

Steering Committee Meeting 2



Exercise Summary

Meeting Date: February 22, 2018
Meeting Time: 7-9pm
Location: Longview Farm

Attendees:

Rob Cima	Laura Chaney
Amanda Mueller	Linda Robson
Hans Fredrickson	Don Sanders
Ed Heckmann	Peter Stevens
Ryan Spencer	City Planner, Town and Country
Julie Padberg-White	FPA Group
Carey Bundy	FPA Group
Not in Attendance:	
Tony Chao	Michelle Francisco
Angelo Arzano	Andy Kuchan
Jim Otis Jr.	

Vision Statement Discussion:

Committee members were given a draft vision statement to facilitate discussion on drafting a vision statement for the Town and Country 2040 Plan. The vision statement is for the 2040 Plan only; however, committee members would like the statement to reflect Town and Country's overall vision statement for the city.

Committee members have an option to draft vision statements and submit to Ryan and FPA Group. Those drafts will be reviewed and an updated vision statement drafts will be introduced to the committee. The committee requested having a few options for review.

Goal Exercise:

Draft goals for land use, transportation and connectivity, economic development, natural resources and public facilities, community character, and collaboration and implementation were displayed for committee members. Committee members reviewed the draft goals, and each chose one preferred draft goal for each category. After the goal exercise, a more thorough discussion began for each category.

Land Use Goals Discussion:

Land Use had three draft goals for review.

Goal 1: Use zoning regulations to protect the priorities of the community, including green space and low-density development. (6 votes)

Goal 2: Ensure compatibility between land uses. (1 vote)

Goal 3: Preserve areas of large lot residential development in Town and Country.

During the goal exercise, 6 committee members selected Goal 1 as the top goal. One committee member selected Goal 2.

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Land Use Goals Discussion Items:

- Are there missing goals to consider?
- Does Goal 1 go away and keep Goals 2 and 3.
- Are Goals 2 & 3 subparts of Goal 1? Should they be objectives of Goal 1?
- Develop new greenspace standards
 - Should be considered for inclusion as a new goal
- The word protect in Goal 1 should be replaced with a new word.
 - Possibly the word reflect
- Make change manageable and safe
 - Consider as underlying aspects of Goal 1

Transportation and Connectivity Goals Discussion:

Transportation and Connectivity had three draft goals for review

Goal 1: Preserve the country-like nature of many local roads. (1 vote)

Goal 2: Provide an efficient, safe and connected transportation system that supports existing needs as well as plans for future growth and impacts of future development. (7 votes)

Goal 3: Identify transportation nodes and thoroughfares in need of future safety, aesthetic and connectivity improvements.

During the goal exercise, 1 committee member selected Goal 1 as the top goal. Seven committee members selected Goal 2 as the top goal.

Transportation and Connectivity Goals Discussion Items:

- Merge Goals 1 and 2 somehow
- Goals 1 and 2 are at odds with each other
- Agree with pieces of Goal 1
- No unsafe roads, but country like is good character
- Would a small shoulder impact the road feel?
 - Majority of members felt it would not
- Use roads to maintain character of place but still be true to community
- Preserving country-like nature of roads can work with community character
- Country-like nature of local roads still need to be efficient and safe
- Connected transportation system in Goal 2 includes trails
- Add Parks and Trails plan as objective to Goal 2
- New construction does not require sidewalks to be built
 - Where does this go?
 - Needs to be addressed in plan
- Goal 3 feels like MODOT language
- What does Town and Country control in terms of roadway
- Goal 3 is not a very applicable statement
- Because new development does require sidewalks this impacts trails and connectivity plans in Town and Country
- Partner with MODOT and County on new sidewalk infrastructure



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- Encourage city ordinances to have sidewalk installation on new development
- Parks and Trail Plan needs to be included in this section
- Looking at what has been developed and planned and how do we fix transportation and connectivity going forward
- Provide guidance on future transportation opportunities in the comprehensive plan
 - Ballas/64/40 as an example

Economic Development Goals Discussion:

Economic Development had two draft goals for review

Goal 1: Maintain strong and sustainable commercial centers. (1 vote)

Goal 2: Develop a strategic plan that addresses ways to diversify and expand Town and Country's economic base now and in the future. (7 votes)

During the goal exercise, 1 committee member selected Goal 1 as the top goal. Seven committee members selected Goal 2.

Economic Development Goals Discussion Items:

- Commercial centers in Goal 1 implies big development
- Increase/improve worn out centers
- Maintain doesn't imply expanding economic base in Goal 1
- Goal 1 needs to be reworded to include commercial but also consider smaller areas
- Diversity and expanding what is here
- Revitalization or Optimization of commercial centers
- Are we saying there is no need or consideration for future development from what we know now? No
- Traffic supports commercial centers but maybe not neighborhood level development.
- What is the character and nature of future development?
- We want commercial that serves insular Town and Country
- Need to find the highest and best use directed by the community
- Future development off table? No
 - Need to define parameters of future development
- Need future parameters defined our else the Town Center development could happen again
 - It was first going to be a skilled nursing facility
- New Goal—Business Friendly Environment
 - Define what that means through objectives
 - Office, medical, retail
 - Do people want this goal and objectives?
 - Example Parking versus Greenspace
 - Current standards allow for too much parking
 - Could alter standards to decrease parking and increase greenspace requirements
 - Need balance between business and greenspace
 - Create flexibility
 - Why call this out?

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- Helps define and in best interest of everyone
- Whatever we do we need to be make it be progressive
 - Greenspace and landscape requirements
 - Require or encourage increase
- Where does greenspace and connectivity fit?
 - From areas annexed from St. Louis County
- To develop you must value
 - What are the current values of Town and Country
- Let developers know before they get to a meeting what the requirements are and standards

Natural Resources and Public Facilities Goals Discussion:

Natural Resources and Public Facilities had four draft goals for review

Goal 1: Use zoning regulations as a means of preserving natural resources. (1 vote)

Goal 2: Encourage the maintenance of existing recreational facilities and develop plans for periodic improvements and upgrades. (4 votes)

Goal 3: Create partnerships with other public and private entities within the City to provide enhanced recreational opportunities for residents. (3 votes)

Goal 4: Protect natural resources, including creeks and streams, wetlands, woodland areas, and wildlife habitat.

During the goal exercise, 1 committee member selected Goal 1 as the top goal. 4 committee members selected Goal 2, and three committee members selected Goal 3.

Natural Resources and Public Facilities Goals Discussion Items:

- Goal 1 is more of an objective
 - Can be an objective of Goal 4
- Remove within the City in Goal 3
 - Partners could be Creve Coeur, St. Louis County with Queeny Park
- Need more clarity in what natural resources means and what Goal 4 is
- How broad is natural resources protection from development?
 - Add an objective in Goal 4 to define more thoroughly
- Stewardship
 - Deer program needed
- Access
 - Do we just want to preserve or do we also want to experience natural resources/open space
- Roadside stewardship program
 - Nature preserve/plantings
 - Who can help provide

Community Character Goals Discussion:

Goal 1: Develop City graphic identity guidelines and standards for the community to help define the community's sense of place. (3 votes)

Goal 2: Promote and encourage aesthetically strong and architecturally significant office and retail development. (3 votes)

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Goal 3: Retain one acre as the primary minimum residential lot size in the community. (2 votes)

During the goal exercise, 3 committee members selected Goal 1 as the top goal. Three committee members selected Goal 2, and two committee members selected Goal 3.

Community Character Goals Discussion Items:

- All three goals are aesthetics we need goals to talk more to sense of community
- In Goal 1 identity means something different to many people
- Remove graphic from Goal 1
- What is the sense of community?
 - Country/Modern
 - Country Chic
 - Visual Markers
 - Lifestyle
 - Brand
 - Country feel
 - High education
 - Safety
 - Physical aspects
 - Fences
 - Trees
 - Country roads
 - Narrow roads
- What type of place is this?
- What are the people like?
 - What are the lifestyles?
- When you think of other cities what do you think of the people there?
 - Might be a good exercise to talk through
- Do we want goals that include
 - We are volunteers
 - We lead active lifestyles
- We don't know we are here when we are here
- How do we figure out who we are?
 - Our brand is here, what is it?
- Physical character of community
- People's characteristics who live in the community
- What do we want to be?
- Do we want antidotes to the castle mentality?
- Aspirational to be a community that is connected
- Are we a family community or not?
 - Retirees
 - Young families with kids
- A place where families thrive
 - Committee really liked this statement
- Be outside

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- We want to be good neighbors
 - How do we do this?
- Goal 3 regarding one-acre lot size needs to remain a goal
- Straubs shopping area has the feel of what Town and Country is

Collaboration and Implementation Goals Discussion:

Goal 1: Create a detailed implementation plan as a guide for Town and Country Departments that details the community's goals and objectives with an associated timeline and their departments role in implementation.

Goal 2: Develop a detailed communication plan for promoting Plan Implementation progress as well as communication standards to engage the residents of Town and Country.

During the goal exercise, 1 committee member selected Goal 1 as the top goal. Seven committee members selected Goal 2.

Collaboration and Implementation Goals Discussion Items:

- Communication is good in Town and Country
 - City Hall emails and newsletters
 - Community announcements with sandwich boards
- Keep communication going