

# 2009 Berkeley Comprehensive Plan



## **Pedestrian Circulation**

Improving pedestrian access and the visual & physical appearance of the City is needed to increase the confidence to invest.



## **Mixed Use**

With the proper tenant mixes and streetscape improvements, Airport Road can become a living corridor filled with vitality and life.



## **Restorative Development**

Blending new development with restorative development and connecting them together will help create a spontaneous marketplace where neighbors, friends and visitors can meet, shop, eat and carry on their civic lives.



## **2009 COMPREHENSIVE PLAN**

CITY OF BERKELEY, MISSOURI

Prepared By:

**STREILER PLANNING, LLC**

January 2009

# **ACKNOWLEDGEMENTS**

## **2009 COMPREHENSIVE PLAN**

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### **ASSISTANT CITY MANAGER**

Reyna Spencer

### **DIRECTOR – COMMUNITY DEVELOPMENT**

Gene Blandford

### **PREPARED BY**

Streiler Planning, LLC

**January 2009**

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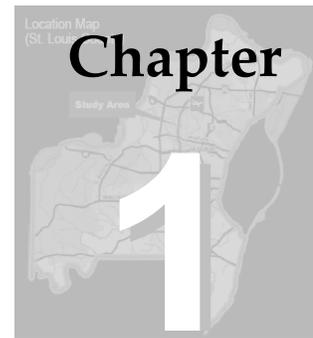
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## ***Chapter 1: Existing Conditions***

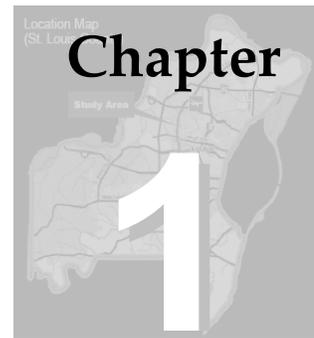
### **Section 1.1 INTRODUCTION & PURPOSE**

**A** comprehensive plan is an official document that helps direct land-use policy and zoning decisions. The comprehensive plan is the legal and conceptual foundation of the City’s zoning code and all other land use regulations. The plan should be recognized as a flexible document that is reviewed annually and updated as needed to best address the ever-changing social and development conditions and market trends. This document addresses the planning elements defined in Missouri Revised Statutes, Chapter 89 Section 340, which provides the legal foundation and intent of the comprehensive plan. The Statute states:

*“RSMO Chapter 89.340. The commission shall make and adopt a city plan for the physical development of the municipality. The city plan, with the accompanying maps, plats, charts and descriptive and explanatory matter, shall show the commission's recommendations for the physical development and uses of land, and may include, among other things, the general location, character and extent of streets and other public ways, grounds, places and spaces; the general location and extent of public utilities and terminals, whether publicly or privately owned, the acceptance, widening, removal, extension, relocation, narrowing, vacation, abandonment or change of use of any of the foregoing; the general character, extent and layout of the replanning of blighted districts and slum areas. The commission may also prepare a zoning plan for the regulation of the height, area, bulk, location and use of private, nonprofit and public structures and premises, and of population density, but the adoption, enforcement and administration of the zoning plan shall conform to the provisions of sections 89.010 to 89.250.”*

**The goal of a Comprehensive Plan is to improve the health, safety and welfare of the community.**

The 2008 Berkeley Comprehensive Plan reviews, updates, and expands upon the City’s 1979 Comprehensive Plan. The essential characteristics of the plan are comprehensive, general, and long range. “Comprehensive” means that the plan encompasses all geographic parts of the city and all functional elements that affect the physical development of the community. “General” means that the plan summarizes policies and proposals, but does not necessarily indicate specific locations or detailed regulations. “Long range” means that the plan looks beyond the foreground of pressing current issues and focuses on addressing the problems and possibilities 10 to 20 years in the future. The purpose of this plan is to protect the public health, safety and welfare of the community while encouraging economic development and efficiency in government services.



## ***Chapter 1: Existing Conditions***

### **Section 1.2 The Planning Process**

**T**he 2008 City of Berkeley Comprehensive Plan is the city’s fourth comprehensive plan. The last comprehensive plan was prepared by Harland Bartholomew & Associates and adopted in August, 1979. The 2008 Plan will be the result of an integrated public engagement program and on-going public dialogue with the City’s elected and appointed officials, external agencies, city staff and, most importantly, the community at-large.



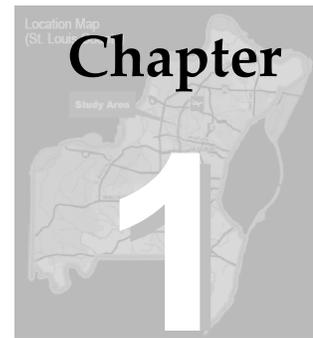
The Plan followed a values-driven planning approach that relied on integrated public engagement & ongoing citizen participation.

The development of the Comprehensive Plan utilized the methodologies of values-driven planning. Key characteristics of this approach included; a structured program of citizen involvement designed to identify community values and build consensus; data inventory and analysis focused on citizen-defined issues; the articulation of a vision for the future based upon citizens' values; and translation of the vision into specific strategies and actions for implementation. The planning process promoted collaboration, inclusion, diversity and consensus building. Therefore, the final plan was co-authored by the community’s stakeholders and serves as a “framework for action” that is supplemented by innovative land use recommendations, design solutions and implementation strategies.

### **Section 1.3 Comprehensive Plan Abstract**

The 2009 Berkeley Comprehensive Plan identifies Berkeley’s major strengths and weaknesses and provides goals and objectives to help guide future land use decisions. The resulting comprehensive plan includes the following Chapters:

1. Existing Conditions
2. Socioeconomic Analysis
3. Critical Issues; Vision, Goals & Objectives
4. Public Services & Facilities
5. Future Land Use & Transportation Plan
6. Implementation Program



## ***Chapter 1: Existing Conditions***

### **The following is a brief summary of each Chapter:**

The **Existing Conditions** provides an executive summary of the planning process and includes a review of the City’s 1979 Comprehensive Plan, the 1998 Corridor Master Plan and a summary of Berkeley’s development history.

The **Socioeconomic Analysis** provides a snapshot of the most recent demographics, economic conditions and a summary of the environmental constraints, existing patterns of land use and present zoning. The analysis will include a comparison of the City’s demographic findings to St. Louis County and two “peer” cities.



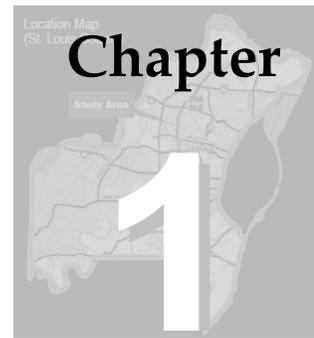
*2008 Berkeley Business Charrette*

**Critical Issues/Vision Goals & Objectives:** The Vision, Goals and Objectives are based upon the citizen-defined issues and value statements gathered during the public engagement process. The public engagement process included meeting with City Staff and the Steering Committee, Focus Sessions, Town Planning Charrettes and Stakeholder interviews. This chapter also includes policy statements that address the development concerns that emerged during the public engagement process, interviews with city officials, and general research for the plan.

The **Public Services and Facilities** Chapter provides an overview of the services currently provided and identifies strategies for improving and/or sustaining the current level of services, given the anticipated demographic conditions.

The **Future Land Use & Transportation Plan** includes recommendations and strategies for obtaining the preferred physical state or vision for the future of Berkeley, as described in the Goals and Objectives Chapter. Recommended land use strategies are provided to help guide the future, orderly growth of the City, they include; adaptive reuse, infill development, redevelopment, mixed use development and neighborhood stability. This section also reviews the existing road and transportation elements of the city and provides recommendations for future improvements. A future land-use & transportation map is provided in Chapter 5 that graphically depicts the location of the various future land use categories & transportation recommendations.

Finally, the **Implementation Program** provides the strategies needed to implement the plan recommendations and incrementally achieve the goals and objectives and vision for the



## ***Chapter 1: Existing Conditions***

community. This chapter also advises the City how and when to update the Comprehensive Plan and identifies the steps necessary to amend the Comprehensive Plan.

### **Section 1.3a The Vision for the Future of Berkeley**

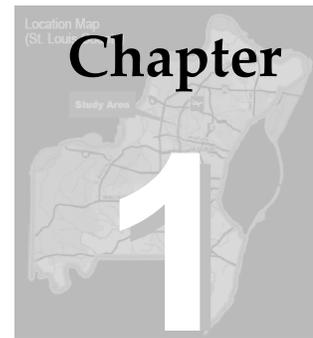
The intent of this plan is to take Berkeley into the twenty-first century by providing the necessary guidelines to promote the community’s human, economic, and physical resources. The vision, as determined by studying the values and critical issues provided by the residents, is to:

*“To increase the confidence to invest in the community and make incremental steps towards becoming a more attractive, healthy, safe and thriving community with a full range of housing, business, cultural, recreational and family-oriented opportunities”*

### **Section 1.3b Comprehensive Plan Goals**

The 2008 Berkeley Comprehensive Plan established several citizen-defined goals for each of the main planning subject areas, or elements covered in this Plan. The Comprehensive Plan Goals will be categorized into the following seven (7) planning elements:

1. Housing & Neighborhood Sustainability
2. Transportation
3. Downtown Revitalization
4. Future Commercial Development
5. Future Residential Land Use
6. Parks
7. Community Services



## ***Chapter 1: Existing Conditions***

The plan also includes several objectives and implementation strategies that provide the focus and direction needed to obtain the preferred future. The implementation strategies provide an action plan for achieving the desired land use goals and objectives. Some strategies are clear actions the City should take; others are recommendations for additional planning work, more study or further public input.

### **Section 1.3c Implementation**

The process of planning for the City is ongoing. The creation and adoption of this document is only one step of the planning process. The Plan's fundamental value will be in its daily use. The City of Berkeley is ultimately responsible for coordinating the physical development of the community through the implementation of this Plan. Implementation of the plan will help direct land use decisions that contribute to the positive development of the community and preserving the City's heritage and strengths. The Plan should be reviewed and updated periodically to meet the changing demands of the community and take advantage of the latest development trends.

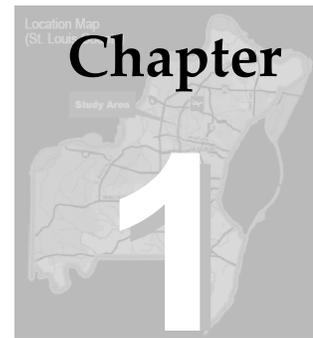
### **Section 1.4 Existing Conditions**

The Existing Conditions presents a "snapshot" of the City of Berkeley, beginning with its History and Stages of Occupancy. This chapter also includes a review of the areas environmental constraints, existing land use and zoning. This information provides the context for how the City became the way it is, what the City looks like now and sets the stage for establishing goals and objectives for its future. It is important to know where Berkeley presently stands in order to make the best use of policy recommendations related to future land use and development.

#### **Section 1.4a History & Stages of Occupancy**

Prior to the mid 1700's, the area which is now Berkeley was an area of fields and forests inhabited by Indians. During the late 1700's, St. Louis, St. Charles, Florissant and Marias des Liards (Bridgeton) were founded. Connecting these settlements were two overland trails, one from St. Louis to St. Charles, now St. Charles Rock Road, and another extending from St. Louis to Florissant and then west to Marais des Liards and St. Charles. Along the trail between Florissant and Marais des Liards lay the fertile fields and woodlands that attracted the early settlers to the area. The first of these settlers was Major Richard Graham.

Graham, a Virginian, purchased 1,100 acres, and in 1807 built the Hazelwood Estate in the area which is now Graham Road and Frost Avenue. Major Graham was the aide-de-camp to General William Henry Harrison during the War of 1812. Graham's wife, Catherine, was the daughter of John Mullanphy, the first millionaire in St. Louis. A daughter of Major Graham married General Daniel M. Frost in the mid 1800's, at which time the "Hazelwood Estate" became the home of



## ***Chapter 1: Existing Conditions***

General Frost and his eleven (11) children. Many of the offspring of Major Graham and General Frost later settled in the area on large tracts of land. Names such as Wickham, Seddon, Fordyce and Pulitzer were well known in the area. This area became known as the fashionable part of St. Louis County.

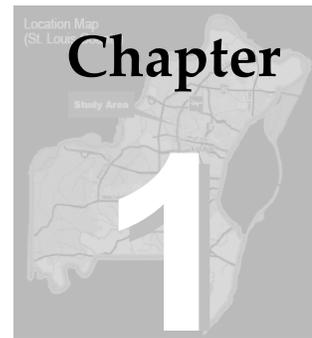
In 1855 the Wabash Railroad was developed through what is now Berkeley. Shortly thereafter, a railroad station known as Graham Station became the center of activity in the area since during that time there was virtually no development in this part of the county.

Near the turn of the century, Kinloch Park Subdivision was platted into 25' by 110' lots. The Subdivision took its name from the popular recreation area to the north of the Wabash Railroad known as Kinloch Park Grounds, which was used for horse racing and picnic grounds. The area is now the Frostwood Subdivision. Kinloch Park Subdivision could be reached in the early 1900's by the Wabash Railroad and the Suburban Electric Railway. The real estate company responsible for this subdivision had excursion trains from St. Louis to Kinloch Park and offered lots for \$70.00 each and some for \$1.00 per front foot. As the area began to develop, it took the name of Kinloch Park, and in 1900, Graham Station was renamed Kinloch Station.

In the early 1900's the community began to expand. Large tracts of land were developed into subdivisions. This was the case of Kathmar Acres, which offered lots of one acre and two acres. In 1912, when Kathmar Acres was platted, a one-acre lot was considered large enough for a family to raise its yearly supply of fruits and vegetables and still leave room for raising chickens, lawns and flower gardens. The subdivision was promoted as "a country estate on an acre of ground."

"Goodwood," once a home of Joe Lucas, a prominent St. Louisan, became the home of Mr. C. Champ in 1913. Mr. Lucas used the site for horse racing and had a small race track here. Lucas raced his horses at Kinloch Park Club Grounds. Champ used the site for a dairy. The original mansion burned in 1917, and the present 20-room brick mansion was rebuilt on the same site. Mr. Champ donated the money for the road, now known as Brown Road, connecting Natural Bridge Road with St. Charles Road. The original 300-acre site is now part of the Lambert-St. Louis International Airport, and the remaining undeveloped land is owned by the City of St. Louis.

Much aviation history can be associated with what is now Berkeley. In 1910, the Aero Club of St. Louis built Kinloch Field. It was an L-shaped field located west of Graham Road near Frost Avenue. The first flight of a St. Louis-built airplane took place here on September 18, 1910, flown by Thomas W. Benoist. Benoist had the first aeronautical supply house in America and the first airplane factory in St. Louis, selling full-sized kits of leading types of "flying machines"



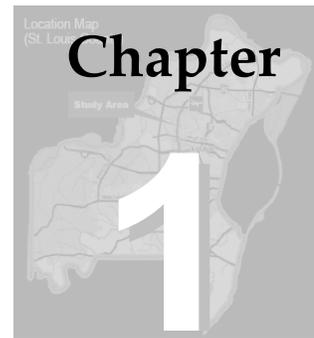
## ***Chapter 1: Existing Conditions***

to experimenters. The first International Air Meet held in the United States took place at Kinloch Field in October 1910, and was attended by such famous persons as Orville and Wilbur Wright, Archie Hoxie and Theodore Roosevelt. During this air meet, Theodore Roosevelt became the first president ever to fly in an airplane. Piloted by Hoxie, the President circled Kinloch Field for three and one-half minutes. Today's aviation industry and the St. Louis Airport can be attributed to the early efforts of Benoist and Major A.B. Lambert, who got their start at Kinloch Field.

The community experienced a steady growth during the 1920's and 30's. In 1937, a meeting was held in the home of George Pfitzinger, Sr. on Airport Road, to incorporate the community. The meeting was successful and the community took the name of Berkeley. Samuel Fordyce was appointed Mayor by the County judges. The first elected Mayor was George Pfitzinger, and he served as Mayor for nine years. In August 1937, the Berkeley School District was established. Its boundaries were the same as the City Limits of Berkeley. Housing development during the World War II years was slow; however, after the war, the housing boom hit Berkeley. From 1940 to 1950, the population increased 104.4%, and from 1950 to 1960, when the most extensive development took place in Berkeley, the population increased 254.5%. During this same time, several large industries were developed in Berkeley; they included: McDonnell Aircraft Company, Wagner Brake Fluid Plant, the largest of its kind in the world, and Laclede Gas Company's Northwest Operations Center. Between 1960 and 1969, the population increased by 13% to 21,100. *This historical overview was taken from the History from 20<sup>th</sup> Anniversary of Berkeley issue of "Pubic News" – a defunct local newspaper, dated February 13, 1957.*

The 1970 decennial population recorded by the US Census would be the City's highest in history. The following three (3) decades would show the City's greatest decline in history, from a robust 21,000 in 1970 to 15,922 in 1980. The latest decennial census recorded a population of just 10,063 in 2000. During that time, the City's population shrunk to half of what it once was leading into the 70s. Berkeley continues to show negative population growth, but its future is bright. The completion of NorthPark will bring higher education, abundant professional office space and draw industries far and wide to the city. NorthPark is estimated to bring 2,000 new jobs to the community. These jobs, combined with the jobs presently located in Berkeley, will grow the City's daytime population by an estimated 35%, increasing the City's daytime population from an estimated 2006 daytime population of 9,500 to approximately 13,000 after NorthPark is built-out.

Berkeley is a Home Rule City that employs approximately 150 full time employees and has an annual budget of approximately \$9 million. Its location along Interstate 70 and Highway 170 and proximity to the Lambert-St. Louis International Airport provide the accessibility that is so

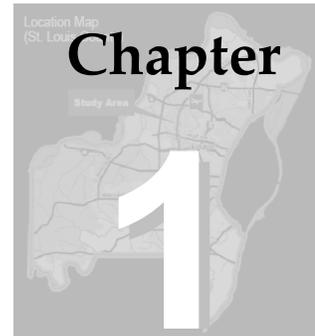


## ***Chapter 1: Existing Conditions***

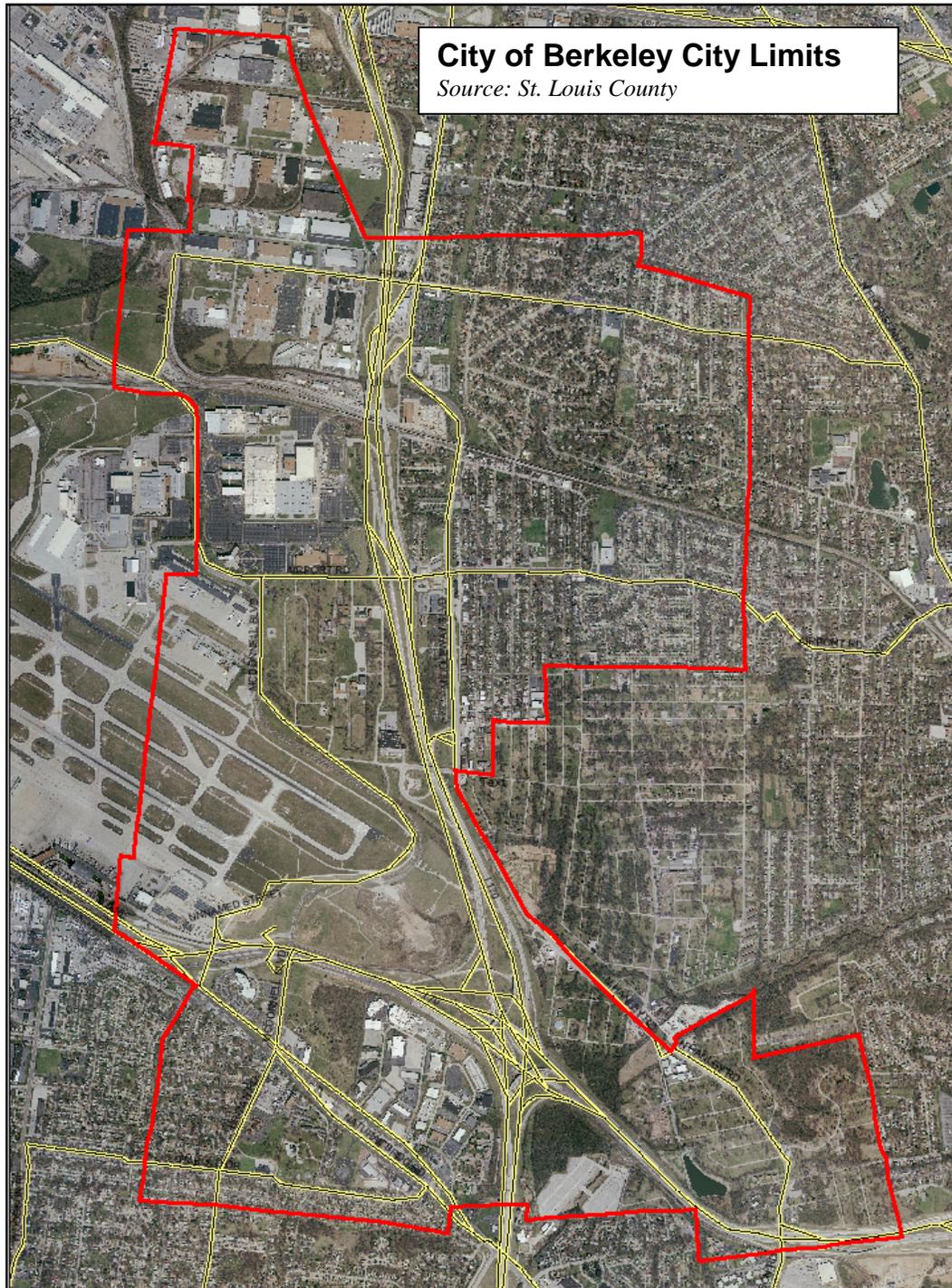
important in today's mobile society. Berkeley also houses many large businesses and industries, which provide jobs for the City's residents and a solid market-base for existing and future businesses. Berkeley offers a full range of municipal services, that residents rate as some of the best in north St. Louis County.

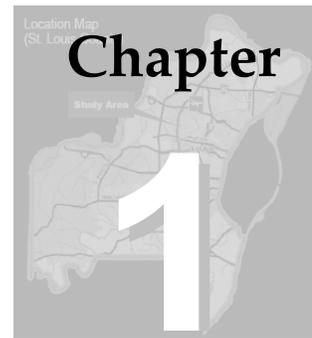
### **Section 1.4b Project Boundaries**

The city is located immediately east of Lambert-St. Louis International Airport, and consists of approximately 4.5 square acres. The project area includes the present city limits of Berkeley and the adjacent unincorporated areas that support future growth through annexation. The project limits are shown on the aerial photograph on Figure 1.1.



***Chapter 1: Existing Conditions***





## ***Chapter 1: Existing Conditions***

### **Section 1.4c Lambert-St. Louis International Airport**

Lambert-St. Louis International Airport got its start as a balloon launching base known as Kinloch Field. In 1920 the field was purchased by Albert Bond Lambert and later developed into an airport, complete with hangars and a terminal. In 1927 Charles Lindbergh took off from the airport, then known as Kinloch Field, for his record breaking flight to Paris. That same year “Kinloch Field” was sold to the City of St. Louis and renamed Lambert Field. In the late 1920’s it became the first airport to use an air-traffic control system. The four-domed terminal, designed by Minoru Yamasaki, was completed in 1956. The award winning design inspired the terminal at John F. Kennedy Airport in New York City and the Charles de Gaulle International Airport in Paris. Today, Lambert-St. Louis International Airport remains one of the oldest municipal airports in the nation.

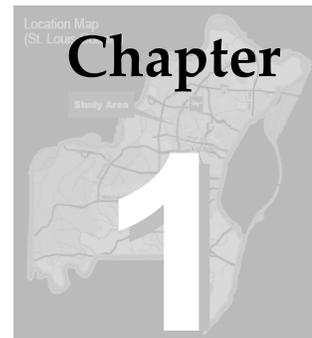
Lambert Airport recently underwent a \$1.059 billion expansion program. The program included:

- A new 9,000-foot runway that is parallel to Lambert’s existing two primary runways.
- Two new 9,000-foot taxiways and connecting taxiways.
- A new route for Lindbergh Boulevard between Interstate 70 and Hazelwood, including the first traffic tunnel in the State of Missouri.
- A new, straighter route for Natural Bridge Road, replacing an inefficient section of roadway, in addition to modifications and rebuilds of five other area roadways.
- A new airfield fire station.
- Funding the design and construction of a new school in the Pattonville School District, and a new fire station in the Robertson Fire Protection District.
- The acquisition of about 2,000 residential and commercial parcels.

In 2003, St. Louis County, after reviewing several independent development plans, introduced the idea of developing a unified master plan for about 600 acres at the eastern edge of the airport. The planning process involved intergovernmental participation from the cities of Berkeley, Kinloch, St. Louis and St. Louis County. The master planning process led to the development of NorthPark.

### **Section 1.4d Existing Conditions Analysis**

The purpose of recognizing the existing land use and zoning districts for the City of Berkeley is to identify and evaluate general locations of services, the supply of adequate infrastructure, and potential sites for development or redevelopment. The intent of this section is to identify the



## ***Chapter 1: Existing Conditions***

existing availability of each land use within the community through the evaluation of the City's current Zoning District Map and the Existing Land Use Map. This information, along with the analysis of existing conditions, was used to predict the amount of each land use classification that is needed in the future. The Future Land Use Map, contained in Chapter 5, depicts the recommended future land uses for the City of Berkeley. The Future Land Use Map should be used as a guide in making future land use decisions. The project area for this study includes the City of Berkeley and the adjacent unincorporated areas.

### **Section 1.4e Existing Zoning**

The Zoning Map depicts the Zoning District boundaries into which the City has been divided. The City of Berkeley currently has 12 zoning districts ranging from residential to airport uses. Legally, the zoning map is adopted as a part of the local zoning code. The map is a tool that is used to determine how a particular piece of property or parcel is zoned.

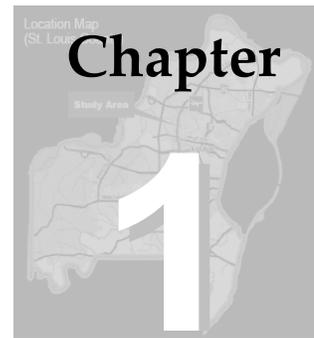
The City is divided into zoning districts for the purpose of enforcing Berkeley's Zoning Regulations, Chapter 400 of the City Ordinance. Each zoning district has specific guidelines and regulations that development must follow in order to be in compliance with the City's Zoning Code. Only the land within the City's limits is depicted on the City's Zoning District Map. The total area of land contained within the city is approximately 4.9 square miles or 3,050 acres.

***Residential Districts:*** The City has four (4) residential districts representing a variety of housing types and densities. They range from the "R-1" Single-family Residence District which requires a minimum lot size of 20,000 S.F. for a single-family dwelling to the "R-4", Multifamily Residence District, which permits apartment buildings 35' in height (2.5 stories) at a density of 14.5 units/acre.

***Business Districts:*** The City has three (3) zoning districts for commercial uses. Commercial land use includes retail, office, and service oriented businesses. Home based businesses are generally not classified as a commercial land use. Commercial areas are colored various shades of red on the Zoning District Map.

***Industrial Districts:*** *The City has two (2) Industrial land use categories that regulate industrial uses such heavy and light manufacturing. Industrial areas are shaded gray on the Zoning District Map.*

***Airport:*** The purpose of the City's Airport District is to provide for regulated development of industrial, warehouse and office uses in the area where the influence of the Lambert-St. Louis



## ***Chapter 1: Existing Conditions***

International Airport requires adherence to certain FAA and other regulations regarding development adjacent to an airport.

### **Section 1.4f Existing Land Use**

The Existing Land Use Map presents the general locations of the various land use categories. It is used to evaluate current patterns of land uses and assess needs for future growth. By dividing the City into existing land uses one can determine the location, amount and type of development throughout the planning area. This information will be used in the preparation of a Future Land Use Map, which is discussed in the Planning Districts Section.

The Existing Land Use Map was created by using data compiled by St. Louis County combined with data collected during a field survey conducted in the winter of 2007. Each land use category is designated by standard colors on the Existing Land Use Map. The map is intended to categorize all development within the City into specific land use types. The existing land uses identified for the City of Berkeley includes single-family residential, multifamily residential, commercial, industrial, parks/recreation, vacant, and airport.

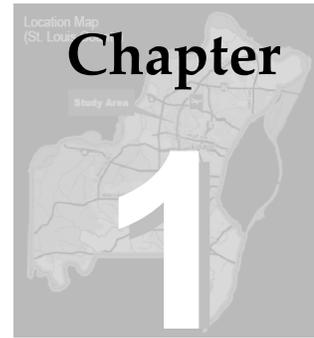
The land uses depicted on the Existing Land Use Map are not to be confused with the City's Zoning Districts. While similarities may exist, the Zoning Map and the Existing Land Use Map do not show the same information. Whereas the Zoning Map is a legal instrument that depicts how parcels are zoned, the Land Use Map shows how the land is currently being used. The Existing Land Use Map identifies land uses through observations of the physical characteristics of the actual landscape and St. Louis County tax records.

### **Section 1.4g Existing Land Use Summary**

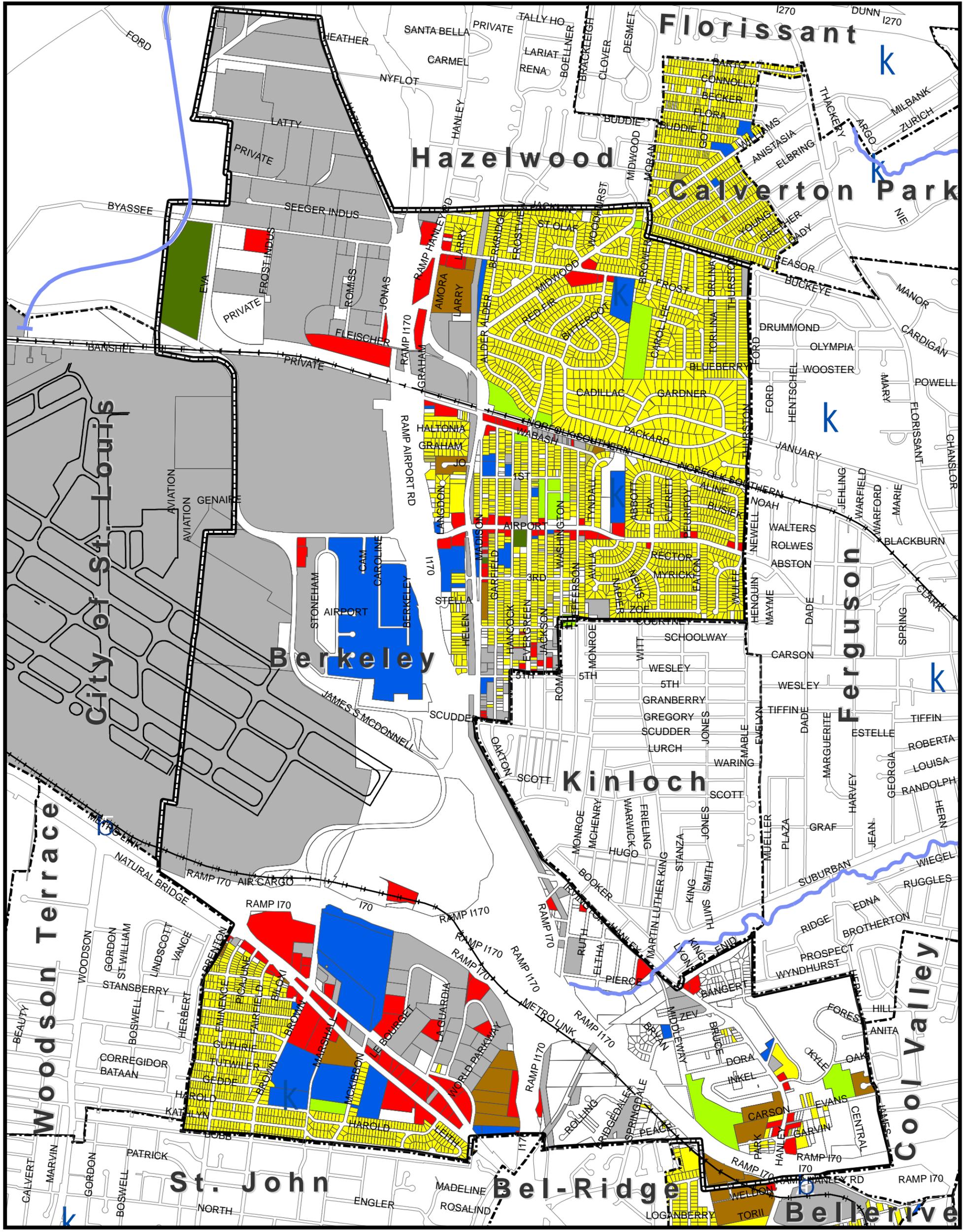
The City's 1979 Comprehensive Plan entitled "Development Plan" provided the following summarizing points with regard to the City's existing land use:

- The City is landlocked, except for properties within the industrial areas and the land holdings by the airport, there is little land available for new development.
- The City is fragmented by major highways and arterial streets creating barriers between neighborhoods and in some instances provides a barrier between incompatible land uses.
- The airport's existing operating and proposed expansion greatly impact nearby Berkeley residential neighborhoods. The future of these areas is uncertain.

***Chapter 1: Existing Conditions***



The City's land use conditions remain much the way they did back in 1979, except for two (2) major developments. The first was the approved expansion of Lambert Airport. The expansion included the buy-out of the City's School Campus and over 250 homes. The buy-out eliminated the Brownleigh neighborhood, which consisted of approximately 210 homes and altered many other neighborhoods in south Berkeley.



**Legend**

Berkeley City Limits	Institution
Streams	Multi-Family
Railways	Duplex/Townhome
MetroLink Stations	Single Family
Schools	Park
<b>Existing Land Use</b>	Recreation
Commercial	Common Ground
Industrial/Utility	Vacant/Agriculture

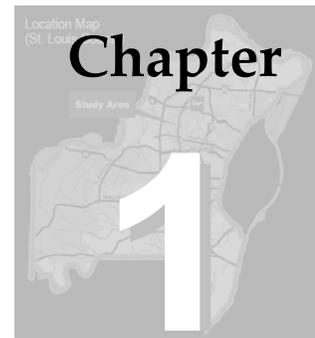
**City of Berkeley Existing Land Use**  
January 12, 2009



**STREILER PLANNING, LLC**  
Weis Design Group

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## ***Chapter 1: Existing Conditions***

### **Section 1.4h NorthPark**

The other development that is changing the City's landscape is NorthPark. NorthPark is the largest single development to ever occur in the City and is presently under construction. NorthPark is a 600 acre commercial, industrial, hospitality and institutional campus located in south Berkeley at the I-70 and I-170 interchange and just east of Lambert-St. Louis International Airport. It is estimated that the project will create 2,000 full-time permanent jobs for the St. Louis area and have a \$7 billion impact on the regional economy. The project will include:

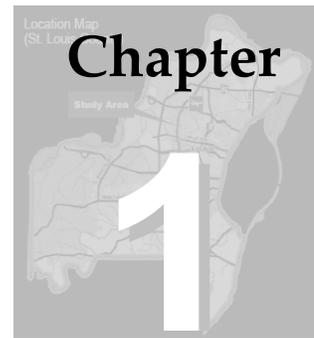
- 5 million square feet of office, retail and light industrial space
- A Hilton Garden Inn with a 9,000 SF conference center
- A new Metro-link stop
- Express Scripts Corporate Headquarters
- Creation of civic facilities in Berkeley and Kinloch.
- Redevelopment of Suburban Avenue
- Green space and walking trails created by Great Rivers Greenway.
- Retail stores, restaurants and cultural activities

***"NorthPark will change the dynamics of commerce and breathe new life into North County communities that have long had land locked up by the airport's buyout program,"***

**Charlie Dooley- St, Louis County Executive**

**Chapter 1: Existing Conditions**





## ***Chapter 1: Existing Conditions***

### **Section 1.5 Development Outside the City**

#### **Section 1.5a Haverford Square**

A local builder has been buying properties near the North Hanley MetroLink station in an underutilized area east of Hanley between Link Avenue and Geiger Road, just west of Express Scripts Inc.'s new headquarters and University of Missouri-St. Louis (UMSL) campus. The proposed plan is a mixed-use development called Haverford Square and includes office and retail uses in a transit-oriented format. This area presently consists of several vacant and boarded-up homes. The proposed development is located outside the City's present boundaries in unincorporated St. Louis County.

#### **Section 1.5b Express Scripts**

Express Scripts recently completed its regional headquarters located on the campus of University of Missouri-St. Louis (UMSL). Express Scripts employs approximately 1,100 full-time works at the time of this writing. A new addition to the headquarters is scheduled for completion in December which will add another 900 employees.

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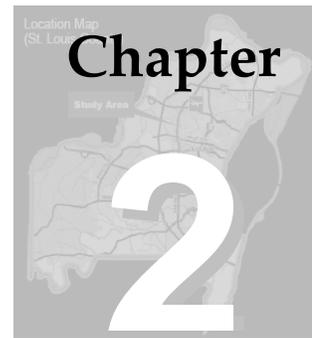
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**Chapter 2: Socio-Economic Analysis**

**SECTION 2:1 EXISTING SOCIO-ECONOMIC CONDITIONS**

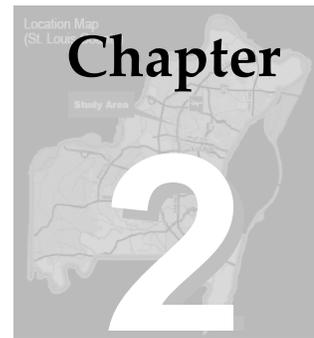
The current and past socio-economic trends for the City provide the foundation for the future. The socio-economic data evaluated for this Plan includes statewide population trends, age, housing, workforce, income, employment and commute. This section also compares selected Berkeley demographic data with peer cities to provide a more meaningful socio-economic analysis and help differentiate between local, isolated events and regional trends. For the purposes of this Plan, the cities of St. Ann, Jennings and Richmond Heights were selected as “peer” cities. The State and St. Louis County were also included in some socio-economic comparisons. An understanding of the regional socio-economic trends and local issues will help the City plan for the future and meet the needs of its resident population and business community. The data for this analysis is from the US Census Bureau’s decennial census.

**SECTION 2:2 POPULATION**

First incorporated in 1937, Berkeley began as a modest sized city of approximately 2,500 and experienced significant population growth in the three (3) decades that followed incorporation. This growth was spurred by the post WWII housing boom and robust economic growth and prosperity. The proximity to the airport and excellent school system provided the perfect setting to raise a family and therefore Berkeley became a company town of sorts for Ford, Boeing (formally McDonnell Douglas) and the airport. By the late 1970’s, most of the City’s developable land was developed as the population reached its historic high of close to 20,000. Then during the following three (3) decades, the City experienced an average population decline of over 20%, see Table 2.1.

**Table 2.1: City of Berkeley, MO Population 1940-2006**  
*Source: US Census Bureau*

Decade	Population	% Change
1940	2,577	***
1950	5,268	104.42%
1960	18,676	254.52%
1970	19,743	5.71%
1980	16,147	-18.21%
1990	12,450	-22.90%
2000	10,063	-19.17%
2006	9,531	-5.2%



## Chapter 2: Socio-Economic Analysis

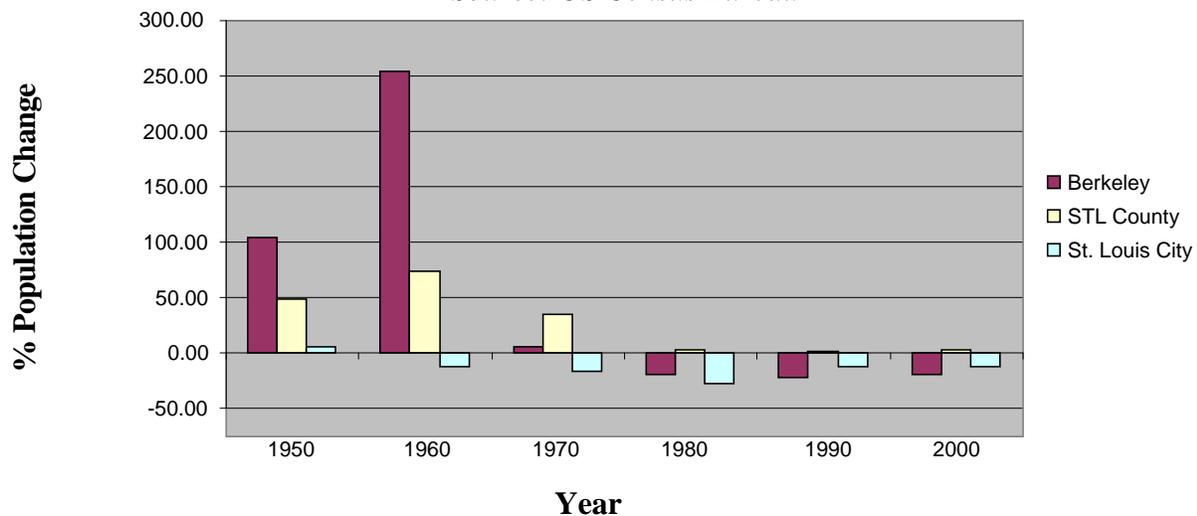
The largest decennial population decline in the City’s history was 22.9%, which occurred during 1981-1989. The conversion of residential properties for the expansion of Lambert St. Louis International Airport and the I-170 extension were both significant factors that led to this unprecedented population decline. Berkeley’s total population, as of the last decennial census (2000), was 10,063. The US Census Bureau’s latest population estimates from 2006 reported a population of 9,531. This latest estimate indicates that the City’s population continues to decline, but at a somewhat slower pace than the preceding decades.

### SECTION 2:3 DEVELOPMENT & GROWTH TRENDS

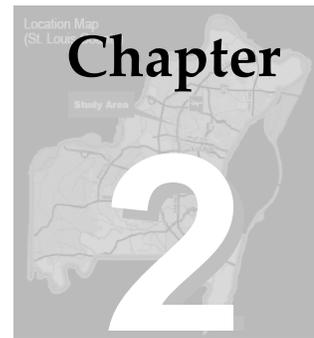
The current and past population declines in Berkeley are not isolated trends. Figure 2.1 shows that the percent change in population experienced in St. Louis County and the City of St. Louis also showed significant increases in population in the decades following WWII (albeit not as extreme as Berkeley’s growth rates) and then a stabilization period with little to no population change.

**Figure 2.1: Population Change 1950-2000**

*Source: US Census Bureau*



The City of St. Louis followed similar patterns of population decline in the 1970s, 80s and 90s, while the County continued to experience modest growth. The population growth in St. Louis County was more representative of the actual population growth rates of the region. While St. Louis County experienced minor population growth, most of this growth occurred in the fringe cities where undeveloped land is more plentiful. Most of St. Louis County’s inner-ring cities are built-out, like Berkeley, resulting in limited population growth opportunities. According to the “St. Louis County



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Factbook” prepared by St. Louis County, “St. Louis County’s moderate overall population growth of two percent during the 1990’s was unevenly distributed throughout the County, with numerous census tracts showing more than 10 percent gains in population and many tracts showing losses. New housing construction continues to draw population to the farthest reaches of West, South and North County, while many Central County areas (inner-ring cities) had population losses up to 10 percent. Population losses greater than 10 percent occurred in areas affected by the airport buyout, older areas adjacent to the City of St. Louis and the Meacham Park area of Kirkwood where commercial development replaced homes”.

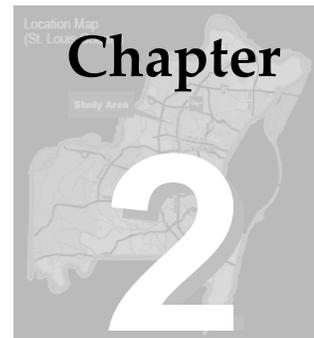
Population gains in some census tracts in the Ferguson, Normandy, Bellefontaine Neighbors, and Spanish Lake areas, that had previously been losing population, can be attributed to younger families with children replacing empty-nester households in these older established communities. In North County areas south of Interstate 270 and east of Lindbergh Blvd., median ages below the countywide median predominate even as the housing stock ages, suggesting an influx of young families to older neighborhoods in that part of the County.

**SECTION 2:4 LATEST POPULATION FINDINGS**

The US Census Bureau provided annual population estimates for the years following the decennial population count, which at the time of this writing included the years 2001-2006. Table 2.2 compares Berkeley’s population growth during the last 26 years and how it compares to the peer cities. The peer cities consist of similar-sized, similar-situated Cities elsewhere in the region. This gives a fair basis of comparison of growth and other demographic changes for Berkeley.

**Table 2.2: Berkeley Population Data Comparison**  
*Source: US Census Bureau*

	<b>Berkeley</b>	<b>Jennings</b>	<b>St. Ann</b>	<b>Richmond Heights</b>
1980	16,147	17,026	15523	11516
1990	12,450	15,905	14489	10448
2000	10,063	15,469	13,607	9,602
2001	9,982	15,365	13,501	9,515
2002	9,898	15,254	13,448	9,485
2003	9,807	15,113	13,329	9,444
2004	9,710	15,010	13,194	9,347
2005	9,608	14,890	13,060	9,286
2006	9,531	14,829	12,972	9,228

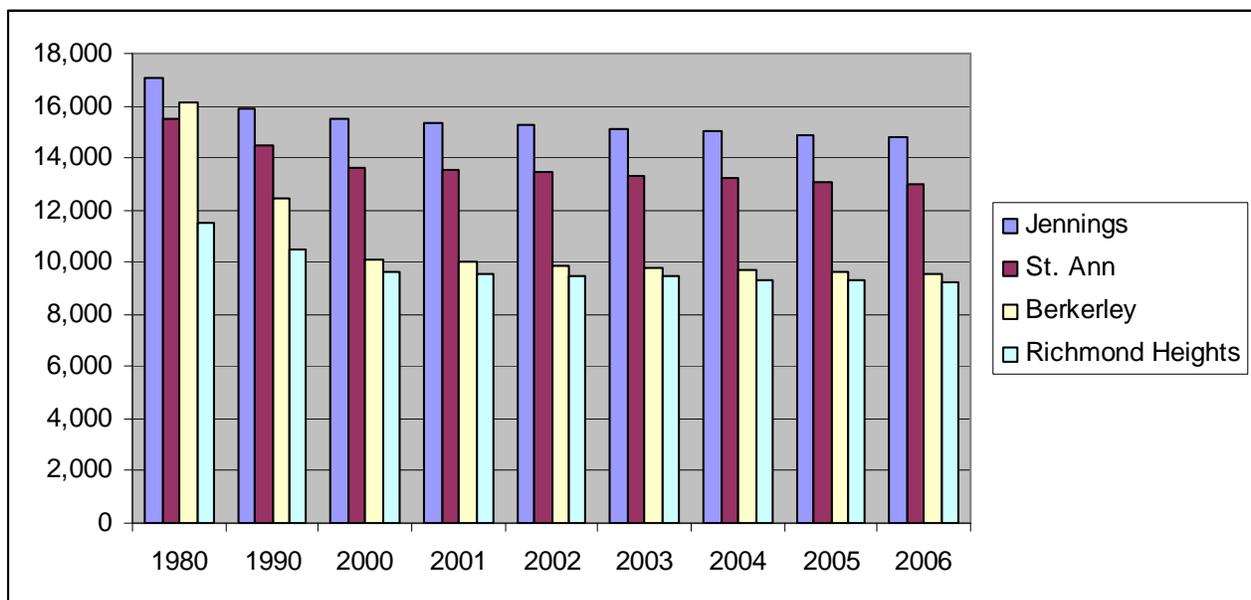


**Chapter 2: Socio-Economic Analysis**

During these years, all of the peer cities lost population, as shown in Figure 2.2. While the population is declining, the percentage of change is small. This pattern is indicative of a population that is stable and unlikely to grow in the absence of annexations and given the general lack of developable land. The recent growth patterns recorded in Berkeley and the peer cities of Jennings, St. Ann and Richmond Heights are characteristic of aging 2nd and 3rd tier suburbs in older major metropolitan areas that are built-out.

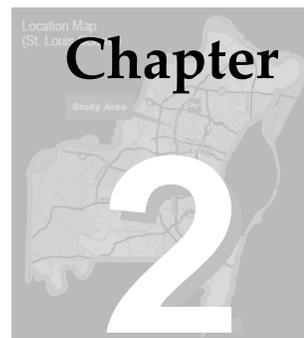
**Figure 2.2: Peer City Population Comparisons**

*Source: US Census Bureau*



**SECTION 2:5 POPULATION PROJECTIONS**

Two (2) alternative growth scenarios for the City of Berkeley were used to come up with growth projections for years 2010 and 2020, as shown in Table 2.3. The first scenario, also shown in Figure 2.3, uses linear regression to forecast population based on historical data for Berkeley between 1970 and 2000. The second scenario assumes the city will follow the County’s growth pattern.



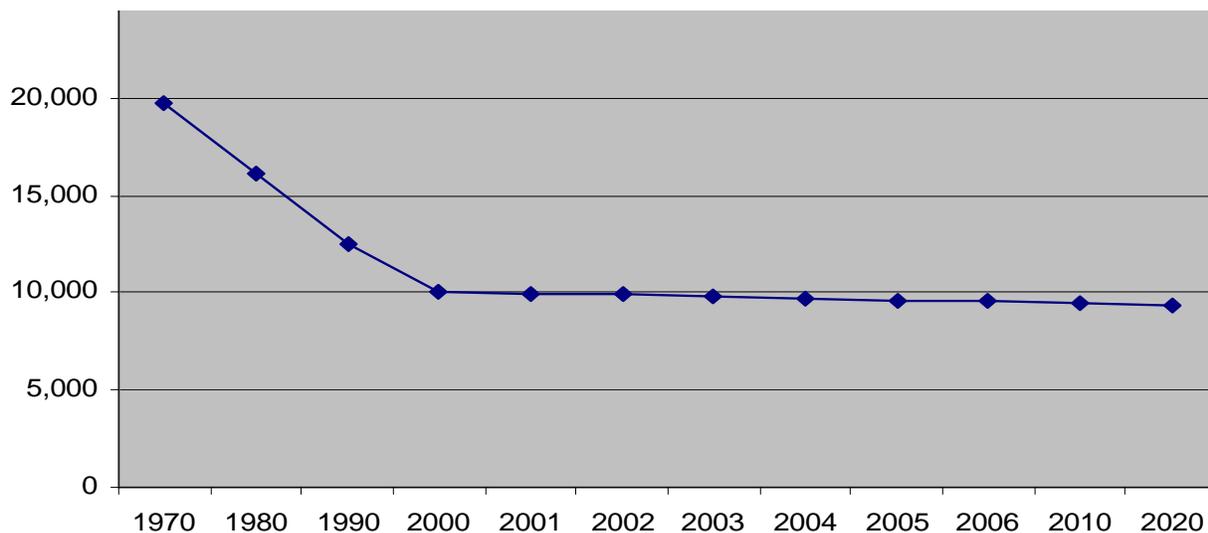
**Chapter 2: Socio-Economic Analysis**

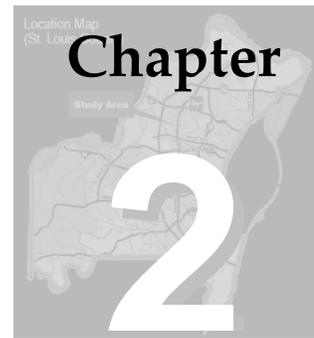
<b>Table 2.3: Population Projections (2010-2020)</b>											
<i>Source: US Census Bureau</i>											
SCENARIO		1990	2000	2001	2002	2003	2004	2005	2006	2010	2020
I	<b>Berkeley</b>	12,450	10,063	9,982	9,898	9,807	9,710	9,608	9,531	9,436	9,342
	<b>% Change</b>	22.9%	19.2%	-0.8%	-0.8%	-0.9%	-1.0%	-1.1%	-0.8%	-1.0%	-1.0%
II		1990	2000	2001	2002	2003	2004	2005	2006	2010	2020
	<b>Berkeley</b>	12,450	10,063	9,982	9,898	9,807	9,710	9,608	9,531	9,588	9,646
	<b>% Change</b>	22.9%	19.2%	-0.8%	-0.8%	-0.9%	-1.0%	-1.1%	-0.8%	0.6%	0.6%

When using linear regression in Scenario I, 20 to 30 years of data is used to project 20 years into the future. If data is taken from too far in the past, the results could be skewed and thereby not be the best indicator of growth trends. The linear regression scenario indicates population in Berkeley will continue to decline over the next twenty (20) years, decreasing to an estimated 9,436 between 2000 and 2010, and 9,342 from 2010-2020.

**Figure 2.3: Berkeley Linear Regression Population Projection**

*Source: US Census Bureau*



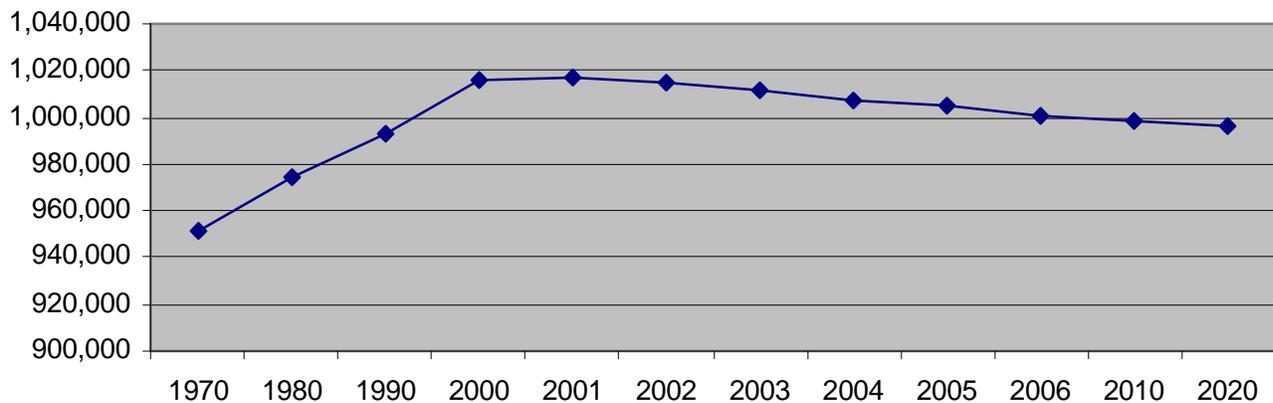


## Chapter 2: Socio-Economic Analysis

The County growth rate is used to forecast population in the second scenario. Following a population increase of 2.24% between 1990 and 2000, the County population has increased slowly but steadily and finally breaking the one-million mark in the 2000 census. Population projections indicate the County will continue to increase at a rate of 0.6%, as shown in Figure 2.4. If Berkeley follows the County's rate of population change, its population will be an estimated 9,588 in 2010 and 9,646 in 2020, a net gain of 50 residents for each projection. This is shown in Table 2.3 under Scenario II.

**Figure 2.4: St. Louis County Linear Regression Population Projection**

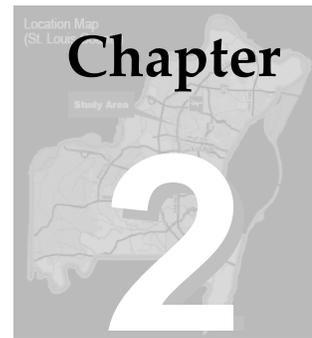
*Source: US Census Bureau*



While the two (2) scenarios utilize different methodologies, the results are very similar, as shown in Table 2.3 on the previous page. The difference between the two scenarios were only 152 for the 2010 projections and 304 for the 2020 projections- with the County growth rate scenario yielding the higher population projections. These projections were made assuming no annexations. In the absence of future annexations, the City's only viable option to increase population is to increase the density of its current housing stock and the conversion of non-residential land to residential.

### SECTION 2:6 POPULATION SUMMARY

Much of the population decline in Berkeley took place as a result of the airport expansion and regional population stabilization trends. However, the reuse of buy-out properties for new commercial and industrial uses and the city's strategic location in central St. Louis County provides opportunities to bring development back into Berkeley. To benefit from these opportunities, the city should promote, encourage and facilitate the restorative development and redevelopment of the City's existing homes, neighborhoods and business districts.



**Chapter 2: Socio-Economic Analysis**

**SECTION 2:7 RACIAL COMPOSITION**

A comparison of the City’s racial composition from the last three (3) decennial census counts is shown in Figure 2.5 on the following page. Today, Berkeley’s racial composition is predominantly African American. Almost 77% of the community was classified as Black or African American by the Bureau of the Census in 2000. The remaining 23% is composed of a mixture of White (20.6%), Hispanic (1.1%) and others (1.3%). Jennings has a comparable racial composition with 78.6% Black or African American while Richmond Heights and St. Ann’s populations have a majority of Whites, 81.5 and 82.7% respectively. By way of comparison, St. Louis County and the US’s population are approximately 75% White and the State is 84.9% White, see also Table 2.5 below.

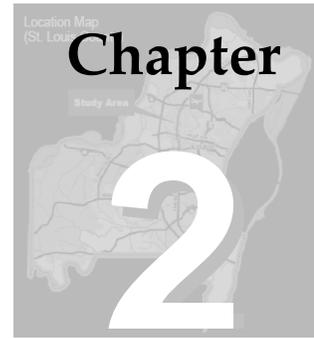
**Table 2.4: Racial Composition Comparison-2000**  
*Source: 2000 US Census*

Race	Berkeley	St. Ann	Jennings	Richmond Heights	St. Louis County	State	US
<b>Black or African American</b>	76.7%	11.4%	78.6%	13.3%	11.2%	11.2%	12.3%
<b>White</b>	20.6%	82.7%	19.3%	81.5%	75.0%	84.9%	75.1%
<b>Other</b>	2.7%	5.9%	2.1%	5.2%	13.8%	3.9%	12.6%

The African American population in Berkeley has made significant gains over the last 30 years, as shown on the pie graphs in Figure 2.5. In the 1970’s African Americans made up just 49% of the City’s population and steadily grew in the 1980s to 65.9% of the City’s populations and today is almost 80% of the City’s population. Meanwhile, the City’s percentage of White population has shown consistent and significant declines from 49% in the 1970s to 33% in the 80% and today Whites only make up approximately 20% of the City’s population.

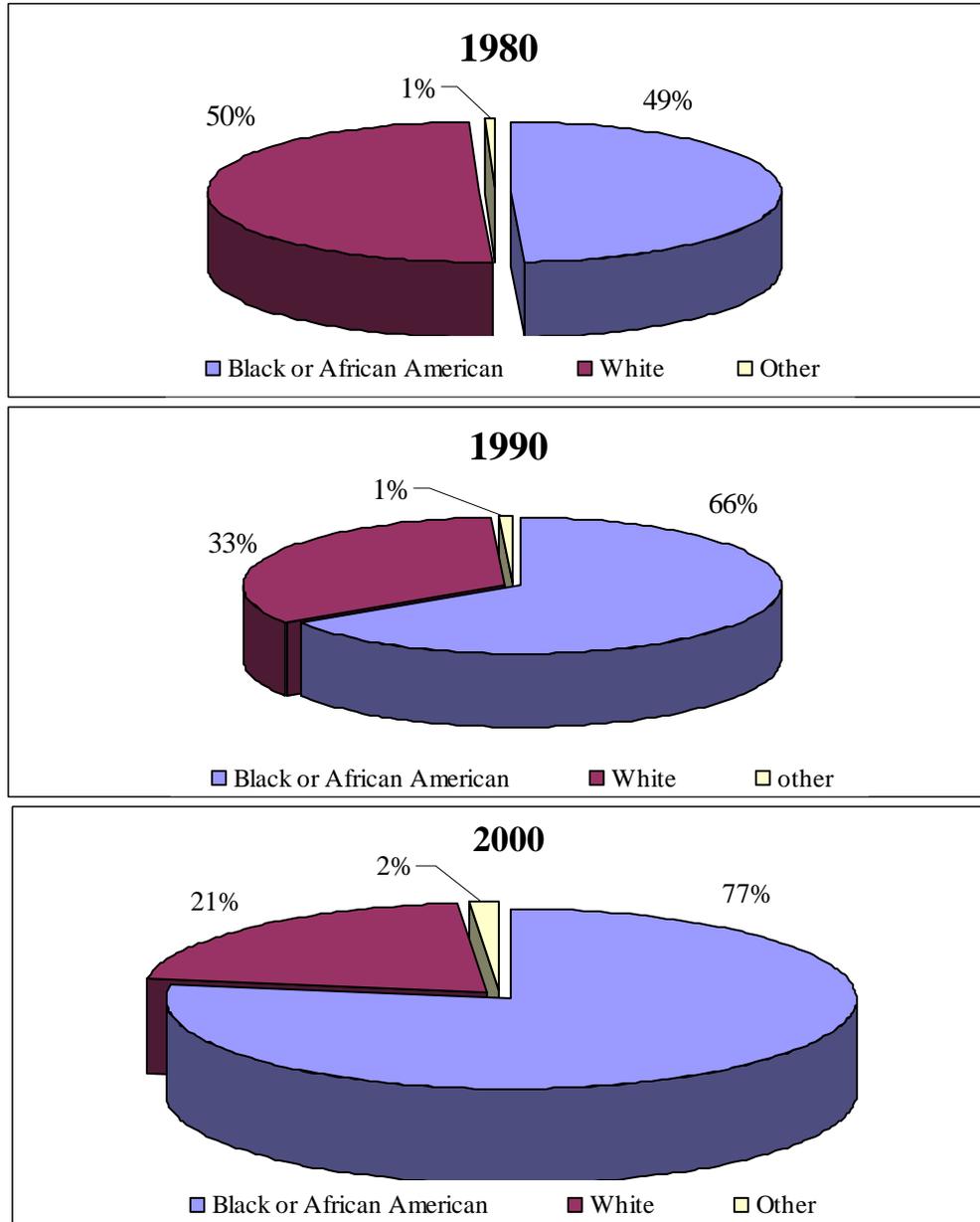
According to a report by the National League of Cities, the Hispanic population in small cities at least doubled, growing over 100% in the Midwest. The Asian population is also on the raise, growing by more than 60 percent in the Midwest (61%). Similarly, the Black population in small cities also increased across all regions, particularly in the Midwest (114%).

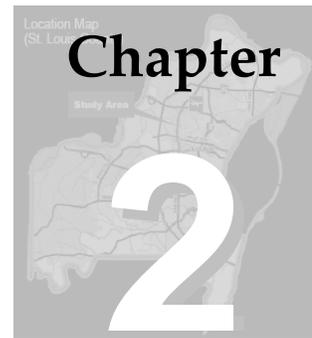
The City of Berkeley’s population is likely to continue to show high concentrations of minorities, specifically African Americans, but will also see increases in it Asian and Hispanic populations as well as the return of some whites. The City’s location and access to high paying, salaried jobs can help draw a wide range of races seeking convenience, affordable housing and excellent city services.



**Chapter 2: Socio-Economic Analysis**

**Figure 2.5: City of Berkeley Racial Composition 1980-2000**  
*Source: US Census Bureau*





**Chapter 2: Socio-Economic Analysis**

**SECTION 2:8 AGE CHARACTERISTICS**

For the most part Berkeley has followed a demographic pattern similar to the US, characterized by a growing percentage of people over age 65. Berkeley has experienced similar changes in population change, in terms of age, as the County, State and US. Table 2.4 provides a snapshot of the city’s age structure over time. Berkeley has experienced fairly typical patterns of population age breakdown as compared to the various peer cities. A large percentage of Berkeley’s total population (7.7%) is under 5 years old as compared to St. Ann (6.5%), Jennings (7.0%) and Richmond Heights (4.9%) as well as the State (6.6%) and the US (6.8%), which could indicate the city’s ability to attract young families. While, the City’s over 65 age cohort is growing strong, it trails behind the State, Nation and peer Cities. Berkeley’s population over 65 represents 11% of the city’s population, a significant jump from 5.6% in 1980 and 9.1% in 1990. However, St. Ann (16.2%), Richmond Heights (14.7) State (13.5%) and the US (12.4%) all lead the City in the older population cohorts. This may indicate that the city does not provide the appropriate housing, services or medical facilities that attract older residents. While the over 65 age cohort is increasing, the City’s median age is well below the State and National median ages which were 36.1 and 35.3 in 2000. This is due in part to the high percentage of persons under the age of 18 living in Berkeley. As a whole, the age characteristics indicate that Berkeley is a popular place for households with children under 18 to live. Therefore, it is important for the City to offer the services and amenities required and desired of young families and children under the age of 18.

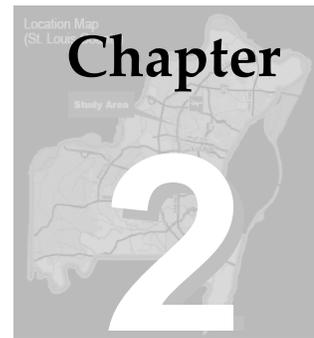
**Table 2.5 General Age Characteristics**

*Source: 2000 US Census*

Age Characteristics	Berkeley	St. Ann	Jennings	Richmond Hts.	State	US
<b>Under 5 years</b>	7.7%	6.4%	7.0%	4.9%	6.6%	6.8%
<b>18 years and younger</b>	32.0%	22.0%	30.0%	19.0%	25.5%	24.6%
<b>18 years and over</b>	67.8%	77.7%	69.6%	80.8%	74.5%	75.4%
<b>Adults 25-44</b>	27.8%	31.8%	29.2%	36.0%	--	--
<b>Adults 45-64</b>	19.8%	20.2%	20.3%	21.0%	--	--
<b>65 years and over</b>	11.0%	16.2%	11.1%	14.7%	13.5%	12.4%
<b>Median Age</b>	31.0	37.0	33.0	36.0	36.1	35.3

**SECTION 2:9 GENDER & HOUSEHOLD RELATIONSHIPS**

The City of Berkeley’s female population is 5% higher than the male population. Nationally there is only 1.8% more females than males and statewide there is only a 2.8% difference in favor of females. The City of Berkeley and Jennings both had a higher percentage of females in 2000 when compared to the other peer cities. The fact that Berkeley has 5% more females than



**Chapter 2: Socio-Economic Analysis**

males is a noteworthy finding. This may indicate that Berkeley has more female head of households and more single mothers than the state and national averages.

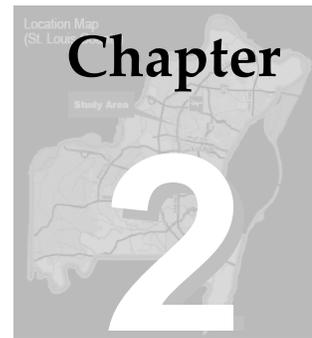
**Table 2.6: Gender Comparison**  
*Source: 2000 US Census*

Gender	Berkeley	St. Ann	Jennings	Richmond Heights	Missouri	US
<b>Male</b>	45.0%	48.3%	44.3%	46.1%	48.6%	49.10%
<b>Female</b>	55.0%	51.7%	55.7%	53.9%	51.4%	50.9%

According to the 2000 US Census, only 32.7% of the City of Berkeley’s households consisted of married couples living together. Meanwhile, the City has the highest percentages of single-parent families (23.7%) and a high percentage of single mothers (19.1%). These factors support the assumption that the City of Berkeley has a large number of female head of households and single mothers. The City of Berkeley also had the highest percentage of households consisting of relatives living together as well as the largest percentage of households living with others not related under the age of 18. These factors, while becoming increasingly more common among communities across the nation, represent a deviation from the “traditional household”. Many Berkeley stakeholders believe the lack of traditional households in the community is jeopardizing the city’s future and the potential of the city’s youth.

**Table 2.7: Households By Type**  
*Source: 2000 US Census*

Households By Type	Berkeley	St. Ann	Jennings	Richmond Heights
<b>Families</b>	72.4%	56.0%	68.7%	48.4%
<b>Married Couples</b>	32.7%	36.0%	30.1%	38.1%
<b>Married Couples w Own Children&lt;18</b>	13.9%	13.2%	14.8%	15.6%
<b>Single Parent Families</b>	23.7%	11.7%	22.5%	4.7%
<b>Single Mothers</b>	19.1%	9.8%	19.7%	4.4%
<b>Living w/ other relatives</b>	10.6%	4.1%	8.8%	3.5%
<b>Persons Living Alone</b>	24.1%	38.6%	28.8%	42.5%



**Chapter 2: Socio-Economic Analysis**

**SECTION 2:10 EDUCATION**

Analysis of the 2000 education statistics for people 25 and over shows that a lower percentage of Berkeley’s adult population has graduated from high school than most peer cities, the State and US. However, the percentage of people with a high school diploma or equivalent in Berkeley is higher than the City of Jennings, but very comparable, see Table 2.8. The percentage of people age 25 or older with a bachelors or advanced degree is far greater nationally, statewide and in the peer city of Richmond Heights. The US census figures below indicate that Berkeley’s level of education attainment is fairly similar to the peer cities of Jennings and St. Ann, but well below state and national averages.

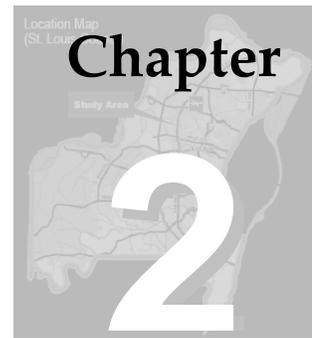
<b>Table 2.8: Educational Attainment</b>						
<i>Source: 2000 US Census</i>						
<b>Educational Attainment</b>	<b>Berkeley</b>	<b>St. Ann</b>	<b>Jennings</b>	<b>Richmond Hts</b>	<b>State</b>	<b>US</b>
<b>High School Graduate or higher</b>	76.4%	80.2%	76.25	93.3%	81.3%	80.4%
<b>Bachelors or Advanced Degree</b>	9.1%	12.6%	9.5%	56.7%	21.6%	24.4%

**SECTION 2:11 INCOME**

The US 2000 median household income for the City of Berkeley was \$32,219, which was almost 36% below the median household income for St Louis County which was \$50,532 and well below the State (\$37,934) and US (\$41,994) averages by 15% and 24% respectively. This suggests Berkeley attracts relatively lower income residents possibly due to the abundance of affordable housing and its proximity to mass transit and centralized services. A more comprehensive look at the earnings in Berkeley and the greater trade area in general are provided in the following sections.

**SECTION 2:12 EMPLOYMENT**

Berkeley’s major employers include representatives from manufacturing, retail, services and aeronautical sectors. A majority of these employers have been established in Berkeley for more than twenty-five years. These employers take advantage of Berkeley’s central location and proximity to the airport and major highways. However, the city’s major employers draw employees primarily from the surrounding region, rather than within Berkeley’s workforce. Interviews with Berkeley stakeholders indicated that most of the salaried jobs within the city are filled by non-Berkeley employees, forcing much of the City’s workforce to commute to their jobs outside of Berkeley. The City’s workforce travels an average of 22.8 minutes to work. This is just below the State average; however, considering the City’s urban location, this indicates that most of the City’s workforce is traveling well beyond the city limits for



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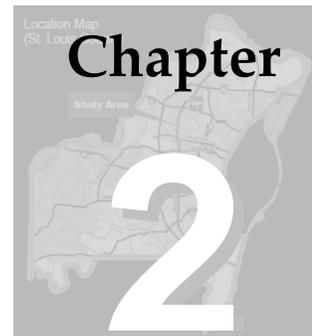
employment. Meanwhile there are many jobs within the City, which are being filled by non-Berkeley residents.

Sales and office occupations followed by service and transportation occupations make up over 73% of Berkeley’s workforce occupations. However, Berkeley had the lowest percentage of professional and related occupations, which generally command higher salaries. The City also led all peer cities in the percentage of unemployed persons with 11.6%. This rate is also well above the state and national averages. NorthPark along with the redevelopment of the old high school campus will bring new industry into Berkeley’s job market and an institution of higher education which may help position the City’s workforce for high-quality salaried jobs. The introduction of new industries at NorthPark and Lambert-St. Louis International Airport will also provide opportunities for existing industry to expand and provide additional employment opportunities.

<b>Workforce By Occupation</b>	<b>Berkeley</b>	<b>St. Ann</b>	<b>Jennings</b>	<b>Richmond Hts</b>
Professional & related occupations	18.1	23.6	19.3	54.4
Service occupations	22.2	17.7	24.9	10.0
Sales and office occupations	32.9	30.2	32.1	25.0
Construction & maintenance	6.4	11.8	5.9	4.6
Production, transportation & moving	20.3	16.8	17.5	5.7
Unemployed Persons	11.6	6.8	10.6	2.6
Commute Time (minutes)	22.8	22.3	27.7	17.6

**SECTION 2:13 HOUSING**

The City’s housing values are among the lowest in the County, as shown in Table 2.10. By way of comparison, the median home value in Berkeley is just over \$51,000 while the median value in the County is \$116,600, (128% higher than Berkley). Consequently, the City’s median mortgage is also among the lowest in the County, and the lowest of all peer cities (Table 2.10). While the City’s housing stock is positioned those seeking small affordable housing, the housing stock lacks larger homes that support growing families, executives and those wishing to upgrade.



**Chapter 2: Socio-Economic Analysis**

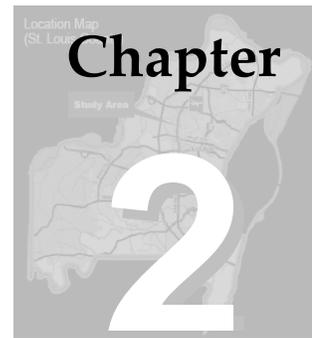
<b>Table 2.10 Housing Cost Comparisons</b> <i>Source: 2000 US Census</i>			
Area	Median Value	Median Mortgage Status	Gross rent
<b>Berkeley</b>	\$ 51,200.00	\$ 663.00	\$ 493.00
<b>Jennings</b>	\$ 50,300.00	\$ 683.00	\$ 468.00
<b>St. Ann</b>	\$ 63,900.00	\$ 726.00	\$ 493.00
<b>Richmond Heights</b>	\$ 133,900.00	\$ 992.00	\$ 592.00
<b>St. Louis County</b>	\$ 116,600.00	\$ 1,019.00	\$ 601.00
<b>Missouri</b>	\$ 89,900.00	\$ 861.00	\$ 484.00

Table 2.11 shows that the City’s average household size is larger than most peer cities and St. Louis County (2.47) and state (2.48) and the percentage of *family households* (with more than one related person living together) is also significantly larger. These two factors also support the need for a more diverse housing stock, one that provides larger homes that support growing families.

<b>Table 2.11 Housing Characteristics</b> <i>Source: 2000 US Census</i>							
	Family Households	Renter occ' d	Owner occ' d	% Vacant	Avg. Household Size (owner occ' d)	Avg. Household Size (renter-occ' d)	Age of Homes
<b>Berkeley</b>	71.9	35.4	64.6	8.9	2.64	2.97	41.7
<b>Jennings</b>	66.1	41.0	69.4	9.2	3.00	2.30	46.7
<b>St. Ann</b>	55.7	30.6	59.0	5.6	2.38	1.93	42.2
<b>Richmond Hts</b>	47.4	43.1	56.9	5.8	2.35	1.62	57.3

**SECTION 2:14 DAYTIME POPULATION**

Daytime population estimates have many uses for planning and policy development in cities. This data has implications for transportation planning, including dealing with potential traffic congestion and long commuting times, and disaster and relief planning to understand the number of people that may be affected if a disaster was to occur. Another feature of the data is a measure



## **Chapter 2: Socio-Economic Analysis**

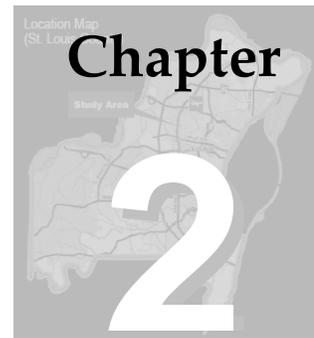
of the number of workers who work and reside in the same city. For example, 58.6 percent of working residents in the City of St. Louis remain in the city to work. In Richmond Heights only 13.9 percent of resident workers stay in Richmond Heights for work, meaning over 85 percent of the city's workforce leaves the city for work. This type of information can be used to indicate if a city has sufficient employment for its residents.

The City of Berkeley's daytime population is 11,626, which is an increase of 1,563 or 15.5% of the latest estimated full-time population for Berkeley. However only 4.9% of Berkeley's resident workforce live and work in the City. While most cities within St. Louis County have very small percentages of workers who live and work in the same city, Berkeley has one of the lowest live/work percentages. Clayton is the only city in the region to have more than 25% of its workers live and work in the same city. By way of comparison, in addition to Berkeley, fifteen (15) other cities in the County have less than 10 percent of workers who live and work in the same place.

### **SECTION 2:15 TRADE AREA PROFILE**

While the City's demographic characteristics are important in determining the level of municipal services and housing needs, a much larger area is typically analyzed by planners and retail experts when looking for new locations for new development. One such area is the Metropolitan Statistical Area (MSA). The City of Berkeley is part of the St. Louis Metropolitan Statistical Area (SMSA). The SMSA includes the City of St. Louis and the surrounding counties in Missouri (Lincoln, St. Charles, St. Louis, Jefferson, Franklin and Warren) and Illinois (Madison, Jersey, St. Clair, Clinton and Monroe). According to the 2000 census, the St. Louis MSA had a total population of 2.6 million people with 25% residing in Illinois and 75% residing in Missouri. The average growth rate of the MSA over the last twenty years was 3.9% or approximately 100,000 residents. The defining characteristic of the St. Louis region over the last several decades has been a period of population stability coupled with geographic sprawl. However as the population continues to age and transportation costs increase, in-migration from the suburbs to the urban core and inner-tier cities is anticipated to increase, especially in neighborhoods and cities where housing is affordable and daily services, shopping and jobs are centrally located, such as the case in the City of Berkeley.

Planners and retail experts also look into various locational factors such as accessibility, commute, income levels, education and the density and intensity of population (i.e. rooftops). Table 2.7 goes outside the City's jurisdictional boundaries and provides a summary of the 1, 2, 3 4 and 5 mile trade area profiles for the Berkeley City Hall. The data shows that the City's commercial districts have access to a significant population and a solid income base with relatively inexpensive housing- *when looking at the greater Berkeley Trade Area*. Therefore, the City's trade demographics would support a wide range of retail and commercial service offerings, provided the City's



**Chapter 2: Socio-Economic Analysis**

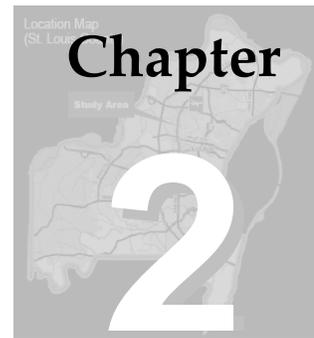
commercial districts were promoted to this greater trade market area and positioned to accommodate a wide range of market driven, destination-type uses that would attract consumers from a greater regional trade area.

**Table 2.12: Berkeley Trade Area Demographics**  
*Source 2000 US Census.*

<b>Control Point: City Hall</b>	<b>1 Mile</b>	<b>2 Miles</b>	<b>3 Miles</b>	<b>4 Miles</b>	<b>5 Miles</b>
Estimated 2007 Population	4,136	36,267	92,296	172,501	286,220
Projected 2012 Population	4,326	37,764	94,069	175,157	291,213
Population (2000 Census)	5,110	34,289	88,726	167,445	277,348
Median Family Income	\$34,574.00	\$ 36,136.00	\$41,096.00	\$ 42,242.00	\$ 43,746.00
Average Family Income	\$43,271.00	\$ 44,131.00	\$47,919.00	\$ 49,641.00	\$ 51,331.00
Per Capita Income	\$15,165.00	\$ 15,236.00	\$17,325.00	\$ 17,939.00	\$ 18,268.00
Males w/ Earnings in ' 99	1,114	8,349	23,419	43,798	71,523
Avg Earnings of Males	\$28,231.00	\$ 26,509.00	\$28,719.00	\$ 30,131.00	\$ 31,153.00
Females w/ Earnings in ' 99	1,377	9,279	24,773	47,220	78,366
Avg Earnings of Females	\$19,341.00	\$ 20,301.00	\$22,284.00	\$ 22,276.00	\$ 22,493.00
Est. Occ'd Housing Units	1,944	12,911	35,843	67,860	110,621
Average Gross Rent	\$ 536.00	\$ 553.00	\$ 556.00	\$ 550.00	\$ 557.00
Average House Value	\$54,863.00	\$ 57,346.00	\$65,130.00	\$ 69,721.00	\$ 73,445.00

**SECTION 2:16 PEER CITY DEMOGRAPHIC COMPARISONS**

Table 2.13 provides a summary of the City’s Socio-Economic conditions compared with the peer cities and state US Census 2000 findings.



**Chapter 2: Socio-Economic Analysis**

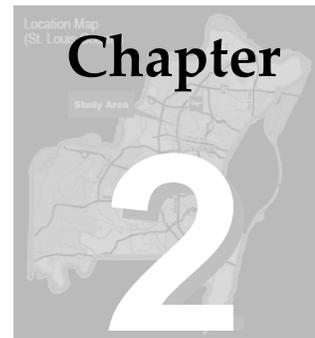
**Table 2.13: Peer City Demographic Comparisons**

*Source: 2000 US Census*

General Characteristic	Berkeley		St. Ann		Jennings		Richmond Heights		Missouri	
	Number	%	Number	%	Number	%	Number	%	Number	%
High school graduate or higher	4,507	76.4	7,538	80.2	7,102	76.2	6,572	93.3	2,955,811	81
Bachelor's degree or higher	535	9.1	1,188	12.6	890	9.5	3,993	56.7	784,476	22
Mean travel time to work in minutes	22.8	(X)	22.3	(X)	27.7	(X)	17.6	(X)	23.8	(X)
Median household income in 1999	\$ 32,219	(X)	\$ 32,351	(X)	\$ 29,196	(X)	\$ 50,557	(X)	\$37,934	(X)
Median family income in 1999	\$ 34,148	(X)	\$ 41,135	(X)	\$ 33,761	(X)	\$ 69,681	(X)	\$46,044	(X)
Per capita income in 1999	\$ 13,788	(X)	\$ 18,318	(X)	\$ 15,820	(X)	\$ 37,217	(X)	\$19,936	(X)
Families below poverty level	444	17	367	10.4	674	16	101	4.4	127,317	8.6
Individuals below poverty level	1,908	19.3	1,726	12.8	2,929	19	689	7.3	637,891	12

**SECTION 2:17 TRADE AREA PROFILE SUMMARY**

Tables 2.11 and 2.12 illustrate many of the locational factors that are desirable among retailers. While the income levels are below the state averages, the low cost of housing, population density and traffic (especially in the 4 and 5 mile trade area radius) strengthen Berkeley's retail trade profile. Combine these positive socio-economic elements with the area's close proximity to Lambert –St. Louis International Airport and major highways, and the City of Berkeley presents a solid retail trade profile. In summary, the low housing costs, combined with the area's centralized location, and population densities make Berkeley a suitable location for commercial retailers, service providers, office users and industrial uses. This is evidenced by the recent NorthPark redevelopment.



## **Chapter 2: Socio-Economic Analysis**

**A summary of the City's key demographic findings are as follows;**

The city has a **high** average household size (2.64%)

The city's median age is significantly **below** the state average (31%)

The city has a **high** percentage of family households (71.9%)

The city has a **high** percentage of African Americans (77%)

The city's median household income is **below** state average. (\$32,219 versus \$51,200).

The City has a high percentage of females (55%), 5% higher than the State.

The city's unemployment percentage (11.2%) is significantly **above** state average.

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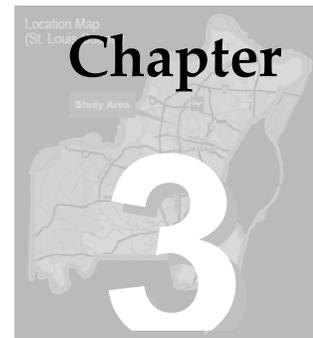
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## **Chapter 3: Critical Issues Summary**

### **SECTION 3.1 PUBLIC ENGAGEMENT PROGRAM**

The preparation of the 2008 Berkeley Comprehensive Plan included a structured program of extensive citizen involvement. This section presents citizen defined issues and recommendations that form the overall vision for the future and the values held by the community. The following is a summary of the public engagement activities that were conducted in the preparation of this Comprehensive Plan.

#### **SECTION 3.1A COMPREHENSIVE PLAN STEERING COMMITTEE**

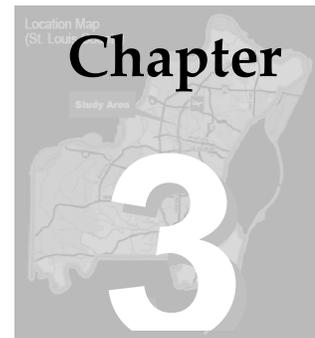
First and foremost, a Comprehensive Plan Steering Committee was formed to provide a local perspective and better understand of the various planning elements as they relate to the Comprehensive Plan. The Steering Committee also served as a sounding board as the planning team reported monthly findings, observations and recommendations. The Steering Committee included a wide range of resident volunteers, members of City Staff and the City's elected officials. Monthly meetings were conducted with the Comprehensive Plan Steering Committee. These meetings were open to the public and often included local business leaders and area public officials. Each meeting contained a different agenda and included discussions of the City's past, present and anticipated future conditions.

#### **SECTION 3.1B STAKEHOLDER INTERVIEWS**

An initial series of stakeholder interviews were conducted with 20 Stakeholders and representatives from the various city departments. This was done to begin identifying issues and concerns from both the resident perspective as well as the city government perspective.

#### **SECTION 3.1C COMMUNITY PLANNING CHARRETTE**

The first Community Planning Charrette was held on February 22, 2008. The Charrette focused on Berkeley's business community and economic stability. The participants included a wide range of local business owners, managers and city department heads, including the fire chief and police chief. After a presentation on comprehensive planning and an update of the City's comprehensive planning process, the participants broke into groups and discussed several prepared topics that facilitated a discussion of the strengths, weaknesses, opportunities, and threats facing Berkeley, also known as a SWOT Analysis. A representative from each group recorded responses on a project area map while another representative recorded comments in the Charrette workbooks. After the teams completed discussing each of the Charrette topics, representative(s) from each team presented the team's findings to the other Charrette participants.



## **Chapter 3: Critical Issues Summary**

### **SECTION 3.1D SWOT ANALYSIS**

The discussion topics used in all the public engagement activities were developed with the intent of identifying citizen defined values as they relate to the past, present and future of the city. The responses to these questions more specifically help identify the strengths, weaknesses, opportunities and threats to Berkeley. The following is a summary of the SWOT findings:

#### **Strengths**

- Location – the proximity to major highways, the airport, downtown and public transit are Berkeley’s main strength.
- Professional, affordable city services- “best in north county”
- Berkeley’s residents and business owners
- Affordable housing

#### **Weaknesses**

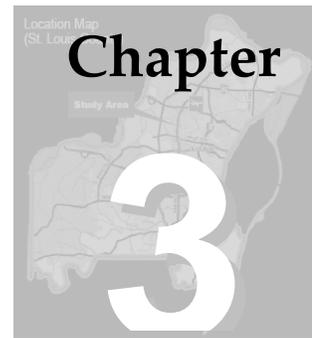
- Downtown is dead.
- Decentralized school system- “We miss having our own school district”
- Population decline
- The perception of it being unsafe
- Low incomes and unemployment
- Poor retail selection
- No banks

#### **Opportunities**

- NorthPark- could be a major catalyst for positive change
- Lambert-St. Louis International Airport and related growth, development & access
- Underutilized downtown and commercial districts (Hanley Road, Frost Road)
- Berkeley’s youth is a significant focus.

#### **Threats**

- The city’s commercial areas do not provide a positive environment for retail developers.
- Local workforce is not suited for the local jobs.
- Brain Drain. The community needs young professionals and salaried workers.
- Citizens are less certain about the city’s future when it comes to housing. There are too much rental and too many vacant homes.
- Annexation- we’re landlocked!
- Lambert-St. Louis International Airport and related growth, development & access



### **Chapter 3: Critical Issues Summary**

The above findings were based on each participant's insight into their community and perception of the planning issues within their neighborhoods. The public engagement findings were instrumental in identifying the needs of Berkeley's neighborhoods, businesses and quality of life concerns. This information will help establish a direction for the future of the City and its neighborhoods and businesses. The Comprehensive Plan vision, goals and objectives will be based on the citizen defined strengths, weaknesses, opportunities and threats.

#### **SECTION 3:2 CRITICAL ISSUES REPORT**

The following Critical Issues Report provides a more inclusive summation of the issues raised during the City of Berkeley's public engagement program. Demographic and economic trends of the past decade and the forecasts and projections for the future are also "background factors" that influence these major critical issue areas. How the City deals with land use change in the context of economic and demographic changes is a key focus of the Comprehensive Plan. Goals, objectives and policy statements will be developed that best respond to the critical issues for the City of Berkeley.

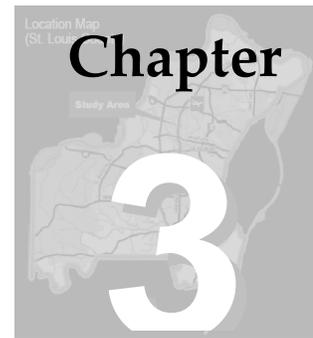
#### **SECTION 3.2A THE VISION FOR THE FUTURE OF BERKELEY**

The Berkeley comprehensive planning process helped define what residents want Berkeley to be in 10-15 years. The Comprehensive Plan supports this vision by providing implementation strategies and recommendations that promote planned growth, neighborhood stability, restorative downtown development and housing reinvestment. The Plan also outlines new planning initiatives such as developing quality neighborhoods supported by an integrated park systems and creating retail and commercial choices. The vision developed for this Plan to help guide the city into the 21<sup>st</sup> Century is:

**"To increase the confidence to invest in the community and become an attractive, safe, healthy and vibrant community with expanded housing, business, recreational and family-oriented opportunities"**

#### **SECTION 3.2B MISSION STATEMENTS**

- Empower Berkeley's citizens to enhance their own quality of life, to ensure community safety and to elevate the livability of their own neighborhoods.
- Encourage citizens to work together with city government to fully utilize human and community assets, thus producing a desirable environment that includes excellent city services, parks, business centers and roadway corridors.



### **Chapter 3: Critical Issues Summary**

#### **SECTION 3.2C COMPREHENSIVE PLAN GOALS**

The Berkeley Comprehensive Plan established several citizen-defined goals for each of the main planning elements covered in this Plan. Generally, these goals consider and respond to the following critical issues and land use conditions:

1. The City is built-out, leaving little to no areas for new development.
2. The supply of professionals and salaried workers is lacking.
3. Poor property maintenance, vacancy and over-occupancy in dwellings.
4. Need more landscaping and better maintenance of existing landscaping. City ordinances require the planting of landscape materials, buffers, and screenings that must be maintained in conformance with the approved site plan and zoning regulations
5. The perception and/or presence of crime and intimidating groups reduce the utilization of the City parks and public areas.
6. The city does not require architectural design review except when established by the approved conditions of a rezoning or special use permit, or at their request of City Council. The City needs compatibility guidelines for integrating old and new development.

#### **The Comprehensive Plan Goals are as follows:**

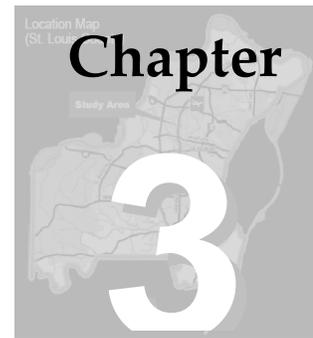
**Downtown Revitalization:** Promote investment in the City's central business district in order to attract and retain businesses, revitalize downtown and increase commercial, entertainment and recreational opportunities that attract people.

**Future Commercial Development:** Create integrated, balanced business districts that benefits all residents and businesses by expanding consumer choice, maximizing convenience and responding to local economic opportunities thereby strengthening the local economy.

**Quality of Life:** Develop programs that promote community beautification, character enhancement and quality of life by providing a safe, attractive and active community for all residents.

**Housing & Neighborhood Stabilization:** Promote neighborhood revitalization and neighborhood stability.

**Transportation:** The City should promote a transportation system that provides safe and efficient circulation and economic development potential.



### **Chapter 3: Critical Issues Summary**

**Parks:** Continue to maintain, enhance the City’s parks and recreation system and take measures to deter criminal activity.

**Community Services:** Ensure the availability of public facilities, infrastructure and emergency services that adequately serves Berkeley’s present and future needs.

The goals adopted for this Plan represent ideals of what Berkeley should strive to become in the next twenty (20) years. The plan also includes several objectives and implementation strategies that provide the focus and direction needed to obtain the preferred future. The implementation strategies provided in this plan form a work program that lays out the development philosophy the City should strive to achieve. Some strategies are clear actions the City should take; others are recommendations for additional planning work, more study or further public input.

#### **SECTION 3.2D PUBLIC ENGAGEMENT SUMMARY**

In an attempt to address the collective response of all the participants, the concerns were grouped into five (5) categories.

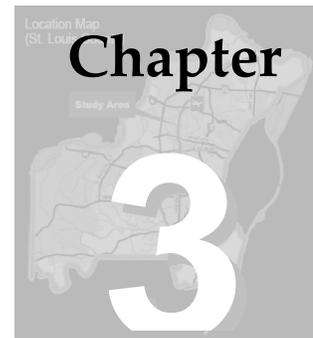
- 1. Future Commercial Development**
- 2. Quality of Life**
- 3. Housing and Neighborhood Stabilization**
- 4. Parks, Recreation & Cultural Amenities**
- 5. Infrastructure & City Services**

The following sections include the statements, concerns, issues and recommendations that were brought up during the public engagement process. The statements are presented in the wording provided by each stakeholder or work session participant. The opinions provided here do not necessarily reflect those of the author or the City’s elected or appointed officials.

#### **SECTION 3:3 FUTURE COMMERCIAL DEVELOPMENT**

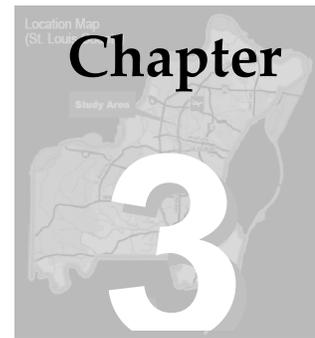
##### **STRENGTHS**

- 1. Large daytime population-** Berkeley businesses bring many employees and potential consumers into the area. There is a strong corporate presence, such as Boeing. The commercial business/service industry needs do a better job of attracting Boeing employees and flight related traffic. Boeing has 16,000 employees that work year round, 24 hours a day. However, Berkeley businesses employ a majority of people from outside the area. The City needs to create shops, restaurants and gathering areas that appeal to these employees to increase the City’s share of retail sales tax and reduce the percentage of sales tax spent outside the city (aka seepage).



### **Chapter 3: Critical Issues Summary**

2. The area's **central location**, accessibility and proximity to the airport and major employers.
3. **Compact central business district (CBD)**. The City must increase the vitality and confidence to invest in the city's existing commercial areas and recruit and cluster uses that build from each other's clientele. Synergistic land uses that are located close together create a spontaneous market place where the whole is greater than the sum of the parts.
4. **Visibility**. Promote the central location, accessibility and visibility of the City's commercial areas when recruiting future commercial users.
5. **MetroLink**. Promote multi-modal city-wide. Multi-modal is a key feature of NorthPark and an important locational factor in attracting future development and businesses.
6. **NorthPark** can be good for Berkeley. The City should raise awareness of what NorthPark offers Berkeley residents and businesses.
7. **The airport** - It's good for Berkeley. The City should raise awareness of what the airport offers Berkeley residents and businesses and develop strategies of how Berkeley can better capitalize on it's proximity to the airport.
8. **John Murphy Clinic** provides good medical care and services. It's not just for the poor. Find uses that compliment the clinic, such as additional medical, social services and governmental offices and a new post office.
9. Retail developers focus on three major locational factors: 1) multi-modal accessibility-see also paragraph 5 above. 2) disposable income and; 2) traffic counts. Berkeley does not have disposable incomes so promote accessibility, traffic counts and daytime population.
10. **Community gardens** are good. A farmers market in Berkeley would be nice.
11. **The City needs better promotion**. The City's location and proximity to downtown St. Louis, Lambert-St. Louis International Airport, railroad and highways need to be promoted.
12. Berkeley is unique (85% African American) – the restaurants and commercial services should take advantage of it's ethnic heritage and offer restaurants that offer Soul Food and other food, goods and services the appeal to the local resident. The area needs a grocery store that reflects the demographics- like Pete's Sure Save in U-City.
13. **North County Chamber** –good, but the City needs more representation.
14. The city has a good supply of industrial parks and users. The City should restrict industrial uses in areas that are already being used for industrial purposes. Other than what is already proposed at the old high school, NorthPark and the City's existing industrial areas, no new industrial areas are needed.

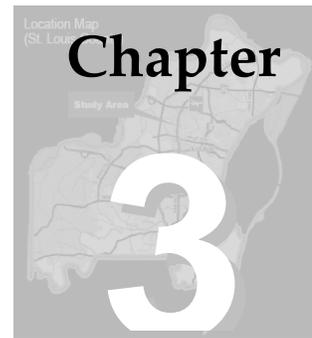


### **Chapter 3: Critical Issues Summary**

15. **Scudder Road improvements.** Encourage the County to improve Scudder Road beyond minimal engineering standards- how can it be a vital commercial node and gateway into the community. Drive the plan!

#### **WEAKNESSES**

1. Breckenridge (now Renaissance) use to have a great club, with good music (Flight 99) but it closed long ago. The Renaissance does not offer much to the local resident. Visitors have to pay to park. There is no incentive to use the restaurants. The hotel does not offer any entertainment or worthwhile gathering spot for local residents.
2. The city has been dead for the last 15 years.
3. Commercial real estate brokers perceive Berkeley (NorthPark) to be run down.
4. The community does not feel it has any ownership in NorthPark
5. No new stores, restaurants or cool places to go.
6. No bank, no library, no good grocery, no computer center.
7. McDonalds left. "If we can't keep a McDonalds there must be something really wrong...."
8. Night life is dead.
9. Making a left onto Airport from Madison is tough.
10. Marketing appeal? What do we have to offer? Berkeley needs better promoters.
11. Land-locked
12. Stores/streets are no longer pedestrian friendly like they once were. Young adults have taken over the streets and they scare the other cohorts off and eliminate the ability to attract consumers into the area,
13. Poor access- Wabash, Graham, and areas between Hanley Road and I-170.
14. Downtown (image problem)
15. Crime (everywhere- perception anyway)
16. Young professionals needed- along with the singles, mingles and jingles.

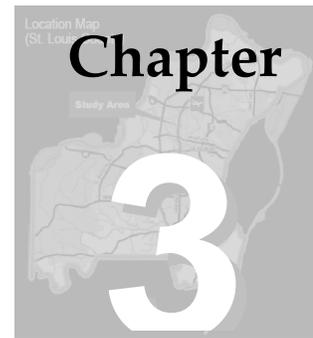


### **Chapter 3: Critical Issues Summary**

## **RECOMMENDATIONS & OPPORTUNITIES**

### **Commercial Land Use Recommendations**

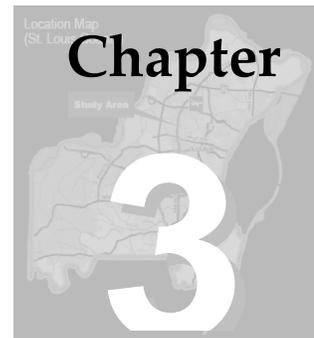
1. Bookstore, major auto repair shop, eat-in restaurants, upscale retail, large commercial development, health services-drug store (Wal-Greens), good grocery store, and a bank are needed.
2. **Boutique commercial** is desired. Start small with the understanding that the area needs good quality, reasonably priced, unique services and products that cater to the area's demographics. Sit-down restaurants and places to linger should be a priority.
3. **Expanded retail** such as an outlet is also needed – like the Mills (nobody pays suggested retail price anymore, why should we?)
4. The city needs a good neighborhood coffee stand- and other places to meet and be seen.
5. **Indoor and outdoor entertainment** venues are needed.
6. There are enough car washes, hair salons and daycares. Berkeley needs quality child development, better retail and commercial services.
7. What is realistic given the present market demand and existing conditions? Once we figure that out, educate the community on what is possible.
8. **On-street parking** is needed in key commercial areas.
9. Taxi and Limo drivers, hotel concierges and business managers have a lot of influence- make sure they know about Berkeley's hot spots.
10. Business need to be closely watched to make sure they go through the proper channels; too many get around the necessary fees and requirements.
11. Successful land uses need good people to work them.
12. Prohibit liquor sales, adult uses and bars near our schools, daycare, church, parks, etc.
13. Need to offer more jobs within the community for residents. NorthPark and future businesses should be encouraged to train and hire from within the community.
14. A local dinner club is needed- like Marriot.
15. Need a bigger map / study area- show everything within a 10 minute drive.
16. There is the perception that St. Louis is big- it's not big its empty. Berkeley needs to inject vitality to its commercial areas and neighborhoods to avoid the perception of being empty.



### **Chapter 3: Critical Issues Summary**

#### **Airport Road Land Use Recommendations**

1. Centralized downtown (CBD). It is in need of major revitalization. Additional parking is needed along Airport Road near Hanley.
2. Airport Road was once a great area with nice shops and lots of life. We need to bring it back-like the Delmar Loop. Nice sit-down restaurants needed. Sunday brunch is missing. Need a better selection. Need restaurants that offer healthy, affordable carry-out meals. Need a place that offers a dining experience, like 94th Aerosquadran. Airport Road was once a great area with excellent sit-down restaurants- remember the Wishing Well, Pelair's, bowling alley, dance studio and nice shops? **No place to watch the planes.** No outdoor dining. The city needs a place to go to get a nice sit-down meal.
3. The sidewalk along Airport Road needs to be improved to increase the walkability of the corridor. Better lighting is needed to improve safety, aesthetics and visibility for businesses (maybe then gaudy signage would not be needed.)
4. Façade improvement program needed. There was one started but it disappeared.
5. Berkeley Loop bus station was moved to Hanley Station – now it's an unsightly bus stop. Improvement is needed at this bus stop, due to it's visibility, proximity to downtown and it's high rate of utilization.
6. Mixed horizontal and vertical uses needed- like at Suburban and N. Florissant- give it a try.
7. Residents want quality service and food/products but at realistic prices. Uses should appeal to the Berkeley resident, while also attract the non-residents. Starbucks is great- but too expensive.
8. Need a sports-bar – the area has always supported sports- we need to bring them back.
9. Keep churches out of our prime commercial areas.
10. Live/work units needed along Airport Rd.
11. Unprofessional, oversized, ugly commercial signage.
12. Develop a walk of Fame



### **Chapter 3: Critical Issues Summary**

#### **Frost Avenue Land Use Recommendations**

1. Bring new commercial businesses and services to the commercial areas on Frost. The original commercial businesses along Frost were nice and convenient. IGA site should stay commercial- the area neighborhoods need the convenience.
2. Demolish the old IGA building and start over – it always smelled bad. Redevelopment is needed.

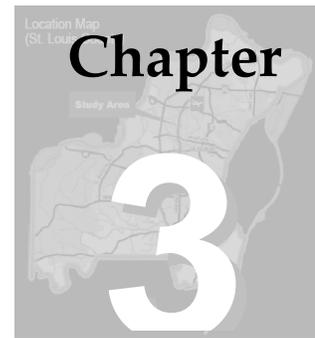
#### **NorthPark Land Use Recommendations**

1. NorthPark will turn the City around.
2. Encourage the developers of NorthPark to provide access to the city, both physically and socially (offer incentives for hiring Berkeley residents, etc), encourage employees to live in Berkeley (waive property taxes).
3. Cater to the workforce and clientele at NorthPark, Boeing, Lambert-St. Louis International Airport and other major employers and cater to them.

### **SECTION 3:4 QUALITY OF LIFE (CRIME, EDUCATION, WELLNESS)**

#### **STRENGTHS**

1. Boeing wants to contribute.
2. Senior Group- 175 members strong and very active. Includes residents and non-residents. A major quality of life factor for senior residents. The city provides exceptional transportation services.
3. Taxes are low
4. Active churches.
5. Expansive park system – Ramona Lake is gem!
6. Good people
7. Residents that remember the good old days are eager to bring them back. Use the past to help define our future.
8. Churches- they hold the community together
9. Betterment Committee- Thanksgiving baskets- feel good.

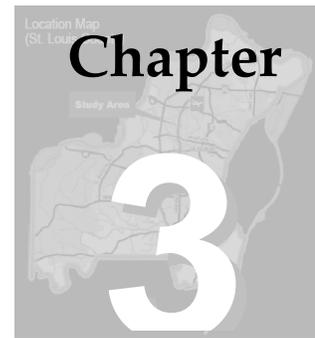


### **Chapter 3: Critical Issues Summary**

10. Famous people, events and location. Promote famous people and events that occurred in Berkeley. For example, Sedrick the Entertainer Cedric is a 1982 graduate of Berkeley High School. He continues his involvement with his high school by awarding a scholarship each year to a graduating senior through his Cedric the Entertainer Charitable Foundation Inc. The foundation's motto is, "Reaching Out...Giving Back".

#### **WEAKNESSES**

1. Misdirected kids and young adults
2. Low self-esteem (citywide). Apathy.
3. Deflated image of Berkeley. There's nothing nice in town. Overall, land is underutilized, buildings are poorly maintained and suffering from accelerated depression. Redevelopment is needed. The town needs a facelift!
4. Not pedestrian friendly.
5. Commercial areas look cluttered.
6. Loitering is not good- anywhere. It'd be bad for business. People fear today's youth, older residents need to take a stand.
7. Vandalism – specifically in the city's parks.
8. The buyout displaced lots of families
9. Decentralization of the school system. Decentralization, combined with the buyout caused irreversible damage to the community. It tore the community apart, forced kids to go to schools outside of the community, separated childhood friends from attending the same schools and diminished the overall sense of community.
10. Kids are going wild- it's contagious, the good kids are being influenced. "1 bad apple spoils the whole bucket..."
11. The kids' homes are not nurturing- kids need to be at the dinner table.
12. The area needs a few good mentors for the youth to look up to.
13. Criminal records prevent young adults from getting honest, salaried jobs; this indirectly encourages unlawful moneymaking activities.
14. Lots of the kids that leave to go to college do not come back.
15. Baby boomers are to blame for today's youth- They got spoiled after WWII. Parents gave them everything. They are the most educated, most spoiled generation ever.
16. We've lost our home based school, church and home.
17. People are too busy to participate in civic life.

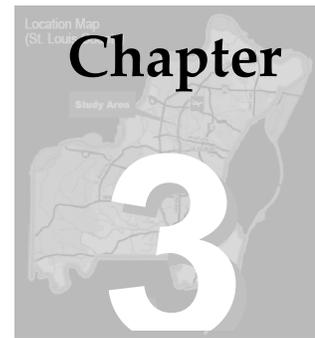


### **Chapter 3: Critical Issues Summary**

18. Where are the jobs for “Our” youth and workforce? (directed toward NorthPark)
19. Airport Road and presidential streets have image and crime problems. The perception is crime is everywhere. However this is not true. There are no areas in the City where crime is concentrated.
20. Taxes were low and muni-services were free. “Everything was free” - Now residents pay for trash, etc.
21. The school district is requiring all schools south of 270 “extended year” schools. (3 semester-with no long summer break)
22. The schools are teaching kids how to score high on tests, schools no longer teach subjects.
23. People (residents) are holding the city back- no civic pride and community stewardship.
24. Berkeley suffers from an image problem-it’s not just physical, but social and economic as well. We need to improve the image of our “downtown”. Start small..
25. North Madison - dangerous industrial area.

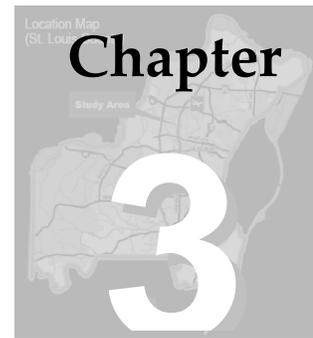
### **RECOMMENDATIONS AND OPPORTUNITIES**

1. With a bit of public relations and promotion, Boeing’s Prolog Room could be a highly utilized community asset. Consider relocating it or a similar museum to the downtown. A flight museum or other public museum would be a nice destination to draw people from outside Berkeley.
2. The over 65 age cohorts are making up a larger % of the city’s population –focus quality of life improvements on this generation.
3. School and sports were great. That’s why many residents moved to Berkeley. Their kids are now grown, leaving many empty nesters. Sports are still strong- but decentralized, no ownership. This needs to change. The City needs to develop more programs and places for the City’s youth and ensure the programs are implemented and managed well. Consider the following:
  - Boys and Girls Club needed along with academic enrichment programs.
  - Redo the Building Lear Center (Frost House) and look into using the school district buildings after hours.
  - Redo building at Jackson Park and use it as an academic center.
  - Encourage graduate students to come back and take kids to where they went to school and “show them the ropes” – Mentors are needed.



### ***Chapter 3: Critical Issues Summary***

- Job-training is needed. Need to offer good jobs to the youth- get them off the street and keep them busy developing workplace skills.
  - The City needs a library. Make it a cool place to hang out. Wire it with the latest WIFI, include a coffee bar, movie shows and ongoing programs for all. Locate the library in the new civic center. The book-mobile is not enough.
  - Need youth mentoring program. The youth must be involved in the development and implementation of programs.
  - Kids need to be controlled. If a school-aged kid is not in school, the police should intervene.
4. Multi-generational recreation / entertainment /academic / cultural programs, facilities and events are needed. Involve all age cohorts with the simple purpose of bringing people together. Consider fashion shows- offer good prizes, gift certificates, etc. Best dressed award for daily events...
  5. Need programs that help you get to know you neighbor. Jazz concerts, fitness walks, fashion shows, competitions, etc. Bring people together- harder than you think. People are too busy and private these days.
  6. Aeronautical theme or other centralized theme is necessary. Theme / Branding Needed, i.e.- Planned, Progressive Community, Healthy Community, Aeronautical, etc. Need an airplane or some aeronautical theme or artwork on Airport Road- get the private industry to chip in, conduct a competition.
  7. Gateways are needed to beautify the entrances to the city, like the reconstructed intersection at 270 and Olive in Creve Coeur.
  8. Plant something! Berms near the airport approach should be improved. Landscape the airport berms and streetscape along Airport Road. Install landscape medians where appropriate. Develop a program, with incentives, to get people to landscape their yards. Conduct seasonal contests for the best yard, best seasonal decorations, etc.
  9. Create a place to watch the planes.
  10. Need to develop opportunities to reinforce the city's small-town character.
  11. Widen sidewalks along Airport Road and create more neighborhood linkages for pedestrians.
  12. Natural Bridge Area needs something special.
  13. Need good leadership- a Mayor with a vision.
  14. History is important
  15. More outdoor concerts



### **Chapter 3: Critical Issues Summary**

16. The Kinlock gardens are good for the community. Currently the farmers each have their own stands, no coordination. This could be an area of opportunity.

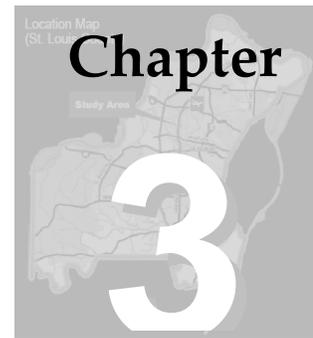
#### **SECTION 3:5 HOUSING AND NEIGHBORHOOD STABILIZATION**

##### **STRENGTHS**

1. Housing is affordable.
2. Nice, quite neighborhoods. Neighborhoods are quiet- compared to the City – let’s keep them that way.
3. Tenure seems to be high, except for some older folks that move on, otherwise most people tend to live in Berkeley for a long time, so generally everybody knows each other.
4. Diversity
5. Housing stock can be expandable. Develop programs to promote and finance improvements that enhance the City’s housing stock. For example, many homeowners in the Frostwood area have converted their garages into living space, added gable roofs, etc- conduct neighborhoods walks or tours to help promote desired improvements.
6. Good investment potential. Homes are cheap and the community is centrally located. Lots of reinvesting going on- promotion needed. House tours, progressive parties, competitions, etc.
7. New Homes at Sassenrath and Blueberry.

##### **WEAKNESSES**

1. Crime (everywhere- perception anyway)
2. School district is segmented.
3. Population decline
4. Aging housing stock
5. Property values are down. (no confidence to invest)
6. Too many vacant homes. Too many foreclosures. Low owner occupancy rate – high rent / transient population. This is the most vacancy the city has seen in 30 years. We need to inventory the city’s housing stock, rate them and find owners or solutions for improving the utilization of our underutilized or troubled residential areas. One bad home spoils the neighborhood.
7. High concentration of HUD. HUD program could be better managed

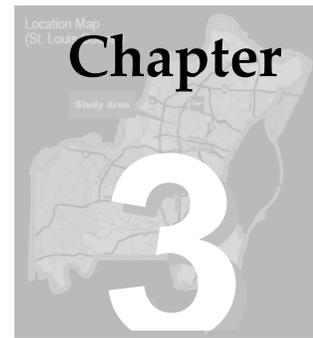


### **Chapter 3: Critical Issues Summary**

8. School attendance is down as a result of neighborhood buyouts associated with the installation of I-170 and the airport expansion. Berkeley lost many families. Dudes Dale was one such neighborhood – which was bought out to make way for I-170.
9. Of the 16,000 Boeing employees only 100 live in the Berkeley zip code (many of which actually live outside the city limits).
10. No pride in ownership, no pride in the family. Can't bring up kids like we use to, we'd go to jail.
11. Homes are passed down to the next generation, who in some cases do not care for the homes, don't pay taxes or rent them to undesirables.
12. Land-locked – limited opportunity for new development.

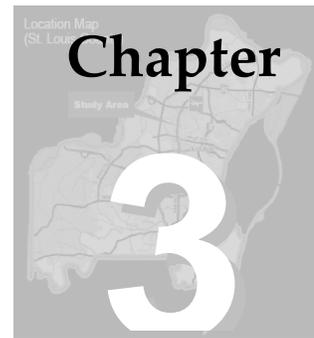
#### **HOUSING & NEIGHBORHOOD STABILITY RECOMMENDATIONS**

1. Need updated homes – (hip, modern). Infill development is needed to replace the city's aging housing stock, consider sustainability as a redevelopment theme, go green!
2. The typical household has also changed dramatically since most of our homes were built. For example, today only 1 in 4 households have school age children.
3. Condo's and 3-4 bedroom estate-style homes are needed. Middle working class housing in the \$150-\$300,000 range.
4. Get Boeing to adopt a neighborhood, offer suggestions of how they can add value to the neighborhood.
5. Redeveloping a key entryway or area on the fringe of the city would have the greatest impact.
6. Redevelop homes along the presidential streets with new housing.
7. Homes in Frostwood looked good when they were built, but today they do not provide the amenities the modern homeowner demands.
8. Consider a condo redevelopment project at Frost and Berkridge
9. Redevelop vacant and dilapidated lots. Prioritize areas that are located near the City's parks and downtown. The lots adjacent to Jackson Park would be a good start.
10. Housing leads everything. The area needs 2-story homes with nice yards and very flexible floor plans. The housing stock needs attention- rehab, redevelopment, tear-down, restorative development all options should be considered. Need to attract development that offers choices. The Gate District in North St. Louis is a good model. It offers a range of housing, but nothing high end. This area attracts a range of income levels, but mostly African Americans.



### **Chapter 3: Critical Issues Summary**

11. Develop regulatory procedures, such as planned development, that encourage combining two (2) residential lots to accommodate the construction of newer estate style homes that blend within the neighborhood.
12. Restoration alone cannot revitalize the city's housing stock- new executive-style homes are needed ASAP.
13. Need housing to retain and attract seniors. Many Berkeley seniors are interested in low maintenance housing- most seniors have to pay for general maintenance detail, if they can't do it themselves or afford to hire, properties go unmaintained. (need alternatives). Consider creating a senior village out of the city's existing "senior-friendly" housing stock (Frostwood). Senior high rise living does not work- keep it out. Successful active senior living developments need good managers- otherwise they will fail.
14. The City could use new/modernized apartments- but they must look good and be managed properly. They should look like single family homes- not institutions.
15. Annex unincorporated pockets south of the city limit along Hanley near UMSL and other areas that can accommodate new development or annex areas recently developed.
16. More pride needed in the neighborhoods. Community betterment incentives are needed. Use community betterment as both a revitalization theme and a means to rehabilitate the areas' petty offenders.
17. Need to have new/improved housing near the CBD to help support business and provide 24hr surveillance.
18. Traffic control is critical- need to know who's in your neighborhood. Consider parking stickers- as a way to keep track of local residents and generate revenue. Block Homes is a good idea for neighborhood stability.
19. Conduct a housing study and identify the areas with the most accelerated depreciation and target them for redevelopment. Include workforce housing.
20. Neighbors that get together result in strong neighborhoods.
21. Neighbors need to band together and take the streets back. Neighborhood watch is good.
22. Better code enforcement needed- grass gets too high, papers left out on vacant homes, etc. Inspectors should write more citations.
23. Security alarms provided by police – like Glendale for those in need, i.e. vacationing families, etc.
24. Promotion Needed. It's a great area for employees, singles and young couples looking to be centrally located. Also a great area for seniors, especially Frostwood, with all the small , affordable, single story homes with no basements.



### **Chapter 3: Critical Issues Summary**

25. House tours- share good ideas, what can be done with a typical Frostwood Home, etc. Would help get to know your neighbors.
26. Increase the confidence to invest.
27. Don't be stagnant – a little change is good. The City's neighborhood have not changed much, what change has occurred is bad- increase in renters and increase in vacant properties.
28. Need to have a professional broker / developer come in and help market our housing stock or eliminate housing that is detrimental to the marketability of the city's housing.

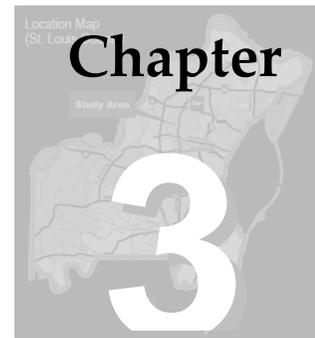
#### **SECTION 3:6      PARKS, RECREATION & CULTURAL AMENITIES**

##### **STRENGTHS**

1. The area still enjoys competitive pick-up basketball games. The parks keep the baskets up unlike other communities.
2. Good church programs. Youth programs, developed and implemented by the area's youth are making a difference. But most kids do not take advantage of them-
3. Ramona Lake. It's one of the best local lakes.
4. Senior Group- 175 members strong, resident & non-residents, affordable, 32 meetings a year, 100-125 activities annually,
5. Youth Activities. Many annual events, including Summer Camp, baseball, etc
6. People
7. Berkeley Youth Commission- it's established. Make it better.
8. Lots of nice trees, open spaces and walkable.
9. Berkeley-Marshall Faulk Football League: New Football Field (coming) New goals, concession stand, bleachers planned for 2008-09 season.
10. 54 acres of parkland
11. Over 80 events annually, up from seven just 8 years ago.
12. Independence Park is nice- family reunions take place there.

##### **WEAKNESSES**

1. Need more tennis courts
2. Frostwood Park is the least favorite park- erosion.
3. Cemeteries are not utilized, constant vandalism.

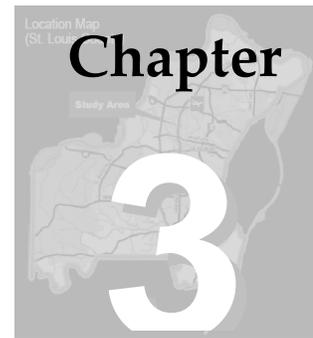


### **Chapter 3: Critical Issues Summary**

4. Crime (everywhere- perception anyway)
5. Lack of volunteers
6. Can't go to the park because it's no longer "our" park – turf battles.
7. School district is segmented.
8. Population decline

#### **OPPORTUNITIES**

1. State of the art family and community center is needed, including a large swimming pool.
2. Park system was loaded with programs and great recreation opportunities – Korey league baseball fields, camping in the parks, etc. Frostwood Park, Jackson Park, Ramona Lake and the pool are not what they use to be.
3. The airport (PVA) lookout was great, it served as a destination for many. It was a big draw for families, teenagers and young adults alike.
4. The area has great access to good salaried jobs.
5. The pool use to be great- attracted people from all around – buses use to bring big groups in.
6. Korey league off Frost. It had ten (10) ball diamonds. The land is still undeveloped and owned by Mac (Boeing?), but it needs to be cleaned up.
7. The City once had seventeen (17) parks and a full-time park ranger.
8. Co-ed softball at Jackson Park- it was the most happening adult softball league in the area.
9. Pride in the HS sporting teams is gone. It used to be big deal. No night games really hurt and when the schools moved it extinguished any pride that was left.
10. Get the youth involved in community betterment – i.e. stencil addresses on the curb, litter clean-up, etc.
11. Berkeley needs more outdoor entertainment – i.e. twilight Tuesday at the History Museum, etc.
12. Carnival at Ramona Lake- needs to be resurrected and improved.
13. No place to watch the planes.
14. Past St. Louis Mayor Bosley's Midnight Basketball program should be adapted to Berkeley.
15. Need area-wide sporting tournaments- football,
16. Skate Park needed. Rollerblade on summer, ice skate in winter.
17. More basketball courts needed.



### **Chapter 3: Critical Issues Summary**

18. County-wide sporting tournaments – football programs, enhanced pool-with programs.
19. Need more control in parks
20. Bulldog theme or other unifying theme needed for the parks.
21. Music festival at Jackson Park. Amphitheatre/concert hall needed
22. Need a larger, improved pool or water park
23. Encourage more family picnics- provide more shelters.
24. Academic enrichment programs needed
25. Community networking events needed

#### **SECTION 3:7      INFRASTRUCTURE & CITY SERVICES**

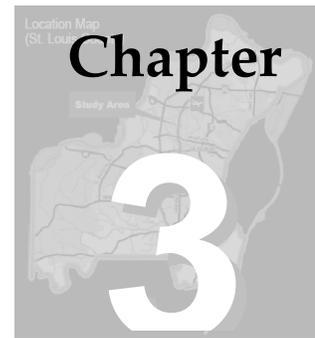
School system was the main reason people moved to Berkeley. There were several schools that kids could walk to. Four (4) elementary schools (Airport, Holder, Caroline and Frost) and a centralized school campus that housed the high school and two (2) other schools.

#### **STRENGTHS**

1. Good access to public transit- the community uses it now and with fuel prices going up, utilization will increase.

#### **WEAKNESSES**

1. Lack of volunteers
2. Desegregation (busing) ruined it. Caused kids who once walked to school and attended classes with friends and neighbors to be bussed to the Florissant and Ferguson area schools to meet a quota- (min percentage of blacks).
3. Taxes base in Berkeley was the lowest- which weakened the school system and forced the schools to merge.
4. The high school closed 3-4 years ago (2003-2004) Attendance was way down, but the school board decided to keep it open to let the students who started at Berkeley High to finish.
5. History has shown that when the school district declines, so do the neighborhoods.
6. The City needs to get the schools back – elementary and middle. Children should not have to leave the community to go to school.
7. Put young adults in charge of youth programs implementation and development.
8. Never see the police- they need to do a better job of making their presence known.
9. Trash is too expensive; people have to pay to have their yard waste bagged and pick up.

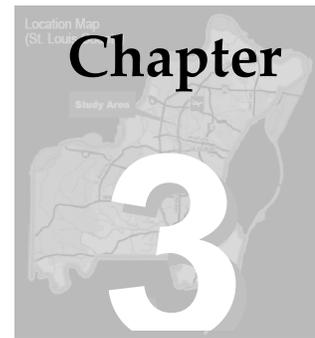


### **Chapter 3: Critical Issues Summary**

10. Council is over 60- and not supportive of change. Very difficult to get a majority on issues.
11. Berkeley is not growing because of all the political in-fighting and non-caring elected officials.
12. Too much infighting- someone needs to step in and run the city properly.
13. Talk is cheap, need more action.
14. Politics are too far apart- the elected officials do not get along. Nothing seems to get done.

#### **OPPORTUNITIES**

1. Great mayor – good visionary, cares about the city’s youth, responsible
2. Berkeley is much better than it was a few years ago. There is not as much bickering up at City Hall.
3. Code enforcement. The city has good codes, for example they have an ordinance prohibiting vicious dogs, cars parked on grass, trash cans being left out, and property not being kept up, dog fighting, but it’s not enforced.
4. Police officers use to live in the areas neighborhoods.
5. Police use to stop strangers.
6. Need a civic center with activities for all. A new city hall complex should incorporate civic uses such as meeting rooms, outdoor gathering areas, etc,
7. A recreation center would be nice- with swimming, work-out rooms and other amenities that attract the local work force. Indoor basketball, boxing, health and wellness activities, events and programs.
8. Walkability is important.
9. Zoning can lead to major opportunities.
10. Great communities have 3 things- good schools, active churches and stable “homes” (not houses)
11. Green Community theme or other centralized theme/identity needed.
12. City officials need to be more involved with the citizenry.
13. City theme or vision “City of Progress(air flight), “healthy city”, etc- must be authentic.
14. Implementation is key – the community needs to see results.
15. Need better lighting at Airport & Hanley.
16. Everyone loves flowers – line the streets and public places with nice plantings.



### ***Chapter 3: Critical Issues Summary***

17. Berkeley is not what it was and never will be – accept it. It’s ok to get caught up in the nostalgia and spirit – but not the geography.
18. Use what we have, but do a better job at enforcement.
19. Pine Lawn has a baggy pant ordinance – we should look into it.
20. Airport is our “Downtown”. We need a great clock or some civic monument.
21. Improve the areas bus stops and paths leading to them. Public transportation is widely used and ridership is increasing– therefore it’s a worthwhile community investment.
22. Community leadership and vision is important
23. Bike lanes, trails and overall connectivity.
24. Sidewalks along Garfield and Hancock near the downtown

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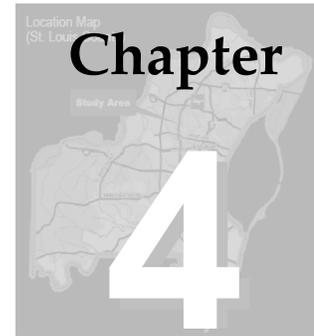
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## **Chapter 4: Public Facilities & Services**

### **SECTION 4.1 PUBLIC FACILITIES & SERVICES**

The public facilities and services available to the residents of Berkeley include police, fire protection, streets/public works, administration, court, parks, recreation, water, sewer, and schools. Some of these services are provided by governmental jurisdictions and agencies other than Berkeley. The quality and availability of these services are directly related to the quality of life within the community.



Berkeley Police Department

#### **Public Safety**

Police and fire protection is provided to all residents of Berkeley. The availability of these two public services is essential to maintaining the day to day health, safety and welfare of Berkeley's residents.



Berkeley Fire Department

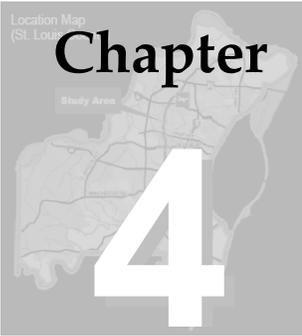
### **SECTION 4.2 BERKELEY POLICE DEPARTMENT**

The Police Department is a full-service department, located a 5850 North Hanley Road. The Department consists of forty-seven (47) full-time Commissioned Patrol Officers and a civilian staff consisting of thirteen (13) employees including certified communications specialists, dispatchers, administrative personnel and correctional officers. The department provides services to the entire City of Berkeley, which includes an estimated 10,000 residents covering 4.9 square miles. The department is led by the Chief of Police and an Assistant Chief of Police. The department is responsible for handling a wide variety of duties including emergency response, crime investigation, traffic accident investigation and traffic enforcement.



Berkeley City Hall

Patrol officers serve as the front line of defense for the City of Berkeley and its citizenry and are the first responders to all major crimes and other emergencies. The patrol officers work closely with members of the business community and area neighborhoods to ensure a safe, livable environment. The department provides a high level of visibility through the use of uniformed patrol officers in marked patrol vehicles throughout the city in an effort to prevent and deter criminal activity. In some instances, non-uniform officers in unmarked



**Chapter 4: Public Facilities & Services**

vehicles are utilized to detect illegal activity and apprehend those responsible. During the summer months, the bicycle patrol unit is activated to provide increased police presence in the City’s neighborhoods, parks, businesses districts and streets.

Patrol officers are responsible for the initial investigation of all criminal activity. If the initial responding officer is unable to complete the investigation, the case is forwarded to the Bureau of Investigations, which is composed of a Lead Detective and five (5) Investigators. These officers report directly to the Assistant Chief of Police.

The administrative division is charged with managing resources in a way that maximizes the training and safety of department personal while providing access to the latest police protection technology. The department is responsive to community needs by incorporating “Community Oriented Policing”, (C.O.P.s), Neighborhood Watch and currently finalizing the organization of our “Community Emergency Response Team”, (C.E.R.T.).

Other police department services and programs include:

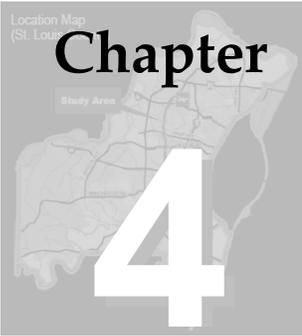
- ✓ Drug Abuse Resistance Education (DARE)
- ✓ Safety Through Effective Patrol (STEPS)
- ✓ Night Eye Program
- ✓ Save Our Streets Team (SOS), and
- ✓ Ongoing public outreach: including visiting schools, participating in parades and attending other community event.

**Recommendations**

The key to the Department’s future success is retaining sufficient personnel, providing a high level of training and outfitting officers with the latest technology in law enforcement and communication equipment. The Police Department adequately serves the community from their present location, however the facilities are aging and in need of serious repair and expansion. An increase in staffing is recommended to meet the expanding needs of the City’s growing business districts, specifically related to the NorthPark development, and providing a stronger police presence in the City’s neighborhoods, parks and traffic ways.

**SECTION 4.3 BERKELEY FIRE DEPARTMENT**

The Berkeley Fire Department serves the City of Berkeley by providing fire protection and emergency services to over 10,000 people. The Berkeley Fire Department consists of highly trained Basic Life Support or Advanced Life Support Firefighters and Officers that are dedicated to saving lives and protecting property. The department serves the citizens, businesses and visitors to the community by providing the following services:



**Chapter 4: Public Facilities & Services**

- ✓ fire suppression,
- ✓ emergency medical care,
- ✓ fire prevention guidance,
- ✓ inspections,
- ✓ annual fire code compliance inspections,
- ✓ public education,
- ✓ technical rescue,
- ✓ hazardous material mitigation, and
- ✓ mutual aid to surrounding communities.

The men and women of the BFD are constantly engaged in training to keep their fire suppression, rescue and EMS skills sharp. They meet with schools and other public groups on fire safety matters and attend neighborhood functions when requested. Fire Department personnel also participate in a number of community service projects, such as the annual City of Berkeley Safety Fair, the annual Muscular Dystrophy Fill the Boot Drive, the Missouri Burn Camp for Children and Angel Wishes. The Fire Department is equipped with a 55 foot aerial ladder truck and two rescue pumpers which are equipped with the very latest tools and technology to assist the firefighters in bringing any fire under control in the shortest period of time.

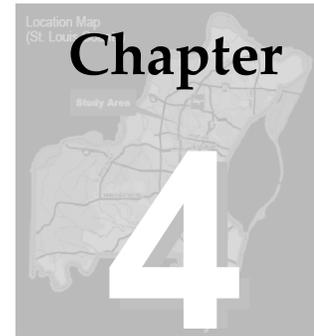
The City of Berkeley Fire Department recently completed its sixth (6th) year of participation in the Mentoring program which gives fire department personnel the opportunity to positively influence youth within the community. The program promotes positive behaviors and attitudes with a focus toward male, African-American youth in need of positive role models. The eight (8) week program is set up as a mini fire academy; teaching some basic firefighting and safety skills, such as, search & rescue and vehicle extrication, basic first aid and CPR. The goal of the program is to instill “Trust”, “Team Work” and “Self Confidence in the area’s youth.

**Recommendations**

The two Berkeley Fire Department stations are more than thirty years old and in need of replacement or major renovations. The department also has an immediate need for future expansion and additional personnel to provide fire protection, training and administrative responsibilities.

**SECTION 4.4 GENERAL CITY SERVICES**

The command post for most municipal services takes place at City Hall. The City Hall Facility is located at 6140 North Hanley Road. All City Departments except the Parks Department and Police Department are located within the City Hall facility. The City of Berkeley provides the following services to residents:



## **Chapter 4: Public Facilities & Services**

- ✓ Maintenance to the city's transportation system
- ✓ Street Sweeping
- ✓ Mosquito abatement
- ✓ Winter road maintenance and pothole repair of all City-owned rights-of-way.
- ✓ Planning and zoning control throughout the City. This includes site development and subdivision plan review for all private properties within the City.
- ✓ Administering the City's building permit and inspection process.
- ✓ Maintaining, staffing and programming all City-owned parks and recreation facilities.

As indicated above the City provides a wide variety of public services from several facilities located throughout the area. However, these services are for most part housed at City Hall is aging, it lacks sufficient storage space, is very costly to maintain and presents conditions that create an unhealthy, unproductive work environment.

### **Recommendations**

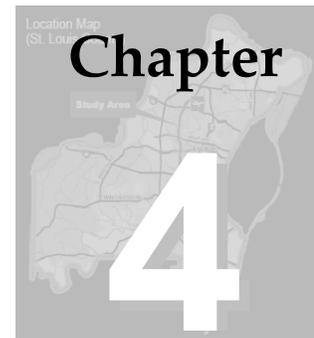
Today, City Hall does not provide the space and modern updates needed to provide effective community services. This Plan recommends relocating City Hall along Airport Road, within the heart of the City's downtown. The new city hall will serve as a redevelopment catalyst that would help increase the confidence to invest in the downtown area. Relocating the present city hall location would free-up one of the most attractive retail sites within the city. This location serves as a major gateway into the City's downtown (Airport Road) and should be marketed to a range of income generating uses that provides commercial services that are either missing or underserved within the City.



The bus stop at Airport & Hanley is not properly maintained, unsightly and poorly laid out- A pocket park is recommended here.

The new city hall facility should be developed around a carefully planned campus-like setting. The "campus" should accommodate all the municipal services presently located within the existing City Hall, and to the extent possible, provide additional public facilities including, meeting rooms, public library, museum or educational areas, state-of-the-art audio-visual room / theatre, exercise and recreational facilities, an outdoor plaza and other outdoor gathering areas that make the City Hall a public attraction and community gathering area.

The following recommendations are also provided:



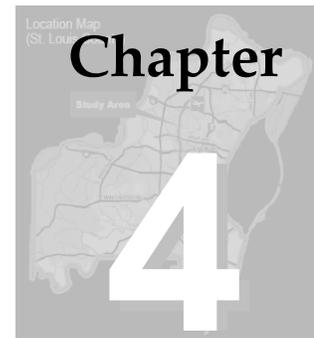
## **Chapter 4: Public Facilities & Services**

1. Public transportation is widely used in Berkeley and ridership is on the raise, therefore this plan recommends improving all bus stops and paths leading to the bus stops.
2. Improve the abandoned bus stop at Airport and Hanley Road.
3. Improve the efficiency and consistency of code enforcement operations. The city has many codes, such as ordinances prohibiting vicious dogs, cars parked on grass, trash cans being left out, and property not being kept up, dog fighting, etc. These codes along with all city codes and ordinance must be enforced on a more frequent and consistent basis.
4. Develop a City theme or vision; consider the “City of Progress”, the “First City of Flight” the “Healthy City”. The theme must be authentic and citizen driven, conduct a contest or survey to encourage the community’s direction and feedback.
5. Flowers, hedges and green space are recommended throughout the City. This should be a public-private initiative with the goal to line all the City streets and public places with plantings that offer seasonal color and variety.
6. Install a civic monument such as a clock, fountain or statue along Airport Road, in the City’s downtown.

### **SECTION 4.5 BERKELEY SCHOOL DISTRICT**

In the 1970’s, the Lambert-St. Louis Airport began purchasing properties adjacent to the airport to comply with federal noise regulations. These properties included all homes in the Doodles Dale Subdivision and the Berkeley High School Campus. On August 4, 2006, demolition of the old Berkeley High School campus began with funding from the FAA. By January 2007, the campus which consisted of the high school, football stadium, junior high, an elementary school (Caroline School) and a performing arts center (Minks Center) was completely gone. The Campus was once the center of the City and served an anchor for the community.

In 1970, per a court order, the Berkeley and Kinlock school districts were consolidated into the Ferguson-Florissant School District. The Berkeley Schools continued to hold classes and operate as normal until the 1983 school year, when the physical condition of the old Berkeley Junior High School forced the district to close the school and transfer students to the Frostfield Elementary School. The Berkeley High School also became deteriorated and was forced to close several years later in December 2003. The old Berkeley Campus is now under the control of the City of St. Louis and is presently being considered for airport related development.



## **Chapter 4: Public Facilities & Services**

### **Recommendations**

This plan recommends revitalizing or redeveloping the schools located within the City as a preferred growth option for the Ferguson-Florissant School District. The City should also make a commitment to host more school sanctioned sporting events and other school functions, to the extent possible, in Berkeley. The City should continue to promote the sense of pride in the teams and academic achievements of the local students and organize spirit events, parades, pageants and festivals to ensure the community and the schools are one and working together to provide the best academic opportunities the highest level of health, safety and welfare for Berkeley students.

### **SECTION 4.6      PARKS & RECREATION PLAN**

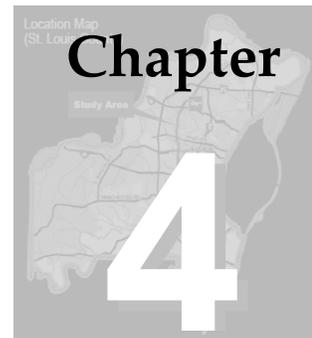
#### **Park System Overview**

The City of Berkeley owns and operates eleven (11) parks totaling over 50 acres. The Parks Department is staffed by six (6) full time employees and 6-7 summer volunteers. The park system offers a variety of active and passive amenities including outdoor swimming, basketball, soccer fields, baseball fields, football fields, pavilions, shelters, playground equipment, and picnic areas. Today, the Parks Department conducts 80 events per year, up from seven (7) events just eight (8) years ago.

In 2008, major renovations and improvements were planned or underway at Jackson Park, Independence Park and Ramona Lake. There improvements included new concessions and restroom facility, a new youth baseball field, re-surfacing of the existing basketball courts and improved park lighting at Jackson Park; added spectator bleachers and sport-specific improvements to enhance football and soccer experiences at Independence Park; and ongoing improvements to Ramona Lake that are being installed in conjunction with the North Park Development.

The Berkeley Parks and Recreation Department offers a wide range of recreational opportunities year round. The Department is constantly looking at ways to improve existing events and develop new events that appeal to all segments of the population. The following list includes the City's most popular events and programs.

- Summer / Winter Camps
- Family Craft Nights
- Berkeley / Redbird Rookies Youth Baseball
- Teen Dances

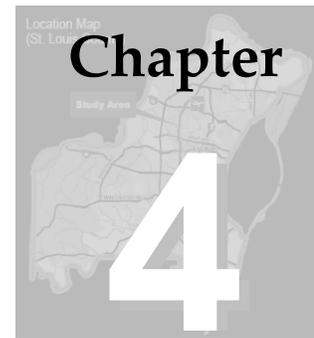


## ***Chapter 4: Public Facilities & Services***

- Kid’s Holiday Events
- Annual Musicfest
- Kid’s Skills Competitions
- “Teenly Speaking”
- Adult “Day-Off Trips”
- Berkeley city-wide picnic
- Berkeley Senior Club Activities
- NFL Punt, Pass & Kick Competition
- MLB Pitch, Hit & Run
- Street Slam Basketball League / Tournament
- Street Slam Basketball League / Tournament
- “Field Fun” – youth fieldtrips
- Powder Puff Girls Flag Football Tournament
- Natural / Earth Science at Ramona Lake.
- Kid’s Fishing Derby
- Senior’s Fishing Extravaganza:
- Fall Family Movie Nights
- 3–on–3 Basketball Tournament
- Football Club / Cheerleading

The City of Berkeley partners with the following organizations to further enhance the programs and recreational opportunities offered to the residents and the community at large.

- Berkeley / Marshall Faulk Junior Football League
- Triple Threat Youth Basketball
- Just Us Tennis Academy
- Cardinals Care Redbird Rookies
- St. Louis AAU Track



## **Chapter 4: Public Facilities & Services**

The City's youth baseball and summer camp programs are among the City's most popular. During the 2008 season over 270 kids registered for baseball and t-ball. T-Ball was by far the most popular, making up almost 80% of all registered players. In total the city had 16 teams; twelve (12) t-ball teams ages 4-7, three (3) baseball teams ages 8-10 and one (1) baseball team for ages 10 and older.

The City's Summer Camp is an eight (8) week program designed to provide a wide range of athletic, cultural and art activities. The Department's goal is to make the summer camp as affordable as possible to the participants while not taking a financial loss. The majority (75%) of the participants are not residents of Berkeley. This is due in part because the program is said to be too expensive for many Berkeley residents. In 2008, the eight-week summer camp cost \$150, or roughly \$3/day. The extended school year recently imposed by the school district to help improve test scores has significantly limited many of the City's resident youths from participating in the City's summer programs.

The City's Senior Group is made up of residents and non-residents over 55 and is 75 members strong. The senior group meets at the Civic Center every week and hosts trips or events at least twice a week. The City provides transportation to the Berkeley Senior Group for the weekly trips and extends this transportation service to members for doctor visits twice a week.

### **Park Classification**

The National Recreation and Parks Association (NRPA) developed a classification system to serve as a guide for community parks and recreation planning. The system describes several categories of parks, recreation areas and open spaces, which in combination make up a unified municipal park network (*Park, Recreation, Open Space and Greenway Guidelines*, NRPA)

**Mini Park:** Addresses limited, isolated or unique recreational needs.

- Service area: ¼-mile radius

**Neighborhood Park:** Serves as recreational and social focus of the neighborhood

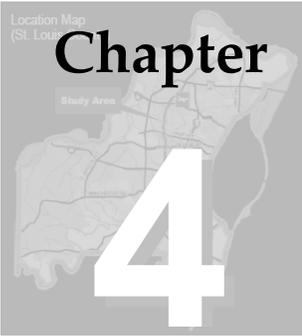
- Emphasizes informal active and passive recreation.
- Service area of ¼ to ½-mile radius.

**Community Park:** Serves similar but broader purposes of the neighborhood park.

- Focuses on meeting community-based recreation needs.
- May preserve unique landscapes/open spaces.
- Service area of ½ to 3-mile radius.

**Greenway:** Serves to form interconnected park system

- Ties park system components together with green corridors.



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- Size: 25 foot width minimum, 200 feet or more optimal (for right-of-way; actual path will vary, with 8 foot width minimum)
- Service area is based on resource availability and opportunities

**School Park:** Combines parks with school sites

- Service area is based on school district site distribution but is frequently similar to neighborhood park function.

**Sports Complex:** Serves to consolidate a single purpose use

- Concentrates programmed athletic fields to larger and fewer sites.
- The service area is the entire community or more in urban and suburban area.

**Park Area Guidelines**

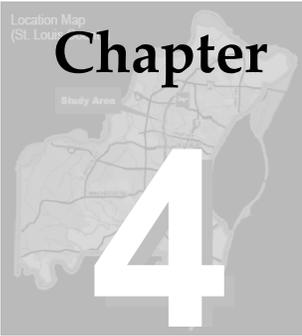
The NRPA establishes recommended acreage guidelines for the three (3) basic types of parks found in most communities. Mini-parks and neighborhood parks are small in scale and are expected to serve neighborhood areas. Community parks typically serve two or more neighborhoods, but can serve entire smaller communities. Table 4.1 shows the NRPA guidelines for the recommended acreage of the various park types per 1,000 population of the community.

Park Type	Acreage	Acreage/1000- people	Service Area
Mini Park	0-1 Acre	0.25 to 0.5 Acres	1/4 Mile radius (5 Min Walk)
Neighborhood Park	1-10 Acre	1.0 to 2.0 Acres	1/2 Mile radius (10 Min Walk)
Community Park	10-50 Acre	5.0 to 8.0 Acres	3 Mile radius

*Source: NRPA Guidelines*

**Inventory of Existing Park Facilities**

Within the context of the classification system outlined above, Berkeley’s park system was inventoried. The following table lists these park facilities, according to the NRPA classification, acreage, and ownership. Though some parks may serve more than one function, they are listed under their primary classification.



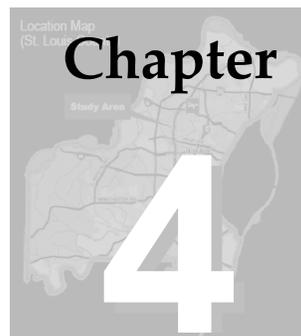
**Chapter 4: Public Facilities & Services**

**Table 4.2: Existing Supply of Parks**

Park Type and Names	Acreage	Location	Ownership
<b>Mini Parks</b>	<b>&lt; 1 Acre</b>		
Frost Park	1.6 acres	Frost	Public
Midwood Park	0.5 acres	Midwood	Public
Cold Springs Park	0.5 acres	Wabash	Public
Preston Park	0.2 acres	Eminence	Public
Wabash Park	0.6 acres	Wabash	Public
Short Park	0.5 acres	Short	Public
<b>Total</b>	<b>3.9 acres</b>		
<b>Neighborhood Parks</b>	<b>1-10 Acres</b>		
Jackson Park	5.7 acres	Washington	Public
Edgewood Park	3.0 acres	McKibbon	Public
Frostwood Park	6.7 acres	Evergreen	Public
Evans Land Park	5.2 acres	NorthPark	Public
<b>Total</b>	<b>20.6 acres</b>		
<b>Community Parks</b>	<b>10- 50 Acres</b>		
Independence Park	10 acres	Frost Ave	Public
Municipal Pool	1.2 acres	Evergreen	Public
Ramona Lake Park	11.5 acres	Radian	Public
<b>Total</b>	<b>22.7 Acres</b>		
<i>Source: Berkeley Parks Department</i>			

**The Current Supply of City Parks**

Based upon the above guidelines and the City’s past and present population growth, an analysis was conducted to determine the supply of parkland. As *Table 4.3* shows, the City has had an historic deficit, and is expected to have a future deficit, of land dedicated to community parks. The City’s mini-parks and neighborhood parks are in-line with the recommended NRPA standards. It must be noted that Berkeley is situated near many signature natural areas dedicated to public use. These areas play an important role in the park and recreation needs of the community, but are not included in this analysis because they are located outside the city’s limits. The NRPA establishes recommended service areas for the three (3) basic types of parks. Mini-parks and neighborhood parks should be accessible on foot to people in their neighborhoods wanting to use them. This means they should not be separated from their service areas by major streets, creeks or other major physical obstacles, and sidewalks should be available. Community parks serve multiple



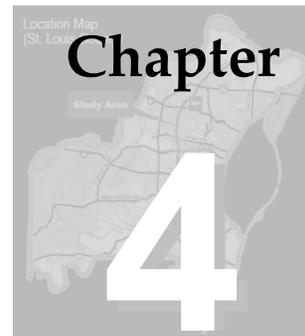
**Chapter 4: Public Facilities & Services**

neighborhoods or larger portions of the community, and should be serviced by arterial/collector streets and provide parking accommodations. The following table illustrates the City’s current supply of parks according to the aforementioned NPRA Guidelines:

<b>Table 4.3: Park Land Surplus/Deficit Analysis- 1990 – 2006</b>						
Park Type/Current Berkeley Acreage	Year Population					
	<u>1990</u> 12,450		<u>2000</u> 10,063		<u>2006</u> 9,531	
<i>Guidelines (in italics)</i>	Need	Surplus (Deficit)	Need	Surplus (Deficit)	Need	Surplus (Deficit)
Mini-Parks <b><u>3.9 ac.</u></b> <i>@ ¼ to ½ acres per 1,000 population</i>	3.1 to 6.2	.80 to (2.3)	2.5 to 5.0	.35 to (1.1)	2.3 to 4.7	1.5 to (0.8)
Neighborhood Parks <b><u>20.6 ac.</u></b> <i>@ 1 to 2 acres per 1,000 population</i>	12.4 to 24.9	8.15 to (4.3)	10.0 to 20.0	10.6 to 0.6	9.5 to 19.0	11.1 to 1.6
Community Parks <b><u>22.7ac.</u></b> <i>@ 5 to 8 acres per 1,000 population</i>	62.0 to 99.0	(39.3) to (76.3)	50.0 to 80.0	27.3 to 57.3	47.5 to 76.0	(24.8) to (53.3)
Note: S = Surplus, D = Deficit; Parentheses ( ) indicate deficits						

**Situation of Parks & Recreation**

Overall, the City’s parks and recreation programs do a good job meeting the needs of the community. Community Parks is the only category in which the City shows a major deficit. This is common for first and second tier urban communities where land is limited as a result of existing development. However, there are substantial areas within the City that are “open” and may provide limited access to green space. These areas include the airport buyout areas, UE ROW and Washington Park Cemetery. Each of these locations provides visual green space, and in some cases, the opportunity for much needed park and open space utilization in the future. Additionally, at the time of this writing a new City Park was being developed in the NorthPark development. The park will be called Evans Lane Park and will serve as a linear park or greenway that is 5.2 acres. The City is also working with UE to establish a greenway along the UE right-of-way that runs through the City along Hanley Road.



## **Chapter 4: Public Facilities & Services**

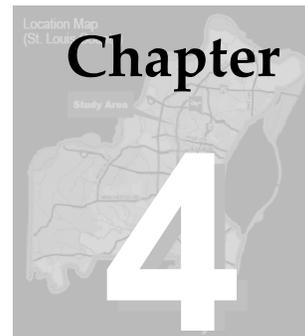
Within the last ten (10) years there have been numerous updates, improvements and additions to the City’s parks and recreational programming. This includes the addition of new play equipment, benches and pavilions at all the City Parks, new play fields at Jackson Park and Independence Park and other minor capital expenditures. However, the residents would like to see more activities for young adults, more pavilions and increased surveillance to reduce vandalism and enhance the City’s overall park experience.

The Parks and Recreation goal established for this plan is to: **“continue to maintain, enhance and expand the City’s parks and recreation system.”** This plan recommends making improvements, as needed, to keep pace with the latest trends in park amenities, recreational services and facility designs. The City must also look for opportunities to obtain additional parkland for the establishment of open spaces, greenbelts and trails as needed to serve the City’s population. Recommendations to assist in accomplishing this goal and objectives include the following.

### **Recommendations**

- a. Upgrade the Municipal Pool. The pool was built in the 1960s and it needs to be updated to better respond to today’s recreational needs.
- b. Install surveillance cameras at selected park and park locations and increase the park staff and police presence in the City’s parks to reduce vandalism, improve safety and improve the overall park experience. Consider hiring a park ranger.
- c. Work with airport to set aside property for a flight-themed park that has viewing areas of the planes. The park could also be located on the Boeing Campus.
- d. Provide more pavilions, as needed, throughout the park system and create a common theme throughout all city parks.
- e. Provide the Staff needed to adequately develop, maintain and continually improve upon the City’s parks, recreational facilities, programs and events. The Department has an immediate need for the following:

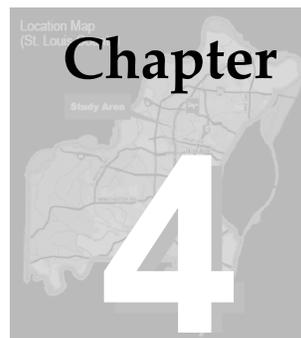




### **Chapter 4: Public Facilities & Services**

1. Recreational Coordinator – Primary duties will include the development, marketing and implementing recreational programming / offerings. Also will handle youth and adult sports leagues.
2. Aquatics Coordinator – Primary role would include aquatics programming at Ramona Lake and Municipal Pool and handle staffing and daily logistics within these locations.
3. Part-Time Senior Coordinator – Responsible for senior programs and club activities.
4. Parks Maintenance Personal – Primary responsibility will include maintaining park properties.
5. Part-Time Inclusion Coordinator – Responsible for programming for elderly and handicapped residents.
- f. Install nature trails along the Maline Creek Greenway and UE ROW in conjunction with Great Rivers Greenway’s River Ring Trail Plan. Make sure the trails have access to natural open space as well as maintained greenbelt areas that include play areas with play equipment.
- g. Create common areas that are strategically located and lighted for nighttime enjoyment
- h. Install walking trails with fitness stations in all community parks.
- i. Reinvigorate the City’s Park Board. Seek out individuals who possess a sincere and unbiased desire to positively improve the parks & recreational growth of the community.
- j. Develop a Berkeley park & recreation program / city information guide that includes park property information & recreational programming w/ fees and dates. The guides should also include updates regarding Public Works, Police, Fire, Inspections & Council information relevant for that period of the year and advertising space for area businesses to help offset some of the printing cost.
- k. Install an informational marquee at the Municipal Pool & Jackson Park.
- l. Plan and develop a municipal recreational facility consisting of the following;
  1. Parks staff offices
  2. Full-court gymnasium
  3. Weight-training area
  4. An indoor running track
  5. Pool for aquatic programs
  6. Public meeting rooms for workshops, training, programs, meetings etc.
  7. Provide a game room with someone there to help





### **Chapter 4: Public Facilities & Services**

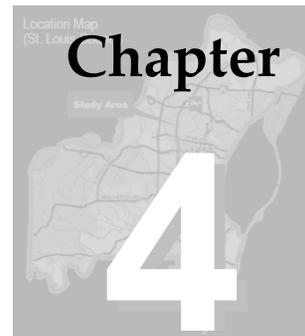
organize games

- 8. A large conference area for large-scale meetings, receptions etc.
- 9. Kitchen area for culinary programs.

All of the areas above, except office areas, should have the capabilities to generate revenues via rentals.

- m. Develop a Baseball / Softball Complex that includes 2-4 baseball/softball diamonds designed for league and tournament play along with a concession and restroom facilities.
- n. Install additional recreational fields that can accommodate soccer, football and track for both adults and youths activities. Concession and restroom areas should also be included.
- o. Work with the school district to install a (1/2) mile asphalt walking path looping around the recreational fields at Independence Park.
- p. Resurface the existing basketball courts in Jackson, Independence and Frostwood Parks and the tennis courts in Independence and Edgewood Parks.
- q. Continue to promote and improve the Berkeley Youth Commission. Include these young adults in the development and implementation of youth programs.
- r. Washington Park Cemetery is not utilized and receives ongoing vandalism. The City should perform an inventory of the individuals buried in the cemetery and investigate the opportunities for funding maintenance as well as strategies to increase the use of the area. Consider conducting a public opinion poll to determine the most appropriate use for the grounds and financing options to ensure proper maintenance and security in the future.
- s. Develop more outdoor entertainment – i.e. Taste of Berkeley, house tours, fashion shows, Jazz in June, twilight Tuesday at the History Museum etc, to bring the community together and showcase area talent, businesses and civic pride.
- t. Updating the signage and branding of the City Park system. Consider a city-wide theme (i.e. Bulldogs) along with themes for each of the City’s parks (i.e. air flight, music, fashion, etc).





## **Chapter 4: Public Facilities & Services**

### **SECTION 4.7 TRANSPORTATION MANAGEMENT AND ANALYSIS**

#### **Roadways**

Interstate 70 provides the major entryway into the southern portion of Berkeley from the east and west. Interstate 270 provides major east/west entry into Berkeley’s northernmost limits. Natural Bridge, Airport Road and Frost Road serve as the City’s arterial, east/west roadways. Interstate 1-170 provides north/south access and connections to both Interstate 270 and Interstate 70. Hanley Road and Brown/McDonnell Road are the only two arterial/collector roads that provide uninterrupted north/south access through the city. Overall, the City’s transportation system provides adequate capacity for the City’s current and anticipated populations. However, the major intersections that provide entry to the city are in need of major enhancements.

There are three major interchanges that provide access into Berkeley along 1-170 and an additional interchange at Natural Bridge and I-70, all of which are in need of enhancement. These interchanges are all in need of improvements that would increase their drivability, aesthetics and safety. Based on the State of Missouri Average Daily Traffic (ADT) maps, traffic along the highways and several of the major roads that serve Berkeley have increased. This has subsequently increased the volumes of traffic at the aforementioned interchanges and more traffic is expected with the completion of NorthPark and the approved Lambert Airport expansion plans.

#### **Bicycle/Pedestrian System**

While sidewalks are located along most of the City’s roadways, many of the sidewalks are in need of repair and general maintenance. Sidewalks are needed along the “state” streets in the Downtown where they were never installed. This plan recommends sidewalks along the both side of all roads within the City and further recommends the city provide ongoing maintenance and replacement of sidewalks as needed and as funding permits.

There are currently no multi-purpose trails in the City of Berkeley. However, the Great Rivers Greenway (GRG) River Ring Plan proposes a bicycle/pedestrian trail located in the southern part of the city, along Maline Creek. The proposed trail is depicted on the Great River Greenway’s River (GRG) Ring Plan as a multi-purpose trail serving bicycle and pedestrian traffic. The proposed Maline Trail is part of the comprehensive GRG River Ring trail system and connects to various recreation uses in the region. Extending the proposed Maline trail to link to Lake Ramona and other city parks, neighborhoods and activity centers is encouraged.

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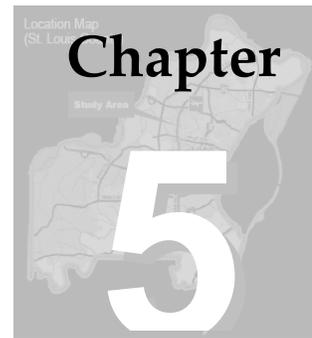
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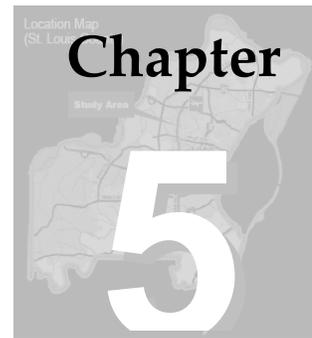
### **SECTION 5:1 INTRODUCTION**

The Future Land Use Plan serves as a guide for the planned and orderly growth of the City of Berkeley. Zoning changes, lot subdivisions and new development or redevelopment should be reviewed for compliance with the future land use plan during the planning & zoning process. The Plan anticipates modest, well planned redevelopment provided the long-range goals of this plan are implemented incrementally. The Plan includes the Future Land Use Map and supporting text, both of which must be considered when making decisions regarding a new use or change in use. The Plan is a fluid document that should be periodically reviewed and updated to accommodate the latest trends in development and lifestyle changes.

The future land use recommendations were developed with consideration given to the comments gathered during the public engagement sessions, Comprehensive Plan Steering Committee meetings and collaboration with City staff, and the current and past land use practices and development trends. The future land use recommendations consider the compatibility of various land use categories and indicate how land can be utilized or redeveloped in a manner that helps achieve the community's vision:

**“To increase the confidence to invest in the community and become an attractive, safe, healthy and vibrant community with expanded housing, business, recreational and family-oriented opportunities”**

The City of Berkeley experienced significant population decline in the 1990s. It is anticipated that the city's population will stabilize and eventually show signs of measurable growth assuming improvements are made to expand and stabilize the city's housing stock. Access to quality commercial services and jobs also play a key factor in the future growth of the city. It is projected that Berkeley's population will stabilize and grow to approximately 12,000 by 2020. As a regional and international economic center for the aeronautical industry and supporting services, the City should target its commercial and industrial growth around these industries. The City's close proximity to Lambert International Airport and access to major interstates should be promoted to help attract new residents who desire a more centralized location. The city should continue to expand its daytime population as NorthPark and the city's industrial and commercial areas continue to bring job opportunities and growth to the area. This increase in employment base, combined with the raising fuel costs and central location, will generate demand for new and improved residential, commercial, medical and retail services. The NorthPark improvements have already brought an institution for higher education (Vatterott College) and promises to bring additional uses that will put Berkeley in a position of prominence to attract future investment and full time residents.



## **Chapter 5: Future Land Use & Transportation Plan**

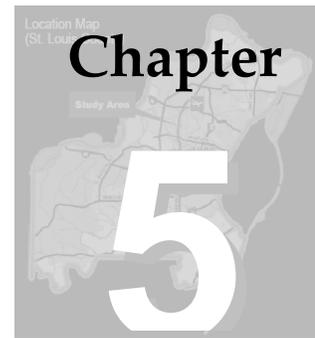
### **SECTION 5:2 FUTURE DEVELOPMENT ANALYSIS**

The existing core community, which includes the downtown area along Airport Road, the city's established neighborhoods and the Hanley Road commercial corridor, are essentially built-out or in various stages of redevelopment or decline. While these areas are mostly developed, they are considered growth areas as they provide great opportunities for infill and redevelopment. Much of the City's vacant land is restricted due to its proximity to the airport and associated noise contours. Therefore, aside from NorthPark, opportunities for new large-scale development are limited within the present city limits. Most new development, whether residential, commercial or industrial, will have to take the form of restorative redevelopment, where new development is adapted to the existing building, street and utility infrastructure. The biggest challenge facing the city in the area of future land use is identifying the buildings and neighborhoods that are suitable for reinvestment and the buildings or neighborhood blocks that are in need of replacement or substantial redevelopment. The Future Land Use Plan includes strategies for both revitalizing the city's inner core and the restorative redevelopment of specific areas. The implementation of these strategies will be necessary to sustain the needs of the city's current population and accommodate future growth.

### **SECTION 5:3 FUTURE LAND USE MAP**

The Future Land Use Map includes all land within the city plus growth areas that could be incorporated through annexation. All areas are colored or shaded to represent a specific future land use category that corresponds with the future land use category matrix, Table 5.1. The Future Land Use Map is meant to portray a conceptual plan, with the understanding that the general areas identified on the map are accurate based on the information and conditions present during the time of this writing, but there may be slight modifications to their precise boundaries when a lot-by-lot analysis is conducted during plan implementation. The intent of the Future Land Use Plan is to serve as a "road map" for preserving and enhancing the City's established residential and commercial areas and promoting revitalization efforts within the City underutilized business areas and dilapidated residential properties.

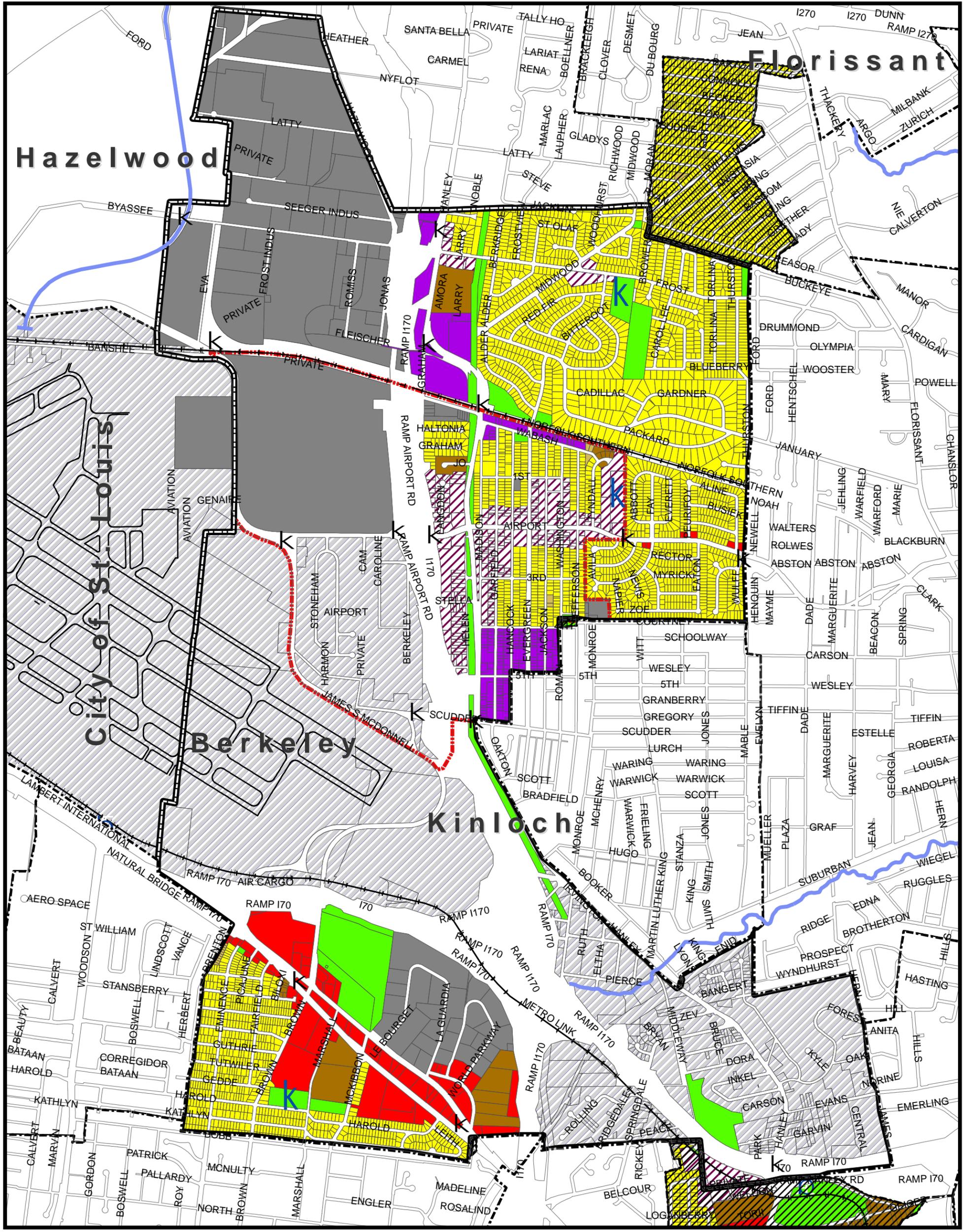
The Future Land Use Map and future land use recommendations will not become reality unless the daily decisions and implementation activities in Berkeley support the Comprehensive Plan. The decision to locate new uses and activities in the City should be based upon factors such as impact on existing development, capacity of adjacent streets and compatibility between the built and natural environment. The recommendations of this plan should be used with a sense of flexibility. Development proposals that do not exactly match the Future Land Use Map and future land use goals, objectives and recommendations, but reflect marketplace demands, should be given reasonable consideration as long as they do not present significant public service burdens on the community or hinder community development goals.



## ***Chapter 5: Future Land Use Plan***

The shaded areas shown on the *Future Land Use Map* include all land within the city plus areas identified by the community as suitable for future growth through annexation. The future land use categories include.

- Single Family
- Single Family Attached
- Multiple Family
- Public Use
- Commercial
- Heavy Commercial
- MXD (Com., Res., & Gov't)
- Airport
- Industrial/Utility
- Future Growth Areas



**Legend**

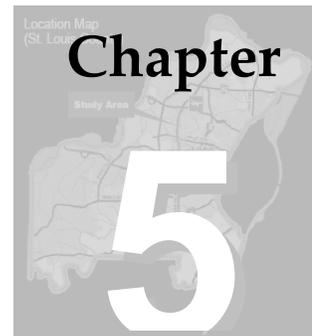
Berkeley City Limits	Commercial
CBD	MXD (Res/Com/Gov't)
MetroLink Stations	Multiple Family
Schools	Single Family Attached
<b>Future Land Use</b>	Single Family
Airport	Public Use
Industrial/Utility	Future Growth Areas
Heavy Commercial	Gateway Enhancement Areas

**City of Berkeley Future Land Use Plan**  
January 12, 2009



**STREILER PLANNING, LLC**  
Weis Design Group

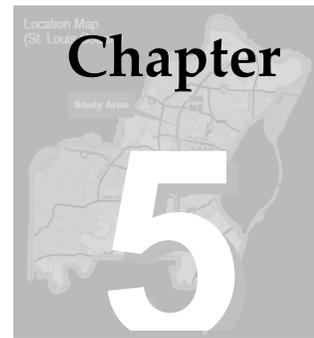




**Chapter 5: Future Land Use Plan**

**SECTION 5:4 FUTURE LAND USE CATEGORIES**

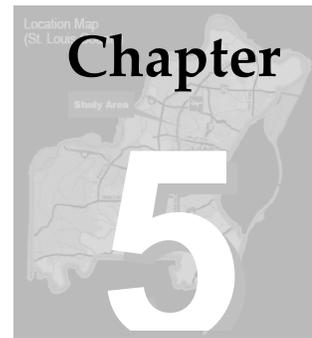
<b>Table: 5.1 Future Land Use Categories &amp; Descriptions</b>		
<b>Description</b>	<b>Density</b>	<b>Proposed Uses</b>
<b>Single Family</b>	Average minimum lot size: No less than 5,000 SF per single family dwelling.	-Single Family Detached -Single Family Attached -Public/Institutional/Gov't -Parks
<p>Areas designated as “Single-Family” are intended for single-family homes on lots over 5,000 square feet. Infill development should maintain a density that does not exceed 125% of the average surrounding density. New homes should have entryways and at least two windows facing the street. Front porches and other architectural entrance features are encouraged. Garages should be located in the rear or set back behind the primary plane of the façade. Homeownership is encouraged. Single-family attached dwellings (villas) are recommended on a case by case basis as planned/conditional uses.</p>		
<b>Single Family Attached</b>	Average minimum lot size: Single family: 5,000 SF. Two-family: 2,500 SF per du	-Single Family Detached -Single Family Attached -Public/Institutional/Gov't -Parks
<p>Areas designated as “Attached Single Family” generally consist of two-family dwellings on lots no less than 5,000 or 2,500 SF per unit. Garages should be located in the rear or set back behind the primary plane of the façade. Doors and windows should be oriented towards the street and designed to ensure privacy of the residents from passersby through the use of elevated porches and entryways. Infill sites adjacent to existing (or approved) higher density development may increase the site density to three (3) attached units for lots over 6,000 SF. Approval should be based on the development’s ability to blend in with the adjacent structures and minimize the impact on the surrounding uses. Homeownership is encouraged.</p>		
<b>Multiple Family</b>	Average minimum lot size: Single family: 5,000 SF. Two-family: 2,500 SF per du Multi-family: 1,800 SF per du. 24 units per acre max.	- Single Family Attached - Duplex, triplex & townhomes - Apartments -Public/Institutional/Gov't - Parks
<p>Areas designated as “Multi-Family Residential” generally contain apartments, condos and townhomes in clusters of 3 units or more. Any new use or major redevelopment of an existing multi-family structure should provide buffers between single family residential and non-residential uses and any improvements necessary to bring streets and other infrastructure into compliance with the City’s standards. Unified ownership and perpetual control and maintenance of any multi-family structure and common use areas are recommended. The recommended maximum density is 24 units per acre, or as approved by the Planning Commission. Parking areas and garages should be located in the rear of the buildings. Doors and windows should be oriented towards the street and designed to ensure privacy of the residents from passersby.</p>		



**Chapter 5: Future Land Use Plan**

**Table: 5.1 Future Land Use Categories & Descriptions**

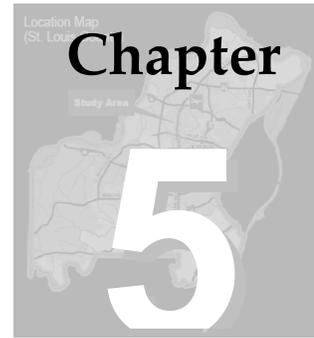
<i>Description</i>	<i>Density</i>	<i>Proposed Uses</i>
<b>CBD (Central Business Dist) Historic Downtown</b>	Densities should be equivalent to the underlying zoning or as approved by the Planning Commission.	-1st Floor Commercial/Service -2nd Floor Residential/Office -Planning Residential -Public/Institutional/Gov't -Parks
<p>The City's downtown central business district should serve as a focal point for economic development and revitalization efforts. In an effort to better position the city to obtain funding to revitalize the City's urban core the limits of the Central Business District are included on the Future Land Use Map. The intent is to increase the confidence to invest in the public and private spaces through the development of design guidelines and the procurement of funding that would improve the landscaping, architectural design, signage and provide streetscape enhancements and other public improvements that help create a common theme and strong "sense of place".</p>		
<b>MXD (Mixed Use District)</b> (Residential, Commercial & Governmental)	Densities should be equivalent to the underlying zoning or as approved by the Planning Commission. Single tenant big box and automobile oriented uses are discouraged. Generally buildings up to 10,000SF are envisioned.	-Mixed Uses -Limited Retail -Limited Commercial Service -Limited Office / Medial -Public/Institutional/Gov't -Multi-Family Residential -Single Family Residential
<p>The MXD Future Land Use Category is created herein to accommodate a wide range of market-driven future development scenarios and land uses. Commercial uses, including retail, commercial services, office, financial services (excluding payday loan/title loan uses), medical services, dry cleaning, food or drug sales, automobile oriented uses, postal/mailling services, governmental uses, residential uses and any mix of the above uses are envisioned. All new uses or change in use should follow planned development techniques and be subject to site plan review to ensure that the scale and character of any development or redevelopment as well as the use is compatible with the surrounding uses. Density bonuses and waivers from the City's conventional underlying zoning regulations are recommended on a case by case basis to encourage redevelopment efforts. No single use should exceed 10,000 sf without having direct access to an arterial road. Uses should serve a wide range of local and regional users, while being sensitive to the adjacent residential or other less intense uses. Developments containing drive-through lanes or outdoor storage should require a special or conditional use permit. Regulations addressing signage, parking, landscaping and the preservation of existing structures are recommended. Development of multi-story buildings are encouraged and should be incentivized through density bonuses and other means as approved by the Planning Commission.</p>		



**Chapter 5: Future Land Use Plan**

**Table: 5.1 Future Land Use Categories & Descriptions**

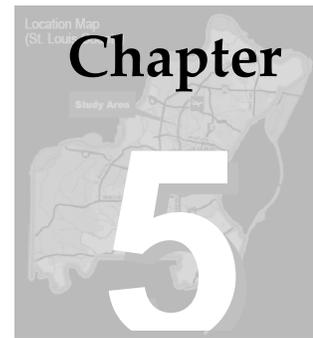
<i>Description</i>	<i>Density</i>	<i>Proposed Uses</i>
<b>Commercial</b>	FAR for new uses .5 to 1 by-right and 1 to1 for planned developments.	<ul style="list-style-type: none"> <li>- Commercial Service &amp; Retail</li> <li>- Office, Medical</li> <li>- Public/Institutional/Gov't</li> </ul>
<p>Retail sales and services, medical, office, financial uses, restaurants, hotels, entertainment, convenience stores and commercial services should be located along Natural Bridge and at selected nodes along Airport Road in areas where the “Commercial” future land use category is shown. Big box developments, automobile-oriented sales and services, uses with drive-through accommodations and other uses that generate high volumes of traffic are recommended in the areas designated “Commercial” along Natural Bridge. Commercial developments should have direct access to an arterial roadway. Access control, landscaping, buffering, and monument signage (in lieu of pole signage) is recommended. Smaller, less intense commercial uses should be directed downtown or to the City’s MXD designated areas.</p>		
<b>Heavy Commercial</b>	Densities should be equivalent to the underlying zoning or as approved by the Planning Commission.	<ul style="list-style-type: none"> <li>- Commercial Service</li> <li>- Office</li> <li>- Warehouse</li> <li>- Distribution</li> <li>- Public/Institutional/Gov't</li> </ul>
<p>Areas designated as Heavy Commercial have already been developed with a mix of commercial, industrial and residential uses. Any new use or change in use in the Heavy Commercial areas should follow planned development techniques that help integrate the new or changed use(s) with the existing uses and transportation system. All uses that generate high volumes of traffic or require more than 25 parking stalls should have direct access to an arterial road, unless waived by the Planning Commission. Any use that abuts a less intense land use, property zoned residential or property being used for residential purposes should include screening and/or landscape buffering to shield light, sound and views of the site from the abutting residential or less intense use(s). All uses should utilize monument signage (in lieu of pole signage). The intent of the Heavy Commercial land use category is to encourage reinvestment in the City’s existing developed areas, while increasing the level of compatibility with adjacent land uses.</p>		
<b>Industrial/Utility</b>	All industrial uses should include buffering and set-backs, as required by the zoning order, from less intense uses and public use areas.	<ul style="list-style-type: none"> <li>- Manufacturing / Assembly</li> <li>- Warehousing / Distribution</li> <li>- Outdoor Storage</li> <li>- Vehicle &amp; Equipment Sales</li> <li>- Public/Institutional/Gov't</li> </ul>
<p>Areas designated as “Industrial” are intended for environmentally clean manufacturing and industrial operations, including warehousing, transportation, distribution and assembly related uses. All industrial uses should provide on-site buffering to screen outdoor storage areas and other operational impacts from any existing or proposed uses that are less intense, including any public use area or right-of-way. Building types may include concrete, masonry and tilt-up buildings. Pole buildings should be prohibited. All uses that include outdoor storage of equipment, inoperable automobiles, boats, RVs or other such inoperable equipment should contain sight proof screening, approved by the City. Any new use or extension of an existing use that requires outdoor storage should be required only as a special use.</p>		



**Chapter 5: Future Land Use Plan**

**Table: 5.1 Future Land Use Categories & Descriptions**

<i>Description</i>	<i>Density</i>	<i>Proposed Uses</i>
<b>Airport</b>	Densities and proposed uses should comply with the underlying zoning, or where applicable, the NorthPark-St. Louis County Intergovernmental Commission and/or applicable FAA regulations regarding airport development.	
The purpose and intent of the land use designation is to promote and protect the health, safety and welfare, to recognize and protect those areas devoted to public-use aviation and associated activities from airspace obstructions or hazards, to impose land use controls within the Airport District that will protect airport operations and ensure a compatible relationship between airport operations and other uses in the vicinity of such airport operations and to ensure comprehensive, uniform development of the Airport District.		
<b>Public Use</b>	As determined on a case-by-case basis and depending on the level of compatibility with surrounding zones and uses	<ul style="list-style-type: none"> <li>-Public and Private Parks</li> <li>-Trails &amp; greenways</li> <li>-Schools, Churches, Libraries</li> <li>-Government Facilities</li> </ul>
Public uses are allowed in all of the designated future land use categories subject to City approval. Each public use should comply, to the extent possible, with applicable zoning and design criteria. All public and quasi-public uses and facilities should provide access to public roadways, public transportation and major utility trunk lines. Uses include government uses, institutional uses, active and passive public parks, open space and recreational areas. The Maline Creek watershed area is recommended as a greenbelt that includes trails and preserved natural riparian areas. All areas containing public improvements should provide public access, pursuant to ADA standards.		



## **Chapter 5: Future Land Use Plan**

### **SECTION 5:5 FUTURE LAND USE RECOMMENDATIONS**

The following strategies and recommendations seek to create opportunities for a wide range of uses while ensuring compatibility through design rather than through the delineation of physical boundaries on the map. The future land use recommendations are based upon the past patterns of growth, the existing conditions analysis, anticipated growth projections and factors such as land use externalities, sustainability and the need for compatibility between the built and natural environments. The intent of the future land use recommendations contained in the following sections is to provide the focus and direction necessary to turn community goals into productive community action and replace or significantly revitalize existing deteriorating buildings, homes and underutilized sites with market-driven uses and site designs.

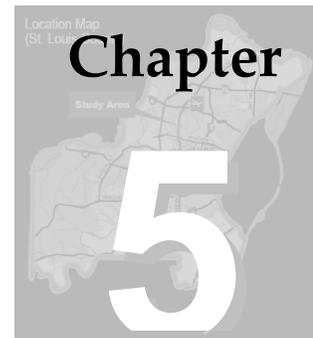
#### **Downtown (CBD) Revitalization Recommendations**

In addition to the future land use categories, the limits of the Downtown Central Business District (CBD) are also shown on the Future Land Use Plan. The area is centered along Airport Road between Boeing and Fay and along Hanley Road from Scudder to the northern limits of the City. For the downtown to remain viable as a business district it must compete with other districts both inside and outside of Berkeley. Business owners and corporations have a choice of whether to locate downtown, along Natural Bridge or in one of the many municipalities or business districts in the region. Therefore, the economic environment must be appealing to attract and retain businesses.

However, most of the buildings in the downtown are over 35 years old, outmoded, experiencing accelerated depreciation, lack of investment and proper maintenance. The downtown also suffers from a high vacancy rate. The downtown still offers an excellent location, a unique environment with certain nostalgic qualities and is in close proximity to a variety of other neighborhoods and businesses. It is this uniqueness and central location of the City's historic downtown that the City of Berkeley must promote to attract new businesses and retain existing ones.

The land use recommendations contained herein are intended to guide development decisions within the City's central business district "CBD". It is recommended that the downtown revitalization planning process start with the establishment of a working committee to discuss and prioritize these issues. The downtown revitalization recommendations are summarized into the following three general themes: Renewal, Connection, and Animation.

1. Renewal or reinvestment is the first element necessary for rebuilding a downtown. Renewal and reinvestment of the built environment is necessary, as is redevelopment of human and civic capital stock. This element includes recommendations for redeveloping



## ***Chapter 5: Future Land Use Plan***

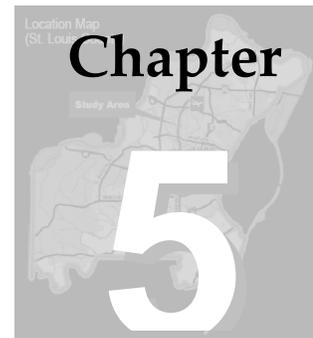
the City Hall site, developing a new City Hall, economic development strategies, funding alternatives, capital improvements and other private and public investments in Downtown.

2. Connection focuses on how automobile, public transit and pedestrian modes of transportation link downtown to the surrounding neighborhoods, how they create circulation and movement within Downtown and how these connections can be improved.
3. The Animation theme involves all of the elements that bring life to downtown. These elements include retail, downtown living, institutions, recreation, arts, civic events and other activities.

The following downtown revitalization strategies are recommended:

### **1. Renew:**

- a. Develop a new City Hall to serve as a catalyst for future development and reinvestment within the CBD.
- b. Integrate the City Hall within a campus-like setting to include to Jackson Park and urban design improvements to the adjacent presidential streets that transect downtown and provide critical linkages to the adjacent neighborhoods.
- c. Create a walkable, outdoor shopping district within the CBD with a mixture of shops, entertainment and restaurants offering unique, quality merchandise, al-fresco dining, cultural attractions and annual street festivals and events.
- d. Consider “tenant liners” in the new City Hall or in other redevelopment plans in the CBD that provide small-scale tenant spaces for start-up businesses, food serves and other retail and commercial enterprises. Look into the possibilities of subsidizing these spaces so they can serve as an “incubator” for homegrown businesses and services that will benefit from the location and continue the traditions/heritage of the region.
- e. Diversify the retail and commercial offerings in the downtown to attract a wide range of users such as retail, hospitality, office, government, entertainment, recreation, and residential. The development of small neighborhood boutiques and restaurants with outdoor seating and limited outdoor sales utilizing planned development techniques is recommended throughout the CBD, as approved by the Planning Commission.
- f. Overhead wires along Airport Road should be relocated underground in conjunction with new development or the installation of streetscape improvements.
- g. The installation of street tress, flowers, planter boxes and other landscape features that provide a common theme is recommended.



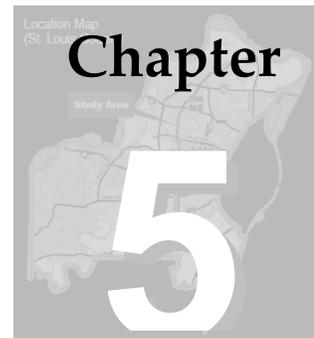
## **Chapter 5: Future Land Use Plan**

### **2. Connection:**

- a. Develop visual and physical connections to NorthPark, Boeing and Lambert Airport and encourage the development of uses that provide a connection to the airport, such as places to view planes or establishments with an aeronautical theme.
- b. Incorporate “traffic calming” techniques, such as “bump-outs” and on-street parking in appropriate areas and install enhancements to improve Airport Road’s pedestrian orientation in the downtown area.
- c. Preserve and maintain traffic flows while preserving the original, historic grid pattern of the downtown street network.
- d. Improve the sidewalk along Airport Road and along the “Presidential” streets to increase the walkability of the corridor and the appearance of the sidewalk itself. Insist on the highest quality of sidewalk material and paving.
- e. Install better traffic and pedestrian lighting, as needed, to improve safety, aesthetics and visibility for businesses. Pedestrian lights along Airport Road in the CBD should replicate the appearance of the lights that existed in the turn of the 20th century.
- f. Consider the installation of a central parking lot to accommodate visitors to the downtown and its employees. When the parking lot is not in use, it could serve as a gathering place, outdoor market, visual arts and entertainment area, etc.
- g. Develop a pedestrian-oriented streetscape with limited building setbacks, appropriate pedestrian amenities and parking facilities appropriately screened and located.

### **3. Animation:**

- a. There is no readily identified entrance to the Downtown. Gateway features are recommended along Airport Road and Hanley Road to give the CBD a more formal entrance and community identity. See the Future Land Use Map for gateway enhancement locations and the transportation section herein for specific gateway feature recommendations.
- b. Streetscape enhancements need to be established for Airport Road and Hanley Road that follow a common theme. The streetscape enhancements should include building facades, pedestrian access, lighting, street furniture, banners, signage, etc.
- c. The downtown area should be festive during all seasons. Trees and light poles along Airport Road and Hanley Road should be decorated for the winter holidays and colorful flags hung from lampposts are recommended seasonally to celebrate special occasions and seasonal changes.



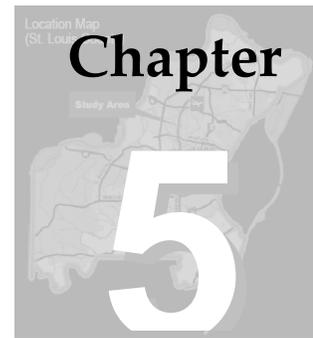
## **Chapter 5: Future Land Use Plan**

- d. At a minimum, litter and trash should be picked up weekly from downtown sidewalks and parking lots.
- e. Incorporate pedestrian amenities along the Hanley Road frontage that creates a unifying theme and a linear park-like setting. Consider an aeronautical or healthy city theme to help brand the area and differentiate it from other communities.
- f. Defining the boundary between commercial and residential uses in the central business district (CBD) is a challenge. This Plan recommends developing design standards that require landscaping, buffering and context sensitive design guidelines that increase the level of continuity within the CBD and the level of compatibility between development within the CBD and the adjacent residential neighborhoods.
- h. Market downtown Berkeley as the premier location for new housing types and as a commercial, entertainment, recreational and hospitality destination.
- i. Integrate residential dwellings into the downtown commercial area to sustain Airport Road as a living, vibrant corridor.

### **Mixed-Use Recommendations**

The City's existing pattern of land use has experienced many changes since it was originally laid out. The I-170 extension and airport buyouts along with the installation of the UE power lines create constraints that have hindered reinvestment within and around the affected areas. With a very few exceptions, there has been very little to no reinvestment in the areas designated as MXD on the Future Land Use Map. As a result, the MXD Future Land Use Category was created to accommodate a wide range of market-driven future development scenarios and land uses. While many of the areas that fall within the MXD category are already developed, they were developed prior to the installation of I-170, the expansion of Lambert-St. Louis International Airport and other changes that have negatively impacted these sites. As a result, many of these properties have experienced decline and periods of deferred maintenance. The intent of the MXD district is to expand the future land use possibilities and development configurations thereby allowing the market to dictate the highest and best use of these properties.

Uses envisioned in the MXD include, retail, commercial services, office, financial services (excluding payday loan/title loan uses), medical services, dry cleaning, food or drug sales, automobile oriented uses, postal/ mailing services, governmental uses, residential uses and any mix of the above uses. The intent is to allow a wide range of uses while mitigating negative land use externalities and increasing design continuity through the implementation of planned development procedures that include site plan and architectural review. Regulations addressing signage, parking, landscaping and the preservation of existing structures are recommended. Development of multi-story buildings are encouraged and should be incentivized through density



## **Chapter 5: Future Land Use Plan**

bonuses and other means as approved by the City. All future redevelopment should provide streetscape and pedestrian improvements that create a walkable environment.

### **Future Commercial Land Use**

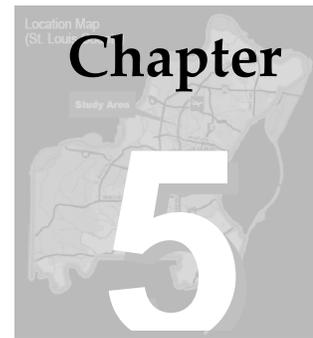
Oftentimes the years of disinvestment combined with the ever changing retail and commercial markets make the City's older buildings and commercial centers unsuitable for conducting business. Furthermore, the condition of these older buildings sometimes reaches levels that are beyond repair. The development of new or revitalized retail-commercial space is expected to come primarily from select infill projects and incremental redevelopment initiatives, such as the costly removal of existing buildings that no longer serve their intended purpose. The introduction of small restorative development projects such as cafes, coffee houses, retail and financial institutions is recommended to help interject new life into the city aging, underutilized commercial districts.

This plan envisions restorative commercial development that can take advantage of the areas' close proximity to I-170, I-70, Natural Bridge, Hanley Road, Lambert Airport, Boeing and NorthPark. Future development and reinvestment is needed along the City's existing commercial corridors to help revitalize the City's existing commercial districts and capture more retail spending and provide convenience and more choices to the resident population. Therefore redevelopment of the City's underutilized commercial areas is recommended as a top priority. All future development should respond to the latest land use and development trends and blend with the existing established neighborhoods.

### **Restorative Commercial Development and Infill Recommendations**

Restorative commercial development is recommended in the city's exiting commercial areas to create an environment that is favorable for future redevelopment. This may include the preservation of buildings and elements that are desirable and/or the removal of buildings and/or redevelopment of areas that have declined or create conditions that are unfavorable for commerce or jeopardize the health, safety or welfare of the community. To make the City's underutilized commercial districts more attractive for infill and restorative development, the following implementation strategies are recommended:

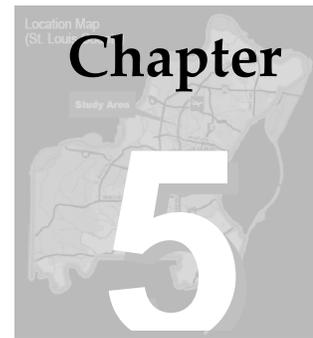
1. Develop a demolition ordinance that incentivizes the removal of dilapidated structures and/or expedites the demolition process for buildings that cannot be feasibly brought into code compliance and as needed to protect the integrity of the downtown and other aging commercial areas.
2. Initiate the preliminary data collection and analysis as required by state statute to apply for the many tax incentives that are available through the State for urban redevelopment projects. These include; Chapter 353 Urban Redevelopment Corporations, Chapter 99 Land



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Clearance for Redevelopment Authority projects, Chapter 100 Planned Industrial Expansion Authority projects, Chapter 99 Tax Increment Financing projects, Chapter 100 Bonds, Enterprise Zones and Brownfield Projects.

3. The City's zoning code should be reviewed and updated to provide incentives for compact, mixed-use development on existing infill lots and regulate undesirable land use conditions.
4. Update the city's parking regulations to better respond to the latest land use trends as follows:
  - a. The latest trend in retail development is to relax or eliminate parking requirements and let the market dictate the most appropriate parking ratios and configurations.
  - b. Parking should be designed to not overpower the character of the development nor appear as a dominant feature of the site. Parking should be located to the rear and interior side of the building. Shared parking is encouraged.
5. Replace or retrofit old commercial structures by making them more energy efficient and compatible with the latest market trends and choices.
6. Promote the utilization of underutilized commercial areas as commercial infill sites that compliments the existing commercial tenants, increase property values and generate more tax revenues.
7. A conservation study is recommended to help identify blighted commercial buildings and sites and to initiate redevelopment efforts and reinvestment, see also recommendation 2.
8. Consider a façade/signage improvement program using some of the block grant allocations. Many communities have used these funds successfully in this fashion through a low interest loan program or by grants where the city funds approved improvements.
9. If a commercial redevelopment area is adjacent to transitioning or under-performing residential areas, the redevelopment should be encouraged to include the adjacent transitioning residential areas in the redevelopment plans. The residential component of the plan should include an equivalent number of market-driven residential dwelling units that compliment the proposed redevelopment plan.
10. The City should encourage redevelopment plans that include a net increase in the number of dwellings replaced to ensure the city's housing stock grows rather than declines in numbers. Historically, the City has lost too much of its housing to buy-outs and land-use conversions, therefore this plans recommends the redevelopment, expansion and revitalization of the city's residential areas whenever the opportunity arises.



## ***Chapter 5: Future Land Use Plan***

11. Commercial redevelopment proposed adjacent to established residential areas should blend with the adjoining land uses by decreasing the density along the site's edges and the use of appropriate architectural and landscape design and screening.
12. Connections to adjacent uses, specifically public use areas and major destinations, should be a priority.

### **Future Residential In-Fill Development**

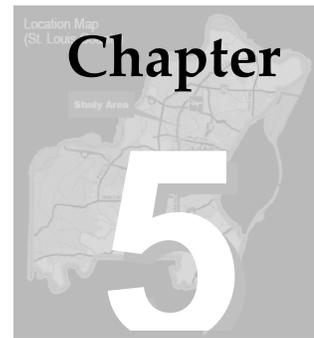
The City's present housing stock does not provide the variety needed to meet current and anticipated future housing needs. This was confirmed by the public engagement results. Further analysis of the city's housing stock discovered that the higher density housing types, such as attached single-family villas, condominiums, and townhouses are in short supply. Meanwhile these higher density housing types are frequently preferred by young families, singles and seniors-who make up the majority of the city's homeowners. As a result, the demand for maintenance-free living coupled with the limited income levels of the region will increase the market demand for low-maintenance, high-quality dwelling types that are modestly priced.

With most of Berkeley's prime residential land is already developed, the only remaining residential growth opportunities within the city's current boundaries is the redevelopment of existing sites. The construction of mixed-use developments within the City's commercial areas will also allow for some new, moderately priced housing types not currently available in Berkeley. The preservation of existing neighborhoods is a critical goal of this plan; therefore, infill development must be carefully planned and designed to blend with surrounding neighborhoods. Well-planned residential infill development will allow the City to increase the number of housing units without radically changing the character of the neighborhoods, provided the following development guidelines are followed and any anticipated negative land use externalities such as traffic, noise, glare or light are mitigated.

### **Recommendations for Infill, Tear Down & Residential Redevelopment**

The following guidelines should be followed to increase the compatibility of future infill, tear down and redevelopment activity.

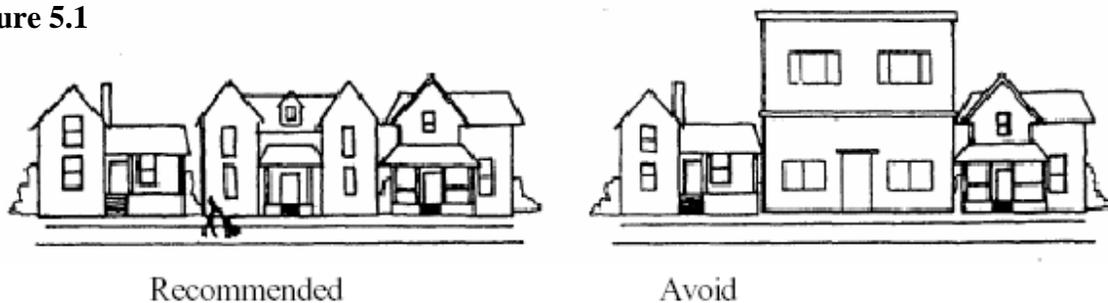
1. Unless identified otherwise on the Future land Use Map, areas that are predominantly residential should remain that way.
2. Encourage higher density residential redevelopment and infill in the CBD.



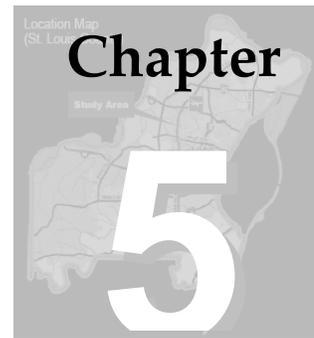
### **Chapter 5: Future Land Use Plan**

3. Development should blend well with the existing built environment. When developing in or adjacent to established neighborhoods containing larger lots than those proposed, the proposed lot sizes should best represent the existing neighborhood lot sizes and densities adjacent to the development and transition to smaller lot sizes and/or densities within the interior of the proposed subdivision. Allowing an increase in density for infill development helps off-set the cost of development and compensate for added site features or other amenities.
4. When an infill or redevelopment site is located within 50 feet of a site with an existing dwelling structure, and fronts on the same street, a front yard setback that is within 5 feet of the setback of the established dwelling structure should be used. For example, if an existing dwelling structure has a front yard setback of 20 feet, then the new building should have a front yard setback between 15 and 25 feet. If there is more than one dwelling structure fronting on the same street within 50' of the site, then an average measurement should be taken of the setbacks of the impacted dwelling structures.
5. Relate the size (bulk) and proportions of new structures to the scale of adjacent buildings. Avoid buildings that violate the existing scale of the area in height, width, or massing, see Figure 5.1.

**Figure 5.1**

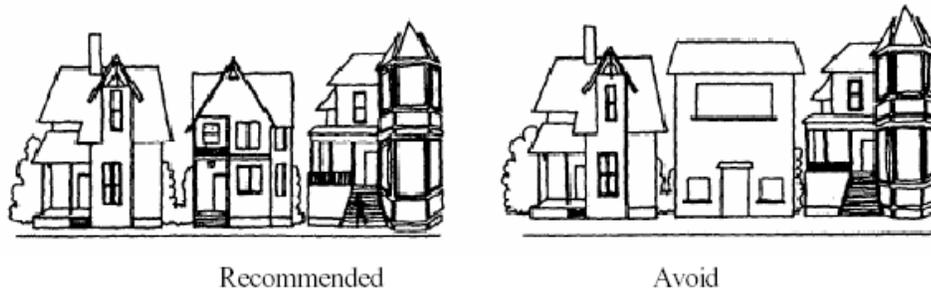


6. Break up uninteresting boxlike forms into smaller, varied masses. Avoid single monolithic forms that are not relieved by variations in massing and architecture similar to the techniques utilized with adjoining structures, see Figure 5.2.



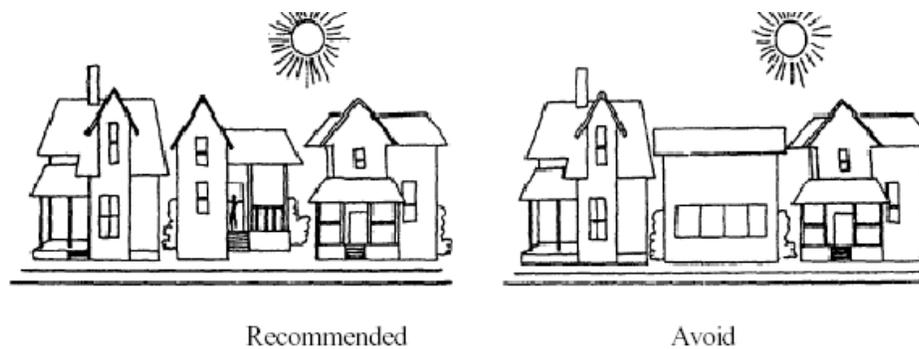
**Chapter 5: Future Land Use Plan**

**Figure 5.2**

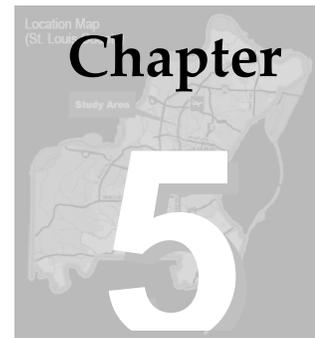


- 7. Avoid roof shapes, directional orientation, pitches, or materials that would cause the building to be out of character with quality buildings in the area, see Figure 5.3.

**Figure 5.3**



Heating, Ventilation, and Air Conditioning (HVAC) Equipment: HVAC equipment should be located at the rear of buildings, and screened from adjacent properties.



## **Chapter 5: Future Land Use Plan**



Windows and doors oriented toward the street enhance the curb-appeal of this home and enable the occupants to provide casual surveillance over the neighborhood, or at least the perception thereof. (aka- defensible space)



The lack of landscaping, windows and a front entryway visible from the street make this home less welcoming and more difficult for police to detect a crime. The placement of HVAC equipment in the front detracts from the residential character

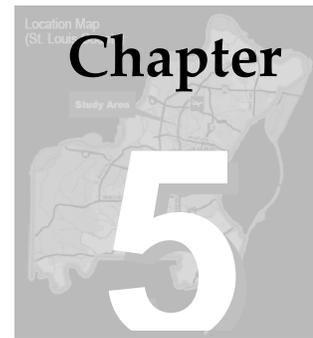
### **Housing and Neighborhood Stability**

The “traditional household” has changed dramatically over the last 20 years. Today only 25% of homebuyers are the traditional two parent/two child household. This change in household demographics requires a diverse mix of housing types, sizes and prices ranges. In the early 1990’s amenities such as golf courses, neighborhood pools and other materialistic amenities “sold” homes. Today’s homebuyer wants more intrinsic elements; such as neighborhoods that possess a sense of place, connectivity, safety, convenience and diversity. Today home purchases are driven by local or regional access to good jobs, education, medical, recreation and a full range of hospitality, entertainment and shopping opportunities where one can feel a part of the community.

Quality neighborhoods offer housing choices, provide residents with a sense of identity and connection to their community, and encourage continuous renewal and reinvestment. The following recommendations are intended to promote the preservation of the City’s neighborhoods and promote quality neighborhoods in all future residential infill and new development.

### **Neighborhood Stability Recommendations**

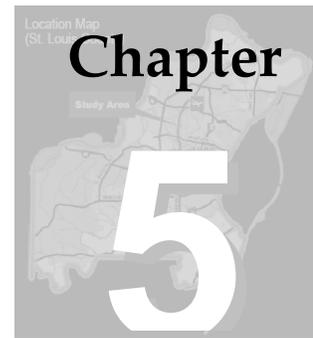
1. A range of housing choices is needed within a community to meet the needs of residents of differing economic levels, age groups and lifestyles. Diversifying the housing stock is recommended so people can “age in place” rather than moving at each stage of the life



## ***Chapter 5: Future Land Use Plan***

cycle. Neighborhoods should offer a choice of well designed and low maintenance housing types, sizes and values.

2. New or redeveloped owner-occupied single family homes and housing designs that seek to add to the diversity of the City's housing stock (in terms of type, price, and affordability), including attached-single-family units or other owner-occupied housing types is encouraged.
3. Connect the City's neighborhoods with the downtown (CBD) and other Mixed Use (MXD) areas. All neighborhoods should be linked to surrounding residential areas and when possible, share commercial spaces and open space resources. Neighborhood meeting and gathering places are needed. Every vital neighborhood needs what sociologist Ray Oldenburg calls a Third Place- a coffee shop, café or other spot where everyone feels welcome and can strike up a conversation with neighbors.
4. Neighborhoods should include distinct features at its boundaries to create a sense of entry and foster a sense of pride and belonging among residents. Distinct features may include monumental entrance features, enhanced street intersections and pedestrian crossings and public spaces such as common ground areas and neighborhood parks.
5. All residential streets should be pedestrian-friendly and include sidewalks on both sides. Sidewalks should be attractively landscaped and laid out in an interconnected network to encourage walking.
6. Higher density is recommended to achieve a more affordable housing stock. Higher density housing results in less land per unit, less site preparation, less infrastructure and typically less finished floor area, all of which hold down the hard costs of housing.
7. Front porches and entryways that greet the street are recommended. Front porches allow homeowners to comfortably spend more time near the front yard and street. This creates a greater opportunity to know ones neighbors, maintain a casual surveillance of the area, and thereby maintain a safe residential neighborhood.
8. De-emphasize garages and carports that extend past the front of the house. Garages and carports that extend out from the front of a house create an emphasis on the automobile system of a neighborhood, diminish the effects of inviting front doors and porches, and are simply less attractive than the house itself. All of these elements break down the pedestrian oriented quality that is sought in residential neighborhoods. A maximum percentage of street façade devoted to garage area should be established to de-emphasize the appearance of garages and car ports.



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### **Affordable Housing Strategies**

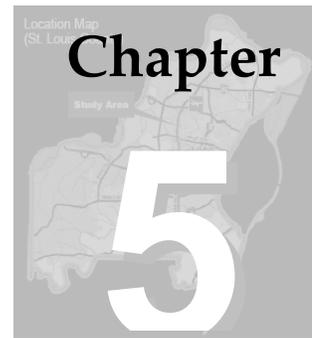
Multiple family housing and other alternatives to homeownership are necessary housing options for residents of Berkeley who cannot afford to own a house or who chooses not to accept the responsibilities. Total units in a multiple family housing complex range from three (3) and up. Rents vary greatly depending on the location and quality of the units. Concern surrounding many multiple family housing units stems from instances where buildings are poorly maintained, trash and personal items are stored incorrectly and traffic generated from many people living in a small area causes problems. These can be avoided by proper planning and administration of city ordinances. Strict implementation of safety and maintenance codes, zoning ordinances and law enforcement can resolve some on-site problems, but the building must also have considerate tenants and a good owner. Enforcement of tenants' rights and empowerment through self-policing can initiate change on the part of residents.

### **Landscape Recommendations**

Trees enhance the economic value of properties. A study in Amherst, Massachusetts found that trees contributed 7% to the value of the average residential property and as much as 15% in some instances. Trees and supplemental landscaping features introduce a form, size, scale, texture, color and changing visual image associated with seasonal change or variation in wind and sun conditions which are pleasing, tranquil and desirable. Shade, wind breaks, and attraction of songbirds and other wildlife are also benefits of substantial plant communities within housing areas. By far the easiest way to capture these benefits is to preserve the existing vegetation. To enjoy these benefits, the Comprehensive Plan recommends requiring landscaping, primarily through preservation of mature trees and existing vegetation and the implementation of a tree preservation ordinance and the development of landscape guidelines.

### **SECTION 5:6 TRANSPORTATION**

Berkeley must maintain a balance between traffic movement and access to land uses. Improved access within the City's commercial districts; reduced congestion; choice among modes of travel; and environmental protection are objectives of a balanced transportation system. To achieve these objectives the City must implement improvement projects such as signalization (synchronizing the timing of stop lights along major arterials), intersection improvements and access management. All street improvements should be planned to reduce conflicts between through traffic and traffic accessing new or existing developments. All anticipated transportation improvements should be coordinated with the Director of Public Works and included in the City's Capital Improvements Program. Future transportation improvements should also address the following transportation enhancements.



## **Chapter 5: Future Land Use Plan**

### **Streetscape**

Landscaping along public right-of-way should be implemented along major corridors, including street trees and median treatments. Public improvements such as sidewalks, curbs and gutters, streetlights and directional signage/graphics should also be provided. All new overhead utility lines should be buried. This plan also recommends the implementation of a litter control program, crime deterrent program (including defensible space design techniques) and programs to encourage positive activities within and along the city's streetscape area, especially in the CBD. The justification for such programs is that even the most well intended streetscape improvements are subject to failure if the streetscape is not maintained properly or crime (including the perception of crime) reaches levels that decrease the use of the City's streetscape.

### **Access**

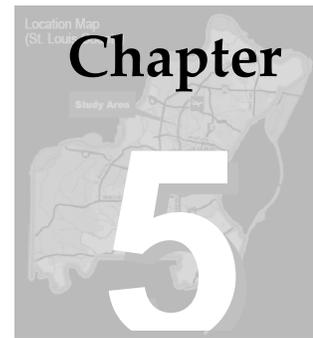
Site access and internal circulation within the city's commercial districts should be designed to seamlessly and safely connect with the surrounding public street system and neighborhoods. Access and on-site circulation patterns should consider the direction of traffic flow to the site, the capacity of surrounding roadways, and any external improvements required to adequately serve vehicles entering or leaving the development area. Sight distance, potential limits on turning movements, the need for acceleration or deceleration lanes, and the availability of alternative access should be considered when a request is made for direct arterial access. New or expanded curb-cuts along major arterials and at intersections should be limited to allow uninterrupted traffic flow. A traffic study should be required when the city anticipates that a development may create a public safety problem or levels of service (LOS) that reach level D or higher.

### **Bike/Pedestrian Accessibility**

Sidewalks and bikeways should be planned in accordance with the recommendations of this plan and the costs should be shared with the private sector whenever possible. With few exceptions, sidewalks should be constructed on both sides of all streets. A multi-use trail is recommended along the UE right-of-way to provide north/south pedestrian accessibility to and from the City's downtown and adjacent neighborhoods, parks, schools and NorthPark. Sidewalk and multi-use path widths may vary depending on their function and location, but a minimum of 5 feet is recommended. All sidewalks should have curb cuts or ramps for the elderly and/or physically handicapped and be designed and constructed to conform to ADA requirements. Special sidewalk materials may be used to define and articulate key pedestrian areas, such as in the CBD. The use of special sidewalk material is recommended in the downtown to differentiate downtown Berkeley from other areas in Berkeley.

## **SECTION 5:7 TRANSPORTATION SYSTEM GUIDELINES**

A quality transportation system accommodates automobiles, public transit, public safety vehicles, freight, pedestrians and bicycles in a balanced way to maximize access and mobility

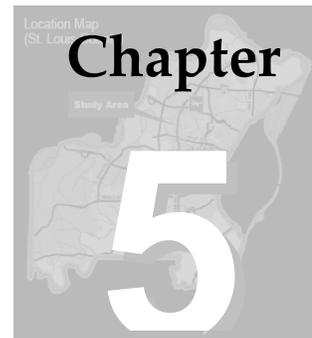


## ***Chapter 5: Future Land Use Plan***

and minimize congestion throughout the community. Providing a balanced range of transportation choices improves the accessibility and functional capacity of the city's transportation system. This section provides recommended transportation policies followed by implementation strategies and policy initiatives.

The design of a quality local street encourages pedestrian and bicycle use through such features as continuous sidewalks and curbside tree planting as well as various traffic calming measures such as, landscaped medians that reduce apparent street width and street parking that protects pedestrians from moving traffic. The implementation of the following recommendations is necessary to create a balanced transportation system that is functional, accessible and safe.

1. Improve and expand the city sidewalk system, including rehabilitation of old walks and construction of walks where they were never improved.
2. Develop a public/private cost-sharing program for the rehabilitation of old walks and the construction of new walks in areas where sidewalks were never installed.
3. Implement an integrated bicycle lane system into the existing transportation network.
4. Require all future development plans to comply with the Comprehensive Plan's goals and objectives relating to sidewalks, trails and other pedestrian amenities.
5. Develop a trail system within the UE right-of-way for multi-purpose use, including pathways around Ramona Lake, along Maline Creek and connections between parks, schools and neighborhoods.
6. Safe opportunities for pedestrian crossings should be installed along Airport Road, Hanley Road and Frost Avenue at locations where pedestrian frequently cross.
7. Use traffic calming techniques to reinforce the residential character of neighborhoods surrounding the Downtown and other areas where mixed use may occur
8. Require the installation/preservation of street trees for all new development or infill.
9. Require landscaping, primarily through preservation of mature trees and existing vegetation.
10. Mixed-use development is encouraged at existing and proposed transit stops to allow transit to become a viable alternative to the automobile.
11. Private/public improvements and the development of public places near transit are recommended to maximize the utilization of public transit and enhance the public transit experience for all users.



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### **Pedestrian & Bicycle Accessibility**

One of the most significant elements of an urban environment is that residents can easily walk to activity centers within the community. To achieve this level of pedestrian mobility, improvements must be made to the city's current and future transportation system to increase the accessibility for pedestrian and bicycle traffic throughout the city. One of the implementation priorities of the Comprehensive Plan is the development of an integrated, safe, and accessible pedestrian system. To make this possible, the installation of sidewalks, bicycle lanes and bicycle paths/trails is recommended in conjunction with all future development plans.

### **Ameren UE Multi-Use Trail Town**

A multi-use path along the Ameren UE right-of-way is a highly recommended transportation enhancement. However, the installation of this trail and use depends on UE granting access to their right-of-way. This plan recommends investigating the procedures followed by Great Rivers Greenway and the City of Florissant to successfully implement a similar trail in Florissant and partnering with them to increase Berkeley's chance of obtaining the necessary authorizations, approvals and public funding needed to implement the multi-use path system.

### **Great Streets**

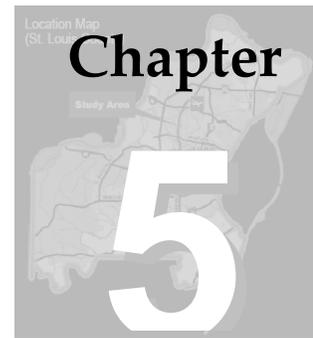
A well designed street can actually decrease traffic as people make fewer trips in their cars, either by biking, walking or taking public transit. Therefore, the installation of traffic calming is recommended to improve the safety and circulation of the City's transportation system. Traffic calming serves two main purposes, slow traffic and give drivers a visual reminder that they must share the street with people on foot, on bicycles, in wheelchairs and in baby strollers. Speed bumps, narrowed streets, stop signs, brightly painted crosswalks, on-street parking, median strips down the middle of streets, banes on left turns, crosswalks raised a few inches above the roadway and curbs that extend into the intersection are all recommended traffic calming solutions that the city should consider to help make the streets safer and more pleasant for pedestrians.

This Plan recommends physical improvements for street and sidewalk designs, parking lots, the creation of public gathering spaces, and coordinated themes for signs and banners.

Recommended designs should concentrate on celebrating the City's aeronautical history and using early 1900s-style streetlights, adding awnings, and making trees and aeronautical artifacts an important part of the streetscape.

### **Gateways**

A system of gateway features is recommended in locations as shown on the Future Land Use Plan. Gateway improvements will provide an immediate impact on the visibility and economic



## ***Chapter 5: Future Land Use Plan***

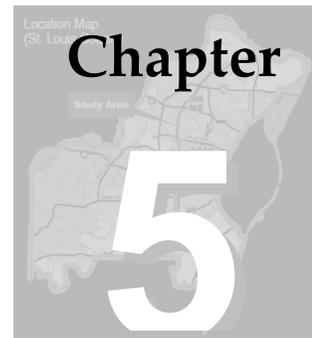
vitality of the city. A public/private partnership should be created for the implementation of the gateway features in which private industries may incorporate corporate logos, etc within the gateway improvements in exchange for sharing in the costs of implementation and maintenance.

Intersections and major entrances into the city are ideal locations for the development of primary focal points. These are highly visible locations that offer sufficient area for beautification opportunities. These locations represent prime areas for the development of “gateway” features which may include:

1. A prominent feature such as public art, statuary, fountains, gardens or park-like settings;
2. Signage to clearly identify entrance into Berkeley. Brick, stone or other high-quality materials and the city logo should be incorporated into the signage to further establish the gateway; and
3. Landscaping to accent the surrounding corridor and prominent features. A combination of street trees, ornamental trees, shrubbery, ground covers and ornamental plantings should be used to accent and coordinate the design.
4. Benches, trash receptacles, pedestrian scale lighting, unique paving patterns at crosswalks, and other streetscape elements should be included as needed.
5. The use of standard light poles, traffic signals and other signage/branding elements should be incorporated in these locations to reinforce the unique qualities of the corridor. Banners and hanging flower baskets could be attached to light poles to help achieve a pedestrian scale and beautify the corridor.

The improved Scudder Road interchange at the Hanley Road will become a major gateway into City. Entryways into the city’s commercial corridors should also have some distinct or unique qualities. Since these streets constitute the most heavily traversed and the most noticed structures of Berkeley, particular attention should be paid to their visual impact. Another gateway into the City is Lambert Airport. The airport provides an entrance for corporate jets, personal aircraft, and helicopters. Aesthetic features such as signs, the location and design of parking areas, landscaping, and open space affect the visual quality of entrance areas and corridors. A variety of informal and formal measures are available to address the needs of these corridors. These methods range from the Missouri Department of Transportation's Adopt-A-Highway program to neighborhood cleanup drives and entrance area landscaping.

The City should also support the establishment of an, "Adopt a Berkeley Spot" program which could include the private, public or corporate adoption of a city park. The program should facilitate and encourage residents to participate in a local litter control and beautification program that is intended to beautify the city while enhancing community spirit and pride.



## **Chapter 5: Future Land Use Plan**

Interested groups and individuals have the opportunity to adopt parks, bike trails, streets, bus shelters, and other public areas. Groups can pick up litter, paint equipment, plant trees, and perform other tasks. Student organizations, homeowners associations, church groups, and scouting groups should be encouraged to participate along with other groups.

### **Integrated Bicycle Lane Enhancements**

To complement the Ameren UE trail segments and provide safe, continuous bicycle routes throughout the community, it is recommended that an integrated bicycle lane system is developed to interconnect with the City's proposed bicycle trails. The recommended bicycle lanes should utilize existing street rights-of-way and pavement. The only cost of implementation involves re-stripping the streets and the installation of signage. The existing transportation system in Berkeley provides a wide, relatively level road system that is ideal for a system of integrated bicycle lanes.

The initial bicycle path and lanes system improvements should be implemented based upon the following criteria; 1) the level of conveniences the linkages provide to the City most popular activity centers, institutions, and the downtown; 2) the cost of implementation and; 3) the level of anticipated usage. The design of all proposed bicycle lane and trail segments should provide access to persons with disabilities and comply with the design requirements of the American Association of State Highway and Transportation Officials (AASHTO).

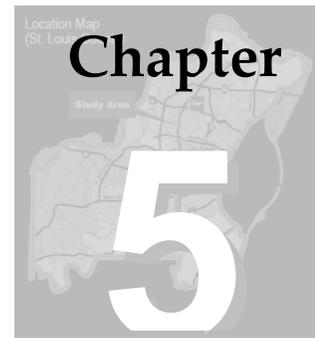
### **Utility Design**

Aesthetically, the unattractive appearance of above ground electric, telephone, and cable television lines are of primary concern. However, existing above ground utilities are costly and difficult to place underground, and often the city must subsidize their relocation. For safety and maintenance reasons, new developments should be required to place all utilities underground.

This plan recommends the City approach Lambert Airport, UE and other utility providers to develop agreements that would allow public access along utility corridors and other restricted development areas. Trails and limited landscape improvements will go a long way in helping revitalize the City and improving connectivity.

### **SECTION 5:8 FUTURE GROWTH & ANNEXATION**

The community has expressed support for annexation. Many believe annexation is necessary to provide for future residential growth. In response to the community's support, and due to the City's ability to provide centralized services to adjacent unincorporated areas, the city should begin seeking pre-annexation agreements with adjoining unincorporated land owners. However, prior to undertaking future annexations, Berkeley must conduct thorough inspections of all public infrastructure within the proposed annexation area and complete a thorough service



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provision evaluation. Timing and communication with annexing parties, the Boundary Commission and all others impacted are critical factors in all annexation proposals. Partnerships between the City, property owners and developers should be established early in the process to help avoid unanticipated repercussions during or after the annexation process. To the fullest extent possible, future development and land uses within the annexation area should comply with the Comprehensive Plan's land use recommendations and the City's Zoning Code.

Annexation of any land into the City of Berkeley should be considered carefully. While each situation is different, the end result should provide specific benefits to the city as well as the annexing area. The areas of land shaded on the Future Land Use Map that fall outside the City's limits are the areas the City should consider for future annexation. Before any annexation decisions are made, the following general questions should be considered.

- Will the annexation lessen demand to develop in-fill property or redevelop existing sites and buildings within the current city boundary?
- Will the annexation place any unacceptable political, financial, physical or operational demands or expectations upon the city for the provision of services or infrastructure?
- Will the annexation allow for more appropriate guidance of future development within the annexation area?
- Will the annexation bring existing land uses into the city that are desirable and have some benefit to the city in terms of revenue or the sense of community?
- Is the annexation in the best interest of the city as a whole?
- Does the annexation make economic sense from both long and short range perspectives?

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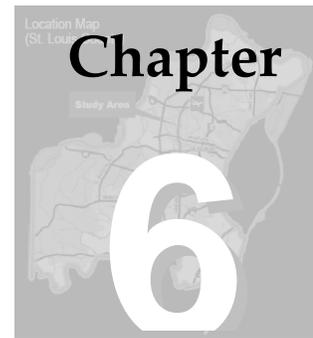
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## **Chapter 6: Implementation Program**

### **SECTION 6.1: INTRODUCTION**

The Implementation Program presented here includes strategies recommended to help achieve the goals and objectives of the Comprehensive Plan.. The objectives and implementation strategies provided herein respond to the critical issues identified during the comprehensive planning process. The implementation strategies are divided into the following planning elements:

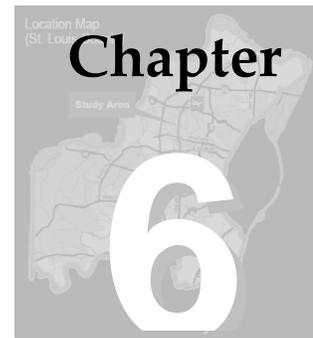
1. Housing & Neighborhood Stabilization
2. Quality of Life
3. Downtown Revitalization
4. Business Development and Retention
5. Parks
6. Community Services & Facilities

### **SECTION 6.2: HOUSING & NEIGHBORHOOD STABILIZATION STRATEGIES**

Baby boomers (people born between 1945-1966) will continue to shape the future of Berkeley and communities in every region. Baby boomers tend to be more interested in homes in denser, more central locations, according to a recent survey that explores what baby boomers want in their communities. In response to this increase in demand, the market for smaller lots and smaller homes is expected to increase. This plan recommends marketing Berkeley's housing stock to baby boomers and "empty-nesters". However, first the City's housing stock must be maintained properly and the perception of crime must be overcome to be considered in the very competitive housing market.

The City of Berkeley consists of a variety of older neighborhoods that experience similar issues: housing foreclosures, vacancy, low owner-occupancy rates, deferred maintenance, code violations, crime and safety. One of the purposes of this plan is to improve the City's housing stock and encourage reinvestment within the City's neighborhoods to make them safer, better places to live. The following goals, objectives and implementation strategies are recommended to help direct future land use decisions.

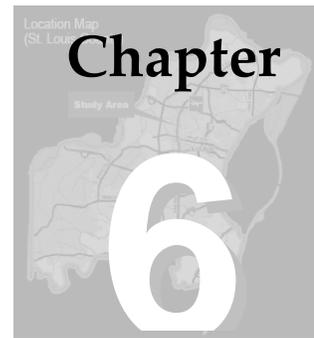
***GOAL: Enhance the character and stability of existing neighborhoods, promote neighborhood revitalization and promote the redevelopment of new, high quality residential homes that meet Berkeley's housing market needs.***



## **Chapter 6: Implementation Program**

### **Implementation Strategies**

1. Develop residential retrofitting & architectural guidelines that provide cost effective solutions for expanding the typical residential floor plan found in Berkeley's neighborhoods. Promote home renovations according to these design guidelines by sponsoring a pilot project and developing a revolving match program to partially fund future home renovation projects.
2. Neighborhoods should be encouraged to incorporate central gathering places such as common ground areas, community gardens, parks and schools in order to provide a common space for personal interaction. The city should consider purchasing dilapidated homes or other troublesome properties with ongoing code violation issues and convert them into outdoor neighborhood gathering areas or redevelopment options for new housing; priority should be given to the buyout of troublesome properties adjact to or near an exiting park or other public use area.
3. Seek-out, promote and implement programs that are designed to encourage residential investment or redevelopment. The Missouri Housing Development Commission (MHDC) Housing Development Authority (HDA) and US Department of Housing and Urban Development provide cities with a variety of neighborhood stabilization programs and funding resources.
4. The City should budget for neighborhood infrastructure expenditures such as sidewalks, streets, landscaping and future utility needs in order to maintain the stability and quality of life of existing neighborhoods.
5. Develop small-scale incentives, including innovations such as "rent-to-own" programs, to help meet the demand for affordable housing.
6. Implement a pilot infill project targeting the restorative development of vacant lots and underutilized or dilapidated homes. Projects could range in size from one lot to the assemblage of several vacant or underutilized lots.
7. Provide for the installation and/or preservation of street trees. Street trees provide a ceiling or canopy that provide shade for streets and sidewalks, improve aesthetics, reinforces a pedestrian scale to the streetscape thereby encouraging pedestrian use of sidewalks.
8. Strong code enforcement is needed to prevent property deterioration and to protect property values. Residential land use in Berkeley should be governed by a strong emphasis on the implementation and enforcement of the City's Building, Zoning and Subdivision

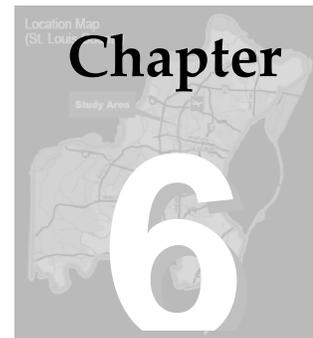


**Chapter 6: Implementation Program**

Regulations. The City should also develop innovative regulatory approaches to ensure consistent and effective enforcement efforts, including the following implementation strategies.

- a. Develop and promote financing programs to assist in the repair and maintenance for lower and moderate-income families to rehabilitate their homes.
- b. Develop and implement a "Stabilization and Redevelopment Audit" process to determine the areas, if any, where conditions exist that warrant establishing a formal neighborhood improvement program. In order for Berkeley officials to determine when conditions for immediate improvement exist, a combination of the following 15 factors should be present in the area under evaluation. The higher the numbers of factors present, the more immediate and aggressive an improvement strategy is warranted. More specifically, these factors include:

<b>APPLICABLE FACTOR</b>	<b>IMPACT ON COMMERCIAL</b>	<b>IMPACT ON RESIDENTIAL</b>
<i>A. Ownership Factors:</i>		
1) High Vacancy Rate	Yes	Yes
2) Extended Vacancy Period	Yes	Yes
3) Deed Restrictions	Yes	Yes
4) Ownership Changes	Yes	Yes
5) Non-owner Occupied Housing	-	Yes
<i>B. Economic Factors:</i>		
6) Retail Sales Decline	Yes	-
7) Property Value Decline	Yes	Yes
8) Lack of Reinvestment Activity	Yes	Yes
9) Economic Obsolescence	Yes	Yes
10) Tax Delinquency/Bankruptcy	Yes	Yes
<i>C. Community Factors:</i>		
11) Lack of Property Maintenance	Yes	Yes
12) Land Use Obsolescence	Yes	Yes
13) Physical Obsolescence	Yes	Yes
14) Environmental Concerns	Yes	-
15) Safety Concerns	Yes	Yes



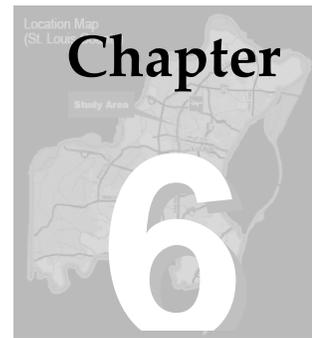
## **Chapter 6: Implementation Program**

The factors should be inventoried initially to set a “benchmark” of conditions in each neighborhood. The factors should then be updated periodically to “track” changes in conditions.

The City of Berkeley can offer two types of assistance to residents for neighborhood improvements, direct and indirect support. Direct support involves action and spending on the part of the City of Berkeley that goes directly to the residents of the city. The first step in direct neighborhood assistance involves improving infrastructure in neighborhoods where conditions are deteriorating. The city can initiate neighborhood revitalization by identifying deteriorating streets and budgeting capital improvements to improve street surfaces, curbs, gutters, and sidewalks. The City of Berkeley should conduct a “Stabilization and Redevelopment Audit” to classify and identify housing and infrastructure conditions throughout the city. Then by identifying and mapping these conditions, areas may be prioritized for assistance.

In addition to direct spending on neighborhood infrastructure, the City of Berkeley can collect and distribute state and federal funds that can be used for home and neighborhood improvements. The U.S. Department of Housing and Urban Development (HUD) has a number of programs aimed at housing for which a unit of local government must apply. HUD offers Community Development Block Grants which are applied for by units of local government or non-profit organizations and are used to “*fund a wide range of activities to provide decent housing, create suitable living environments, and expand economic opportunities for low- and moderate-income persons.*” Additional programs exist, some of which are identified at the end of this section.

The second type of assistance the City of Berkeley can offer for improving the city’s housing stock is indirect support. This can be accomplished through the empowerment of homeowner and neighborhood associations. The establishment of homeowner and neighborhood associations enables residents of Berkeley to accept the responsibility of improving the conditions within their neighborhoods. Through the establishment of homeowner associations, by-laws are created that legally bind residents of the neighborhood to adopt restrictions and maintenance standards. Neighborhood associations have less legal standing than homeowner associations, but provide a venue for neighbors to meet and act as a group. Peer pressure for maintaining houses and local initiatives for neighborhood improvements are responsibilities that neighborhood associations usually adopt. Table 6.1 provides an overview of the recommended housing program policy statements & action plan.



**Chapter 6: Implementation Program**

**Table 6.1: Housing & Neighborhood Stabilization Action Plan**

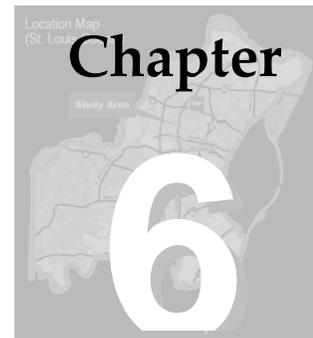
<i>Policy Statements</i>	<i>Recommended Actions</i>	<i>Priority</i>
Through application for grants (federal and state) and direct spending, the City of Berkeley can <u>directly</u> assist efforts to improve and maintain the city’s housing stock.	<i>Develop programs and financing options that facilitate home repairs and maintenance.</i>	High
	<i>Conduct a Stabilization and Redevelopment Audit of every neighborhood, map results and prioritize areas in need of assistance.</i>	High
	<i>Apply for appropriate Community Development Block Grant monies.</i>	Medium
	<i>Provide assistance by collecting and disseminating information on public and private funds for residential improvements and mortgage assistance.</i>	High
The City can indirectly support efforts to maintain and improve the city’s housing stock by adopting appropriate programs, policies and ordinance amendments.	<i>Provide consistent, ongoing code enforcement and adopt and implement design guidelines, landscape requirements and other neighborhood improvement policies and ordinances.</i>	High
	<i>Assist in the establishment of neighborhood associations. The associations should act as the organized voice and representation of Berkeley’s neighborhoods-both new and old.</i>	High
	<i>Encourage a balanced range of high-quality housing options that meet all socio-economic needs</i>	High

**Promote Community Engagement and Empowerment**

Educating and training residents and developing partnerships between residents and City Hall are the most cost-effective solutions to increasing the City’s efficiency in addressing neighborhood issues. Therefore, it is recommended that the City facilitate a series of workshops and other training exercises that will increase awareness of neighborhood issues and eventually empower residents to take control of their neighborhoods. This section provides strategies for maintaining high levels of citizen participation and cooperation with neighborhood improvement activities and promoting awareness of neighborhood issues.

**Coordinate with Neighborhood Associations**

Utilizing existing neighborhood associations and assisting neighborhoods with creating new ones can help improve property maintenance and neighborhood stabilization. Active associations are more likely to pay closer attention to property maintenance issues and take action to resolve problem properties with code or covenant violations. Residents who have a stake in what



## **Chapter 6: Implementation Program**

happens to their neighborhood and surrounding properties are more willing to take the action needed to maintain their property values.

### **Encourage Neighborhood Planning Activities**

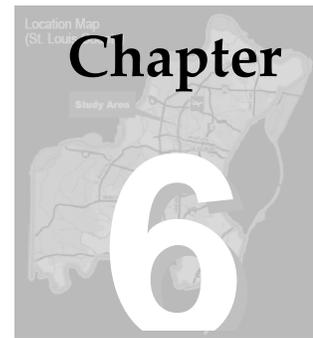
Neighborhood associations can be responsible for a number of activities in addition to property maintenance compliance. They can be aggressive in addressing actions or issues they deem critical to maintaining their property values. For example, they can initiate a street lighting program to make sure streets and sidewalks are appropriately lighted for safety. They can assist in the development and implementation of special activities such as neighborhood watch, annual smoke detector inspections/replacements, neighborhood clean-ups, fund raisers etc. Businesses, City Hall, the Police & Fire Departments, schools, churches, institutions and other interested parties should be included in these activities. The development of partnerships and continued public participation is critical to the success of these activities.

### **Educate and Build Awareness**

Most residents do not have access to home improvement and property maintenance programs. Therefore it is recommended that the City spearhead the coordination of neighborhood awareness workshops that facilitate citizen engagement and participation to help improve the city's neighborhoods through active citizen involvement. The workshops should include City staff, code enforcement personnel, members of the City's decision making bodies and, most importantly, local residents. These workshops should be held once a year in various neighborhoods to discuss general maintenance and strategies of how to obtain financial support and better program information. The intent of these workshops is to educate residents and increase community-wide participation in property maintenance issues.

The neighborhood workshops are recommended to help educate homeowners and, most importantly, empower them to take property maintenance issues into their own hands. Residents must play an active role in these workshops and other activities to sustain the quality of life each neighborhood offers. These efforts can result in higher property values and stronger community pride among residents. The following guidelines should be followed to achieve meaningful neighborhood workshops:

1. Be inclusive and involve all stakeholders from the beginning;
2. Build partnerships between government staff, neighborhood organizations and residents;
3. Provide ongoing support and/or resources addressing leadership training, neighborhood planning and funding opportunities.
4. Develop community newsletters to inform, educate and report community efforts;



## **Chapter 6: Implementation Program**

5. Strive to boost the confidence to invest within the City of Berkeley's neighborhoods.

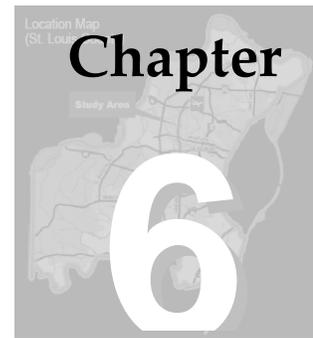
The best approaches to neighborhood planning are being flexible and not making assumptions about neighborhood issues before speaking with residents. Establishing simple and short-term projects is a good way to show that something is happening within the neighborhood to promote community spirit, display civic investment, and increase citizen trust in the local government.

### **Funding & Implementation Assistance**

1. **Home Depot Foundation's Affordable Housing Built Responsibly Grant Program:** Through the Affordable Housing Built Responsibly grant program, the Home Depot Foundation administers funding to nonprofit organizations whose missions align with the foundation's interests in supporting the production and preservation of affordable, efficient, and healthy housing. Preference is given to proposals that encourage community involvement and result in the production, preservation, or financing of housing units for low- to moderate-income families. The most promising proposals will incorporate a number of "green" building design practices. Also, in 2009, preference will be given to proposals that clearly demonstrate how urban forestry strategies will be utilized to create healthier, more vibrant communities. Grants typically range from \$50,000 to \$125,000 each. Letters of inquiry are due on March 1, 2009 and July 1, 2009 for the next two rounds of awards. Go to [www.homedepotfoundation.org/grants.html](http://www.homedepotfoundation.org/grants.html) for complete program guidelines.
2. **MacArthur Foundation's Affordable Rental Housing Preservation Initiative:** The MacArthur Foundation, long an advocate and funder for affordable housing, is tripling their support for the foundation's affordable rental housing preservation initiative. The \$150 million for "Window of Opportunity" includes \$35 million in new awards that will support public sector efforts to preserve and increase the stock of privately owned affordable rental homes. States and localities are invited to compete for grants and/or program-related investments ranging from \$250,000 to \$5 million each. Information about how to apply and MacArthur's Window of Opportunity initiative can be found online at [www.windowofopportunity.macfound.org](http://www.windowofopportunity.macfound.org).

### **The Missouri Housing Development Commission (MHDC) Programs**

1. **Missouri Housing Trust Fund FY2009:** The Missouri Housing Trust Fund was created by the State Legislature in 1994 to help meet the housing needs of very low income families and individuals. The Missouri Housing Development Commission administers the Trust Fund, which provides funding for a variety of housing needs, such as homeless prevention, rehab or new construction of rental housing, rental assistance and home repair. There is an estimated \$4,200,000 in the Missouri Housing Trust Fund.



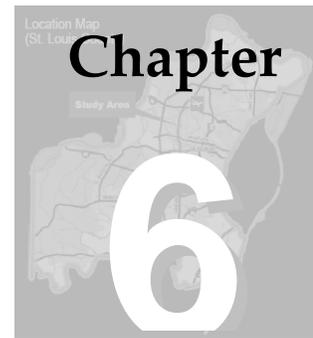
## ***Chapter 6: Implementation Program***

2. **HeRO Program (HOME Repair Opportunity Program):** The Home Repair Opportunity (HeRO) Program provides funding to meet the growing need for home repair for low and moderate income homeowners. MHDC provides federal HOME funds to selected community partners who operate the program in the region they serve. Eligible homeowners may receive cash assistance up to \$20,000 for repairs. For 2008, \$4 million was set aside for the program. The maximum income for participants ranges between \$33,000 and \$45,100 for a family of four depending on the county of residence.
3. **The First Place Loan program:** The First Place Loan program gives first-time homebuyers and qualified veterans affordable, below market interest rates to obtain mortgage financing. Individual buyers may also be eligible for an interest free, forgivable cash assistance second mortgage loan for 3% of the first mortgage loan amount. The second loan can help with down payment and closing costs. This program is available for homes throughout the state of Missouri.
4. **American Dream Downpayment Initiative Program:** Through federal HOME funds the American Dream Downpayment Initiative gives first-time homebuyers forgivable loans equal to 6 percent of the home's purchase price. This assistance helps defray the upfront costs of purchasing a first home. To be eligible for the program, individuals must be first-time home buyers interested in purchasing a single family home, condominium unit, or manufactured housing. In addition, individuals who qualify for this assistance must have incomes not exceeding 80 percent of area median income. Special exceptions exist for displaced homemakers and single parents. Available through USDA Rural Development Offices; lenders reserve funds while MHDC regulates closing costs.

### **Housing and Urban Development (HUD) Programs**

HUD offers 35 programs that include over \$1 billion in grants. Some programs applicable to Berkeley include:

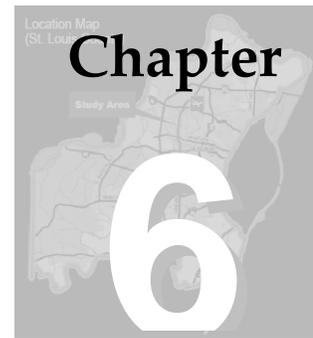
1. **Neighborhood Stabilization Program:** The Neighborhood Stabilization Program, authorized by the U.S. Housing and Economic Recovery Act of 2008, provides emergency assistance to state and local government to help them respond to rising foreclosures and declining property values. HUD has allocated \$9,338,562 to St. Louis County. The program will be administered through the Community Development Block Grant Program in the Division of Business and Community Services. The program targets areas of greatest need based on the extent of foreclosures, subprime mortgages, mortgage delinquencies and mortgage defaults. In defining "greatest need" the Department of Economic Development (DED) has identified Tier 1 Communities, or those communities with higher than average unemployment (6.1 percent in fiscal year 2008), high concentration of low and middle income households, and above average number of high-cost loans as a percentage of housing



## **Chapter 6: Implementation Program**

in 2007. For more information about the Neighborhood Stabilization Program, contact the Missouri Department of Economic Development at 573-751-3600.

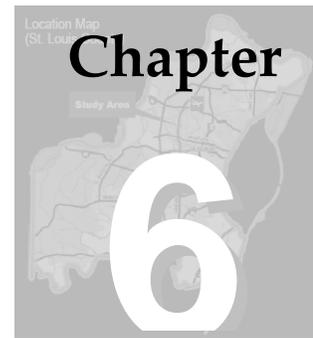
2. **Neighborhood Preservation Act:** The Neighborhood Preservation Act provides incentives for the rehabilitation or construction of owner-occupied homes. To be eligible, homes must be located in certain areas of the state, as determined by the Department of Economic Development (DED) through its Business Community Services (BCS). These areas include distressed communities and areas with a median household income of less than 70% of the median household income for the applicable MSA. The Department of Economic Development (DED) issues state tax credits to a homeowner who rehabilitates a home or to a homeowner or developer that constructs a new home for owner-occupancy in certain areas of the state.
3. **HOPE for Homeowners Program:** The *HOPE for Homeowners* program will refinance mortgages for borrowers who are having difficulty making their payments, but can afford a new loan insured by HUD's Federal Housing Administration (FHA). The *HOPE for Homeowners* program was authorized by the Economic and Housing Recovery Act of 2008 and signed into law on July 30, 2008. The *HOPE for Homeowners* program began October 1, 2008 and ends September 30, 2011. The program is available only to owner occupants and will offer 30-year fixed rate mortgages - so the borrower's last payment will be the same as the first payment. In many cases, to avoid what would be an even costlier foreclosure, banks will have to write down the existing mortgage to 90 percent of the new appraised value of the home.
4. **HOME: Home Investment Partnerships Program:** The 1990 National Affordable Housing Act created HOME programs designed to expand the availability of affordable housing, meeting unique local needs of low and very low-income populations. Depending on the program, people earning between 50% and 80% of a region's median income will usually qualify for HOME assisted housing. This program provides formula grants to states and localities that communities use to fund activities that build, buy, or rehabilitate affordable housing units for rent or ownership. HOME is authorized under Title II of the Cranston-Gonzales National Affordable Housing Act and is the largest block grant to State and local governments intended exclusively to create affordable housing for low-income households. It provides direct rental assistance for such households often in partnership with local non-profit groups. HOME is designed to reinforce several principles of community development. It encourages flexibility by authorizing people to utilize housing strategies that work with their own needs and priorities. In order to strengthen partnership among different levels of government and the private sector, HOME emphasizes the need for consolidated planning. Additionally, the program expands the capacity of community-based nonprofit housing groups. A very important aspect of HOME is its requirement that all participating



## **Chapter 6: Implementation Program**

jurisdictions match twenty-five cents of every dollar granted with non-federal sources, including donated labor and materials. HOME establishes Home Investment Trust Funds for each grantee providing a line of credit that each jurisdiction can draw upon as needed. States are automatically eligible for HOME funds and receive either their formula allocation or 3 million dollars – whichever is greater. Local jurisdictions are eligible for at least \$500,000 under the formula can also receive an allocation.

5. **Section 8 Housing Choice Voucher Program:** This is the federal government's major program for assisting very low-income families, elderly and disabled individuals to afford housing on the private market through various voucher options. The program is federally funded, but a network of 2,600 state, regional, and local housing agencies distribute vouchers. Participants in Section 8 are responsible for finding their own housing. They can choose anything that meets the requirements of the program and are not limited to subsidized housing projects. HUD administers Section 8 funds to Public Housing Agencies (PHAs) that deliver the vouchers to eligible families and individuals. The PHA directly pays the rental subsidy to the landlord and the residents pay the remaining difference. The Homeowners Voucher also gives families the opportunity to purchase their first home and helps with homeownership expenses. In order to be eligible for Section 8 subsidies, a participant's income cannot exceed 50% of the median income for the county or metropolitan area in which they choose to live. A housing voucher family must pay 30% of its monthly-adjusted gross income for rent and utilities. Long waiting periods are common of the voucher program due to high demand and limited housing resources. If the PHA of any given locality administers Section 8 vouchers and public housing, applicants can ask to be placed on both waiting lists.
6. **Section 202 Supportive Housing for the Elderly Program:** This HUD-administered program provides supportive housing for very low-income persons age 62 and older. Capital advances are available for the construction or rehabilitation of a structure, or the acquisition with or without rehabilitation of structures that will serve as supportive housing. The Section 202 program helps expand the supply of affordable housing with supportive services for the elderly. It provides very low-income elderly with options that allow them to live independently but in an environment that provides support activities such as cleaning, cooking, transportation, etc. Capital advances do not have to be repaid, provided the housing remains available for at least 40 years. Section 202 project rental assistance contract funds are available to cover the difference between what the renter can pay, and the cost of operating the project. All private nonprofit organizations and nonprofit consumer cooperatives are eligible to apply. Occupation is restricted to households that include at least one person who is 62 years old or older with incomes at or below the HUD-determined Very-Low Income Limit (50% of area median income (AMI)).



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### **SECTION 6.3: QUALITY OF LIFE**

This Plan recommends the City develop policies and initiatives that promote attractive, self-renewing places. The results of small-scale, incremental and potentially affordable improvements such as planting flowers, installing street trees, adopt-a-park, tree reclamation efforts, can do more city-wide than any singular developmental project. Larger endeavors are also recommended when partnerships with state, federal and/or other funding organizations can assist with funding and implementation efforts. The main intent of the Quality of Life goal and implementation strategies is to empower individual property owners and businesses to stimulate investment and invigorate neighborhoods and business districts.

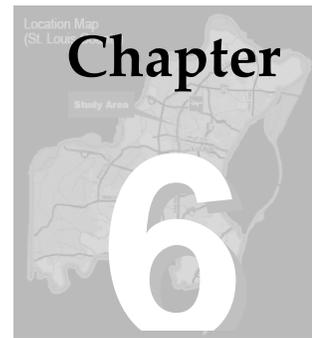
**GOAL:** *Develop programs that promote community beautification, character enhancement and quality of life by providing a safe, attractive and active community for all.*

#### **Implementation Strategies**

1. Address quality of life issues, such as the perception and/or reality of crime, safety and cleanliness to help create economically viable business districts and livable neighborhoods.
2. Develop and implement capital improvements including storefront and streetscape enhancements and gateway features to help “stage” the city’s commercial areas to attract new businesses and increase the confidence to invest.
3. Develop “cleanliness and safety projects” designed to reduce crime, maintain clean streets and sidewalks and change public perceptions of Berkeley.
4. Develop and implement a “Promote Berkeley Campaign”. Once the City has a new business or major development, the campaign should produce promotional materials and community events designed to reinforce a positive image for the area. When new businesses or residents move into the area, a gift basket arranged with a variety of civic and local business information, coupons, products, etc should be hand-delivered by City staff or elected officials.



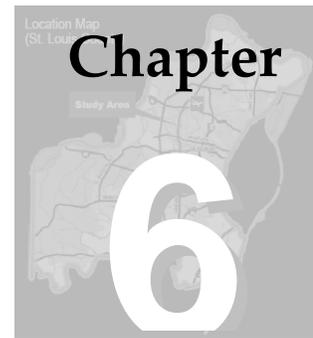
Streetscape Improvements  
along New Florissant Rd.



## **Chapter 6: Implementation Program**

### **Funding & Implementation Assistance:**

- 1. EPA's Sustainable Skylines Initiative:** The U.S. Environmental Protection Agency has funding and is soliciting applications from eligible entities to compete for financial assistance through the Sustainable Skylines Initiative (SSI). The SSI provides a framework to integrate transportation, energy, land use and air quality planning programs into projects that yield measurable air quality benefits in a relatively short period of time. SSI works with eligible entities to aid their communities to develop locally-led activities to help reduce emissions and promote sustainability with the goal of cleaner and healthier air. This is performed by participants working with EPA and other partners to increase community participation and leverage resources. The long-term goal of SSI is to help communities build self-sustaining, community-based partnerships that will continue to achieve positive environmental impacts, livability, and economic development benefits for many generations to come. Eligible applicants include county, city and township governments; public and private universities and colleges, hospitals, laboratories; public or private non-profit institutions; and public and state controlled institutions of higher education. Go to [www.epa.gov/air/grants\\_funding.html](http://www.epa.gov/air/grants_funding.html) for more information.
- 2. Environmental Education Grants:** Environmental Education grants to develop new programs or to improve the quality of existing programs are provided by EPA regional offices may award grants up to \$50,000. Grants over \$50,000 and up to \$200,000 are awarded by EPA headquarters in Washington. These projects should involve designing, demonstrating or developing education tools and materials. Projects should be environmental education activities that go beyond disseminating information. (Learn more about environmental education at [www.epa.gov/enviroed](http://www.epa.gov/enviroed).)
- 3. Key Change Grants:** Do Something (<http://www.dosomething.org>) and the Grammy Foundation are offering a total of \$25,000 in Key Change Grants to young people who have an idea or existing project that uses music to make a difference in their local and/or global community. To be eligible, the applicant must be 19 years of age or under, and must be a U.S. or Canadian citizen. The project must be youth-led and -driven, creative, and demonstrate an original idea for solving problems and creating change. Projects must also strive toward tangible results and measurable impact, focus on problems in communities, and -- whether one-time event or ongoing program -- must promote diversity and seek to make lasting change in the target community. Go to [www.dosomething.org/grants/keychange](http://www.dosomething.org/grants/keychange) for complete program guidelines.



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### **SECTION 6.4: DOWNTOWN REVITALIZATION**

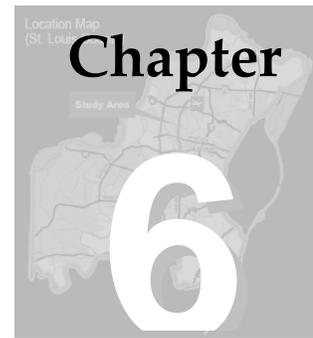
Downtown Berkeley can be revitalized by building on its existing strengths and addressing the critical issues identified during the public engagement activities, which include:

1. The downtown should be reestablished as an authentic city center.
2. The downtown should be a specialty shopping destination.
3. The downtown should be a regional cultural district.
4. The downtown needs common gathering and meeting areas (indoors and out).
5. Reestablishing mixed-use development in the CBD will help increase vitality.
6. Pedestrian and vehicular linkages and parking connections should be restored.
7. Create private and public partnerships to aid in the revitalization and continued preservation of downtown.

***GOAL: Promote investment in the City's central business district in order to attract and retain businesses, revitalize downtown and increase commercial, entertainment and recreational opportunities that attract people.***

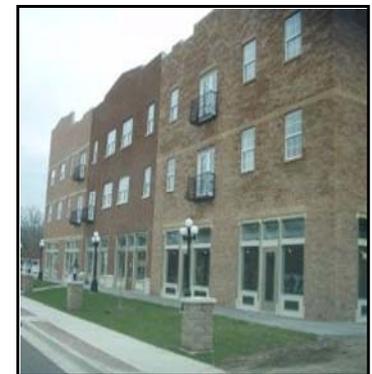
#### **Implementation Strategies**

1. Implement strategies through a "Revitalization Action Plan" that follows the three revitalization themes (Renewal, Connection and Animation) recommended in Chapter 5 and promotes a progressive, economically strong and diverse, pedestrian oriented central business district.
2. Establish a central coordinating authority called "Downtown Berkeley Task Force" comprised of stakeholders, community leaders, institutions, etc., to help implement the Revitalization Action Plan and serve as stewards of the downtown.
3. Help procure funding in the form of grants or tax credits to help fund revitalization efforts throughout the CBD.
4. Develop unique partnerships to undertake the dynamic process of downtown revitalization and to help better position the community to acquire funding support.
5. Partner with Boeing, Vatterott and UMSL to develop a cultural/arts/education center that will diversify, strengthen and provide an identity for Downtown Berkeley.

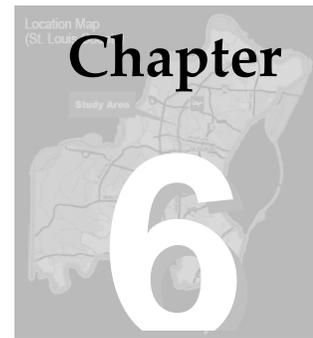


## **Chapter 6: Implementation Program**

6. Track down the ownership of dilapidated buildings, homes and vacant lots and facilitate steps toward code compliance and reinvestment to reverse depreciation.
7. Amend the City's zoning ordinance to include an overlay district for mixed use areas in Downtown Berkeley. The overlay should include design standards and planned development regulations and procedures that incentivize revitalization efforts. The overlay should also permit a wide range of market driven uses and development types and increases the level of predictability within the planning process.
8. Develop and implement façade design standards, streetscape improvements, sign standards and public/private financing of improvements.
9. Property owners should be encouraged to support renewal and beautification efforts by participating in a cost-share program. Through this program, property owners can purchase benches, trees, and other materials needed to implement the recommended streetscape improvements and increase the confidence to invest.
10. Develop marketing strategies to reestablish downtown Berkeley as a premier location for new housing and as an entertainment, recreational and hospitality destination.
11. Promote the implementation of "quick victory" projects large and small. The recommendation to develop a new City Hall complex should be a high priority, quick victory project. Much smaller projects, such as planting flowers along Airport Road, are also recommended as "quick victory" projects.
12. Facilitate weekly litter and trash pick-up along downtown sidewalks and parking lots. In addition, sidewalks in the downtown area should be pressure-washed to improve the appearance of this unique area of Berkeley. Fines generated from litter or other code related offences could be used for the purchase of equipment, seasonal plantings and the ongoing maintenance and upkeep of the city's downtown. As an alternative means of punishing offenders, the City should consider community service in lieu of fines. Forcing offenders to physically pick up litter, plant flowers, maintain landscaped areas or paint vandalized surfaces may instill community ownership and pride among resident offenders.
13. Utilize NorthPark, Boeing and the Airport as catalysts in revitalizing the urban core through their high profile status in the region.
14. Celebrate the character of Berkeley, its people, history, etc, in the design and revitalization of downtown. Preserve this character forever.



New mixed-use development in Ferguson on New Florissant Rd

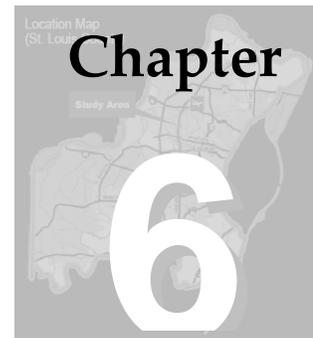


## **Chapter 6: Implementation Program**

15. Continue to support the Berkeley Jazz Festival / Picnic and the organization of similar community events. These events are recommended to bring the community together, foster community pride and create a spontaneous marketplace. Proceeds from the events should be used to maintain the economic vitality and aesthetic image of the downtown area.
16. Develop and implement unique public projects that bring life and programmed activities to the downtown. For example, for over 20 years on the main street in Curitiba Brazil a long strip of paper has been laid out on the pavement every Sat. morning, thereby creating hundreds of individual white paper surfaces. Children that come are offered a brush and paint and they color and draw pictures as parents, friends and neighbors watch. Social or economic status is not a requirement for joining in, only desire. This type of activity is recommended as a measure to help address the City's problem with vandalism/graffiti. An annual art show or contest is another activity the City should consider.

### **Funding & Implementation Assistance:**

1. **Economic Development Tax:** Develop and implement an economic development tax to help fund downtown revitalization and implementation efforts.
2. **Missouri Main Street Program Fund:** The State Treasury established a special fund known as the "Missouri Main Street Program Fund", which provides funding and other resources to improve downtown areas.
3. **Downtown Preservation:** The Department of Economic Development (DED) offers Downtown Preservation assistance through its Business Community Services (BCS) for redevelopment projects that promote tourism and cultural activities. The program is intended to facilitate the redevelopment of downtown areas and the creation of jobs by providing essential public infrastructure. Eligible redevelopment areas must be classified as "blighted" or a "conservation area", shall not exceed 10% of the entire geographic area of the municipality, and must be located in a "central business district." At least 50% of the buildings in the central business district must be 35 years old or older and be within a municipality with a population of 200,000 inhabitants or less, and median household income of sixty-two thousand dollars or less. A portion of the new state and local sales tax created by a redevelopment project can be diverted to fund eligible public infrastructure and related costs for a period of up to 25 years. The local match must be, at a minimum, 50% of the newly generated local sales taxes.
4. **MODESA:** The Department of Economic Development (DED) offers Downtown Preservation assistance through its Business Community Services (BCS) to facilitate the redevelopment of downtown areas and to create jobs by providing essential public infrastructure for "central business districts" that are either "blighted" or a "conservation area." At least 50% of the buildings must be 35 years old or older and the city's annual



## **Chapter 6: Implementation Program**

median household income must be \$62,000 or less. A portion of the new state and local taxes created by a project can be diverted to fund eligible public infrastructure and related costs for a period of up to 25 years. The local match must be, at a minimum, 50% of the amount of the new local sales tax and 100% of the amount of the new real property tax created by the project each year; or a comparable amount of local funds from the city/county or a non-profit organization. Projects can be “community enhancement” or “job creation.” Total project costs and/or new job creation minimums are based on the population of the municipality.

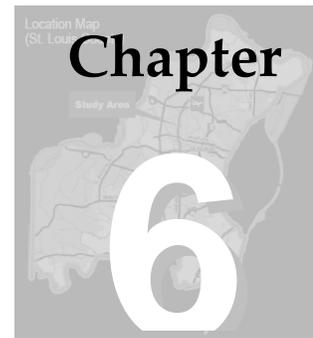
### **SECTION 6.5: BUSINESS DEVELOPMENT & RECRUITMENT**

An important factor in the development and maintenance of commercial areas is their physical appearance. Building design and land uses allowed within the city can be significantly influenced by municipal regulations and actions. The requirement of simple design elements can greatly enhance the aesthetics of a commercial development and an entire commercial district. This section provides an overview of urban design principles and implementation strategies for future commercial and industrial development. It is recommended that these urban design guidelines be implemented to preserve the character of the city and keep the community accessible, safe and attractive.

**GOAL:** *Create integrated, balanced business districts that benefits all residents and businesses by expanding consumer choice, maximizing convenience and responding to local economic opportunities thereby strengthening the local economy.*

#### **Implementation Strategies**

1. Explore the use of an Enterprise Zone, the Facade Improvement Program and regional and state economic development programs to meet local economic development objectives.
2. Recruit and retain businesses that offer goods and services that draw consumers living outside of the City limits to spend money within the City of Berkeley.
3. Pursue expansion of businesses engaged in the application of aeronautical technologies and services and biotech research.
4. Develop plans, programs and incentives to assist the growth and retention of small businesses.
5. Support the development of an Economic Development Committee and the passage of an economic development tax.



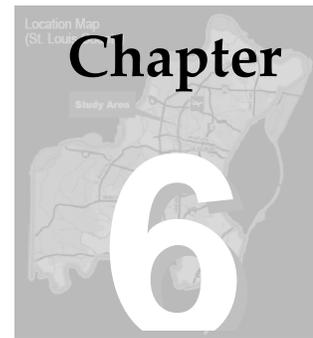
## **Chapter 6: Implementation Program**

6. Explore the possibilities of developing TIFs options for funding public improvements that pave the way for new or expanded private investments that increase the local tax base.
7. Participate in regional efforts to identify existing high-tech infrastructure capabilities and deficiencies and take actions necessary to make improvements required for full participation in the latest technologies. This should include the investment in fiber optics and related high technologies as well as educating the local workforce.
8. Appoint a task force to partner with the local colleges to create programs for continuing education, career advancement and workforce training with an emphasis on preparing the local workforce for local jobs.
9. Work with local school districts and economic development agencies to develop programs providing school-to-career readiness in support of a skilled workforce for Berkeley.
10. Study and assess the strengths of local economic diversification—such as the role of NorthPark, Boeing, Lambert Airport, local colleges, etc.—in order to support Berkeley’s long-term economic stability.
11. Encourage the restorative development of non-residential areas and ensure the proposed uses are compatible with area neighborhoods.
12. Develop marketing strategies for the reuse or redevelopment of vacant commercial buildings.
13. Promote neighborhood-scale retail development at the old grocery store on Frost Avenue.

### **Funding & Implementation Assistance:**

The State of Missouri offers a number of tax incentives for redevelopment projects, including seven measures featuring property tax relief. The seven (7) property tax measures are Chapter 353 Urban Redevelopment Corporations, Chapter 99 Land Clearance for Redevelopment Authority projects, Chapter 100 Planned Industrial Expansion Authority projects, Chapter 99 Tax Increment Financing projects, Chapter 100 Bonds, Enterprise Zones and Brownfield Projects. A brief description of each is as follows:

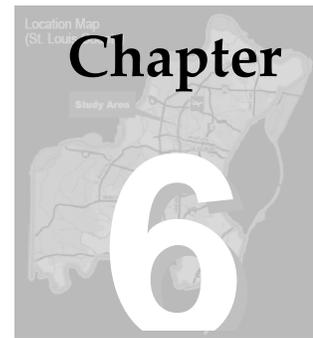
1. **Chapter 353 Redevelopment Corporations:** Projects qualifying under Chapter 353 have their state, city, county, school district and other local real property taxes on their new improvements abated for up to 25 years. For up to the first ten years, the property taxes on the improvements are abated up to 100%. For up to the following fifteen years, taxes on the improvements are abated up to 50%. To qualify for Chapter 353 redevelopment, the developer must demonstrate to the City that the property as a whole (not each parcel) is "blighted" under a statutory definition.
2. **Tax Increment Financing Projects:** A tax increment financing commission can acquire property by eminent domain for the developer's project as well as issue revenue bonds for



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constructing the project and adjacent public infrastructure. To qualify the property in question must be blighted, or be what is known as a "conservation" or "economic development" area. A "conservation area" is defined as any "improved area in which fifty percent or more of the structures in the area have an age of thirty-five years or more." The definition states that such an area is "not yet a blighted area" but may become blighted in the future due to at least three of the following factors: Dilapidation; obsolescence; deterioration; illegal use of individual structures; presence of structures below minimum code standards; abandonment; excessive vacancies; overcrowding of structures and community facilities; lack of ventilation, light or sanitary facilities; inadequate utilities; excessive land coverage; deleterious land use or layout; depreciation of physical maintenance; and lack of community planning. "Economic development area," more broadly defined, includes any area determined by the City Council for which "redevelopment is in the public interest" because it will "discourage commerce, industry or manufacturing from moving their operations to a different state, result in increased employment . . . or result in preservation or enhancement of the tax base." However, taxes generated by a project in an economic development area can be used only for public infrastructure costs, not private building costs. Under state law, the application must include a general description of the project, a project timetable, projected costs, anticipated sources of funds, financing commitments, evidence that the area is blighted, a conservation area or an economic development area, the property's most recent assessed valuations, projected assessed valuations upon completion, projected economic activity taxes and a cost benefit analysis detailing impacts on all taxing jurisdictions. Relocation expenses of displaced commercial and residential tenants must be paid.

3. **Chapter 100 Bonds:** Chapter 100 bond projects are less common because they put a city in the position of actually owning land and improvements and leasing them to the developer, with the developer's rent being used to pay off bonds used to acquire and build the facility. Because city owned property is exempt from all property taxes, the developer as the tenant ends up paying no property taxes, in effect, a 100% property tax abatement during the term of the lease.
4. **Enterprise Zones:** The Missouri Enterprise Zone law permits economically depressed areas (generally, 4,000 to 72,000 inhabitants, at least 65% with incomes below 80% of Missouri median income, and over 1.5 times the Missouri unemployment rate) to be declared "enterprise zones" by city councils. Developments in enterprise zones providing at least 50 new full time jobs can qualify for various levels and durations of property tax exemptions on improvements for up to 25 years from the date of the zone's original designation. The amount and duration is determined by the city council on a case-by-case basis, but the exemption for industrial properties must be at least 50% and for a minimum of ten years. Developments in enterprise zones can also qualify for exemption of 50% of taxable income from the state's income tax, additional state income tax credits and refunds based upon the number of persons



## Chapter 6: Implementation Program

employed in the zone and who reside in the zone and credits equal to 2 percent of new investment, all for up to ten years.

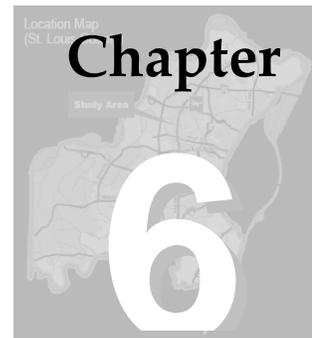
5. **Brownfields:** Certain properties either (a) vacant for at least three years or (b) less than 35% used for their most economically productive uses that are redeveloped for industrial, commercial, distribution or research uses also qualify for the Enterprise Zone tax exemption for improvements of at least 50% for at least 10 years. To qualify, the project must create at least 10 new jobs or retain an existing business with at least 25 jobs. In some cases the City may find that an entire commercial district or collection of buildings have been become damaged beyond repair or simply outdated. The existing conditions of a building or district should be used to determine if the subject area is statutorily defined as a “blighted area” or “insanitary area”. Section 99.320 of the State Statute sets out the definitions of these two areas as follows:

*“Blighted area”, an area which, by reason of the predominance of defective or inadequate street layout, unsanitary or unsafe conditions, deterioration of site improvements, improper subdivision or obsolete platting, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, retards the provision of housing accommodations or constitutes an economic or social liability or a menace to the public health, safety, morals, or welfare in its present condition and use.”*

*“Insanitary area”, an area in which there is a predominance of buildings and improvements which, by reason of dilapidation, deterioration, age or obsolescence, inadequate provision for ventilation, light, air sanitation or open spaces, high density of population and overcrowding of buildings, overcrowding of land, or the existence of conditions which endanger life or property by fire and other causes or any combination of such factors, is conducive to ill health, transmission of disease, infant mortality, juvenile delinquency and crime or constitutes an economic or social liability and is detrimental to the public health, safety, morals or welfare.*

If an area targeted for development meets any of the above conditions, the City should document the existing conditions and consider proceeding with the development of a Redevelopment Plan in accordance with Chapter Section 99.320 (23) of the LCRA Law, which is:

*“an official plan of action, as it exists from time to time, for effectively dealing with the problem in insanitary, blighted, deteriorated or deteriorating areas within the community and for the establishment and preservation of a well-planned community with well organized residential neighborhoods of decent homes and suitable living environment for adequate family life, for utilizing appropriate private and public resources to eliminate and prevent the development or spread of insanitary, blighted, deteriorated or deteriorating areas, to encourage needed urban rehabilitation, to provide for the redevelopment of blighted, insanitary, deteriorated and deteriorating areas, or to undertake such of the aforesaid activities or other feasible community activities as may be suitably employed to achieve the objectives of such a program.”*



## **Chapter 6: Implementation Program**

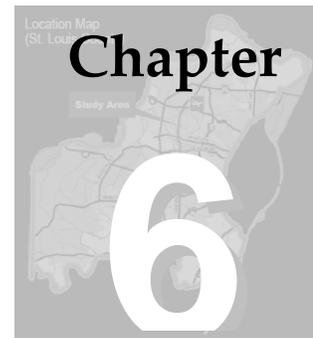
### **SECTION 6.6: PARKS**

**GOAL:** *Continue to maintain, enhance the City's parks and recreation system.*

This plan recommends making improvements, as needed, to keep pace with the latest trends in park amenities, recreational services and facility designs. The City must also look for opportunities to obtain additional parkland for the establishment of open spaces, greenbelts and trails as needed to serve the City's population. Recommendations and objectives for accomplishing this goal are provided in Chapter 4. The following funding sources should be considered for future park and recreation improvements.

#### **Funding & Implementation Assistance:**

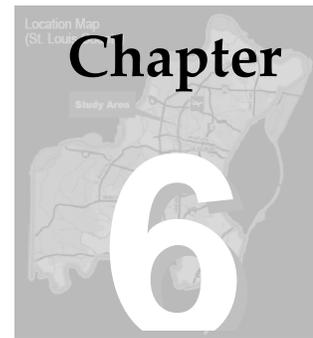
- 1. Outdoor Recreation:** The Missouri Department of Natural Resources is accepting applications for the federally funded Land and Water Conservation Fund to assist in financing outdoor recreation projects. The department holds annual grant application workshops to assist agencies interested in applying for these grants at the offices of East-West Gateway. All local governments and public school districts are eligible for the federal funds, which are made available through the National Park Service. Projects can be for the development or renovation of outdoor recreational facilities or for acquisition of park land. A 55 percent match is required. Applications must be postmarked by Dec. 15. In Missouri, the Department of Natural Resources administers the grant program. Electronic versions of the application are available on the department's Web page at [www.mostateparks.com/grantinfo.htm](http://www.mostateparks.com/grantinfo.htm). Online registration for this workshop and directions to East-West Gateway are available from this site.
- 2. Great Rivers Greenway:** Great Rivers Greenways (GRG) collects an estimated \$10 million annually from a 1/10th of 1 cent sales tax. GRG's mission is to work towards a clean, green, connected St. Louis region. GRG funds a variety of projects that supports the implementation of "The River Ring", an interconnected system of greenways, parks and trails that will encircle the St. Louis region, enhancing the quality of life for residents and visitors.
- 3. Healthy & Active Communities / Trailnet:** Trailnet has been awarded a grant in the amount of \$349,506 over the next three years to continue its work on the Healthy & Active Communities (HAC) Initiative. The initiative focuses on creating model healthy and active communities that support resident's health "from cradle to cane" by making it easier to make healthy choices by increasing residents' access to healthy foods and opportunities for physical activity. The program's focus is to create far-reaching, long-term sustainable solutions to the obesity epidemic through policy, the built environment, and social networks



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of support. Trailnet is currently partnering with four communities on this effort: the City of De Soto, the City of Ferguson, Old North St. Louis and the West End neighborhoods of St. Louis City. The goal for the initiative is to highlight the connections between the places people live, work and travel and their health. Funding for this project is provided in part by The Missouri Foundation for Health. The Missouri Foundation for Health is a philanthropic organization whose vision is to improve the health of the people in the communities it serves. Trailnet's HAC initiative recently received national attention from the Robert Wood Johnson Foundation and the Center for Disease Control and Prevention—the initiative is one of two obesity prevention initiatives in the country selected for a site visit for its innovative work in the area of land-use and transportation policy. For more information on the Healthy and Active Communities initiative, go to [www.trailnet.org](http://www.trailnet.org) or contact Phil Valko at [phil@trailnet.org](mailto:phil@trailnet.org) or (314) 436-1324, ext. 119.

4. **Youth Opportunity Program:** The Youth Opportunities Programs, administered by the Department of Economic Development (DED) Business and Community Services (BCS), provides opportunities to broaden and strengthen positive development and participation in community life for youth, and to discourage such persons from engaging in criminal and violent behavior. Eligible Projects include:
  - ✓ Degree Completion
  - ✓ Internship/Apprenticeship
  - ✓ Youth Clubs/Associations
  - ✓ Adopt-A-School
  - ✓ Mentor/Role Model
  - ✓ Substance Abuse Prevention
  - ✓ Violence Prevention
  - ✓ Youth Activity Centers
  - ✓ Conflict Resolution
  - ✓ Employment
  - ✓ Counseling
  
5. **Jenny Jones' Community Grant Program:** Jenny's Heroes provides grants of up to \$25,000 each to fund projects that promise long-term community benefits. Funds have been used to provide items and services such as library books, school computers, firefighting gear, nursing home upgrades, sports equipment, free dental services, wheelchairs, coats for children in domestic violence shelters, and a running track at a women's prison. The program's focus is primarily on smaller communities where fundraising can be difficult. For more information on Jenny's Heroes and grant guidelines, go to <http://www.jennysheroes.com>.



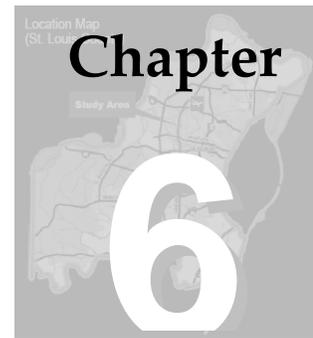
## ***Chapter 6: Implementation Program***

### **SECTION 6.7: COMMUNITY SERVICES & FACILITIES**

***GOAL: Ensure the availability of public facilities, infrastructure and emergency services that adequately serves Berkeley's present and future needs.***

#### **Implementation Strategies**

1. Develop a procedures manual to help navigate through the City's zoning and subdivision ordinances and increase the level of consistency and predictability within the planning and zoning process.
2. Reduce or waive fees for applications and building permits for selected redevelopment areas or petitions that promote the health, safety and welfare of the community. Increase fees for applications or special use permits where the market may support such an increase without negatively impacting the end result.
3. Use tax abatements and other financial or procedural incentives for petitions that improve the quality of the built environment.
4. Contribute to creating and renewing places where people like to be thereby increasing the utilization of these places. Downtown and development near transit (NorthPark) are two settings where people with choices like to be and where they will pay high prices, given limited supply, to live.
5. Practice wise governance with a regional, not parochial, view and seek out developers who want to create something that will last.
6. Crosswalks and wayfinding, from a capital budget standpoint, will be the most important short-term implementation projects. Directions and signage for City Hall, parks and the creation of open-air market/entertainment areas and other downtown amenities should be a top priority downtown. Simple painted crosswalks will also go a long way toward creating a more pedestrian friendly environment.
7. The City should take a proactive role in the comprehensive clean-up and beautification of public and private property, rights-of-way, parks and open space throughout the community.
8. In addition to supporting recycling and neighborhood beautification efforts, the city should facilitate the development of innovative waste reduction and/or disposal programs. This Plan recommends conducting annual, comprehensive bulk waste collection and disposal services. A community-wide bulk waste clean up will provide a clearinghouse for unused appliances, furniture, tires, etc. The intent of this program is to eliminate unwanted bulk waste items



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from basements, attics, yards and alleys. The removal of these items is important for the following reasons;

- ◆ Many of these items are fire accelerants and therefore, pose potential fire hazards.
- ◆ Improperly stored items provide obstacles for emergency vehicles and personnel
- ◆ Improperly stored bulk items harbor the feeding and breeding of vectors (mosquitoes, rats, etc.) that spread disease.
- ◆ Unwanted bulk waste that is illegally dumped or improperly stored is unattractive and unsafe.

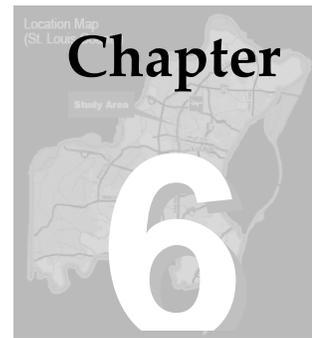
Another related program that has been widely successful in other communities is household hazardous waste collection events. These events also share many of the intrinsic values as bulk waste collection events. For more information on planning these events and funding sources contact the Illinois Department of Natural Resources and/or the regional office of the Environmental Protection Agency (EPA).

### **Funding & Implementation Assistance:**

1. **Waste Reduction & Recycling:** The St. Louis-Jefferson Solid Waste Management District offers approximately \$2 million annually in grants that assist local governments, businesses, and not-for-profit organizations in waste reduction, recycling, composting, education, market development and household hazardous waste projects. Collaborative and cooperative projects are encouraged. In previous grant rounds, the average amount awarded has been approximately \$40,000, with some grants over \$100,000.00. The District requires a minimum 10 percent match. Eligible costs include equipment, salaries, and direct costs associated with a project.

### **SECTION 6.8: IMPLEMENTATION PROGRAM SUMMARY**

The implementation strategies are intended to work with the recommendations, goals and objectives provided in the preceding Comprehensive Plan chapters. The implementation Program should not be used as a stand alone document. The purpose of the implementation program is to match funding and program resources and implementation strategies with many of the land use and urban design recommendations provided in the Comprehensive Plan.



## ***Chapter 6: Implementation Program***

The implementation recommendations of this plan will require the direction and leadership of City staff and the support of the City’s elected and appointed officials, residents and business owners. The City should make sure all improvements are designed to last a long life and accommodate future generations and market changes. “Long-life and loose fitting” improvements will ensure the needs of future generations are met, while meeting Berkeley’s present needs. The City should consider periodic updates to the Comprehensive Plan. The following sections summarize the comprehensive plan adoption and update procedures.

### **SECTION 6.9: COMPREHENSIVE PLAN ADOPTION**

Before adopting or amending the Comprehensive Plan, the Planning Commission must hold a public hearing. A notice of the public hearing must be published at least 15 days prior to the public hearing in the official city newspaper. Adoption shall require a majority vote of the full Planning Commission. Upon adoption of the Comprehensive Plan, or any amendment thereto, a certified copy of the plan along with a written copy of the minutes of the public hearing, must be forwarded to the City Council.

### **SECTION 6.10: COMPREHENSIVE PLAN UPDATES & AMENDMENTS**

The Planning Commission should conduct annual reviews of the Comprehensive Plan or any part thereof to consider any amendments, extensions, or additions to the plan. All amendments to the Comprehensive Plan must be made in accordance with the process for the original adoption of the plan.