

## State of the City Report

August 28, 2024

#### THE LAKOTA GROUP.

Manhard Consulting Sam Schwartz



# Table of Contents

- 1 Embarking on the Journey
- About Webster
- 3 Voices of Webster Groves
- 4 Housing & Market Assessment
- **5** Land Use & Development
- 6 Mobility & Connectivity
- Community Systems

### Journey to Destination WG



## Strategic Roadmap

Outlines a
dynamic longterm blueprint
for the city's
future, spanning
a timeframe of
10 to 20 years,
and providing a
comprehensive
guide for growth
and development
over the coming
decades.



#### Guidance for Development

Informs City
decisions on
land use and
zoning, ensuring
that all future
development
aligns with the
overarching goals
and objectives set
forth in the city's
long-term plans.



## Community Vision

Captures public input, values, and goals, serving as a foundational element that shapes the city's strategies and initiatives for the next 10 to 20 years, reflecting the aspirations of its residents.



## Policy & Direction

Sets policies
and direction,
not specific
development
plans, but provides
a strategic
framework that
guides the city's
decision-making
processes and
prioritizes longterm objectives.



## **Evolving Document**

Flexible to
evolve with the
community's
changing needs,
the strategic
roadmap allows for
adjustments and
adaptations over
the 10 to 20 year
span, ensuring
relevance in a
dynamic and
ever-changing
environment.











# Embarking on the Journey

The State of the City Report provides an **in-depth overview of Webster Groves' present conditions** and integrates **community insights** to identify the city's unique planning challenges and opportunities and form the foundation for setting the goals and strategies of the comprehensive plan.

- Planning Process
- Contributing Planning Efforts

## Planning Process



#### PHASE 1

#### **Engage & Assess.**

Builds a solid foundation of knowledge based on planning analyses and robust community engagement.



#### PHASE 2

#### **Envision.**

Tests ideas and defines a unified community driven vision that crosses multiple planning principles and themes.

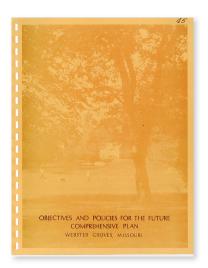


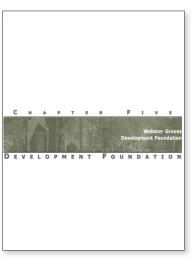
#### PHASE 3

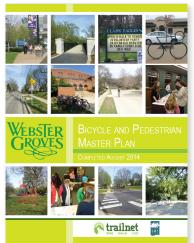
#### Plan & Implement.

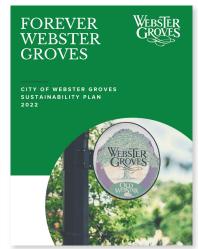
Develop a framework of strategies to achieve the unified vision. Define a roadmap for implementation.

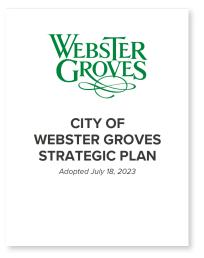
## Contributing Planning Efforts











1978 — 2006 — 2014 — 2022 — 2023

Webster Groves Comprehensive Plan

Webster Groves
Development
Foundation Plan

Bicycle & Pedestrian Master Plan

Forever Webster Groves

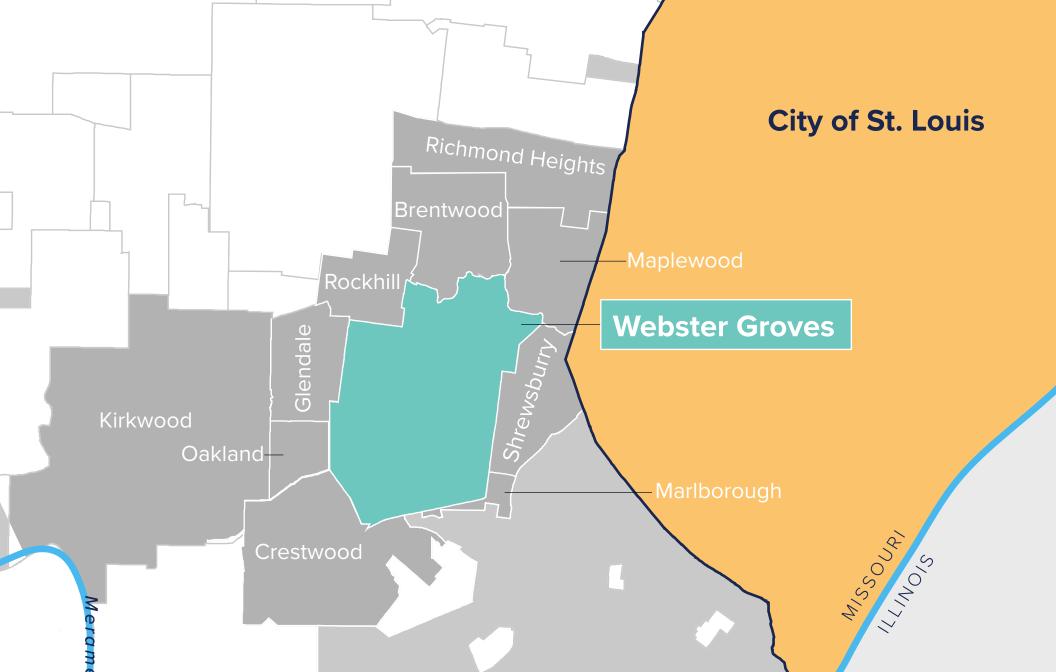
City of Webster Groves
Strategic Plan



## About Webster Groves

Webster Groves is a charming suburban city nestled in St. Louis County, approximately 10 miles southwest of the bustling heart of downtown St. Louis. This picturesque city 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.

- Regional Context
- Local History
- Community Profile





Settlers arrive, and the area is known as Dry Ridge.

1800s

1802

Gregorie Sarpy receives a 6,000 acre land grant.

1853

Railroad

development

spurs growth; Old

Webster Business

District forms.

Key developments

like Webster Park. Algonquin Golf Club, and more

1900s





Webster Groves is a vibrant, architecturally rich community.



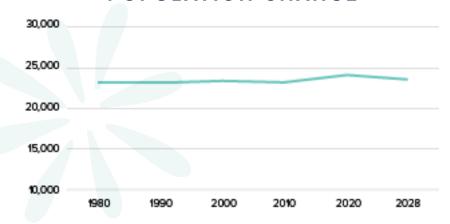


## Community Profile

POPULATION, 2024 EST

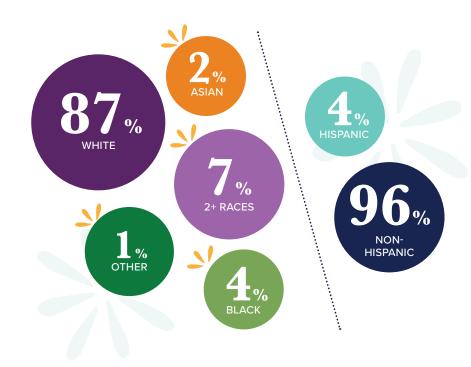
23,800

#### **POPULATION CHANGE**



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.

#### **RACE & ETHNICITY DISTRIBUTION**



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.

## Community Profile

LOCATION	POPULATION	HOUSEHOLDS	MEDIAN HH INCOME	EDUCATION BA OR HIGHER	ANNUAL GROWTH RATE
Webster Groves	23,765	9,270	\$116,604	<b>71</b> %	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%

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.

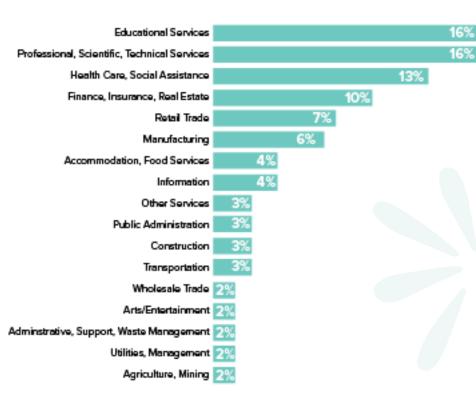
### Community Profile

#### AGE COMPARISON



Webster has a higher proportion of young people (ages 10-24) than St. Louis County, as well as a greater proportion of middleaged 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.

#### **EMPLOYMENT BY INDUSTRY**



Consistent with the city's high level of education, the majority of Webster Groves' working population is engaged in knowledge-based professions



# Voices of Webster Groves

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.

- Engagement by the Numbers
- Key Community Themes

Webster Groves
vision becomes
reality through
the contribution of
every resident. The
community's efforts
and collaboration
are what brings our
plan to life!



### Key Community Themes

6

THEME 1

#### CREATIVE ECONOMY



**ТНЕМЕ** 2

#### NEIGHBORHOODS & HOUSING



THEME 3

#### GOVERNMENT EFFICIENCY



THEME 4

#### MOBILITY & CONNECTIVITY



THEME 5

#### CULTURE & COMMUNITY



THEME 6

PARKS & OPEN SPACE





# Housing & Market Assessment

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**.

- Housing Profile
- Housing Costs & Affordability
- Housing Typologies
- Market & Economic Base
- Business Districts
- Preliminary Recommendations

## >Housing Profile

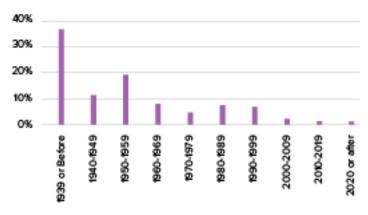


#### **OWNER OCCUPANCY**



High homeownership contributes to stability of neighborhoods, home maintenance, and the creation of social capital among residents.

#### HOUSING BY YEAR BUILT



Little housing has been built since 1959. With few new units constructed, the city's population and property tax base are effectively capped.

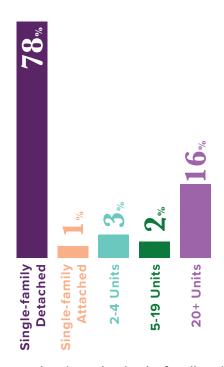
## Housing Costs & Affordability

LOCATION	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%

Webster Groves is technically affordable, with a Housing Affordability Index of 108 and the percentage of income spent on mortgage at 22 percent. However, these affordability metrics are based on median incomes and median home values and this affordability does not extend to lower-paid members of the workforce, such as teachers or police.

## Housing Typologies

#### HOUSING TYPOLOGIES



Housing is predominately single-family with minimal "missing middle" options, typical for suburban communities.

#### **MULTI-FAMILY HOUSING**

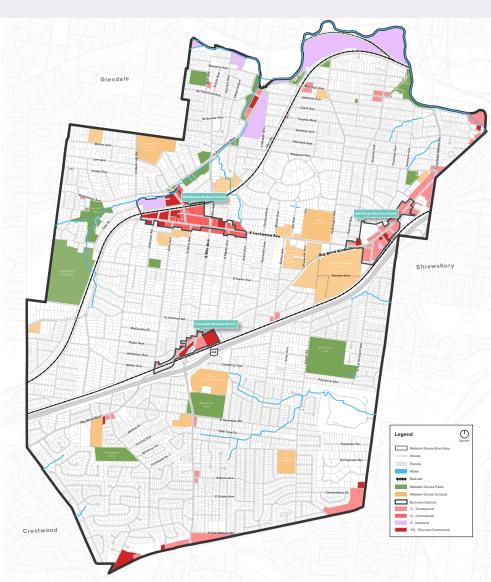


Webster Groves' multifamily housing inventory falls largely into six categories. Market-rate apartments and condominiums provide housing options for the general public, while the other housing types are restricted by age, income, or institutional affiliation.

### Market & Economic Base

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

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.



#### →Business Districts



Old Webster

The largest of the districts, functioning as a traditional downtown. It contains a mix of retail, dining, service, and institutional/religious uses with regional destinations. This district has seen more retail and office infill development than the other two districts.



**Old Orchard** 

Center of restaurant dining, upscale bars, boutique food businesses, and boutique apparel and other retail. Old Orchard is now a destination, though traffic speeds and urban design are an issue. Also unusual is the functionality of rear parking lots, which shoppers often resist using.



Crossroads

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.

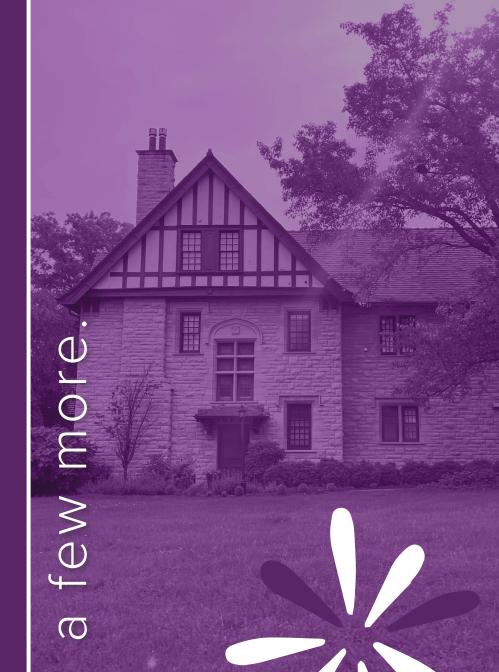
# Housing & Market Assessment

Preliminary Recommendations

- Diversify Housing Products: Encourage and incentivize development of diverse housing products
- Incentivize Housing Diversity: Encourage and incentivize condominium development for downsizers seeking to stay in Webster Groves.
- Renovate Apartment Buildings: Stimulate redevelopment of existing unrenovated apartment buildings to add density and units.
- Promote Attainable Housing: Require inclusion of price-accessible units in new multifamily developments.
- Streamline the Review Process: Improve the entitlement and permitting process.



- Create Design Guidelines: Adopt development design standards to help generate high-quality development proposals.
- **Discourage Teardowns:** Limit teardowns, through more restrictive Floor Area Ratios.
- **Prioritize a CID Management Entity:** Establish a business district management entity.
- Implement Urban Design Improvements: Establish differentiated and recognizable identities for the Districts.
- **Define the Districts:** Maintain and support the business mix and commercial character of each.
- Foster the Arts: Embrace the arts as a pillar of Webster Groves' identity by adopting a strategy for building a creative economy.





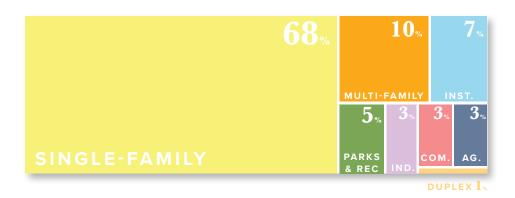
# Land Use & Development

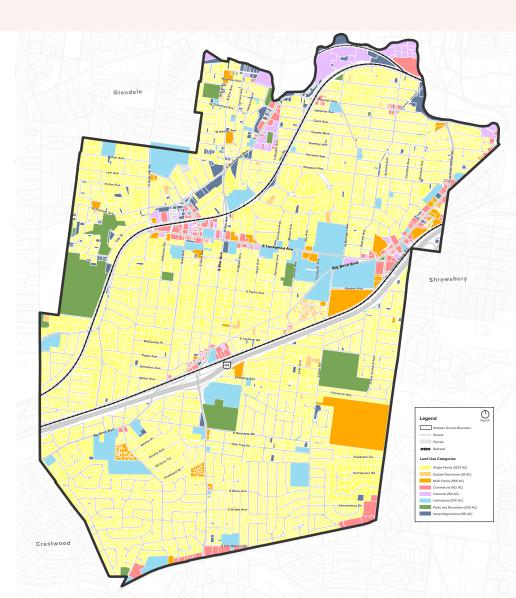
A community must understand its current land use and development patterns to **plan and identify** future areas where new land uses may be beneficial or needed to meet community goals. These patterns also contribute greatly to **community identity**.

- Land Use
- Zoning
- Opportunity Areas
- Community Character & Identity

#### -Land Use

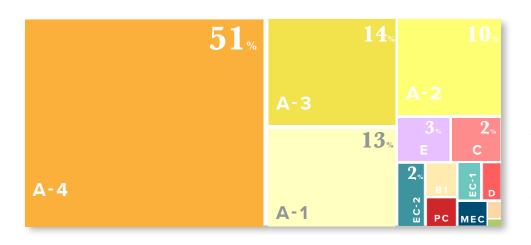
- Webster Groves is predominantly residential (79%) and institutional (7%)
- Parks and Recreation uses are the third largest category (5%)
- Commercial and institutional uses comprise a small percentage of Webster (6%)

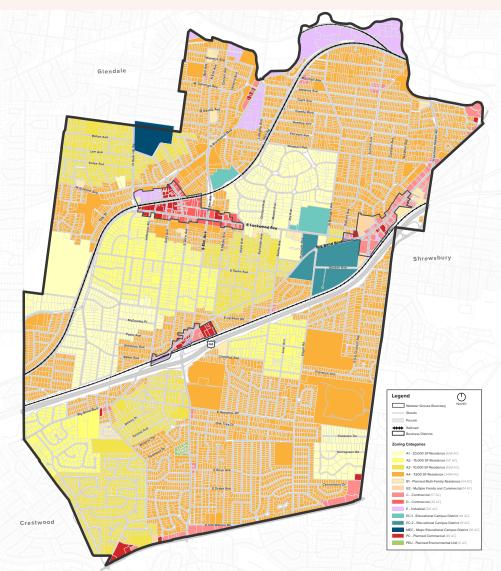




## → Zoning

- Majority of the community is zoned for residential that allows for single-family units (89%)
- Commercial and Industrial Districts account for 6% and Educational Campuses account for 4%





### Opportunity Areas



West Pacific Avenue

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.



Watson Road

This corridor has a distinct identity that contrasts with the rest of the community and 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.

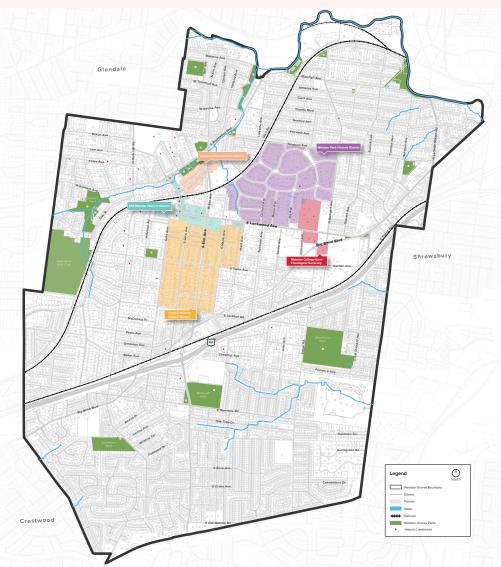


Marshall & Summit Avenue

This district is naturally evolving as a commercial district and the city can support its growth by providing incentives, creative urban design, and placemaking enhancements to strengthen this district as a key community asset.

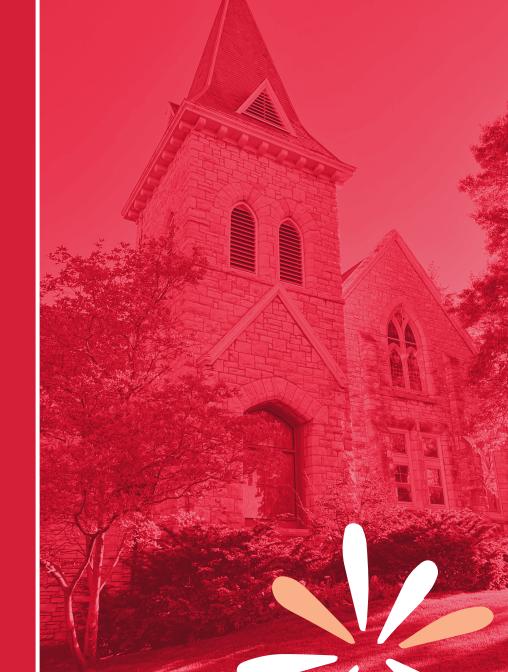
## Community Character

- The following assets collectively establish
  a unique identity that distinguishes
  Webster Groves within the larger
  metropolitan region, enhances the quality
  of life, and promotes the city's aesthetic
  appeal and recognition as a destination.
  - » Corridors
  - » Districts
  - » Neighborhoods
  - » Community Spaces
  - » Historic Preservation



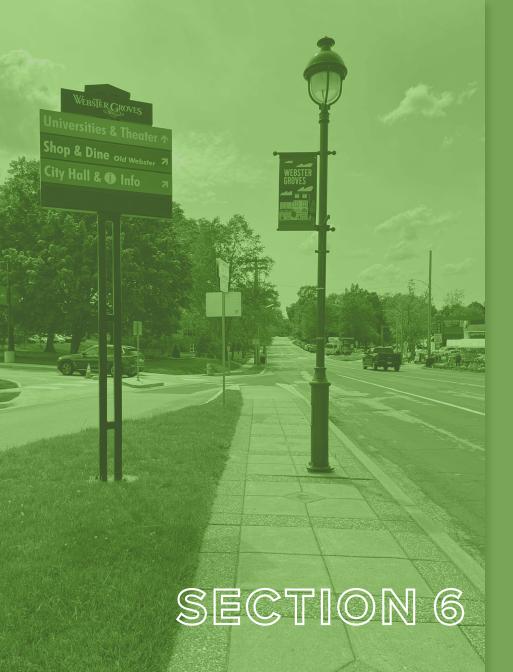
# Land Use & Development Preliminary Recommendations

- **Expedite Review Processes:** Make review and zoning processes more transparent and affordable.
- Preserve Residential Character: Maintain and protect the historical and architectural integrity of residential neighborhoods.
- **Support Economic Growth:** Review and update zoning regulations in commercial and industrial districts.
- 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.



- 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.
- **Prioritize Pedestrian-Friendly Design:** Focus efforts on enhancing walkability in corridors, districts, and neighborhoods.
- **Prioritize Safety and Connectivity:** Develop strategies to bridge the divide created by Interstate 44.





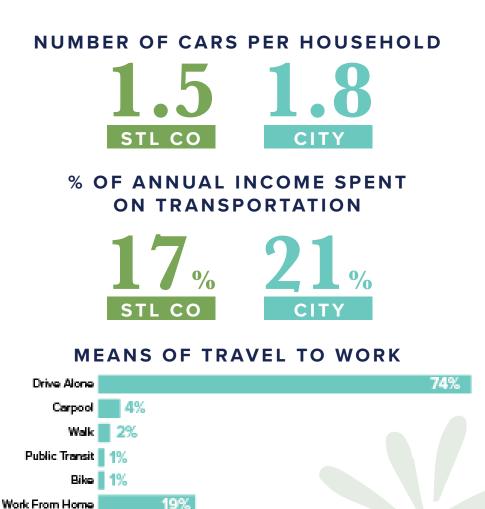
# Mobility & Connectivity

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.

- Roadway Network
- Public Transportation
- Active Transportation Infrastructure

## >Travel Snapshot

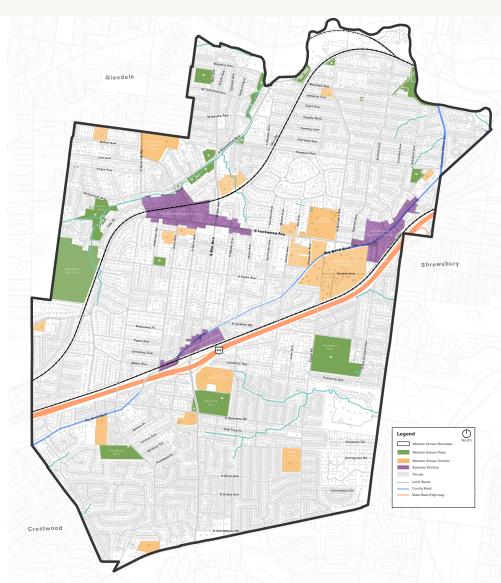
- Many Webster Groves residents drive alone to work while only eight percent use non-single occupancy modes for their commute.
- While every Webster Groves household is within a ½ mile of transit service, only one percent of residents take public transit to work.
- Although Webster Groves is seen as a walkable community, residents are still dependent on vehicles daily.



## →Roadway Network

- Roadway network is anchored by key arterial roads like Big Bend Blvd, Lockwood Ave, and Elm Ave.
- Majority of roads are owned and maintained by the city.
- County-controlled roads experience some of the highest collision rates resulting in injury.

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



## >Public Transportation

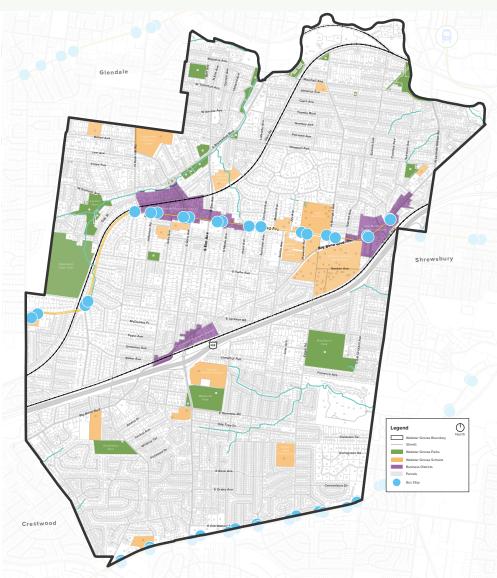
- Route 56 Kirkwood-Webster & Route 21 Watson Road
- Despite serving a large portion of the community, there are concerns about the bus system's unreliable schedule hindering accessibility for riders.

#### TRANSIT ACCESSIBILITY

95<sub>%</sub> 75<sub>K</sub>

HOUSEHOLDS

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.



### Active Transportation

- Current cycling network primarily consists of a loosely connected shared roadways and established lanes on Lockwood Ave.
- The historic design of residential and commercial streets is well-suited for pedestrians. However, some areas, particularly south of I-44 and in northern Webster, lack sidewalk continuity.
- Elm Street, Big Bend Blvd, and I-44 overpasses could benefit from safety improvements.

#### CYCLING INFRASTRUCTURE



#### PEDESTRIAN INFRASTRUCTURE



Although this represents a small percent, filling these gaps would significantly enhance walkability and connectivity.

# Mobility & Connectivity

- Implement a Complete Streets Policy: 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 to create a safer environment for pedestrians and bicyclists.
- Enhance Sidewalks to Transit Stops: Ensure that sidewalks provide easy and safe access to all 21 MetroBus stops.
- Upgrade Bus Stop Access Points: Upgrade MetroBus stop access to meet ADA standards.
- Expand Bicycle Lanes and Paths: Create a network of dedicated bike lanes and paths that connect key destinations.



- **Install Bike Parking:** Increase the availability of secure bike parking.
- Add Directional Wayfinding: Install directional wayfinding that exhibits the identity of Webster Groves.
- Promote Bicycle Safety and Education:
   Conduct safety campaigns and workshops to educate cyclists and drivers on sharing the road safely.
- Improve Sidewalk Infrastructure: Ensure sidewalks are continuous, well-maintained, and accessible to all users, including those with disabilities.
- Enhance Crosswalks: Install well-marked crosswalks with safety features.
- Create Pedestrian Zones: Develop pedestrianfriendly zones in the commercial districts or near schools.
- Enhance the Streetscape: Improve the streetscape in the business districts.





# Community Systems

Webster Groves community systems including parks and recreation, arts and culture assets, city facilities, and infrastructure contribute to the high quality of life of residents and make the city a great place to live, work, and play.

- Parks, Recreation, Open Space
- Community Facilities & Services
- Infrastructure Systems

## →Parks, Recreation, & Open Space

OPEN SPACE ———

120

ACREAGE 2024

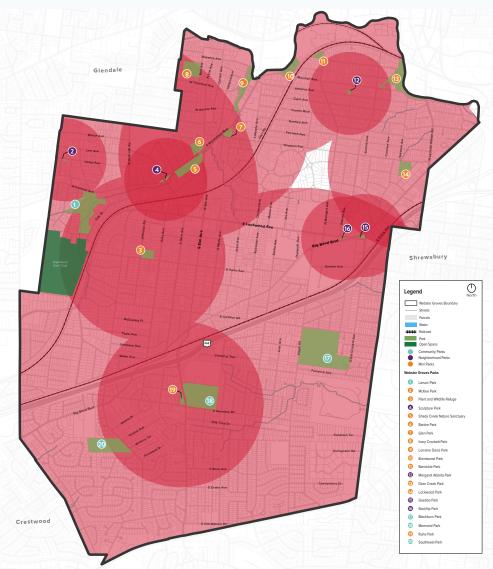
#### RESIDENT ACCESS TO RECREATION

**58**%

99%

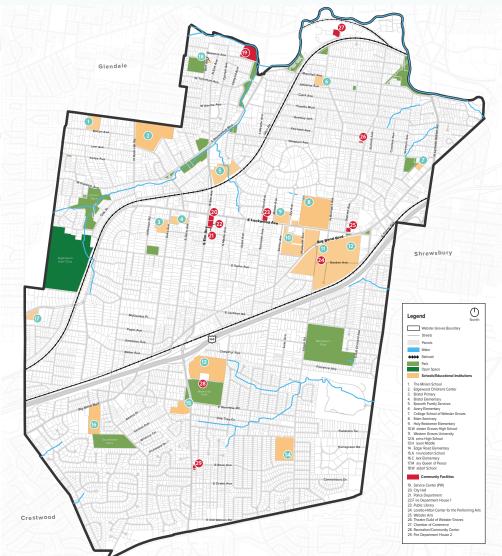
CAN WALK TO A PARK CAN DRIVE TO A PARK

Overall 58 percent (13,948 residents) of Webster's population has access to one or more recreation areas within walking distance of their homes and 99 percent (23,661 residents) or residents have access within a mile of their homes.



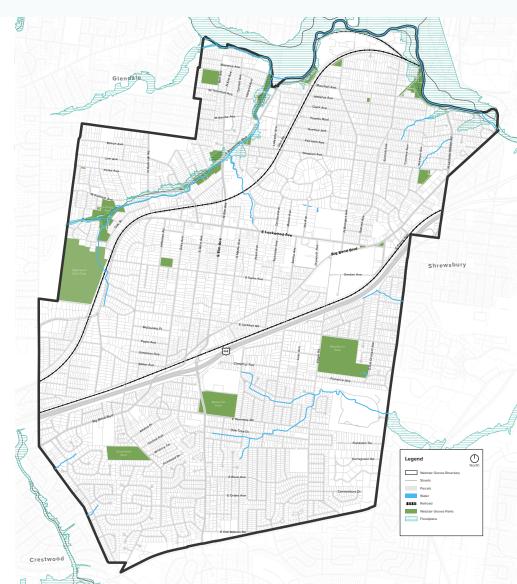
## →Community Facilities





### Infrastructure & Utilities

- Infrastructure Systems: Operated and maintained by State and County entities.
  - » Water
  - » Sanitary
  - » Energy
- Stormwater Management: Effective stormwater management is vital to maintaining the ecological health and resilience of the city.
  - » Flooding
  - » Stormwater Management Plan

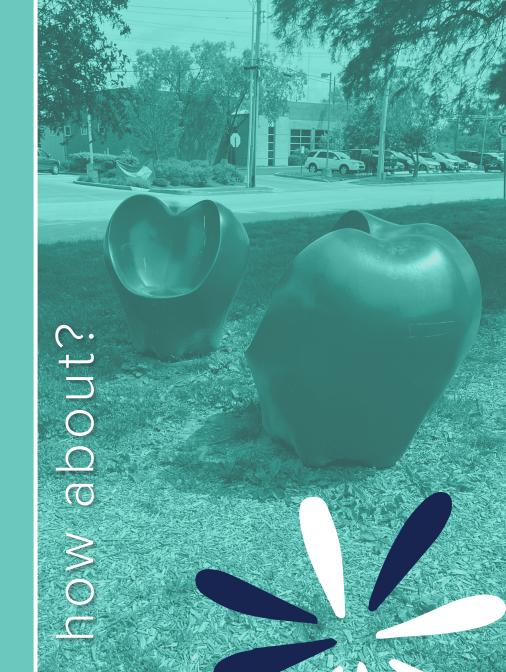


## Community Systems,

- Enhance Existing Parks: Add new recreation features to existing parks.
- Reassess Park and Open Spaces: Add mini and neighborhood parks to southern neighborhoods.
- Collaborate for Green Space: Partner with the School District, neighboring communities, and the Great Rivers Greenway.
- **Prioritize Resource Management:** Support the parks and recreation department.
- Improve Connectivity to Parks: Foster a strong network of trails and sidewalks.
- **Diversify Recreational Programming:** Expand programming to offer opportunities for all.
- Renovate and Modernize Facilities: Prioritize the modernization of infrastructure and facilities.



- Foster the City of the Arts: Support local artists, art organizations, and cultural initiatives.
- Foster Regional Partnerships: Collaborate with surrounding municipalities.
- **Invest in City Services:** Continue to invest in hiring, training, and retaining quality staff.
- Improve Community Engagement and Communication: Enhance communication.
- Promote Conservation, Sustainability, and Resiliency: Prioritize efforts to implement sustainability, climate resiliency, and conservation initiatives.
- Mitigate Flooding: Acquire lands in floodplains.
- Collaborate Improvements: Coordinate with the County and utility companies.
- Implement the Stormwater Master Plan: Invest in the stormwater master plan.
- Seek Funding Opportunities: Continually seek grants, partnerships, and community sponsorships.



## Questions?

### →Next Steps

- 1. Engagement Visit (8.22 8.23)
- 2. State of the City Report on JourneytoWG.com

#### **Begin Phase 2 - Visioning!**



THE LAKOTA GROUP.



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