TOWN & COUNTRY 2020

A TWENTY YEAR COMPREHENSIVE PLAN

Adopted February 19, 2020
# ACKNOWLEDGEMENTS

## STEERING COMMITTEE

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<tr>
<td>Rob Cima – Chairman</td>
<td>Planning and Zoning Commission</td>
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<tr>
<td>Andy Kuchan</td>
<td>Planning and Zoning Commission</td>
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<tr>
<td>Amanda Mueller</td>
<td>Planning and Zoning Commission</td>
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<tr>
<td>Angelo Arzano</td>
<td>Architectural Review Board</td>
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<tr>
<td>Linda Robson</td>
<td>Conservation Commission</td>
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<tr>
<td>Laura Chaney</td>
<td>Parks and Trails Commission</td>
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<tr>
<td>Don Sanders</td>
<td>Police, Fire and EMS Commission</td>
</tr>
<tr>
<td>Michelle Francisco</td>
<td>Public Art Commission</td>
</tr>
<tr>
<td>Tony Chao</td>
<td>Public Works Commission</td>
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<tr>
<td>Hans Fredrikson</td>
<td>Ways and Means Commission</td>
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<tr>
<td>Eddie Heckmann</td>
<td>Stakeholder</td>
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<tr>
<td>Jim Otis II</td>
<td>Stakeholder</td>
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<tr>
<td>Peter Stevens</td>
<td>Stakeholder</td>
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## CITY STAFF

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<tr>
<td>Bob Shelton</td>
<td>City Administrator</td>
</tr>
<tr>
<td>Craig Wilde</td>
<td>Director of Planning &amp; Public Works</td>
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<tr>
<td>Ryan Spencer</td>
<td>City Planner</td>
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<tr>
<td>Laura Lowell</td>
<td>Administrative Assistant</td>
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<tr>
<td>David Phipps</td>
<td>Fire Marshal</td>
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<tr>
<td>Tim Randick</td>
<td>Project Manager</td>
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<tr>
<td>Gary Hoelzer</td>
<td>Police Chief</td>
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<td>Bob Arthur</td>
<td>Police Captain</td>
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<tr>
<td>Ashley McNamara</td>
<td>City Clerk</td>
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<tr>
<td>Mary Olsen</td>
<td>Administrative Assistant</td>
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<tr>
<td>Pam Reitz</td>
<td>Finance Director</td>
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<tr>
<td>Marian Oesterle</td>
<td>Assistant Finance Director</td>
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<tr>
<td>Anne Nixon</td>
<td>Director of Parks and Recreation</td>
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<tr>
<td>Brooke Aiazzi</td>
<td>Facilities Supervisor</td>
</tr>
<tr>
<td>Gene Russo</td>
<td>Parks Maintenance Technician</td>
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<tr>
<td>Dan Coppin</td>
<td>Parks Maintenance Technician</td>
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## CONSULTANT TEAM

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<tr>
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<tr>
<td>Julie Padberg-White</td>
<td>FPA Group</td>
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<tr>
<td>– President and Project Lead</td>
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<tr>
<td>Carey Bundy</td>
<td>FPA Group</td>
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<tr>
<td>– Senior Project Manager</td>
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<tr>
<td>Ellen Hunt</td>
<td>Studio 2108</td>
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<tr>
<td>Allison Schuman</td>
<td>Studio 2108</td>
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<tr>
<td>Joe Wright</td>
<td>Studio 2108</td>
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<td>Rob Cima</td>
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<tr>
<td>Andy Kuchan</td>
<td>Vice Chairman</td>
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<tr>
<td>Dennis Bolazina</td>
<td>Secretary</td>
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<tr>
<td>Tiffany Frautschi</td>
<td>Ex-Officio</td>
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<td>William McKnight</td>
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<td>Sheila Munsell</td>
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<td>Amanda Mueller</td>
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<td>Gary Omell</td>
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<td>Granville White</td>
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## MAYOR AND BOARD OF ALDERMEN

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<tbody>
<tr>
<td>Jon Dalton</td>
<td>Mayor</td>
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<tr>
<td>Skip Mange</td>
<td>Alderman (Ward I)</td>
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<tr>
<td>Pamela Holman</td>
<td>Alderman (Ward I)</td>
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<tr>
<td>Lindsey Butler</td>
<td>Alderman (Ward II)</td>
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<td>Tiffany Frautschi</td>
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<td>Ryan Mortland</td>
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<td>Matt Reuter</td>
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<tr>
<td>Sue Allen</td>
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<td>Jon Benigas</td>
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Section 1

Introduction

Purpose

Town & Country’s last Comprehensive Plan was developed in 1996 and was updated in 2010. This new Plan, Town & Country 2020, is a vision document for our community. Rooted in the community's vision for ourselves, it is to act as a guide to help provide a better framework for policy development and decision-making that may impact the future development of our community. It is intended to capture the vision and goals of Town & Country residents and translate these values into specific actions.

While this Plan is comprehensive in its breadth and scope, it is by its nature high-level in its review. The City will need to follow-up with more detailed analysis and discussion in order to fully address the various topics broached in this Plan.

Staff, citizens and elected officials should use this document in order to evaluate whether proposed development projects are consistent with the long term goals of our community. The Plan should also be a tool that is utilized to help ensure that our community's assets and resources are efficiently allocated.
Community Background

“IT’S A QUIET NEIGHBORHOOD, ALMOST WITHOUT ANNALS.”

That’s how an early history of St. Louis County describes the area we know today as Town and Country. In the 1800s Town and Country was a pastoral landscape dotted with farmhouses and the occasional mill or general store. The heart of the community, where the Town Square is located at Mason and Clayton Roads, was a general store that served as the local post office and blacksmith shop.

Town and Country remained a quiet and unincorporated community for many decades until the suburban growth of post-World War II America washed over the area and the Village of Town and Country was formed in 1950. The original city limits were just two square miles and populated by only 162 residents. In 1974, upon a successful citizen vote, the Village of Town and Country evolved into a city. A large annexation in 1977 moved the city limits west from Topping Road to their present day location and a 1991 annexation finalized the boundaries of modern Town and Country with the addition of land north of Interstate 64.

HISTORICAL TIMELINE

- **1820s** - William Hibler acquires 350 acres of what is today Longview Farm Park
- **1875** - George Oge opens a general store on Conway Rd (His cabin is in Drace Park).
- **1890** - Wirth Blacksmith Shop established (Present-day location of Town Square)
- **1950** - Incorporation as a Village
- **1958** - First Village Hall/Fire Station constructed
- **1961** - Maryville University groundbreaking at present-day location
- **1963** - Police Department established
- **1974** - Vote approval for 4th-Class City Status
- **1977** - Major Annexation (doubles population)
- **1983** - Major State Supreme Court victory confirms 1977 annexation
- **1987** - Municipal Center constructed
- **1991** - Final Annexation adds 2.5 square miles to city north of I-64
- **1991** - Fire Station constructed at Mason and Clayton Roads
- **1992** - 74th PGA Championship at Bellerive Country Club
- **1999** - Preservation Park constructed
- **2000** - Longview Farm Park constructed
- **2001** - Drace Park constructed
- **2008** - Town & Country Crossing Retail Center constructed
- **2018** - 100th PGA Championship at Bellerive Country Club
- **2019** - Town Square/Blacksmith Grove constructed
Community Profile

As Town & Country moves forward towards its eighth decade of existence, its boundaries and population are stable. Yet despite this fact Town & Country is always undergoing some form of change. In the past, change reflected the annexation of the western portion of the community and the development of major office buildings along I-64/40. Today, change continues in the form of a strong housing market that is creating demand for infill development throughout Town & Country neighborhoods.

POPULATION

The City of Town & Country is a stable, well-established community in both size and population. The 2015 American Community Survey of the US Census found Town & Country to have a population of 11,106. This is an increase of just 1.9% from the 2000 Census. The City's population growth has been negligible for almost 30 years and today is attributed to new single-family infill development and senior housing projects.
DEMOGRAPHICS

The age group breakdown of Town & Country citizens has trended older over the past 15 years. Two age groups did increase in total percentage; the 55-64 age group (+3.7%) and the 65-74 age group (+5.1%). Town & Country’s age groups continue to slowly trend higher, which is reflective of national trends. The median age of a Town & Country resident is 51.5 which is above the national average of 37.7. In terms of gender breakdown, as of 2015, 51% of the population was female and 49% was male. This is in-line with the national average of 51% female and 49% male.

89.2% of Town & Country residents are white which is slightly above the Missouri average of 80% and significantly above the national average of 62%. 5.7% of community residents identify as Asian, which is above the national average of 5.2%.

EDUCATION & INCOME

97.9% of residents, age 25 and over, have a high school diploma. A significant share of residents have a bachelor’s degree or higher (76%) versus 27.6% for the State of Missouri. This reflects well for Town & Country as higher educational attainment is associated with lower levels of unemployment and higher median earnings according to the Bureau of Labor Statistics.

The median family income for a Town & Country resident is $182,486 as of 2016. This compares to a median family income of $79,904 in St. Louis County, and $67,871 for the United States. Conversely, only 3.3% of Town & Country households fall below the poverty line. This compares to 10.3% for St. Louis County and 15.1% for the United States.
Community Vision

“Town & Country is a vibrant and engaged community recognized regionally for its quiet, peaceful neighborhoods, excellent natural and recreational amenities and prosperous retail and employment centers.”
– Town & Country 2020 Vision Statement

THE VISION STATEMENT PROCESS

A vision statement captures the overarching intention the community has for itself. It is a clear, succinct, and purposeful statement that everyone generally agrees with and is easily understood to help define the direction in which the Plan should proceed. Simply, what do we wish Town & Country to be twenty years from now?

The vision statement provides a sense of direction and reflects the end result that is intended with the achievement of this plan.

Working with the Stakeholder Group and the community, the sentiment that drove the Vision Statement was the desire to “Keep the Country in Town & Country.” This Vision Statement is a reflection of the residents’ desire to maintain critical aspects of Town & Country that make it unique.

The goals and objectives developed were created in service to the vision statement as a means to achieve what the citizens intend for the future of this community.
Our Planning Process

A Steering Committee was established, made up of a diverse representation of both residential and business interests within the community. This group helped look at the big picture issues such as visioning and issue ranking; those issues were evaluated and discussed and immediate content feedback was provided as information was collected from the community.
STEERING COMMITTEE

Selected by the Mayor, the Steering Committee consisted of citizens from various boards and commissions as well as business and institutional stakeholders within Town & Country. Please see the Acknowledgements on the cover page for a specific listing of Steering Committee members.

The Steering Committee assisted with identifying the critical issues that necessitated community feedback. In today’s world of information saturation, engaging the community requires using a multi-pronged approach. Throughout the year-long process, multiple methods of outreach were used to ensure that the community was engaged. The following methods were used:

Bus Tour for the Steering Committee & City Officials
[ 1 Tour ]
The tour was held on a Saturday morning and took the group to various adjacent municipalities to see examples of various land use “best practices.” In addition the group toured various areas within Town & Country. The tour was followed by a work session with the attendees.

Steering Committee Meetings (Open to the Public)
[ 14 Meetings + 3 Sub-Group Meetings ]
Held at both Longview Farm Park as well as the Municipal Center, the Steering Committee’s meetings occurred regularly throughout the process to help identify areas and issues within the City that required further discussion and analysis. These meetings were always published on the City website and were open to the public.

Open Houses
[ 2 Open Houses ]
Held at Longview Farm Park, the Open Houses were presented in a station-style format in which visitors could walk through different stations and learn about various issues and weigh in on the topics.

Pop-Up Events
[ 4 Total Events ]
Throughout the year, we utilized community events as opportunities to engage with stakeholders who may not normally attend stakeholder meetings or who may not be reached through traditional survey methodologies. Information on the planning process as well as 2 – 3 specific issues were presented to area residents for them to supply feedback and comments.

City Website, On-Line Plan Updates
The City maintained the planning process notes, updates and meeting notices and minutes on the Town & Country website. The Comprehensive Plan is also available in PDF format.
POP-UP EVENT

While stand-alone open house events are an important part of the planning process outreach it can be difficult to ensure a large turn-out. In order to engage the community, outreach must “meet people where they are” in order to be successful.

Key issues identified by the Steering Committee were taken to local events, such as the Art & Wine event, Fire & Ice Festival, the Fall Fest, and at Longview Park over the Labor Day weekend. At these “Pop-Up” Events interactive boards were made available so residents could learn about issues and provide feedback. These informal engagement opportunities with the community were invaluable to the planning process and helped shape the plan.
How to Use the Plan

The State of Missouri requires cities to adopt a Comprehensive Plan. It is intended to be a resource or guide for citizens to use to have a voice in the future growth and development of their City. Although a city is not bound by a Comprehensive Plan like a law or formal policy, it is to be consulted by city leaders, staff and the community in making decisions that are true to the wishes of the residents.

This document is a high-level capture of goals and objectives that relate to the following areas. At the end of each section you will see a list of the goals and objectives for each section. Goals represent what the community wishes to achieve, and the objectives are methods intended to help reach the goals. The goals and objectives appear in order of priority.

The sections are as follows:

SECTION 2 – LAND USE
How and where different types of development are or are not desired in Town & Country.

SECTION 3 – COMMUNITY CHARACTER
How the City of Town & Country would like to utilize physical elements within our community in order to create a visual continuity and a “sense of place.”

SECTION 4 – ECONOMIC DEVELOPMENT
Where Town & Country stands in the overall market today and what and how to address potential economic issues that may arise in the future.

SECTION 5 – PARKS AND NATURAL RESOURCES
A snap-shot of our Park and Trail system amenities, as well as our natural resources.

SECTION 6 – COMMUNITY FACILITIES
Where Town and Country’s support facilities exist and any potential future needs or changes to those facilities.

SECTION 7 – TRANSPORTATION & CONNECTIVITY
How our transportation system is maintained, and how and where it can be improved in terms of the street and pedestrian network.

SECTION 8 – COLLABORATION & IMPLEMENTATION
Collaboration and Implementation is critical to the Comprehensive Plan’s success. This chapter outlines methodologies that will help ensure that the goals and objectives we have for Town & Country are integrated into future policy and decision making in the future.

GOALS
This symbol will appear throughout the plan to highlight an important goal that the community wishes to achieve.

ADOPTION
This document will be reviewed and approved by the Planning and Zoning Commission. It will be published on the City website and efforts to ensure it is part of the decision-making process are part of this plan.
Goals & Objectives

GOAL 2.1: Preserve “large-lot residential” as the predominant land use within Town & Country.

OBJECTIVE 2.1.1 Retain one acre as the primary minimum residential lot size.

OBJECTIVE 2.1.2 Continue community outreach to determine whether the community is amenable to the development of a special overlay zoning district that allows the development of a limited number of luxury garden villas.

OBJECTIVE 2.1.3 Ensure that the current requirements for dedicated greenspace be maintained, and revisit greenspace requirements within special districts.

GOAL 2.2: New non-residential development shall be in harmony with existing residential development.

OBJECTIVE 2.2.1 Create a policy which clearly outlines the use of trails, landscape buffers, and setbacks between non-residential and residential land use types.

OBJECTIVE 2.2.2 Review the policies of the architectural review board to ensure that new development, renovations, and additions for non-residential uses represent a scale and character that are compatible with the existing area and adjacent uses.

OBJECTIVE 2.2.3 Review existing ordinances and enforce lighting and noise regulations to mitigate the impact of non-residential land uses on adjacent uses as appropriate.

GOAL 2.3: Ensure that the future development of large open parcels and campus-type developments are in keeping with the character and vision of Town & Country.

OBJECTIVE 2.3.1 The City will develop and create a policy that establishes a design standard and development guidelines based on citizen input including scale, appearance, orientation, character, and land use for all large undeveloped parcels.

OBJECTIVE 2.3.2 Require any parcel over a certain acreage size to solicit community input, via a public engagement process, on appropriate design and land uses as part of the City development process.

OBJECTIVE 2.3.3 Create a development plan and zoning policy that identifies the I-64/40 corridor as an important office destination and engage with relevant parties for future development.

GOAL 2.4: Support the Zoning Code as a tool to regulate land uses

OBJECTIVE 2.4.1 Review and update existing zoning regulations to ensure that they are current and reflect the community’s input.

OBJECTIVE 2.4.2 Continue to utilize special districts to promote site specific zoning that protects the interests of property owners and the community at large.

OBJECTIVE 2.4.3 Review and update the zoning code to ensure that it is an informative and easy-to-use document.
GOAL 2.5: Develop greenspace standards that adhere to the community’s priorities relating to preservation and use of the natural environment

OBJECTIVE 2.5.1 Maintain existing residential greenspace regulations and standards. Consider modifications to parking requirements in order to preserve greenspace when appropriate community amenities are provided.

GOAL 3.1: Create physical standards for streetscapes and community gateways that reflect the community of Town & Country’s vision and “sense of place”.

OBJECTIVE 3.1.1 Identify specific lighting, gateway signage design and streetscape design standards that reflect the community and establish an identity for Town & Country.

OBJECTIVE 3.1.2 Once gateway locations are identified, prioritize and create a schedule for implementation of gateway design.

GOAL 3.2: Develop administrative policies that regulate residential and non-residential development when applied to specific proposals.

OBJECTIVE 3.2.1 Evaluate the current architectural review standards to determine if they are compatible with the community’s long-term vision. Propose edits determine to be needed.

OBJECTIVE 3.2.2 Continue to use the Architectural Review process.

GOAL 3.3: Enhance and develop the Town Square and its surrounding environment into a central gathering place for the community.

OBJECTIVE 3.3.1 Develop a small area plan for the intersection of Mason and Clayton Roads to help refine and guide municipal identity.

OBJECTIVE 3.3.2 Identify ways to connect Town Square to adjacent neighborhoods to enhance the sense of community.

GOAL 3.4: Identify and preserve structures and properties that promote or contribute to the history of Town & Country.

OBJECTIVE 3.4.1 Determine if a Historic Preservation Plan is needed.

OBJECTIVE 3.4.2 Develop a listing of potential historic properties.

GOAL 3.5: Explore connection opportunities to minimize the division created by Highway 40/64.

OBJECTIVE 3.5.1 Identify opportunities to expand community character over highway 64/40 and into north Town & Country.

GOAL 3.6: Continue to promote public art as a means to establish a unique community identity and character.

OBJECTIVE 3.6.1 Encourage the expansion of public art opportunities, in all of their forms, within the City of Town & Country.

OBJECTIVE 3.6.2 Promote the expansion of festivals and activities within Town & Country that represent the culture and diversity of its residents.
GOAL 4.1: Foster an environment that attracts new businesses and helps existing businesses thrive.

OBJECTIVE 4.1.1 Evaluate and make recommendations for improving the planning and development process so that it is transparent and predictable to developers, business owners and residents.

OBJECTIVE 4.1.2 Identify appropriate incentives to attract businesses that provide a benefit to the community and consider a strategy to implement the incentives.

OBJECTIVE 4.1.3 Review existing zoning regulations to ensure that they are current and relevant.

GOAL 4.2: Create an economic development strategy or master plan for Town & Country.

OBJECTIVE 4.2.1 Work with owners of large parcels of land to create a long-term economic plan mutually beneficial to the City and the land owners.

OBJECTIVE 4.2.2 Work with healthcare communities to create a long-term economic plan mutually beneficial to the City and the healthcare communities.

GOAL 4.3: Ensure that existing commercial centers are sustainable and responsive to a changing economy.

OBJECTIVE 4.3.1 Partner with outside agencies to address current or potential traffic access and circulation issues.

OBJECTIVE 4.3.2 Address parking regulations by encouraging shared parking and parking maximums to increase greenspace and buildable areas.

OBJECTIVE 4.3.3 Modernize and simplify the existing sign code in balance with individual business needs and overall community character.

OBJECTIVE 4.3.4 Consider the use of planned development zoning to promote redevelopment of commercial centers when public benefits are provided.

GOAL 5.1: Maintain and improve the natural resources and amenities of our community.

OBJECTIVE 5.1.1 Review and modify, if necessary, the zoning regulations to ensure that natural features, such as streams and woodlands, continue to be protected.

OBJECTIVE 5.1.2 Develop habitat management policies to manage wildlife and other natural features within the community.

GOAL 5.2: Maintain existing recreational facilities and develop plans for improvements and upgrades.

OBJECTIVE 5.2.1 Support the Implementation of the trail plan.

OBJECTIVE 5.2.2 Work with the Parks Department to develop a strategic plan on park maintenance and improvements.
GOAL 5.3: Expand recreational opportunities for all residents that supports active lifestyles and a sense of community.

OBJECTIVE 5.3.1 Engage the community to determine additional recreation opportunities

OBJECTIVE 5.3.2 Investigate opportunities for partnering with adjacent municipalities in order to expand available recreational facilities and programs.

OBJECTIVE 5.3.3 Develop a City park for the area of Town & Country north of I-64/40 in lieu of Preservation Park.

GOAL 6.1: Continue to provide high quality services and infrastructure.

OBJECTIVE 6.1.1 Maintain adequate sites for Administrative Services, Public Safety, Public Works and other city functions; constructing, renovating, expanding and relocating services as necessary.

SECTION 6
COMMUNITY FACILITIES

SECTION 7
TRANSPORTATION & CONNECTIVITY

GOAL 7.1: Promote a safe and efficient transportation network that balances the character of existing roadways.

OBJECTIVE 7.1.1 Review and update the 141 Corridor Enhancement Study (1998), which includes the stretch of 141 starting at Woods Mill Center and Highway 64/40 to Lamp and Lantern, at Clayton and 141 to better accommodate automobile, pedestrian, and bicycle traffic circulation issues.

OBJECTIVE 7.1.2 Study Mason Road crossing over 64/40 to better accommodate automobile, pedestrian and bicycle traffic circulation issues.

OBJECTIVE 7.1.3 Create delineated pedestrian crossings at all major intersections and create a prioritized implementation strategy.

OBJECTIVE 7.1.4 Identify and implement a comprehensive streetscape design that adheres to the countryside character of existing roadways.

GOAL 7.2: Continue the development of a community-wide pedestrian trail network.

OBJECTIVE 7.2.1 Implement the major recommendations of the adopted Trails and Parks Master Plan Update (2016).

OBJECTIVE 7.2.2 Identify sidewalk gaps and prioritize improvements to eliminate where possible via city-initiated projects, subdivision and non-residential development.

OBJECTIVE 7.2.3 Partner with the county and state to create a safe and accessible bicycle and pedestrian crossing over I-64/40.

OBJECTIVE 7.2.4 Make the creation of a new looped trail that stretches from Mason Road west to the Maryville Campus and back to Mason Road at I-64/40 a priority trail project within Ward 4.
SECTION 8
COLLABORATION & IMPLEMENTATION

GOAL 8.1: Establish on-going, annual and long-term methods to ensure policymakers and community residents are educated about the Plan.

OBJECTIVE 8.1.1 Establish an orientation meeting for all current and newly elected officials to introduce them to the Plan and its role in future growth and development within the community.

OBJECTIVE 8.1.2 Establish a checklist for Planning & Zoning to ensure the Plan is consulted when policy makers are making decisions that impact the community.

OBJECTIVE 8.1.3 Create a schedule for reviewing the document every 3-5 years to ensure implementation progress as well as content relevance.
IMPLEMENTING THE PLAN...

WHEN DOES ALL THIS GET DONE?
HOW DO WE START?
WHEN DO WE START?
WHO PAYS FOR THIS?

A Comprehensive Plan is intended to be a resource and guide for policy makers, community leaders and citizens to help make decisions for Town & Country’s future based on the community’s vision. It is not a policy document, it captures the intentions of the community and should be referenced in either support or objection to proposed projects and policy. But once it’s complete, who makes it happen?

The Goals and Objectives you will find at the end of this Section and throughout the document, help to identify what the community wishes to accomplish in the 20 year period the Plan covers. The Plan is approved through the Planning & Zoning Commission and is implemented by the Board of Alderman. It will be the Boards responsibility to create an agenda for prioritizing and implementing the Plan. To ensure the Plan is actively used and to reach the Goals identified, implementation needs to happen in the following manner:

**Short - Term / On-Going**
- Introduce Alderpersons, staff, and Board members to the Plan,
- Create a project checklist for Planning and Zoning to ensure proposed projects have been reviewed against the plan, necessary Plan updates.
- Active promotion of the Plan to community residents, businesses and officials.

**Annually**
Annual progress reports and developing an implementation plan during the annual budgeting process.

**Long - Term**
Establishing a 3 - 5 year review of the Plan, post adoption, to re-evaluate and make minor edits or additions.

LEARN MORE IN SECTION 8 - Implementation & Collaboration
SECTION 2

Land Use

Introduction

This section addresses land use within our city and is the basis by which the City of Town & Country will make land use decisions. It serves as a guide to the City's decision-makers – Board of Aldermen, the Planning & Zoning Commission, and City staff. This section informs and guides others who have a vested interest in the City's land use make-up – investors, property owners, the business community, and residents. Town & Country does not have to take a passive role with respect to its own development. This section lays out a framework of recommendations and policies so that the future development and re-development of property meets the expectations of our community.

KEY TAKEAWAYS

- One acre residential must be preserved as the predominant land use.
- While flexibility in the development of non-residential construction is encouraged, it should be harmonious with existing residential subdivisions.
- This Comprehensive Plan has specific land use recommendations for the following areas: Principia, Hunter Farms, Ballas/Clayton Intersection and Woods Mill Center.

LAND USE GOALS

<table>
<thead>
<tr>
<th>GOAL 2.1:</th>
<th>Preserve large lot residential as the predominant land use within Town &amp; Country.</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL 2.2:</td>
<td>New non-residential development shall be in harmony with existing residential development.</td>
</tr>
<tr>
<td>GOAL 2.3:</td>
<td>Ensure that the future development of large open parcels and campus type developments are in keeping with the character and vision of Town &amp; Country.</td>
</tr>
<tr>
<td>GOAL 2.4:</td>
<td>Support the Zoning Code as tool to regulate land uses.</td>
</tr>
<tr>
<td>GOAL 2.5:</td>
<td>Develop greenspace standards that adhere to the community's priorities relating to preservation and use of the natural environment.</td>
</tr>
</tbody>
</table>
Existing Land Use

Town & Country is a generally built-out community defined by its large lot single-family neighborhoods and its location relative to interstate highway access in the heart of the St. Louis region. Non-residential uses are generally confined to the vicinity of I-64/40, I-270 and MO-141. Two significant areas of undeveloped property include Hunter Farms in the vicinity of Ladue Road /MO-141 and the Principia in the vicinity of Mason Rd./Clayton Rd (see Figure 2.1).

The 2017 American Community Survey (ACS) found Town & Country to have 4,172 housing units. 3,497 or 83.8% of those units were single-family. The housing stock of Town & Country reflects a community that developed in the recent past. Over half (53.7%) of all housing units in Town & Country were built after 1980. The 2017 ACS further found that about 96.2% of all housing units were occupied and only 3.8% vacant. The median value of a owner-occupied housing unit was found to be $693,000.

Town & Country, due to its enviable location, school district and other amenities, does have strong demand for new housing. 287 new homes have been built since 2007 with most located within Ward 3 (121 homes).

Town & Country also has a very strong senior housing component with a number of facilities located along the I-64/40 corridor. These facilities cover a broad spectrum, from memory-care assisted living, to full-service senior lifestyle facilities.
This map identifies the existing land uses within the City of Town and Country.
Future Land Use

The Future Land Use map is an important aspect of a comprehensive plan. It serves as a guide for residents and elected officials to evaluate land use and redevelopment proposals. It should be emphasized that the Zoning Code of Town & Country is still the defining set of laws with respect to land use, while the Future Land Use Map is only a guidance document.

As part of the development of the Comprehensive Plan, the community had an opportunity at various public meetings to weigh in on preferred land uses and preferred locations. The following maps and details are a compilation of what was determined appropriate by the Steering Committee as well as from the Town & Country Community.

In addition to the development of the Land Use Map, the Comprehensive Plan Steering Committee agreed as a body that future land use designations should have built-in flexibility in order to best meet the realities of economic, political, cultural and technological change. The Future Land Use Map is overlaid with five unique districts (see Figure 2.2). These districts reflect the input of the community and provide guidance on future development, they are as follows: Residential-Estate, Residential-Suburban, Local Center, Employment and Commercial/ Retail. Each district is composed of three core elements:

• **A General Description of the district in terms of its character and location**

• **A listing of Primary/Secondary Development Types which is the roster of land uses that are a best fit within the district.**

• **A breakdown of General Characteristics in terms of how site planning principles, architecture, landscaping, etc. should be applied within the district.**

A detailed description of each Future Land Use district may be found on the following pages.
The Future Land Use Plan is meant to provide guidance with respect to land use decisions.

Not a Zoning or Regulatory Document
The Residential Estate district is the dominant land use within the City of Town & Country. This district reflects the significant number of large lot subdivisions found along our arterial and collector roadways. This district type is low-density residential with a few institutional uses such as churches and schools, interspersed throughout.

### Residential - Estate

#### General Characteristics
- Low-density single-family development pattern
- Landscape buffers and natural resource dedications for new subdivisions
- Connections from neighborhoods to city-wide pedestrian network
- Sensitive design and layout of non-residential uses that are adjacent to residential areas
- Maximum building height: 2 stories

#### Primary Development Types
- Single-Family (Greater than 1 acre)

**Zoning:** Suburban Estate/Estate

**Single Family Example - 1 acre+**

#### Secondary Development Types
- Institutional Uses
- Parks and Public Spaces
- Utilities

**Institutional Use Example (School)**

**Utilities Example (Storage Tank)**

**Park & Public Space Example**
# Residential Suburban Land Use District

The Residential Suburban Land Use District is defined by residential lots of less than one acre and are found primarily in the vicinity of I-64/40 and MO-141. This district style is defined by residential subdivisions of a higher density, mostly seen in areas of the City that were annexed or created via special zoning regulations such as Suburban Low/Medium.

## RESIDENTIAL - SUBURBAN

<table>
<thead>
<tr>
<th>GENERAL CHARACTERISTICS</th>
<th>PRIMARY DEVELOPMENT TYPES</th>
<th>SECONDARY DEVELOPMENT TYPES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Creative Lot Design that grants options for higher density in return for open space preservation or significant site layout</td>
<td>• Single-Family (Less than 1 acre)</td>
<td>• Single-Family Greater than an Acre</td>
</tr>
<tr>
<td>• A variety of housing types based on the physical nature of the property and market trends or desired housing</td>
<td>Zoning: Suburban Low/Medium</td>
<td>• Institutional Uses</td>
</tr>
<tr>
<td>• Sensitive design and layout of non-residential uses that are adjacent to residential areas</td>
<td>• Single-Family Greater than an Acre</td>
<td>• Utilities</td>
</tr>
<tr>
<td>• Landscape buffers and natural resource dedications</td>
<td>• Institutional Uses</td>
<td>• Parks and Public Spaces</td>
</tr>
<tr>
<td>• Maximum building height: 2 stories</td>
<td>• Utilities</td>
<td></td>
</tr>
</tbody>
</table>
Local Center Land Use District

A Local Center District is intended to provide a small-scale, pedestrian friendly destination that provides neighborhood services for the surrounding residential areas while maintaining a scale that compliments the surrounding context. One such designated local center is just east of the intersection of Mason and Clayton Roads. Through the planning process, residents supported a small expansion of the existing Local Center District to include the north side of the street (For further information on these Local Center Districts, please see page 27 and 34 in the Focus Areas section).

**LOCAL CENTER**

<table>
<thead>
<tr>
<th>GENERAL CHARACTERISTICS</th>
<th>PRIMARY DEVELOPMENT TYPES</th>
<th>SECONDARY DEVELOPMENT TYPES</th>
</tr>
</thead>
</table>
| • Incorporation of traffic management principles | • Neighborhood Commercial  
• Neighborhood Office  
• Parks and Public Spaces | • Institutional Uses  
• Utilities  
• Single Family Less than 1 Acre |
| • Unified architecture within large centers |  |  |
| • Sensitive design and layout of non-residential uses that are adjacent to residential areas |  |  |
| • Landscape buffers and natural resource dedications |  |  |
| • Maximum building height: 2 stories | Neighborhood Commercial | Institutional Use Example (School) |
|  | Neighborhood Office |  |
|  | Park & Public Space Example | Utilities Example (Storage Tank) |
# Employment Land Use District

The Employment District is defined by a clustering of office buildings, medical institutions, and educational institutions. This district, which is found along I-64/40, I-270, and MO-141, has gravitated to the areas due to the access and visibility offered by being adjacent to the highway. This district, as it is titled, is home to the vast majority of businesses located within Town & Country.

## EMPLOYMENT

<table>
<thead>
<tr>
<th>GENERAL CHARACTERISTICS</th>
<th>PRIMARY DEVELOPMENT TYPES</th>
<th>SECONDARY DEVELOPMENT TYPES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Incorporation of traffic management principles</td>
<td>• Regional/Local Office</td>
<td>• Regional/Local Commercial</td>
</tr>
<tr>
<td>• Unified architecture within large centers</td>
<td>• Institutional Uses</td>
<td>• Parks and Local Commercial</td>
</tr>
<tr>
<td>• Sensitive design and layout of non-residential uses that are adjacent to residential areas</td>
<td></td>
<td>• Utility</td>
</tr>
<tr>
<td>• Landscape buffers and natural resource dedications</td>
<td><img src="image1.png" alt="Regional/Local Office" /></td>
<td>• Lodging</td>
</tr>
<tr>
<td>• Maximum building height: Site specific</td>
<td><img src="image2.png" alt="Institutional Example (Church)" /></td>
<td>• Senior Living</td>
</tr>
</tbody>
</table>

- **Regional/Local Commercial**
- **Lodging Example**
- **Utilities Example (Storage Tank)**
- **Senior Living Example**
# Commercial/Retail Land Use District

The Commercial/Retail Future Land Use District is represented by the various largescale commercial retail centers in Town & Country. These centers consist of clustered large and smaller scale retail with adjacent parking lots. These uses are primarily located in the vicinity of Clayton Road and MO-141.

## COMMERCIAL RETAIL

<table>
<thead>
<tr>
<th>GENERAL CHARACTERISTICS</th>
<th>PRIMARY DEVELOPMENT TYPES</th>
<th>SECONDARY DEVELOPMENT TYPES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Incorporation of traffic management principles</td>
<td>• Regional &amp; Neighborhood Commercial</td>
<td>• Regional Local Office</td>
</tr>
<tr>
<td>• Unified architecture within large centers</td>
<td></td>
<td>• Institutional Uses</td>
</tr>
<tr>
<td>• Sensitive design and layout of non-residential uses that are adjacent to residential areas</td>
<td></td>
<td>• Utilities</td>
</tr>
<tr>
<td>• Landscape buffers and natural resource dedications</td>
<td></td>
<td>• Parks and Public Spaces</td>
</tr>
<tr>
<td>• Maximum building height: 3 stories</td>
<td><img src="image1.png" alt="Regional Commercial" /></td>
<td><img src="image2.png" alt="Regional/Local Office" /></td>
</tr>
<tr>
<td></td>
<td><img src="image3.png" alt="Neighborhood Commercial" /></td>
<td><img src="image4.png" alt="Institutional Use Example (School)" /></td>
</tr>
<tr>
<td></td>
<td></td>
<td><img src="image5.png" alt="Utilities Example (Storage Tank)" /></td>
</tr>
<tr>
<td></td>
<td></td>
<td><img src="image6.png" alt="Park &amp; Public Space Example" /></td>
</tr>
</tbody>
</table>
Focus Areas

A comprehensive plan must take into consideration possible significant changes that might occur over the 20 years plan horizon. We cannot foresee what ownership or development changes may occur in the future that impact individual parcels. However, it is the obligation of this Comprehensive Plan to understand what our community envisions for itself should any such change occur. It is imperative that community leadership be aware of the community's intentions for certain parcels, if and when change happens.

With this in mind, in addition to the designated Future Land Use Districts four Focus Areas were identified by the Comprehensive Plan Steering Committee. These Focus Areas were selected based on their size, visibility, unique characteristics/issues, potential for development/redevelopment and economic importance. Several subcommittee meetings were held to analyze the four identified focus areas and make site-specific recommendations. The four identified areas are as follows:

- The Principia
- Woods Mill Center
- Hunter Farms
- Ballas/Clayton Intersection

“The only thing that is constant is change.”

-Heraclitus
The Principia campus lies within the what many consider the heart of Town Country. Geographically bounded by South Outer Forty Road to the north, single-family subdivisions to the east, Clayton Road to the south and Mason Road to the west the campus has been an institution in the community since 1960. The total acreage of the site is 360 acres generally split into two separate halves by a high-tension power line running southwest to northeast through the property. The eastern half (230 acres) consists of the campus and its related structures as well as a private gated subdivision servicing the Principia. The western half (130 acres) is undeveloped with open fields and woodlands.

At the Steering Committee meeting in October of 2018, Development Strategies, a consulting firm hired by Principia, presented to the Steering Committee and residents the process they are using to consider possible uses that could be appropriate for The Principia as well as the community. Understanding that development of some parts of The Principia’s undeveloped property may be sold or developed at some point, the group engaged in a high-level activity that encouraged residents to consider what, if any, development in the area would be appropriate and where it should be located. In addition, residents were asked to consider the impact of development on city services. Recognizing that community input is vital for the overall success any future development of the Principia property, or any other large property, Plan Objective 2.3.2 was established.

The following future land use recommendations were developed via public input and the steering committee process.
## Land Use Considerations

### Current Campus Site

Should the Principia campus vacate the land it currently occupies, the area east of the power lines, the preferred Future Land Use should be primarily residential estate development (1 acre or greater), except for the area to the south of I-64/40, currently occupied by a gated private subdivision. That area would be appropriate for a Residential Suburban (1 acre or less) development consisting of upper-scale patio homes.

### Property Adjacent to I-64/40

The preferred Future Land Use designation for the area immediately south of I-64/40, is Employment, which gives Town & Country the opportunity to have commercial, office, and institutional uses along the highway corridor as long as the developments maintain a contextually consistent distance from the highway similar to the employment uses already in place north of I-64/40.

### Property Adjacent to Mason Road

The preferred Future Land Use designation for the property south of I-64/40 along Mason Road is Residential-Estate or Institutional Uses. Any new residential development should mirror the existing one acre minimum lot size subdivisions on the west side of Mason Road. A strip of Residential Suburban is proposed as a buffer between the Employment District to the north and Residential District to the south.

The re-location of any existing school to a new modern facility in this area would be appropriate. The re-location of such a facility would promote a more accessible and walkable school.

### Northeast Corner of Clayton and Mason Roads

The preferred Future Land Use for this area is a Local Center district that takes advantage of the new Town Square development on the south side of Clayton Road. This area would be the appropriate location for community-oriented uses.
The Future Land Use Plan is meant to provide guidance with respect to land use decisions that may impact the future development of The Principia property. It is not a zoning or regulatory document.

**Future Land Use Plan Legend**

**Districts**
- Residential Estate
- Residential Suburban
- Local Center
- Commercial/Retail
- Employment

Figure 2.3 The Principia Focus Area
Transportation Considerations

- Adjacent roadways and access to any future development of the site should be a concern. An internal street network should be developed within the Principia property to support its development and help alleviate the potential for increased traffic on existing roadways. These roadways should be oriented to the pedestrian with appropriate crossings, streetscape amenities and sidewalks on both sides.

- South Outer Forty Road should be the primary entry and exit for any Employment uses. Curb cuts onto Mason Road between Mason Ridge Road and Clayton Road are not appropriate and should be discouraged.

- Substantial development of the Principia property should incorporate the redevelopment of the intersection of Mason Road and I-64/40 in order to facilitate a stronger pedestrian connection between the north and south sections of the community as well as create a stronger sense of arrival for vehicles and pedestrians.

Development Considerations

- Pedestrian trails should be interwoven within any new development and connect to the Town Square area and the City at large.

- The use of landscaping buffers is very important to create a visual screen between existing single subdivisions and any new non-residential development.

- The height and massing of new commercial or office buildings should be taken into account within an appropriate proximity of existing developments in order to minimize impacts on viewsheds.

- Public spaces and activity areas such as greens, plazas and other open spaces should be provided within any large employment development and the existing natural features of the site should be incorporated as feasible.

- New parking lots should be broken into smaller sized areas with the use of landscaping and berms.

- Preservation of natural resources and trees consistent with natural resource regulations.
WOODS MILL CENTER

Woods Mill Center is a multi-tenant office and retail center constructed in 1977. The Center is geographically bounded by Woodlake Drive/South Outer Forty Road to the north, South Woods Mill Road to the east, the Sisters of St. Peter Claver property, Cedar Springs residential subdivision to the south and various office buildings to the west. The two properties constitute 18.27 acres in total. Woods Mill Road was the primary north/south thoroughfare on the west side of Town & Country when the center was originally constructed. However, the completion and re-alignment of Highway 141 in the 1990s directed traffic patterns away from the facility.

Currently, Woods Mill Center is the most distressed of our community’s seven existing retail centers and accounts for just a 1% share of overall City retail sales. The Comprehensive Plan Steering Committee, therefore, gave particular attention to the future redevelopment of this site, including the adjacent Sisters of St Peter Claver.

The following future land use recommendations were developed via public input and the steering committee process.

Woods Mill Center Property

Should the site be redeveloped the following Future Land Uses would be considered appropriate for the site:

- Hotel w/ restaurant
- Office
- Medical Office
- Local, neighborhood retail

Any private Developer/Business should help fund traffic improvements. Redevelopment should promote a unified, campus-oriented design. The architecture of the structures and streetscaping should be unified and applied in a comprehensive manner. Further the site should be well landscaped and buffered with particular attention to adjacent residential subdivisions.

Any new structures adjacent to I-64/40 should maintain heights and setbacks consistent with current structures along the corridor.

The group discussed that a small park on part of the parcel owned by the Sisters of St. Peter Claver could help act as a buffer and benefit the immediate adjacent residents.

The group voiced concern that due to the highway and roads, this area feels disconnected from the rest of Town & Country and expressed interest in helping create connectivity.
FOCUS AREA: WOODSMILL

The Future Land Use Plan is meant to provide guidance with respect to land use decisions that may impact the future re-development of Woods Mill Center. It is not a zoning or regulatory document.
Transportation Considerations

Any redevelopment of the site should consider the need to re-align and reconfigure the current streets so that they are more efficient and accommodating to businesses, pedestrians, bicycles and cars.

The Steering Committee noted the following:

- The current alignment is efficient for cars only.
- The immediate access to Woods Mill Road for residents is not supportive of walkers/bicyclists.
- Better pedestrian ingress/egress into Manderleigh/Cedar Springs is needed.
- Investigate the possibility of a pedestrian bridge or tunnel for trail connection to Town & Country’s current system.

Aesthetic Considerations

- Gateways and adjacent land along the highways in that area are of poor appearance, unkempt, and need addressing.
- The bridge over I-64/40 is an opportunity for branding
- Various areas along the highway including the gravel, triangle parcel adjacent to the S. Woods Mill Road overpass, should be improved.
HUNTER FARMS

The area of Town & Country generally known as Ward Four was annexed to the City in 1992. This area is generally isolated from the rest of the City due to its location north of I-64/40. It is geographically bound by Smith Creek (City of Chesterfield/Creve Coeur) to the north, Mason Road (City of Creve Coeur) to the east, I-64/40 to the south, and MO-141 (City of Chesterfield) to the west. As of 2018 there are approximately 30 residential subdivisions and 550 dwelling units in this area. The southern portion of this area is defined by Maryville University and the Maryville Centre Office Park.

Throughout the Comprehensive Plan process steering committee members and the general public stated that this portion of town needed to be better integrated with the rest of the community as well as have stronger access to amenities enjoyed by the community at large.

In the northwest quadrant of this area is Hunter Farms (private ownership) which consists of a number of undeveloped parcels north and south of Ladue Road that total approximately 350 acres. This collection of properties, if and when it is developed, should be residential in nature. This is reflected by the designation of Residential Estate future land use district for the vast majority of the area. However, there was support from the steering committee and the general public for the integration of some neighborhood services as part of any development. This is due to the fact that residents in this area have no nearby commercial opportunities.

Therefore, the Local Center future land use recommendation was developed via public input and the steering committee process.

Local Center (Vicinity of Ladue Road)

If Hunter Farms is developed in the future, a portion of such a development should be a small center that would provide neighborhood retail and office opportunities such as a coffee shop, dry cleaners or other personal services use.
FOCUS AREA: HUNTER FARMS

The Future Land Use Plan is meant to provide guidance with respect to land use decisions that may impact the future development of the Hunter Farms property. It is not a zoning or regulatory document.
The Ballas and Clayton intersection is a highly visible location within the City of Town & Country and is a corridor for vehicular traffic moving between Manchester Road to the south and I-64/40 and its adjacent medical facilities to the north. As such it represents an important internal gateway within our community, (see Page 51 for further information about Internal Gateways.) The current configuration of this focus area has remained unchanged since the late 1970s, except for the removal of a gas station at the northeast corner of Ballas Road and Clayton Road in 2015.

The following recommendations were developed via public input and the steering committee process.

Before/After corner treatment concept for Ballas and Clayton Int.
Land Use Considerations

- The current zoning in place for this focus area is campus office, office, as well as an available service revitalization overlay designation. The ability to provide neighborhood retail and office; such as a coffee shop, dry cleaners or other personal service uses should be considered important as well as the retention of the existing gasoline station.

- New uses, especially restaurant related uses, should be developed in a way to minimize impact on surrounding residences with respect to noise, hours of operation and traffic.

- If existing properties are redeveloped, a two to three story structure oriented toward the intersection would be appropriate within this area.

Transportation Considerations

- If redevelopment occurs parking lots should be oriented to the rear of new buildings.

- Parking requirements in this area should be minimized in order to ensure an appropriate amount of greenspace. Objective 2.5.1

- The potential future installation of a free right turn lane, northbound Ballas Road, and associated signal timing revision should be monitored to determine if further intersection improvements are required in the future.

Aesthetic Considerations

- Address the portions of public realm on the four corners of the intersection by integrating enhanced streetscaping such as additional plantings, architecturally significant lighting and the possible installation of limited fencing. With respect to fencing it would mirror the white farm-style fencing currently located along Ladue Road and near Longview Farm Park. The purpose would be to help expand the aesthetic sensibility of the general community into this important gateway.
Residential infill construction is a persistent issue within the City of Town & Country. Our community is a strong market for infill construction for several reasons: enviable school district and proximity to private schools, geographic location/access to regional transportation network, and a lack of new buildable lots. Therefore, new residential development occurs through the demolition of an existing house in an established neighborhood. Citizen issues that arise with respect to this construction are as follows:

- **Mass and scale of the new home**
- **Stormwater generated by new home**
- **Tree Preservation**
- **Construction noise and debris in streets**

The City has taken steps to address the mass and scale of new homes by adopting new regulations that: enhance setback restrictions which control where a house may be placed on a property, enhance the articulation of the sidewalls of new homes so that the impact of their height is lessened, strengthen calculation of the mass of a home, floor area, by including oversized garages into the calculation and better define what is considered “greenspace”.

The City also continues to methodically address stormwater issues within the community via its adopted stormwater program which is supported by a one-half of one percent (.5%) sales tax on all retail sales within the City of Town & Country. The Storm Water Control Program allows for the application of resources to a myriad of projects which are unfeasible to be addressed by an individual property owner. Submitted projects are evaluated, scored and ranked based on priority.
New Single-Family Construction Map

This map identifies the locations of new home construction between 2007-2017.
HAVING RESIDENTIAL OPTIONS
LUXURY GARDEN VILLAS

Town & Country residents have voiced throughout the planning process that the preferred residential development should be single family homes on a minimum one-acre lot. We also heard a significant number of residents at Open Houses and Pop-Up events voicing strong interest, in another housing type. Some aging residents want to stay in Town & Country in a high quality, high finish home, but prefer to have a zero-lot line, minimal lot, or a maintained common area to reduce the burden of lawn care. Others are “empty-nesters” wanting to travel, or younger professionals.

We have heard a strong sentiment for this housing type, but we also understand that there is resistance and a desire to minimize the size and number of such developments. It is the Plan’s recommendation that should this housing type be proposed in the future that further public engagement be undertaken and clear parameters on location, design, unit size, development size setbacks, and maintenance be clearly outlined.

In an effort to further clarify the critical elements, the Steering Committee was provided a detailed survey looking at local and regional examples. The results reflect not only the Steering Committees opinions, but also reflect many of the comments collected from area residents.

Based on the feedback, a luxury garden villa development should potentially:

- **Incorporate landscaped buffers from main roads**
- **Include shared common ground**
- **Offer front/side entry garage access**
- **Be designed with strong architectural features such as natural materials and high pitched roofs**
- **Sit on less restrictive lot sizes with large greenspaces**
- **Be connected to a trail system if feasible**
Goals and Objectives

GOAL 2.1: Preserve “large-lot residential” as the predominant land use within Town & Country.

OBJECTIVE 2.1.1 Retain one acre as the primary minimum residential lot size.

OBJECTIVE 2.1.2 Continue community outreach to determine whether the community is amenable to the development of a special overlay zoning district that allows the development of a limited number of luxury garden villas.

OBJECTIVE 2.1.3 Ensure that the current requirements for dedicated greenspace be maintained, and revisit greenspace requirements within special districts.

GOAL 2.2: New non-residential development shall be in harmony with existing residential development.

OBJECTIVE 2.2.1 Create a policy which clearly outlines the use of trails, landscape buffers and setbacks between non-residential and residential land use types.

OBJECTIVE 2.2.2 Review the existing residential and non-residential architectural review board design policies to ensure that parameters of scale and character for new development and renovations complements the existing context and provides consistent parameters throughout the community.

OBJECTIVE 2.2.3 Review existing ordinances and enforce lighting and noise regulations to mitigate the impact of non-residential land uses on adjacent uses as appropriate.
GOAL 2.3: Ensure that the future development of large open parcels and campus type developments are in keeping with the character and vision of Town & Country.

OBJECTIVE 2.3.1 The City will develop and create a policy that establishes a design standard and development guidelines based on citizen input—including scale, appearance, orientation, character, and land use for all large undeveloped parcels.

OBJECTIVE 2.3.2 Require any parcel over a certain acreage size to solicit community input, via a public engagement process, on appropriate design and land uses as part of the City development process.

OBJECTIVE 2.3.3 Create a development plan and zoning policy that identifies the I-64/40 corridor as an important office destination and engage with relevant parties for future development.

GOAL 2.4: Support the Zoning Code as a tool to regulate land.

OBJECTIVE 2.4.1 Review and update existing zoning regulations to ensure that they are current and reflect the community's input.

OBJECTIVE 2.4.2 Continue to use special districts to promote site specific zoning that protects the interests of property owners and the community at large.

OBJECTIVE 2.4.3 Review and update the zoning code to ensure that it is an informative and easy-to-use document.

GOAL 2.5: Develop greenspace standards that adhere to the community's priorities relating to preservation and use of the natural environment.

OBJECTIVE 2.5.1 Maintain existing residential greenspace regulations and standards. Consider modifications to parking requirements in order to preserve greenspace when appropriate community amenities are provided.
SECTION 3

Community Character

Introduction

A community’s character is established through its history, culture and structural environment. This character is what makes a community unique and helps to establish its identity to the outside world. When residents were asked in the 2016 city-wide survey what they liked most about Town and Country, elements such as one acre residential lots, ample green space, parks and trails and its peaceful, serene environment were mentioned the most. Collectively, these characteristics establish Town and Country’s identity to its residents and the outside world.

This section examines possibilities to improve the visual continuity and sense of place within the community.
### KEY TAKEAWAYS

- The preservation of the existing character of roadway corridors and greenspace (woodlands) contributes to the overall image of our community.
- The City should invest in the development of gateways in order to create a stronger sense of place and arrival.
- Public art, in its many forms, is important to the development of our community’s character.

### COMMUNITY CHARACTER GOALS

<table>
<thead>
<tr>
<th>GOAL 3.1:</th>
<th>Create physical standards for streetscapes and community gateways that reflect the Community of Town and Country’s vision and “sense of place”.</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL 3.2:</td>
<td>Develop policies that regulate residential and non-residential development.</td>
</tr>
<tr>
<td>GOAL 3.3:</td>
<td>Enhance and develop the Town Square and its surrounding environment into a central gathering place for the community.</td>
</tr>
<tr>
<td>GOAL 3.4:</td>
<td>Identify and preserve structures and properties that promote or contribute to the history of Town and Country.</td>
</tr>
<tr>
<td>GOAL 3.5:</td>
<td>Explore connection opportunities and types to minimize the division created by I-40/64.</td>
</tr>
<tr>
<td>GOAL 3.6:</td>
<td>Continue to promote public art as a means to establish a unique community identity and character.</td>
</tr>
</tbody>
</table>
Town & Country’s Character

An issue that arose during the planning process was the question, “How does a visitor know they are in Town and Country?” Working with the Steering Committee the planning team created a preferences survey that was presented at the first Open House event. Community residents were asked to weigh in on streetscaping elements such as street lighting, stop signs, signage, street design, and other aspects that help define the: "look and feel" of a community. Attendees also weighed in on what goals were most important to them. The primary goal expressed by residents was developing standards that clearly define streetscape design elements and gateways, thus emphasizing to residents and visitors Town& Country's “sense of place”.

Based on the input of the community and our Steering Committee, the following three specific elements can help to further define our community's character and sense of self.

- **Gateways**
- **Streetscaping/Corridor Preservation**
- **Public art**
Gateways

A simple definition of a gateway is a point or place of entrance. In the context of our community, gateways are landmarks, streetscapes or land use that a resident or visitor first sees and experiences when entering an area. An ideal gateway will immediately convey a sense of place or “arrival” and give a person a positive impression of the community’s character.

The Comprehensive Plan Steering Committee felt that there was an opportunity to identify and enhance the important gateways for Town and Country. This plan designates three separate types of gateways: Standard, Regional and Internal. Please see Figure 3.1 Gateway Location Map on Page 47 for the locations of all designated gateways. These gateway options were presented at an Open House where area residents were able to review and provide feedback on possible locations. The following list outlines the locations and signage types.

<table>
<thead>
<tr>
<th>SIGNAGE TYPE</th>
<th>LOCATIONS</th>
</tr>
</thead>
</table>
| Regional Gateway Signage | • North Ballas at City Line
                      | • Clayton Road and Municipal Center          |
| Regional Bridge Signage | • Bridge at 141 at Clayton Road
                       | • Bridge at 141 and South Outer Forty
                       | • Mason Road and I-64/40                     |
| Standard Gateway    | • Ladue Road East and West at City Line
                       | • Conway Road East and West at City Line
                       | • Clayton Road at East City Line
                       | • Topping Road at Manchester / 100
                       | • S. Mason Road at Manchester Road / 100     |
| Internal Gateway    | • Mason Road and Clayton Road
                       | • Clayton and Ballas                        |
Gateway Location Map

The Gateway Location Map identifies potential locations for gateways that will enhance a sense of place and arrival within the City of Town & Country.
REGIONAL GATEWAY

A regional gateway is typically located in the vicinity of highway interchanges where the volume of traffic is significantly higher than on an arterial roadway. The Comprehensive Plan Steering Committee stated that the regional gateways should be constructed and oriented in such a manner so that residents and visitors feel that they have "arrived" into the community rather than passing through. An additional Regional Gateway type is signage that is attached to area transportation bridges. Elements that would contribute to a regional gateway would include;

- **Unique, larger sized entrance signage**
- **Large-scale landscaping elements such as trees, retaining walls and shrubs**
- **Public art**
- **Special Lighting, such as ornamental pedestrian or overhead light poles**
- **High visibility crosswalks if at an intersection.**
- **Wayfinding signage**

![Figure 3.2 Regional Gateway Example - Creve Coeur, Missouri](image-url)
STANDARD GATEWAY

A standard gateway should be located at the city limits boundary on a collector or arterial roadway. The intent of a standard gateway is to convey to residents and visitors that you have entered Town and Country. Elements that would contribute to a standard gateway would include:

- Basic entrance or welcome signage of a modest size
- Enhanced landscaping elements
- Special lighting, such as ornamental pedestrian or overhead light poles
- High visibility crosswalks if at an intersection
- Wayfinding signage

LOCAL EXAMPLES
TOWN SQUARE
ESTABLISHING A SENSE OF PLACE

For well over a century, the vicinity of Mason and Clayton Roads has been the heart of what is modern day Town and Country. The area, known as Altheim, contained a blacksmith shop, post office and other basic services for the local farming community in the 1800s. In December 2014, the City purchased 8.8 acres in this area with the intent of creating a public gathering place that reflected the character and heritage of our community. This purchase would allow the city to address the lack of a “town center” identified in the 1997 Strategic Plan. A task force was established, a public input process was held, and a private developer was selected to construct Town Square.

This unique public-private space has 2.4 acres of private space which includes a 12,000 retail/office building and a shared-use parking area. The 6.41 acre public space includes a pavilion with restrooms, an expansion open plaza area, a retention pond with pier, an internal concrete trail loop, and a pedestrian tunnel connection to the existing Clayton Road Trail.

This facility will provide numerous opportunities for community activities and gatherings. Food trucks, movie nights, car shows, Christmas markets and other activities could be accommodated on the site. In addition it will provide an informal space for citizens to relax and interact with friends and neighbors. This facility, in conjunction with the potential development of The Principia’s property to the north, provides the strongest opportunity for Town and Country to have a unified center and established sense of place.
INTERNAL GATEWAY

An internal gateway is located within the community in a land use district that is of high visibility and/or cultural significance for the City of Town and Country. The two designated internal gateways identified by the Steering Committee are located at the intersections of Clayton and Ballas Roads and Clayton and Mason Roads (For more specific information regarding these areas see Section 2 Land Use - Focus Areas).

An internal gateway should include welcoming features that are consistent with the community at large and that interact with visitors at the vehicular and pedestrian levels. The following elements help to contribute an effective and memorable internal gateway.

- **Stylized street furniture, lighting, signage, and entry elements that reflect the community**
- **Building scale and orientation**
- **Common architectural theme for buildings**
- **Enhanced landscaping**
- **Public art**
- **High visibility crosswalks**
- **Wayfinding signage**

Figure 3.4 Internal Gateway Example - Clayton, Missouri
STREETSCAPING AND CORRIDOR PRESERVATION

Throughout the metropolitan area are locations easily identifiable as successful streetscaping examples that support the image of the community it represents. For Town and Country, the Mason and Clayton Road intersection is often referenced as the center of the City. The smaller scale of the buildings, limited street frontage parking, old growth trees, multi-use trail, and stylized streetscaping elements such as custom pedestrian scale lighting, and attractive and unified-style benches, and trash receptacles all help to establish a comfortable and livable community corridor.

At the first Open House Meeting we offered participants the opportunity to weigh in on their preferences for streetscaping amenities and other elements through a Visual Preference Survey. The survey was to get a sense of what the community’s preferences were for the purposes of long-term planning. The results of the survey point towards what the City is already implementing in various areas: A preference for simple, yet nostalgic fixtures for elements like electric and standard stop signs as well as better-defined pedestrian crossings. The survey also revealed that for support elements, such as benches and trash receptacles, the simple, clean appearance already in use along the Clayton Road multi-use trail is still preferred.

Preferred Streetscaping Amenities Palette
An additional question posed at the first Open House was about street types. Residents expressed strong interest in the preservation of corridor streets, which are those that contribute to the overall image and character of Town and Country. Corridor streets best provide a country-like atmosphere to our community via elements such as natural vegetation, fencing, pastures, and large-lot homesteads. Efforts should be made to preserve this character via land use regulations followed in the zoning and subdivision process, and through thoughtful design as part of street and pedestrian projects (Please see Figure 7.5 Transportation Improvements Plan on Page 100 for the locations of identified corridor preservation areas).

There is also interest within the community, however, to include turn lanes and bike lanes on some streets. Because of the diversity of responses, the Plan recommends that any future road improvement project that contemplates the potential widening of such roads include solid public engagement with the community.
Public Art

Public art can help contribute to adding a layer of local identity at key locations and can provide an expressive way for cities to promote a unified community character. Through the utilization of public art a community can express its values, personality and history. Public art can become a local landmark and add richness to an area, but it does not need to be limited to just a statue in a public plaza. Public art comes in many forms - permanent or temporary installations in a public park, a temporary exhibition of works at Longview Farmhouse, or even the artful design of a piece of City infrastructure.

Public art can also include performance art, such as concerts at an area park, promotion of a community choir, or local theatre groups. These types of performances help create opportunities for the community to engage with one another and add additional quality of life.

The City of Town and Country has taken a proactive approach with public art through a variety of programs, art competitions, festivals and statuary. Events such as the Art, Wine and Music Festival, Fire and Ice and Fall Festival help to promote culture and the arts within our community. Statuary art such as the Trova Statues and the Discovery Statue help to create a sense of place and contribute to the visual character of our city. Finally, photography contests and the En Plein Air painting competitions hosted by the City help to encourage active participation in the arts by our residents. The Comprehensive Plan Steering Committee discussed at length the need to continue to promote public art in all its forms, be it landscaping, monuments or performance art.

Public Arts Commission

The City of Town and Country has a Public Arts Commission which is made up of 2 members from each Ward and 2 at-large members. The group meets no less than every quarter and provides a number of services to the community. The Commission is responsible for making recommendations for purchase or gift of public art, possible locations, and removal or replacement of works. The group advises the Mayor and other internal departments on grants for possible ways to fund and acquire art.
## Goals and Objectives

### GOAL 3.1

*Create physical standards for streetscapes and community gateways that reflect the community of Town and Country’s vision and “sense of place”.*

**OBJECTIVE 3.1.1**

Identify specific lighting, gateway signage design and streetscape design standards that reflect the community and establish an identity for Town and Country.

**OBJECTIVE 3.1.2**

Once gateway locations are identified, prioritize and create a schedule for implementation of gateway design.

### GOAL 3.2

*Develop administrative policies that regulate residential and non-residential development when applied to specific proposals.*

**OBJECTIVE 3.2.1**

Evaluate the current architectural review standards to determine if they are compatible with the community’s long-term vision. Propose edits as needed.

**OBJECTIVE 3.2.2**

Continue to use the Architectural Review process.

### GOAL 3.3

*Enhance and develop the Town Square and its surrounding environment into a central gathering place for the community.*

**OBJECTIVE 3.3.1**

Develop a small area plan for the intersection of Mason and Clayton roads to help refine and guide municipal identity.

**OBJECTIVE 3.3.2**

Identify ways to connect Town Square to adjacent neighborhoods to enhance community.
GOAL 3.4

Identify and preserve structures and properties that promote or contribute to the history of Town & Country.

OBJECTIVE 3.4.1

Determine if a Historic Preservation Plan is needed.

OBJECTIVE 3.4.2

Develop a listing of potential historic properties.

GOAL 3.5

Explore connection opportunities to minimize the division created by I-64/40.

OBJECTIVE 3.5.1

Identify opportunities to expand community character over I-64/40 and into north Town and Country.

GOAL 3.6

Continue to promote public art as a means to establish a unique community identity and character.

OBJECTIVE 3.6.1

Encourage the expansion of public art opportunities, in all its forms, within the City of Town and Country

OBJECTIVE 3.6.2

Promote the expansion of festivals and activities within Town and Country that represent the culture and diversity of its residents.
SECTION 4

Economic Development

Introduction

Economic Development is a complex process built upon the intertwined interests of public and private forces. This process requires a shared set of goals and objectives to be achieved in partnership by the interested parties. This comprehensive plan, therefore, is not the final answer on how to achieve the best approach to economic stability and expansion within Town & Country, but rather a starting point for a conversation and engagement process. This section will examine the economy of Town & Country as it exists today as well as the goals and objectives that have been established to ensure that moving forward our community's economy remains stable and robust.

KEY TAKEAWAYS

- The sustainability of our commercial retail centers is pivotal to the overall economic health of our community.
- Town & Country is in an ideal geographical area to take advantage of the strong healthcare and burgeoning agricultural technology sectors.
- It is important to remain a “business-friendly” community as sales tax and business license fees constitute a major source of revenue.
- Key retail and employment centers should remain along the I-64 corridor and the periphery of Town & Country.

ECONOMIC DEVELOPMENT GOALS

| GOAL 4.1: | Foster an environment that attracts new businesses and helps existing businesses thrive. |
| GOAL 4.2: | Create an economic development strategy or master plan for Town & Country. |
| GOAL 4.3: | Ensure that existing commercial centers are sustainable and responsive to a changing economy. |
Demographics

Town & Country’s workforce is well-educated and well-compensated. According to the most recent American Community Survey 75.4% of our residents over the age of 25 have a college or professional degree, which compares to just 41.7% for St. Louis County as a whole. The Census Bureau also found that the median earnings of a Town & Country resident are $70,674, which compares to $33,870 for St. Louis County as a whole.

Town & Country residents are overwhelmingly employed (88%) in what are traditionally considered “white collar” professions. Large components of that percentage are Healthcare professions (15%), Legal professions (9%) and Education professions (6%). This reflects Town & Country’s geographic proximity to a large number of hospitals, schools, and Clayton, the legal center of St. Louis County. According to the most recent American Community Survey, traditional “blue collar” professions such as transportation, construction and manufacturing to name a few comprise only 12% of Town & Country professions.
According to the Missouri Economic Research and Information Center, Town & Country is unique as one of only six communities within the St. Louis region with a daytime population, approximately 25,000, that is twice the total resident population of 11,000. This reflects the large employment centers within our community such as Missouri Baptist Medical Center and Maryville University. As of 2017 the top ten employers within the city are as follows:

<table>
<thead>
<tr>
<th>RANK</th>
<th>EMPLOYER</th>
<th>TYPE</th>
<th>NUMBER OF JOBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Missouri Baptist Medical Center</td>
<td>Healthcare</td>
<td>2,772</td>
</tr>
<tr>
<td>2</td>
<td>TD Ameritrade</td>
<td>Financial</td>
<td>2,030</td>
</tr>
<tr>
<td>3</td>
<td>Charter Communications</td>
<td>Communications</td>
<td>1,792</td>
</tr>
<tr>
<td>4</td>
<td>Maryville University</td>
<td>Education</td>
<td>1,500</td>
</tr>
<tr>
<td>5</td>
<td>Savvis Communication (Centurylink)</td>
<td>Communications</td>
<td>1,277</td>
</tr>
<tr>
<td>6</td>
<td>Automotive Club of Missouri (AAA)</td>
<td>Non-Profit</td>
<td>630</td>
</tr>
<tr>
<td>7</td>
<td>Coventry Healthcare of Missouri</td>
<td>Healthcare</td>
<td>510</td>
</tr>
<tr>
<td>8</td>
<td>Centene Management Company</td>
<td>Healthcare</td>
<td>477</td>
</tr>
<tr>
<td>9</td>
<td>Energizer Brands, LLC</td>
<td>Consumer Goods</td>
<td>376</td>
</tr>
<tr>
<td>10</td>
<td>Cushman &amp; Wakefield</td>
<td>Real Estate</td>
<td>280</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>11,644</strong></td>
</tr>
</tbody>
</table>

This list is in a constant state of evolution and reflects the broader economy. A recent addition to the City is the real estate firm Cushman and Wakefield. The company has established a presence in Maryville Centre as their home within the St. Louis region and will eventually house 500 employees at that location. Another change is the recent sale of financial services firm Scottrade to TD Ameritrade. While initially there were layoffs associated with transition, any negative impact to Town & Country was offset by TD Ameritrade's consolidation of its St. Louis County footprint in the form of its call center and technology operations that are housed within Maryville Centre.
Office Market Context

The attraction, retention, and expansion of businesses and employment centers is vital to the stability and prosperity of Town & Country. Our community’s strong economy is based on office and retail employment. The Healthcare and Education sectors compose a robust percentage of employment within the City, and our geographical proximity to the center of St. Louis County and adjacency to major transportation corridors makes Town & Country a desirable location for development (please see Figure 4.1).

Town & Country is part of the West County office submarket as defined by area real estate companies. This submarket’s boundaries are not firmly established, but generally include Town & Country and its neighboring cities. Town & Country has a sizable office space footprint with approximately 4.1 million square feet. Office parks within Town & Country that are of significance include:

- **Maryville Centre** 1,700,000 sf
- **Mason Ridge Office Park** 325,000 sf
- **Bel Aire Office Park** 285,000 sf
- **Woods Mill Commons** 205,000 sf

There are also a number of significant stand-alone office buildings within the city:

- **Spectrum (Charter) Headquarters** 125,000 sf
- **Centurylink Building** 105,000 sf
- **Charter Commons Building** 100,000 sf
- **Bonan Towers** 92,000 sf

Office Building in Maryville Centre
The West County office submarket is the largest within the St. Louis region by overall square footage with approximately 17 million square feet and a vacancy rate of 10% as of 2018. This is below the historical average of 15% according to Cushman and Wakefield, a global commercial real estate company. Town & Country's location within that submarket is impacted by its neighboring cities all of whom have seen office expansion in the past 5 years.

**City of Chesterfield**
- Pfizer R&D Campus (295,000 sf - Opens 2020)
- Bunge Headquarters (145,000 sf)
- Delmar Gardens III building (125,000 sf)

**City of Maryland Heights**
- World Wide Technology Headquarters (210,000 sf)

**City of Creve Couer**
- BJC West Hospital (260,000 sf - Opens 2019)
- BJC Medical Office Building (100,000 sf - Open 2019)
- Mercy Medical Office Building (260,000sf - Open TBD)

**City of Des Peres**
- Quarry Office Building (50,000 sf)

Bunge Headquarters - Chesterfield, MO
The challenge for our community will be to continue to capitalize on our advantageous location at the intersections of I-64/40, I-270, and MO 141. We are located in close proximity to two major economic hubs for St. Louis—healthcare and agricultural science. Mercy and Missouri Baptist both have significant footprints in or near Town & Country, and they are expected to continue to expand to meet the needs of our aging society. Our adjacent neighboring city Creve Coeur is home to the burgeoning agricultural science sector, with its 39 North development (Danforth Plant Science Center) and the Bayer campus (formerly Monsanto).

This plan recommends that the City be proactive in developing an economic development strategy or plan to harness our community’s demographics and location in the burgeoning plant science and healthcare corridor. This applies especially to The Principia’s undeveloped property adjacent to I-64/40.

St. Louis Children’s Specialty Care Center
Hospital Context Map

This map shows the relationship of Town and Country to major medical facilities in the broader region.

**Hospital Context Legend**
- **H**: Hospital
- Streets
- City Limits

**County Boundaries**
- St. Charles County
- Jefferson County
- Madison County
- St. Clair County
- St. Louis City
- St. Louis County

**Figure 4.2**
Retail Market Context

Sales tax is the number one revenue source for the City of Town & Country. As of 2017, sales tax revenues accounted for 48% of the City’s adopted revenues of $14.4 million. Sales tax revenues are generated by several different direct and overlapping rates (see Figure 4.4 for more detail). Town & Country “punches above its weight” in terms of taxable sales revenue compared to its population size. Our community is ranked 13th in St Louis County with taxable sales of $321,786,100 in 2016. For comparison, according to the State of Missouri, the number one city in the St. Louis region is Chesterfield with taxable sales of $1,435,254,338 in 2016.

A major generator of sales tax revenue within the City of Town & Country are our commercial centers. These centers are each unique in their own way in terms of size, tenant mix, age and location.

<table>
<thead>
<tr>
<th>NAME</th>
<th>YEAR BUILT</th>
<th>SQUARE FEET</th>
<th>MAJOR TENANTS</th>
<th>% OF RETAIL SALES 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blacksmith Grove</td>
<td>2019</td>
<td>12,000</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Clayton Village</td>
<td>1972</td>
<td>34,000</td>
<td>Katies Pizza, Panera Bread</td>
<td>2%</td>
</tr>
<tr>
<td>Lamp &amp; Lantern Village</td>
<td>1977</td>
<td>118,000</td>
<td>Ace Hardware</td>
<td>9%</td>
</tr>
<tr>
<td>Manchester Meadows</td>
<td>1994</td>
<td>454,000</td>
<td>Home Depot, Total Wine, Fresh Thyme</td>
<td>22%</td>
</tr>
<tr>
<td>Mason Woods Village</td>
<td>1966</td>
<td>56,000</td>
<td>Straubs, John Mineos</td>
<td>5%</td>
</tr>
<tr>
<td>Town &amp; Country Crossing</td>
<td>2008</td>
<td>320,000</td>
<td>Target, Whole Foods</td>
<td>44%</td>
</tr>
<tr>
<td>Woods Mill Center</td>
<td>1977</td>
<td>86,000</td>
<td>Massas</td>
<td>1%</td>
</tr>
<tr>
<td>Woodsmill Plaza</td>
<td>1986</td>
<td>86,000</td>
<td>Schnucks</td>
<td>17%</td>
</tr>
</tbody>
</table>

The largest retail center within Town & Country is Town & Country Crossing located at the intersection of Woods Mill Road and Clayton Road. Compared against the retail sales generated by the other six existing commercial centers in town, it accounts for 44% of retail sales. The center is anchored by Target and Whole Foods, but also contains Home Goods, Stein Mart, Starbucks and high-end eateries Cooper’s Hawk and Napoli 2.

The next largest retail center is Manchester Meadows which is located on Manchester Road just west of Mason Road. Once anchored by Wal-Mart, the center weakened after Wal-Mart’s departure and the 2008 recession. Today, the center is anchored by Home Depot and Total Wine, supplemented with the recent additions of Value City Furniture, Fresh Thyme Grocery, At Home, and Amp Up Action Park.
Overall, our community's retail centers are fairly mature in age, averaging over 35 years old. The retail landscape has changed dramatically in the last three decades and, therefore, existing centers such as Clayton Village and Woods Mill Center have faced challenges to remain relevant and sustainable. Clayton Village has risen to the challenge, staging a large-scale redevelopment project to convert a vacant building originally used as a Schnucks grocery store to a retail/office multi-tenant building and stand-alone Panera Bread. Woods Mill Center, as of 2018, was for sale and unfortunately a shadow of its former self, with only 1% of retail sales compared to the other centers. The Comprehensive Plan Steering Committee focused on the Woods Mill Center property as a redevelopment opportunity and has generated a number of recommendations for the future use of the property. (Please see page 31 of the Future Land Use section).

It is extremely important for the economic health of our community that these commercial centers continue to be successful; as such, a goal of this plan is to ensure that our existing commercial centers are sustainable and responsive to the changing economy. That success will be based on a number of factors some of which the city can influence and others that it cannot. Broad economic factors such as inflation, consumer confidence, technology evolution and the overall world economy are beyond any influence of our community. Conversely, Town & Country does have control over factors such as zoning regulations, business license fees and public improvement investments. The fast and ever-changing evolution of the internet economy will require retail centers and their tenants to be nimble and adaptable, and the City of Town & Country should be prepared to offer assistance as needed.
City Revenue Sources

In 1994, the residents of Town & Country voted to eliminate the Local Property Tax. As a result Town & Country generates several significant sources of revenue in order to cover the expenses of managing the maintenance and development of our community. As stated in the retail context section, sales tax revenue constitutes our largest share of revenue- 48% in FY 2017. (For a more in-depth look at how sales taxes are derived and allocated please see the adjoining call-out section).

In addition to the sales tax, utility gross receipts and permit and business license fees are a significant source of revenue for the City. Because property taxes are not levied by the City of Town & Country, it is extremely important that the City continue to be flexible in terms of how it supports and regulates retail and employment uses within the community. As stated in Goal 1 of this Section, the City needs to “foster an environment that attracts new business and helps existing business thrive.” Over ten thousand people work within the City of Town & Country each day and their presence in addition to our citizens, helps support the retail centers that fund the majority of the revenue for our community.

This Comprehensive Plan recommends that the City continue to evaluate and improve its development process so that businesses can enter into or expand within our community in a timely fashion. It also recommends that the City review its regulations to ensure that they are in keeping with current trends and needs.
0% of CITY REVENUE comes from PROPERTY TAX revenue.

43% of the $16.6M CITY REVENUE comes from RETAIL SALES revenue.

SO...

EDUCATION (81¢)
- Parkway School District 60¢
- Special School District 18¢
- Community College District 3¢

County 12¢
Museum District 4¢
MSD 2¢
State 1¢

Public Safety
Roadway Maintenance
Building Inspection Services
Parks
Municipal Court Services

NOT SUPPORTED BY ANY PROPERTY TAX

Figure 4.6
Currently the City of Town & Country applies the following sales tax rates:

- 1 cent (1%) countywide sales tax (Direct/Share)
- 1/4 cent (0.25%) municipal sales tax (Direct/Share)
- 1/2 cent (0.5%) capital improvements sales tax (Direct)
- 1/2 cent (0.5%) parks and stormwater sales tax (Direct)
- 1/2 cent (0.5%) public safety sales tax (Share)

St. Louis County has a long and complicated history with respect to the use of sales tax. In 1970, the State of Missouri granted cities the right to charge a sales tax, subject to voter approval. In 1977, the State of Missouri allowed St. Louis County to create a sales tax for its unincorporated areas. It was at this time that two classes of municipalities were created. Class “A” municipalities were point-of-sale communities that charged a direct sales tax and retained the generated revenue. Class “B” communities were defined as unincorporated county and cities not charging a sales tax that created a pool of sales tax revenue distributed based upon population size. This process led to a period of time wherein Class “A” cities attempted to annex land with sales tax potential, and therefore capture the revenue. Legislation approved in 1984 effectively “froze” the boundaries of the sales tax pool, however, so that all areas annexed after that date would still be considered part of the pool. (Please see Figure 4.7 to see how Town & Country is impacted by Class “A” vs “B” areas).

Town & Country is not impacted in a significant manner by the Class “B” pooled sales tax, as only a limited area of the city is classified as such. The Class “B” area in Town & Country is found north of I-64 as it was annexed into the city in 1992. In FY-2018, only 4% of all sales tax revenue generated was subject to the pool. Any future development of the Hunter Farms/Bellerive Country Club area would, however, be impacted by the Class “B” pooled sales tax.
Sales Tax Class Map

This map identifies how the community is designated in terms of sales tax class.

Sales Tax Legend

- Streets
- City Limits
- Parcels

Sales Tax Class

- "A" Point of Sale
- "B" Pool

Figure 4.7
# Goals and Objectives

## GOAL 4.1: 
*Foster an environment that attracts new businesses and helps existing businesses thrive.*

**OBJECTIVE 4.1.1**
Evaluate and make recommendations for improving the planning and development process so that it is transparent and predictable to developers, business owners and residents.

**OBJECTIVE 4.1.2**
Identify appropriate incentives to attract desirable businesses that provide a benefit to the community and consider a strategy to implement the incentives.

**OBJECTIVE 4.1.3**
Review existing zoning regulations to ensure that they are current and relevant.

## GOAL 4.2: 
*Create an economic development strategy or master plan for Town & Country.*

**OBJECTIVE 4.2.1**
Work with owners of large parcels of land to create a long-term economic plan mutually beneficial to the City and the land owners.

**OBJECTIVE 4.2.2**
Work with healthcare communities to create a long-term economic plan mutually beneficial to the City and the healthcare communities.

## GOAL 4.3: 
*Ensure that existing commercial centers are sustainable and responsive to a changing economy.*

**OBJECTIVE 4.3.1**
Partner with outside agencies to address current or potential traffic access and circulation issues.

**OBJECTIVE 4.3.2**
Address parking regulations by encouraging shared parking and parking maximums to increase greenspace and buildable areas.

**OBJECTIVE 4.3.3**
Modernize and simplify the existing sign code in balance with individual business needs and overall community character.

**OBJECTIVE 4.3.4**
Consider the use of planned development zoning to promote redevelopment of commercial centers when public benefits are provided.
SECTION 5

Parks and Natural Resources

Introduction

Town & Country is a fortunate balance of residential homes and retail centers with wide open spaces, rustic roadway corridors, grand trees, woodlands and wonderful parks. All of these elements allow our City to truly live up to its name. This section addresses the plan to preserve and protect the natural resources of Town & Country while at the same time creating new and more immersive recreation opportunities for all residents.

KEY TAKEAWAYS

- Parks are an important community asset and the City should continue to maintain these facilities at a high level and expand programming options.
- The preservation of existing natural resources, such as woodlands, is very important to maintain the overall feel and character of our community.
- There is a strong desire among residents for a more centrally located neighborhood park within Ward 4.

PARKS & NATURAL RESOURCES GOALS

<table>
<thead>
<tr>
<th>GOAL 5.1:</th>
<th>Maintain and improve the natural resources and amenities of our community.</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL 5.2:</td>
<td>Maintain existing recreational facilities and develop plans for improvements and upgrades.</td>
</tr>
<tr>
<td>GOAL 5.3:</td>
<td>Expand recreational opportunities for all residents that support active lifestyles and a sense of community.</td>
</tr>
</tbody>
</table>
PARK SYSTEM

The Town & Country Parks and Recreation System has grown significantly in the past twenty years. Park land has been acquired and developed to provide for the active, passive and educational benefits of residents and visitors. Figure 5.1 constituted the park inventory of Town & Country as of 2018:

<table>
<thead>
<tr>
<th>FACILITY</th>
<th>TYPE</th>
<th>ACERAGE</th>
<th>OPENED</th>
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<tr>
<td>Drace Park</td>
<td>Neighborhood</td>
<td>9</td>
<td>2003</td>
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<td>Longview Farm Park</td>
<td>Community</td>
<td>30</td>
<td>2002</td>
</tr>
<tr>
<td>Preservation Park</td>
<td>Community</td>
<td>32</td>
<td>1999</td>
</tr>
<tr>
<td>Town Square</td>
<td>Special Use</td>
<td>6.5</td>
<td>2019</td>
</tr>
</tbody>
</table>

Clayton Road Trail looking west
DRACE PARK

Drace Park is a 9 acre neighborhood park located on the east side of Cedar Valley Lane, just east of I-270 and south of Clayton Road. The park was dedicated in June, 2003 and is defined by its historical elements. Amenities include three restored log cabins, a pavilion with restrooms, a playground and, a multi-use asphalt looped trail.

Future: Major improvements that have been enacted based on the 2010 Parks and Trails Master Plan include the expansion of the natural prairie area and various playground improvements. Other recommendations such as the creation of an outdoor classroom, central lawn activity programming and the retrofitting of the existing cabin have not come to fruition. Like Longview Farm Park, the major focus in the next twenty years will be on maintenance of existing improvements and activity programming within this Park.

A HISTORICAL LEGACY

Drace Park is home to three cabins rich in the historical legacy of our surrounding region.

The Kropp Log Cabin was built on the site of Drace Park by Jacob Kropp in approximately 1855. It was part of a 30-acre homestead site, which went west to Mueller Lane and north to Jenifer Lane. The cabin was built on a stone foundation and contains a large main room with what is presumed to be the original stone fireplace, a root cellar and a loft bedroom. Except for two logs all logs are original.

The Estill Log Cabin was originally located at the corner of Clayton and Bopp Roads, where it was part of a 400-acre working farm extending north to what is now Conway Road. Later the cabin was enclosed by a more modern structure. It was moved to its current location at Drace Park where it was reassembled in 2003 with a grant from the Municipal Parks Grant Commission of St. Louis County.

The Oge Log Cabin was originally located on Conway Road west of Mason Road. The two-story cabin was constructed in the mid-19th century in an area, then home to German immigrants known as New Alsace. The cabin served as a general store and a post office for nearby residents. George Oge lived in the cabin and served as postmaster until he died in 1891. A modern home then enclosed the cabin and prior to demolition of that home private funds were raised to re-locate the historic cabin to Drace Park in 2013.
LONGVIEW FARM PARK

The premier park within the City of Town & Country, is the 30-acre Longview Farm park located in the heart of the community at 13525 Clayton Road. Amenities within the park, which was dedicated in September of 2002, include a historic farmhouse with surrounding gardens, a stable with horses and pastures, a pavilion with restrooms, a playground, a tennis court, a pond with two decks and a fountain, bridges over stream beds meandering throughout the woodland forest, and several miles of paved and mulched trails.

Future: Other than a water play feature near the playground and the installation of a lawn amphitheatre, the major improvements specified in the 2010 Parks and Trails Master Plan have been implemented. There are no improvement projects on the horizon other than the replacement of the children's playground. The major focus will be maintenance of existing improvements and infrastructure, and recreational programming.

Parks and Trails Commission

Over the years the City of Town & Country has recognized the need for additional oversight on a variety of issues that impact our community relating to Natural Resources.

The Parks and Trails Commission is an advisory board made up of two members from each Ward and up to two at-large members with terms of two years that are renewable. They meet monthly and advise the Mayor and Board of Alderman on issues relating to the Parks system including green space, recreation areas, trails, recreation programming, events, and facility rentals. Responsibilities of the Commission include recommending improvements such as, but not limited to, landscaping, maintenance, safety, features, promotion, and future additions to the system.
PRESERVATION PARK

Preservation Park, a 32-acre site, was originally purchased by the City to protect the land from commercial development. 20 acres were later sold to and developed by CBC High School. The current 12-acre community park provides 32 acres of amenities for residents in combination with the adjacent CBC Cadet Park. The Park was dedicated in 1999 and contains 8 tennis courts, a pavilion with restrooms, a playground, a sand volleyball court, and a small natural trail loop.

Future: A survey of 968 Town & Country residents in May 2016 noted that 71% of those asked thought the City should sell the park so that the proceeds could be used to expand the City’s trail system and add amenities at other facilities.

TOWN SQUARE

A unique space developed on the heritage property that was and is the heart of the Town & Country community, Town Square is the most recent addition to the City’s parkland system as it opened in 2019. The 2.4 acre private space includes a 12,000 retail/office building and a shared-use parking area. The 6.41 acre public space includes the following amenities: a pavilion with restrooms, an expansion open plaza area, retention pond with pier, internal concrete trail loop and a pedestrian tunnel connection to the existing Clayton Road Trail.

Future: Because this facility is brand new, the major area of focus in the future will be the programming of the site. The plaza area is designed and built to host events and activities on a community-wide scale. Food trucks, movie nights, car shows, christmas markets and other activities could be accommodated on the site.
NEW NEIGHBORHOOD PARK

The Comprehensive Plan Steering Committee discussed at length the division of the northern half (Ward 4) of Town & Country from the southern half. The barrier created by I-64/40 prevents ease of access to existing amenities such as Longview Farm Park and the new Town Square. The Committee felt that a more centrally located neighborhood park, in lieu of Preservation Park, would better serve the residents of Ward 4. This was reinforced by citizen input at the Public Open House in July 2018.

There are very few currently undeveloped properties in the City that would meet location and size criteria for a new neighborhood park. A neighborhood park, based on national standards, should be between 5-20 acres in size. In order to best serve Ward 4, the park should be located on a major road way such as Ladue Road or Conway Road. Favorable properties continue to be developed as the Ball Tract was purchased by Maryville University for recreational purposes and the adjacent McCallum Tract was purchased by a homebuilder in order to construct a residential subdivision.

Per Objective 5.3.3 the City of Town & Country should expeditiously evaluate properties, reach out to property owners and attempt to secure a property that would best serve as a new neighborhood park for the benefit of Ward 4 residents. (See Figure 6.2 Community Facilities Plan on Page 89 for potential location for this park).

Conservation Commission

The Conservation Commission is made up of nine members, all appointed to the board by the Mayor with consent of the Board of Aldermen and meets monthly. The primary role of the Commission is to make policy recommendations and help advise the City's Board of Aldermen on the development of policies or programs that support ecological practices in the community, along with establishing educational programs that engage the community.

Recently the Commission has been working on educating the community about the need to remove invasive species in the area as well as promoting recycling. The Commission is also responsible for managing the community garden and making recommendations regarding the City's Beautification Program.
COMMUNITY NATURAL RESOURCES

Town & Country’s natural environment consists of not just open spaces and parks, but of all the natural elements that help define our ecosystem. Throughout the planning process, area residents expressed strong support for maintaining a balance between a country-type environment and an accessible residential suburban community.

Residents strongly support the look and feel of tree lined streets and the preservation of old growth trees. Our area has a significant amount of woodlands, and ensuring that future development protects the existing tree canopy and integrates new plantings to preserve the character of Town & Country is paramount. Minimization of environmental impacts on soil and stormwater are also critical to these efforts. Because we have seen dramatic weather swings including increasing rainfall and flooding in our region, maintaining and monitoring our local stormwater management plan will be necessary to identify impact trends and develop action plans when necessary. Future developments will need to be reviewed for storm water runoff and other potential environmental impacts.
Natural Resources Map

This map identifies the natural resources and environment within the community.

**What is this map telling me?**

Watersheds help us understand where naturally occurring water runs. Development, reduction in green space and vegetation, all impact water runoff. This map helps us understand how we impact nature and nature impacts us.

**Natural Resources Legend**
- Streets
- Parcels
- Water Bodies
- Water Courses
- Watershed Boundaries
- Tree Coverage
- City Limits
- Watershed Boundaries
- Tree Coverage
- City Limits

---

Figure 5.2 Natural Resources Map
As stated in the 2010 Comprehensive Plan the City of Town & Country is located along a series of gently sloping ridges crossed by several creeks including Deer Creek, Two Mile Creek, Smith Creek, Grand Glaize Creek, Hibler Creek and Creve Coeur Creek. Creeks north of I-64/40 generally flow to the Lower Missouri Watershed, while creeks to the south flow to the Meramec River Watershed. The City of Town & Country also has a few areas of 100-year floodplain. The most significant area is located on the north side of the City along Hibler Creek in the vicinity of Bellerive Country Club. There is also a small amount of floodplain along Grand Glaize Creek, beginning just north of Manchester Road; it is this floodplain that has created stormwater issues in the rear lots for a few residential properties in the area.

Soil throughout Town & Country consists of a shallow layer of Menfro-Winfield—a silty loam and the state soil of Missouri—and Nevin, which is a moderately permeable soil. Town & Country is not subject to the sinkholes and slide issues that are often found throughout other parts of St. Louis County. Significant woodland areas are located on the western side of the community around Bellerive Country Club, Hunter Farms, and the central portion of The Principia’s property then continuing south to Manchester Road. It is within this area that the City’s most significant number of white-tailed deer are located.
STORMWATER MANAGEMENT

Stormwater runoff is a persistent issue for municipalities including Town & Country. Stormwater runoff that is not properly managed can create health, safety, property, and water quality issues. Locally, MSD and individual municipalities regulate stormwater by requiring the use of “BMPs,” or Best Management Practices with new construction. Rain gardens, permeable pavements and detention ponds are a few methods to mitigate the impact of stormwater. Town & Country does have regulations in place to control the impact of new development on stormwater, but it also has a program to better address pre-existing issues.

Per the City website:

“In 1998 the voters of Town & Country approved a one-half of one percent (.5%) sales tax on all retail sales within the City of Town & Country for the purpose of providing funding for storm water control and local parks. The revenue stream generated by this tax supports the functions of the Parks & Storm Water Fund. One of these functions is the correction of storm water control issues on residential properties. As a result, the Public Works Commission developed, and the Board of Aldermen adopted, two separate mechanisms to prioritize and address storm water control deficiencies.”

The Stormwater Control Program allows for the application of City resources to a myriad of projects which are not feasibly addressed by an individual property owner. This program has been memorialized in the City of Town & Country Municipal Code (Section 415, Article III). To be considered for the program a project shall meet the following minimum guidelines:

• Threatened public structure or improvement, or
• Surface flows altered or caused by a public improvement, or
• Cannot reasonably be completed by individual property owner due to the necessary involvement of other parties or agencies outside of that individual control, or
• Altered upstream conditions, or
• Inadequate system design under previously less-restrictive development regulations.”
TREES & WOODLANDS

The City of Town & Country is blessed with significant woodlands and the tree canopy that they provide are the result of geography, strong greenspace/natural resource regulations, and the large City minimum lot size. Specific areas of the community that have large areas of woodlands are as follows:

• Hunter Farms
• Maryville University and along the banks of tributaries of Creve Coeur Creek
• The Principia
• Longview Farm Park and Mason Ridge Corridor
• Preservation Park
• Serendipity Lane Vicinity
• Town & Country Crossing (Protected Post Oak Savannah)

Tree Canopy has been a priority of this community for an extensive period of time. Previous comprehensive plans have explicitly encouraged the protection of woodlands and other natural resources and the regulations of this community enforce this desire as new development must take into account the natural resources that exist on the subject property. Tree canopy has aesthetic, economic, health and wildlife benefits and the City of Town & Country should strive to continue to preserve and expand this precious resource.
DEER MANAGEMENT

In the past decade the population of white-tailed deer has exploded across the eastern half of the United States. The St. Louis region is not immune to this resurgent population, and there are a number of issues that arise from such a population increase. Deer are degrading forest habitats by consuming undergrowth that prevents the regeneration of trees. They also help spread disease, most infamously Lyme disease which is spread via the infected deer tick. The human cost is also high with 189 human fatalities in 2016 alone due to deer vs. car collisions. Properties in Town & Country such as The Principia and Hunter Farms as well as our adjacency to Queeny Park provide large areas of favorable habitat in the City for deer.

The City has pursued a proactive approach since 2008 by contracting with a private firm to perform a lethal deer cull once a year. While this effort has been able to keep the deer population in check by reducing the number of deer to an estimated 25 per square mile—which is below a target of 30 deer per square mile—there are still a significant population of deer along Mason Road and South Outer 40 Road. Deer management is a regional issue as deer move freely between municipalities and the county at-large. The Deer Management Task Force, along with City staff, the Mayor, and Board of Aldermen will continue to monitor the Deer issue and look for control methodologies that reflect the wishes of the community.

Deer Management Task Force

The Deer Management Task Force is different than the regularly meeting Commissions. It is a Task Force that meets at the behest of the co-chairs and as they determine it is needed. The Task Force is a representative group of two members from each Ward that is tasked to review and evaluate the deer management program methods and to make recommendations to the Board of Aldermen on future deer-management programs.
Goals and Objectives

GOAL 5.1: *Maintain and improve the natural resources and amenities of our community.*

OBJECTIVE 5.1.1
Review and modify, if necessary, the zoning regulations to ensure that natural features, such as streams and woodlands, continue to be protected.

OBJECTIVE 5.1.2
Develop habitat management policies to manage wildlife and other natural features within the community.

GOAL 5.2: *Maintain existing recreational facilities and develop plans for improvements and upgrades.*

OBJECTIVE 5.2.1
Support the implementation of the trail plan.

OBJECTIVE 5.2.2
Work with the Parks Department to develop a strategic plan on park maintenance and improvements.

GOAL 5.3: *Expand recreational opportunities for all residents that supports active lifestyles and a sense of community.*

OBJECTIVE 5.3.1
Engage the community to determine additional recreation opportunities.

OBJECTIVE 5.3.2
Investigate opportunities for partnering with adjacent municipalities in order to expand available recreational facilities and programs.

OBJECTIVE 5.3.3
Develop a city park for the area of Town & Country north of I-64 in lieu of Preservation Park.
SECTION 6

Community Facilities

Introduction

A major component of the quality of life enjoyed by citizens of Town & Country is based on the provision of community services. These services are provided by City staff, independent agencies/utilities, and contracted businesses. This section examines the community facilities located within Town & Country and provide recommendations for future needs.

KEY TAKEAWAYS

• Should a new municipal center be constructed in the future, the re-location of such a facility to a more central community location should be given consideration and study.

• There is consensus from the community that Mason Ridge Elementary School should be rebuilt on the east side of Mason Road near the vicinity of Clayton Road.

COMMUNITY FACILITIES GOALS

GOAL 6.1: Continue to provide high quality services and infrastructure.
City Buildings

**Municipal Center:** The Municipal Center is located just north of Clayton Road along Municipal Center Drive (S. Outer 40 Rd.) in the northeast quadrant of Town & Country. This multi-purpose facility opened in 1987 and is home to numerous municipal functions. The Administrative, Public Works, Community Development, Law Enforcement, and Municipal Court departments operate within the building along with the independent West Central Dispatch Center (WCDC). The WCDC provides public safety communication services for Town & Country, Creve Coeur, and Frontenac.

The City of Town & Country is served by a police department of 29 sworn officers and 2 civilian employees. Police protection is provided in 2 shifts of 12 hours, 7 days a week, 365 days a year. The department was accredited by the Missouri Police Chiefs Association in 2017. The department operates out of the Municipal Center, but also maintains a satellite office at Longview Farmhouse.

**Fire Station #3:** The City maintains a fire station at 13443 Clayton Road. The structure, built in 1991, is currently operated by the West County Fire and EMS District; the District is under contract by the City to provide fire and emergency services. The current contract began in 2017 and will be up for renewal in 2022. (See Figure 6.3 for detailed fire response from this station).

**Longview Farmhouse:** Located at 13525 Clayton Road in Longview Farm Park, the historic house with a modern 2007 addition is home to the City of Town & Country Parks Department as well as a small office area for the Police Department. It has a number of meeting spaces as well as a larger central gathering space that is utilized for numerous City-sanctioned events, as well as private functions such as wedding receptions.

**Salt Storage Facility:** Located in the State of Missouri’s right-of-way along MO-141 at the end of Salt Mill Road, the Salt Storage Facility, constructed in 2006, is 6,016 square feet and contains storage space for snow removal equipment and materials. Additionally, there is a small office that is used to coordinate snow removal efforts between City staff and private contractors. In the past there has been discussion to expand the storage capability of the building to consolidate the storage of equipment and materials located at other locations around the City.

**MOVE CITY HALL?**

During the course of the development of the Comprehensive Plan, the idea of relocating the Municipal Center was raised. This Plan makes no recommendation as to whether or not a new Municipal Center should be built. It is the belief of the Steering Committee, however, based on their deliberations and various public feedback, that should a new Municipal Center be built, it should be located toward the center of the community (vicinity of Clayton and Mason Roads). While there are studies that list the benefits of making public services more visible and accessible to the community, some residents voiced concern over cost. While relocating City services from the current location and moving into a more central walkable location may have benefits to the entire community; this concept will require future study.
Schools

The residents of Town & Country are served by three elementary schools, three middle schools, and three high schools within the Parkway School District. Only one facility—Mason Ridge Elementary School—though is located within the City limits. In addition, Town & Country has numerous private institutions that serve a variety of age levels and abilities. The strong public-school system and close access to excellent private institutions is a vital component to preserving the home values of our community, now and into the future. The long-term viability of Town & Country is intertwined with the long term success of these institutions.

### CITY OF TOWN & COUNTRY EDUCATIONAL INSTITUTIONS

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<tr>
<th>SCHOOL</th>
<th>TYPE</th>
<th>GRADES</th>
<th>ENROLLMENT</th>
<th>MISCELLANEOUS</th>
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<td>Maryville University</td>
<td>Private-Coeducational</td>
<td>UG/Grad/Doctoral</td>
<td>6414</td>
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<td>Private-Coeducational</td>
<td>7th – 12th</td>
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<td>K – 5th</td>
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<td>Private-Coeducational</td>
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<td>Ages 14 – 21</td>
<td>153</td>
<td>Special Needs</td>
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<td>Churchill Center and School</td>
<td>Private-Coeducational</td>
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<tr>
<td>St. Austin School</td>
<td>Private-Coeducational</td>
<td>PreK – 8th</td>
<td>76</td>
<td>Catholic</td>
</tr>
<tr>
<td>Raintree School</td>
<td>Private-Coeducational</td>
<td>Toddler – K</td>
<td>70</td>
<td>Reggio Method</td>
</tr>
<tr>
<td>Moog Center for Deaf Education</td>
<td>Private-Coeducational</td>
<td>Elementary</td>
<td>47</td>
<td>Special Needs</td>
</tr>
<tr>
<td>Promise Christian Academy</td>
<td>Private-Coeducational</td>
<td>K – 12th</td>
<td>30</td>
<td>Special Needs</td>
</tr>
</tbody>
</table>

Figure 6.1
Mason Ridge School, located on South Mason Road and I-64/40, was built in 1948. As part of the Parkway School District, the school serves grades K-5 and has an enrollment of approximately 415 – 450 students. The building is dated, however, and has limited access.

During the engagement process the idea of the Parkway School District building a new facility in the nearby vicinity was discussed. Residents weighed in on locations closer to Clayton Road and were amenable to the school being moved to a less commercial area that would then allow the existing site to be redeveloped for other commercial or office uses.

**MARYVILLE UNIVERSITY**

Town & Country is home to Maryville University a public, co-educational institution founded in 1872 and situated at its current location in Town & Country since 1961. Maryville University offers more than 90 degrees at the undergraduate, master’s, and doctoral levels to students from 50 states and 55 countries. The six schools located on campus focus on Arts & Sciences, Business, Health Professions, Education, Nursing, and Adult Online Education. Since 2008, total enrollment has grown from 3,517 students to over 9,000 as of the 2018. Maryville University’s athletic teams, the Saints, compete at the NCAA Division II level as members of the Great Lakes Valley Conference.

The increased enrollment has resulted in substantial construction and plans for new academic and athletic facilities.

Future Major Projects slated for construction as of 2019 include:

- **The reconstruction of the existing Simon Athletic Center from its current 1-story, 37,840 sf to a 2-story with mezzanine of 93,914 sf.**

- **The construction of a 2-story, 15,300 sf Innovation Center Addition which will connect the University Library to Kernaghan Hall.**

- **The construction of a new 28,400 sf Field House adjacent to the new track and field complex on the east side of campus.**

- **The 137,516 sf expansion of the existing Academic Center and a 21,576 sf addition to the Design+Visual Arts Building.**
Utilities

**Electricity:** The electrical provider for the St. Louis region is Ameren Missouri. The City has one electrical substation located adjacent to Ballas Road just south of Mercy Hospital, and two separate high-voltage transmission lines that traverse the city. The first transmission line runs south to north through Peacock Farms just east of Mason Road, through the center of The Principia’s and exits the city near Preservation Park. The second transmission line runs south to north and enters the City near Town & Country Crossing paralleling MO 141/Old Woods Mill Road, then behind Manderleigh and Cedar Springs subdivisions before exiting the City near the intersection of I-64/40 and MO 141.

**Water:** The water provider for Town & Country is Missouri American Water. The primary source for water is the Missouri River with a secondary source being the Meramec River. There is one groundwater storage facility located within the City limits between Spruce Pond Road and Clayton Road.

**Sanitation:** Town & Country, like most municipalities in the St. Louis region, does not internally operate a sanitation service. The City approves the license of a private solid waste hauler to operate within the city limits. As of 2019, five services were available for residents to select; American Eagle Waste, Meridian Waste Services, Republic Services, Waste Connections, and Waste Management.
Community Facilities Plan

This plan identifies City-owned property, community facilities, and opportunities for new community facilities.
Fire Response Map

This map highlights the range of a four (4) minute response time from the city-owned fire station. It does not factor in mutual aid.

Data provided by Central County Dispatch

Community Facilities Legend

- 4 Minute Response Time
- Streets
- Parcels
- City Limits

Figure 6.3
Goals and Objectives

**GOAL 6.1:** Continue to provide high-quality services and infrastructure.

**OBJECTIVE 6.1.1** Maintain adequate sites for Administrative Services, Public Safety, Public Works, and other City functions, and constructing, renovating, expanding and relocating services as necessary.
SECTION 7

Transportation and Connectivity

Introduction

The City of Town & Country is a stable and built-out community with an established street network. The City is strategically located within the regional transportation network and is bounded on its western boundary by MO-141, its northern boundary by I-64/40, and its eastern boundary by I-270. The city has a mostly gridded pattern of larger roadways that are fed by cul-de-sac dominated subdivisions. This street pattern allows residents to quickly reach West St. Louis County and the City of St. Louis via surface streets in an expeditious manner.

KEY TAKEAWAYS

• The City should continue to expand its pedestrian trail network, with a special focus on solving the north-south divide created by I-64/40.

• The City, State, County, and private Entities should work to improve the current roadway configuration in the vicinity of Clayton Road and Woods Mill Road intersection, as well as other important intersections.

TRANSPORTATION AND CONNECTIVITY GOALS

<table>
<thead>
<tr>
<th>GOAL 7.1:</th>
<th>Promote a safe and efficient transportation network that balances the character of existing roadways.</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL 7.2:</td>
<td>Continue the development of a community-wide pedestrian trail network.</td>
</tr>
<tr>
<td>GOAL 7.3:</td>
<td>Continue to address existing infrastructure with highest level of maintenance feasible.</td>
</tr>
</tbody>
</table>
Although the majority of trips residents and visitors take in and around Town & Country are by car, there is an increased interest not only nationally, but locally, to expand other systems options in order for a person to move about our community. Town & Country has a growing network of pedestrian trails that connect residents to points of interest within the community, such as parks, retail areas and businesses.

By 2009 the City, based on the Parks and Trails Master Plan, had created 5 miles of trail next to city streets and two miles of trails within area Parks. The City continues to work on expanding trails for the community. An update to the Plan developed in 2016 will create a pedestrian trails network in three phases. The first phase began with the creation of a pedestrian trail along Clayton Road and, as of 2018, continued with the planned construction of a trail along Mason and Weidman Roads. One of the goals identified by the residents was to continue to expand the trail system, especially in the areas North of I-64/40.

This section will examine the transportation network of Town & Country as it exists today as well as the goals and objectives that have been established to promote a more connected, safer, efficient, and aesthetic transportation system for all residents and visitors of our community.

**OF THE 94 MILES OF STREETS WITHIN THE CITY OF TOWN & COUNTRY:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>49 miles are public streets</td>
<td></td>
</tr>
<tr>
<td>23 miles are private streets</td>
<td></td>
</tr>
<tr>
<td>22 miles are county/state maintained streets</td>
<td></td>
</tr>
<tr>
<td>65% of the public/private streets are concrete</td>
<td></td>
</tr>
<tr>
<td>20% are asphalt</td>
<td></td>
</tr>
<tr>
<td>15% are concrete with an asphalt overlay</td>
<td></td>
</tr>
</tbody>
</table>

**MULTI-USE TRAILS WITHIN THE CITY OF TOWN & COUNTRY:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 miles of trails since 2009</td>
<td></td>
</tr>
<tr>
<td>2.25 miles of trail in planning</td>
<td></td>
</tr>
<tr>
<td>18 approximate miles of future trails</td>
<td></td>
</tr>
</tbody>
</table>

Figure 7.1

Figure 7.2
Functional Classification Legend

- Interstate
- Expressway
- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- Local Street
- Parcels
- City Limits

This map highlights the classification of roadways, which denotes their character and scale, within the City of Town & Country.
THE CITY OF TOWN & COUNTRY’S STREETS ARE CLASSIFIED AS FOLLOWS:

**Interstates:** The highest classification of street that is designed for mobility and long distance travel with no direct access. The two interstates providing access to Town & Country are I-64/40 (east-west) and I-270 (north-south).

**Expressways:** These roadways look similar to interstates; their directional travel lanes are separated by some type of physical barrier and their access and egress points are limited to on and off ramp locations or a very limited number of at-grade intersections. MO-141 (north-south) is classified as an expressway.

**Principal Arterials:** These roadways provide a high degree of mobility and can also provide mobility through rural areas. Unlike their access-controlled counterparts, abutting land uses can be served directly. Forms of access for other principal arterial roadways include driveways to specific parcels and at-grade intersections with other roadways. There are no designated principal arterials in the City of Town & Country.

**Minor Arterials:** According to the East-West Gateway Council of Governments (EWGCOG) minor arterials provide service for trips of moderate length, serve geographic areas that are smaller than their higher arterial counterparts, and offer connectivity to the higher arterial system. There are three designated minor arterials within the community: Ladue Road (maintained by the State), Ballas Road (maintained by the County), and Clayton Road (maintained by the City).

**Major Collectors:** Major collectors, as their name implies, collect vehicles from local, neighborhood streets and connect them to the larger arterial roads. The difference between major and minor collectors is subtle and based on road length, speed, access density, and traffic volume. The following Town & Country streets are considered Major Collectors: North and South Outer 40 Road (maintained by the State), Des Peres Road/Municipal Center Drive (maintained by the State), Woods Mill Road (maintained by the State/City), Conway Road (maintained by the County), Mason Road (maintained by the County), Weidman Road (maintained by the County), and Bopp Road (maintained by the City).

**Minor Collectors:** There are two minor collectors within Town & Country that are maintained by the City; Mason Ridge Road and Topping Road.

**Local Streets:** All other streets not classified as above are considered local streets. These streets are typically residential streets with direct access to properties, narrower lanes and lower speeds.
Roadway Jurisdiction

The vast majority of arterials and collector roadways within the community are maintained by either the State of Missouri or St. Louis County. Therefore, the city’s ability to make capacity, access, or aesthetic improvements is somewhat limited. It is very important that the City maintain open lines of communication with other government agencies so that long-term planning of improvements can be coordinated in an efficient and cost-effective manner.

The state and St. Louis County both maintain capital improvement programs as does the region’s East West Gateway Council of Government, which help fund and oversee transportation system improvements. East-West Gateway is extremely important as it is the designated agency responsible for oversight of federal transportation funds. Any transportation project within the St. Louis region that will be wholly or partially funded with federal dollars must be contained in one of East-West Gateway’s approved transportation plans.

The City of Town & Country maintains a Public Works Department that provides oversight of general roadway maintenance, capital project planning and implementation and snow removal. This department is funded by sales tax revenue.
The Roadway Jurisdiction Map identifies which entity is responsible for maintenance of a particular roadway.

Roadway Jurisdiction Legend

<table>
<thead>
<tr>
<th>Entity</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>Purple</td>
</tr>
<tr>
<td>City</td>
<td>Blue</td>
</tr>
<tr>
<td>County</td>
<td>Green</td>
</tr>
<tr>
<td>State</td>
<td>Red</td>
</tr>
<tr>
<td>Parcels</td>
<td>Gray</td>
</tr>
<tr>
<td>City Limits</td>
<td>Gray</td>
</tr>
</tbody>
</table>
Street Improvement Recommendations

Annual Maintenance
The City of Town & Country is responsible for approximately 50 miles of streets of varying age and material type. The City utilizes a PASER rating system to categorize the condition of every street under its jurisdiction. Each street is visually evaluated and ranked from 1 (Failed) to 10 (Excellent). The use of such a system helps to prioritize the efficient use of roadway maintenance funds. The various types of maintenance may include the following:

- **Selective Concrete Slab Replacement**
- **Preservative Seal**
- **Micro-surfacing**
- **Curb Overlay**
- **Mill and Overlay**
- **Street Reconstruction**

The City should continue to utilize a PASER rating system to evaluate all city-maintained streets in order to efficiently utilize annual roadway maintenance funds.

Capital Improvements
The Comprehensive Plan Steering Committee identified several long term transportation priorities as part of their review. These priorities should be investigated and implemented as feasible.

1. South Woods Mill Road Corridor - The merging of southbound S. Woods Mill Road traffic and traffic existing MO-141 in combination with local traffic attempting to enter/exit adjacent retail centers, is considered a high priority for improvement. This was confirmed by the general public at an Open House event. As of Spring 2019, the City was working with adjacent property owners as well as an engineering consultant to develop a plan to address this specific area. This plan will require coordination with MoDOT.

2. Clayton Road and Mason Road Intersection - This intersection has an outdated traffic signal system, one of the last of its kind in St. Louis County, and is lacking in stacking ability for a free right turn. In addition pedestrians are limited to crossing on the west and north sides of the intersection. Pedestrian crossing improvements, such as higher visibility markings, improved corner radii and better pedestrian lighting should be considered.

3. The two major local roadways in Town & Country are Clayton and Mason Roads. These two roads are primarily two lanes wide. Clayton does have a center turn lane that runs from Bopp Road to Mason Road, but otherwise, these important arterial roadways lack any turn lanes. The ability to provide turn lanes would help to increase traffic safety and efficiency, especially in locations with a high number of left turn movements, such as at Clayton Road and Mason Ridge Drive. The City should pursue opportunities to create turn lanes on these two important roadways, while at the same time being mindful of private property and the overall rural character of these corridors that residents highly value.
HIGHWAY 141 CORRIDOR ENHANCEMENT STUDY

In April of 1998, the Highway 141 Corridor Enhancement Study was published. The firm of Hellmuth, Obata and Kassabaum worked with Community leaders and residents to determine the goals and objectives for the Study area. Although a number of the modifications and improvements were identified in the Study, none were ever funded. A few of the main goals identified in the study were:

- **Improve visual environment, improve the character of the commercial activities**
- **Enhance the sense of arrival in Town & Country**
- **Improve various exit ramps on and off 141**
- **Improve site access and make streetscape improvements to commercial sites on Clayton Road and Woods Mill Road.**

Through the current Planning Process community residents expressed many of the same needs relating to improvements to the MO-141 Corridor.
Transportation Improvements Plan

The Transportation Improvements Plan identifies intersection and corridor projects that will enhance and maintain the transportation network.

Transportation Improvements to the Vicinity of Woods Mill/Clayton Intersection is top priority of the Steering Committee and Public.

Any development of the Principia property should incorporate access management along Mason Road that preserves the residential character of the surrounding area.
**Trails and Sidewalks**

There is a growing network of pedestrian trails within the City of Town & Country as the result of the active implementation of the Parks and Trails Master Plan recommendations. Trail and sidewalk access varies widely across the community as can be seen on the Pedestrian Pathway Plan (see Page 103). Sidewalks within individual residential subdivisions are rare with only few subdivisions such as Peacock Farms and Templeton Place having a thorough sidewalk network. This fact enhances the importance of an established trail network along the city’s major roadways.

Residents were presented at separate outreach events, with several areas in which multi-use trail expansion might be considered in the future based on past community input. Strong support in developing additional trails north of I-64/40 as well as developing a trail stretching under the power lines from Clayton Road to South Outer Forty Road were documented as priorities.

![Conway Road - looking east](image)

![Information boards from open house](image)
2016 Trails Update and Comprehensive Plan Evaluation

The adopted trails plan has three established priority sections for the purpose of creating a true city-wide trail system. These sections were most recently updated in 2016.

**PRIORITY #1**

Trail sections are considered the main spines of the network. These spines are trails that adjoin our communities’ arterials and collector roadways. Following the completion of the Clayton Road trail the remaining priority #1 sections are:

- S. Mason Road
- Conway Road
- N. Ballas Road
- Weidman Road
- Topping Road

**PRIORITY #2**

Trail sections are meant to create links from our city’s parks, schools, municipal facilities, and retail centers to the main spin trails. The proposed sections are:

- Municipal Center Drive
- S. Woods Mill Road
- Sellenriek Road

**PRIORITY #3**

Trail sections are the remaining sections that complete trail loops, neighborhood connections, and connections to neighboring communities. The proposed sections are:

- North 40 Drive
- South Outer 40 Drive
- Babler Road
- Overhead Powerline Easement (Thornhill Estates to Principia Campus)
- Thornhill Drive

The Comprehensive Planning Steering Committee evaluated these priority sections and two main points of agreement were established by the group. The first point of agreement is that a higher degree of priority should be given to the expansion of the pedestrian network in the northern (Ward 4) section of the city.

Second, that it is vital that the barriers created by I-64/40 and MO-141 be eliminated in order to fully connect the community via pedestrian pathways. Public feedback at Open House #2 affirmed these two themes as the public registered high priority of the creation of a multi-use trail along Conway Road and a dedicated multi-use trail crossing at I-64/40.

**THE PARKS & TRAIL COMMISSION**

The Parks & Trail Commission meets monthly and serves as an advisory board to the Mayor and Board of Aldermen on issues relating to the Park System including park maintenance, features, and attractions as well as advising on development and design of the trail system.
The Pedestrian Pathway Plan identifies potential pedestrian corridors and special improvement projects to complete the network.
Pedestrian Sheds and Walkability

During our engagement process there was a tremendous amount of positive feedback about the trail system within Town & Country and a desire for additional connectivity. Residents voiced strong support for expanding trails and sidewalks in order to connect more destinations. Creating connectivity to desired locations is often studied by identifying the pedestrian shed area, considered to be a building block of a walkable neighborhood.

A “pedestrian shed” is the area centered on a destination such as a park, school, or retail center that can be reached via a 5-minute walk (about 0.25 miles). “Walkable” by its simplest definition is the suitability and safety of an area for walking. Areas that are walkable at their core have destinations that are comfortable, safe, and convenient to walk to.

The major elements that contribute to this overall character are:

- **Direct and convenient routes.**
- **Adjacency to low speed streets and buffers between automobiles and sidewalks in the form of on-street parking, trees, and other design elements.**
- **Sidewalks that are sized appropriately for the number of users.**
- **When a route is in a commercial area that the buildings meet the street, the building facades are human scale, with frequent doorways and windows, and attractive details and ornament.**

Please reference the Pedestrian Pathway Plan on Page 103 for the location of existing pedestrian sheds and the current and proposed network of pathways that interact with them.
Mass Transit

The City of Town & Country is currently served by Metro St. Louis, specifically the MetroBus system. There are seven principle bus routes that serve the community. These routes connect Town & Country to a variety of retail, educational, medical and employment centers located throughout the St. Louis region. Six of the routes are affiliated with the Ballas MetroBus Center located in Town & Country. This center has 80 parking spaces and provides a park and ride function that benefits the community. Three routes also connect to Metrolink Stations which ties Town & Country to the regional light rail system.

The MetroBus system provides important transportation options and access for employees of businesses and senior housing developments within the City's highway corridors, especially I-64/40.
# Goals and Objectives

## GOAL 7.1:
*Promote a safe and efficient transportation network that balances the character of existing roadways.*

**OBJECTIVE 7.1.1**
Review and update the 141 Corridor Enhancement Study (1998), which includes Woods Mill Center at I-64/40 to Lamp and Lantern, at Clayton Road and MO-141 to better accommodate automobile, pedestrian, and bicycle traffic circulation issues.

**OBJECTIVE 7.1.2**
Study Mason Road crossing over I-64/40 to better accommodate automobile, pedestrian, and bicycle traffic circulation issues.

**OBJECTIVE 7.1.3**
Create delineated pedestrian crossings at all major intersections and create a prioritized implementation strategy.

**OBJECTIVE 7.1.4**
Identify and implement a comprehensive streetscape design that adheres to the countryside character of existing roadways.

## GOAL 7.2:
*Continue the development of a community-wide pedestrian trail network.*

**OBJECTIVE 7.2.1**
Implement the major recommendations of the adopted Trails and Parks Master Plan Update (2016).

**OBJECTIVE 7.2.2**
Identify sidewalk gaps and prioritize improvements to eliminate where possible via city-initiated projects, subdivision, and non-residential development.

**OBJECTIVE 7.2.3**
Partner with the county and state to create a safe and accessible bicycle and pedestrian crossing over I-64/40.

**OBJECTIVE 7.2.4**
Make the creation of a new looped trail that stretches from Mason Road west to the Maryville Campus and back to Mason Road at I-64/40 a priority trail project within Ward 4.

## GOAL 7.3:
*Continue to address existing infrastructure with highest level of maintenance feasible.*

**OBJECTIVE 7.3.1**
Partner with MoDOT and St. Louis County on their roads through Town & Country to maintain quality and maintenance and / or improvement.
SECTION 8

Collaboration & Implementation

“What you are will show in what you do.”
– Thomas Edison

Introduction

This Comprehensive Plan is intended to be a road map for future Town & Country leaders--a resource that can be revisited to provide them guidance for making decisions that are truly reflective of the community’s wishes. For a Comprehensive Plan to be successful and actively referenced as a resource, it is imperative to create a way to measure and monitor usage and success.

This section outlines various steps needed to implement and fulfill the goals and objectives of this Comprehensive Plan. The following programs and strategies will, if adopted, ensure that the continued growth and renewal of our community is in step with the vision of its citizens.

KEY TAKEAWAYS

- Put in place procedures to educate the community’s elected leaders about the plan and its purpose to ensure it is used as it is intended--as documentation of the community’s vision and goals for its future.

COLLABORATION & IMPLEMENTATION GOALS

GOAL 8.1: Establish on-going, annual, and long-term methods to ensure policymakers and community residents are educated about the Plan.
Ongoing

Orientation Meeting: Establish a recommended orientation meeting for all elected officials, board members, and pertinent City staff that provides a review of the Comprehensive Plan and its role in the future development and growth of our community.

Planning and Zoning Checklist: Develop a checklist for every project presented to the Planning and Zoning Commission to be completed by City staff. The checklist will list critical factors and indicate that the project has been reviewed against the Plan and other critical documents in order to identify compliance, potential conflicts, or concerns. This checklist would be included with project submittal when forwarded to the Board of Aldermen.

Plan Amendments: Town & Country 2040 is a living plan. New issues and changes in community sentiment are to be expected and this Plan cannot be expected to account for such changes in every respect. Annually, City staff and the Planning and Zoning Commission should determine whether the Plan needs to be updated in response to changes in the community in order to maintain its relevance. Small and infrequent amendments do not replace the need for a more substantive long-term evaluation.

Communication and Promotion: The promotion of the Plan is pivotal for its ultimate success. Residents, business owners, Board members and elected officials should all be made aware of the intentions of the Plan and what it means for the future of our community. With that in mind, the following should be carried out.

- **The Plan should be made available on the City’s website and in hard copy format at various community facilities.**

- **City staff should be available to interpret and explain the Plan to the public as needed.**

- **City staff should author articles for the City website and newsletter detailing plan implementation**
Annual

**Progress Reports:** Individual Boards and Commissions shall provide a specific summary within their annual reports to the Board of Aldermen on the progress of implementation of applicable goals and objectives of the Comprehensive Plan.

**Strategic Implementation Plan:** As part of the budgeting process the Finance Department, Staff leadership, Ways and Means Commission, and Mayor should develop a long-range (5 year minimum) implementation plan that takes into consideration the financial implications of implementing the Comprehensive Plan goals and objectives.

**Plan Action Agenda:** As the body responsible for the care and management of Town & Country, the Board of Aldermen, should create an action agenda that lists the goals and objectives of the Plan, prioritizes them, and assigns a caretaker and champion to lead its implementation.

Long-Term

**Plan Renewal:** The Board of Aldermen should direct the Planning and Zoning Commission to conduct a more substantive review every 3-5 years following the Plan’s adoption in order to re-evaluate the applicability of all goals and objectives.

**Listening Sessions and Surveys:** The City of Town & Country should undertake surveys and host listening sessions as needed to ascertain community sentiment with respect to various issues that may impact the long-term welfare and development of the City of Town & Country. Issues may include the implementation of aspects of the plan, major Zoning Code revisions, or the development of large tracts of land.
Goals and Objectives

**GOAL 8.1:** Establish on-going, annual and long-term methods to ensure Policy Makers and community residents are educated about the Plan.

**OBJECTIVE 8.1.1** Establish an Orientation Meeting for all current and newly elected officials to introduce them to the Plan and its role in future growth and development within the community.

**OBJECTIVE 8.1.2** Establish a checklist for Planning & Zoning to ensure the Plan is consulted when policy makers are making decisions that impact the community.

**OBJECTIVE 8.1.3** Create a schedule for reviewing the document every 3-5 years to ensure implementation progress as well as content relevance.
SECTION 9

APPENDIX
## Glossary

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACS</td>
<td>American Community Survey; an on-going survey of data by the United States Census Bureau</td>
</tr>
<tr>
<td>Buffer</td>
<td>A strip of land, fence, or border of trees, etc., which may or may not have trees and shrubs planted for screening purposes, designed to set apart one use area from another use area</td>
</tr>
<tr>
<td>Detention Pond</td>
<td>The collection and storage of surface water for subsequent gradual discharge</td>
</tr>
<tr>
<td>Focus Area</td>
<td>An identified area of Town &amp; Country with specific future land use regulations based on its visibility, unique characteristics/issue, potential for development/redevelopment and economic importance</td>
</tr>
<tr>
<td>Future Land Use District</td>
<td>An area defined by a unique set of land use types and characteristics</td>
</tr>
<tr>
<td>Gateway</td>
<td>A landmark or district that is a point or place of entrance</td>
</tr>
<tr>
<td>Greenspace</td>
<td>Areas of grass, trees and vegetation</td>
</tr>
<tr>
<td>Housing, Attached</td>
<td>A structure that shares a common wall with another unit</td>
</tr>
<tr>
<td>Housing, Detached</td>
<td>A free-standing residential structure, otherwise known as a single-family home</td>
</tr>
<tr>
<td>Infill Construction, Residential</td>
<td>The construction of a new, often large home, that involves the tear down of an existing residential house within an established subdivision.</td>
</tr>
<tr>
<td>Luxury Garden Villa</td>
<td>A detached, single-family unit typically situated on a reduced-size lot that focuses outdoor activity within rear or side yard patio areas for better use of the site's outdoor living space</td>
</tr>
<tr>
<td>Pedestrian Shed</td>
<td>The area encompassed by the walking distance from a town or neighborhood center, typically defined as the area covered by a 5-minute walk (about 0.25 miles)</td>
</tr>
<tr>
<td>Permeable Pavement</td>
<td>Pavement with a high level of porosity that allows rainwater to filter through and help to mitigate stormwater impacts</td>
</tr>
<tr>
<td>Rain Garden</td>
<td>A bowl-shaped depression planted with tress, bushes and flowers to help absorb and filter stormwater</td>
</tr>
<tr>
<td>Streetscape(ing)</td>
<td>An area that may contain sidewalks, street furniture, landscaping, trees, and/or similar features either abutting or contained within a public or private street right-of-way or accessway</td>
</tr>
<tr>
<td>Stormwater</td>
<td>The flow of water which results from precipitation and which occurs immediately following rainfall or a snowmelt</td>
</tr>
<tr>
<td>Walkable</td>
<td>A destination that is considered close enough to walk as well as a route that is safe and comfortable</td>
</tr>
<tr>
<td>Woodland</td>
<td>An area defined by a grouping of trees.</td>
</tr>
</tbody>
</table>