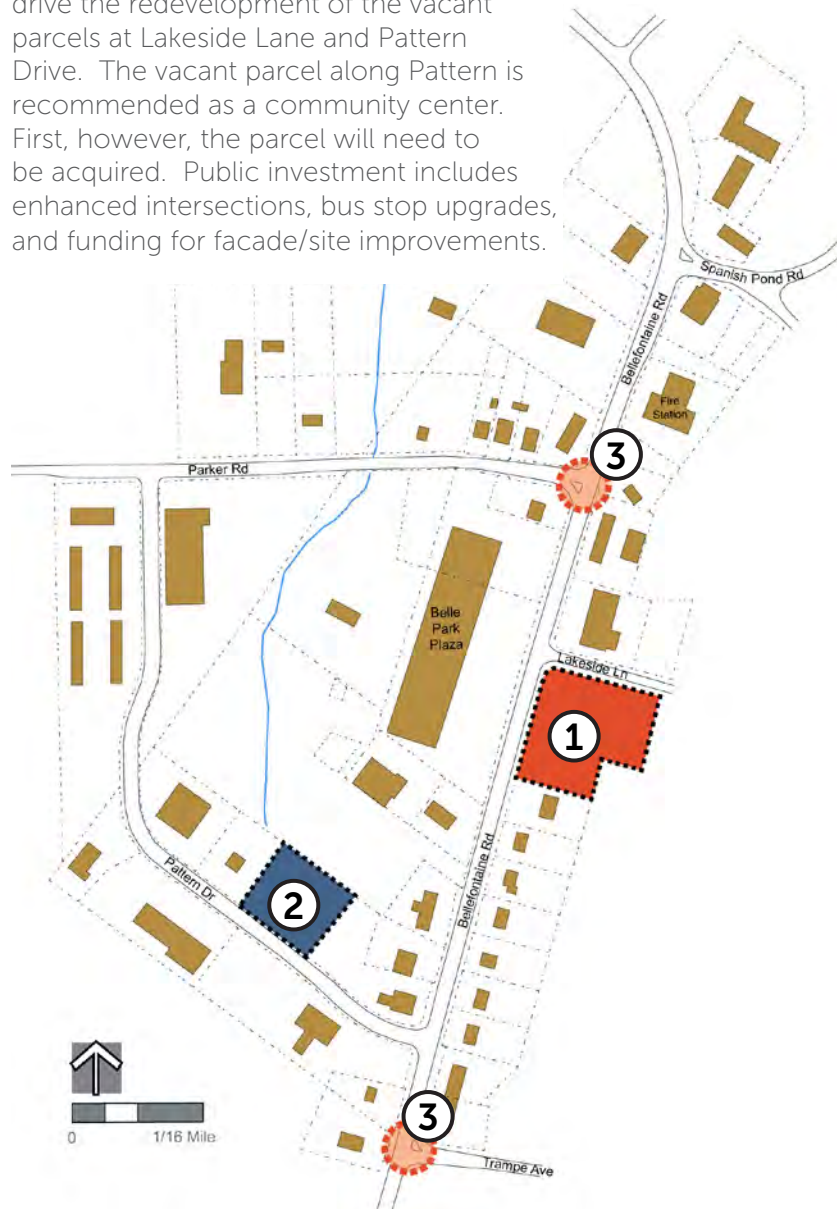
SCENARIO 2
“Community Gathering”



SCENARIO 3
“Holistic Redevelopment”

SCENARIO 1 - “Stay The Course”

The “Stay the Course” scenario envisions the town center with minimal intervention. Market conditions will drive the redevelopment of the vacant parcels at Lakeside Lane and Pattern Drive. The vacant parcel along Pattern is recommended as a community center. First, however, the parcel will need to be acquired. Public investment includes enhanced intersections, bus stop upgrades, and funding for facade/site improvements.



① Retail / Dining

- » Mix of retail (hardware store, specialty grocery, etc.) and dining (coffee shop, restaurants)
- » Opportunity for place-making (architecture, outdoor seating, etc.)



② Small Community Center

- » Small community center. Depending on size, could include entrepreneur center and maker space.



③ Enhance Intersections

- » Enhanced pedestrian crosswalks.
- » Pedestrian lighting.
- » Gateway / art.
- » Bus stop improvements.



Benefits

- » Focuses on the highly visible vacant lots. Potential to be a catalyst for additional investment in nearby properties.
- » Easier implementation (intersections improvements, zoning overlay for architectural form)

Considerations

- » Limited scale of improvements. May not create a lasting impact.
- » The community center will require the acquisition of one or more properties. Without acquisition, likely will be additional commercial properties.
- » Doesn't create significant community space.

SCENARIO 2 - "Community Gathering"

The "Community Gathering" scenario envisions a multi-use 'Town Square' space as the focal point for public and private investment. The 'Town Square' space becomes a catalyst for adjacent community and commercial development. The surrounding streets are re-imagined with robust streetscape enhancements, including pedestrian lighting, street trees, and bicycle facilities that connect the town center to nearby neighborhoods.



① Community Multi-Use 'Town Square'

- » Flexible multi-use space for food trucks, farmer's market, and community events.



② Community Center and Commercial Node

- » Mix of commercial and community focused uses such as community center, entrepreneur incubator, and maker space to take advantage of adjacent 'Town Square'.



③ Streetscape Enhancements

- » Pedestrian lighting and street trees.
- » Bike improvements per the St. Louis County 'Action Plan for Walking and Biking'.
- » Undergrounding overhead powerlines.



Benefits

- » Creates a true community gathering space.
- » Flexibility in implementation. 'Town Square' could be private or private/public partnership. Adjacent development could be phased or targeted.
- » Streetscape investments by itself can have significant impact.

Considerations

- » May require the acquisition of multiple properties.
- » Because of private ownership, changes may not be possible in short-term.
- » Programming, maintenance, and security of 'Town Square'.

SCENARIO 3 - "Holistic Redevelopment"

The "Holistic Redevelopment" scenario envisions a transformative town center with a mix of retail, dining, office, community services, and potentially residential. The town center will have multiple opportunities for community space, gathering areas, and place-making. Implementation will be complicated, requiring a longer time horizon, acquisition of multiple properties, significant public investment, and coordination with property owners and tenants.



① Mixed-Use Development

- » Mix of retail, dining, office.
- » Opportunity for unique housing (ie independent senior living).



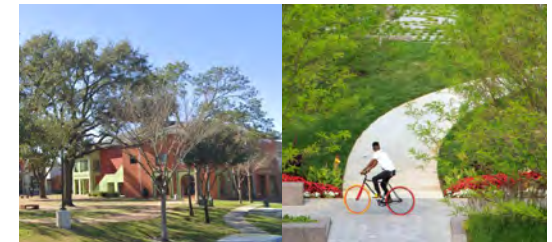
② Community Focused Services

- » Mix community focused uses such as community center, entrepreneur incubator, and service providers that are clustered together.



③ Greenspace along Creek

- » Greenspace along creek to act as a community gathering area and an amenity for adjacent uses.



Benefits

- » Multiple opportunities for community space, gathering areas, and place-making.
- » Transformative town center that could be a catalyst for additional investment.

Considerations

- » Would require the acquisition of multiple properties.
- » Transitioning existing businesses and tenants to future spaces.
- » Complicated implementation. May not be able to acquire key properties. Significance public investment required.
- » Longer time frame for implementation.

PRECEDENT DEVELOPMENT

An important aspect of planning is studying precedent development. For example, what has worked elsewhere may be an inspiration or model for the Spanish Lake Town Center.

In considering precedent examples, it is essential to understand the scale of the precedent. How does the example potential “fit” in the context of the Spanish Lake Town Center.

The following pages include several precedent examples of development applicable to the Spanish Lake Town Center. To help visualize how each example compares in scale, the existing aerial map of the precedent site is shown. Then an outline of the precedent site is overlaid on the Spanish Lake Town Center area.

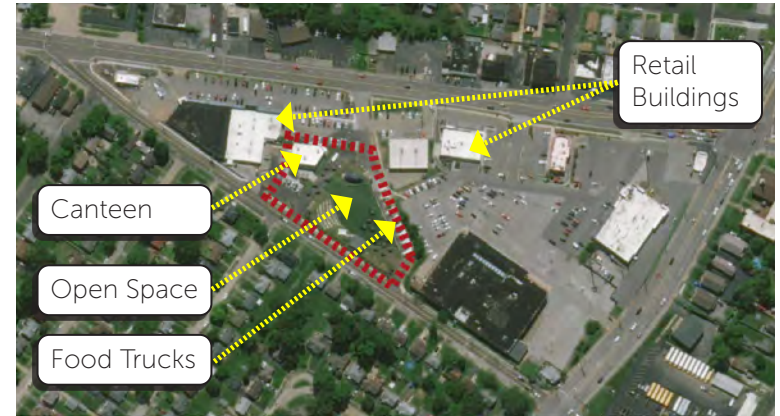
PRECEDENT - 9MILE FOOD TRUCK GARDEN

The 9Mile Food Truck Garden opened in 2020 in Afton along Gravois Road. 9Mile Food Truck Garden is a great example of a private developer utilizing underused space in a suburban retail center as a community amenity.

9Mile Food Truck Garden is a win-win for the developer and the community. For the developer, 9Mile Food Truck Garden attracts additional visitors to the adjacent retail center. For the community, the space becomes a semi-public gathering space.

Highlights include:

- Food trucks seven days a week.
- Lawn and natural amphitheater for eating and programming including live music and outdoor movies.
- Indoor bar/refreshment center (Canteen).



Aerial Map of Existing 9Mile Food Truck Garden

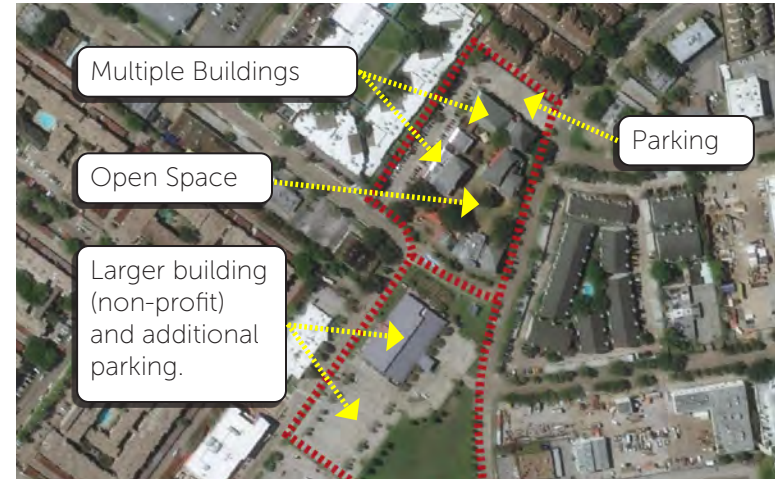


9Mile Food Truck Garden Boundary Overlaid on Spanish Lake Study Area

PRECEDENT - BAKER RIPLEY, HOUSTON, TX

The Baker Ripley development in Houston was featured as a precedent example in the 2015 Bellefontaine Corridor Retail Study. Baker Ripley was a redevelopment project that involved multiple partner organizations. The development included social, health, educational, and recreational services for the community.

The design of the development focused on place-making with multiple buildings grouped around a shared open space. This shared open space was the focal point of the redevelopment.



Aerial Map of Existing Baker Ripley Site

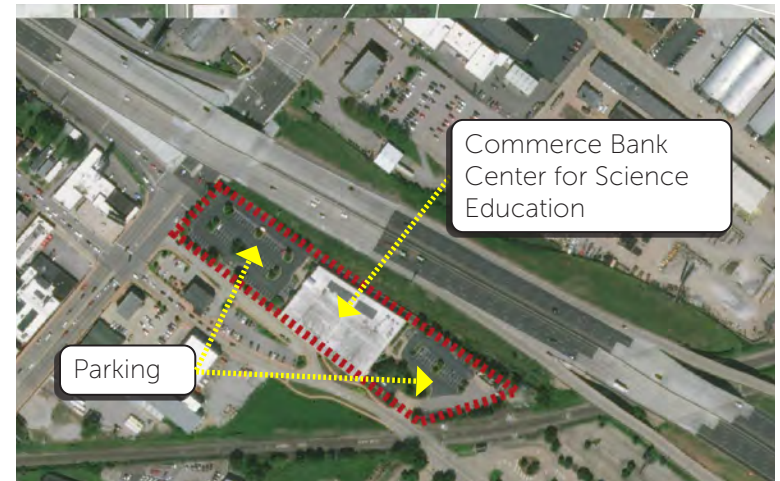


Baker Ripley Boundary Overlaid on Spanish Lake Study Area

PRECEDENT - COMMERCE BANK CENTER FOR SCIENCE EDUCATION

The market analysis for the Spanish Lake Town Center included the discussion of the opportunity for the Town Center to include “back of house” administrative facilities for Wildcare Park.

There are many examples of institutions having facilities off their main campus. The Missouri Botanical Garden has several examples of off campus facilities including the 58,000 square foot Commerce Bank Center for Science Education. In addition to office space, the Center includes a 9,000 square-foot event center with multiple meeting rooms.



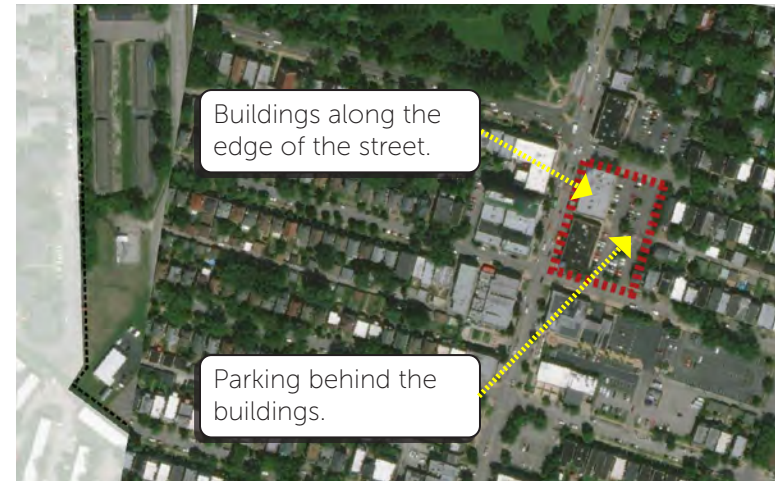
Aerial Map of Existing Center for Science Education



PRECEDENT - NEIGHBORHOOD RETAIL

A frequent desire of residents is retail or dining that is walkable and creates a "sense-of-place." However, typical suburban development of parking in front of buildings creates an environment that is not pedestrian friendly or welcoming.

The example on this page shows neighborhood retail and dining with parking behind the buildings. Quality architecture and streetscape enhancements create an environment that is welcoming for pedestrians, an opportunity for outdoor dining, and enhances the street.



Aerial Map of Existing Neighborhood Retail



COMMUNITY FEEDBACK: CONCEPTUAL LAND USE OPTIONS

“I like the vitality and opportunity to build community.”

Workshop Attendee

Interactive Community Workshop July 27, 2021

An interactive workshop was held on Tuesday, July 27, 2021 from 5:00 - 7:00 pm in the lobby of Impact Agape Ministries in Spanish Lake to review the conceptual land use options.

The goals of the workshop were:

- » Review of the Market Analysis and Existing Conditions.
- » Work toward community design preferences through a Visual Preference Survey.
- » Provide feedback on a preferred land use scenario.

Attendees at the interactive workshop were very enthusiastic about the options presented, and there were clear preferences from attendees that are described on the following pages.

The feedback from the workshop informed the final land use master plan for the Spanish Lake Town Center.



PREFERRED LAND USE SCENARIO RESULTS

There was a strong preference from attendees for Scenario 3 - "Holistic Redevelopment." Many of the attendees understood that Scenario 3 would likely require a long-term effort for implementation, but it was worth inspiring toward.

Attendees who voted for Scenario 2 - "Community Gathering" thought the multi-use town square idea was a key strength. However, many attendees also saw Scenario 2 as a realistic step toward a greater vision outlined in Scenario 3.




Attendees frequently mentioned the focus on community gathering space (whether the 'town square', 'greenway', or 'greenspace') as one of the most desirable elements of the land use scenarios.

"I like the idea of the multi-use 'Town Square' and the green space along creek."

Workshop Attendee

CONCEPTUAL LAND USE OPTIONS

How do you envision the future of the Spanish Lake Town Center?
Vote for your preferred scenario below [vote only once].

Scenario 1 - "Stay the Course"	Scenario 2 - "Community Gathering"	Scenario 3 - "Holistic Redevelopment"
 <ul style="list-style-type: none">1. Retail / Dining2. Small Community Center3. Enhance Intersections	 <ul style="list-style-type: none">1. Community Multi-Use Town Square2. Community Center and Commercial Node3. Streetscape Enhancements4. Retail / Dining5. Enhance Intersections	 <ul style="list-style-type: none">1. Mixed-Use Development2. Community Focused Services3. Greenspace along Creek4. Neighborhood Commercial5. Retail / Dining6. New Signalized Intersection7. Streetscape Enhancements8. Enhance Intersections
VOTE HERE	VOTE HERE	VOTE HERE

VISUAL PREFERENCE SURVEY

The visual preference survey at the workshop was a way to start to translate what was heard in words during the engagement process into tangible physical elements. There were three categories for the visual preference survey:

- » Retail / Commercial
- » Gathering Spaces
- » Pedestrian Walkability

For each category, attendees had the opportunity to vote for two of their most preferred images and one least preferred image. There were no “right” or “wrong” answers. Instead, attendees were able to share with the planning team why they liked specific characteristics of each image.

Results of each category are shown on the following pages.



“Loved the opportunity to express my preference. Exciting to imagine!”

Workshop Attendee

VISUAL PREFERENCE SURVEY RESULTS: RETAIL / COMMERCE

There was a strong preference for retail and commercial buildings with high quality architecture, quality materials, walkable, and with landscaping. Some of those details include:

- » High quality materials such as brick and glass.
- » Thoughtful building facades with windows, awnings, and other details.
- » Signage that is appropriately scaled for the building and compliments the rest of the architecture.
- » The building is set close to the street, and includes space for street trees and tree lawn.
- » Store entry is welcoming for shoppers coming from either the sidewalk or the parking lot.

The least preferred image was the commercial building with a blank building facade with no attention to details, no relationship to the street, and aesthetically unpleasing materials (concrete block).

RETAIL / COMMERCE

Additional retail, dining, and commercial space were frequently mentioned during the engagement process as desired for the Spanish Lake Town Center. But what should these spaces and buildings look like? What is your vision for the look and character of the Town Center?

Vote for two images you think are the most preferable examples of retail / commercial. Also vote for which image you think is the least preferable example.

Vote!

- Most preferred images (vote for TWO images).
- Least preferred image (vote for only ONE image)

VISUAL PREFERENCE SURVEY RESULTS: GATHERING SPACES

Many types of gathering spaces received positive feedback from attendees. This is not surprising since a good gathering space can take many forms.

Some of the qualities of good gathering spaces include multiple seating and circulation opportunities that allow visitors to have a choice between privacy and clustering with other users. The scale of the gathering space should be appropriate for the context of the location. Finally, micro-climate is an important consideration for gathering spaces. Shade should be available on hot, sunny days. Sunny areas should be available during cold and chilly days.

Although it had some high quality elements, the least preferred image suffers from a poor edge (the blank wall). Also, the lack of people in the image may convey that the space suffers from poor micro-climate or a fish-bowl effect. The "fish bowl" effect occurs when users in a space feel as if they are being watched. Courtyards surrounded by building windows are a classic example of a "fish bowl" effect.

GATHERING SPACES



VOTE HERE



VOTE HERE



VOTE HERE



VOTE HERE



VOTE HERE

"Gathering areas," "activities for youth," and "community center" were some of the desired amenities mentioned during the engagement process. What form do you envision for gathering areas? Indoors? Outdoors? Both? Are the spaces formal or informal? Opportunities for art?

Vote for two images you think are the most preferable examples of gathering areas. Also vote for which image you think is the least preferable example.

Vote!

- Most preferred images (vote for TWO images).
- Least preferred image (vote for only ONE image)

VISUAL PREFERENCE SURVEY RESULTS: PEDESTRIAN WALKABILITY

The preferred images for pedestrian walkability included some common themes, including:

» Street Trees

Street trees are frequently a popular aspect of walkability and streetscapes. It is easy to see why because dollar for dollar, street trees can have some of the most significant impacts for street enhancements. Benefits of street trees include: traffic calming, buffer for pedestrians, increased air quality, reduced heat island, and aesthetics.

» Buffer for Pedestrians

Pedestrians prefer a buffer from traffic. Types of buffers include lawns, street trees, on-street parking, and street furniture.

PEDESTRIAN WALKABILITY

Walkability within the Spanish Lake Town Center and connections to nearby residential areas will be important. What type of street, sidewalk, and streetscape features make you feel safe to walk? Comfortable to walk?

Vote for two images you think are the most preferable examples of pedestrian walkability. Also vote for which image you think is the least preferable example.

Vote!

- Most preferred images (vote for TWO images).
- Least preferred image (vote for only ONE image)

OTHER COMMENTS: WHAT DID YOU LIKE?

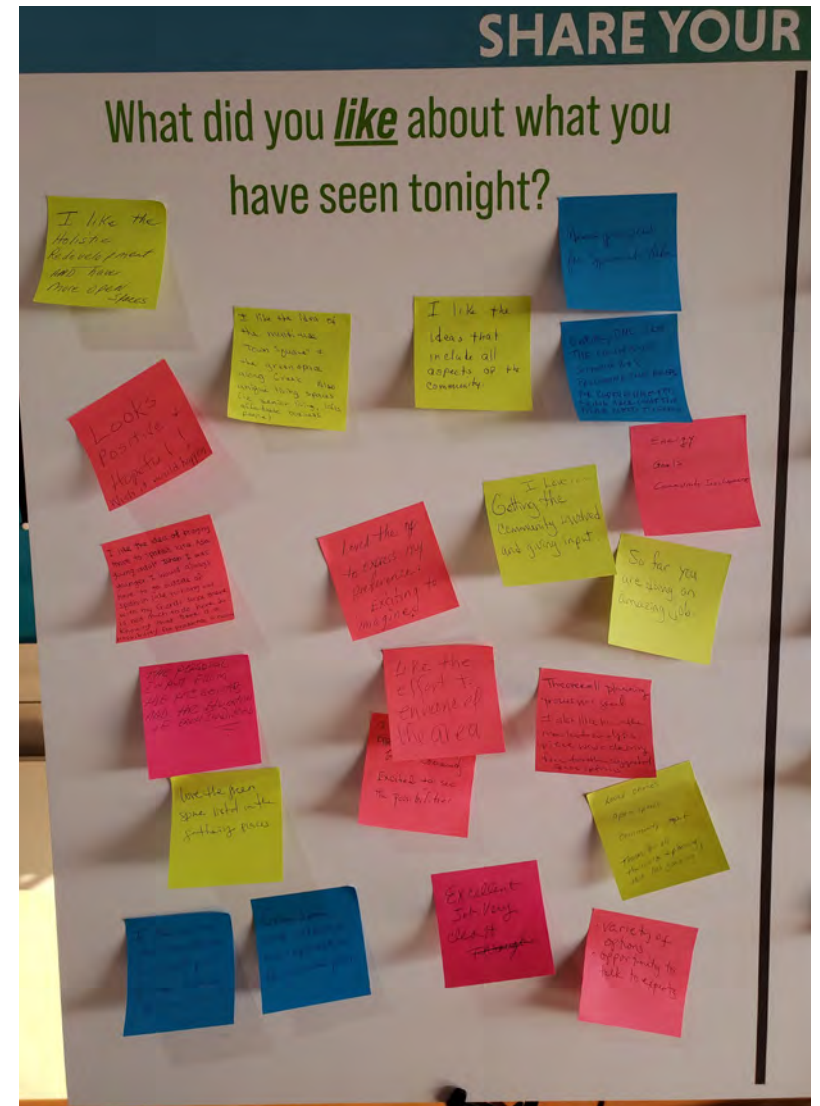
Attendees had the opportunity to share additional comments about "What did you like about what you have seen tonight?". Below are the key themes in addition to all the comments received.

Key Themes:

- » Attendees liked the variety of options, choices, and the chance to share their input.
- » Attendees liked the chance to have open space and green space.

All Comments:

- "Variety of options/choice"
- "Opportunity to talk to experts/community input"
- "Open space / green space"
- "Thanks for all the work and planning that has gone on!"
- "Excellent job. Very clear!"
- "I like the vitality and opportunity to build community."
- "Excited to see the possibilities."
- "Overall the planning process was great. I also like how the market analysis piece was a driving force for the suggested space options."
- "Like the effort to enhance the area."
- "Green space and aesthetics are important to the overall plan."
- "I like to see ideas manifested in a real plan. I hope it comes to fruition."
- "Love the green space listed in the gathering places."
- "The personal input from the presenters and the education of each individual."
- "Loved the op to express my preference. Exciting to imagine."
- "I like the idea of bringing more to Spanish Lake. As a young adult when I was younger I would always have to go outside of Spanish Lake to hang out with my friends since there is not much to do here. So knowing that there is a possibility for production is exciting."
- "Looks positive and hopeful! Wish it would happen!"
- "I like the idea of the multi-use "Town Square" and the green space along creek. Also unique living spaces (ie senior living, lofts, affordable business people)."
- "I like the ideas that include all aspects of the community."
- "I love.... Getting the community involved and giving input."
- "So far you are doing an amazing job."
- "Energy, goals, community involvement."
- "Overall, one likes the concepts of scenario 2&3. Preparing the areas for redevelopment to bring back what people need to grow."
- "Means progress for Spanish Lake."
- "I like the holistic redevelopment and have more open spaces."
- "I love open space."



OTHER COMMENTS: WHAT COULD BE IMPROVED?

Attendees had the opportunity to share additional comments about "What could be improved?" Below are the key themes in addition to all the comments received.

Key Themes:

- » Attendees said crime and safety were concerns.
- » Attendees said vacant and neglected properties need to be an area of focus.
- » Attendees had concerns regarding trash and littering.
- » A wide range of suggestions including public art, pop-ups, business types.
- » Questions if the plans are achievable and length of time needed to see change.

All Comments:

"Vacancies."

"Safety is # one!"

"Crime must be a factor / consideration for a successful outcome."

"I like a few of the ideas and concepts. But "crime and security" have to be addressed!"

"We must consider COVID19 in our community work places and spaces."

"More community people working toward the manifestation of the plan."

"Crime."

"Timelines."

"Funding?"

"Trash, lack of respect for environment."

"Are #2 and #3 achievable?"

"More tech, business development."

"Pop-ups."

"Public art."

"Family-centered entertainment."

"Fast casual dining added."

"Get rid of vacancies in neighborhood & retail."

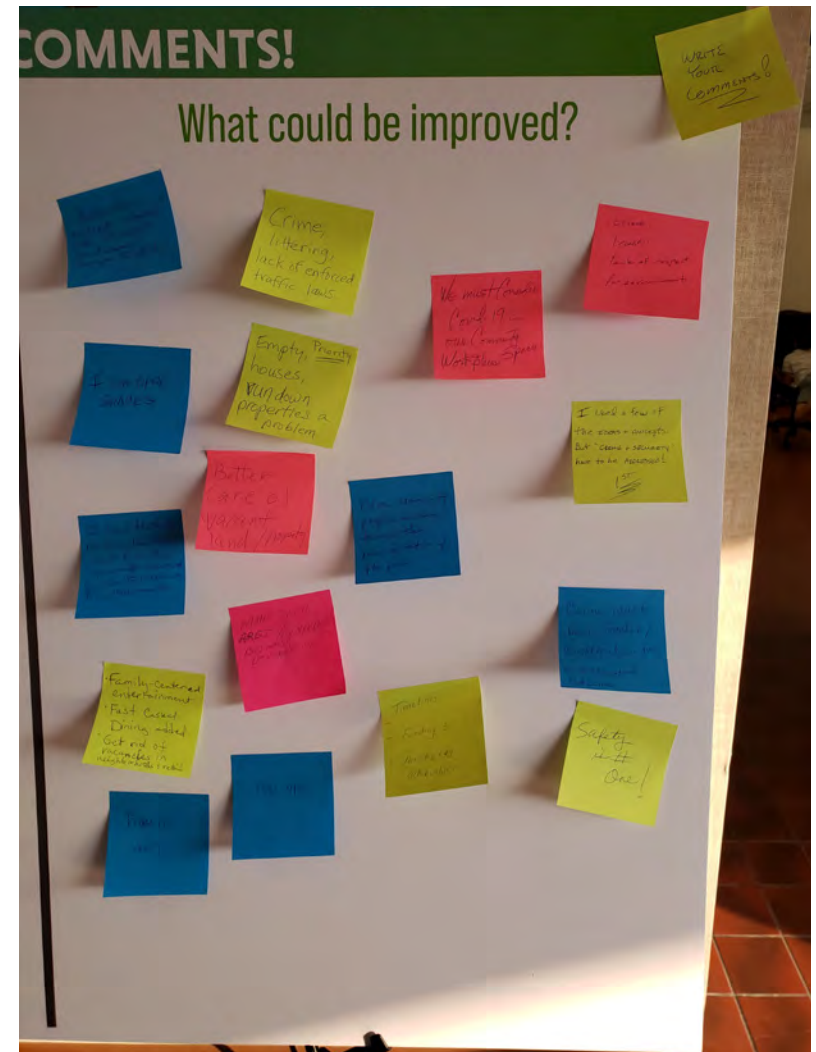
"Better care of vacant land/property."

"I love that the residence have been a part of creating improvements. We must have County investment in the community."

"Empty houses, run down properties a problem."

"Crime, littering, lack of enforced traffic laws."

"Interesting concepts. Would like to see at least small changes to start."



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3. land use master plan

ELEMENTS: LAND USE MASTER PLAN

This section includes the components of the land use master plan.

Existing Conditions

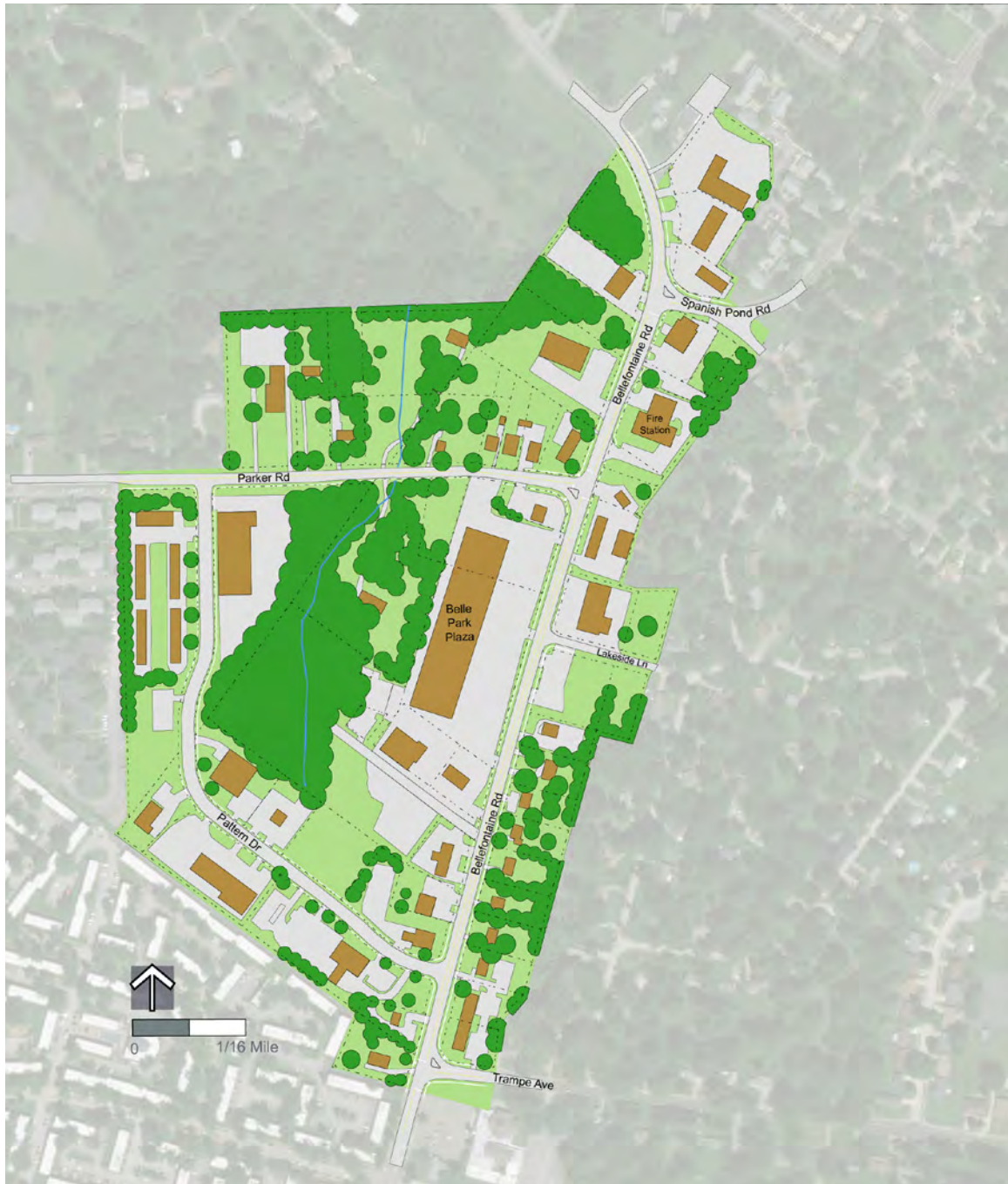
Future Land Use Plan

Illustrative Master Plan






Streetscape Conceptual Design / Streetscape Cross Sections

Tactile Urbanism and Site Improvements

EXISTING CONDITIONS

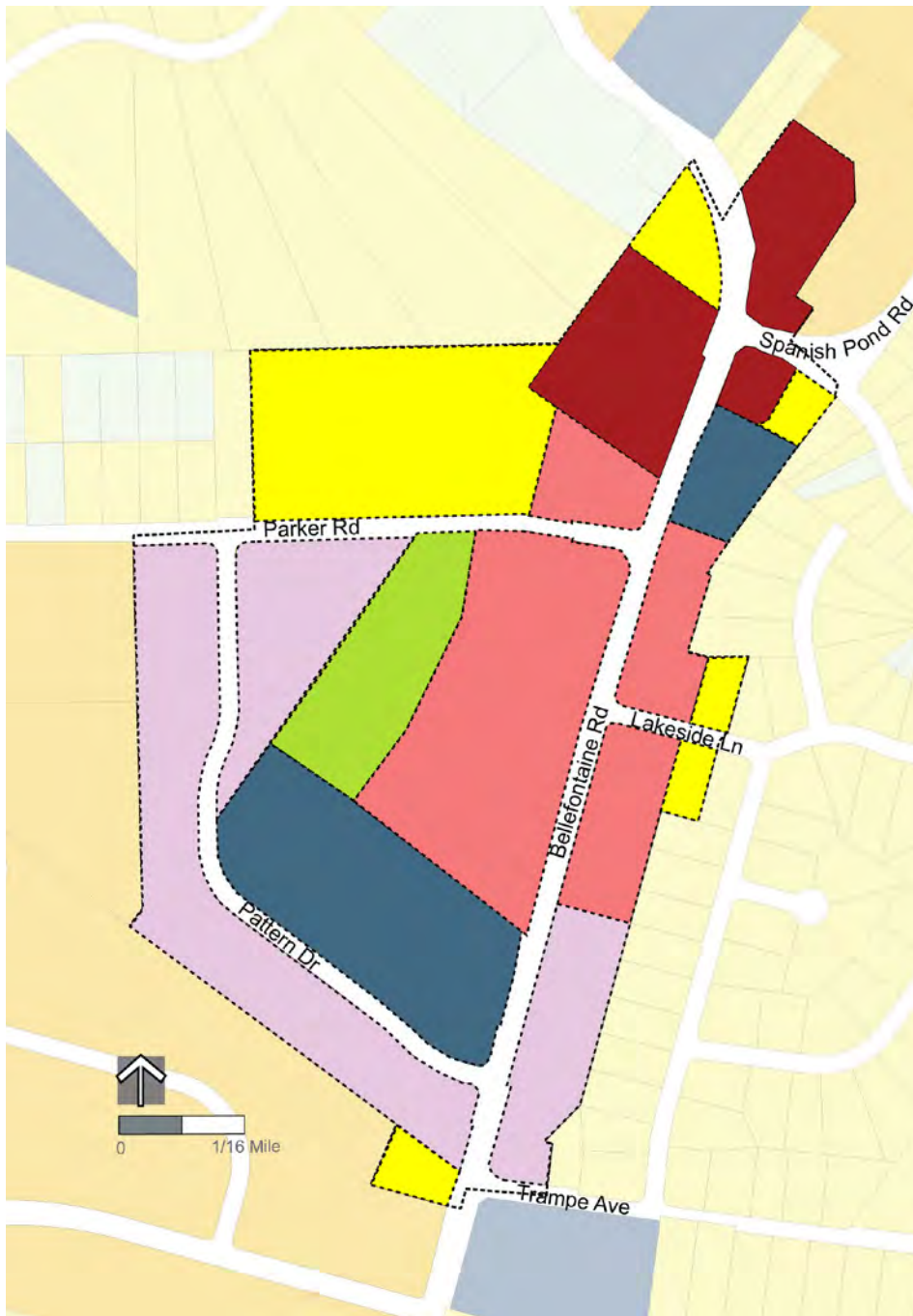


Legend: Existing Conditions

-  Existing Building
-  Existing Lawn, Grass, or Understory
-  Existing Street, Parking Lot, or Pavement
-  Existing Trees
-  Existing Sidewalk

The map on this page shows the existing conditions of the Town Center planning area. The Town Center planning area (shown in color) is approximately 70 acres.

FUTURE LAND USE PLAN



Legend: Future Land Use Plan

- Mixed-Use
- Neighborhood Commercial
- General Commercial
- Community Services
- Residential
- Greenspace

The future land use plan is a guide for the future use of the land in the Spanish Lake Town Center. The relationship between zoning and the future land use plan is often misunderstood. Zoning regulates the current legal use of a property with regulations for use and development standards. The future land use plan is the community's future vision for a property and provides the policy guidance to assist in updating zoning and other development regulations.

Each land use category includes a description that sets out a range of desired characteristics. The land use descriptions are meant to be concise to allow relevant details to be finalized in the zoning or development regulations.

Finally, land use isn't static. While the future land use plan reflects the current vision of the community, it may need to change over time. Therefore, updates to the future land use plan should consider the principles and goals of the Spanish Lake Town Center Plan.

Mixed-Use

Key Characteristics

- » A mix of uses including retail, dining, office, and unique residential (not currently being served in Spanish Lake). A mix of uses within buildings is encouraged such as retail on the first floor with office or residential above.
- » Architectural and site form is very important with an emphasis on high quality architecture, place-making, and public areas. Innovative architecture should be encouraged.
- » Highly walkable environment with a mix of activities and a great emphasis on the public realm (streetscape amenities, landscaping, and courtyards/plazas).
- » Extensive landscaping.
- » Transit and bicycle connections should be accommodated.
- » Parking: To the rear or side of buildings.
- » Density: Medium to high density.
- » Building Heights: One to three stories.



Neighborhood Commercial

Key Characteristics

- » Commercial that services the needs of the surrounding community such as offices, health providers, and community oriented retail.
- » Architectural and site form should act as a transition to adjacent residential with pitched roofs, set-back from street with landscaped front yards, and building materials that compliment adjacent residential architecture.
- » Transitions to adjacent residential should include extensive landscape buffering and avoidance of light spillage.
- » Extensive landscaping.
- » Transit and bicycle connections should be accommodated.
- » Parking: To the rear or side of buildings.
- » Density: Low to medium density.
- » Building Heights: One to two stories.



General Commercial

Key Characteristics

- » Commercial that serves a wider variety of uses. May also serve a wider geographic area than just the surrounding community.
- » Aesthetic appearance should be a priority with high quality materials and thoughtful articulation.
- » Transitions to adjacent residential should include extensive landscape buffering and avoidance of light spillage.
- » Extensive landscaping.
- » Transit and bicycle connections should be accommodated.
- » Parking: To the rear or side of buildings is encouraged. Parking in the front of buildings should be limited to one bay.
- » Density: Low to medium density.
- » Building Heights: One to two stories.



Community Services

Key Characteristics

- » A mix of community focused services such as a community center, entrepreneur incubator, youth services, health care / convenient care clinic, and non-profit offices. Retail and office should be strongly community focused.
- » A campus-type feel with an emphasis on high quality architecture, place-making, and public areas. Building layout should leverage adjacent green-space. Innovative architecture should be encouraged.
- » Highly walkable environment with a mix of activities and a great emphasis on the public realm (streetscape amenities, landscaping, and courtyards/plazas).
- » Extensive landscaping.
- » Transit and bicycle connections should be accommodated.
- » Parking: To the rear or side of buildings. Shared parking should serve multiple buildings and events.
- » Density: Medium to high density.
- » Building Heights: One to three stories.



Greenspace

Key Characteristics

- » The existing creek corridor should remain as continuous greenspace.
- » The community's use of the greenspace should be encouraged with the use of trails, gathering areas, and community spaces.
- » The greenspace is an important environmental component of the Town Center for biodiversity and stormwater management. The removal and replacement of invasive plant species with native plants is encouraged.
- » New impervious surfaces, except for trails, should be discouraged.
- » Adjacent development should be encouraged to utilize the greenspace as an amenity including multi-purpose gathering areas and view sheds,



Residential

Key Characteristics

- » Preservation of existing residential character and density. The residential future land use category reflects areas of existing residential land use. The existing residential land use at the edge of the core Town Center area is a good transition between the higher densities of the Town Center and surrounding residential areas. Existing traits such as setbacks, mature trees, and scale of homes lend to the overall residential charm of Spanish Lake. These traits should continue in the areas designated 'Residential'.

ILLUSTRATIVE MASTER PLAN



The illustrative master plan reflects the overall vision for the Spanish Lake Town Center area. This page highlights the key areas of the master plan. Additional details for each area are included on the following pages.

It is important to note that the illustrative master plan represents an example of a potential redevelopment of the Spanish Lake Town Center. It is intended to help visualize the goals and principles of the plan. It is not intended to express current action to acquire or redevelop privately held properties. Any future redevelopment will depend on many factors, including property ownership and market conditions.

The intent of the illustrative master plan is to help market the Town Center, attract public and private investment, assist in prioritizing property for development, and guide public and private projects.

- Ⓐ Multi-Use Town Square
- Ⓑ Greenspace (Multi-Use Trail, Amphitheater)
- Ⓒ Streetscape Enhancements
- Ⓓ Retail / Dining
- Ⓔ Community Focused Services
- Ⓕ Mixed-Use Development (retail, dining, office, unique housing type - ie independent senior living)
- Ⓖ Neighborhood Commercial
- Ⓗ Pedestrian Connection
- Ⓘ Existing Development

ILLUSTRATIVE MASTER PLAN - POTENTIAL PHASING

The illustrative master plan represents a holistic redevelopment of the Town Center area. However, the area is unlikely to change overnight. Development of the Town Center will likely require a long time frame for implementation.

This page highlights potential phases of implementation. Even within each phase, there may be sub-phases as certain parcels may move forward independently of others. With almost all the parcels in the Town Center privately owned, the master plan needs to be flexible. Some parcels may not be redeveloped, while others could see re-investment in existing buildings and sites. The flexibility of the master plan allows for this while providing for a holistic, long-term community vision.



Existing Conditions



Retail / Dining



Community Focused Services and Multi-Use Town Square



Mixed-Use Development



Neighborhood Commercial

RETAIL AND DINING



Key Elements

- » New retail and dining development at the existing vacant parcels at the southeast corner of Lakeside Lane and Bellefontaine Road. Development should include high quality architecture, parking in the rear, and place-making such as outdoor dining and seating.
- » Facade and site improvements of the existing commercial parcel at the northeast corner of Lakeside Lane and Bellefontaine Road.



Above: Precedent photo of retail and dining with high quality architecture and outdoor seating.

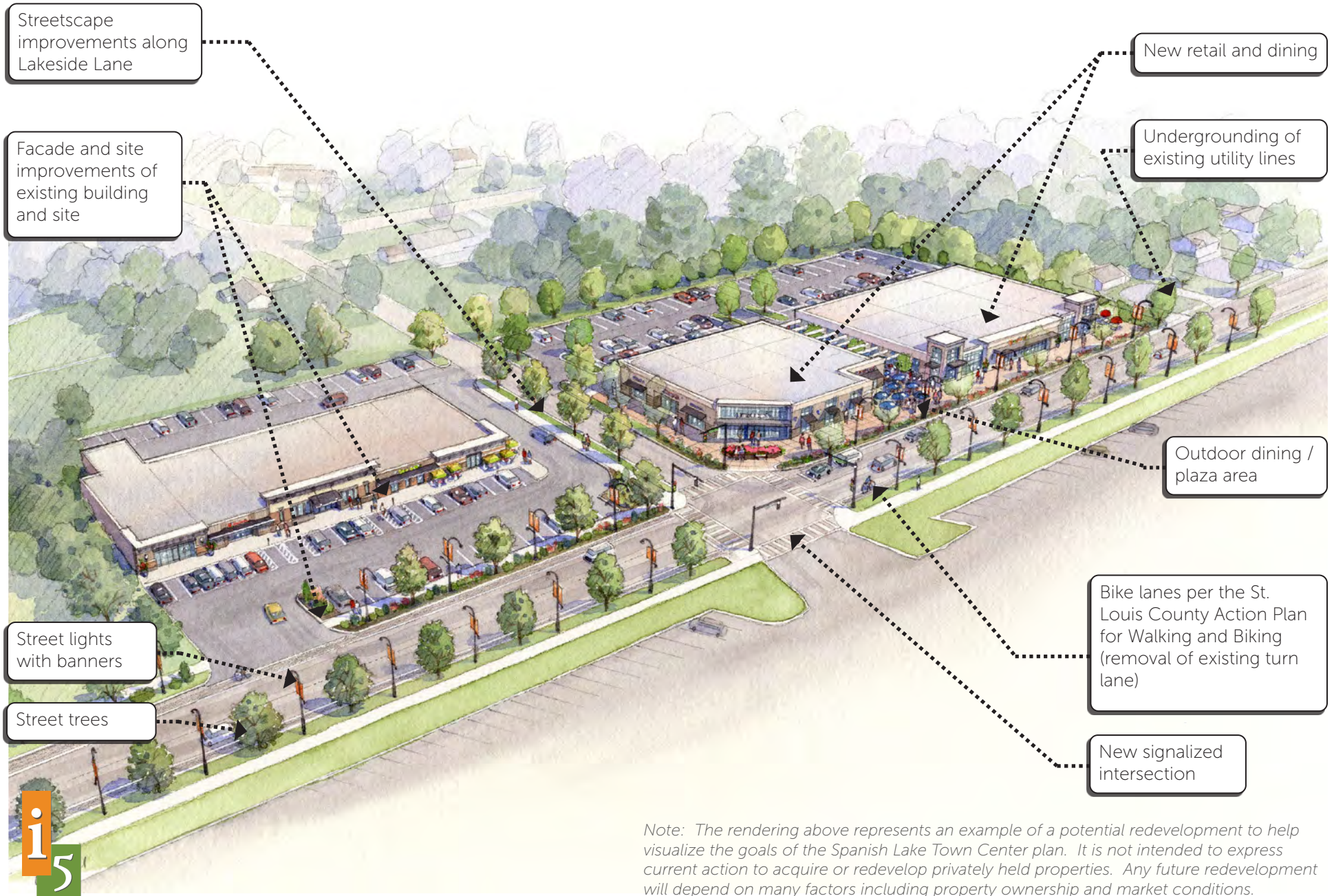
Below: Rendering of potential development. See following pages for details of rendering.



EXISTING CONDITION: VACANT LOT AT BELLEFONTAINE ROAD AND LAKESIDE LANE



POTENTIAL CONDITION: VACANT LOT AT BELLEFONTAINE ROAD AND LAKESIDE LANE



Note: The rendering above represents an example of a potential redevelopment to help visualize the goals of the Spanish Lake Town Center plan. It is not intended to express current action to acquire or redevelop privately held properties. Any future redevelopment will depend on many factors including property ownership and market conditions.

COMMUNITY SERVICES AND MULTI-USE TOWN SQUARE



Key Elements

- » A mix of community focused services.
- » A focus on flexible "outdoor rooms" such as plazas between buildings and utilizing the existing green space and creek.
- » Shared parking between buildings to maximize pedestrian corridors.
- » Possible anchor could include a neighborhood health care / convenient care clinic.

Multi-Use Town Square

Greenspace

Community Center / Convenient Care

Entrepreneur Incubator

Nonprofit Offices

Flex-space



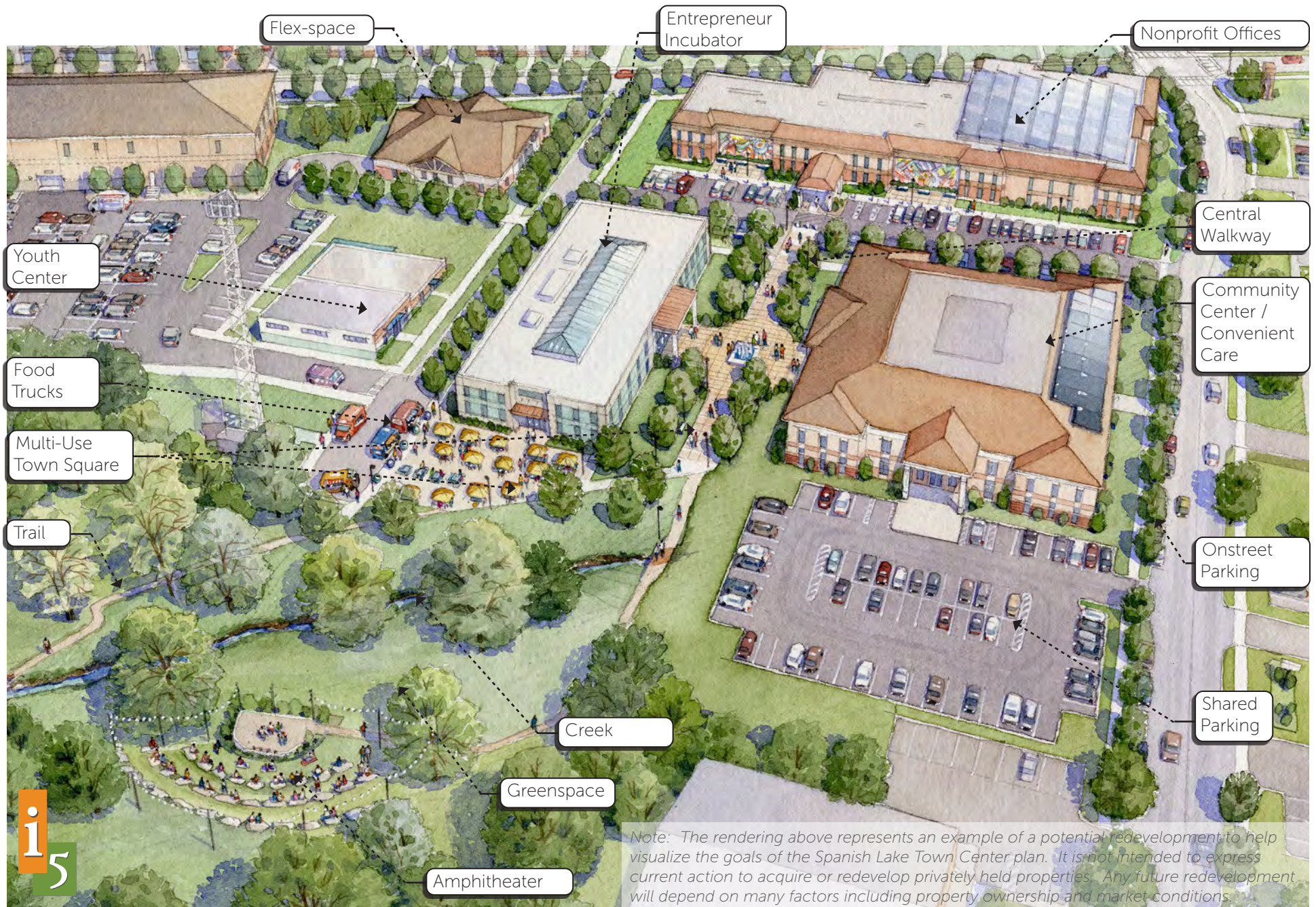
EXISTING CONDITION: LOOKING EAST ALONG PATTERN DRIVE



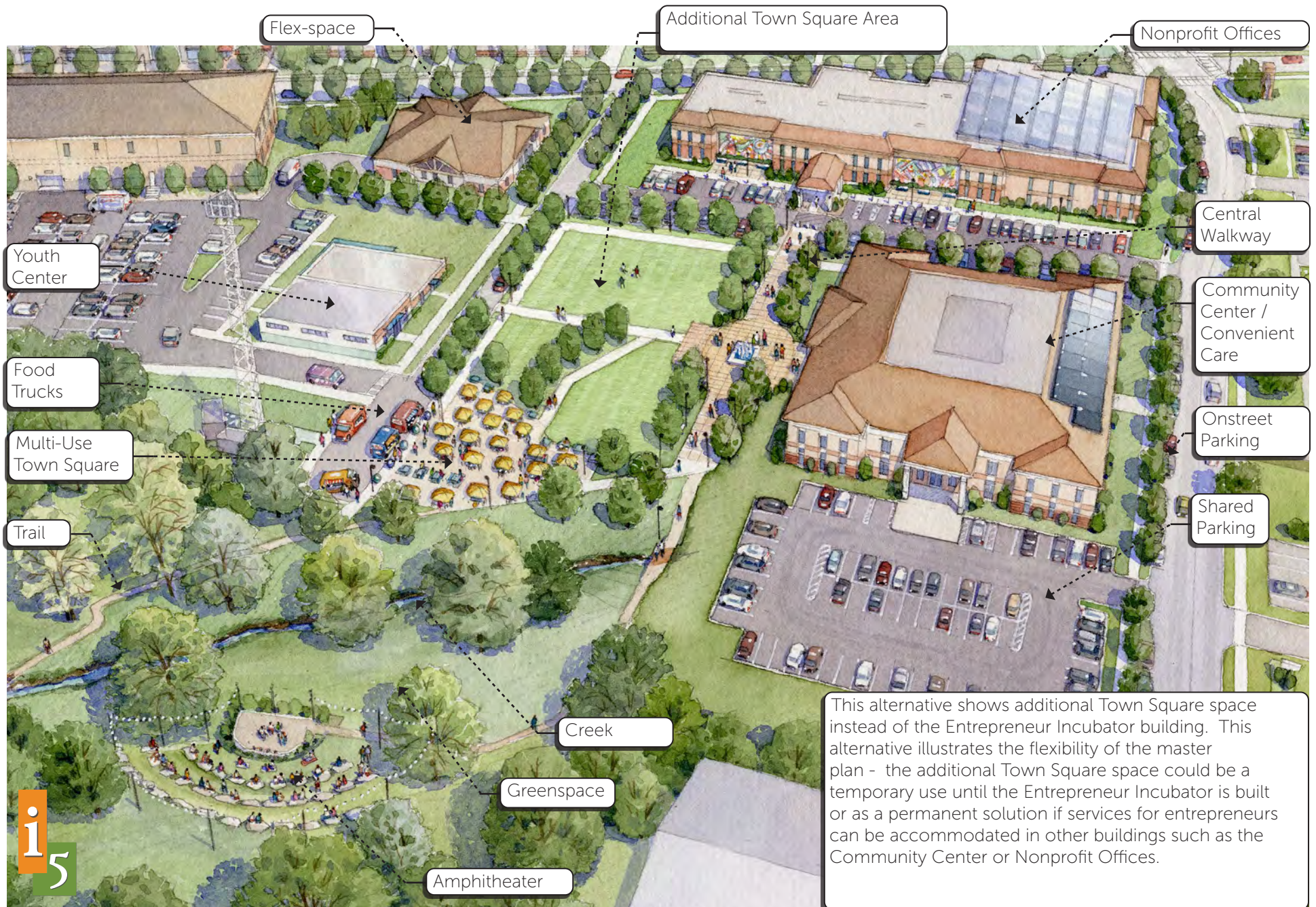
Image Landsat / Copernicus

Google

PROPOSED CONDITION: LOOKING EAST ALONG PATTERN DRIVE



PROPOSED CONDITION (Alternative): LOOKING EAST ALONG PATTERN DRIVE



MIXED-USE

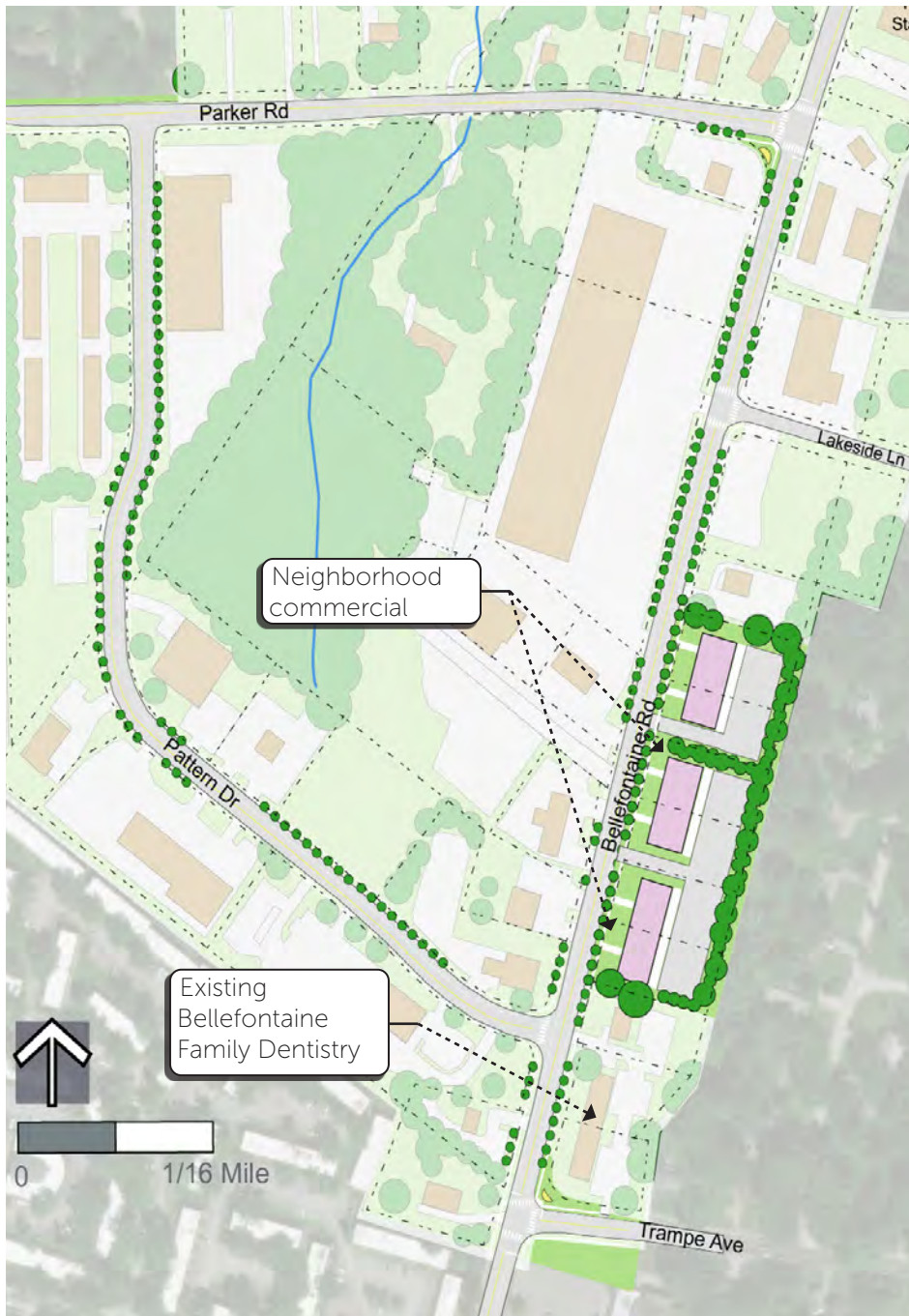


Key Elements

- » A mix of office and retail along Bellefontaine Road. Multi-story is encouraged with the first floor retail and office above.
- » A mix of residential and office further back from Bellefontaine Road. Unique residential (not currently being addressed in Spanish Lake) is encouraged such as independent senior living.
- » New signalized intersection at Lakeside Lane and Bellefontaine Road.
- » Courtyard area to serve as entry feature and place-making amenity for the development.
- » Greenspace and multi-use trail along existing creek corridor.
- » Pedestrian connections along Parker Road, Bellefontaine Road, and internally within the development.
- » Existing site topography may necessitate alternative layouts.



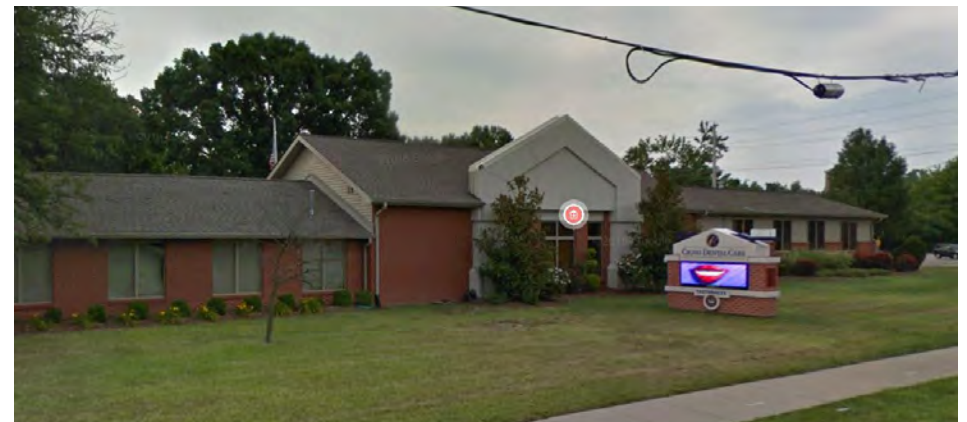
NEIGHBORHOOD COMMERCIAL



Key Elements

- » Neighborhood commercial that acts as a transition to adjacent residential subdivisions. The existing Bellefontaine Family Dentistry at the northeast corner of Trampe Avenue and Bellefontaine Road is a good example of this transitional type development. The architecture is residential in scale and set back from the street. Parking is to the rear of the building. The development combined multiple former residential parcels.
- » Multi-parcel development is encouraged.
- » Curb cuts onto Bellefontaine Road should be limited with shared driveways and parking to the rear of buildings.

Below: The existing Bellefontaine Family Dentistry is a good precedent for neighborhood commercial with its residential scaled architecture, set back from street, and parking in the rear.



STORMWATER



Key Elements

- » Although much of the Town Center area already has impervious surfaces (parking lots, roofs, sidewalks, and other hard surfaces), future development will need to consider stormwater management either to comply with Metropolitan St. Louis Sewer District (MSD) standards or to incorporate best practices.
- » There are multiple methods to address stormwater including site specific strategies such as permeable paving and micro-detention.
- » One possible strategy will be to utilize the existing creek corridor for detention. This strategy will require multi-parcel coordination and detailed engineering analysis to determine feasibility. However, benefits could include additional site coverage for development and the opportunity for increased biodiversity along the creek.



Above: Precedent example of a creek during normal flow (left) compared to storm event (right).



Right: Creek during normal conditions.
Far Right: Creek during a storm or rainfall event.

STREETSCAPE



The streetscape improvements can be made within the Town Center separately from individual parcel redevelopment.

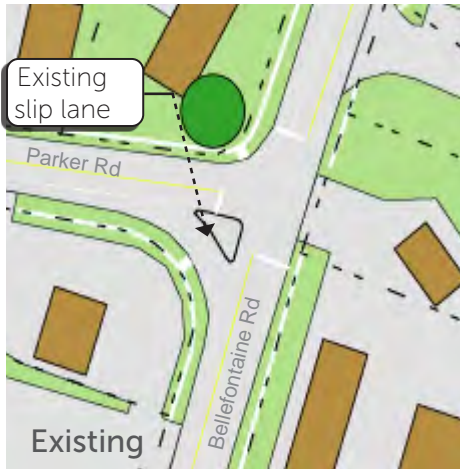
The following pages include streetscape cross sections that illustrates conceptual options for the streetscape design. A streetscape master plan should follow this Town Center plan to finalize streetscape decisions.

- » Goals for the streetscape include:
- Undergrounding of utilities along the east side of Bellefontaine Road.
 - Additional pedestrian facilities at the intersections of Parker Road, Lakeside Lane, and Trampe Avenue. The removal of the right-turn vehicular slip lane should be evaluated to increase the safety of pedestrian crossings.
 - Street trees.
 - Ornamental lighting to increase safety. Banners to brand and market the Town Center.
 - Evaluate the removal of the turn-lane on Pattern Drive and provide on-street parking.



Left: Ornamental lighting can increase safety and provide an opportunity to brand and market the Town Center. (Photo is an example only. Final lighting and banner style to be developed in conjunction with the community as part of future streetscape design.)

STREETSCAPE - cont.



Parker Road and Bellefontaine Road

The future streetscape master plan should evaluate the feasibility of removing the existing right-turn vehicular slip lane. The removal of the slip lane can potentially increase pedestrian safety by reducing the conflict of right turning vehicles not yielding (or not noticing) pedestrians waiting to cross. An additional benefit is the increased usable space in the right-of-way for an entry feature.

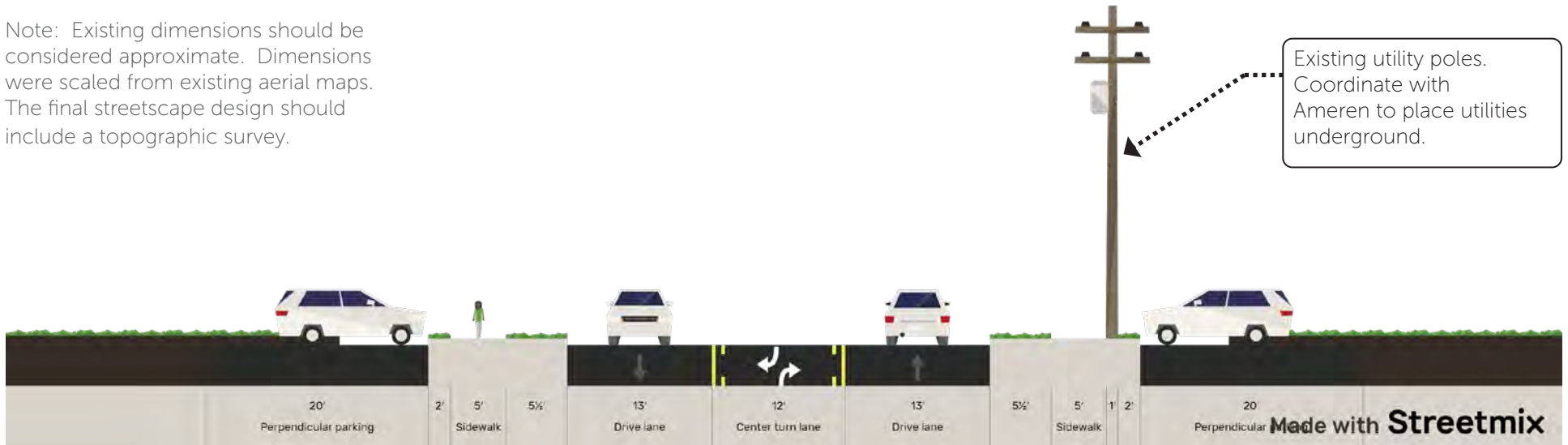


Trampe Avenue and Bellefontaine Road

The future streetscape master plan should evaluate the feasibility of removing the existing right-turn vehicular slip lane. The removal of the slip lane can potentially increase pedestrian safety by reducing the conflict of right turning vehicles not yielding (or not noticing) pedestrians waiting to cross. An additional benefit is the increased usable space in the right-of-way for an entry feature.

STREETSCAPE DESIGN: BELLEFONTAINE ROAD - EXISTING CONDITION (LOOKING NORTH)

Note: Existing dimensions should be considered approximate. Dimensions were scaled from existing aerial maps. The final streetscape design should include a topographic survey.



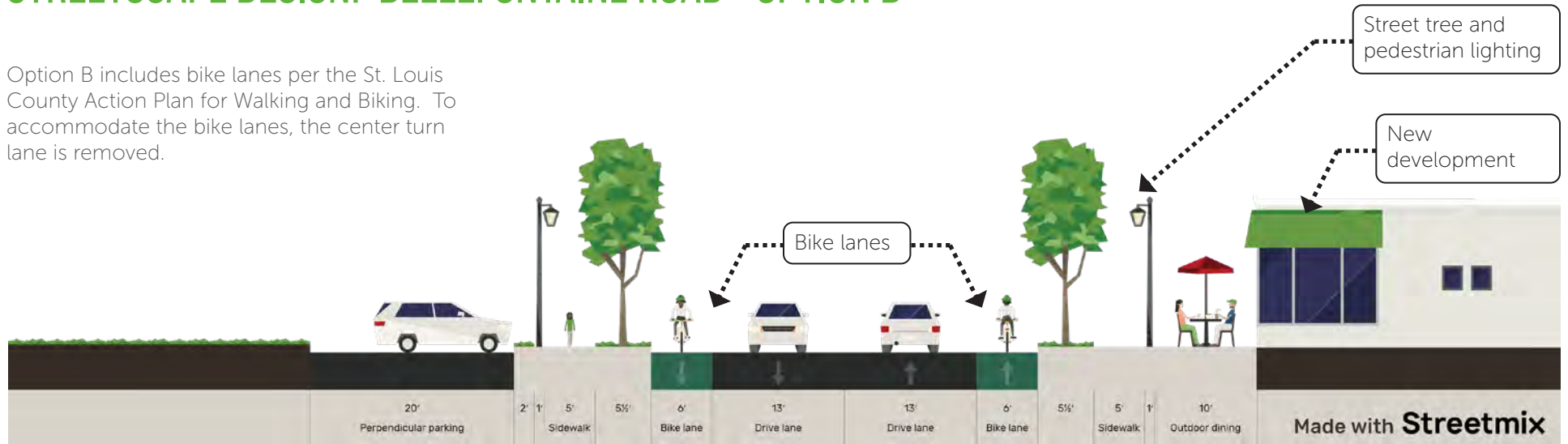
STREETSCAPE DESIGN: BELLEFONTAINE ROAD - OPTION A

Option A includes street trees and pedestrian lighting. Existing tree lawns are close to minimum widths for trees. Overhanging branches in the drive lane may be a maintenance issue. An alternative location for street trees could be behind the sidewalk in many locations. All the options include undergrounding of the utilities on the east side of the road.



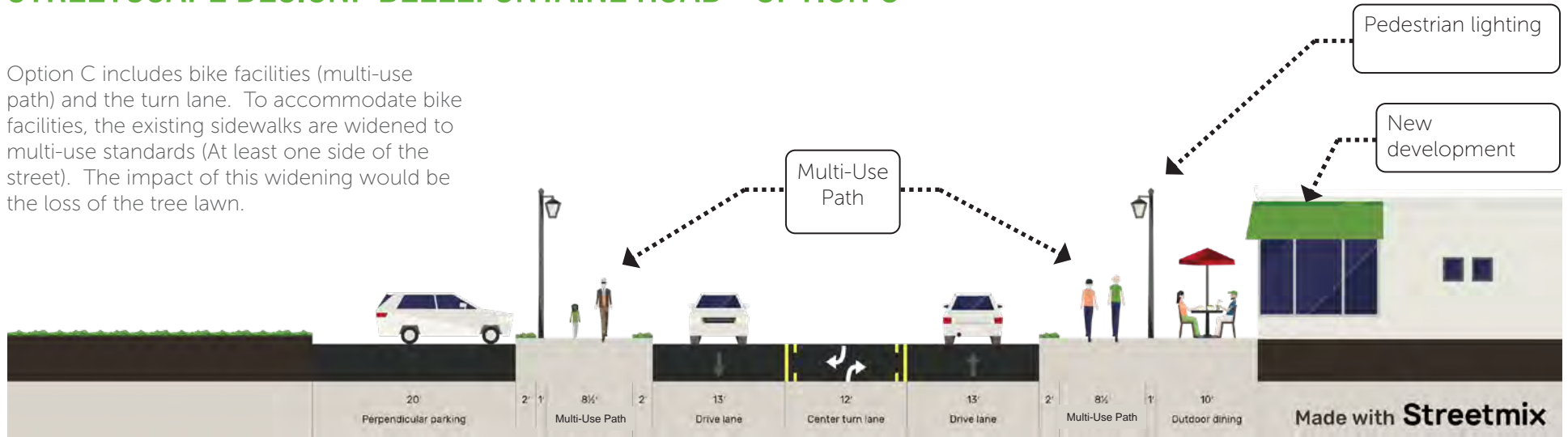
STREETSCAPE DESIGN: BELLEFONTAINE ROAD - OPTION B

Option B includes bike lanes per the St. Louis County Action Plan for Walking and Biking. To accommodate the bike lanes, the center turn lane is removed.



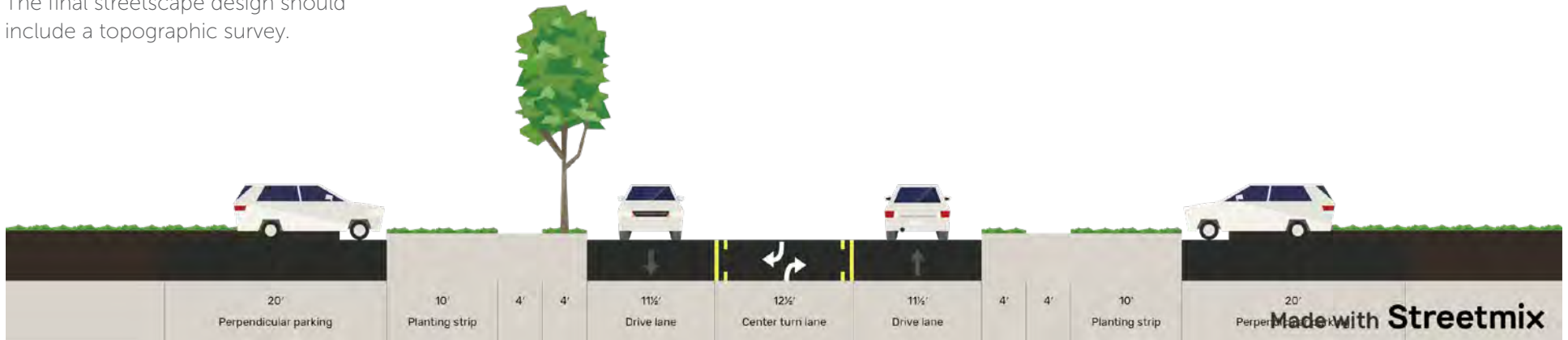
STREETSCAPE DESIGN: BELLEFONTAINE ROAD - OPTION C

Option C includes bike facilities (multi-use path) and the turn lane. To accommodate bike facilities, the existing sidewalks are widened to multi-use standards (At least one side of the street). The impact of this widening would be the loss of the tree lawn.



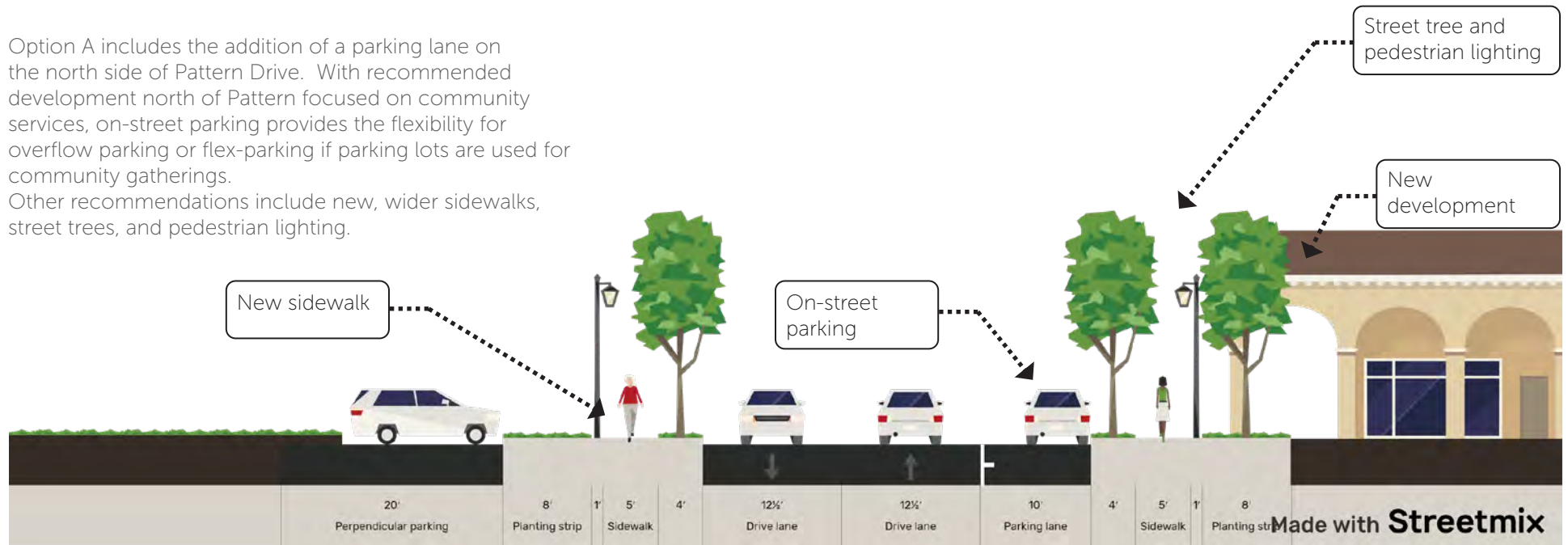
STREETSCAPE DESIGN: PATTERN DRIVE - EXISTING CONDITION (LOOKING WEST)

Note: Existing dimensions should be considered approximate. Dimensions were scaled from existing aerial maps. The final streetscape design should include a topographic survey.



STREETSCAPE DESIGN: PATTERN DRIVE - OPTION A

Option A includes the addition of a parking lane on the north side of Pattern Drive. With recommended development north of Pattern focused on community services, on-street parking provides the flexibility for overflow parking or flex-parking if parking lots are used for community gatherings. Other recommendations include new, wider sidewalks, street trees, and pedestrian lighting.



TACTILE URBANISM AND SITE IMPROVEMENTS



Tactile urbanism is short-term, low-cost (usually temporary or seasonal) improvements. Examples include murals, plazas, festivals, events, and other public and private spaces. Often tactile urbanism is a “demonstration” for long-term improvements and installed by volunteers in the community.

Site improvements include facade, building, landscape, lighting, and other investments to existing properties that would improve the overall aesthetics of the Town Center.

The illustrative master plan shows a substantial amount of redevelopment in the Town Center area. However, both in the short-term and long-term for the Town Center, tactile urbanism and site improvements can be successful strategies to achieve many of the goals of this plan.

The following is a partial list of opportunities.

- A** Excess Parking Areas
- B** Existing Greenspace
- C** Pavement Painting
- D** Murals
- E** Bus Stops

Facade Treatments and Site Improvements (multiple properties)

Activating Excess Parking

There is already a precedent for using excess parking for events and activities. Celebrity Dining regularly utilizes the parking lot for BBQs, and in October, the Spanish Lake CDC helped organize a retail pop-up event.

National 'Parking Day' can be an inspiration for materials and designs to activate excess parking areas. Planters, seating, tables, tents, banners, and other materials can be used to activate parking areas for festivals, retail and dining pop-ups, and events.

Below: The Belle Park Plaza parking lot is already used for events and activities like this Father's Day weekend BBQ by Celebrity Dining restaurant.



Existing Greenspace

The existing greenspace southwest of Belle Park Plaza is currently underutilized. It is used for extra parking and is a mix of crumbled pavement, grass, and other materials.

The size of the space is ideal for community events such as food trucks or festivals. The vision for this area is a community multi-use town square. As mentioned earlier in this document, 9Mile Garden in Affton is a great precedent example of a private development that has a community oriented common area with food trucks, concerts, and other activities.

Even temporary solutions for the existing greenspace will have challenges. A phase 1 environmental assessment should be conducted. Because of private ownership, issues such as maintenance, security, and liability will have to be considered. In addition, clean-up costs may be substantial.

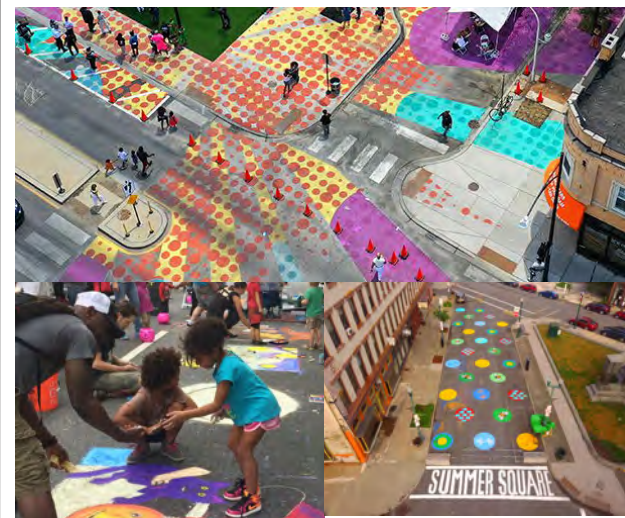
Below: Examples of potential uses for the existing greenspace area such as food trucks and community event space.



Pavement Painting

Pavement painting has become a popular tactile urbanism tool to enliven spaces and help create a sense of place. Painting can be an inexpensive method to increase safety for pedestrians or create plaza like areas.

Painting is often a volunteer activity with various states of permanence. For example, installations can last a few years, seasons, or a few days/weeks (such as chalking festivals).



Murals

Many existing buildings in the Town Center have blank side walls that would be ideal locations for murals. Murals can enliven and help energize a space. There are many different methods to start a mural program. Some mural programs bring in renowned artists that not only create outstanding work, but also draw visitors because of their name recognition. Other mural programs involve community artists and volunteers.



Bus Stops

There are three existing bus stops in the Town Center along Bellefontaine Road (with a fourth location just outside the Town Center). The existing bus stops are just small Metro bus signs.

The two bus stop locations in the heart of the Town Center should be upgraded. At a minimum, the bus stops should be fully ADA compliant. However, full bus stop shelters are recommended.



Right: Existing bus stop sign along Bellefontaine Road.
Below: Example of a Metro bus shelter.



Facades and Site Improvements

Many of the existing buildings in the Town Center are over thirty or forty years old. These buildings and sites lacked significant architectural aesthetics when built and their aesthetics have further suffered over the years with lack of investment and maintenance.

Existing buildings and sites will benefit greatly from facade and site improvements. Cost-share grant funding can be a great resource for facade improvements. Priority site improvements should include replacement of excess pavement with landscaping (the Metropolitan St. Louis Sewer District's green infrastructure program is a great resource for funding); replacement of excess curb cuts with sidewalks and tree lawns; screening of utilities, trash, and equipment; and upgraded lighting.

Below: Example of facade and site improvements. Multiple existing buildings in the Town Center would benefit from facade and site improvements.



COMMUNITY FEEDBACK: LAND USE MASTER PLAN

Community Open House September 30, 2021

A community open house was held on Thursday, September 30, 2021, from 5:00 - 7:00 pm at the St. Louis Zoo's Wildcare Park to review the draft land use master plan.

The goals of the open house were:

- » Review of the illustrative master plan, future land use plan, and plan details.
- » Ensure the plan was on the right track with the community's vision.
- » Establish priorities for implementation.
- » An interactive exercise to gain input on walkability to the Town Center and potential tactile urbanism projects.

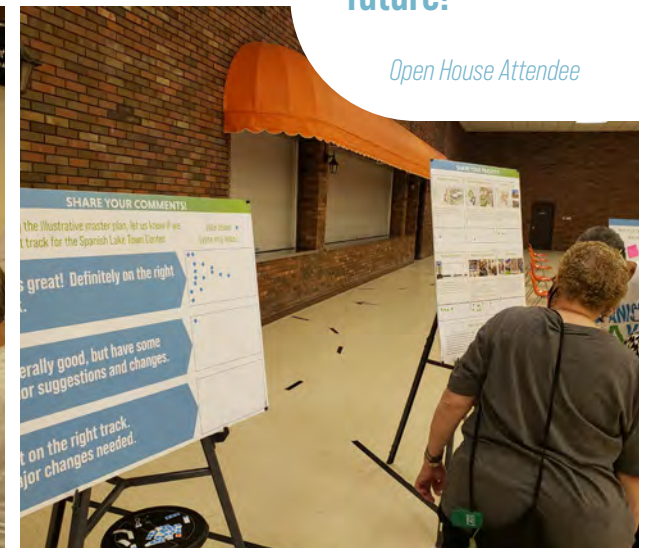
Attendees at the open house were positive about the draft land use master plan and said that the draft plan was on the right track. Attendees expressed their preference for implementation was to focus on business retention and attraction.

The feedback from the open house was used to finalize the land use master plan for the Spanish Lake Town Center.



"I appreciate that there is an active look to the future!"

Open House Attendee



This page includes feedback on priorities at the open house. Attendees had the opportunity to share their preferred priorities for implementation. Choices included:

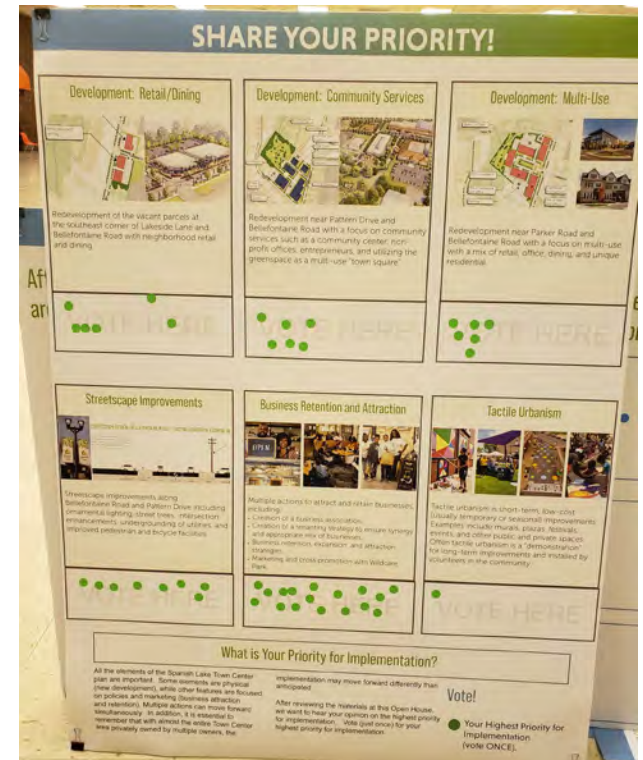
- Development - Retail/Dining
- Development - Community Services
- Development - Multi-Use
- Streetscape Improvements
- Business Retention and Attraction
- Tactile Urbanism

Attendees chose 'Business Retention and Attraction' as their preferred priority.

Attendees were also asked that, "After reviewing the illustrative master plan, let us know if we are on the right track for the Spanish Lake Town Center." Attendees overwhelming voted for "Looks great! Definitely on the right track."

**"Love the plan so far.
Keep going. "**

Open House Attendee



Above: Dot voting results from the open house. 'Business Retention and Attraction' was voted as the top Town Center priority for implementation.

Left: Open house attendees said that the illustrative master plan "Looks great! Definitely on the right track."

IMPLEMENTATION

Implementation will be an ongoing effort. While this document attempts to provide a step-by-step guide for implementation, conditions are never static. The economy, public and private funding opportunities, and other factors are constantly changing. This implementation section is meant to be a guide.

The most critical aspect of implementation is organizational resources. A combination of staff, board members, committees, local government, and partnering agencies that are constantly focused on implementation will be essential to ensure success.

This section consists of three parts. The first provides an overview of each of the plan areas of implementation shown to the right. The second part is an overview chart of the timeline of key actions. The third part is a detailed list of implementation action items that includes a list of actions, timeframe, potential funding, primary responsibility, and additional partners.

Zoning

Streetscape Infrastructure

Acquisition and Development

Business Retention, Expansion, and Attraction

Tactile Urbanism and Site Improvements

UPDATE ZONING

Zoning may be the least "flashy" aspect of implementation. However, zoning is an essential regulatory step to ensure future development in the Spanish Lake Town Center aligns with the vision of the community and this plan.

The Spanish Lake CDC should coordinate with the St. Louis County Planning Department to align the zoning for the Town Center with the principles and goals of this plan. Two ways to implement the zoning changes are discussed below.

One, new zoning districts could be developed that align with the Future Land Use Plan. The new districts should be created for 'Multi-Use', 'Neighborhood Commercial', and 'Community Services' future land use categories. Existing St. Louis County zoning districts can likely be utilized for the 'General Commercial', 'Residential', and 'Greenspace' future land use categories.

The second option to update the zoning is the use of an overlay zoning district. An overlay zoning district is applied over existing zoning districts, establishing additional or stricter criteria in addition or superseding those of the underlying zoning district.

Whichever option is chosen, the updated zoning should include:

- » Form-based and design direction to ensure that site design and architectural expectations of the community are met.
- » A deeper discussion with the community on desired uses versus desired form. While the future land use plan in this document was very prescriptive in the desired uses in the Town Center, the updated zoning should balance an overly prescriptive list of allowed uses when the form of development (both architectural and site design) may be more important to the community. A greater allowance of uses may help property owners be more accepting of proposed changes.
- » Shared parking allowances.
- » Parking to the rear or side of buildings for 'Multi-Use,' 'Neighborhood Commercial,' and 'Community Services' future land use categories.
- » Best practices for signage, site lighting, and landscaping that align with the principles of this plan.

Partners and Funding

St. Louis County Department of Planning

Updates to zoning is typically implemented by the local unit of government with either in-house staff or with assistance from a consultant. The St. Louis County Department of Planning should take the lead in updating the zoning for the Spanish Lake Town Center area.

STREETSCAPE INFRASTRUCTURE

Investments in the public realm (the street right-of-way of Bellefontaine Road, Parker Drive, and Pattern Drive) can move forward independently of property investments or redevelopment. Streetscape enhancements can both complement planned redevelopment and be a catalyst to help spur redevelopment or upgrades of existing properties.

Key elements of the streetscape design should include:

» Ornamental Lighting with Banners

Lighting should include both roadway and pedestrian lighting. Banners (or another identity element) will help to brand the Town Center.

» Increased Walkability and Biking

Bellefontaine Road is identified in the 'St. Louis County Biking and Walking Action Plan' as a street for future bike accommodations. The master plan phase of the streetscape design will need to evaluate different options for accommodating bicyclists. Each option for bike accommodations will have tradeoffs, including loss of the existing turn lane, loss of street trees, or loss of sidewalks. The design of pedestrian and biking facilities should follow the recommendations of the 'St. Louis County Biking and Walking Action Plan.'

» Street Trees

The benefits of street trees are numerous. Dollar for dollar, trees can have the biggest impact for the least investment. Benefits of street trees include:

- Traffic Calming
- Buffer for Pedestrians
- Increased Property Values
- Community Character
- Air Quality
- Carbon Sequestration
- Stormwater Infiltration
- Reduced Heat Island
- Habitat
- Streetscape Aesthetics
- Reduced Energy Costs

The existing conditions along Bellefontaine Road are borderline feasible for street trees. The existing tree lawn is fairly narrow and close to the existing lane of traffic. The existing overhead utilities on the east side of Bellefontaine Road are also an obstacle for street trees.

» Undergrounding of Utilities

The existing overhead utilities along the east side of Bellefontaine Road are an eyesore. During the master plan phase, coordination with Ameren will be required to determine the feasibility of undergrounding the utilities. Besides aesthetics, other benefits of underground utilities will be increased reliability and protection from storm damage.

» Maintenance

Often, streetscape enhancements (such as ornamental lighting, litter receptacles, and landscaping) are maintained by someone other than the local government (in this case, St. Louis County). Local governments often have a policy that they will not maintain enhancement above the "baseline" condition. Options for maintenance funding often include a special taxing district (Special Business District, Community Improvement District, etc.), a corporation or institution, or sponsorship programs.

However, a conversation should take place on the definition of "baseline" versus "enhancements." Take, for example, lighting. Beyond the initial capital cost of ornamental lighting, the maintenance of the actual lighting fixtures should be relatively low. Modern LED lighting is energy efficient and low maintenance. Lighting should be considered a "baseline" community need for the security and safety that lighting provides. A strong argument can be made that lighting fixtures as part of ornamental lighting should be the responsibility of St. Louis County or Ameren. If ornamental lighting poles and bases are damaged (vehicular crash, etc.), responsibility for the replacement cost will be a question.

Partners

St. Louis County Department of Transportation

St. Louis County Department of Transportation has jurisdiction over the roads in the Town Center area and should take the lead for the streetscape master plan and final design. Bellefontaine Road is identified in the 'St. Louis County Biking and Walking Action Plan' as a street for future bike accommodations.

East-West Gateway Council of Governments

East-West Gateway Council of Governments develops regional and local plans for transportation, environmental quality, housing, emergency preparedness, and access to employment. East-West Gateway may be a source of planning funds through its Great Streets Initiative. East-West Gateway administers competitive transportation funding programs that provide federal transportation funding to local project sponsors.

Great Rivers Greenway

Great Rivers Greenway is the regional agency whose mission is to make the St. Louis region a more vibrant place to live, work and play by developing a regional network of greenways. The Town Center area is not currently in a designated greenway corridor based on Great Rivers Greenway's Master Plan. However, with the proximity of Spanish Lake Park and Wildcare Park, Great Rivers Greenway should be kept involved in the Town Center's progress.

Trailnet

Trailnet is a non-profit that advocates making walking and biking in St. Louis better for everyone. Trailnet may be able to help to advocate for biking and walking in the Town Center and provide technical assistance. Trailnet may not be a direct funding opportunity, but they may be able to assist with applying for specialized grants and other funding opportunities.

Metro

Metro is the regional transit agency. There are four bus stops within or near the Town Center area.

Ameren

Ameren is the largest electric provider in Missouri. The undergrounding of the utilities along the east side Bellefontaine Road will require coordination with Ameren.

Metropolitan St. Louis Sewer District (MSD)

MSD manages stormwater and wastewater in the region. MSD will regulate modifications to stormwater for streetscape improvements. MSD may also be a source of funding for green infrastructure elements.

Funding

Funding will likely need to come from a variety of sources, including St. Louis County, federal transportation programs, contributions from utilities, and other sources. The Master Plan phase will be an opportunity to define costs and funding sources.

Three federal transportation funding programs include:

- Surface Transportation Program (funding for preservation and improvement of transportation infrastructure).
- Transportation Alternatives Program (funding for smaller-scale transportation projects like bike/ped facilities, safe routes to school, and others).
- CMAQ (funding for transportation projects and programs that help reduce congestion and improve air quality).

Special taxing districts (Community Improvement Districts, etc.) can be a source of capital and maintenance funds.

ACQUISITION AND DEVELOPMENT

The redevelopment and socio-economic revitalization of Spanish Lake Town Center will require changes in land uses, the demolition of some buildings, and the construction or renovation of others. Ideally, market forces would be stimulated, in part by this land use master plan, to recognize private investment opportunities. Property and business owners would proceed with reinvestment in an orderly manner, accordance with the land use master plan and rezoning recommendations.

In reality, this rarely happens without an outside catalytic impact. Indeed, the need for a CDC and Port Authority-sponsored planning process demonstrates that community and other public forces are necessary to stimulate changes and improvements for the benefit of both public and private interests. It is fitting, therefore, that community and public representatives intervene to alter the course of recent market forces toward more favorable outcomes outlined in the land use master plan.

This is a land use plan, so “control” of real estate property is central to implementation. To shift the course of private and public actions that have created current conditions, certain properties should come under the control of a “redevelopment authority” or similar oversight entity. With such control, that entity can play a major role in assuring that future changes in Spanish Lake Town Center conform with the master land use plan. At some later date, public control of certain properties might be transferred to the private sector.

Key properties in the Town Center area, therefore, should be quickly identified as those which are likely to have the most influence over later private sector land use decisions. Efforts to purchase, or other-wise gain redevelopment control, of key properties should commence immediately. These would not be speculative purchases by, say, owners who do not intend to comply with the land use plan, but who would hold the property for a later sale, hopefully at great profit. Instead, such purchases of key properties (or the development rights of those properties) would be less profit-motivated and more interested in plan implementation. Often, this is a public sector responsibility, such as purchases by the St. Louis County Port Authority or similar entity acting on behalf of the greater good. Such purchases can also be made by private or institutional interests wishing to improve the long-term viability of the area but without the need for shorter term profits. Banks with long term interests in the well-being of the community are often willing to be part of such land control for a period of

time. Larger institutions like universities and medical centers can likewise justify “patient money” if they have long term interests in the area and would deem relocating from the area as inappropriate or economically unwise.

Organization and Funding Options

Existing Community Development Corporation

For purposes as suggested above, a real estate entity of, say, the Spanish Lake CDC could be created with funding attracted from the Port Authority, philanthropic interests, or private contributions that would expect a return of their equity but not as quickly as a purely private market transaction might expect. It is important to separate the funding for land acquisition and eventual disposition from operations of the CDC both for legal reasons and to assure real estate capital is managed properly.

Urban Redevelopment Corporation (Chapter 353)

A further implementation direction might be to create an Urban Redevelopment Corporation under the provisions of Missouri’s Chapter 353 statute. This would transfer several public oversight functions to a limited for-profit development entity (e.g., the Spanish Lake Town Center Redevelopment Corporation) whose mission is to implement the master land use plan. The redevelopment corporation would be able to grant property tax abatement for improvements by private property owners who comply with the master plan. The corporation can also be granted powers to purchase private property from owners who fail or refuse to comply.

Community Improvement District (CID)

Similar ends can also be achieved with creation of a Community Improvement District (CID) under Missouri enabling legislation. This would be a separate legal body from the CDC and, like the 353 corporation, would have a defined geographic boundary. The two can exist simultaneously, but would have separate boards of directors that would need to coordinate policies, actions, and funding. The CID would have the power to impose limited sales or property taxes within the district, over and above current tax rates, with the funding applied to master plan implementation, including real estate purchases.

Special Business District (SBD)

A Special Business District (SBD) is a separate legal body that may impose additional property taxes and business license taxes to fund certain public improvements and services within the district. An SBD may be created by the St. Louis County Council upon receiving a petition requesting the formation of a district..

Transportation Development District (TDD)

A TDD can be created for a defined district as an alternate or in addition to a CID or SBD. A TDD, like SBD and CID, has the power to assess property owners and/or retailers, but the funding can be used only to support transportation-related improvements. These are broadly defined, however, to include roadway improvements as well as improvements for parking, street and parking lot landscaping, street lighting, and similar enhancements to the transportation infrastructure. CIDs have the most power and flexibility, and higher potential assessment rates, to support a wider range of projects and operations than just transportation. SBDs are much more limited in their fund-raising power and uses of the funds.

Other

Acquisition of property for land use plan implementation can also be aided by a number of other mechanisms enabled by Missouri law. Such tools include tax increment financing (TIF), neighborhood improvement districts (NID), property tax abatement under Chapter 100 of state statutes, and powers of the St. Louis County Land Clearance for Redevelopment Authority within the St. Louis Partnership. Spanish Lake Town Center is part of the Promise Zone administered by the Partnership which urges various state and federal programs to be called into play to encourage private reinvestment such as New Markets Tax Credits.

Key Actions

- » Fund a Development and Acquisition Strategy. The Development and Acquisition Strategy should include:
 - A financial model that provides a cost and rate-of-return approximation for the fully built out master plan.
 - Phases of development and priority acquisition.
 - Identification of financial challenges and how they might be addressed (public money, private investment, philanthropy, tax incentives, etc.).

BUSINESS RETENTION, EXPANSION, AND ATTRACTION

The market analysis of the land use master plan, and the plan itself, suggest several business growth opportunities for Spanish Lake Town Center. First, however, keep in mind that roughly 80 percent of business growth (revenues, jobs, profits, and physical space) comes from existing businesses in an area. Businesses that are doing well but could be doing better with a more attractive and well-managed business environment are the overwhelming key to sustained and expanding prosperity. The resulting growth and success will have a catalytic effect in attracting new businesses to the area (and discouraging inappropriate businesses) when market opportunities are recognized in the broader economy.

Organization Options

Critical to a robust retention strategy is organizing existing businesses to synergistically pursue common interests. This can be accomplished almost fully privately with a chamber of commerce or with the creation of Missouri-enabled Special Business District (SBD). A more public approach is to create a Community Improvement District (CID). The latter two allow for assessments of businesses and property owners to fund common goals of the district. Chambers of commerce can do likewise, but assessments/dues are more voluntary, whereas legal creation of a SBD or CID will also capture reluctant businesses and properties. CIDs require prior approval from the St. Louis County Council and voters in the defined district.

All of these require various forms of approval from affected businesses and/or property owners—and, in the case of CIDs, in particular, a vote of registered voters in the defined district. CIDs are considered limited municipal authorities and also must be approved by the local governing body—St. Louis County Council. They are subject to audit at the state level and must file annual reports.

SBDs and CIDs can also be instituted in conjunction with Chapter 353 Urban Redevelopment Corporations, separately recommended to aid in strategic property acquisitions and land use plan implementation.

By working together in such formats, the business community can identify its own strengths, weaknesses, opportunities, and threats that

affect them collectively. Strategic tenancing plans and practices can be developed in conjunction with property owners and real estate professionals. District-wide special events can be better coordinated to attract customers who become increasingly comfortable with shop-ping, dining, and conducting other business in the district. Moreover, operational and capital spending can be anticipated and budgeted. Funding support can be a combination of self-assessments, government support, contributions, and (if property is owned) lease payments.

Business Retention

Key to a strong retention strategy is a local employee/staff member who meets routinely with each business (one-on-one and, occasionally, in groups) to determine those businesses' particular challenges and aspirations, then works with funding and political authorities to cure ills and to change circumstances in order to help the businesses thrive and, perhaps, grow.

Moreover, a coherent organization of local businesses and property owners will increase the Town Center's political influence and fund raising capabilities when it must deal with outside interests (e.g., St. Louis County and Missouri state governments, North County, Inc., or the Regional Chamber, among others) as well as financing organizations. The latter includes the banking industry, which has as much interest in the context of a business as in the business itself, and various public funding sources such as the Port Authority, the Promise Zone, the Missouri Department of Economic Development, federal programs, and the like.

Main Street Program

Because Spanish Lake Town Center is likely to remain mostly oriented toward businesses catering to the local market—retailing, dining, banking, medical service, and the like—an organizational goal might be to become part of the national “main street” program which, in Missouri, is managed by the Missouri Main Street Connection (MMSMC). While previously focused on small and rural towns, Missouri Main Street has recently initiated an “urban main” program aimed at big city and suburban commercial centers. Its three pilot areas are presently all in

the city of St. Louis, but St. Louis County locations are under review.

Through its Four Point Approach®, Main Street trains commercial areas in the skills and techniques of effective organization, realistic economics for the district, individual and collective marketing, and physical design of exterior and interior spaces. The Spanish Lake Town Center master land use plan already advances many of these factors. A Spanish Lake Main Street would also become skilled at external relations as noted above regarding political and financial circumstances.

Participation in the Main Street program does not require creation of a separate or parallel organization. Main Street is primarily an on-going training and coaching process that works with existing boards of directors, staffs, merchants, property owners, and volunteers. Thus, creation of a simultaneous funding mechanism such as SBD or CID is not precluded; indeed, they are often encouraged as formal and legal entities with the ability to raise money with certain “municipal” powers granted by the state and local governing body.

Formal organizational structure coupled with the land use plan, appropriate zoning, and a business retention and attraction strategy should also include start-up and entrepreneurial support for desired new business ventures in Spanish Lake Town Center, particularly those that emerge from local residents and existing businesses. This would be in conjunction with the St. Louis Partnership (STLP) which has the resources to assist in such support. But direct local support will be vital. The Main Street program would also offer training and guidance to bolster promising and appropriate merchants.

Marketing

An important element of the success for Spanish Lake Town Center is increasing market awareness of its businesses and activities and increasing its geographic market area. The Town Center is not located along the interstate highway network where a great deal of retailing and related business has migrated toward in the last three decades or so. So, it needs to enhance marketing to the many households in northeast St. Louis County while attracting businesses that those customers desire. Moreover, the St. Louis Zoo’s pending Wildcare

Park in Spanish Lake and continued improvements to Columbia Bottom Conservation Area offer opportunities to attract visitors from throughout the metro area. Spanish Lake Town Center should immediately initiate conversations with Wildcare Park and Columbia Bottom interests to determine common marketing campaigns so that visitors can also be attracted to the Town Center for dining and retail purposes while visiting the attractions. These conversations should also identify how the Town Center can be a location for various services that are need at Wildcare Park and Columbia Bottom and for space for some of the operations of these two attractions that would be best located off-site to preserve their natural environments.

Key Actions

- » Work with the St. Louis Partnership to determine steps to achieve St. Louis County government adoption of the master land use plan.
- » Work with the St. Louis Partnership to identify appropriate funding and organizational laws and programs which are most appropriate for Spanish Lake Town Center.
- » Separately evaluate benefits, costs, and procedures of a range of management and funding mechanisms.
- » Prepare talking points and goals for possible partnering conversations.
- » Initiate conversations with Missouri Main Street Connection.
- » Initiate conversations with St. Louis Zoo and Columbia Bottom interests.

TACTILE URBANISM AND SITE IMPROVEMENTS

Tactile urbanism is short-term, low-cost (usually temporary or seasonal) improvements. Examples include murals, plazas, festivals, events, and other public and private spaces. Often tactile urbanism is a “demonstration” for long-term improvements and installed by volunteers in the community.

Site improvements include facade, building, landscape, lighting, and other investments to existing properties that would improve the overall aesthetics of Town Center area.

The illustrative master plan shows a substantial amount of redevelopment in the Town Center area. However, both in the short-term and long-term for the Town Center, tactile urbanism and site improvements can be successful strategies to achieve many of the goals of this plan.

Partners

Property Owners and Tenants

Because almost all of the existing buildings and properties in the Town Center are privately owned, support from property owners and tenants will necessitate the opportunity for tactile urbanism and site improvements. The Spanish Lake CDC (or property owner/tenant association as discussed elsewhere in this document) can be a catalyst and help coordinate opportunities. However, even relatively straightforward opportunities such as special events or pop-ups will require property owner approval and likely liability waivers, insurance, maintenance agreements, and other provisions.

Metropolitan St. Louis Sewer District (MSD)

Since much of the existing Town Center area has impervious surfaces (parking lots, sidewalks, roofs, and streets), MSD may be a potential partner with their green infrastructure program (and funding).

Funding

Special Tax Districts

Special tax districts such as a Community Improvement District or Special Business District (discussed in more detail elsewhere in this document) are a source of funding.

Art Funding

Regional art organizations, such as the Regional Arts Commission, may support projects that are considered community art projects.

Non-Profit Organizations

Because of their immediate impact, uniqueness, and use of volunteers, tactile urbanism projects may be appealing to a number of family and corporate foundations. The use of a non-profit consultant familiar with the St. Louis philanthropic community is recommended to help navigate potential donors.

Metropolitan St. Louis Sewer District (MSD)

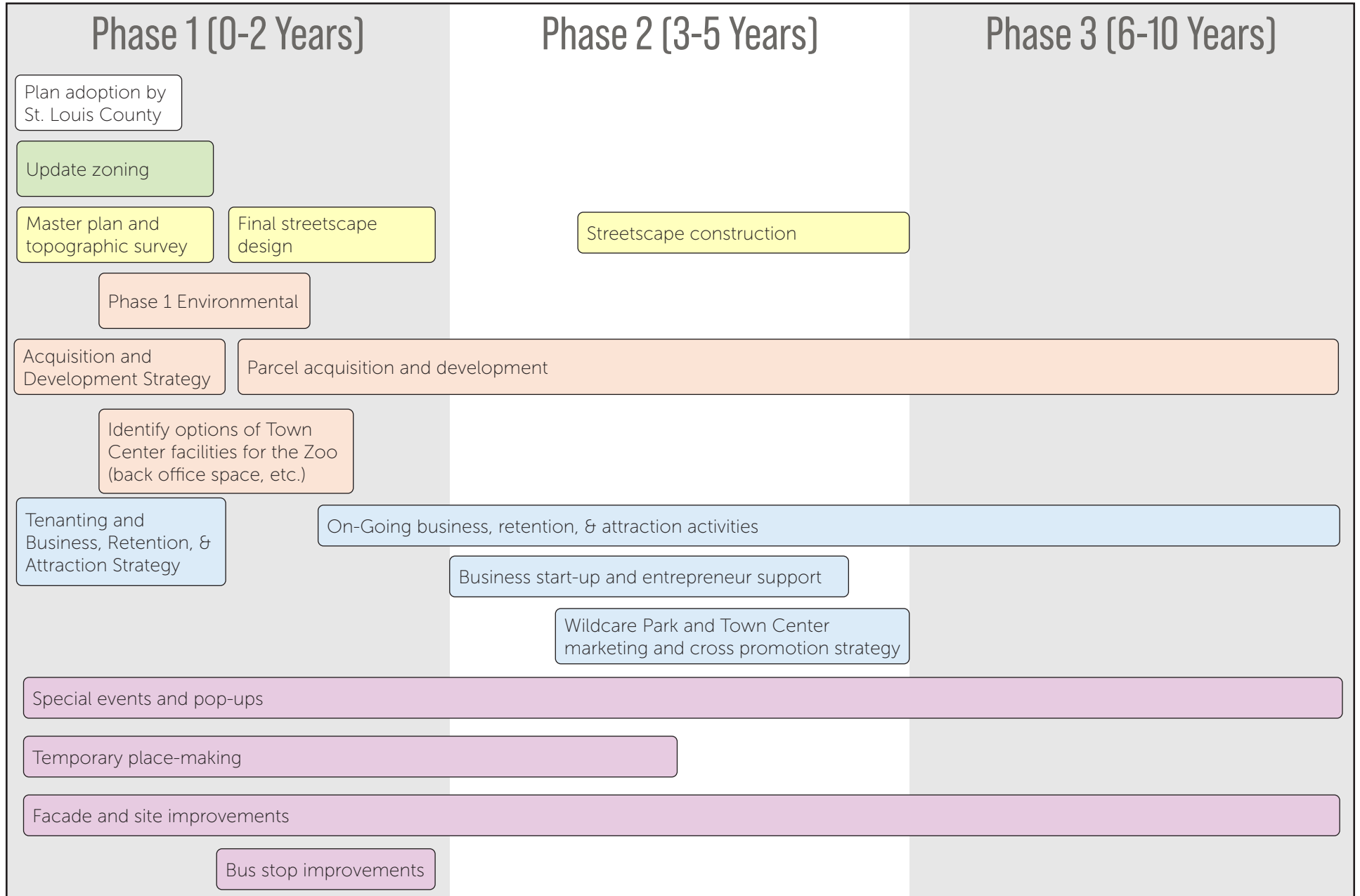
Qualifying green infrastructure projects may be an opportunity for MSD funding.

Facade Improvement Programs

The St. Louis County Port Authority as funded facade improvements in the past in the Lemay neighborhood. Typically, facade improvement grants are a matching grant to a max amount. For example, the Lemay facade grants were implemented as a dollar-for-dollar match to not exceed \$10,000 in total grant funding.

This page provides an overview of the implementation timeline. A detailed implementation schedule is included on the following pages.

- Zoning / Regulatory
- Streetscape Infrastructure
- Development
- Business, Retention, and Expansion
- Tactile Urbanism and Site Improvements



Implementation Action Items

Action	Plan Area	Timeframe	Potential Funding Resource/Toolbox	Primary Responsibility	Additional Partners
Update the zoning for the Spanish Lake Town Center to incorporate the land use vision expressed during the planning process.	Zoning / Regulatory	Phase 1 (0-2 years)	St. Louis County	St. Louis County Department of Planning	Spanish Lake CDC
Perform a topographic survey in preparation of a streetscape master plan and design (could be included as part of the Streetscape Master Plan or Streetscape Engineering)	Streetscape Infrastructure	Phase 1 (0-2 years)	St. Louis County Department of Transportation	St. Louis County Department of Transportation	Spanish Lake CDC
Streetscape Master Plan. Key decisions to include undergrounding of utilities (coordination with Ameren), accomodation of bike facilities, lighting style, and accomodation of street trees.	Streetscape Infrastructure	Phase 1 (0-2 years)	St. Louis County Department of Transportation, East-West Gateway	St. Louis County Department of Transportation	Spanish Lake CDC, Ameren, Trailnet, GRG, East-West Gateway
Streetscape Engineering and Construction Documents.	Streetscape Infrastructure	Phase 1 (0-2 years)	Surface Transportation Program, Transportation Alternatives Program, CMAQ, St. Louis County	St. Louis County Department of Transportation	Spanish Lake CDC, Ameren, Trailnet, GRG
Streetscape Construction.	Streetscape Infrastructure	Phase 2 (2-5 years)	Surface Transportation Program, Transportation Alternatives Program, CMAQ, St. Louis County	St. Louis County Department of Transportation	Spanish Lake CDC, Ameren, Trailnet, GRG
Phase 1 Environmental Survey for targeted parcels (especially those dedicated for greenspace/public use).	Development	Phase 1 (0-2 years)	CDBG	Spanish Lake CDC	St. Louis County Port Authority, St. Louis County Economic Development Partnership

Implementation Action Items (continued)

Action	Plan Area	Timeframe	Potential Funding Resource/Toolbox	Primary Responsibility	Additional Partners
Parcel Development and Acquisition Strategy.	Development	Phase 1 (0-2 years)	St. Louis County Port Authority, St. Louis County Economic Development Partnership,	Spanish Lake CDC	St. Louis County Port Authority, St. Louis County Economic Development Partnership, Greater St. Louis, Inc.
Parcel Acquisition and Development	Development	Phase 2 (2-5 years) and Phase 3 (6-10 years)	CDBG, New Market Tax Credits, Private Investment, (and other TBD)	TBD	St. Louis County Port Authority, St. Louis County Economic Development Partnership, Greater St. Louis, Inc.
As part of overall development and acquisition strategy, work with Zoo to identify possible opportunity for back office space or job training center at the Town Center.	Development	Phase 1 (0-2 years)	St. Louis Zoo	Spanish Lake CDC	St. Louis Zoo, St. Louis Economic Development Partnership
Create a Property owner / tenant association. In the short-term, could be a sub-committee of the steering committee.	Business Retention, Expansion, and Attraction	Phase 1 (0-2 years)	CDBG	Spanish Lake CDC	Property Owners, Business Owners/Operators
Create a tenancing strategy that identifies an appropriate and synergistic mix of marketable businesses. Assure that multiple traffic generators are within easy walking distances from one another.	Business Retention, Expansion, and Attraction	Phase 1 (0-2 years)		Spanish Lake CDC	Property Owners, Business Owners/Operators, St. Louis Economic Development Partnership
Create a business retention, expansion, and attraction strategy. Include area residents in the strategy and implementation. Great places are beloved by their constituencies, so they should be involved.	Business Retention, Expansion, and Attraction	Phase 1 (0-2 years)		Spanish Lake CDC	Property Owners, Business Owners/Operators, St. Louis Economic Development Partnership
Business start-up and entrepreneur support to attract and grow the next generation of business owners to live and work in Spanish Lake.	Business Retention, Expansion, and Attraction	Phase 2 (2-5 years)	St. Louis Economic Development Partnership, St. Louis regional start-up support (St. Louis Arch Grants, etc.)	Spanish Lake CDC	St. Louis Economic Development Partnership, Greater St. Louis, Inc.

Implementation Action Items (continued)

Action	Plan Area	Timeframe	Potential Funding Resource/Toolbox	Primary Responsibility	Additional Partners
Wildcare Park and Town Center marketing and cross promotion strategy	Business Retention, Expansion, and Attraction	Phase 2 (2-5 years)		Spanish Lake CDC	St. Louis Zoo, St. Louis Economic Development Partnership
Identify new and existing special and weekend events that expose people to the Town Center. Establish a calendar. Entertainment and the experience of being there drive markets.	Tactile Urbanism and Site Improvements	Phase 1 (0-2 years)		Spanish Lake CDC	Property Owners, Business Owners/Operators
Work with tenants and property owners to utilize excess space for special or weekend events. Assure business hours are adjusted or expanded to encourage shopping and dining.	Tactile Urbanism and Site Improvements	Phase 1 (0-2 years) and then On-Going		Spanish Lake CDC	Property Owners, Business Owners/Operators
Identify projects and locations for temporary place-making (art, murals, gathering areas, etc.)	Tactile Urbanism and Site Improvements	Phase 1 (0-2 years) and Phase 2 (3-5 years)	Regional Arts Commission, Corporate and Non-Profit Foundations, private funding	Spanish Lake CDC	Property Owners, Business Owners/Operators, Metro, St. Louis County Department of Transportation
Work with tenants and property owners on permanent façade and site improvements.	Tactile Urbanism and Site Improvements	Phase 1 (0-2 years) and Phase 2 (3-5 years)	Façade Grants, MSD (site green infrastructure), private funding	Spanish Lake CDC	Property Owners, Business Owners/Operators
Upgrade bus stops in short-term in anticipation of long-term streetscape improvements.	Tactile Urbanism and Site Improvements	Phase 1 (0-2 years)	Metro	Metro	Spanish Lake CDC

Implementation Action Items (continued)

Action	Plan Area	Timeframe	Potential Funding Resource/Toolbox	Primary Responsibility	Additional Partners
Marketing Strategy and Related Funding Strategy	Marketing	Phase 1 (0-2 years)		Spanish Lake CDC	Property Owners Business Owners/Operators St. Louis Economic Development Partnership
Take the strategy and plan "on the road" to explain it to state and local legislators, business leaders and their organizations, and the general public. Annual breakfast for developers and investors to keep Spanish Lake "top of mind."	Marketing	Phase 1 (0-2 years)		Spanish Lake CDC	St. Louis Economic Development Partnership, Greater St. Louis, Inc.

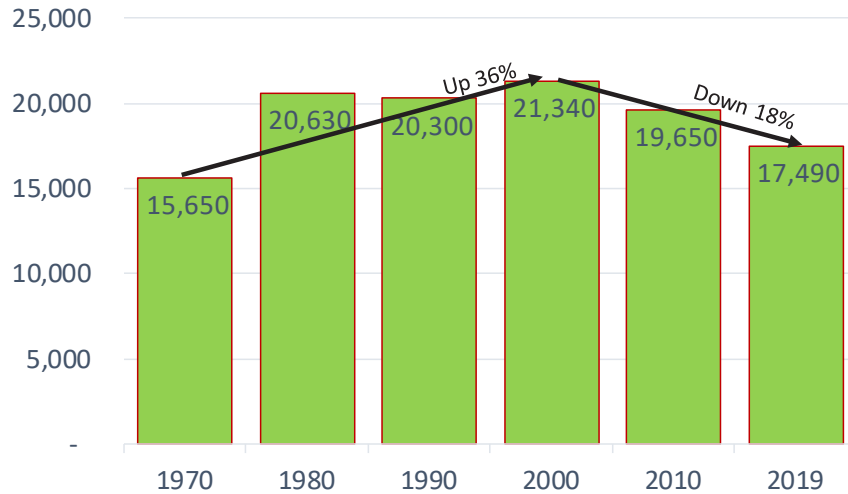
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4. market analysis

POPULATION TRENDS

Population of Spanish Lake CDP, 1970 to 2019

(Source: U.S. Census Bureau)

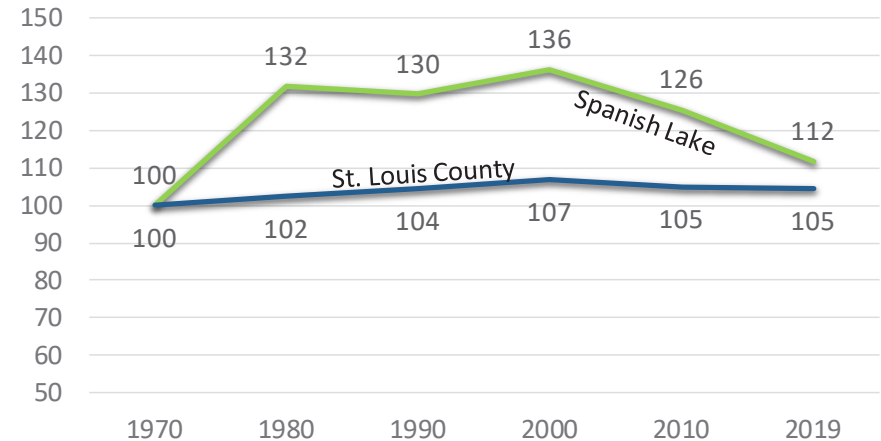


- » The U.S. Census Bureau has recognized Spanish Lake CDP since 1970.
- » Population at that time was 15,650. Suburbanization of North County and Spanish Lake was underway then.
- » Spanish Lake population peaked in 2000 at 21,340, 36% more than in 1970.
- » Population has since declined to 17,490 in 2019, down 18%.
- » Still, population remains higher today than in 1970. But the trend isn't favorable.

Note: 2019 is an estimate by the Census Bureau. Official decennial census numbers for 2020 will not be known until late 2021.

GROWTH RATE COMPARISON: ST. LOUIS COUNTY

Population Growth Rates Comparison: Spanish Lake CDP and St. Louis County, 1970-2019 (Indexed to 1970)



This graph compares the growth rates by indexing the 1970 populations at 100.

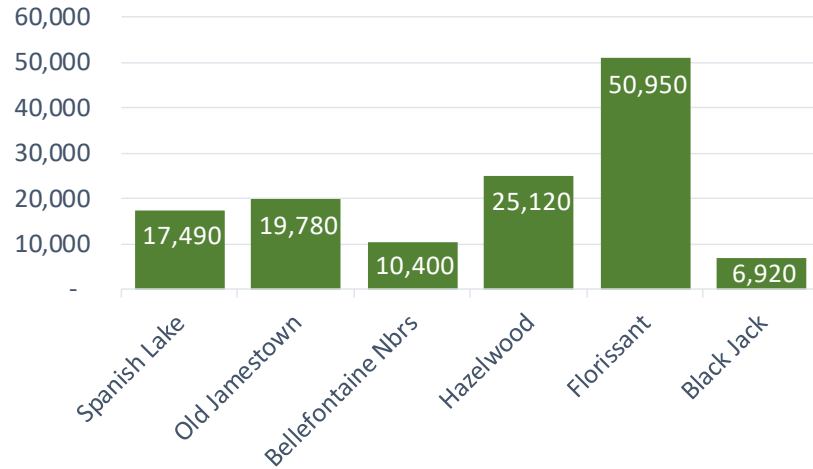
- » Like Spanish Lake, St. Louis County's population peaked in 2000.
- » The County's population grew from 951,350 in 1970 to 1,016,320 in 2000 (up 7%) then declined to 994,200 in 2019 (down 2%).
- » Spanish Lake grew faster than the county until 2000 but also declined more quickly by 2019.
- » **Still, Spanish Lake has 12% more residents in 2019 than it did in 1970.**
- » The County has 5% more.

Note: Spanish Lake CDP made up 1.6% of the County's population in 1970, increased to 2.1% in 1980 and 2000, but dropped to 1.8% in 2019.

POPULATIONS OF NEARBY PLACES AND CITIES

Population of Places in North St. Louis County, 2019

(Source: U.S. Census Bureau)

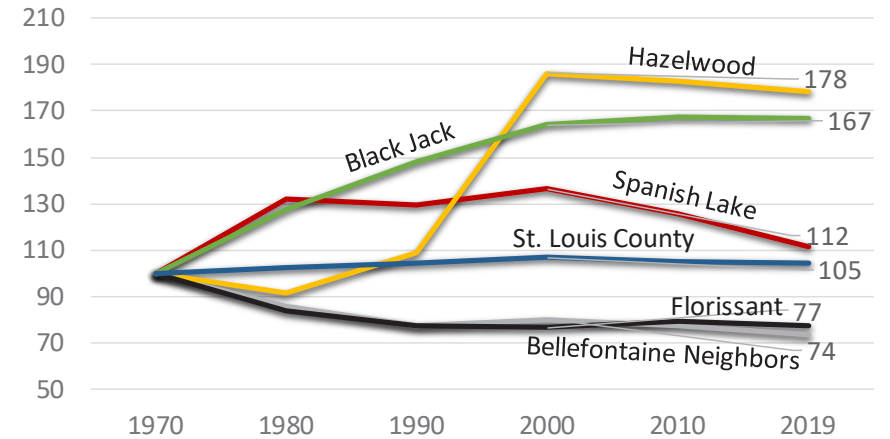


- » Estimated populations for 2019 (by the Census Bureau) for six selected places in North St. Louis County rank Spanish Lake as 4th most populous.
- » Old Jamestown is also an unincorporated Census Designated Place. The other four are incorporated cities, three of them primarily north of I-270. Bellefontaine Neighbors borders Spanish Lake south of I-270.

GROWTH RATE COMPARISONS: NEARBY PLACES

Population Growth Rates of Places in North St. Louis County

1970-2019 (Indexed to 1970)

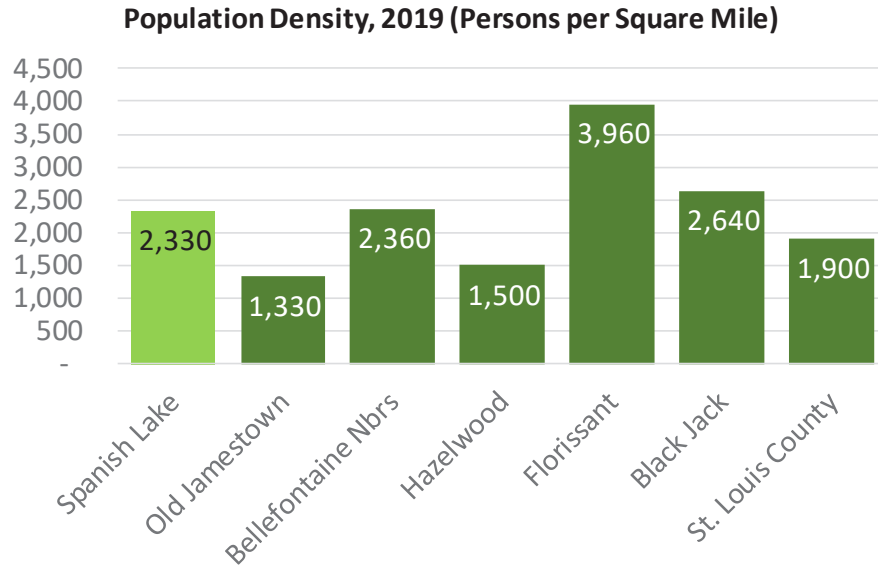


This graph compares the growth rates by indexing the 1970 populations at 100.

- » Spanish Lake and the County are depicted here as on the previous graph.
- » Black Jack and Hazelwood (incorporated cities) have clearly grown more sustainably than Spanish Lake since 1970.
- » Florissant and Bellefontaine Neighbors have lost substantial numbers of residents.
- » Florissant, however, remains the most populous city in St. Louis County with 50,950 residents in 2019 (down from 65,910 in 1970).

Note: Hazelwood grew 78% between 1970 and 2019 (index of 178 – 100). Again, Spanish grew 12% (net). Florissant lost 23% of its 1970 population (100-77).

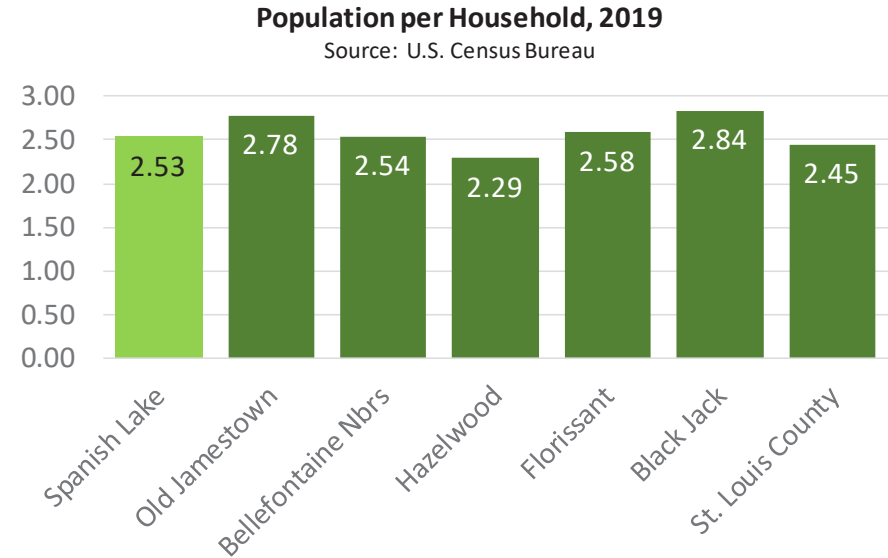
POPULATION DENSITY, 2019



- » **Despite recent population declines, Spanish Lake has retained a population density exceeding that of the County as a whole.**
- » In 2019, Spanish Lake’s density was 2,330 people per square mile, 23% higher than the County.
- » This was a similar density as Bellefontaine Neighbors, but lower than Black Jack and Florissant.
- » Hazelwood and Old Jamestown have much lower densities, partially attributable to large expanses of effectively undevelopable land within their borders.

Note: The City of St. Louis had a population density of 4,848 persons per square mile in 2019, more than twice that of Spanish Lake, even after decades of severe population out-migration.

POPULATION PER HOUSEHOLD, 2019



- » Households are the same as occupied housing units. Households are not necessarily “families” but families living in housing units are households.
- » Retailers pay a great deal of attention to the number of households. Households tend to be the single best indicator of retail sales potential.
- » Spanish Lake households are relatively large, above the county-wide average: 2.53 persons per household in Spanish Lake vs. 2.45 in the county as a whole.

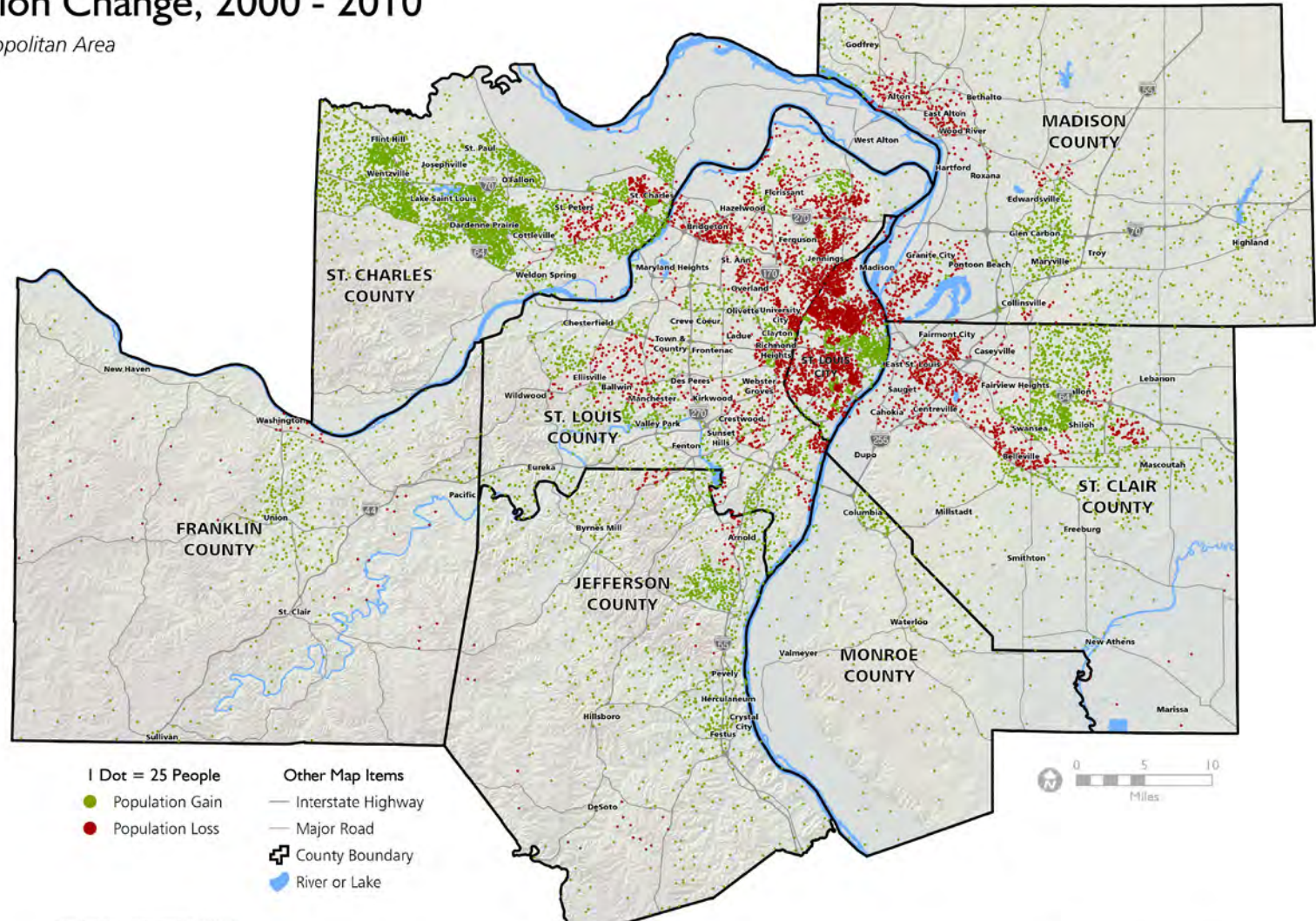
Note: Spanish Lake households are generally smaller than other North County households.

Metro St. Louis Growth 2000-2010

Population Change, 2000 - 2010

St. Louis Metropolitan Area
May 2020

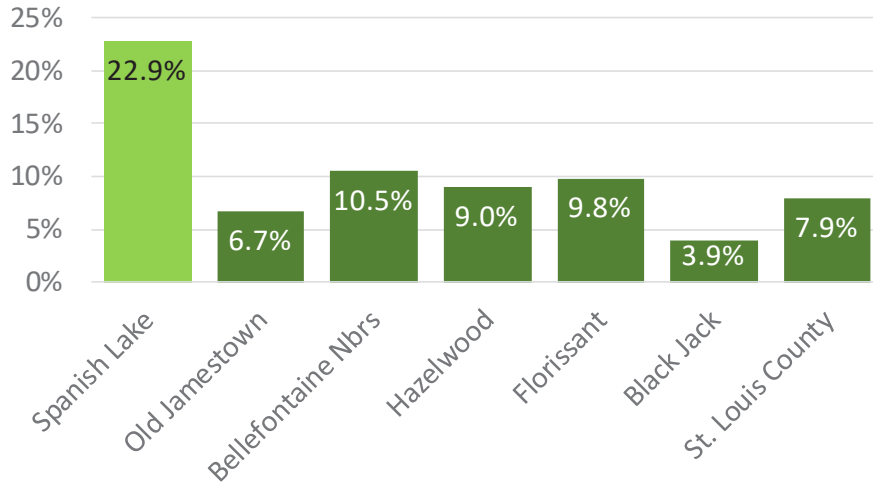
- » This map from the East-West Gateway Council of Governments illustrates that Northeast St. Louis County was a mix of population growth and decline between the Census years of 2000 and 2010.
- » Much of the Spanish Lake area shows net growth (green dots) but there are also many declining areas (red dots). The Old Jamestown CDP shows much green while Blackjack and western Spanish Lake show declines.
- » Smatterings of growth in the Spanish Lake area are illustrated, but not enough to overcome general North County declines, both north and south of I-270.



HOUSING VACANCY AND POPULATION POTENTIAL

Housing Vacancy Rates, 2019

Source: U.S. Census Bureau



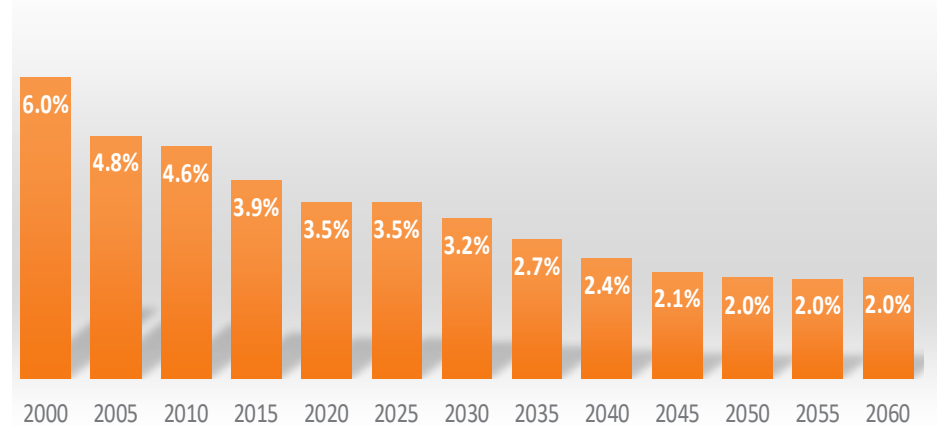
- » Unoccupied housing units are vacant units.
- » **Spanish Lake has a VERY high vacancy rate. At almost 23%**, according to recent Census estimates, there are some 2,050 vacant housing units in Spanish Lake. This vacancy rate is almost three times the county average and well above other North County communities.
- » This high vacancy rate is discouraging to prospective commercial investors.
- » Esri, an independent data analysis company, estimates Spanish Lake’s vacancy rate for 2020 at a much lower 15.5%, though this is still almost double Esri’s estimate for St. Louis County in 2020 of 8.4%.

Note: If Spanish Lake could achieve the County’s average vacancy rate, there would be 1,340 more households and 3,390 more residents in Spanish Lake, for a total population of 20,880, almost as much as its peak in 2000.

RAPID DROP IN U.S. GROWTH RATES

U.S. Population Projected 5-Year Change Rates 2000 to 2060

Source: U.S. Census Bureau

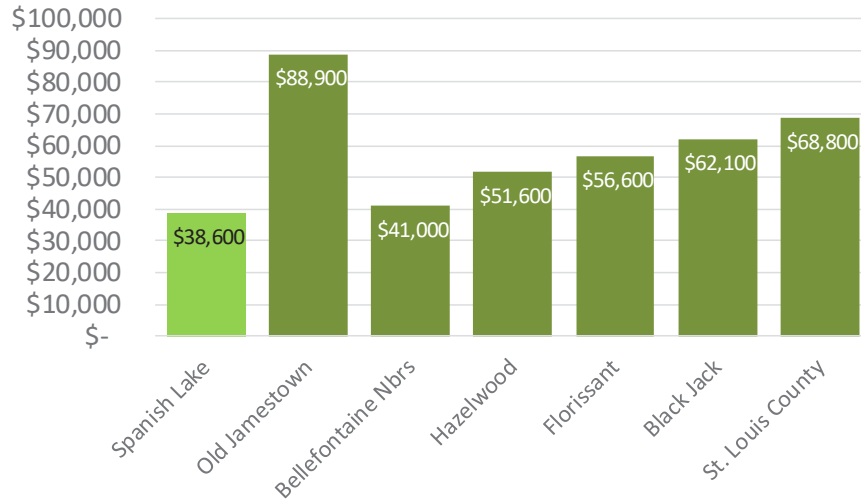


- » Capturing more national growth will become more difficult.
- » Census Bureau projections of U.S. growth rates show unprecedented sluggishness.
- » The 2010s was the slowest growth decade since 1790 except the 1930s. It only gets slower.
- » Spanish Lake will have to work extra hard to attract more people to fill its many vacant homes.

Note: The highest growth rates in U.S. history were the 1950s and 1990s (Baby Boomers and, for the most part, children of the Boomers), but national projections that combine both natural increase and net migration to the year 2060 show dramatically slower population expansion. Midwest metro areas and all rural areas are anticipated to have the greatest struggles to attract growth from this “smaller pie.”

MEDIAN HOUSEHOLD INCOME, 2020

Median HH Income in Spanish Lake and Nearby Places, 2020 (Source: Esri)



- » Adding to the woes of prospective investors is the relatively low incomes of Spanish Lake households.
- » At an estimated \$38,600 for the year 2020, median household income in Spanish Lake is only 56% of the county-wide average of \$68,800. Median income in Old Jamestown is more than double that of Spanish Lake.
- » **Household income, of course, is a strong indicator of retail buying power.**

Note: Median income means that half of the households have incomes above that number and half have incomes below the median. The median is not the average.

PER CAPITA INCOME, 2020

Per Capita Income in Spanish Lake and Nearby Places, 2020 (Source: Esri)



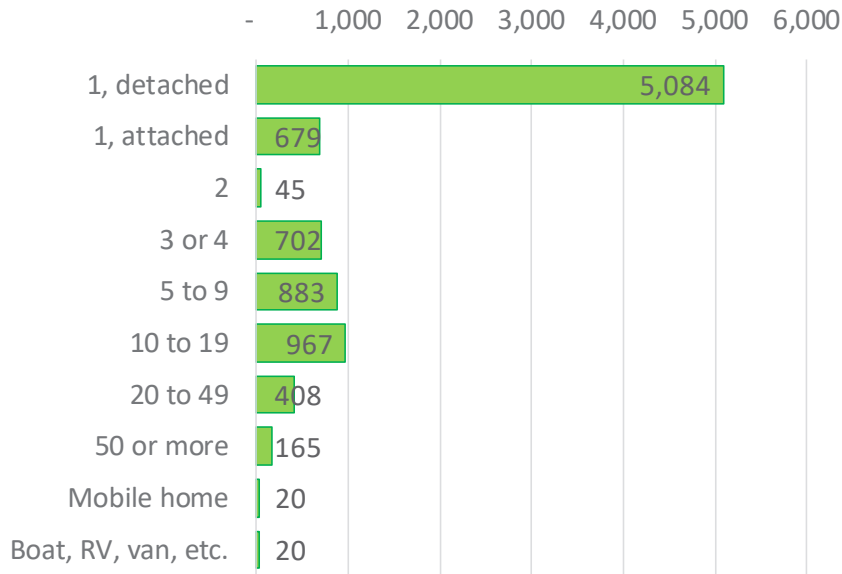
- » Household income can be misleading where average household sizes vary. So it is useful to also compare per capita incomes—or total household income in an area divided by the population.
- » Because of Spanish Lake’s slightly smaller average household size, its per capita income is a little closer to the other places.
- » Per capita income in Old Jamestown, for instance, is “only” 1.9 times that in Spanish Lake, not 2.3 times as in median household income.

Note: Still, Spanish Lake has notably lower per capita incomes than nearby communities, other than Bellefontaine Neighbors. Lower incomes can mean less buying power but also less ability to maintain housing, to obtain high quality health care, or to travel to jobs.

HOUSING UNITS IN SPANISH LAKE

Spanish Lake Housing by Units in Structure, 2019

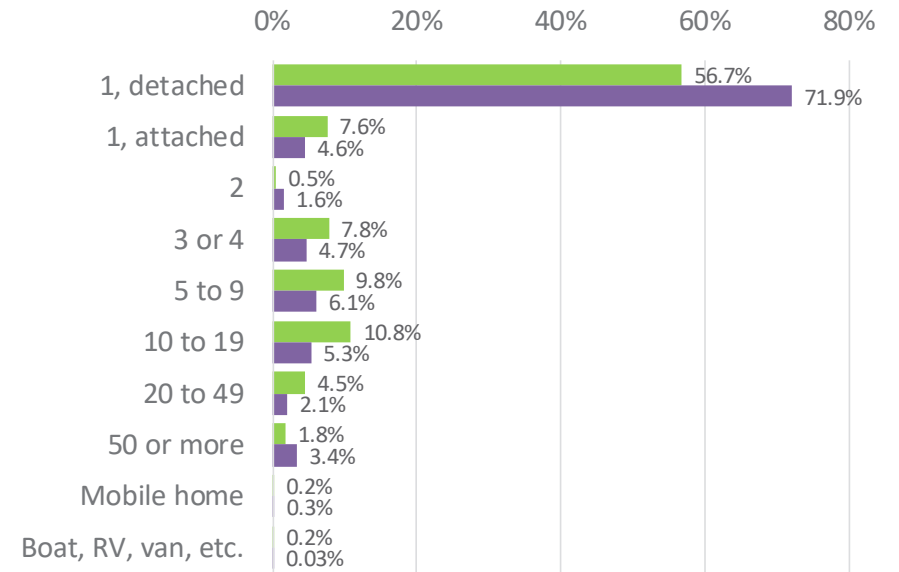
(Source: Census Bureau ACS)



UNITS IN STRUCTURE COMPARED TO COUNTY

Percent of Housing by Units in Structure in Spanish Lake and St. Louis County, 2019

(Source: Census Bureau ACS)

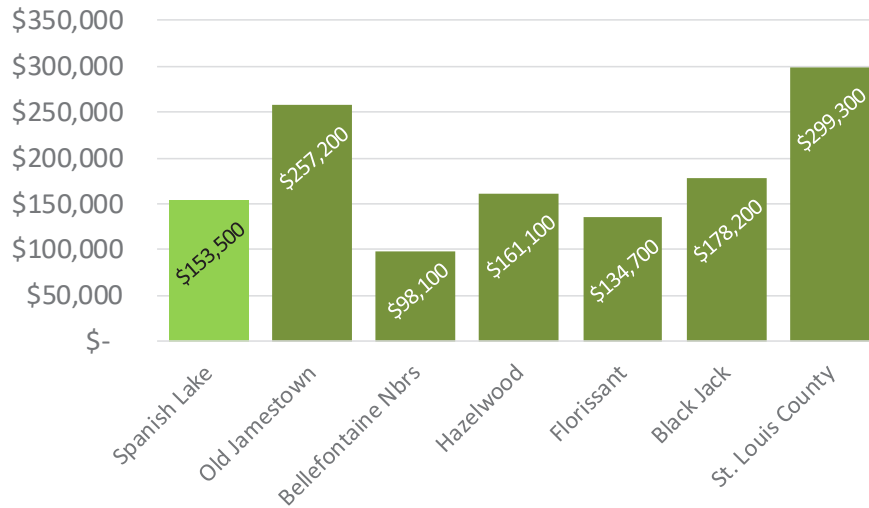


- » Using 2019 estimates from the Census Bureau, Spanish Lake had 8,973 housing units, almost 23% of which were considered vacant, as noted earlier.
- » Almost 5,100 of those units are single family detached homes, or 56.7%.
- » Another 7.6% are single family attached homes (e.g., townhouses).
- » Just over a third of all Spanish Lake housing is in multi-unit structures (two or more).

- » More than seven out of ten housing units in St. Louis County as a whole are single family detached, about 15% more than in Spanish Lake. But Spanish Lake has three percent more single family attached units.
- » While just over a third (35.3% of Spanish Lake housing is multifamily, less than a quarter (23.2%) of St. Louis County's housing is multifamily.
- » Spanish Lake's relatively high vacancy rate is likely exacerbated by the higher proportion of multifamily housing in a suburban setting.
- » **Note: Spanish Lake Town Center might be a good location for a more mixed-use, village land use plan, but additional higher-density housing might not be justified by market supply conditions.**

AVERAGE HOUSING VALUE, 2020

Average Housing Value in Spanish Lake and Nearby Places, 2020 (Source: Esri)



- » The average owner-occupied home in Spanish Lake is valued at about \$153,500, according to the independent data source, Esri.
- » This is just over half of the average value for all of St. Louis County, and a little better than half of the average value in Old Jamestown.
- » On the other hand, average values in Spanish Lake exceed those in Bellefontaine Neighbors and Florissant, and are almost equivalent to Hazelwood.

Note: These are average values, not medians. They can, therefore, be affected by an abundance of relatively high or relatively low values.

MEDIAN HOUSING VALUE, 2020

Median Housing Value in Spanish Lake and Nearby Places, 2020 (Source: Esri)



Average Housing Value Divided by Median Value	
Spanish Lake	1.27
Old Jamestown	1.24
Bellefontaine Nbrs	1.27
Hazelwood	1.16
Florissant	1.20
Black Jack	1.16
St. Louis County	1.32

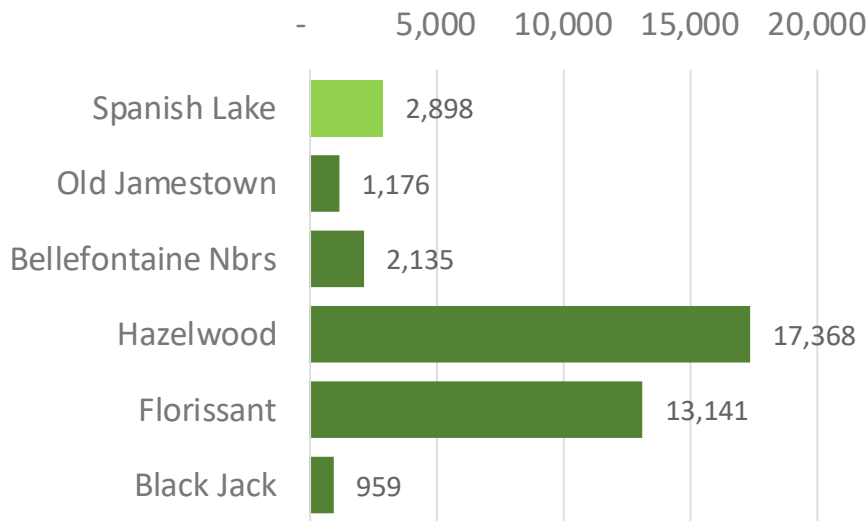
- » In all cases, the average housing value exceeds the median value, indicating that each area has some relatively highly valued homes that raise the average above the median.
- » The ratio of average-to-median in Spanish Lake exceeds other study areas (tied with Bellefontaine Neighbors). **This suggests that there is a significant number of households in Spanish Lake with stronger buying power than might otherwise prevail, a good sign for additional retailing.**

JOBS IN SPANISH LAKE

CHANGES IN JOB COUNTS, 2002-2018

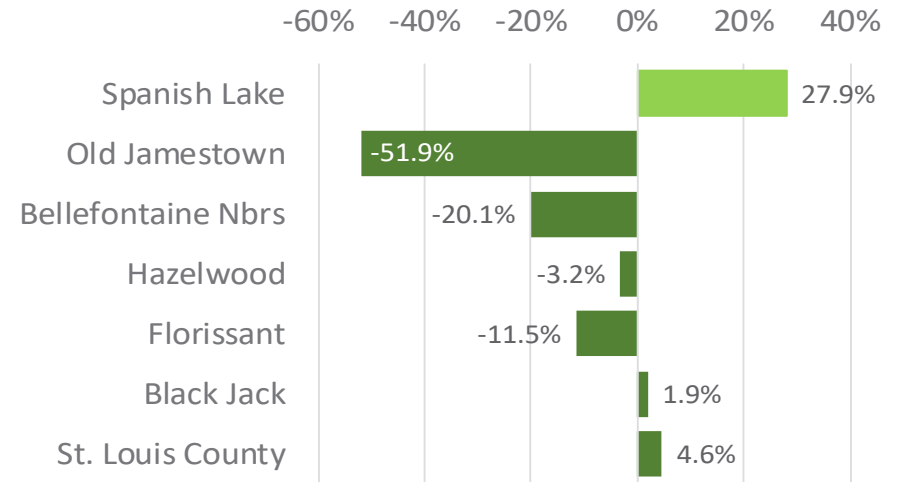
Jobs in Spanish Lake and Nearby Places, 2018

Source: U.S. Census "On the Map"



Change in Jobs in Spanish Lake and Nearby Places, 2002-2018

Source: U.S. Census "On the Map"



- » Spanish Lake may not be noted as a concentration of jobs, but there were nearly 3,000 jobs located in Spanish Lake in 2018 (latest available data for sub-county places).
- » This doesn't compete with the almost 17,400 jobs in Hazelwood or 3,140 jobs in Florissant, but Spanish Lake is more of an economic activity center than Black Jack, Old Jamestown, or Bellefontaine Neighbors.

- » The database for sub-county job counts in the U.S. currently extends from 2002 to 2018. In that timeframe, Spanish Lake added almost 30% more jobs, stronger than the county as a whole and stronger than other North County places.
- » It appears this boost was primarily in the information sector (from 8 to 685 jobs!) but also included strong growth in the health care sector and private educational services.
- » Retail, real estate, lodging, and dining sectors, however, all declined.

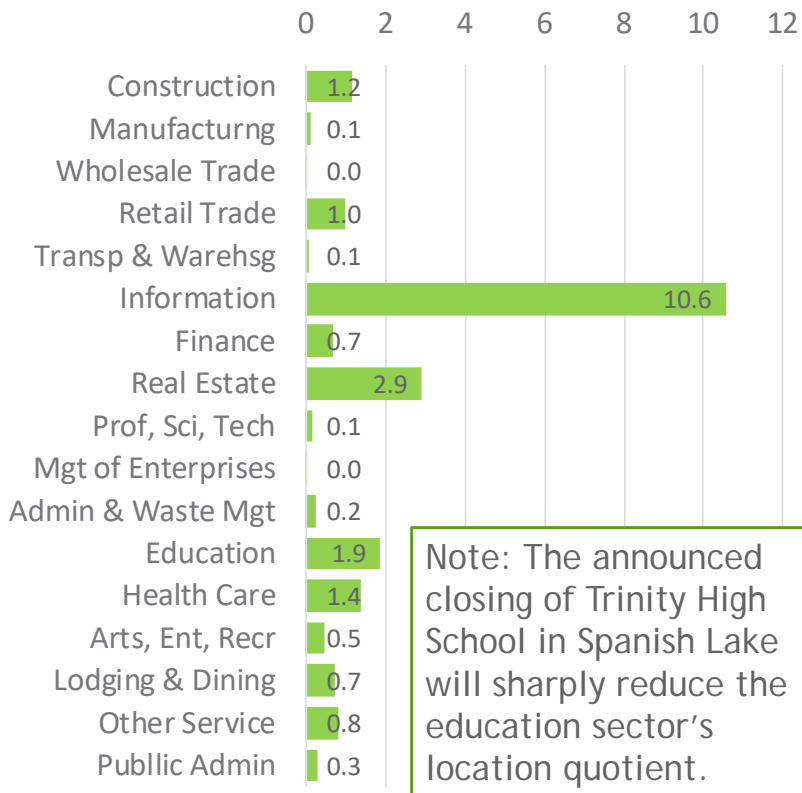
Note: With a location along I-270 and with the addition of more jobs at the St. Louis Zoo's Wildcare Park, **Spanish Lake may have many opportunities to become a stronger and more diverse economic concentration.**

JOB LOCATION QUOTIENTS IN SPANISH LAKE

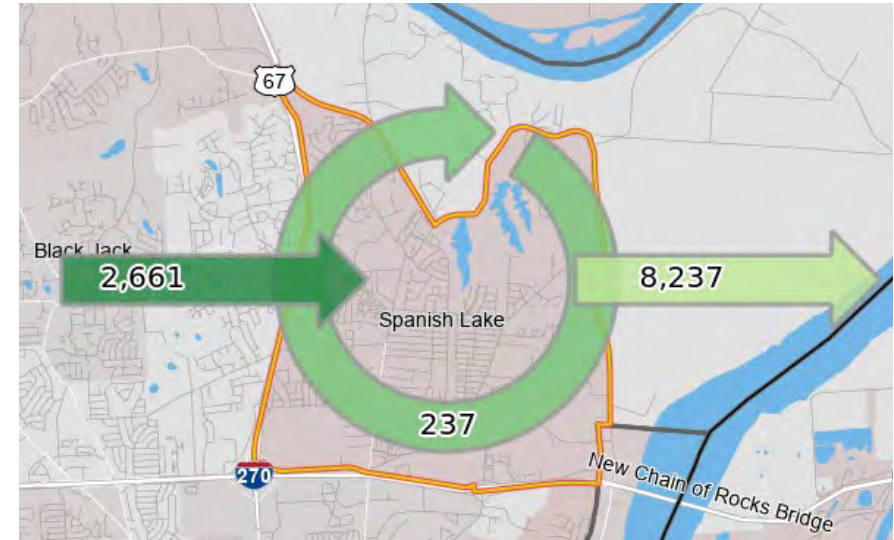
COMMUTING PATTERNS

Job Location Quotients for Spanish Lake Compared to St. Louis Metro Area

Source: U.S. Census "On the Map"



Note: The announced closing of Trinity High School in Spanish Lake will sharply reduce the education sector's location quotient.



Source: On the Map

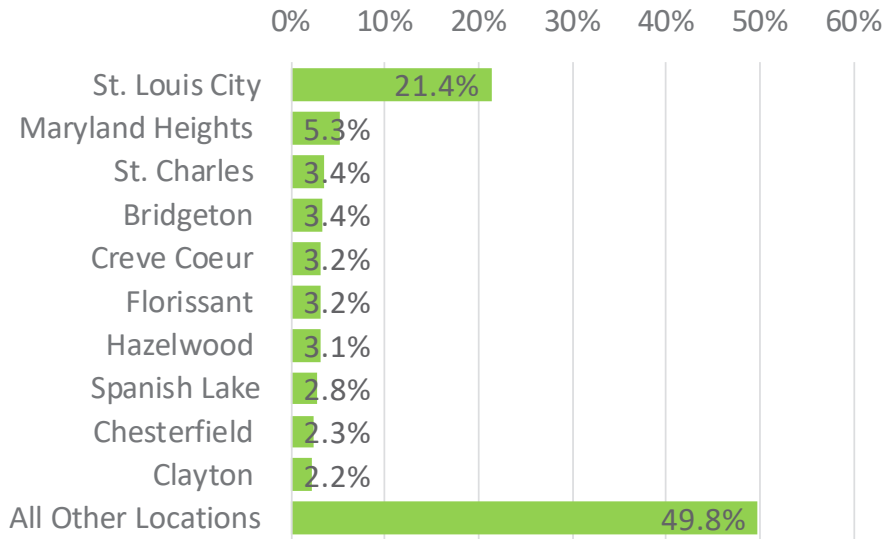
- » A location quotient compares the percent of jobs by sector in Spanish Lake to the percentages in the same sectors in a larger economy—in this case, the St. Louis metro area. A quotient of 1.0 means the percentages are the same.
- » That information sector shows up VERY strongly at 10.6. This is attributable to the National Personnel Record Center that opened in Spanish Lake in 2012.
- » Other strong sectors are real estate (despite some job losses over time), educational services, and, to some degree, health care.

- » The 2,898 jobs in Spanish Lake recorded by the U.S. Census (2018 data) are held by 237 Spanish Lake residents and 2,661 in-commuters from other places.
- » Another 8,237 job holders living in Spanish Lake commute elsewhere for their jobs.
- » Spanish Lake is clearly a “bedroom community” where the vast majority of its employed residents (97%) leave home for work.

COMMUTING DESTINATIONS

Jobs in Spanish Lake and Nearby Places, 2018

Source: U.S. Census "On the Map"

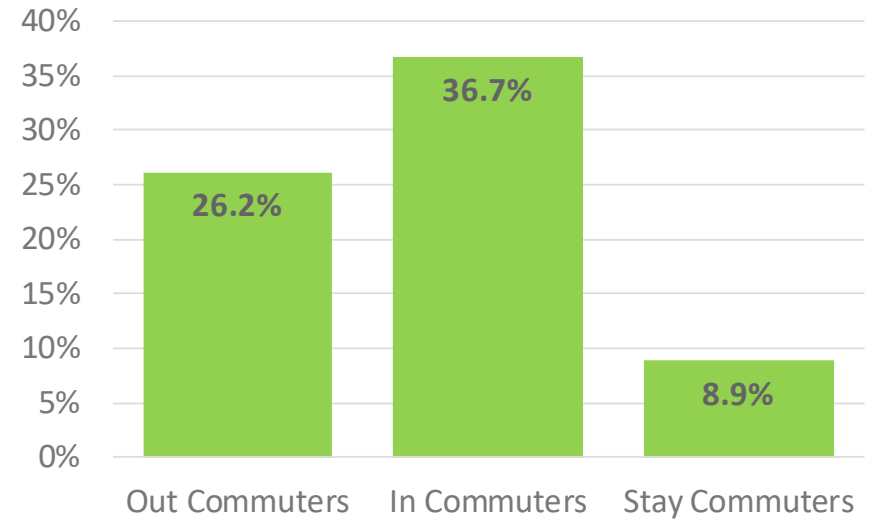


- » The most common commuting destination of Spanish Lake residents is the City of St. Louis. Over one fifth travel into the City for work.
- » But half of employed Spanish Lake residents commute to a wide range of locations, too many to list by the Census Bureau.
- » The St. Louis region has a great many job destinations, and Spanish Lake residents are very much a part of the labor force movement every day.

WAGES OF COMMUTERS

Spanish Lake Commuters Earning More than \$40,000 per Year, 2018

Source: U.S. Census "On the Map"



- » There are a great many good paying jobs in Spanish Lake. Over a third (36.7%) of the "in-commuters" who held jobs in Spanish Lake earned more than \$40,000 in 2018, the highest wage and salary category of the database.
- » Only a quarter (26.2%) of Spanish Lake residents commuting elsewhere earned that much.
- » Less than one-in-ten Spanish Lake residents staying in Spanish Lake for work fell into this highest earnings category.

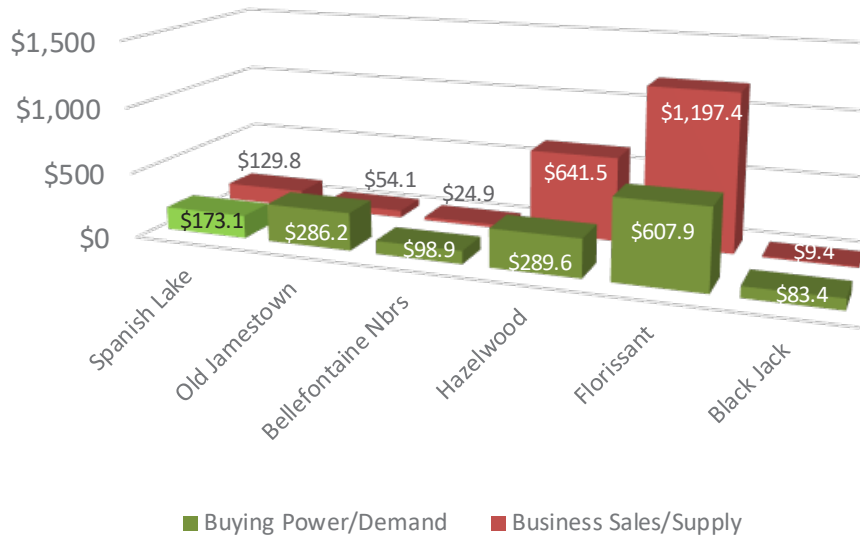
Note: Since the median household income in Spanish Lake is just under \$40,000, **attracting some of those in-commuters to homes in Spanish Lake would raise the overall median income and increase the buying power within Spanish Lake.**

RETAIL TRADE GAPS, 2020 (EXCL. RESTAURANTS)

EATING & DRINKING GAPS, 2020 (EXCL. RETAIL)

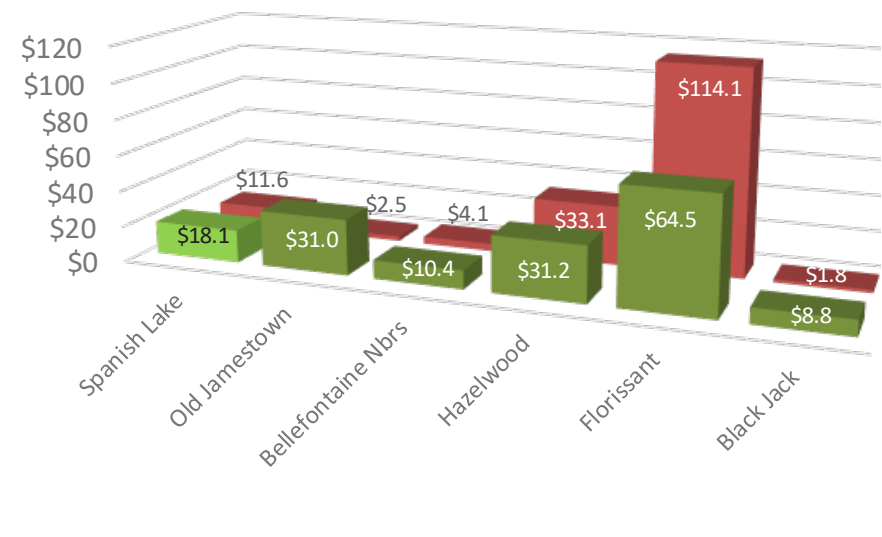
Total Retail Trade Demand vs Supply, 2020

(Millions of Dollars Source: Esri)



Dining & Drinking Demand vs Supply, 2020

(Millions of Dollars Source: Esri)



- » Of the six selected North County places, only Florissant and Hazelwood generate retail sales greater than their residents' collective retail buying power.
- » Spanish Lake has about \$173.1 million in retail buying power, but generates sales among its retail businesses of \$129.8 million.
- » **Spanish Lake residents must shop elsewhere (e.g., Florissant and Hazelwood) to fully satisfy their retail needs.**

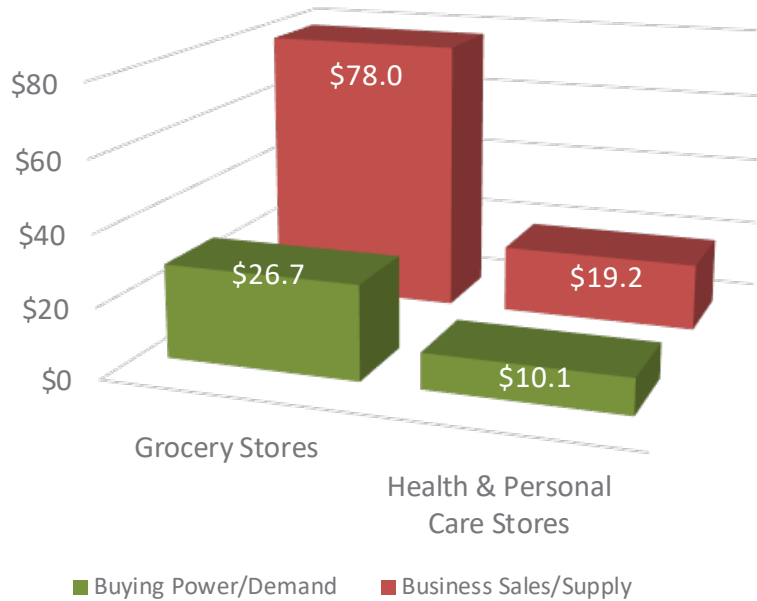
- » It is a similar picture for eating and drinking places, though the "gap" in Hazelwood is a lot tighter.
- » Spanish Lake has about \$18.1 million in buying power for restaurants and drinking places, but generates sales among its food and drink businesses of \$11.6 million.
- » Residents must go elsewhere (e.g., Florissant and Hazelwood, and beyond) to satisfy their restaurant and drinking demand.

Note: St. Louis County again has a trade surplus, but is closer to balanced than for retailing. Its residents generate almost \$1.73 billion in dining and drinking buying power, but business attract \$1.88 billion in sales, 9% more.

RETAIL SECTORS OVER-REPRESENTED IN SPANISH LAKE

Retail Sectors Over-Represented in Spanish Lake, 2020

(Millions of Dollars) Source: Esri



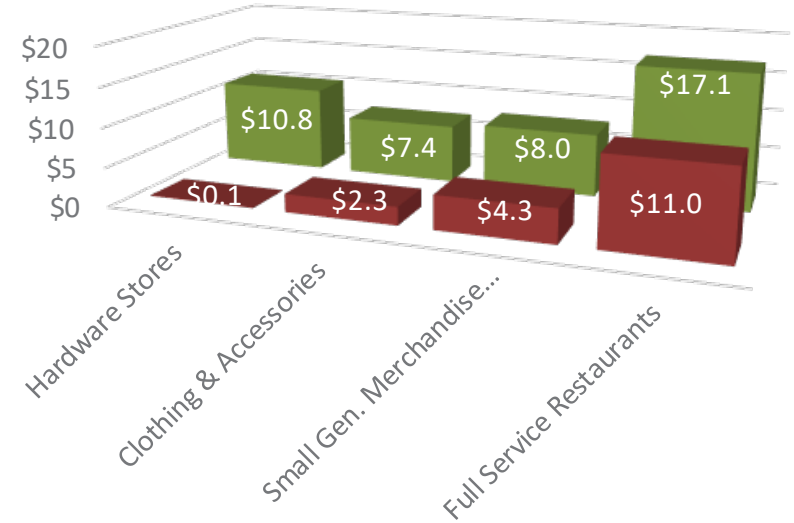
- » While much of the spending power of Spanish Lake residents cannot be satisfied in Spanish Lake, two sectors are over-represented.
- » Grocery sales in Spanish Lake total about \$78 million per year, but Spanish Lake residents generate only one third of that in demand. Schnuck's attracts from many other communities.
- » Health and personal care stores generate almost twice as many sales in Spanish Lake than residents demand.

Note: **These two sectors (grocery and health & personal care) do not command a need for more such businesses.** Schnuck's dominates grocery sales in Spanish Lake, but there is not enough local demand to attract a competitor.

RETAIL SECTORS UNDER-REPRESENTED IN SPANISH LAKE

Retail Sectors Under-Represented in Spanish Lake, 2020

(Millions of Dollars) Source: Esri



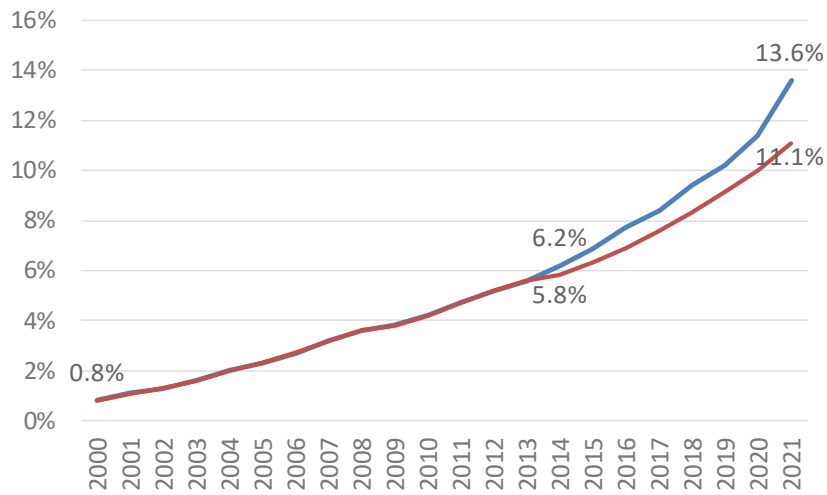
- » Four sectors suggest realistic opportunities for attracting more retailing.
- » Home improvement sales are overwhelmed by the Home Depot at I-270 and New Halls Ferry. But the amount of demand in Spanish Lake could support a smaller hardware store such as True Value or Ace.
- » Small clothing and accessory stores, particularly for women, have three times as much demand as local sales.
- » Walmart or Target will not come to Spanish Lake, but more "dollar" stores could.

Note: There is sufficient unmet local demand for 6-7 small, full service restaurants or 2-3 larger ones, one or two of which could be national brands. Also: breakfast/lunch restaurants (not dinner) and coffee shops.

E-COMMERCE IN THE UNITED STATES

**E-Commerce Sales as Percent of All Retail Sales
USA - 1st Quarter 2000 to 2021**

Source: <https://fred.stlouisfed.org>



- » Implications are still being worked out in the marketplace. Consensus indicates that shopping destinations will need less floor area in the future and that more "retailing" will be serviced from industrial distribution centers.
- » E-Commerce has effectively replaced mail order as consumers shop online. The Federal Reserve Bank estimated that e-Commerce amounted to less than one percent of all shopping in early 2000. But it has climbed steadily in the U.S. to 13.6% as of early 2021.
- » With the advent of ever more e-Commerce businesses and stronger Internet service, the pace of growth increased in about 2014. Had the previous pattern continued, today's e-Commerce would be about 11.1% of all sales. Moreover, the Covid-19 pandemic caused a sharp increase in e-Commerce starting in 2020.

EXISTING BUSINESSES

Retailing

O'Reilly Auto Parts
Triple Flag Tires & More
Boost Mobile
MK Market
Charlies's Food Mart
A Joumi Beauty Supply
Nu Fashion Beauty Supply
Fashion Care
Family Dollar
Dollar General
Resale Shop
Best Smoke & Vape Shop

Services

Hewitt Auto Services
Miller's Auto Repair
DB Dave's Barber Shop
Spanish Lake Barbershop
Edge Me Up
Deo Gracia African Hair Brading
T-Togs Tatoos & Body Piercing
Clear World Laundromat
Commerce Bank
H&R Block
Liberty Tax Service
Total Mind Body Fitness

Eating & Drinking

Occasionally Yours Banquet Hall
Celebrity Dining
Pop's Grill, Fish, & Chicken
Lion's Den Bar and Grill

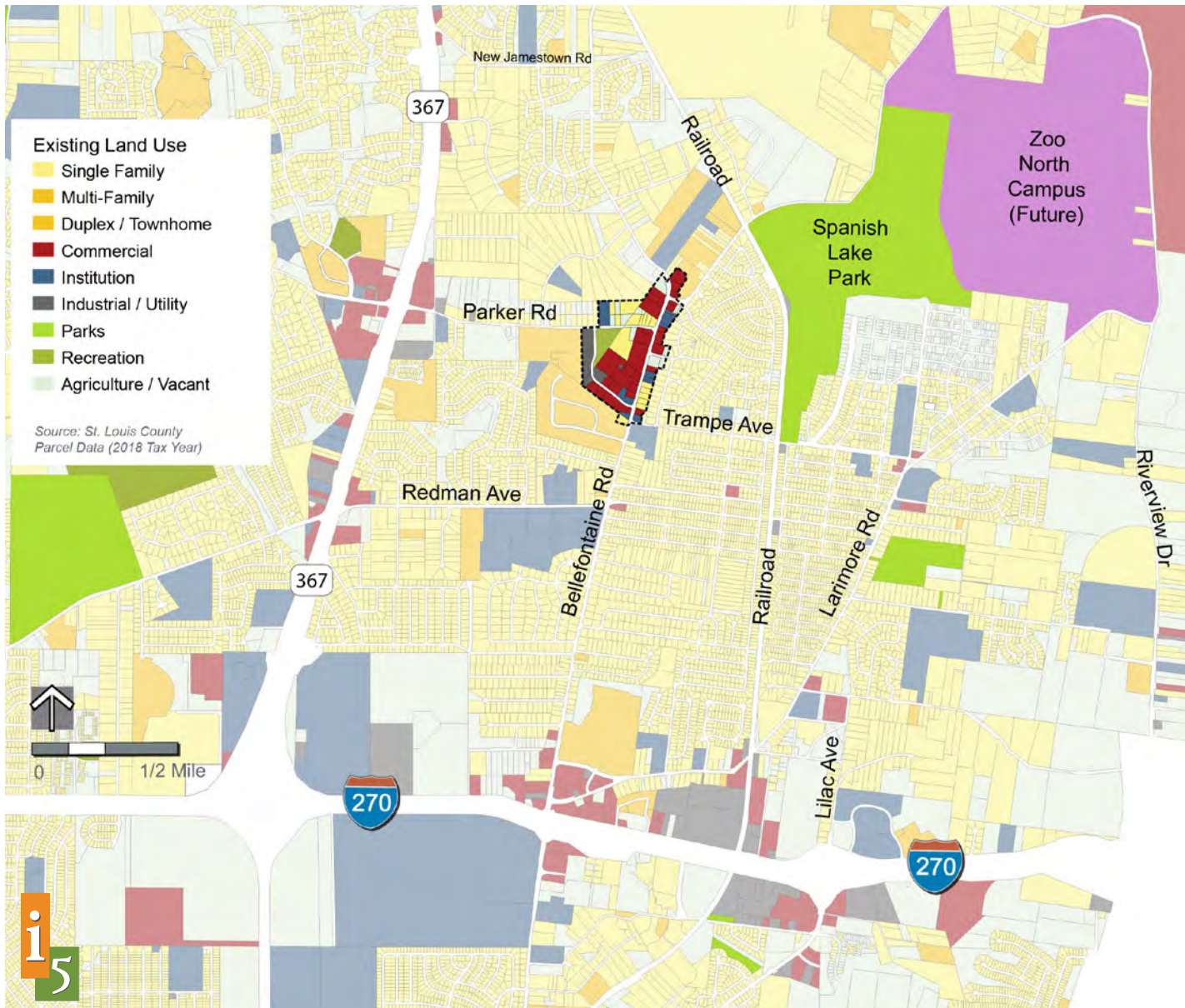
Child & Adultcare

Youth on the Rise
Generation Next Adult Day Care
Betty Dumas Enrichment
Palace
Kyddie Karnival Learning Center
God's Small World Preschool
Smart Kids Development Center
(Early Childhood Education
Center)

- » There are 34 business enterprises in the Spanish Lake Town Center study area (excluding the Spanish Lake Fire Protection District and residences).
- » Among ten business concentrations surveyed which are convenient to Spanish Lake residents, this is the largest number of individual businesses, representing 22% of all businesses in the ten areas, tied with Old Halls Ferry & I-270.
- » Notable for Spanish Lake Town Center is the number of small businesses—no big boxes, including supermarkets.
- » Of the 34 enterprises in Spanish Lake Town Center:
 - 12 are classified as "retail" (35%)
 - 4 are eating or drinking places (12%)
 - 12 are business or personal services (35%)
 - 6 are child or adult care services (18%)

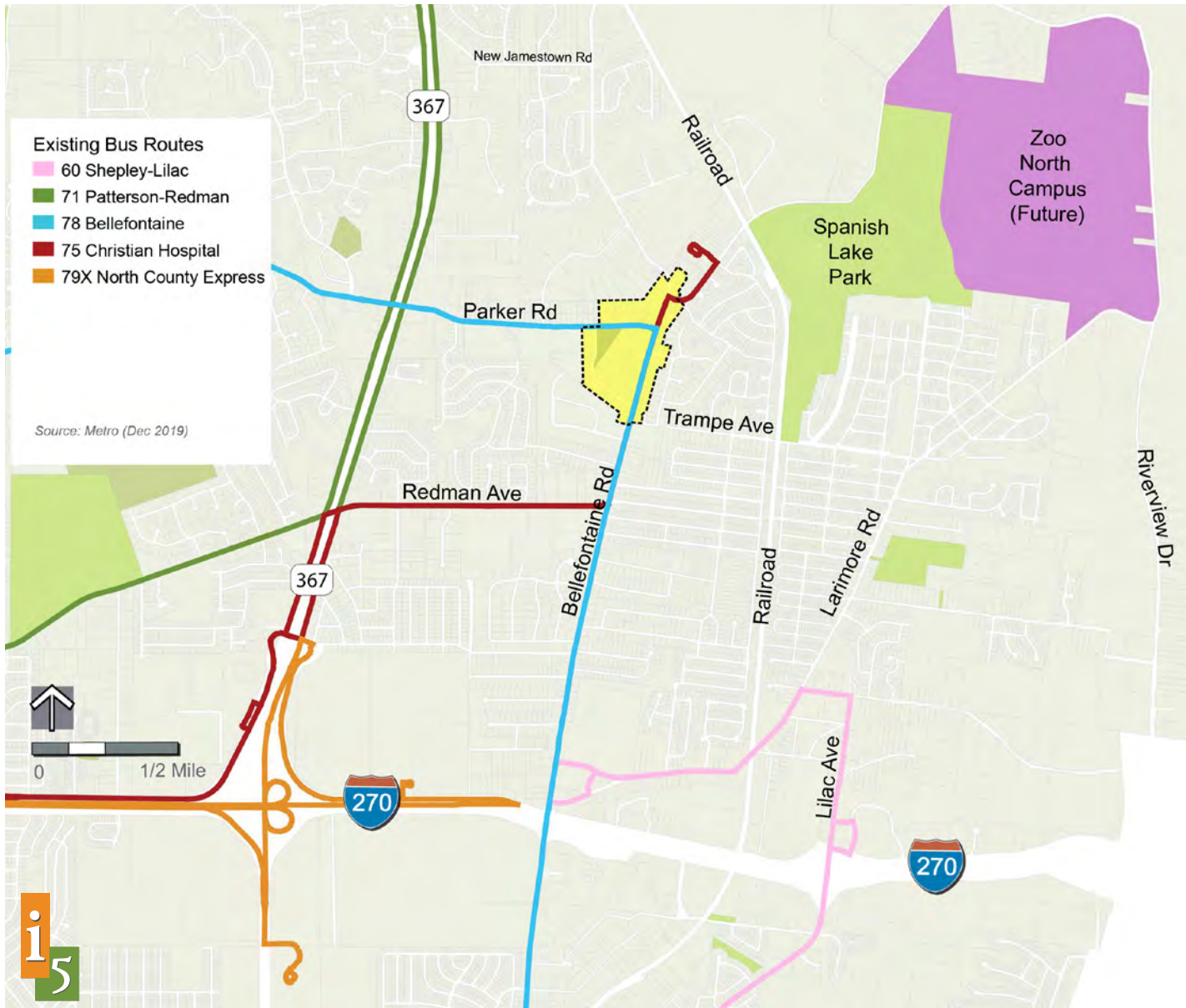
5. existing conditions maps

EXISTING LAND USE (CONTEXT)



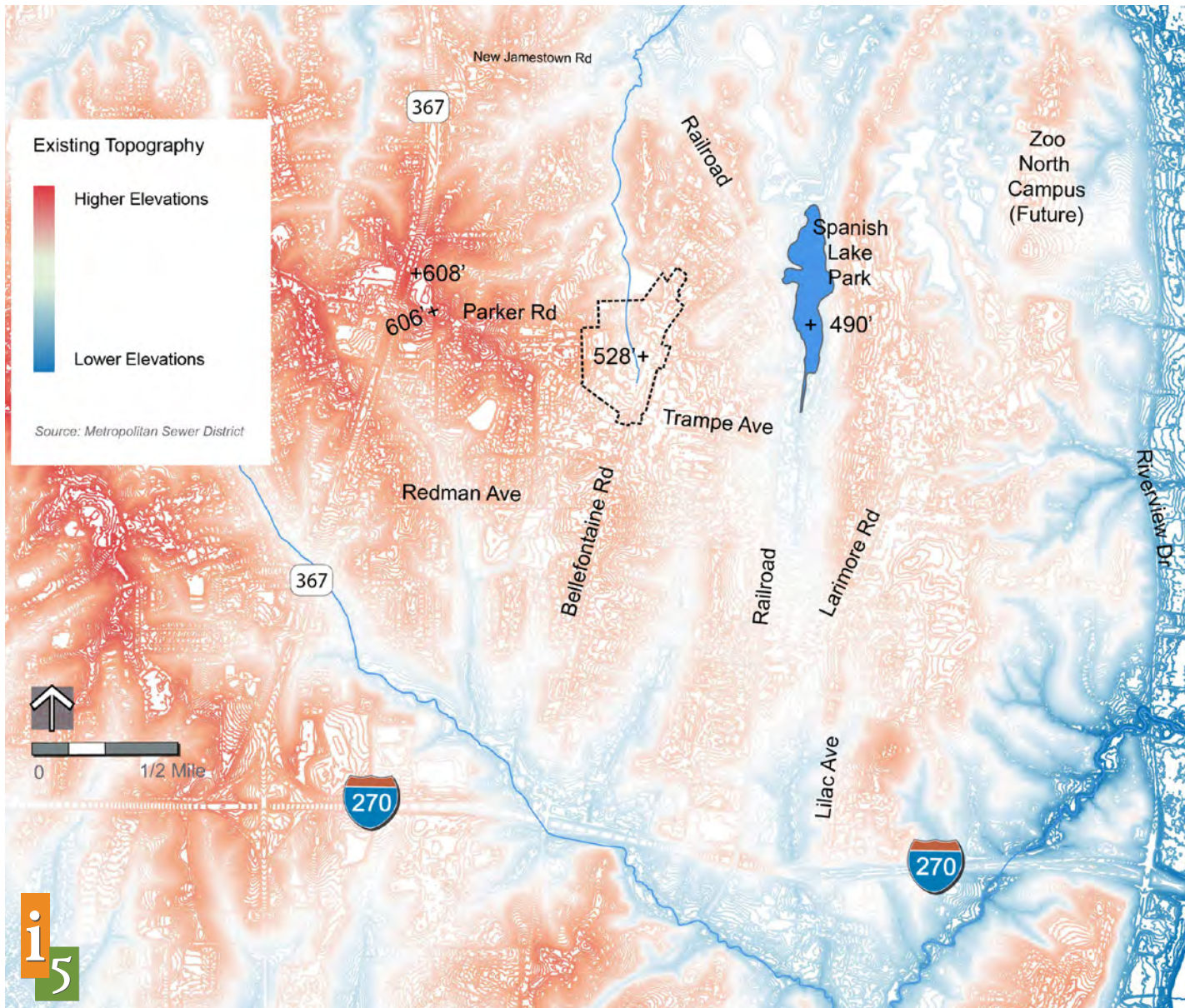
» The existing land use adjacent to the study area is predominately residential, with single family to the north and east and multi-family to the southwest.

EXISTING BUS ROUTES



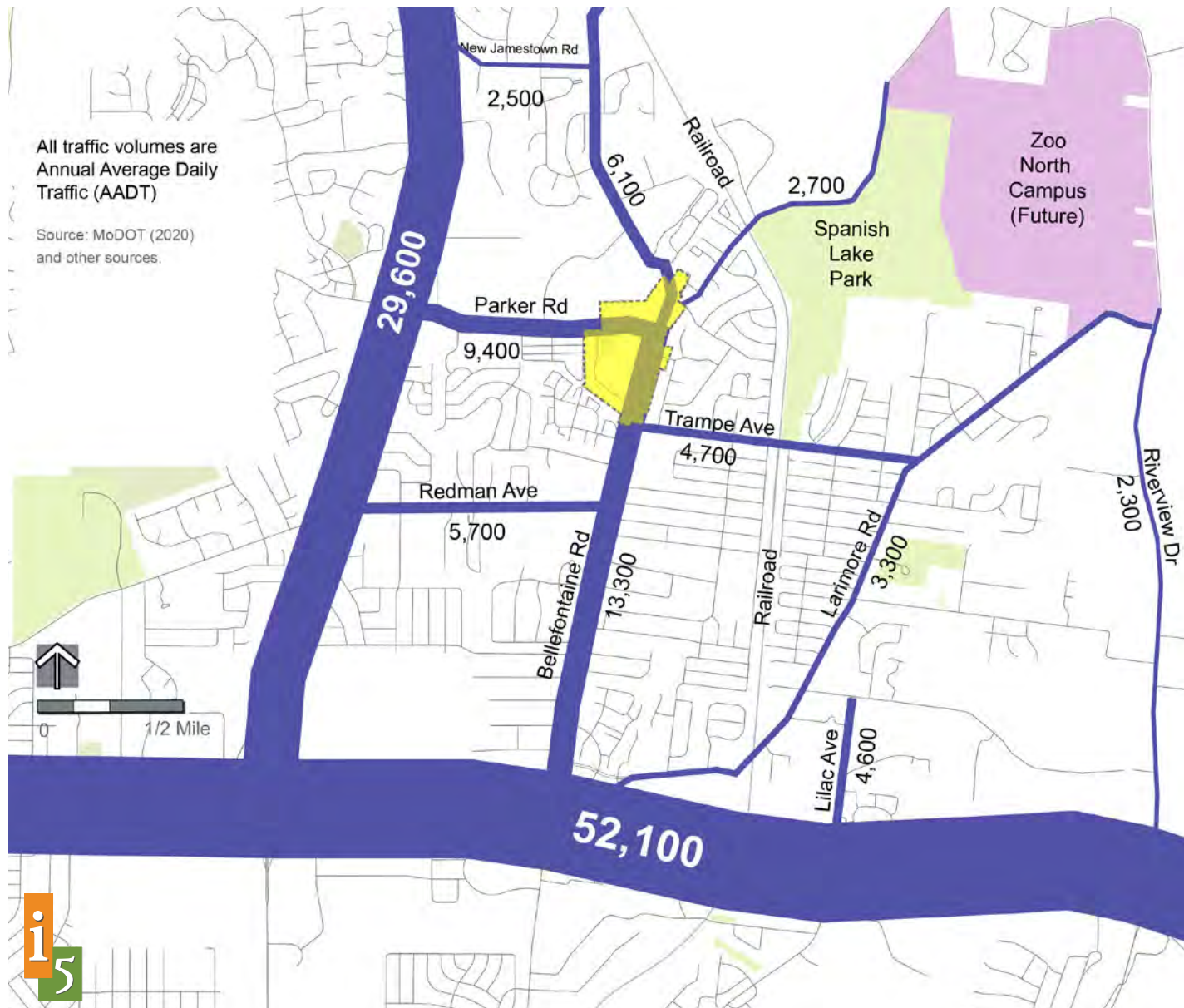
- » The study area is served by two bus routes: 75 Christian Hospital and 78 Bellefontaine. However the 75 Christian Hospital route was suspended during the COVID-19 pandemic. It is unclear when this route will be reinstated.
- » Regional connections via the 78 Bellefontaine are made via the Riverview Transit Center and the North County Transit Center.
- » Other routes serving Spanish Lake include: 60 Shepley-Lilac, 71 Patterson-Redman, and 79X North County Express.

EXISTING TOPOGRAPHY



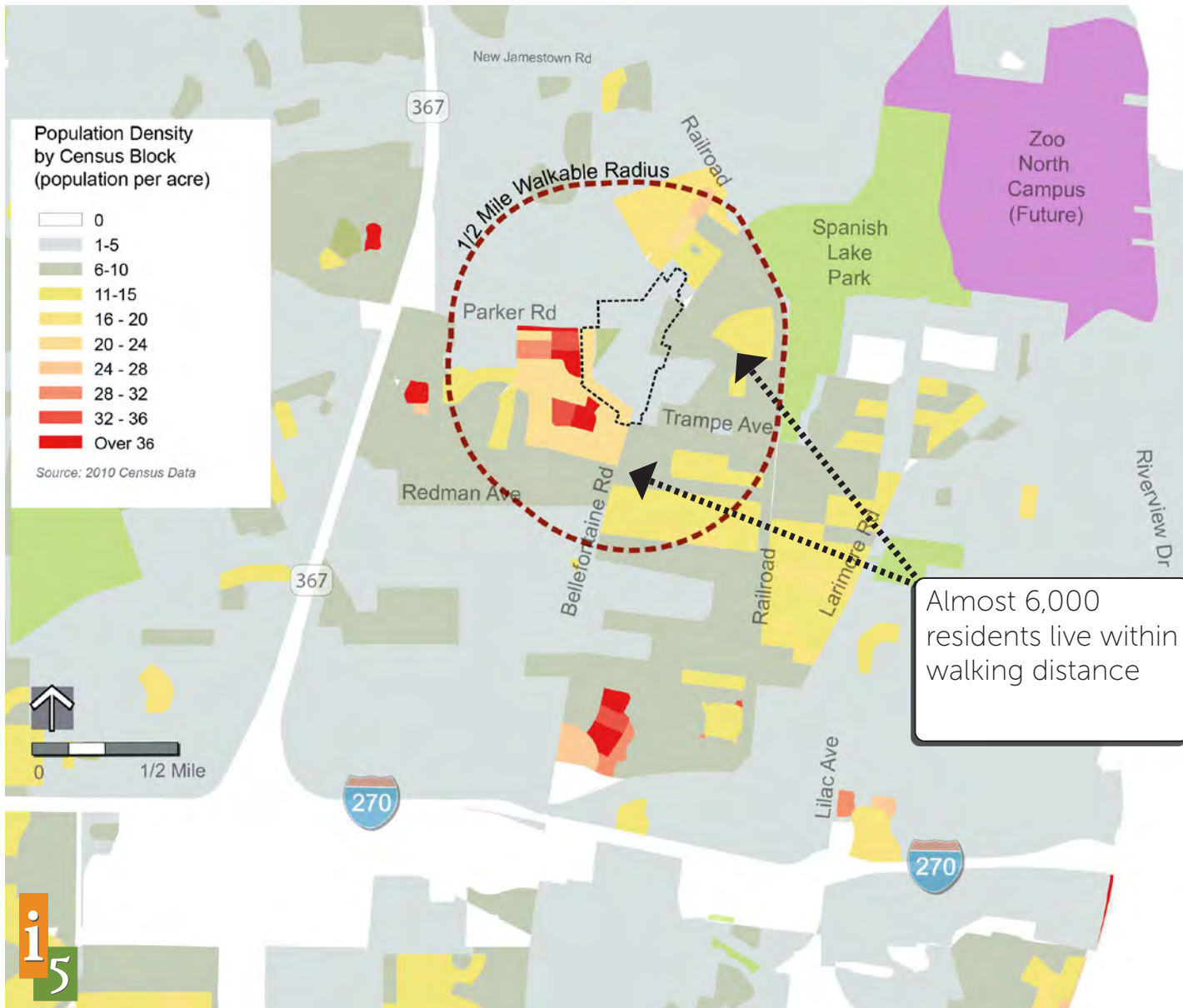
- » Parker Road generally follows a ridgeline with a local high point at the intersection of Highway 367 and Parker Road.
- » The study area generally falls along the same ridgeline. The creek/drainage way directly to the west of the Belle Park Plaza, flows to the north.
- » Belle Park Plaza is slightly lower in elevation than Bellefontaine Road.

EXISTING TRAFFIC VOLUMES



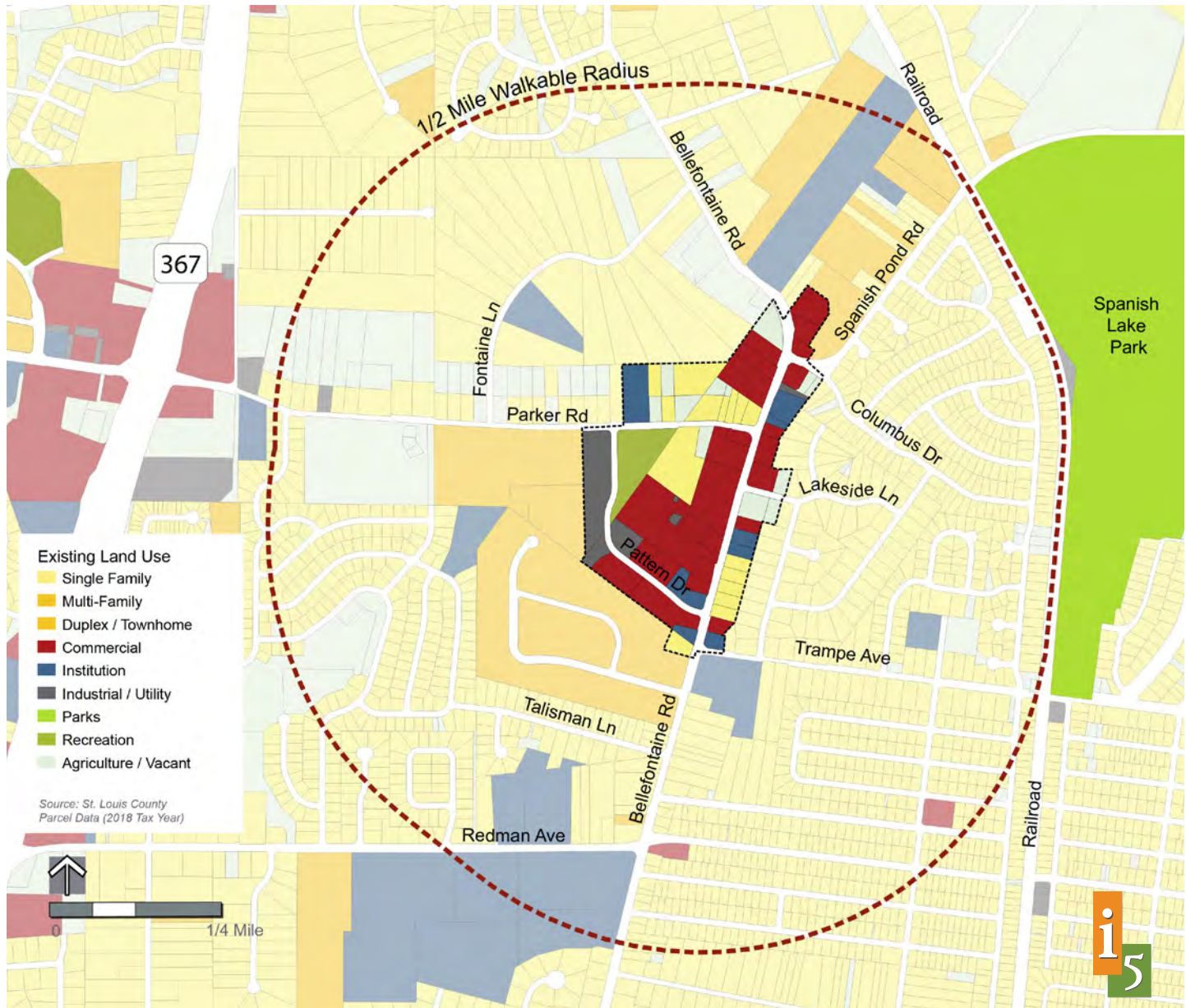
- » Although not on a major thoroughfare, the study area is near major transportation corridors. Interstate 270 to the south averages over 52,000 vehicles daily. Highway 367 averages almost 30,000 vehicles a day.
- » The future Zoo North Campus (opening as soon as 2026) will likely have a significant impact for traffic within Spanish Lake. The “front door” to the North Campus is expected to be off of Larimore Road. Service access is expected at the northwest portion of the property off of Spanish Pond Road.

EXISTING POPULATION DENSITY

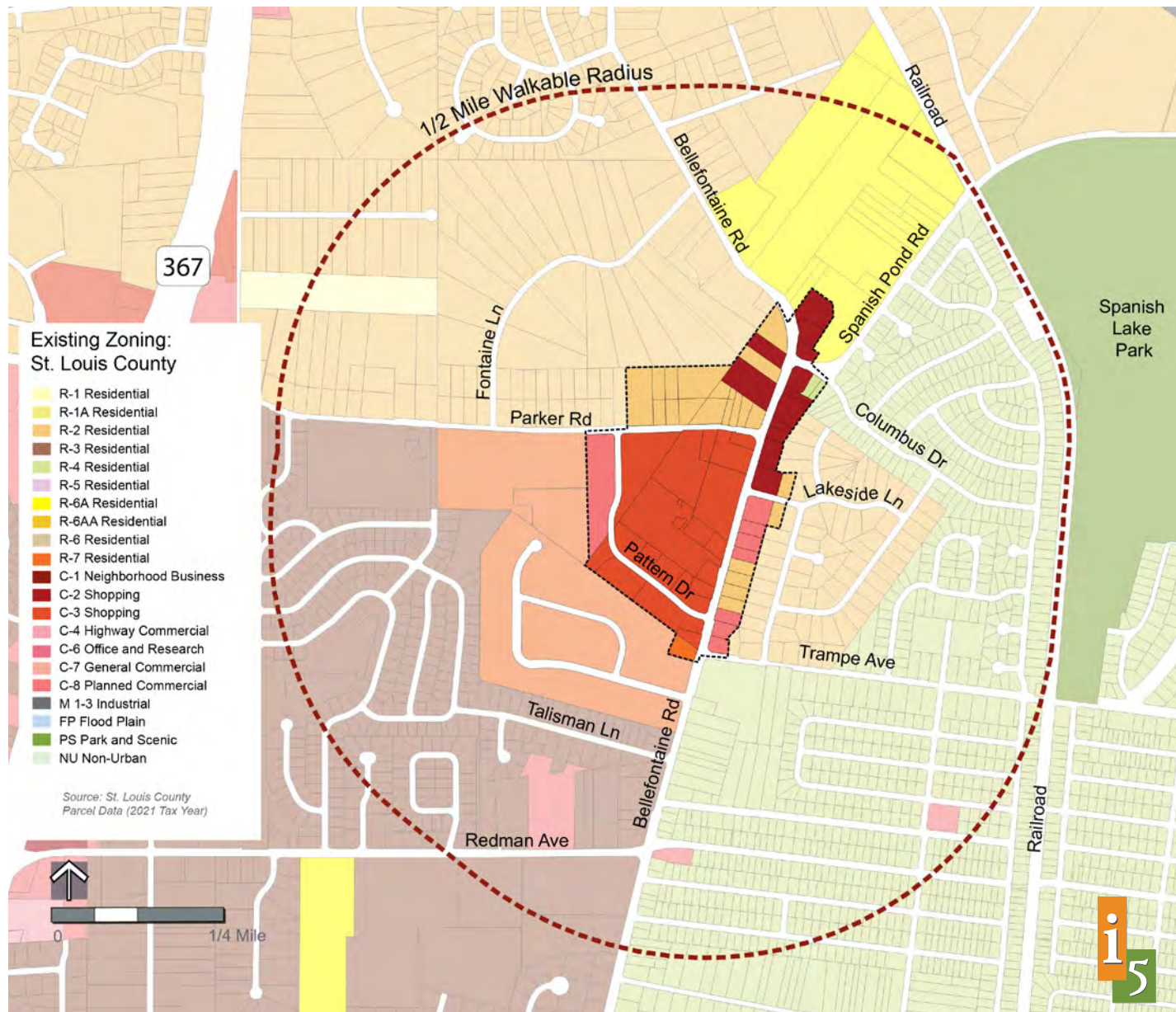


- » According to 2010 Census data, almost 6,000 residents live within walking distance of the Town Center study area.
- » Existing lower density single-family residential is to the north and east. Higher density multi-family housing is directly adjacent to the study area to the west and south.

EXISTING LAND USE (STUDY AREA)

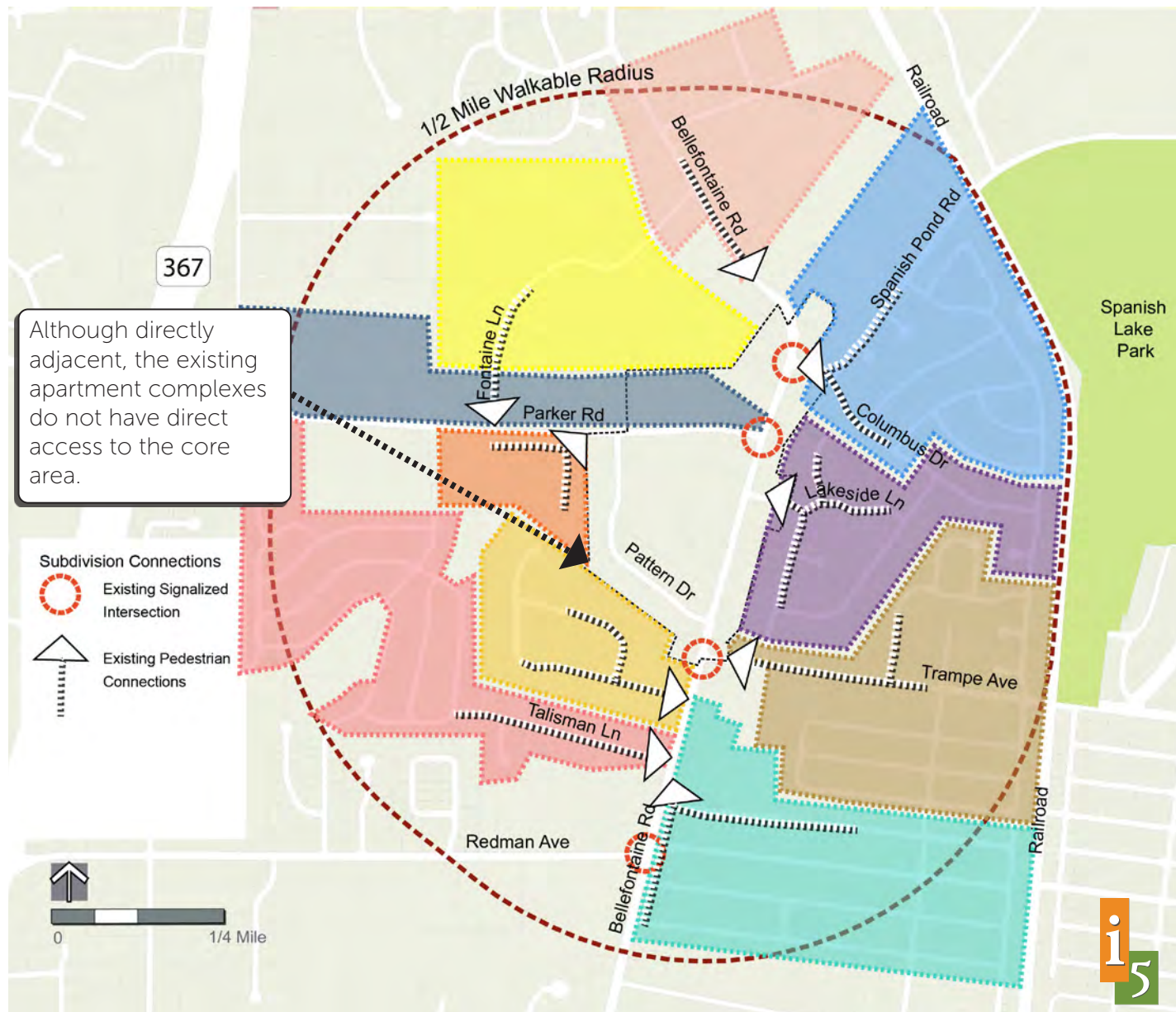


EXISTING ZONING



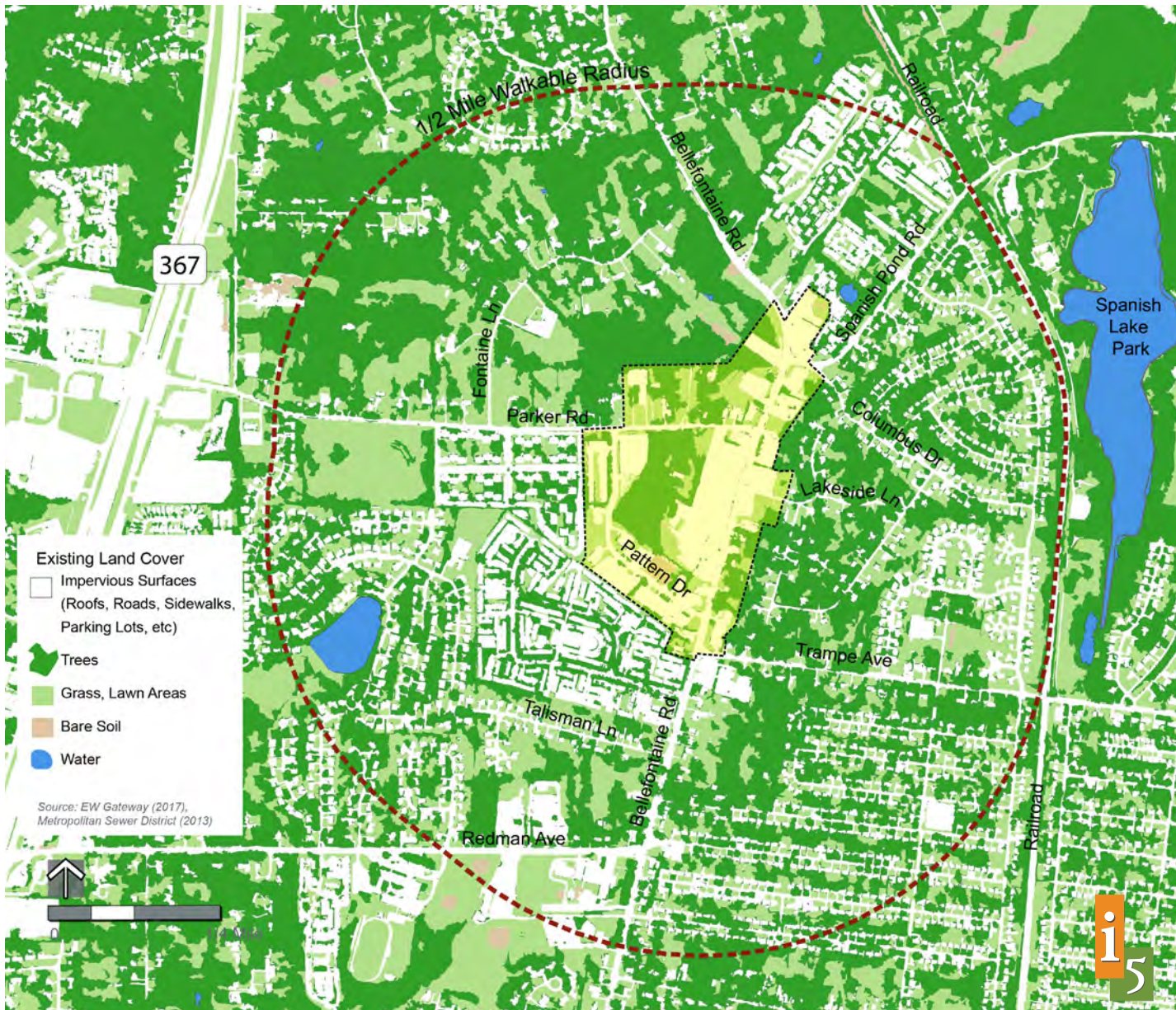
» The study area is a mix of commercial and residential zoning. The existing zoning for the core area between Parker Road and Pattern Drive is the C3 "Shopping" zoning district. North of Lakeside Lane along the west side of Bellefontaine Road is C2 "Shopping" zoning district. Along the north side of Parker Road and a couple of pockets along Bellefontaine Road is R2 "Residential" zoning district.

EXISTING SUBDIVISION CONNECTIONS



- » Pedestrian connections from adjacent residential areas access the Town Center area via Bellefontaine Road.
- » The existing signalized intersections at Trampe Avenue, Parker Road, and Spanish Pond Road are key crossing points for pedestrians.
- » Lakeside Lane is directly across from the Town Center area, however there is no signal at this intersection. Lakeside Lane aligns with one of the entrances to Belle Park Plaza.
- » Although directly adjacent to the Town Center area, the existing apartment complexes to the southwest do not have direct access. Pedestrians must currently travel via Bellefontaine Road or Parker Road.

EXISTING LAND COVER



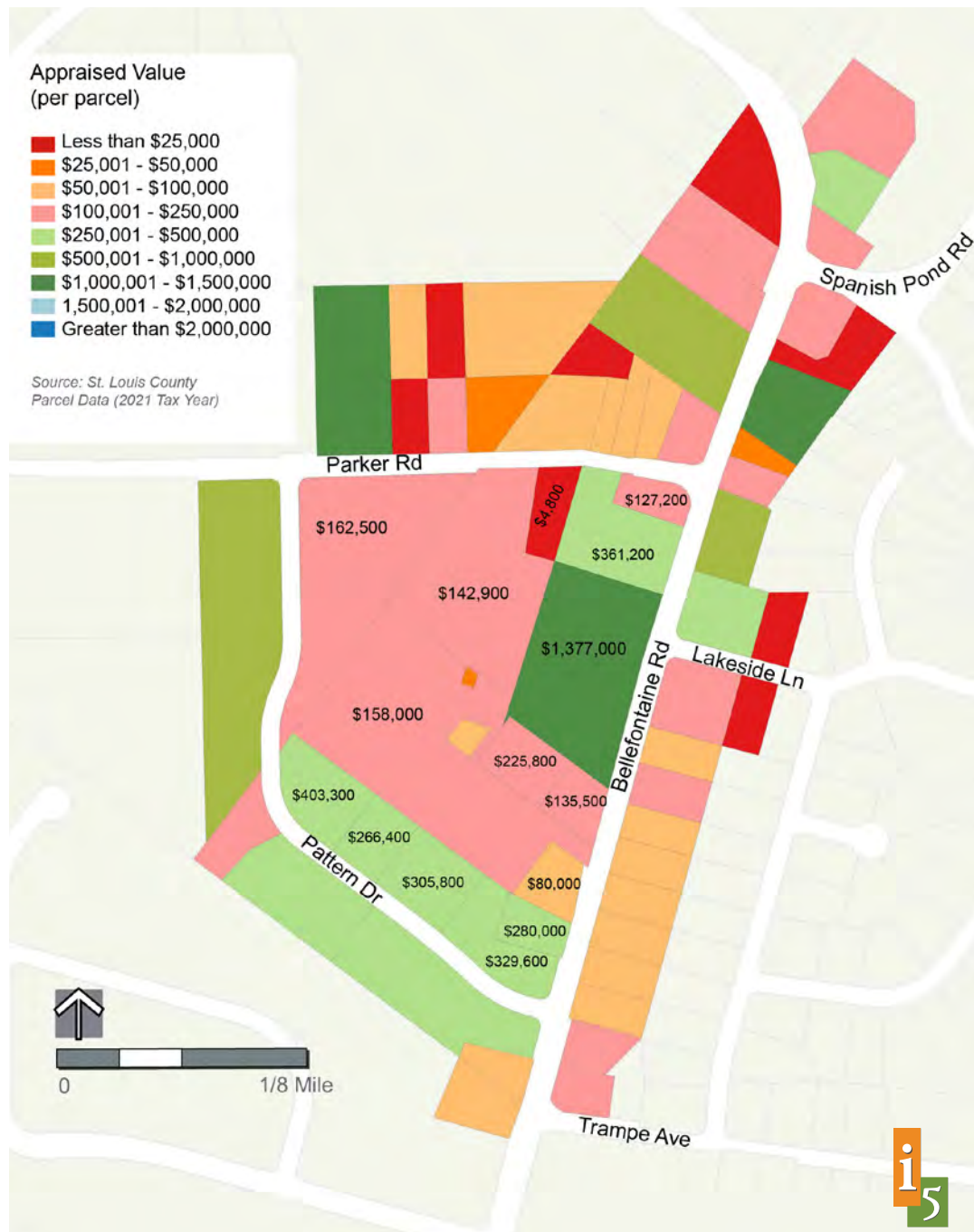
- » The core of the study area has a unique character by having a large area of greenspace west of Belle Park Plaza. Part of this existing greenspace includes the existing residential property.
- » Belle Park Plaza includes a large expanse of parking between the buildings at the street with little to no greenspace or vegetation.

EXISTING PROPERTY OWNERSHIP



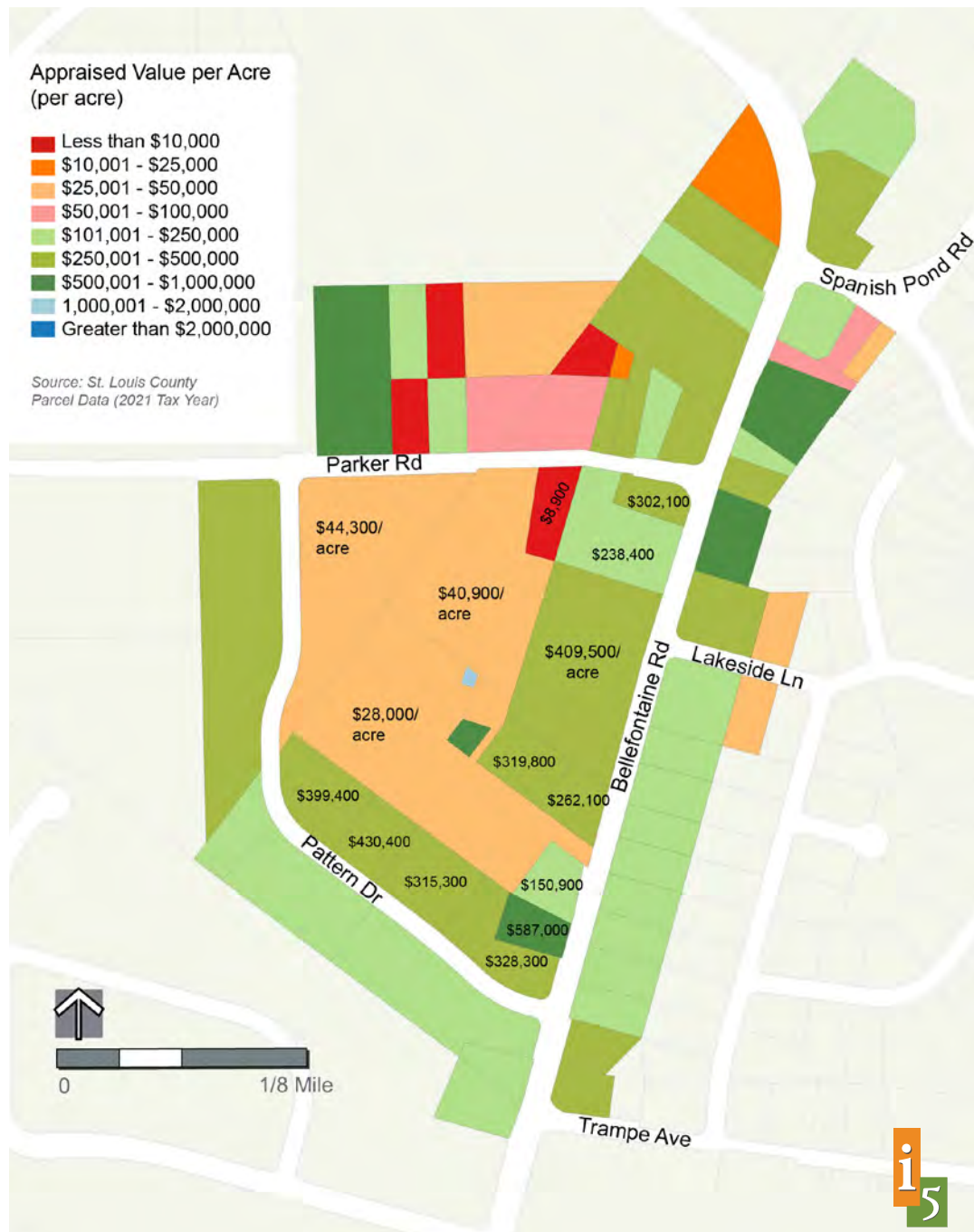
- A: Belle Park Plaza LLC; 2101 Brickell Ave; Miami, FL 33129
- B: Milor Realty Corp Lenette Realty & Investment; 1401 South Brentwood Blvd # 520; Saint Louis, MO 63144
- C: Ma Durga LLC; 2012 Monteclair Manor Dr; Saint Charles, MO 63303
- D: Smart Kids Child Dev Center LLC; 7305 Manchester Rd; Saint Louis, MO 63143
- E: Deliverance Church & Its Ministries; 1685 Pattern Dr; Saint Louis, MO 63138
- F: R&Mk Properties L L C; 9107 Clydesdale Dr; Saint Louis, MO 63126
- G: Almuttan Mohammed; 12080 Pattern Dr; Saint Louis, MO 63138
- H: Smith Douglas C; 1650 Parker Rd; Saint Louis, MO 63138
- I: T-Doggs Tattoos LLC; 12116 Bellefontaine Rd; Saint Louis, MO 63138
- J: Amerco Real Estate Company; 2727 North Central Ave; Phoenix, Az 85004
- K: Sexton Properties LLC; 1260 Se Century Dr; Lees Summit, MO 64081
- L: Johnson Hill Terron K Et Al; 4649 Shirley Pl; Saint Louis, MO 63115
- M: Spanish Lake Bank & Trustco Commerce Bank Of St Louis; 8000 Forsyth Blvd Suite 1300; Saint Louis, MO 63105
- N: Howard Bennard & Deborah A T/E; 8720 Marcella Ave; Saint Louis, MO 63121
- O: Cigno Enterprises Lp; 7397 Pershing Ave Unit 8; Saint Louis, MO 63130
- P: P Fin Vii Stl L L C; 3525 Piedmont Rd Bldg 5 Ste 410; Atlanta, Ga 30305
- Q: Rhodes Kim; 12040 Bellefontaine Rd; Saint Louis, MO 63138
- R: First 4 Properties LLC; 928 North Mcknight Rd Suite A; Saint Louis, MO 63132
- S: Ware Anthony Etal; 12054 Bellefontaine Rd; Saint Louis, MO 63138
- T: D U M A S Mentoring & Youth Services; 3209 Droste Rd; Saint Charles, MO 63301
- U: 7 Kings LLC; 3736 Secretariat Dr; Florissant, MO 63034
- V: Midwest Petroleum Company; 220 Old Meramec Station Rd; Ballwin, MO 63021
- W: Coastal Mart Inc; Po Box 4372; Houston, Tx 77210
- X: Real Estate Investor Wholesale L L C; 150 Weldon Pkwy Suite 103; Maryland Heights, MO 63043
- Y: Spanish Lake Fire Protection District; 11813 Larimore Rd; Saint Louis, MO 63138
- Z: 3041 West North Avenue LLC; 3041 West North Ave; Milwaukee, Wi 53208
- AA: Millers Auto Repair Service Inc; 12300 Bellefontaine Rd; Saint Louis, MO 63138
- AB: Patterson Glen N K & Sonya L H/W; 9813 Glen Owen Dr; Saint Louis, MO 63136
- AC: Gaines & Purler L L C; 55 North Pointe Cir; Lake Saint Louis, MO 63367
- AD: Pezz Bellefontaine LLC; 1062 Crosswinds Ct; Wentzville, MO 63385
- AE: Rockett Andrea; 12245 Bellefontaine Rd; Saint Louis, MO 63138
- AF: Arc Dgstmoo02 LLC; Po Box 460369 Dept 100; Houston, Tx 77056
- AG: Rice Terry R & Terri A H/W; 12205 Bellefontaine Rd; Saint Louis, MO 63138
- AH: Brooklyn Development & Pm LLC; 4745 Nebraska Ave; Saint Louis, MO 63110
- AI: Niedringhaus Maria Elizabeth H Trustee; 1619 Parker Rd; Saint Louis, MO 63138
- AJ: F & J Homes LLC; 4829 Christoble Dr; Saint Louis, MO 63129
- AK: Brenneke Ronald J Rosmarie; 1701 Parker Rd; Saint Louis, MO 63138
- AL: Kettner Matthew; 8537 Gilmore Ave; Saint Louis, MO 63147
- AM: Hornaday Sylvia J; 1711 Parker Rd Unit A; Saint Louis, MO 63138
- AN: Central State Conference Corp Of Seventh Day Adventists; 1721 Parker Rd; Saint Louis, MO 63138
- AO: Dicarlo Enterprises Incorporated; P O Box 723597; Atlanta, Ga 31139
- AP: Dicarlo Enterprises Incorporated; 4017 Washington Rd; Canonsburg, Pa 15317

EXISTING APPRAISED VALUES (BY PARCEL)



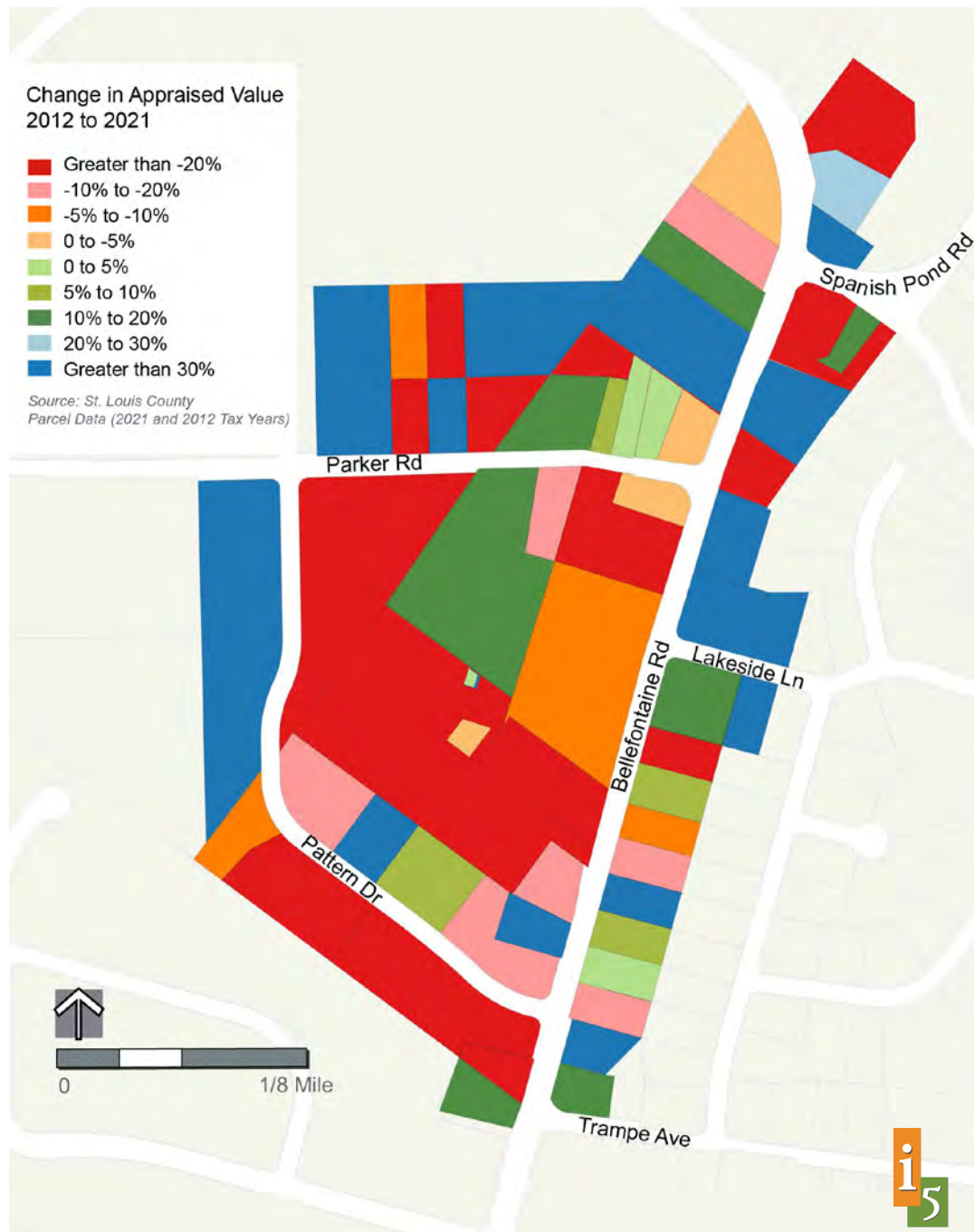
- » The total appraised value of the properties in the study area is almost \$14 million dollars (\$13,923,300).
- » In the core area, between Pattern Drive and Parker Road, the total appraised value of the properties is over four million dollars (\$4,360,000).
- » It is important to note that the appraised values are St. Louis County appraised values (2021). Actual market rates will vary.

EXISTING APPRAISED VALUES (PER ACRE)



- » Property values by parcel can be misleading where parcel sizes vary. So it is useful to also compare property values per acre.
- » Within the core area, there are lower valuations toward the western part of the site. However, along Pattern Drive and Bellefontaine Road, property values remain fairly high.

CHANGED IN APPRAISED VALUE: 2012 - 2021

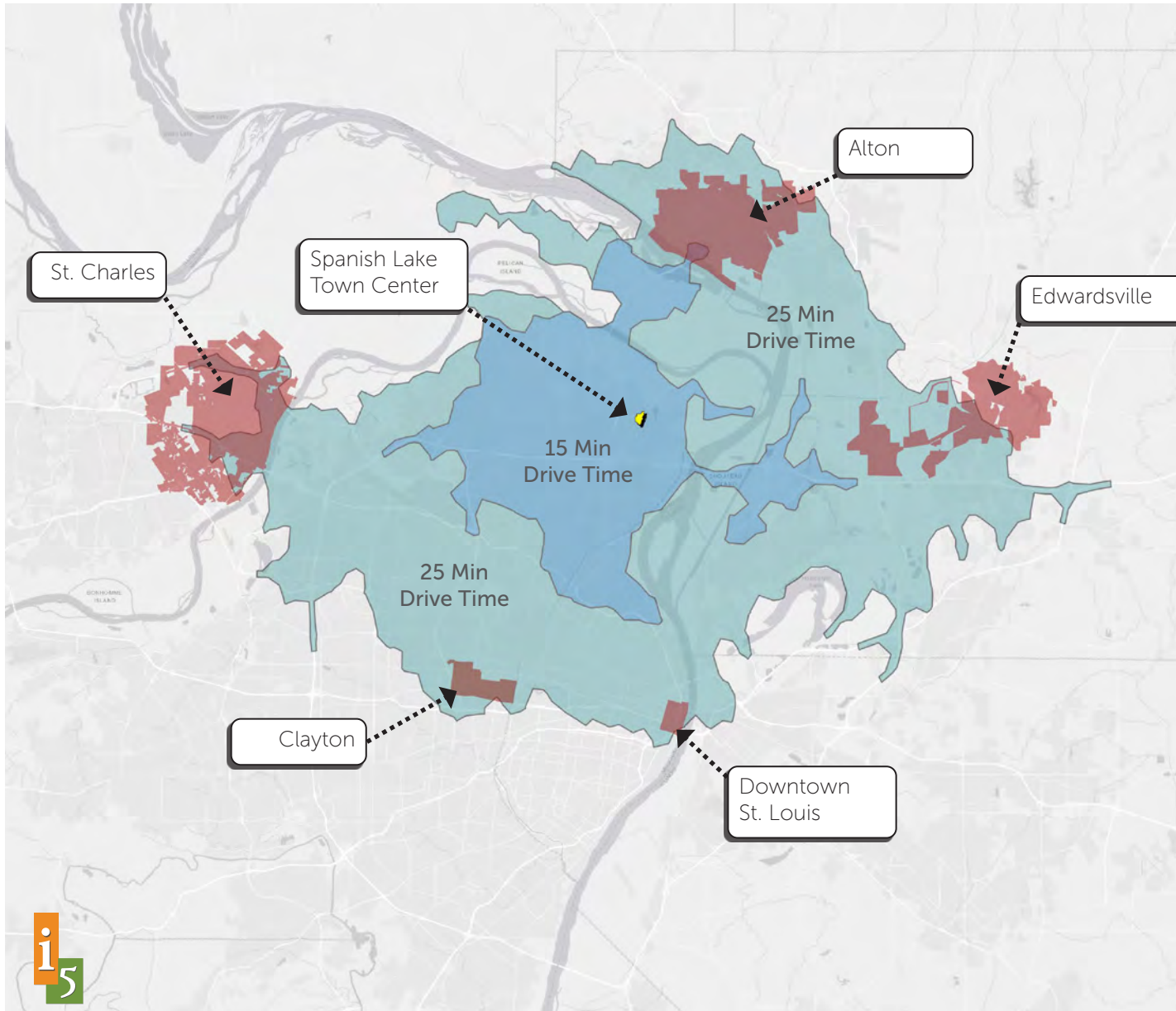


- » Changes in property value since 2012 have been mixed. While some parcels have declined by more than 20%, others have increased by more than 30%.
- » Overall, the properties within the study area have declined in appraised value by 12.1% since 2012.

Total Study Area Appraised Property Value:
 2021 = \$13,923,300
 2012 = \$12,415,800

Change: -12.1%

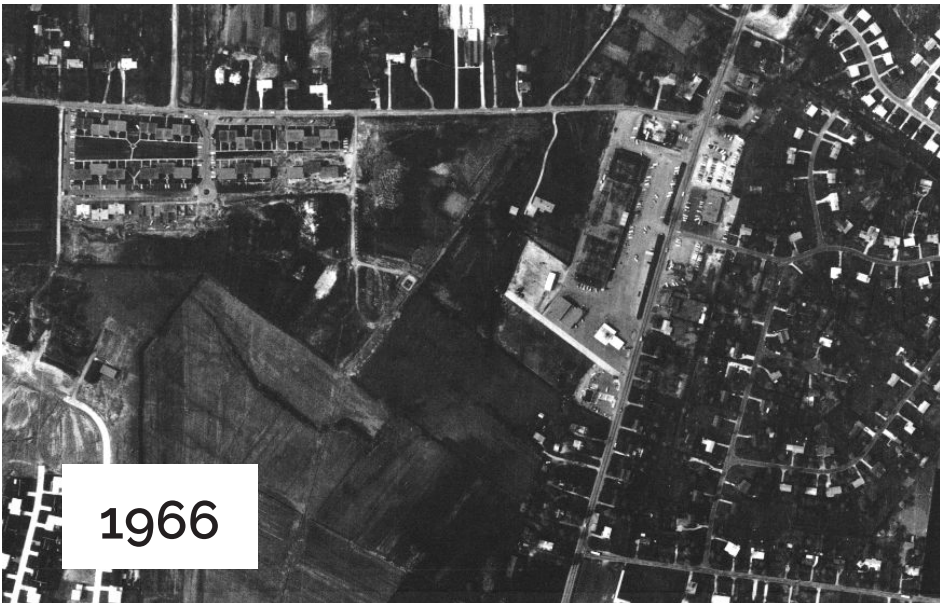
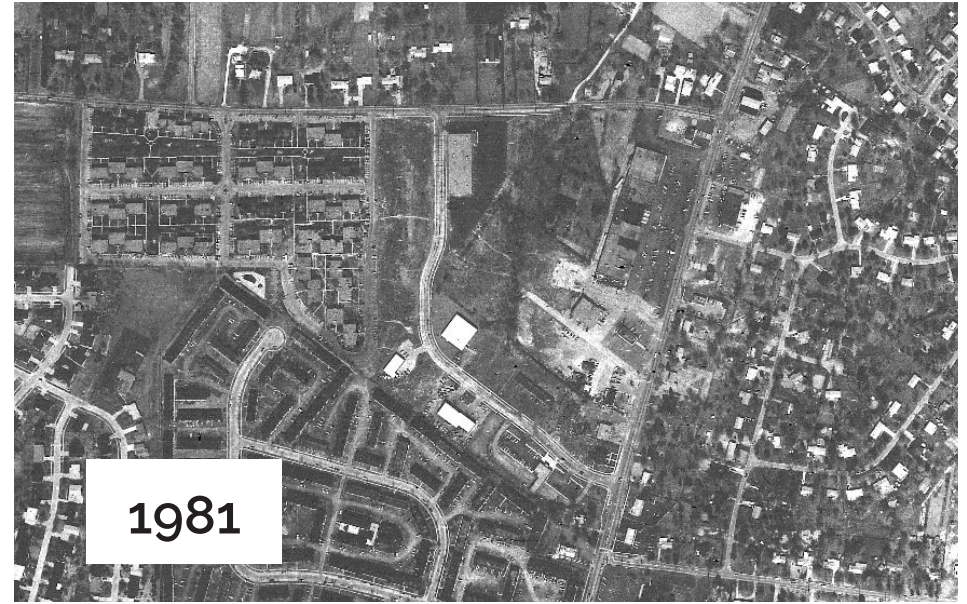
REGIONAL CONNECTIONS



» It is important to remember the broader regional context of the location of Spanish Lake Town Center. Often, as an unincorporated area of St. Louis County, context is derived from other locations in St. Louis County, especially Clayton as the location of St. Louis County government. However, as this drive time map illustrates, Spanish Lake Town Center, with its proximity to Interstate 270 and Highway 367, is as close to Alton, Edwardsville, and St. Charles as to Clayton or downtown St. Louis.



AERIAL PHOTO TIMELINE



Source: St. Louis County GIS

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