

Webster Groves
Comprehensive Plan

ADOPTED OCTOBER 2025

Acknowledgments

The City and Planning Team would like to thank the Webster Groves City Council, Planning Commission, the Destination Ambassadors steering committee, City Staff, and the larger Webster Groves community for their quidance throughout the planning process.

City Council

Laura Arnold, Mayor
Karen Alexander, Councilmember
Pam Bliss, Councilmember
David Franklin, Councilmember
Jamie Hasemeier, Councilmember
Emily Hixson Shepherd, Councilmember
Emerson Smith, Councilmember

Plan Commission

Michael Buechter
Grace Clapper
Madeline (Maddy) Heikkila (former member)
Steve Hunkins
Antoinette (Toni) Hunt
Andrew Moses
Christy Phelps
Jeffrey B Smith
Annie Tierney
Kyle Wilson

Destination Ambassadors

Derek Bastian
Sebastian (Bud) Bellomo
Mary Boser
John McArthur
Hilary Perkins
Kita Quinn
Sarah G. Richardson
Janice L. Scheurer

THE LAKOTA GROUP.

Manhard Consulting Sam Schwartz | TYLin

City Staff

Appreciation is extended to the entire City Team for their contributions to the comprehensive plan. This work reflects the dedication and insight of many across departments. Special appreciation goes to Dr. Marie Peoples and the Planning and Development Department for their leadership and collaboration throughout key phases of the process.

Table of Contents

Key Themes60

1 The Journey 4	4 Future Land Use 66
Journey to Destination WG	5 The Plan 78 Pillar 1: Resilient Neighborhoods
Plan Framework 10	Pillar 2: Economic Vitality
2 About Webster 14	Pillar 4: Quality of Life 118
Regional Context 15	Pillar 5: Operational Excellence
Local History 17	Pillar 6: Complete Streets for All
Community Profile	•
Housing Profile24 Market and Economic Base26	6 Implementation174
Community Land Use	Implementation Partners 175
Zoning	Zoning 176
Parks, Recreation & Open Space	Opportunity Sites
Community Facilities & Services 45	Transportation and Mobility
Infrastructure Systems 51	How to Use the Comp Plan
3 Voices of Webster56	
Outreach Process 57 Engagement By the Numbers 59	



The Journey

Journey to Destination WG – the Webster Groves Comprehensive Plan – is a dynamic, long-term blueprint for the city's future, guiding growth and development over the next 10 to 20 years. This pivotal document addresses Webster Groves' unique needs and opportunities, shaping a vision that reflects the community's aspirations. The Plan encompasses key aspects of city life, including the vitality of its business districts, the stability and charm of its walkable neighborhoods, and ongoing historic preservation efforts. It also highlights the expanding entrepreneurial economy and underscores the importance of sustainability and conservation. By integrating these elements, the Plan fosters a cohesive, forward-thinking framework that directs citywide efforts. This Plan articulates a community-driven vision that not only meets Webster Groves' present and future needs but also inspires residents to shape a dynamic and resilient future for the city.

Journey to Destination WG

In 2024, the City of Webster Groves, Missouri, embarked on a journey to shape its future by developing a new Comprehensive Plan—a visionary roadmap designed to guide the community's physical, economic, and social landscape over the next 10 to 20 years. The city's previous Comprehensive Plan was completed in 1978, with updates in 2006 and 2017. With evolving demographics, emerging businesses, and fresh perspectives, Webster Groves saw an opportunity to create a community-driven vision that not only responds to present and future needs but also empowers residents to build a dynamic and resilient future. Rooted in a comprehensive analysis of the city's business districts, housing, economy, infrastructure, and urban design, this plan reflects the collective insights and aspirations of the residents and stakeholders who shape Webster Groves.

Journey to Destination
WG – the Webster
Groves Comprehensive
Plan – is a dynamic,
long-term blueprint
for the city's future,
guiding growth and
development over the
next 10 to 20 years.

Planning Process

This 18-month comprehensive planning process was organized into three distinct phases, each driven by community outreach and engagement.

PHASE 1: ENGAGE & ASSESS

This initial phase focused on building a solid foundation of knowledge. It involved conducting thorough planning analyses and engaging the community through a variety of methods to gather diverse perspectives. The goal was to develop a comprehensive understanding of current conditions, needs, and opportunities within the city, culminating in the State of the City report.

PHASE 2: ENVISION

In this phase, ideas were tested and explored to shape a cohesive, community-driven vision. This vision integrated key planning principles and themes, reflecting the goals and priorities of the community. Engaging residents, stakeholders, and experts ensured that the vision was both ambitious and achievable.

PHASE 3: PLAN & IMPLEMENT

The final phase focused on developing a strategic framework to bring the unified vision to life. This involved creating actionable strategies and defining a clear roadmap for implementation. Emphasis was placed on translating the vision into practical steps, ensuring the Plan is positioned 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 launch 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.



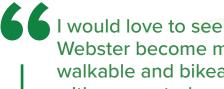
Bicycle and Pedestrian Master Plan | 2014

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.



Webster become more walkable and bikeable, with connected neighborhoods, coordinated events, and a range of housing types.

- COMMUNITY STAKEHOLDER



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.

Comprehensive Plan Purpose

A Comprehensive Plan is a vital instrument for a city's growth and development. It serves as a guiding vision, actionable roadmap, development framework, and decision-making aide. Additionally, it acts as a record of the community's desires and needs, outlining the goals and the strategies required to achieve them. Every decision made today can significantly influence the city's future form, livability, and overall character. The following are the key purposes of the Webster Groves Comprehensive Plan, each an essential component:

- Long-term Vision. The Comprehensive Plan establishes a long-term vision for the future, detailing the necessary strategies and goals required for its realization. This document serves as a reference point and guidance tool for local leaders in their decision-making processes.
- Land Use and Development
 Framework. This framework helps organize and manage urban growth effectively, defining how land within the city should be utilized—whether for residential, commercial, industrial, recreational, or other purposes.



- Public Investment Guide. In many municipalities, the Comprehensive Plan holds legal status, serving as a guiding document for zoning and development decisions. Local authorities use it as a foundation for land use determinations and the ongoing refinement of zoning regulations.
- Public Input. The planning process involved extensive community input and engagement, ensuring the viewpoints and preferences of both residents and stakeholders are integrated into the Plan.
- Evolving. The future is unpredictable, and the Plan serves as a flexible document to evolve with the community's changing needs. A continual evaluation and update of the Plan will be crucial to assess milestones and amend city priorities.



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: Requires local commissions to develop and adopt a comprehensive city plan for municipal growth and development. The plan should include recommendations for land use, infrastructure, and public spaces, and may address changes to public ways and spaces.
- Statute 89.040: Mandates that zoning regulations in Missouri align with a comprehensive plan to promote public safety, health, and welfare. These regulations aim to reduce congestion, prevent overcrowding, preserve historic features, and ensure adequate infrastructure and public services.



Journey to Destination WG Plan Framework

A Plan Framework serves as a blueprint or roadmap for achieving a community's vision for the future. The Journey to Destination WG Framework is organized around 7 Community Pillars determined through conversations and workshops with residents, businesses, city staff, and other important stakeholders. An analysis of community feedback determined Webster Groves' needs, the community's desires, and the city's most beloved features which shaped the Pillars. Each of the Community Pillars represents a key aspect of Webster Groves - a primary topic area - that will be supported and fostered by the Comprehensive Plan.

Plan Framework

- **Vision:** A statement of the community's desired future.
- Community Pillars: Key topic area reflective of the community's values formed through extensive community engagement.
- **Goal:** Overarching statement of aim and general outcome the community seeks to achieve to realize its vision.
- **Strategy:** Measurable and specific course of action to accomplish the goal.
- Action: A task or step required to advance the strategies.



THEVISION

In 2045, Webster Groves is a safe, diverse, and inclusive community celebrated for its vibrant neighborhoods, thriving business districts, and creative spirit. The neighborhoods retain their renowned architectural character and tree-lined streets while seamlessly incorporating new housing opportunities that welcome individuals of varied ages, incomes, and backgrounds.

The city is celebrated as a regional leader in walkability and bikeability, with extensive streetscape improvements and neighborhood greenways creating a connected and accessible pedestrian network. Parks and green spaces offer abundant recreational opportunities, and an expanded pedestrian system ensures access for all residents.

Webster Groves' business districts flourish as economic and cultural hubs, drawing residents and regional visitors alike with unique programming, diverse businesses, vibrant public spaces, and dynamic streetscapes. A growing creative economy defines the city, with local arts and businesses contributing unique cultural experiences. With diversified housing options, density, and active streetscapes, the districts remain central to the city's enduring charm and vitality.

Watson Road and Brentwood Boulevard are transformed through exemplary urban design, becoming walkable, mixed-use corridors that combine residential, retail, and recreational uses while strengthening the local economy and tax base.

Webster Groves fosters a high quality of life and a deep sense of community pride, with inclusive events and celebrations that bring people together. Regional partnerships enhance resources and services, reinforcing the city's reputation as a leader in collaboration and innovation.

Sustainability initiatives and resilient management of stormwater and natural systems position Webster Groves as a model for environmental stewardship, ensuring a future that balances growth with ecological integrity.





Resilient Neighborhoods

Addresses housing diversity, attainable housing, and preserving neighborhood character.



Economic Vitality

Addresses strengthening the tax base, the business districts, and commercial and industrial growth.



City of the Arts

Addresses arts and culture, the creative economy, and community character and identity.



Quality of Life

Addresses parks and green spaces, community events, and preservation of natural areas.



Operational Excellence & Collaborative Governance

Addresses regional partnerships, city services, community outreach, and the review process.



Complete Streets for All

Addresses safety, the roadway network, and bicycle and pedestrian infrastructure.



Essential Systems

Addresses infrastructure and utilities, stormwater management, and sustainability.





About Webster Groves

To plan for the future, a community first needs to understand where they stand today. This section provides an overview of Webster Groves, highlighting the city's history and community character, along with an analysis of key elements such as housing, land use, zoning, transportation, parks and open space, public facilities, and infrastructure. A more in-depth look at existing conditions can be found in the State of the City report, which was developed during the first phase of this planning process.

Regional Context

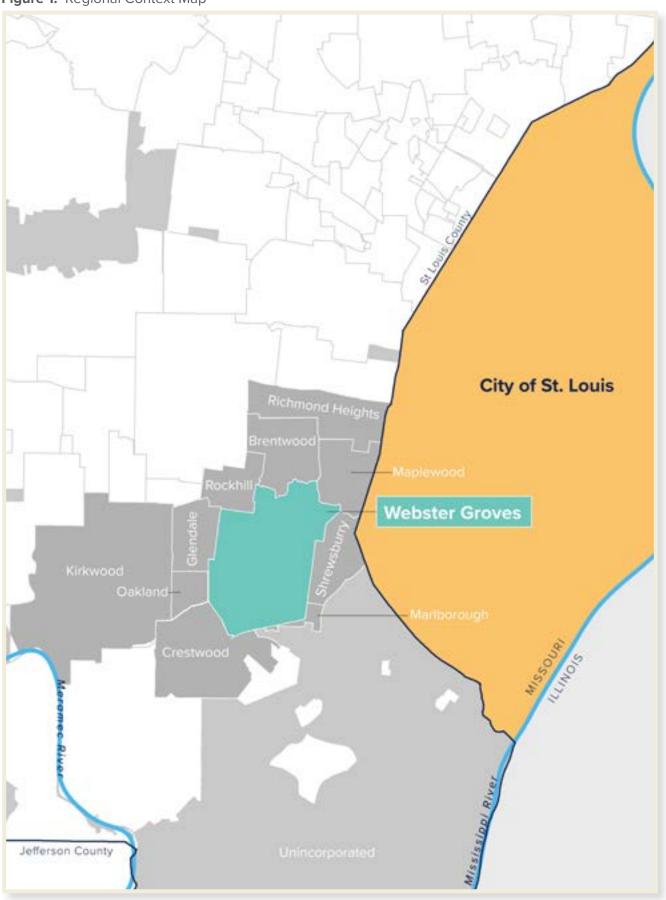
Webster Groves is a charming suburban city nestled in St. Louis County, approximately 10 miles southwest of the bustling heart of downtown St. Louis. Spanning about six square miles (5.9 square miles), this picturesque city is bordered by Kirkwood, Glendale, and Oakland and is one of the 100 municipalities 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.

To plan for the future, a community first needs to understand where they stand today.



Figure 1: Regional Context Map



Local History

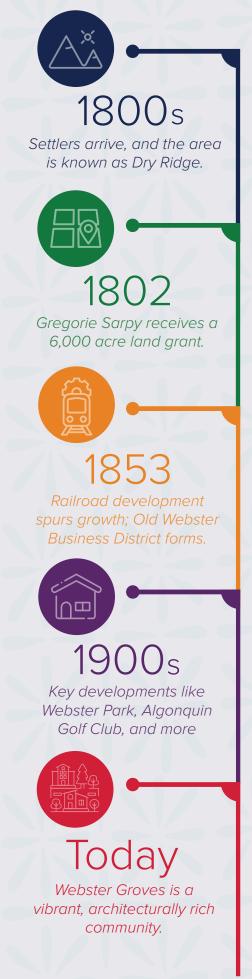
Early Years

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, the Webster Stop platform, 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, which merged in 1896 to form a unified government.

Developments such as Webster Park, Webster University, and Algonquin Golf Club enhanced the community's appeal as a place 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. In 1903, residents established the Algonquin Golf Club, 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 the city 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

Webster Groves has maintained a stable population over the decades, reflecting residents' appreciation for the city's consistent character. Since 1980, the population has grown by just 4 percent, reaching 24,010 in 2020. As a near suburb of St. Louis City and one of over 100 municipalities in St. Louis County,

Webster represents a small portion of the region's one million residents. From 2010 to 2020, the city's annual growth rate was 0.43 percent—adding fewer than 100 people per year—while St. Louis County saw minimal growth and St. Louis City experienced population decline. Webster's slow growth is largely due to its fully developed land and limited new housing opportunities.

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.



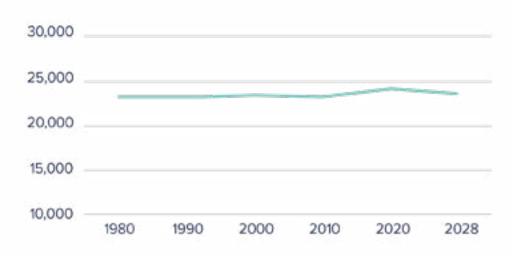
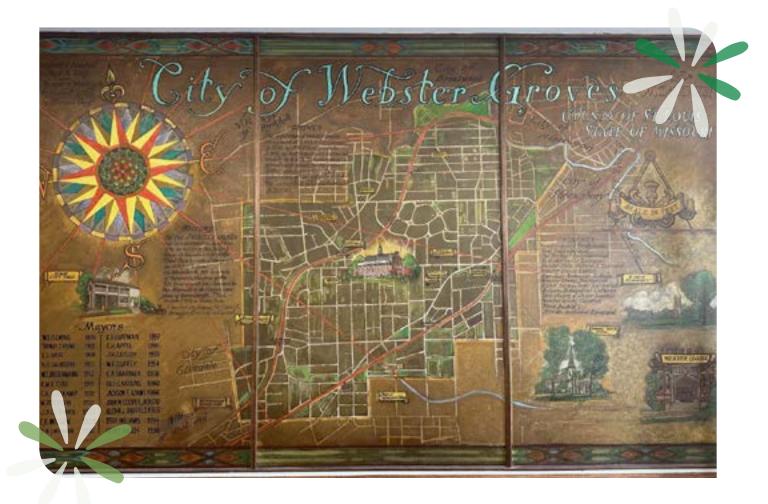




Figure 3: Community Profile Comparison

Community	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 Heights	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

Interviews and focus groups highlighted the importance of racial diversity in Webster Groves, particularly in relation to the city's historical identity. North Webster, founded by freed slaves in 1866, has seen a significant decline in its Black population, dropping from 56 percent in 2010 to 41 percent in 2020. Citywide, the Black population decreased from 6 percent to an estimated 4 percent over the same period. Including those identifying as Black, Asian, Some Other Race, and Two or More Races, 14 percent of the city's population consider themselves to be persons of color.

Webster Groves has a Diversity Index of 28, meaning there is a 28 percent probability that two randomly chosen individuals will be from different racial or ethnic groups. Among neighboring communities, it ranks eighth in diversity, while St. Louis County has a Diversity Index of 57.



Figure 4: Race and Ethnicity Comparison

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%

Figure 5: Change in Black Population from 2010 to 2020

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

Figure 6: Diversity Index Comparison

Community	Diversity Index
Glendale	18
Oakland	20
Crestwood	24
Webster Groves	28
Kirkwood	29
Affton	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 people in 2010 to 2.46 people 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. 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.

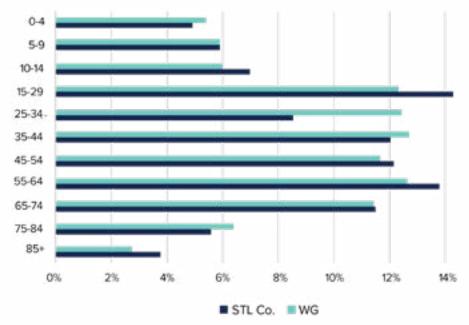


Age

Webster Groves' population is aging, aligning with national trends, despite a steady or slightly increasing household size. Since 2010, the city's median age has risen from 40.9 to 42.7, mirroring similar increases in St. Louis County and the U.S. overall. This shift reflects broader demographic patterns, including the aging of Baby Boomers and lower national fertility rates.

A breakdown by age group shows Webster Groves has a higher proportion of young people (10-24) and middle-aged to older adults (45+), but a smaller share of 25-34-year-olds compared to St. Louis County. This gap in the early-career and family-forming demographic may indicate that young professionals and families are either not drawn to Webster Groves or are priced out of the housing market.





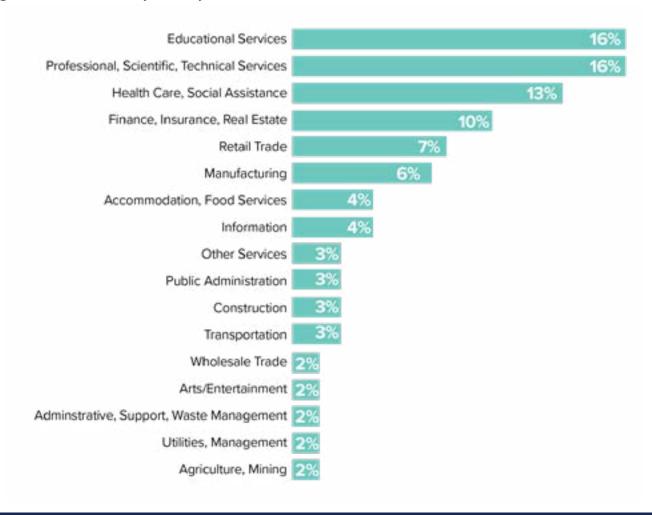
Employment and Workforce

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.



Figure 8: Labor Force by Industry



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.

Compared to most of its immediate

Housing Costs and

Affordability

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 lowerpaid members of the workforce, such as teachers or police or young families and those looking to downsize.

Figure 9: Housing Profile Comparison

Community	Homeownership	Median Home Value	Housing Affordability Index	Percent of Income for Mortgage
Webster Groves	81%	\$407,840	108	22%
St. Louis County	68%	\$243,991	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%

[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.

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 middleincome 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 forsale or rental market due to a lack of inventory.

Webster Groves needs more housing options! Without downsizing choices, empty nesters stay put, making it harder for young families to move in.

- COMMUNITY STAKEHOLDERS

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.



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.

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.

Figure 10: 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

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.

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 of a majority of residential (78 percent) and institutional uses (10 percent). Of the residential land, single-family neighborhoods are the predominant type (88 percent) and are scattered throughout the city. Duplexes, townhomes, and multi-family residential make up a small percentage of the land area, representing roughly 305 acres or 12 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.

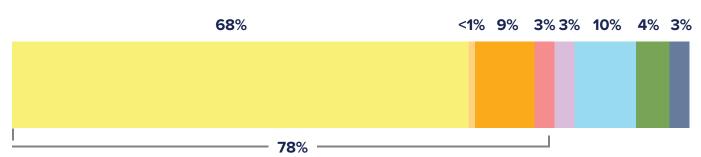
The third largest land use category is Webster's parks and recreation, comprising four percent of the city's land area. This category consists of public and private recreational areas and facilities. The city's park and recreation system include 19 parks scattered throughout the community. Algonquin 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 97 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 Watson Road and Big Bend Blvd, and a pocket at Marshall and Summit Ave.

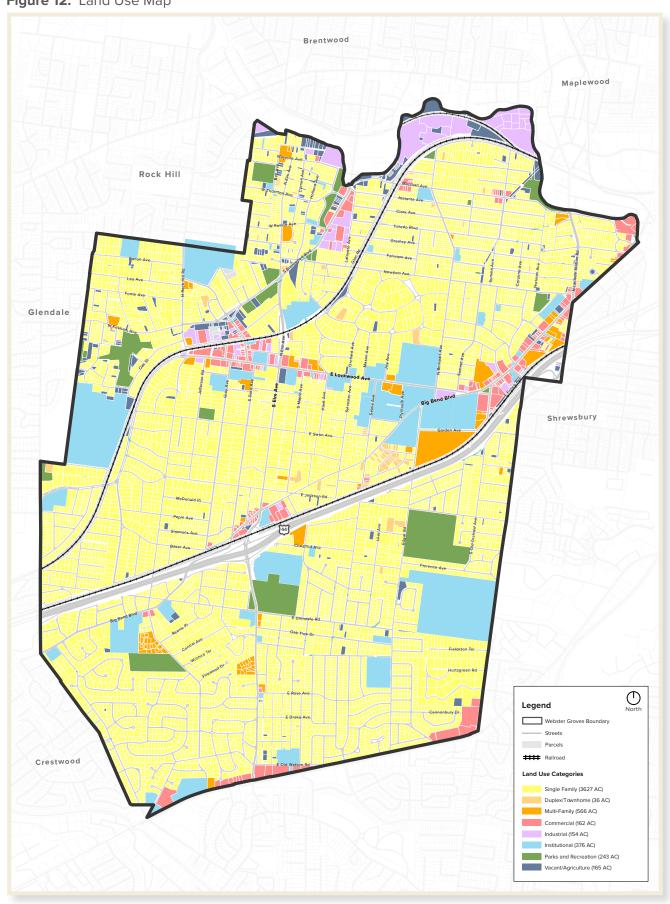
Industrial uses account for three percent of the total land area. These uses are within the industrial park at the northern edge of the city off Glen Road, along Brentwood Blvd north of Newport Ave, and within the Old Webster business district north of the railroad tracks. Vacant and agricultural uses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

Figure 11: Land Use by Total Land Area



Land Use Category		Acreage	% of WG Land Area
	Residential	2519	78%
	Single Family Residential	2214	68% (88% of Residential Land)
	Duplex/Townhome	21	<1% (1% of Residential Land)
	Multi-Family Residential	284	9% (11% of Residential Land)
	Commercial	97	3%
	Industrial	94	3%
	Institutional	329	10%
	Parks & Recreation	119	4%
	Vacant/Agriculture	83	3%

Figure 12: Land Use Map



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 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.
- Commercial District and C1
 Commercial District. The commercial districts intend 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.

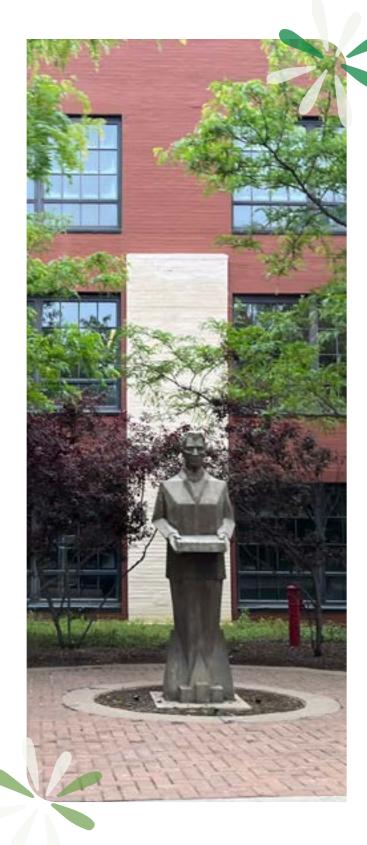
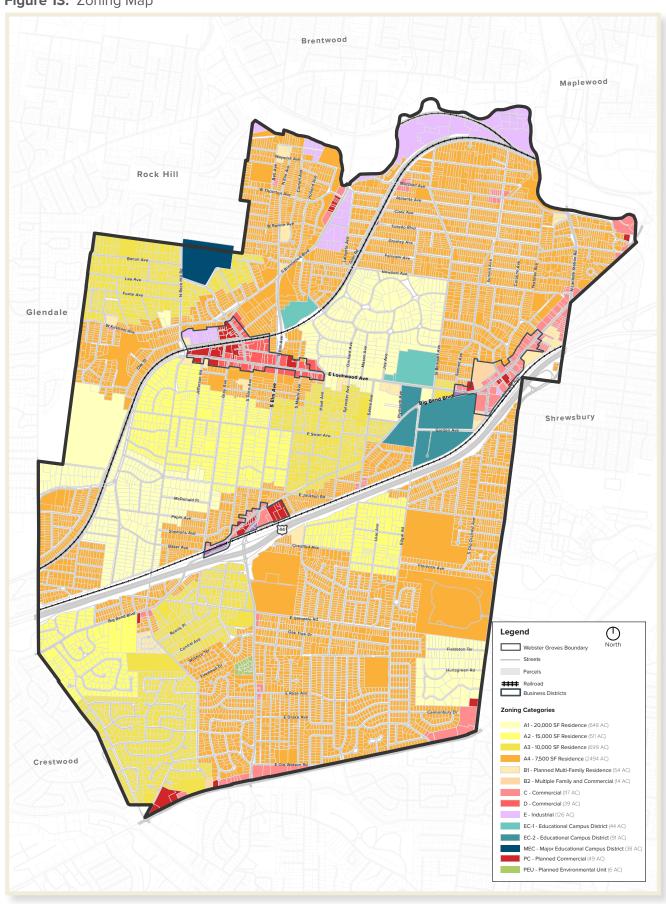


Figure 13: Zoning Map



Mobility & Connectivity

Webster Groves' residents and visitors benefit from a robust transportation network, strong regional connectivity, accessible sidewalks, and several trails that enhance 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.



Roadway Network

Webster Groves benefits from strong regional and local connectivity but faces challenges related to safety and walkability. Interstate 44 provides quick access to downtown St. Louis but creates a dividing line between north and south Webster, limiting pedestrian connectivity. The city's roadway network is anchored by key arterials, including Big Bend Boulevard, Lockwood Avenue, and Elm Avenue, which facilitate movement through neighborhoods and commercial areas while maintaining Webster Groves' small-town feel.

Several boundary arterials, such as Watson Road and Laclede Station Road, offer efficient vehicle access but pose barriers to walking and biking. These roads are perceived as unsafe due to high traffic volumes, noise, and autooriented commercial development that lacks pedestrian-friendly design. While the city owns and maintains most of its roads, high-collision routes like Big Bend Boulevard and Laclede Station Road require coordination with county and state agencies for safety improvements.

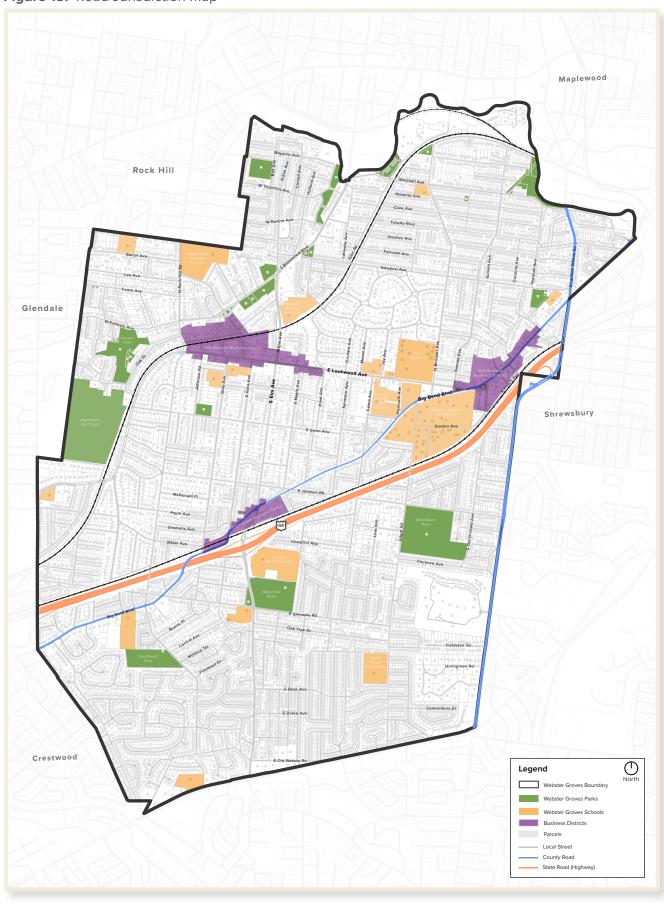
Figure 14: 2023 WG Crash Data

Street	Roadway 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

Traffic safety remains a priority, with 108 injuries and one fatality recorded on local streets in 2023, excluding incidents on I-44. A small number of roads account for a majority of injury collisions, with pedestrian and bicyclist incidents concentrated at key intersections like Glendale Road and Big Bend Boulevard. Nearly all pedestrian and bicycle collisions occurred in daylight, highlighting the need for targeted safety enhancements. Webster Groves is already demonstrating proactive planning through upcoming safety improvements on Elm Avenue in coordination with state-led enhancements on Watson Road.



Figure 15: Road Jurisdiction Map



Public Transportation

Webster Groves' public transportation system, provided by Metro Transit St. Louis, offers connections to the broader St. Louis region but faces challenges related to reliability. The city's primary transit route, Route 56 Kirkwood-Webster, serves 21 stops along Lockwood Avenue, linking key destinations such as the Old Webster and Old Orchard Business Districts, Webster University, and several schools. While Route 56 provides weekday service from early morning to evening, buses run only once per hour, limiting convenience. Route 21 Watson Road, which operates just outside the city, offers additional east-west connectivity.

Approximately 95 percent of Webster Groves households are within a ½ mile of transit, with nearly 75,000 jobs accessible within a 30-minute transit trip [2]. Within a ¼ mile of Route 56 stops, there are 8,500 residents and 9,000 jobs, including nearly 400 residents without vehicle

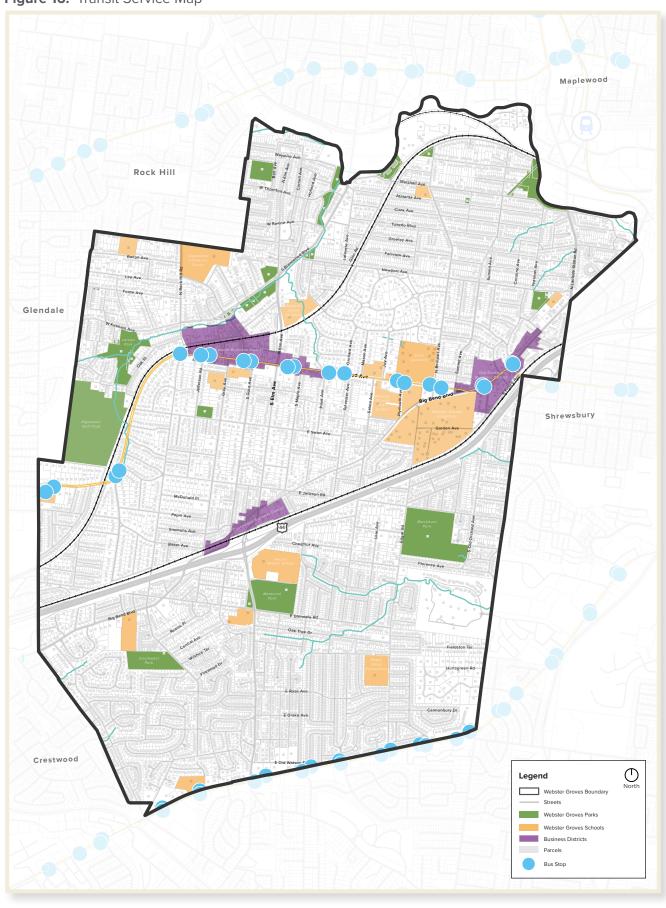
access. However, residents, business owners, and employers have expressed concerns about service reliability, which affects accessibility and limits the system's effectiveness.

Regionally, Webster Groves is well connected to St. Louis' broader transit network. Both Routes 56 and 21 link to the Shrewsbury-Lansdowne I-44 MetroLink Station, where additional bus routes provide transfer options. The Shrewsbury-Lansdowne and Sunnen MetroLink Stations, just outside city limits, give residents access to light rail service, connecting to downtown St. Louis, Lambert-St. Louis International Airport, and other employment and entertainment hubs. Around 7,000 Webster Groves residents live within a 20-minute walk of these stations, highlighting the city's potential for stronger transit integration.



[2] Center for Neighborhood Technology, Housing and Transportation Index.

Figure 16: Transit Service Map



Active Transportation Infrastructure

Webster Groves is making strides in enhancing its active transportation infrastructure, particularly in cycling and walking facilities. The city offers a bikeway and trail network, including bike lanes on Lockwood Avenue and Big Bend Boulevard, as well as shared roadways with bike-friendly markings like "sharrows." While there is a demand for more robust bicycling infrastructure to better connect to regional trails, the city is working on expanding bike lanes and linking routes, such as the planned Shady Creek Greenway, which will connect with the Deer Creek Trail.

The city's park system features approximately two miles of trails, with additional connections to the regional Great Rivers Greenway system, which includes the 3.4-mile Deer Creek Greenway. Additionally, the 11.5-mile Grant's Trail to the southeast can be accessed via bike routes on Elm Road and Big Bend Boulevard. However, these routes lack separate cycling facilities, and improvements are needed for better cyclist safety and connectivity.

Webster Groves has a comprehensive sidewalk network, which residents appreciate for walkability. However, gaps exist in areas, particularly south of I-44 and in northern parts of the city and filling these gaps would improve connectivity. The city's Bicycle and Pedestrian Master Plan (2014) prioritizes addressing these gaps, especially around schools and intersections. Pedestrian overpasses across I-44 also require upgrades, including safety and maintenance improvements, which need coordination with state agencies.

Traffic calming measures have been highlighted as necessary by the community, especially on Elm Avenue and Big Bend Boulevard, where pedestrian safety is a concern due to high vehicle speeds and limited pedestrian infrastructure. Improving these roads and pedestrian facilities is critical for creating a safer, more accessible transportation network in Webster Groves.



Parks, Recreation, & 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.

Figure 17: Park Inventory (list order correlates to map on p. 44)

Park	Туре	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

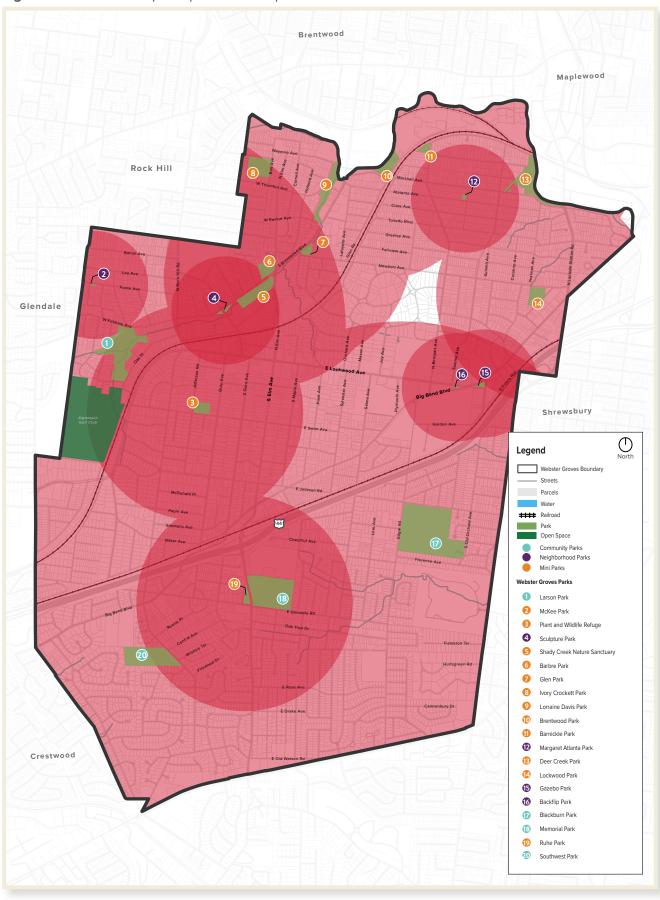
The Level of Service (LOS) Analysis evaluates how well Webster Groves' parks and open spaces meet the current and future recreational needs of the community, using both acreage and distribution metrics. The Acreage LOS compares the amount of parkland available per person to national benchmarks, recommending 10.4 acres of parkland per 1,000 residents for communities of Webster Groves' size. With a population of 24,010, the city should have 240 acres of parkland, but it currently has only 120 acres, indicating a deficit of 120 acres.

The Distribution LOS assesses how equitably parks are distributed across the city, with varying service areas based on park type. Mini parks should be within a 0.25-mile radius, neighborhood parks within 0.5 miles, and community parks within a 1-mile radius or 5-minute drive. The analysis shows that while most of the city is well-served by parks, areas south of I-44 lack access to neighborhood and mini parks, and the northeast section is underserved by community parks.

Currently, 58% of residents (13,948 people) have access to a park within walking distance (0-0.5 miles), and this figure rises to 99% when community parks are included. To improve accessibility, there is a need for smaller parks in the southern areas and enhanced amenities in parks in the northern parts of the city. Additionally, improving pedestrian connections to community parks and collaborating with schools could further increase residents' access to green spaces.



Figure 18: Parks and Open Space LOS Map



Community Facilities & 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, pumper 2014, primary ambulance 2017, rescue boat and fleet truck, reserve ambulance 2017, Battalion Chief during the day, and living quarters for the firefighters. Firehouse 2 is equipped with Ladder 2025, reserve pumper 2094, reserve ambulance 2027, and Battalion Chief at night. Total staffing each day is 12 to ensure quick response time and all hazard mitigation.

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.



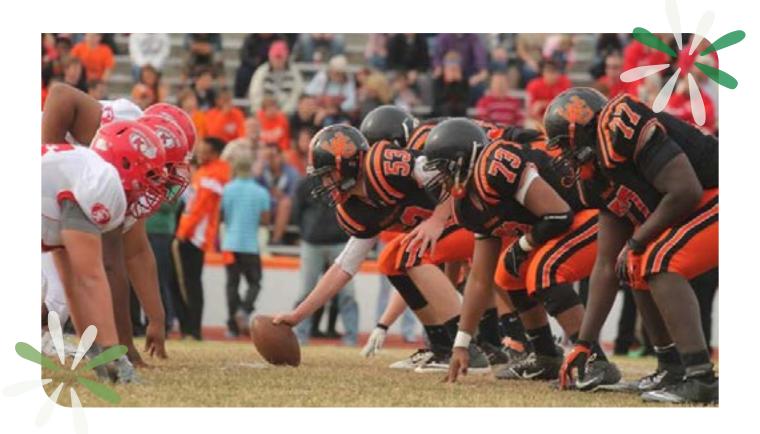
PUBLIC LIBRARY

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), established in 1889, 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)
- Holy Cross Academy Middle School Campus at Annunciation (6th – 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. However, with recent discussions about a potential relocation to Clayton to develop a new performing arts center, the future of the theatre's presence in Webster Groves remains uncertain.

Repertory Theatre of St. Louis (The

Rep). Founded in 1966, The Rep is a fully professional theatrical operation of the League of Resident Theaters, 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 & Services

EPWORTH YOUTH EMERGENCY CENTER

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 innerring 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.

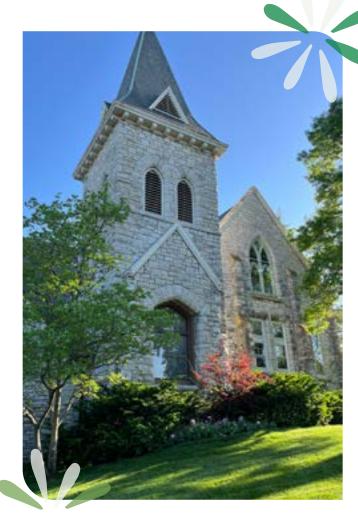
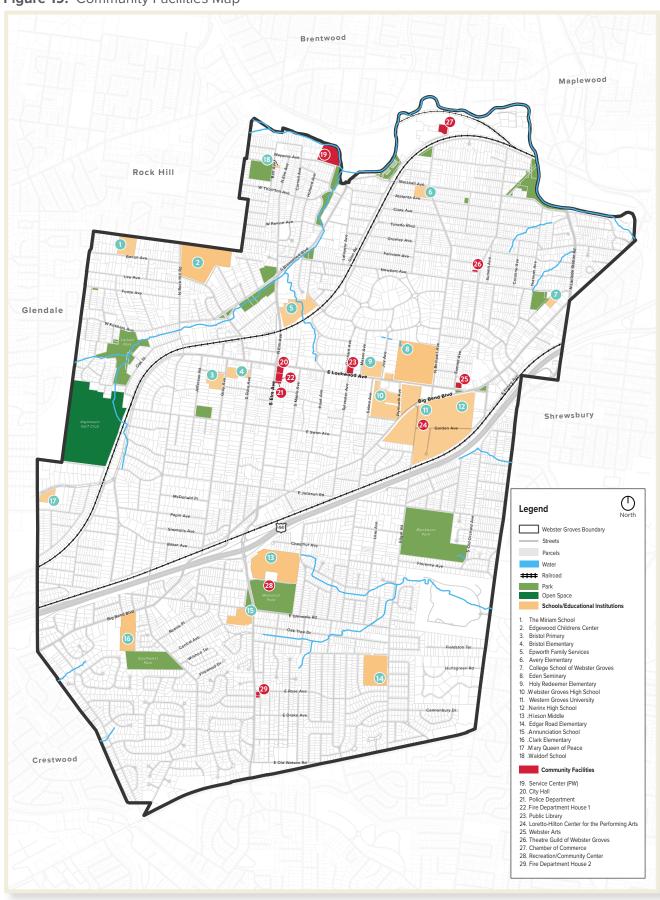


Figure 19: Community Facilities Map



Infrastructure Systems

Drinking Water

Webster Groves benefits from a reliable drinking water supply sourced from the Meramec, Missouri, and Mississippi Rivers. The city's water system is owned and operated by Missouri American Water, which ensures high service levels by maintaining infrastructure, repairing system components, and funding operations through revenue generated from water services. The system has a total design capacity of 401 million gallons per day (MGD), meeting both current and future demands.

Each year, Webster Groves collaborates with Missouri American Water to identify and replace aging water mains, maintaining the integrity of the distribution system and ensuring long-term reliability. These ongoing infrastructure improvements reflect the city's commitment to providing high-quality water service to residents.

Sanitary Sewer System

A well-maintained sanitary sewer system is essential for public health and environmental sustainability. The Metropolitan St. Louis Sewer District (MSD) owns and maintains the sanitary sewer infrastructure in Webster Groves, ensuring its effective operation. While no significant growth in wastewater system usage is anticipated, regular maintenance and system evaluations remain a priority to sustain long-term efficiency and prevent service disruptions.





Energy Infrastructure

Energy infrastructure is a key component of Webster Groves' Comprehensive Plan, supporting community well-being, economic resilience, and environmental sustainability. Electricity is provided by Ameren Missouri, which is actively investing in modernizing the energy grid and expanding sustainable power options.

SUSTAINABLE DEVELOPMENT POLICIES

Ameren Missouri's Smart Energy Plan, a \$6.4 billion initiative running from 2020 to 2024, aims to enhance reliability and sustainability through grid modernization, smart meter installations, solar power expansion, and rebate programs for solar customers. Additionally, Ameren's 2023 Integrated Resource Plan sets a goal for net-zero carbon emissions by 2045, balancing clean energy advancements with affordability and reliability.

At the local level, Webster Groves is implementing sustainability initiatives to reduce energy consumption and promote clean energy use. The city has adopted energy-efficient practices, including installing solar panels, transitioning to electric fleet vehicles, and finalizing a greenhouse gas study. While there are no current requirements for electric vehicle (EV) charging stations in new developments, the city provides two publicly accessible dual-port EV charging stations at City Hall. Additionally, all city lighting has been upgraded to energyefficient LEDs, and solar panels at the service center facility contribute to energy storage and consumption.

Beyond energy infrastructure,
Webster Groves promotes sustainable
transportation through partnerships with
Bi-State Development (Metro), offering
public transit options. The city also
supports alternative transportation with
bike paths, sidewalks, and the Green River
Gateway (GRG) trail network, enhancing
connectivity while reducing environmental
impact.



Stormwater Management

Effective stormwater management is essential to preserving the ecological health and resilience of Webster Groves. As urban development expands and climate patterns shift, the city must address challenges related to stormwater runoff and its impact on infrastructure and the environment. The Metropolitan St. Louis Sewer District (MSD) owns and maintains the city's public stormwater management system, ensuring compliance with regulatory standards.

To meet Phase II Stormwater Management requirements, Webster Groves implements several key measures. The city focuses on educating the public about stormwater impacts and pollution reduction while encouraging community involvement in pollution prevention efforts. Unauthorized discharges are monitored and eliminated, and strict stormwater management practices are applied to new and redevelopment projects. Construction site runoff is carefully managed, and municipal maintenance programs are designed to prevent pollution from city operations.



Flooding

Flooding remains a significant issue in areas near the city's regulatory floodway, which runs along its northern boundary. West Kirkham Avenue and South Brentwood Boulevard are particularly vulnerable, carrying a 1 percent annual flood risk, while properties in these areas face a 12 percent chance of flooding. This risk is expected to increase as climate change leads to stronger storms and more extreme weather patterns.

Development near Deer Creek and Shady Grove Creek requires careful evaluation to minimize floodplain impacts. The city's floodplain administrator reviews projects in these areas to ensure compliance with regulations, and a floodplain development permit is required for construction. To reduce risks, Webster Groves may also consider acquiring land in flood-prone areas for low-impact uses such as parks or recreational spaces.

Stormwater Management

To proactively address stormwater challenges, Webster Groves is adopting a Stormwater Management Plan. The plan provides a comprehensive strategy for managing stormwater runoff, including assessments of existing infrastructure, identification of problem areas, and proposed solutions such as improved drainage systems and green infrastructure. Long-term maintenance strategies will prevent flooding, erosion, and pollution while advancing sustainable water management practices to ensure a resilient future for the community.

Figure 20: Floodplain Map







Voices of Webster

A plan only succeeds when our community is engaged and empowered. Webster Groves' vision became a reality through the contribution of every citizen and stakeholder. This collective effort and collaboration brought the Journey to Destination WG Plan to fruition as an embodiment of our shared aspirations. This section outlines how the community was engaged throughout the process and highlights the key community themes that emerged and shaped this Comprehensive Plan.

Outreach Process

The inclusive engagement efforts, ranging from community ambassador involvement, listening sessions, community-wide events, and digital outreach, provided a multitude of perspectives that allowed the planning team to deeply understand the soul of Webster Groves. This robust community engagement laid the foundation for ensuring that the Comprehensive Plan reflects the community's collective vision and addresses the unique challenges and opportunities within Webster Groves.



Destination Ambassadors

The Destination Ambassadors, a committee of local representatives, play a vital role in the Webster Groves Comprehensive Plan. Serving as outreach ambassadors, they help extend the planning process to all sectors of the community while also acting as an internal sounding board to review project progress. Their collaboration ensures the plan aligns with the city's aspirations and integrates diverse perspectives. Committed to ongoing engagement, the Destination Ambassadors provide valuable quidance and serve as a direct link to the broader community, helping to ensure the plan's successful implementation.

> Webster Groves' best assets include its walkability, tree-lined streets, green spaces, business districts, architecture, and events.

> > - COMMUNITY STAKEHOLDER

Stakeholder Listening Sessions

The City of Webster Groves hosted 20 listening sessions with key community stakeholders to gather insights on improving the community. Engaging with over 100 participants, including business and property owners, real estate representatives, residents, elected officials, board and commission members, and faith-based organizations, the Planning Team facilitated meaningful discussions. These conversations provided valuable perspectives, fostering a deeper understanding of the community's strengths and key planning challenges.

Webster Groves Conversations & Community Survey

Webster Groves Conversations was a community engagement event held on May 1, 2024, at Webster University, bringing together over 40 residents, local leaders, and business owners. Participants shared their perspectives on key topics related to the comprehensive plan, including Housing & Neighborhoods, Economic Vitality, Districts, Placemaking & Identity, and Sustainability & Conservation. The Planning Team facilitated focused discussions, exploring the city's strengths, challenges, and future opportunities. Afterward, they shared key insights, ideas, and questions that emerged. To ensure broader community input, a survey was made available on the project website, with 254 residents participating.

Community Open House & Survey

Another community-wide engagement event aimed at gathering feedback on preliminary planning goals and future opportunity areas was held on October 22, 2024. Residents were invited to participate in a follow-up online survey and attend the workshop through social media, text, email, and the City's Friday Page. With 40 community members attending the in-person event and 276 residents responding virtually to the survey, these activities provided valuable insights into the community's priorities, aspirations, and preferences.



Engagement By the Numbers





Key Themes

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 Repertory 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. A collection of parcels at Gore and Pacific Avenues, 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 and infrastructure maintenance. 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.





Future Land Use

To achieve Webster's future vision of an inclusive and diverse community, the city must adopt a holistic approach to future land use that blends mobility, spatial arrangement, and community character. This section presents the Future Land Use Strategy and Map, focusing on preserving Webster's neighborhoods, diversifying housing options, enhancing the resilience of the business districts, repositioning commercial corridors to capitalize on redevelopment opportunities, and strengthening the city's tax base.

Future Land Use Strategy

The primary objective of the Future Land Use Strategy is to empower the community, elected and appointed officials, City staff, businesses, investors, and residents to make well-informed policy decisions about future development. As required by Missouri State Statute Chapter 89, zoning regulations must align with a comprehensive plan. The Future Land Use Strategy and Map provide a clear framework for the city's desired character and land uses, guiding development and encouraging zoning changes that reflect the community's vision. This strategy is designed to be adaptable, allowing for adjustments in response to changing circumstances or opportunities that may call for a shift in planning direction.

Residential Uses

The residential land use categories aim to preserve the architectural heritage and walkable character of Webster Groves' neighborhoods while accommodating diverse housing options. The strategy supports the introduction of single-family attached homes within traditional neighborhoods and encourages low-to medium-density housing in mixed neighborhoods to foster a balanced and resilient community.

Holistic approach to future land use that blends mobility, spatial arrangement, and community character.

Commercial, Mixed-Use, Employment

The commercial, mixed-use, and employment designations strive to enhance Webster Groves' economic vitality by strengthening the tax base, diversifying land uses, and incorporating housing options into various areas of the community. These designations support the vision of Webster Groves as a dynamic place where people can live, work, and play, offering a variety of amenities and opportunities to benefit both residents and the broader region.

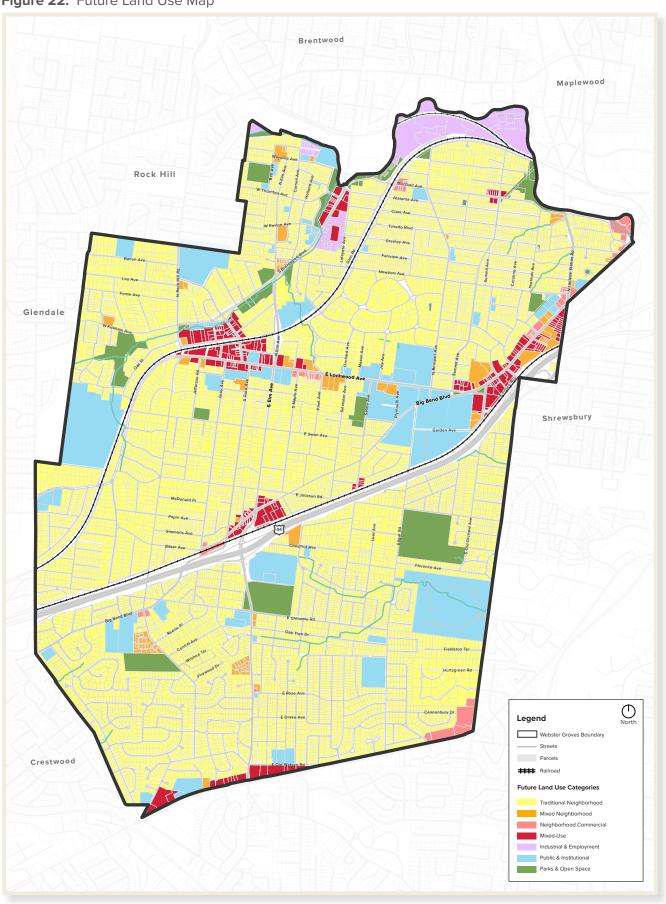
Community Uses

Community land uses encompass shared city resources, facilities, and supporting services that enhance residents' quality of life. These include Public & Institutional and Parks & Open Space designations. Public & Institutional uses account for a significant portion of the city's footprint and include government facilities, schools, and religious institutions. If these uses transition in the future, the city will need to update the future land use map to guide appropriate redevelopment and maintain community benefits. Parks & Open Space includes city-owned parks, golf courses, and environmental corridors. These areas are vital for recreation and environmental sustainability and should be preserved for community enjoyment. Future development should integrate new parks and open spaces and incorporate green areas into other land use categories to promote a balanced and resilient cityscape.

Figure 21: Future Land Use Matrix

		Land Use Designation		Primary Use	Secondary Use	Corresponding Zoning	····· Example
Residential		aditional eighborhood		Single Family Detached	Single Family Attached, Institutions, Parks & Open Space	A1, A2, A3, A4	Webster Park
		ixed eighborhood		Townhomes, Apartments, Mixed-Use	Institutions, Parks & Open Space	B1, B2, D (with CUP)	Hawken Place
	21				Office, Institutions,		Watson
Commercial & Employment	Co	eighborhood ommercial		Commercial Retail, Office,	Multi-family Single Family	C, D	Road
	М	ixed-Use	8 - 8	Entertainment, Restaurant	Attached, Multi-family, Institutions, Parks	PC	Old Webster
		dustrial & nployment		Light Industrial, Office Park	Commercial, Service, Open Space	I	Owen Ridge
ses	PI	ıblic &		Government	Community Center,	Varied based	C'ib. I I all
Community Uses		stitutional		Facility, School, Church	Healthcare Facility	on use	City Hall
S		orks & oen Space		Facility, Fields, Playgrounds	Natural Areas, Trails, Institutions	A1, A2, A3, A4, C	Memorial Park

Figure 22: Future Land Use Map



Traditional Neighborhood



The Traditional Neighborhood designation preserves the single-family character of Webster Groves. These neighborhoods feature curvilinear streets shaded by mature tree canopies and are conveniently located near city services and amenities. While predominantly single-family, these areas also accommodate single-family attached homes, institutional uses, parks, and open spaces, enhancing livability and resilience. Traditional neighborhoods account for the majority of Webster Groves' land area and reflect the community's established residential identity.



Mixed Neighborhood



The Mixed Neighborhood designation encourages a variety of housing types and denser living environments. Housing options include townhomes, apartments, and mixed-use buildings with ground-floor retail and upper-level residential units. These neighborhoods often serve as transitions between mixed-use or commercial areas and traditional neighborhoods. Designed for walkability, Mixed Neighborhoods enable residents to access daily necessities within close proximity to their homes. They are predominantly situated along commercial corridors, arterial roads, and near business districts. Compatible uses such as institutions, neighborhoodserving commercial spaces, parks, and open spaces provide additional amenities, creating vibrant and dynamic communities.



1

Neighborhood Commercial

The Neighborhood Commercial designation applies to stand-alone businesses, shopping centers, and mixed-use areas that provide commercial, service, office, and entertainment uses tailored to meet the daily needs of nearby residents. These areas are strategically located along key commercial corridors and are often within walking distance of surrounding neighborhoods, fostering convenience and accessibility.

The primary focus of these areas is to create a neighborhood-serving environment that supports everyday activities, such as grocery shopping, dining, professional services, and leisure. While ground floors are predominantly occupied by retail and service-oriented businesses, upper floors in some establishments may feature offices or residential units, offering a blend of uses that enhance the vibrancy and functionality of these areas.

Neighborhood Commercial zones are frequently positioned adjacent to or near mixed-use districts, creating seamless transitions between residential and commercial spaces. Their design prioritizes pedestrian connectivity and often incorporates public spaces, bike infrastructure, and streetscape enhancements to promote a walkable, community-focused atmosphere.









Mixed-Use

\$ 1100

Mixed-Use Districts are dynamic areas that blend a variety of uses—such as residential, commercial, office, and entertainment—within a walkable environment designed to meet diverse community needs. These districts serve as hubs of activity, offering a range of experiences that contribute to the economic vitality and livability of Webster Groves.

Currently, Old Webster, Old Orchard, and Crossroads are the community's primary mixed-use districts, showcasing the successful integration of housing, shopping, dining, and public spaces. These areas emphasize the pedestrian experience, featuring inviting streetscapes, sidewalk amenities, and connections that encourage walking, biking, and social engagement.

Beyond these established districts, areas such as Brentwood Boulevard, Marshall and Summit Avenues, and Watson Road present significant opportunities for transformation into thriving mixeduse districts and corridors. Thoughtful redevelopment in these areas could introduce new housing options, including multi-family units, and expand retail and service offerings to address both the community's housing needs and the city's tax base.







Industrial & Employment

The Industrial and Employment designation is aimed at fostering job growth, supporting economic development, and strengthening the city's tax base. These areas are primarily located in the northern portion of the city, including the industrial park, the Owen Ridge Campus at the city's border, a portion of North Webster, and along Brentwood Boulevard. Together, these areas serve as key employment hubs, contributing to a diverse and resilient local economy.

The primary purpose of this designation is to attract and retain businesses that provide quality jobs and drive economic activity, including industries such as manufacturing, warehousing, technology, and professional services. While these areas are primarily intended for employment and light industrial uses, compatible uses such as commercial and high-density residential can support long-term viability. These districts are thoughtfully planned and appropriately buffered from surrounding uses—minimizing potential conflicts and supporting the overall quality of life.











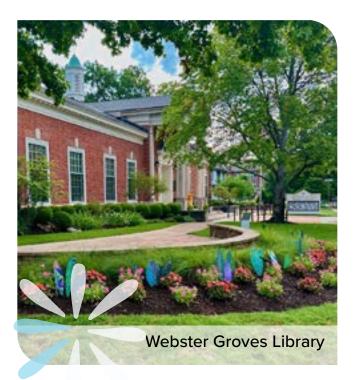
Public & Institutional



Parks & Open Space



The Public and Institutional designation encompasses properties and facilities that provide vital services and resources to the community, owned or operated by public, quasi-public, or nonprofit entities. This category includes libraries, schools, hospitals, religious institutions, and facilities managed by federal, state, county, or local agencies. It also covers civic, cultural, educational, and healthcare facilities open to the public, such as community centers, public safety buildings, and educational campuses. Examples within Webster Groves include Webster University, City Hall, and churches. These spaces play a central role in addressing community needs, enriching quality of life, and serving as hubs for education, public engagement, health, and safety.



The Parks and Open Space designation highlights areas dedicated to recreation, conservation, and community gathering. This includes parks and outdoor recreational areas owned and managed by the City of Webster Groves, as well as open spaces held by private entities or quasi-public organizations. Parks and open spaces support a range of activities, such as walking paths, picnic areas, athletic fields, playgrounds, swimming pools, basketball and tennis courts, and recreation centers. They also offer opportunities for passive recreation and natural preservation, like wildlife observation, nature trails, and educational interpretive centers. Prominent examples include Memorial Park, the Algonquin Golf Club, and the environmental corridors along Shady Grove Creek. The primary goal of this designation is to preserve and enhance these spaces, ensuring their accessibility and enjoyment for future generations.







The Plan,

Journey to Destination WG, the Webster Groves Comprehensive Plan, serves as a roadmap for realizing the community's shared vision for the future. Structured around seven Community Pillars—each reflecting the values and priorities of Webster Groves—this Plan provides a clear framework for action. This section offers an in-depth look at the Goals, Strategies, and Actions tied to each Pillar, outlining a path toward meaningful progress and the successful implementation of the community's vision.



Resilient Neighborhoods

Addresses housing diversity, attainable housing, and preserving neighborhood character.



Economic Vitality

Addresses strengthening the tax base, the business districts, and commercial and industrial growth.



City of the Arts

Addresses arts and culture, the creative economy, and community character and identity.



Quality of Life

Addresses parks and green spaces, community events, and preservation of natural areas.



Operational Excellence & Collaborative Governance

Addresses regional partnerships, city services, community outreach, and the review process.



Complete Streets for All

Addresses safety, the roadway network, and bicycle and pedestrian infrastructure.



Essential Systems

Addresses infrastructure and utilities, stormwater management, and sustainability.



Resilient Neighborhoods

Webster Groves is known for its beautiful, high-quality homes, many of which are historic and contribute to the city's distinct character. The value of these homes is further enhanced by the city's excellent schools, high quality of life, and exceptional amenities, making Webster one of the most desirable places to live in the region. The city's historic residential neighborhoods are among its most treasured assets, offering tree-lined streets, well-preserved architecture, and a strong sense of community. For many residents, these neighborhoods are the reason they choose to live in the city.

However, the strength and desirability of Webster's neighborhoods have led to housing challenges. Rising home values and limited housing diversity have made it increasingly difficult for young couples, families, and first-time homebuyers to find affordable options in the city. At the same time, older residents looking to downsize often find few alternatives to traditional single-family homes, making it harder to remain in the community as their needs change.

This pillar addresses several interrelated policy issues aimed at preserving and reinvesting in existing neighborhoods, diversifying the housing products available, and building support for mixed-use development in suitable locations. By broadening housing choices while maintaining the character that defines Webster Groves, the city can continue to thrive as an inclusive and vibrant community for residents of all ages and backgrounds.



Webster Speaks

Neighborhoods and housing were central topics throughout the comprehensive planning process. The community highlighted infrastructure needs, housing affordability, limited housing diversity, the impact of teardowns, and the importance of preserving neighborhood character as Webster's primary housing challenges. The key housing themes that emerged from the process included:



Preserve the character and identity of Webster Groves, including its distinctive architecture, built environment, and design standards.



Ensure that there is attainable and affordable housing so that community members are able to continue living in Webster Groves.



Diversify
housing types,
especially
"missing middle"
options like
townhomes,
duplexes, and
condos.



GOAL 1

Expand and diversify housing options to meet the needs of downsizing residents, seniors wishing to remain in Webster Groves, and young families.

Webster Groves is recognized for its beautiful, high-quality homes, many of which are historic. However, relatively little housing has been built since 1959 and the housing stock is predominantly single-family (78 percent). This has limited the availability of diverse housing options and effectively capped the city's population and property tax base.

Traditionally, Webster Groves has offered a range of housing typologies, from large-lot single family homes to small starter homes. As housing and land prices have increased, and generational preferences have changed, the community has seen limited availability of "missing middle" housing products such as townhomes, duplexes, and condominiums. Addressing this gap is essential to meeting the needs of downsizing residents, seniors who wish to age in place, and young families looking to establish roots in the community.

While building support for denser housing has been a challenge, both the community and city leadership have expressed interest in identifying strategic areas where a variety of housing types can be introduced to meet these needs. Expanding and diversifying the housing stock will help ensure that Webster Groves remains a welcoming, inclusive community for residents at all stages of life.

Strategy 1: Conduct a housing study for Webster Groves.

To support good decisions around housing development the city should ground its future policy decisions in quantitative research. A housing market study can help elected leaders and staff understand current and forecasted demand in Webster Groves and contextualize that demand in a regional analysis. As part of the housing study, a needs assessment can identify affordability challenges and desires of specific populations, such as seniors or downsizers. The study should also evaluate barriers to housing development, including regulatory obstacles and public sentiment.

- 1.1.1: Assess the demand for diverse housing types, including single-family detached homes, duplexes/flats, townhomes, condominiums, small and mid-size multifamily rentals, and senior housing.
- 1.1.2: Analyze the cost burden faced by existing renters and homeowners, evaluate the needs of aging residents, and determine the demand for workforce housing (i.e., for police, fire, teachers, etc.).
- 1.1.3: Explore opportunities to affordably rehabilitate or redevelop existing homes and properties to meet current housing demand.
- 1.1.4: Identify areas within the city that are suitable for new and diversified housing development.

Strategy 2: Review and modernize existing zoning, code, and permitting processes to meet changing housing needs and preferences.

Updating and modernizing codes presents opportunities for both decreasing regulation (and thereby incentivizing development) and increasing regulation to achieve desired outcomes.

Implementation Actions:

- 1.2.1: Evaluate opportunities in residential zoning districts to introduce "missing middle" housing typologies, such as duplexes, townhomes, bungalow courts, and small-scale apartments or condos, as well as accessory dwelling units (ADUs).
- 1.2.2: Streamline the approval process for housing rehabilitation and new construction projects, reducing delays and barriers to desired development.
- 1.2.3: Develop pre-approved residential building plans to streamline permitting, incentivize diverse housing options, and lower development costs for affordable housing.
- 1.2.4: Assess potential zoning changes to encourage mixed-use development and introduce missing middle housing options within existing commercial zoning districts.

Incremental Development Alliance

The Incremental Development Alliance (IDA) is not-for-profit group of practitioners that works with civic leaders and local developers to build capacity and reduce barriers to smallscale development. In Chattanooga, TN, IDA worked with Lyndhurst Foundation and Chattanooga Neighborhood Enterprise to examine opportunity and barriers to developing financially viable, appropriately scaled multi-unit properties that reflected the built heritage of the Highland Park and Ridgedale neighborhoods. The collaboration included surveying Chattanooga to identify historic precedents that would fit the character of the target neighborhoods; adapting those precedents into contemporary models; evaluating development requirements and potential regulatory/ permitting hurdles; and "bank packages" with plans, pro-formas, etc. to help secure funding.



Strategy 3: Leverage development incentives to promote housing aligned with community priorities.

Almost every aspect of the comprehensive planning process touched on the need for more diverse housing options, as well as the constraints faced by private developers. While the City of Webster Groves is not likely to develop housing itself, city government can incentivize needed development where it has strategic leverage.

Implementation Actions:

- 1.3.1: Streamline and expedite permitting and inspection processes.
- 1.3.2: Utilize City-owned land for housing development that might not otherwise be financially feasible, such as workforce housing or age-restricted, attainable housing and mixed-use development.
- 1.3.3: Consider reducing or waiving development fees for projects that align with community housing priorities.
- 1.3.4: Provide upfront funding for infrastructure improvements for key housing developments.
- 1.3.5: Explore the use of public financial tools and incentives such as Tax Increment Financing (TIF), Community Improvement District (CID), Neighborhood Improvement District (NID), and others to support transformative housing projects that advance the city's priorities for affordability and housing diversity.

Strategy 4: Foster leadership advocacy and community engagement to promote awareness and education on housing diversification.

During the planning process, many residents spoke of the need for housing diversification and density, yet recent development proposals have failed to achieve approval. In addition to updating zoning policy where appropriate and the development concepts for opportunity sites, the general population would benefit from more information and education on the benefits of compact development. Elected city leaders will need to make the public case for graceful change.

- 1.4.1: Proactively identify strategic locations for housing diversification and support development efforts in these areas.
- 1.4.2: Assess the potential for housing redevelopment or new construction on key sites, including properties owned by Webster University and local religious institutions.
- 1.4.3: Develop a housing education and outreach program to inform residents about how small-to-mid scale housing developments can fit with the community's existing scale and character while addressing the housing needs of current and future residents.

Housing In My Backyard: A Municipal Guide For Responding To NIMBY

Affordability and Choice Today
(ACT) developed a guide to help
municipalities navigate opposition
to affordable housing and infill
development. The guide focuses
on proven tools and techniques
that foster community acceptance. It
highlights best practices currently in
use, offering strategies, practical tools,
and tips for gaining public support.
Additionally, it features examples
of well-planned developments
that successfully integrated these
approaches.



Accessory Dwelling Units (ADUs) | St. Louis, MO

In response to housing affordability challenges, St. Louis has updated its zoning regulations to facilitate the development of Accessory Dwelling Units (ADUs). These secondary housing units, often referred to as "granny flats" or "in-law suites," are now permitted in all residential zoning districts, provided they adhere to specific guidelines. Key requirements include compliance with size restrictions, setback regulations, and design compatibility with the primary residence. Additionally, either the main dwelling or the ADU must be owneroccupied. The city has streamlined the permitting process to encourage homeowners to construct ADUs, aiming to increase housing availability while preserving neighborhood character. This initiative reflects St. Louis's commitment to providing flexible and affordable housing options within existing communities.



GOAL 2

Promote the development of attainable housing to ensure accessibility for a wider range of income levels, including the local workforce (e.g. teachers, social workers, nurses, public safety etc.).

Webster Groves faces a shortage of attainable housing, particularly for middle-income workers, as well as for empty-nesters and seniors seeking smaller homes. Rising home values, high property taxes, and a lack of diverse housing options have made it difficult for young professionals, retirees, and new buyers to enter the market.

North Webster and South Webster have historically offered an inventory of smaller homes on smaller lots compared to other neighborhoods in the city. Therefore, pricing in North Webster and South Webster tends to be more attainable for moderate-income households or those buying their first home. However, rising land values have attracted developers seeking to maximize Floor Area Ratio (FAR) on existing lots, particularly in North Webster in recent years. This trend of replacing smaller homes with larger, more expensive ones is seen as contributing to affordability challenges, while also disrupting the neighborhood's physical scale. To maintain a vibrant, inclusive community, the city should provide a range of housing options that meet the needs of various income levels and preserve Webster's character.

Strategy 1: Identify and prioritize areas for attainable housing that leverage community acceptance and impact while fostering equity and inclusiveness.

In a highly desirable city like Webster Groves the market will not generate affordable housing options on its own. However, a creative combination of incentives and regulation can help achieve a community benefit of more inclusive housing products.

Implementation Actions:

 2.1.1: Develop and adopt an inclusionary zoning ordinance that mandates a percentage of units in

- new residential developments be designated as attainable for low to moderate-income households.
- 2.1.2: Offer incentives such as reducing parking requirements, expediting permitting, or waiving fees to developments that meet affordability thresholds.
- 2.1.3: Establish a fee-in-lieu option where developers can contribute to an affordable housing fund.
- 2.1.4: Partner with non-profit housing organizations, land trusts, and affordable housing developers to ensure successful development and long-term management of affordable units.

Community Land Trust Models

Community Partners for Affordable

Housing manages a community land trust in Chicago's North Shore suburbs. CPAH became the first land trust in Illinois when it was founded in 2002. Today the land trust includes 100 homes and 150 rental units scattered among Evanston, Highland Park, Lake Forest, Deerfield, and Highwood. The trust owns the land on which the homes sit (some were constructed by nonprofits; a few have been donated outright to the CPAH). Individuals and families who live in a CPAH home own the house itself and participate in the incremental appreciation of the structure, but not the land. Without having to purchase the land, the financial barrier to homeownership is lower than in a traditional transaction.

The St. Louis Art Place Initiative

(API) converts vacant properties into affordable homes for artists in the Gravois Park neighborhood. API was co-founded in 2019 to build wealth and equity for low-to-moderate-income artists through homeownership. API secured 25 parcels of vacant and deteriorating properties from St. Louis City to build 20 units of single-family housing. These homes are made available for purchase to artists through an application process.

 2.1.5: Explore the feasibility of a community land trust to purchase and affordably sell homes. CLTs effectively create greater housing affordability by separating the value of the land from the value of the structure.

Strategy 2: Support homeowners with critical maintenance, preservation, home repairs, and upgrades.

In situations where a home needs maintenance or repair, incentives and supportive programs can help owners who do not have the financial capacity to undertake the improvements or make energy upgrades. Similarly, individual owners of multi-family buildings may not have the capacity to undertake significant upgrades.

- 2.2.1: Establish an income-qualified home improvement and maintenance grant that focuses on emergency repairs, accessibility improvements for seniors, and energy efficiency.
- 2.2.2: Establish an affordable lending program that focuses on owneroccupants undertaking larger rehab projects such as deep energy retrofits, finishing basements or attics, additions, etc.
- 2.2.3: Stimulate redevelopment of existing unrenovated apartment buildings to add density and units.
- 2.2.4: Connect homeowners to county, state, and other resources offering low interest home repair loans with flexible terms.

Homeowner Rehab and Repair Programs | Raleigh, NC

To help with home repairs, the Community and Small Business
Development Division of Raleigh established three programs to help homeowners. The Homeowner Rehabilitation Program, Limited Repair Program, and Home Revitalization Program each establish a set of eligibility requirements and outline the loan amount that can support homeowners in investing in their properties.



Strategy 3: Develop neighborhood plans for North Webster and South Webster.

North Webster and South Webster include substantial inventories of the city's most attainable single-family homes. These two neighborhoods would benefit from neighborhood plans that consider their history of development and how to manage change and development for the benefit of their residents and the city.

- 2.3.1: Conduct a comprehensive needs assessment based on community input, data collection, and historic preservation.
- 2.3.2: Strive to improve housing and residential conditions that support housing diversity, home rehabilitation, and infill development.
- 2.3.3: Utilize State and County homesteader exemptions for owneroccupants or means-tested property tax freeze for senior citizens, or a means-tested long-term occupant tax relief program.



GOAL 3

Preserve and enhance the distinctive character and charm of Webster Groves neighborhoods.

Webster Groves' diverse architectural character, renowned historic districts, and well-maintained neighborhoods significantly contribute to neighborhood identity. Most of the housing stock is single-family, built before the 1960s, in neighborhoods with maintained sidewalks, full tree canopies, community facilities, parks, and open spaces scattered throughout. 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.

Strategy 1: Develop house pattern books and design guidelines for new construction and remodels.

Design guidelines and pattern books can help homeowners better understand the architecture of their own home and how to make compatible changes. They can also provide guidance for new construction (whether an outbuilding on the property or an entirely new home) and help preserve neighborhood character. Use of these tools is generally voluntary, but adherence to guidelines can help projects navigate permitting processes more easily. They can also be tied to incentives to achieve greater adoption.

Implementation Actions:

- **3.1.1:** Ensure compatibility of style, scale, and character of existing homes in Webster Groves.
- 3.1.2: Adopt development design standards to help generate high-quality development proposals.
- 3.1.3: Include ADU guidelines for catalyzing modest additional density and housing units in single family neighborhoods.

House Pattern Books/ Pre-Approved Plans

House pattern books are being used by civic organizations and municipalities to help educate. guide, and inform the development of missing middle housing – gently denser forms of ownership and rental housing that can readily fit with local community character. For example, the Michigan Municipal League, a statewide association of 500 fullservice cities, villages, and urban townships, recently published This Used to Be Normal: Pattern Book Homes for 21st Century Michigan and The Missing Middle Mixtape: More Pattern Book Homes for 21st Century Michigan. Some communities, like South Bend, Indiana, are taking the pattern book model a step further by offering pre-approved architectural plans for infill development.

Strategy 2: Implement regulatory changes that discourage teardowns.

"Teardowns", the replacement of an older home with a new home, have become more common in Webster, a result of limited unbuilt lots and increased land values. High land values incentivize developers to build the maximum allowed volume on a parcel, though such homes can be out of scale with the rest of the neighborhood and may have impacts on quality of life for nearby residents and may accelerate the rising cost of homes generally.

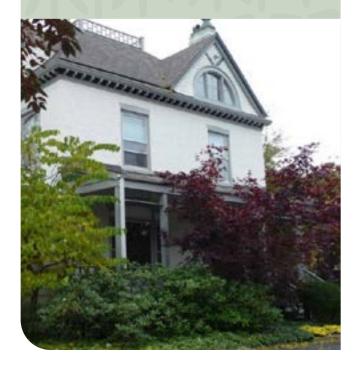
Implementation Actions:

- 3.2.1: Expand the zoning ordinance or historic preservation ordinance to allow for the creation of Conservation Overlay Districts.
- **3.2.2:** Implement more restrictive Floor Area Ratios (FARs).
- 3.2.3: Use demolition taxes to encourage renovations and additions and create an affordable housing fund.
- 3.2.4: Establish an overlay district
 that gives a series of incentives to
 homeowners that rehab instead of
 demo their homes. Incentives could
 include grants, more flexible building
 allowances, a partial tax abatement,
 and expedited permitting/review.
- 3.2.5: Consider a demolition delay ordinance for homes within historic or conservation overlay districts.

Winnetka, Illinois Demolition Delay Ordinance

In 2021 Winnetka, Illinois, adopted an ordinance that allows the Landmark Preservation Commission to order a demolition delay of up to 270 days for properties deemed to have historical or architectural significance and encourage preservation alternatives. If a structure proposed for demolition is found to have possible architectural or historical significance, the LPC may require the applicant to complete a Historical Architectural Impact Study.

The ordinance also includes potential incentives for property owners to preserve homes, including a bonus to exceed by 20 percent the legal size of any single-family property that is found to have historical or architectural significance.



Conservation Overlay Districts

Conservation districts are a form of zoning overlay used to preserve or revitalize the existing character of a neighborhood or community area. They are close cousins to historic districts and form-based codes. Conservation districts are most appropriate for areas ineligible for National Register or local landmark designation, where there is opposition to historic districts or where historic designation could have an undue financial burden on residents, and/or places already experiencing widespread demolition and "incompatible" new construction. Conservation districts are regulated by design guidelines developed in collaboration with homeowners, property owners, and other stakeholders in the district and reviewed and enforced by a local zoning commission, historic commission, or architectural review board. Conservation districts are currently in active use in Kansas City, Jefferson City, and Maryville, Missouri.



Housing Demolition Tax | Lake Forest, IL

Expressing continuous teardowns in a neighborhood can result in a substantial loss of the supply of naturally occurring affordable housing. To offset this Lake Forest, Illinois, established a demolition tax which charges property owners a \$10,000 fee when they tear down residential buildings including single-family homes or duplexes. The taxes generated are put into the city's Capital Improvement Fund and a special fund for affordable housing.





PILLAR 2

Economic Vitality

Webster Groves boasts a strong consumer market, driven by high household incomes. However, much of the city's retail potential is lost to surrounding communities due to a limited supply of retail space. While large-scale commercial development is neither feasible nor widely desired, Webster Groves has significant opportunities to strengthen its economic foundation by enhancing its existing business districts, focusing on areas where local demand is strong—such as restaurant dining, entertainment, and the arts, and diversifying the land use mix including integrating more housing and light industrial uses in appropriate areas.

The city's historic character and its thriving mom-and-pop businesses make its commercial districts distinct, drawing both residents and visitors. The Economic Vitality pillar of the Comprehensive Plan builds on these strengths, promoting policies and programs that grow the tax base while reinforcing the city's identity.

Economic Vitality is deeply connected to every other pillar of the Plan. It relies on infrastructure and mobility, benefits from mixed-use development, fuels the creative economy (see Pillar 3: City of the Arts), and leverages institutions like Webster University. Most importantly, it thrives through entrepreneurship, supportive public policy, and strategic leadership.

While attracting new businesses is important, the true focus of Economic Vitality is creating an environment where existing businesses flourish, reinvest, and expand—ensuring a resilient, dynamic local economy for years to come.



Webster Speaks

Economic development was an integral theme heard throughout the comprehensive planning process. Webster's unique commercial fabric and three vibrant business districts sets the community apart from others in the region. Business development, the built environment, and the arts were some of the key themes that arose during conversations. Below are highlights about economic development in Webster Groves.

What types of retail stores, services, or businesses do you feel are currently missing?



What would you like to see more of in the city?

- Maintaining a balance of unique local businesses without introducing big box stores
- Need for some practical amenities and affordable retail options.
- Support for local businesses to continue the vibrant community atmosphere.



GOAL 1

Maintain and manage traditional business districts for long-term vibrancy.

Webster Groves' traditional commercial centers are unique. Rather than having one central downtown, Webster boasts three business districts: Old Webster, Old Orchard, and Crossroads. Today, these historic centers stand out for their vibrancy and collection of high-quality independent businesses, a rarity at a time when many historic "Main Streets" have struggled. Through the work of local developers and entrepreneurs, the districts have been reinvented into thriving restaurant and boutique retail destinations, attracting visitors from beyond Webster. They have also come to serve as "third places," where people can be seen strolling, meeting friends for a meal, or working remotely in a café. Active management will be essential to maintain and build on the success of these districts, especially as the investors and entrepreneurs who led the recent transformations may evolve over time.

Strategy 1: Establish a commercial district management program dedicated to promotion and administration of the three districts.

Historically, downtowns and business districts were able to thrive as economic centers with little connection among their merchants other than, perhaps, a merchants association. Beginning in the 1980s, pioneered by the National Trust for Historic Preservation's Main Street Center (now Main Street America), a growing number of Main Streets sought to emulate mall management by bringing more coordination and strategy to these loosely organized districts. This approach has proven to be important for traditional downtowns to better compete with shopping centers and online retailing, as well as for managing marketing and economic development. Webster Groves' business districts could greatly benefit from this management approach.

- 1.1.1: Establish an independent nonprofit revitalization organization, under the Business District Advisory Commissions.
- 1.1.2: Hire district management staff.
- 1.1.3: Adopt Main Street America's fourpoint district management model.
- 1.1.4: Develop design guidelines for the three districts.
- 1.1.5: Develop wayfinding systems, maps, and graphic identities for the three districts.
- 1.1.6: Offer financial and design assistance to small businesses for building facades, sidewalks, and signage.
- 1.1.7: Establish and maintain a business retention and expansion program to proactively engage with existing businesses, identify challenges and opportunities, and connect them with resources.

Strategy 2: Reimagine the potential for a greater mix of uses in the three commercial districts.

Among the priorities identified in this Plan are the diversification of housing offerings and mixed-use development, where appropriate. Webster's commercial districts already exhibit the relative density that fosters mixed-use, walkable places. Each of the districts has opportunities for infill or redevelopment, particularly in non-historic single-story buildings or in parking lots or other underutilized parcels.

Implementation Actions:

- 1.2.1: Establish a form-based code for the three districts that encourages new investment and appropriately scaled mixed-use development.
- 1.2.2: Identify under-used parcels for potential infill development.
- 1.2.3: Evaluate zoning updates that will support desired land use changes and denser developments.



Strategy 3: Maintain the focus on independent businesses in the three districts, which has served to set them apart from other shopping venues.

The high-quality independent businesses in Webster's commercial districts are recognized draws for both residents and regional visitors. Webster's local restaurants and retailers represent unique offerings in the St. Louis region, situated as they are in walkable, historic environments. Independent businesses differentiate Webster Groves from shopping centers with their generic brands and from other, less-thriving historic downtowns in the area. Maintaining and supporting Webster's independent businesses will be central to the continued success of its commercial districts.

- 1.3.1: Establish a formula-business limitation ordinance to help assure the economic differentiation and maintain the unique identities of the three districts.
- 1.3.2: Foster a pipeline of homegrown businesses through pop-up programs and technical assistance to entrepreneurs.
- **1.3.3:** Help existing businesses expand into new ventures within the districts.
- 1.3.4: Recognize and promote the importance of multicultural businesses in the business districts.

Coronado, California's Formula Business Restriction Ordinance

Coronado, California is believed to be the first city in the country to enact a "formula business restriction" ordinance, in 2000. The ordinance was designed to limit the proliferation of chain and franchise ("formula") businesses in the downtown district and preserve the city's unique and diverse retail environment. It enterprises with 15 or more locations sharing standardized features (e.g., logos, architecture, business methods) as formula businesses. While existing chains were grandfathered, new formula businesses must obtain a special permit based on demonstration of compatibility with surrounding uses and character. Coronado's ordinance was upheld by court challenges. Since Coronado, at least two dozen cities have adopted some version of formula business restrictions, including Healdsburg, CA; Fairfield, CT; McCall, ID; Ogunquit, ME; Bristol, RI; Folly Beach, SC; Fredericksburg, TX; Joseph, WA; Port Townsend, WA; and others.

Strategy 4: Strengthen Marshall Avenue and Summit Avenue as an emerging business district.

The Marshall Avenue and Summit
Avenue area is evolving into a distinct
commercial hub within northeast Webster,
reflecting the same creative energy and
entrepreneurial spirit as the city's three
established business districts. The city
can take strategic steps to further define
and enhance this area as a key part of
Webster Groves' commercial fabric.

- 1.4.1: Design and install wayfinding and gateway signage to establish a clear district identity.
- 1.4.2: Activate the Village-owned vacant property on the southeast corner of Marshall and Summit Avenue with a new pocket park.
- 1.4.3: Incorporate the district into the suggested commercial district management program.
- **1.4.4:** Market the district to attract visitors and investment.
- 1.4.5: Encourage business growth and mixed-use development on underutilized sites by promoting ground-floor commercial uses with residential units above.



Figure 23: Marshall & Summit Avenue Improvements





GOAL 2

Promote mixed-use development along key commercial corridors, in existing shopping centers, and on underutilized sites within the business districts.

As Webster Groves continues to evolve and experience demand for additional housing, integrating residential units into commercial developments can enhance the housing supply while activating underutilized areas. Mixed-use developments foster dynamic, walkable neighborhoods by combining housing, retail, and office spaces, which gives residents convenient access to amenities and services. Compact development also fosters more sustainable lifestyles, enhances the vitality of business districts, and stimulates economic growth by creating synergy between local businesses and residents.

By stimulating appropriate mixed-use projects, the city can ensure that its business districts and commercial corridors remain vibrant and adaptable, supporting the needs of both residents and businesses while fostering long-term economic growth.

Strategy 1: Encourage and incentivize mixed-use development in strategic locations.

On Watson Road, Yorkshire Village (at Laclede Station Road), with its mix of chain and independent retail, food, and service businesses, plays an important role in the city's economy. However, portions of Watson Road west of the shopping center—currently characterized by discount stores and car lots—offer significant potential for higher-quality commercial and mixed-use development.

Other commercial corridors such as Brentwood Boulevard and Pacific Avenue also present opportunities for redevelopment that can further enhance Webster Groves' economic vitality. The Old Orchard district also presents several sites suitable for mixed-use development.

- 2.1.1: Identify and prioritize underutilized commercial and industrial areas along Watson Road, Pacific Avenue, and Brentwood Boulevard for mixed-use development.
- 2.1.2: Develop financial and regulatory incentives for mixed-use projects that integrate local retail, office spaces, and residential units.
- 2.1.3: Revise zoning regulations to offer greater flexibility for mixeduse projects, particularly those that encourage walkable compact development, sustainability, and diverse housing options.
- 2.1.4: Develop a long-range vision to transform Watson Road to improve commercial tenant mix, encourage multi-family mixed-use, and raise the quality of the corridor experience.
- **2.1.5:** Rezone key or under-developed parcels for mixed-use (multi-family and commercial).

Strategy 2: Explore the use of form-based codes.

Form-based code prioritizes the public realm in the built environment by regulating design elements like height, massing, and siting of new buildings rather than the specific uses contained within those buildings. Using a clear, concise, and graphically rich form-based code can help ensure that Webster's older commercial districts maintain their character and new development on auto-oriented commercial corridors mitigate rather than contribute to sprawl.

Implementation Actions:

- 2.2.1: Update zoning ordinances to establish clear guidelines for mixed-use projects on Pacific Avenue, Brentwood Boulevard, and Watson Road/Old Route 66.
- 2.2.2: Define building form, function, and design standards to ensure predictability and quality in new development.
- 2.2.3: Facilitate collaborative processes with residents, property owners, and developers to align expectations for development in key areas.
- 2.2.4: Ensure compatibility, through code language and review processes, between denser mixed-use projects and adjacent smaller-scale residential or commercial areas, preserving neighborhood character while promoting growth.

Form Based Codes

According to the Form Based Code Institute, a form based code (FBC) "is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form as the organizing principle for the code." They are a useful planning tool for defining agreed upon development expectations for both community residents, property owners, and developers.

The City of St. Louis is leveraging a FBC to manage development in the Central West End, a mixed-use district just east of Forest Park and west of downtown. A particular priority of the FBC is ensuring compatibility between denser new development at the edges of the district and smallerscale residential and commercial areas in the interior, including existing National Register and local historic districts. Another goal of the FBC is to set clear building use and design expectations for stakeholders, which were previously subject to extensive negotiations between developers, neighborhood groups, the Alderman, and city officials.



Strategy 3: Partner with Webster University on a long-range plan to rethink the Old Orchard Center.

As referenced in the strategy above, the Old Orchard district contains a few potential development sites. One unusual case is Old Orchard Center, a small strip center owned by Webster University and partially occupied by University administration tenants. Old Orchard Center presents an opportunity to "re-urbanize" this corner of the district by integrating university uses with a mix of businesses and housing and strengthening the district's walkability and connection to Gazebo Park.

- 2.3.1: Collaborate with Webster
 University to study the feasibility for mixed-use redevelopment of the Center.
- 2.3.2: Consider a design that reestablishes the street wall by bringing a redeveloped mixed-use center to the lot line, with parking in rear.





Development Opportunity Sites

Webster Groves is a built-out community, yet like many suburban areas, it faces opportunities for change at key locations. These sites may offer strategic value to the community and have potential for change due to various factors, including developer interest, existing land use patterns, ownership, market realities, and location. Identifying and understanding these areas allows the community to proactively manage potential shifts in land use, ensuring they align with local goals and aspirations.

Highlighted on the map, the opportunity sites were identified through city staff analysis and community input as locations with unique development potential. They are categorized as:

District Opportunity Areas (purple), which encompass key business districts and centers.

Corridor Opportunity Areas (blue), which focus on major commercial corridors and transitional spaces.



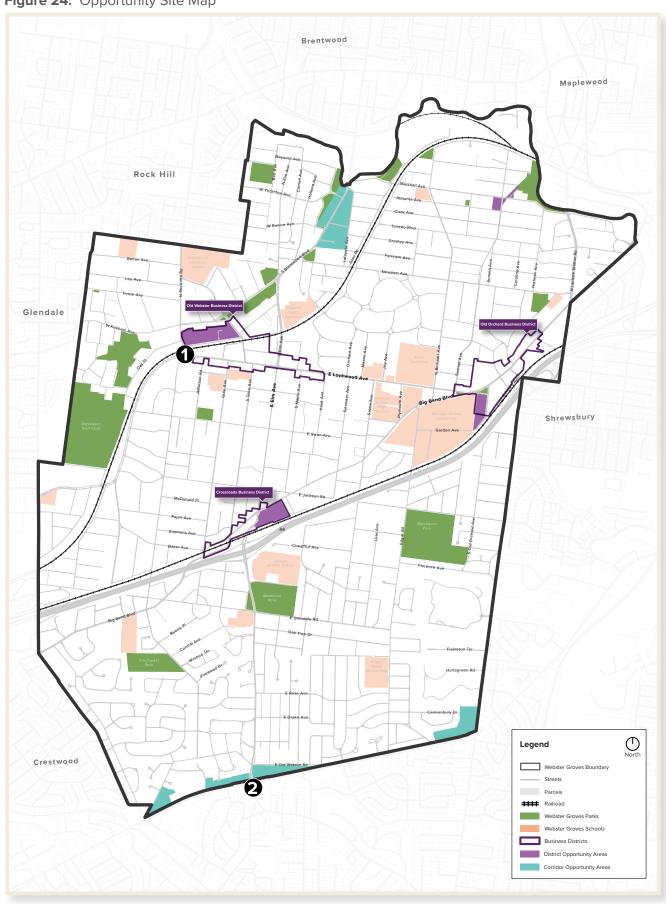
Two sites with significant redevelopment potential were selected for further study, as they are most likely to see substantial land use change in the next 5 to 10 years. These locations were chosen based on ownership, susceptibility to change, and the potential for higher and better use, collectively offering opportunities for increased density or intensity of use.

- District Opportunity Site: Pacific Avenue and Gore Avenue
- 2. Corridor Opportunity Site: Watson Road and Elm Avenue

To support reinvestment efforts, concept plans and massing studies have been designed for these sites, illustrating their redevelopment potential, highlevel visions, and guiding objectives. These plans build upon the future land use strategy and the broader recommendations of this Plan, offering flexible guidelines for future development. Rather than prescribing a single outcome, they present possible scenarios informed by the community's vision and market conditions. These are not final development plans, but illustrative tools intended to guide and inspire future investment.

The underlying principles - land use, scale, site layout, and development objectives - can be applied across the community to similar sites identified on the map. These visualizations serve as tools to shape and manage future growth, ensuring development aligns with Webster Groves' long-term vision.

Figure 24: Opportunity Site Map



DISTRICT OPPORTUNITY SITE

Pacific Avenue & Gore Avenue

The Pacific Avenue and Gore Avenue site is a key location within the community. The 4.8 acre site, located within the Old Webster Business District, is bounded by West Pacific Avenue, Gore Avenue, and Shady Creek. Primarily industrial in use, with some main street commercial fronting Gore Avenue, this site presents a significant opportunity for redevelopment that better serves the community's needs.

Past redevelopment plans proposed a high-density mixed-use development with townhomes, apartments, retail, office, and parking in a pedestrian environment. However, concerns regarding parking, traffic, height, and density deterred residents and city council from moving forward with the plan. As part of this planning process, reimagining the site as a mixed-use development designed to align with community expectations while remaining market-viable was a key consideration.

This site presents notable site constraints due to it's proximity to Shady Creek including floodplain conditions and significant grade change. Any future development will require further evaluation to ensure both environmental and financial feasibility. The proposed concept envisions a mixed-use development with ground-floor retail and parking, upper-level residential units, activated streetscapes, and improved public access to Shady Creek.

PLANNING OBJECTIVES

- Mixed-Use District. Establish a vibrant, pedestrian friendly district that complements the surrounding character of Old Webster, offering a mix of housing options and new commercial uses.
- Floodplain Preservation. Preserve the floodplain while enhancing public access to Shady Creek through pathways and natural landscaping.
- Streetscape Improvements. Enhance
 the streetscape with wide sidewalks,
 street tees, and specialty pavers where
 appropriate. Maintain internal parking
 to support walkability.
- Economic Development. Attract new commercial uses and residents to strengthen the tax base and diversify the land use mix.





Figure 25: Pacific Avenue & Gore Avenue Concept Plan



Figure 26: Pacific Avenue & Gore Avenue Massing Study



Note: Grading modifications would be required, additional site analysis is necessary to determine overall feasibility.

LEGEND

Mixed-Use Development.

- Four-Story (17,000 sf/floor)
- 40 upper-story residential units
- 6,200 sf of retail
- 30 internal & 44 surface spaces

B Mixed-Use Development.

- Four-Story (17,000 sf/floor)
- 40 upper-story residential units
- 6,200 sf of retail
- 35 internal & 94 shared surface spaces

© Mixed-Use Development.

- Four-Story (16,000 sf/floor)
- 78 residential units
- 8,000 sf of retail
- 30 internal & 94 shared surface spaces

CORRIDOR OPPORTUNITY SITE

Watson Road & Elm Avenue

Watson Road, located at the southern end of the city, has a distinct identity that contrasts with the rest of Webster Groves. Characterized by high traffic volumes and auto-oriented commercial uses, the corridor is less pedestrian-friendly than other parts of the community. However, it presents an opportunity 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 to enhance walkability. Community conversations highlighted strong interest in planning for the future of this corridor to better address Webster Groves' evolving needs.

The Watson Road & Elm Avenue Site is currently occupied by a mix of stand-alone commercial buildings or strip centers, some of which are vacant. Separated from the surrounding residential neighborhood by Old Orchard Road, this site offers the potential for increased density and a more diverse mix of uses. The proposed concept envisions new mixed-use development, an improved streetscape, and a public park to support both new residents and the surrounding neighborhood.



PLANNING OBJECTIVES

- Mixed-Use District. Establish a vibrant, pedestrian friendly district that encourages new character along Watson Road, offering a variety of housing options, outdoor space, and new commercial uses.
- New Public Park. Anchor the eastern edge of the site with a new neighborhood park, providing community gathering space.
- Streetscape Improvements. Enhance
 the streetscape with sidewalks, street
 tees, and specialty pavers while
 maintaining internal parking to support
 walkability.
- Gateway. Create a prominent gateway to Webster at the intersection of Watson and Elm, with signage to enhance the sense of arrival.





Figure 27: Watson Road & Elm Avenue Concept Plan



Figure 28: Watson Road & Elm Avenue Massing Study



LEGEND

A Mixed-Use Development.

- Four-to-Five Story (33,400 sf/floor) with 80-100 upperstory residential units and 14,800 sf of retail
- 81 internal & 188 shared surface spaces

B Mixed-Use Development.

- Four-to Five Story (33,000 sf/floor) with 80-100 upperstory residential units and 12,800 sf of retail
- 58 internal & 188 shared surface spaces

G One-Story Commercial.

- 13,000 sf of new commercial with outdoor space & 188 shared surface spaces
- **D** New Community Park.

GOAL 3

Strengthen Webster Groves' economy and tax base.

Webster Groves is committed to strengthening its economy and enhancing its tax base through a strategic focus on commercial, light industrial, and residential growth. By capitalizing on existing assets, identifying new opportunities for development, and promoting a balance of land uses, the city aims to foster sustainable economic vitality. By redeveloping key commercial corridors, expanding industrial opportunities, and encouraging residential development that bolsters the city's financial health, Webster can build a stronger economy that will support the city's services and improve the overall quality of life for residents and businesses.

Strategy 1: Grow the city's commercial and retail uses.

Webster Groves' commercial character is largely made up of small, independent businesses. Growing these unique commercial assets should be an intentional activity. The commercial district management entity recommended in Goal 1, Strategy 1 could be a hub for business development resources, including technical assistance to existing businesses and aspiring entrepreneurs. The three historic business districts include many examples of thriving homegrown businesses; some of these have even expanded organically into new lines of business and new storefronts.

Supporting these entrepreneurs will be, in most cases, more productive than trying to recruit businesses from other cities.

- **3.1.1:** Create an "entrepreneurial ecosystem" that offers business retention and support tools to existing businesses.
- 3.1.2: Support existing Webster Groves businesses in expanding into new lines of business and new brick-and-mortar spaces.
- 3.1.3: Identify targeted business attraction tactics, especially for businesses that support Webster's creative economy.



Creating Entrepreneurial Ecosystems

An entrepreneurial ecosystem brings together related tools and assistance that help businesses succeed. It is the interconnection of resources that, collectively, support and drive entrepreneurial activity. Examples of ecosystem components include:

- Technical assistance (e.g., business planning, marketing, point-of-sale systems, etc.);
- Educational institutions, such as resources from Webster University's Business Administration program;
- Public policy alignment, including identifying regulatory barriers to small-business development or adopting a formula business restriction as suggested in Goal 1, Strategy 1;
- Access to financing and investors (e.g., through development of local networks);
- Incentives such as façade improvement grants.

Strategy 2: Locate commodity-type retail uses in new development outside the traditional business districts.

Watson Road, in particular, already hosts significant chain, convenience, and commodity-type retail and Brentwood Boulevard hosts similar uses along with light industrial. New mixed-use development will present new retail development opportunities appropriate for this location.

- 3.2.1: Rezone and redevelop commercial corridors like Watson Avenue and Brentwood Boulevard.
- 3.2.2: Incorporate suitable footprints for national retail tenants in new mixeduse development.



Strategy 3: Grow the city's light industrial sector.

Webster's limited light industrial uses are confined to a few areas, particularly the Owen Ridge Campus. These industries are generally clean and compatible and do not impinge on the quality of life in Webster's residential neighborhoods. There are opportunities for limited expansion of light industry, which would incrementally grow the city's economy and tax base.

Implementation Actions:

- 3.3.1: Study potential development and expansion within the Owen Ridge Campus industrial park and flood zone implications.
- 3.3.2: Consider new clean industrial users, including those that would be less impacted by potential flooding, like vertical agriculture.
- 3.3.3: Explore future opportunities
 within these zones for partnerships
 to redevelop underutilized spaces,
 workforce development initiatives,
 and strategies to diversify the types of
 businesses operating in these districts.

Webster Groves should prioritize walkability and bikeability, WG as a destination, and strengthening the tax base as the community evolves into the future.

- COMMUNITY STAKEHOLDER



The comprehensive planning process revealed needs for new types of housing products, both for sale and for rent. This is further discussed in Pillar 1: Resilient Neighborhoods. The needs are both for new residents and for residents who seek to remain in Webster as they age. New residential development, particularly multifamily, can grow city's taxable property base.

- 3.4.1: Identify underutilized or vacant sites for multi-family residential development.
- **3.4.2:** Promote mixed-income housing developments.
- **3.4.3:** Support the development of rental housing options.





PILLAR 3

City of the Arts

Webster Groves proudly embraces its identity as the "City of the Arts," a tagline that likely originated from being the home of institutions like Opera Theatre of Saint Louis, the Repertory Theatre of Saint Louis, and events like the Webster Arts Fair. But what does it truly mean to be the "City of the Arts" and how can planning efforts strengthen this identity?

Naturally occurring arts districts often develop in places where the cost of real estate is low. They may be a transitional use in that they remain viable for as long as the cost of space is accessible to artists. Arts districts are also less likely to follow established rules for things like signage and building treatments, inviting some visual chaos. When these cool places begin to attract investors, the cost of space increases and pioneering artists are often displaced.

Webster Groves, however, is different. As the home to several well-established arts organizations, it seeks to build a creative economy in a real estate environment that is already expensive. While the cost of studio or retail space in Webster would not be accessible to most working artists, the arts can flourish in multiple ways by intentionally building a creative economy. In fact, this is already happening: Old Webster, Old Orchard, and Crossroads illustrate how a creative economy can be expanded in Webster: through the work of local developers and entrepreneurs, many of the unique restaurants and boutiques in these commercial districts contribute to a creative economy.

For Webster, cultivating its identity as the "City of the Arts" will involve thinking beyond the traditional visual and performing arts to growing unique businesses, supporting creative public-space interventions, fostering quality architecture, and supporting other creative endeavors that contribute to the city's vibrancy.



Webster Speaks

Community members view the arts as an integral part of Webster's identity but believe it could be further strengthened by incorporating more art into the built environment and offering more support for local artists and art organizations. Ideas included:



Diversify the arts community to emphasize the diverse backgrounds of local artists and their history.



Bring attention to existing landmarks and cultural assets, through signage, organized art, and culture walks.



Partner with local intuitions like Webster University, the Opera Theater, and others to expand the community's cultural assets.



Integrate art into the infrastructure through public art and improved streetscapes.



Expand the creative economy.

A creative economy extends beyond visual or performing artists to include retail businesses (like galleries), culinary businesses (like restaurants, bakeries, and confectioners), design professionals (like architects, graphic designers, and interior designers), and many others. Webster Groves already has examples of these in its three historic commercial districts and elsewhere in the city.

A creative economy can be self-reinforcing in that innovative retailers, professionals, and industries like to be located near other creative endeavors: A "piggyback" phenomenon can attract businesses and customers who want to be in a creative place. Some of this has happened in Webster Groves by the work of local entrepreneurs and some by happenstance. Greater intentionality can further expand Webster's creative economy.

Strategy 1: Attract creative businesses.

Several Webster Groves property owners, developers, and entrepreneurs have opened creative businesses in districts throughout the city. Most are not specifically "arts" businesses, but they are creative in the way they reuse historic buildings, develop creative business models, or exhibit unique styles in their merchandising. One of the ways the creative economy in Webster can be fostered and expanded is through intentionality in business development.

- 1.1.1: Identify targeted business types to add to or complement the existing business mix.
- 1.1.2: Establish incentives for targeted business types (e.g., incentive grants for interior or exterior improvements, streamlined approvals, technical assistance).

- 1.1.3: Consider a business plan competition with an incentivizing award for targeted types of creative businesses.
- 1.1.4: Establish incentives for "makers"
 micro manufacturers of handmade or bespoke products.
- **1.1.5:** Use "pop-up" opportunities to test new creative businesses.
- 1.1.6: Leverage the Webster Arts Fair to grow the creative economy by placing works by Art Fair vendors in Webster businesses and helping artists establish a retail presence in Webster.
- 1.1.7: Partner with the Chamber of Commerce to develop and promote an incentive program that rewards members who actively support the local arts community.

Strategy 2: Support creative businesses.

Supporting creative businesses can take many forms, from helping them find suitable space to helping them navigate permitting and approvals. While such support can benefit any new Webster Groves business, creative businesses may have specific needs, such as finding flexible space, complying with applicable zoning (e.g., fabrication or light manufacturing uses), or signage.

Implementation Actions:

- 1.2.1: Identify creative businesses in Webster (retail, culinary, professional, fabrication) and survey them to understand their needs.
- **1.2.2:** Market Webster as a creative regional destination.
- 1.2.3: Develop an "everywhere gallery" program by connecting artists (not necessarily Webster-based) with Webster businesses (e.g., rotating installations in restaurants, coffee shops, and civic buildings).

The public art really enhances the quality of life for the city. We should create a town square or central public gathering place in one of the main business districts to showcase art.

- COMMUNITY STAKEHOLDER





Support and expand creativity in public spaces.

Public spaces send a message about the city and its culture: Creative interventions, such as public art, temporary installations, and other programming elevate Webster's profile as a place where arts flourish. Webster already has examples of creativity in public spaces, such as the "apple chairs" at Gazebo Park and the Gerry Welch Sculpture Garden. Webster can advance the arts by making its creative experience immersive and part of the fabric and daily life of the city.

Strategy 1: Design places for people and art.

Artistic interventions can elevate the experience of an otherwise ordinary public space. These interventions can foster interaction among strangers, bridge social stratification, inspire creative thinking, or even change someone's day. Bringing more art into public spaces in Webster will help to inculcate City of the Arts into everyday experience.

Implementation Actions:

- 2.1.1: Identify locations for placemaking or "people spots." These are public spaces – though not necessarily parks

 that are designed to attract people for passive or active use.
- 2.1.2: Partner with local artists to establish a plan for the placemaking or "people spot" locations identified by the city.
- 2.1.3: Plan for a citywide outdoor museum, with a sculpture collection that can grow over years.
- **2.1.4:** Consider a mural art program in the historic commercial districts.

The Fairy Doors

Ann Arbor, MI

The Fairy Doors of Ann Arbor are a whimsical installation that began somewhat mysteriously in 2005 and have continually expanded since then, both in public spaces and in the interiors of businesses and public institutions (like on the bookshelves of the Ann Arbor District Library). Many of the dollhouse-like doors are miniatures of historical door styles, but they do not open; they lead only to an imagined world behind them. The first Fairy Doors would just "appear" and were not part of a public art plan. Their scattered installation around the city leads people on discovery walks, often because a visitor stumbles upon a single door and then sets out to find the rest.



"Nuages" at North Boulder Public Library

Boulder, CO

"Nuages", French for "clouds", was commissioned by the City of Boulder and created by the Montreal-based artist studio, Daily tous les jours. Nuages is a series of "musical lines" installed along the ramp leading to the library's main entrance. As a visitor walks along the ramp, each step triggers the "sound clouds" to chime a note or a musical phrase. As more people walk along the ramp, the piece generates more notes and phrases so strangers end up making music together. The interactivity of the piece often inspires dance, engagement, and lingering.



Strategy 2: Surprise and delight through unexpected temporary public space interventions.

Public art is commonly understood to be permanent, such as a sculpture or a mural made with durable materials. While permanent artworks in public spaces often add to the creative environment, they are typically costly and may require a lengthy approval process. Temporary or ephemeral installations take a lighter, less expensive approach. They can transform the experience of a public space by delighting passersby as they encounter something unexpected.

- 2.2.1: Identify a public place for temporary artistic installations.
 Installations might be for a day, a week, or a month. Ephemeral interventions generate continued invention and interest from the public.
- 2.2.2: Invite artists or arts organizations throughout the St. Louis region to program a temporary public space intervention in Webster.



Knitta

Knitta Please began with a group of artists in Houston in 2005 but has expanded to become something of a "guerrilla arts" movement across the world. Knitters knit wraps and "cozies" for street elements like lampposts, bollards, bike racks, mailboxes, and trees. Knitta projects often pop up spontaneously, or knitters may be invited to participate in a creative intervention.



Identity Murals

"Identity" was a series of giant scale temporary murals by Cuban American artist Jorge Rodriguez-Gerada in the early 2000s. He drew the portraits, usually of anonymous local residents, on the sides of buildings using only charcoal. Part of the intention and ephemeral experience of the artwork was to watch the murals gradually wash away.



PARK(ing) Day

PARK(ing) Day is an international, annual event where the public transforms parking spaces into parks, for a day. Typically, a city will designate selected street parking spaces and offer them to participating groups through a lottery or sign-up process. Often, design professionals like architects, landscape architects, and artists get involved, but those who are not design professionals get involved, too. PARK(ing) day playfully draws attention to how much space we devote to cars and how we can create a greener world.



Champion historic preservation and quality new architecture throughout the city.

Webster's pride in its historic residential architecture is evident in the city's preservation ethos. The designation of historic districts and creation of neighborhood walking tours (available online and in printed pamphlets) are two examples of how the city values its historic built environment. High-quality historic architecture is omnipresent in Webster Groves, in both its residential neighborhoods and historic business districts. Historic architecture creates the backdrop for a city that values design and the arts.

Strategy 1: Continue to preserve and protect the city's historic neighborhoods and commercial districts.

Historic preservation is part of Webster's ethos. Neighborhoods take pride in their historic homes and architecture is one of the qualities that attracts people to the city as residents and visitors. Advancing historic preservation should include a combination of voluntary and regulatory options that can help preserve the built environment, manage change, and protect property values.

Implementation Actions:

- 3.1.1: Commission the rewriting of the city's Historic District Guidelines (currently adopted for four neighborhoods) so they are graphically-rich documents that can help property owners achieve better outcomes and streamline the review and permitting process.
- 3.1.2: Explore National Register and local designations for additional residential neighborhoods.
- 3.1.3: Explore National Register nominations for Old Webster and Old Orchard commercial districts, thereby making contributing buildings eligible for historic preservation tax credits which can incentivize rehabilitation.

Strategy 2: Set a standard of excellence for new architectural design in the city.

Preserving the best of the past also means that, in new construction, the city should make a commitment to new architecture that meets the same standards of design and quality. New buildings need not imitate old buildings, but they should represent a continuum of scale and quality, making architectural design a core element of a city of the arts.

- **3.2.1:** Establish voluntary design guidelines for new residential and commercial buildings.
- 3.2.2: Promote the importance of quality new architecture as a core value of Webster's built environment.
- 3.2.3: When a new civic building is being built, hold a design competition to achieve the highest-quality outcomes.

Build on Webster's reputation for creative public events.

Webster Groves is already known for several arts events that attract visitors from throughout the St. Louis region and beyond: In the visual arts, Webster Arts produces the Webster Art Fair as well as Paint Webster, a plein air painting event. In the performing arts, the Old Webster Jazz & Blues Fest and the Old Orchard Gazebo Series bring music to the city in two well-loved summer series. These are in addition to the traditional seasons of Opera Theatre of Saint Louis and Repertory Theatre of Saint Louis. Building on these traditions can further grow Webster's arts identity. Events and arts programming further the goal of cementing Webster Groves' identity as City of the Arts.

Strategy 1: Expand Webster's calendar of creative events.

Large festivals are labor intensive but smaller events can bring variety to the community calendar using fewer resources. In some cases, private promoters can organize events under contract with a city or venue, reducing the need for year-round organizational infrastructure.

Implementation Actions:

- 4.1.1: Survey existing businesses and key stakeholders to identify events that would support local businesses and celebrate local residents and cultures.
- **4.1.2:** Develop a vintage market, night market, maker or crafts market.
- 4.1.3: Develop new events around holidays with creative and cultural enrichment potential (e.g., Halloween, LGBTQ Pride events, Black History month, and others).
- 4.1.4: Work with the Chamber of Commerce and Business Development Commission (BDC) to support and develop creative events that promote local businesses and foster a vibrant community atmosphere.

The Clover Market

The Clover Market is a seasonal series of curated artisan markets in the Philadelphia and South Jersey region. The Clover Market group, a private, for-profit enterprise, leases outdoor space (usually parking lots and/or side streets) through arrangement with the host city; Clover Market manages the entire event, selecting artisans according to the Market's established standards, which emphasize local and handmade goods. Founded in 2010, Clover now operates markets in four towns and cities, with two markets per season in each location. The markets have become regional draws, with the benefit of being less burdensome on local organizational capacity than traditional civic festivals. The markets have also served as incubators for brick-and-mortar businesses.



PrideFest

Woodstock, IL

Many cities around the country celebrate LGBTQ Pride Month annually in June. Starting in 2018, the small town of Woodstock, Illinois, about 60 miles northwest of Chicago, has turned its PrideFest into one of the city's (and county's) four largest annual events — even though Woodstock is not particularly associated with LGBTQ history or culture. The event celebrates inclusion and serves as a regional draw, but its impact also benefits Woodstock's retail, restaurant, and lodging businesses.



Strategy 2: Collaborate with local and regional organizations to expand the City's cultural offerings.

Being a college town allows Webster Groves to connect more deeply with the cultural and educational opportunities available through Webster University. Universities often serve as hosts of theater, film festivals, literary and arts communities, and more. Whether opening and promoting on-campus cultural events and exhibits to the broader Webster Groves community, or bringing the University's cultural events to City venues, there are many opportunities for leveraging this important institution and anchor.

- 4.2.1: Partner with Webster University to co-host cultural, educational, and community-focused events that engage residents and students alike.
- 4.2.2: Invite Webster University arts students to exhibit their work at city venues.
- **4.2.3:** Invite Webster University arts faculty to offer community lectures.
- 4.2.4: Partner with Webster University to host events (such as poetry slams or open mics) at local cafes and bars.





PILLAR 4

Quality of Life

Webster Groves is a community that values connection, inclusivity, and well-being. The City's Parks and Recreation Department plays a vital role in fostering these values by "providing high-quality programs, facilities, services, and recreational opportunities for people of all age groups, interests, and physical abilities." Managing 120 acres of parkland, the department ensures that residents have access to a diverse range of outdoor and recreational experiences.

The park system is well-maintained and offers a variety of recreational opportunities, including trails, fields, playgrounds, and passive open spaces for all to enjoy. Memorial Park, one of the city's four community parks, is a vibrant hub of activity and relaxation. Home to the Recreation Complex, ice arena, aquatic center, fitness center, and action park, it is a cherished destination for residents and visitors alike, providing opportunities for people to connect, stay active, and engage in community life.

Webster Groves' park system is well-integrated into the community, with only a small portion of the population lacking access to parkland within a mile of their homes. While most residents have access to parkland, areas south of Interstate 44 have fewer neighborhood and mini parks within walking distance and parts of north Webster Groves have fewer community parks that offer expanded recreational opportunities. Expanding neighborhood-scale parks, enhancing existing facilities, and strengthening pedestrian connections will ensure all residents can benefit from Webster's green spaces.

Beyond its physical assets, the city fosters a strong sense of belonging through cultural events and inclusive programming. Community traditions such as the annual Webster Art Fair and Old Webster Jazz & Blues Festival celebrate local creativity. Seasonal gatherings, youth programs, and recreational opportunities further ensure that everyone—regardless

of background, age, or ability—can participate in the city's vibrant public life.

Expanding and diversifying events and programming while creating inclusive gathering spaces to celebrate culture will strengthen Webster Groves' commitment to diversity, equity, and inclusion.

Webster Groves' Progress towards Quality of Life

In 2024, residents approved a \$22.1 million parks and recreation bond an unprecedented investment that will transform the city's recreational landscape. Planned improvements include a new water park, a splash pad at Ivory Crockett Park, an outdoor performance space, ADA-accessible playground features, and critical maintenance and upgrades across the park system. These enhancements will not only modernize facilities but also ensure that parks remain welcoming, inclusive, and accessible to all, reinforcing Webster Groves' reputation as a community where people thrive.





Webster Speaks

The community values parks and recreational facilities for wellness, socializing, and events, prioritizing maintenance, safety, and accessibility while requesting new amenities like shaded playgrounds, splash pads, and dog parks. Residents also emphasize environmental sustainability, advocating for green space preservation, native plantings, and eco-friendly features such as community gardens and composting. Key park and rec themes include:



Ensure that all residents have a park or green space within a safe and comfortable walking distance from their homes.

Webster Groves boasts an extensive and well-maintained network of parks and open spaces that provide a wide range of recreational opportunities, including trails, sports fields, playgrounds, and passive open spaces for leisure. This system is one of the city's key assets, promoting physical activity and overall wellness for its residents. While the community is well served by these facilities, there are opportunities to further diversify open space offerings, enhance existing amenities, and collaborate with local organizations. By supporting the Parks and Recreation Department and continuing to expand and improve the park system, Webster Groves can ensure all residents have access to high-quality parks and green spaces that meet both current and future needs.

Strategy 1: Enhance and modernize existing parks and green spaces.

The park system is well-maintained and offers a range of recreational opportunities. Continuing to modernize existing parks to meet the community's evolving needs will ensure they remain a valued asset for residents.

Implementation Actions:

- **1.1.1:** Develop a Parks Master Plan to assess current facilities, identify gaps, and guide future improvements.
- 1.1.2: Improve safety, accessibility, and amenities in current parks to make them more welcoming and usable for all residents.
- 1.1.3: Identify opportunities to add new features to existing parks like walking trails, water features, seating, play areas, splash pads, dog parks, and sports fields.
- **1.1.4:** Provide ongoing support to the parks department to ensure consistent upkeep and quality of parks.

Kirkwood Parks and Recreation Master Plan

The City of Kirkwood, Missouri, is actively updating its Parks and Recreation Master Plan, originally adopted in 2005, to ensure it continues to meet community needs. The plan serves as a strategic guide for enhancing recreational opportunities while aligning with the goals of the Parks and Recreation Department and residents. Grounded in community consensus, clear direction, and long-term flexibility, the plan aims to create a dynamic and responsive park system that evolves with Kirkwood's needs and provide clear direction to the city on system wide maintenance and improvements.

Strategy 2: Expand green space access and address gaps in service areas.

Although Webster Groves has ample park acreage, South Webster and parts of North Webster would benefit from additional neighborhood and mini parks, ensuring residents have walkable access to green spaces. While three community parks anchor the southern portion of the city, they are primarily accessible by car and lack strong pedestrian and cycling connections to nearby neighborhoods.

Implementation Actions:

- 1.2.1: Identify small, underutilized parcels in neighborhoods to convert into pocket parks and community gardens.
- **1.2.2:** Collaborate with residents to design these new parks in alignment with neighborhood-specific needs.
- 1.2.3: Require new developments to incorporate publicly accessible green spaces to further extend community access.
- 1.2.4: Seek partnerships with organizations like land trusts or conservation groups to assist with land acquisition funding or donations.
- 1.2.5: Create an incentives program to encourage private land donations for public parks.

Strategy 3: Build community partnerships to grow and sustain the green space network.

Webster is a largely built-out community, and expanding the open space network requires creative partnerships with local and regional communities and organizations. Opportunities may exist with schools, institutions, and local businesses where adjustments to hours and regulations could provide public access to existing spaces.

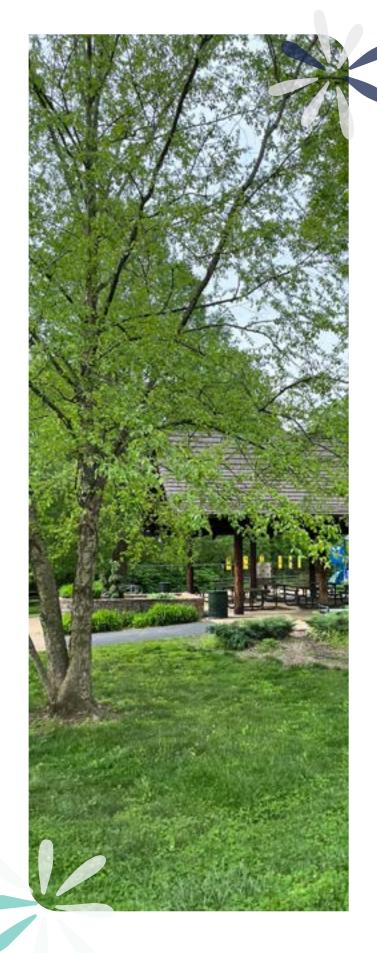
- 1.3.1: Partner with neighboring communities to share resources such as athletic fields, indoor pools, and programming opportunities.
- 1.3.2: Collaborate with schools, churches, non-profits, and local businesses to transform their outdoor areas into shared green spaces.
- 1.3.3: Encourage private landowners and organizations to participate in green space initiatives through incentives or grants.
- 1.3.4: Work with Great Rivers Greenway to explore opportunities for extending greenways through the city.



Strategy 4: Create an interconnected network of green spaces, pedestrian paths, and bike lanes that connect community assets.

While Webster is considered a walkable community, gaps in connectivity remain, particularly between key city resources. Expanding and enhancing a network of trails and green spaces can help bridge these gaps, providing residents with better access to parks and open spaces.

- **1.4.1:** Identify gaps in sidewalks and bike lanes surrounding existing parks and open space.
- 1.4.2: Establish a network of pedestrian paths and bike lanes that link neighborhoods to major parks, schools, and commercial areas.
- 1.4.3: Improve wayfinding and safe crossings to enhance pedestrian and bike access to Webster's destinations.
- 1.4.4: Utilize green infrastructure, such as bioswales and permeable pavements, along neighborhood streets to manage stormwater and create attractive, environmentally sustainable pathways.
- 1.4.5: Partner with local environmental organizations to maintain and enhance green corridors between neighborhoods, creating continuous, accessible pathways.



Design public spaces that foster social interaction and community connection.

Webster Groves' public spaces play a vital role in facilitating social interactions, gatherings, and events. These spaces are primarily located within the city's parks, green spaces, and business districts. There is a growing desire for more opportunities where residents can come together for recreational and social activities. Thoughtfully designed public spaces within the built environment will enrich the quality of life for residents, making Webster Groves an even better place to live, work, and play by promoting meaningful social engagement and connection.

Strategy 1: Create inviting gathering spaces in key community hubs.

Well-designed public spaces are essential to vibrant community hubs. These spaces should be welcoming, inclusive, and adaptable, accommodating a range of activities and events to foster connection and engagement.

Implementation Actions:

- 2.1.1: Identify underutilized spaces near community hubs that have the potential to serve as inviting gathering spaces.
- 2.1.2: Develop plazas, public squares, or community courtyards in high-traffic areas like business districts, near schools, or shopping districts.
- 2.1.3: Include comfortable seating, shade, and pedestrian-friendly features to encourage lingering and conversation.
- 2.1.4: Design parks and public areas with flexible layouts that can accommodate a variety of activities, such as markets, festivals, fitness classes, and casual gatherings.
- 2.1.5: Ensure spaces can be easily adapted for both large community events and smaller, informal meetups.

Strategy 2: Host regular, inclusive community events in public spaces.

Webster hosts a variety of community events, from the Art Fair to the Jazz Festival. Continuing and expanding these programming efforts—with a focus on diversity and inclusivity—will strengthen community connections and ensure events reflect the interests of all residents.

- 2.2.1: Review and assess current events to identify gaps and opportunities for new programming.
- 2.2.2: Prioritize developing community events that celebrate the history and cultures of Webster Groves' residents.
- 2.2.3: Organize community activities such as outdoor movie nights, concerts, farmers' markets, and neighborhood block parties to bring people together in shared spaces.
- 2.2.4: Activate public spaces as hubs for group activities that promote socialization, such as cultural festivals, art workshops, and pop-up events.

Strategy 3: Expand and diversify public and recreational programming.

Expanding the range of public and recreational programs fosters inclusivity and provides more opportunities for individuals of all ages and interests to engage, connect, and participate in community life.

Implementation Actions:

- 2.3.1: Assess existing recreational programs to identify gaps and ensure inclusive options for all backgrounds, abilities, and ages.
- 2.3.2: Create affordable and inclusive programming to maximize participation and access.
- 2.3.3: Develop community-oriented programs tailored for teens, families, and other underrepresented groups to ensure everyone feels engaged.

Strategy 4: Develop inclusive, community-oriented spaces that are accessible to all members of the community.

Incorporating universal design principles ensures that public spaces are accessible, welcoming, and usable for people of all ages and abilities. By prioritizing inclusivity in design, Webster can create environments that foster a sense of belonging and engagement for all community members.

Implementation Actions:

- 2.4.1: Design spaces to be universally accessible for all ages, backgrounds, and abilities, ensuring that everyone can participate in social activities.
- 2.4.2: Include ramps, accessible seating, and spaces for wheelchairs to create an inclusive, welcoming environment.

- 2.4.3: Support the creation of intergenerational spaces that reflect the interests and needs of different age groups.
- 2.4.4: Create play areas with features that encourage interaction between children and their caregivers, such as playgrounds, splash pads, and sandbox areas.
- 2.4.5: Provide communal seating options such as benches, picnic tables, and communal seating in parks, plazas, and along pedestrian paths to encourage interaction.

Forest Park Accessibility Improvements

Forest Park in St. Louis has undertaken significant initiatives to improve accessibility and inclusivity, ensuring that visitors of all abilities can enjoy its diverse attractions. Through a series of targeted projects, Forest Park exemplifies how urban parks can integrate universal design principles to foster inclusivity. By addressing physical barriers and enhancing facilities, the park ensures that all visitors, regardless of ability, can fully experience and enjoy its offerings.



Preserve green spaces and natural areas for long-term environmental sustainability.

Webster Groves is committed to protecting and enhancing its green spaces and natural areas to ensure environmental sustainability for current and future generations. The community values native plantings, sustainable practices, and the integration of eco-friendly features such as community gardens and native landscaping into public spaces. These efforts are essential not only for enhancing biodiversity and supporting local wildlife but also for improving the overall quality of life for residents. Through active preservation and thoughtful management, Webster Groves can safeguard its natural environment while fostering community stewardship.

Strategy 1: Explore opportunities for native planting, stormwater management, and wildlife habitats in public spaces.

Enhancing public spaces with native plantings, sustainable stormwater management, and designated wildlife habitats supports ecological health and resilience. These initiatives can reduce maintenance costs, provide essential habitats for local wildlife, and further mitigate flooding while enhancing the natural beauty of public spaces.

Implementation Actions:

- 3.1.1: Restore natural features, such as creeks or wooded areas, to create more green spaces and improve environmental health.
- 3.1.2: Introduce native planting and stormwater best management practices (BMPs) into city properties, parks, and recreation facilities to enhance ecological resilience.
- 3.1.3: Design open spaces to support wildlife habitats, contributing to increased biodiversity and healthier ecosystems.

Strategy 2: Expand environmental education and engagement efforts.

Increasing environmental education and engagement efforts empowers residents to become active stewards of their local environment. By offering workshops, interpretive signage, school programs, and hands-on volunteer opportunities, the community can deepen its understanding of sustainability, conservation, and the benefits of green infrastructure.

- 3.2.1: Develop community gardens and programming to promote environmental awareness and foster social connections.
- 3.2.2: Install educational signage
 in parks and natural areas to raise
 awareness about the importance of
 native species, local ecosystems, and
 sustainable practices.
- 3.2.3: Partner with schools, local organizations, and environmental groups to host events such as treeplanting days, native plant workshops, and conservation projects to engage the community in green initiatives.

Strategy 3: Preserve and grow the urban tree canopy.

Webster's tree preservation ordinance helps protect the mature trees that contribute to the city's vibrant streetscape. To build on this foundation, launching a citywide tree planting program will not only expand the urban tree canopy but also ensure its preservation for future generations.

Seed St. Louis

Founded in 1984, Seed St. Louis (formerly Gateway Greening) empowers communities to grow their own food by providing education, resources, and support for urban agriculture. The organization helps establish community gardens and orchards, focusing on vacant lots in underserved areas of St. Louis. It partners with local governments, schools, and businesses, fostering sustainable food practices and food access. Seed St. Louis has expanded to 250 active gardens, three of which are in Webster Groves, offering programs and educational initiatives.



Implementation Actions:

- **3.3.1:** Revisit the city's tree preservation ordinance to ensure it is protecting mature trees in public and private spaces, ensuring they remain a vital part of the community's ecosystem.
- 3.3.2: Implement a citywide treeplanting program to increase the urban tree canopy, reduce heat islands, and improve air quality.
- **3.3.3:** Expand the tree steward program to encourage more residents to participate.
- 3.3.4: Engage residents in treeplanting events and provide guidance on selecting, planting, and maintaining native trees in residential areas.

Forest ReLeaf of Missouri

Forest ReLeaf of Missouri is a nonprofit organization dedicated to expanding the urban tree canopy throughout the state. The organization provides free trees to communities for planting in urban spaces, schools, and parks, partnering with local governments and community groups to target areas with limited green space. In addition to its tree planting efforts, Forest ReLeaf runs education and advocacy programs that promote sustainable tree care and environmental stewardship. Since its founding, the organization has planted over 170,000 trees, making a substantial contribution to urban canopy expansion and greening efforts in St. Louis.





PILLAR 5

Operational Excellence

A well-functioning city thrives on strong governance, strategic partnerships, and efficient operations. The Operational Excellence & Collaborative Governance pillar of the Comprehensive Plan ensures that Webster Groves remains a high-performing, forward-thinking community while preserving its unique character.

Webster Groves benefits from Missouri's pooled sales tax system, which allows the city to share regional retail revenue without hosting big-box stores, preserving its commercial identity rooted in local businesses. There is an opportunity to further grow the tax base in a way that aligns with the city's values, balancing revenue generation with the preservation of Webster's distinctive charm. This will support the delivery of exceptional services that residents value.

As a desirable place to live and work, Webster Groves is well-positioned to take a leadership role in regional cooperation. By initiating and fostering conversations around shared services, sustainability, stormwater management, and transportation networks, the city can work collaboratively with neighboring municipalities to enhance efficiencies and address common challenges.

With an eye toward improving service delivery, the city focuses on finding innovative solutions to meet the growing demand for services such as parks, infrastructure, and public safety. Enhancing the predictability and efficiency of the development process will also help reduce costs for businesses and homebuyers, enabling projects that support long-term growth while aligning with community goals.



Webster Speaks

This pillar commits to strengthening partnerships, enhancing city services, improving communication, and streamlining operations, ensuring that Webster Groves remains a regional leader in smart governance and sustainable growth.



Webster Groves benefits from a pooled sales tax that helps maintain its local commercial identity, but stakeholders concerns about a limited tax base have prompted efforts to grow population and revenue while preserving the city's character. To enhance operational efficiency and regional collaboration, stakeholders believe the city can lead in resource-sharing initiatives—such as sustainability, shared services, and infrastructure improvements while addressing funding and staffing challenges through streamlined regulations and partnerships.



Strengthen regional partnerships to improve service coordination and expand amenities.

Webster Groves, known for its high quality of life, is well-positioned to take a leadership role in regional collaboration. By fostering partnerships with neighboring municipalities, the city can enhance service delivery and resource efficiency. Initiating discussions on shared services—such as sustainability initiatives, stormwater management, and transportation networks—will allow Webster Groves and its partners to address common challenges more effectively. These efforts can lead to cost savings, improved services, and a more resilient regional infrastructure, benefiting both residents and businesses across the area.

Strategy 1: Collaborate with neighboring municipalities and the County to identify opportunities for sharing services.

With over 90 municipalities in St. Louis County, strategic collaboration can reduce redundancies, improve service delivery, and maximize resources. By identifying opportunities for shared services—such as infrastructure maintenance, emergency response, or sustainability initiatives—Webster Groves can enhance operational efficiency while maintaining high-quality public services. Establishing a regular framework for collaboration will be essential to fostering long-term partnerships and successfully implementing shared service models.

Implementation Actions:

 1.1.1: Establish quarterly or annual touchpoints with municipalities and the County to discuss opportunities for sharing services.

- 1.1.2: Explore shared service agreements for public safety, emergency response, and public works.
- 1.1.3: Pilot shared recreational programs by collaborating with nearby cities to create sports leagues, cultural events, and shared park facilities.



Strategy 2: Leverage regional resources to expand access to amenities.

Webster Groves residents have expressed a strong interest in additional recreational amenities and community services that enhance quality of life. However, implementing these improvements requires strategic partnerships and funding beyond local resources. By leveraging regional and state resources, Webster Groves can expand access to parks, cultural programs, transportation options, and other amenities that benefit the community while ensuring long-term sustainability.

Implementation Actions:

- 1.2.1: Pursue grant funding at the regional, state, and federal levels to invest in shared amenities, such as parks, trails, and public facilities.
- 1.2.2: Partner with regional transportation agencies to enhance public transit accessibility and connectivity.
- 1.2.3: Collaborate with neighboring municipalities and regional organizations to develop joint-use recreational facilities and community programs.
- 1.2.4: Explore partnerships with local institutions, nonprofits, and private entities to support expanded amenities, such as arts and cultural programming, senior services, and youth activities.
- 1.2.5: Advocate for regional investments that align with Webster Groves' community needs, ensuring residents benefit from broader initiatives in parks, mobility, and public services.

Strategy 3: Create joint task forces with regional partners to address common challenges.

Many challenges—ranging from housing and sustainability to flood management—extend beyond city boundaries and require collaborative solutions. By forming joint task forces with regional partners, Webster Groves can take a proactive approach to addressing these complex issues. A regional perspective will foster shared expertise, resource pooling, and coordinated strategies that lead to more effective and sustainable outcomes.

Implementation Actions:

- 1.3.1: Form a sustainability task force to address shared environmental challenges, such as flood management, watershed protection, or urban heat mitigation.
- 1.3.2: Establish a regional housing task force to address housing affordability, share best practices, and coordinate policy initiatives across municipalities.
- 1.3.3: Create a joint public safety task force to improve regional preparedness and establish shared protocols.

We need stronger regional cooperation— no single municipality should have to shoulder every service alone.

- COMMUNITY STAKEHOLDER



Invest in city services to maintain and elevate service standards, reflect the city's values, and ensure efficient, high-quality support for residents, businesses, and institutions.

Webster Groves is known for its well-maintained parks, strong public safety services, and high-quality amenities that enhance the community's overall quality of life. The city has spearheaded hiring diverse staff at all levels, affirming its commitment to an inclusive city government. Residents and stakeholders identified ongoing challenges related to funding and staffing, particularly in essential city functions such as infrastructure maintenance, public safety, and recreational services. These challenges have strained the city's ability to operate at peak efficiency, largely due to the limitations of a marginal tax base. Despite these constraints, the community has a deep appreciation for the level of service the city provides and a strong desire to see those services not only maintained but elevated to meet evolving needs.

Strategy 1: Attract, develop, and retain high-quality staff.

The success of Webster Groves depends on a dedicated and skilled workforce that can effectively serve the community. By actively investing in the recruitment, development, and retention of top-tier city staff, the city can enhance service delivery and foster innovative solutions to meet the evolving needs of residents.

- 2.1.1: Invest in staff training programs that focus on professional development, leadership, and technical skills.
- 2.1.2: Improve recruitment strategies by offering competitive salaries, benefits, and growth opportunities that attract skilled professionals.
- 2.1.3: Implement community engagement efforts to foster strong relationships between staff and residents.



Strategy 2: Renovate and modernize facilities to align with contemporary standards and adapt to the evolving needs of the workforce.

Community facilities play a vital role in delivering services to residents and supporting city staff. Regular monitoring and evaluation of these facilities are essential to ensure they meet the current and future needs of both the community and workforce. Renovating and modernizing these spaces will ensure they align with contemporary standards, fostering a more efficient and effective environment for service delivery.

- 2.2.1: Invest in energy efficient and sustainable building practices to reduce operational costs and environmental impacts.
- 2.2.2: Modernize key city facilities including City Hall, Fire Station 1, and the Police Department to meet current and future service demands.
- 2.2.3: Evaluate facility usage and efficiency by assessing all municipal buildings to identify opportunities for space optimization and future renovations.
- 2.2.4: Implement placemaking efforts to modernize facilities and create appealing environments that attract and retain high-quality talent.



Continuously evaluate and communicate emerging community issues with residents, businesses, and institutions.

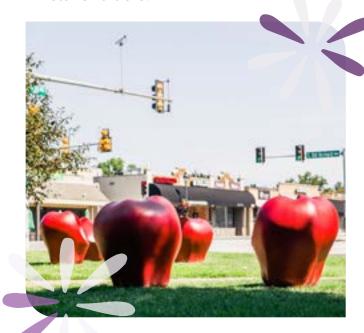
Webster Groves benefits from a deeply engaged, civic-minded population committed to staying informed about city initiatives and challenges. This strong tradition of transparency and open dialogue has fostered community pride and collaboration. To maintain and strengthen this engagement, the city should expand opportunities to educate the public on emerging issues and collaborate with diverse stakeholders. By building trust through open communication and consistent feedback loops, Webster Groves can ensure that residents, businesses, and institutions remain active partners in addressing the community's evolving needs.

Strategy 1: Create consistent, accessible channels for community input and dialogue.

The engagement of Webster Groves residents is a cornerstone of the community's strength. Providing ongoing, accessible platforms for dialogue ensures transparency, fosters trust, and encourages active participation from both residents and local businesses. By maintaining open channels for input, the city can better align its efforts with the needs and aspirations of its community.

- **3.1.1:** Establish regular opportunities for feedback such as surveys, town halls, and digital engagement platforms.
- 3.1.2: Organize quarterly town hall meetings where residents can discuss topics of interest with city leadership, fostering transparency and mutual understanding.

- 3.1.3: Develop a neighborhood liaison program, designating community ambassadors to represent specific areas and regularly engage with city officials, ensuring that voices from all corners of Webster Groves are heard.
- 3.1.4: Invest in an advanced emergency notification system that provides realtime updates on urgent situations, ensuring timely and accurate communication with residents and stakeholders.



Strategy 2: Provide educational workshops and forums on emerging issues.

Education plays a vital role in fostering an informed and engaged community. By providing workshops and forums on emerging issues, the city can enhance public understanding, encourage informed decision-making, and strengthen the relationship between the city and its residents. These opportunities will ensure that the community stays informed and empowered to participate in shaping the city's future.

Implementation Actions:

- **3.2.1:** Create a recurring "Community Feedback Day" where residents, business owners, and other stakeholders can share concerns and suggestions with city officials through public forums, open houses, and online platforms.
- 3.2.2: Organize a series of workshops on emerging issues such as housing affordability, sustainability, stormwater management, and public safety, led by subject matter experts and city officials.
- 3.2.3: Partner with schools, libraries, and community centers to hold interactive educational sessions, ensuring accessibility for all residents, including families, seniors, and underserved populations.

Home Composting Workshop

Columbia, MO

The City of Columbia created a free workshop, led by volunteers, to help residents start their journey toward waste reduction by diverting organic waste from landfills. Currently, one-third of the waste generated by Columbia residents consists of food scraps and yard waste. This educational workshop aims to reduce this significant waste stream by raising awareness and providing valuable resources to the community. Through this initiative, residents are empowered with the knowledge and tools to reduce waste, benefiting both the environment and the city's sustainability efforts.



Streamline the public review and entitlement process to encourage both public and private reinvestment.

Stakeholders have emphasized the importance of regulatory consistency and predictability, particularly within the development process. Streamlining permitting and approval procedures is critical to reducing delays and costs, which ultimately benefit developers, residents, and homebuyers. By positioning the city as a collaborative partner in development, Webster Groves can support the timely realization of projects that align with its vision for sustainable growth and community well-being, while fostering broad public support.

Strategy 1: Simplify and clarify the review process with comprehensive resources.

A clear, efficient, and transparent review process is essential to fostering a welcoming environment for development and investment in Webster Groves. By simplifying and streamlining the review process, the city can reduce administrative burdens on staff and elected officials while enhancing the overall experience for developers, business owners, and residents. A more efficient process not only saves time and resources but also positions Webster Groves as an attractive place for developers, making it easier to initiate and complete projects.

- 4.1.1: Conduct an internal review of the city's permitting and entitlement processes to identify inefficiencies and reduce delays.
- 4.1.2: Develop a user-friendly guide for developers and residents that clearly outlines the development process, including timelines, required documentation, and approval stages.

- 4.1.3: Host informational sessions and workshops for developers and residents to explain the process and address questions or concerns.
- 4.1.4: Regularly review and update the review process to ensure it is efficient, fair, and responsive to the needs of the community and developers.



Strategy 2: Enhance transparency and communication in the entitlement process.

Clear, open communication throughout the entitlement process is crucial for building trust with developers, residents, and stakeholders. By establishing consistent checkpoints and fostering ongoing dialogue with the development community, Webster Groves can ensure a more transparent and efficient review process. Enhancing transparency not only empowers stakeholders to stay informed but also enables the city to identify potential issues early, which can help to avoid delays and conflicts down the line.

- 4.2.1: Implement an online tracking system for development applications, enabling applicants and stakeholders to monitor project status in real-time and receive timely updates.
- 4.2.2: Establish a cross-departmental development review team to streamline communication, expedite approvals, and provide a more predictable review process.
- 4.2.3: Ensure that all communications related to the entitlement process are clear, timely, and easily accessible, providing residents with a transparent view of ongoing and upcoming development projects.



Strategy 3: Offer pre-application consultations and fast-track options.

Providing pre-application consultations and fast-track options will streamline the review process, ensuring that development projects move forward smoothly and efficiently. Pre-application consultations allow developers to clarify requirements, address potential challenges early on, and align their projects with community goals before formally submitting proposals. This proactive approach fosters stronger relationships between the city and the development community, promoting collaboration and transparency from the outset.

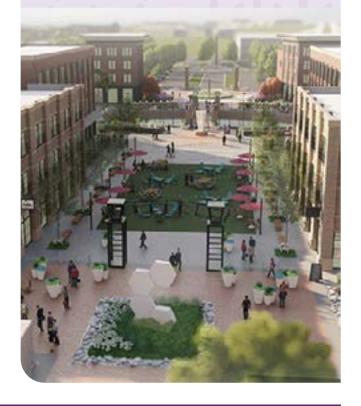
Implementation Actions:

- 4.3.1: Offer pre-application consultations to help developers and residents better understand the process, ensuring projects align with community goals and regulatory requirements from the outset.
- 4.3.2: Implement a fast-track
 permitting option for projects that meet
 specific criteria, such as affordability,
 sustainability, or alignment with the
 city's strategic priorities, to encourage
 investment in high-priority initiatives.
- 4.3.3: Provide clear guidelines on the fast-track process and its requirements to help developers understand how to qualify and expedite their projects.

Development Process Resources

Lee's Summit, MO

The City of Lee's Summit, Missouri offers a highly interactive website designed to make the development process transparent and easily accessible for developers. The site provides clear, user-friendly resources, including the ability to schedule pre-application meetings, checklists for development applications, and flowcharts outlining the anticipated deadlines for each phase of a project. By offering these tools, the city ensures developers have the information they need to navigate the process efficiently and effectively, helping to streamline the development timeline and foster a more collaborative relationship with the community.







PILLAR 6

Complete Streets for All

Webster Groves boasts a robust transportation network with strong regional connectivity, low-speed local roads, accessible sidewalks, and several trails, all of which enhance the quality of life for its residents and support local economic activity. Nevertheless, the community faces challenges due to gaps in pedestrian and bicycle infrastructure, leading to a heavy reliance on personal vehicles and several major state and county streets designed to move cars as quickly as possible. Adopting a complete streets approach is a key component of this Comprehensive Plan and essential for creating a transportation network in Webster Groves that is safe, accessible to all users, and effective at reducing vehicle crashes.

Addressing these challenges involves improving Webster Groves' pedestrian and bicycle infrastructure, exploring opportunities for enhanced public transit connections, and implementing targeted traffic calming measures that lower the likelihood of crashes resulting in injuries and fatalities. The complete streets approach reduces dangerous driving by promoting street designs that encourage safe behaviors, slow vehicle speeds, and minimize conflict points between different road users. Moreover, by reallocating roadway space to other modes, complete streets make walking, bicycling, and using public transit more viable options, reducing the overall number of vehicles on the road.

As Webster Groves continues to evolve, residents and stakeholders have identified several priorities for improving the transportation network, including increasing safety for pedestrians and cyclists and enhancing connectivity within the community and the vibrant business districts. These needs reflect the growing demand for a more inclusive and sustainable mobility system that serves all users, regardless of age, ability, or how they choose to travel.



Webster Speaks

Throughout the comprehensive planning process, community members input on transportation emphasized the importance of safety, accessibility, and connectivity.



Walkability. While Webster Groves is known for its walkability, stakeholders emphasize the need

for improved pedestrian infrastructure, particularly to ensure safe routes for children and enhance mobility across key areas.



Traffic & Safety.

Stakeholders have raised concerns about traffic and pedestrian safety on major thoroughfares like

Elm Avenue and Big Bend Boulevard, and in South Webster, advocating for measures to reduce traffic and improve safety.



Public Transit.

The limited public transportation options in Webster hinders the commuting workforce, prompting the need

to assess and expand the system to support a more comprehensive multimodal transportation network.



The goals and strategies outlined

below aim to improve safety along local

schools and parks, and leverage existing

and county-owned streets, strengthen

connections to key destinations like

programs and plans to create a more

the existing bicycle network with new

vibrant and accessible Webster Groves.

By enhancing pedestrian networks, linking

facilities, improving intersection safety, and

along crash-prone streets, Webster Groves

thoughtfully implementing traffic calming

measures in the business districts and

can strengthen its robust transportation

assets to get residents where they need

to go while also fostering a lively, healthy,

Reduce dangerous driving on Webster Groves' streets.

Improving safety on Webster Groves streets was a key theme throughout community discussions. Traveling on many streets throughout Webster Groves is a comfortable, safe experience; however, there remain areas with unsafe driving, presenting opportunities to implement targeted measures that improve the roadway for all users. A complete street approach, coupled with traffic calming measures, will help Webster Groves create a safer, more inclusive and efficient transportation system.

Because nearly all the roads in Webster Groves are owned and maintained by the city, local officials have ample control to make meaningful safety improvements on most Webster Groves roads. However, for roads not under local control, proactive planning and coordination with external agencies will be necessary. To maximize their impact, the following strategies, policies, and interventions should be implemented together whenever possible.

Webster Groves' Progress towards Safer Streets:

In 2023, Webster Groves was awarded a \$2.1 million Safe Streets

& Roads for All grant, a great stride towards reducing dangerous driving on Webster Groves' streets. The grant funds will support the creation of a safer streets plan to prevent death and serious injury on streets involving all roadway users, including pedestrians, bicyclists, public transportation users, and motorists.



Strategy 1: Adopt a Complete Streets Policy.

A Complete Streets Policy provides a framework for planning, designing, and operating roadways that safely and comfortably accommodate all users, regardless of their age, ability, or mode of transportation. This includes pedestrians, cyclists, motorists, and public transit riders of all ages and abilities. City councils and planning commissions often adopt these policies as part of a broader transportation or comprehensive plan. Policy elements can include binding regulations that require new or reconstructed roadways to follow Complete Streets guidelines, and technical documents outlining design standards for roads, bike lanes, pedestrian paths, and transit infrastructure. Complete Streets policies should inform funding decisions and project prioritization based on the Complete Streets principles.

Implementation Actions:

- **1.1.1:** Pass a binding Complete Streets ordinance, law, or resolution.
- 1.1.2: Engage political leaders, educate stakeholders and form partnerships to communicate the need for safe streets and gather support in advancing a Complete Streets Policy.
- 1.1.3: Set clear goals tailored to the needs of Webster Groves and ensure that improvements address the needs of underserved and vulnerable communities.
- **1.1.4:** Set implementation guidelines including design standards, a project prioritization framework, and clear performance metrics that track and report on progress.



City of Kirkwood Complete Streets Policy

Kirkwood, MO

Kirkwood, Missouri, adopted its

Complete Streets Policy alongside
a Vision Zero Action Plan in March
2022, aiming to enhance safety and
accessibility for all transportation
users. Key components of Kirkwood's
policy include:

- All transportation facilities owned by the City shall be designed, constructed, and operated to meet the needs of all the transportation network's users and modes.
- Stipulations for city projects to include national design and traffic control standards, including the Federal Highway Administration's Small Town and Rural Multimodal Networks Guide, and guideline publications by the National Association of City Transportation Officials, among others.
- The City shall coordinate with the Missouri Department of Transportation and St. Louis County to strive to the greatest extent possible that state- and countycontrolled facilities comply with the intent of providing Complete Streets.



Strategy 2: Develop a Safety Action Plan and implement safety improvements through 'WG Safe Streets'.

A well-developed Safety Action Plan makes Webster Groves eligible for competitive funding opportunities, such as those offered through the federal Safe Streets and Roads for All program – which the city received a substantial award for in 2023 – and other state-level safety grants. Many grant programs prioritize jurisdictions with comprehensive plans that identify safety needs and propose strategic improvements. The 2023 Safe Streets and Roads for All grant award will allow the city to develop a comprehensive Safety Action Plan and conduct demonstration projects. These projects typically assess current roadway conditions, identify hazardous locations (such as crash-prone intersections), and target specific areas for improvement. This proactive approach can help prevent crashes rather than merely reacting to them.

Implementation Actions:

- 1.2.1: Develop a Safety Action Plan through the 'WG Safe Streets' program with the aim to eliminate all trafficrelated deaths and serious injuries.
- 1.2.2: Assess funding opportunities with MoDOT through the Show-Me-Zero program.
- 1.2.3: Set clear, measurable goals to reduce severe crashes and fatalities within a specific timeframe, such as reducing pedestrian fatalities by a certain percentage over five years.

- 1.2.4: Include physical changes to Webster Groves' streets and intersections to enhance safety. These improvements might include:
 - Testing speed feedback signs, speed humps, and pedestrian hybrid beacons (included in the 'WG Safe Streets' plan).
 - Install or upgrade crosswalks, traffic signals, and pedestrian crossing signals.
 - Add bicycle lanes and protected cycling infrastructure.
 - Redesign intersections to improve visibility and reduce conflicts between vehicles and pedestrians.
 - Implement additional traffic calming measures, such as narrower travel lanes, curb extensions, landscape buffers, and traffic circles.

Gateway to Safer Roads: St. Louis Regional Safety Action Plan

The Gateway to Safer Roads: St.
Louis Regional Safety Action Plan
released by the East-West Gateway
Council of Governments, analyzes
fatalities and serious injury crashes
within the greater St. Louis Region.
Adopted in 2024, it proposes a variety
of infrastructure, policy, program,
technological, and behavioral
strategies to reduce fatal and serious
injury crashes by 50 percent by 2050.
Webster Groves' own Safety Action
Plan will supplement this regional
analysis and provide a focused
framework for local improvements.

Strategy 3: Implement traffic calming measures.

Traffic calming measures help slow vehicle speeds, reduce the risk of crashes, and enhance safety for pedestrians and cyclists, making Webster Groves' neighborhoods safer and more livable. Proven strategies like speed humps, curb extensions, raised crosswalks, and roundabouts not only lower speeds and increase driver awareness but also contribute to a stronger sense of place. By making streets more inviting and pedestrian-friendly these traffic calming interventions encourage active transportation. When residents feel safe navigating their neighborhoods without a car, they are more likely to choose healthy, sustainable transportation options leading to lasting benefits for public health, environmental sustainability, and community cohesion.

Implementable Actions:

- 1.3.1: Seek state and federal grant awards to fund traffic safety improvements such as Highway Safety Improvement Program (HSIP) or Transportation Alternatives Program (TAP).
- 1.3.2: Implement safe streets
 infrastructure and traffic calming
 measures such as curb extensions,
 chicanes, landscaping, raised
 crosswalks and intersections, and
 speed feedback signals, among others.

- 1.3.3: Concentrate traffic calming measures on local streets and at intersections with higher injury crashes involving pedestrians and cyclists:
 - Elm Avenue, particularly at the intersections of Lockwood Avenue, Glendale Road, Brentwood Boulevard, and Big Bend Boulevard.
 - Glendale Road between Edgar Road and Regent Place. Glendale Road was identified as part of the high-injury network in the St. Louis Regional Safety Action Plan, ranking in the top 50 percent of all fatal and serious injury crashes across highinjury networks across the region.
 - Lockwood Avenue, particularly at the Rock Hill Road and Gore Avenue intersections.
 - Brentwood Boulevard between Marshall Avenue and Elm Avenue.
 - Gore Avenue between Marshall Place and Lockwood Avenue.
 - Newport Avenue between Laclede Station Road and Brentwood Boulevard.



Strategy 4: Collaborate with St. Louis County to improve safety along Laclede Station Road and Big Bend Boulevard.

Both Laclede Station Road and Big Bend Boulevard fall under the St. Louis County's jurisdiction, meaning any significant infrastructure changes require County involvement and approval. These two corridors account for more than four out of five (83 percent) of all crashes resulting in injury in Webster Groves [3]. Additionally, the St. Louis Regional Safety Action Plan identifies Laclede Station Road and Big Bend Boulevard as high-injury networks (HINs), ranking in the top 50 percent and the top 25 percent, respectively, for fatal and serious injury crashes across the St. Louis region.

Collaboration with the County is essential not only to improve local safety but to ensure Webster Groves' needs are considered in county decision-making. Strengthening this partnership can increase the city's access to state and federal transportation funds, secure financial resources for safety improvements, and facilitate cost-sharing agreements particularly at crossings with high pedestrian activity.

Implementable Actions:

- 1.4.1: Implement safety improvements at intersections with Big Bend Boulevard as it passes through the Old Orchard and Crossroads Business Districts.
- 1.4.2: Coordinate with St. Louis County to program funding and initiate designs for implementing the off-street shared use facility along Laclede Station Road recommended in the County Action Plan.

Big Bend & Elm Avenue Road Improvements

The City is exemplifying a strong partnership with St. Louis County through a \$2.35 million project to improve a 0.3-mile stretch of Big Bend Blvd from the Interstate 44 overpass to the South Elm Ave intersection in the Crossroads Business District. One key feature of the project is the implementation of a traffic calming measure known as a "road diet," achieved by reducing traffic to one lane in each direction. The project is funded through a federal grant award and construction is anticipated to begin in 2026. Additionally, based on its proximity to four different schools, the City plans to utilize the existing right of way to construct a 10' multiuse trail on the west side of Elm Ave. In tandem, MoDOT is planning a pedestrian improvements project along Watson Rd.



[3] Missouri Department of Transportation, five-year crash data 2019-2023, accessed September 2024.

GOAL 2

Implement and maintain a complete, safe, and accessible bicycle network that connects all residents to commercial districts, parks, schools, transit, and neighboring communities.

A complete, safe, and accessible bicycle network in Webster Groves is vital for promoting sustainable transportation, enhancing public health, and fostering a more connected community. Webster Groves offers a developing bikeway and trail network characterized by their integration into neighborhood parks and several low-stress, shared bike routes on local roads. The regional bicycle network – primarily the River Des Peres Greenway and Grant's Trail – runs just outside of the city's boundary, but accessing these assets and other destinations safely can be challenging, particularly from underserved neighborhoods, the business districts, and residential areas. Many of Webster Groves' streets, especially in residential neighborhoods, are relatively low-speed with low traffic volumes, presenting ample opportunities for safe bicycle infrastructure.

By implementing targeted bicycle facilities like neighborhood greenways, secure crossings, bicycle parking amenities, and seamless routes, Webster Groves can encourage more residents to choose cycling as a viable mode of transportation. The following strategies and actions combine physical interventions, policy, and education initiatives aimed at advancing and promoting safe bicycling in and around Webster Groves. This Comprehensive Plan builds upon the recommendations from the Webster Groves' Bicycle and Pedestrian Master Plan and injects new proposals based on recent community feedback, roadway safety patterns, and changing land uses, among other factors.

Strategy 1: Implement a bicycle network primarily comprised of neighborhood greenways.

By prioritizing neighborhood greenways (low-traffic, low-speed streets optimized for safe, comfortable biking, and traffic calming), the city can create low-stress routes that encourage cycling for recreation, daily commutes, and trips to key destinations. Neighborhood greenways provide safe, well-marked pathways, often separated from vehicular traffic, that appeal to cyclists of all ages and abilities.

Implementing such a network would strengthen access to schools, parks, business districts, and regional trails while reducing car dependency and improving overall community health.

Implementable Actions:

 2.1.1: Create a network of neighborhood greenways connecting key destinations such as schools, including Webster University, parks, and the Old Orchard and Old Webster Business Districts and Crossroads Business Districts.

- 2.1.2: Ensure these facilities are wellmarked and, where possible, separated from vehicular traffic.
- 2.1.3: Build off the existing Great
 Rivers Greenway system by adding a
 facility on Marshall Avenue, connecting
 Lorraine Davis Park to Deer Creek Park.
- 2.1.4: Strengthen connections to Grant's Trail with a new facility from Big Bend Road to Watson Road. Construct a shared use facility on the north side of Watson Road from Grant Road to safely connect the new facility to Grant's Trail.
- 2.1.5: Add neighborhood greenway connections to link surrounding neighborhoods to the existing separated bicycle facilities on Lockwood Avenue. Swon Avenue, Rock Hill Road, Jackson Road, and Baker Avenue to Sherwood Drive are low-speed local roads that could provide strong connectivity to Lockwood Avenue.

Strategy 2: Work towards implementing the trail and bicycle facility recommendations included in the St. Louis County Action Plan.

Expanding the bicycle network through the implementation of recommendations from the St. Louis County Action Plan presents a valuable opportunity to enhance regional connectivity and improve mobility within Webster Groves. By adding dedicated bicycle lanes on key corridors like Big Bend Boulevard and Lockwood Avenue, the city can provide safer, more accessible routes for cyclists navigating two of its busiest roads.

Partnerships with St. Louis County will be instrumental in bringing these projects to fruition, fostering collaboration to align local and regional transportation goals.

Implementable Actions:

- 2.2.1: Expand the bicycle network within Webster Groves and across the region by focusing on implementing the recommended facilities on local roads:
 - Bompart Avenue
 - Brentwood Boulevard
 - Edgar Road
 - Elm Avenue
 - Hollywood Place
 - Kirkham Avenue
 - Lockwood Avenue
 - Murdoch Avenue
 - Rock Hill Road
- 2.2.2: Partner with the County to add bicycle lanes on Big Bend Boulevard and Lockwood Avenue to strengthen connectivity on two of Webster Groves' busiest roads.

St. Louis County Action Plan

St. Louis County Action Plan provides a blueprint for St. Louis County to "develop a safe, connected and equitable transportation system that supports people of all ages and abilities in accessing life's opportunities." The Plan provides location specific recommendations for improving walking and biking along County owned roads.

Strategy 3: Implement a bicycle parking ordinance and expand the availability of bicycle parking.

Expanding and formalizing bicycle parking in Webster Groves is a critical step in supporting a growing cycling culture and encouraging more residents to choose biking as a convenient and sustainable mode of transportation. By implementing a bicycle parking ordinance, the city can ensure that new and updated developments, along with key locations such as parks, schools, and MetroBus transit stops, provide adequate and accessible parking facilities. This not only makes cycling more practical but also signals the city's commitment to fostering a bike-friendly environment.

Implementable Actions:

- **2.3.1:** Require that bicycle parking is provided by new and updated developments, and at priority locations including at parks, schools and high-ridership MetroBus transit stops.
- **2.3.2:** Amend zoning to require shortand long-term bicycle parking at all public buildings.
- 2.3.3: Amend zoning to require shortand long-term bicycle parking at places of employment and multi-unit residential buildings.
- 2.3.4: Outline design standards for safe, secure, easy-to-use bicycle parking, including specific bicycle rack styles and placement guidelines.
- 2.3.5: Add bicycle parking in the Old Orchard, Crossroads, and Old Webster Business Districts.
- 2.3.6: Offer vehicle parking reduction bonuses for new projects that add bike racks.

Clayton, Missouri Bicycle Parking Ordinance

Clayton, Missouri's zoning code sets bicycle parking minimums broadly by use, sets standards for minimums, and includes illustrated design standards for both the racks and parking area. If the standards are met, the code allows for the reduction of vehicle parking spaces.

Building Use	Bicycle Racks Required			
Multifamily	1 per 20 dwelling units			
General Retail	1 per 5,000 square feet			
Restaurant/ Grocery	1 per 30,000 square feet			
Office	1 per 20,000 square feet			
Parking Structure or Lot	1 per 40 parking spaces provided			
Other	1 per 20 required parking spaces			

Strategy 4: Add directional wayfinding for people biking.

Clear and visible directional wayfinding is essential for creating a user-friendly and accessible bicycle network in Webster Groves. Thoughtfully designed signage can enhance navigation, foster a stronger sense of place, and encourage greater use of existing routes. By incorporating wayfinding that reflects the identity of Webster Groves, cyclists will benefit from intuitive guidance while gaining a deeper connection to the community. Accompanying the future neighborhood greenway system with branded signage will make it easier for users to identify key routes and access important destinations such as parks, schools, and transit stops.

Implementable Actions:

- 2.4.1: Install clear and visible directional wayfinding that exhibits the identity of Webster Groves.
- 2.4.2: Accompany the future neighborhood greenway system with signage indicating bike routes and include branded signs indicating nearby destinations such as parks, schools, and transit stops.
- 2.4.3: Ensure that clear wayfinding to and from Grant's Trail is installed to encourage trail users to access local businesses in Webster Groves.

Strategy 5: Promote bicycle safety and education.

Equipping cyclists and drivers with the knowledge to safely share the road can create a safer, more harmonious environment for all users. Educational efforts and outreach will help reinforce safe practices for navigating streets while reducing conflicts between vehicles, cyclists, and pedestrians.

Implementable Actions:

- 2.5.1: Conduct safety campaigns and workshops to educate cyclists and drivers on sharing the road safely.
- 2.5.2: Liaise with Webster Groves schools to provide bicycle safety education at the k-8 level and strengthen driver education programs by emphasizing pedestrian and bicyclist behavior.
- 2.5.3: Establish programs like Safe Routes to School that will focus on securing funding for infrastructure improvements near schools.

Champaign-Urbana Safe Routes to School Project

The Champaign-Urbana Safe Routes to School Project (C-U Safe Routes to School) is an initiative focused on improving safety and promoting walking and biking to school in the Champaign and Urbana, Illinois area. The program began as an extension of Walk and Bike to School Day events, which led to deeper community engagement and the creation of a formal partnership. The program provides bicycle safety demonstrations for all fourth graders in the Champaign School District, educating children about bike safety, traffic rules, and the benefits of biking. Additionally, the program organizes bike rodeos and traffic skills classes to teach students how to navigate traffic safely while biking.

Strategy 6: Coordinate with neighboring communities to ensure existing and future bicycle networks connect residents to jobs and destinations throughout the region.

Collaborating with neighboring communities like Oakland, Crestwood, Shrewsbury, and St. Louis, can foster a cohesive bicycle network that supports active transportation on a larger scale. Facilitating effective partnerships between agencies, cities, and communities will help address shared challenges and ensure bicycle infrastructure investments are aligned for maximum impact. Coordinating efforts will also enable the establishment of consistent bicycle safety measures and improved transportation networks, making cycling a safer and more attractive option for all users.

Implementable Actions:

- 2.6.1: Establish regular bicycle planning coordination meetings with neighboring communities – especially Oakland, Crestwood, Shrewsbury, and St. Louis – to share updates, identify potential joint projects and funding opportunities.
- 2.6.2: Establish more consistent bicycle safety measures and better overall transportation networks.

Strategy 7: Install appropriate safety and traffic calming measures in tandem with new and existing bicycle facilities.

Installing appropriate safety and traffic calming measures in tandem with new and existing bicycle facilities is crucial to creating a safe and welcoming environment for cyclists and pedestrians alike. Integrating these features into the bicycle network can reduce the risk of crashes and encourage more residents to adopt cycling as a viable mobility option.

Implementable Actions:

- 2.7.1: Establish additional traffic calming measures with future and existing bicycle facilities to reduce vehicles speeds, enhance visibility, and reduce the risk of collisions with cyclists and pedestrians.
- 2.7.2: Implement narrowed vehicle lanes, speed humps, raised crosswalks, bicycle lanes with physical barriers, and reduced speed limits to improve safety for all road users along bicycle routes.
- 2.7.3: Reduce speed limits along these routes to further ensure that all road users, whether on foot, bike, or in a vehicle, can travel safely.

Trailnet Education Resources

Trailnet is a non-profit organization based in St. Louis, focused on creating healthier and more sustainable communities by promoting active transportation such as walking, biking, and public transit. Trailnet's youth education programs collaborate with children, parents, schools, and communities to improve health and reduce pollution by encouraging more biking and walking, particularly for school commutes. The organization offers bicycle safety training, sponsors walk-to-school days, and provides workshops and trainings for parents, school officials, and community members interested in increasing the number of kids walking and bicycling to school. Trailnet can also advise Webster Groves on applying for and administering Safe Routes to School grant funding.

GOAL 3

Develop and maintain a complete, safe, and accessible pedestrian network that effectively connects all residents to city assets and neighboring communities.

Many residents praise walkability as one of Webster Groves' defining strengths, noting that the historic street design creates a pedestrian-friendly environment and makes walking throughout the city an enjoyable experience. That said, community feedback consistently highlighted pedestrian safety as a major concern, identifying specific areas for improvement, including Watson Road, Elm Avenue, Summit Avenue, Interstate 44, and South Webster. Frequently, community members expressed strong support for efforts to enhance walkability and improve connections to key community assets, schools, and neighborhoods.

In some areas of Webster Groves, sidewalk continuity is lacking, and existing pedestrian infrastructure requires upgrades. Improving sidewalks, crosswalks, and other pedestrian amenities will provide safer, more direct routes to essential destinations such as schools, parks, MetroBus transit stops, healthcare facilities, and business districts. However, creating a comfortable walking environment involves more than just adding sidewalks. Factors such as traffic speeds, traffic volumes, safe crossings, and landscape buffers between pedestrians and traffic all influence the perception of safety and affect whether people choose to walk. While Webster Groves already prioritizes many of these elements in its business districts, adopting the following strategies and strengthening ongoing efforts can further improve pedestrian access and safety throughout the larger community.

Strategy 1: Address gaps in the sidewalk network and widen sidewalks that currently do not meet accessibility standards.

A continuous and well-maintained sidewalk network is critical for providing safe routes for pedestrians, especially for individuals with disabilities, seniors, and families with children. Prioritizing the completion of sidewalk gaps near intersections, at crosswalks, and near schools and community destinations, will enhance pedestrian safety and connectivity, ensuring that all areas of the

city are easily accessible to everyone. Widening sidewalks that do not currently meet American Disability Act (ADA) standards, and the Public Right-of-Way Accessibility Guidelines (PROWAG), will further ensure that all users—regardless of ability—can navigate the streets safely and comfortably, fostering a more equitable and pedestrian-friendly environment.

Implementable Actions:

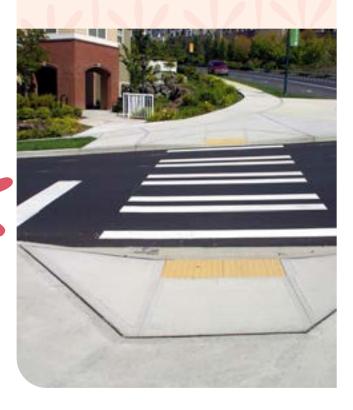
- 3.1.1: Ensure sidewalks are continuous and connected, well-maintained (free of utilities, signage, streetlamps, major cracks and potholes, clear of obstructions like vegetation, debris, snow, and ice, and have proper drainage), and accessible to all users, including those with disabilities (at a minimum, meet ADA and PROWAG guidelines. This includes ensuring no less than 48 inches of passing space are provided on all sidewalks [4]).
- **3.1.2:** Create an inventory of sidewalks and sidewalks gaps.
- **3.1.3:** Prioritize filling sidewalk gaps within a quarter mile of schools.
- **3.1.4:** Prioritize filling sidewalks gaps approaching intersections and crosswalks.
- **3.1.5:** Update the zoning code and subdivision ordinance to incorporate requirements for high-quality pedestrian design.



[4] Public Right-of-Way Accessibility Guidelines, accessed January 2025, Link.

ADA Guideline Checklist

The ADA Checklist is a comprehensive guide designed to help cities, businesses, and organizations assess whether facilities comply with the Americans with Disabilities Act (ADA) standards. The Checklist outlines several important requirements for pedestrian access and sidewalks to ensure they are accessible to individuals with disabilities. Webster Groves should reference the Checklist for all existing and future pedestrian facilities, and correct elements that do not meet the requirements.



Strategy 2: Enhance crosswalks and improve crossings.

High-visibility crosswalks, combined with safety features like leading pedestrian intervals, lighting, and curb extensions, help make crossings safer, especially in high-traffic areas, around schools, and in business districts. Improving crossings will increase drivers' yield to pedestrians, shorten crossing distances, slow down vehicular traffic, and improve access and safety. Collectively, these actions will create a more pedestrian-friendly environment, making walking safer and more accessible for all residents of Webster Groves

Implementable Actions:

- 3.2.1: Install high-visibility crosswalks with safety features such as leading pedestrian interval signals, which gives pedestrians a head start (before vehicles) when crossing an intersection, adequate lighting, and curb extensions to reduce crossing distances, particularly at intersections with high collision rates, around schools, and in the business districts.
- 3.2.2: Ensure all legs of intersections with Big Bend Boulevard in the Old Orchard Business District are clearly marked and have accessible pedestrian crossing signals with leading pedestrian intervals. Per PROWAG, pedestrian push buttons or passive detection devices shall activate audible and vibrotactile walk indications [3].

- 3.2.3: Install curb extensions in the Old Orchard (including at the Old Orchard Avenue intersection) and Old Webster Business Districts to shorten crossing lengths and slow vehicular traffic.
- **3.2.4:** Explore hiring traffic/crossing guards and deploying them at intersections near schools.
- 3.2.5: Improve all railroad crossings by ensuring adequate sidewalks and signage is present approaching railroad tracks.
- 3.2.6: Improve crossing conditions on Elm Avenue north of Watson Road with new sidewalks and high-visibility crosswalks.
- 3.2.7: Install a mid-block crossing with rectangular rapid flashing beacons on Lockwood Avenue at Jefferson Road. The new crossing will provide safe access to the bus stop on the southwest corner and fill a 0.2-mile gap in crossings on Lockwood Avenue.



[3] Public Right-of-Way-Accessibility Guidelines, Chapter 3: Technical Requirements, accessed January 2025, <u>Link.</u>

Strategy 3: Create pedestrian priority zones.

To enhance safety and encourage walking, pedestrian priority zones should be created in key areas of Webster Groves, such as business districts or near schools. These zones limit or restrict vehicle access at certain times of day or on certain days of the week to create spaces where pedestrians can move freely and safely without the concern of traffic. Designating pedestrian-friendly areas around business districts and schools not only boosts safety but also promotes active transportation, making it easier for residents to walk to local shops, restaurants, or educational institutions. These zones can serve as vibrant, inviting spaces that encourage foot traffic, support local businesses, and foster a stronger sense of community.

Implementable Actions:

- 3.3.1: Develop pedestrian-friendly zones in the business districts or near schools.
- 3.3.2: Determine the most effective times of day for limited or restricted vehicle access.
- 3.3.3: Coordinate signage to clarify location and hours for residents and visitors.
- 3.3.4: Establish a marketing campaign to promote awareness of the new zones, their purpose, and hours of operation.

Strategy 4: Enhance streetscapes in business districts.

Strong pedestrian-scaled streetscapes in the city's business districts can add to the charm and energy of these commercial corridors. Enhancing and maintaining these streetscapes is key to creating vibrant, walkable areas that are not only visually appealing but also comfortable and safe for pedestrians. Integrating landscaping, public art, painted crosswalks, and pedestrianscale lighting can transform the business districts into more inviting environments, encouraging people to walk, shop, and spend time in these areas.

Implementable Actions:

- **3.4.1:** Supplement existing streetscape elements in the business districts with landscaping, public art, painted crosswalks, and pedestrian scale lighting to ensure a comfortable, safe and more enjoyable pedestrian experience.
- 3.4.2: Add consistent pedestrian-scale lighting (as found in the Old Orchard or Old Webster Business Districts) in each of the business districts.
- 3.4.3: Widen sidewalks along Big Bend Boulevard as it passes through the Crossroads Business District and shorten crossing distances at the Elm Avenue intersection to create a more comfortable and safer pedestrian environment.
- 3.4.4: Continue adding curb extensions at intersections along Lockwood Avenue throughout the Old Webster Business District to shorten crossing distances and slow-turning vehicles.
- 3.4.5: Continue the maintenance of existing landscaping, street furniture, and public spaces, especially in the business districts.

Strategy 5: Enhance connectivity to transit stops.

Enhancing pedestrian connectivity to transit stops is crucial for improving access to public transportation and encouraging greater transit use in Webster Groves. By ensuring that sidewalks provide safe and convenient access to all MetroBus stops. the city can make public transit more accessible for all residents, particularly those who depend on it for commuting. Strengthening these connections will better integrate Webster Groves into the regional transit network, expanding mobility options and improving access to key destinations such as downtown St. Louis, Lambert-St. Louis International Airport, and major employment and entertainment centers.

Implementable Actions:

- 3.5.1: Ensure that sidewalks provide easy and safe access to all 21 MetroBus stops.
- 3.5.2: Explore options for strengthening access to MetroLink stations with neighboring communities.
- 3.5.3: Improve sidewalks and curb ramps to meet ADA standards and adhere to PROWAG guidelines at all MetroBus bus stops.

Strategy 6: Work with MoDOT to implement improvements to the two pedestrian overpasses crossing I-44.

Two pedestrian overpasses cross I-44: one connecting Selma Avenue to Jackson Road and another linking Glendale Road to Glenoak Place. These crossings are essential to the broader pedestrian network, serving as key connectors between North and South Webster. Both overpasses are state-owned, making coordination with the Missouri Department of Transportation (MoDOT) crucial for implementing maintenance and improvements to ensure safe and reliable access for residents and visitors who depend on these vital routes.

Implementable Actions:

- 3.6.1: Coordinate with the State to implement safety and accessibility improvements (i.e., lighting upgrades, structural repairs and landscaping).
- **3.6.2:** Ensure that the overpasses are preserved and properly maintained to extend their lifespan.
- 3.6.3: Incorporate improvements into the City's Safety Action Plan to leverage State support.

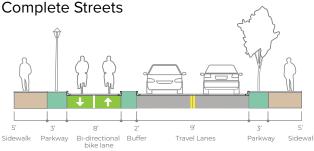


Corridor Enhancements

Webster Groves' transportation corridors are essential to the city's urban character and economic vitality. They shape the community's visual identity, influence development patterns, and connect neighborhoods with key destinations. As they evolve over time, there are significant opportunities to enhance their design, functionality, safety, and overall appearance to achieve Complete Streets for All. The cross sections below highlight the trade-offs a community can consider to make streets safer for all users. Marshall Avenue, between Glen Road and Laclede Station Road, serves as the example for these illustrations.

Existing Streetscape 4' 3' 8' 10' 3' 4' Sidewalk Parkway Parking Lane Travel Lanes Parkway Sidewalk





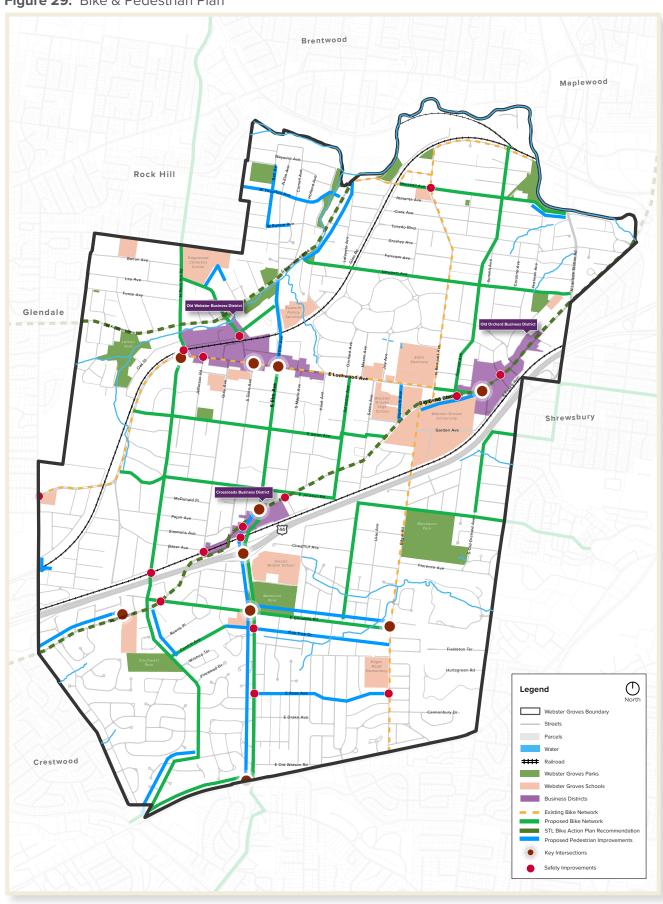
Bike and Pedestrian Plan

Building on the City's Complete Streets approach, the bike and pedestrian plan highlights priority areas for future bike lanes, pedestrian network improvements, and intersection enhancements. These locations should be periodically reassessed to align with evolving land use patterns and roadway upgrades. Additionally, corridor enhancement visualizations illustrate potential improvements for two specific areas, offering a framework that can be applied across Webster Groves' transportation network.





Figure 29: Bike & Pedestrian Plan



LOCKWOOD & ROCKHILL ROAD CORRIDOR ENHANCEMENTS

The intersection of Lockwood Avenue and Rock Hill Road serves as the western gateway to the Old Webster Business District and is home to a key Transit Center. As a heavily trafficked junction connecting local neighborhoods to the south and west with a vibrant business district, it presents a prime opportunity to enhance safety, improve aesthetics, and strengthen its role as a community gateway.

Safety improvements such as paved crosswalks, curb extensions, and shared lane markings (sharrows) will create a more continuous and accessible pedestrian and bicycle network. A new community identifier at the corner will welcome residents and visitors to the Old Webster Business District, reinforcing a sense of place. Additionally, enhanced streetscaping—including new street trees, landscaping, furniture, and lighting—will improve the corridor's visual appeal and pedestrian experience.





OLD ORCHARD & JACKSON ROAD CORRIDOR ENHANCEMENTS

Old Orchard Avenue and Jackson
Road serve as local connectors through
South Webster, primarily lined with
residential areas and open spaces.
However, both roads have gaps in their
sidewalk networks, posing challenges for
pedestrians. As key routes in Webster's
future neighborhood greenway system,
improvements along these corridors will
enhance safety, connectivity, and overall
streetscape appeal.

Filling sidewalk gaps within the public right-of-way will create a continuous pedestrian network, while new street trees will provide a buffer between sidewalks and traffic, improving comfort and safety. Intersection enhancements, including curb extensions and paver crosswalks, will help calm traffic and create safer pedestrian crossings. Additionally, sharrows along Jackson Road and Old Orchard Avenue will better define the neighborhood greenway and improve visibility and safety for cyclists.

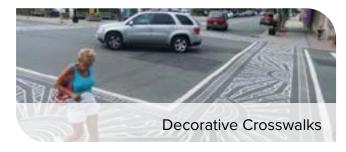




Figure 30: Corridor Enhancements









PILLAR 7

Essential Systems

The City of Webster Groves, Missouri is a vibrant city that blends rich history with modern-day growth. As with many municipalities, Webster Groves faces the challenge of maintaining its existing infrastructure, while also preparing for evolving technological changes.

Webster Groves and its residents rely on several public and private utilities including Ameren Electric, Laclede Gas, Waste Management, Metropolitan St. Louis Sewer District, and Missouri American Water. The City collaborates with these utilities to prioritize upkeep and expansion of essential systems by assessing vital areas and establishing partnerships for community development.

In recent years, cities across the country are facing increasing challenges due to severe weather events, including flooding, droughts, and storms, which have become more frequent and destructive. These events can have devastating effects on both the local economy and residents' safety. Similarly, Webster Groves is experiencing an increase in flooding risks in neighborhoods, especially along East Pacific and North Forest Avenues near Deer Creek Park. These areas are experiencing flash floods that are increasingly damaging homes and businesses and causing street closures. Addressing this issue will be crucial to ensure the community's long-term resilience to our changing weather patterns.

The city has also committed to sustainability by integrating energy conservation into its planning and operations. The city focuses on monitoring energy use, promoting renewable energy, and offering incentives for residents and businesses to make sustainable upgrades through the sustainability commission.



Webster Speaks

There is a consensus by community members on the necessity for sustainability initiatives, collaborating with stakeholders to address environmental challenges, and providing incentives to promote sustainable practices, including:



Improving infrastructure for pedestrians and cyclists, alternative transportation options, and promoting electric vehicles.



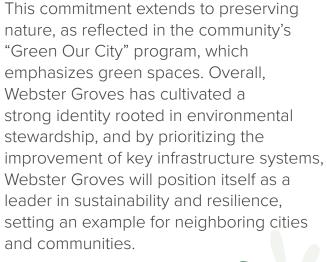
Emphasizing community engagement and inclusion to ensure equitable decision-making.

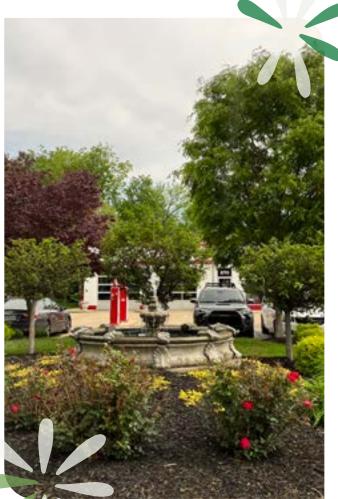


Promoting
renewable
energy and
sustainability
practices such as
solar panels and
electric vehicle
infrastructure.



Upgrading infrastructure as needed to enhance resilience and sustainability while addressing aging facilities.





GOAL 1

Maintain and enhance city utilities and infrastructure to ensure efficiency, sustainability, and adaptability to meet the community's evolving needs.

As a vibrant community with long-time residents and newcomers, Webster Groves must address the challenges of maintaining its existing infrastructure that is owned and operated by county, state, and private entities while preparing for future demands. By prioritizing both the maintenance and expansion of essential infrastructure through partnerships and collaboration with infrastructure entities, Webster Groves will support sustainable growth and development, ensuring the community's continued prosperity for future generations.

Strategy 1: Collaborate with utility companies to maintain and expand the water and sanitary systems to ensure sustained infrastructure.

Webster Groves must work closely with the Metropolitan St. Louis Sewer District and Missouri American Water to ensure its water and sanitary systems are maintained and expanded to meet growing demands the city expects in its future. Collaboration with these utilities can be done by combining data-driven modeling and community feedback to plan immediate system updates and providing long-term resilience. Webster Groves can also implement best management practices (BMPs) for pesticides and fertilizers to reduce runoff into waterways, prevent contamination of water sources, and protect local ecosystems, promoting both the health of the community and the environment.

Implementation Actions:

- 1.1.1: Prevent municipal water contamination via best management practices for pesticide and fertilizer use.
- 1.1.2: Address sanitary sewer and water main capacity limitations as the area develops with new uses to ensure existing infrastructure is upgraded to meet the demand.
- 1.1.3: Continue to use data-driven planning processes that integrate community feedback to ensure infrastructure development aligns with Webster Groves' evolving needs and aspirations.
- 1.1.4: Partner with existing private utility owners to ensure benefits for updates and maintenance to existing utilities and streetscapes.

Strategy 2: Analyze existing civil and building infrastructure to determine whether sewers and water mains are functioning properly and efficiently.

Regularly analyzing sewers and water mains will ensure the pipes are functioning as expected and can handle current and future demands. Techniques like sewer televising help identify potential issues early, while advocating for updated water service lines guarantees safe, clean water for residents. Additionally, retrofitting drinking fountains with refill stations in public buildings and parks reduces waste and supports the city's sustainability efforts.

Implementation Actions:

- 1.2.1: Televise sewers to ensure civil infrastructure is operating as intended and to determine whether sewers can support future development needs.
- 1.2.2: Advocate for utility companies to update water services as needed to ensure clean pipes are delivering clean water to city buildings and private residences.
- 1.2.3: Retrofit drinking fountains by adding water refill stations to encourage sustainability and reduction of waste.

Strategy 3: Analyze existing and future land uses to determine whether infrastructure in place is sufficient to handle increased future demand

Webster Groves must anticipate future infrastructure needs by analyzing land use and growth patterns. By setting clear plans for City development and sharing these goals with both private and public utilities, the infrastructure within Webster Groves will be ready to accommodate future demands. This proactive approach ensures that the city can continue to grow without compromising its residents' quality of life.

Implementation Actions:

- 1.3.1: Work with private utility companies to ensure that any updates or maintenance to utilities and streets benefit everyone involved.
- 1.3.2: Collaborate with public utility companies to make sure maintenance plans are up to date and plans are in place for increased maintenance requirements for the future.



GOAL 2

Strengthen stormwater management practices to enhance the city's resilience against current and future weather events, including periods of flooding and drought.

In recent years, cities nationwide have faced growing challenges due to increasingly severe and costly weather events. Flooding and drought catastrophes have proven to be some of the most devastating events and are becoming more frequent and destructive. Proactively preparing for these events is essential to safeguarding both lives and financial stability. To protect current and future residents of Webster Groves, it is essential to assess and improve the city's stormwater management capacity. By doing so, we can build resilience and mitigate the effects of these inevitable weather events.

Strategy 1: Monitor stormwater capacity to support new growth and development.

Webster Groves must continue to require Post-Construction Best Management Practices (PCBMPs) to ensure that any new development mitigates stormwater runoff and maintains water quality. These practices reduce the volume and speed of runoff, filter pollutants, and promote water infiltration, helping to prevent flooding and protect local waterways from contamination. The city may also review stricter peak flow rate reduction requirements to minimize the risk of flooding and erosion caused by heavy rainfall which can ensure that the city's infrastructure can handle new growth while minimizing stormwater impacts.

Implementation Actions:

 2.1.1: Continue to require Post-Construction Best Management Practices (PCBMP's) for water quality and water mitigation purposes including through rainscaping, native plantings, addition of pervious surfaces, maintenance schedules, and improved drainage systems. 2.1.2: Review stricter peak flow rate reduction requirements to help in areas of localized flooding.

Strategy 2: Assess and enhance the natural environment to improve floodplain management and build community resilience to flooding.

To combat flooding, Webster Groves should implement innovative flood mitigation strategies such as natural infrastructure that benefits the natural environment and stormwater retention systems.

Regular planned maintenance and upgrades to existing flood management infrastructure will keep the City of Webster Groves ready for the next large rainfall event and minimize damage to flood prone areas within the city. Additionally, assessing the role of parks and open spaces in floodplain management can provide additional stormwater storage that preserves green spaces while improving community well-being.

Implementation Actions:

- 2.2.1: Implement cutting-edge approaches for flood mitigation, such as natural infrastructure, stormwater retention systems, and improved drainage networks.
- 2.2.2: Conduct regular maintenance and strategic upgrades to existing flood management infrastructure to ensure long-term functionality and resilience.
- 2.2.3: Assess whether existing parks, open spaces, and undeveloped lands are effectively contributing to floodplain management and stormwater storage.
- 2.2.4: Integrate multi-functional green spaces that balance recreational use with natural floodplain functions, such as water absorption and stormwater conveyance.



Flood Warning Systems

Lisle, IL

The <u>Village of Lisle</u>, <u>Illinois</u>, uses a flood warning system to keep residents informed during severe weather events. This system works in conjunction with a river monitoring network established by the U.S. Geological Survey, which tracks the water levels of the East Branch of the DuPage River and St. Joseph Creek. The Village issues CodeRED alerts and shares updates on its communication channels to prevent property damage and save lives.

Webster Groves is prone to flooding in neighborhoods along East Pacific and North Forest Avenues near Deer Creek Park. By introducing a user-friendly, quick-response alert system that provides real-time information, residents can be better prepared to take timely action, helping to prevent property damage and protect lives.



Strategy 3: Promote practices that improve water quality and water conservation across the city.

Webster Groves can promote water conservation by encouraging native plant landscapes, which require less water, lower maintenance, support local ecosystems, and reduce stormwater runoff by allowing rainwater to soak into the ground. Developing a drought action plan will further strengthen these efforts by providing a structured approach to mitigating drought-related risks, ensuring the city can withstand dry periods while protecting residents, the environment, and the economy. Additionally, reviewing and updating municipal codes can enhance water quality and conservation efforts, creating a strong foundation for managing development and sustainability.

Implementation Actions:

- 2.3.1: Encourage native plant landscapes that address water quality as well as water quantity.
- 2.3.2: Develop a drought action plan.
- 2.3.3: Review municipal code to determine code amendments that could be most useful for improving water quality, including new development code to require PCBMP's that promote future water quality.

Old North Rain Garden

Old North St. Louis, MO

The Old North Rain Garden, located near the intersection of Clinton and 14th Streets in St. Louis' Old North neighborhood, helps manage stormwater runoff by diverting around 31,000 gallons during a one-inch rain event. This reduces the risk of basement backups and sewer overflows in the area's combined sewer system. Covering 1.72 acres, the garden captures nearly all the stormwater runoff from the block, allowing it to either soak into the ground, be absorbed by plants, or slowly drain after the storm.

Rain gardens help manage flooding by capturing and absorbing excess rainwater, reducing runoff that can overwhelm stormwater systems. By allowing water to soak into the ground and filtering pollutants, rain gardens in Webster Groves can reduce the risk of flooding and improve water quality, all while enhancing the community's aesthetic appeal.



Strategy 4: Reduce the risks to life and property caused by floodplain development.

To reduce risks to life and property for residents within Webster Groves, the City can continue its efforts working with the Federal Government and residents in the Federal Emergency Management Agency (FEMA) buyout program when applicable. The city can purchase flood-damaged homes with the assistance of the federal government and convert these lots back into green space or public parks. This will benefit the city by lowering overall economic impacts of flooding and provide financial relief to homeowners who can move to safer areas.

Implementation Actions:

- **2.4.1:** Promote strategic demolition of flood damaged buildings.
- 2.4.2: Utilize Federal and State grants for the voluntary purchase of flood damaged homes.
- **2.4.3:** Require compatible land uses within and adjacent to floodplains.
- 2.4.4: Review active floodplain land in or near the city limits and determine what, if any, land is critical to current and future flood reduction efforts.
- **2.4.5:** Require a city floodplain permit for new development.
- 2.4.6: Investigate opportunities for purchasing existing land within the floodplain.
- 2.4.7: Encourage low-impact redevelopment including adding additional parks, green spaces, and recreation areas to allow the land to still maintain its functionality as flood storage area, while keeping

- it from being developed in a less environmentally friendly manner.
- 2.4.8: Designate a Community Rating System (CRS) coordinator and initiate the FEMA Community Rating System application to earn flood insurance discounts through enhanced floodplain management.

FEMA Buyout Program & Community Rating System

Webster Groves can continue supporting families impacted by flooding along Deer Creek, similar to the response after the 2022 floods, by utilizing the FEMA Buyout Program (Hazard Mitigation Grant Program). This federal program helps local governments and property owners in flood-prone areas by buying out properties at high risk for future flooding. The City Council can assess which properties should be considered for buyout, based on factors like repeated flooding and community input. Helping to reduce long-term flood risks and support affected residents.

The FEMA Community Rating System (CRS) is a voluntary incentive program that recognizes and encourages floodplain management activities that exceed minimum National Flood Insurance Program (NFIP) requirements. Communities earn points which can provide flood insurance discount for residents in the Special Flood Hazard Area.

GOAL 3

Promote energy conservation and sustainability practices to build a resilient future, improve quality of life, and position Webster Groves as a regional leader in sustainability.

The city's commitment to incorporating energy conservation and sustainability into all aspects of community life will establish Webster Groves as a sustainability leader in the region. These principles are central to many recommendations in the Comprehensive Plan, including efficient land use, diversifying housing options, and investing in renewable energy projects. Continually monitoring energy consumption, transitioning toward renewable energy, incentivizing sustainable upgrades for residents and business owners, and educating the community on sustainable practices are crucial steps in building a more resilient and sustainable future for Webster Groves.

Strategy 1: Enhance energy efficiency and renewable energy use in municipal facilities, operations, and regulations.

Webster Groves can enhance its sustainability efforts by prioritizing green building improvements, conducting energy audits, and retrofitting city facilities. Upgrading these facilities with energyefficient systems and high-performance materials will help reduce emissions and lower operational costs. By commissioning city-owned buildings to meet LEEDequivalent standards and investing in a fleet of hybrid and electric vehicles, the city can further reduce its environmental impact while improving the health and well-being of residents and workers. These initiatives not only lower energy costs but also position Webster Groves as a regional leader in sustainability.

Implementation Actions:

- 3.1.1: Promote energy efficient projects and practices that prioritize green building code improvements and retrofits.
- **3.1.2:** Conduct energy and lighting audits and implement energy savings programs.
- 3.1.3: Commission city-owned buildings to meet a LEED-equivalent standard.
- **3.1.4:** Create and implement a city fleet investment, operations and maintenance plan that prioritizes low environmental impact for vehicles and city maintenance machinery.
- 3.1.5: Add hybrid/electric vehicles and maintenance machinery.

Strategy 2: Foster partnerships with organizations to create and support incentive-based programs that promote energy efficiency and environmental conservation.

Creating partnerships with organizations will enable Webster Groves to offer incentive-based programs that promote renewable energy adoption and energyefficient infrastructure. These incentives will encourage community participation in energy conservation and environmental efforts, but ensuring residents are informed about these opportunities is just as crucial. Raising awareness of these programs will empower individuals and businesses to make sustainable choices that might not have been accessible otherwise, reinforcing the city's commitment to environmental stewardship and community engagement.

Implementation Actions:

- 3.2.1: Create incentive-based programs promoting the installation of renewable energy systems. These incentives may include offering rebates on purchasing equipment, tax incentives, height allowances and setbacks, and expedited permitting.
- 3.2.2: Implement incentives to encourage the addition of electric vehicle charging stations and infrastructure for alternative fuels in new development.
- **3.2.3:** Offer programs that incentivize private single-family solar.

- **3.2.4:** Market these programs to the residents through social media, public meetings, or mailed pamphlets to get a higher interest and participation.
- **3.2.5:** Partner with a solar installer for a city-wide discounted installation program.

Rethink Joliet Water Campaign

Joliet, IL

The <u>City of Joliet, Illinois</u> offers a low-flow toilet rebate program and rain barrel rebate program, through its Rethink Joliet Water campaign. Replacing 3.5-gallon toilets with WaterSenselabeled toilets can save a household 12,000 gallons of water each year. A rain barrel will save most homeowners about 1,300 gallons of water during the peak summer months.

Webster Groves is an established city with many homes over 70 years of age. This indicates that many homes were built with older systems and fixtures that were not designed for energy efficiency. By replacing fixtures such as a toilet, residents can conserve water while reducing utility bills and reduce strain on sewer systems.



Strategy 3: Educate and promote the benefits and programs available for renewable energy and green infrastructure.

Educating Webster Groves residents on available renewable energy incentives, energy-efficient practices, and green infrastructure programs is key to building a sustainable community. By actively promoting these programs through outreach, workshops, and clear communication, the city can help residents take full advantage of available resources that they may not have known about before. These tools will help residents make informed decisions and promotional materials can encourage the adoption of solar energy, energy-efficient appliances, and stormwater management practices. This education will foster a culture of sustainability in the city.



Green Infrastructure for Residents and Institutions

Rainscaping Cost-Share Program by the Deer Creek Watershed Alliance (DCWA)

The Program is part of DCWA's ongoing efforts to reduce stormwater pollution, protect water resources, and engage the community in conservation efforts within the Deer Creek Watershed which covers northern portions of Webster Groves. The program provides financial assistance to eligible participants who want to implement rainscaping techniques and other stormwater management practices.

- Max Residential Award of \$4,500 (75% rebate)
- Max Institutional Award of \$6,000 (60% rebate)

MSD Project Clear, Rainscaping Small Grants Program

The program provides financial assistance to encourage the use of rainscaping techniques to manage stormwater runoff and improve water quality in the St. Louis region, including the City of Webster Groves. By promoting sustainable landscaping practices, the program helps reduce flooding, erosion, and pollution caused by stormwater.

- 100SF Minimum for Residential, Max Award of \$3.000
- 500SF Minimum for Institutional, Max Award of \$7,000

Implementation Actions:

- 3.3.1: Educate Webster Grove residents about state and federal incentives, net metering programs, and tax credit options that can be applied to residential buildings.
- **3.3.2:** Provide residents with useful checklists, online tools to help residents calculate wattage based on sun exposure and estimate payback periods from the investment.
- 3.3.3: Educate the public and provide incentives for adopting energy efficient practices such as replacing incandescent bulbs with fluorescent lights, upgrading to digital or programmable thermostats, adding insulation to attic spaces, and installing high-efficiency air conditioners and furnaces.
- **3.3.4:** Add signage along trail paths to provide information on species often present in that environment.
- **3.3.5:** Distribute pamphlets highlighting the benefits of stormwater rate control, water quality improvement, and groundwater recharge through BMPs for stormwater.



Strategy 4: Implement the Forever Webster Groves Sustainability Plan.

Webster Groves should continue the Sustainability Commission and its annual report to keep the community informed about environmental initiatives, progress, and challenges. Adding a sustainability initiative to the City Mission Statement can further inspire pride and foster a sense of collective responsibility among residents. With the implementation of the Forever Webster Groves Sustainability Plan, the city will create a clear roadmap for community leaders, guiding efforts toward a more resilient, eco-conscious future for all.

Implementation Actions:

- 3.4.1: Continue the Sustainability
 Commission and its annual report to provide updates on initiatives and progress through public events and newsletters.
- **3.4.2:** Hire a Sustainability Director to help implement the proposed Webster Groves' Sustainability Plan.
- **3.4.3:** Add a sustainability initiative to the City Mission Statement.
- 3.4.4: Evaluate the effectiveness of policies and programs done by the sustainability commission and adjust based on the findings to achieve intended outcomes.
- 3.4.5: Incorporate sustainability goals into the city's planning and development regulations to ensure new projects align with environmental preservation objectives.



Implementation

To achieve the community vision for Webster Groves, an ongoing Comprehensive Plan implementation process and a continued commitment by the city will be required. Successful implementation is dependent on the collaboration of key implementation partners, utilization of a variety of funding sources, and evaluation of zoning updates. Continued tracking and monitoring of the Plan's progress will ensure it remains flexible and can adapt to the evolving needs and priorities of the community.

Implementation Partners

The implementation of the Journey to Destination WG Comprehensive Plan will depend on the ongoing collaboration, communication, and partnership among various City departments and commissions, elected leaders, regional government agencies, and private sector partners and organizations.

City of Webster Groves. Leaders in City departments and commission will play an active role in bringing the Plan to reality.

St Louis County. The city will continue to partner with St. Louis County on various issues to implement the Comprehensive Plan. Collaboration with St. Louis County is crucial to ensure regional connectivity and is vital to advancing the mutual goals and planning initiatives of both entities.

St Louis County Department of

Transportation. This partnership will be necessary for any future planning, design, and construction initiatives related to Big Bend Boulevard and Laclede Station Road, including intersecting roadways, transit, and pedestrian improvements adjacent to these two roads. The County DOT also administers local and federal grant programs. St. Louis County works closely with the East-West Gateway Council of Governments, MoDOT, and Metro Transit.

Missouri Department of Transportation (MoDOT). MoDOT administers federal, and state funding programs, provides technical assistance, ensures compliance with regulations, and coordinates with local governments and transit agencies. Coordination with MoDOT will be necessary for any future planning, design, and construction initiatives related to Interstate 44, including intersecting roadways, and pedestrian improvements adjacent to the interstate.

Private Development Community and Property Owners. The City of Webster Groves should actively engage with the development community and commercial property owners to ensure that redevelopment and new projects align with the visions outlined in the Comprehensive Plan.

Nonprofit Organizations. Local nonprofit organizations will be key implementation partners in achieving strategies and actions of the Comprehensive Plan. An example partnerships might include Webster Arts to strengthen Webster's recognition as the City of the Arts.

East-West Gateway Council of Governments (EWG). The EWG is the metropolitan planning organization (MPO) for the St. Louis region and is responsible for the development and adoption of longand short-range regional transportation plans. Any transportation project within the St. Louis region that will be wholly or partially funded with federal dollars must be contained in one of EWG's approved plans.

Zoning

Implementing the Comprehensive Plan's land use strategy will require zoning tools to align regulations with the community's vision. Many of the planning strategies outlined in the Comprehensive Plan were developed to reflect current trends, future needs, and best practices in urban planning. In cases where existing zoning does not align with the future land use map, adjustments may be necessary. To ensure zoning changes effectively support the plan's goals, strategies, and actions, the city may need to conduct further studies.

Updating the city's zoning regulations and zoning map will be essential to bringing the Comprehensive Plan's Land Use Strategy to life. These updates should incorporate best practices and explore innovative approaches to fostering pedestrian-friendly, diverse, and sustainable land use patterns.



Opportunity Sites

The two Opportunity Site concepts in this Plan explore typologies for mixed-use in Webster Groves: An infill site at Pacific and Gore Avenues where mixed-use development has been previously proposed, and a commercial corridor site on Watson Road that is currently primarily auto-oriented box retail. The concepts are site-specific, but they also more generally serve as prototypes of how contextual mixed-use development could be built in Webster.

The Opportunity Site concepts can help inspire creative approaches to building, on these or other suitable locations, and they can telegraph to a prospective developer what City leadership and residents would support.

Building any version of these concepts will involve a series of actions by the city, which in turn will stimulate interest and due diligence among private developers. City actions may include:

1. Property Owner Outreach. The city should contact all owners of parcels within and adjacent to the Opportunity Sites. This will serve two purposes in advancing the development process: It can help to gauge interest among property owners as potential participants in the development, and it can help build support among abutters and nearby neighbors.

- 2. Developer Outreach. The city should conduct outreach to a select group of area developers whose product quality is well regarded. The developer perspective will inform additional steps which the city may take, below.
- 3. Pro Forma Analysis. The city may commission a pro forma analysis to test assumptions such as land costs, construction costs, and supportable rental rates. This will allow the Plan Commission to better understand feasibility from the developer's perspective and allow the Commission to negotiate aspects of the project (such as number of stories, number of units, public amenities, etc.) from an informed position.
- **4. Benefit and Cost Analysis.** The city may also consider commissioning a benefit-cost analysis to quantify potential new tax revenues as well as potential cost impacts of new development (such as infrastructure upgrades or school district enrollment).
- **5. Tax Increment Financing Feasibility.** The city may conduct a study to determine if TIF is needed to achieve the conceptual developments.
- 6. Zoning and Code Amendments.

 Codes should be updated at the
 Opportunity Sites to ensure they align
 with the land use strategy and support
 the desired massing, density, and uses
 making any acceptable proposal a byright development.

- 7. Developer Request for Proposals.

 With a fuller understanding of the economics of the development of either Opportunity Site, the City may issue a developer RFP. By including a high level of specificity based on market feasibility, while also including flexibility on design details, the city can assure that the proposals match expectations.
- 8. Streamlined Approval. Developers place a high value on regulatory predictability. They want to move quickly through approvals because the entitlement process consumes resources and time. A developer will consider it a significant incentive to know that their project will be approved if it closely aligns with community consensus on the Opportunity Site concept.
- Let's create a more welcoming environment for businesses, supporting growth and strengthening our commercial tax base to benefit the entire community.

- COMMUNITY STAKEHOLDER

Transportation and Mobility

Implementation of the Comprehensive Plan's transportation strategy will require the City to aggressively seek a variety of funding mechanisms. Transportation projects—whether enhancing pedestrian infrastructure, improving public transit access, or making roads safer—require significant investment, and relying solely on local funding limits the scale and scope of what can be achieved. By leveraging multiple funding sources like federal and state grant programs, Webster Groves can maximize its ability to implement key initiatives such as expanding sidewalks, creating safer crossings, and expanding active transportation facilities. Additionally, many Missouri and federal grant programs prioritize projects that align with broader regional and national transportation goals, such as reducing congestion, lowering emissions, and increasing equity in mobility. Securing competitive grants also demonstrates the city's commitment to strategic planning and sustainable growth, making Webster Groves a stronger candidate for future funding opportunities. In an era of rising infrastructure costs and increasing demand for safer, more efficient transportation networks, a proactive, diversified funding approach is essential to turning the Comprehensive Plan's vision into reality. For the funding matrix, grant matches were assessed based on their purpose, potential candidate projects, applicant eligibility, and funding amount.

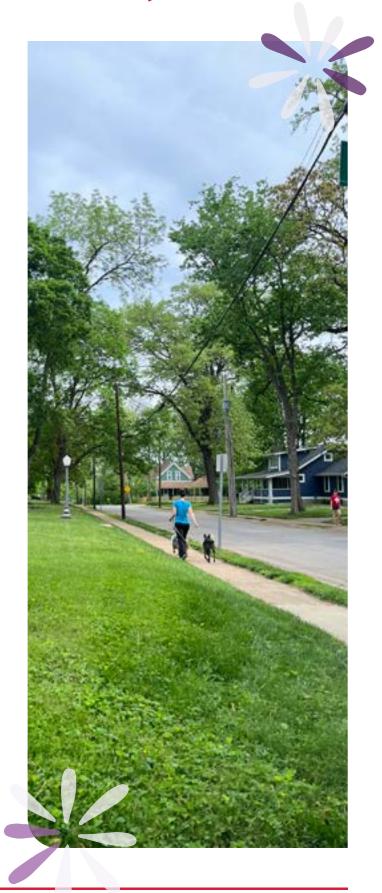


Figure 31: Funding Matrix

Grant	Description	Improvements						
		Bike Facilities	Sidewalks	Bike & Ped Safety	Intersection & Crossing	Traffic Calming	Access to Public Transit	
Congestion Mitigation and Air Quality Program	Funds for transportation projects and programs that help reduce congestion and improve air quality.							
Active Transportation Infrastructure Program	Supports the development of safe and accessible active transportation networks.							
Carbon Reduction Program	Provides federal funds to reduce carbon emissions, focusing on strategies like traffic monitoring, congestion relief, and on- and off- road facilities for nonmotorized forms of transportation.							
Surface Transportation Program	Funds a range of projects, including road construction, bicycle and pedestrian facilities, and bridge repairs.							
Transportation Alternative Program	Funds small-scale, community- based transportation projects, including pedestrian and bicycle infrastructure, scenic byways, and safe routes to school programs.							
Local Highway Safety Improvement Program	Allocates funds to reduce traffic fatalities and injuries on local roadways through targeted safety improvements.							
Community Development Block Grants	Support community development projects, including infrastructure improvements and public services.							
Tax Increment Financing	Can allow the city to invest in infrastructure, such as transportation improvements, to stimulate economic growth.							
Safe Streets for All Grants	Supports local initiatives aimed at reducing traffic fatalities and serious injuries. Webster Groves received this grant in 2024.							
Recreational Trails Program	Supports the development and maintenance of recreational trails.							
Reconnecting Communities Grant Program	Helps communities remove or retrofit physical barriers that divide neighborhoods and hinder access to transportation facilities.							
Better Utilizing Investments to Leverage Development Program	Funds multimodal transportation infrastructure projects that improve economic development, job creation, and quality of life.							
Strengthening Mobility and Revolutionizing Transportation	Promotes the development of advanced technologies that enhance transportation safety, efficiency, and sustainability.							

Potential Match Between Funding Source and Project Type Depending on Project Specifics

Strong Match Between Funding Source and Project Type

How to Use The Comp Plan

Moving forward, the City should integrate the goals, strategies, and actions of the Comprehensive Plan into daily decision-making. Regularly assessing progress and identifying when updates are needed will ensure the Plan remains relevant in addressing evolving challenges and opportunities. The following recommendations outline strategies for effective implementation and stewardship.

- · Ownership and Oversight.
 - Establishing a dedicated individual or group to oversee implementation will help maintain momentum. One approach is to assign oversight to the Planning & Development department or the City's Plan Commission. An "Oversight Committee" can develop an annual work plan based on the Plan's implementation actions, with biannual status meetings to update the City Council. If the Plan Commission does not meet frequently enough for consistent engagement, a City Council subcommittee could serve this role.
- Annual Departmental Work Plans and Budgets. Many communities use their comprehensive plans to shape annual departmental work plans and budgets. Departments should incorporate statements on how their projects and funding align with the Plan's priorities. Including documentation, metrics, or performance measures in department mission statements, work plans, and budgets will help ensure consistency with the Comprehensive Plan's goals and strategies.

Future Capital Improvement Plans.
 Capital improvement plans should be aligned with the Comprehensive Plan to support initiatives related to urban design, natural resources, mobility, and infrastructure. Ensuring consistency between capital improvements and the Plan's goals will help facilitate

coordinated development efforts.

- Publicize Comprehensive Plan
 Implementation. Keeping the public
 informed about progress is key to
 maintaining community support. The
 City should regularly share updates on
 Comprehensive Plan implementation
 through press releases and the City's
 website, highlighting key successes
 and initiatives.
- Comprehensive Plan Annual Review. To serve as an effective guide for decision-making, the Comprehensive Plan should be reviewed annually to track progress. Given budget and staffing constraints, not all actions can be pursued simultaneously, making it important to prioritize implementation strategies each year. As part of the review process, the City should hold an annual meeting to discuss implementation progress, successes and challenges, use of the Plan by City departments and stakeholders, and any emerging trends, threats, or opportunities that may impact implementation. This process will ensure the Plan remains relevant and adaptable, suggesting updates or amendments as needed.

Comprehensive Plan. To ensure consistency with the Plan's vision, all projects—both private development and public improvements—should be reviewed for alignment with the Plan's goals, strategies, and actions. Establishing this review as part of the City's internal process will provide decision-makers with a clear framework for evaluating proposals.

Comprehensive Plan Impact.

To reinforce awareness of the Comprehensive Plan's role in decision-making, Plan Commission meeting agendas should highlight how agenda items relate to the Plan. Staff reports should include a section titled "Comprehensive Plan Impact" to provide context on alignment with the Plan's priorities.

Implementation Matrix. The City
can use an Implementation Matrix to
prioritize strategies and track progress.
As a living document, the matrix should
be updated annually to reflect evolving
priorities and ensure continued
alignment with the community's vision.
A more comprehensive review of the
Plan should take place every five years
to evaluate its relevance and long-term
direction.



Implementation Matrix

The following pages present the Webster Groves Comprehensive Plan's goals, strategies, and actions in a user-friendly Implementation Matrix, organized by the Plan's seven Pillars: Resilient Neighborhoods, Economic Vitality, City of the Arts, Quality of Life, Operational Excellence & Collaborative Governance, Complete Streets for All, and Essential Systems. Each pillar includes a set of established goals, followed by strategies to achieve them. Each strategy is further supported by a series of action steps designed for implementation.

The Implementation Matrix outlines key details for each action, including the responsible party, priority level, suggested time frame, and action type. To ensure the Comprehensive Plan remains aligned with the City's annual budget and priorities, both the City and the Plan Commission should review and update the Implementation Matrix on a yearly basis. For further details on the strategies, refer to the corresponding chapters for each Pillar within the Plan.

- Priority Level. Each action is assigned a priority level - high, medium, and low – based on urgency, impact, and feasibility.
- Partners. Potential stakeholders and suggested partnerships to support implementation.

- **Time Frame.** A suggested time frame for completion.
 - Short-term is one to three years
 - Mid-term is three to five years
 - Long-term is five to ten years or longer
 - Ongoing actions are implemented over the time horizon of this Comprehensive Plan.
- Type. Each action is categorized by its implementation type, with some spanning multiple categories.
 - Capital Improvements. Actions
 that involve planning, funding,
 and implementing infrastructure
 projects and public facilities to
 support community growth and
 development. This includes both
 constructing new infrastructure and
 maintaining or upgrading existing
 facilities.
 - Policies and Programs. Local policies and programs will guide the implementation of the Plan's initiatives. Policies establish a decision-making framework, while programs consist of structured activities, processes, or projects that put these policies into action.
 - Regulations and Standards. The built environment is largely shaped by the private sector, making it essential to have clear rules and criteria to ensure development aligns with the community's vision and goals. These include zoning laws, building codes, and environmental regulations.

- Partnerships and Collaboration.

 Many initiatives in the Plan require cooperation beyond city government. Partnering with government agencies, private businesses, nonprofit organizations, and community groups is essential to achieving shared goals and maximizing resources.
- Targeted Planning. Some actions require in-depth study and planning to address specific areas, issues, or sectors within the community. This may involve developing detailed plans for neighborhoods, corridors, or key topics such as economic development, transportation, or environmental sustainability.

Creating safer
connections for biking
and access to green
spaces and trails would
make the area more
inviting for everyone.
Right now, biking in
many areas can feel
challenging, especially
for families with children.

- COMMUNITY STAKEHOLDER



PILLAR 1: RESILIENT NEIGHBORHOODS

Action	Priority	Time Frame	Partners	Туре
GOAL 1: Expand and diversify housing options wishing to remain in Webster Groves, and you			wnsizing reside	ents, seniors
STRATEGY 1: Conduct a housing study for V	Vebster Gr	oves.		
1.1.1: Assess the demand for diverse housing types, including single-family detached homes, duplexes/ flats, townhomes, condominiums, small and mid-size multi-family rentals, and senior housing.	HIGH	Short-Term	Planning and Development	Targeted Planning
1.1.2: Analyze the cost burden faced by existing renters and homeowners, evaluate the needs of aging residents, and determine the demand for workforce housing (i.e., for police, fire, teachers, etc.).	MEDIUM	Short-Term	Planning and Development	Targeted Planning
1.1.3: Explore opportunities to affordably rehabilitate or redevelop existing homes and properties to meet current housing demand.	MEDIUM	Short-Term	Planning and Development	Targeted Planning
1.1.4: Identify areas within the city that are suitable for new and diversified housing development.	HIGH	Mid-Term	Planning and Development	Targeted Planning
STRATEGY 2: Review and modernize existir meet changing housing needs and preferen		code, and pe	rmitting proces	sses to
1.2.1: Evaluate opportunities in residential zoning districts to introduce "missing middle" housing typologies, such as duplexes, townhomes, bungalow courts, and small-scale apartments or condos, as well as accessory dwelling units (ADUs).	MEDIUM	Mid-Term	Planning and Development	Targeted Planning
1.2.2: Streamline the approval process for housing rehabilitation and new construction projects, reducing delays and barriers to desired development.	HIGH	Mid-Term	Planning and Development	Targeted Planning
1.2.3: Develop pre-approved residential building plans to streamline permitting, incentivize diverse housing options, and lower development costs for affordable housing.	HIGH	Mid-Term	Planning and Development	Targeted Planning
1.2.4: Assess potential zoning changes to encourage mixed-use development and introduce missing middle housing options within existing commercial zoning districts.	HIGH	Short-Term	Planning and Development	Targeted Planning
STRATEGY 3: Leverage development incen priorities.	tives to pro	omote housin	g aligned with	community
1.3.1: Streamline and expedite permitting and inspection processes.	MEDIUM	Mid-Term	Planning and Development	Targeted Planning
1.3.2: Utilize City-owned land for housing development that might not otherwise be financially feasible, such as workforce housing or age-restricted, attainable housing and mixed-use development.	MEDIUM	Long-Term	Planning and Development	Targeted Planning

Action	Priority	Time Frame	Partners	Туре
1.3.3: Consider reducing or waiving development fees for projects that align with community housing priorities.	MEDIUM	Short-Term	Planning and Development	Targeted Planning
1.3.4: Provide upfront funding for infrastructure improvements for key housing developments.	MEDIUM	Long-Term	Planning and Development	Policies and Programs
1.3.5: Explore the use of public financial tools and incentives such as Tax Increment Financing (TIF), Community Improvement District (CID), Neighborhood Improvement District (NID), and others to support transformative housing projects that advance the city's priorities for affordability and housing diversity.	MEDIUM	Mid-Term	Planning and Development	Targeted Planning
STRATEGY 4: Foster leadership advocacy a awareness and education on housing divers		nity engagen	nent to promot	e
1.4.1: Proactively identify strategic locations for housing diversification and support development efforts in these areas.	HIGH	Mid-Term	Planning and Development	Targeted Planning
1.4.2: Assess the potential for housing redevelopment or new construction on key sites, including properties owned by Webster University and local religious institutions.	MEDIUM	Mid-Term	Planning and Development	Targeted Planning
1.4.3: Develop a housing education and outreach program to inform residents about how small-to-mid scale housing developments can fit with the community's existing scale and character while addressing the housing needs of current and future residents.	MEDIUM	Mid-Term	Planning and Development	Policies and Programs
GOAL 2: Promote the development of attainab income levels, including the local workforce (e.				
STRATEGY 1: Identify and prioritize areas fo acceptance and impact while fostering equi			t leverage con	nmunity
2.1.1: Develop and adopt an inclusionary zoning ordinance that mandates a percentage of units in new residential developments be designated as attainable for low to moderate-income households.	MEDIUM	Mid-Term	Planning and Development	Regulations and Standards
2.1.2: Offer incentives such as reducing parking requirements, expediting permitting, or waiving fees to developments that meet affordability thresholds.	MEDIUM	Mid-Term	Planning and Development	Policies and Programs
2.1.3: Establish a fee-in-lieu option where developers can contribute to an affordable housing fund.	LOW	Mid-Term	Planning and Development	Policies and Programs
2.1.4: Partner with non-profit housing organizations, land trusts, and affordable housing developers to ensure successful development and long-term management of affordable units.	MEDIUM	Mid-Term	Planning and Development	Partnerships and Collaborations

Action	Priority	Time Frame	Partners	Туре
2.1.5: Explore the feasibility of a community land trust to purchase and affordably sell homes. CLTs effectively create greater housing affordability by separating the value of the land from the value of the structure.	MEDIUM	Long-Term	Planning and Development	Targeted Planning
STRATEGY 2: Support homeowners with criand upgrades.	tical mainte	enance, prese	ervation, home	e repairs,
2.2.1: Establish an income-qualified home improvement and maintenance grant that focuses on emergency repairs, accessibility improvements for seniors, and energy efficiency.	MEDIUM	Short-Term	Planning and Development	Policies and Programs
2.2.2: Establish an affordable lending program that focuses on owner-occupants undertaking larger rehab projects such as deep energy retrofits, finishing basements or attics, additions, etc.	LOW	Mid-Term	Planning and Development	Policies and Programs
2.2.3: Stimulate redevelopment of existing unrenovated apartment buildings to add density and units.	MEDIUM	Mid-Term	Planning and Development	Targeted Planning
2.2.4: Connect homeowners to county, state, and other resources offering low interest home repair loans with flexible terms.	MEDIUM	Short-Term	Planning and Development; County; MO	Partnerships and Collaborations
STRATEGY 3: Develop neighborhood plans	for North	Webster and	South Webste	r.
2.3.1: Conduct a comprehensive needs assessment based on community input, data collection, and historic preservation.	MEDIUM	Mid-Term	Planning and Development	Targeted Planning
2.3.2: Strive to improve housing and residential conditions that support housing diversity, home rehabilitation, and infill development.	MEDIUM	On-Going	Planning and Development	Targeted Planning
2.3.3: Utilize State and County homesteader exemptions for owner-occupants or means-tested property tax freeze for senior citizens, or a means-tested long-term occupant tax relief program.	MEDIUM	Mid-Term	Planning and Development; County; MO	Partnerships and Collaborations

Action	Priority	Time Frame	Partners	Туре	
GOAL 3: Preserve and enhance the distinctive neighborhoods.	character a	nd charm of V	Vebster Groves		
STRATEGY 1: Develop house pattern books remodels.	and desigr	n guidelines t	for new constr	uction and	
3.1.1: Ensure compatibility of style, scale, and character of existing homes in Webster Groves.	HIGH	Mid-Term	Planning and Development	Targeted Planning	
3.1.2: Adopt development design standards to help generate high-quality development proposals.	MEDIUM	Mid-Term	Planning and Development	Regulations and Standards	
3.1.3: Include ADU guidelines for catalyzing modest additional density and housing units in single family neighborhoods.	LOW	Mid-Term	Planning and Development	Regulations and Standards	
STRATEGY 2: Implement regulatory changes that discourage teardowns.					
3.2.1: Expand the zoning ordinance or historic preservation ordinance to allow for the creation of Conservation Overlay Districts.	MEDIUM	Mid-Term	Planning and Development	Regulations and Standards	
3.2.2: Implement more restrictive Floor Area Ratios (FARs).	MEDIUM	Mid-Term	Planning and Development	Regulations and Standards	
3.2.3: Use demolition taxes to encourage renovations and additions and create an affordable housing fund.	MEDIUM	Mid-Term	Planning and Development	Regulations and Standards	
3.2.4: Establish an overlay district that gives a series of incentives to homeowners that rehab instead of demo their homes. Incentives could include grants, more flexible building allowances, a partial tax abatement, and expedited permitting/review.	MEDIUM	Mid-Term	Planning and Development	Regulations and Standards	
3.2.5: Consider a demolition delay ordinance for homes within historic or conservation overlay districts.	MEDIUM	Long-Term	Planning and Development	Targeted Planning	

PILLAR 2: ECONOMIC VITALITY

Action	Priority	Time Frame	Partners	Туре
GOAL 1: Maintain and manage traditional busi	iness distric	ts for long-te	rm vibrancy.	
STRATEGY 1: Establish a commercial district and administration of the three districts.	t managem	ient program	dedicated to	promotion
1.1.1: Establish an independent nonprofit revitalization organization, under the Business District Advisory Commissions.	HIGH	Short-Term	Business District Advisory; City	Targeted Planning
1.1.2: Hire district management staff.	MEDIUM	Short-Term	Business District Advisory; City	Targeted Planning
1.1.3: Adopt Main Street America's four-point district management model.	LOW	Short-Term	Business District Advisory; City	Policies and Programs
1.1.4: Develop design guidelines for the three districts.	LOW	Mid-Term	Entity; Business District Advisory	Regulations and Standards
1.1.5: Develop wayfinding systems, maps, and graphic identities for the three districts.	LOW	Mid-Term	Entity; Business District Advisory	Targeted Planning
1.1.6: Offer financial and design assistance to small businesses for building facades, sidewalks, and signage.	LOW	Mid-Term	Entity; Business District Advisory	Policies and Programs
1.1.7: Establish and maintain a business retention and expansion program.	LOW	Mid-Term	Entity; Business District Advisory	Policies and Programs
STRATEGY 2: Reimagine the potential for a districts.	greater miz	x of uses in th	ne three comm	nercial
1.2.1: Establish a form-based code for the three districts that encourages new investment and appropriately scaled mixed-use development.	MEDIUM	Mid-Term	Planning and Development	Regulations and Standards
1.2.2: Identify under-used parcels for potential infill development.	LOW	Mid-Term	Planning and Development	Targeted Planning
1.2.3: Evaluate zoning updates that will support desired land use changes and denser developments.	LOW	Mid-Term	Planning and Development	Targeted Planning
STRATEGY 3: Maintain the focus on indeperserved to set them apart from other shopping		nesses in the	three districts	, which has
1.3.1: Establish a formula-business limitation ordinance to help assure the economic differentiation and maintain the unique identities of the three districts.	LOW	Mid-Term	Planning and Development	Targeted Planning

Action	Priority	Time Frame	Partners	Туре
1.3.2: Foster a pipeline of homegrown businesses through pop-up programs and technical assistance to entrepreneurs.	MEDIUM	Short-Term	Planning and Development; Business District Advisory	Policies and Programs
1.3.3: Help existing businesses expand into new ventures within the districts.	LOW	Long-Term	Business District Advisory	Policies and Programs
1.3.4: Recognize and promote the importance of multicultural businesses in the business districts.	MEDIUM	Mid-Term	Business District Advisory	Policies and Programs
STRATEGY 4: Strengthen Marshall Avenue district.	and Summ	it Avenue as	an emerging b	ousiness
1.4.1: Design and install wayfinding and gateway signage to establish a clear district identity.	HIGH	Short-term	Planning and Development	Targeted Planning
1.4.2: Activate the Village-owned vacant property on the southeast corner of Marshall and Summit Avenue with a new pocket park.	MEDIUM	Short-Term	Planning and Development	Targeted Planning
1.4.3: Incorporate the district into the suggested commercial district management program.	MEDIUM	Short-Term	Business District Advisory; City	Targeted Planning
1.4.4: Market the district to attract visitors and investment.	LOW	Mid-Term	Business District Advisory; City	Policies and Programs
1.4.5: Encourage business growth and mixed-use development on underutilized sites.	LOW	On-Going	Planning and Development	Targeted Planning
GOAL 2: Promote mixed-use development alo centers, and on underutilized sites within the l			lors, in existing	shopping
STRATEGY 1: Encourage and incentivize mix	xed-use de	velopment in	strategic loca	tions.
2.1.1: Identify and prioritize underutilized commercial and industrial areas along Watson Road, Pacific Avenue, and Brentwood Boulevard for mixed-use development.	MEDIUM	Short-Term	Planning and Development	Targeted Planning
2.1.2: Develop financial and regulatory incentives for mixed-use projects that integrate local retail, office spaces, and residential units.	LOW	Short-Term	Planning and Development	Targeted Planning
2.1.3: Revise zoning regulations to offer greater flexibility for mixed-use projects, particularly those that encourage walkable compact development,	HIGH	Short-Term	Planning and Development	Regulations and Standards

sustainability, and diverse housing options.

Action	Priority	Time Frame	Partners	Туре	
2.1.4: Develop a long-range vision to transform Watson Road to improve commercial tenant mix, encourage multi-family mixed-use, and raise the quality of the corridor experience.	LOW	Mid-Term	Planning and Development	Targeted Planning	
2.1.5: Rezone key or under-developed parcels for mixed-use (multi-family and commercial).	MEDIUM	Short-Term	Planning and Development	Regulations and Standards	
STRATEGY 2: Explore the use of form-base	d codes.				
2.2.1: Update zoning ordinances to establish clear guidelines for mixed-use projects on Pacific Avenue, Brentwood Boulevard, and Watson Road/Old Route 66.	HIGH	Short-Term	Planning and Development	Regulations and Standards	
2.2.2: Define building form, function, and design standards to ensure predictability and quality in new development.	MEDIUM	Short-Term	Planning and Development	Targeted Planning	
2.2.3: Facilitate collaborative processes with residents, property owners, and developers to align expectations for development in key areas.	LOW	Mid-Term	Planning and Development Developers	Partnerships and Collaborations	
2.2.4: Ensure compatibility between denser mixeduse projects and adjacent smaller-scale residential or commercial areas, preserving neighborhood character while promoting growth.	MEDIUM	On-Going	Planning and Development; Plan Commission	Regulations and Standard	
STRATEGY 3: Partner with Webster Univers Orchard Center.	ity on a lon	g-range plan	to rethink the	Old	
2.3.1: Collaborate with Webster University to study the feasibility for mixed-use redevelopment of the Center.	MEDIUM	Mid-Term	Planning and Development; City Council; Webster University	Partnerships and Collaborations	
2.3.2: Consider a design that re-establishes the street wall by bringing a redeveloped mixed-use center to the lot line, with parking in rear.	LOW	Mid-Term	Planning and Development; City Council; Webster University	Targeted Planning	
GOAL 3: Strengthen Webster Groves' economy and tax base.					
STRATEGY 1: Grow the city's commercial ar	nd retail use	es.			
3.1.1: Create an "entrepreneurial ecosystem" that offers business retention and support tools to existing businesses.	LOW	On-Going	Planning and Development	Policies and Programs	

Action	Priority	Time Frame	Partners	Туре
3.1.2: Support existing Webster Groves businesses in expanding into new lines of business and new brickand-mortar spaces.	LOW	Mid-Term	Planning and Development	Policies and Programs
3.1.3: Identify targeted business attraction tactics, especially for businesses that support Webster's creative economy.	LOW	Short-Term	Planning and Development	Policies and Programs
STRATEGY 2: Locate commodity-type retail business districts.	uses in ne	w developme	ent outside the	traditional
3.2.1: Rezone and redevelop commercial corridors like Watson Avenue and Brentwood Boulevard.	LOW	Short-Term	Planning and Development	Regulations and Standards
3.2.2: Incorporate suitable footprints for national retail tenants in new mixed-use development.	LOW	On-Going	Planning and Development	Targeted Planning
STRATEGY 3: Grow the city's light industrial	sector.			
3.3.1: Study potential development and expansion within the Owen Ridge Campus industrial park and flood zone implications.	LOW	Long-Term	Planning and Development	Targeted Planning
3.3.2: Consider new clean industrial users, including those that would be less impacted by potential flooding, like vertical agriculture.	LOW	On-Going	Planning and Development	Targeted Planning
3.3.3: Explore future opportunities within these zones for partnerships to redevelop underutilized spaces, workforce development initiatives, and strategies to diversify the types of businesses operating in these districts.	MEDIUM	Mid-Term	Planning and Development	Targeted Planning
STRATEGY 4: Develop for-sale and for-rent residential base.	multi-famil	y housing to	grow the taxal	ole
3.4.1: Identify underutilized or vacant sites for multifamily residential development.	LOW	Mid-Term	Planning and Development	Targeted Planning
3.4.2: Promote mixed-income housing developments.	MEDIUM	On-Going	Planning and Development; Plan Commission; City Council	Targeted Planning
3.4.3: Support the development of rental housing options.	LOW	On-Going	Planning and Development; Plan Commission; City Council	Targeted Planning

PILLAR 3: CITY OF THE ARTS

Action	Priority	Time Frame	Partners	Туре
GOAL 1: Expand the creative economy.				
STRATEGY 1: Attract creative businesses.				
1.1.1: Identify targeted business types to add to or complement the existing business mix.	LOW	Short-Term	Planning and Development; Business District Advisory	Targeted Planning
1.1.2: Establish incentives for targeted business types (e.g., incentive grants for interior or exterior improvements, streamlined approvals, technical assistance).	MEDIUM	Short-Term	Planning and Development; Business District Advisory	Policies and Programs
1.1.3: Consider a business plan competition with an incentivizing award for targeted types of creative businesses.	LOW	Mid-Term	Planning and Development	Targeted Planning
1.1.4: Establish incentives for "makers" – micro manufacturers of handmade or bespoke products.	MEDIUM	Short-Term	Planning and Development; Business District Advisory	Policies and Programs
1.1.5: Use "pop-up" opportunities to test new creative businesses.	LOW	Short-Term	Business District Advisory; Property Owners	Policies and Programs
1.1.6: Leverage the Webster Arts Fair to grow the creative economy by placing works by Art Fair vendors in Webster businesses and helping artists establish a retail presence in Webster.	LOW	Short-Term	Webster Arts; City; Arts Commission	Policies and Programs
1.1.7: Partner with the Chamber of Commerce to develop and promote an incentive program that rewards members who actively support the local arts community.	LOW	Short-Term	Business District Advisory; Chamber	Policies and Programs
STRATEGY 2: Support creative businesses.				
1.2.1: Identify creative businesses in Webster (retail, culinary, professional, fabrication) and survey them to understand their needs.	HIGH	Short-Term	Planning and Development	Targeted Planning
1.2.2: Market Webster as a creative regional destination.	MEDIUM	Short-Term	City	Policies and Programs
1.2.3: Develop an "everywhere gallery" program by connecting artists (not necessarily Webster-based) with Webster businesses (e.g., rotating installations in restaurants, coffee shops, and civic buildings).	LOW	Mid-Term	Arts Commission; Art Orgs	Policies and Programs

Action	Priority	Time Frame	Partners	Туре	
GOAL 2: Support and expand creativity in pub	lic spaces.				
STRATEGY 1: Design places for people and	art.				
2.1.1: Identify locations for placemaking or "people spots." These are public spaces — though not necessarily parks — that are designed to attract people for passive or active use.	LOW	Mid-Term	Planning and Development	Targeted Planning	
2.1.2: Partner with local artists to establish a plan for the placemaking or "people spot" locations identified by the city.	MEDIUM	Mid-Term	Planning and Development; Artists; Arts Commission	Partnerships and Collaborations	
2.1.3: Plan for a citywide outdoor museum, with a sculpture collection that can grow over years.	HIGH	Short-Term	Arts Commission	Policies and Programs	
2.1.4: Consider a mural art program in the historic commercial districts.	LOW	Mid-Term	Arts Commission	Partnerships and Collaborations	
STRATEGY 2: Surprise and delight through unexpected temporary public space interventions.					
2.2.1: Identify a public place for temporary artistic installations. Installations might be for a day, a week, or a month.	LOW	Mid-Term	Arts Commission	Targeted Planning	
2.2.2: Invite artists or arts organizations throughout the St. Louis region to program a temporary public space intervention in Webster.	LOW	Mid-Term	Arts Commission	Policies and Programs	
GOAL 3: Champion historic preservation and c	quality new	architecture t	hroughout the	city.	
STRATEGY 1: Continue to preserve and protocommercial districts.	tect the city	y's historic ne	eighborhoods a	and	
3.1.1: Commission the rewriting of the city's Historic District Guidelines (currently adopted for four neighborhoods) so they are graphically-rich documents that can help property owners achieve better outcomes and streamline the review and permitting process.	HIGH	Mid-Term	Planning and Development; HPC	Targeted Planning	
3.1.2: Explore National Register and local designations for additional residential neighborhoods.	LOW	Mid-Term	Planning and Development; HPC	Targeted Planning	
3.1.3: Explore National Register nominations for Old Webster and Old Orchard commercial districts, thereby making contributing buildings eligible for historic preservation tax credits which can incentivize rehabilitation.	LOW	Mid-Term	Planning and Development; HPC	Targeted Planning	

Action	Priority	Time Frame	Partners	Туре
STRATEGY 2: Set a standard of excellence	for new ard	chitectural de	sign in the city	
3.2.1: Establish voluntary design guidelines for new residential and commercial buildings.	HIGH	Short-Term	Planning and Development; HPC	Targeted Planning
3.2.2: Promote the importance of quality new architecture as a core value of Webster's built environment.	LOW	Mid-Term	Planning and Development; HPC	Policies and Programs
3.2.3: When a new civic building is being built, hold a design competition to achieve the highest-quality outcomes.	LOW	Long-Term	Planning and Development; HPC	Policies and Programs
GOAL 4: Build on Webster's reputation for crea	ntive public	events.		
STRATEGY 1: Expand Webster's calendar of	creative e	vents.		
4.1.1: Survey existing businesses and key stakeholders to identify events that would support local businesses and celebrate local residents and cultures.	HIGH	Short-Term	Planning and Development; Business District Advisory	Targeted Planning
4.1.2: Develop a vintage market, night market, maker or crafts market.	LOW	Mid-Term	City; Business District Advisory	Policies and Programs
4.1.3: Develop new events around holidays with creative and cultural enrichment potential (e.g., Halloween, LGBTQ Pride events, Black History month, and others).	MEDIUM	Mid-Term	City; Business District Advisory	Policies and Programs
4.1.4: Work with the Chamber of Commerce and Business Development Commission (BDC) to support and develop creative events that promote local businesses and foster a vibrant community atmosphere.	HIGH	Short-Term	City; Chamber; BDC	Partnerships and Collaborations
STRATEGY 2: Collaborate with local and regofferings.	gional orga	nizations to e	expand the City	y's cultural
4.2.1: Partner with Webster University to co-host cultural, educational, and community-focused events that engage residents and students alike.	HIGH	Mid-Term	City; Webster University	Partnerships and Collaborations
4.2.2: Invite Webster University arts students to exhibit their work at city venues.	LOW	Short-Term	City; Webster University	Partnerships and Collaborations
4.2.3: Invite Webster University arts faculty to offer community lectures.	LOW	Short-Term	City; Webster University	Partnerships and Collaborations
4.2.4: Partner with Webster University to host events (such as poetry slams or open mics) at local cafes and bars.	LOW	Short-Term	City; Webster University	Partnerships and Collaborations

PILLAR 4: QUALITY OF LIFE

Action	Priority	Time Frame	Partners	Туре
GOAL 1: Ensure that all residents have a park o distance from their homes.	r green spa	ce within a sa	fe and comfort	able walking
STRATEGY 1: Enhance and modernize exist	ing parks a	nd green spa	aces.	
1.1.1: Develop a Parks Master Plan to assess current facilities, identify gaps, and guide future improvements.	HIGH	Short-Term	City; Parks and Recreation	Targeted Planning
1.1.2: Improve safety, accessibility, and amenities in current parks to make them more welcoming and usable for all residents.	LOW	Mid-Term	City; Parks and Recreation; Public Works	Capital Improvements
1.1.3: Identify opportunities to add new features to existing parks like walking trails, water features, seating, play areas, splash pads, dog parks, and sports fields.	LOW	Short-Term	City; Parks and Recreation	Capital Improvements
1.1.4: Provide ongoing support to the parks department to ensure consistent upkeep and quality of parks.	MEDIUM	On-Going	City; Parks and Recreation; Public Works	Partnerships and Collaborations
STRATEGY 2: Expand green space access a	and addres	s gaps in ser	vice areas.	
1.2.1: Identify small, underutilized parcels in neighborhoods to convert into pocket parks and community gardens.	HIGH	Short-Term	City; Parks and Recreation; Public Works	Targeted Planning
1.2.2: Collaborate with residents to design these new parks in alignment with neighborhood-specific needs.	LOW	Mid-Term	City; Residents	Targeted Planning
1.2.3: Require new developments to incorporate publicly accessible green spaces to further extend community access.	HIGH	Short-Term	City; Parks and Recreation; Planning and Development	Regulations and Standards
1.2.4: Seek partnerships with organizations like land trusts or conservation groups to assist with land acquisition funding or donations.	LOW	Short-Term	City; Local Organizations	Partnerships and Collaborations
1.2.5: Create an incentives program to encourage private land donations for public parks.	LOW	Mid-Term	City; Parks and Recreation; Planning and Development	Policies and Programs
STRATEGY 3: Build community partnerships	to grow ar	nd sustain the	e green space	network.
1.3.1: Partner with neighboring communities to share resources such as athletic fields, indoor pools, and programming opportunities.	MEDIUM	On-Going	City; Parks and Recreation; Neighboring Communities	Partnerships and Collaborations
1.3.2: Collaborate with schools, churches, non-profits, and local businesses to transform their outdoor areas into shared green spaces.	LOW	Mid-Term	City; Parks and Recreation; Local Institutions	Partnerships and Collaborations

Priority	Time Frame	Partners	Туре		
LOW	Mid-Term	City; Parks and Recreation	Policies and Programs		
LOW	Mid-Term	City; Great Rivers Greenway	Partnerships and Collaborations		
STRATEGY 4: Create an interconnected network of green spaces, pedestrian paths, and bike lanes that connect community assets.					
MEDIUM	Short-Term	City; Parks and Recreation; Public Works	Targeted Planning		
LOW	Long-Term	City; Parks and Recreation; Public Works	Capital Improvements		
LOW	Short-Term	City; Parks and Recreation; Public Works	Policies and Programs		
LOW	Long-Term	City; Public Works	Capital Improvements		
	LOW LOW MEDIUM LOW LOW	LOW Mid-Term LOW Mid-Term work of green spaces, p MEDIUM Short-Term LOW Long-Term LOW Short-Term	LOW Mid-Term City; Parks and Recreation City; Great Rivers Greenway Work of green spaces, pedestrian path MEDIUM Short-Term City; Parks and Recreation; Public Works LOW Long-Term City; Parks and Recreation; Public Works City; Public		

City;

Environmental

Organizations

Partnerships

and

Collaborations

GOAL 2: Design public spaces that foster social interaction and community connection.

LOW

Mid-Term

STRATEGY 1: Create inviting gathering spaces in key community hubs.

1.4.5: Partner with local environmental organizations

to maintain and enhance green corridors between

neighborhoods, creating continuous, accessible

pathways.

2.1.1: Identify underutilized spaces near community hubs that have the potential to serve as inviting gathering spaces.	LOW	Short-Term	City; Planning and Development	Targeted Planning
2.1.2: Develop plazas, public squares, or community courtyards in high-traffic areas like business districts, near schools, or shopping districts.	LOW	Mid-Term	City; Planning and Development	Targeted Planning
2.1.3: Include comfortable seating, shade, and pedestrian-friendly features to encourage lingering and conversation.	LOW	Mid-Term	City; Planning and Development	Targeted Planning
2.1.4: Design parks and public areas with flexible layouts that can accommodate a variety of activities, such as markets, festivals, fitness classes, and casual gatherings.	LOW	On-Going	City; Parks and Recreation; Planning and Development	Targeted Planning
2.1.5: Ensure spaces can be easily adapted for both large community events and smaller, informal meetups.	LOW	On-Going	City; Parks and Recreation; Planning and Development	Targeted Planning

Action	Priority	Time Frame	Partners	Туре
STRATEGY 2: Host regular, inclusive commu	unity events	s in public sp	aces.	
2.2.1: Review and assess current events to identify gaps and opportunities for new programming.	MEDIUM	Short-Term	City; Parks and Recreation; Event Partners	Targeted Planning
2.2.2: Prioritize developing community events that celebrate the history and cultures of Webster Groves' residents.	LOW	Short-Term	City; Parks and Recreation; Event Partners	Partnerships and Collaborations
2.2.3: Organize community activities such as outdoor movie nights, concerts, farmers' markets, and neighborhood block parties to bring people together in shared spaces.	LOW	Mid-Term	City; Parks and Recreation; Event Partners	Partnerships and Collaborations
2.2.4: Activate public spaces as hubs for group activities that promote socialization, such as cultural festivals, art workshops, and pop-up events.	LOW	Mid-Term	City; Parks and Recreation; Event Partners	Partnerships and Collaborations
STRATEGY 3: Expand and diversify public a	nd recreati	onal program	nming.	
2.3.1: Assess existing recreational programs to identify gaps and ensure inclusive options for all backgrounds, abilities, and ages.	MEDIUM	Short-Term	City; Parks and Recreation	Targeted Planning
2.3.2: Create affordable and inclusive programming to maximize participation and access.	LOW	Mid-Term	City; Parks and Recreation	Policies and Programs
2.3.3: Develop community-oriented programs tailored for teens, families, and other underrepresented groups.	LOW	Mid-Term	City; Parks and Recreation	Policies and Programs
STRATEGY 4: Develop inclusive, community members of the community.	v-oriented s	spaces that a	re accessible t	o all
2.4.1: Design spaces to be universally accessible for all ages, backgrounds, and abilities, ensuring that everyone can participate in social activities.	MEDIUM	On-Going	City; Parks and Recreation	Regulations and Standards
2.4.2: Include ramps, accessible seating, and spaces for wheelchairs to create an inclusive, welcoming environment.	LOW	On-Going	City; Parks and Recreation	Regulations and Standards
2.4.3: Support the creation of intergenerational spaces that reflect the interests and needs of different age groups.	LOW	On-Going	City; Parks and Recreation	Policies and Programs
2.4.4: Create play areas with features that encourage interaction between children and their caregivers, such as playgrounds, splash pads, and sandbox areas.	LOW	On-Going	City; Parks and Recreation	Regulations and Standards
2.4.5: Provide communal seating options such as benches, picnic tables, and communal seating in parks, plazas, and along pedestrian paths to encourage interaction.	LOW	On-Going	City; Parks and Recreation	Regulations and Standards

Action	Priority	Time Frame	Partners	Туре
GOAL 3: Preserve green spaces and natural are	eas for long	term environ	mental sustain	ability.
STRATEGY 1: Explore opportunities for native habitats in public spaces.	ve planting,	stormwater	management,	and wildlife
3.1.1: Restore natural features, such as creeks or wooded areas, to create more green spaces and improve environmental health.	LOW	On-Going	City; Public Works; Residents	Capital Improvements
3.1.2: Introduce native planting and stormwater best management practices (BMPs) into city properties, parks, and recreation facilities to enhance ecological resilience.	MEDIUM	Short-Term	City; Public Works; Parks and Recreation; Residents	Capital Improvements
3.1.3: Design open spaces to support wildlife habitats, contributing to increased biodiversity and healthier ecosystems.	LOW	Mid-Term	City; Public Works; Parks and Recreation; Residents	Policies and Programs
STRATEGY 2: Expand environmental education	tion and en	igagement e	fforts.	
3.2.1: Develop community gardens and programming, particularly in North Webster, to promote environmental awareness and foster social connections.	LOW	On-Going	City; Parks and Recreation; Local Organizations; Residents	Policies and Programs
3.2.2: Install educational signage in parks and natural areas to raise awareness about the importance of native species, local ecosystems, and sustainable practices.	MEDIUM	Short-Term	City; Public Works; Parks and Recreation	Policies and Programs
3.2.3: Partner with schools, local organizations, and environmental groups to host events such as tree-planting days, native plant workshops, and conservation projects to engage the community in green initiatives.	LOW	Short-Term	City; Local Institutions; Parks and Recreation	Partnerships and Collaborations
STRATEGY 3: Preserve and grow the urban	tree canop	y.		
3.3.1: Revisit the city's tree preservation ordinance to ensure it is protecting mature trees in public and private spaces, ensuring they remain a vital part of the community's ecosystem.	LOW	Short-Term	City; Planning and Development	Regulations and Standards
3.3.2: Implement a citywide tree-planting program to increase the urban tree canopy, reduce heat islands, and improve air quality.	LOW	Mid-Term	City; Sustainability Commission; Parks and Recreation	Policies and Programs
3.3.3: Expand the tree steward program to encourage more residents to participate.	LOW	Long-Term	City; Sustainability Commission;	Policies and Programs
3.3.4: Engage residents in tree-planting events and provide guidance on selecting, planting, and maintaining native trees in residential areas.	LOW	Short-Term	Sustainability Commission; Parks and Recreation	Policies and Programs

PILLAR 5: OPERATIONAL EXCELLENCE

Action	Priority	Time Frame	Partners	Туре
GOAL 1: Strengthen regional partnerships to it	mprove ser	vice coordinat	tion and expan	d amenities.
STRATEGY 1: Collaborate with neighboring opportunities for sharing services.	municipalit	ies and the C	County to ident	ify
1.1.1: Establish quarterly or annual touchpoints with municipalities and the County to discuss opportunities for sharing services.	HIGH	Short-Term	City; St. Louis County; Neighboring Communities	Partnerships and Collaboration
1.1.2: Explore shared service agreements for public safety, emergency response, and public works.	MEDIUM	Long-Term	City; St. Louis County; Neighboring Communities	Partnerships and Collaboration
1.1.3: Pilot shared recreational programs by collaborating with nearby cities to create sports leagues, cultural events, and shared park facilities.	LOW	Short-Term	City; St. Louis County; Neighboring Communities	Partnerships and Collaboration; Policies and Programs
STRATEGY 2: Leverage regional resources	to expand	access to am	enities.	
1.2.1: Pursue grant funding at the regional, state, and federal levels to invest in shared amenities, such as parks, trails, and public facilities.	MEDIUM	On-Going	City; Planning and Development; Public Works	Partnerships and Collaboration
1.2.2: Partner with regional transportation agencies to enhance public transit accessibility and connectivity.	LOW	Mid-Term	City; Public Works Department	Partnerships and Collaboration
1.2.3: Collaborate with neighboring municipalities and regional organizations to develop joint-use recreational facilities and community programs.	LOW	Short-Term	City; St. Louis County; Neighboring Communities	Partnerships and Collaboration
1.2.4: Explore partnerships with local institutions, nonprofits, and private entities to support expanded amenities, such as arts and cultural programming, senior services, and youth activities.	MEDIUM	Short-Term	City; Webster University; Local Organizations	Partnerships and Collaboration
1.2.5: Advocate for regional investments that align with Webster Groves' community needs, ensuring residents benefit from broader initiatives in parks, mobility, and public services.	LOW	On-Going	City	Partnerships and Collaboration
STRATEGY 3: Create joint task forces with re	egional pa	rtners to addi	ess common	challenges.
1.3.1: Form a sustainability task force to address shared environmental challenges.	LOW	Short-Term	City; Sustainability Commission; Residents	Policies and Programs

		Partners	Туре
LOW	Short-Term	City; Resident; Local Organizations	Policies and Programs
LOW	Short-Term	City; St. Louis County; Neighboring Communities	Partnerships and Collaboration
		Gliote term	LOW Short-Term Local Organizations City; St. Louis County; Neighboring

GOAL 2: Invest in city services to maintain and elevate service standards, reflect the city's values, and ensure efficient, high-quality support for residents, businesses, and institutions.

STRATEGY 1: Attract, develop, and retain high-quality staff.

2.1.1: Invest in staff training programs that focus on professional development, leadership, and technical skills.	LOW	On-Going	City	Policies and Programs
2.1.2: Improve recruitment strategies by offering competitive salaries, benefits, and growth opportunities that attract skilled professionals.	LOW	On-Going	City	Policies and Programs
2.1.3: Implement community engagement efforts to foster strong relationships between staff and residents.	LOW	Short-Term	City	Policies and Programs

STRATEGY 2: Renovate and modernize facilities to align with contemporary standards and adapt to the evolving needs of the workforce.

2.2.1: Invest in energy efficient and sustainable building practices to reduce operational costs and environmental impacts.	LOW	On-Going	City; Public Works Department	Regulations and Standards
2.2.2: Modernize key city facilities including City Hall, Fire Station 1, and the Police Department to meet current and future service demands.	MEDIUM	Mid-Term	City	Capital Improvements
2.2.3: Evaluate facility usage and efficiency by assessing all municipal buildings to identify opportunities for space optimization and future renovations.	MEDIUM	Mid-Term	City; Public Works Department	Targeted Planning
2.2.4: Implement placemaking efforts to modernize facilities and create appealing environments that attract and retain high-quality talent.	LOW	Short-Term	City	Policies and Programs

Action	Priority	Time Frame	Partners	Туре		
GOAL 3: Continuously evaluate and communicate emerging community issues with residents, businesses, and institutions.						
STRATEGY 1: Create consistent, accessible	channels fo	or community	/ input and dia	logue.		
3.1.1: Establish regular opportunities for feedback such as surveys, town halls, and digital engagement platforms.	LOW	On-Going	City; Residents	Policies and Programs		
3.1.2: Organize quarterly town hall meetings where residents can discuss topics of interest with city leadership, fostering transparency and mutual understanding.	LOW	Short-Term	City	Policies and Programs		
3.1.3: Develop a neighborhood liaison program, designating community ambassadors to represent specific areas and regularly engage with city officials, ensuring that voices from all corners of Webster Groves are heard.	MEDIUM	Short-Term	City; City Council; Residents	Policies and Programs		
3.1.4: Invest in an advanced emergency notification system that provides real-time updates on urgent situations, ensuring timely and accurate communication with residents and stakeholders.	LOW	Long-Term	City	Policies and Programs		
STRATEGY 2: Provide educational workshop	os and foru	ıms on emerç	ging issues.			
3.2.1: Create a recurring "Community Feedback Day" where residents, business owners, and other stakeholders can share concerns and suggestions with city officials through public forums, open houses, and online platforms.	LOW	Mid-Term	City; Local Businesses; Residents	Policies and Programs		
3.2.2: Organize a series of workshops on emerging issues such as housing affordability, sustainability, stormwater management, and public safety, led by subject matter experts and city officials.	LOW	Mid-Term	City; Residents; Commissions	Policies and Programs		
3.2.3: Partner with schools, libraries, and community centers to hold interactive educational sessions, ensuring accessibility for all residents, including families, seniors, and underserved populations.	LOW	Mid-Term	City; Public Works Department	Partnerships and Collaboration		

Action	Priority	Time Frame	Partners	Туре	
GOAL 4: Streamline the public review and entit reinvestment.	lement pro	cess to encoui	rage both publi	c and private	
STRATEGY 1: Simplify and clarify the review	process w	ith comprehe	ensive resourc	es.	
4.1.1: Conduct an internal review of the city's permitting and entitlement processes to identify inefficiencies and reduce delays.	LOW	Short Term	City; Planning and Development	Targeted Planning	
4.1.2: Develop a user-friendly guide for developers and residents that clearly outlines the development process, including timelines, required documentation, and approval stages.	HIGH	Short-Term	City; Planning and Development	Policies and Programs	
4.1.3: Host informational sessions and workshops for developers and residents to explain the process and address questions or concerns.	MEDIUM	Short-Term	City; Planning and Development	Policies and Programs	
4.1.4: Regularly review and update the review process to ensure it is efficient, fair, and responsive to the needs of the community and developers.	LOW	On-Going	City; Planning and Development	Policies and Programs	
STRATEGY 2: Enhance transparency and communication in the entitlement process.					
4.2.1: Implement an online tracking system for development applications, enabling applicants and stakeholders to monitor project status in real-time and receive timely updates.	MEDIUM	Mid-Term	City; Planning and Development	Policies and Programs	
4.2.2: Establish a cross-departmental development review team to streamline communication, expedite approvals, and provide a more predictable review process.	LOW	Mid-Term	City; Planning and Development	Policies and Programs	
4.2.3: Ensure that all communications related to the entitlement process are clear, timely, and easily accessible, providing residents with a transparent view of ongoing and upcoming development projects.	LOW	On-Going	City; Planning and Development	Policies and Programs	
STRATEGY 3: Offer pre-application consulta	ntions and f	ast-track opt	ions.		
4.3.1: Offer pre-application consultations to help developers and residents better understand the process, ensuring projects align with community goals and regulatory requirements from the outset.	LOW	Short-Term	City; Planning and Development	Policies and Programs	
4.3.2: Implement a fast-track permitting option for projects that meet specific criteria, such as affordability, sustainability, or alignment with the city's strategic priorities, to encourage investment in high-priority initiatives.	LOW	Short-Term	City; Planning and Development	Regulations and Standards	
4.3.3: Provide clear guidelines on the fast-track process and its requirements to help developers understand how to qualify and expedite their projects.	LOW	Short-Term	City; Planning and Development	Policies and Programs	

PILLAR 6: COMPLETE STREETS FOR ALL

Action	Priority	Time Frame	Partners	Туре
GOAL 1: Reduce dangerous driving on Webste	r Groves' sti	reets.		
STRATEGY 1: Adopt a Complete Streets Pol	icy.			
1.1.1: Pass a binding Complete Streets ordinance, law, or resolution.	MEDIUM	Short-term	City; Planning and Dev; City Council	Policies and Programs
1.1.2: Engage political leaders, educate stakeholders and form partnerships to communicate the need for safe streets and gather support in advancing a Complete Streets Policy.	HIGH	Short-term	City; Political Leaders; Public Affairs	Partnerships and Collaboration
1.1.3: Set clear goals tailored to the needs of Webster Groves and ensure that improvements address the needs of underserved and vulnerable communities.	HIGH	Mid-term	City; Planning and Dev	Regulations and Standards
1.1.4: Set implementation guidelines including design standards, a project prioritization framework, and clear performance metrics that track and report on progress.	MEDIUM	Short	City; Planning and Dev	Regulations and Standards
STRATEGY 2: Develop a Safety Action Plan and implement safety improvements through 'WG Safe Streets'.				
1.2.1: Develop a Safety Action Plan through the 'WG Safe Streets' program with the aim to eliminate all traffic-related deaths and serious injuries.	HIGH	Short-term	City; Planning and Dev; City Council	Policies and Programs
1.2.2: Assess funding opportunities with MoDOT through the Show-Me-Zero program.	LOW	On-Going	City; MoDOT	Policies and Programs
1.2.3: Set clear, measurable goals to reduce severe crashes and fatalities within a specific timeframe, such as reducing pedestrian fatalities by a certain percentage over five years.	MEDIUM	Short-term	City; Planning and Dev; City Council	Regulations and Standards
1.2.4: Include physical changes to Webster Groves' streets and intersections to enhance safety.	HIGH	On-Going	Public Works; MoDOT; St. Louis County	Targeted Planning
STRATEGY 3: Implement traffic calming mea	asures.			
1.3.1: Seek state and federal grant awards to fund traffic safety improvements such as Highway Safety Improvement Program (HSIP) or Transportation Alternatives Program (TAP).	MEDIUM	On-Going	City; Planning and Dev; City Council	Partnerships and Collaboration
1.3.2: Implement safe streets infrastructure and traffic calming measures such as curb extensions, chicanes, landscaping, raised crosswalks and intersections, and speed feedback signals, among others.	HIGH	On-Going	Public Works; MoDOT; St. Louis County	Capital Improvements

Action	Priority	Time Frame	Partners	Туре	
1.3.3: Concentrate traffic calming measures on local streets and at intersections with higher injury crashes involving pedestrians and cyclists.	HIGH	Short-term	Public Works; MoDOT; St. Louis County; Police	Targeted Planning	
STRATEGY 4: Collaborate with St. Louis Cou and Big Bend Boulevard.	unty to imp	rove safety a	long Laclede S	Station Road	
1.4.1: Implement safety improvements at intersections with Big Bend Boulevard as it passes through the Old Orchard and Crossroads Business Districts.	MEDIUM	Mid-term	Public Works; St. Louis County; Chambers of Commerce	Capital Improvements	
1.4.2: Coordinate with St. Louis County to program funding and initiate designs for implementing the offstreet shared use facility along Laclede Station Road recommended in the County Action Plan.	MEDIUM	Mid-term	Public Works; St. Louis County; Chambers of Commerce	Partnerships and Collaboration	
GOAL 2: Implement and maintain a complete, residents to commercial districts, parks, schoo					
STRATEGY 1: Implement a bicycle network p	orimarily co	omprised of n	eighborhood (greenways.	
2.1.1: Create a network of neighborhood greenways connecting key destinations such as schools, including Webster University, parks, and the Old Orchard and Old Webster Business Districts. and Crossroads Business Districts.	MEDIUM	Mid-term	Public Works; St. Louis County; Parks Department; Schools	Targeted Planning	
2.1.2: Ensure these facilities are well-marked and, where possible, separated from vehicular traffic.	MEDIUM	Mid-term	Public Works	Targeted Planning	
2.1.3: Build off the existing Great Rivers Greenway system by adding a facility on Marshall Avenue, connecting Lorraine Davis Park to Deer Creek Park.	LOW	Short-term	Public Works; Parks Department; Great Rivers Greenway	Targeted Planning	
2.1.4: Strengthen connections to Grant's Trail with a new facility from Big Bend Road to Watson Road. Construct a shared use facility on the north side of Watson Road from Grant Road to safely connect the new facility to Grant's Trail.	LOW	Mid-term	Public Works; Parks Department; Great Rivers Greenway	Targeted Planning	
2.1.5: Add neighborhood greenway connections to link surrounding neighborhoods to the existing separated bicycle facilities on Lockwood Avenue.	MEDIUM	Mid-term	Public Works	Targeted Planning	
STRATEGY 2: Work towards implementing t included in the St. Louis County Action Plan.		l bicycle facil	ity recommend	dations	
2.2.1: Expand the bicycle network within Webster Groves and across the region by focusing on implementing the recommended facilities on local roads.	HIGH	Long-term	Public Works; St. Louis County; Parks Department	Targeted Planning	

Action	Priority	Time Frame	Partners	Туре
2.2.2: Partner with the County to add bicycle lanes on Big Bend Boulevard and Lockwood Avenue to strengthen connectivity on two of Webster Groves' busiest roads.	MEDIUM	Mid-term	Public Works; St. Louis County	Partnerships and Collaboration
STRATEGY 3: Implement a bicycle parking of parking.	ordinance a	and expand th	ne availability	of bicycle
2.3.1: Require that bicycle parking is provided by new and updated developments, and at priority locations including at parks, schools and high-ridership MetroBus transit stops.	LOW	Short-term	City; Planning and Dev; City Council	Regulations and Standards
2.3.2: Amend zoning to require short- and long-term bicycle parking at all public buildings.	LOW	Mid-term	City; Planning and Dev; City Council	Regulations and Standards
2.3.3: Amend zoning to require short- and long-term bicycle parking at places of employment and multiunit residential buildings.	LOW	Mid-term	City; Planning and Dev; City Council	Regulations and Standards
2.3.4: Outline design standards for safe, secure, easy-to-use bicycle parking, including specific bicycle rack styles and placement guidelines.	MEDIUM	Short-term	City; Planning and Dev	Regulations and Standards
2.3.5: Add bicycle parking in the Old Orchard, Crossroads, and Old Webster Business Districts.	MEDIUM	Short-term	Public Works	Capital Improvements
2.3.6: Offer vehicle parking reduction bonuses for new projects that add bike racks.	MEDIUM	Short-term	City; Planning and Dev	Regulations and Standards
STRATEGY 4: Add directional wayfinding for	r people bi	king.		
2.4.1: Install clear and visible directional wayfinding that exhibits the identity of Webster Groves.	LOW	Short-term	Planning and Dev; Public Works	Targeted Planning
2.4.2: Accompany the future neighborhood greenway system with signage indicating bike routes and include branded signs indicating nearby destinations such as parks, schools, and transit stops.	MEDIUM	Short-term	Planning and Dev; Public Works	Targeted Planning
2.4.3: Ensure that clear wayfinding to and from Grant's Trail is installed to encourage trail users to access local businesses in Webster Groves.	MEDIUM	Short-term	Public Works; St. Louis County; Parks Department	Targeted Planning
STRATEGY 5: Promote bicycle safety and ed	ducation.			
2.5.1: Conduct safety campaigns and workshops to educate cyclists and drivers on sharing the road safely.	LOW	On-Going	Schools; DMV License Offices; Community Centers; Bike Shops; Public Affairs	Policies and Programs

Action	Priority	Time Frame	Partners	Туре
2.5.2: Liaise with Webster Groves schools to provide bicycle safety education at the k-8 level and strengthen driver education programs by emphasizing pedestrian and bicyclist behavior.	MEDIUM	On-Going	Schools; DMV License Offices; Community Centers; Bike Shops	Partnerships and Collaboration
2.5.3: Establish programs like Safe Routes to School that will focus on securing funding for infrastructure improvements near schools.	HIGH	Short-term	City; Public Works, Schools; Planning and Dev	Policies and Programs
STRATEGY 6: Coordinate with neighboring networks connect residents to jobs and des				ture bicycle
2.6.1: Establish regular bicycle planning coordination meetings with neighboring communities — especially Oakland, Crestwood, Shrewsbury, and St. Louis — to share updates, identify potential joint projects and funding opportunities.	LOW	On-Going	City; Planning and Dev; Neighboring Comm; St. Louis County	Partnerships and Collaboration
2.6.2: Establish more consistent bicycle safety measures and better overall transportation networks.	LOW	On-Going	City; Planning and Dev; Neighboring Comm; St. Louis County	Partnerships and Collaboration
STRATEGY 7: Install appropriate safety and existing bicycle facilities.	traffic calm	ing measure	s in tandem wi	th new and
2.7.1: Establish additional traffic calming measures with future and existing bicycle facilities to reduce vehicles speeds, enhance visibility, and reduce the risk of collisions with cyclists and pedestrians.	MEDIUM	Mid-term	Planning and Dev; Public Works	Targeted Planning
2.7.2: Implement narrowed vehicle lanes, speed humps, raised crosswalks, bicycle lanes with physical barriers, and reduced speed limits to improve safety for all road users along bicycle routes.	LOW	Mid-term	Planning and Dev; Public Works	Targeted Planning
2.7.3: Reduce speed limits along these routes to further ensure that all road users, whether on foot, bike, or in a vehicle, can travel safely.	LOW	Mid-term	Planning and Dev; Public Works	Targeted Planning
GOAL 3: Develop and maintain a complete, saf connects all residents to city assets and neighl			ian network th	at effectively
STRATEGY 1: Address gaps in the sidewalk not meet accessibility standards.	network ar	nd widen side	walks that cur	rently do
3.1.1: Ensure sidewalks are continuous and connected, well-maintained, and accessible to all users.	HIGH	On-Going	Planning and Dev; Public Works	Targeted Planning
3.1.2: Create an inventory of sidewalks and sidewalks gaps.	MEDIUM	Immediate	Planning and Dev; Public Works	Targeted Planning

Action	Priority	Time Frame	Partners	Туре
3.1.3: Prioritize filling sidewalk gaps within a quarter mile of schools.	HIGH	Short-term	Planning and Dev; Public Works	Targeted Planning
3.1.4: Prioritize filling sidewalks gaps approaching intersections and crosswalks.	MEDIUM	Short-term	Planning and Dev; Public Works	Targeted Planning
3.1.5: Update the zoning code and subdivision ordinance to incorporate requirements for high-quality pedestrian design.	MEDIUM	Short-term	Planning and Dev; City Council	Regulations and Standards
STRATEGY 2: Enhance crosswalks and imp	rove crossi	ngs.		
3.2.1: Install high-visibility crosswalks with safety features .	HIGH	Short-term	Planning and Dev; Public Works	Targeted Planning
3.2.2: Ensure all legs of intersections with Big Bend Boulevard in the Old Orchard Business District are clearly marked and have accessible pedestrian crossing signals with leading pedestrian intervals.	HIGH	Mid-term	Planning and Dev; Public Works; St. Louis County	Capital Improvements
3.2.3: Install curb extensions in the Old Orchard (including at the Old Orchard Avenue intersection) and Old Webster Business Districts	MEDIUM	Mid-term	Planning and Dev; Public Works	Capital Improvements
3.2.4: Explore hiring traffic/crossing guards and deploying them at intersections near schools.	MEDIUM	Short-term	Planning and Dev; Public Works; Schools	Targeted Planning
3.2.5: Improve all railroad crossings by ensuring adequate sidewalks and signage is present approaching railroad tracks.	LOW	Mid-term	Planning and Dev; Public Works; Railroad Operators	Targeted Planning
3.2.6: Improve crossing conditions on Elm Avenue north of Watson Road with new sidewalks and high-visibility crosswalks.	MEDIUM	Short-term	Planning and Dev; Public Works	Capital Improvements
3.2.7: Install a mid-block crossing with rectangular rapid flashing beacons on Lockwood Avenue at Jefferson Road.	LOW	Mid-term	Planning and Dev; Public Works	Capital Improvements
STRATEGY 3: Create pedestrian priority zon	nes.			
3.3.1: Develop pedestrian-friendly zones in the business districts or near schools.	LOW	Short-term	Planning and Dev; Public Works; Schools	Targeted Planning
3.3.2: Determine the most effective times of day for limited or restricted vehicle access.	LOW	Short-term	Planning and Dev; Schools	Targeted Planning
3.3.3: Coordinate signage to clarify location and hours for residents and visitors.	LOW	Short-term	Planning and Dev; Neighbor Assoc; Business Dev	Targeted Planning

Action	Priority	Time Frame	Partners	Туре
3.3.4: Establish a marketing campaign to promote awareness of the new zones, their purpose, and hours of operation.	LOW	Short-term	Public Affairs and Engagement	Policies and Programs
STRATEGY 4: Enhance streetscapes in busin	ness distric	cts.		
3.4.1: Supplement existing streetscape elements in the business districts with landscaping, public art, painted crosswalks, and pedestrian scale lighting.	MEDIUM	Short-term	Planning and Dev; Public Works; Local Businesses and Artists	Targeted Planning
3.4.2: Add consistent pedestrian-scale lighting (as found in the Old Orchard or Old Webster Business Districts) in each of the business districts.	MEDIUM	Short-term	Public Works	Capital Improvements
3.4.3: Widen sidewalks along Big Bend Boulevard as it passes through the Crossroads Business District and shorten crossing distances at the Elm Avenue intersection.	LOW	Mid-term	Public Works	Capital Improvements
3.4.4: Continue adding curb extensions at intersections along Lockwood Avenue throughout the Old Webster Business District.	LOW	Short-term	Public Works	Capital Improvements
3.4.5: Continue the maintenance of existing landscaping, street furniture, and public spaces, especially in the business districts.	HIGH	On-Going	Public Works; Local Businesses	Capital Improvements
STRATEGY 5: Enhance connectivity to trans	it stops.			
3.5.1: Ensure that sidewalks provide easy and safe access to all 21 MetroBus stops.	LOW	Mid-term	Public Works; MetroBus	Targeted Planning
3.5.2: Explore options for strengthening access to MetroLink stations with neighboring communities.	MEDIUM	Mid-term	City; Planning and Dev; MetroLink; Public Affairs and Engagement	Partnerships and Collaboration
3.5.3: Improve sidewalks and curb ramps to meet ADA standards and adhere to PROWAG guidelines at all MetroBus bus stops.	HIGH	Short-term	Public Works; MetroBus	Targeted Planning
STRATEGY 6: Work with MoDOT to impleme overpasses crossing I-44.	ent improve	ements to the	two pedestria	n
3.6.1: Coordinate with the State to implement safety and accessibility improvements.	MEDIUM	Mid-term	City; MoDot; Public Works	Partnerships and Collaboration
3.6.2: Ensure that the overpasses are preserved and properly maintained to extend their lifespan.	LOW	On-Going	City; MoDot; Public Works	Capital Improvements
3.6.3: Incorporate improvements into the City's Safety Action Plan to leverage State support.	LOW	Immediate	City; MoDot; Public Works	Targeted Planning

PILLAR 7: FSSENTIAL SYSTEMS

Action	Priority	Time Frame	Partners	Туре	
GOAL 1: Maintain and enhance city utilities an and adaptability to meet the community's evo			e efficiency, sus	stainability,	
STRATEGY 1: Collaborate with utility compa sanitary systems to ensure sustained infrast		ntain and exp	oand the wate	r and	
1.1.1: Prevent municipal water contamination via best management practices for pesticide and fertilizer use.	MEDIUM	On-Going	Public Works Department; Residents; MO American Water	Regulations and Standards	
1.1.2: Address sanitary sewer and water main capacity limitations as the area develops with new uses to ensure existing infrastructure is upgraded to meet the demand.	MEDIUM	Mid-Term	Public Works Department; MO American Water	Policies and Programs	
1.1.3: Continue to use data-driven planning processes that integrate community feedback to ensure infrastructure development aligns with Webster Grove's evolving needs and aspirations.	LOW	Long-Term	Public Works Department; MO American Water	Policies and Programs	
1.1.4: Partner with existing private utility owners to ensure benefits for updates and maintenance to existing utilities and streetscapes.	MEDIUM	Mid-Term	City; Private Utility Companies	Partnerships and Collaborations	
STRATEGY 2: Analyze existing civil and buil and water mains are functioning properly an			etermine whetl	ner sewers	
1.2.1: Televise sewers to ensure civil infrastructure is operating as intended and to determine whether sewers can support future development needs.	MEDIUM	On-Going	Public Works Department; MSD; MO American Water	Partnerships and Collaborations	
1.2.2: Advocate for utility companies to update water services as needed to ensure clean pipes are delivering clean water to city buildings and private residences.	MEDIUM	Mid-Term	City	Partnerships and Collaborations	
1.2.3: Retrofit drinking fountains by adding water refill stations to encourage sustainability and reduction of waste.	MEDIUM	Long-Term	City	Capital Improvements	
STRATEGY 3: Analyze existing and future land uses to determine whether infrastructure in place is sufficient to handle increased future demand.					
1.3.1: Work with private utility companies to ensure that any updates or maintenance to utilities and streets benefit everyone involved.	MEDIUM	Mid-Term	City; Public Works Department	Partnerships and Collaborations	
1.3.2: Collaborate with public utility companies to make sure maintenance plans are up to date and plans are in place for increased maintenance requirements for the future.	MEDIUM	Mid-Term	City; Public Works Department	Partnerships and Collaborations	

Action	Drianity	Time Frame	Partners	Time		
Action	Priority	lime Frame	Partners	Туре		
GOAL 2: Strengthen stormwater management practices to enhance the city's resilience against current and future weather events, including periods of flooding and drought.						
STRATEGY 1: Monitor stormwater capacity to	o support r	new growth a	nd developme	ent.		
2.1.1: Continue to require Post-Construction Best Management Practices (PCBMP's) for water quality and water mitigation purposes including through rainscaping, native plantings, addition of pervious surfaces, maintenance schedules, and improved drainage systems.	MEDIUM	On-Going	City; Public Works Department	Regulations and Standards		
2.1.2: Review stricter peak flow rate reduction requirements to help in areas of localized flooding.	MEDIUM	Short-Term	City	Regulations and Standards		
STRATEGY 2: Assess and enhance the natumanagement and build community resilience			ove floodplain			
2.2.1: Implement cutting-edge approaches for flood mitigation, such as natural infrastructure, stormwater retention systems, and improved drainage networks.	MEDIUM	On-Going	City; Public Works Department	Targeted Planning		
2.2.2: Conduct regular maintenance and strategic upgrades to existing flood management infrastructure to ensure long-term functionality and resilience.	MEDIUM	Mid-Term	Public Works Department	Capital Improvements		
2.2.3: Assess whether existing parks, open spaces, and undeveloped lands are effectively contributing to floodplain management and stormwater storage.	LOW	Mid-Term	City; Public Works Department; Parks Department	Targeted Planning		
2.2.4: Integrate multi-functional green spaces that balance recreational use with natural floodplain functions, such as water absorption and stormwater conveyance.	LOW	Mid-Term	City; Public Works Department; Parks Department	Targeted Planning		
STRATEGY 3: Promote practices that improve the city.	ve water qı	uality and wat	ter conservatio	on across		
2.3.1: Encourage native plant landscapes that address water quality as well as water quantity.	MEDIUM	On-Going	City	Policies and Programs		
2.3.2: Develop a drought action plan.	MEDIUM	Short-Term	City	Policies and Programs		
2.3.3: Review municipal code to determine code amendments that could be most useful for improving water quality, including new development code to require PCBMP's that promote future water quality.	MEDIUM	Mid-Term	City	Regulations and Standards		

Action	Priority	Time Frame	Partners	Туре		
STRATEGY 4: Reduce the risks to life and property caused by floodplain development.						
2.4.1: Promote strategic demolition of flood damaged buildings.	MEDIUM	Mid-Term	City	Capital Improvements		
2.4.2: Utilize Federal and State grants for the voluntary purchase of flood damaged homes.	LOW	Long-Term	City	Targeted Planning		
2.4.3: Require compatible land uses within and adjacent to floodplains.	LOW	Mid-Term	City	Regulations and Standards		
2.4.4: Review active floodplain land in or near the city limits and determine what, if any, land is critical to current and future flood reduction efforts.	MEDIUM	On-Going	City	Targeted Planning		
2.4.5: Require a city floodplain permit for new development.	MEDIUM	Mid-Term	City	Regulations and Standards		
2.4.6: Investigate opportunities for purchasing existing land within the floodplain.	LOW	Mid-Term	City	Targeted Planning		
2.4.7: Encourage low-impact redevelopment including adding additional parks, green spaces, and recreation areas to allow the land to still maintain its functionality as flood storage area, while keeping it from being developed in a less environmentally friendly manner.	MEDIUM	On-Going	City	Policies and Programs		
2.4.8: Designate a Community Rating System (CRS) coordinator and initiate the FEMA Community Rating System application.	LOW	Short-Term	City	Targeted Planning		
GOAL 3: Promote energy conservation and sustimprove quality of life, and position Webster G STRATEGY 1: Enhance energy efficiency and operations, and regulations.	roves as a r	egional leade	r in sustainabil	ity.		
3.1.1: Promote energy efficient projects and practices that prioritize green building code improvements and retrofits.	MEDIUM	On-Going	City	Regulations and Standards		
3.1.2: Conduct energy and lighting audits and implement energy savings programs.	LOW	Long-Term	City	Capital Improvements		
3.1.3: Commission city-owned buildings to meet a LEED-equivalent standard.	MEDIUM	Mid-Term	City	Regulations and Standards"		
3.1.4: Create and implement a city fleet investment, operations and maintenance plan that prioritizes low environmental impact for vehicles and city maintenance machinery.	LOW	Long-Term	City; Public Works Department	Policies and Programs		

Action	Priority	Time Frame	Partners	Туре
3.1.5: Add hybrid/electric vehicles and maintenance machinery.	MEDIUM	Short-Term	City; Public Works Department	Capital Improvements
STRATEGY 2: Foster partnerships with orga programs that promote energy efficiency an				tive-based
3.2.1: Create incentive-based programs promoting the installation of renewable energy systems. These incentives may include offering rebates on purchasing equipment, tax incentives, height allowances and setbacks, and expedited permitting.	MEDIUM	Mid-Term	City	Policies and Programs
3.2.2: Implement incentives to encourage the addition of electric vehicle charging stations and infrastructure for alternative fuels in new development.	MEDIUM	Mid-Term	City	Policies and Programs
3.2.3: Offer programs that incentivize private single-family solar.	LOW	Mid-Term	City	Policies and Programs
3.2.4: Market these programs to the residents through social media, public meetings, or mailed pamphlets to get a higher interest and participation.	LOW	Short-Term	City	Policies and Programs
3.2.5: Partner with a solar installer for a city-wide discounted installation program.	LOW	Mid-Term	City	Partnerships and Collaborations
STRATEGY 3: Educate and promote the ber energy and green infrastructure.	nefits and p	rograms avai	lable for rene	wable
3.3.1: Educate Webster Grove residents about state and federal incentives, net metering programs, and tax credit options that can be applied to residential buildings.	MEDIUM	Mid-Term	City	Policies and Programs
3.3.2: Provide residents with useful checklists, online tools to help residents calculate wattage based on sun exposure and estimate payback periods from the investment.	MEDIUM	Mid-Term	City	Policies and Programs
3.3.3: Educate the public and provide incentives for adopting energy efficient practices such as replacing incandescent bulbs with fluorescent lights, upgrading to digital or programmable thermostats, adding insulation to attic spaces, and installing highericiency air conditioners and furnaces.	LOW	Mid-Term	City	Policies and Programs
3.3.4: Add signage along trail paths to provide information on species often present in that environment.	LOW	Long-Term	City	Capital Improvements
3.3.5: Distribute pamphlets highlighting the				Capital

Action	Priority	Time Frame	Partners	Туре
STRATEGY 4: Implement the Forever Webst	er Groves :	Sustainability	Plan.	
3.4.1: Continue the Sustainability Commission and its annual report to provide updates on initiatives and progress through public events and newsletters.	MEDIUM	On-Going	City; Sustainability Commission	Policies and Programs
3.4.2: Hire a Sustainability Director to help implement the proposed Webster Groves' Sustainability Plan.	HIGH	Short-Term	City; Sustainability Commission	Policies and Programs
3.4.3: Add a sustainability initiative to the City Mission Statement.	MEDIUM	Short-Term	City	Regulations and Standards
3.4.4: Evaluate the effectiveness of policies and programs done by the sustainability commission and adjust based on the findings to achieve intended outcomes.	LOW	Long-Term	City; Residents	Partnerships and Collaborations
3.4.5: Incorporate sustainability goals into the city's planning and development regulations to ensure new projects align with environmental preservation objectives.	MEDIUM	Mid-Term	City	Policies and Programs

