



Steering Committee Meeting #1
January 25, 2018
7-9pm
Longview Farm

SWOC Exercise Summary

Strength, Weaknesses, Opportunities, and Challenges Breakout Discussion:

The committee members were divided into three groups to discuss Town & Country's strengths, weaknesses, opportunities, and challenges. 10 minutes were allotted for discussion of each element. Members then added their thoughts and ideas to a common board. Common strengths, weaknesses, opportunities and challenges were grouped together.

Strengths:

There were six overall themes to Town & Country's strengths. Those are community character, commercial/tax base, excellent schools, parks/amenities, healthcare, location/road network. Below are the items which fall within each theme.

Community Character

- Secluded Feel
- "Feel" like a small community, calm & peaceful
- Lots Sizes
- Safety
- Clean & Quiet
- Community

Commercial/Tax Base

- Abundant Financial Resources
- Strong & Desirable Market for Business (retail)
- Commercial Tax Base
- Large/Small Commercial Diversity

Excellent Schools

- Public & Private Schools
- Mason Ridge Elementary School
- School Excellence and Choice

Parks/Amenities

- Parks
- Longview/Queeney Access
- Trail System
- Town Square

Location/Road Network



Major Artery Access/Low Traffic
Convenient & Well Located

Healthcare

Healthcare Access

Weaknesses:

There were five overall themes to Town & Country's weaknesses. Those are diversity, lack of amenities, unattractive streetscape, connectivity, and miscellaneous. Below are the items which fall within each theme.

Diversity

Lack of Diversity
Diversity
Stagnant/Dropping 35-54 Age Group
Aging Population (?)

Lack of Amenities

Not a Destination
Lack of In-town Amenities on Eastern Side
Lack of Town Center

Unattractive Streetscape

Inlets into the City are Unattractive
Streetscape sub-par (plantings, beautification)
Clayton Road Maintenance

Connectivity

Need More Walkable Destination Retail Dispersed Everywhere
Lack of Connection in Northern Area to Southern Amenities

Miscellaneous

Aging Housing Stock
Intersections
Congested, goofy
Woods Mill/Clayton
Mason/Clayton

Opportunities:

There were four overall themes to Town & Country's opportunities. Those are Ward 4, development, demographics, streetscape. Below are the items which fall within each theme.

Ward 4

Northern Commercial Development
Northern Link to South of 40

Development

Look at Land Uses for Revenue Possibilities
Preservation Park
Continue to Develop Town Center

Demographics



Attract Younger Families

Be the #1 “Community of People” (greatest place in St. Louis area to live)

Unique Casual Family Dining

Streetscape

Need More Landscaped Entry/Exit Points/Features

Challenges:

There were seven overall themes to Town & Country’s challenges. Those are change, tear downs, identity, commercial, fiscal responsibility, wildlife management, and traffic. Below are the items which fall within each theme.

Change

People Who Want Things to Stay Like It’s 1950

Pushback to Development

Incremental Erosion of What Town & Country “Is” (over decades)

Generational/Age Turnover Issues

Closed-minded to Opportunities for Progress

Tear Downs

Tear Down & Large Homes Built

Ranch Tear Downs

Commercial

Lack of Commercial Space

Ballas & Clayton Empty Lot

Identity

Don’t Really Know What We are Good At (our niche)

Fiscal Responsibility

Maintaining Fiscal Discipline

Wildlife Management

Wildlife Management

Traffic

Traffic on Clayton Road

Clarification on Strengths, Weaknesses, Opportunities, and Challenges

At the completion of the breakout group discussion, Julie Padberg-White brought the committee back together to discuss themes in more depth and to seek clarification on any thoughts and ideas discussed.

Strengths

There were no additional themes or ideas to add in this category

Weaknesses

Diversity

Clarification on what diversity means

Cultural

Racial

Age

Town Center

Identity



Sense of Place

What elements create a sense of place?

- Architectural elements

- Kirkwood town center, like a New England town, Main Street

- Signage that you are in Town & Country

Architectural Review Board

- There is one era in Kirkwood

- Housing stock is holder than in Town & Country

- Diversity of housing type creates a weakness in community character

Northern Area of Town & Country Feels Isolated

- Hard to get to southern amenities in in the northern section of Town & Country

- Highway is a barrier

- Linear parks would help connect

- Gateway signage/ consistent signage could help

- How to turn the barrier of 40 around?

Amenities (Weakness & Challenge)

- Would be nice to have a neighborhood

- Don't want it to be on Manchester & 141 & Baxter

Streetscapes

- Can bring consistency & connectivity

- (Mason & 40/64)

- Nodes of

Lack of places to go for retail & coffee in the northern and eastern sides

- Ballas/Clayton

- Neighborhood amenities & development can be problematic

Clayton Road Maintenance

- South Woods Mill & Clayton by Schnucks & Rich Charlies

- Weeds, broken concrete...

- Clayton Road maintained by City, County & MODOT

- 141/Clayton Exit

- Traffic speeding, safety issue

Intersections that may be gateways

- 40 & Mason- identity

- 40 & Woods Mill

- Ladue & 141

- 40 & Ballas

- Clayton & Ballas

- All 4 intersections of 40/64 & 270 are in Town & Country-branding opp.

- Conway & Mason difficult with traffic in the mornings-identification opp.



Opportunities

Ward 4

Hunter Farms

- Big enough to preserve a portion and develop a portion

- Maybe keep as is

- Is there a strip of 141 corridor available

- May need a linear park to funnel people

Preservation Park

- 12 acres

- Should be developed because not accessible

Principia

- Mason north of 40 fire station

- Main street, walkable

- Build new road that carries idea of main street, parallels Mason

- Not sure a walkable Town & Country is what is needed

- Doesn't have to be like Kirkwood

- Keep residential with retail development

- Very difficult to do a major retail development

- Don't want to create traffic in Town & Country

Commercial

- Commercial is a fear

- Neighborhood scale development rather than large scale

- Family style dining option similar to the new Katie's Pizza

Younger Families

- Affordable houses and town houses

Challenges

- What is Town & Country?

- Not knowing what Town & Country is. What is our niche?

- Incremental development

- Old ATT building became Town Square

- Geographic & Demographic center of region

- Not Knowing Who We Are

- Figure out what we do well and do that

- We are not big like Creve Coeur

- Is it enough to be a place where you sleep?

- Sense of a place to live

Housing

- Difficult to be the 1st house to be tear down

- Transformative time for City

- What identity are we developing?



How housing in the future should be developed and fit into community identity

Wildlife

Deer

Moles