

# Draft Vision, Goals & Strategies

## Draft Vision Statement

The City of Ladue is recognized as one of the premier residential communities in the St. Louis region. For over 80 years, Ladue has maintained and strengthened this position through thoughtful and vision-focused planning and development that preserves and enhances the unique character that gives Ladue its identity and sense of community.

**Moving forward, the City of Ladue will utilize a comprehensive approach to guide placemaking and preservation that maintains the City's desired character—defined by its natural landscape, distinctive residential subdivisions and commercial districts, premier institutions, regional accessibility, efficient and effective government services, and the provision of community amenities for a high-quality of life—while addressing the future needs and aspirations of the community.**

## Draft Goals

**GOAL 1: Preserve & Enhance the City-wide Community Character of Ladue.**

**GOAL 2: Protect and Manage Ladue's Natural Resources as well as the Public and Private Landscapes.**

**GOAL 3: Maintain, Preserve and Evolve Ladue's Residential Subdivisions while Encouraging Home Renovation and Expanding Housing Opportunities.**

**GOAL 4: Improve the Attractiveness, Identity and Competitiveness of Ladue's Commercial and Business Districts.**

**GOAL 5: Enhance Multi-Modal Access and Mobility for Citizens of All Ages and Abilities.**

**GOAL 6: Facilitate & Encourage High-Quality Improved Infrastructure and Reliable Public Utilities.**

**GOAL 7: Maintain and Improve the Provision and Quality of City Services and Governmental Accessibility and Accountability.**

**GOAL 8: Maintain the City of Ladue's Fiscal Health, Economic Sustainability, and Stewardship of Public Resources.**

**GOAL 9: Encourage a Sense of Community through Civic Events and Partnerships.**

## Draft Goals & Strategies

### **GOAL 1: Preserve & Enhance the City-wide Community Character of Ladue.**

*Since its founding, Ladue has been characterized by distinctive sub-divisions and homes, quaint commercial districts, picturesque clubs, and public and private schools and civic institutions set in a landscape of rolling hills, streams, trees, and open vistas. As Ladue evolves, the City will thoughtfully and intentionally preserve this unique character and encourage continued high-quality and environmentally responsive sub-division, infrastructure, architecture, landscape and site design.*

#### **Strategies:**

- Review and update the zoning code as needed and/or provide detailed design guidelines to preserve and enhance the unique character of the City, including street and infrastructure design, civic and residential architecture, and public and private landscape.
- Encourage subdivision trustees to update indentures to preserve the unique character of each sub-division.
- Develop specific and detailed plans or design guidelines that over the long-term will result in distinctive high-quality commercial/ business districts that contributes to the City's identity.
- Develop a set of minimum standards and design guidelines for public and private infrastructure to ensure safe automobile, bike and pedestrian access and mobility as well as the use of high-quality infrastructure materials and landscape design; apply to new infrastructure development as well as replacement and maintenance. Update or replace private street requirements.
- Review Architectural Review Board Guidelines on a regular basis to support a diversity of architectural styles and encourage high-quality residential design that is well integrated with the landscape.
- Encourage site design that accentuates the site's existing character, contours and landscape while minimizing re-grading, retaining infrastructure, and impervious paving.
- Develop enhanced guidelines for commercial and civic architecture and site design to ensure these sites integrate well into the character of the surrounding area, with minimal exposure of service areas and surface lot parking.

*Note: Further analysis being completed in phase three will provide additional recommendations regarding the issue of out of scale residential development. Based on findings strategies can be revisited and amended.*

**GOAL 2: Protect and Manage Ladue’s Natural Resources as well as the Public and Private Landscapes.**

*Ladue features numerous creeks and streams; diverse habitats; wildlife; and a significant urban forest and tree canopy. The City of Ladue will work with residents and other stakeholders to protect and enhance these natural resources; manage flooding impacts and storm damage; improve the water quality of creeks and streams; increase bio-diversity, habitat, and selected wildlife; remove invasive species and increase native plant communities; and preserve the health, diversity and character of the urban forest and tree canopy.*

**Strategies:**

- Consider developing an environmental overlay zone that integrates existing open space, forestry, habitat, and stormwater plans, programs and regulations. \*
- Review Floodplain Management Ordinance, Regulations for Stream Buffer Protection, Tree Ordinance, and Sinkhole Ordinance on a regular basis and update as needed to reflect updates in best management practices.
- Expand the City’s network of greenways and publicly accessible open space and integrate Rodes Park and the Future Edie’s Conservation Area (former Mulch Site) as well as Tilles Park which is owned and maintained by St. Louis County.
- Continue to implement the Stormwater Master Plan per the 5-year Implementation Plan that is updated annually by the Stormwater Advisory Committee (SWAC), and provide education with regard to stormwater management, stream setbacks, and sinkhole management as well as the Storm Water Grant Program for property owners.
- Implement guidelines to address sink holes and soil erosion and conservation including protecting soils from compaction and protecting steep or otherwise erodible slopes.
- Ladue’s Beautification, Open Space and Tree Advisory (BOSTA) Committee will continue to advise the City as to the character and quality of open spaces, tree canopy, removal of invasive species, increased habitat diversity and the use of native planting, as well as, the development of trails and conservation areas; the committee will also continue to provide environmental educational workshops and events for residents.
- Collaborate with municipalities and organizations to utilize best practices in watershed planning within the Deer Creek Watershed to improve water quality within Deer and Black creeks.

*\*Note: The document will define the elements of the environmental overlay zone.*

**GOAL 3: Maintain Preserve, and Evolve Ladue’s Residential Subdivisions while Encouraging Home Renovation and Expanding Housing Opportunities.**

*With numerous distinctive private subdivisions and premier schools, Ladue is one of the region’s most desirable residential communities. The City of Ladue will continue to support sub-division trustees to maintain, preserve and evolve these high-quality unique residential subdivisions to maintain high property values, while at the same time, accommodating the demand for home renovation and upgrades. In addition, the City will consider opportunities for expanding housing to address the evolving demographics of the community.*

**Strategies:**

- Encourage subdivision trustees to evolve and refine indenture rules to be more consistent and effective in protecting the unique character of the sub-divisions yet permitting their natural evolution. City of Ladue can serve as facilitators to support sub-division trustees updating their indentures through educational opportunities and access to resources and tools that may be available.
- Guide the rebuilding of outdated housing stock through zoning and Architectural Review Board guidelines in select areas to maintain a competitive residential market and strengthen established community character.
- Consider expanding the opportunities for small lot single family home development and high-quality single family attached and multi-family units in select areas.
- Develop design guidelines for small-lot single family homes and attached homes.
- Promote preservation of historically-significant structures and sub-divisions through educational awareness programs and consider establishment of a historic preservation committee and/or ordinance through the Architectural Review Board.
- Create a streamlined process for project review and approval for existing home remodels and renovations to encourage improvements to existing housing stock.
- Update guidelines as needed in response to changes in building practices, materials and design, and encourage greater use of sustainability best practices.

**GOAL 4: Improve the Attractiveness, Identity and Competitiveness of Ladue's Commercial and Business Districts.**

*Ladue's commercial districts host numerous unique retail opportunities that contribute to the City's distinctive character and are regional destinations. To enable these districts to better serve residents and compete as regional destinations, a greater sense of district-wide identity, place, and community needs to be developed based upon improving their visual character, walkability, parking, building upgrades, signage and the provision of a greater range of social activities and diversity of shops and restaurants.*

**Strategies:**

- Re-enact the Economic Development Committee to actively facilitate targeting and attracting appropriate businesses, and work to retain and support existing businesses. The committee will facilitate the identification and analysis of retail/market potential for key commercial areas.
- Coordinate with existing businesses to develop a plan of action to improve the identity, appearance and functionality of the commercial districts such as improved shared parking, access management, lighting, walkability and streetscape.
- Examine zoning regulations to ensure that zoning is enhancing rather than hindering the competitiveness of the districts and supporting the needs of the community.
- Support safe walking, cycling and driving access to and within the commercial/business districts.
- Update City ordinances and regulations, as needed, based upon the plan created for each business district.
- Consider a taxing district for the commercial/business districts, with input and agreement of the existing businesses, to fund new improvements, maintenance and operations. \*

*\*Note: The document will consider the range of taxing district structures.*

**GOAL 5: Enhance Multi-Modal Access and Mobility for Citizens of All Ages and Abilities.**

*Ladue will continue to work to improve walkability, circulation, and access throughout the City by managing traffic and congestion; improving connections to neighboring communities; and enhancing the safety and comfort of walking and biking for residents of all ages, while avoiding unnecessary road expansions that would detract from Ladue's distinctive community character.*

**Strategies:**

- Develop a Walk and Bike Plan as an update to the 2012 Sidewalk Plan that improves walkability, provides safe biking on selected streets, and enhances connection to regional greenways.
- Provide safe and convenient routes to schools, parks and commercial and business areas and improve city-wide north-south connectivity for biking and walking.
- Continue to implement the City's American with Disabilities Act Transition Plan.
- Explore opportunities for additional trails within the City that follow natural features such as the Deer Creek Trail and consider incorporating the existing Bridle Trail.
- Use environmental design, signage, and traffic operations and management systems to reduce peak traffic congestion on public roadways.
- Improve dangerous intersections through traffic calming best practices to visually alert drivers to slow down and use caution in certain areas, including Conway & Clayton Road at Ladue Middle School.

**GOAL 6: Facilitate & Encourage High-Quality Improved Infrastructure and Reliable Public Utilities.**

*As a premier residential community, Ladue will work with utility and service providers to improve the reliability of electric utilities; repair aging community infrastructure; reduce the risks of storm damage; and become a leading community for access to cutting-edge broadband technology.*

**Strategies:**

- Develop a City-Wide Initiative to improve access to technology including cell coverage and the provision of high-speed broadband for both the private and public sector.
- Review and update City regulations for the location, design and operation of communication antennas and towers.
- Encourage private sub-divisions to maintain and replace as necessary their community infrastructure of roads, bridges, etc. Develop a database of street and bridge contacts to ensure the City has accurate contact information for each subdivision.
- Continue to work with MSD to upgrade sanitary sewer infrastructure to eliminate sanitary sewer overflows and replace aging infrastructure.
- Implement the sink hole ordinance for approval based upon the continued detailed investigation of how best to drain the sinkholes using green infrastructure techniques and to improve the public safety needs of the adjacent development.
- Work with utility providers to provide environmentally-responsible tree maintenance and management, and to evaluate the cost and funding opportunities to bury overhead electrical / phone lines on public property.
- Consider introducing public street lighting on public streets, as desired by residents, that is reflective of the City's lighting requirements while providing safety and security.
- Encourage the use of renewable energy and support the installment of electric vehicle charging infrastructure through incentives and zoning. Review zoning code to consider whether regulations are hindering or incentivizing the provision of new sustainability technology and renewable energy. Consider developing community + architectural guidelines for PV solar panels.

**GOAL 7: Maintain and Improve the Provision and Quality of City Services and Governmental Accessibility and Accountability.**

*The City of Ladue has an excellent reputation for efficient and effective management of public resources and provision of services. Ladue will maintain and improve its excellent governmental performance; high-quality police, fire, and public works services; and access to City officials, while improving community-wide communications and increasing inclusiveness and transparency.*

**Strategies:**

- Upgrade City technology to improve City communication and services, public safety, and traffic management.
- Leverage and upgrade City technology to broaden community access to public information, meetings and reports; allow for applications and plans to be submitted digitally; public meetings to be video-broadcasted; and City phone system to allow for direct dial.
- Expand City communication resources to address changing demographics and preferences for community engagement. Use call services for residents who do not use email/smart phones.
- Consider contracting with a single service provider for community-wide trash and recycling pick-up to provide oversight of service quality and ensure minimum service levels are met by providers. \*
- Maintain the City's high quality of police, fire, and public works services.
- Improve City's website and social media outreach regarding brush pick-up and similar services.
- Work to advertise and promote vacancies on City Boards and Commissions to appoint those in the community that have the time and expertise to actively serve and contribute knowledge while also looking to diversify Board and Commissions with members representative of the whole community (i.e. age, gender, geography, perspective).

*\*Note: We will revisit the trash and recycling pick-up and edit or remove based upon further discussion and review of survey results.*

**GOAL 8: Maintain the City of Ladue's Fiscal Health, Economic Sustainability, and Stewardship of Public Resources.**

*Ladue possesses an excellent market position in the region and strong buying power. Ladue will pursue economic development that is compatible with the City's character; work to diversify sources of public revenue; and responsibly invest public resources.*

**Strategies:**

- Establish a business development strategy to attract new, compatible retailers and restaurants to established commercial districts.
- Balance Ladue's capital and operational expenses while maintaining citizen satisfaction.
- Continue to adhere to City of Ladue Fiscal Policies designed to protect the long-term fiscal health of the City.
- Continue to maintain and log the City's assets through a management system for City owned and public resources to project future capital improvement and public works costs and future revenue projections; utilize this data to develop a long-term (five- to seven-year) capital improvement strategy; work in collaboration with the Finance Committee.
- Involve residents in developing long-term budget priorities.

**GOAL 9: Encourage a Sense of Community through Civic Events and Partnerships.**

*Ladue enjoys a strong sense of community identity. The City will work with residents and stakeholders to encourage cultural, arts, educational, and entertainment events to provide a greater sense of community and vibrancy for residents by building upon this shared identity.*

**Strategies:**

- Establish a Community Events Committee to assist with planning of City-wide organized events.
- Continue Arbor Day and Honeysuckle Hack events as planned by BOSTA and consider reinstituting the Dogwood Festival and other community events.
- Improve social media communications regarding events and community programming.
- Consider cooperative and reciprocal agreements and partnerships with area public and private schools, private clubs, and surrounding communities to share access to recreational facilities.
- Build partnerships with area organizations including private clubs, St. Louis County Library, and Tilles Park for community programming and resource sharing opportunities.
- Facilitate the future development of new open space, community gathering spaces, and other desirable community amenities through private donors, endowment, and grant fundraising.
- Incorporate into future redevelopment or renovations to City Hall plans to make space usable by the public for meetings and events.