

State of the City Report

Section 1 – Embarking on the Journey

Overview

In spring of 2024, the City of Webster Groves embarked on a journey to develop a new comprehensive plan. This State of the City Report provides an in-depth overview of Webster Groves' present conditions and attributes. It includes comprehensive data on community amenities, demographic trends, land use and zoning regulations, economic potential, transportation systems, parks, green spaces, and other vital infrastructure.

Furthermore, the report merges insights from community outreach and technical studies to identify the community's unique planning challenges and opportunities and forms the foundation for setting the goals and strategies of the comprehensive plan. The report is organized into seven sections, each presenting initial findings and preliminary recommendations:

- **Section 1 – Embarking on the Journey.** Provides an overview of the comprehensive plan, the planning process, Webster's planning efforts, and the boards and commissions that will support the success of the final plan.
- **Section 2 – About Webster Groves.** Details the history of Webster and a snapshot of the demographic profile, including population, income, and employment, among other aspects.
- **Section 3 – Voices of Webster.** The Comprehensive Plan will be built on the aspirations and values of the community. This section highlights the engagement done to date and the key community themes.
- **Section 4 – Housing & Market Assessment.** Provides a housing profile and assessment of the economic realities of Webster.
- **Section 5 – Land Use & Development.** Offers an assessment of land use patterns, zoning, sites of opportunity, and the community's character.
- **Section 6 – Mobility & Connectivity.** Examines the mobility systems of the city including roadways, sidewalks, trail systems, and public transportation.
- **Section 7 – Community Systems.** Covers an evaluation of parks and open space, community facilities, and infrastructure and utilities.

Journey to Destination WG Comprehensive Plan

Journey to Destination WG - the Webster Groves Comprehensive Plan – is set to be a dynamic long-term blueprint for the city’s future, spanning a timeframe of 10 to 20 years. This pivotal document will chart the course of growth and development for Webster Groves, addressing the city’s unique needs and opportunities.

The plan will encompass a wide range of community aspects, including the role of the city’s vibrant business districts, the stability and charm of the walkable neighborhoods, and ongoing historic preservation efforts. It will also highlight the expanding entrepreneurial economy and emphasize the importance of sustainability and conservation. By integrating these elements, the plan aims to foster a cohesive and forward-thinking framework that directs citywide efforts.

The ultimate objective is to craft a community-driven vision that not only addresses the current and future needs of Webster Groves but also inspires and energizes its residents. This comprehensive approach will help shape a dynamic and resilient future for the city.

Why is it so Important?

A comprehensive plan sets the basis for land use and zoning decisions made by elected leaders and city staff. This direction can impact certain areas of the community, making it essential for local stakeholders – residents, business owners, and organizations – to shape the vision of the plan. Webster Groves’ current Comprehensive Plan, completed in 1978 with a vision extending out 20 to 30 years, is now overdue for an update.

The new Journey to Destination WG - the City’s new Comprehensive Plan – will be a crucial tool for coordinating growth while preserving the community’s unique character. This Plan will support economic development and enhance quality of life, serving as an actionable guide that aligns with the community’s aspirations and priorities.

It is essential that this document adapts to the community’s evolving needs and should be revisited and updated every 5 to 10 years. Regular reviews allow the plan to incorporate new trends and address emerging challenges, ensuring its continued effectiveness in guiding Webster Groves toward its vision. The new Plan will focus on broad, community-wide strategies and policies for land use, community character, and city services, laying a foundation for future planning efforts.

Comprehensive Planning Process

This year and a half long comprehensive planning process is organized into three distinct phases, each driven by community outreach and engagement. Incorporating continuous

feedback throughout these stages ensures that the plan remains responsive to the needs and aspirations of Webster Groves' residents, fostering a collaborative approach to shaping the future.

Phase 1: Engage & Assess

This initial phase focuses on laying a solid foundation of knowledge. It involves conducting thorough planning analyses and engaging with the community through a variety of methods to gather diverse perspectives. The goal is to build a comprehensive understanding of current conditions, needs, and opportunities within the city and culminates with this State of the City report.

Phase 2: Envision

In this phase, ideas are tested and explored to define a cohesive, community-driven vision. This vision integrates multiple planning principles and themes, reflecting the goals and priorities of the community. Engaging residents, stakeholders, and experts helps to ensure that the vision is both ambitious and achievable.

Phase 3: Plan & Implement

The final phase centers on developing a strategic framework to bring the unified vision to life. This involves creating actionable strategies and defining a clear roadmap for implementation. The focus is on translating the vision into practical steps and ensuring the plan is set up for successful execution and long-term impact.

Contributing Planning Efforts

Journey to Destination WG builds upon the groundwork laid by previous planning efforts. These initiatives have been pivotal in shaping the growth and development of the City of Webster Groves. They act as both a blueprint and a launching pad for envisioning the city's future and will guide the comprehensive plan.

Webster Groves Comprehensive Plan | 1978

The City's current Comprehensive Plan was completed in 1978, with amendments to select commercial and focus areas in 2006, and a Comprehensive Plan map amendment in 2017. In 1978, the City Council developed the "Objectives and Policies for the Future" to address several community challenges, including deteriorating commercial areas, a minimal tax base due to limited commercial and industrial areas, limited communication and participation with local government, affordability for young families and the aging population, and regional relationships.

The general objective of Webster Groves' Comprehensive Plan was “the development and maintenance of a residential community - a community with a wide variety of age and income groups, a rich resource of cultural and educational facilities with convenient and adequate parks and recreation areas, peace, quiet and beauty, a satisfactory standard of public services, and reasonable taxes.” Specific policies, a land use map, and planning considerations guide the city towards this future.

City of Webster Groves Development Foundation Plan | 2006

In 2006, the City of Webster Groves approved the development area plans from the Development Foundation Plan. The Plan sought to define direction for future growth and development based on current climate and regulatory rules. The development areas included the three business districts: Old Orchard, Old Webster, and Crossroads, along with a portion of Kirkham Corridor and Watson Road. Concept plans, development potential, and development principles were established for each focus area. The overarching principles and plans strive to improve economic vitality, enhance walkability, and establish cohesive identity.

Bicycle and Pedestrian Master Plan | 2014

Webster Groves and the Sustainability Commission collaborated with Trailnet to create a 20-year plan aimed at improving walking and biking infrastructure and helping the city make informed decisions on allocating available funding for mobility improvements. To achieve the vision of enhanced livability through biking and walking, the plan outlines five goals, each with specific objectives. These goals focus on enhancing mobility opportunities through operations and policies, guiding residents via a designated network, connecting pedestrian and bicycle infrastructure, and providing safety education.

The plan includes a phased bicycle improvement guide and pedestrian network enhancement guide, both of which outline prioritized projects to improve connectivity between vital community resources. Each phase includes budget estimates to ensure a structured and financially viable approach to implementation. Implementation is supported by recommendations in six key areas: education, enforcement, encouragement, engineering, evaluation, and funding.

Forever Webster Groves | 2022

The City of Webster Groves Sustainability Plan outlines objectives, methods, and actions to address strategies for tackling environmental changes, strengthening sustainability, and fostering a community of responsible stewards. Forever Webster Groves encompasses objectives in transportation/mobility, the built environment, the natural environment, and

community engagement & development to guide future efforts. The Plan includes a series of recommendations, such as creating a Director of Sustainability position, gathering data to establish benchmarks, reviewing and adapting the plan to meet evolving needs, seeking funding opportunities, and collaborating regionally. Sustainability, highlighted as a core community value in this planning effort and in the strategic plan, will be an integral component of the comprehensive plan, reinforcing its importance across the community.

City of Webster Groves Strategic Plan | 2023

Adopted in July of 2023, Webster Groves' Strategic Plan is designed to guide the city in identifying priority initiatives, allocating resources, and aligning community interests. The Plan establishes the city's vision, mission, and values, and outlines six strategic goal areas. The vision is for "Webster Groves to be welcoming and a collaborative regional leader with a diverse community and connected neighborhoods where people and businesses thrive." The strategic goal areas include:

- Provide excellence in service
- Achieve diversity, equity, and inclusion
- Cultivate a diverse housing stock
- Ensure long-term fiscal integrity
- Strengthen economic development
- Adopt sustainable practices.

A strategic plan matrix details tactics for accomplishing each goal, identifies the responsible departments, sets success metrics, and establishes a timeline to achieve each tactic. These tactics will be integrated into the comprehensive plan to support the community's mission.

Boards and Commissions

As a deeply engaged and civic-minded community, Webster Groves benefits from the participation of numerous boards and commissions. These entities are extensions of city governance, serving as channels for community voices. In addition to these formal bodies, Webster Groves benefits from many other community-based groups and nonprofit organizations. Webster's formal boards and commissions include:

- **Architectural Review Board.** The ARB reviews new construction, building rehabilitation, signs and fences in the city's historic districts to ensure preservation of architectural character. The ARB is comprised of five licensed architects (including a landscape architect) and meets two times per month.

- **Arts Commission.** Established in 2006, the Arts Commission promotes arts, participation in the arts, and arts-related programming throughout the city. It also confers a Lifetime Achievement Award to recognize individuals who have significantly advanced the arts in the city. The commission actively seeks dynamic public art to beautify public spaces and inspire the community. The Sculpture Garden showcases six works of art, with an additional eight installations around the community and 19 artworks showcased in City Hall. Its nine citizen members are appointed by the City Council and the commission meets monthly.
- **Board of Adjustment.** The Board of Adjustment serves a regulatory appeal function in granting zoning variances and permit exceptions for applications that do not conform to the Zoning Code. The five-member body (with three alternates) meets monthly.
- **Business Development Commission.** This nine-member commission acts as a convenor and advocate for business interests throughout Webster Groves and includes representatives from the Crossroads, Old Orchard, and Old Webster business districts, as well as the Chamber of Commerce. The commission meets monthly.
- **Charter Review Advisory Board.** This board serves an advisory role to City Council when the Council considers amendments to the Charter of the City. The nine members and two alternates are appointed by City Council. The Board meets as needed and last provided recommendations to the Council in 2023.
- **Crossroads Advisory Commission.** This advisory commission includes business and property owners from the Crossroads Business District and focuses on enhancing the retail environment. It oversees a façade improvement grant program and advises the Council on uses of district revenues. The seven-member commission meets monthly.
- **Green Space Advisory Commission.** This nine-member commission serves in an advisory capacity to the City Council. It promotes long-term planning, maintenance, and beautification of the city’s parks and open spaces.
- **Historic Preservation Commission.** The HPC promotes historic preservation and the protection of districts, structures, and land throughout the city. It oversees design guidelines in the city’s five designated historic districts. The nine-member board meets monthly.
- **Old Orchard Business District Advisory Commission.** This commission focuses on improving the business and retail environment in the Old Orchard district. It oversees a façade improvement grant program and advises the Council on the uses of district revenues. The seven-member commission meets monthly.

- **Old Webster Business District Advisory Commission.** This seven-member commission represents owners and operators in the Old Webster district, helping them to enhance and promote the area. It also advises the Council on uses of district revenues. The commission meets monthly.
- **Parks and Recreation Commission.** The Parks and Recreation Commission serves as an advisor to the Council on issues related to the city’s parks, facilities, and recreational programming. It also advised Council on naming standards for parks and recreational facilities. The seven-member commission meets every other month.
- **Personnel Board.** The Personnel Board meets on an as-needed basis to advise the Council on personnel administration and to review disciplinary actions or appeals.
- **Plan Commission.** The Plan Commission reviews applications for conditional use permits, zoning changes, subdivision proposals, site development plans, and text amendments, providing recommendations to City Council on policy, development applications, and administration of relevant ordinances. The nine-member commission meets monthly.
- **Police Community Engagement Board.** The Police Community Engagement Board serves to hear and reflect community values around local policing, to convene community members and the police department, and to help assure a safe city with policing that upholds values of racial equity, diversity, and inclusion, paying particular attention to historical inequities in policing. The nine-member board meets monthly.
- **Sustainability Commission.** The Sustainability Commission advises the City Council in areas related to improving energy conservation, environmental improvement, and sustainability of resources. It developed the city’s Sustainability Plan in 2022. The commission, which consists of seven to nine members appointed by the Council, meets monthly.
- **Tax Increment Financing Commission.** The TIF commission conducts required public hearings as necessary in the adoption of redevelopment plans for “blighted” or “conservation” areas and potential designation. The Commission makes recommendations to the City Council regarding potential TIF districts.
- **Traffic Advisory Commission.** The seven-member TAC advises the City Council on automobile mobility and other mobility issues in the city during monthly meetings.

Planning in Missouri

Almost all states either require or allow municipalities to prepare comprehensive plans. Each state's laws dictate the degree to which a community needs a comprehensive plan, when a plan should be updated, the required content of the plan, and its relationship to state and local land use law. In the State of Missouri, Chapter 89 of the Missouri Revised Statutes prescribes the requirements for preparing a comprehensive plan and the comprehensive plan's role in local planning and zoning.

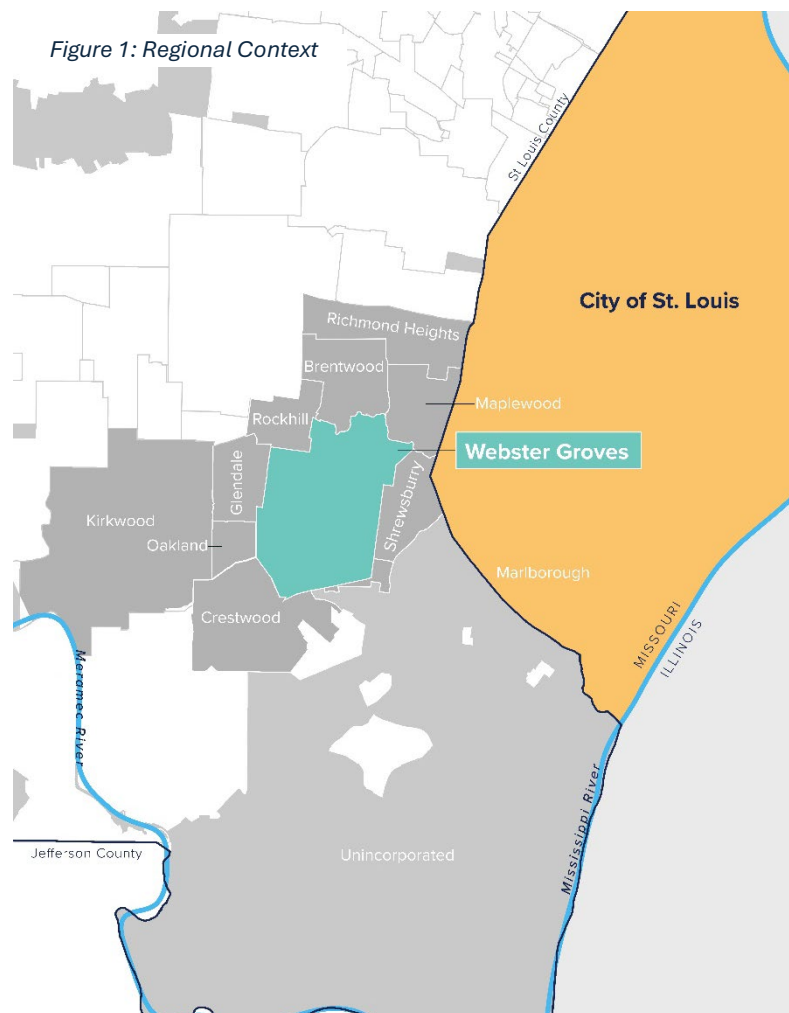
- **Statute 89.340** states that local commissions shall make and adopt a comprehensive city plan for the physical development of the municipality. The plan, including maps, charts, and explanatory materials, should outline recommendations for land use and physical development. It may cover various aspects such as the general location, character, and extent of streets, public spaces, and utilities. Additionally, it can address changes to public ways and spaces, including their acceptance, widening, removal, or relocation, as well as the redevelopment of blighted and slum areas.
- **Statute 89.040** requires that zoning regulations in Missouri be made in accordance with a comprehensive plan “to lessen congestion in the streets; to secure safety from fire, panic and other dangers; to promote health and the general welfare; to provide adequate light and air; to prevent the overcrowding of land; to avoid undue concentration of population; to preserve features of historical significance; to facilitate the adequate provision of transportation, water, sewage, schools, parks, and other public requirements.”

Section 2 – About Webster Groves

Regional Context and Setting

Webster Groves is a charming suburban city nestled in St. Louis County, approximately 10 miles southwest of the bustling heart of downtown St. Louis. Spanning about six square miles (5.9 square miles), this picturesque city is bordered by Kirkwood, Glendale, and Oakland and is one of the 100 municipalities within the County. With a close-knit population of around 24,000 residents, Webster Groves seamlessly integrates into the Greater St. Louis area, offering a unique blend of historical charm and economic vibrancy.

Renowned for its vibrant atmosphere, Webster Groves boasts an array of historic homes and rich architectural character, all set within a walkable community that features a well-maintained fabric of parks and open spaces and community facilities. The city is home to Webster University and three lively business districts, which have helped establish Webster Groves' as a regional destination. Its eclectic mix of shops, educational opportunities, dining options, and cultural attractions draw both residents and visitors alike. Whether strolling through its scenic streets or exploring its diverse offerings, Webster Groves provides a dynamic and enriching place to call home.



Local History

Early Years

The area that would become Webster Groves was originally inhabited by Native American tribes, including the Osage and Dakota. European-American settlers began arriving in the early 1800s, and until 1845, this area was known as Dry Ridge. During this time, this region, once a part of the Louisiana Territory, was changing from Spanish to French ownership and a system of land grants was established to encourage immigration. In 1802, Gregorie Sarpy was granted 6,000-acres by the Spanish colonial government which covered what is now Webster Groves.

Development as a Suburb

The Union Pacific acquired land in Webster Groves' which facilitated its development as a suburb. In 1853, a railroad platform, the Webster Stop, was built at Church Street (now Gore Avenue) which led to the development of nearby shops establishing the Old Webster Business District which still thrives today. Urban residents of St. Louis sought a less crowded and congested place to live while maintaining an easy commute to downtown jobs. Webster Groves originated from five separate communities along the railroad lines: Webster, Old Orchard, Webster Park, Tuxedo Park, and Selma. These communities merged in 1896 to form a unified government and implement shared public services.

Developments such as Webster Park, Webster University, and Algonquin Golf Club enhanced the community's appeal as a wholesome environment for families and commuters. In 1891, Webster Real Estate Company purchased 160 acres to create Webster Park, an exclusive residential neighborhood with 210 large lots and a Queen Anne-style train station, known as the Tuxedo Park Station, to support commuters. In 1903, residents established the Algonquin Golf Club on undeveloped lots, adding a recreational amenity to the community. In 1915, the Sisters of Loretto founded Webster University to make education accessible to all. Together, these initial developments shaped Webster Groves into a vibrant and desirable place to live.

North Webster

The North Webster community, established in 1866 for newly freed slaves, has deeper historical roots. The earliest African Americans in what is now North Webster were enslaved by John Marshall, who arrived from Virginia with his brother James in 1832. These enslaved individuals built the Rock Hill Presbyterian Church in 1845, located just north of Webster Groves at the intersection of Manchester and Rock Hill Roads. Although the

church was demolished in 2012, it is remembered for the enslaved workers who used their Sundays off to build the roof.

Before his death in 1864, James Marshall emancipated two of his slaves and granted them land. When slavery was abolished, many freed individuals remained in the area. In 1866, these former slaves built First Baptist Church in Porter's Subdivision, along Shady Avenue (now West Kirkham Avenue and Brentwood Boulevard). This community began to grow with homes spreading east and west from the church eventually expanding north to form North Webster. Subdivisions formed as property owners subdivided their land in this area.

By the early 20th century, North Webster was a self-sufficient community. While most residents worked outside the area, nearly all other daily needs were met locally. The neighborhood boasted its own churches, grocery store, barber shops, contractors, real estate agents, funeral homes, confectionaries, and pharmacies and Shady Avenue had a thriving business district. The first public school Douglass Elementary School was founded as a separate but equal school for African American children in North Webster. In the 1920s it grew into Douglass High School, becoming the only high school in St. Louis County for black students.

Despite its strengths, North Webster faced challenges. Most of the neighborhood lacked sewer service until the mid-20th century, roads were unpaved for years, and the community lacked many services available to other Webster residents. However, these challenges fostered a tight-knit and proud community. As noted by Ann Morris and Henrietta Ambrose, it was "a wonderful place to live," characterized by "tall trees to shade the hottest days, creeks full of 'crawdads,' homegrown vegetables, a good school, and seven churches."

Today

Since that time, Webster Groves' tree-lined streets and abundance of single-family homes have continued to attract people to the area as a great place to live, work and play. Webster is recognized for its wide variety of architectural styles as old buildings were preserved and new structures were built with a high standard for architectural character. Today, the city boasts a vibrant mix of homes, businesses, churches, and schools that reflect the living history of Webster Groves.

Community Profile

Demographic characteristics, such as population, household income and composition, and race and ethnicity influence planning decisions at various levels. These factors help identify population trends and address the needs of current and new residents as well as

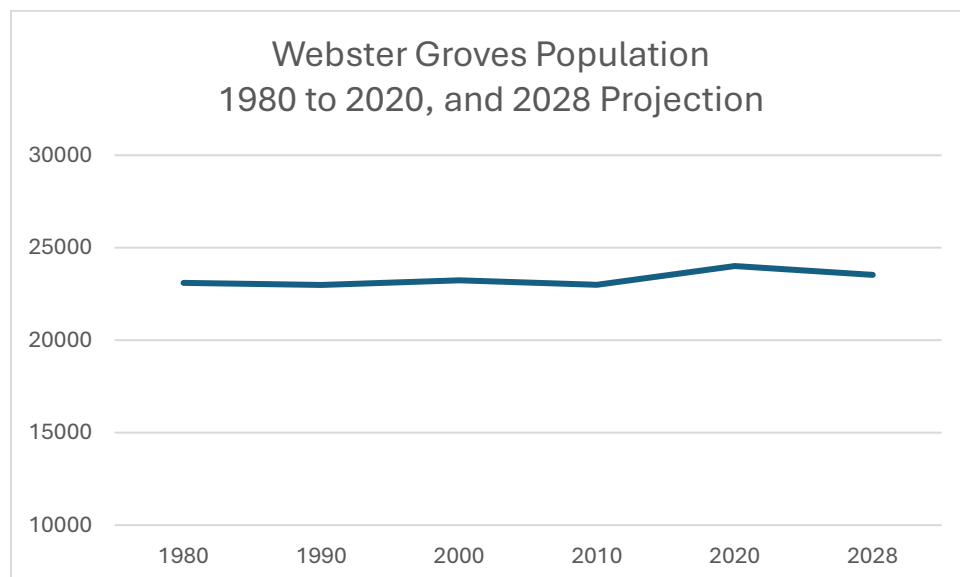
aging generations. Analyzing how Webster Groves has evolved and is projected to change informs many aspects of the comprehensive plan.

Population

Residents of Webster Groves often take pride in the city's consistent character, noting that things mostly stay the same. This stability is evident in some of the city's demographic characteristics, especially population. In the 1980 Census, Webster Groves had a population of 23,097, which increased to 24,010 by the 2020 Census, reflecting a modest 4 percent growth over 40 years.

As a near suburb of St. Louis City and one of over 100 municipalities in St. Louis County, Webster's population represents a small fraction of the county's one million people. Both St. Louis city and the county populations have remained relatively steady in recent decades, with regional growth (or contraction) being uneven. From 2010 to 2020, Webster Groves' population had an annualized growth rate of 0.43 percent, adding fewer than 100 people per year. During the same period, St. Louis County saw minimal growth at 0.05 percent annually, while St. Louis City experienced an annualized population decline of -0.57 percent.

The slow growth of Webster Groves is structurally rooted in the city's longstanding history, with virtually all available land already developed and a very low rate of new housing development and increased density.



Some of Webster Groves' immediate neighbors share many demographic qualities with the city, including relatively high household incomes, high levels of education, and slow growth. Among its 10 close neighbors, Webster's median household income of \$116,604

ranks third highest, almost on par with Kirkwood. The city also has the fourth most highly educated population among its neighbors, with 71 percent of adults holding a bachelor’s degree or higher, just behind Glendale, Brentwood, and Richmond Heights.

Table 1: Community Profile Comparison

	Population (2024 est.)	Households (2024 est.)	Median HH Income (2024 est.)	Education, BA or higher (2024 est.)	Annual Growth Rate, 2010-2020
Webster Groves	23,765	9,270	\$116,604	71%	0.43%
St. Louis County	994,758	409,566	\$83,744	48%	0.05%
Affton	20,184	9,087	\$79,019	35%	0.14%
Brentwood	8,189	4,132	\$101,789	77%	0.22%
Crestwood	12,238	5,184	\$111,246	59%	0.42%
Glendale	6,073	2,254	\$161,429	84%	0.41%
Kirkwood	29,138	12,230	\$114,095	67%	0.66%
Maplewood	8,392	4,513	\$60,415	56%	0.27%
Oakland	1,369	529	\$117,694	60%	0.06%
Richmond Hts	9,643	4,744	\$107,532	76%	0.85%
Rock Hill	4,673	2,100	\$95,430	65%	0.21%
Shrewsbury	6,453	3,293	\$78,366	58%	0.28%

Race and Diversity

Webster Groves’ population is predominantly white and non-Hispanic, with Black and Hispanic populations each estimated at 4 percent.

Several national trends, as reported in the Census and American Community Survey, affect how race and ethnicity are reported. As the Census has introduced expanded race categories such as “Some Other Race” and “Two or More Races”, and as personal understandings of race have evolved, data has become more challenging to align with past Census profiles. For example, in recent years, an increasing number of people of African, Middle Eastern, and Hispanic origin self-identify as “Some Other Race”. This trend in self-reporting is understood to reflect several factors: the recognition that race is not binary, the distinction between the African immigrant experience and the history of Black Americans, and the differences between the experiences of people of Hispanic and Middle Eastern cultures (who might otherwise be classified as “white”) and the white American experience.

As a result, 14 percent of the city’s population (including those identifying as Black, Asian, Some Other Race, and Two or More Races) consider themselves to be persons of color.

Table 2: Race and Ethnicity Composition

Race (2023 est.)	Percentage
White Alone	86%
Black Alone	4%
American Indian Alone	0%
Asian Alone	2%
Pacific Islander Alone	0%
Some Other Race Alone	1%
Two or More Races	7%
Hispanic Origin	4%

In interviews and focus groups, many residents spoke of the importance of racial diversity and its connection to Webster Groves' historical identity. The North Webster neighborhood, in particular, warrants further examination. This neighborhood has African American roots dating back to its founding by freed slaves in 1866, and even earlier to the enslaved individuals who lived there. From 2010 to 2020, the city's Black population declined from 6 percent to 5 percent (currently estimated at 4 percent), while North Webster's Black population decreased from 56 percent to 41 percent during the same period.

Table 3: Change in Black Population from 2010 to 2020

Black Population	2010	2020
City of Webster Groves	6%	5%
North Webster (neighborhood)	56%	41%

Population diversity can also be quantified by a Diversity Index, which is a measure provided by the US Census Bureau. The Diversity Index expresses the probability that two randomly chosen individuals will belong to different racial and ethnic groups, with the index ranging from 0 (no diversity) to 100 (complete diversity). Webster Groves has a Diversity Index of 28, indicating a 28 percent probability that two randomly selected individuals will come from different racial or ethnic groups. Among Webster Groves' neighboring communities, it ranks eighth in terms of the Diversity Index score. For comparison, St. Louis County has a Diversity Index of 57.

Table 4: Diversity Index Comparison

	Diversity Index
Glendale	18
Oakland	20
Crestwood	24

Webster Groves	28
Kirkwood	29
Afton	31
Shrewsbury	31
Brentwood	36
Richmond Heights	42
Maplewood	48
Rock Hill	49
St. Louis County	57

Household Size

Household size in Webster Groves has increased slightly from 2.43 persons in 2010 to 2.46 persons currently. This contrasts with St. Louis County, where household size declined from 2.42 to 2.38, and the nation, where household size decreased from 2.58 to 2.51 over the same period.

Nationally, the trend to smaller households is influenced by several factors, including lower marriage rates, later marriages, reduced birthrates and fewer children, and an aging population with more seniors living alone. Webster Groves' contrasting trend is likely due to the structural nature of the city's housing stock (primarily built for families with children) and the self-selection of individuals who move to the city for its housing and schools.

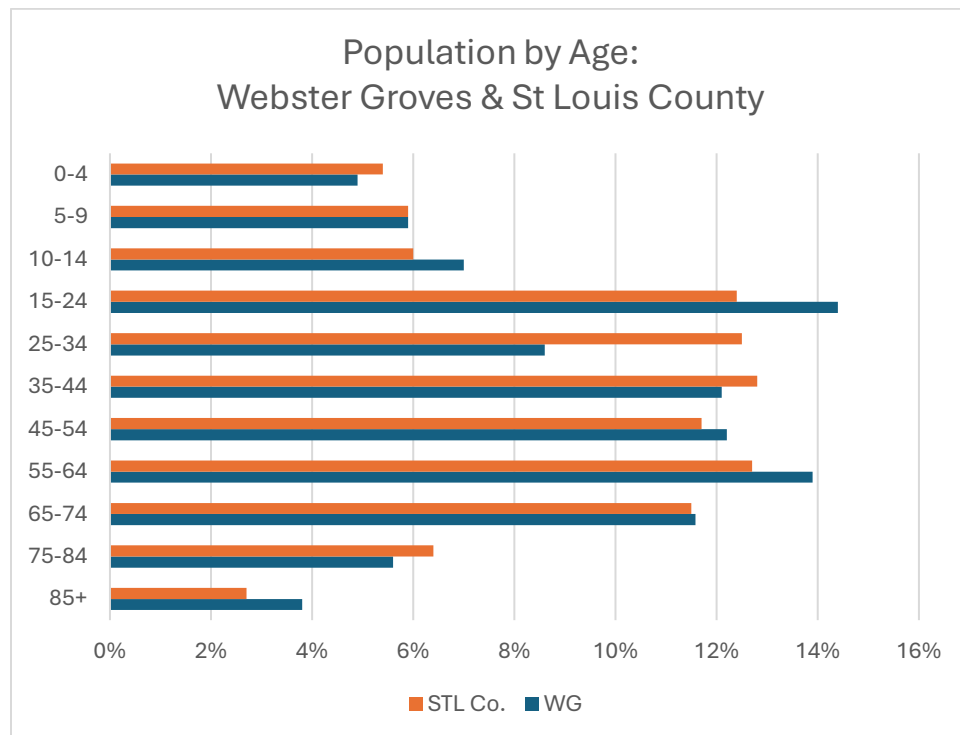
Age

Even as the average household size in Webster has remained steady or increased – contrary to national trends – the city's population is aging, following the national trajectory. From 2010 to present, the city's median age has risen by almost two years, from 40.9 to 42.7. During the same period, St. Louis County's median age went from 39.9 to 41.1 and the US median age rose from 37.2 to 38.9.

The aging of America reflects the movement of larger generations, such as Baby Boomers and their children (often referred to as Echo Boomers), through different life stages, combined with nationally lower fertility rates.

Analyzing the city's population by age bracket reveals that Webster has a higher proportion of young people (ages 10-24) than St. Louis County, as well as a greater proportion of middle-aged and older individuals, starting with the 45-54 age group. Notably, the 25-34 age cohort is smaller in Webster Groves compared to the county. The small size of this segment, which is typically associated with those early in their career and family formation

stages, may suggest that couples and young families are either not attracted to Webster Groves or are priced out of the market.



Lifestyles

Tapestry® is a proprietary lifestyle segmentation system developed by ESRI that classifies American households into 67 national categories, or “LifeModes.” These categories represent various demographic characteristics (such as age and income) combined with qualitative preferences (such as consumer tastes and spending habits). Since Tapestry LifeModes are national, households in the same lifestyle segment share similar traits regardless of their location in the country. It is common for most households in a relatively small geography, like Webster Groves, to fall primarily into just a few of the 67 segments.

In Webster Groves, three Tapestry segments account for 58 percent of households, while the remaining 42 percent are spread across other Tapestry segments in smaller proportions. Below are the general traits of Webster’s top three Tapestry segments.

Table 5: Top Three Tapestry Segments of WG Households

Tapestry LifeMode	% of Webster Groves population
In Style	30%
Savvy Suburbanites	16%
Urban Chic	12%

In Style

Members of In Style lead an “urbane lifestyle that includes support of the arts, travel, and reading.... Professional couples or single households without children, they have the time to focus on their homes and their interests.”

- » Household income: \$81,500
- » Median age: 43
- » Married couples without children
- » Household size: 2.35
- » College educated
- » Employment: Professional or management
- » Race: Primarily white
- » Housing: Single-family homes in older neighborhoods

Savvy Suburbanites

“Savvy Suburbanites are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city’s cultural events.”

- » Household income: \$119,200
- » Median age: 46
- » Married couples with no children or older children
- » Household size: 2.85
- » College educated
- » Employment: Professional or management
- » Race: Primarily white
- » Housing: Single-family homes in the suburban periphery of large metros

Urban Chic

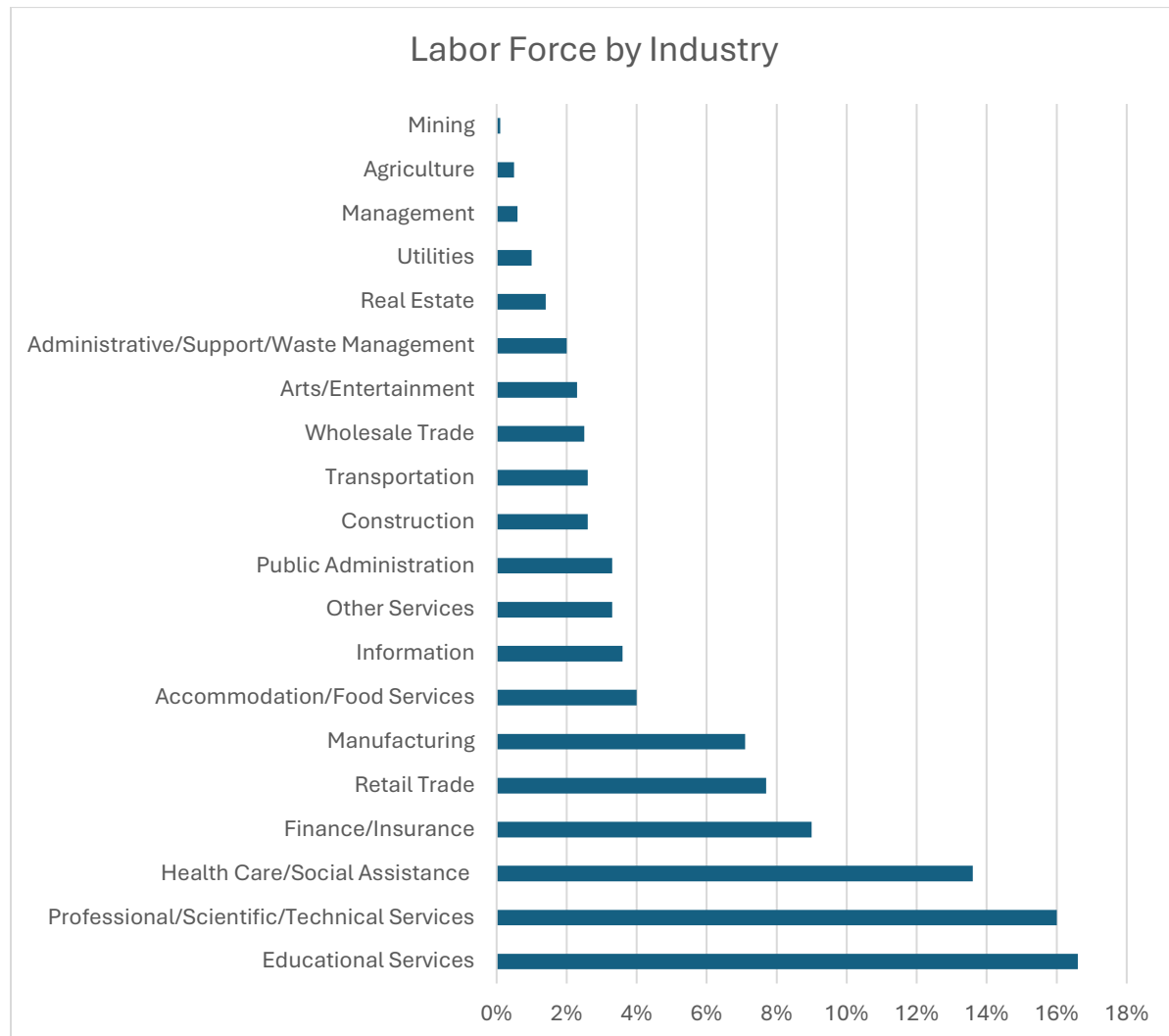
“Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30 percent are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable.”

- » Household income: \$123,800
- » Median age: 44
- » Mostly married couples
- » Household size: 2.39
- » College educated

- » Employment: Professional or management
- » Race: Primarily white
- » Housing: Primarily single-family

Employment and Workforce

Consistent with the city's high level of education, the majority of Webster Groves' working population is engaged in knowledge-based professions. The top four employment categories – Educational Services, Professional/Scientific/Technical Services, Health Care/Social Assistance, and Finance/Insurance – together account for 55 percent of the workforce. Overall, 82 percent of the city's workforce are employed in white-collar jobs. It is also notable that, despite its significance to Webster Groves' identity, the arts sector employs only 2 percent of the city's working population.



Section 3 – Voices of Webster Groves

A vibrant and comprehensive community engagement program was crafted for the Webster Groves Comprehensive Plan to foster stakeholder trust and inclusion. Given the diversity of stakeholders in Webster Groves, the primary goal of engagement is to offer various opportunities for participation in both traditional and non-traditional formats, including the use of digital outreach and communication technologies. This approach provides multiple entry points for stakeholders to share their concerns, ideas, and thoughts throughout the process.

The community engagement efforts aim to establish a baseline of quantitative and qualitative information regarding key community needs and issues. Actively involving residents, business owners, community organizations, and other stakeholders ensures that the comprehensive plan reflects the community's collective vision and addresses the unique challenges and opportunities within Webster Groves.

Engagement Opportunities

Destination Ambassadors

The Destination Ambassadors, a committee of local representatives, are an essential part of the Webster Groves Comprehensive Plan. Members serve as “outreach ambassadors”, helping the planning process to reach as many sectors of the community as possible, and as an internal sounding board, reviewing project progress. Their collaborative participation ensures the plan reflects the city’s aspirations and incorporates a broad spectrum of insights. The Destination Ambassadors are devoted to staying engaged throughout the process, providing guidance and a direct connection to the larger community to ensure the plan’s successful implementation.

Stakeholder Listening Sessions

The City of Webster Groves organized 20 listening sessions with key community stakeholders to gather insights on how to enhance the community. The Planning Team engaged with over 100 community members, including business and property owners, real estate representatives, residents, elected officials, boards and commission members, and faith-based organizations. These productive discussions helped build a robust understanding of the community’s strengths and planning issues.

Webster Groves Conversations

Webster Groves Conversations was a community engagement event held on May 1, 2024, at Webster University. Over 40 community members, including residents, local leaders, and business owners, attended. Participants shared their thoughts on various topics related to the comprehensive plan, such as Housing & Neighborhoods, Economic Vitality, Districts, Placemaking & Identity, and Sustainability & Conservation. The Planning Team facilitated focus group conversations, prompting discussions about Webster Groves' strengths, weaknesses, and future opportunities. Following the discussions, the planning team shared insights, ideas, and questions that emerged. Additionally, a community survey was available on the project website to gather input from those unable to attend, with 254 community members participating in the survey.

What We Heard

Key Themes

The valuable feedback from initial engagement has been synthesized into the following key themes that highlight the community's challenges, strengths, and opportunities. A strategic approach to guide change will integrate this community input with professional analysis, aligning current conditions and fulfilling the community's aspirations for the future of Webster Groves.

Creative Economy.

Business Districts. Recent restaurant developments and an expanding boutique retail scene, particularly in the Old Webster and Old Orchard districts, have made Webster Groves' business districts popular destinations for diners and shoppers from outside the city. Independent businesses are highly valued as part of Webster Groves' identity, and creative, committed local developers and small-business entrepreneurs have contributed to this success. Stakeholders value these areas as the City's centers of activity and community gathering spaces. Some wish to see more family-friendly restaurants, activities, and programming within these districts, but overall, they contribute significantly to the identity of Webster Groves. Discussions have arisen about how to build a "One Webster" identity for all the historic districts and commercial areas in the city, with a Community Improvement District (CID) suggested to support city-wide economic and beautification efforts.

City of the Arts. Webster Groves is recognized as the "City of the Arts" due to its valued anchors, such as the Opera Theatre of St. Louis and Webster Arts, which host renowned arts events. Stakeholders expressed their appreciation for the community's access to the

arts but noted that the arts brand of Webster Groves does not necessarily correlate with the prevalence of arts related activities. Offering more support to the arts community and integrating public art into the City's fabric through murals, painted crosswalks, and live installations were some of the suggestions from the community to better connect the city to its art identity.

Opportunity Sites. The community is largely developed, but stakeholders have identified key areas for diversifying the land use mix. Douglas Hill, although contentious due to past development proposals, offers an opportunity to contribute more effectively to the Old Webster business district. The business area along Marshall Avenue, a smaller commercial zone, has the potential to offer live-work spaces and expand its commercial and light industrial character. Additionally, stakeholders mentioned Watson Road as a corridor with the potential for increased density, improved aesthetics, and consideration for higher and better uses.

Neighborhoods & Housing.

Character & Identity. Webster Groves' diverse architectural character, renowned historic districts, and well-maintained neighborhoods significantly contribute to the community's identity. Stakeholders believe the city stands out due to its distinctive architecture and authentic built environment. New developments and renovations complement this historic character and remain sensitive to the surrounding context. Preserving the beautiful housing stock and architectural variety and encouraging this standard of design are essential as the community continues to grow and develop.

Attainable Housing. The primary housing challenge resonating with most community members is the loss of attainable housing, especially for the local workforce. Rising home values, limited availability of homes for sale, and a lack of diversity in housing types have exacerbated this issue. Some community members worry that their family members may not be able to afford to live in the community, while others express concern about local police, teachers, and artists being unable to live and work in Webster Groves. The comprehensive plan should aim to understand the community's appetite for offering housing at different price points and develop strategies to address the housing challenge while respecting the community's character.

Diversify Housing Types. Traditionally, Webster Groves has offered a range of housing options, from mansions to starter homes, but the community has seen limited availability of "missing middle" housing products such as townhomes, duplexes, and condominiums. Building support for denser housing in Webster Groves has been challenging, but stakeholders expressed a desire to identify areas in the city where varied housing, including accessory dwelling units, could address the community's needs.

Government Efficiency.

Tax Base. The pooled sales tax proves advantageous for Webster, allowing the City to benefit from sales tax on neighboring big-box stores while avoiding having those stores within the community, allowing Webster to maintain a commercial identity reflective of local creative businesses. Stakeholders expressed concerns about the limited tax base and want to seek ways to increase population and tax revenue without compromising the city's cherished qualities.

Regional Collaboration. Webster Groves is a desirable place to live and work within the region. The city can be a leader in the region by initiating collaborative discussions about resource sharing. Stakeholders proposed ideas such as spearheading sustainability efforts, exploring shared service agreements with neighboring municipalities, and addressing stormwater management and roadway networks as part of a larger shared system.

City Staff & Process Improvement. Challenges related to funding and staffing have persisted over the years, particularly concerning critical city functions such as parks, infrastructure maintenance, and police services. These challenges have impeded operational efficiency and are largely due to the marginal tax base. Stakeholders also emphasized the need for regulatory consistency and predictability, especially within the realm of development processes. Streamlining permitting processes is crucial, as prolonged processes inflate costs for developers, ultimately affecting homebuyers. The city aims to position itself as a collaborative partner to developers, facilitating the realization of projects and solutions that garner broad community support and align with the city's long-term vision for sustainable growth and development.

Mobility & Connectivity.

Walkability. A standout feature of Webster Groves is its walkability, allowing residents and visitors alike to stroll to commercial districts, schools, and scenic neighborhoods and parks. While the city offers a sense of walkability, most stakeholders note that the streets are primarily designed for cars. There is a shared desire for improvements to pedestrian infrastructure, particularly in key areas presenting challenges for walkability. Ensuring the safety of children walking to school should be a priority, emphasizing the need for a connected pedestrian infrastructure system. Stakeholders advocate for better pedestrian accommodations, such as crosswalks and traffic calming measures, along with enhanced bike infrastructure to bolster the overall city mobility network and improve pedestrian comfort in specific areas.

Traffic & Safety. Elm Avenue serves as a crucial north-to-south thoroughfare connecting regional communities, yet traffic issues and pedestrian safety concerns along this corridor have been raised by stakeholders. Big Bend Boulevard is also a major County thoroughfare that needs safety improvements, notably where the road traverses the business districts of Old Orchard and Crossroads. South Webster also faces significant safety challenges, including traffic issues and inadequate pedestrian infrastructure such as fragmented sidewalk networks and limited safe crossings. Stakeholders would like to see measures taken to decrease traffic and improve safety.

Public Transportation. Currently, public transportation does not effectively serve the broader community, with only a few bus routes traversing Webster Groves. This limitation affects a substantial portion of the workforce who have limited commuting options. Assessing the existing public transportation system and exploring opportunities to expand the network are deemed essential strategies for building a robust multi-modal transportation network.

Culture & Community.

Sense of Community & Local Pride. Community members in Webster Groves expressed a profound sense of local loyalty and pride. Many choose to remain in the city to raise their families and hope to age-in-place. They value the city's excellent public school system, walkability, and strong community bonds, where neighbors consistently support one another. Additionally, a thriving park network contributes to the sense of community, providing spaces for recreation and social gatherings. While acknowledging these strengths, residents are keen on continuous improvement. Suggestions included enhancing signage for better navigation from the highway and organizing community events to further strengthen community bonds and encourage active lifestyles.

Addressing Our History & Community Development. Concerns were voiced regarding the declining Black population in certain areas of Webster Groves, a trend attributed to ongoing development and escalating home values. Acknowledging the significance of this demographic shift, community members stressed the importance of confronting the city's racial history and its implications on current decision-making processes. There is a collective call to action to preserve the historical fabric of North Webster while supporting existing residents in maintaining their properties and managing property taxes. These efforts are pivotal in fostering a more inclusive and equitable community where every member feels valued and heard.

Parks & Open Space.

Recreational Facilities and Fields. Stakeholders have voiced concerns regarding the shortage of recreational fields and facilities within the city, underscoring the pressing need for additional spaces dedicated to sports and leisure activities. There is a strong desire for larger athletic fields capable of accommodating a variety of sports activities and adequately meeting the community's needs, including the provision of a pool. Some community members supported sharing these resources with surrounding municipalities.

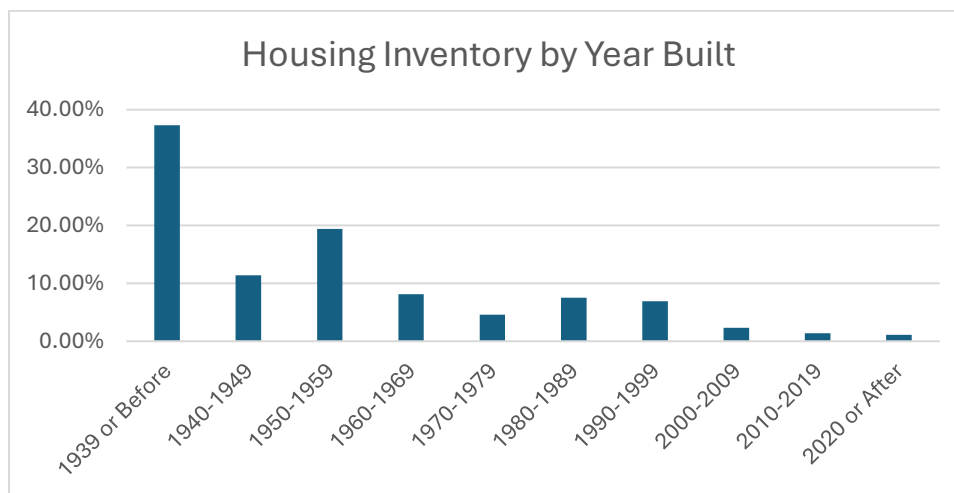
Park Facilities. Stakeholders value the city's designation as a Tree City USA and emphasize the importance of green spaces and parks within walking distance of residential areas. They commend the comprehensive park network and maintenance and environmental sustainability efforts evident throughout the system, from master planning to the implementation of sustainable landscaping practices. While acknowledging the current parks' suitability for parents and young children, stakeholders express a growing need for more inclusive and community-oriented spaces that cater to teenagers and foster opportunities for social interaction. Proposed solutions include the establishment of a new park at the city's entrance, potentially featuring captivating art installations to enrich the welcoming ambiance and bolster community engagement efforts.

Section 4 – Housing & Market Assessment

Housing Profile

Webster Groves is known for its beautiful, high-quality homes, many of which are historic. The value of these homes is further enhanced by the city’s excellent schools, high quality of life, and desirable amenities. The homeownership rate is very high at 81 percent, contributing to the stability of neighborhoods, overall home maintenance, and the creation of social capital among residents. Of the city’s approximately 9,900 housing units, about 1,870 of those are renter occupied.

While much of Webster Groves’ housing stock is prized for its historic character, relatively little housing has been built since 1959. With few new units constructed, the city’s population and property tax base are effectively capped.



Housing Costs and Affordability

Compared to most of its immediate neighbors, Webster Groves is technically affordable, with a Housing Affordability Index of 108 and the percentage of income spent on mortgage at 22 percent.¹ However, these affordability metrics are based on median incomes and median home values, meaning a median-priced home in Webster is affordable for a household earning the median income. This affordability does not extend to lower-paid members of the workforce, such as teachers or police.

¹ Housing Affordability Index has a base of 100, representing an area where the median income is sufficient to qualify for a loan on a home valued at the median home price and not be cost-burdened. Higher values indicate greater affordability. A related metric is Percent of Income for Mortgage. A homeowner who spends more than 30% of income on rent or mortgage, taxes, insurance, and utilities is considered cost-burdened.

Table 6: Housing Profile Comparison

	Homeownership	Median Home Value	Housing Affordability Index	Percent of Income for Mortgage
Webster Groves	81%	\$407,840	108	22%
St. Louis County	68%	\$293,991	107	22%
Affton	70%	\$215,858	138	17%
Brentwood	65%	\$327,854	117	20%
Crestwood	84%	\$300,524	139	17%
Glendale	96%	\$515,551	118	20%
Kirkwood	77%	\$494,179	87	27%
Maplewood	40%	\$279,928	81	29%
Oakland	79%	\$438,421	101	23%
Richmond Heights	53%	\$384,848	105	22%
Rock Hill	80%	\$306,443	117	20%
Shrewsbury	59%	\$314,720	94	25%

Less expensive homes exist in the city, particularly in North Webster and South Webster, where values are lower and housing is more attainable. However, the demand for new-construction and larger homes has shifted the value balance between structures and land, making smaller homes prime targets for teardown and replacement, especially in North Webster.

The limited housing options impact both ends of the income spectrum. For middle-income workers, the lack of attainable housing makes it difficult to live in Webster Groves, posing challenges for employers in recruiting and retaining talent, especially given the limited public transit and the lower likelihood of car ownership among this group. On the more affluent end, empty-nesters and seniors often find themselves trapped in larger homes than they need, even in cases where they own them outright. These mortgage-free homeowners, though less impacted by higher interest rates when downsizing, often want to stay in Webster but struggle to find suitable one-level options in the for-sale or rental market due to a lack of inventory.

Since mortgage rates jumped in 2022 from historic lows, the housing market has experienced several anomalies. Homeowners with mortgages at unusually low rates of three percent or four percent are reluctant or cannot afford to move and take on a new mortgage at seven percent. This has contributed to a low inventory of homes for sale and a resultant spike in prices due to the tight housing supply. Similarly, developers have been slow to build new housing at scale, partly because of the cost of development financing

and partly because it is extremely challenging to entitle new housing in fully built-out communities like Webster Groves.

Multifamily Housing

Webster Groves' multifamily housing inventory falls largely into six categories. Market-rate apartments and condominiums provide housing options for the general public, while the other housing types are restricted by age, income, or institutional affiliation.

1. Market-rate apartment buildings
2. Condominiums
3. Subsidized apartments
4. Age-restricted communities
5. Webster University dormitories
6. Short-term artist apartments

1. Market-Rate Apartments

Market-rate apartments in multi-unit buildings constitute a relatively small portion of all residential units in the city, totaling fewer than 200 units. Most are one or two stories, and many are reported to house a high proportion of older residents. Larger buildings include Colonial Village Apartments (7964-76 Big Bend) with 72 units, and Chamberlain Manor (763-82 Chamberlain Place) with 38 units. Many apartment buildings were built in the 1960s and 1970s and provide an important housing option within the city, though several of the buildings may also present opportunities for redevelopment.

2. Condominiums

There is a very limited number of condominium units in multifamily buildings. These include Goodall Condominiums, developed in a historic school building, and several condominium units in Old Webster.

3. Subsidized Apartments

Two apartment complexes in North Webster provide the largest number of subsidized rental housing units in the city. These include North Webster Apartments, a recently renovated cluster of one-story attached units on the block formed by Allison, Bell, Cornell, and West Waymire Avenues. Also in North Webster is Douglas Manor, a 41-unit, three-story building that has been poorly maintained and has seen a disproportionate level of crime and public safety calls.

4. Age-Restricted Communities

Most age-restricted housing in Webster is organized as senior communities. These include Bethesda Orchard and Pacific Place, both in Old Orchard, and Laclede Groves Lutheran

Senior Services in South Webster. The communities offer a range of independent living, assisted living, and continuing care, depending on the facility.

5. Dormitory Housing

Webster University offers four dormitories, primarily for freshmen and sophomores, and one off-campus apartment building. The four main group-quarters dormitories house approximately 850 students on-campus.

6. Artist Housing

The Repertory Theater of St. Louis offers artist housing in 14 apartments in Webster Groves for visiting actors.

Market and Economic Base

The consumer market in Webster Groves is robust, largely due to high household incomes. However, despite this strength, much of the potential spending on retail goods and services is believed to occur outside the city due to its limited retail supply.

Historically, retail sales gap (or leakage) calculations helped understand how much local spending was being lost to other communities. However, with the rise of online shopping, including for convenience purchases, the relevance of sales gap analysis has diminished. Instead, evaluating available spending through the Spending Potential Index (SPI) and the context of local retail strengths is more insightful. The SPI represents the amount of potential household spending relative to a national average of 100, with higher scores indicating greater spending potential for a given population or geography. Retailers and retail service providers are attracted to areas with high SPI scores as one factor among other demographic traits.

Table 7: Spending Potential

Category	Total Spending	Average per HH	SPI
Apparel & Services	\$29,896,733	\$3,210	146
Education	27,347,714	2,937	164
Entertainment/Recreation	52,365,923	5,623	149
Food at Home	91,452,773	9,820	144
Food Away from Home	50,462,081	5,418	146
Health Care	100,965,158	10,841	147
Household Furnishings & Equipment	41,208,095	4,425	150
Personal Care Products & Services	13,429,584	1,442	151
Vehicle Maintenance & Repairs	17,601,596	1,890	144

Given the lack of available land for large-scale stores that attract Webster residents to nearby suburbs and the general disinterest in such development among most residents, it is more useful to assess the city's performance in categories with a strong local presence such as restaurant dining. Even in this category, where the city is home to approximately 30 food and bar establishments, a conservative estimate suggests these businesses capture less than half of the \$50 million available in resident spending on Food Away from Home.

Business Districts

Webster Groves' commercial districts are unique in their physical layout. The city features three main historic commercial centers – Old Webster, Old Orchard, and Crossroads – each with its own distinct character. All are walkable to their surrounding neighborhoods, though less so from one district to another. Old Webster and Old Orchard, situated on the west and east sides of the city respectively, form a “barbell” layout.

Traditional business districts like these have faced economic challenges in most cities and suburbs across the country due to competition from newer and larger shopping centers, obsolete buildings, lack of foot traffic, low-quality public spaces, and parking shortages. Contrary to these trends, Webster's three business districts are thriving. This success is often contributed to local developers, business and property owners, and entrepreneurs who recognized the potential to enhance the districts' quaint character, creating place-based entertainment and retail clusters. Some of the restaurants and retail establishments have become regional destinations, attracting new spending to the city.

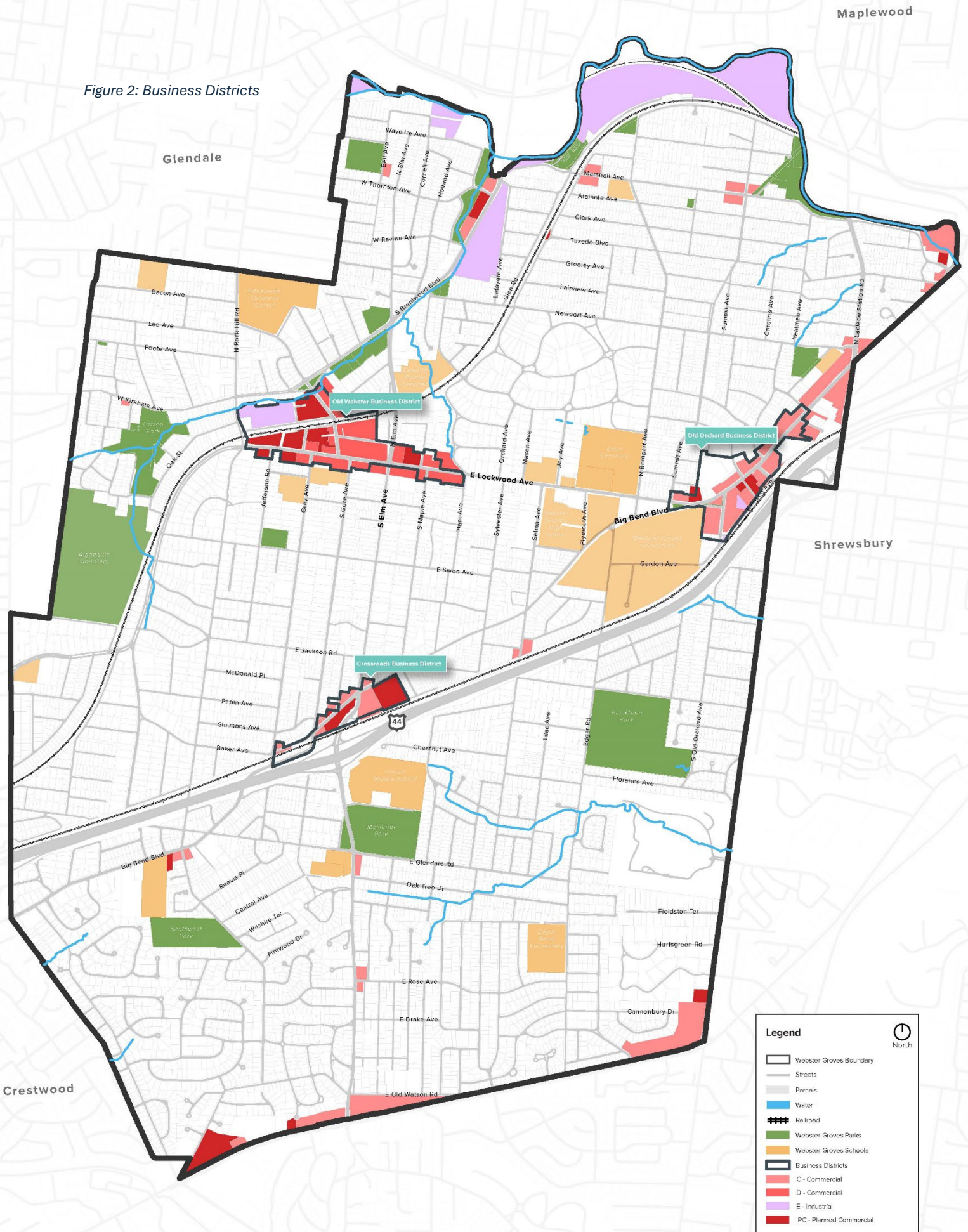
- **Old Webster** is the largest of the three districts, functioning as a traditional downtown. It contains a mix of retail, dining, service, and institutional/religious uses. Several restaurants in Old Webster are regional destinations. This district has seen more retail and office infill development than the other two districts.
- **Old Orchard** has become a center of restaurant dining, upscale bars, boutique food businesses, and boutique apparel and other retail. Once considered a sleepy district with traffic speed among its chief challenges, Old Orchard is now a destination, though traffic speed remains an issue. Also unusual is the functionality of rear parking lots, which shoppers often resist using.
- **Crossroads** is the smallest of the three centers. It has historically experienced a higher vacancy level than the other districts, but today hosts several popular food businesses, medical offices, offices of creative professionals, and fitness businesses.

Each of the three commercial centers benefits from a Community Improvement District, where fees assessed on commercial properties fund an association responsible for maintaining public spaces, including landscaping and snow removal.

A fourth neighborhood commercial district, located on Marshall Avenue at Summit Avenue, has recently attracted new businesses, such as the Maypop Coffee & Garden Shop and artist studios, following years of being overlooked.

The historic character and predominance of mom-and-pop businesses in all four districts serve as important assets and differentiators, making these areas attractive to shoppers and diners from Webster Groves and beyond.

Figure 2: Business Districts



Industrial Zones

Webster Groves hosts a small number of industrial zones, primarily in three locations: the Owen Ridge industrial park in North Webster, an industrial zone at Pacific and Rock Hill Roads, and a third at the northeast corner of the city, north of the railroad.

Owen Ridge is a well-maintained industrial campus, partially in floodplain, with pharmaceutical, food-testing, and other uses, including an event space. There is still room on the campus for additional industrial development.

The industrial zone at Pacific and Rock Hill Roads contains a mix of consumer-facing businesses like fitness-related uses, as well as contractors, building supplies, and other uses.

The industrial zone on the Brentwood border is in the northeast corner of the city, bounded by railroad tracks on the south side of the zone, and only accessible from Brentwood. It is largely invisible to the rest of Webster Groves. The users are primarily building supply and construction-related businesses, laydown yards, and heavier industries than in other areas of the city.

Preliminary Recommendations

Housing

- **Diversify Housing Products:** Encourage and incentivize development of diverse housing products, including workforce-attainable apartments and Accessory Dwelling Units (ADUs).
- **Incentivize Housing Diversity:** Encourage and incentivize condominium development for downsizers seeking to stay in Webster Groves.
- **Renovate Apartment Buildings:** Where appropriate and strategic, stimulate redevelopment of existing unrenovated apartment buildings to add density and units. This approach may be appropriate for Mid-Century apartment buildings lacking architectural significance.
- **Promote Attainable Housing:** Require inclusion of price-accessible units in new multifamily developments.
- **Streamline the Review Process:** Improve the entitlement and permitting process, including the occupancy permitting, so new housing approvals are highly predictable for developers and housing is attainable for the community.
- **Create Design Guidelines:** Adopt development design standards to help generate high-quality development proposals.
- **Discourage Teardowns:** Limit teardowns, particularly in North Webster, through more restrictive Floor Area Ratios (FARs).

Commercial Districts

- **Prioritize a CID Management Entity:** Establish a business district management entity, funded by the three CIDs. A staffed management entity can devote focused resources to:
 - New business development
 - District branding and identity
 - Marketing and events
 - Public space improvements
- **Implement Urban Design Improvements:** Establish differentiated and recognizable identities for Old Webster, Old Orchard, and Crossroads, including:
 - Unique graphic identities
 - Wayfinding signage
 - Websites and online presence
- **Define the Districts:** Maintain and support the business mix and commercial character of each district.
 - Consider formula business limitations within the three CIDs, as independent businesses are the differentiating factor for each.
 - Consider a “design district” strategy for Old Orchard, where there are already several businesses fitting this niche.
- **Foster the Arts:** Embrace the arts as a pillar of Webster Groves’ identity by adopting a strategy for building a creative economy throughout the city.
 - Make the arts more visible in public places (visual and performing arts)
 - Adopt an expansive interpretation of a creative economy, including culinary arts, creative professions, entertainment, and creative retail (e.g., visual arts, home furnishings, vintage apparel, etc.)

Section 5 – Land Use & Development

Community Land Use

Land use refers to the pattern of physical development and arrangement of residential, commercial, industrial, and open space uses within a community. A community must understand its current land use and development patterns to plan and identify future areas where new land uses may be beneficial or needed to meet community goals. In Webster Groves, the existing land use pattern is influenced by the community's history as a bedroom community on the commuter route to St. Louis City.

Webster Groves land use is comprised by a majority of residential (79 percent) and institutional uses (seven percent). Of the residential land, single-family neighborhoods are the predominant type (86 percent) and are scattered throughout the city. Duplexes, townhomes, and multi-family residential make up a small percentage of the land area, representing roughly 600 acres or 14 percent of all residential uses. Multi-family residential areas are concentrated along main corridors, including Elm Ave, Big Bend Blvd, Lockwood Ave, and Laclede Station Rd, with additional pockets in surrounding neighborhoods. Duplexes and townhomes are scattered throughout single-family neighborhoods, with a large concentration between I-44 and Big Bend Blvd. Public and institutional uses include schools, Webster University, City Hall and other city facilities, as well as religious institutions. These uses are typically exempt from paying property taxes.

The third largest land use category is Webster's parks and recreation, comprising of five percent of the city's land area. This category consists of public and private recreational areas and facilities. The city's park and recreation system include 19 parks scattered throughout the community. Algonquin Golf Club, Blackburn Park, and Memorial Park are the city's largest public and private recreation facilities.

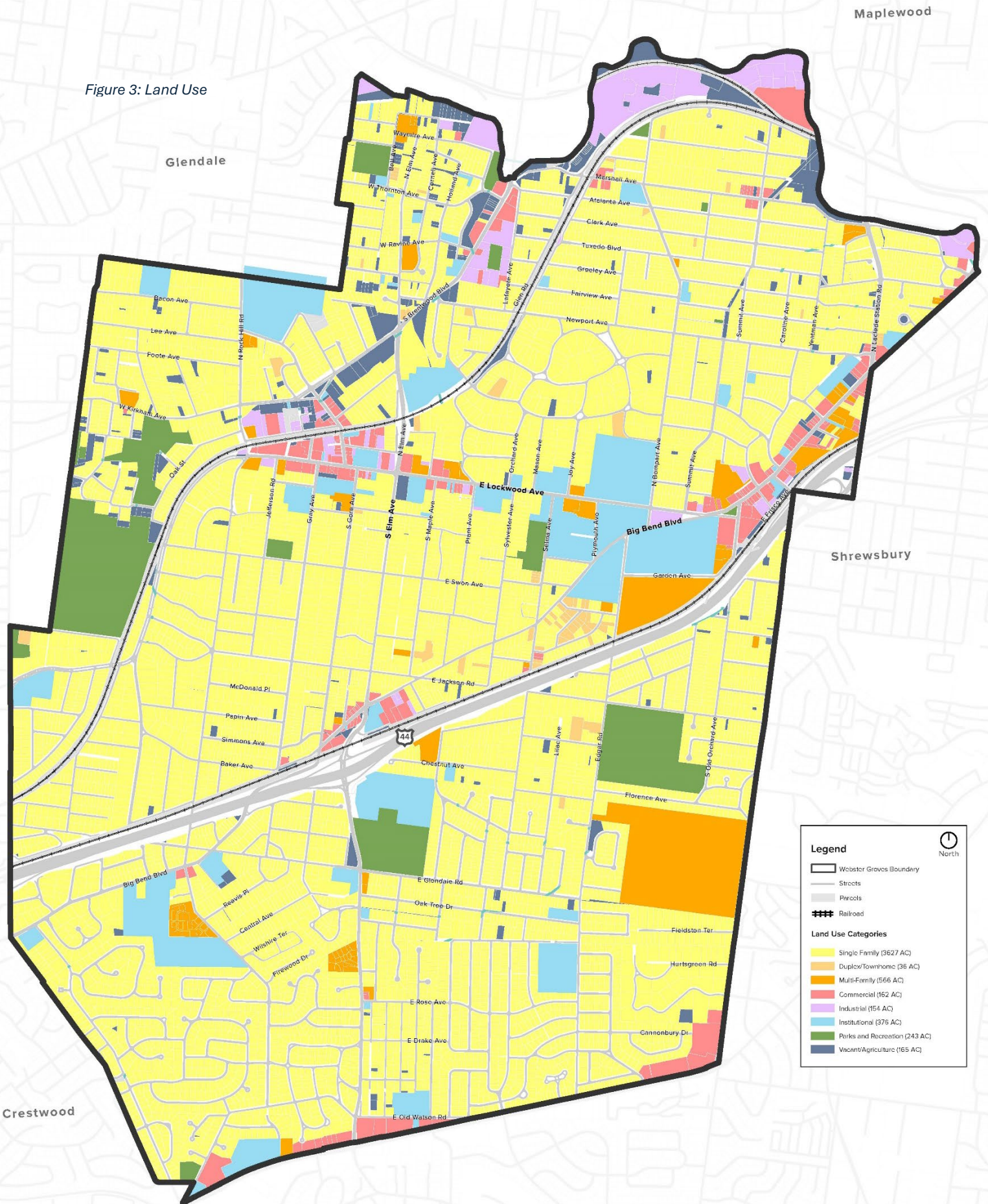
Commercial uses represent only three percent of Webster's land area, or 160 acres. Most commercial uses are within the Central Business Districts (CBDs) – Old Orchard, Old Webster, and Crossroads. Other areas with commercial uses are along Brentwood Blvd north of Newport Ave, along Wason Road and Big Bend Blvd, and a pocket at Marshall and Summit Ave.

Industrial uses account for three percent of the total land area. These uses are within the industrial park at the northern edge of the city off Glen Road, along Brentwood Blvd north of Newport Ave, and within the Old Webster business district north of the railroad tracks.

Vacant and agricultural uses account for the remaining three percent of the community's land area and are found in pockets throughout the city limits. There is a concentration north along the border of the city, within the industrial park, and along Brentwood Blvd. The highest concentration of vacant and agricultural uses fall within floodplain areas and should remain vacant for environmental reasons, with the opportunity to create passive recreation opportunities. Single parcels are scattered throughout the rest of the city, both within residential neighborhoods and along the commercial corridors.

Land Use Category	Acreage	% of Webster Groves Land Area
Residential	4230	79%
Single-Family	3627	86%
Duplex/Townhome	36	1%
Multi-Family	566	13%
Commercial	162	3%
Industrial	154	3%
Institutional	377	7%
Parks & Recreation	243	5%
Vacant/Agriculture	165	3%

Figure 3: Land Use



Zoning Ordinance

The City of Webster Groves Zoning Code, last updated in 2020, regulates and restricts land use, building size and height, setbacks, lot size and width, and the density of different uses within the community. The code consists of 14 districts.

Residential Districts

There are five residential districts that regulate housing types for different areas of the community. Eighty-eight percent of the community is zoned for residential districts that allow for single-family residential units, the majority of which are in the A4 designation.

- **A1 Twenty Thousand Square Foot Residence District, A2 Fifteen Thousand Square Foot Residence District, and A3 Ten Thousand Square Foot Residence District.** Preserves single-family residential neighborhoods and includes Laclede Groves senior facility, Webster Park subdivision, Central Webster and surrounding neighborhoods, and areas south of the interstate.
- **A4 Seventy Five Hundred Square Foot Residence District.** The predominate residential district, allowing for single-family and two-family dwellings (with certain regulations). These areas are in north and south Webster and along Big Bend Boulevard north of the interstate. Permitted uses include educational facilities, parks, and public safety facilities.
- **B1 Planned Multiple-Family Residence.** This is the only residential district that allows multi-family residential but restricts other uses. Only one percent of the community is zoned for B1, located along the main corridors such as Lockwood Avenue.
- **PEU Planned Environmental Unit.** This procedure provides an alternate zoning procedure for A1-A4 to permit flexibility in building types, encourage economic and energy efficient subdivision design, and permit increased density. This is for developments containing five or more lots or units and can allow residential and commercial uses. Webster Oaks Place, a condominium subdivision in south Webster, is the only zoning district in the city.

Commercial and Industrial Districts

Commercial and industrial districts comprise five percent of the zoning designations in the community and address the economic tax base areas. These five districts establish height and setback regulations, performance standards such as noise, odor, and emission, and development standards.

- **B2 Multiple Family and Commercial District.** Allows for multiple-family dwellings, residential structures and garages, parks and playgrounds, and certain types of commercial, office, and service that can be requested during rezoning. A Planned District procedure is required.
- **C Commercial District and C1 Commercial District.** The commercial districts intends to support office, service, and commercial uses in specific areas of the city with opportunities for some single-family attached and detached residential. These commercial areas are concentrated at Old Orchard, Crossroads, and Watson Rd.
- **D Commercial District.** This commercial district supports office, service, art galleries, and commercial uses. Multiple-family dwellings are a conditional use in this district. Located in Old Webster and at Summit and Marshall Avenue.
- **PC Planned Commercial District.** This zoning district requires an approval development plan to provide modern shopping and office centers with integrated design. Located within the three business districts and along Watson Road.
- **E Industrial District.** Primarily concentrated along the northern edge of the community off Glen Road and along Brentwood Blvd, north of Newport Avenue, and north of the railroad tracks in Old Webster. This designation allows for a range of industrial uses with restrictions on appearance and set development and performance standards.

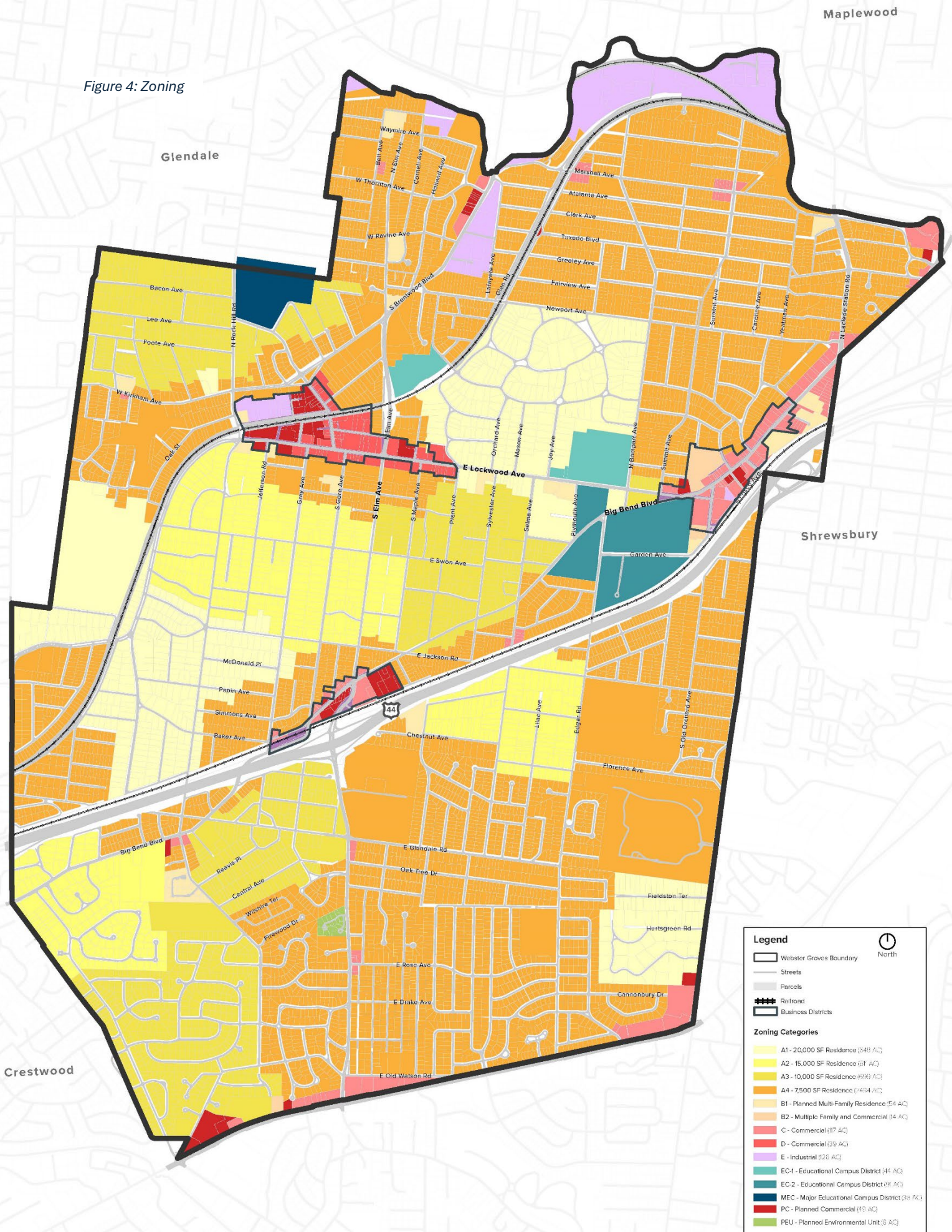
Educational Campus Districts

To facilitate more planned and creative design within educational campuses, the city established three Educational Campus Districts requiring legislative approval. The EC-1 and EC-2 districts establish base regulations and provide for a certain intensity of development by-right while encouraging buffering from adjoining uses. Modifications to base district regulations require a Campus Master Planning process, leading to the MEC District designation if approved.

- **EC-1 Educational Campus District.** Aims to preserve historic land use patterns and the low-density character of surrounding neighborhoods, while allowing for compatible educational facilities. Zoned for Eden Seminary and Epworth Children and Family Services.
- **EC-2 Educational Campus District.** Allows for a greater range and density of uses, including larger-scale student housing, athletic facilities, auditoriums, and theaters. This district is confined to Webster University and Nerinx High School.
- **MEC Major Educational Campus District.** Provides a Campus Master Plan process to vary from any base district regulations, currently found only at Edgewood Children's Center in the northwest portion of the city.

Zoning Districts	Acreage	% of Webster Groves Land Area
Residential Districts	4412	90%
A1	648	15%
A2	511	12%
A3	699	15%
A4	2494	57%
B1	54	1%
PEU	6	0%
Commercial & Industrial Districts	331	6%
C	117	35%
PC	49	15%
D	39	12%
E	126	38%
Educational Campus Districts	173	4%
EC-1	44	25%
EC-2	91	53%
MEC	38	22%

Figure 4: Zoning



Opportunity Areas

Webster Groves is a built-out community, yet like many suburban areas, it faces susceptibility to change at key locations. These areas may offer strategic value to the community and are susceptible to change due to various factors, including developer interest, existing land use patterns, ownership, market realities, and location. The community should identify and understand these areas to anticipate and manage potential shifts in land use, ensuring they align with local goals and aspirations. Opportunity sites have been identified by city staff and through community conversations as locations within the city that present unique potential for development.

West Pacific Avenue

The West Pacific area, 7.5 acres bounded by West Pacific Avenue, North Rock Hill Road, Shady Creek, and Lincoln Avenue, is a key location within the community. Currently industrial and within the Old Webster business district, it holds potential for higher and better use and poses the opportunity as a viable site for the community to be proactive about its future development. Past redevelopment plans proposed a high-density mixed-use development with townhomes, apartments, retail, office, and parking in a pedestrian environment to complement the surrounding context. However, issues with parking, traffic, height, and density deterred residents and city council from moving forward with the plan. Consideration of its potential as a mixed-use complex, designed in a manner that is acceptable to the community and viable in the market, is critical to meeting the changing needs and trends of the city.

Marshall and Summit Avenue

At the intersection of Marshall and Summit Avenues, an organic commercial district has begun to take shape. This area is sprinkled with creative businesses, ranging from a garden and coffee shop to a thrift store and a stained-glass shop. While this district is naturally evolving, the city can support its growth by providing incentives, creative urban design, and placemaking enhancements to strengthen this district as a key community asset.

Watson Road Corridor

Watson Road, located at the southern end of the city, has a distinct identity that contrasts with the rest of the community. This area experiences high traffic volumes, features auto-oriented commercial uses, and is less pedestrian-friendly. However, this corridor has the potential to introduce more mixed-use and pedestrian-friendly designs that could diversify the land uses, strengthen the tax base, and support the city's efforts in creating a walkable

community. Community conversations revealed an interest in planning for the future of this corridor as an area that could address the growing needs within Webster Groves.

Community Character and Identity

Webster Groves' visual character is defined by a blend of built and natural elements, including residential neighborhoods, historic districts, business districts, roadways and corridors, parks, and open spaces. Architectural features, historic preservation, gateways, public art, streetscapes, and urban design elements further contribute to the local sense of place and enhance the community's economic competitiveness. These assets collectively establish a unique identity that distinguishes Webster Groves within the larger metropolitan region, enhance the quality of life, and promotes the city's aesthetic appeal and recognition as a destination.

Strategic initiatives such as capital improvements, land use changes, zoning amendments, and public review processes are the tools used to establish and enhance Webster Groves' character and design.

Corridors

Webster Groves' community character has been shaped by its position as a bedroom community to St. Louis City and, historically, as a location for second homes for those seeking to escape the city. This history influenced the design of the community's corridors and roadways, which primarily consist of smaller-scale residential thoroughfares with several main street-style commercial districts scattered throughout the city. The corridors are walkable with a focus on pedestrian and cyclist infrastructure.

- **Lockwood Avenue:** A two-lane road running east to west through the city, traverses Old Webster on the west side, through the north end of Webster University, and ending with Old Orchard on the east side.
- **Big Bend Boulevard:** A two- to four-lane corridor running east to west through the city, traversing significant commercial areas including Old Orchard and Crossroads, and residential areas.
- **Brentwood Boulevard/Kirkham Avenue:** In the northern portion of the city, this road is considered the boundary between North Webster (to the west) and central Webster and is more commercial in nature until it changes into Kirkham Avenue, which is predominantly residential.
- **Elm Avenue:** The main north-to-south corridor in Webster Groves. Primarily residential, it sees heavy traffic and requires improvements in appearance and safety for all modes of transportation.

- **Watson Road:** Located at the southern border of the city, this high-traffic route with large scale commercial areas offers opportunities for diversifying uses and enhancing walkability and community identity through urban design interventions.
- **Interstate 44:** Runs east to west, dividing the city and creating a significant barrier to accessibility and walkability within the community. The main commercial areas are north of the intersection beyond the commercial areas along Watson Road, hindering south Webster from accessing these amenities.

Districts

Webster Groves is renowned for its three business districts: Old Webster, Old Orchard, and Crossroads. The first business district, Old Webster, developed south of the railroad tracks along Lockwood Avenue, near the location of a former train station, while Old Orchard and Crossroads are on different ends of Big Bend Boulevard. Old Orchard has a college-town feel, and is walking distance from Webster University. Crossroads and Old Orchard have potential for improved streetscape conditions to create a more pedestrian-friendly environment.

Neighborhood Design

Making up most of the city's land area, neighborhoods are a critical component of the community's character and identity. Webster Groves' residential neighborhoods are rich with historical and architectural variety. Most of the housing stock is single-family, built before the 1960s, in neighborhoods with maintained sidewalks, full tree canopies, and community facilities, parks and open spaces scattered throughout. Attention should be taken to maintaining the essential qualities of these neighborhoods and their access to premier services, while adapting to meet the growing needs of the community.

Community Spaces

Webster Groves' community spaces are primarily encompassed in the system of parks and open spaces. The city has a robust presence of parks and open spaces within existing neighborhoods, providing community gathering spaces, trails, and recreational and athletic opportunities to residents and visitors. Although there are ample parks and recreational amenities, the city can work to improve connectivity between assets, utilize school and private lands to expand the network of parks and open spaces, and ensure parks and open space are a component of new development. Ensuring parks and open spaces, greenways, tree canopies, and environmental ecosystems are a part of the built environment will enrich the quality of life for residents and make Webster a better place to live, work, and play.

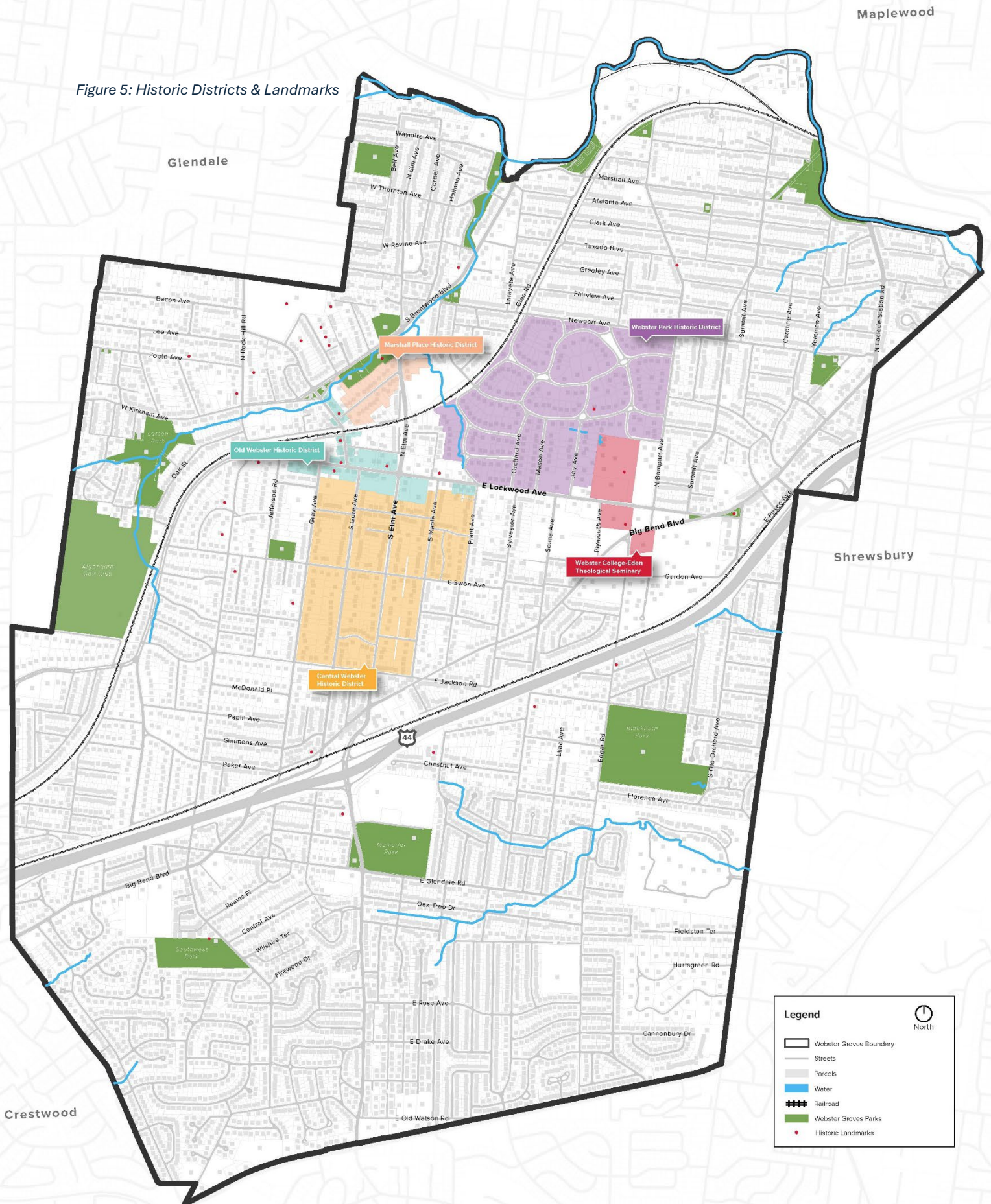
Historic Preservation

The City of Webster Groves boasts a rich collection of historic homes, commercial buildings, churches, and educational institutions. The city is home to 48 city-designated historic landmarks and five city-designated historic districts. The historic districts are listed in both the State and National Registers. These districts include:

- **Central Webster Historic District (1986):** This residential area is located at the historic heart of Webster Groves, spans 140 acres and features 299 buildings, primarily single-family frame houses. These homes reflect styles popular with the upper-middle class and suburban commuters from the 1860s through the 1920s. The district, roughly bounded by E. and S. Cedar, Plant and W. Maple Aves., E. and W. Jackson Rd., and Gray Ave, illustrates the early development of Webster Groves and of St. Louis County as a residential suburb connected by railroads and streetcar lines.
- **Marshall Place Historic District (1982):** The district offers a well-preserved glimpse into a nineteenth century commuter suburb, including the former train station, four commercial buildings, and 25 homes. The structures, ranging from the 1860s to the 1930s, showcase a variety of architectural styles such as Italianate, Queen Anne, and Colonial Revival.
- **Old Webster Historic District (2004):** Comprising several blocks of primarily commercial properties over 9.6 acres in the original downtown area, this district is bound by the Union Pacific Railroad tracks to the north, West Lockwood Avenue to the south, Allen Avenue to the west, and Elm Avenue to the east. Three buildings within the district are listed on the National Register, and there are 35 structures featuring a variety of architectural styles from 1860 to 1930.
- **Webster College-Eden Theological Seminary (1982):** Situated on Lockwood Avenue between the two primary business districts, this area encompasses the campuses of Webster College and Eden Theological Seminary. These institutions, pioneers in higher education, are set on 22.5 acres and feature 11 structures of educational, architectural, and performing arts significance, designed by notable architects of St. Louis.
- **Webster Park Residential Historic District (2008):** This residential neighborhood covers 138 acres and is bound by Newport Road, Bompert Avenue, East Lockwood, and Glen Road. Platted in 1891 by the Webster Real Estate Company for middle to upper-class families, the subdivision includes 210 structures built between 1890 and 1936. The homes represent various architectural styles from late Victorian to Colonial Revivals and Early 20th Century Revivals, including single-family homes, churches, the public library, and a parochial school.

To protect and maintain the city's historic and cultural heritage, Webster Groves established the Architectural Review Board (ARB) and the Historic Preservation Commission (HPC). The HPC is responsible for researching and recommending properties or areas worthy of protection and recognition and maintaining an inventory of historical assets. The ARB reviews and approves plans for new construction, additions, or alterations to existing structures to ensure the aesthetic appropriateness of exterior changes.

Figure 5: Historic Districts & Landmarks



Preliminary Recommendations

Land Use, Zoning, & Community Character

- **Expedite Review Processes:** Make review and zoning processes more transparent, affordable, and streamlined to support developers and builders.
- **Preserve Residential Character:** Maintain and protect the historical and architectural integrity of residential neighborhoods and encourage the preservation and renovation of existing homes to retain the community's character.
- **Support Economic Growth:** Review and update zoning regulations in commercial and industrial districts to attract diverse businesses and support economic development.
- **Foster Small Businesses:** Consider incentives for businesses that contribute to the local economy, community identity, and create jobs.
- **Update the Zoning Ordinance:** Review and modernize the zoning code to reflect current needs and trends.
- **Form-Based Codes:** Consider form-based codes to focus on the physical form of the built environment.
- **Focus on Environmental Sustainability:** Maintain the city's tree canopies, protect green spaces, advocate for sustainable development, and prioritize green infrastructure.
- **Activate the Opportunity Areas:** Prioritize the opportunity areas as key sites to help diversify the land use, strengthen the tax base, and enhance the character of the community.
- **Prioritize Pedestrian-Friendly Design:** Focus efforts on enhancing walkability in corridors, districts, and neighborhoods to improve safety and accessibility.
- **Prioritize Safety and Connectivity:** Develop strategies to bridge the divide created by Interstate 44, such as pedestrian overpasses, improved crossings, and enhanced public transportation links.

Section 6 – Mobility and Connectivity

Webster Groves' residents and visitors benefit from a robust transportation network, strong regional connectivity, accessible sidewalks, and several trails that enhance the quality of life. The city is served by major roads and highways, including Interstate 44, which provides direct access to downtown St. Louis and other parts of the region. Public transportation is available through the MetroBus system operated by Metro Transit, connecting Webster Groves to the greater St. Louis metropolitan area. For non-motorized travel, the city offers pedestrian-friendly sidewalks and low-stress, shared bike routes, promoting walkability and cycling. Additionally, the community's vibrant business districts - Old Orchard, Old Webster, and Crossroads - are easily accessible by foot, contributing to the community's charm and accessibility. Overall, the transportation network in Webster Groves is multi-modal, supporting a blend of automobile, public transit, pedestrian, and bicycle travel, enhancing connectivity and mobility within the city and beyond.

Travel Snapshot

Residents' commuting patterns reveal a lot about a community's dependency on vehicles and walkability. Many Webster Groves residents (74 percent) drive alone to work while only eight percent use non-single occupancy modes for their commute. While every Webster Groves household is within a ½ mile of transit service, only one percent of residents take public transit to work. The COVID-19 Pandemic and the prevalence of working from home impacted all modes of transportation, as 19 percent of workers in Webster Groves did not commute at all in 2021. Nearly a quarter of all commuters depart for work after 9:00am, and the average commute takes 20 minutes.

The average household in Webster Groves has 1.79 cars, compared to 1.49 across St. Louis County. The average household spends 21 percent of their annual income on transportation costs, compared to 17 percent across the County. This, along with the

Means of Transportation to Work (ACS 5-Year Estimates 2017-2021)

Car, truck, or van	78%
Drove alone	74%
Carpooled	4%
Walk	2%
Public transportation	1%
Bicycle	<1%
Taxi, motorcycle, or other means	<1%
Worked from home	19%

Travel Time to Work (ACS 5-Year Estimates 2017-2021)

Less than 10 minutes	15%
10 to 14 minutes	15%
15 to 19 minutes	18%
20 to 24 minutes	22%
25 to 29 minutes	9%
30 to 34 minutes	11%
35 to 44 minutes	5%
45 to 59 minutes	3%
60 or more minutes	2%

community's commuting patterns, reveals that although Webster Groves is seen as a walkable community, residents are still dependent on vehicles daily.

Roadway Network

Interstate 44, which runs east-west through the city, provides quick access to downtown St. Louis and other regional destinations. While this highway offers a significant regional connection for the community, it also creates a dividing line between north and south Webster, posing safety and walkability challenges for residents.

Webster Groves' internal roadway network is anchored by key arterial roads. Big Bend Boulevard and Lockwood Avenue provide east-to-west connections, while Elm Avenue offers the main north-to-south connection. These major roads facilitate movement through the community, neighborhoods, and commercial areas. Residential streets are well-maintained, contributing to the suburban character of the city. The road layout supports both local and through traffic, accommodating residents and visitors while maintaining Webster Groves' small-town feel.

Speed limits in Webster Groves typically range from 25 to 35mph on most residential and local streets. In school zones, the speed limit is reduced to 20mph during school hours for student safety. Slower speeds will help create a safer environment for walking and biking, especially for children and older adults.

Several arterials, such as Watson Road and Laclede Station Road along the city's boundaries, provide easy and fast access for drivers. However, these streets can be barriers to walking and biking. Many residents perceive these streets as dangerous and unpleasant for biking due to traffic, noise, and a lack of safe facilities. Additionally, commercial properties along these streets are designed to be auto oriented, with large parking lots fronting the street, making building access more difficult even with sidewalks, and lacking pedestrian-friendly design.

Nearly all roads in Webster Groves are owned and maintained by the city, giving it ample control to make meaningful safety improvements. However, county-controlled roads like Big Bend Boulevard and Laclede Station Road experience some of the highest collision rates resulting in injury. To implement safety improvements on non-locally controlled roads, the city must proactively plan and coordinate with external agencies. Webster Groves is exemplifying this collaboration through the planned improvements on Elm Avenue that connect to the state's improvements on Watson Road.

Safety

In 2023, there were 108 injuries and one fatality due to traffic collisions on Webster Groves' streets excluding 37 injuries occurring on I-44. Collisions resulting in injury occurred on just 21 streets (excluding I-44). This highlights the concentration of dangerous roads rather than a widespread problem throughout the city. The table below shows the five roads with the highest number of collisions resulting in injury, accounting for 67 percent of all roadway injuries in 2023.²

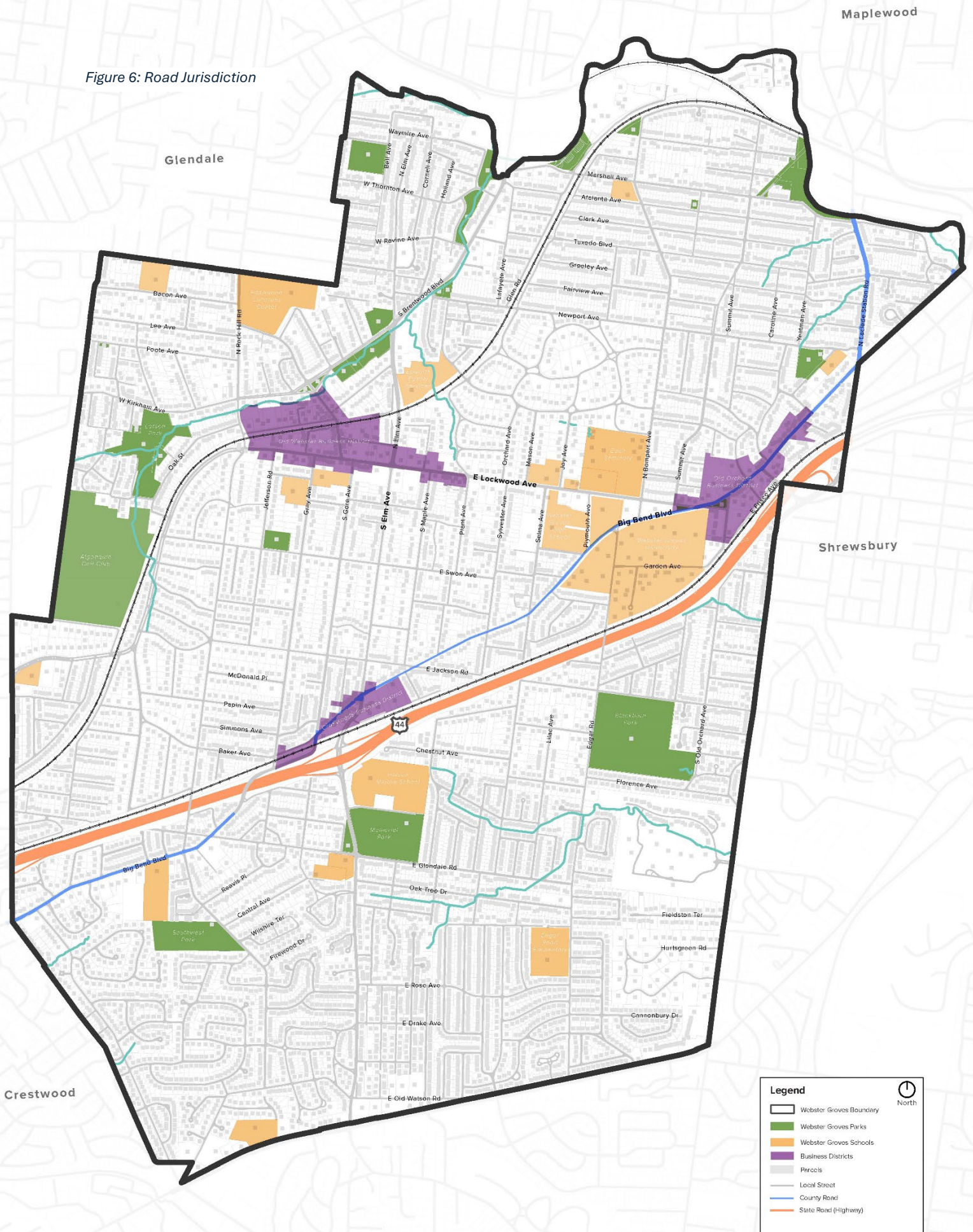
In 2023, there were four collisions resulting in injury to a bicyclist, five resulting in injury to a pedestrian, and one pedestrian fatality (on Laclede Grove Road). These collisions occurred at seven different intersections throughout Webster Groves, with three at the intersection of Glendale Road and three more at the intersection of Big Bend Boulevard. All but one collision involving a bicyclist or pedestrian occurred in daylight conditions.

Table 8: 2023 WG Crash Data

Street	Jurisdiction	2023 Injuries
Big Bend Boulevard	County	26
Elm Avenue	Local	20
Laclede Station Road	County	19
Murdoch Avenue	Local	8
Lockwood Avenue	Local	6

² [State of Missouri, STARS Reporting.](#)

Figure 6: Road Jurisdiction



Legend

- Webster Groves Boundary
- Webster Groves Parks
- Webster Groves Schools
- Business Districts
- Precincts
- Local Street
- County Road
- State Road (Highway)

North

Public Transportation

Public transportation in Webster Groves is provided by Metro Transit St. Louis. Route 56 Kirkwood-Webster, the city's only bus route, connects to the broader St. Louis metropolitan area. Route 21 Watson Road operates just outside the city along Watson Road, providing a similar east-west connection. Approximately 95 percent of Webster Groves households are within a ½ mile of transit service, with nearly 75,000 jobs accessible in a 30-minute transit trip.³

Route 56 serves 21 stops along Lockwood Avenue and connects to key community destinations, including the Old Webster and Old Orchard Business Districts, Holy Redeemer Catholic School, Eden Theological Seminary, Nerinx Hall High School, Webster Groves High School, Webster University, and the Public Library. The route runs 14 trips per day from 6:04am to 7:53pm, Monday through Friday, with buses arriving roughly every hour.

Examining Webster Groves households within a ¼ mile walk of one of the 21 stops along Route 56 revealed that there are 8,500 residents and nearly 9,000 jobs, and nearly 400 of those residents do not have access to a vehicle.

Despite serving a large portion of the community, residents, local business owners, and employers, such as the School District, have expressed concerns about the bus system's unreliable schedule hindering accessibility for riders. Strengthening this network would benefit a significant portion of residents, visitors, and employees.

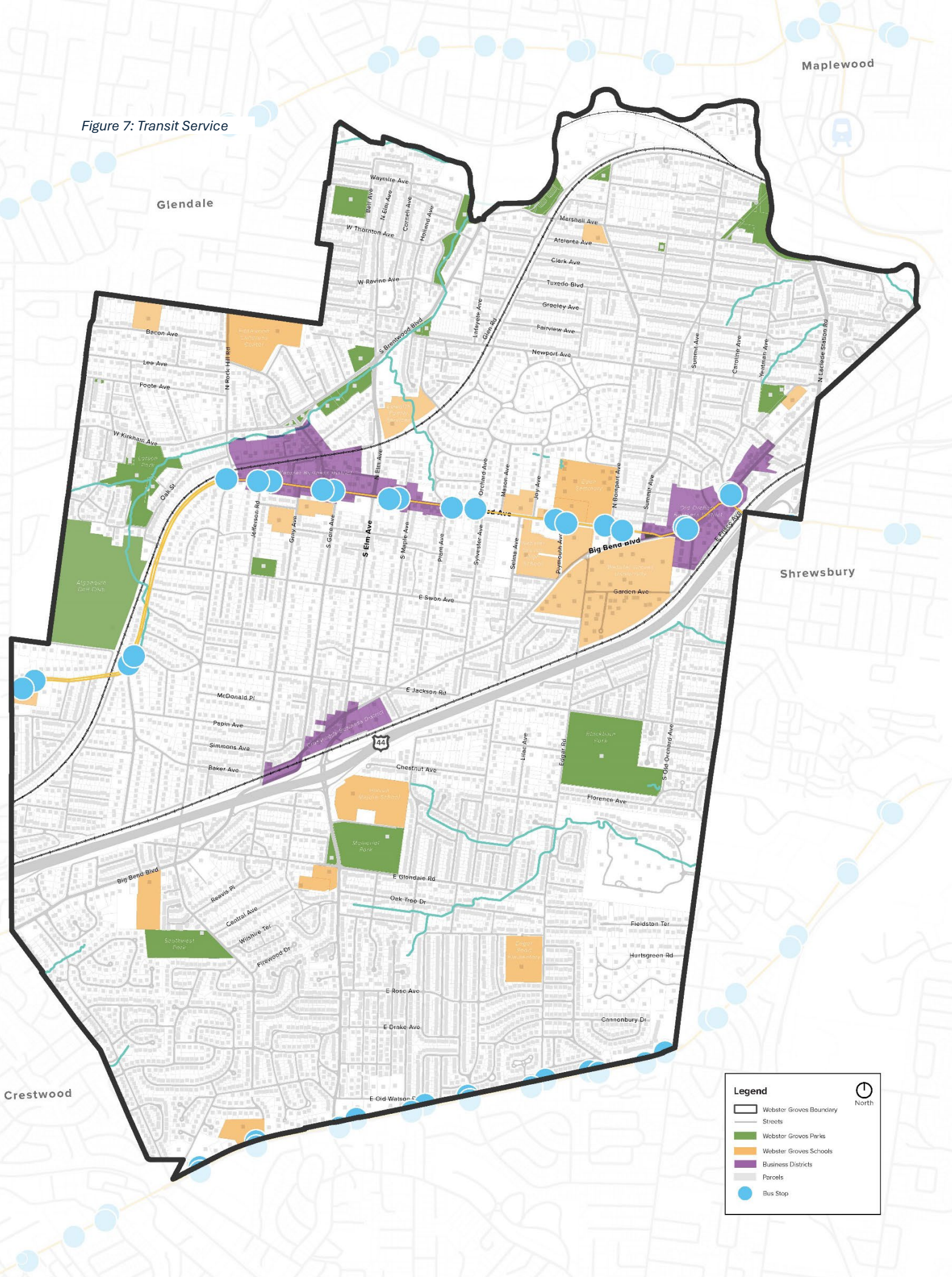
Regional Transit

A robust network of regional transit exists in the metropolitan area. Both Route 56 and Route 21 connect Webster Groves to the Shrewsbury-Lansdowne I-44 MetroLink Station, where four other bus routes provide transfers: Route 9 Oakville, Route 11 Chippewa, Route 16 City Limits, and Route 30 Arsenal. Both routes also provide connections to Route 49 Lindbergh at their western terminus.

The Shrewsbury-Lansdowne I-44 MetroLink Station and the Sunnen MetroLink Station, located just outside the city limits, offer access to St. Louis' light rail system, connecting residents to key destinations like downtown St. Louis, Lambert-St. Louis International Airport, and various employment and entertainment hubs. Some 7,000 Webster Groves residents live within a 20-minute walk of one of these two MetroLink stations.

³ Center for Neighborhood Technology, Housing and Transportation Index.

Figure 7: Transit Service



Active Transportation Infrastructure

Bicycle Facilities

Webster Groves offers an expansive bikeway and trail network that integrates into neighborhood parks and includes several low-stress, shared bike routes on local roads. The city has established bike lanes on Lockwood Avenue and Big Bend Boulevard, offering dedicated space for cyclists alongside vehicular traffic. However, the current network primarily consists of a loosely connected web of shared roadways marked with signage and shared lane markings, also known as “sharrows”, to indicate bike-friendly routes.

Community members have expressed a desire for improved bicycling infrastructure to better connect the city with the extensive regional trail network surrounding Webster Groves. In response, the city is working on plans to expand bike lanes and link existing routes, aiming to create a more comprehensive and accessible network. Notably, the planned Shady Creek Greenway is set to connect with the Deer Creek Trail, extending through Webster Groves near the Old Webster and Kirkham Development areas. These paths are integral to the bicycle and pedestrian network connecting to surrounding communities and serve as popular destinations for biking and walking in Webster Groves.

Currently, the city’s park system includes approximately two miles of trails. The regional Great Rivers Greenway system maintains 1.4 miles of the 3.4-mile paved Deer Creek Greenway, linking Maplewood, Brentwood, and Webster Groves. The trail is accessible from Lorraine Davis Park, the Marshall Avenue Trailhead, Barnickel Park, and Deer Creek Park, each with parking areas. The Marshall Trailhead features also features a bicycle repair station and a pump-track. Additionally, around a half mile of shorter trails are dispersed across Ivory Crockett Park, Glen Park, Barbre Park, Gazebo Park, the Sculpture Gateway, and Southwest Park, although they are primarily used for walking.

To the southeast of Webster Groves is Grant's Trail, an 11.5-mile shared-use trail that runs from the River Des Peres Greenway at River City Boulevard and I-55 and to Holmes Avenue and I-44 in Kirkwood. Bicycle routes on Elm Road and Big Bend Boulevard connect to Grant’s Trail, but neither road features separated facilities for cyclists, and both have speed limits of 30mph. Grant’s Trail can be accessed from the Shrewsbury MetroLink Station and bus Route 56.

Pedestrian Facilities and Sidewalk Inventory

Sidewalks are a crucial element of the active transportation network, the availability, experience, and condition of sidewalks significantly impact how safe and comfortable people feel walking. Webster Groves boasts a comprehensive sidewalk network, and

community members frequently cite walkability and accessibility as key strengths of the city. The historic design of residential and commercial streets in Webster Groves is well-suited for pedestrians, making walking a pleasant experience. However, some areas, particularly south of I-44 and in northern Webster, lack sidewalk continuity and could benefit from improvements. Factors beyond sidewalks, such as traffic speeds, volumes, safe crossings, and the presence of trees or landscape buffers, also affect walking comfort and influence people's decision to walk.

Of the 119 miles of roadway in Webster Groves, approximately eight miles have gaps in the sidewalk network. Although this represents a relatively small percentage, filling these gaps would significantly enhance walkability and connectivity within the city and to surrounding areas. The Webster Groves Bicycle and Pedestrian Master Plan (2014) prioritizes addressing these gaps based on neighborhood feedback, access to community destinations, barrier mitigation, and ensuring comprehensive coverage. The plan evaluated corridors using criteria from a community survey, as well as feasibility and connectivity considerations. Corridors with existing full sidewalk coverage were also included in the study, to prioritize intersection improvements. Additionally, the Master Plan highlights the need for better pedestrian infrastructure around schools. The city should focus on addressing these gaps and enhancing intersections requiring pedestrian improvements.

Two pedestrian overpasses cross I-44: one connects Selma Avenue to Jackson Road, and the other links Glendale Road to Glenoak Place. While these overpasses provide crucial connections across the highway, they require maintenance and safety upgrades. Both overpasses are state-owned, which limits Webster Groves' ability to implement improvements. It is essential for city officials to coordinate with the state to carry out necessary improvements such as lighting upgrades, structural repairs and landscaping, to maintain these important pedestrian facilities.

Community members have consistently expressed a need for more traffic calming measures to reduce vehicle speeds and create safer conditions for all modes of transportation. Pedestrian safety is particularly concerning on Elm Avenue and Big Bend Boulevard, two major corridors in Webster Groves. Elm Avenue, a regional connector, has speeds reaching 30mph and an average of six collisions per month. Crossing Elm Avenue can be challenging, especially near Big Bend Boulevard and the I-44 underpass, where sidewalks are missing from the west side and pedestrians must walk over half a mile from Big Bend Boulevard to the nearest crosswalk at Glendale Road. Big Bend Boulevard, a county-controlled road, lacks curb separations and crosswalks but connects to commercial areas and sites with future development potential. Improving these roads and

others lacking appropriate pedestrian safety measures is crucial for establishing a comprehensive, accessible, and safe pedestrian network in Webster Groves.

City and County Transportation Projects

Regional Planning Efforts

The St. Louis County Action Plan for Walking and Biking⁴ provides the blueprint developing safe, connected, and equitable transportation system that supports people of all ages and abilities. The Action Plan includes a total of 19 miles of bicycle facilities that run through Webster Groves. This mileage may include portions of facilities extending beyond Webster Groves' jurisdiction.

The combined recommendations from the St. Louis County Action Plan Network, the regional collaboration of the Gateway Bike Plan Network Update, and the previously planned trails and greenways form a foundation of a county-wide bicycle system. The Action Plan provides valuable tools, policies, and strategies for implementing bicycle and pedestrian improvements aiming to build a more accessible and connected region.

Table 9: Recommended Bicycle Facilities

Street	Recommendation	Ownership	Miles	Context
Big Bend Boulevard	Conventional Bike Lane	County	2.4	St. Louis County Action Plan
Big Bend Boulevard	Separated Bike Lane	County	2.9	St. Louis County Action Plan
Bompart Avenue	Shared Lane Markings	Local	1.0	Gateway Bike Plan Update
Brentwood Boulevard	Shared Lane Markings	Local	0.6	Gateway Bike Plan Update
Edgar Road	Shared Lane Markings	Local	1.6	Gateway Bike Plan Update
Elm Avenue	Conventional Bike Lane	Local	0.7	Gateway Bike Plan Update
Elm Avenue	Sidewalk	Local	1.3	Gateway Bike Plan Update
Hollywood Place	Calm Street	Local	0.1	Gateway Bike Plan Update
Kirkham Avenue	Shared Lane Markings	Local	1.7	Gateway Bike Plan Update
Laclede Station Road	Sidewalk	County	2.8	St. Louis County Action Plan

⁴ [Saint Louis County Action Plan for Walking and Biking](#).

Lockwood Avenue	Conventional Bike Lane	Local	0.9	Gateway Bike Plan Update
Lockwood Avenue	Shared Lane Markings	Local	0.4	Gateway Bike Plan Update
Lockwood Avenue	Buffered Bike Lane	Local	0.8	Gateway Bike Plan Update
Murdoch Avenue	Sidepath	Local	0.2	Gateway Bike Plan Update
Rock Hill Road	Sidepath	Local	1.1	Gateway Bike Plan Update
Shady-Deer Creek Greenway	Shared Use Path (Trail)	Green Rivers Greenway	1.2	Green River Greenways (Previously Planned)

The Webster Groves Bicycle and Pedestrian Master Plan outlines a future network of bicycle infrastructure divided into three phases. Each phase consists of a coherent set of projects that enhance connectivity to key destinations and build a resilient trail network⁵. The first phase establishes an initial bicycling network in Webster Groves, primarily through wayfinding signage and shared lane markings. The second phase focuses on connecting schools to the bicycling network, while the third phase expands the network to commercial areas and improves overall connectivity.

This Comprehensive Plan will build upon the recommendations from the Bicycle and Pedestrian Master Plan, integrating new proposals based on recent community feedback, roadway safety patterns, and changing land uses, among other factors. The Plan will leverage existing recommendations and adapt them to current needs and conditions.

Roadway Improvements

Webster Groves is partnering with St. Louis County to implement a complete street design on Big Bend Boulevard from I-44 to Elm Avenue. The project will reduce the roadway to one lane in each direction and include many ADA-compliant upgrades. Other improvements include reducing curb radii, adding pedestrian refuge islands, shortening pedestrian crossings, and installing a midblock pedestrian crossing at Alma Avenue. Additionally, the project will enhance access to bus stops on Big Bend Boulevard and install new ADA sidewalk connections. Construction is anticipated to begin in early 2027.

Webster Groves is also partnering with the Missouri Department of Transportation (MoDOT) to update sidewalks along Watson Road to meet ADA requirements. Many pedestrian signals will be upgraded, and Webster Groves will procure and install four new bus shelters once the project is completed in 2026. To supplement these pedestrian improvements,

⁵ Webster Groves Bicycle and Pedestrian Master Plan.

Webster Groves plans to utilize the existing right-of-way along the west side of Elm Avenue from Glendale Road to Watson Road to construct a 10-foot multi-use trail, connecting to the new ADA ramp on the northwest quadrant of the Watson Road intersection. To avoid significant impacts to private property, the south 100 feet and the north 300 feet will transition to a six-foot sidewalk. The new multi-use trail will connect to the existing sidewalk along Glendale Road on the north end of the project.

Preliminary Recommendations

Roadway Network

- **Implement a Complete Streets Policy:** Complete Streets are most often achieved by passing binding ordinances, laws, and resolutions, and then putting those into practice. This approach requires streets that are planned, designed, operated, and maintained to enable safe, convenient, and comfortable travel and access for all road users, regardless of age, ability, or mode of travel.
- **Implement Traffic Calming Measures:** Use traffic calming measures such as speed humps, raised intersections, chicanes, and narrower roads to slow down vehicle traffic and create a safer environment for pedestrians and bicyclists, particularly around schools, parks and the Old Orchard and Old Webster Commercial Districts.

Transit Network

- **Enhance Sidewalks to Transit Stops:** Ensure that sidewalks provide easy and safe access to all 21 MetroBus stops and explore options for strengthening access to MetroLink stations with neighboring communities.
- **Upgrade Bus Stop Access Points:** Upgrade MetroBus stop access to meet ADA standards.

Bicycle Network

- **Expand Bicycle Lanes and Paths:** Create a network of dedicated bike lanes and paths that connect key destinations such as schools, parks, and the Old Orchard and Old Webster Commercial Districts. Ensure these facilities are well-marked and separated from vehicular traffic where possible. Work towards implementing the trail and bike facility recommendations included in the St. Louis County Action Plan.
- **Install Bike Parking:** Increase the availability of secure bike parking at public facilities, transit stations, schools, and in the Old Orchard and Old Webster Commercial Districts.

- **Add Directional Wayfinding:** Install directional wayfinding that exhibits the identity of Webster Groves. Add wayfinding access to Grant's Trail to invite and encourage trail users to access local businesses in Webster Groves.
- **Promote Bicycle Safety and Education:** Conduct safety campaigns and workshops to educate cyclists and drivers on sharing the road safely.

Pedestrian Network

- **Improve Sidewalk Infrastructure:** Ensure sidewalks are continuous, well-maintained, and accessible to all users, including those with disabilities. Address gaps in the sidewalk network and widen sidewalks that do not meet ADA accessibility standards. Install curb extensions in the Old Orchard and Old Webster Commercial Districts to shorten crossing lengths and slow vehicular traffic. Coordinate with the state to implement and maintain improvements to the pedestrian overpasses crossing I-44.
- **Enhance Crosswalks:** Install well-marked crosswalks with safety features such as pedestrian signals, adequate lighting, and curb extensions to reduce crossing distances, particularly at intersections with high collision rates, around schools, and across major arterials.
- **Create Pedestrian Zones:** Develop pedestrian-friendly zones in the commercial districts or near schools where vehicle access is limited or restricted to enhance safety and encourage walking.
- **Enhance the Streetscape:** Improve the streetscape in the business districts with landscaping, public art, painted crosswalks, and pedestrian scale lighting.

Section 7 – Community Systems

Parks, Recreation, and Open Space

The City of Webster Groves Parks and Recreation Department “provides high quality programs, facilities, services, and recreational opportunities for people of all age groups, interests, and physical abilities.” The department manages 120 acres of parkland, including four community parks, 11 neighborhood parks, and five mini parks.

Community Parks greater than 10 acres meet community-wide and regional recreational needs, offering a variety of activities and amenities for people of all ages to stay active. Neighborhood Parks, designed for physical activity and social interaction, are often located within residential areas and range from one to ten acres. Mini Parks, usually only one acre or less, are accessible to surrounding neighborhoods, providing leisure and green space.

Webster Groves’ park system is well-maintained and offers a variety of recreational opportunities including trails, fields, playgrounds, and passive open spaces. Memorial Park, one the city’s four community parks, is a vibrant hub of activity and relaxation. It is home to the Recreation Complex, ice arena, aquatic center, fitness center, and action park. The lush green spaces and state-of-the-art facilities make it a cherished destination for residents and visitors alike, fostering a strong sense of community and well-being.

Park	Type	Acreage
1. Larson Park	Community	15.1
2. McKee Park	Mini	0.2
3. Plant and Wildlife Refuge	Neighborhood	2.5
4. Sculpture Park	Mini	0.5
5. Shady Creek Nature Sanctuary	Neighborhood	3.3
6. Barbre Park	Neighborhood	2.7
7. Glen Park	Neighborhood	1.3
8. Ivory Crockett Park	Neighborhood	5.9
9. Lorraine Davis Park	Neighborhood	2.8
10. Brentwood Park	Neighborhood	3
11. Barnickle Park	Neighborhood	4
12. Margaret Atlanta Park	Mini	0.3
13. Deer Creek Park	Neighborhood	7
14. Lockwood Park	Neighborhood	3
15. Gazebo Park	Mini	0.3
16. Backflip Park	Mini	0.3
17. Blackburn Park	Community	36
18. Memorial Park	Community	19.6
19. Ruhe Park	Neighborhood	1.1
20. Southwest Park	Community	12.3

Level of Service Analysis

The Level of Service Analysis (LOS) evaluates how effectively the City of Webster Groves' parks and nearby open spaces meet the community's current and future needs. Originally developed in the 1980s by the National Parks and Recreation Association (NRPA), these benchmarks are designed to be practical, equitable, and sensitive to local context. While valuable, the LOS analysis is just one of many tools used to inform future planning. The LOS analyzes both acreage and distribution to assess residents' access to green space.

Acreage LOS

The Acreage LOS assesses whether the city provides enough parkland acreage per person to meet the recreational needs of Webster Groves' residents. This calculation often measures parkland per 1,000 residents to ensure equal opportunity. According to the 2023 NRPA Agency Performance Review, agencies serving populations between 20,000 and 49,999 should aim to provide 10.4 acres of parkland for every 1,000 residents.

With Webster's current population of 24,010 it is recommended to have 240 acres of combined mini, neighborhood, and community park space. With 120 acres of park space and active recreation areas, Webster Groves has a deficit of 120 acres based on this benchmark. This shortfall highlights the need for additional park sites to better meet the community's recreational needs.

Distribution LOS

Distribution LOS analysis examines the geographic distribution of parks to ensure the equitable availability based on NRPA classification standards. The analysis aims to identify how many people are served by a particular park, with service areas varying by park type:

- **Mini Parks:** Accessible within a 0.25-mile radius or a 5-10-minute walk
- **Neighborhood Parks:** Accessible within a 0.5-mile radius or a 10-15-minute walk
- **Community Parks:** Accessible within a 1.0- mile radius or 5-minute drive

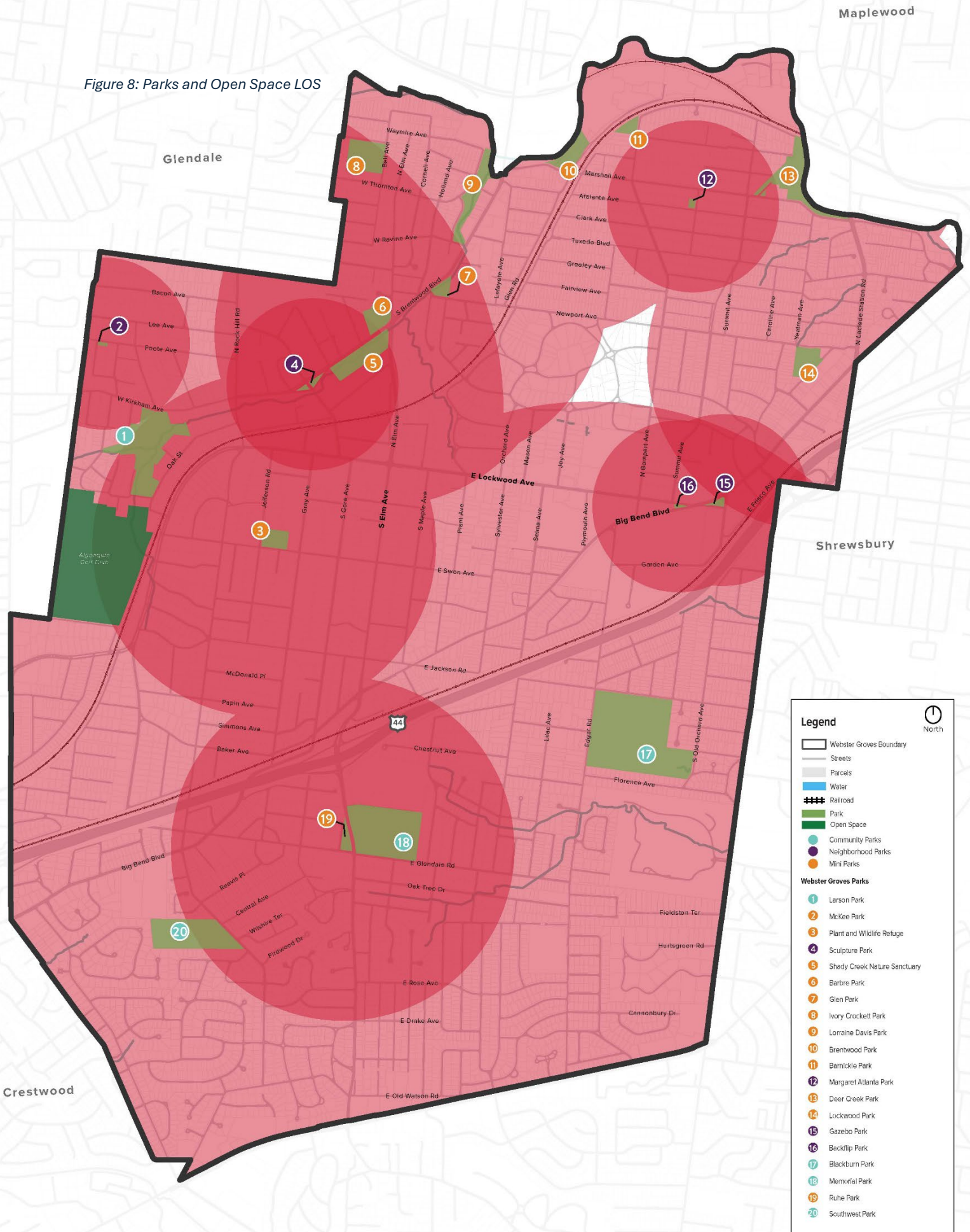
The Parks and Open Space LOS map displays these service areas, overlaying them to show which areas are best served by active recreation facilities. Darker areas on the map represent sections of the community served by multiple parks and recreation amenities.

Assessing the distribution of parks, there is only a small portion of the community that does not have access to a park within a mile of their homes. Although Webster is generally well served by park distribution, areas south of Interstate 44 are underserved by neighborhood and mini parks that offer walkable recreation destinations. Additionally, the northeast portion of Webster Groves is underserved by community parks that offer more recreational amenities than most neighborhood and mini parks.

Overall 58 percent (13,948 residents) of Webster's population has access to one or more recreation areas within walking distance of their homes (0 to 0.5-mile radius of a Mini or Neighborhood Park). Including Community Parks would increase this figure to 99 percent (23,661 residents), ensuring that the community is well served with recreational opportunities.

Developing smaller parks within neighborhoods may better serve the southern portion of the city, while adding additional amenities to Neighborhood and Mini parks in the northern portion will provide more recreational opportunities. Improving pedestrian networks to the community parks and partnering with schools can help increase residents' access to parks and green spaces.

Figure 8: Parks and Open Space LOS



Community Facilities and Services

City Facilities

City services are primarily administered and operated out of City Hall, located near the Old Webster Business District at the intersection of Lockwood and Elm Avenue. The Police Station and Fire Station 1 are also located within City Hall, providing the community with public safety services. According to city staff, City Hall is an older facility in need of modernization to provide staff and the larger community with premier levels of service. The city also maintains several other facilities related to public works and maintenance.

Public Safety

Public safety is a top priority in Webster Groves, with 58 percent of the city's annual budget dedicated to ensuring the safety and security of its residents. The Fire and Police services are essential pillars of this commitment, providing comprehensive protection and emergency response for the community.

The Fire Department plays a crucial role in safeguarding the community through fire suppression, safety and prevention, and emergency medical services. It operates out of two strategically located facilities:

- Fire Station 1 is home to the department's administrative offices, three engine bays, the ladder truck, an ambulance, the command vehicle, and living quarters for the firefighters.
- Fire Station 2 is equipped with house pumper 2024, reserve pumper 2094, and accommodates four firefighters per shift, ensuring quick response time and effective fire management.

The Police Department is dedicated to maintaining public order, preventing crime, and protecting property within city limits. It offers 24-hour law enforcement, crime prevention, law enforcement, and protection. The department collaborates with Essential Dispatch for emergency communication and East Central Dispatch for housing detainees. The department's mission is to provide quality services that address both traditional law enforcement and broader quality of life issues, making Webster a safe and desirable place to live, work, and entertain.

Public Library

The Webster Groves Public Library, located at 301 E Lockwood Avenue near City Hall, acts as a cornerstone of the community providing educational resources, youth services, diverse programming, and engaging events. In 2012, the library underwent a significant

renovation, nearly doubling its original footprint to better serve the needs of the community. This expansion included a Children’s Library, a comprehensive reference room, and meeting rooms. The independent community library provides lifelong learning opportunities, an extensive collection of educational resources, and is a vital hub for knowledge, creativity, and community connection.

Education

School District

Webster Groves School District (WGSD), now in its 155th year, serves 4,300 students in five neighboring communities: Glendale, Rock Hill, Shrewsbury, Warson Woods, and Webster Groves. The district population of 32,000 represents a diverse range of socioeconomic groups and cultural interests. WGSD spans nine facilities including one family center, six elementary schools, one middle school, and one high school. With 725 supporting employees and 315 classroom teachers, WGSD offers a wide variety of programs for excellence including AP/Dual credit course, the Thrive business incubator program, gifted, drama, music, visual arts, and more.

Private Schools

Webster is also served by private schools and educational facilities, including:

- Waldorf School of St. Louis (Middle School)
- The College School (Preschool – 8th)
- Holy Redeemer (Preschool – 8th)
- Mary Queen of Peace School (Preschool – 8th)
- Miram School and Learning Center (K-12)
- Nerinx Hall High School (High School)

Webster University

Webster Groves is also home to Webster University, an independent nonprofit educational institution spanning 47 acres on Lockwood Avenue. Founded in 1915 by the Sisters of Loretto, the university is “committed to ensuring high-quality learning experiences that transform students for global citizenship and individual excellence.” In 2023, the University served 13,448 individuals globally and 7,293 undergraduate and graduate enrolled at the Webster Groves campus. The campus offers apartments for single students and coed dorms, with 37 percent of the enrolled living on campus while 63 percent live off campus, typically outside of Webster Groves due to limited affordable rental housing.

Eden Seminary

The Eden campus spans 20-acres on a wooded property in Webster Groves off Lockwood Avenue. Established in 1924, Eden Seminary aims to “strengthen the life of the church by educating women and men for ministry, enlivening critical reflection on faith, and supporting bold Christian discipleship.” The campus has 30 faculty, staff, and teachers serving 91 students, with options for on campus living for both students and faculty.

Arts & Culture Assets

Webster Groves takes pride in its identity as a “City of the Arts,” providing numerous opportunities to experience and engage with artistic and cultural attractions. The city boasts acclaimed theater companies, art galleries, music and dance organizations, and regularly hosts outdoor festivals and concerts celebrating art and music throughout the year.

Performing Arts Organizations

Opera Theatre of St. Louis. Founded in 1976, the Opera Theatre offers a spring festival season production with the St. Louis Symphony Orchestra. It has a national following and generates more than \$17 million in annual indirect revenue for the region. The theatre is located at Webster University’s Loretto-Hilton Center for the Performing Arts.

Repertory Theatre of St. Louis (The Rep). Founded in 1966, The Rep is a fully professional theatrical operation of the League of Resident Theatres, located at Webster University’s Loretto-Hilton Center for the Performing Arts. The Rep is also home to the Imaginary Theatre Company, which focuses on entertainment for young people and families.

Webster University Conservatory of Theatre Arts. Associated with The Rep and Opera Theatre, the Conservatory offers professional training programs in acting, musical theatre, directing, design, technical theatre, and stage management.

Theatre Guild of Webster Groves. Providing community theatre to the St. Louis area since 1926, the Theatre Guild believes in representing a diversity of age, culture, and life experience while exemplifying an appreciation for the performing arts.

Webster Arts

Beginning as a social service group, Webster Arts evolved into an organization committed to the arts. In 2003, the group sponsored the first Art & Air art fair, which grew to accommodate 20,000 patrons and was later named the Webster Art Fair. Webster Arts’ current location includes gallery exhibits, programs, and events. Over the past 20 years their programs have expanded to include workshops, Paint Webster, artists markets,

concerts, and family-friendly community engagement programs, seeking to provide accessible and vibrant experiences to enrich the city and the region.

Other Facilities and Services

Epworth Youth Emergency Shelter

Epworth provides short-term housing and safety to homeless St. Louis teens. The dedicated 24-hour team of therapists offers case management, therapy, education, and employment assistance at the seven-acre campus in Webster Groves, where they have operated since the 1930s. Their mission is to “empower youth to realize their unique potential by meeting essential needs, cultivating resiliency, and building community.”

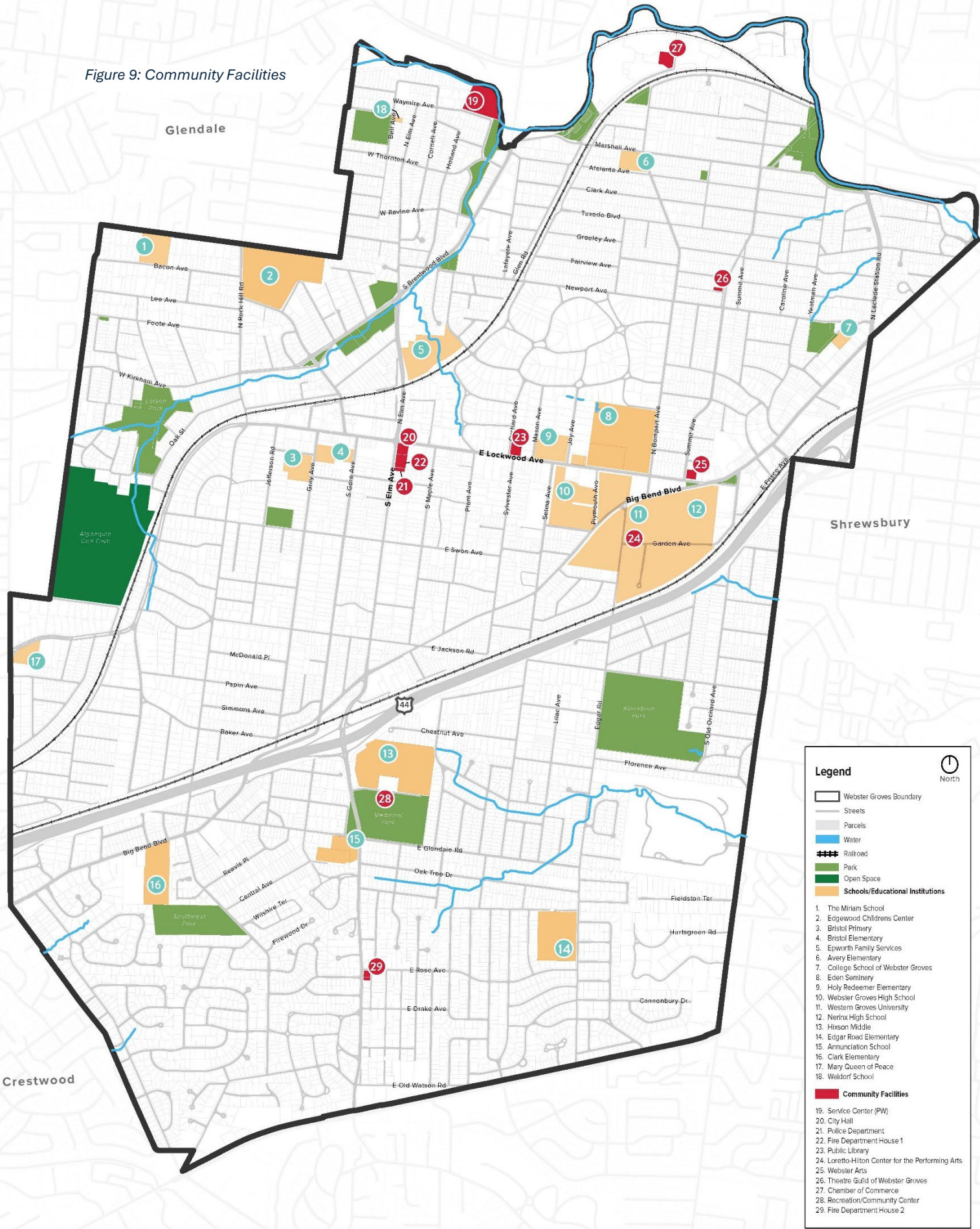
Chamber of Commerce

The Webster Groves/Shrewsbury/Rock Hill/Brentwood Area Chamber of Commerce supports three inner-ring suburbs of St. Louis. The Chamber provides leadership, business development resources, and networking opportunities to sustain the area’s businesses and support the residential communities. The chamber’s mission is to “promote and help advance the business interests of both its membership and the communities of Webster Groves, Shrewsbury, Rock Hill & Brentwood.” Located at 357 Marshall Ave, the chamber strives to market and promote local businesses, help businesses expand and relocate, and direct visitors to the many offers of Webster Groves and surrounding communities.

Religious Institutions

The city of Webster Groves is home to 25 religious and spiritual institutions that are distributed throughout the community. These facilities are commonly located in residential neighborhoods and along the city’s main corridors. They play a vital role as community partners, offering an array of community and social services in addition to their traditional faith-based services. These additional services encompass educational programs, meal services, transportation, and various social services.

Figure 9: Community Facilities



Infrastructure Systems

Drinking Water

The City of Webster Groves' location on the Meramec, Missouri, and Mississippi Rivers provides residents with a reliable source of drinking water. The city's water system is owned and operated by Missouri American Water and revenue generated supports a high level of service to residents, conducts operations of the system, maintains equipment and materials, and repairs components of the water system in the event of failures.

Water Supply, Treatment, & Distribution

The St. Louis Missouri American Water system is primarily supplied by four surface water plants that draw from the Meramec River and the Missouri River. Webster Groves primarily receives water from the Meramec River through the South Water Treatment Plant, which historically has had adequate capacity, available on a consistent basis to meet the demand of the system. The Missouri American Water planning group tracks evolving source water capacities and projected droughts.

Missouri American Water and its state subsidiary utilities perform a multitude of tests to ensure that customers receive high-quality drinking water. The treatment process involves chemical treatment, lime softening, and filtration to ensure the water meets quality standards before entering the distribution system.

The treated water is distributed through a network of storage tanks and pump stations designed to maintain appropriate service pressures across the system. The system includes 39 booster pump stations and 34 storage tanks. The Missouri American Water distribution system spans approximately 4,500 miles, with pipe diameters ranging from two inches to 42 inches. The materials used in the system, specifically in Webster, include cast iron, ductile iron, and PVC.

System Capacity

The existing water works system has a total design capacity of 401 million gallons per day (MGD) to meet both current and future water demands. Missouri American Water maintains a hydraulic water model for the area, which is essential for managing and planning the distribution system effectively. Current studies suggest a slight decrease in future water demand, attributed to the adoption of energy-efficient appliances and increased public awareness of water conservation. Projections for water usage by 2036 indicate an average day demand of 148 MGD and a maximum day demand of 296 MGD. These figures are crucial for guiding future infrastructure improvements and ensuring that the system remains capable of meeting evolving needs.

Operations & Maintenance

The City of Webster Groves collaborates annually with Missouri American Water to identify water main that qualify for replacement to maintain the integrity of the water distribution system and address any issues that arise. The ongoing replacement projects are a testament to the city's commitment to improving water infrastructure and ensuring reliable service.

In 2024, Missouri American Water plans to replace nearly 60 miles of water main across St. Louis County and St. Charles County to improve reliability and reduce water main breaks. Replacements included approximately 3,100 feet of aging water main along Big Bend Boulevard over the last several years and recent water main replacement projects include more than 3,500 feet of main along S. Elm Ave. between E. Lockwood Ave. and Big Bend Blvd and more than 1,000 feet of main along McDonald Pl. between S. Rock Hill Rd. and Gray Ave.

Aging infrastructure is often the main challenge faced by utilities and water distribution systems. For Missouri American Water, the intake pump station at the South Water Treatment Plant, which serves parts of St. Louis County including Webster Groves, is undergoing an ongoing initiative to address its limitations and upgrade the intake infrastructure.

Sanitary

The sanitary sewer system is a critical infrastructure component, playing a pivotal role in safeguarding public health and environmental quality. As the city continues to evolve and grow it is essential to evaluate and plan for the ongoing effectiveness, efficiency, and sustainability of the system.

Sanitary Conveyance & Treatment

The sanitary distribution system in the city is owned and maintained by the Metropolitan St. Louis Sewer District (MSD). The City's wastewater system serves an area of approximately 3,782 acres with a population of 24,010 people. The City of Webster Groves' sanitary sewer system does not include any pumping stations, though the MSD owns and maintains approximately 279 pumping stations and 116 miles of force main within its overall service area.

Sanitary System Capacity

MSD operates seven wastewater treatment facilities that handle over 350 million gallons of wastewater daily. These system efforts prevent human and industrial waste from contaminating waterways, reducing public exposure to pathogens and pollutants. They

provide essential wastewater management services to residential and commercial customers, including the Webster Grove area within the Deer Creek and Lemay Sanitary System.

Operations and Maintenance

No significant future growth is anticipated for the city's wastewater system usage; however, maintenance of existing sewer infrastructure is crucial to support the system.

MSD Project Clear is investing \$1.1 million to enhance the wastewater sewer system in Webster Groves by replacing 1,200 feet of undersized pipes with 15-inch diameter pipes. The project aims to reduce basement backups and sewer overflows caused by system overload during heavy rainfall. Construction is set to start in late Summer 2024 with a construction duration of four months.

MSD Project Clear is investing \$10 million to upgrade wastewater sewers in Webster Groves and Brentwood by replacing 5,600 feet of undersized pipes with larger ones ranging from 10 to 36 inches in diameter. The project aims to reduce basement backups and sewer overflows during heavy rainfall and eliminate two overflow points. Construction is set to start in Fall 2025 and is expected to last two years. Key milestones include completing the project design by Spring 2024 and finishing easement acquisitions by Spring 2025.

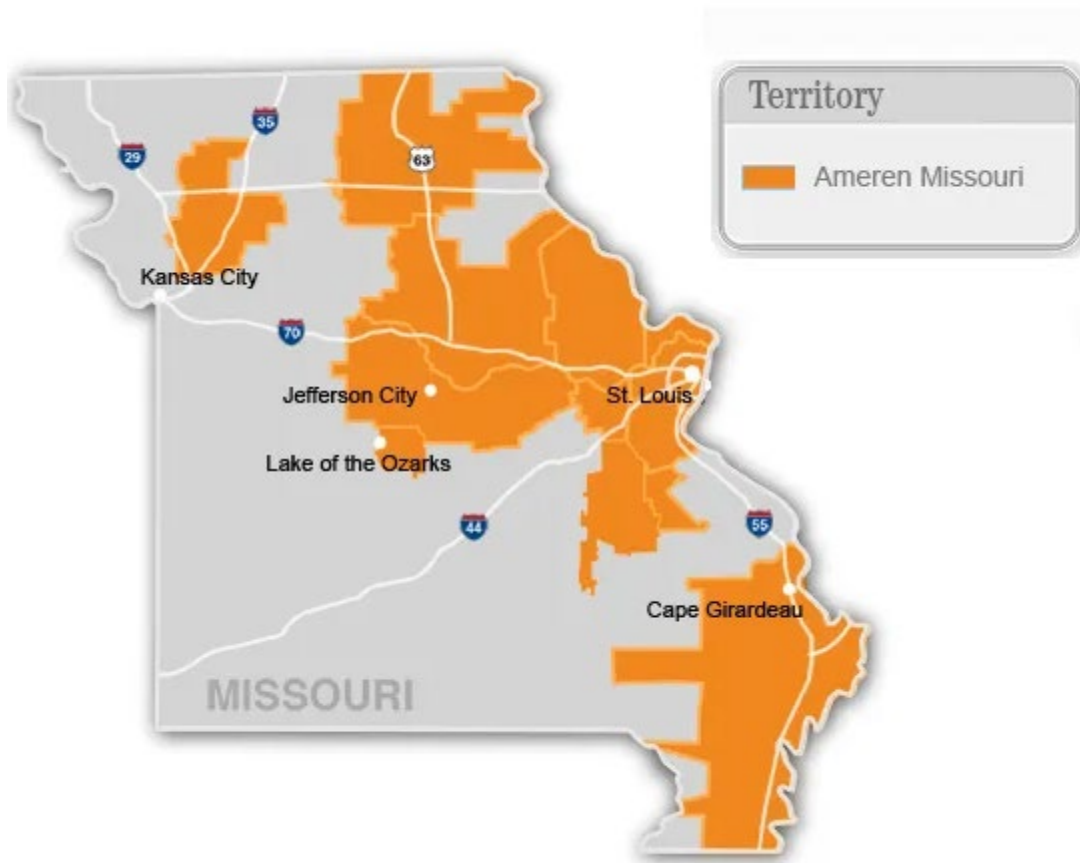
Energy

Energy infrastructure is a fundamental component of the City of Webster Groves' Comprehensive Plan, underpinning the community's quality of life, economic vitality, and environmental sustainability. This summary provides an overview of the current state of energy infrastructure in Webster Groves, identifies key challenges and opportunities, and outlines strategic goals at a local and regional level for future development.

Supply and Distribution

Power for the City of Webster Groves is provided by Ameren Missouri. Ameren has been providing electric and gas service to the region for over 100 years and serves approximately 1.2 million electric customers and 132,000 natural gas customers in central and eastern Missouri. Electrical power is provided through five Energy centers located within the Ameren service area: Coal Fired, Nuclear, Hydroelectric, Wind, and Solar. Natural gas is provided through two Energy Centers located within the Ameren service area: Landfill Gas (Methane) and Natural Gas.

Figure 10: Ameren Missouri Service Area



System Capacity

Ameren Missouri has a regional generating capacity of 10.5 gigawatts. Ameren Missouri expects energy consumption to grow 0.9 percent annually and peak demand to grow 0.5 percent annually over the next 20 years per their 2023 Integrated Resource Plan.

Sustainable Development Policies

Ameren Missouri is currently implementing a Smart Energy Plan to provide more reliable and sustainable power delivery. Key elements of the plan include \$6.4 billion in electric investments between 2020 and 2024, which would be used to invest in grid modernization, smart meter installation, solar power generation, and solar rebates to individual customers. Ameren's 2023 Integrated Resource Plan has also set a target for net-zero carbon emissions by 2045 while also meeting customers' rising needs and expectations for reliable, affordable, and clean energy.

The City of Webster Groves is currently implementing several measures to reduce energy consumption at a local level, including implementing sustainable practices such as solar

panels, electric fleet vehicles, and is in the process of finalizing a greenhouse gas study. The city currently has no requirement for Electric Vehicle (EV) charging stations for new developments but does provide two publicly-accessible two-level dual port electric vehicle charging stations at City Hall. Additionally, all City lighting has been replaced with energy efficient LED lighting and the service center facility utilizes solar panels for energy storage and consumption.

In addition to the practices listed above, Bi-State Development, commonly known as Metro, provides alternative modes of transportation within the city limits. The city also has bike paths, sidewalks, and the Green River Gateway (GRG) trails which provide routes for alternate modes of transportation.

Stormwater Management

Effective stormwater management is vital to maintaining the ecological health and resilience of the City of Webster Groves. As urban development and climate patterns continue to evolve, it becomes increasingly important to address the challenges associated with managing stormwater runoff and mitigating its impacts on the environment and infrastructure. This summary provides an overview of the City's current stormwater management practices, challenges, and future strategies as part of the broader Comprehensive Plan.

Existing Stormwater Infrastructure and Ownership

The public stormwater management system in the City of Webster Groves is owned and maintained by the Metropolitan St. Louis Sewer District (MSD). MSD manages approximately 3,000 miles of stormwater sewers and force mains but does not oversee lakes or creeks. To combat water pollution, MSD collaborates with Webster Groves and St. Louis County to meet stormwater permit requirements for the St. Louis Metropolitan Small Municipal Separate Storm Sewer System (MS4). Additionally, Webster Groves assists MSD in reducing pollutants in stormwater by complying with the St. Louis County Phase II Stormwater Management Plan.

Chapter 82 of the City's code of ordinances also provides provisions to ensure, to the greatest extent possible, that the stormwater generated on a property is retained on that property or transferred from the property to an MSD stormwater system in a controlled manner.

The City of Webster Groves will continue to comply with the Phase II Stormwater Management requirements by implementing six key measures: educating the public on stormwater impacts and pollution reduction, involving the community in pollution

reduction efforts, detecting and eliminating unauthorized discharges, managing construction site runoff, applying practices for stormwater management in new and redevelopment projects, and preventing pollution from municipal operations through effective maintenance.

Flooding

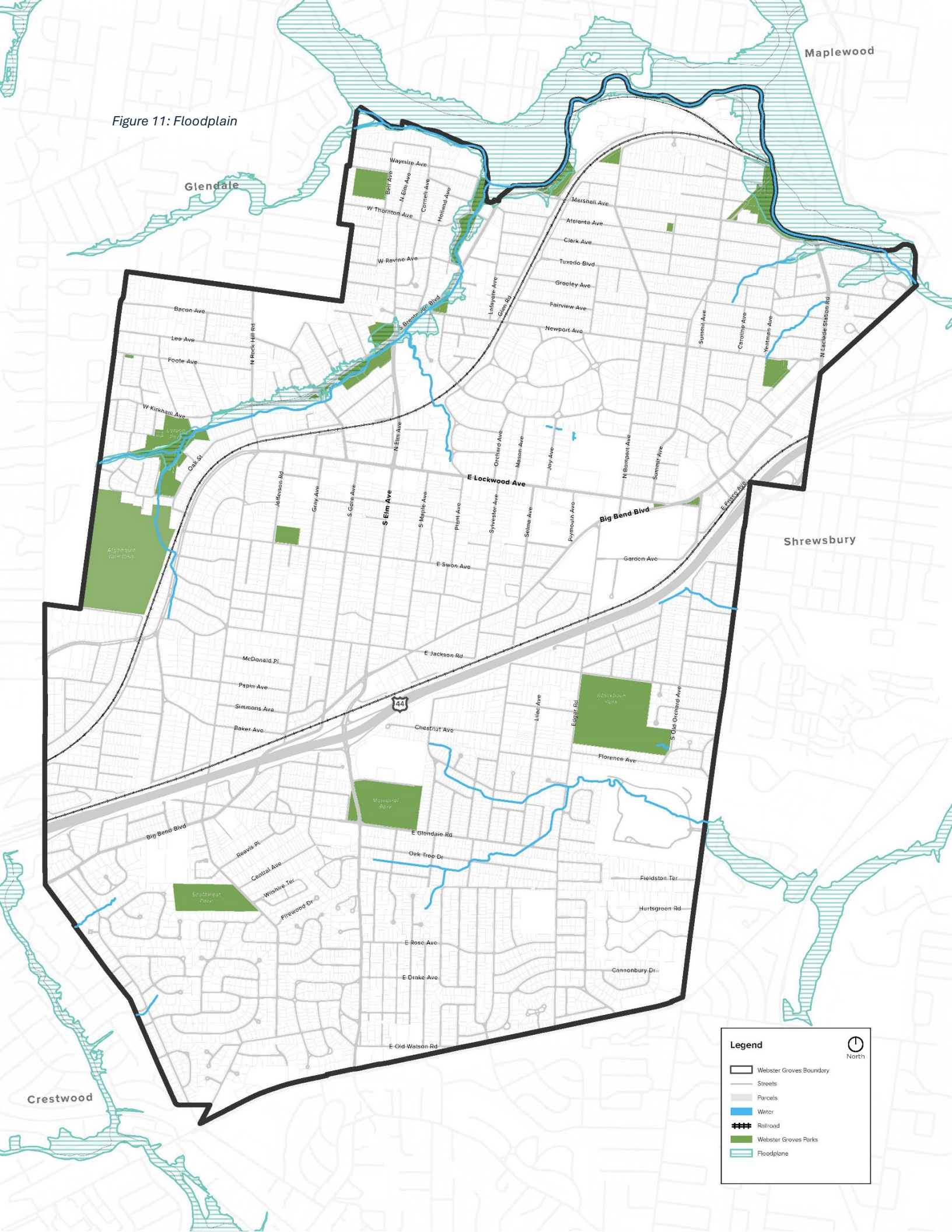
The city has expressed concerns about flooding in areas adjacent to or within the floodplain. Currently, a regulatory floodway runs along the northern boundary of the city, carrying a 1 percent and 0.2 percent annual chance flood hazard. West Kirkham Avenue and South Brentwood Boulevard fall within this regulatory floodway, posing a 1 percent annual flood risk for the City of Webster Groves. The risk of flooding properties in this area is at 12 percent and is expected to increase in the future as climate change produces stronger storms for the area.

Development areas adjacent to Deer Creek and Shady Grove Creek should be reviewed closely for floodplain impact with the city's flood plain administrator. A city floodplain development permit shall be required, and the City should consider purchasing existing land within the floodplain and redeveloping it for low impact uses such as parks or recreation.

Stormwater Master Plan

The City of Webster Groves is currently finalizing the Stormwater Master Plan to identify potential storm water infrastructure concerns with completion anticipated for Fall 2024. This plan will provide a comprehensive strategy designed to manage and mitigate the impacts of stormwater runoff in a specific area and will include assessments of existing infrastructure, identification of problem areas, proposed solutions such as drainage systems or green infrastructure, and long-term maintenance plans with a goal to prevent flooding, erosion, and pollution while promoting sustainable water management practices.

Figure 11: Floodplain



Preliminary Recommendations

Parks and Open Space

- **Enhance Existing Parks:** Add new features such as performance parks, public gathering spaces, and playgrounds to existing parks, notably neighborhood parks in the northern portion of the city.
- **Reassess Park and Open Spaces:** Add mini and neighborhood parks to southern neighborhoods to address the deficit in park acreage per resident and to provide parks and open spaces that are walkable from residents' homes.
- **Collaborate for Green Space:** Partner with the School District, neighboring communities, and the Great Rivers Greenway to expand the open space system and promote outdoor recreation.
- **Prioritize Resource Management:** Support the parks and recreation department in maintaining and expanding the parks and open spaces to ensure facilities remain premier.
- **Improve Connectivity to Parks:** Foster a strong network of trails and sidewalks for all modes of transportation to access recreational opportunities.
- **Diversify Recreational Programming:** Recognize the diversity of community needs and expand the programming to offer opportunities for all ages and abilities.

Community Facilities and Services

- **Renovate and Modernize Facilities:** Prioritize the renovation and modernization of aging infrastructure and facilities, including City Hall, Fire Station 1, and the Police Department, to meet contemporary standards and future demands.
- **Foster the City of the Arts:** Support local artists, art organizations, and cultural initiatives and integrate public art and cultural facilities into the fabric of the city.
- **Foster Regional Partnerships:** Collaborate with surrounding municipalities to coordinate services and offer more amenities.
- **Invest in City Services:** Continue to invest in each with hiring, training, and retaining quality staff and implement community engagement efforts to build strong relationships.
- **Improve Community Engagement and Communication:** Enhance communication channels between the city and residents and establish regular feedback opportunities to gather input.
- **Promote Sustainable Development:** Invest in energy-efficient and sustainable building practices to reduce operational costs and environmental impact.

Infrastructure Systems & Stormwater Management

- **Reduce Pollutants in Stormwater:** Comply with the Phase II Stormwater Management requirements by following the six key measures.
- **Promote Conservation, Sustainability, and Resiliency:** Prioritize efforts to implement sustainability, climate resiliency, and conservation initiatives. Work with the community to define sustainability.
- **Mitigate Flooding:** Acquire lands in the floodplains and make passive recreation spaces and work with private property owners to mitigate flooding.
- **Collaborate Improvements:** Coordinate with the County and utility companies on any roadway improvements and infrastructure upgrade projects to streamline efforts.
- **Implement the Stormwater Master Plan:** Invest in the initiatives outlined in the stormwater master plan to meet community needs.
- **Seek Funding Opportunities:** Continually seek grants, partnerships, and community sponsorships to finance the development, maintenance, and enhancement of Webster's infrastructure and sustainability efforts.