



implementation



Implementation

The ultimate aim for all planning activity is the implementation of the proposals in the Master Plan. A plan is useful only if its recommendations affect what happens in the real world. To be effective the plan should be carried that important step beyond general goal statement and policy recommendation to show how those broad guidelines can direct specific decisions to be made by public agencies and private investors.

The Master Plan seeks to take this important step of bridging plans and actions, by recommending the first steps in effectuation. Capital Improvement recommendations are intended to guide decisions in public investments and recommendations are provided for the development of land in the private sector. Together these actions will implement the desired goals of the Master Plan.

Capital Improvement Program

The purpose of a capital improvement program is to present to the city an orderly schedule of improvements for the forthcoming years. An annual review program is necessary to make it a continuing process so that an up-to-date schedule of projects can be maintained. This procedure makes the best possible use of personnel, equipment and the funds that are available.

Through the capital improvement program, elected and administrative officials and the public will be given a better overall view of the proposed major improvement projects needed by the City of Clayton; and the city will be able to coordinate all the proposed improvement projects with each other and with the general requirements of the community. Similarly, the program will enable citizens, governmental agencies, public utilities and other groups to gain more accurate knowledge of the projects that are being planned for the city. This knowledge will insure the coordination of the capital projects of Clayton with the public work program of county and other governmental units in the metropolitan area as well as with private construction activities.

Only those items which can be reasonably termed capital improvements are to be considered in the program, therefore, only those projects of large size, fixed nature and generally lasting five years or more, are included. Streets, sewers, public buildings, parks and similar projects fall within this category. Whenever possible, each item which is a usable structure or separate facility should be designated as a separate project.

Types of equipment which, while not public improvements in the same sense as the items mentioned above, are closely related to such improvements or possess characteristics which make their inclusion in the program advantageous should also be mentioned. Fire trucks, for example, warrant inclusion in the program. On the other hand, minor items such as typewriters, firehoses, police cars and other equipment items which are replaced at frequent intervals should not be included in the capital improvement program.

Public Improvements

The following projects emanated from the new Master Plan. They include streets, parks and other public facilities.

Street Improvements

DeMun Avenue

The east curb line on DeMun Avenue should be relocated four feet westward and the east sidewalk area widened, landscaped and distinctively relamped. DeMun Avenue should be resurfaced between Northwood and Southwood Avenues. These improvements will enhance the appearance and use of the commercial frontage on the street.

Forsyth Boulevard Widening

The north side of Forsyth Boulevard from the alley east of Hanley Road to Lee Avenue should be widened ten feet to conform to previously widened pavement.

Carondelet Avenue Alignment

Carondelet Avenue east of Hanley Road should be aligned with Carondelet Avenue west of Hanley Road.

Forest Park Parkway Connections

Two connections are required to the Forest Park Parkway when the area in Carondelet East is developed as a total design complex. An off-ramp is necessary from the eastbound lane into Forsyth Boulevard via Bland Avenue and ingress and egress lanes are required on the westbound lanes of Forest Park Parkway. These connections are now being completed by the developer of the Clayton Center project in the Carondelet East area.

Country Club Court

The entrance to this small segment of street should be improved in the immediate future with landscaping to provide privacy and screening from traffic on Hanley Road. Expansion of internal landscaping should be completed to further enhance this residential street.

Jackson Avenue Widening

South of Forsyth Boulevard, this street should be widened to conform to Jackson Avenue north of Forsyth and to accommodate vehicular movements from the new development of the Carondelet East area.

Moorlands Public Area Replacement Program and Street Redesign

Recently, the Board of Agents and the property owners of the Moorlands Subdivision have dedicated the public areas to the City of Clayton. The public areas of this subdivision are being improved with new streets, curbing, sidewalks, lighting, and landscaping. It is anticipated that new traffic regulations will be implemented for some sections of the street system to discourage through traffic and to relieve local traffic and parking congestion.

Parking

There are several areas where the City will take the leadership to provide off-street parking facilities.

The Central Business District

Public off-street parking efforts should be directed toward the acquisition of two parking sites. They should be located remote from each other in the area bounded by Maryland Avenue, Bemiston Avenue, Carondelet Avenue, and Brentwood Boulevard. Since both the present and future parking deficiencies occur in this area, two sites would accommodate both needs.

Surface parking of 300 to 400 spaces could provide for the present deficiency. The future deficiency of 800 to 1,500 spaces would be accommodated by replacing the surface parking with parking structures.

De Mun/Hi-Pointe Area

The garage accessory buildings behind 726-734 DeMun should be removed and replaced with surface parking, either by the City or by cooperative arrangements with the property owners. The entrance to DeMun/Hi-Pointe, north of Clayton Road, should be improved and landscaped.

Clayton Road East of Big Bend

Along Clayton Road, the acquisition of some properties would be desirable to provide for off-street parking spaces, east of University Lane.

Wydown/Hanley Shopping Area

Efforts are now being directed to increasing the supply of off-street parking space in this area with the purchase and development of property on the southeast corner of Wydown and Hanley, providing 27 parking spaces for daytime commercial use and nighttime parking for local residents.

Community Facilities

A variety of facilities to meet the needs of Clayton citizens are proposed.

Hanley House

The Hanley House, an important cultural asset to Clayton, adjoins the present Maryland School. Additional contiguous property should be acquired and used in conjunction with Hanley House.

New Library Site

The present library will move from its location in the City Hall building to a new facility being built on the northeast corner of Maryland and Central. The City of Clayton is cooperating with the St. Louis County Library Board by providing the site for this facility.

Additional Park Area for DeMun/Hi-Pointe

The completion of the present park area should be accomplished in the future by the acquisition of the southeast corner property at South Rosebury and DeMun when the building thereon no longer serves the convenience retail needs of the neighborhood.

New Park for Moorlands

To accommodate the need for neighborhood recreation facilities, a new park area is proposed for the Moorlands area near Glenridge School. If practical, the park facility should be adjoining the school grounds.

New Park For Clayshire

A new park to serve this neighborhood is desirable for the future.

Taylor Centennial Park

On the site of the former Taylor School a new neighborhood park is now open for use. Some additional landscaping and site improvements for this neighborhood park are desirable.

Zoning

One of the first planning activities undertaken by the City of Clayton was the adoption of a zoning ordinance. As land development increased, changes in the ordinance and map were made to guide this growth in accordance with an objective to have a quality community that encouraged fine working and living areas while pursuing and protecting many inherent amenities. Skillfully employed, the zoning plan has produced a quality environment with balanced land utilization that has conserved and in some instances enhanced property values.

The new planning effort diligently strives to make those adjustments in zoning laws that will reflect the desires of Clayton to maintain a quality environment, as advocated during the development of this Master Plan. The adjustments proposed will necessitate future changes in the zoning map, in the text of the zoning ordinance and in administrative procedures.

Gay Avenue North of Maryland Avenue

The west side of Gay Avenue is zoned for service uses from Maryland Avenue approximately 300 feet north of Maryland Avenue. The east side of Gay is zoned C-1 Commercial from Maryland to the property numbered 120 North Gay Avenue, which includes the Maryland frontage and two structures formerly used as four family dwellings, converted to office use now.

It is recommended the commercial activity be concentrated along the Maryland Avenue frontage including land used for parking and the zoning map be amended to prohibit commercial uses beyond this point.

The Zoning Text

In order to respond to the new Master Plan, several modifications to the text of the zoning ordinance should be considered. There are a number of development possibilities which the current ordinance would deter. Nevertheless, the special development district zoning mechanism to permit a flexible and imaginative use of land is available and with modification could respond to these new needs without the creation of new zoning districts.

Essentially, the need is to permit on a selective and limited basis a form of housing density in commercial zoning districts that currently exclude residential uses. The present Special Development District technique was designed to be employed sparingly and principally to provide for flexible development in the Central Business District. With modification, this particular technique could be used to meet the objectives of development indicated in this Master Plan. At this time, the following areas in Clayton have been singled out as potential Special Development Districts:

The Commercial Area Along North Meramec From Kingsbury South to Maryland

It has been proposed that housing be permitted in this area as well as commercial uses.

A Total Design Complex South of Maryland, From Brentwood Boulevard to Bemiston Avenue

This area could be developed as a Special Development District.

The Commercial Area Along DeMun Avenue

To enhance the retail activity by permitting limited residential uses to mix with the commercial would encourage a sound balance of retail convenience facilities together with housing.

The Commercial Area Along Clayton Road From DeMun Avenue To University Lane

Currently zoned for C-2 Commercial, this area, combined with the area northward to the alley north of Alamo Avenue, would offer potential as a Special Development District. This is currently limited because of the present zoning.

The preceding cited areas indicate a need to provide flexibility in the Special Development District requirements. Each of the areas has been identified as requiring additional uses to obtain the desired development. Modifications in the Special Development District regulations to meet this need would be preferable to expanding the special use provisions of the zoning ordinance or the inclusion of a new zoning district, or the enlargement of the other district regulations.

Off-street parking study results, when compared with requirements of the present zoning ordinance, indicated needs and requirements to be nearly correct at the present time. Due to certain incentive provisions to promote good development, most new large office uses have been permitted to provide parking at a rate slightly less than present parking demand. Adjustments, if made, should be minor, to continue to encourage good development with attendant amenities.

Administration of the present zoning ordinance is conducted effectively. Observation of administration procedures and techniques indicates that changes are not warranted. Zoning procedures set forth in the State Statutes are accepted.

Incentive Zoning Provisions

To encourage the continuation of adequate convenient retail services to the community, incentives could be awarded to future office buildings which provide for such uses.

Incentive measures should be considered for inclusion into the zoning ordinance to encourage quality development. One method that could be successfully used would be the site plan review procedure. Project proposals that would include those aspects of land and building development proposed by the Master Plan and desired by the city would be carefully reviewed. A determination of degree of compatibility with community objectives would be made, awarding to the project measured benefits.

Incentives may include the following:

For assembling small parcels into a large tract and providing open space, additional dwelling density would be permitted.

Where professional traffic studies and plans indicate lesser parking needs in multi-use developments, total parking space needs would be reduced.

For the inclusion in commercial buildings, of pedestrian plazas, malls, walkways, and other landscaped public areas not used for commercial purposes, the computation of floor space for allowable building area and parking space requirement should exclude such areas.

In mixed-use developments, for inclusion of convenience retail facilities, additional dwelling density should be permitted.