

CHAPTER



4

Public Engagement



CH2MHILL.

TABLE OF CONTENTS

Public Engagement 4-3

- Methods of Public Engagement 4-3
- Steering Committee Meetings 4-4
- Focus Group Sessions 4-16
 - Business Community Focus Group 4-16
 - Alderson Community Focus Group 4-18
 - Mayors’ Focus Group 4-20
- Town Planning Workshops 4-23
 - Housing and Neighborhood Stability 4-24
 - Economic Development & Business Attraction 4-25
 - Transportation and Services 4-25
 - Parks and Recreation 4-26
- Community Survey Results 4-27
- Open House Summary 4-33

DRAFT

CHAPTER 4

Public Engagement

Methods of Public Engagement

The use of citizen participation is an essential component in reaching a public consensus or common philosophy within the community. Planners, regardless of their personal talents and capabilities, working in isolation and apart from the client, will not be able to craft plans that will be accepted by citizens or implemented by the City on behalf of the citizens. Engaging the community in the planning process can strengthen the plan by using local knowledge of various stakeholders. A collaborative planning process that includes various methods of public engagement provides a more open, inclusive, and interactive way of involving citizens in the total planning process.

The public engagement process in the City of Woodson Terrace includes involving local businesses, developers, government representatives, city officials, and citizens at large in the following:

Steering Committee/ Planning and Zoning/ Council Meetings (11)

Stakeholder Interviews (15)

Focus Group Sessions (3)

- Business Community
- Alderpersons
- Adjacent Communities

Public Workshop (1)

Community Survey (2)

- Online
- Door Drops

Open House (1)

Steering Committee Meetings

Prior to commencement of comprehensive planning, the Consultant met with City staff and the mayor to discuss the composition of the Steering Committee. The City was responsible for forming the Steering Committee. The consultant is expected to report to the Steering Committee on all aspects of the comprehensive plan. The consultant recommended that the Steering Committee be composed of no more than 8 to 10 members and that it include people involved with every aspect of the city, such as the following:

- City staff (1 person involved with planning)
- Elected official (1)
- Planning and zoning commission member (1)
- Economic development committee member (1)
- Business owner (1 to 2)
- Residents (2, each of a different age group)
- Members of any other organization important to the city

Based on the Consultant's recommendation the City formed a steering committee composed of the individuals below:

Name	Department/Designation/Relation to the City
Kevin Crane	Ward 2 Alderperson & Economic Committee Chair
LaVerne Mertens	Resident
Vijay Bhasin	City Engineer
Marie Swain	Planning and Zoning board member
Bill Garesche	Business Owner of Bar Across City Hall
Maryanne Zaiz	Alderperson
John Conlon	City Administrator and day-to-day contact

In addition to providing guidance to the Consultant during the comprehensive planning process, the Steering Committee is responsible for the following:

- Regularly attending Steering Committee meetings
- Enhancing the overall quality of the plan
- Creating ownership and support for implementing the plan
- Acting as a medium of communication between the Consultant and other committees and decision making bodies (planning and zoning, council, etc.)
- Being involved in all decisions of the plan (vision, goals, objectives, future development planning)
- Reviewing the documents provided and giving timely feedback
- Being involved in public engagement activities
- Providing informed consent on all elements

A total of 8 meetings were done with the steering committee in the process on formulization of te plan. At each meeting the steering committee was provided with the progress report of the plan. Suggestions were gathered from steering committee at several occasions including future land uses and goal setting. The committee was also instrumental in spreading the word and organizing the Town Planning Workshop and Open House for the comprehensive plan. The steering committee was provided the draft documents for feedback.

In addition to regular steering committee meetings three presentations were made to the Planning and Zoning commission and one presentation was made to the Council during the process of and before final adoption of the comprehensive plan.

DRAFT

Stakeholder Interviews

Interviews of city staff and representatives of agencies providing infrastructure facilities and utilities were conducted on a one-on-one basis in order to develop an overall understanding of the City's services and infrastructure. All interviews were conducted in person except those with MSD and Ameren Corporation, which were conducted by phone. Knowledge gained from the interviews has been used in the Existing Conditions chapter of this document.

The following city departments, agencies and stakeholders were interviewed:

City Staff interviews

1. City Administrator
2. Police Department
3. Public Works Department
4. Economic Development Committee

Public Agency interviews

5. Community Fire Protection District
6. Ameren UE Corporation
7. Metropolitan Sewer District
8. Missouri American Water Company
9. Laclede Gas Company
10. St. Louis County Planning Department
11. Missouri Department of Transportation (MoDOT)

Other Stakeholder Interviews

12. Ritnour School District
13. Columbia College
14. Hotel Representation- Holiday Inn
15. Lambert Airport

Woodson Terrace City Administrator

Vision

- Good balance of office space and restaurants

Strengths

- Residents tend to be long-term.
- Area appeals to first-time homeowners.
- It is a stable community.
- People keep properties in good shape and do not cause code enforcement issues.
- Rental housing is well-maintained.

- Some businesses such as 7-Eleven, Subway restaurant, and the liquor store have been highly successful.

Weaknesses

- Signage needs improvement.
- Fast food restaurants and developments such as Brother's Club have not been successful.
- Highway access has always been an issue.

Challenges

- Trouble attracting restaurants
- Difficulty convincing Missouri Department of Transportation that there are transportation or circulation issues for Woodson Terrace
- Realization that multimodal access is needed

Desirable Development and Businesses

- Restaurants (fine-dining, cafés, fast food, etc.)
- Offices
- Development tools and incentives are needed to bring in developers

Undesirable Development and Businesses

- Night clubs and strip clubs

Opportunities

- Mobile home park land and strip mall on Natural Bridge Road can be used for more visibility-oriented development such as hotels
- 3700 Woodson Road is a great opportunity on the west side of the road
- Pedestrian connection to the MetroLink at the airport
- Circulation for transportation between the airport, highways, and communities around the airport
- Working in partnership with adjacent communities
- Easy access to mass transit for employees who depend on it to get to work

Woodson Terrace Police Department

Vision

- Crime-free city
- Thriving city with no vacancies

Statistics

- Seventeen police officers including one police chief (three officers in each shift, and four to five officers in reserve).
- In process of getting K-9 for the department.
- Number of personnel is good for current demand except for the detective. Currently, the department has one detective working mostly on hotel theft cases. One additional detective is desirable.
- Currently, the department has sufficient building space and budget for its operations.
- The department owns seven cars, and three cars are on the road each day. Equipment is turned over every 2 years.

Strengths

- Close-knit community where everyone knows each other
- Long-serving officials who want the City to succeed

- Churches that play an important role in holding community together

Weaknesses

- Merging of churches
- Loss of churches and schools
- Loss of grocery stores

Types of Crimes

- Car thefts—mostly failures to return cars to rental companies
- Thefts at the hotels
- Teenage crime issues
- Speeding issues
- Domestic violence and drug-related issues in mobile home parks

Desirable Development and Businesses

- Businesses that bring more people to the area but do not offer more work than the police department can currently support
- Restaurants, hotels, office buildings/office park
- Winter recreation companies

Undesirable Development and Businesses

- Bars, strip clubs

Opportunities

- Provide wireless network in the downtown area to attract college students
- Maintain a cap on the number of liquor licenses granted, and grant licenses sparingly

Woodson Terrace Public Works Department

Vision

- Build sidewalks on residential streets.
- Have stores and services that make it very convenient for residents run errands (Mom and Pop stores). Create an environment that makes it pleasing to stroll down Woodson Road

Statistics

- Department has a seven-person staff, including the director of public works and code enforcement officer
- Department is responsible for general street maintenance, cutting grass, planting, landscapes, concrete work, city-owned building maintenance, and in-house routine maintenance of vehicles
- Heavy repair and specialized repair sent outside
- Forestry contract companies are hired depending on type of work
- Trash pickup is paid for by residents and a contractor is appointed by the City
- Single-stream recycling is picked up by Allied Waste
- More garage and building space is needed. Equipment needs sheltered space

Strengths

- Responsive administration (providing both timely and personalized responses)
- Diverse population

Weaknesses

- Lack of public works policies (only MSD has environmental policies)
- No room for big stores

- Location (strength and weakness)
- Traffic volume is not conducive to the success of businesses
- Rental property is not well-maintained

Challenges

- Many actions are dictated by insurance companies
- Some of the infrastructure needs to be updated

Desirable Development and Businesses

- Access to the airport
- An attraction such as an aquarium could be successful to draw people into the City
- Diverse housing is needed
- Business variety is needed

Undesirable Development and Businesses

- Development that results in reduction of residential areas is not desirable, especially with the ample vacant space available
- Night clubs and developments with financial troubles and poor management

Opportunities

- Create implementable sidewalk policies
- Implement public infrastructure and environmental policy
- Park in east side of town is under-used
- China Hub is great for logistics companies

Woodson Terrace Economic Development Committee

Vision

- The Economic Council would like Woodson Road and Natural Bridge Road to be updated and cleaned
- The Economic Council would like to bring in new businesses to fill up empty spaces. Industrial developments are also desirable.

Strengths

- Good police service
- Long-time businesses (Erio's, Yesterdays)
- Airport

Weaknesses

- Lack of direct access from I-70 and MetroLink
- Lack of marketing/branding

Challenges

- Ample rental property
- Woodson Road needs to be cleaned up and developed

Desirable Development and Businesses

- Community recreation center, farmer's market, coffee shop
- Service-oriented businesses
- Duplexes and villas such as Villas at Woodson

Undesirable development and businesses:

- Night clubs and strip clubs

Opportunities

- Business from airport visitors and employees
- The old strip malls along Woodson Road are prime redevelopment areas
- Strip malls along Natural Bridge Road and the mobile home park are good redevelopment sites

*Community Fire Protection District**Statistics*

- Provides fire protection and emergency response to seven communities and unincorporated areas in St. Louis County
- Class 4 rating
- Complies with 2003 International Building Code and International Residential Code
- The district currently has a staff of 68 people
- Three Engine Houses—St. Ann, Overland, and St. John (the newest being 4 years old)
- Ladder truck is parked in Overland engine house, pumper trucks are in St. John and St. Ann
- All engine houses have ambulances

Strengths

- Hydrant placing and water supply are adequate in Woodson Terrace. However, in the event of larger changes such as a large development, an upgrade may be needed.
- Woodson Terrace does not have any major infrastructure issues that will hinder the performance of the fire district.
- The liquor store and the Subway restaurant have been successful. The 7-Eleven is doing well.
- Fast food restaurants will be successful.

Weaknesses

- The mobile home park is a concern.
- Hazardous materials are an issue.

Ameren UE Corporation

In relation to the capacity and reliability of the existing system, Ameren Corporation authorities indicated that, from their perspective, there have been electric service issues in Woodson Terrace. Since 2006, Ameren Corporation has taken steps to improve reliability all over the St. Louis region, including an ongoing tree-trimming program to keep wires from being damaged during storms, undergrounding of backbone service lines, reconductoring of lines, and general maintenance. Visual circuit inspections have also been conducted between and on each pole to identify maintenance needs.

Concerning economic development, any proposal will require a load structure study that would be requested by the developer. Overall, the service to Woodson Terrace is not a problem. Natural Bridge Road in Woodson Terrace has distribution facilities on the south side of the roadway, and Woodson Road is free of power lines. Most, if not all, service lines are located in back yards.

Metropolitan Sewer District

A meeting was scheduled to discuss MSD's activities in the City of Woodson Terrace. Representatives from MSD indicated that due to the stormwater rate problem in St. Louis City and County, all future projects are unfunded, and it will be up to municipalities to resolve the problems. In the past, MSD has partnered with municipalities to address stormwater problems, but MSD's funding will be going to operations and maintenance activities to hold the system together.

Several sanitary and stormwater projects that have been completed, are in progress, or have been identified as future projects. Several problems that have been corrected along Beauty, St. William, Leith, and Margo Ann Streets. MSD has been reviewing issue numbers from its enterprise database, which has resulted in some issues being dropped, based on an updated pipe cleanout program, or other investigation that has led to the resolution of a reported concern.

The problem identified along Lambert Terrace is a sanitary relief project. The project is in the conceptual phase, which is included in the Jacobs Engineering document for the area, which is part of an infiltration and inflow reduction program for the St. Louis area. The area in question is between Edmundson Road and Woodson Road. The focus will be to disconnect downspouts and drains from homes to the sanitary laterals.

The Natural Bridge Road sanitary relief project is scheduled for 2011.

MSD requested that the best management practices for planning policies and sustainable development in the City be included in the comprehensive planning document.

TABLE 4-2

ID No.	Project No.	Type	Name	Problem	Solution	Cost
4468	86002	Storm	Herbert Ave. 4200 to 4400 blocked storm sewer	Frequent Structural Flooding		\$249,000
7879	T03110501	Sanitary	Lambert Terrace San. Relief	Existing 10-inch sanitary discharges to 8 inch multiple backups		\$165,000
4151	2010121	Storm	9262 Stansbury Ave. Storm	Infrequent structural flooding from overland flow		\$255,000
9268	2010239	Sanitary		Deteriorated 12-inch sanitary sewer, collapsed sewer	TBD, replace line in Natural Bridge	

Source: Metropolitan Sewer District

Missouri American Water Company

A phone interview was scheduled with Missouri American Water Company to collect information on water service in the City of Woodson Terrace. It was indicated that there are no out of the ordinary service issues in Woodson Terrace, other than the typical water main breaks. The water supply to the area is very well served by a 20 in main both on Natural Bridge Road, as well as Woodson Road. The water main replacement program that MAWC has takes care of old facilities, as well as facilities with a history of breaks. The main replacement program is a system wide look at the water facilities and all problems are tracked and monitored.

The water company is currently working on a system wide master plan and the Woodson Terrace comprehensive plan will be useful input to their planning process.

Laclede Gas

In relation to the capacity and reliability of the existing system, Laclede Gas indicated that, from their perspective, there have been no gas or electric service issues in Woodson Terrace.

St. Louis County Planning Department

A meeting was schedule to get the St. Louis County Planning perspective input into the Woodson Terrace Comprehensive plan.

- Several recommendations provided in the Lambert Economic Strategy Study of 2001 remain valid even today and can be included in the comprehensive plan.
- Natural Bridge is looked at as a front door to Woodson Terrace and areas to the south, which needs to be addressed in the Comprehensive plan.
- The idea of destinations along Woodson Road Glenn thought were a positive idea, sort of an entertainment district. This would be far enough away from Delmar as not to compete with the look but provide an area close to the airport for business travelers and for a destination for hotel guests in the city.
- Rental car sites could be integrated better, providing enhanced business frontage on Natural Bridge and Woodson roads.
- Integration of land use and the street is critical since the area looks very clean and wide at the present time.
- China Hub project: Jobs will be created by the warehousing associated with the hub. This will create housing needs in nearby communities. Woodson Terrace needs to focus on diversified housing.

Missouri Department of Transportation (MoDOT)

MoDOT acknowledges infrastructure related issues along I-70

- Airline pilots routinely walk from hotels on the south side across Air Flight Drive at I-70 to get to the airport. The interchange does not accommodate pedestrians. MoDOT Officials have put together a scope and cost estimate for a signal project at Natural Bridge Road and the I-70 ramps east of Woodson Terrace in Berkley, which includes pedestrian accommodations across Natural Bridge Road.

- A comprehensive study of the area between the limits of Cypress and I-70 be conducted to evaluate landside access to the airport from the south. Improvements have been piecemeal and unresponsive to the needs of the communities. While the resolution would be a long-term project, it is definitely necessary since there is no effective, short-term solution. This should also be included in the East-West Gateway Long-Range Plan update.
- Construction of a pedestrian overpass from the MetroLink East Terminal Station to Woodson Road would be costly, and a true destination is not present on the south side of I-70 in Woodson Terrace. Even with a destination, a pedestrian overpass may not be effective, and another option may be needed. One option is to raise I-70 and make a Woodson Road connection under I-70, including a crossing for pedestrians to Lambert International Boulevard.
- MoDOT's resurfacing project along Woodson Road, including bike lanes, will be completed in spring 2011.
- Bus service needs to be accommodated along Natural Bridge Road and Woodson Road to provide multimodal access through the City. A trolley service would help get people from MetroLink to Woodson Road, since pedestrian connection is difficult.

Ritnour School District

Dr. Compton of the Ritnour School District stated the following as key needs of the school district:

- Public entities should work to create an area in which people want to grow.
- Create places to live, work, and play.
- Comprehensive look at Woodson Road from Natural Bridge Road (Airport) to Olive Street Road.
- In order to preserve quality of life in the district, there needs to be healthy economic growth in municipalities.
- Need to get traffic down Woodson Road, through communities, as opposed to skirting communities and taking I-70 to areas south, off of the highway.
- Improve signage and other attributes in a consistent manner.
- Cities must work together within the school district since the district encompasses nine municipalities.

The school district is focused on sustainability in its operations and buildings, such as the high school and the new Leadership in Energy and Environmental Design (LEED) Gold-certified Brown Early Childhood Center. Focusing on pedestrians and bicycles supports overall sustainability for the school district.

Columbia College

A phone interview was scheduled to provide information and open a dialog for coordination between Columbia College and the Woodson Terrace Comprehensive Plan. Some important points of the interview are listed below

- Average enrollment per year 5,500- 4 sessions, This includes online class enrollment
- The classes are Adult evening classes. A lot of students come to campus only to see their advisors and do online courses from home.
- Staff and students use fast-food and restaurants in the area. The area can use more food establishments.

- Other desirable businesses: Drug store, gift shop, office supplies, grocery store. The college tries to spend money in Woodson Terrace.
- Woodson road- crossing is a problem. They drive to go across the street. Streetscape and pedestrian friendly environment is desired. A focal point such as town square is needed.
- MetroLink access is crucial. Students come from Illinois use MetroLink. Shuttle will be desirable. Easy MetroLink access will draw more people to the college.
- Bus Service is insufficient and scarce and do not tie well with college timings.
- Access from west (Airflight ramp) is an issue. From east students and staff prefer I-170 access ay Natural Bridge or St. Charles Rock Road.
- College is satisfied with city services and especially the police department. They would like to see more policies and incentives given to sustainable developments. They will replace HVAC system in building and are looking at creating roof top garden.
- No plans to expand building space at this location or to move. Might add nursing and education programs in this or a new location in South County.

Hotel Representation- Holiday Inn

A hotel manager was interviewed on November 29, 2010, to understand the concerns and challenges that hotels face operating business in the community and gathering ideas and solutions to deal with their concerns.

Location and Clientele: The proximity to the airport is the biggest asset for the hotels. The hotels draw most of their clientele from the airport. Business travelers make up the majority of their clientele. Their peak season is from May to August, when they are able to attract some leisure travelers along with the regular business travelers. A 70-percent occupancy rate of hotel rooms indicates a good business year.

Hotel Taxes: Taxes seem to be on the top of the list of concerns for hotels. According to the hotel managers, taxes are higher than other communities in the area. Business travelers, who are the main clientele for hotels in this area, look at the bottom line when deciding on hotels.

Currently, the hotels pay \$13.50 per room per year, plus the sales tax per rented room. According to a hotel manager, the City wanted to change the taxation from the existing pattern to a nightly room tax of 85 cents per night per rented room. This change was not acceptable to the hotels in the area.

Businesses/ Activity Centers: According to one manager, most travelers have a few hours in the evening that they would like to spend on entertainment and dinner. According to him, some of the activities that might be successful in the area are a small movie theater, driving range, gaming establishments such as Dave and Busters, sit-down dining, and upscale signature bars. Currently, the appearance of the corridor projects an unsafe image to the people coming from outside the region.

While the City has a beautiful park with a swimming pool, access to the park from Woodson Road is an issue. Hotels would recommend the park to their guests if better streetscape and pedestrian facilities were available.

MetroLink: One manager said that the MetroLink is a great asset to the area. Each hotel generally has its own free shuttle service that runs at 20-minute intervals during the peak hours and takes the hotel

guests to the MetroLink station. However, only hotel guests are allowed to use the shuttle services due to insurance and liability issues.

Lambert Airport

This meeting was scheduled to provide information and open a dialog for coordination between Lambert St. Louis Airport and the Woodson Terrace Comprehensive Plan. Below are the highlights of the discussion

- Volunteer noise insulation program- 180 home retrofitted; 5 homes left
- Part 150 Noise Compatibility- Woodson Terrace is not in the 65 DNL contour
- Mobile home park was a buyout area- owner was not interested in a buyout and wanted another type of mitigation- to bunker the trailer park
- Number of takeoffs has decreased 500,000 per year to around 190,000
- 30 minutes for lunch time- Access to good break room facilities
- Airport will support I-70 corridor study to address access issues between Cypress Road and I-170
- A shuttle idea would be very good compared to pedestrian bridge over I-70
- Tucking car rental establishments behind quality development along Natural Bridge Road will be a good idea China Hub project: Impacts will be very small and will not add much air traffic. It could help to have additional housing stock in the immediate area
- 2001 County Economic Council Plan will be good to work from and destination type uses along Natural Bridge and Woodson would be very good for the airport

Focus Group Sessions

Three focus group sessions were held as part of Woodson Terrace's public engagement effort. The intent of the sessions was to develop an understanding of issues that affect a particular group of individuals sharing a commonality, based on either location or socio-economic conditions. The following focus group sessions were held:

- Business Community Focus Group: Consisted of members from real estate and business representatives of Woodson Terrace
- Alderpersons Focus Group: Consisted of eight alderpersons (two per ward)
- Mayors Focus Group: Consisted of Mayors, or their representatives, from surrounding municipalities

Typically, a focus session consists of individuals who are carefully selected by the City and Steering Committee. They are pre-screened to ensure that group members are part of the relevant target population and represent a subgroup of that segment of the community. There are usually six to ten members in the group, and the session usually lasts for 1.5 to 2 hours. A moderator guides the group through discussions based on topics that affect that particular segment.

The discussions are loosely structured, and the moderator encourages the free flow of ideas. The moderator is typically given a list of objectives or an anticipated outline. He or she generally has only a few specific questions prepared. The questions initiate open-ended discussions. The Woodson Terrace focus group discussions were recorded in writing.

Business Community Focus Group

The business community focus group session was held at the City Hall on November 4, 2010. Of the 17 business owners that were invited, 3 attended. Overall, the meeting was informative, and some good ideas were generated. The following subsection summarizes the discussion.

Positive Aspects

Location: The participants thought that the location of the City was an asset to the business community. The city is centrally located and close to the airport. While a lack of direct automobile access to the airport is challenging, a large percentage of their clientele are either visitors from the airport or employees who work at the airport.

Demographics: The business community has observed a greater number of younger families moving into the area. Young families with children are a consumer group driven by purchasing, which will help retain businesses in the area. The participants recommended that the City should target the businesses that cater to this age group.

Affordable Housing: The housing prices are very affordable compared to other communities. This market is a positive feature of the community as it allows younger families and first-time homebuyers to afford the area. These demographics, in turn, make communities vibrant, as well as family oriented.

Businesses also benefit from influx of this group as they are more focused towards consumption rather than saving.

Challenges

Zoning Code: The participants believed that the zoning code that was adopted in 1973 is obsolete for today's economy and needs. The industries have changed and so have the businesses. They were concerned that the zoning code is too specific as far as types of businesses that are allowed in particular zones. The zoning code has not been updated to accommodate certain businesses that did not exist at the time it was written and still includes those that are not functioning any longer. According to the participants, the physical layout of the zones also needs to be redefined. Certain zones such as C-2 and C-3 on Woodson Road could be merged to create a single zone. The zoning code does not allow for mix of uses such as residential and retail, which we see in most of the communities with vibrant street life.

The participants also raised their concerns related to signage regulation. They mentioned that the size of signage in some cases is small and is easy for a person in the car to miss. The signage regulation should be compatible with the speed of traffic.

Regulatory Process: The participants mentioned that the regulatory process was slow. The businesses have to wait for months before getting approvals. The council meets once a month and no decisions are made between monthly meetings, which have a discouraging effect on businesses that are trying to establish themselves in the community. They feel that if a request meets City objectives, the approval process should be streamlined to help businesses get up and running.

Access from I-70: According to participants, automobile access from I-70 is one of the most important factors in location of businesses. The participants did not think that the visitors to St. Louis are a huge clientele base. The Lambert-St. Louis International Airport has cut down the volume of its flights and is acting more as a connection rather than a destination. Most of the visitors who board a connecting flight will not leave airport, even if they had a 2-to 3- hour layover, because they may not want to go through security checks more often than is necessary. However, the airport has a large number of employees who might be interested in lunch options. One of the participants who used to work at the airport acknowledged that if there were a direct automobile access from the airport to Woodson Road, he would have been a more frequent customer of the restaurants there. Most airport employees instead opt to go to St. Charles Rock Road for lunch.

Speed Limit: One of the participants mentioned that the speed limit on Woodson Road is too high, which is not good for non-chain establishments. However, the participants did not think that pedestrian accessibility was an issue, except for crossing Woodson Road.

Traffic Volume: The participants mentioned that the Woodson Road has a lower traffic volume and cannot support chain establishments. They believe the City should try to attract destination-type businesses based on the traffic level on the road.

Aging Housing Stock: The participants mentioned that some areas in the community have aging housing stock and project a poor image of the community. Most of the houses are rental properties. Even a few

poorly maintained houses can lower the median price of the housing stock. Better enforcement is needed to make sure that the rental properties are well maintained.

Ideas

The participants gave some interesting ideas and suggestions during the focus group session, including the following:

- Update zoning code to reflect the industries and type of development currently taking place and to accommodate unforeseen uses/industries that might develop in future.
- Streamline the permit process so a business can locate faster with fewest possible hurdles.
- The business community should develop a program to cross-merchandise by offering special discounts for goods and services.
- Encourage destination-type uses that do not depend on traffic volume.
- Promote mix of uses, both horizontally and vertically.

Aldersperson Community Focus Group

The alderspersons focus group session was held at City Hall on November 30, 2010. There were 10 participants in the focus group session, including all eight alderspersons, the mayor, and the City administrator.

At the initiation of the session, the participants were divided into two groups of five participants each. Each group was asked to take approximately 10 minutes and come up with three positive aspects and three challenges of living and working in Woodson Terrace. These broad topics were then listed on a dry erase board and became the topics of discussion for the session. Below is the summary of the discussion.

Positive Aspects

Location: The participants thought that the City is centrally located. The location was the prime reason for the church to choose this community. However, it is not conveniently located for businesses that depend on highway or interstate traffic.

Public Amenities and Services: The participants felt that the city park and pool are assets to the community. The park is well maintained, safe, and beautiful. Bike riding is not allowed inside the parks for safety reasons. Nevertheless, the participants agreed that the parks need better accessibility in terms of pedestrian and bike connections. Bikes are welcomed along Woodson Road and Guthrie Road.

The participants also believed that the police department is very responsive. The police/resident ratio is high compared to the state average. Approximately 60 percent of calls to the police department are from hotels. Participants added that the City needs the support of hotels to continue to provide quality service to these establishments.

Good City Representation: The alderspersons believe that the City officials and staff are very responsive to their residents and businesses. The alderspersons are always ready to listen to their concerns, irrespective of the ward boundaries. They have good communication lines established between

themselves and other officials and staff for information sharing and dealing with City issues as they arise. The City officials project a positive image of the community.

Family Atmosphere and Small Town Feel: The participants value the family atmosphere and small town feel of the community. Many residents have lived here for a long time. The community organizes a few events each year. While these events are a big undertaking, the City would like to continue to host such events and explore the possibility of more events. The group felt that such events not only bring the community together, but also become a marketing tool for the community itself.

Business Retention: The group noted that while there has been a difficulty attracting business in the community, most of the businesses that come to the community choose to stay in the community. The community has lost some businesses in the past, mainly due to problems between owners and renters.

Challenges

Attracting New Businesses and Types of Businesses: The group felt that the community needs a variety of businesses. They agreed that the traffic on Woodson Road might not be enough to support chain establishments and fast-food restaurants. According to them, this area needs to attract destinations where people come to a particular business or restaurant because it is unique and located only at this particular location. A small market area with shops and incubator type establishments might also work well in the area. They also felt that a small movie theater, small bakery, or jewelry shop, etc., could be a possibility in this area.

Aesthetics of Woodson Road and Natural Bridge Road: The group felt that most of the buildings along both Natural Bridge Road and Woodson Road look outdated. There needs to be design guidelines that will help update the appearance of the buildings. In addition, the streetscape itself needs to be improved. Natural Bridge Road, according to the group, is the main approach to the community. It is the first thing that visitors see when they exit the interstate. It needs to be beautified to create a welcoming experience. Woodson Road, they felt, was large enough to include bike and pedestrian accommodations.

Access from I-70: Access from I-70 has always been a problem, not only for the City of Woodson Terrace, but also for the neighboring communities. The design of on- and off-ramps from Natural Bridge Road on the east of Woodson Road, coupled with lack of proper signage, is very confusing for drivers not very familiar with the area. These drivers bring the outside revenue to the community- a very important factor in the economic development of the community. The west side ramps are equally confusing.

Overall Housing Code: The group felt that along with the zoning code, the housing code also needs to be updated. The code is old and amendments are approved on a reactionary basis. Multiple additions that have been made to sections have resulted in a code that is ambiguous and difficult to follow. The City has hired a consultant to organize the code based on sections and suggest changes that will make the code suitable for current times. The updated codes will be available on the City's Web site.

Starter Home Community: The homes in Woodson Terrace are starter homes. While this is not a bad thing for the community, the group felt that there needs to be more housing types in the community.

The younger generation looks for larger homes that are not generally available in the City. Guidelines are needed to show how add-ons to the existing structures can make them larger and more suitable for the younger generation's lifestyle.

Ideas

Some interesting ideas and suggestions were offered by the participants during the focus group session. They are:

- Provide free Wi-Fi in commercial areas to attract younger and student populations in the area.
- Update planning and zoning code and housing code.
- Establish design guidelines for commercial areas.
- Create design options for additions to older homes.
- Attract destination-type businesses to the area.

Mayors' Focus Group

A focus group was arranged with representatives from various communities surrounding the City of Woodson Terrace. The intent of this meeting was to provide brief overview of the vision statement and goals developed to date for the Woodson Terrace comprehensive plan and determine common initiatives that can be included in the plan that is consistent with adjacent communities. A critical item in the plan is communication coordination and cooperation with adjacent communities. The communities that participated in this meeting were Woodson Terrace, St. Ann, Edmundson, Breckenridge Hills, & St. John.

I-70 Corridor

It was asked what were the thoughts of representatives present with regard to access issues to and from I-70 and would they support a comprehensive study of the corridor. Overall all present indicated that they would support a study to improve I-70 from Cypress to I-170.

St. Ann: I-70 is very important to them for a connection standpoint. There are safety issues and issues with standing water and old design with I-70 as it exists today. They have increased enforcement by police on I-70 and have coordinated with others on a travel safe zone. There are many problems that can be solved from a study and implementation of road improvements to I-70.

St. Ann with the support of Woodson Terrace, Edmundson and the Airport secured federal funds through Lacy Clay for the planning (transportation and environmental) of the Pear Tree Lane extension from west of Airflight Drive to Cypress Road to provide additional connections and circulation south of I-70. Cypress Road is a very important north entrance to the City and provides a critical connection to the airport. Pear Tree Lane is a parallel route to I-70 to the south. The study will also look at land use along the extension and will allow easy access off of I-70 to Pear Tree Lane.

Edmundson: John indicated that I-70 is critical to his city and attracting development is an important aspect of Edmundson's sustainability. Major assets to Edmundson are I-70, the airport and MetroLink. Land-use along Natural Bridge is important since it is their front door. The interchange of Airflight Drive and I-70 is the front door of Edmundson, and to the Airport, and they never want to lose that front door.

It was mentioned that red light cameras they installed at the I-70 and Airlight interchange have been successful and is critical for safety.

St. John: I-70 is a secondary way into St. Johns and St. Charles Rock Road is their main focus. Improved flow and safety on I-70 both would be good for the Rock Road since it is used as a bypass when there is a crash on I-70 or traffic flow is heavy.

Breckenridge Hills: No real connection exists between city and I-70 and the Rock Road is their main access for city development.

Woodson Terrace: Access points are a problem in getting to Woodson Road from I-70. It is both confusing and indirect. Woodson Terrace has no direct access to I-70. MetroLink is visible but inaccessible from Woodson Terrace. The idea of a study of I-70 is definitely supported by Woodson Terrace. Overall the access issues crossing I-70 are a problem for all cities in connections to the airport. This would be a major issue to overcome of any study.

Communication, Cooperation and Coordination

Police and Jail Facilities: St. Ann shares police with Edmundson and they jointly use the St. Ann Jail. In addition Edmundson, other communities such as Woodson Terrace, Breckenridge Hills and St. John use the St. Ann Jail. It was suggested that a joint dispatch of area communities would be good for everyone, as long as rates charge to each community is reasonable.

Street Sweeping: All agreed that buying a high quality sweeper that everyone can use would benefit the whole area for cost and labor efficiency.

Shared Resources: Salt domes, police, joint bucket truck purchase and operation, trash and leaf pick-up were all mentioned as shared resource possibilities. All agreed overall that shared resources would be a great effort to continue and expand, as opposed to mergers.

Development District: All seemed to agree that Transportation Development District (TDD) or other similar legally bound district that were coordinated across multiple cities would be beneficial for everyone. Including the airport would be a major benefit.

Land Use: Coordinating land-use overlay across city boundaries was supported among the cities present.

Sustainability

All cities present were interested in livable streets and complete streets, as well as using environmental best practices in development and city operations. Bike facilities were also greatly supported

Area SWOT – Strengths, Weaknesses, Opportunities and Threats

Strengths:

- Good solid housing; however continued maintenance is critical to sustain this strength.
- Housing is relatively diverse
- The area is close to the airport

- The road networks is pretty good
- The area is in a central location and very close to everywhere you could want to go like Clayton or Downtown St. Louis.
- There are a high number of hotels which is good for the area.

Weaknesses:

- The cities cannot let the economic times allow houses to fall into disrepair.
- Absentee land lords are a real issue. Landlord responsibility programs and laws will help.
- Woodson Terrace and Edmundson are landlocked
- The depths of properties on St. Charles Rock Road are 160 feet deep, which is a problem for redevelopment.

Opportunities:

- Sharing of resources
- Shared revenues through TDD's and CID's
- I-70 study from Cypress to I-170 to look at the corridor comprehensively.
- Commercial area and restaurants (known chains) where people want to go would be great for the area.
- Make access and egress simple and easy to understand

Threats:

- Older age of resident for living units. Seniors when they get to a certain point, need to go to St. Charles or other areas for assisted care facilities and have to leave the area..
- Loss of young people who do not have the attachment to the community.
- Diverse housing choices, meaning size and quality of houses.

Town Planning Workshops

A town planning workshop provided a forum for collecting, organizing, and recording public input with respect to three key issue areas critical to the comprehensive plan process: neighborhood stability, economic development, and transportation. The Woodson Terrace town planning workshop was tailored for citizens in the community, with the purpose of using their first-hand knowledge and experiences to identify problems and recommend solutions in a small group discussion format.

The workshop was developed to identify the needs of Woodson Terrace's residents and business owners. The responses from participants provided the planning team with an understanding of the issues that are most important to Woodson Terrace's citizens. The information will contribute to the establishment of a direction for the future of the City and its neighborhoods and businesses. The City of Woodson Terrace provided publicity for the town planning workshop that was held on December 8, 2010, at the City Hall by individual door drops to the residences and businesses, announcements on the Web site, and display of posters at strategic locations. Fifteen (15) participants attended the planning workshop.

EXHIBIT 4.1: PICTURES FROM TOWN PLANNING WORKSHOP



Source: CH2M HILL

The following issues were discussed at the workshop:

- Housing and neighborhood stability
- Economic development and business attraction
- Transportation and services
- Parks and recreation

The workshop consisted of three teams of randomly selected participants. The participants were selected numerically by assigning each member to a team as they signed in to the workshop. This procedure allowed for the creation of a team composition of individuals with varied interests and talents. Each team was provided with the same questionnaire that consisted of several questions related to the topics listed above. Additionally, each team was instructed to select a representative to record responses and recommendations.

Each table was also provided an aerial map of the City, and stickers and markers to sketch ideas and comments graphically. The groups were encouraged to use the maps to present their ideas, visions, and concerns visually. The intent and purpose of the workshop was outlined at the onset of the session, following a short presentation to convey the meaning of comprehensive plan, the process, and the timeline for the planning process.

The following is a compilation of comments and recommendations from the town planning workshop.

Housing and Neighborhood Stability

Diversified residential housing stock is seen as a common need for communities to provide housing options for people of all ages and socioeconomic levels. Diverse housing stock is also thought to provide various housing options because diversification allows people to enter the housing market as a first-time buyer and age-in-place, rather than moving outside the community at some stage of the life cycle. This life-cycle housing is often responsible for community stabilization and vitality. Based on this concept of life cycle housing, the participants were asked if Woodson Terrace has such a housing stock.

While one group of participants thought that the housing types are adequate, the other two groups thought there needs to be more housing types in the area. Housing types that groups believed were in short supply were single-family homes with varied styles and sizes and condominiums of all price ranges. One of the groups also pointed out that the old Shop-n-Save site would be well-suited for a condominium unit. In neighborhoods, the idea of block parties was brought up to help to provide social stability of the area for people get to know each other so more residents would be willing to stay in the area. The groups also identified two specific locations for new housing.

- Old Shop-n-Save site (condominium units)
- Area in the southwest part of the City bounded by Chester, Muriel, Calvert, and Lambert (New, single-family residential units)

Some of the areas with poor housing conditions, crime, and image issues that teams identified were Airline Mobile Park, Pembroke Apartments, Airport Plaza strip mall along Natural Bridge Road, and the old Shop-n-Save site on Woodson Road.

The participant groups identified that public relations and communication was lacking in the community. One suggestion was to communicate safety and security issues to residents by journal or a Woodson Terrace Newsletter.

Economic Development & Business Attraction

The teams did not think that there was adequate supply of commercial, retail, office space, and dining choices in the area. The following commercial, institutional, and recreational facilities were suggested as favorable new additions to the community:

- Retail stores and shops (small mixture of stores)
- Shopping centers/mini mall
- Coffee shops and restaurants (such as Cracker Barrel)
- Walgreens
- Re-open the bowling alley
- Childcare center
- Beauty shop
- Dollar store
- Movie theater

The groups suggested that the City create a committee to follow up on any business wishing to come to this city, help them through the regulatory process, and create a positive atmosphere for economic development. The committee could also be charged with identifying development incentives that are acceptable to the City and expediting the development process. The idea is to encourage businesses to become a part of the community in a mutually beneficial timeframe.

They argued that other cities with airports have developed commerce to accommodate travelers (shops, theaters, etc.) and Woodson Terrace should study these communities and follow their model. They suggested that the City look into advertising in the airport for areas of interest in Woodson Terrace such as restaurants and shops, and place advertisements on a trolley or shuttle between the airport and the City. They also thought a bus service strictly for the elderly would benefit the community and help with economic development in the area.

Transportation and Services

The participants were asked to identify problem areas within the City of Woodson Terrace relating to traffic congestion, parking, access, visibility, and the City's image. The participant groups did not seem to have any issues with traffic congestion, parking, or visibility, but they identified the following areas as having image problems.

- Intersection of Woodson Road and Kathleen Drive
- Empty parking lot along Natural Bridge Road, west of the Pembroke Apartments
- Strip malls on Woodson Road and Natural Bridge Road
- Mobile home park

The following are some services that the participants thought would improve the overall image of the community:

- Educational facilities such as colleges, cyber cafes, and businesses offering services such as homework help
- Community center for all ages
- Services for seniors, such as a senior room and a community shuttle van for shopping, appointments, etc.
- Good bus shelters
- Walkways and trails
- Re-identify area separate from North County mentality, celebrate the Hispanic community with celebrations of holidays such as Cinco de Mayo

Parks and Recreation

The following ideas were suggested by the teams to improve the parks and recreational activities in the community:

- Provide a dog park/play area.
- Get teens involved in helping neighbors with mowing, painting, etc. It was suggested they might enjoy “sock hops.”
- Host contests involving video/animation games such as the Wii.
- Open the gate at Edmundson and Woodson Terrace Road.
- Upgrade the neighborhood park on Stansberry and Herbert streets by getting modern playground equipment.
- Provide family activities in parks, possibly coordinating with St. Louis Ranger Services.
- Build a water park that is infant- and toddler-friendly.
- Offer horse and buggy rides.
- Host neighborhood parties
- Host music events in the John L. Brown Park.
- Enhance walkways and trails.

Community Survey Results

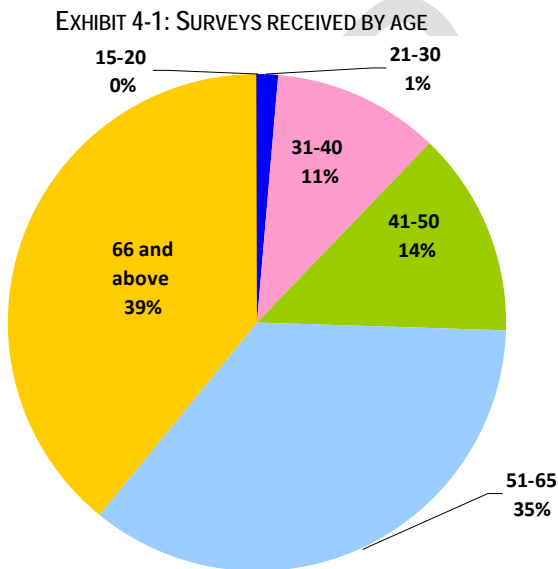
An interactive survey containing questions based on a variety of topics was posted on the City of Woodson Terrace’s Web site and made available to the public. The survey allowed citizens to respond to specific questions from the comfort of their homes.

The expected timeframe for completing the survey was 10 to 15 minutes. The questions contained in the survey were carefully selected by the consultants and reviewed by the City and Comprehensive Plan Steering Committee. The intent of the survey was to use technology to reach a large number of citizens and to receive input related to a unified vision for the community.

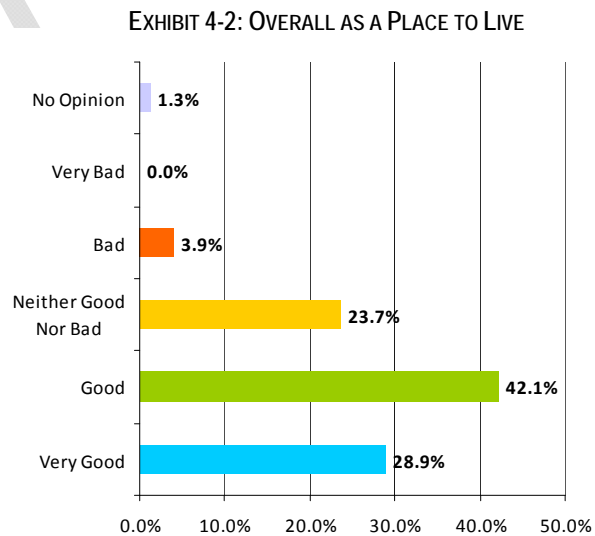
The hard copies of the survey were also available at various locations throughout the community. Locations were provided for delivery by both mail and drop-off for the convenience of the participants. The survey was posted on the Web site for one week from December 8, 2010, to December 15, 2010.

A copy of the survey questions may be viewed in Appendix 4-1 at the end of the Comprehensive Plan. A total of 79 surveys were received at the end of survey period. The following section summarizes the responses received during the designated period.

Most people who completed the surveys are 55 years and above in age (68% of total surveys). No surveys were received from 15-20 years age group. 71% people think that Woodson Terrace is a good place to live and raise the family.



Source: Zoomerang, CH2M HILL

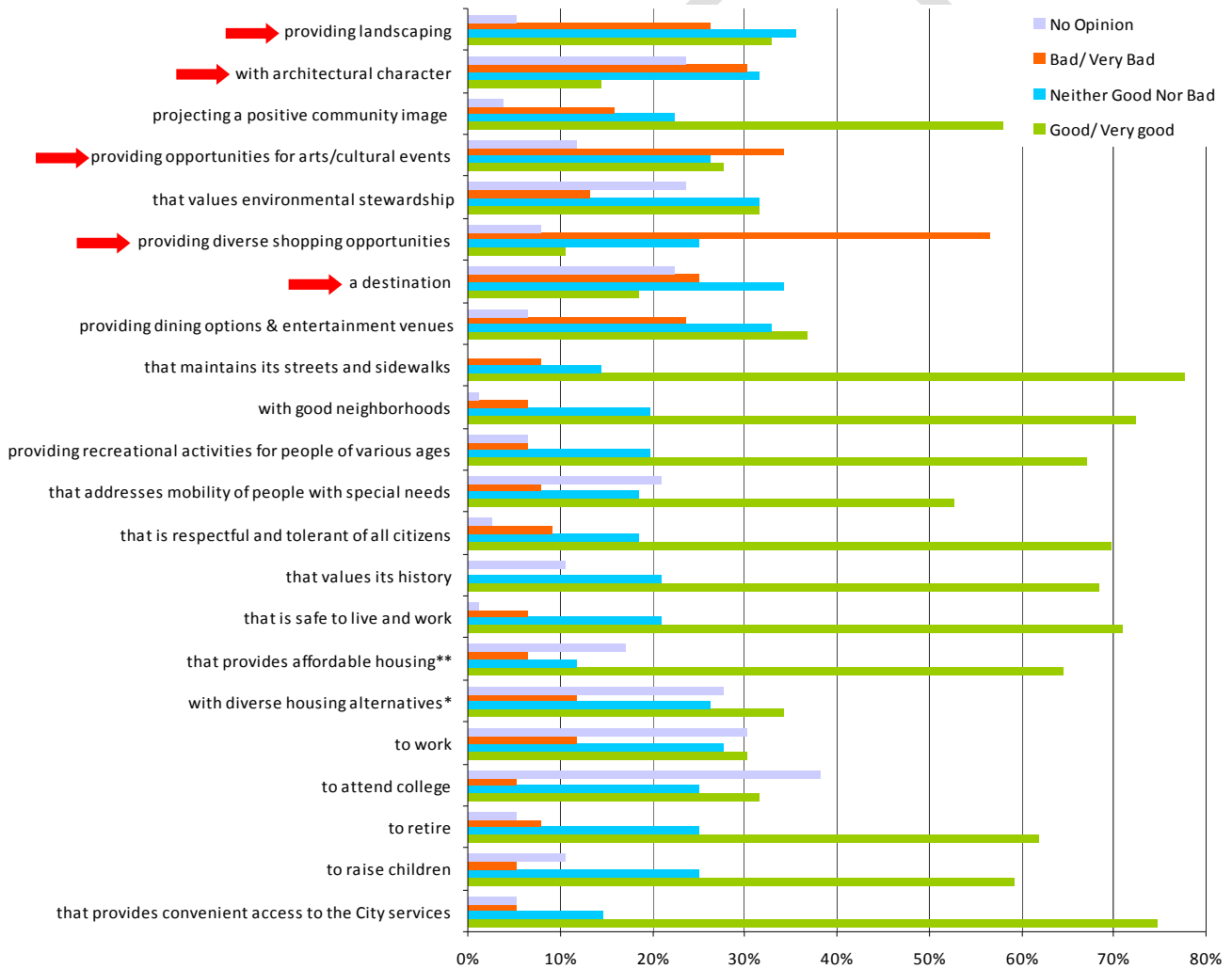


Source: Zoomerang, CH2M HILL

The participants were asked to rate various elements that make Woodson Terrace a community desirable to live work and raise the family (Refer Exhibit 4-3). Most participants rates the following elements favorably

- Maintains its streets and sidewalks
- Good neighborhoods
- Recreational activities for people of various ages
- Mobility of people with special needs
- Respectful and tolerant of all citizens
- Values its history
- Safe to live and work
- Provides affordable housing
- Good place to retire and raise children
- Convenient access to the City services
- Projecting positive image of the community

EXHIBIT 4-3: WOODSON TERRACE AS A COMMUNITY & PLACE



Source: Zoomerang, CH2M HILL

However certain elements that still need attention were

- Landscaping
- Architectural character
- Opportunities for arts and culture
- Diverse shopping opportunities
- Destination

Participants were asked to list 3 things they like the most and least about living in Woodson Terrace. The following were the results

Like most

- Centrally located
- Access to highway
- Close proximity to airport
- Close to employment
- Close to Natural Bridge and St. Charles Rock Rd
- Friendly helpful neighbors and sense of community
- Everyone maintains their homes
- Affordable housing
- Safe environment and low crime rate
- Citizens always speak positively of city and its government
- Alert police and good city services (snow, trash, street maintenance etc)
- Park and Church
- Good school district and great teachers

Like Least

- Empty building space
- Lack of variety of eating places, grocery store, shopping
- Businesses need a face lift, buildings need painting, more flowers and trees for better looking neighborhood
- Few job opportunities
- Lack of attractive features for business travelers
- Lack of public transportation & sidewalks
- Lack of community center, Laundromats, recreational center
- Property maintenance issues & enforcement of code
- Increasing rental base and reducing property values
- Houses are small & lack of low income housing
- Airport noise
- Yard waste removal & trash on properties
- Non-enforcement of speed limits on Woodson Road

The participants were asked to list the business establishments they would like to see developed in the future for Woodson Terrace. Community center and Water Park were the recreational developments that were stated very often in the list of developments

Below is the list of other popular developments

- Grocery store
- Farmer's market
- Movie theater
- Skating rink
- Bowling alley
- Family friendly restaurants and fast food
- Bakery, Coffee shop, Ice-cream shop
- Drug store
- Craft, artist, small boutiques, group of shops
- Bank
- Hardware store
- Thrift store
- Doctor or medical offices
- Beauty and tanning salon
- Laundromat

Participants were asked to list the locations of three areas in the city that they thought are the priorities for the city to redevelop or maintain current land uses.

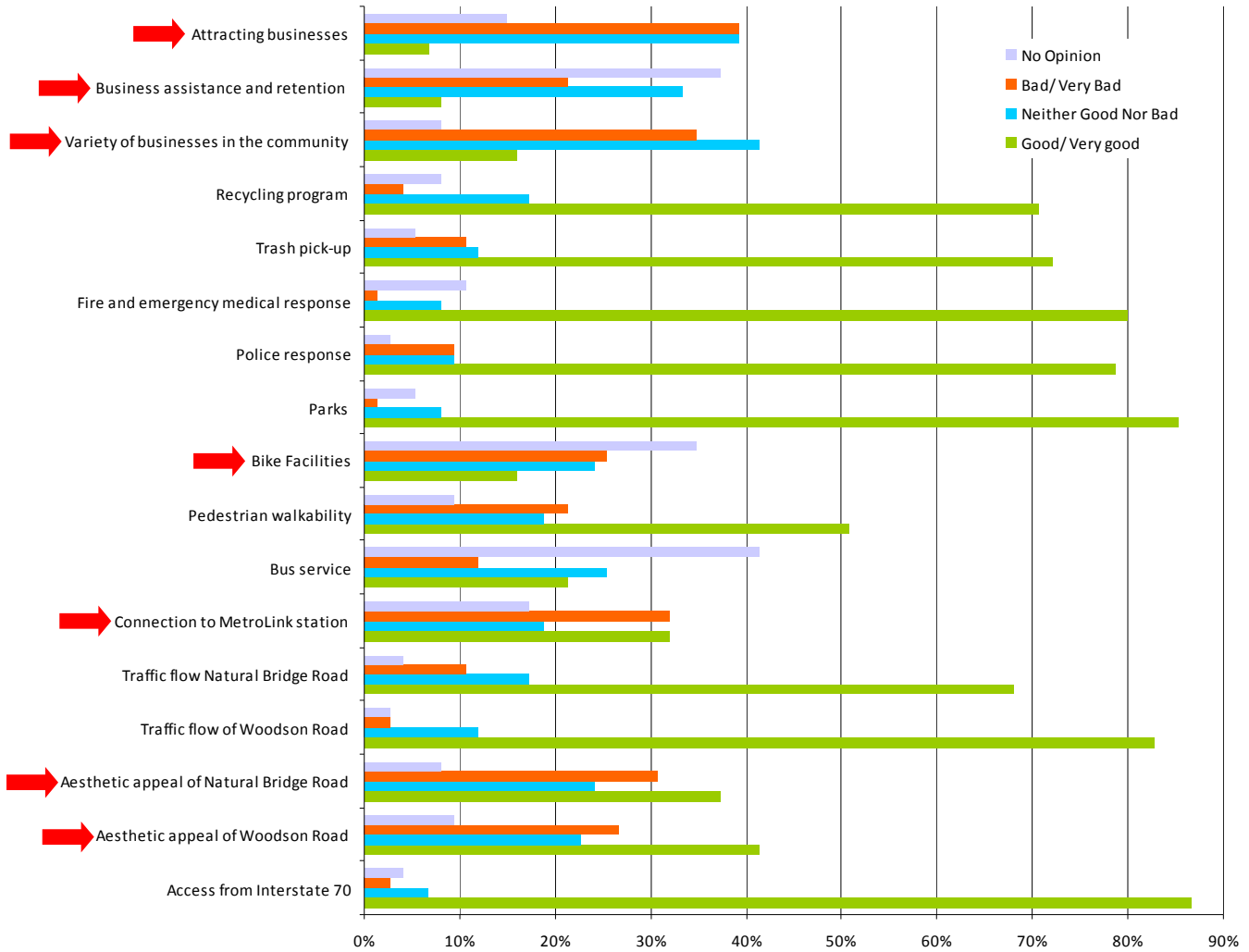
- All strip malls along Woodson and Natural Bridge roads
- Surface parking area around the City Hall and Police Department
- St. William's church soccer field
- Old Shop N Save
- Grone's café/ Celebrity Nites
- Trailer park along Natural Bridge Road
- Housing in Chester Street area
- Parking lot on Natural Bridge Road
- Enhancements to existing parks

They were also asked to explain the kinds of developments they would like to see in these areas. Below is the list of the same

- Grocery store, a movie theatre, or shopping center
- Shops & restaurants, pocket park or get together area
- Old town shopping look
- Space between parking and the street would be perfect for a Farmer's Market
- Community center gym like Overland and St. Ann
- A mall needs with restaurants and small shops
- Small businesses like Payless Shoes or an inexpensive good quality food restaurant
- A place attractive to the area children and parents and senior citizens
- update exterior to look more curb appealing to people that are passing along our community
- A classy or architecturally interesting eating or entertainment establishment or a hotel
- Skating rink or bowling alley
- More flowers, trees, planters

A list of services and amenities were given to the participants and they were asked to rate them from very good to very bad. Exhibit 4-4 summarizes the results. The red arrows on the exhibit indicates the services and amenities that were least liked by the participants. Surprisingly the access from I-70 was rated good or very good by most participants. This might be due to familiarity factor associated with living in the area.

EXHIBIT 4-4: RATING OF SERVICES AND AMENITIES



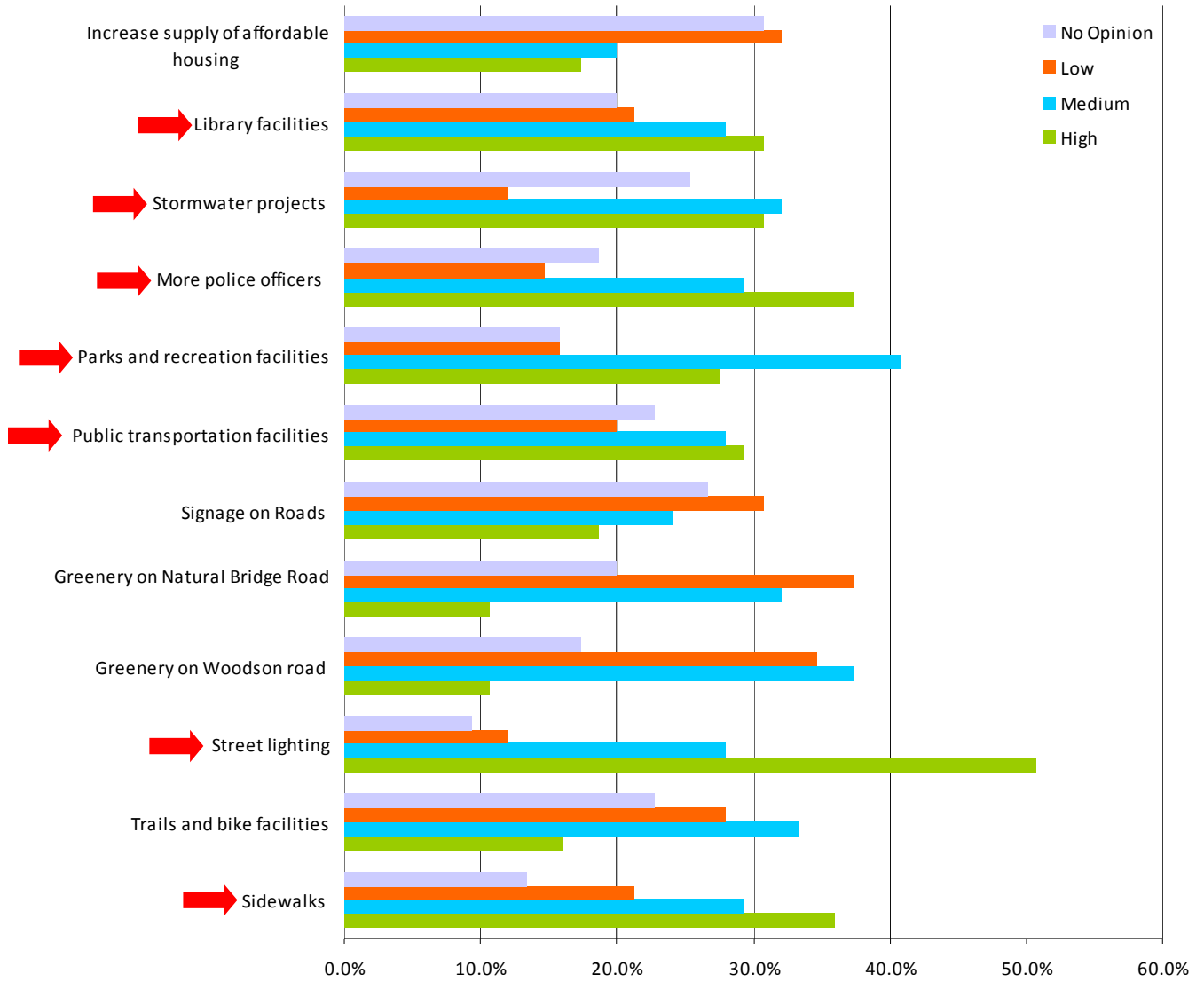
Source: Zoomerang, CH2M HILL

In order to understand of importance of certain services and amenities over others the participants were asked to play a role city staff. They were told that the City of Woodson Terrace must spend a certain portion of its budget to provide and operate basic services. However, if money became available for the facilities, programs or services below, how would they allocate this money among them based on high medium and low priority?

Exhibit 4-5 summarizes the results. Most importantly participants felt that the extra money would be well spent on items listed below. These are indicated by a red arrow on the Exhibit 4-5.

- Sidewalks
- Street lighting
- Public transportation facilities
- Parks and recreational facilities
- Police officers
- Storm water projects
- Library Facilities

EXHIBIT 4-5: IMPORTANCE OF SERVICES & AMENITIES



Source: Zoomerang, CH2M HILL

Open House Summary

An open house was organized on June 7th 2011 for city residents, business owners and employees to comment on the draft plan. Door drops of fliers were done by the city three weeks prior to the meeting informing residents and business community of the upcoming open house. A total of 36 people attended the meeting. Below are pictures of the same (See Exhibit 4.2).

The display boards at meeting were organized to take the participants step by step through the planning process and were coordinated with the chapters in the planning document. A presentation was done by the consultant focusing on the process they followed and asking for their feedback on the broad concepts displayed on the boards. Copies of planning document were also available for review. Note cards were provided at the meeting for participants to record their comments.

All boards and comment box was also available online for the people who were unable to come to the meeting. The commenting period on broad concepts of the plan displayed on the boards began on June 7th 2011 and ended on June 14th 2011.

One comment was received during open house and two from online survey. All comments were supportive of the plan and participants wanted the plan to be implemented.

EXHIBIT 4.2: PICTURES FROM DRAFT PLAN OPEN HOUSE MEETING



Source: CH2M HILL