

FLORISSANT 2050

COMPREHENSIVE PLAN UPDATE

Adopted by the City of Florissant Planning & Zoning Commission
May 16, 2022

Acknowledgements

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Introduction

Florissant is a well-known community in the St. Louis region and, for many generations of St. Louisans, Florissant is North County. The largest municipality in St. Louis County, Florissant is the legacy of the region’s booming job and population growth following the Second World War. Today, Florissant is almost synonymous with Americana itself, well-known for its leafy neighborhoods, excellent civic services, and strong sense of community.

Florissant remains the primary shopping, dining, and community service destination in North St. Louis County. The City is home to a well-travelled and well-utilized commercial corridor along Lindbergh Boulevard. Florissant has an extensive parks network with many unique recreational amenities, including an aquatic complex, covered outdoor ice rink, municipal golf course, and community theater. Florissant is a growing healthcare services center as well, with BJC Northwest Healthcare, Siteman Cancer Center, and numerous other medical establishments. The City is well-known for its historic churches and private schools, and Old Town Florissant is one of the oldest colonial settlements in Missouri. Florissant is the only City in Missouri that was once home to a Catholic saint!

As a mature city, however, Florissant finds itself in a phase critical to the City’s future. Florissant is fully-built-out, with very little land left for new development. Florissant’s existing housing stock, commercial properties, and infrastructure is aging, approaching market and functional obsolescence. Set against a backdrop of flat regional growth and population decline in St. Louis County, the City of Florissant must actively establish its “competitive position” within the region, and then actively work to realize this Vision.

This Comprehensive Plan articulates a Community Vision for the future of Florissant, and provides a long-range plan that builds upon the community’s strengths to address Florissant’s challenges and needs and position Florissant for a bright and vibrant future.

Florissant’s Community Vision:

Florissant distinguishes itself as one of the region’s premier historic communities with thriving neighborhoods, proximity to job centers, major retail, distinctive landscapes, rich historic and cultural assets, and the civic pride of those who call Florissant home. The City will continue to be known as a community with excellent public facilities, providing top-quality public services to its residents and businesses.

Florissant will be a choice, diverse, and vibrant place to live, work, shop, play, worship, raise a family, and retire—for this generation and future generations.

How this Plan Will be Used

Florissant 2050 builds upon the existing 2006 Comprehensive Plan and takes a different approach to planning. With an established land use pattern, a framework is needed for decision-making, guided by a vision for the improvements needed to expand Florissant’s economic base, attract new residents, and achieve better quality of life. Rather than identify a specific “end state” for the City of Florissant, this Plan is structured as a guide and as a call to future action, based on a 20-year vision for the City.

This plan presents goals, strategies, and recommendations for the City, which are reasonable, feasible, and important to the welfare of the entire community. The value of the Plan will be measured by the degree of success the community achieves in its implementation.

The effectiveness of the Plan is directly related to the continual recognition of the proposals which are included herein, by the Planning and Zoning Commission, the City Council, City staff, and the other appointed boards and commissions of the City.

What is a Comprehensive Plan?

A Comprehensive Plan is an official document adopted by a city as a policy guide to decisions about the physical development of the community. The plan is not a regulatory ordinance, but a guide to be used when regulatory ordinances, such as the zoning ordinance, are developed and administered. The plan is not a detailed capital improvement program showing precise locations of public improvements and community facilities; it is used as a guide in the detailed planning that must occur before those facilities are built.

The plan is a comprehensive document in that it covers all portions of the city and all facilities that relate to development. Chapter 89, Section 89.350 of the Missouri Revised Statutes (RSMo) defines the purpose of the Comprehensive Plan.

This Plan recognizes that no planning system can be entirely quantitative and objective. There will always be a need for subjective judgment by elected and appointed officials, particularly in a mature community with established patterns and institutions. The key to successful planning in this environment is to make subjective decisions that are wise, forward-thinking, and coordinated over time.

The Planning and Zoning Commission plays a critical role in the planning process and must be alert to the needs of the community. It must bring such needs to the attention of the City Council, as well as other agencies within the community having direct responsibility for public improvements. The appraisal of local needs and the continued application of the planning principles set forth herein will assure maximum benefits from the Plan and will result in the orderly and economical attainment of the goals established in the Plan.

After formal adoption of the Florissant 2050 Plan, it becomes a tool for communicating the City's land use policy and coordinating individual decisions into a consistent set of actions that harmoniously shape the City's revitalization. The Plan supersedes all land use plans previously adopted by the City. It should be used to update and inform administration of the City's existing Code and planning tools, which include, but may not be limited to the following:

- » Trees and Shrubs (Chapter 230)
- » Parks and Recreation (Chapter 245)
- » Traffic Code (Title III)
- » Land Use (Title IV)
- » Building and Construction (Title V)
- » Old Town Development Plan
- » CDBG Consolidated Plan
- » Annual budgets and capital improvement plans (CIPs)

The Planning and Zoning Commission has an ongoing responsibility to see that the Plan is implemented and updated as needed, to be responsive to changing conditions. City staff and appointed boards and commissions will have the Plan to guide them in decision-making. Close cooperation between the City Council and the Planning and Zoning Commission will be essential to proper administration of the Plan. Coordination with other governmental entities and jurisdictions will also be important to the realization of the City's planning goals and recommendations.

To that end, the Florissant 2050 Plan is intended to be used in several ways:

1. As a Guide for Future Land Use Decisions

- » To provide the Planning and Zoning Commission and City Council with an explicit statement of public policy to assist them in their weekly, monthly, and annual decision making on specific development and land use issues.
- » To remove as much uncertainty as possible from the development process, and thereby facilitate optimal location decisions on the part of businesses, households, and developers.
- » To provide administrative continuity through successive City administrations in dealing with development proposals, both public and private.
- » To provide the community with confidence that recommendations in the Plan are based on the public's participation and input, and that changes made in the community will be gradual and sensitive to the public's needs and interests.

2. As an Outline for Public Facility Decisions

- » To provide a framework for an orderly and reasonable implementation of the improvement projects recommended by the Plan, such as street improvements, streetscape improvements, sidewalks, storm water improvements, and communication technology.
- » To furnish a means of insuring that improvement projects will be carried out concurrently with the community's ability to pay so that their completion will not create an excessive tax burden.

3. As a Call to Action

To articulate and serve as a call to action on City initiatives, including the development of a network of pedestrian and bicycle facilities, creation of walkable, place-based commercial and retail development, a central city-wide gathering space, and a comprehensive sustainability program.

This Plan represents a long-range (20-year) vision for the community. However, the Plan must be periodically reviewed and updated. It is suggested that, as part of implementation activities, the City establish a "community dashboard" of outcome management indicators on which the City can readily collect data. Using this dashboard, City staff and the Planning and Zoning Commission should track progress of Plan implementation to assess Plan recommendations and to determine whether adjustments are needed to the Plan.

The Plan is intended to be flexible, so that it can respond to changing community conditions. At the same time however, the Plan should facilitate a proactive approach to the planning and decision making process for the City. It recognizes that the City cannot predict the future, but it should equip itself to respond to and guide events to achieve a vision for the community.

Structure of the Plan

This plan is organized into three (3) main sections, as follows:

Section 1: Community Goals

This section identifies seven (7) community goals for the City, along with supporting Objectives and Strategies that provide an actionable roadmap for achieving these Goals. This section explains the existing conditions and context for the topic area covered by each Goal.

The following are the Community Goals::

- » Economic Development, Business & Job Growth
- » Old Town, History, Arts & Culture
- » Housing, Parks & Neighborhood Amenities
- » Education, Community Services & Programming
- » Transportation, Connectivity & Infrastructure
- » Community Equity, Sustainability & Resilience
- » Community Identity, Branding & Marketing

Section 2: Physical Facilities Plans

This sections contains the physical plans and recommendations, which provide additional details and guidance on implementing the Strategies presented in Section 1.

Section 3: Implementation Plan

This section provides guidance and priorities—a short-term road map—to assist with implementation of the Plan.

Creating the Plan



Florissant 2050 is the product of a robust community outreach and engagement process, conducted over the course of ten (10) months. This Comprehensive Plan Update utilized six (6) key engagement activities:

- » **Mayor's Steering Committee Meetings.** Mayor Timothy Lowery convened a Comprehensive Plan Steering Committee of key community representatives to serve as a working group during the creation of the Plan. The Steering Committee met four (4) times, at each phase of the planning process, to review work and provide guidance to the planning team. The Steering Committee unanimously voted to endorse the draft plan on February 10, 2020.
- » **Public Workshops.** The heart of the public planning process, the City of Florissant and the planning team conducted three (3) public workshops at key points throughout the development of the plan. These workshops were used to solicit issues, ideas, and priorities of plan, as well as to review and comment on draft recommendations. In addition, a dedicated 5-day, on-site charrette for Old Town was conducted in July and August, 2021.
- » **City Staff and Elected Official Retreats.** The planning consultant conducted three (3) individual retreats with a joint assembly of City Department heads and the City Council. These retreats provided an opportunity to brief staff and elected officials on the emerging plan components and collect detailed feedback in a facilitate workshop.
- » **Resident and Stakeholder Focus Groups.** At the outset of the planning process, the planning team conducted 27 interviews with individuals and small focus groups of community stakeholders. Feedback from this engagement provides insight on the issues and opportunities facing Florissant residents, business owners, and other community members and was used to help identify key priorities of the Comprehensive Plan.
- » **Community & Business Owner Surveys.** Two separate surveys—one for residents and one for business owners—were developed and administered through SurveyMonkey to collect input on a variety of topics and conditions affecting Florissant. 1,123 people responded to the Community Survey, and 12 people responded to the Business Survey.
- » **Community Outreach:** The planning team worked with Florissant's communications team to produce materials and information that were presented in Florissant's print and online publications and social media channels. In addition, the team participated in a variety of community events, including Wednesday Nights Out and the Senior Town Hall to present information and collect feedback.

Over 1,200 Florissant unique residents and non-resident stakeholders participated in this process, through over 1,350 individual points of contact. The key Community Priorities presented on the facing page were identified and prioritized by the community and are addressed in the Florissant 2050 Plan.

Key Community Priorities

Improve connectivity to regional job centers along I-270, I-170, and I-70:

Florissant is within a 15-minute drive of more than 130,000 jobs.

Improve performance of the Ferguson-Florissant and Hazelwood School Districts:

Quality public education is a top priority when people are deciding in which community to live. Florissant will continue to struggle to attract and retain residents if it is served by substandard school districts.

Reimagine and revitalize Lindbergh Boulevard:

Lindbergh Boulevard is Florissant's primary economic engine today. Proactively update and improve commercial amenities to remain relevant in the face of changing regional and national retail trends.

Improve Florissant's job base diversity:

The majority of Florissant's jobs are in retail and hospitality, two volatile sectors with limited or negative projected regional growth.

Update and improve aging parks and recreation facilities:

Florissant has an expansive and unique parks and recreation system, but most facilities are aging and do not meet the needs and desires of residents..

Make historic Old Town a regional destination:

Old Town is one of the oldest colonial settlements in Missouri and the historic heart of Florissant, but it does not have the same regional recognition as Downtown Kirkwood or St. Charles Main Street.

Improve Coldwater Creek water quality and mitigate flood impacts:

Coldwater Creek—Florissant's major geographic feature—is a liability and not an asset, posing flood risks and suffering from severe radiological contamination.

Enhance neighborhoods with new housing options and improved community amenities:

Florissant's housing is mostly market obsolete, with few viable options for larger or more affluent families or seniors wishing to age in place.

Maintain a strong community identity supported by long-standing civic and religious institutions and events:

Continue to capitalize on an support the churches, schools, organizations, and events that make Florissant "Florissant".

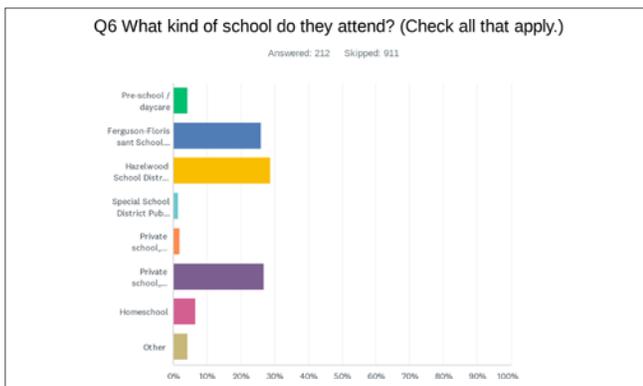
Rebrand Florissant to counter negative perceptions:

Florissant has a largely-unfounded reputation—both regionally and nationally—as a beleaguered and unsafe community.

Community Survey Summary

The Florissant Community Survey consisted of 31 questions—29 multiple choice questions and three (3) optional, open-ended feedback questions. The survey was developed jointly by the City of Florissant and planning team and was administered online via SurveyMonkey.

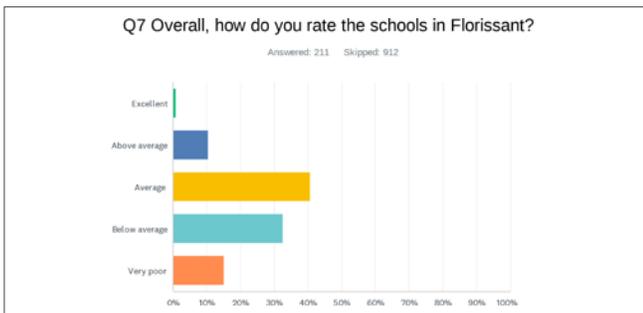
FIGURE 0.1: SCHOOL TYPE



Residents were encouraged to access the survey via a link on the City of Florissant’s website, the Comprehensive Plan website, and internet-enabled devices were provided periodically at the James J. Eagan Civic Center, John F. Kennedy Community Center, and at Public Meetings. A total of 1,123 respondents completed the survey, 982 of whom are Florissant residents. This represents a Confidence Level of 99%, with a Margin of Error (Confidence Interval) of +/- 4 percent.

Survey-takers were polled on a variety of topics relating to community amenities and quality of life. More than 82% of respondents have lived in Florissant more than 10 years, with less than 5 percent having lived in Florissant for less than 2 years. Over 90 percent are homeowners, and nearly 98% live in single-family homes. Responses were well-distributed throughout the City.

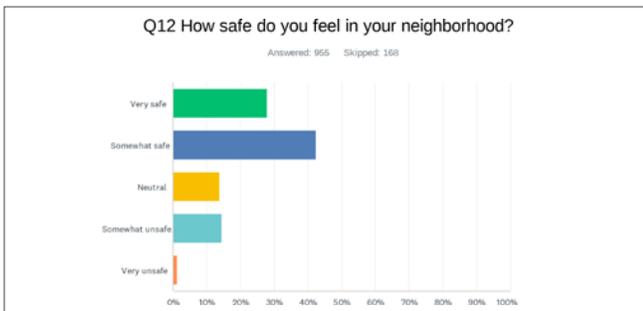
FIGURE 0.2: SCHOOL QUALITY



SCHOOL QUALITY

Of responding households with school-age kids, 26% attend Ferguson-Florissant public schools, 29% attend Hazelwood public schools, and 27% attend a private religious school. More than 40% rated their school as average, and nearly 48% rated their school as below average or very poor.

FIGURE 0.3: NEIGHBORHOOD SAFETY



SAFETY

Over 70% of respondents indicated that they feel safe in their neighborhood, while 16% indicating feeling somewhat unsafe or very unsafe. While negative feelings were distributed throughout the City, there was a small concentration west of Lindbergh Boulevard, south of Mullanphy Road and east of Lindbergh, south of Parker Road.

COMMUNITY AMENITIES

A majority of respondents (over 75%) indicated that they use parks and recreation facilities, grocery stores, retail stores, banks, gas stations, and restaurants. When polled on what kinds of places Florissant is missing, the top selections were retail stores (61%), restaurants (53%), and arts and cultural institutions (49%). Among retail stores, those with the highest use are hardware stores (84%), grocery stores (90%), fast food restaurants (77%), and casual dining restaurants (83%). If they can't buy something in Florissant, respondents were most likely to travel to St. Charles (72%), West County (41%), or Clayton / Brentwood / Richmond Heights (38%) to shop.

Restaurants were the top reason for people to visit Old Town, with 1.72 times the number compared to the second response of community events. This illustrates the need for everyday dining and entertainment amenities to create a vibrant Old Town.

QUALITY OF LIFE

77% of respondents indicated that healthcare facilities are average or better. 75% indicated that streets and sidewalks are average or worse. 89% indicated that parks and recreational amenities are average or better, and 88% indicated the same for City services. 84% indicated that the sense of community in Florissant is average or better, with 49% of those indicating above average or excellent.

Finally, respondents were asked if they could “wave a magic wand” and change three (3) things about Florissant, what would they be? 716 survey-takers responded to this question. The top responses included improving streets and sidewalks; improving community safety, both from the standpoint of crime as well as traffic and pedestrian safety; improving the performance of

the Ferguson-Florissant and Hazelwood public schools; and improving the quality and vibrance of Florissant’s commercial amenities.

In general, the Community Survey feedback is consistent with the in-person feedback received from stakeholders, Steering Committee members, and the community-at-large that were engaged in the other planning meetings and workshops.

FIGURE 0.4: WHAT TYPES OF PLACES IS FLORISSANT MISSING?

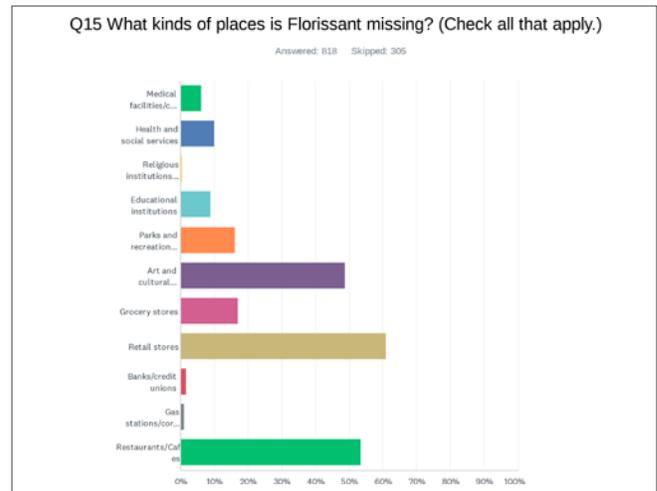
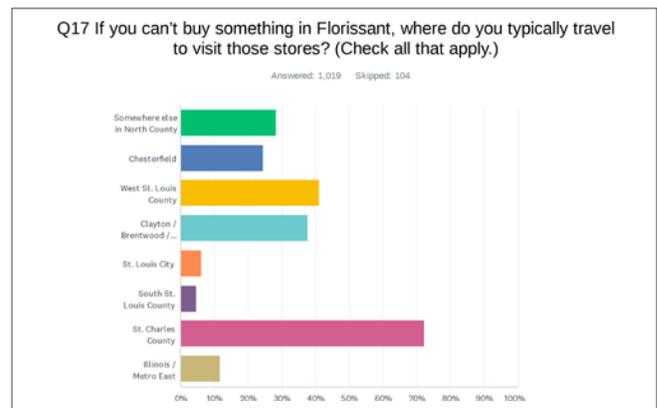


FIGURE 0.5: WHAT OTHER LOCATIONS DO YOU VISIT TO SHOP?



Section 1:

Community Goals, Objectives & Strategies

The Community Goals, Objectives, and Strategies of the Florissant Comprehensive Plan consist of seven (7) key Goals, 24 Objectives, and over 150 individual Strategies. The Goals, Objectives, and Strategies reflect the needs, and desires of the Florissant community. Together, they serve to achieve the community's Vision on which the Comprehensive Plan is founded.

The Community Goals, Objectives, and Strategies include programming and municipal service initiatives, policy and partnership recommendations, and physical development plans to build a more prosperous, vibrant, livable, and sustainable Florissant for the next 20 years. Community Goals, Objectives, and Strategies were developed with the input of the citizens of Florissant.

The Community Goals, Objectives, and Strategies are presented on the following pages. The Goal Statement is presented first, followed by the existing conditions in Florissant pertinent to that Goal. Following the existing conditions summary, each of the Goals' associated Objectives and Strategies to assist Florissant in achieving the stated Goal. While Community Goals are numbered, they are listed in random order and are not ordered by rank or priority.

Florissant's Community Vision:

Florissant distinguishes itself as one of the region's premier historic communities with thriving neighborhoods, proximity to job centers, major retail, distinctive landscape, rich historic and cultural assets, and the civic pride of those who call Florissant home. The City will continue to be known as a community with excellent public facilities, providing top-quality public services to its residents and businesses.

Florissant will be a choice, diverse, and vibrant place to live, work, shop, play, worship, raise a family, and retire—for this generation and future generations.

Florissant's Community Goals:

Goal 1: **Economic Development, Business & Job Growth**

Enhance community vitality and prosperity for all through business retention and growth, providing access to job training and high-quality jobs for residents, improving Florissant's public revenue, and strengthening Florissant's position as a major sub-regional retail center.

Goal 2: **Old Town, History, Arts & Culture**

Grow Old Town as the heart of Florissant and a regional destination, celebrating Florissant's unique history and leveraging arts, culture, and placemaking for authentic, local economic development.

Goal 3: **Housing, Parks & Neighborhood Amenities**

Enhance Florissant's desirability, identity, and the quality of life for all residents through top-quality housing options in strong and complete neighborhoods supported by excellent community parks and amenities.

Goal 4: **Education, Community Services & Programming**

Expand the availability of high-quality education resources, community services, and community programs—especially for children, teens, and senior citizens—and improve access for all Florissant residents.

Goal 5: **Transportation, Connectivity & Infrastructure**

Improve access to and connectivity across multiple modes of transportation including vehicular, transit, bicycle, and pedestrian, thereby increasing Florissant's connections to regional job centers and amenities, public safety, and active living.

Goal 6: **Community Equity, Sustainability & Resilience**

Create a healthy, resilient, and sustainable community by integrating environmental quality and community well-being into all public enhancements to ensure that all residents benefit from Florissant's regeneration.

Goal 7: **Community Identity, Branding & Marketing**

Reposition Florissant as a leading high-amenity, historic, affordable, and diverse community in the center of the region at the intersection of I-270 and I-170.

Goal 1:

Economic Development, Business & Job Growth

Enhance community vitality and prosperity for all through business retention and growth, providing access to job training and high-quality jobs for residents, improving Florissant's public revenue, and strengthening Florissant's position as a major sub-regional retail center.



Existing Conditions

The City of Florissant is home to over 13,100 jobs, primarily in retail and dining. These jobs support Florissant’s position a sub-regional retail center, serving the day-to-day needs of St. Louis County residents north and east of Florissant within a 7- to 10-minute drive. Moving forward, it important that Florissant both maintain and improve the quality of existing, functional retail centers while diversifying Florissant’s job base and providing unique retail experiences that celebrate Florissant’s unique history and community character.

FLORISSANT’S EMPLOYMENT BASE

As of 2018 (the most recent comprehensive data from the Census LEHD–Longitudinal Employer-Household Dynamics), Florissant is home 13,141 total jobs. This is a decrease of 1,709 jobs from 2002, when the total number of the jobs was 14,850. Compared to a total population of 52,533 (April, 2020), this is 25.0 jobs per 100 residents. This jobs to population ratio is very low compared to other neighboring and peer communities; only Spanish Lake (16.6 jobs per 100 residents) and Old Jamestown (6.0 jobs per 100 residents) are lower (**refer to Figure 1.1.1**).

Florissant’s jobs are dominated by three (3) sectors; Retail (3,529 jobs), Health Care and Social Assistance (2,745 jobs), and Lodging and Dining (2,580 jobs). Combined, the retail and lodging and dining sectors account for over 46 percent of all jobs in Florissant (**refer to Figure 1.1.2**). These sectors are volatile job creators, with a high turnover of both employees and businesses. Furthermore, both of these sectors are rapidly changing and have been for the past three- to five-years. Brick-and-mortar retail has seen significant competition from e-commerce and headwinds in the face of changing consumer preferences.

Likewise, consumer preferences in dining have also changes due to the COVID-19 pandemic. While we are currently emerging from the pandemic, it is unclear at this point if dining and lodging markets will change or if they will return to a pre-pandemic state.

Job base diversification is an important factor is a communities economic sustainability and resilience. Measuring job base diversification may be done through Job Base Quotients. A Job Base Quotient is a comparative analysis of the percentage of total jobs in Florissant in a particular sector to the percentage of total jobs in a reference area—in this case the St. Louis Metropolitan Statistical Area (MSA; “St. Louis Metro”)—for the same jobs sector. For example, if the percentage of construction jobs in Florissant is the same as the percentage of construction jobs in the St. Louis Metro, then Florissant’s Job Location Quotient for construction jobs is 1.0. If Florissant’s percentage of construction jobs is two times that of the percentage of the St. Louis Metro, then Florissant’s Job Location Quotient is 2.0. If Florissant’s percentage of construction jobs is half that of St. Louis County, then the Job Location Quotient is 0.5.

Goal 1:
Economic Development, Business & Job Growth

FIGURE 1.1.1

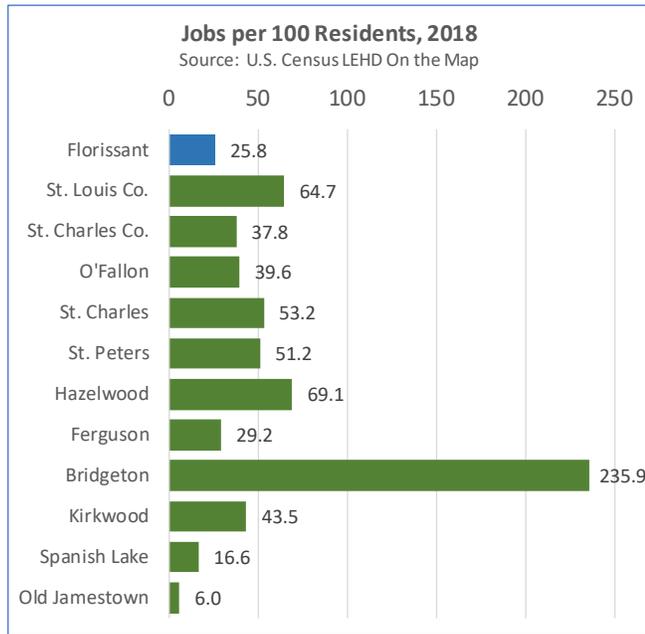


FIGURE 1.1.2

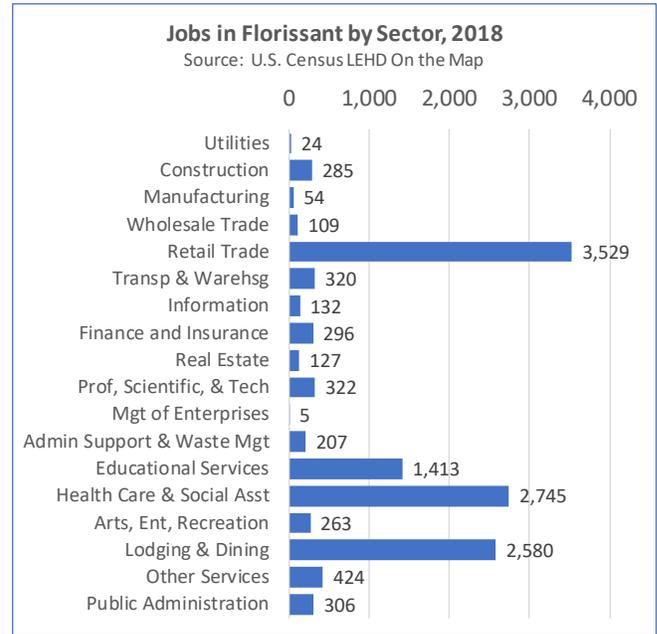
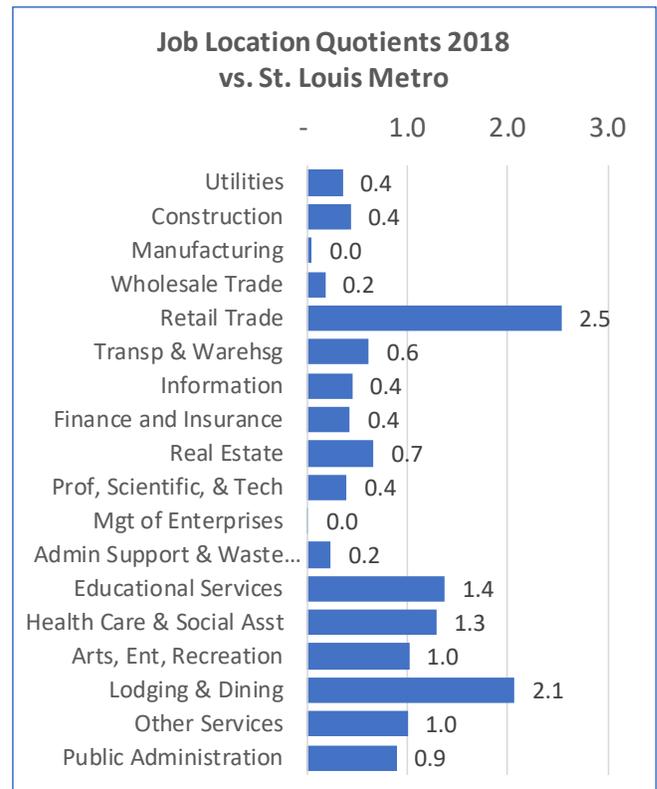
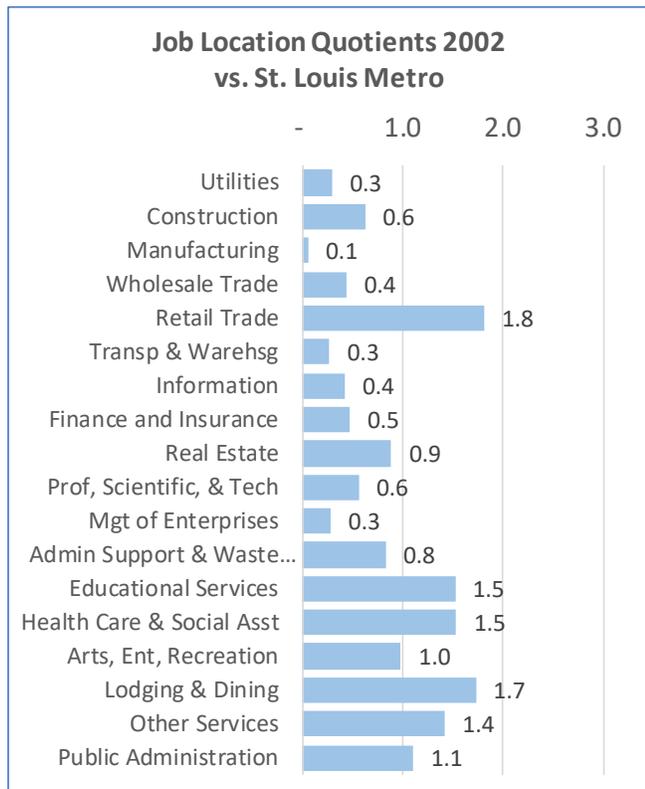


FIGURE 1.1.3: JOB LOCATION QUOTIENTS, 2002 VS. 2018



Goal 1: Economic Development, Business & Job Growth

In 2018, the Job Location Quotients for Florissant’s top four (4) employment sectors are as follows:

1. Retail Trade: **2.5**
2. Lodging & Dining: **2.1**
3. Health Care & Social Assistance: **1.3**
4. Educational Services: **1.4**

This shows that in the two more volatile sectors—retail and lodging and dining—Florissant has respectively 2.5 and 2.1 times the percentage of total jobs as the St. Louis Metro as a whole. More troublesome, however, is the comparison of Florissant’s Job Location Quotients from 2002 to 2018. In 2002, the Job Location Quotients for the above sectors are as follows:

1. Retail Trade: **1.8 (+0.7)**
2. Lodging & Dining: **1.7 (+0.4)**
3. Health Care & Social Assistance: **1.5 (-0.2)**
4. Educational Services: **1.4 (-0.1)**

Over the past 20 years, Florissant’s jobs base has both shrunk by 11.5 percent and grown less diverse. Furthermore, more stable and higher-paying jobs in health care and education have decreased more rapidly in favor of lower-paying, more volatile jobs in retail and hospitality (refer to Figure 1.1.3).

EMPLOYMENT, COMMUTING & INCOME OF FLORISSANT RESIDENTS

The majority of Florissant’s employed population (23,746 people) travel outside of Florissant to work, and the majority of Florissant’s jobs (11,462 jobs, or 87 percent) are held by non-residents who travel into Florissant. Only 1,715 employed residents also work in Florissant (refer to Figure 1.1.4).

Out-commuters earn more than workers in Florissant, bringing good wages back to the City. 39.2 percent of out-commuters earn more than \$40,000 per year, compared to 27.6 percent of in-commuters and only 20.6 percent of stay-commuters—those both living and working in Florissant (refer to Figure 1.1.5).

Median household income in Florissant (\$55,000) is below that of both St. Louis County (\$67,400) and St. Charles County (\$85,000). Median income is below most peer communities, except Hazelwood (\$54,600), Ferguson (\$40,000), and Spanish Lake (\$37,200). Likewise, per capita income (\$25,600) is 39 percent lower than St. Louis County; 35 percent lower than St. Charles County; and only exceeds the per capita income of Ferguson and Spanish Lake.

FIGURE 1.1.4: INFLOW/OUTFLOW OF WORKERS

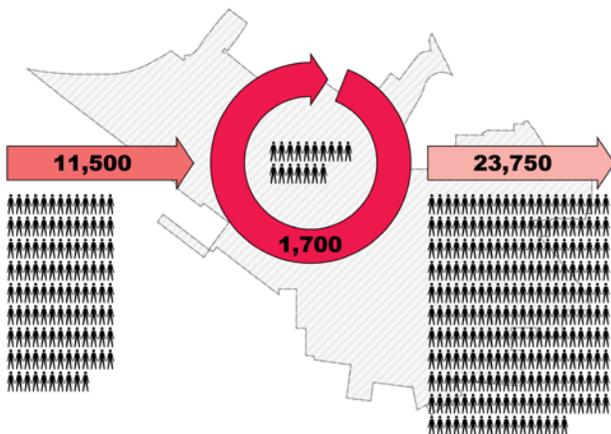
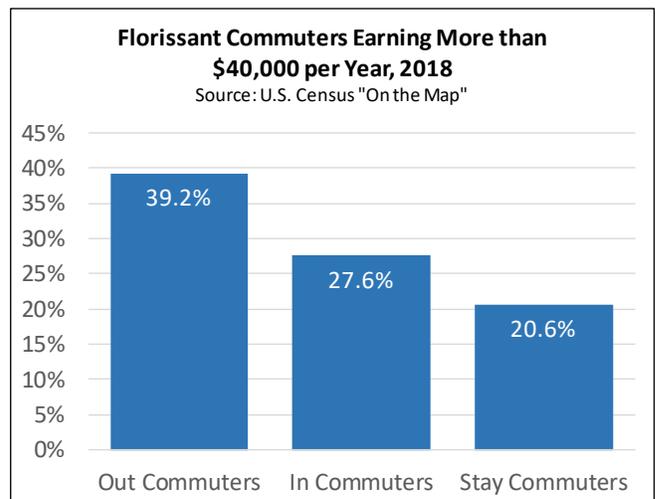
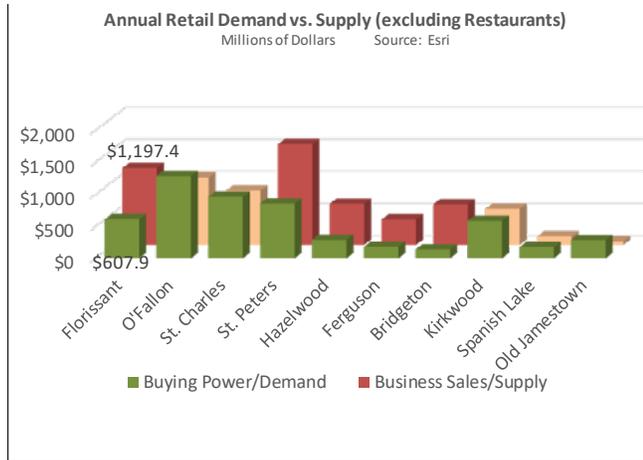


FIGURE 1.1.5



Goal 1: Economic Development, Business & Job Growth

FIGURE 1.1.6



RETAIL SALES

From a retail and dining standpoint, Florissant currently functions as sub-regional center. While there is not a single, accepted definition of this status, for the purpose of this plan, a sub-regional center provides day-to-day retail, service, and dining amenities to multiple adjacent communities within a 12- to 15-minute drive. Comparable sub-regional retail centers include South Lindbergh, Arnold, Fenton, Crestwood, Shrewsbury, and Maplewood. Sub-regional centers typically lack specialty retailers that are found in regional retail centers. These specialty retailers are destinations for shoppers throughout the region, who will travel 30 minutes or more. In comparison to sub-regional centers, regional centers are primarily Chesterfield Valley, Brentwood/Richmond Heights, and—to a lesser degree—Plaza Frontenac.

Florissant is a significant net retail center. Florissant's internal retail buying power (excluding dining and drinking)—the combined annual buying power of all, but only, Florissant residents—is nearly \$608 million. However, total annual retail sales are nearly \$1.2 billion dollars—nearly double the internal buying power. Hazelwood, Ferguson, and Bridgeton also do significantly more retail sales than internal buying power, but only St. Peters exceeds the sheer volume of the Florissant's retail sales (refer to Figure 1.1.6).

FIGURE 1.1.7

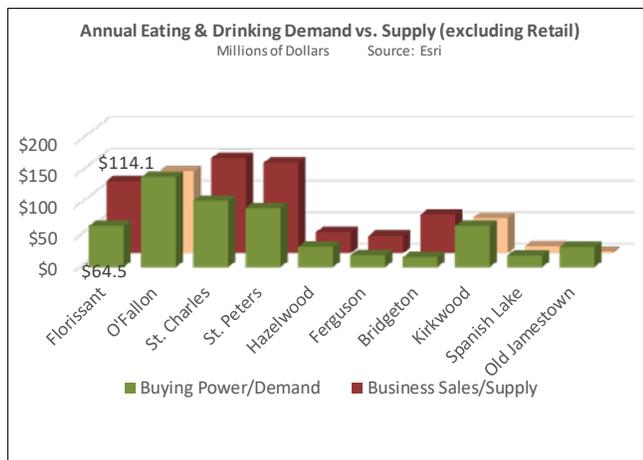


FIGURE 1.1.8

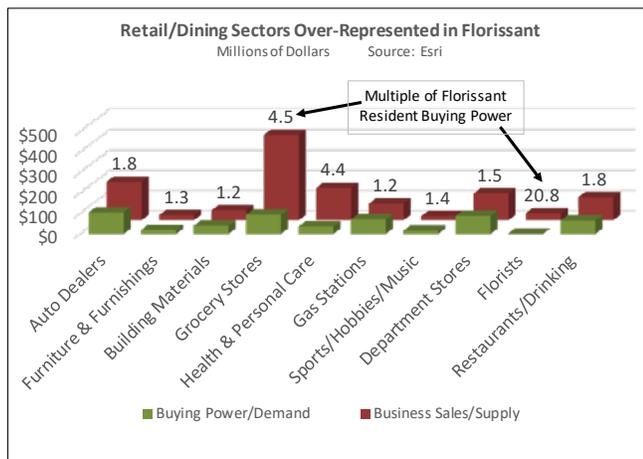
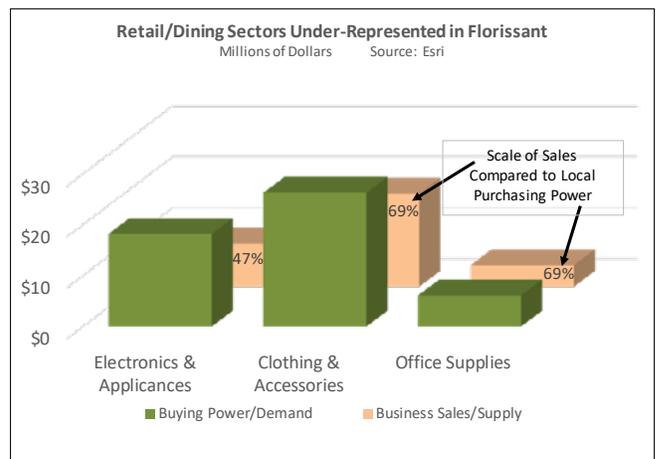


FIGURE 1.1.9



Goal 1:
Economic Development, Business & Job Growth

The story for dining and drinking is similar. Florissant has nearly \$65 million in internal dining and drinking buying power, but does more than \$114 million dining and drinking sales. Bridgeton, St. Charles, and St. Peters also have significantly more dining and drinking sales than internal buying power, but only St. Charles and St. Peters exceed the volume of Florissant’s dining and drinking sales (refer to Figure 1.1.7)

Most retail sectors are currently over-represented in Florissant compared to resident buying power, namely florists (20.8 times), grocery stores (4.5 times), health and personal care (4.4 times), auto dealers (1.8 times), and restaurants/drinking establishments (1.8 times) (refer to Figure 1.1.8). This characteristic goes hand-in-hand with Florissant’s high annual sales compared to internal buying power. It is not a cause for concern, so long as exterior markets stay loyal.

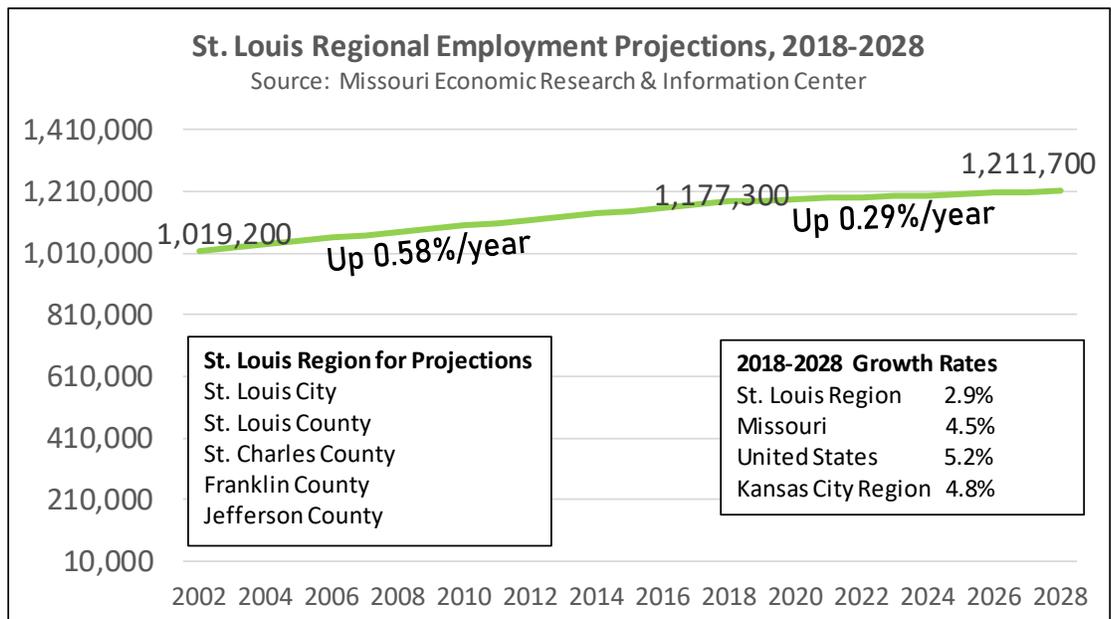
There are only three sectors not over-represented; electronics and appliances (0.47 times), clothing and accessories (0.69 times), and office supplies (0.69 times) (refer to Figure 1.1.9). These sectors, however, have tended to be more affected by both shifts to e-commerce as well as consolidation in regional retail centers.

FUTURE TRENDS

Today, Florissant can be considered a solidly working-class community. The City is regionally well-positioned to provide access to the St. Louis region’s job concentrations along the I-270 and I-70 corridors. However, Florissant’s depressed median household income—in conjunction with negative regional and national perceptions of North St. Louis County—can negatively effect the City’s ability to attract higher-quality retailers and economic investments.

This situation is further challenged by past job trends in both Florissant and the St. Louis Region as a whole. From 2002 to 2018, regional employment (defined as St. Louis City, St. Louis County, St. Charles County, Franklin County, and Jefferson County, Missouri) grew a total of 9.3 percent (0.58 percent per year). However, regional employment from 2018 to 2028 is projected to grow only 2.9 percent (0.29 percent per year) (refer to Figure 1.1.10).

FIGURE 1.1.10



Goal 1:
Economic Development, Business & Job Growth

Over the same time period—2002 to 2018, Florissant’s job base shrank by 11.5 percent (0.71 percent per year). If this trend continues from 2018 to 2028, Florissant will have lost another 1,071 jobs by 2028. If Florissant is able to capture its per capita share of regional job growth over this period, Florissant could regain 380 jobs by 2028 (refer to Figure 1.11).

One key to capturing a share of this job growth is to focus economic development activities on those sectors favored in regional job growth projections. This includes—most strongly—health care services, technical skills (including laboratory sciences and advanced manufacturing, and high-level business management and support (including financial, legal, and other “back-office” sectors). Food prep and serving is also projected to have fairly strong growth. Sales-related occupations, including retail sales, are projected to significantly decrease (~3.5 percent) (refer to Figure 1.12).

FIGURE 1.1.11

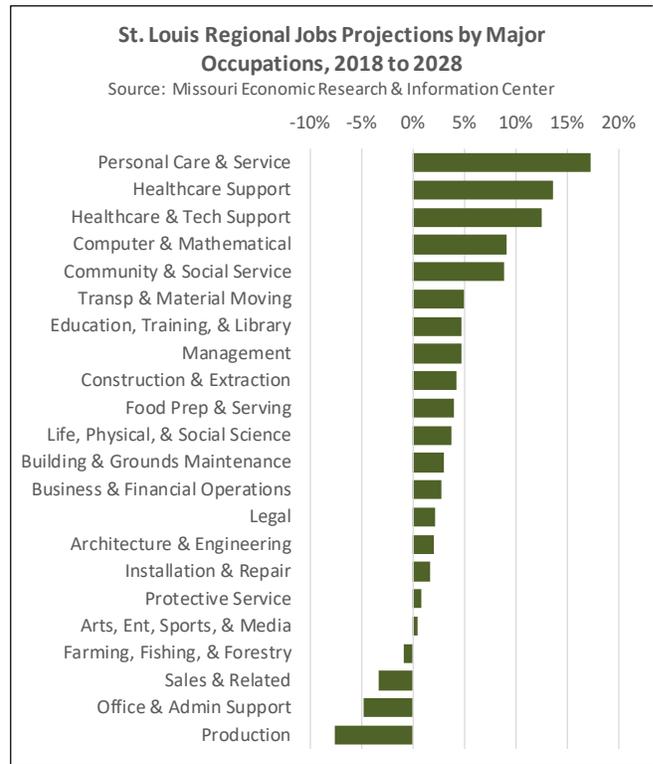
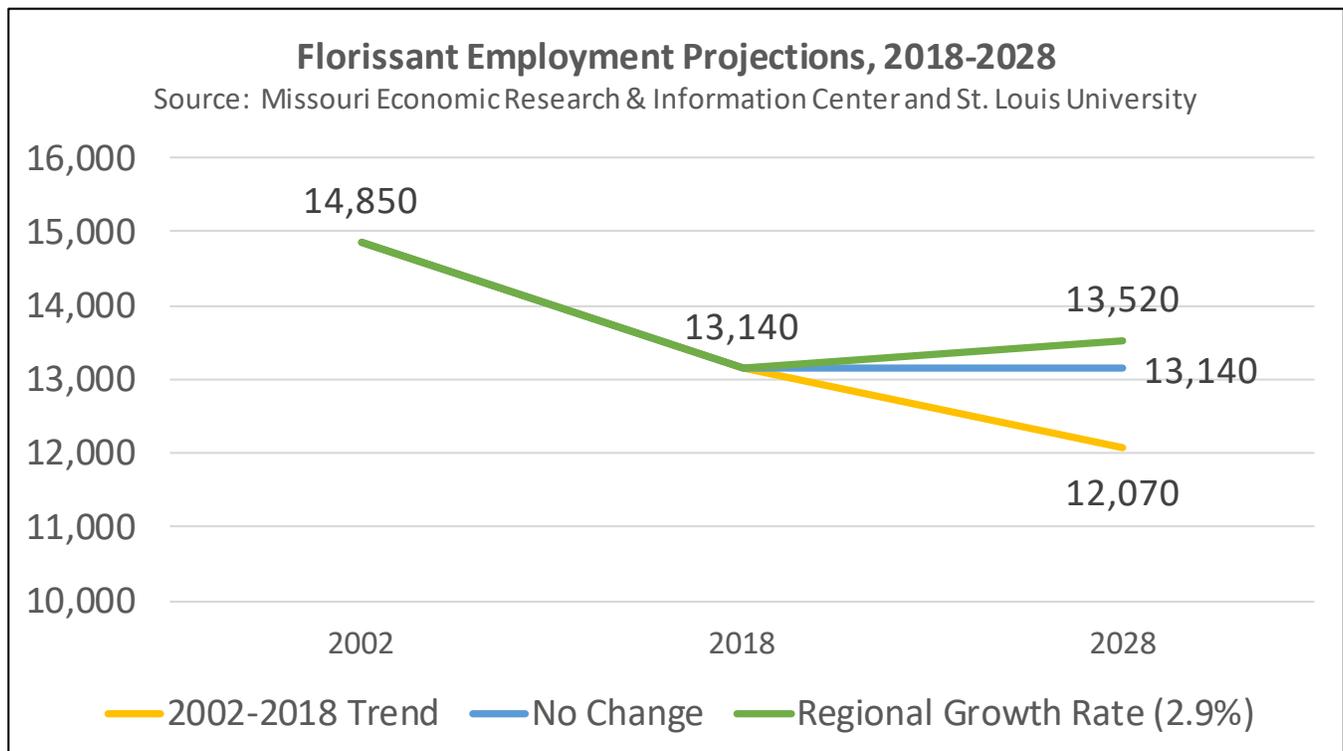


FIGURE 1.1.12



Goal 1:

Economic Development, Business & Job Growth

Fortunately, Florissant is well-positioned to capitalize on these markets, if the City can provide a regulatory and development environment that incentivizes appropriate development types and land uses. Commercial rents are low right now, and Florissant is geographically well-located. Furthermore, Florissant must incrementally redevelop failing or outmoded commercial developments in favor of mixed-use destinations that provide a variety of visitor experiences beyond simply visiting a store to shop. Tying these “experience destinations” to Florissant’s history and community character—including Old Town—will help Florissant to remain competitive in the regional retail and dining environment.

Consensus Issues:

- » **Lack of land for new business development.**
- » **Existing shopping centers and store fronts are aging; many do not look good.**
- » **Requirements like the ‘brick ordinance’ are inhibiting to developers.**
- » **Difficult to attract well-known, national, and high-quality retailers.**
- » **Little job base diversity and need for higher paying jobs.**
- » **Businesses in Florissant lack variety.**
- » **Lack of support from the city for new and unique businesses.**
- » **Support for small and minority-owned businesses needs improvement.**
- » **A low tax base contributes to weak budgets.**

Goal 1:

Economic Development, Business & Job Growth

Objective 1.1:

Florissant should actively work to retain existing businesses, develop new business sectors, and attract new businesses to the City.

- Strategy 1.1.1: **Provide incentives, including tax incentives, regulatory entitlement incentives, and others to encourage development of local businesses as well as regional and national businesses to locate in Florissant.**
- Strategy 1.1.2: **Establish business incubators in new growth sectors—including high-tech and healthcare services—to support emerging businesses, small businesses, and aspiring entrepreneurs.**
- Strategy 1.1.3: **Create a minority/small business expo including lessons on finance, public relations, credit building, and marketing to attract regional businesses and entrepreneurs and establish Florissant as a ‘startup’ city.**

Objective 1.2:

Florissant will promote employment base diversification and facilitate improved accessibility to existing regional job centers along I-270, I-170, and I-70.

- Strategy 1.2.1: **Pursue the redevelopment of the Dunn Road and Pershall Road corridors with new healthcare, high-tech, back-office developments, and hospitality uses to capture regional growth sectors in Florissant.**
- Strategy 1.2.2: **Work with the adjacent cities of Hazelwood and Berkeley to improve I-170 access, visual quality, and wayfinding into Florissant.**
- Strategy 1.2.3: **Actively market Florissant to the workforces of St. Louis Lambert International Airport and associated employers (such as Boeing Integrated Defense Systems and Hazelwood Logistics Center).**
- Strategy 1.2.4: **Update Florissant’s commercial zoning regulations to facilitate development of new, non-retail commercial development.**
- Strategy 1.2.5: **Establish quarterly meetings with local schools and business owners to promote mentorship programs, business courses, and employment opportunities for youth in the area.**

Goal 1:

Economic Development, Business & Job Growth

Objective 1.3:

Florissant will strengthen its relevance as a sub-regional retail center by reimagining its significant existing shopping centers as experience retail destinations to serve Florissant residents and surrounding communities.

- Strategy 1.3.1: **Facilitate the targeted redevelopment of outdated and underutilized shopping centers in nodes along Lindbergh Boulevard as mixed-use, experience retail developments incorporating shopping, dining, entertainment, recreational, and living opportunities.**
- Strategy 1.3.2: **Expand the capacity of Florissant’s Economic Development Department and continue the City’s outreach program to attract new businesses to Florissant.**
- Strategy 1.3.3: **Prepare a potential site inventory of new and reinvestment sites to market to prospects.**
- Strategy 1.3.4: **Pursue the development of a high-quality hotel and convention center along I-270 corridor.**

Goal 1:

Economic Development, Business & Job Growth

Objective 1.4:

The City of Florissant will facilitate large-scale redevelopment opportunities through land assembly, regulatory incentives, and financial incentives.

-
- Strategy 1.4.1: **Conduct a detailed assessment of Florissant’s local ordinances; revise or eliminate ordinances that unduly increase the cost or difficulty of establishing a business in Florissant.**
 - Strategy 1.4.2: **Maintain high standards of design and construction through the establishment and administration of City-wide architectural design guidelines.**
 - Strategy 1.4.3: **Establish a Land Clearance for Redevelopment Authority (LCRA) to facilitate the public holding and assembly of land for large-scale redevelopment.**
 - Strategy 1.4.4: **Utilize available redevelopment mechanisms enabled by the State of Missouri, including tax increment financing, the Industrial Development Authority, special taxing district, and other tools to facilitate large-scale redevelopment projects of underutilized land or properties in need of reinvestment.**
 - Strategy 1.4.5: **Promote inviting, walkable, and people-oriented business frontages to encourage foot traffic along business corridors.**
 - Strategy 1.4.6: **Extend incentives for all kinds of businesses in Florissant and use tax incentives selectively to achieve a desired business mix.**

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Goal 2:

Old Town History, Arts & Culture

Grow Old Town as the heart of Florissant and a regional destination, celebrating Florissant's unique history and leveraging arts, culture, and placemaking for authentic, local economic development.

Existing Conditions

Florissant possesses a unique and distinctive history and culture, both within the St. Louis region and nationally. Founded as French colonial settlement under Spanish rule, Florissant is one of the oldest settlements in Missouri. As a result, Florissant—and in particular Old Town—is defined by unique settlement patterns and urban design characteristics, punctuated by significant historical and cultural sites and landmarks.

THE BEGINNING OF FLORISSANT

The exact date of Florissant’s settlement is unknown but it occurred prior to the French defeat in 1762 by the British and Spanish in French and Indian War. Originally called “Fleurissant”—French for “blooming valley” (“valley of flowers”), this settlement in the French Louisiana colony was ceded to Spain in 1762. The first civil government of Florissant—then called “St. Ferdinand” by the Spanish colonial government—was established in 1786 under commandant Francois Dunegant (namesake of Dunegant Park).

Plat maps recorded in 1787 show a sixteen-block settlement bounded St. Charles Street on the west, St. Antoine Street on the north, St. Jacques Street on the east, and St. Catherine Street on the south. St. Francois Street, running east-west, was the town’s commercial street, and was home to a fortified fur trading post established by Auguste Pierre Chouteau at a natural hillside spring near St. Jean Street, the current site of the VFW Hall. West of St. Charles Street, common fields were established to the bank of Coldwater Creek in the typical French colonial model. St. Ferdi-

nand Church—a log building—and cemetery was established on the block bounded by St. Charles Street, St. Louis Street, St. Ferdinand Street, and St. Denis Street, along with Commandant Dunegant’s home Today this is the site of Spanish Land Grant Park (refer to Figure 1.2.1).

In 1821, construction began on the St. Ferdinand Church (“Old St. Ferdinand Shrine”) and convent building that stands today. Under the leadership of Father de la Croix and missionary St. Mother Rose Phillipine Duchesne, a Sister of the Society of the Sacred Heart of Jesus, Florissant’s first school was established at St. Ferdinand.

Over the next 100 years, Florissant grew eastward, up the hill, to include over fifty square blocks. This roughly matches the extents of Old Town today. During this time, the Sisters of St. Joseph of Carondelet established Sacred Heart Church and school the corner of St. Denis Street and Jefferson Street, the highest point in Old Town. St. Francois Street continued to develop as Florissant’s primary commercial district.

Goal 2:
Old Town History, Arts & Culture

Old Town is also home to a majority of Florissant’s annual festivals; these include:

- » St. Patrick’s Day Food Drive (March)
- » Annual Easter Egg Hunt (March / April)
- » Valley of the Flowers Festival (May)
- » Florissant Food Truck Knights (May through September)
- » Flea and Farmers Market (May through September)
- » Splish Splash Summer Bash (July)
- » Wednesday Night Out (July through August)
- » “Light the Darkness” Glow Run (September)
- » Chili Cook-Off and Car Show (September / October)
- » Fall Festival (October)
- » Race to the Shrine (October)
- » Boo Bash (October)
- » Christmas Tree Lighting (November / December)
- » Christmas in Old Town (December)
- » Annual Christmas House Tour (December)
- » Christmas at the Shrine (December)

Old Town also remains one of Florissant’s few in-demand residential neighborhoods, and has experienced a slow but steady expansion of unique, home-grown businesses. The Bennett family purchased the former Hendel’s market and reopened it as a restaurant in 1994. Helfer’s Pastries, a long-standing bakery, expanded in the early 1990s. More recently, new businesses including Made. by Lia, NoCo Roasting Company, Narrow Gauge Brewing Company, Mann Meats, EdgyChic Boutique, Stems Florist, and others have joined long-standing businesses like Dooley’s, Goeke’s, Florissant City Diner, and Old Town Donuts. Tenanting, marketing, and special events in Old Town have been successfully managed and promoted by Florissant Old Town Partners since 1996.

ONGOING CHALLENGES

Despite numerous amenities, Old Town faces some significant challenges. Foremost, Old Town’s boundaries and entrances are not legible and easily-recognized, especially for visitors who do not live in Florissant or are not familiar with Old Town. For example, Old Town is directly accessible from Lindbergh Boulevard via Washington Street, and is less than 0.2 miles from Lindbergh. However, there is no signage and little indication that Old Town is located directly behind the aging and underutilized Florissant Square and Florissant Meadows shopping centers on Lindbergh. Likewise, the intersection of St. Francois Street and New Florissant Road provides little indication that St. Francois Street is Florissant’s historic “Main Street”. The northwest corner of this intersection features the City’s Government Building and a small plaza with signage, but the other corners are feature indistinct, auto-dominated business—a bowling alley, an auto repair shop, and a carpet store.

As a residential neighborhood and commercial district, Old Town faces a number of physical limitations as well, including:

- » Old Town is located on a hillside than slopes toward Coldwater Creek and Fountain Creek. This results in challenging topographical and retaining wall conditions, including at the interface of lots to the sidewalk.
- » Old Town’s streets are narrow, and only St. Francois Street, Lafayette Street, St. Ferdinand Street, and the south side of Washington Street have sidewalks.

Goal 2:
Old Town History, Arts & Culture

Consensus Issues:

- » **Florissant’s history is not well-known and well-marketed.**
 - » **Old Town is “hidden”, without clearly-identified entrances.**
 - » **Historic sites are not well-connected.**
 - » **Many residents do not visit Old Town regularly.**
 - » **Old Town is not a regional destination like Kirkwood or Main Street St. Charles.**
 - » **Lack of year-round local arts, cultural, and community activities and venues create a stagnant environment.**
 - » **Preservation is viewed in conflict with economic development.**
 - » **Land use and zoning regulations make innovative development a challenge in Old Town.**
 - » **Resistance to new a new development and a new identity discourage investment in Old Town.**
- » Major street crossing, including St. Francois Street at St. Ferdinand Street, St. Francois Street at New Florissant Road, Washington Street at New Florissant Road, and St. Denis Street at St. Ferdinand Street, are either incorrectly and unsafely designed, or feel unsafe for pedestrians. For example, crossing St. Ferdinand from the south side of St. Francois Street requires crossing a dedicated right-turn lane to a non-protected area before one can press the crossing signal button.
 - » Washington Street is a high-traffic arterial road, and St. Denis carries high volumes of high-speed cut-through traffic from Lindbergh Boulevard to New Florissant Road. There have been fatal car-pedestrian accidents, one of which resulted in the death of child who was a student at Sacred Heart School.
 - » All of Old Town’s tree coverage is located on private property. Street rights-of-way also contain overhead power lines, which conflict with trees.
 - » Old Town lacks a central gathering space and a cohesive image.
 - » Storefronts, particularly along St. Francois Street, are not consistently maintained; some storefronts are in disrepair and appear uncared for.

Finally, Old Town has not successfully marketed its assets to the broader region. As a result—despite historical and cultural amenities that rival Downtown Kirkwood or Main Street St. Charles, Old Town Florissant has not become the recognized, regional tourist destination that it has the potential to be.

Goal 2:
Old Town History, Arts & Culture

Objective 2.1:

Old Town is the historic heart of Florissant; the City will actively work to enhance and expand Old Town to become a distinctive destination for residents and visitors.

- Strategy 2.1.1: **Work with existing Old Town organizations and stakeholders to develop a single, cohesive marketing narrative for Old Town.**
- Strategy 2.1.2: **Physically connect Old Town to Lindbergh Boulevard with a pedestrian connection and mixed-use development surrounding a park incorporating St. Ferdinand Shrine and Coldwater Creek.**
- Strategy 2.1.3: **Redevelop outdated shopping centers along Lindbergh Boulevard, adjacent to Old Town, as a new, mixed-use developments that provide visual and pedestrian connections to Old Town.**
- Strategy 2.1.4: **Implement Old Town advertising, signage, and wayfinding along the I-270 and I-170 corridors.**
- Strategy 2.1.5: **Establish the Intersection at New Florissant and Rue St. Francois as a recreational node and gateway while the intersection of St. Ferdinand and Rue St. Francois becomes a historical gateway.**
- Strategy 2.1.6: **Facilitate infill of vacant lots and redevelopment of outdated shopping plazas along Rue St. Francois; permit buildings up to three stories with specialty retail shops and residential mixed-uses.**
- Strategy 2.1.7: **Create an Old Town main street implementation plan for facade improvements, business incentives, and gateway expansions onto Lindbergh.**
- Strategy 2.1.8: **Establish a community improvement district (CID) from N. New Florissant Road to Lindbergh Boulevard.**
- Strategy 2.1.9: **Develop a form-based code for Old Town; allow two- and three-story buildings along Rue St. Francois; limit office and non-active commercial uses to upper floors only; and reduce minimum parking requirements along Rue St. Francois.**

Goal 2:
Old Town History, Arts & Culture

Objective 2.2:
Enhance Old Town’s residential areas and housing.

Strategy 2.2.1: **Establish a one-way street system to control traffic flow in residential areas, while keeping main thoroughfares and commercial streets two-way.**

Strategy 2.2.2: **Improve residential streets for walkability with sidewalks, crosswalks, and stormwater drainage where needed.**

Strategy 2.2.3: **Enhance Old Town landscaping with a private-property landscape ordinance (due to limited ROW width to accommodate public landscaping).**

Strategy 2.2.4: **Provide an enhanced range of housing options that are compatible with the historic fabric of Old Town, including small-lot houses, duplex houses, and carriage house residences.**

Strategy 2.2.5: **Update Old Town’s zoning regulations to permit expanded housing and lodging opportunities, including accessory dwelling units (ADUs); a limited number of short-term rentals; and venue / event spaces.**

Goal 2:
Old Town History, Arts & Culture

Objective 2.3:

The City of Florissant will enhance its policies to preserve and promote the City’s significant historic and cultural resources; expand and enhance public art in Old Town and throughout the City; and foster stewardship of neighborhood, place, and landscape.

-
- Strategy 2.3.1: **Enhance the History Walk through Old Town, with public art, interpretive signage, and wayfinding; integrate elements into artistic paving, streetscape elements, public art, and digital media.**
 - Strategy 2.3.2: **Expand Old Town seasonal events like haunted houses, hayrides, and skating rinks with changing holidays.**
 - Strategy 2.3.3: **Create unique photo opportunities through murals on commercial buildings and retaining walls in Old Town.**
 - Strategy 2.3.4: **Establish a Florissant Arts Commission—in partnership with Florissant Fine Arts Council and other existing community and regional arts organizations—to facilitate and promote public art in Florissant.**
 - Strategy 2.3.5: **Relocate the Senior Center to Koch Park and change the Senior Center to a historic museum.**

Goal 2:
Old Town History, Arts & Culture

Objective 2.4:

Florissant will celebrate its historical identity as the “Valley of Flowers” by enhancing the distinctive landscape of the City’s original settlement along Coldwater Creek.

Strategy 2.4.1: **Expand Coldwater Commons Park to incorporate St. Ferdinand Shrine, other adjacent vacant City-owned parcels, and Coldwater Creek.**

Strategy 2.4.2: **Work with regional partners like Seed St. Louis and the Missouri Botanical Garden to implement a Valley of Flowers landscape master plan.**

Strategy 2.4.3: **Strengthen the relationship between the Shrine and park/trail system to allow for an increased use as an event and reception space.**

Strategy 2.4.4: **Expand the community garden in Old Town allowing it to be a regional destination that serves surrounding communities and needy families.**

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Goal 3:

Housing, Parks & Neighborhood Amenities

Enhance Florissant's desirability, identity, and the quality of life for all residents through top-quality housing options in strong and complete neighborhoods supported by excellent community parks and amenities.

Existing Conditions

The City of Florissant has historically been a bedroom community, providing housing, retail, and community amenities for those working in surrounding communities at major employment centers. 64 percent of developable land is residential, mostly built during the housing boom that followed World War II. Florissant remains a primarily-residential City, but aging housing stock and a lack of vacant land for new development has made it difficult to remain competitive in the regional housing market.

CHALLENGING DEMOGRAPHIC TRENDS

Florissant faces several demographic trends that are challenging to its future sustainability. These trends result from physical conditions within the City as well as difficulties that face the region as a whole. Florissant's population, as of April 2020 (2020 10-year Census data), is 52,533 people. This is up slightly from the 2010 population of 52,158 (0.7 percent) and is a reversal of population trends tracking throughout the 2010s, which indicated that Florissant was at risk of falling below the 50,000 population threshold for the first time since 1960. Indeed, Florissant's 2020 population is the highest recorded since 1990 (**refer to Figure 1.3.1**). Florissant remains the largest municipality in St. Louis County by population, and is still the only HUD entitlement community within St. Louis County (due to a population over 50,000).

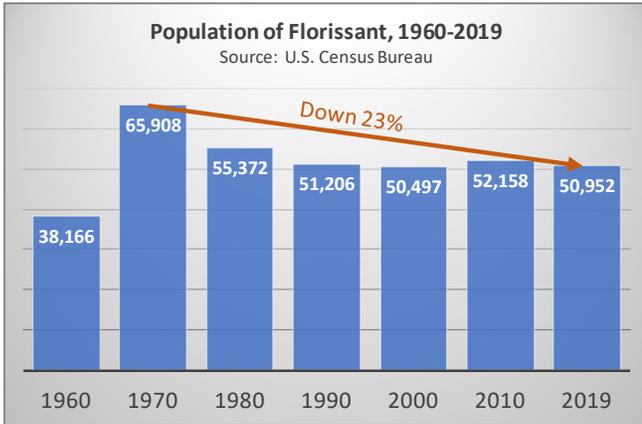
However, Florissant's population is down nearly 23 percent from its historic high of 65,908 people in 1970. Since 1970, St. Louis County grew up to 7 percent until 2000, followed by two decades of negative growth of about 1 percent per decade (**refer to Figure 1.3.2**).

Furthermore, the St. Louis region as whole has growth at only 0.6 percent since 2010 (**refer to Figure 1.3.3**). Most of this growth has occurred in St. Charles County, which has grown 11.5 percent since 2010 and absorbed over 90 percent of all regional housing starts in the past decade. The popularity of St. Charles County is understandable; virtually the entire county is within a 20-minute drive of I-70, and there is ample undeveloped land available, making new construction very economical. Furthermore, retail, healthcare, and office development over the past 20 years have created an ex-urban commercial center that rivals any within St. Louis County.

St. Louis County growth rates (or lack of growth), combined with Florissant's significant negative growth, create headwinds for Florissant. As St. Louis is a virtually flat-growth region, communities throughout the region are largely competing with each other to attract segments of a mobile population. As a result, Florissant must be deliberate in its actions to attract new residents by making a community with excellent amenities, value, and quality of life.

Goal 3: Housing, Parks & Neighborhood Amenities

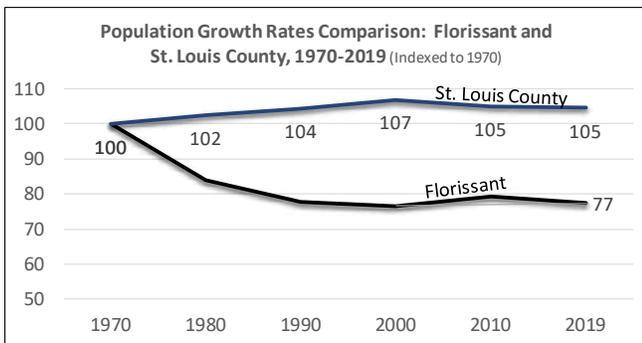
FIGURE 1.3.1



One encouraging trend is that Florissant’s population is getting younger, median age dropping from 37.8 years in 2010 to 35.9 years old in 2019. During this same period, St. Louis County as a whole got older, with median age increasing from 36.6 to 38.6 years old. St. Charles County got much younger, from 49.4 to 40.3 years old, but is still older overall than either St. Louis County or Florissant (refer to Figure 1.3.4). This indicates that Florissant is attracting younger residents.

Tapestry segmentation analysis provides insight into the socio-demographic character of Florissant. Among the 67 ESRI Tapestry Segments, 13 are represented in Florissant. The top three Segments in Florissant are, from larger to smaller:

FIGURE 1.3.2



» “Rustbelt Traditions”

- Average Household Size: **2.46**
- Median Age: **38.4**
- Median Household Income: **\$49,000**

» “Parks and Rec”

- Average Household Size: **2.49**
- Median Age: **40.3**
- Median Household Income: **\$55,000**

» “Family Foundations”

- Average Household Size: **2.70**
- Median Age: **38.8**
- Median Household Income: **\$40,000**

FIGURE 1.3.3

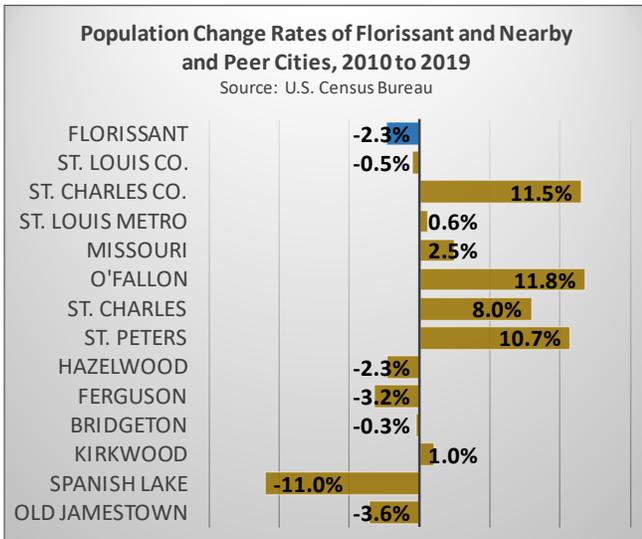
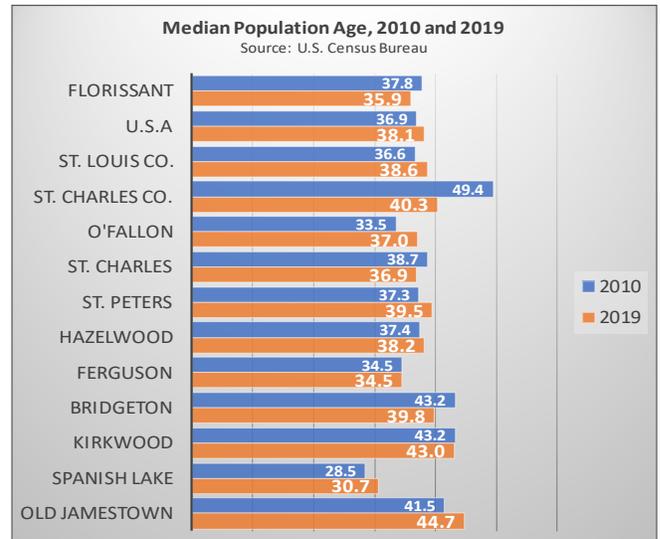


FIGURE 1.3.4



Goal 3:
Housing, Parks & Neighborhood Amenities

In St. Louis County, the largest single ESRI Tapestry Segment is “Family Foundations”, which is both slightly older than Florissant’s largest Segment, with a notably larger household size and lower household income. This disparity coincides with feedback received from the Florissant community during the planning process; larger families with children are often forced to relocate to other parts of the region to buy a bigger house or access a better school district.

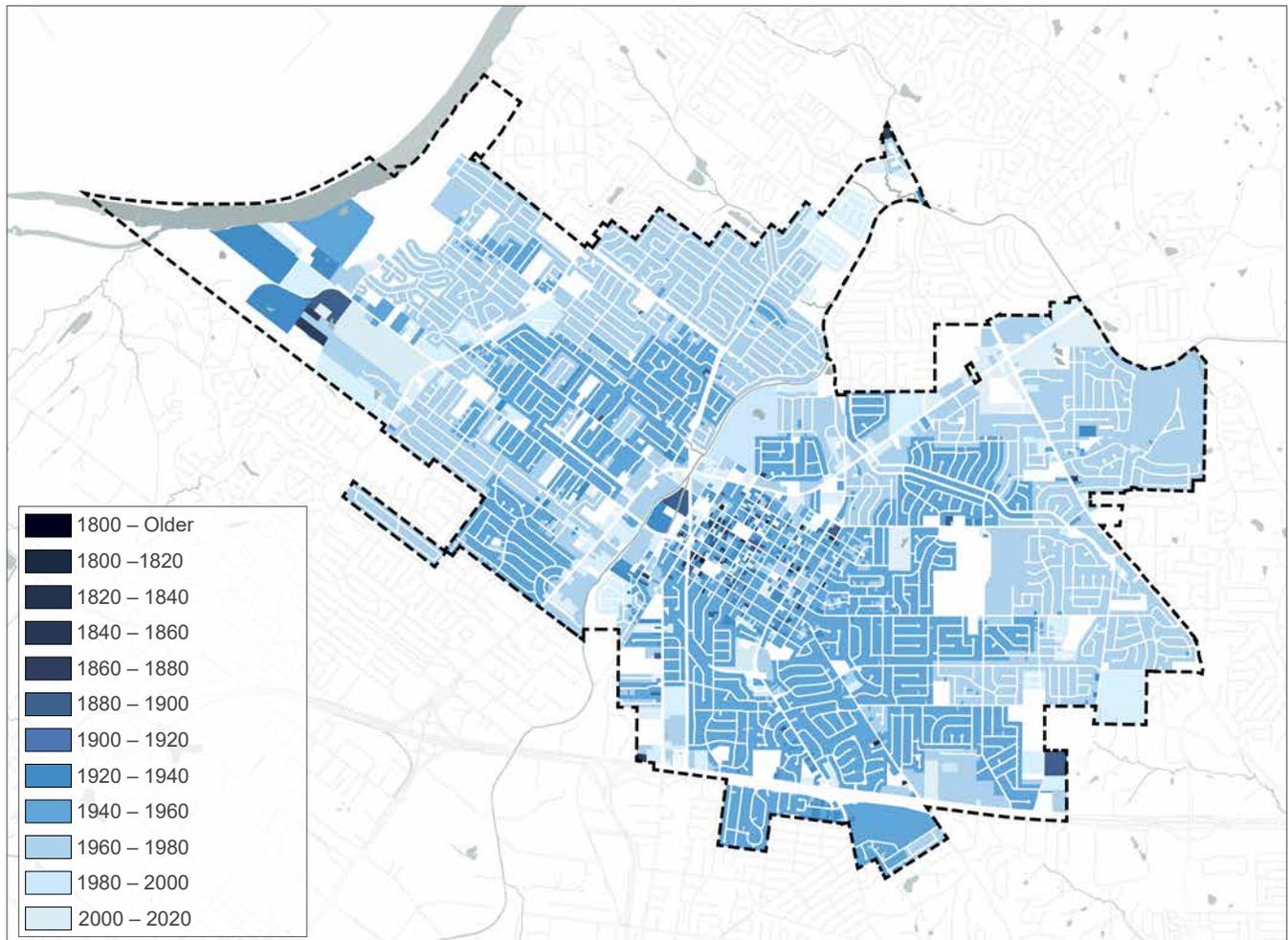
HOUSING CHARACTERISTICS

The median year built for all housing in Florissant is 1960, with the majority of housing built in a four decade period from 1940 to 1979 (refer to **Figure 1.3.5**). The majority of this housing could be described as post-war and mid-century

tract housing. It is generally 900 to 1,600 square feet; 2 to 3 bedrooms with 1 or 2 bathrooms; and primarily 1 story, located on 0.2 to 0.3 acre lots. Due to the size, configuration, and features of this housing, much of it is approaching or has reached market obsolescence. That is, it no longer fulfills market preferences for housing.

Furthermore, while these homes are generally accessible on the first floor, most have basement laundry rooms and large yards, which make them less desirable for seniors seeking to age in place in the community. Reduced market viability has resulted in low median home values on Florissant of \$105,000. These low values make the homes profitable to corporate buyers, and many homes have subsequently been bought by rental corporations and turned into rental homes.

FIGURE 1.3.5: BUILDINGS, YEAR-BUILT IN FLORISSANT



Goal 3: Housing, Parks & Neighborhood Amenities

FIGURE 1.3.6: LAND USE & PROPORTION

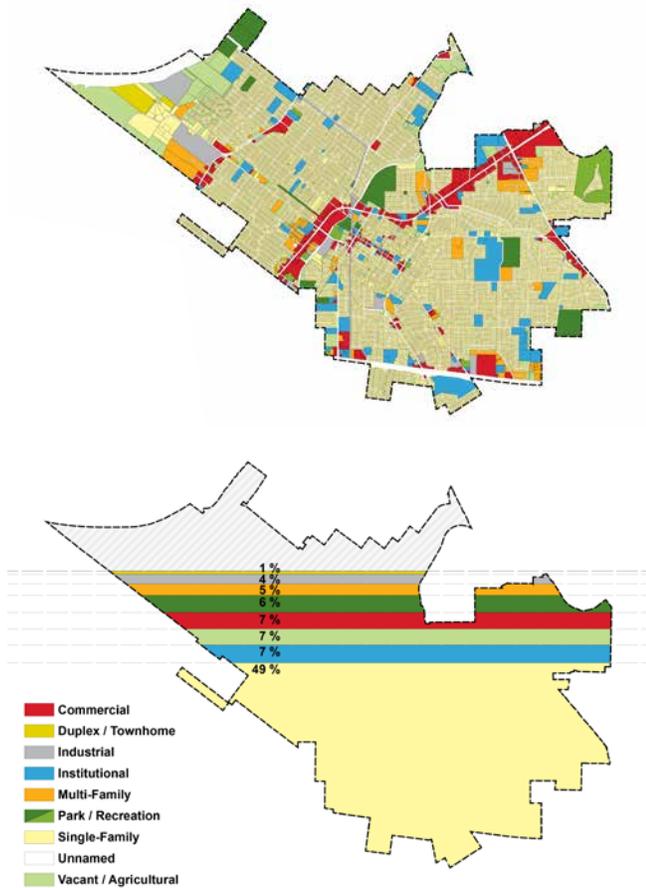
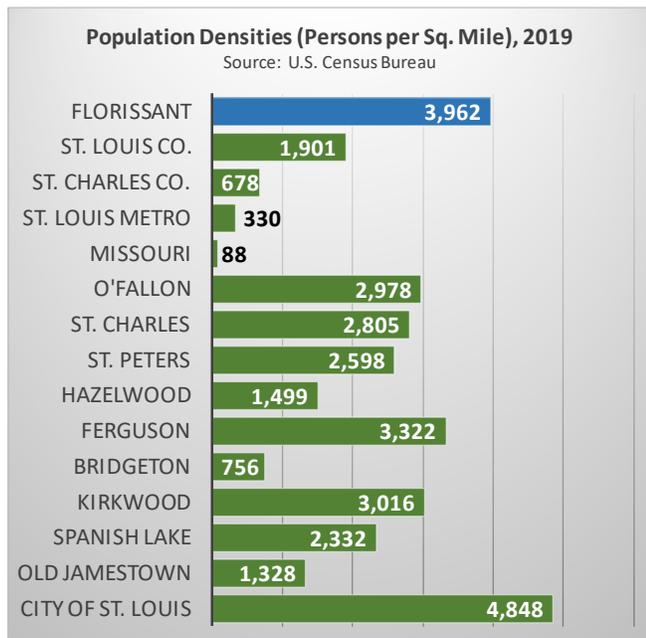


FIGURE 1.3.8



LAND USE & ZONING

Unlike many municipal zoning codes, Florissant's zoning districts are well-coordinated with the City's land use patterns. According to the St. Louis County Assessor, there are eight (8) land use classifications in Florissant, with the following percentage of developable land and total land area (indicated in parentheses) (refer to **Figure 1.3.6**):

- » Single-Family Residential: **57.0% (49.0%)**
- » Institutional: **8.0% (7.0%)**
- » Vacant / Agricultural: **8.0% (7.0%)**
- » Commercial: **8.0% (7.0%)**
- » Park / Recreation: **7.1% (6.0%)**
- » Multi-Family Residential: **6.2% (5.0%)**
- » Industrial: **4.5% (4.0%)**
- » Duplex / Townhome: **1.2% (1.0%)**

Florissant's zoning codes is comprised of 23 separate zoning districts:

1. "A" Recreational District
2. "B-1" Local Shopping District
3. "B-2" Central Business District
4. "B-3" Extensive Business District
5. "B-4" Highway Commercial District
6. "B-5" Planned Commercial District
7. "HR" Historic Residential District
8. "HD" Historic Duplex District
9. "HMD" Historic Multiple Dwelling District
10. "HB" Historic Business District
11. "HPFD" Historic Patterson, Elisha and Lucy, Farmstead District
12. "JMHD" John B. Meyers Historic District
13. "M-1" Limited Industrial District
14. "M-2" Industry District
15. "M-3" Planned Industrial District
16. "NU" Non-Urban District
17. "PEU" Planned Environment Unit
18. "R-1" Single-Family Dwelling District
19. "R-2" Single-Family Dwelling District
20. "R-3" Single-Family Dwelling District
21. "R-4" Single-Family Dwelling District
22. "R-5" Duplex Dwelling District
23. "R-6" Multiple-Family Dwelling District

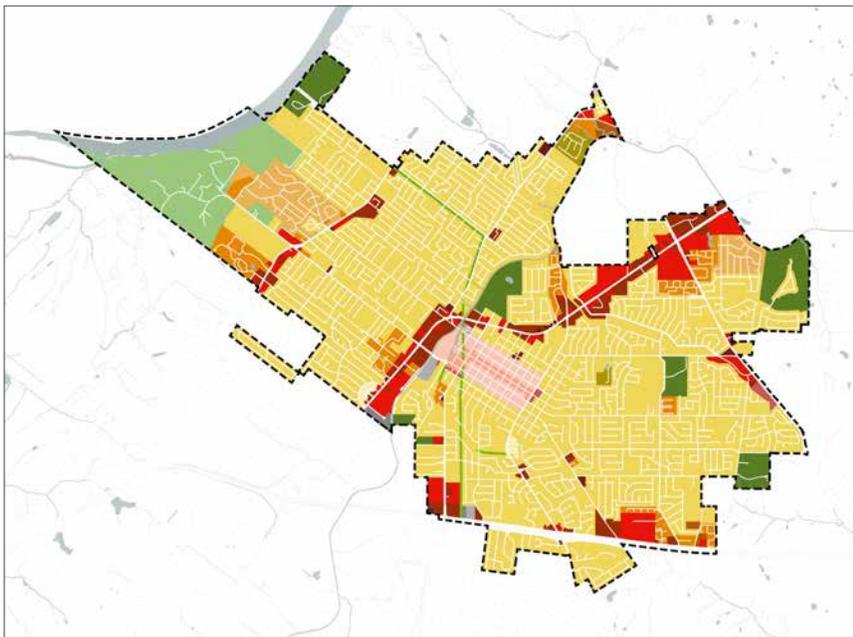
Of the 23 zoning districts, 19 are currently assigned to parcels, and four (4) are assigned to no parcels (refer to **Figure 1.3.7**).

Goal 3:
Housing, Parks & Neighborhood Amenities

It is important to note that Florissant is relatively dense in terms of its residential land use patterns and population per square mile. While Florissant is predominantly a detached single-family home community, it is more than two times as densely populated (3,962 people per square mile) as St. Louis County as a whole (1,901 people per square mile) and more than ten times as dense as the St. Louis regional average (330 people per square mile). Of nearby and peer communities, only Ferguson approaches Florissant’s density at 3,322 people per square mile. For comparison, the City of St. Louis is 4,848 people per square mile (refer to Figure 1.3.8)

Generally, the current zoning regulations do not limit development within Florissant. The major limiting factor is low market potential and high development costs associated with redevelopment of existing built lots. However, the current zoning districts do not permit mixed-use development, accessory dwelling units, and a diversity of housing types throughout the City. These elements can help to create new markets for new housing types in Florissant.

FIGURE 1.3.7: ZONING DISTRICTS & IMPERVIOUS COVERAGE



Zone	# of Buildings	% Impervious	% Unbuilt	Zone	# of Buildings	% Impervious	% Unbuilt
A	19	1.5 %	98.5 %	M1	10	68.5 %	31.5 %
B1	31	95.9 %	4.1 %	M2	10	73.7 %	26.3 %
B2	18	77.9 %	22.1 %	NU	49	4.1 %	95.9 %
B3	233	89.7 %	10.3 %	PEU	120	20.4 %	79.6 %
B5	131	60.0 %	40.0 %	R2	5	4.2 %	95.8 %
HB	99	47.0 %	53.0 %	R3	796	55.8 %	44.2 %
HM	6	51.8 %	48.2 %	R4	16,639	27.9 %	72.1 %
HR	301	18.4 %	81.6 %	R5	64	42.3 %	57.7 %
HPFD	3	11.6 %	88.4 %	R6	414	35.6 %	64.4 %
JMHD	2	56.9 %	43.1 %	ROW	0	8.1 %	91.9 %

Goal 3:
Housing, Parks & Neighborhood Amenities

PARKS, TRAILS & RECREATION

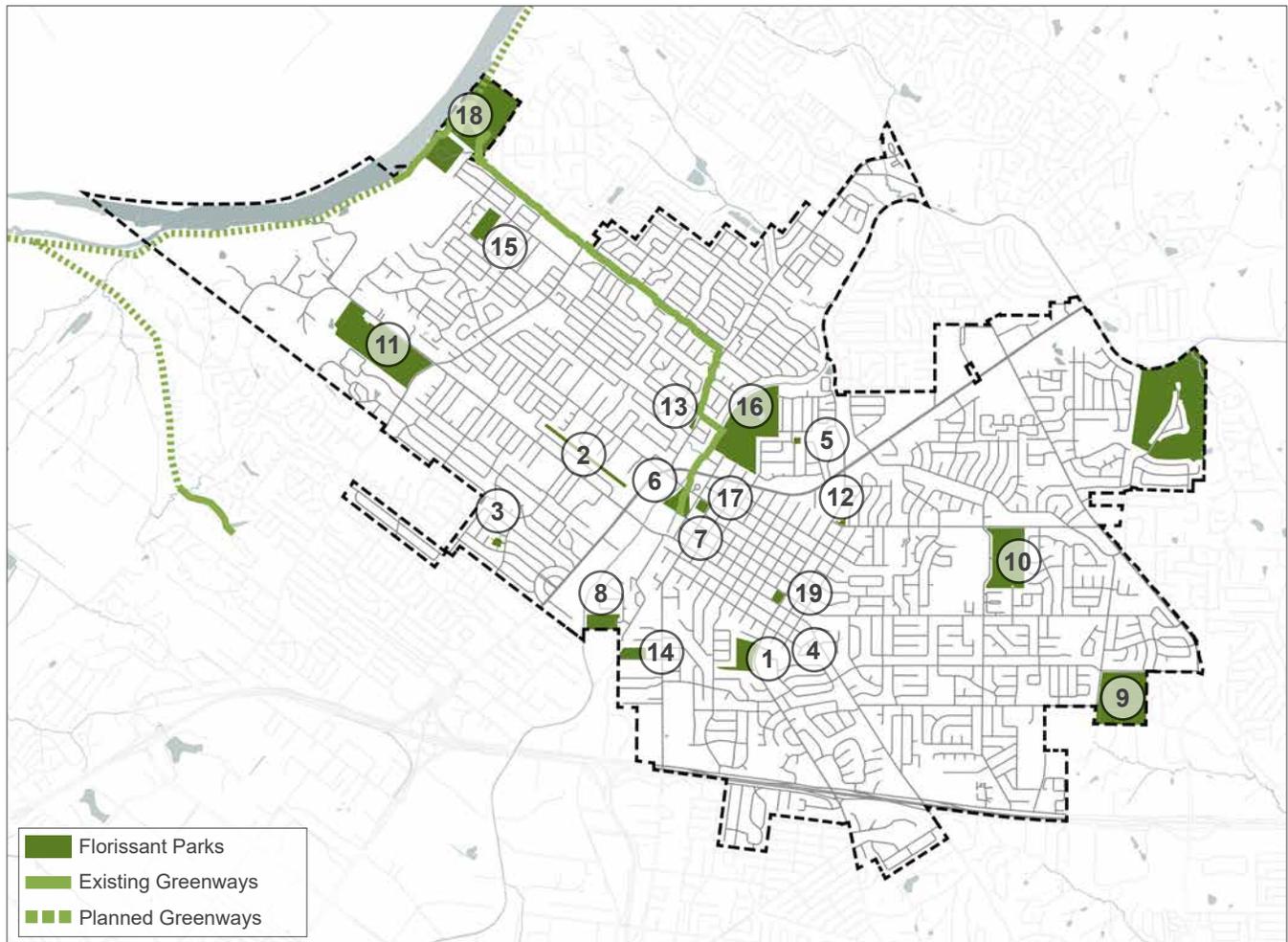
The City of Florissant has an extensive network of 19 parks with significant community and recreational amenities:

1. Bangert Park & Swimming Pool
2. Behlmann Park
3. Blackfoot Park
4. Blanche’s Spring Park
5. Champlain-Florval Park
6. Coldwater Commons Park
7. Davison Park
8. Duchesne Park
9. Dunegant Park
10. Florissant Valley Park / James J. Eagan Civic Center

11. Koch Park / John F. Kennedy Community Center
12. Littlewoods Park
13. Loretto Manor Park
14. Manion Park
15. Mullanphy Park
16. St. Ferdinand Park
17. Spanish Land Grant Park
18. Sunset Park
19. Tower Court Park

In addition to these 19 parks, the City also owns and operates the public Florissant Golf Club. The City also maintains the Sunset Greenway, an approximately 3.8 mile off-street multi-use path. Sunset Greenway connects Sunset Park—at the Missouri River—to Coldwater Commons Park in Old Town (refer to Figure 1.3.9).

FIGURE 1.3.9: FLORISSANT PARK SYSTEM MAP



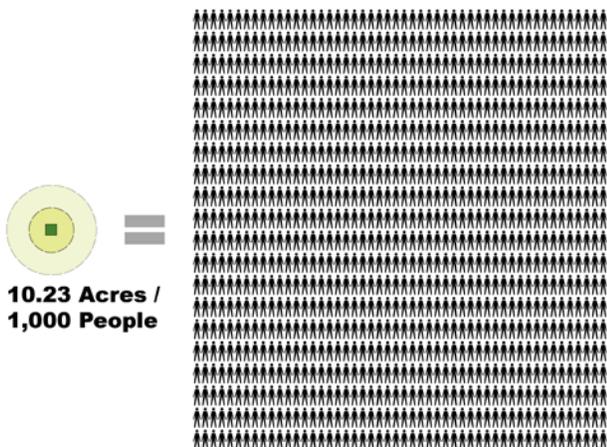
Goal 3: Housing, Parks & Neighborhood Amenities

Florissant owns 537 acres of public park space, **10.23 acres of park space per 1,000 residents** (refer to Figure 1.3.10). This is slightly higher than the National Recreation and Parks Association (NRPA) **minimum standard of 10 acres per 1,000 residents**.

Florissant’s parks are concentrated (1) along the northwestern edge of the City, west of Shackelford Road; (2) along Coldwater Creek; and along the eastern edge of the City, east of Waterford Drive. Neighborhoods located between Shackelford Drive and Lindbergh Boulevard, and between New Florissant Road and Waterford Drive, have relatively limited access to City parks, especially if walking or biking (refer to Figure 1.3.11).

Florissant has, for many years, maintained a suite of community recreational amenities that are quite unique within the region. At the James J. Eagan center, there is an indoor pool, gymnasium, fitness center, and game room, as well as 600-seat theater and covered outdoor ice rink. The John F. Kennedy Community Center includes a gymnasium, fitness center, game room, and racquetball court, as well as an adjacent outdoor splash pad. Bangert Park features an outdoor swimming pool and aquatic center, and is the location of the Florissant Valley Branch of the St. Louis County Public Library. These facilities are well-utilized by Florissant residents; however, these they are all more than 30 years old and require maintenance and upgrades.

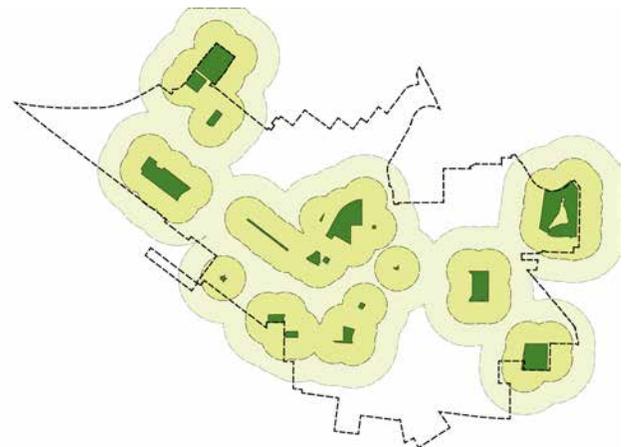
FIGURE 1.3.10: PARK SPACE PER 1,000 PEOPLE



Consensus Issues:

- » **Most housing stock is old and obsolete.**
- » **Lack of land for new housing development.**
- » **Few upscale, large family, and life cycle housing options.**
- » **Lack of options for seniors wishing to age in place.**
- » **Expanding numbers of rental houses owned by absentee landlords.**
- » **Challenges to code enforcement create neighborhoods and homes that are not well cared-for.**
- » **Parks and neighborhood amenities need to be updated for growing family uses.**
- » **Major natural and environmental features are eyesores and liabilities, not amenities.**

FIGURE 1.3.11: 5- AND 10-MINUTE WALK RADII



Goal 3:

Housing, Parks & Neighborhood Amenities

Objective 3.1:

Florissant will enhance its existing neighborhoods with clean, safe, healthy, and accessible community amenities to create a distinctive and identifiable sense of place.

Strategy 3.1.1: **Improve neighborhood walkability with connected sidewalks, crosswalks, and accessible curb cuts.**

Strategy 3.1.2: **Enhance neighborhood landscaping with a private-property landscape ordinance (due to limited ROW width to accommodate public landscaping).**

Strategy 3.1.3: **Promote the revitalization and tenancing of existing neighborhood-centric retail and service business areas that provide walkable, “street-corner” commercial amenities in residential neighborhoods (i.e. such as at St. Anthony Lane and S. New Florissant Road or Washington Street and Derhake Road).**

Goal 3:
Housing, Parks & Neighborhood Amenities

Objective 3.2:

Florissant will actively facilitate the construction of new housing to provide expanded housing options for all types of residents, including larger families and seniors aging in place.

- Strategy 3.2.1: **Establish a Land Clearance for Redevelopment Authority (LCRA) to acquire and hold land.**
- Strategy 3.2.2: **Conduct a blighting study of the City to identify areas that may qualify for redevelopment incentives.**
- Strategy 3.2.3: **Prepare one or more area specific Redevelopment Plans in conjunction with a Chapter 353 redevelopment corporation.**
- Strategy 3.2.4: **Create a developer- and homeowner-friendly, easy to navigate process for project approvals, removing barriers which can disincentivize residential property improvements and new residential construction projects in Florissant.**
- Strategy 3.2.5: **Pursue annexation of unincorporated land and undeveloped land to provide opportunities for new and diverse housing options in Florissant, including townhomes, condos, villas, and apartments, as well as single-family homes of sizes and configurations not currently available in Florissant.**
- Strategy 3.2.6: **Pursue development of independent senior housing options, focusing on smaller homes, condos, and apartments with shared amenities.**
- Strategy 3.2.7: **Partner with large homebuilders and mixed-use commercial developers.**

Goal 3:
Housing, Parks & Neighborhood Amenities

Objective 3.3:

The City of Florissant will upgrade zoning and code enforcement to enhance the physical and visual character of its residential neighborhoods.

-
- Strategy 3.3.1: **Develop updated residential zoning regulations that are based on the desired physical character of individual neighborhoods (“Community Place Types”) instead of lot sizes or residential densities.**
 - Strategy 3.3.2: **Permit accessory dwelling units (ADU’s)—granny flats or carriage house apartments—in residential zoning districts.**
 - Strategy 3.3.3: **Update zoning requirements in targeted, underdeveloped commercial areas to permit attached residential and mixed-use residential developments.**
 - Strategy 3.3.4: **Establish a mandatory landlord training and tenant screening program as a requirement for issuing rental occupancy permits.**
 - Strategy 3.3.5: **Establish a mandatory tenant rights and responsibilities educational program and supporting materials as a requirement for obtaining a rental occupancy permit.**
 - Strategy 3.3.6: **Limit the total number of rental properties as a percentage of each Block within Single-Family zoning districts through an ordinance.**
 - Strategy 3.3.7: **Continue rigorous enforcement of the City’s exterior maintenance code and occupancy permit program.**

Goal 3:
Housing, Parks & Neighborhood Amenities

Objective 3.4:

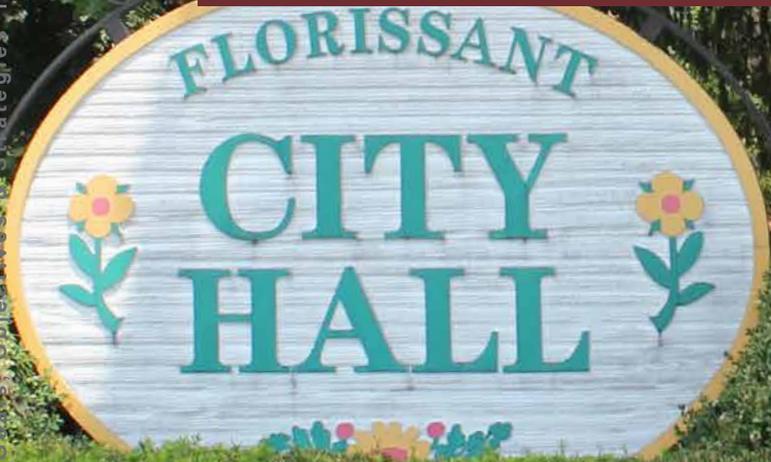
Florissant will upgrade and improve its renowned park system, recreational facilities, and neighborhood amenities and enhance connectivity among parks and between parks and surrounding neighborhoods through an expanded system of paths, trails, and greenways.

-
- Strategy 3.4.1: **Develop a City-wide Parks & Recreation Master Plan for Florissant’s parks, recreation facilities, trails, and greenway system.**
 - Strategy 3.4.2: **Develop new master plans for each of Florissant’s individual parks and recreational facilities.**
 - Strategy 3.4.3: **Assess park facility maintenance needs annually in order to identify improvements needed over the near term, medium-term, and long-term in order to keep park facilities in good condition overtime while managing limited financial resources.**
 - Strategy 3.4.4: **Establish revenue-generating programs and facilities (such as a bluff-top restaurant) at Sunset Park; consider contracting with a third-party vendor to operate these programs and facilities.**
 - Strategy 3.4.5: **Expand Sunset park and consider development of unique recreational amenities, including high-quality camping facilities, hiking trails, and accessible connections from Sunset Park to the Missouri Riverfront and other natural areas along the Missouri River, including the Great Rivers Greenway Missouri River Greenway.**
 - Strategy 3.4.6: **Develop a network of off-street or parallel-street greenways, trails, bike paths, and signalized crossings connecting all Florissant Wards, all City parks, and all schools.**
 - Strategy 3.4.7: **Secure funding for and complete construction of a new Florissant Aquatic Center (at either Koch Park or Florissant Valley Park / James J. Eagan Civic Center) and construct a new lap pool at Bangert Park.**

Goal 4:

Education, Community Services & Programming

Expand the availability of high-quality education resources, community services, and community programs—especially for children, teens, and senior citizens—and improve access for all Florissant residents.



Existing Conditions

Florissant is well-known for high-quality municipal community services. Working with local non-profit organizations, the City hosts numerous community events throughout the year. Florissant is also home to several well-renowned private elementary schools and one private high school. However, public education resources in Florissant are substandard, with the Ferguson-Florissant and Hazelwood school districts each performing below state averages. This makes it difficult to retain families with kids in Florissant.

Public education is provided by the Hazelwood School District and the Ferguson-Florissant R-II School District, as well as the Special School District (SSD) of St. Louis County. Each district covers approximately one-half of the City; Hazelwood west of Coldwater Creek and Ferguson-Florissant east of Coldwater Creek (**refer to Figure 1.4.1**).

The following public schools are located within the City of Florissant:

» **Ferguson-Florissant R-II School District**

1. Combs Elementary School
2. Commons Lane Elementary School
3. Duchesne Elementary School
4. Halls Ferry Elementary School
5. Parker Road Elementary School
6. Robinwood Elementary School
7. Cross Keys Middle School
8. McClure High School
9. McClure North High School

» **Hazelwood School District**

1. Jana Elementary School
2. Lawson Elementary
3. Lusher Elementary School
4. McCurdy Elementary School
5. Walker Elementary School
6. Hazelwood Northwest Middle School

» **Special School District of St. Louis County**

1. Ackerman School
2. Northview High School
3. North Technical High School

In addition to these public schools, Florissant is served by the following private elementary and high schools:

1. All Saints Academy – St. Ferdinand Campus
2. All Saints Academy – St. Norbert Campus
3. All Saints Academy – St. Rose Philippine Duchesne Campus
4. Atonement Lutheran School
5. Children’s Village Christian School
6. North County Christian School
7. Sacred Heart School
8. St. Marks United Methodist Mini School

Goal 4:
Education, Community Services & Programming

Consensus Issues:

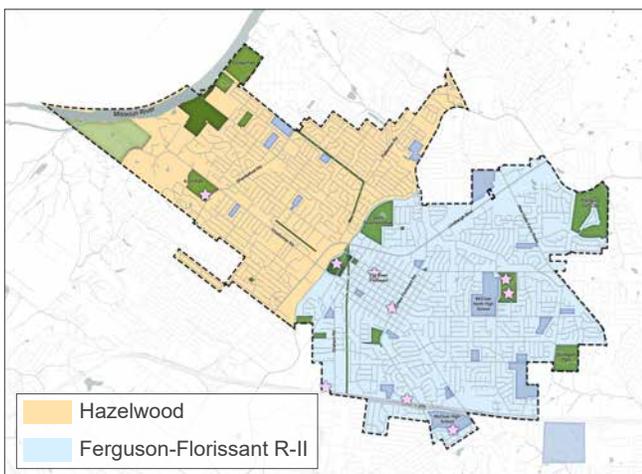
- » **Poor performance of Hazelwood and Ferguson-Florissant School Districts.**
- » **Private schools are not affordable for many residents and some lack diversity.**
- » **There is a need for affordable, quality child care in Florissant.**
- » **Lack of youth, teen after school, and senior programming.**
- » **No major family recreational / entertainment places.**
- » **Existing community centers and services are unreliable, limited, and outdated.**
- » **Negative perceptions of crime and poor public safety.**
- » **Lack of youth and minority involvement in the community.**

Public education resources available to Florissant residents are substandard, based on assessments by the Missouri Department of Elementary and Secondary Education (MODESE). According to the most recent data from 2019, the Ferguson-Florissant School District’s average academic performance figures are **43 percent lower** than the Missouri statewide average, and college and career readiness (CCR) is **61 percent lower** than the Missouri statewide average. The Hazelwood Districts average academic performance is **33 percent lower** than the statewide average, and CCR is **49 percent lower** than the statewide average.

By comparison, Pattonville School District’s academic performance is 27 percent higher than the statewide average, and CCR is only 5 percent lower than statewide average. St. Louis City Public Schools—which is provisionally accredited—have academic performance scores 48 percent lower than the Missouri average, and CCR scores 61 percent lower than the statewide average.

While many Florissant residents choose to send their children to private schools, this option is not always desirable or financially-feasible. Until progress is made with both the Hazelwood and Ferguson-Florissant schools districts to transform them into at least average-performing districts, Florissant will likely face headwinds in both attracting new households with school-age children, as well as retaining existing households with children when it is time for those kids to start school.

FIGURE 1.4.1: PUBLIC SCHOOL DISTRICTS



Goal 4:

Education, Community Services & Programming

Objective 4.1:

The City of Florissant will work in partnership with educational providers—the Ferguson-Florissant School District, the Hazelwood School District, and the Archdiocese of St. Louis—to secure access to high-quality primary education for Florissant residents.

-
- Strategy 4.1.1: **Establish a Task Force of the City, Hazelwood School District, and Ferguson-Florissant School District to actively develop solutions to improving school performance and perception.**
 - Strategy 4.1.2: **Appoint a liaison and actively engage with the St. Louis Archdiocese to support and maintain the viability of Sacred Heart Catholic School and All Saints Academy and establish a strategic plan for scholarships and long-range parochial education.**
 - Strategy 4.1.3: **Collaborate with regional corporations to establish mentorship programs for students in the Ferguson-Florissant School District, Hazelwood School District, and area private schools.**
 - Strategy 4.1.4: **Continue and expand the City of Florissant Youth Advisory Commission to have student representatives from all area schools and their superintendents to give students a voice in how the schools and the community overall can be improved and discuss student issues and interests, while helping to develop new initiatives.**

Goal 4:

Education, Community Services & Programming

Objective 4.2:

The City of Florissant will maintain and continuously improve the high standard of public services for which the City is well-known, for safety, health, welfare, and quality of life of residents and businesses.

- Strategy 4.2.1: **Keep public safety a high priority, including training and certification, developing public safety programs, and enforcement measures, to have a positive effect on crime reduction.**
- Strategy 4.2.2: **Continuously reinforce with all City staff the need to serve customers with the utmost respect, courtesy, responsibility, and equity.**
- Strategy 4.2.3: **Work with communication service providers to ensure state-of-the-art broadband and mobile data service access in all parts of Florissant.**
- Strategy 4.2.4: **Maintain effective working relationships with external service providers and actively advocate for the improvement of infrastructure and services in Florissant.**
- Strategy 4.2.5: **Constantly act in the public's interest to manage the City's human and financial resources.**

Goal 4:

Education, Community Services & Programming

Objective 4.3:

Florissant, in partnership with regional community service resources, will expand access to programs and events that benefit the whole community.

-
- Strategy 4.3.1: **Collaborate with local community colleges and universities for training programs and continuing education opportunities.**
 - Strategy 4.3.2: **Establish affordable, reliable family care options in Florissant.**
 - Strategy 4.3.3: **Establish a program to connect seniors with after-school and day care needs for children.**
 - Strategy 4.3.4: **Establish neighborhood watch programs along with increased police visibility to monitor and increase the overall safety of the community.**
 - Strategy 4.3.5: **Facilitate high-crime apartment complexes to use video surveillance to reduce crime through grant funding for equipment and training.**
 - Strategy 4.3.6: **Continue and expand Florissant’s community festivals, including the Valley of the Flowers Festival, Fall Festival, Hispanic Festival St. Louis, and the proposed Irish and Italian festivals.**
 - Strategy 4.3.7: **Establish weekly, city-sponsored farmers markets at each of Florissant’s large parks.**

Goal 5:

Transportation, Connectivity & Infrastructure

Improve access to and connectivity across multiple modes of transportation including vehicular, transit, bicycle, and pedestrian, thereby increasing Florissant's connections to regional job centers and amenities, public safety, and active living.

Existing Conditions

A densely-populated, post-War suburb, Florissant has an extensive street network incorporating major regional thoroughfares with a high degree of natural connectivity. Most of Florissant’s neighborhoods and districts have a grid or modified-grid street pattern with many intersections and few cul-de-sacs and dead-ends. However, Florissant’s street infrastructure is automobile-dominated and does not do a good job of supporting alternative mobility modes, including walking, biking, and golf carts.

REGIONAL LOCATION & ACCESS

Florissant is located primarily north of Interstate 270, and is regionally-served by I-270, I-70, and I-170. There are three (3) highway entrances/exits within Florissant’s corporate boundary: N. Hanley Road/Graham Road at I-270; New Florissant Road at I-270; and Washington Street/Elizabeth Avenue at I-270. Florissant is indirectly served by five (5) additional highway entrances and exits: Howdershell Road/James S. McDonnell Boulevard at I-270 (in Hazelwood); Lindbergh Boulevard at I-270 (in Hazelwood); N, Hanley Road at I-170 (in Berkeley); West Florissant Avenue at I-270 (in unincorporated St. Louis County); and New Halls Ferry Road at I-270 (also in unincorporated St. Louis County). These eight (8) entrances/exits occur within a 7-mile stretch of I-270, providing a diversity of access points to different parts of the City. As a result, Florissant is centrally-located in the region’s most dense employment center, within a 15-minute drive of more than 130,000 jobs (refer to Figure 1.5.1).

TRANSPORTATION INFRASTRUCTURE JURISDICTION & OWNERSHIP

Within Florissant, roadways are owned and maintained by a variety of local and regional entities, with most roads and streets being owned and maintained by the City of Florissant (refer to Figure 1.5.2):

1. **Missouri Department of Transportation (MODOT)**
 - » Interstate 270 (Federal Interstate Highway System)
 - » Lindbergh Boulevard / U.S. 67 (U.S. Highway System)
 - » New Halls Ferry Road / Highway AC (State Highway System, south of Lindbergh Boulevard)
 - » Dunn Road (north Interstate service road)
 - » Pershall Road (south Interstate service road)

Goal 5: Transportation, Connectivity & Infrastructure

FIGURE 1.5.1: REGIONAL LOCATION & ACCESSIBILITY

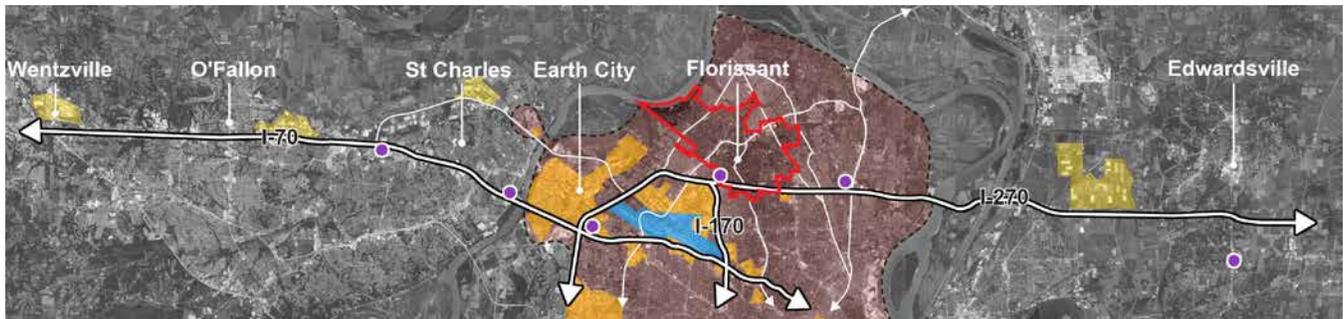
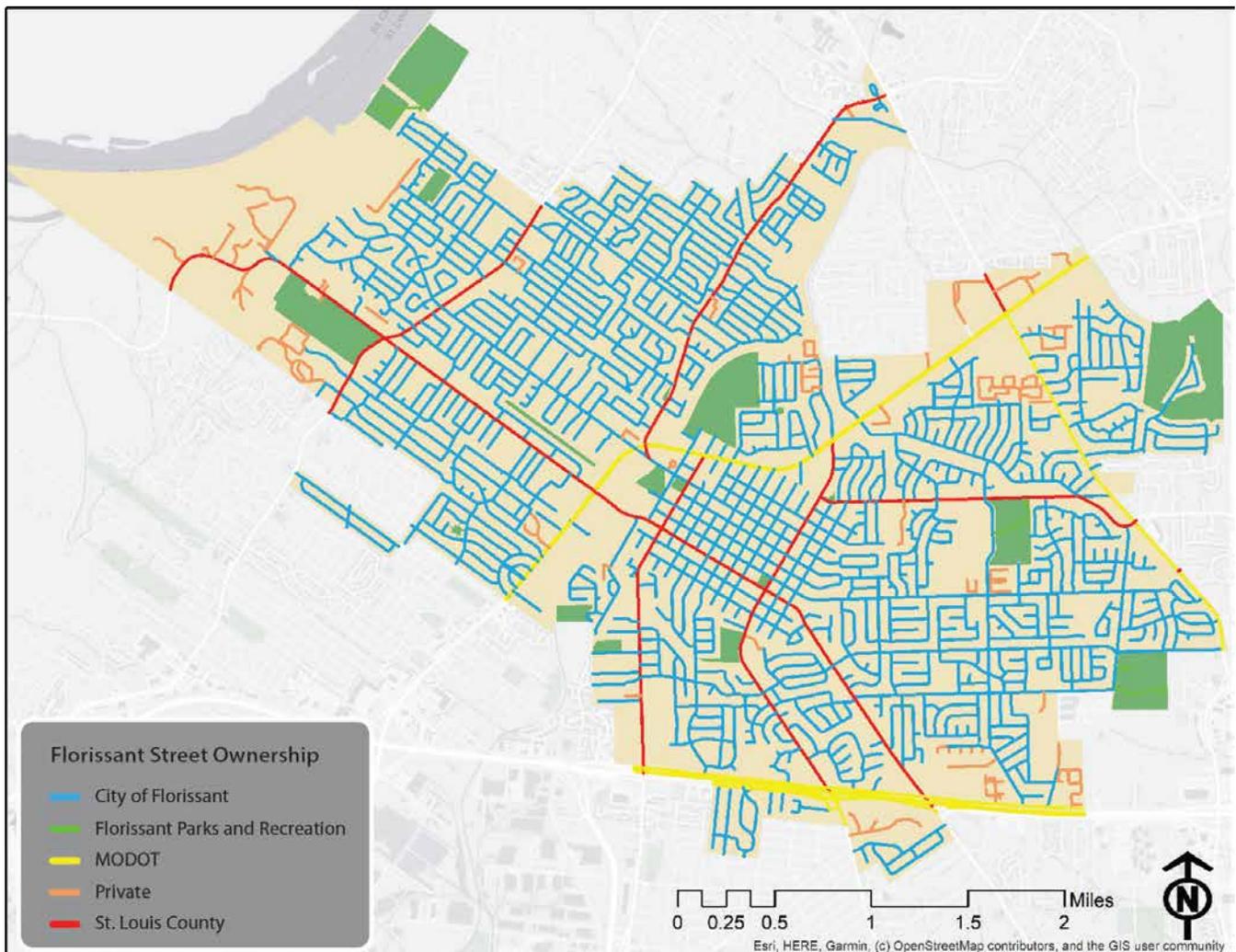


FIGURE 1.5.2: ROADWAY OWNERSHIP



Goal 5:

Transportation, Connectivity & Infrastructure

2. St. Louis County Department of Transportation

- » Aubuchon Road / Charbonier Road / Washington Street
- » Howdershell Road / Shackelford Road
- » Patterson Road
- » Graham Road / St. Ferdinand Street
- » New Florissant Road
- » Parker Road
- » New Halls Ferry Road (north of Lindbergh Boulevard)

3. Privately-owned Streets

- » Pelican Cove Apartments subdivision
- » Riverchase Apartments and Townhomes subdivision
- » Marygrove
- » Missouri American Water Company North Plant
- » Kensington Square apartments subdivision
- » The Groves Townhomes and Apartments subdivision
- » Leisure Village Condominiums subdivision
- » Country Green Apartments subdivision
- » Garden Plaza subdivision
- » Stonebridge Townhomes subdivision
- » Grandview Gardens Apartments subdivision

4. Florissant-owned Streets

- » All other streets

Consensus Issues:

- » **Lindbergh is not visually appealing.**
- » **Lack of consistent sidewalk connectivity.**
- » **Bike and pedestrian facilities are limited, outdated, and unsafe.**
- » **Traffic safety and speeds are not adequately enforced.**
- » **Streets need improved maintenance.**
- » **Improve transit accessibility within Florissant and outside destinations.**
- » **Improve access and connectivity between neighborhoods and commercial areas of the city.**
- » **Expand golf cart access and other alternative forms of mobility beyond Old Town.**
- » **Stormwater, sewer, and utility infrastructures are outdated, unreliable, and unappealing.**

Goal 5:
Transportation, Connectivity & Infrastructure

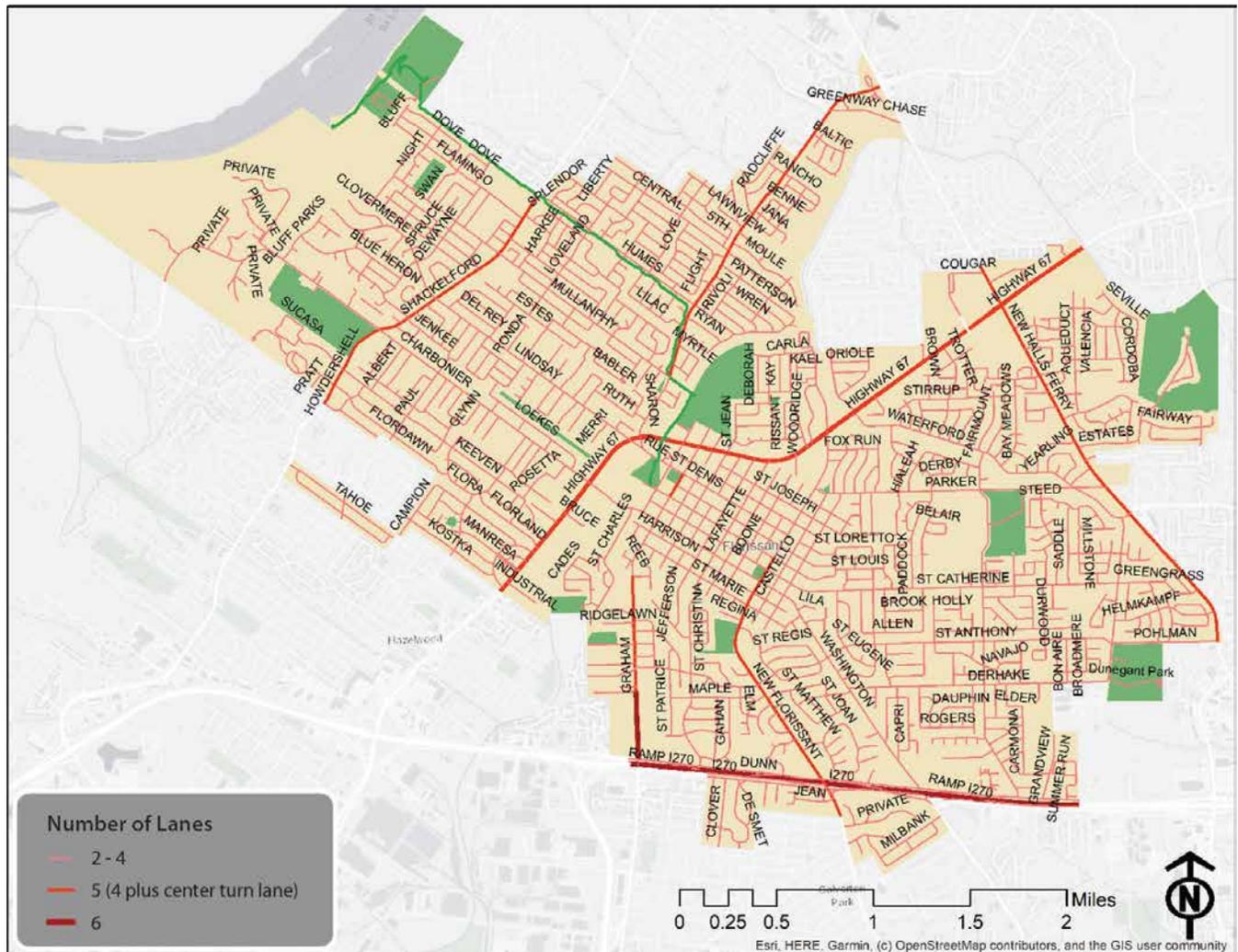
ROADWAY CAPACITY, CLASSIFICATION & TRAFFIC LOADS

The majority of Florissant’s roads are two (2) to four (4) lanes. Key arterials and five (5) lanes (four travel lanes with a center turn lane), namely Howdershell/Shackelford Road, Patterson Road, Lindbergh Boulevard, Graham Road, New Florissant Road, and New Halls Ferry Road (refer to Figure 1.5.3).

Florissant street network has a comprehensive hierarchy of roadway functional classifications

1. **Interstate Highway**
 - » Interstate 270
2. **Principal Collector**
 - » Howdershell Road / Shackelford Road
 - » Lindbergh Boulevard
 - » New Halls Ferry Road
3. **Minor Arterial**
 - » Aubuchon Road / Charbonier Road
 - » Washington Street
 - » Patterson Road
 - » Graham Road / St. Ferdinand Street
 - » New Florissant Road
 - » Parker Road

FIGURE 1.5.3: ROADWAY OWNERSHIP



Goal 5:
Transportation, Connectivity & Infrastructure

4. Major Collector

- » Humes Lane
- » Mullanphy Road
- » Lindsay Lane / Rue St. Denis Street
- » Waterford Drive
- » St. Anthony Lane / Pohlman Road
- » Dunn Road
- » Pershall Road

- » St. Catherine Street
- » Derhake Road

5. Minor Collector

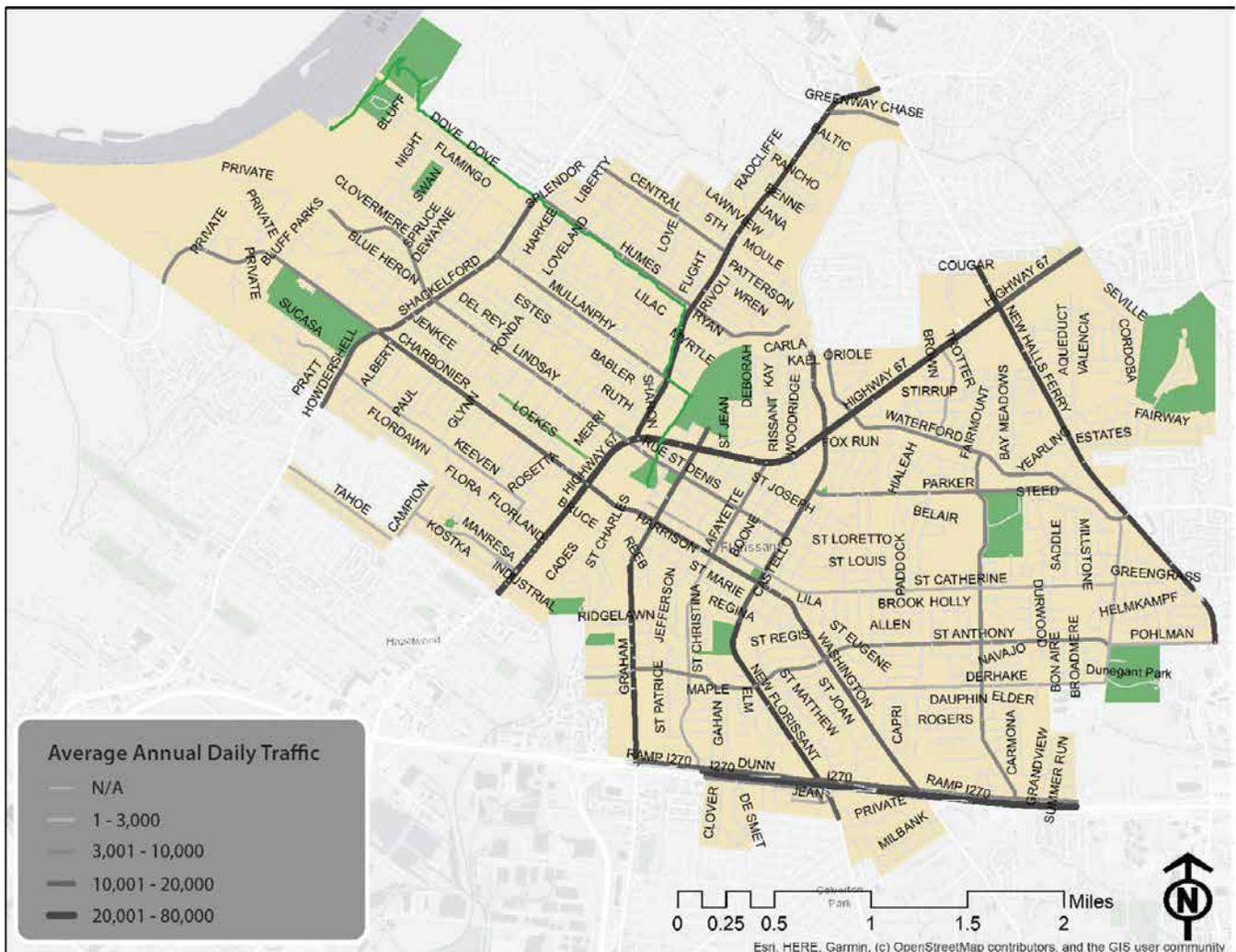
- » Keeven Lane
- » Central Parkway Drive
- » Calbreath Court
- » Lafayette Street
- » Trotterway Drive

6. Local Road

- » All other streets

Florissant's arterial and collector roads carry significant daily traffic volumes. Lindbergh Boulevard, New Halls Ferry Road, Patterson Road, I-270, and both New Florissant Road and Graham Road within one (1) mile of I-270 all carry between 20,000 and 80,000 average cars per day. Florissant's other major arterial and collector roads, carry 10,000 to 20,000 average cars per day (refer to Figure 1.5.4).

FIGURE 1.5.4: AVERAGE DAILY TRAFFIC COUNTS



Goal 5:

Transportation, Connectivity & Infrastructure

TRANSIT ACCESSIBILITY

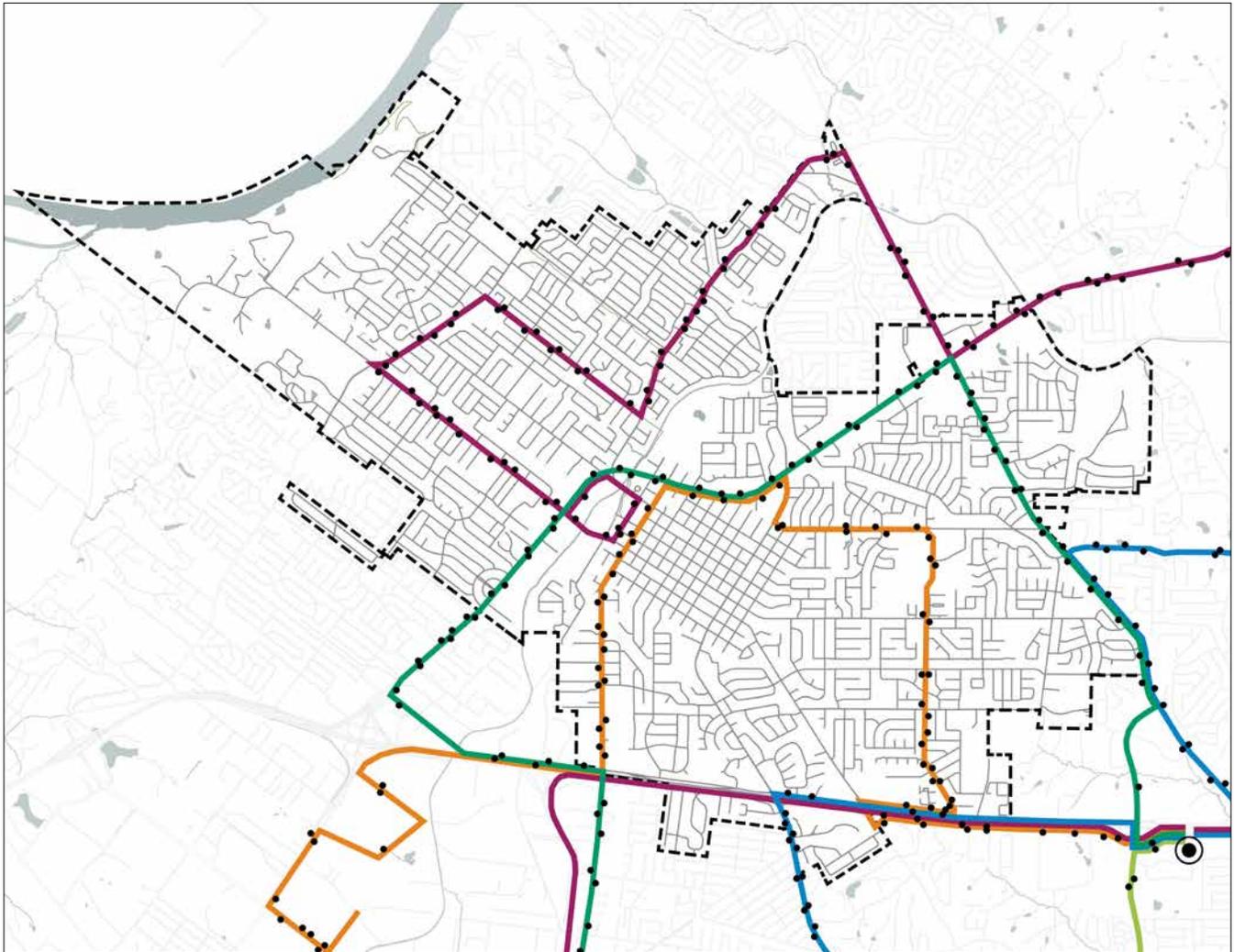
Florissant is reasonably well-served by MetroBus transit (refer to Figure 1.5.5):

- » Route 71 Patterson-Redman
- » Route 76 McDonnell-Waterford
- » Route 77 Village Square
- » Route 79 Ferguson
- » Route 79X North County Express

All of these routes connect to the North County Transit Center on Pershall Road (between West Florissant Avenue and New Halls Ferry Road). Routes 76, 77, 79, and 79X provide direct connection to MetroLink at the North Hanley Transit Center.

MetroBus routes are concentrated on Lindbergh Boulevard; Dunn and Pershall Roads; Graham Road; and New Halls Ferry Road, with additional roads on Shackelford Road, Charbonier Road, Mullanphy Road, Parker Road, and Waterford Drive. All Florissant Households are within 0.9 miles (an approximately 20 minute walk or 10 minute bike ride or less) of a MetroBus route.

FIGURE 1.5.5: METROBUS ROUTES



Goal 5:
Transportation, Connectivity & Infrastructure

BICYCLE LEVEL OF TRAVEL STRESS ANALYSIS

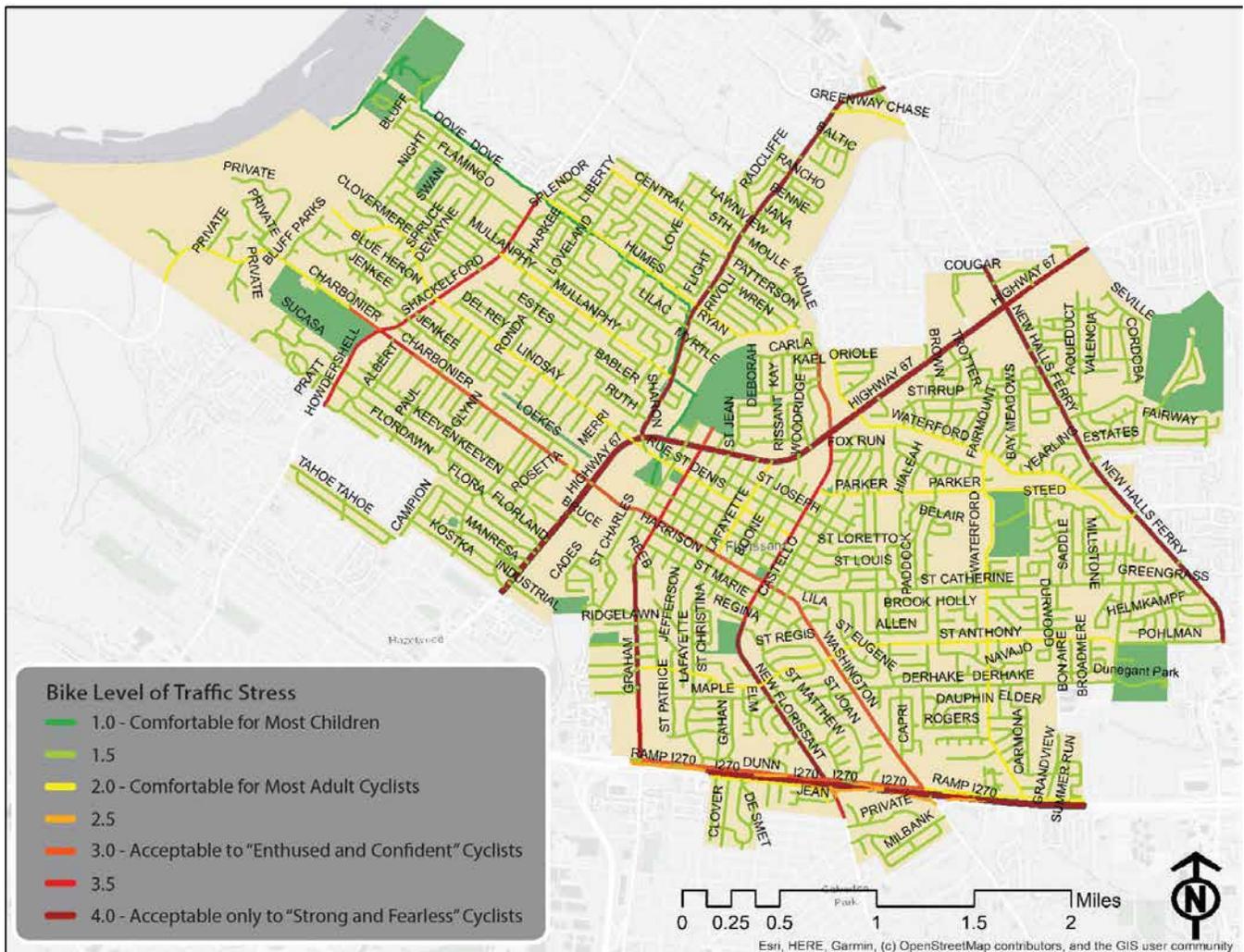
The bicycle level of stress analysis (BLTS) was conducted based on the method used by the Minnesota Transportation Institute (MTI). This involves placing each roadway into one of four categories of stress that are defined by posted speed limit, number of travel lanes, the presence of bike lanes, and traffic volumes.

Roadways classified with the lowest level of bicycle travel stress would be acceptable for children to ride on and are characterized by low speed limits, low traffic volumes, and wide lanes. Conversely, roadways classified at the other end

of the spectrum are only acceptable for adult cyclists who are “strong and fearless.” These roadways can be characterized as having high speed limits, high traffic volumes, and no bike lanes or shoulders (**refer to Figure 1.5.6**).

Given that land use in Florissant is predominantly low-density residential, the majority of the road network is considered comfortable for children, or at least an adult cyclist of any ability. However, various high-speed, high-traffic arterials criss-cross the city that effectively create barriers to cyclist mobility, particularly Lindbergh, New Halls Ferry, and Patterson and parts of Graham and New Florissant.

FIGURE 1.5.6: BICYCLE LEVEL OF TRAVEL STRESS



Goal 5:
Transportation, Connectivity & Infrastructure

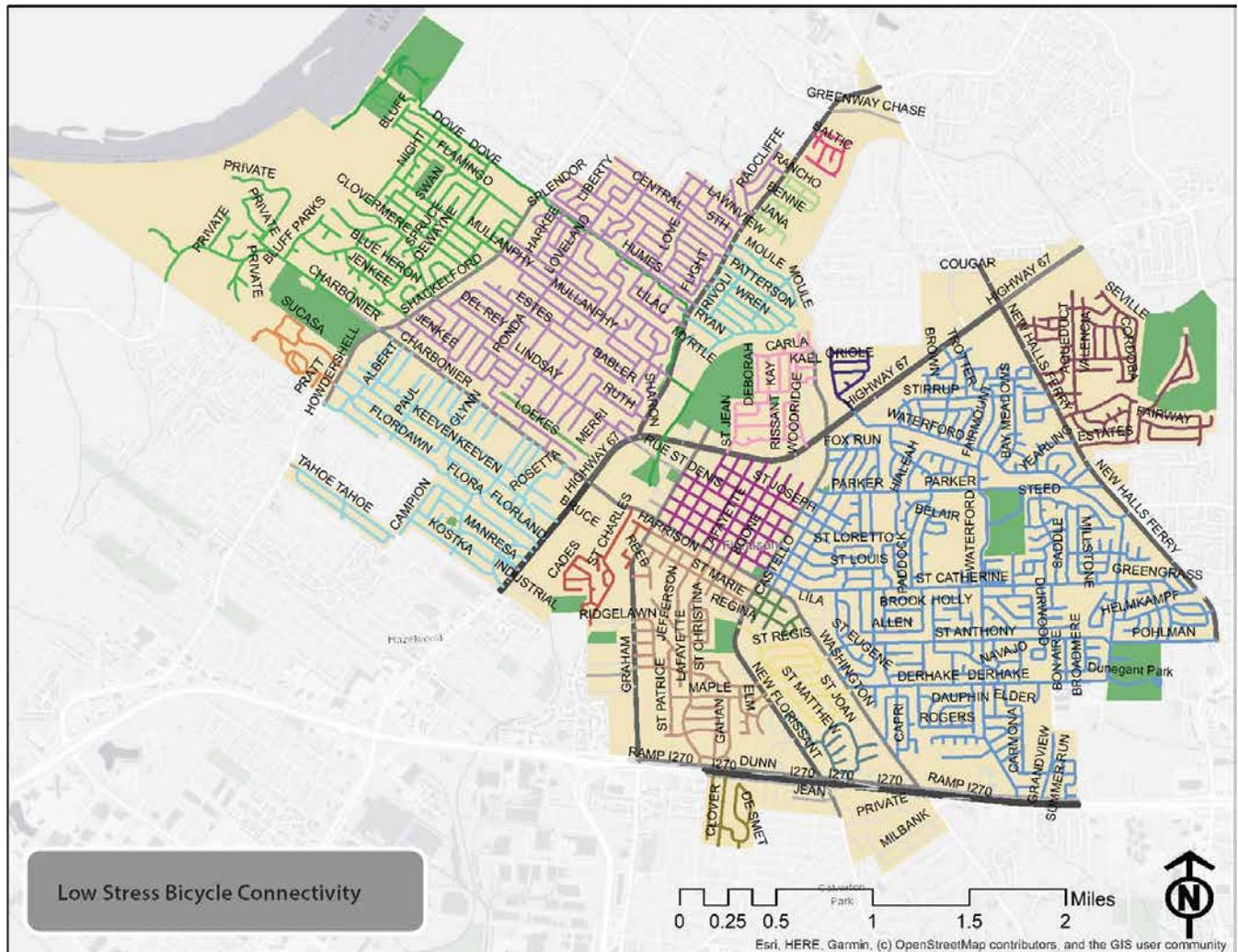
LOW-STRESS BICYCLE CONNECTIVITY ANALYSIS

The limitations in connectivity as described above are demonstrated in the Low Stress Bicycle Connectivity Analysis map below. The map shows clusters of roadways that are between Levels 1 and 2 of the BLTS and, in effect, show where a cyclist could travel using only low-stress roadways. We have determined that there are 18 different clusters of low-stress roadways throughout Florissant. Each cluster has been assigned a different color on the map. These clusters vary

greatly in size. Among the two largest are the southeast sector, represented in a blue color, followed by the northwest-central sector represented in a light purple (refer to Figure 1.5.7)

One item of note is that currently the Old Town Florissant area has largely low-stress streets for cycling, but is bounded on all sides by higher-stress streets, boxing it in from being reachable by all levels of cyclists traveling from surrounding neighborhoods. This considerably limits the number of cyclists able to access Old Town.

FIGURE 1.5.7: LOW-STRESS BICYCLE ANALYSIS



Goal 5:
Transportation, Connectivity & Infrastructure

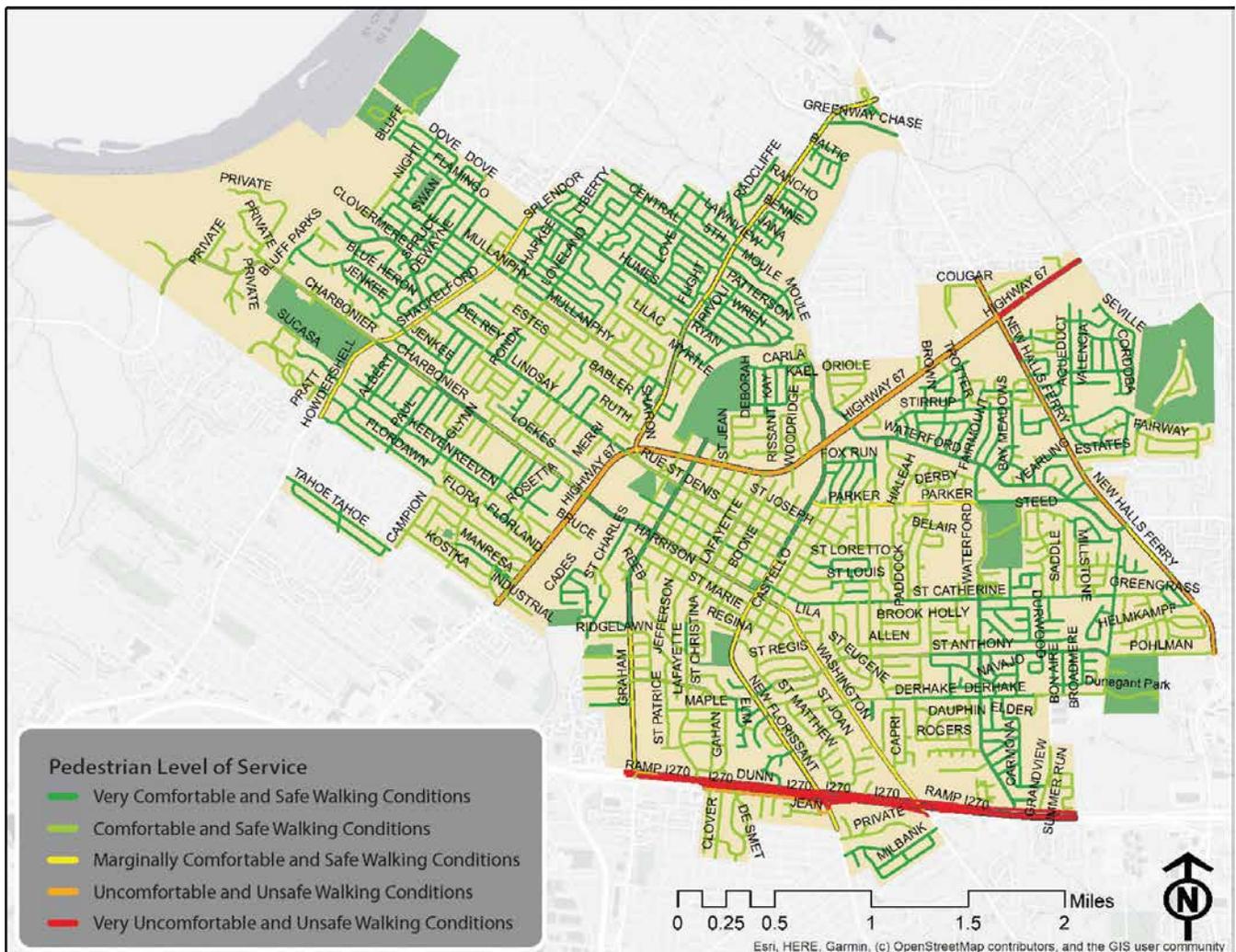
PEDESTRIAN LEVEL OF SERVICE

The Pedestrian Level of Service (PLOS) examines the completeness and comfort of the pedestrian infrastructure network on a segment by segment basis of the City street network. It was conducted using a similar method to the BLTS. Street segments with a complete sidewalk segment on both sides of the roadway, a buffer between the sidewalk and vehicle traffic, low traffic volume, and low traffic speeds were considered safest and most comfortable.

Most of the City has comfortable walking conditions, including in the Old Town area. While many parts of Florissant achieve the highest level of comfortable and safe walking conditions, some areas have sidewalks on only one side of the street or sections where sidewalk is absent on certain properties. Other areas lack sidewalks altogether.

Connectivity is good and helped given the lack of many modern residential subdivisions and the isolation from their surroundings that is often inherent with them. However, high traffic, high speed streets such as Lindbergh and New Halls Ferry can present a challenge to some pedestrians in comfort and safety (refer to Figure 1.5.8).

FIGURE 1.5.8: PEDESTRIAN LEVEL OF SERVICE



Goal 5:

Transportation, Connectivity & Infrastructure

ALTERNATIVE TRANSPORTATION

An emerging mobility trend in Florissant is golf carts. Currently, a number of residents in and immediately surrounding Old Town utilize golf carts for local trips. Golf carts are legal to drive on public roads with speed limits of 20 miles-per-hour or less. Through the community engagement process, a majority of participants expressed a desire for expanded golf cart connectivity throughout the City, to connect all neighborhoods, parks, schools, with designated golf cart routes.

REGIONAL PLANS & INITIATIVES

Florissant is also part of the following regional plans and initiatives:

- 1. St. Louis County Action Plan for Biking and Walking.** The Action Plan provides the blueprint for St. Louis County to develop a safe, connected and equitable transportation system that supports people of all ages and abilities in accessing life's opportunities. Walking and biking are key components of this multi-modal transportation system which will be considered for all roadway improvement projects in St. Louis County and implemented as conditions and funding allow.

Within the City of Florissant, the Action Plan specifies improvements on:

- » Lindbergh Boulevard;
- » Aubuchon Road / Charbonier Road / Washington Street
- » Patterson Road
- » New Florissant Road
- » Parker Road
- » Waterford Drive
- » St. Catherine Street
- » Derhake Road
- » New Halls Ferry Road

- 2. Great Rivers Greenway Missouri Greenway.** The master plan for the Missouri Greenway is a 55 mile (river mile) corridor that begins at the confluence of the Mighty Mississippi and the Missouri River and runs west to Boone's Crossing in Chesterfield. The greenway will

connect to the Mississippi Greenway, Sunset Greenway, Centennial Greenway, Fee Fee Greenway and Western Greenway; linking together the communities of Chesterfield, Maryland Heights, Bridgeton, Hazelwood, Florissant, and Spanish Lake.

Once completed, the Missouri River Greenway will provide direct, off-street bicycle and pedestrian connectivity between Old Town Florissant and: (a) Old Town St. Charles; (b) the Katy Trail and Creve Coeur Lake Memorial Park (via the MO-340/Page Extension spur); and the Metro East Madison County Transit (MCT) trail network (via the Chain of Rocks Bridge).

- 3. I-270 North Project:** The I-270 North Design Build Project is the next step toward improvements along Interstate 270 North (I-270N) from McDonnell Boulevard to Bellefontaine Road. The Project will improve safety and reliability within the I-270 corridor, link communities, and enhance traffic operations so the public has a durable and maintainable transportation network.

Project Improvement will include:

- » Reconstruct interchanges at North Lindbergh, Hanley/Graham, New Florissant, Washington/Elizabeth, West Florissant, New Halls Ferry, Old Halls Ferry, and Lewis and Clark;
- » Additional driving lane in both directions on I-270 from North Lindbergh to Lewis and Clark;
- » Improve accessibility for bicyclists and pedestrians with a multi-use path from Lindbergh to Breezy Point along Dunn, and from Hanley/Graham to Old Halls Ferry along Pershall;
- » Improve safety with an updated outer road system that includes removal of all cross over slip ramps;
- » Signal updates and replacements; and
- » New and replaced bridges.

Goal 5:

Transportation, Connectivity & Infrastructure

Objective 5.1:

The City of Florissant—working with regional and State partners—will enhance regional access to Florissant.

- Strategy 5.1.1: **Maintain an effective working relationship with the Missouri Department of Transportation (MODOT) on State Highway improvements within Florissant, especially on Lindbergh Boulevard.**
- Strategy 5.1.2: **Work with Metro Transit (Bi-State Development Agency) to expand bus routes and frequency of service to key economic and activity centers in Florissant, as well as key regional employment centers.**
- Strategy 5.1.3: **Expand the Sunset Greenway to the Missouri Greenway to increase regional connectivity.**
- Strategy 5.1.4: **St. Louis County (Missouri Bottom Road/Aubuchon/Charbonier from MO-370 to Shackelford) – Improve roadway to a floodproof connection to Florissant (Configuration to be defined through a planning process).**
- Strategy 5.1.5: **St. Louis County (Charbonier from Shackelford to I-270) - Improve corridor for roadway conditions and enhancements for community support. Work with the County to define and fund improvements to roadway conditions, and enhancements for supporting adjacent neighborhoods and connection to Old Town.**
- Strategy 5.1.6: **MODOT (I-270 Corridor) – Work with MODOT to identify improvements to the One-Way Outer Roads to enhance safety and calm travel speeds in coordination with adjacent trails and businesses.**
- Strategy 5.1.7: **Work with Great Rivers Greenway to extend the Missouri River Greenway from MO-370 to the Sunset Greenway.**
- Strategy 5.1.8: **Work with Great Rivers Greenway to plan and extend the Sunset Greenway through the east side of Old Town to connect with the Maline Greenway and other Greenways defined in the current update of the River Ring.**
- Strategy 5.1.9: **Create roundabouts in areas of high traffic convergence in the city.**

Goal 5:

Transportation, Connectivity & Infrastructure

Objective 5.2:

Florissant will provide safe, efficient, and equitable mobility and accessibility throughout the City for all residents, regardless of age, income, or ability.

- Strategy 5.2.1: **MODOT (Lindbergh from Patterson to New Halls Ferry) – Work with MODOT to develop a Great Street project that provides enhancements outside the curb lines consistent with Lindbergh Corridor enhancements south of Patterson; develop an access management plan and operational improvements that support economic development and adjacent neighborhoods.**
- Strategy 5.2.2: **MODOT (Lindbergh/Patterson/Lindsey/St. Denis Intersections) – Develop an improvement plan for this intersection in coordination with MODOT to enhance operations, safety, and access in coordination with the Old Town Plan, walking and biking improvements and trail connectivity.**
- Strategy 5.2.3: **Implement the 2018 Florissant Pedestrian and Bicycle Master Plan and 2021 St. Louis County Action Plan for Walking and Biking as coordinated plans in the City of Florissant.**
- Strategy 5.2.4: **Provide equitable enforcement activities for the transportation network to enhance safety, security, and education of the public and city officials on public safety in walking, biking, use of golf carts, and driving.**
- Strategy 5.2.5: **Develop a Calm Street overlay to the walking and biking network in the Florissant Pedestrian and Bicycle Master Plan and Action Plan for Walking and Biking that includes connectivity of a Golf Cart network between all areas of the city on low-speed roadways and identify safe crossings of major and minor roadways to connect all areas of the city.**
- Lower the speed limit on Calm streets to 20 mph
 - Sign and mark the Calm Street Network in the City of Florissant
- Strategy 5.2.6: **Develop, adopt, and implement a City-Wide Traffic Calming Policy that supports circulation by modes other than a car.**
- Strategy 5.2.7: **Expand the sidewalk network to connect with transit stops as priority elements of the pedestrian network.**

Goal 5:

Transportation, Connectivity & Infrastructure

Objective 5.2 (continued):

Florissant will provide safe, efficient, and equitable mobility and accessibility throughout the City for all residents, regardless of age, income, or ability.

Strategy 5.2.8: Enhance access from trails to Old Town and provide low stress connections from greenway to businesses.

Strategy 5.2.9: Enhance Transit stops in coordination with Bi-State to enhance amenities for transit users.

Strategy 5.2.10: Add electric vehicle (EV) charging stations at City parks and facilities; consider regulatory incentives to encourage property owners to provide EV charging stations at businesses.

Objective 5.3:

The City of Florissant will improve public infrastructure to facilitate future economic development and growth.

Strategy 5.3.1: Actively pursue grant funding for infrastructure improvement projects, including INVEST in America COVID-19 relief funding.

Strategy 5.3.2: Improve traffic light and cameras to be better coordinated systems.

Strategy 5.3.3: Work with regional utility providers, including Spire, Metropolitan Sewer District of St. Louis, Ameren, and Missouri American Water to coordinate infrastructure improvements with street overlays and streetscape improvements.

Strategy 5.3.4: Work with St. Louis County Department of Transportation to leverage funding and implementation opportunities as part of the St. Louis County Action Plan for Biking and Walking.

Strategy 5.3.5: Work with Missouri Department of Transportation (MODOT) to leverage funding and implementation opportunities as part of the I-270 North Project.

FLO
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Goal 6:

Community Equity, Sustainability & Resilience

Create a healthy, resilient, and sustainable community by integrating environmental quality and community well-being into all public enhancements to ensure that all residents benefit from Florissant's regeneration.



Animals Always

Community Greening

Ph...

Existing Conditions

Communities exhibiting long-term sustainability are those in which people want to invest—both financially and societally—and feel ensured that they can do so safely, without threat of natural disaster or government malfeasance. Today, Florissant faces the key issues of Coldwater Creek’s pollution and flooding as well as a decreasing sense of community involvement and participation in governance and decision-making.

WATERWAYS, FLOODING & STORMWATER MANAGEMENT

Florissant is located in three (3) regional watersheds: the Coldwater Creek Watershed, Headwaters of Coldwater Creek Watershed; and Missouri River Outlet Watershed. Combined, these watersheds drain nearly 20 percent of all of St. Louis County. A tributary of the Missouri River, Coldwater Creek is Florissant’s major geographic feature and the genesis of Florissant’s original settlement by the French.

Coldwater Creek has been significantly impacted by pollution. In 1942, Mallinckrodt Chemical Works began processing uranium for the production of the U.S.’s first atomic weapons at their Destrehan Plant in north Downtown St. Louis. By the mid-1940s, Mallinckrodt had run out of space to store radioactive waste at the Destrehan Plant, and began to ship waste products to offsite storage areas in underpopulated areas of north St. Louis County—the Hazelwood Interim Storage Site on Latty Avenue in Hazelwood and St. Louis Lambert Airport. These materials were stored in open air, on the ground adjacent to Coldwater Creek until the 1970’s and leached significant amounts of radioactive contamination in the

Creek and the watershed’s groundwater. As a result, residents in multiple communities along Coldwater Creek that live in close proximity to the Creek have seen elevated rates of cancer and other disease.

These storage sites are currently part of the U.S. Army Corps of Engineers Formerly Utilized Sites Remedial Action Program (FUSRAP). FUSRAP is an environmental remediation program. It addresses radiological contamination generated by activities of the Manhattan Engineer District and the Atomic Energy Commission (MED/AEC) during development of the atomic weapons in the 1940s and 1950s. After MED/AEC activities ceased, uranium-processing sites were decontaminated according to the standards of the day. However, today’s cleanup standards are much more stringent, requiring additional cleanup. As part of the July 2021 INVEST in America Act (COVID-19 pandemic recovery money), an amendment was passed requiring the EPA Administrator to review current and ongoing radiological remediation of the Coldwater Creek.

FIGURE 1.6.1: COLDWATER CREEK HEALTH IMPACT SURVEY, INSTANCES OF DISEASE

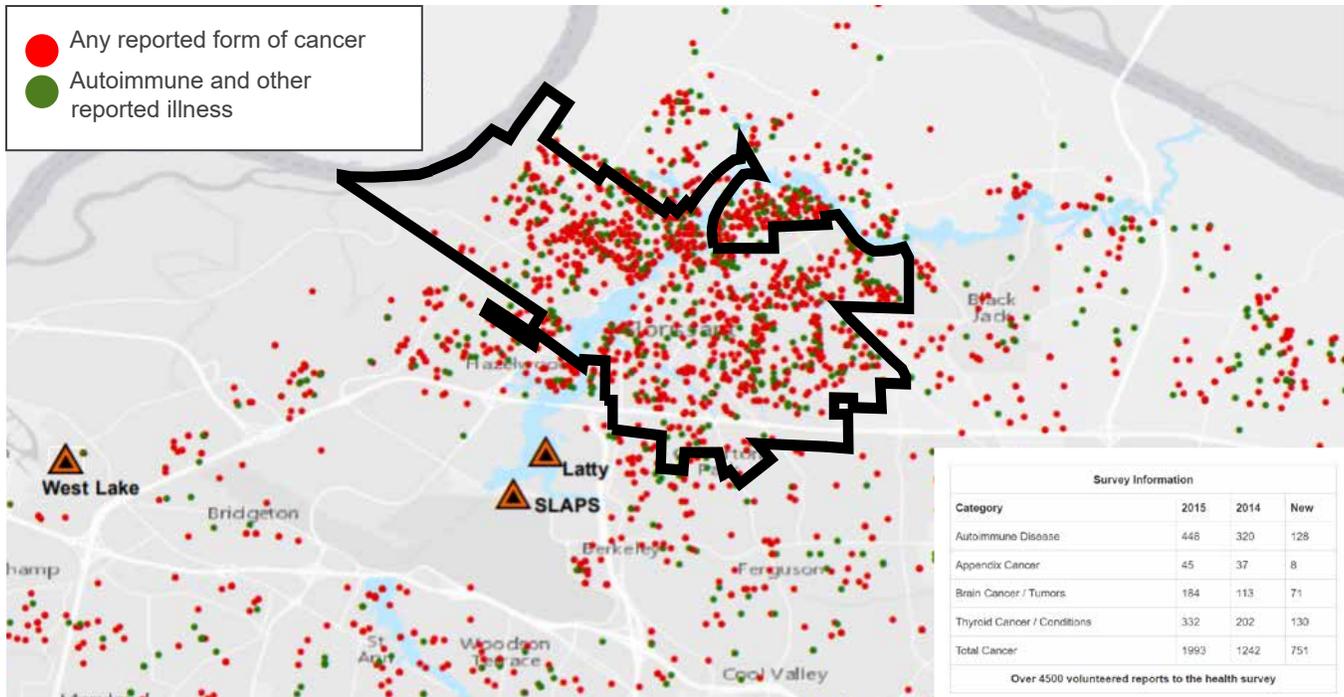


FIGURE 1.6.2: COLDWATER CREEK CONTAMINATION SOURCE MAPS



FIGURE 1.6.3: COLDWATER CREEK RADIOLOGICAL CONTAMINATION RESULTS

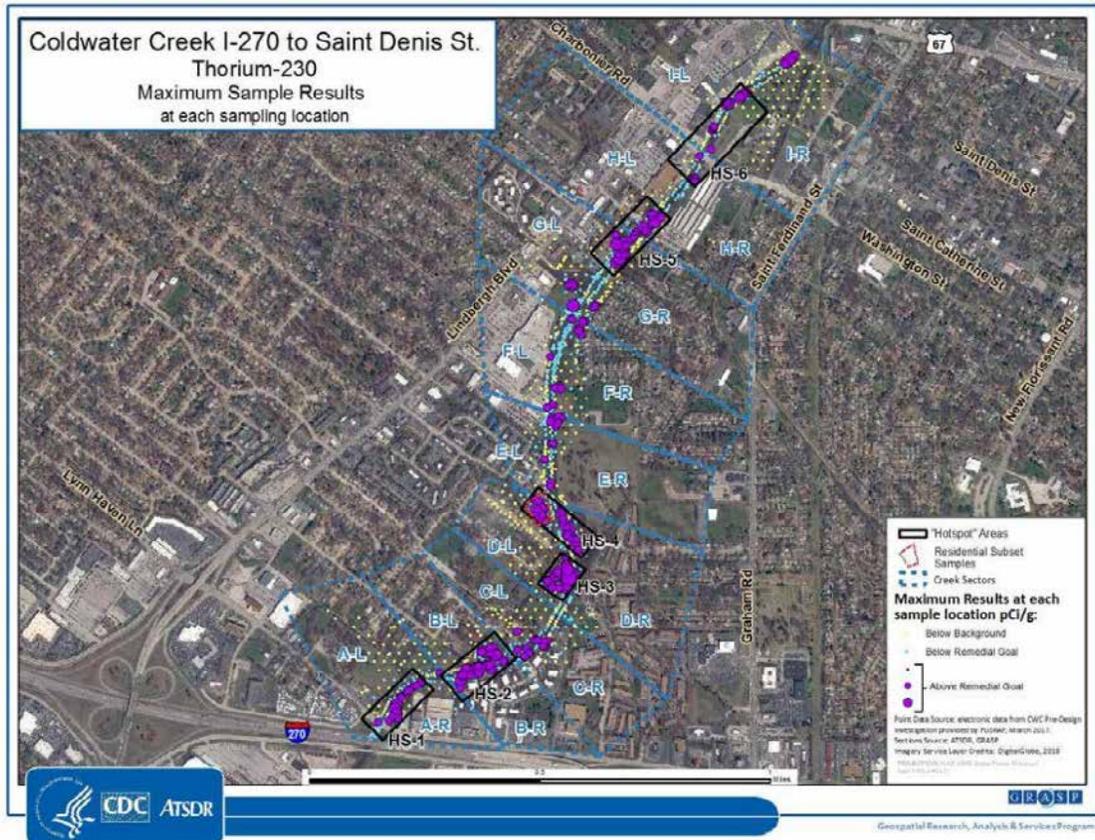
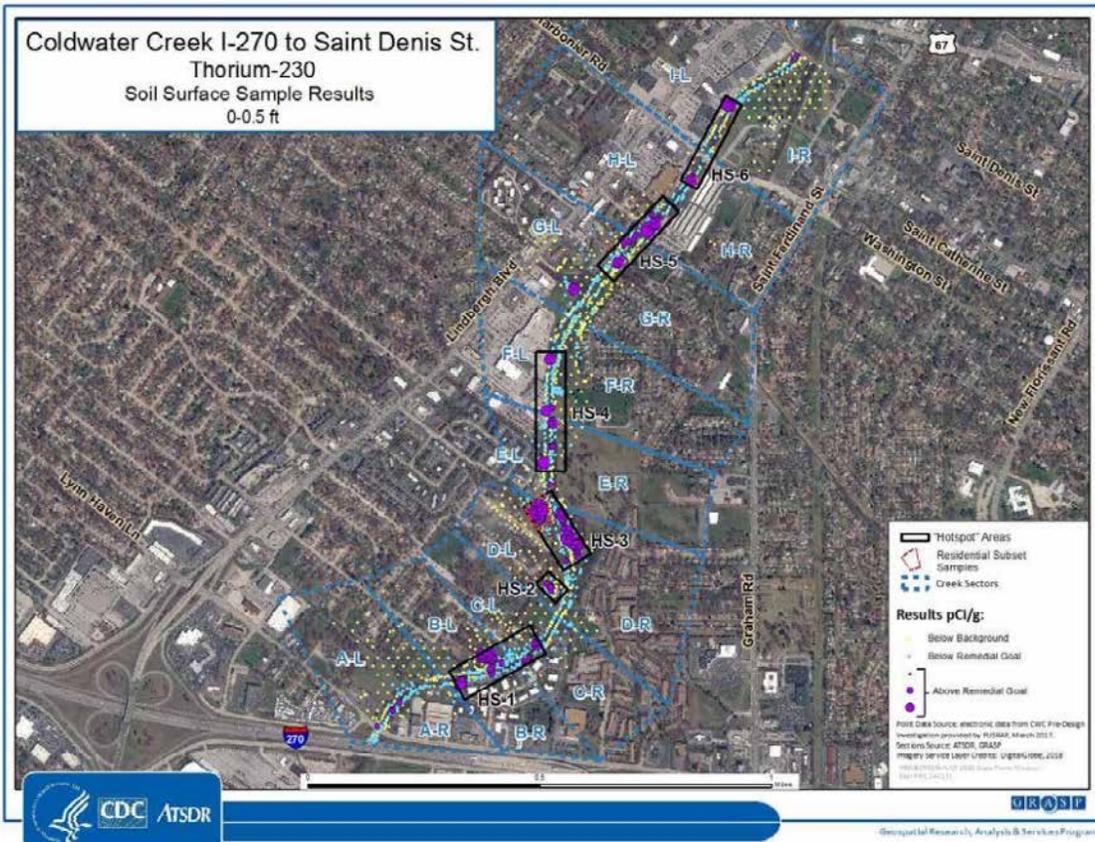


FIGURE 1.6.4: SOIL SURFACE RADIOLOGICAL CONTAMINATION RESULTS

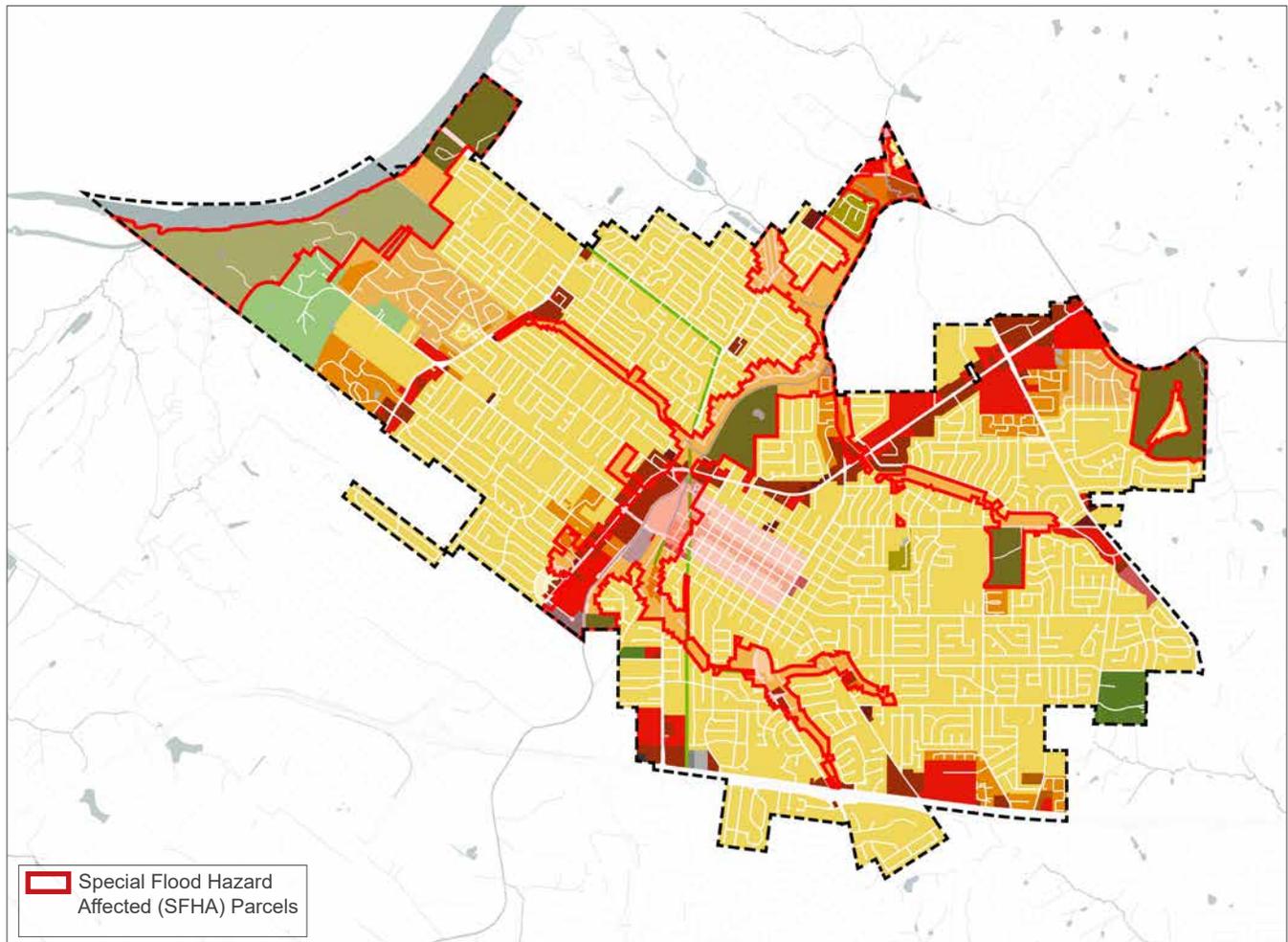


Goal 6:
Community Equity, Sustainability & Resilience

Coldwater Creek and its tributaries also have a significant floodway and floodplain. Parcels within this floodplain are classified as Special Flood Hazard Affected (SFHA) parcels. 21.3 percent of all parcels within Florissant are classified as Special Flood Hazard Affected. By zoning classification, zoning districts with percentages of SFHA parcels above 65 percent are as follows (refer to Figure 1.6.5):

- » “HMD” Historic Multiple Dwelling District: **100.0% SFHA**
- » “HPFD” Historic Patterson, Elisha and Lucy, Farmstead District: **100.0% SFHA**
- » “A” Recreational District: **84.3% SFHA**
- » “M-2” Industry District: **80.1% SFHA**
- » “M-1” Limited Industrial District: **69.1% SFHA**
- » “NU” Non-Urban District: **65.3% SFHA**

FIGURE 1.6.5: SPECIAL FLOOD HAZARD AFFECTED (SFHA) PARCELS



Goal 6:

Community Equity, Sustainability & Resilience

COMMUNITY ENGAGEMENT & PARTICIPATION

It is clear that Florissant residents care about their community, and there is a regionally-recognized community pride about Florissant, even for former residents who have moved to other communities. However, formal participation in municipal processes is low, as it is in many communities. For example, this Comprehensive Plan process had approximately 1,150 unique participants—2.1 percent of the total City population of 52,533.

Furthermore, participants in the Comprehensive Plan process skew white and older than overall city demographics. Among those participants who indicated race and age, 12 percent were Black or African-American (compared to 37 percent of City population) and 84 percent were white (compared to 58 percent of the City population). The median age of participants is 46.2 years old, compared to Florissant’s median age of 35.9 years old.

The City of Florissant has a robust communications department and effectively uses Facebook and YouTube, as well as traditional methods, to disseminate information to its residents. During the planning process, however, a majority of participating residents were unaware of particular activities on which the City is working. For example, there is a majority belief among residents that the City is not enforcing property maintenance and safety codes, even though this is objectively false. Important information about the City’s operations are therefore not being effectively communicated to Florissant residents.

Consensus Issues:

- » **More inclusion, open dialogue, and engagement with all segments of the community.**
- » **Improve community outreach and programming for marginalized groups.**
- » **Improve access to and variety of amenities for marginalized groups.**
- » **Coldwater Creek is severely impacted by pollution and radiological contamination.**
- » **Improve stormwater and flood control.**
- » **Manage preservation and replacement of tree canopies and removal of invasive species.**
- » **Become a “greener” community with more green space and sustainable practices.**
- » **Lack of community initiatives and regulations to maintain clean streets and parking lots.**
- » **Florissant’s diversity is neither celebrated nor acknowledged.**

Goal 6:

Community Equity, Sustainability & Resilience

Objective 6.1:

Florissant will work to actively engage all of its residents in civic life, especially residents who have been historically underrepresented.

- Strategy 6.1.1: **Establish an expanded youth and diversity commission to actively engage Florissant youth and under-represented residents in civic involvement and decision-making.**
- Strategy 6.1.2: **Equitably increase city sponsored activities in all Florissant neighborhoods; utilize a multi-cultural team to oversee implementation and engagement.**
- Strategy 6.1.3: **Establish a city sanctioned committee for cohesive communications and formal meetings across varying groups and the city.**
- Strategy 6.1.4: **Host facilitated open forums to foster collaboration between City government and the community.**
- Strategy 6.1.5: **Increase the presence of community outreach organizations to equally distribute resources and information in Florissant.**
- Strategy 6.1.6: **Establish a Police Athletics Activities League (PAL) program that remediates the relationship between youth and police through increased mentorship or community networking activities and events.**
- Strategy 6.1.7: **Create a safe environment by increasing police presence in neighborhoods across the city.**

Goal 6:

Community Equity, Sustainability & Resilience

Objective 6.2:

Florissant will protect, enhance, and restore natural resources and habitats and reduce the cumulative impacts of environmental hazards.

- Strategy 6.2.1: **Expand the use of renewable energy in City-owned public facilities and promote energy efficiency, renewable energy use, and recycling by all Florissant residents, businesses, and organizations.**
- Strategy 6.2.2: **Address high-priority storm water and erosion problems related to public infrastructure, proactively mitigate stormwater runoff, and improve water quality using stormwater and green infrastructure best management practices (BMPs) including bioswales, rain gardens, and native landscape restoration.**
- Strategy 6.2.3: **Develop and enact a local stormwater ordinance to address land disturbances of less than one (1) acre to supplement MS4.**
- Strategy 6.2.4: **Establish storm water level-of-service as a basis for allocation of storm water resources and identify priority stormwater problems to address through future improvement projects.**
- Strategy 6.2.5: **Establish a partnership with Seed St. Louis (formerly Gateway Greening) and Great Rivers Greenway to expand agricultural, water quality, community gardens, and landscaping assets in parks and along creeks.**
- Strategy 6.2.6: **Update the City's landscape guidelines to encourage the use of Missouri native plantings, to manage reforestation efforts, and discourage planting of known invasive species.**
- Strategy 6.2.7: **Develop a Community Resilience Plan to provide for enhanced emergency service access, alternative transportation options, and energy security in the event of natural disasters and public safety crises.**
- Strategy 6.2.8: **Work with local, state, and federal partners to address and remediate environmental contamination issues within the Coldwater Creek floodplain including nearby Superfund sites.**

Goal 6:

Community Equity, Sustainability & Resilience

Objective 6.2 (Continued):

Florissant will protect, enhance, and restore natural resources and habitats and reduce the cumulative impacts of environmental hazards.

Strategy 6.2.9: **Create a sense of ownership over environmental responsibility by establishing community guidelines and educational programs to learn how to aid in a remediation process.**

Strategy 6.2.10: **Create a stronger relationship between Hazelwood and Florissant to share resources.**

Strategy 6.2.11: **Create partnerships with schools to educate youth and involve them in environmental enhancement and service projects through the city.**

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Goal 7:

Community Identity, Branding & Marketing

Reposition Florissant as a leading high-amenity, historic, affordable, and diverse community in the center of the region at the intersection of I-270 and I-170.



Existing Conditions

Perhaps Florissant’s biggest challenges are negative regional and national perceptions. In general, North St. Louis County is perceived as being poor, unsafe, and undesirable. While these perceptions are rooted in past and current issues facing North County more broadly, they do not represent the realities of Florissant today nor its potential for the future. Achieving the Objectives outlined in Goals 1 through 6 and actively marketing Florissant’s successes and assets will help to overcome these perceptions and position Florissant for a bright future.

CRIME AND SAFETY

Measured in crimes per 100,000 residents, Florissant’s most recent annual crime data (2018) shows a total violent crime rate of 224. This is less than half the statewide violent crime rate of 502, and slightly higher than the overall violent crime rate of 217 for St. Louis County. Unfortunately, violent crime in Florissant has trended upward since 2016. However, the overall violent crime rate is down from a recent historical high of 275 in 2008. Compared to other communities, Florissant has a lower crime rate than Wentzville (258), Richmond Heights (264), Shrewsbury (311), Hazelwood (392), Maryland Heights (345), and Bridgeton (583); and is only slightly higher than St. Charles (207) and Olivette (204).

Property crime has shown similar trends. Florissant’s total property crime rate is 2,102 per 100,000 residents. This is below the statewide total of 2,647, and down significantly from the most recent historical high of 3,062 in 2008. This is less than St. Peters (2,158), St. Charles (2,270), Shrewsbury (3,389), Brentwood (4,443), and Richmond Heights (5,334); and slightly higher than Frontenac (1,884) and Sunset Hills (1,837).

While no amount of crime should be considered “acceptable” and Florissant has room to improve its public safety and reverse the uptick in crime over the past several years, the City has an undeserved reputation as being “unsafe”.

LOCAL AND REGIONAL IDENTITY

Situated between Hazelwood, Ferguson, Calverton Park, and unincorporated St. Louis County, Florissant has few identifying characteristics at its boundaries. As such, it is not always clear when one is entering or leaving Florissant from a neighboring community. Furthermore, the identity and legibility of Old Town—Florissant’s historic heart—is not physically clear, as described in Goal 2. Because of this, Florissant doesn’t have a clear center.

Florissant’s primary regional entrance, I-270, is characterized by outdated and underutilized commercial development. The I-270 corridor does not present a welcoming and attractive face to Florissant, nor a clear identity of arrival in the City.

Goal 7:

Community Identity, Branding & Marketing

Consensus Issues:

- » **North County has been negatively-stereotyped both regionally and nationally.**
- » **Regional growth is flat.**
- » **Negative perceptions of crime and poor public safety contribute to an unsafe image.**
- » **Getting answers from City Hall is difficult unless you know exactly who to talk to.**
- » **Florissant does not take advantage of state initiatives and governmental relationships.**
- » **Business licensing, building permits, and other activities are viewed as “not user friendly”.**
- » **City efforts and activities are not being well-communicated to residents.**
- » **The city is perceived as neither appealing nor accessible to younger demographics.**
- » **Lack of cleanliness and property maintenance contributes to low civic pride.**

Many of Florissant’s unique and high-quality community amenities—including Old Town, the City’s parks, historical landmarks, community centers, and municipal theater—are not well-marketed to the broader St. Louis region. In the same way, Florissant’s prime regional location along the I-270 / I-70 corridor and easy access to over 130,000 regional jobs has not historically been promoted as one of Florissant’s strengths.

Finally, there is a pervasive perception among regional investors, developers, and business owners that Florissant is not an easy community work with when trying to build a new project or open a business. During the planning process, this sentiment was expressed as “if you know the process or have an ‘in’ with someone at City Hall, I’m sure its easy to do business with Florissant. But if you don’t, its hard to even get a questions answered.” Streamlining the permitting and entitlement process for those wanting to invest in Florissant—while still maintaining high standards—can help to telegraph that Florissant is “open for business”.

Goal 7:

Community Identity, Branding & Marketing

Objective 7.1:

Florissant will be known as a future-forward community of opportunity in the center of the region.

- Strategy 7.1.1: **Actively re-position and market Florissant in the regional context, highlighting its proximity to regional job centers and surrounding assets in St. Louis County, St. Charles County, and Metro East.**
- Strategy 7.1.2: **Develop an interactive web portal to guide residents and business owners step-by-step through the process of obtaining building and occupancy permits, business licenses, and other entitlements.**
- Strategy 7.1.3: **Enhance existing and develop new working relationships with other key community organizations, including: North County, Inc.; the Ferguson-Florissant and Hazelwood School Districts; private schools; the Greater North County Chamber of Commerce; the St. Louis Regional Chamber; and local churches and charitable organizations.**
- Strategy 7.1.4: **Regionally market workshop and service opportunities to encourage regional businesses and entrepreneurs to move into Florissant.**

Goal 7:

Community Identity, Branding & Marketing

Objective 7.2:

Florissant will be known for transparent and accountable governance.

- Strategy 7.2.1: **Establish an outcome management reporting system and community dashboard to publicize real-time results of Comprehensive Plan implementation.**
- Strategy 7.2.2: **Utilize print, electronic, and social media to continue and enhance citizen awareness and engagement in municipal and community affairs.**
- Strategy 7.2.3: **Create more accessible and well marketed online forms and resources through the city to expedite development and make Florissant user and development friendly.**
- Strategy 7.2.4: **Actively research other cities with predominantly minority populations to develop diversity and equity strategies based on national case studies and best practices.**

Objective 7.3:

Florissant will celebrate the community pride of residents and businesses that call Florissant home.

- Strategy 7.3.1: **Continue and expand the City's media production and distribution through Florissant's website and social media platforms.**
- Strategy 7.3.2: **Use signage to promote new and exciting initiatives and short-term developments within the city.**
- Strategy 7.3.3: **Highlight Florissant's historical assets regionally as part of a network of historic sites and through the use of media coverage.**
- Strategy 7.3.4: **Connect organization and community program websites (like Old Town Partners) to the City of Florissant website.**

Goal 7:

Community Identity, Branding & Marketing

Objective 7.4:

Florissant will market and brand the community as implementation successes are achieved.

- Strategy 7.4.1: **Work with local business owners and organizations to develop Florissant-specific landmarks and public art amenities to attract regional visitors and social media photo opportunities.**
- Strategy 7.4.2: **Promote local businesses and organizations to participate in regional “experience passports” and other programs to attract first-time visitors to Florissant.**
- Strategy 7.4.3: **Actively market Florissant’s great police services, fire protections services, and snow removal to people moving to the St. Louis area.**
- Strategy 7.4.4: **Actively market Florissant’s community events to the St. Louis region (Valley of the flowers, 4th of July fireworks, Fall Festival, Hispanic Festival, etc.).**
- Strategy 7.4.5: **Conduct resident engagement to identify why residents have chosen to live in Florissant.**

Section 2:

Physical Facilities Plans

The City of Florissant's Physical Facilities Plans build upon the Community Goals, Objectives, and Strategies with geographically-specific recommendations for physical development and improvements within Florissant. The Physical Facilities Plans are intended to advance the implementation of the Comprehensive Plan Objectives by identifying particular locations that are opportunities for redevelopment and revitalization.

While these Plans describe improvements with specific physical locations, it is important to note that the boundaries and physical design features illustrated are not written in stone. Rather, they are intended to be a detailed guide and call to action that serves as the basis for future detailed planning and design.

Florissant's Physical Facilities Plans:

2.1. Parks, Trails & Public Facilities Plan

The Parks, Trails & Public Facilities Plan expands Florissant's park space and creates an interconnected network of City parks, recreation areas, open space, and multi-use greenway trails to link all Florissant neighborhoods to the City's parks, schools, and commercial districts.

2.2. Future Land Use Plan

Florissant's Future Land Use Plan is created to both guide and facilitate development within the City. Through selective zoning code updates; establishment of municipal redevelopment tools; and identification of strategic geographical sites for investment, the Future Land Use Plan aims to creating a market for unique, place-based developments that build on Florissant's history while celebrating and enhancing the City's existing character.

2.3. Bicycle & Pedestrian Facilities Plan

The Bicycle & Pedestrian Facilities Plan creates a system of designated bicycle and pedestrian facilities that link Florissant's neighborhoods and community amenities and destinations to one another and to the regional Great Rivers Greenway network and Gateway Bike Plan. This facility system provides designated on- and off-street facilities no farther than one-half mile from every home in Florissant.

2.4. Transportation & Connectivity Plan

The Transportation & Connectivity Plan provides qualitative improvements for the major streets in Florissant's commercial and mixed-use districts, as well as key streets within the City's residential neighborhoods. These recommendations encourage the development of Complete Streets for safe and effective intra-neighborhood connectivity for pedestrians, bikes, golf carts, mobility device users, and vehicles alike.

2.5. Stormwater & Waterways Plan

The Stormwater & Waterways Plan improves the safety and resilience of Florissant by mitigating the risk of flooding and flood-related damage; maintaining floodproof transportation routes; and facilitating the remediation of destructive stormwater runoff and pollution impacts in Florissant's urbanized streams and creeks.

2.6. Community Image & Identity Plan

Florissant's Community Image & Identity Plan coordinates the efforts of the City's Economic Development Department, Parks and Recreation Department, Public Works Department, the Mayor's office, Historic Florissant, Inc., Old Town Partners, and other organizations to enhance Florissant's physical appearance and community identity through public art installations, gateways, horticulture, and other aesthetic improvements.

City of Florissant Physical Facilities Plans

2.1. Parks, Trails & Public Facilities Plan

The Parks, Trails & Public Facilities Plan expands Florissant’s park space and creates an interconnected network of City parks, recreation areas, open space, and multi-use greenway trails to link all Florissant neighborhoods to the City’s parks, schools, and commercial districts.

Plan Recommendations:

Park Boundary Revisions

- » **Bangert Park** – Redevelop 7 unused acres, with replacement of Bangert Park pool with a new aquatic center, with a new destination recreational amenity (refer to **Figure 2.1.1**).
- » **Koch Park, Option 1** – Remove 28 unused acres at the northwest end of Koch Park for new mixed-use and/or residential development (refer to **Figure 2.1.2**).
- » **Koch Park, Option 2** – Redevelop 28 unused acres at the northwest end of Koch Park as a destination tournament complex with a regional partner (such as Lou Fusz Athletics or PowerPlex) (refer to **Figures 2.1.3 – 2.1.4**).

Park Space Expansion

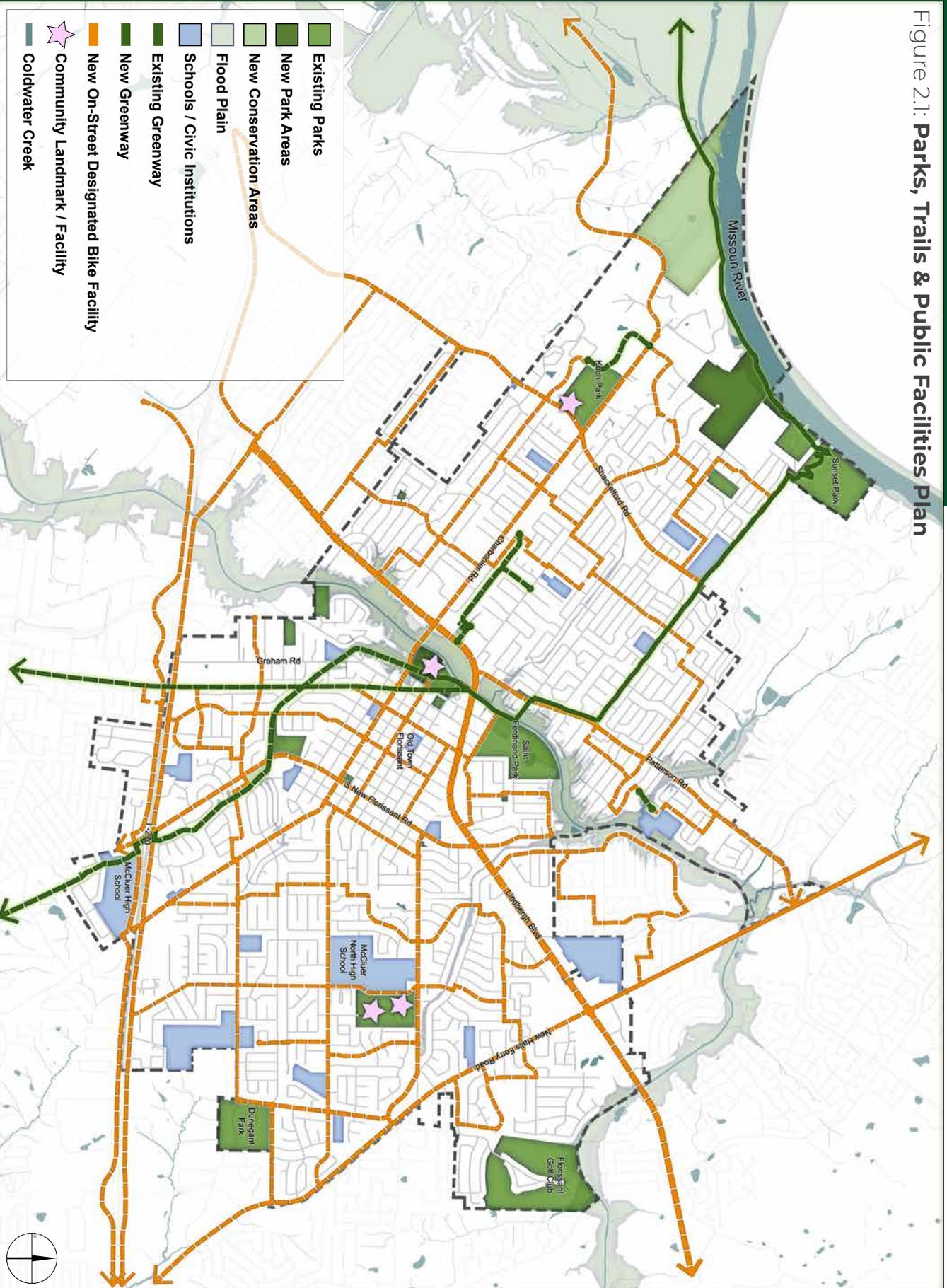
- » **Sunset Park** – Add 88 acres in partnership with Great Rivers Greenway; relocate Koch Park Archery Range to Sunset Park; consider the development of camping facilities at Sunset Park including RV/trailer camping, car camping, walk-in camping, rest room and shower facilities, and a commissary. Consider a partnership with the Missouri Department of Conservation for operations and maintenance.

- » **Coldwater Commons Park** – Add 17.5 acres through a cooperative partnership with St. Ferdinand Shrine and Knights of Columbus. This will not involve an ownership transfer, nor prohibit or limit the ability of St. Ferdinand Shrine or Knights of Columbus to conduct events and activities on their properties.
- » **New Conservation Area** – Add 135.5 acres along the Missouri Riverfront in partnership with Missouri Department of Conservation.

Greenway Expansion

- » Extend Sunset Greenway from Coldwater Commons Park south along Ameren ROW.
- » Develop a Sunset Greenway Spur along Fountain Creek.
- » Develop Local Greenway Connectors at key points within neighborhoods:
 - *Marseille Place / Jana Drive Greenway Connector*
 - *Keevan Drive / Koch Park Greenway Connector*
 - *Behlmann Park Greenway Connector*

Figure 2.1: Parks, Trails & Public Facilities Plan



2.1: Parks, Trails & Physical Facilities Plan

Designated On-Street Bike & Pedestrian Facilities

Establish a network of designated on-street bicycle and pedestrian facilities at a minimum 1-mile interval (facilities types described in the Bicycle & Pedestrian Facilities Plan). This will ensure that all Florissant households are within one-half mile (a 10-minute walk or 5-minute bike ride) of a greenway or designated on-street route.

Public Facilities Improvements

- » Secure funding for and build a new community Aquatic Center at one of two locations: (1) Florissant Valley Park / Eagan Civic Center or (2) Koch Park.
- » Continue to upgrade and enhance the James J. Eagan Civic Center & John F. Kennedy Community Center to meet the state-of-the-art and community needs and desires.

Recommendations of the Parks, Trails & Physical Facilities Plan will yield a system of parks totalling between 785 and 813 publicly-accessible acres. This provides approximately 14.9 acres of park space per 1,000 residents at Florissant’s current population, and will support a population of up to 81,000 while still meeting NRPA minimum standards (10 acres per 1,000 residents). Furthermore, this system will be interconnected with a network of off-street greenways and on-street designated bike and pedestrian facilities located no farther than one-half mile (a 10-minute walk or 5-minute bike ride) from every home in Florissant.



FIGURE 3.1.1: BANGERT PARK CONCEPTUAL MASTER PLAN OPTIONS

City of Florissant Physical Facilities Plans
2.1: Parks, Trails & Physical Facilities Plan

FIGURE 2.1.2:

Koch Park, Option 1

- » Extend Sucasa Drive northwest to Charbonier Road; create a new northwestern edge to Koch Park.
- » Redevelop 28 acres northwest of new street as a mixed-use and residential neighborhood.
- » Reconfigure Koch Park with improved softball fields and new soccer fields; basketball courts; and JFK Center expansion.



FIGURE 2.1.3:

Koch Park, Option 2

- » Redevelop Koch Park under a new master plan as a multi-sport tournament center.
- » Expand JFK Community Center.
- » Build a high-quality softball / little league baseball tournament center; basketball tournament center, and supporting buildings.
- » Add youth and adult soccer fields.



FIGURE 2.1.4:

Koch Park, Option 3

- » Redevelop Koch Park under a new master plan as a soccer tournament center, in partnership with a regional partner like Lou Fusz Athletics or STL PowerPlex.
- » Build high-quality regulation tournament fields, practice fields, and a primary exhibition field with bleacher seating..



City of Florissant Physical Facilities Plans

2.2. Future Land Use Plan

Florissant’s Future Land Use Plan is created to both guide and facilitate development within the City. Through selective zoning code updates; establishment of municipal redevelopment tools; and identification of strategic geographical sites for investment, the Future Land Use Plan aims to creating a market for unique, place-based developments that build on Florissant’s history while celebrating and enhancing the City’s existing character.

Plan Recommendations:

Residential Development Initiatives

- » Facilitate new residential development of 28 unused acres of Koch Park along Charbonier Road.
- » Facilitate new residential development of 21 acres at the end of Bardot Drive around Jana Elementary School.
- » Facilitate new residential development of 8 acres at the north end of N. New Florissant Road.

Residential Zoning Updates

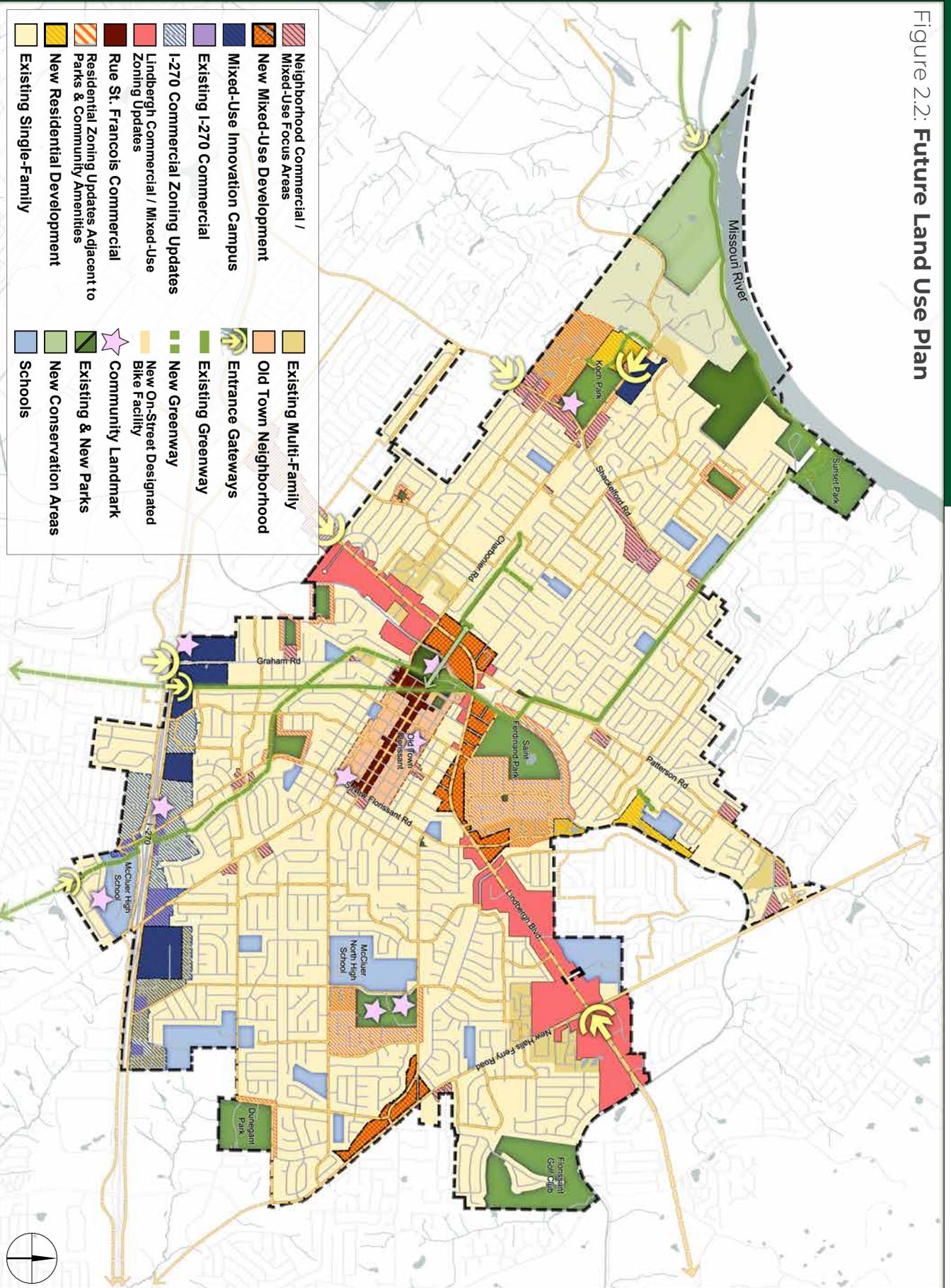
- » Update residential zoning to support greater housing diversity by facilitating additions, lot splits, and lot consolidation for larger single-family homes (refer to **Section 2.2.1 Residential Infill Toolkit**).
- » Permit accessory dwelling units (ADUs) in residential zoning districts.

- » Update zoning to permit greater house-type diversity surrounding key parks (refer to **Section 2.2.1 Residential Infill Toolkit**):
 - Koch Park
 - Mullanphy Park
 - St. Ferdinand & Champlain-Florval Parks
 - Florissant Valley Park
 - Dunegant Park
 - Bangert Park
 - Duchesne Park
 - Manion Park
 - Blackfoot Park

Municipal Redevelopment Tools

- » Establish a Land Clearance for Redevelopment Authority of the City of Florissant to acquire and hold land.
- » Conduct a blighting study of the City to identify areas that may qualify for redevelopment incentives.
- » Prepare one or more area specific Redevelopment Plans in conjunction with a Chapter 353 redevelopment corporation.
- » Utilize Chapter 99 and Chapter 100 designations for commercial / mixed-use developments.

Figure 2.2: Future Land Use Plan



City of Florissant Physical Facilities Plans
2.2: Future Land Use Plan

Municipal Redevelopment Tools (continued)

- » Connect developers and future projects by establishing partnerships with large home-builders and mixed-use developers.

Neighborhood Commercial Development Initiatives

Update B1 and B2 Commercial Zoning to permit mixed-use development in neighborhood commercial nodes (refer to **Section 2.2.2 Mixed-Use Infill Toolkit**).

I-270 Corridor Commercial Development Initiatives

- » Update zoning along Dunn Road and Pershall Road to facilitate mixed-use office and commercial development along the I-270 corridor.
- » Continue to strengthen and promote tenanting of I-270 corridor retail areas.

Lindbergh Corridor Commercial Development Initiatives

- » Update B1 Commercial Zoning to permit residential- and office-mixed-use development along Lindbergh Boulevard (refer to **Section 2.2.2 Mixed-Use Infill Toolkit**).
- » Rezone and facilitate development of mixed-use commercial / residential projects:
 - *Florissant Square & Florissant Meadows*
 - *Florissant Oaks*
 - *New Halls Ferry Road @ Parker Road*
 - *Other properties along Lindbergh between Coldwater Creek and New Florissant Road*
- » Continue to promote tenanting of Lindbergh corridor retail areas

Mixed-Use Innovation Campus Zoning & Development Initiatives

Establish a new Mixed-Use Innovation Campus zoning district at key sites to promote a variety of high-tech, healthcare, laboratory, light industrial, and office developments in a vibrant, mixed-use environment (refer to **Section 2.2.3 Mixed-Use Innovation Campus Recommendations**).

- » Dunn Road, west City Boundary to Lafayette Street
- » North County Christian School
- » Grandview Plaza
- » Charbonier Road, east of Bluff Park Drive

Old Town Development Initiatives

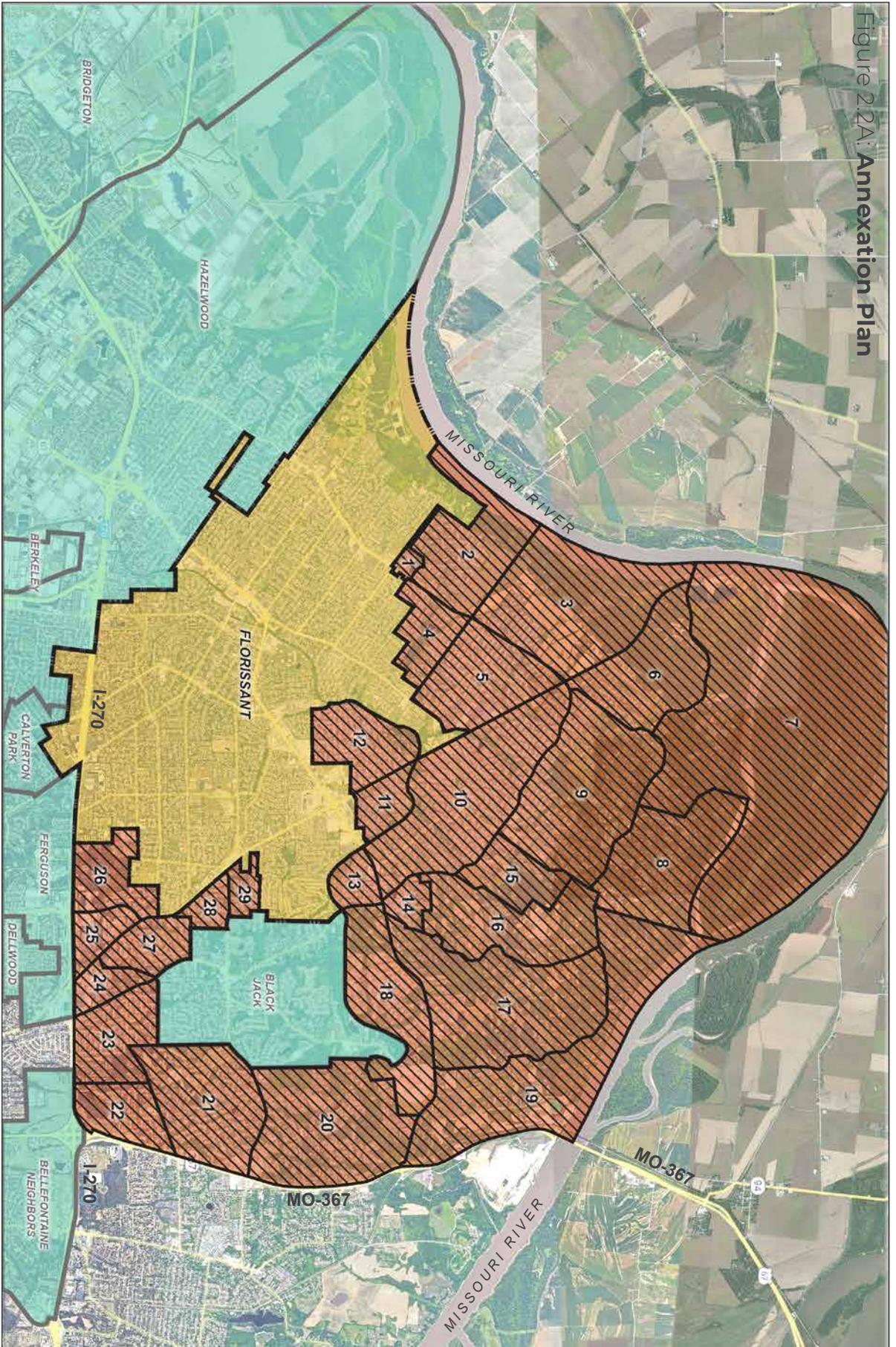
Implement the objectives and recommendations of the updated Old Town Plan (refer to **Section 2.2.4 Old Town Development Initiatives**).

Potential Annexation Areas

Florissant currently has the annexation plan shown in **Figure 2.2A** on file with the St. Louis County Boundary Commission. Comprised of 29 segments, this area includes all portions of the unincorporated St. Louis County north of I-270, west of MO-367, and south of the Missouri River. This total area is approximately 30 square miles (19,200 acres), with over 9 miles of Missouri Riverfront. If all of this area were to be annexed, Florissant would be the second-largest St. Louis County municipality by area (41.8 square miles, compared to Wildwood at 66 square miles).

Boundary Commission plans are updated every five (5) years, and Florissant’s current annexation plan was recorded in 2018. Florissant should renew its annexation plan with the St. Louis County Boundary Commission and actively pursue annexation of indicated areas.

Figure 2.22A: Annexation Plan



City of Florissant Physical Facilities Plans
2.2: Future Land Use Plan

Chapter 99 Land Clearance for Redevelopment Authority

A Land Clearance for Redevelopment Authority (LCRA) is an appointed board of the City that is established pursuant to the Land Clearance for Redevelopment Authority Law to assist with the redevelopment of blighted or insanitary areas in the City. Per statute, the LCRA is vested with broad powers that allow the City to actively redevelop blighted areas, as well as to encourage the private sector redevelopment of such areas within designated redevelopment areas. The LCRA may designate redevelopment areas and redevelopment plans, and it has the authority to grant partial real property tax abatement to redevelopment projects that conform to approved redevelopment plans. It is authorized by **Sections 99.300 through 99.715 RSMo.**

Eligible Activities

Within an approved redevelopment area, the Land Clearance for Redevelopment Authority may undertake the following types of activities:

- » Land Acquisition
- » Land Disposition
- » Building Construction and Rehabilitation
- » Blight Removal Activities
- » Eminent Domain – If approved as part of a redevelopment plan, the LCRA may acquire property through the use of eminent domain.
- » Blight – The statute defines “blighted area” as “an area which, by reason of the predominance of defective or inadequate street layout, insanitary or unsafe conditions, deterioration of site improvements, improper subdivision or obsolete platting, or the existence of conditions which endanger life or property by fire and other causes, or any combination of such factors, retards the provision of housing accommodations or constitutes an economic or social liability or a menace to the public health, safety, morals, or welfare in its present condition and use.”

Program Benefits

REAL PROPERTY TAX ABATEMENT

Redevelopment projects may receive real property tax abatement on up to 100% of the assessed value of the new construction or rehabilitation for 10 years, depending on the type of redevelopment area in which they are located.

BONDS

The LCRA may issue bonds to finance redevelopment and blight remediation.

Approval Process

A Land Clearance for Redevelopment Authority is governed by a board of five (5) commissioners that are appointed by the Mayor and confirmed by the City Council. Commissioners serve three-year terms.

The LCRA may prepare blight studies and redevelopment plans, review privately prepared blight studies and redevelopment plans, and recommend their approval to City Council. Within designated redevelopment areas, the LCRA reviews redevelopment projects for conformance with the adopted redevelopment plan. Projects that conform to the plan are entitled to real property tax abatement on the new construction or rehabilitation for 10 years as prescribed by the redevelopment plan. In *Casey’s Marketing Co. v. Land Clearance for Redevelopment Authority of Independence, MO.*, 101 S.W.3d 23 (Mo. App. W.D.) the Court determined that under Section 99.700RSMo., if the property has been blighted and the proposal meets the redevelopment plan, the developer is entitled to tax abatement as a matter of right.

City of Florissant Physical Facilities Plans
2.2: Future Land Use Plan

Chapter 100 Industrial Development Bonds

Industrial Development Bonds issued pursuant to Chapter 100 RSMo. may be used to provide real and personal property tax exemption and to provide sales tax exemption on qualified purchases. It is authorized by **Article VI, Sections 27 and 27(b), Missouri Constitution;** and **Sections 100.010 to 100.200 RSMo.**

Eligible Activities

Industrial development bonds may be issued to finance the land, buildings, fixtures, and machinery for warehouses, distribution facilities, research and development facilities, office industries, service industries engaged in interstate commerce, industrial plants, and certain types of commercial development. Retail and service industries in intrastate commerce are not eligible.

Program Benefits

- » Real Property Tax Abatement - The property is owned by the city during the bond term and thus is exempt from taxes. A payment in lieu of taxes (PILOT) agreement may be required to modify the level of abatement.
- » Personal Property Tax Abatement - Chapter 100 may also be used to purchase machinery and fixtures. As with the real property, the city owns the equipment during the bond term.
- » A PILOT agreement may be required to modify the level of abatement.
- » Sales Tax Exemption - Equipment purchases may be structured such that the city's sales tax exemption is used.
- » Bonds - Chapter 100 bonds may be tax-exempt, which makes it possible to issue the bonds at a lower interest rate compared to conventional financing.

Approval Process

Chapter 100 RSMo. allows local governments to issue bonds to finance industrial development projects and certain types of commercial development for private corporations, partnerships, and individuals. Upon issuance of the bonds, the company transfers ownership of the development site and/or equipment to the local government. The bond proceeds are then used to fund the construction of the development project. The company buys the bonds and repays them over a set time period. Once the bonds are completely repaid, the local government conveys title of the site and/or equipment back to the company.

City Council must hold a public hearing prior to approving Chapter 100 bonds and must notify all taxing jurisdictions of the public hearing.

City of Florissant Physical Facilities Plans
2.2: Future Land Use Plan

Chapter 353 Tax Abatement

Chapter 353 tax abatement is an incentive allowed by Missouri law to encourage the redevelopment of blighted areas through the abatement of real property taxes and, where appropriate, the use of eminent domain. To be eligible for tax abatement, either the City or a private entity must form an Urban Redevelopment Corporation (URC) pursuant to the Urban Redevelopment Corporations Law. In order to establish an URC, articles of association must be prepared in accordance with the general corporations law of Missouri.

Under Chapter 353, tax abatement on real property taxes is available for a period up to 25 years. For the first 10 years, the statute provides for a 100% abatement on the increased assessed value of the improvements on the property (excluding land). For the next 15 years, Chapter 353 allows for a 50% abatement on the actual assessed value of the property (land and improvements). Payments in lieu of taxes (PILOTS) may be required by the City to reduce the amount of the abatement authorized by statute and to ensure no loss of existing property tax revenues by taxing jurisdictions such as the City and school district. Tax abatement is not available for personal property taxes on equipment or machinery. It is authorized by **Sections 353.020 to 353.150 RSMo.**

Policy Guidelines

In accordance with Missouri law, the City will consider the granting of Chapter 353 where the property has been found to be a “blighted area.” In addition to this statutory requirement, each of the following criteria should be satisfied:

1. Show a clear demonstration of public purpose and economic benefit through the advancement of the City’s economic development goals which include expanding the tax base, creating quality jobs, and spurring development in targeted City locations.

2. Demonstrate the project would not occur “but for” the incentives offered. The incentive should make a difference in determining the decision of the business to locate, expand or remain in the City and would not otherwise occur without the availability of the abatement.
3. Include evidence provided by the business that demonstrates the company’s financial stability and capacity to complete the project.
4. Ensure that the City, County, the Hazelwood and Ferguson-Florissant School Districts or any other taxing jurisdiction affected by the incentive would not receive less total real and personal property tax revenue from the property than was received prior to the granting of the tax abatement.
5. Comply with the statutory requirements set forth in Sections 353.020 - 353.150 RSMo. Chapter 353 applications which do not meet some of these criteria may be approved if the application clearly demonstrates that the project, as a whole, is of vital economic interest to the City.

Approval Process

If the project meets the policy guidelines outlined above, the URC will be invited to submit a redevelopment plan covering the area proposed for redevelopment. The redevelopment plan, which shall include a blight study, will then be considered for formal approval by the City Council after a required public hearing.

Following approval of the redevelopment plan, the City and the URC shall enter into a performance agreement which will govern the terms of the abatement. The agreement shall require that an annual report be submitted to the City. The agreement may include a claw-back provision requiring specified performance on issues such as new jobs created as a condition for granting and maintaining the abatement.

City of Florissant Physical Facilities Plans
2.2: Future Land Use Plan

Infill Development Toolkits

One of the ongoing challenges Florissant is the need to redevelop existing built areas in order to provide new commercial and residential development. Redevelopment increases the cost for developers and—while not prohibited by the zoning code, Florissant’s code does not encourage and facilitate incremental revitalization through infill development.

This issue is not unique to Florissant; many communities have regulatory ordinances that do not facilitate—and in fact sometimes directly prohibit—the kind of development that the City needs to respond to the existing built environment and current market conditions.

In addition to establishing qualitative, geographically-based placemaking recommendations, the Future Land Use Plan is designed as a framework for a zoning code update that facilitates implementation of the Comprehensive Plan Update on a lot-by-lot, project-by-project basis. The residential and mixed-use infill development toolkits provide strategies for incremental transformation that—when integrated into the City’s zoning code—can help diversify Florissant’s housing and provide built environments and community amenities that respond to regional and national trends.

This approach has several key advantages for the City and the community:

1. First, it **facilitates the incremental construction of diverse housing types**—including high-quality “missing middle” workforce housing, larger homes for families, and high-quality small homes for seniors aging in place—that meet Florissant’s current and future housing market demands.
2. Second, it ensures that **development fulfilling the Comprehensive Plan Vision can occur by right and incrementally**. This removes a major barrier to implementation, since implementation of the Plan is not reliant on a few large scale development projects.

3. Third, it establishes a **framework for a place-based Zoning Code**—should it be considered in part or in whole—that truly responds to the goals and desires of the community, and guides development and land use to support those goals and desires.
4. Finally, it creates a **fully-integrated and coordinated relationship between the Comprehensive Plan and Zoning Code**, utilizing coterminous geographical boundaries for future land use and the regulation of physical development. This will greatly simplify the existing Zoning Code and streamline the day-to-day administration of the code by City Staff and the Planning and Zoning Commission.

While the completion and adoption of this Comprehensive Plan Update does not automatically result in any updates or revisions to the Zoning Code, it is a key recommendation of this Plan that the City completes a full update of the zoning code, based upon the Community Place Type districts.

Residential and mixed-use infill toolkit strategies are provided on the following pages.

2.2.1: Future Land Use Plan – Residential Infill Toolkit

FIGURE 2.2.1.1:

Residential Infill Toolkit – Existing Conditions

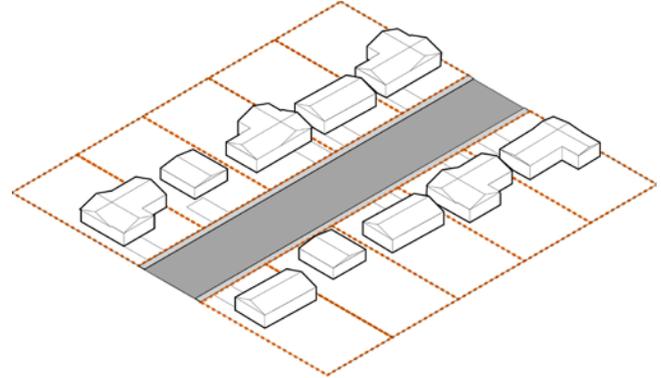


FIGURE 2.2.1.2:

Residential Infill Toolkit – Additions & Accessory Dwelling Units

- » Update residential zoning to permit Accessory Dwelling Units (ADUs) in all single-family districts.
- » Update residential zoning to permit increased height and lot coverage for additions.

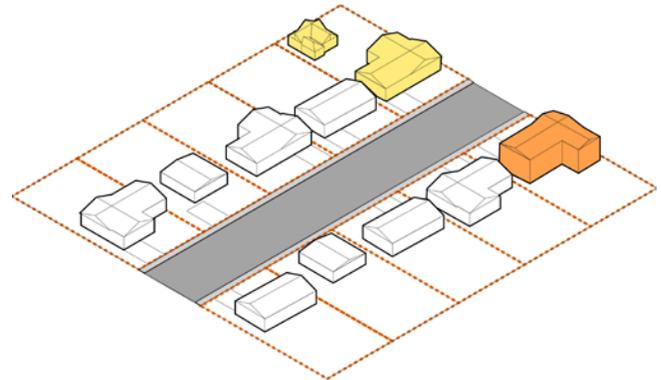
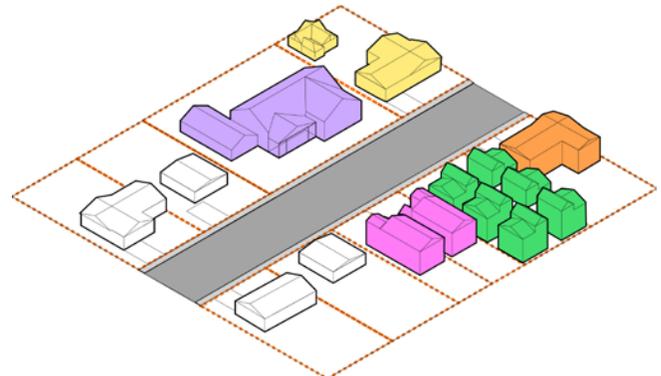


FIGURE 2.2.1.3:

Residential Infill Toolkit – Lot Aggregations & Lot Splits

- » Facilitate the aggregation of lots in all single family zoning districts and permit increased height and lot coverage for larger single-family homes
- » Reduce minimum lot size requirements to permit split lots; permit increased height and lot coverage for narrow-lot townhomes
- » Update residential zoning to permit multiple small homes on a single lot in select areas.



2.2.1: Future Land Use Plan – Residential Infill Toolkit

FIGURE 2.2.1.4:

Residential Infill Toolkit – Existing Conditions Surrounding Parks

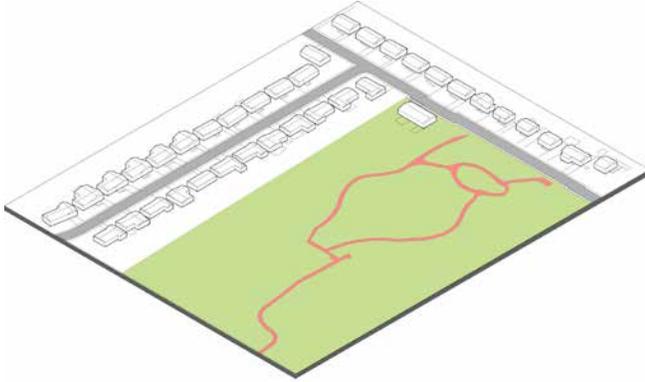
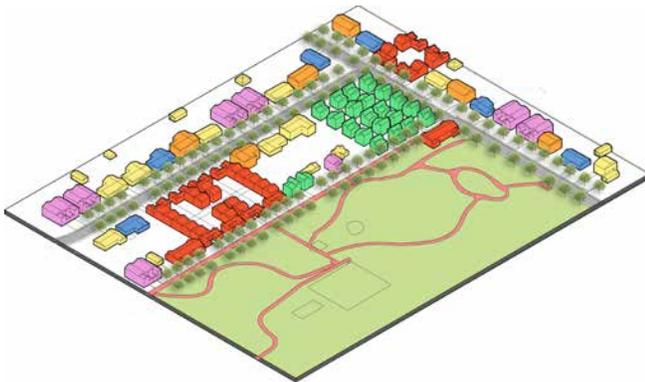


FIGURE 2.2.1.5:

Residential Infill Toolkit – Increased Housing Diversity



- » Promote increased house type diversity adjacent to key City parks through location-based zoning code updates
- » Where existing lots back up to City park boundaries, facilitate new housing types that front to both the street and the park face.

FIGURE 2.2.1.6:

Residential Infill Toolkit – Improved Park Frontages & Access



- » Consider developing new streets on City-owned park land so that parks have public streets on all faces, where possible.

2.2.2: Future Land Use Plan – Mixed-Use Infill Toolkit

FIGURE 2.2.2.1:

Mixed-Use Infill Toolkit – Neighborhood Commercial Districts



FIGURE 2.2.2.2:

Mixed-Use Infill Toolkit – Pedestrian Oriented Mixed-Use Infill

- » Update commercial zoning to permit mixed-use development and require new development to be located adjacent to the street with revised setbacks and build-to lines



FIGURE 2.2.2.3:

Mixed-Use Infill Toolkit – Increased Housing Diversity

- » Promote increased house type diversity adjacent to key City parks through location-based zoning code updates adjacent to neighborhood commercial areas.



2.2.2: Future Land Use Plan – Mixed-Use Infill Toolkit

FIGURE 2.2.2.4:

Mixed-Use Infill Toolkit – Corridor Commercial Districts

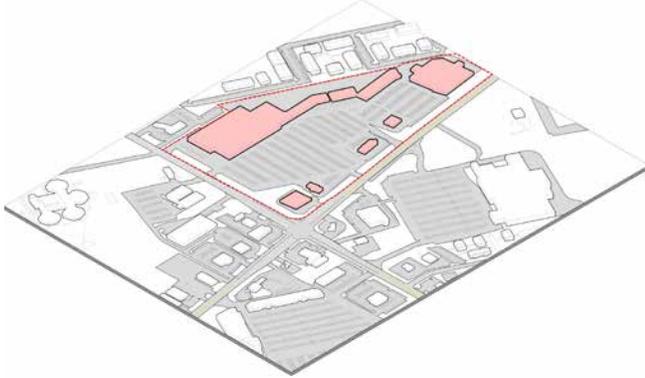
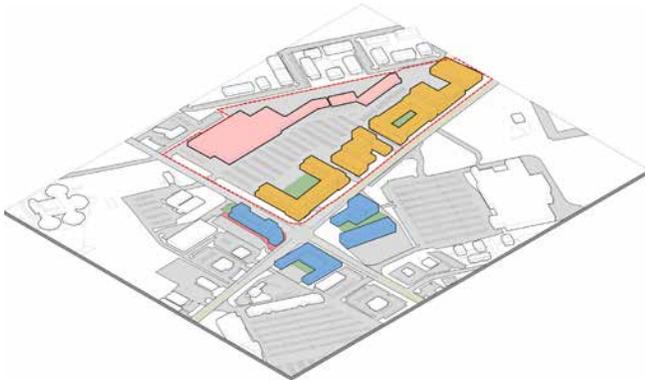


FIGURE 2.2.2.5:

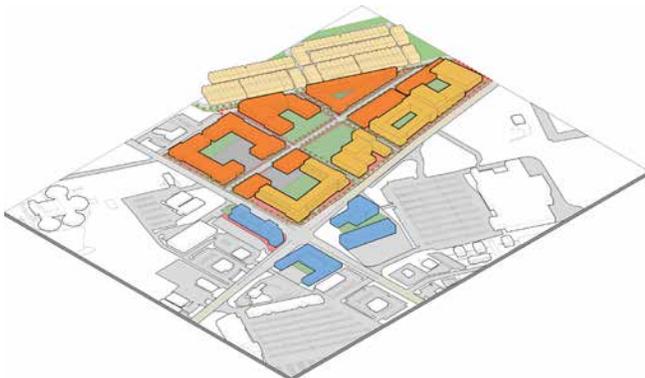
Mixed-Use Infill Toolkit – Pedestrian Oriented Mixed-Use Infill



- » Update commercial zoning to permit mixed-use development and require new out-parcel development to be located adjacent to the street with revised setbacks and build-to lines.

FIGURE 2.2.2.6:

Mixed-Use Infill Toolkit – Mixed-Use Redevelopment



- » Promote increased house type diversity adjacent to key City parks through location-based zoning code updates adjacent to corridor commercial areas.
- » Update commercial zoning to promote future redevelopment of underutilized strip centers into large-scale mixed-use projects.

2.2.3: Mixed-Use Innovation Campus Recommendations

Mixed-Use Innovation Campus Recommendations

The Vision for the Mixed-Use Innovation Campus District is for flexible, sustainable sites for cutting-edge economic development and job opportunities in high-tech, office, advanced manufacturing, laboratories, and healthcare. These developments would be supported by community amenities that encourages innovation, collaboration, and entrepreneurship in vibrant, mixed-use environment.

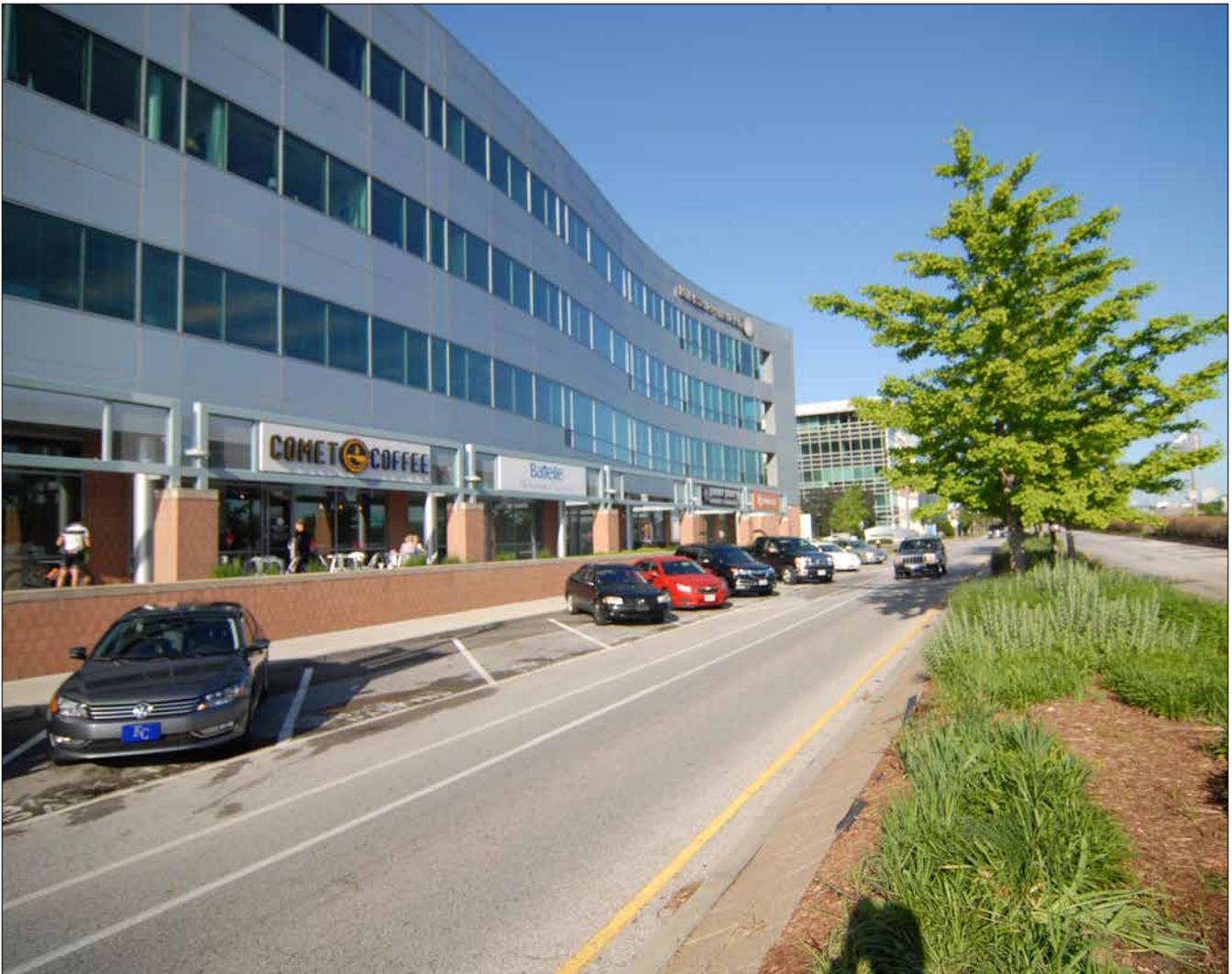
Healthcare, biotech, and ag-tech are strong projected growth markets for jobs in the St. Louis region, bolstered by existing developments like the Cortex Innovation District in St. Louis and the 39 North plant science and agricultural technology district in Creve Coeur. The Mixed-Use Innovation Campus District (MUIC) is proposed as new zoning district that the City of Florissant can use to facilitate development of office, laboratory, institutional, and research buildings for the health-care, biotech, and ag-tech industries, supported by diverse housing options, active uses, and other community amenities. In addition, the Mixed-Use Innovation Campus District can support more traditional and transitional uses, including IT services, business incubators, advanced manufacturing, and light industrial uses in a flexible, campus environment.

The recommendations of the Florissant 2050 Plan's Mixed-Use Innovation Campus District are designed to support job growth projections in regional employment sectors and facilitate Florissant capturing a share of these new job opportunities. The City should develop and adopt a new zoning district according to the recommendations presented in this section.

City of Florissant Physical Facilities Plans

2.2.3: Mixed-Use Innovation Campus Recommendations

Vision & Best Practices Character Images



MIXED-USE DEVELOPMENT AT THE HIGHLANDS @ FOREST PARK



DONALD DANFORTH PLANT SCIENCE CENTER



MIXED-USE DEVELOPMENT AT THE HIGHLANDS @ FOREST PARK

2.2.3: Mixed-Use Innovation Campus Recommendations

FRONTAGE RECOMMENDATIONS – PRIMARY STREET (PERIMETER STREETS)

- » A variety of active, office, and residential ground floor uses should be allowed and encouraged.
- » Establish a front build-to line in place of existing lot frontage setbacks to encourage a consistent location and orientation of building facade frontages to Primary Streets.
- » Parking should primarily be located in shared facilities, behind buildings.
- » When parking is located in front of buildings, pedestrian amenities must be provided along the front facade of each building.
- » Establish a landscape/pedestrian zone along Olive Boulevard and discourage parking within this zone.
- » Develop consistent landscaping standards along Olive Boulevard with street trees, lighting, and pedestrian amenities.
- » Encourage public site amenities, including outdoor dining, plazas, fountains, bicycle parking, “parklets”, and other elements to promote district vibrancy.

FRONTAGE RECOMMENDATIONS – SECONDARY STREETS (INTERNAL STREETS, WHERE APPLICABLE)

- » A variety of active, office, and residential ground floor uses should be allowed and encouraged.
- » Encourage uniform setbacks on neighboring lots to establish a consistent location and orientation of building facade frontages to Secondary Streets.
- » Encourage side-lot and rear lot parking frontages and parking lots.
- » Encourage outdoor dining and retail site amenities.

FRONTAGE RECOMMENDATIONS – SERVICE DRIVES (INTERNAL DRIVEWAYS, WHERE APPLICABLE)

- » Flexible ground floor uses, including site and building service functions.
- » Establish flexible setbacks and limited setback restriction for building and parking service access.
- » No limitation on parking frontage and access.

SIGNAGE RECOMMENDATIONS – PRIMARY & SECONDARY STREETS

- » Encourage the use of building signs on all buildings.
- » In the Mixed-Use Innovation Campus District (MUIC) place type, wall signage is preferred; however consideration should be given to allow monument signs for multi-tenant, multi-use developments on larger properties at the primary entrance to the shared parking facility.

SIGNAGE RECOMMENDATIONS – SERVICE DRIVES

- » Allow and encourage the use of building signs on all buildings.
- » Allow ground signs for wayfinding and establish maximum height and area requirements for such signs.

City of Florissant Physical Facilities Plans

2.2.3: Mixed-Use Innovation Campus Recommendations

LOT DEVELOPMENT STANDARDS

- » Establish requirements for pedestrian facilities between buildings and the public sidewalk.
- » Establish requirements for cross-lot pedestrian facilities connecting the pedestrian amenities of neighboring buildings to encourage walkability between lots.
- » Establish guidelines for pedestrian connectivity between parking facilities and buildings.
- » Support sustainable and low impact site development practices such as permeable pavement, bio-retention, native landscaping, and energy efficient lighting through the use of zoning incentives such as site or density bonuses.
- » Develop design guidelines to achieve the desired character of the place type.

STREET & CONNECTIVITY STANDARDS

- » Provide street and public realm facility enhancements according to the Transportation and Connectivity Plan.
- » Develop bicycle facilities, pedestrian, and multi-use pathways according to the Bicycle and Pedestrian Facilities Plan.

STORMWATER & RUNOFF MITIGATION

- » Complete development of and enact a local Stormwater Ordinance to address land disturbance of less than one (1) acre; this Ordinance should aim to limit the adverse effects of runoff produced by development, using on-site mitigation and site design to limit runoff to what exists today.

TREE COVERAGE STANDARDS

- » Establish minimum tree coverage requirements for commercial surface parking lots.
- » Establish tree planting and coverage standards for non-residential lots subject to redevelopment.

GREEN SPACE PRESERVATION

- » Establish a minimum percentage of green space to be preserved on site.

2.2.4. Old Town Recommendations

Old Town Recommendations

Old Town Florissant is among the oldest settlements in the State of Missouri. Rich in history and influenced by both French and Spanish colonial culture. Old Town is a unique historic community in the City of Florissant and the St. Louis region. Old Town is the jewel of Florissant, and it should serve as the centerpiece of the Florissant's regional identity and economic revitalization.

Old Town Goals

- » Make Old Town Florissant's heart and central gathering place.
- » Make Old Town a regional destination for history, shopping, dining, and tourism.
- » Improve the image, identity, and accessibility of Old Town for regional visitors.
- » Support and strengthen Old Town as a complete community with diverse housing choices, vibrant schools, churches, parks, recreational opportunities, and community services.
- » Enhance the beauty, quality, and character of Old Town's streets and public realm.
- » Support existing businesses and attract new businesses and local entrepreneurship for both community and regional visitors.
- » Facilitate the preservation of Old Town's landmarks and historic assets, and promote Old Town's history throughout the region.
- » Capitalize on existing Old Town organizations, stakeholders, and engaged residents to build a grassroots foundation for implementation success.

Moving forward, Old Town will be revitalized as the renewed heart of Florissant—the Valley of the Flowers—and as a premier destination within the St. Louis region. Old Town will celebrate its history and landmarks as one of Missouri's first cities. Old Town will transform to be a vibrant central district supported by strong institutions, diverse housing options, and great parks and greenways connected by beautiful, walkable streets. Old Town will continue to grow flourishing local businesses, culture, and entrepreneurship.

City of Florissant Physical Facilities Plans 2.2.4. Old Town Recommendations



Figure 2.2.4: Old Town Plan



- Build upon anchor institutions.
- Improve key streets with additional sidewalks, improved stormwater drainage (where needed), and underground problematic overhead utilities for enhanced walkability.
- Improve residential streets for walkability with sidewalks and stormwater drainage (where needed).
- Enhance district landscaping through a private landscape ordinance (due to limited ROW to accommodate public landscaping).
- Create a one way street system to control traffic flow in the residential areas while keeping the main thoroughfares and commercial streets two way.
- Create a complete neighborhood with a range of housing options and supporting neighborhood commercial nodes.
- Improve Rue St. Francois as a key commercial corridor with on street parking, additional pedestrian lighting, and underground or relocate overhead utilities conflicting with walkability.
- Establish an amenity zone to animate the outdoor public space and provide a space for retailers to spill out onto the sidewalk.
- Facilitate the redevelopment of new commercial buildings along Rue St. Francois to address the street and move parking to the rear and facilitate shared parking.
- Create a vibrant retail main street with active ground floor programming.
- Establish gateway entrances to Old Town along St. Ferdinand Street and N. New Florissant Road.
- Create Old Town “Valley of the Flowers District” as the front door to Old Town along Lindbergh/US-67. Establish partnerships to remediate the Coldwater Creek floodplain and improve Coldwater Creek to be an amenity and frontage.
- Transform the Florissant Square and Florissant Meadows, along Lindbergh/US-67, into a signature mixed-use development with a feature town square. The development should front both Lindbergh and the improved Coldwater Creek and parks.
- Create a destination park, with unique programming and features (including a future recreation and aquatic center), combining the Old St. Ferdinand Shrine property, Coldwater Creek Commons Park, the Spanish Land Grant Park, and other open spaces.
- Reconfigure St. Ferdinand Street to a complete street, reduce to three lanes (two travel and a center turn lane), create feature pedestrian friendly intersections, minimize curb cuts and add a tree lawn to buffer a wide sidewalk.
- Extend the greenway network to connect west to Behlmann Park and southeast to Bangert Park, providing access to Old Town from neighborhoods surrounding neighborhoods.
- Facilitate expanded commercial redevelopment along Lindbergh Boulevard / U.S. 67.

City of Florissant Physical Facilities Plans 2.2.4. Old Town Recommendations

Rue St. Francois

Rue St. Francois is Old Town Florissant’s historic “main street”, and is the center of commercial and civic activity in Old Town. Currently, Rue St. Francois is characterized by a mix of historic commercial storefronts from various eras and car-oriented, non-historic infill buildings with varying setbacks and parking located between the building and the street. Sidewalks are narrow, with little room for outdoor program space.

In order to create a vibrant streetscape on Rue St. Francois, three (3) phases of public realm enhancement are proposed, as illustrated on the facing page:

- » **PHASE 1: AMENITY ZONE AND STREETSCAPE IMPROVEMENTS**
Florissant should develop a complete streetscape enhancement program, consisting of parallel parking on one (1) side of Rue St. Francis and continuous sidewalks. Florissant should also designate an amenity zone between the back of sidewalk and the front of the building and utilize zoning to prohibit off-street parking between the street and the building.
- » **PHASE 2: AMENITY ZONE PROGRAMMING**
Florissant should develop a program and regulations to facilitate property owners to conduct activities within the amenity zone, including outdoor dining and retail activities.
- » **PHASE 3: NEW INFILL DEVELOPMENT**
Utilizing a form-based code, Florissant should require that new infill development be located at the zero lot line along Rue St. Francois with off-street parking located behind.

FIGURE 2.2.4.1: RUE ST. FRANCOIS STREETSCAPE & PUBLIC REALM ENHANCEMENTS



City of Florissant Physical Facilities Plans
2.2.4. Old Town Recommendations

FIGURE 2.2.4.2:
Rue St. Francois, Existing Conditions

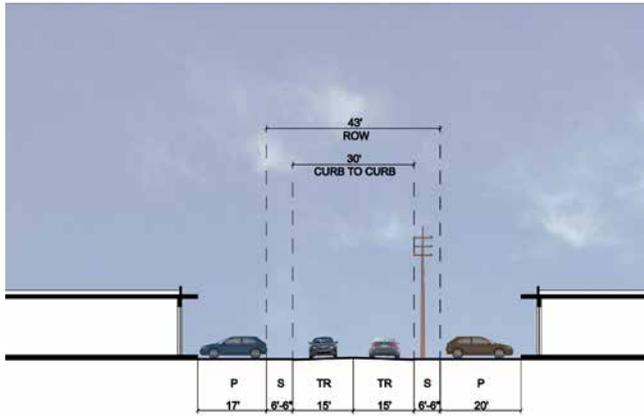


FIGURE 2.2.4.3:
Rue St. Francois, Amenity Zone & Streetscape Improvement

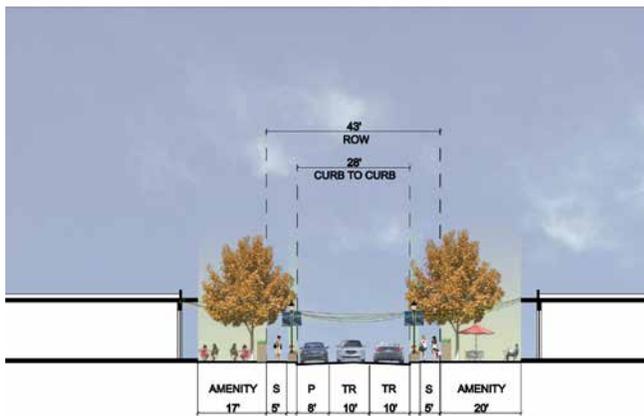
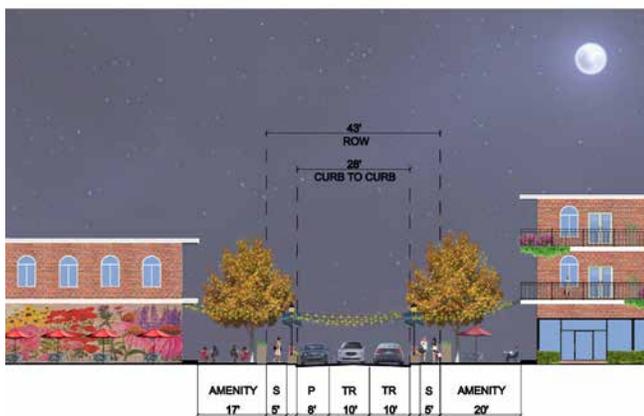


FIGURE 2.2.4.4:
Rue St. Francois, New Infill Development



City of Florissant Physical Facilities Plans
2.2.4. Old Town Recommendations

Old Town Residential District Enhancements

FIGURE 2.2.4.5: RESIDENTIAL STREET IMPROVEMENTS



FIGURE 2.2.4.6: RESIDENTIAL STREET IMPROVEMENTS



City of Florissant Physical Facilities Plans
2.2.4. Old Town Recommendations

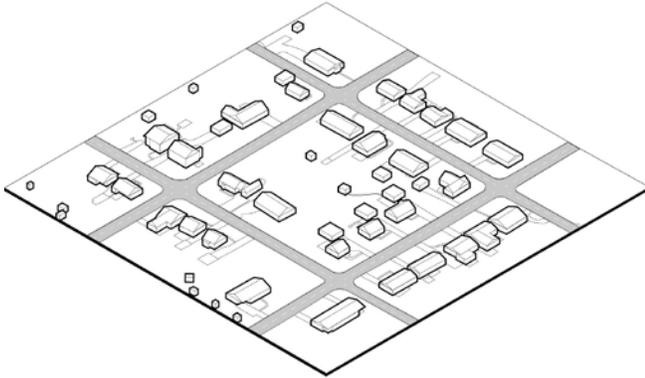


FIGURE 2.2.4.7:
Old Town Existing Conditions

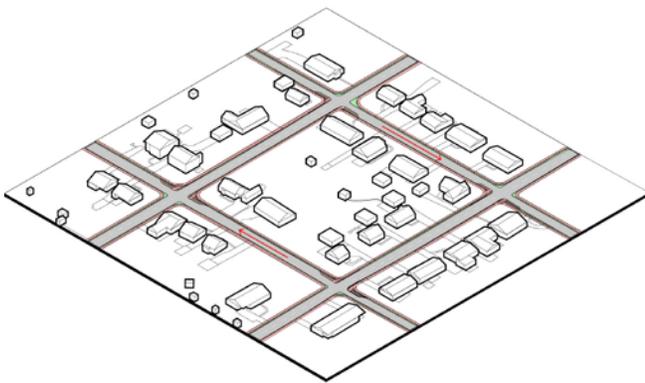


FIGURE 2.2.4.8:
Streetscape Improvements

- » 1-way couplet street network (non-primary streets).
- » Corner bump-outs (where possible).
- » Street parking (where possible).
- » Continuous sidewalks (all streets).

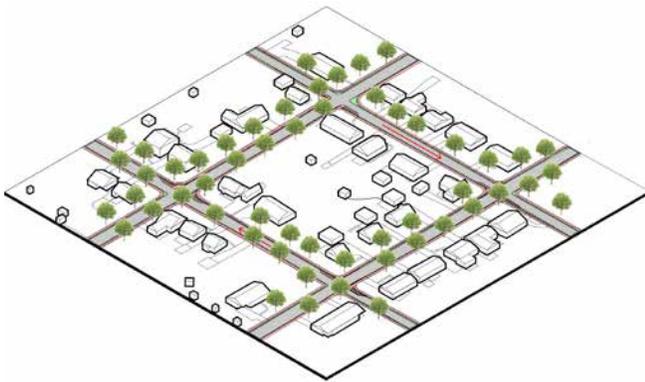


FIGURE 2.2.4.9:
Landscape Improvements

- » Landscape ordinance for private property (to establish a consistent landscape treatment along all streets).

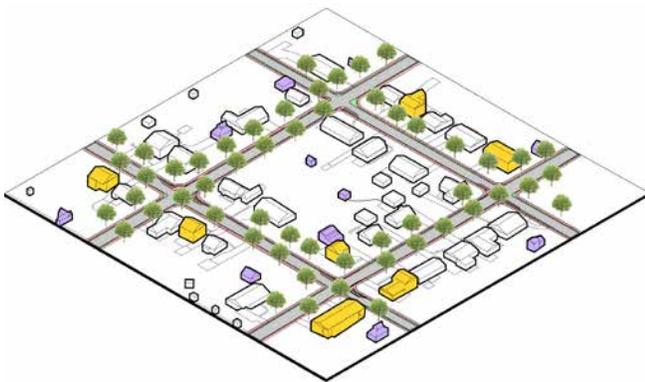


FIGURE 2.2.4.10:
Building Additions & ADUs

- » Promote increased house type diversity through context-sensitive additions and infill development.
- » Permit accessory dwelling units (ADUs) on all residential lots.

City of Florissant Physical Facilities Plans
2.2.4. Old Town Recommendations

Reviere Plaza Infill

Reviere Plaza is identified as a key redevelopment opportunity along Rue St. Francois, due to the overall condition of the building and large area of surface parking located between the building and the street. As described previously in the Phase 3 Improvements for Rue St. Francois, infill of this site should consist of a multi-story mixed-use building with ground-floor storefronts, located at the zero lot line. Off-street parking should be located behind the building. This building location and configuration should be codified in a form-based code for Old Town.

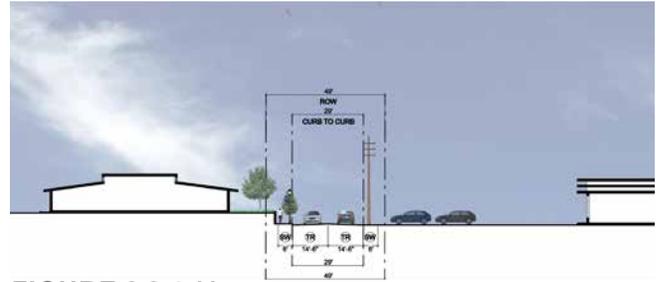


FIGURE 2.2.4.11:
Rue St. Francois at Rue St. Jean, Existing

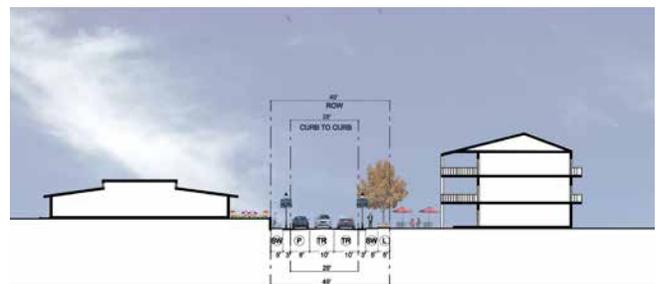


FIGURE 2.2.4.12:
Rue St. Francois at Rue St. Jean, Proposed

FIGURE 2.2.4.13: NEW INFILL DEVELOPMENT AT REVIERE PLAZA



City of Florissant Physical Facilities Plans
2.2.4. Old Town Recommendations

City-Owned Parking Lot

Another key redevelopment opportunity along Rue St. Francois is the city-owned parking lot located at the corner of Boone Street and Rue St. Francois across from City Hall. A prominent location within Old Town, this site should be redeveloped as a large public plaza with a bandstand and other facilities to support community events. Additionally, structures should be provided for a farmers' market, and the farmers' market should be relocated from the James J. Eagan Center to this site.

The City should also consider future mixed-use development of this site, according to building location and configuration codified in a form-based code for Old Town.

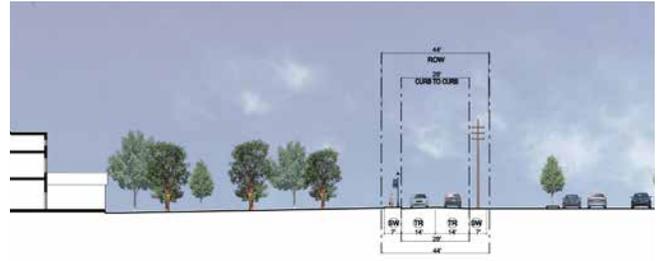


FIGURE 2.2.4.14:
Rue St. Francois @ City Hall, Existing

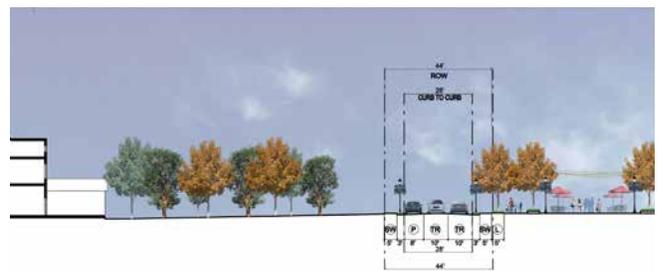


FIGURE 2.2.4.15:
Rue St. Francois @ City Hall, Proposed



FIGURE 2.2.4.16: NEW EVENT SPACE AT EXISTING CITY PARKING LOT

City of Florissant Physical Facilities Plans
2.2.4. Old Town Recommendations

Lindbergh Mixed-Use Redevelopment

Old Town is directly adjacent to Lindbergh Boulevard / U.S. 67, but is visually- and perceptually-hidden from this regional highway by the aging, underutilized Florissant Meadows and Florissant Square strip malls. A key strategy to revitalizing Old Town as one of Florissant’s major economic assets is the redevelopment of these two properties as mixed-use developments with centralized, shared parking, ground-floor retail, upper-floor office and residential units, and a central “town square” gathering space.

This mixed-use development is recommended to have primary frontages on both Lindbergh Boulevard and Coldwater Creek. A new street should be constructed on the northwest bank of Coldwater Creek with a new creekside promenade

overlooking the expanded Coldwater Commons Park. Pedestrian access to the park should be provided from the northwest bank of the Creek. Additionally, the connection of St. Denis Street at Coldwater Creek should be removed to mitigate cut-through traffic in Old Town. This strategy provides visual and pedestrian access to the Shrine and Old Town from Lindbergh and neighborhoods west and serves as a model for the redevelopment of other aging and underutilized strip centers. Components of the redevelopment are illustrated on the facing page.

1. **Town Square**
2. **New Frontage Street**
3. **Coldwater Commons Promenade**
4. **Centralized Parking Facilities**
5. **Pedestrian Bridges**
6. **Shrine of St. Ferdinand**
7. **Knights of Columbus**
8. **Coldwater Commons Community Garden**

FIGURE 2.2.4.17: MIXED-USE TOWN SQUARE, LOOKING NORTHEAST FROM LINDBERGH BOULEVARD



City of Florissant Physical Facilities Plans
2.2.4. Old Town Recommendations



FIGURE 2.2.4.18: NEW MIXED-USE TOWN SQUARE, FLORISSANT MEADOWS & FLORISSANT SQUARE SITES

City of Florissant Physical Facilities Plans
2.2.4. Old Town Recommendations

St. Ferdinand Street

St. Ferdinand Street is a major City-wide and regional entrance into Old Town. However, the street currently has narrow, unbuffered sidewalks; no public landscaping; excess vehicular capacity with five (5) travel lanes; and sub-standard crossings. In order to create a beautiful, and safe gateway into Old Town, a road diet and enhancements to St. Ferdinand Street between Washington Street and St. Denis Street is recommended:

- » One (1) travel lane in each direction, with one (1) center turn lane.
- » Continuous tree lawn / landscaping strip with street trees at the back-of curb.
- » Buffered bike lanes, one (1) on each side, at the back of the tree lawn.
- » Continuous sidewalks, one (1) on each side, at the back of the buffered bike lane.
- » Primary parking access from side streets and parking lot cross access, with elimination of St. Ferdinand Street curb cuts, where possible.

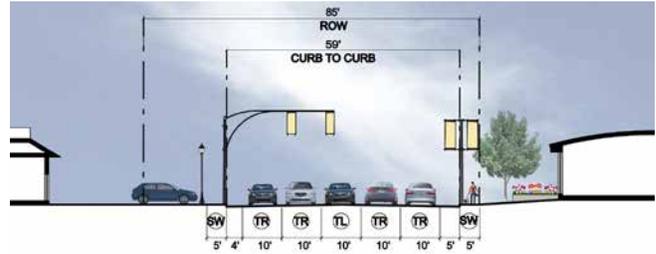


FIGURE 2.2.4.19:
St. Ferdinand Street, Existing

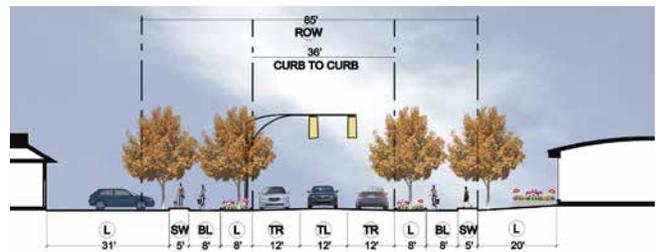


FIGURE 2.2.4.20:
St. Ferdinand Street, Proposed

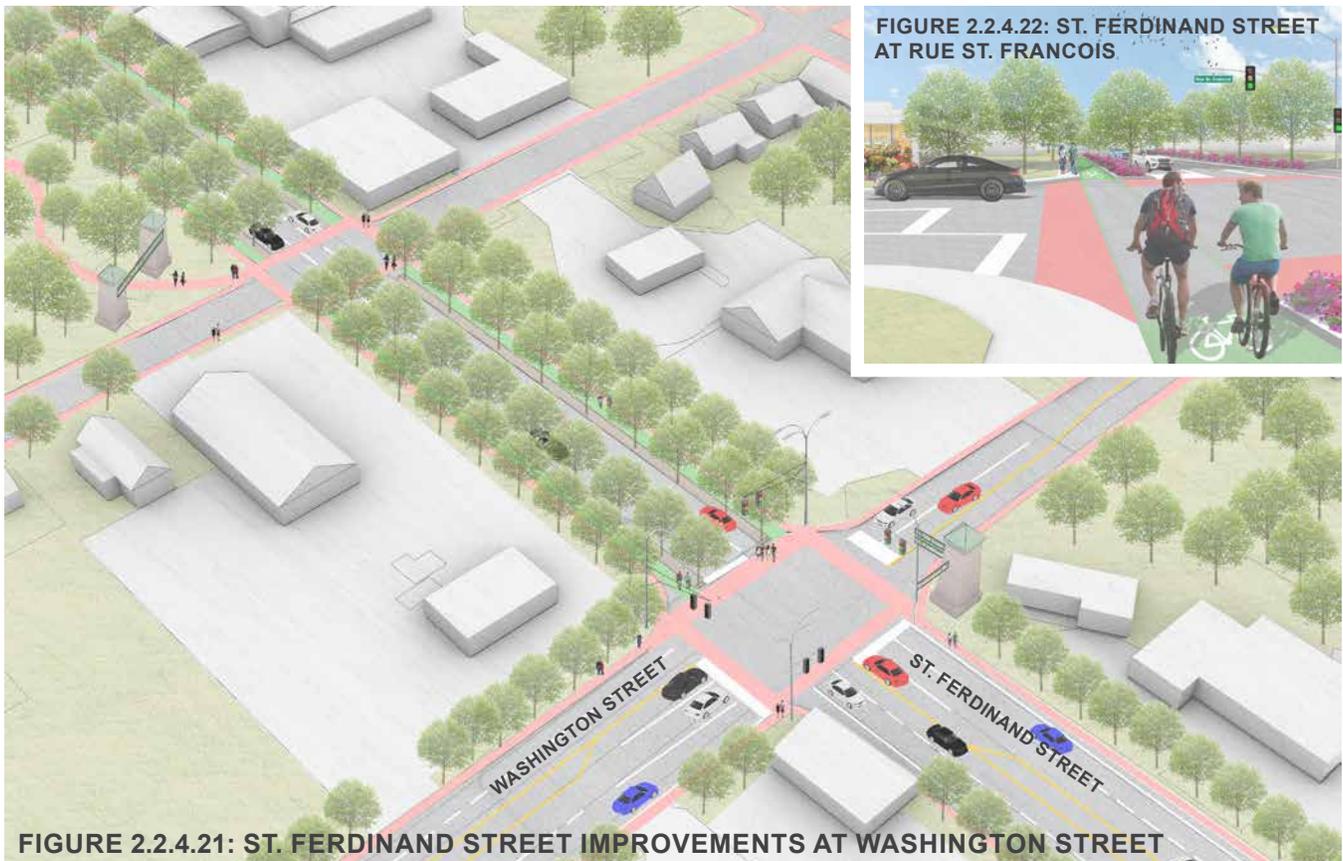


FIGURE 2.2.4.22: ST. FERDINAND STREET AT RUE ST. FRANCOIS

FIGURE 2.2.4.21: ST. FERDINAND STREET IMPROVEMENTS AT WASHINGTON STREET

City of Florissant Physical Facilities Plans
2.2.4. Old Town Recommendations

FIGURE 2.2.4.23:

Old Town Implementation, Phase 1 – 0 to 3 years

- » Continue public works sidewalk improvements.
- » Pilot 1-way streets.
- » Implement up to 2 blocks of streetscape and façade improvements on Rue St. Francois.
- » Continue to parks and produce annual special events.
- » Begin working with adjacent property owners.
- » Establish remediation partnerships for Coldwater Creek.



FIGURE 2.2.4.24:

Old Town Implementation, Phase 2 – 3 to 5 years

- » Establish form-based code and landscape ordinance.
- » Develop Old Town streetscape plan.
- » Expand streetscape and façade improvements to all Rue St. Francois.
- » Establish streetscape amenity zone.
- » Develop a tenanting program for commercial storefronts.
- » Continue beautification of Coldwater Creek.
- » Begin and/or facilitate property acquisition of Florissant Square Mall.

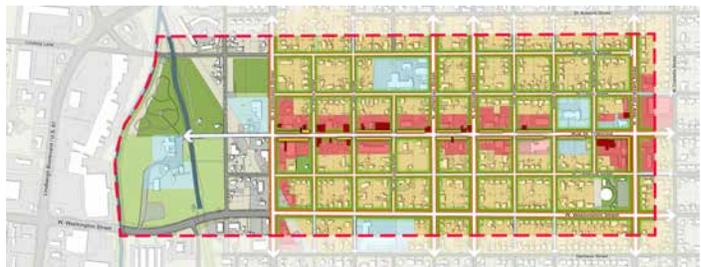


FIGURE 2.2.4.25:

Old Town Implementation, Phase 3 – 5 to 10 years

- » Continue implementation of Old Town streetscape plan.
- » Continue tenanting program for commercial storefronts.
- » New infill mixed-use development.
- » Establish a gateway at N. New Florissant and Rue St. Francois.
- » Construct improvements to Valley of the Flowers parks.
- » Disconnect Rue St. Denis between Coldwater Creek and N. St. Charles Street.



FIGURE 2.2.4.26:

Old Town Implementation, Phase 4 – 10 to 15 years

- » Redevelop Florissant Square Mall.
- » Complete street enhancements to St. Ferdinand Street.
- » Expand redevelopment along Lindbergh Boulevard / U.S. 67.
- » Connect parks to new mixed-use development with creek side promenade.
- » Expand greenway connections to Behlmann and Bangert Parks.



City of Florissant Physical Facilities Plans

2.3. Bicycle & Pedestrian Facilities Plan

The Bicycle & Pedestrian Facilities Plan creates a system of designated bicycle and pedestrian facilities that link Florissant’s neighborhoods and community amenities and destinations to one another and to the regional Great Rivers Greenway network and Gateway Bike Plan. This facility system provides designated on- and off-street facilities no farther than one-half mile from every home in Florissant.

Plan Recommendations:

On-Street / Parallel Street Facilities

Plan, design, secure funding for, and implement on-street and parallel street bike and pedestrian facilities of the following types, in coordination with the St. Louis County Action Plan for Biking and Walking (**refer to Figure 2.3**):

» Standard Bike Lanes

- Charbonier Road (Lindbergh Boulevard west to Old Charbonier Road)
- Washington Street (St. Ferdinand Street east to Pershall Road)
- New Halls Ferry Road (north of Lindbergh Boulevard)

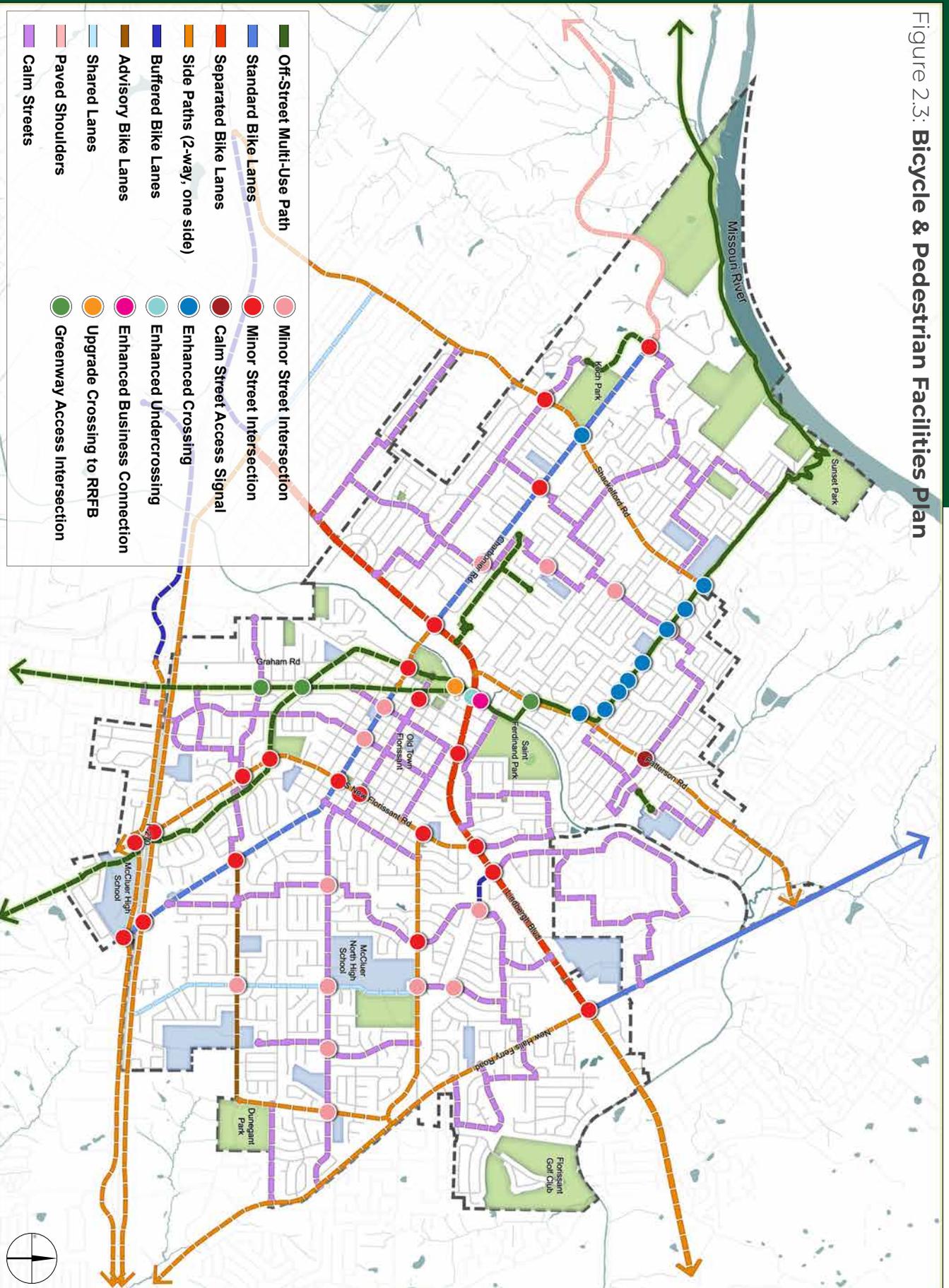
» Separated Bike Lanes

- Lindbergh Boulevard (west of New Halls Ferry Road)

» Side Paths (2-way, one side)

- Howdershell Road / Shackelford Road
- Patterson Road
- Washington Street (between Lindbergh Boulevard and St. Ferdinand Street)
- New Florissant Road
- Dunn Road (east of Lindbergh Boulevard)
- Pershall Road (east of Graham Road)
- Parker Road
- New Halls Ferry Road (south of Lindbergh Boulevard)
- Derhake Road (Parker Road south to St. Anthony Lane)
- Lindbergh Boulevard (west of New Halls Ferry Road)

Figure 2.3: Bicycle & Pedestrian Facilities Plan



2.3. Bicycle & Pedestrian Facilities Plan

» Buffered Bike Lanes

- Dunn Road (west of Lindbergh Boulevard)
- Pershall Road (west of Graham Road)
- N. Waterford Drive (Lindbergh Boulevard to Paddock Drive)

» Advisory Bike Lanes

- Derhake Road

» Shared Lanes

- Lynn Haven Lane
- Waterford Drive

» Paved Shoulders

- Charbonier Road / Aubuchon Road (west of Old Charbonier Road)

» Calm Streets

- (Multiple Streets; refer to Figure 3.3 for locations)

Off-Street Greenway Facilities

Plan, design, secure funding for, and implement off-street greenway facilities, in coordination with the Great Rivers Greenway and the St. Louis County Action Plan for Biking and Walking:

» Sunset Greenway / Missouri Greenway Connection

Work with Great Rivers Greenway to implement the connection of the Sunset Greenway to the Missouri Greenway within the City of Florissant's boundaries.

» Ameren ROW Greenway Extension

Plan, design, secure funding, and implement an extension of the Sunset Greenway; utilize the Ameren ROW to extend the Sunset Greenway south into Hazelwood and Berkeley.

» Fountain Creek Greenway Spur

Plan, design, secure funding, and implement an extension of the Sunset Greenway; utilize Fountain Creek to extend the Sunset Greenway south into Calverton Park and Ferguson, via McClure High School.

» Missouri River Greenway Extension

Work with Great Rivers Greenway to implement the planned Missouri Greenway within the City of Florissant's boundaries.

» Local Greenway Connectors

Plan, design, secure funding, and implement off-street greenway connectors at key locations in Florissant:

- Marseille Place / Jana Drive Greenway Connector
- Keevan Drive / Koch Park Greenway Connector
- Behlmann Park Greenway Connector

Crossing Improvements

Plan, design, secure funding for, and implement street crossing and intersection improvements at multiple intersections; refer to Figure 2.3 for locations. Refer to Figures 2.3.7 through 2.3.8 for typologies and conceptual designs.

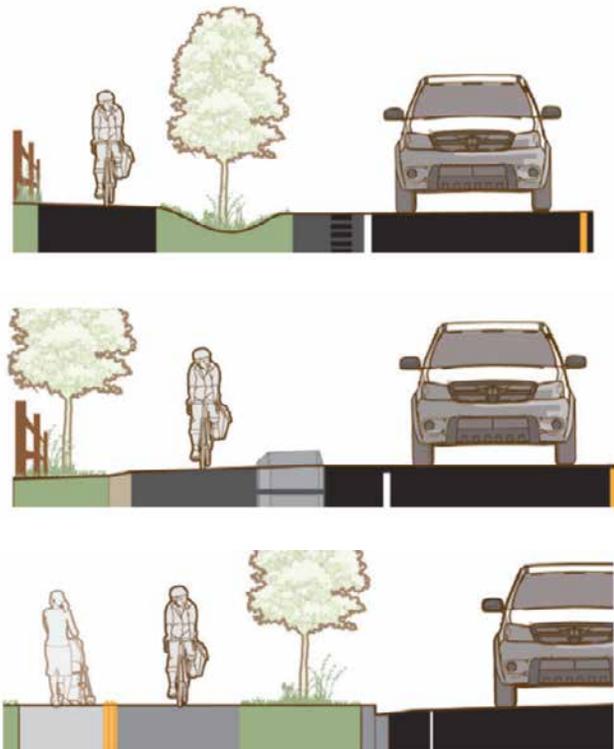
City of Florissant Physical Facilities Plans
2.3. Bicycle & Pedestrian Facilities Plan

FIGURE 2.3.1:
Standard Bike Lanes



Bike lanes are designated lanes within a roadway for bicycles. These lanes are a visual separation of bicycle traffic from motorized vehicle traffic on roadways with moderate traffic volume and moderate traffic speed. They allow bicyclists to ride at a preferred speed without interference from motorized vehicle traffic. Bike lanes should generally be located on the outside of a roadway between the travel lane and the curb. For an added safety benefit, a buffer is often installed between the bike lane and the through lanes or parking lanes where space allows. The buffer keeps bicyclists out of the door zone and provides a little extra space from motorized vehicles.

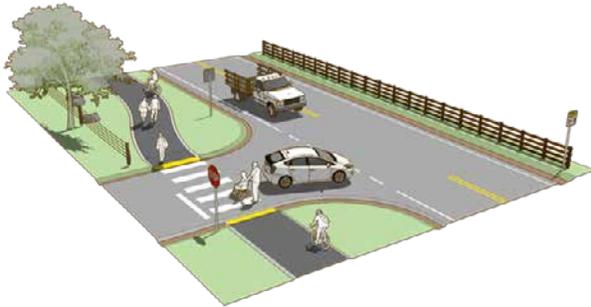
FIGURE 2.3.2:
Separated / Buffered Bike Lanes



Separated bike lanes are like standard bike lanes with the exception that they have a more robust buffer between motorized vehicle traffic that provides an added safety benefit. They allow for riders of a wider range of ages and abilities to feel comfortable riding. These bike lanes are sometimes raised to the sidewalk level. The buffer can be a landscape zone or curbed area. It should be noted that separated bike lanes, while sometimes appearing like sidewalks, should be kept separate from pedestrian traffic and clearly marked so as not to be used by pedestrians.

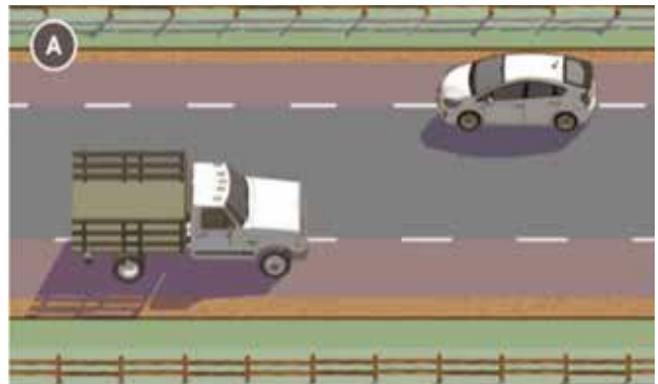
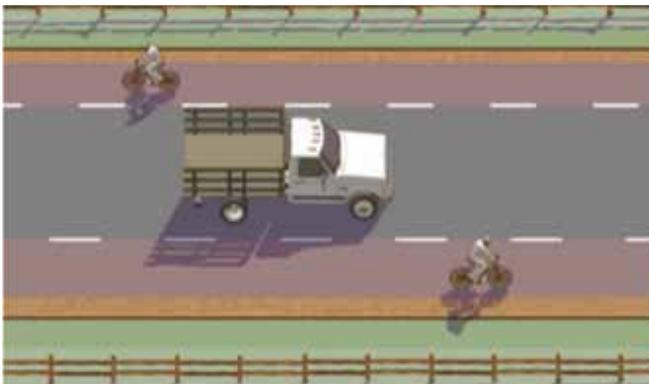
City of Florissant Physical Facilities Plans
2.3. Bicycle & Pedestrian Facilities Plan

FIGURE 2.3.3:
Side Paths



Sideways are bi-directional, shared use paths that run parallel and to a roadway. They are best suited for roadways with a significant amount of right-of-way available on at least one side. Sidepaths include a substantial buffer between the path and the roadway to provide a high level of comfort and safety for bicyclists and pedestrians along roadways with moderate to high traffic volumes and speeds. They are best suited as regional network connectors and can provide a more rural/suburban aesthetic than a bike lane.

FIGURE 2.3.4:
Advisory Bike Lanes



This is an experimental treatment that requires a request to experiment from FHWA. Advisory bike lanes, or shoulders, are a bike lane configuration where bicycles use marked bike lanes on the outside of the roadway and motorized vehicle traffic utilizes a two-way center lane. When two motorized vehicles traveling in opposite directions come across each other, they may divert into the bike lane to pass if no bicycle traffic is present. The bike lanes are marked with dashed lines to indicate this as the intended behavior. Advisory bike lanes are best suited for low-volume and low-speed roads that may not have the space available for wider lanes or dedicated bike lanes.

City of Florissant Physical Facilities Plans
2.3. Bicycle & Pedestrian Facilities Plan

FIGURE 2.3.5:
Shared Lanes



Shared-lanes indicate a traffic environment where bicycle traffic and motorized vehicle traffic share the same lane. Motorized vehicle traffic should travel at lower volumes (typically less than 3,000 vehicles per day) and lower speeds (under 35 MPH). These lanes are marked on the pavement by specific shared-lane markings, often called “sharrows” (a portmanteau of “shared-lane” and “arrows”), that indicate the road is intended to be used by both bicycles and motorized vehicles. They act as a gentle reminder to motorists to share the road. Appropriately placed sharrows will help keep bicyclists out of the “door zone” – the zone in which the passenger of a parallel parked car can open their door into a passing bicyclist.

FIGURE 2.3.6:
Calm Streets



A calm street is a street with a low level of motorized vehicle traffic that travels at low speed. The lack of traffic provides a safe and comfortable riding environment on the street for riders of most ages and abilities. They are typically found in residential or neighborhood areas and provide connections that allow a bicyclist to avoid busy streets. They may utilize speed or volume management tactics such as speed humps, and traffic circles to ensure a level of calmness from motorists. This is a concept that is also applicable to streets that allow the use of golf carts. Ideally these are streets with posted speeds less than 25 MPH, and traffic volumes of less than 2500 ADT.

City of Florissant Physical Facilities Plans 2.3. Bicycle & Pedestrian Facilities Plan

FIGURE 2.3.7: Intersection Improvements – Major Street Crossings

There are many ways to approach crossing a major street with bike infrastructure. With bike lanes and a signalized intersection in place, one of the more basic treatments is intersection crossing markings. Intersection crossing markings create a direct path for cyclists across an intersection and provide a clear path and boundary for cyclists as they cross the intersection. They can be implemented in a variety of ways including with chevrons (Figure 2.3.7.1), sharrow markings (Figure 2.3.7.2), solid green paint (Figure 2.3.7.3), dashed green paint, or simply dashed lines across (Figures 2.3.7.5 and 2.3.7.6).



FIGURE 2.3.7.3: GREEN PAINT



FIGURE 2.3.7.1: CHEVRONS



FIGURE 2.3.7.4: HEAVY DASHED LINES



FIGURE 2.3.7.2: SHARROWS



FIGURE 2.3.7.5: REGULAR DASHED LINES

2.3. Bicycle & Pedestrian Facilities Plan

FIGURE 2.3.7:

Intersection Improvements – Major Street Crossings (continued)

Bike boxes (**Figure 2.3.7.6**) are a method for increasing awareness of bicyclists at intersections. Bike boxes are a rectangular space for bicyclists to wait at a traffic signal during a red light. They provide a dedicated area ahead of traffic for cyclists that increases visibility to motorists. During a green signal, all cyclists can quickly clear the intersection. Potential conflicts between cyclists and traffic, such as “right hook” crashes are reduced, creating an added safety benefit.

Where an intersection has a right turn lane and bike lanes have been implemented, a couple treatments can be utilized. A weaving area where traffic crosses the bike so that right turning cars are to the right of the bicyclists is one solution (**Figure 2.3.7.7**). The bicycle lane maintains a straight path, and drivers must weave across, providing clear right-of-way priority to cyclists. Maintaining a straight bicycle path reinforces the priority of bicyclists over turning cars. Drivers must yield to bicyclists before crossing the bike lane to enter the turn only lane. Dashed lines can help to identify potential conflict areas.

If there is not enough room for both a right turn lane and a through bike lane at an intersection, the right turn lane can become a shared-lane with shared-lane markings (**Figure 2.3.7.8**) present for the duration of the right turn lane.

When calm streets cross unsignalized, major intersections, bicycle forward stop bars can be located between the pedestrian crosswalk and cross traffic (**Figure 2.3.7.9**). A bicycle forward stop bar can decrease crossing distance, increase the number of available crossing gaps, and improve visibility for bicyclists. It works best for cross streets with three or fewer travel lanes and posted speeds below 35 MPH.

Alternative to the hybrid beacon, a median refuge is a protected space in the middle of an intersection that allows bicyclists to cross one direction of traffic at a time (**Figure 2.3.7.10**). At intersections with higher levels of traffic, additional treatments may be included with the median refuge to provide a more robust level of safety.

A protected intersection (**Figure 2.3.7.11**) uses a collection of intersection design elements to maximize user comfort within the intersection and promote a high rate of motorists yielding to people walking and bicycling. The design maintains a physical separation within the intersection to define the turning paths of motor vehicles, slow vehicle turning speed, and offers a comfortable place for people bicycling to wait at a red light.

City of Florissant Physical Facilities Plans 2.3. Bicycle & Pedestrian Facilities Plan

FIGURE 2.3.7: Intersection Improvements – Major Street Crossings (continued)



FIGURE 2.3.7.6: BIKE BOX



FIGURE 2.3.7.9: BICYCLE FORWARD STOP BAR



FIGURE 2.3.7.7: RIGHT TURN LANE WEAVING AREA



FIGURE 2.3.7.10: MEDIAN REFUGE



FIGURE 2.3.7.8: RIGHT TURN LANE SHARED LANE



FIGURE 2.3.7.11: PROTECTED INTERSECTION

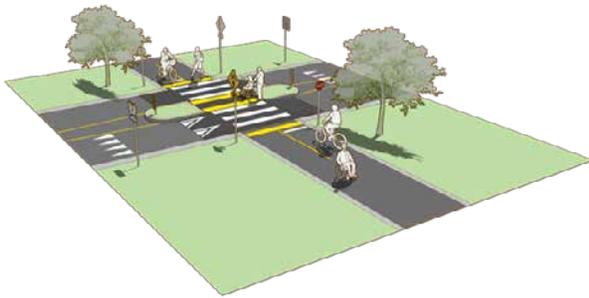
City of Florissant Physical Facilities Plans
2.3. Bicycle & Pedestrian Facilities Plan

FIGURE 2.3.8:
Intersection Improvements – Calm Street Crossings



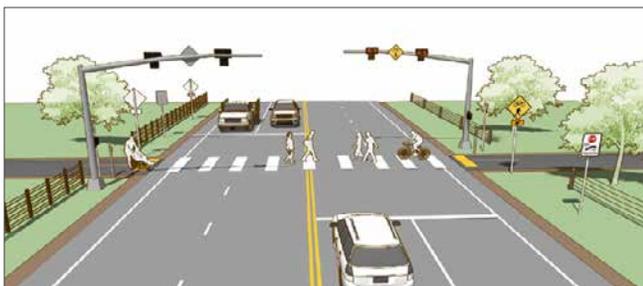
Where there are more than three lanes across, more robust crossing treatments may be necessary. One such treatment is the hybrid beacon. Hybrid Beacons can facilitate bicycle crossing of a busy street where cross traffic does not stop but motor vehicle traffic volumes on the calm street do not warrant a conventional traffic signal. The hybrid beacon flashes red lights to alert drivers on the cross street that bicyclists are present and intend to cross the street.

FIGURE 2.3.9:
Intersection Improvements – Enhanced Trail Crossings



Enhancements to trail crossings, such as median refuge areas and raised intersections can increase safety and comfort. They create a more visible crossing zone than a marked crosswalk alone, setting the expectation that trail users may be present, and encourages motorists to slow down or stop upon approach.

On multilane roadways with higher volume and higher speed traffic, a hybrid beacon or full traffic signal may be necessary to provide an adequate level of crossing safety. Signalized crossings provide the most protection for path users to cross.



City of Florissant Physical Facilities Plans
2.3. Bicycle & Pedestrian Facilities Plan

FIGURE 2.3.10:

Intersection Improvements – Enhanced Trail Crossings (continued)

An RRFB is a bicycle crossing sign with a user activated light that flashes orange at a rapid pace to alert drivers that a cyclist intends to cross the street. It provides all the benefits of a Median Crossing as well as additional visibility of the crossing and trail users. Paired with additional treatments like median refuge islands, RRFBs provide increase motor vehicle yielding compliance on multi-lane or high volume roadways.

An enhanced trail/driveway crossing marking that includes green bicycle striping in addition to traditional white striping (and appropriate signage) provides an additional indication for motorists to expect that cyclists and/or pedestrians may be crossing and to proceed with caution.



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City of Florissant Physical Facilities Plans

2.4. Transportation & Connectivity Plan

The Transportation & Connectivity Plan provides qualitative improvements for the major streets in Florissant’s commercial and mixed-use districts, as well as key streets within the City’s residential neighborhoods. These recommendations encourage the development of Complete Streets for safe and effective intra-neighborhood connectivity for pedestrians, bikes, golf carts, mobility device users, and vehicles alike.

Plan Recommendations:

Lindbergh Boulevard Improvements

- » Pursue an EWG Great Streets Project from Lindsay Lane to New Halls Ferry Road.
- » Improve the Patterson Road / Lindsay Road intersection.
- » Remove segment of St. Denis Street between St. Ferdinand Street and Lindbergh Boulevard.
- » Develop a coordinated streetscape program with Hazelwood from I-270 to New Halls Ferry Road.
- » Refer to **Figure 2.4.1** for typical schematic design section.

“North County Connector” Improvements

- » Improve Missouri Bottom / Aubuchon / Charbonier Road in partnership with St. Louis County to floodproof connection (Route 370 to Shackleford Road) Refer to **Figure 2.4.2** for typical schematic design section..
- » Improve Charbonier Road / Washington Avenue as a suburban parkway (Shackleford Road to St. Ferdinand Street). Refer to **Figure 2.4.3** for typical schematic design section.
- » Improve Washington Avenue for roadway conditions and community support (St. Ferdinand Street to Dunn Road). Refer to **Figure 2.4.4** for typical schematic design section.

2.4. Transportation & Connectivity Plan

Graham Road & New Florissant Road Corridors Improvements

- » Upgrade Graham Road and New Florissant Road for roadway conditions and community support according to the St. Louis County Action Plan.
- » Develop a coordinated streetscape program and bike/ped enhancements in partnership with Hazelwood.
- » Implement a road diet on St. Ferdinand Street between Washington Avenue and St. Denis Street (Old Town Plan).
- » Refer to **Figure 2.4.5** for typical schematic design section.

Outer Road Improvements

Improve Dunn Road and Pershall Road to calm traffic speeds in support of economic development. Refer to **Figure 2.4.6** for typical schematic design section.

Expanded Mobility Alternatives

- » Develop “Calm Street” connectors to improve golf cart and alternative mobility connections across Florissant.
- » Add electric vehicle (EV) charging stations at City parks and facilities; consider regulatory incentives to encourage property owners to provide EV charging stations at businesses.

Enhanced Bus Stops

Plan, design, secure funding for, and implement enhanced bus stops at the following locations (refer to Figure 3.4):

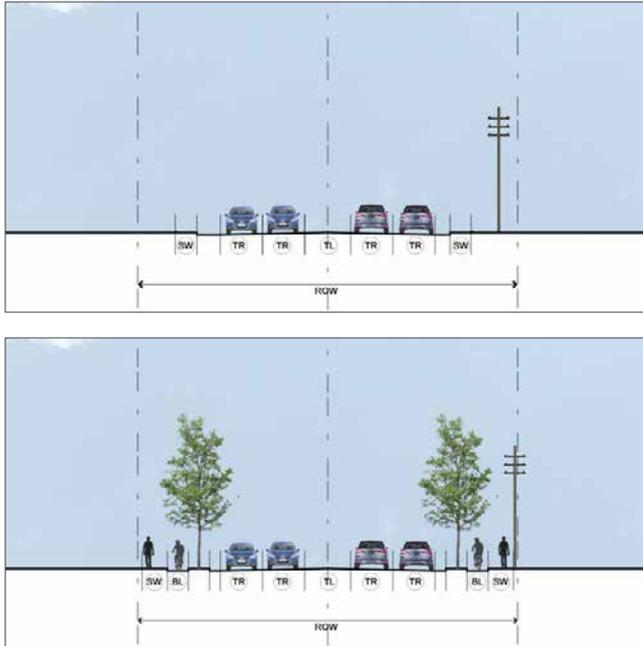
- » Route 71/77 – Lindbergh @ Charbonier
- » Route 76 – St. Ferdinand @ St. Francois
- » Route 76 – Graham Road @ Reeb Lane
- » Route 76 – Graham Road @ Northwest Healthcare
- » Route 76/77 – Lindbergh @ Lafayette
- » Route 76/77 – Lindbergh @ New Florissant
- » Route 77 – Lindbergh @ Waterford
- » Route 77 – Lindbergh @ Trotterway
- » Route 77 – Lindbergh @ Cross Keys Plaza
- » Route 77 – New Halls Ferry @ Cross Keys Plaza
- » Route 77 – New Halls Ferry @ Santiago Drive
- » Route 77 – New Halls Ferry @ Hambletonian
- » Route 77 – New Halls Ferry @ Parker Road

Enhanced bus stops should include features such as expanded shelters, waste receptacles, lighting, improved sidewalk connectivity, full ADA compliance, and public art.

City of Florissant Physical Facilities Plans
2.4. Transportation & Connectivity Plan

FIGURE 2.4.1:

Lindbergh Boulevard Improvements, Typical

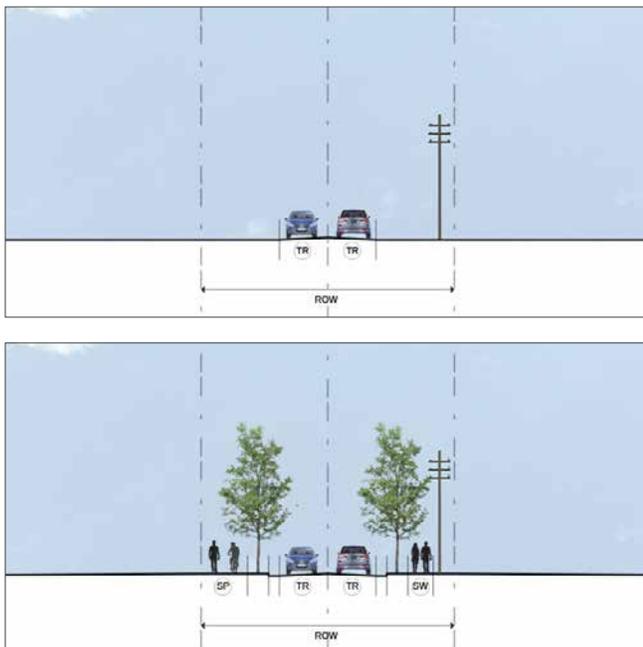


Lindbergh Boulevard improvements aim to improve the visual quality and pedestrian safety of the corridor; accommodate comfortable bike and pedestrian mobility; and reduce traffic congestion by consolidating curb cuts and driveway entrances. Features include:

- » 4 to 6 Travel Lanes
- » Continuous Center Turn Lane (where currently existing)
- » Separated Bike Lanes (Both Sides)
- » Pedestrian Sidewalks (Both Sides)
- » Street Lighting
- » Street Trees
- » Address Monuments
- » Signage / Banners

FIGURE 2.4.2:

**North County Connector Improvements,
Charbonier Road west of Shackelford Road**

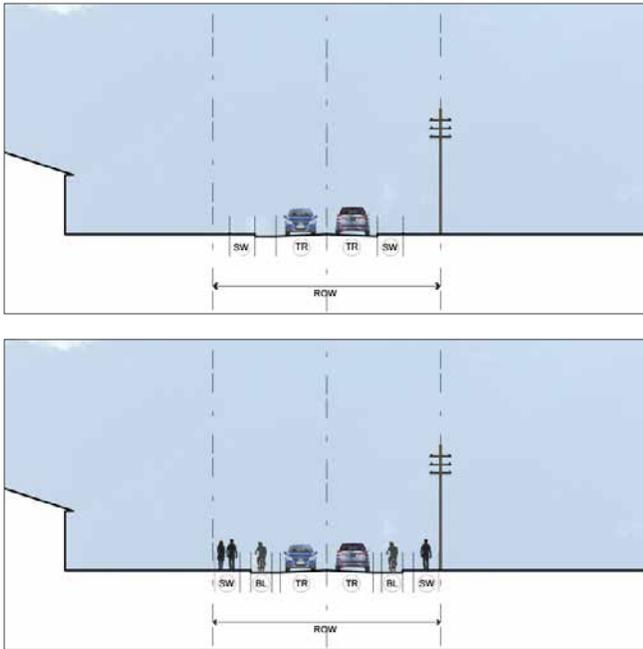


West of Shackelford Road, improvements to the Charbonier / Aubuchon corridor intend to create a bikeable, floodproof connection between Florissant and I-370. Sidewalks and street trees should be provided in suburban-developed areas along the corridor. Features include:

- » 2 Travel Lanes
- » Multi-Use Sidepath (2-way, One Side)
- » Pedestrian Sidewalk (One Side, where appropriate)
- » Street Lighting
- » Street Trees

City of Florissant Physical Facilities Plans
2.4. Transportation & Connectivity Plan

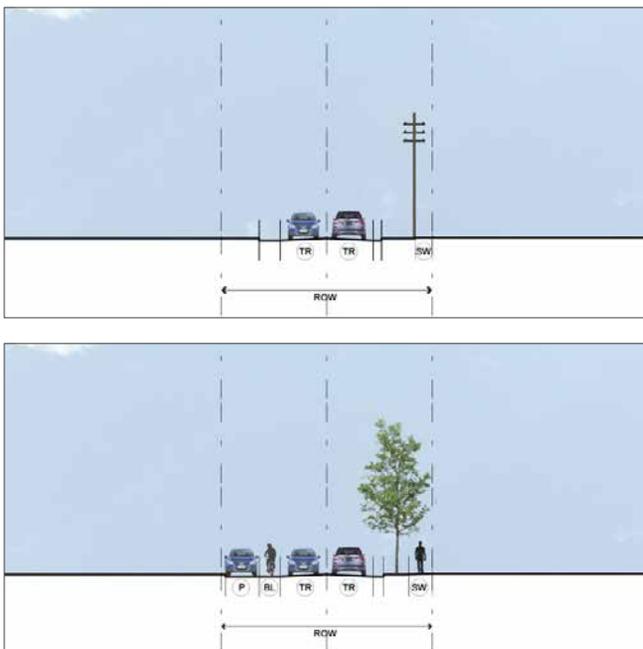
FIGURE 2.4.3:
**North County Connector Improvements,
 Charbonier Road east of Shackelford Road**



West of Shackelford Road, improvements to the Charbonier corridor intend to create a visually appealing, walkable and bikeable suburban parkway, with continuous sidewalks and buffered bike lanes. Features include:

- » 2 Travel Lanes
- » Buffered Bike Lanes (Both Sides)
- » Pedestrian Sidewalk (Both Sides)
- » Street Lighting

FIGURE 2.4.4:
**North County Connector Improvements,
 Washington Street**



The Washington Street corridor—from St. Ferdinand to I-270—should be improved to maintain arterial traffic flow while providing better support to the residents who live and the businesses that are located along the corridor. Improvements to intend to improve visual character and improve bikability and walkable, which supporting parking and access. Features include:

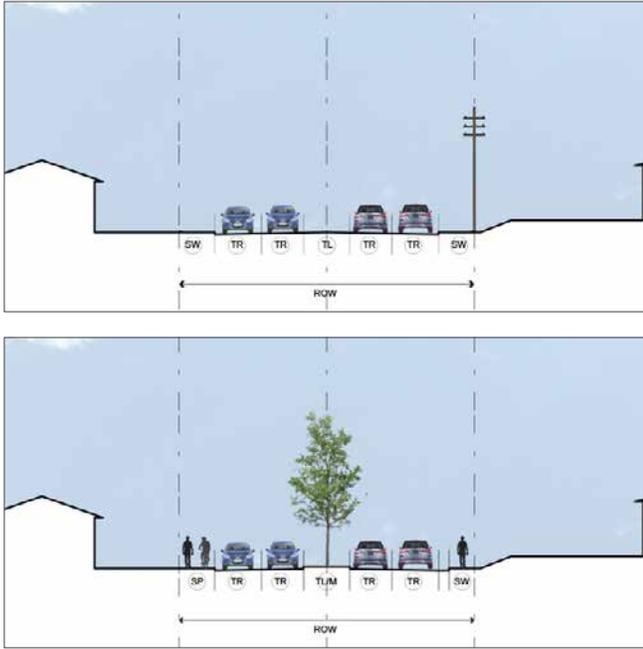
- » 2 Travel Lanes
- » 1 Parallel Parking Lane (Opposite utilities, where appropriate)
- » Standard Bike Lane (One Sides)
- » Pedestrian Sidewalk (One Sides)
- » Street Lighting
- » Street Trees

City of Florissant Physical Facilities Plans

2.4. Transportation & Connectivity Plan

FIGURE 2.4.5:

Graham Road & New Florissant Road Corridors Improvements, Typical

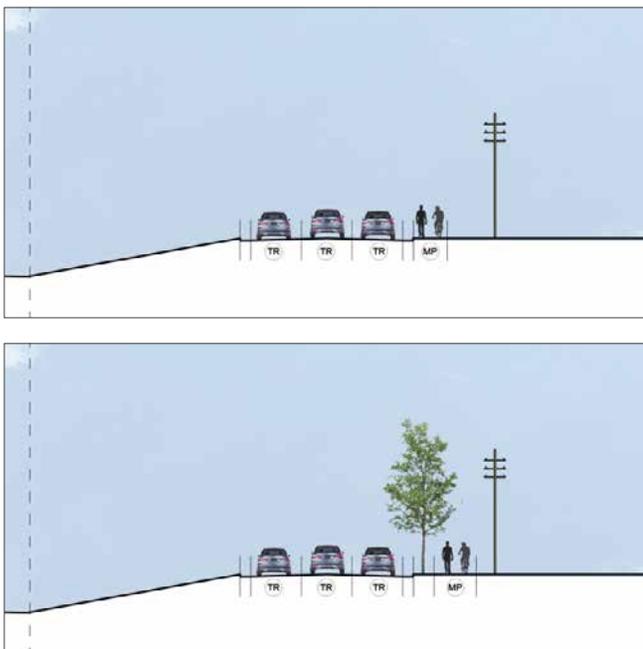


Graham Road and New Florissant Road improvements aim to improve the visual quality and pedestrian safety of the two corridors; accommodate comfortable bike and pedestrian mobility; and support new residential and business development. Features include:

- » 4 to 6 Travel Lanes
- » Continuous Center Turn Lane (where currently existing) with Intermittent Center Median with Street Trees
- » Multi-Use Sidepath (2-way, One Side)
- » Pedestrian Sidewalk (One Side)
- » Street Lighting
- » Street Trees
- » Signage / Banners

FIGURE 2.4.6:

Outer Road Improvements, Typical



Improvements to the Dunn Road and Pershall Road corridors intend to improve the visual quality of the roads; enhance comfortable bikeability and walkability; and promote an attractive corridor for new business development. Features include:

- » 3 Travel Lanes (One Way only)
- » Multi-Use Sidepath (2-way, One Side)
- » Street Lighting
- » Street Trees
- » Address Monuments
- » Signage / Banners

City of Florissant Physical Facilities Plans

2.5. Stormwater & Waterways Plan

The Stormwater & Waterways Plan improves the safety and resilience of Florissant by mitigating the risk of flooding and flood-related damage; maintaining floodproof transportation routes; and facilitating the remediation of destructive stormwater runoff and pollution impacts in Florissant’s urbanized streams and creeks.

Plan Recommendations:

Flood Hazards & Coldwater Creek

- » Actively lobby for the remediation of Coldwater Creek pollution with the State of Missouri Department of Natural Resources (DNR), State Legislature, U.S. Army Corps of Engineers, Environmental Protection Agency (EPA), and federal legislators.
- » Develop and enact a local stormwater ordinance to address land disturbances of less than one (1) acre to supplement MS4.
- » Provide regulatory incentives for providing stormwater detention on private lots that exceeds minimum requirements.

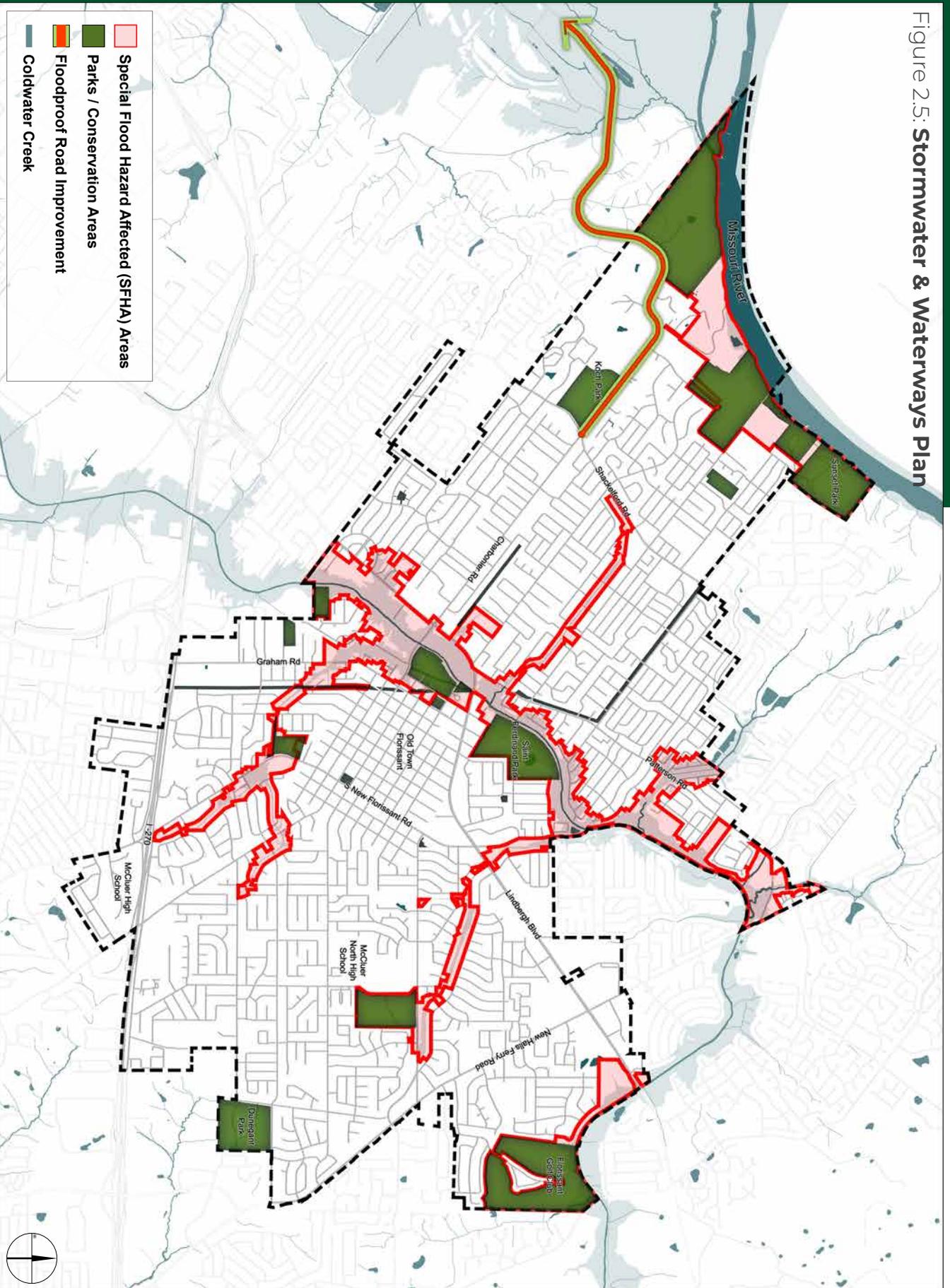
Low-Impact Development

Facilitate low-impact and floodproof development within flood hazard affected zones.

Transportation Access & Safety

Ensure that road improvement within flood hazard affected areas are floodproof.

Figure 2.5: Stormwater & Waterways Plan



City of Florissant Physical Facilities Plans

2.6. Community Image & Identity Plan

Florissant’s Community Image & Identity Plan coordinates the efforts of the City’s Economic Development Department, Parks and Recreation Department, Public Works Department, the Mayor’s office, Historic Florissant, Inc., Old Town Partners, and other organizations to enhance Florissant’s physical appearance and community identity through public art installations, gateways, horticulture, and other aesthetic improvements.

Plan Recommendations:

Community Amenities

- » Update existing community & recreational amenities and parks.
- » Implement a public art program and community festivals and events in parks throughout Florissant.

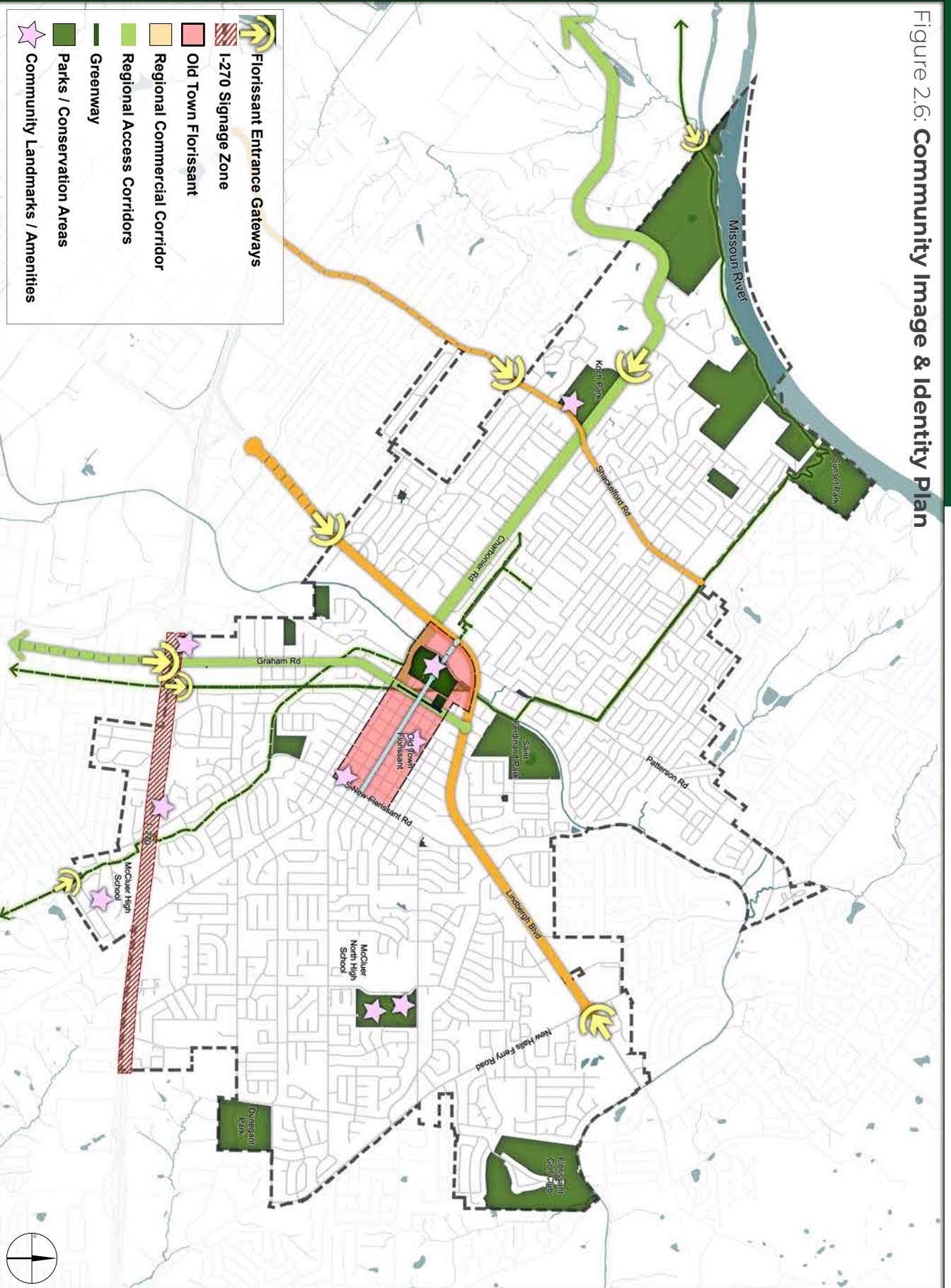
Identity & Wayfinding

- » Implement Florissant-specific signage and branding along the I-270 corridor.
- » Establish physical gateways at key City entrances:
 - *Graham Road northbound*
 - *Lindbergh Boulevard northbound*
 - *Lindbergh Boulevard @ New Halls Ferry Road*
 - *Charbonier Road @ Koch Park*
 - *Greenway entrances at the Florissant municipal boundary*

Old Town Florissant

- » Establish a “Valley of Flowers” park inclusive of St. Ferdinand Shrine.
- » Develop a pedestrian connection between Rue St. Francois and Lindbergh Boulevard.
- » Market the economic development of Rue St. Francois.
- » Brand and market Old Town as a regional destination.

Figure 2.6: Community Image & Identity Plan



Section 3:

Implementation Strategic Action Plan

A critical element of any effective Comprehensive Plan is successful implementation. The Florissant 2050 Comprehensive Plan Update is a 20-year, community-based vision for Florissant that provides actionable strategies to successfully position Florissant for future success by building upon Florissant's strengths to address current and future challenges. This Plan has also been structured to specifically address challenges with the 2004 Comprehensive Plan related to implementation.

The 2004 Comprehensive Plan provided numerous specific strategies for Florissant to utilize. Unfortunately, the 2004 Plan does not provide a focused roadmap of next steps for City government, elected and appointed officials, and community stakeholders. Feedback from City staff indicates that, because of this, the City has primarily used the plan as a reference when evaluating public and private development projects, instead of as an active plan for future improvements.

This is not intended as a criticism of either the City of Florissant or the 2004 Comprehensive Plan. On the contrary, Florissant has grown its population since 2004 and maintained major retail amenities, reasonable property taxes, and high standards for municipal services. Nevertheless, the Florissant 2050 Plan incorporates lessons learned from the past to enhance the actionability of the Comprehensive Plan and set the City up for greater levels of success.

The Florissant 2050 Implementation Strategic Action Plan is based upon the following principles:

- » **Facilitate Incremental Action:** The City’s primary control over future land use and development is through the regulatory environment—specifically, the Code of Ordinances. As part of implementation, Florissant should strategically update its Zoning Code and other ordinances to reflect the Vision of the Plan and allow—by right—for development that incrementally builds toward that Vision.

Additionally, the City can utilize specific policies and programs such as the Chapter 99, Chapter 100, and Chapter 353 Redevelopment Corporations, blighting studies, and a Land Clearance for Redevelopment Authority to incentivize private development activity. Because of Florissant’s lack of undeveloped land and rigorous regional competition for new development and redevelopment, these policies will help make Florissant more attractive for both residential and commercial developers.

- » **Diversification of Funding:** While the primary public funding source of Plan implementation will be from the City’s funds, the Comprehensive Plan should leverage City funding with grant opportunities and other partnerships. Many of the initiatives and recommendations of the Florissant 2050 Plan have been developed to overlap with activities of regional and statewide partners, including St. Louis County Department of Transportation, Great Rivers Greenway, the East-West Gateway Council of Governments, and MoDOT. This will help to ensure eligibility for existing and future funding opportunities.

- » **Provide Specific Direction:** The Comprehensive Plan needs to provide geographically-specific recommendations for capital improvements, zoning and regulatory districts, and new amenities and infrastructure. This provides needed direction to future City staff, commissioners, and elected officials to streamline the implementation of the projects over the Plan’s 10- to 15-year lifespan.
- » **Maintain Flexibility:** At the same time, the Comprehensive Plan cannot be too prescriptive. If it is, the City risks setting itself up for failure by “biting off more than it can chew”, putting in place processes that cannot be sustained long-term, and/or relying on activities over which the City has no direct control.

A successful Comprehensive Plan clearly: 1) outlines and the City’s activities; 2) prioritizes initiatives that are both achievable and leverage other activities and investments for maximum positive impact; and 3) builds in a level of flexibility to allow for unforeseen circumstances, both positive and negative.

- » **Evaluate Success:** Actively reviewing and evaluating the relevance and efficacy of the Plan is important to long-term, successful implementation. An ongoing outcome management process with regular review and re-evaluation of the Florissant 2050 Plan is recommended and is an important factor for successful implementation.

Early Action Items

Identification and successful completion of several early action items will be key to setting the stage for on-going implementation. First, it will establish essential regulatory and policy frameworks for ongoing implementation efforts. Second, it will initiate several key catalytic projects to leverage future investment. Lastly, it will build critical momentum and excitement among residents and stakeholders about the Florissant's future.

In order to successfully begin implementation of the Florissant 2050 Plan, the following five (5) early action items should be initiated and, when possible, completed by the City of Florissant within five (5) years of Plan adoption:

1. Establish an outcome reporting and management system to track progress.

Florissant should develop and establish an Outcome Measurement Reporting System to track implementation progress. This system should utilize the *Implementation Matrix* presented in the Implementation Strategic Action Plan and assign primary responsibilities to City departments for each Strategy. Additionally, the Outcome Measurement Reporting System should identify baseline metrics and five (5) year targets for each Strategy. The City should also consider developing a web-based, Community Dashboard to publish outcome measurement reports. This system should also include a five (5) year assessment interval, with the potential to update tracking measures, targets, and/or benchmarks to reflect current implementation status.

2. Develop and adopt a City ordinance to limit the total number of rental units.

Florissant is a primarily residential community, and has been traditionally characterized by owner-occupied single-family homes. Currently, significant numbers of single-family homes are being purchased by absentee and out-of-town landlords and converted to rental properties. While the ratio of renters to homeowners is increasing both locally and nationally, high levels of out-of-town ownership in established owner-occupied neighborhoods causes difficulties in code enforcement and owner accountability. Following the model of the City of Berkeley, Florissant should develop and adopt an ordinance that limits rental occupancy permits—and thus rental units—as a percentage of each block within single-family zoning districts.

3. Actively facilitate commercial and residential development and revitalization through City-controlled programs, policies, and regulations.

In order to overcome challenges of low property values, lack of undeveloped land for new development, and rigorous regional competition for development, the City of Florissant should develop and enact policies, programs, and regulations that actively facilitate residential and commercial development, namely:

3.1. Assess and revise Florissant's local ordinances to make it easier to establish a business in Florissant.

3.2. Update Florissant's commercial zoning regulations to facilitate new, non-retail commercial development.

- 3.3. Prepare an inventory of new development and redevelopment sites and market these to prospects.
- 3.4. Establish a Land Clearance for Redevelopment Authority to facilitate the public acquisition, holding, and assembly of land for large-scale development projects.
- 3.5. Conduct a City-wide blighting study to identify areas eligible for Chapter 99, Chapter 100, and Chapter 353 redevelopment designations.
- 3.6. Work with property owners and pursue the redevelopment of Florissant Meadows, Florissant Square, and other outdated shopping centers along Lindbergh Boulevard, adjacent to Old Town, as one or more new, mixed-use development.
- 3.7. Establish a community improvement district (CID) from N. New Florissant Road to Lindbergh Boulevard along Rue St. Francois.
- 3.8. Develop a form-based code for Old Town that allows two- and three-story buildings along Rue St. Francois; limit office and non-active commercial uses to upper floors; reduce minimum parking requirements; permit accessory dwelling units (ADUs); permit a limited number of short-term rentals; and permit venue / event spaces in existing houses.

4. Implement strategic parks and recreation enhancements.

Key strategic enhancements to Florissant's park network will set the stage for broader implementation of the Comprehensive Plan's *Future Land Use Plan* and *Parks, Trails & Public Facilities Plan*, as detailed in Section 2. Within the first three (3) years following adoption, the City should:

- 4.1. **Secure development of a new Florissant Aquatic Center and construct a new lap pool at Bangert Park.** The City should secure bond funding for the construction of a new aquatic center, to be located either at (1) Koch Park, next to the John F. Kennedy Community Center; or (2) at Florissant Valley Park, next to the James J. Eagan Civic Center. The City should also secure funding for the construction of a new lap pool at Bangert Park, to replace the existing swimming complex, which will be decommissioned.
- 4.2. **Expand Coldwater Commons Park to incorporate St. Ferdinand Shrine, the Knights of Columbus, and City-owned property.** The City should work with the Shrine of St. Ferdinand Board and the Knights of Columbus to develop an execute a cooperative agreement for City-owned and privately-owned land adjacent to Coldwater Commons Park. Under this cooperative agreement, the properties should be master planned and maintained as a single unit, and each owner should retain rights to use each of their properties.

- 4.3. Develop a City-wide Parks Master Plan.** The City should develop a City-wide Parks & Recreation Master Plan for all existing and proposed future park space, based on the recommendations of the Comprehensive Plan.
- 4.4. Pursue enhancement of Koch Park.** As detailed in the Future Land Use Plan, the City should initiate the enhancement of Koch Park, including the redevelopment of 28 currently unused acres at the northwest end of the park as either (1) new mixed-use residential development or (2) a destination tournament complex.

5. Rebrand Florissant and expand local and regional marketing.

One of Florissant’s biggest challenges is negative regional perception and lack of regional awareness of Florissant’s many assets. By actively working to improve opportunities and actively marketing itself within the St. Louis region, Florissant can begin to change these perceptions and reposition itself for future success.

- 5.1. Actively market Florissant’s community events to the St. Louis region.** Florissant should expand marketing of its numerous community festivals and events to the St. Louis region in order to increase awareness and bring in more regional visitors. The City’s media department should work in coordination with local television, radio, and online sources to increase marketing.
- 5.2. Actively re-position and market Florissant in the regional context, highlighting its proximity to regional job centers and surrounding assets in St. Louis County, St. Charles County, and Metro East.** Florissant is located in the center of the St. Louis Region’s job concentration. Florissant should reposition itself not as a “North County” community but as a centrally-located community in the heart of regional growth areas.

- 5.3. Regionally market workshop and service opportunities to encourage regional business and entrepreneurs to move into Florissant.** Florissant should expand active engagement with the St. Louis Regional Chamber, St. Louis Economic Development Partnership, and other regional organizations to build awareness of the startup and entrepreneurial resources in Florissant.
- 5.4. Establish a Task Force of the City, Hazelwood School District, and Ferguson-Florissant School District.** The City of Florissant should lead establishment of a task force of representatives of the City, the Hazelwood School District, and the Ferguson-Florissant School District to actively develop solutions to improve the performance and perception of the public school system. The Task Force should meet on a quarterly basis for a minimum initial terms of three (3) years.
- 5.5. Establish mentorship programs for students.** One of the first initiatives of the Task Force, as described above, should be to establish mentorship programs with regional corporations for students living in Florissant. The Task Force should identify leaders of regional corporations and invite them to engage with the City to develop mentorship programs for middle school and high school students.
- 5.6. Establish a Police Athletics Activities League (PAL) program.** The City of Florissant should establish a PAL Chapter of the National Police Athletics Activities League to cultivate a positive relationship between youth and police through increased mentorship, community networking, and events.
- 5.7. Develop a Great Streets project to improve the appearance and function of Lindbergh Boulevard.** Working with MoDOT and East-West Gateway, Florissant should develop a Great Streets planning project for Lindbergh Boulevard from Patterson Road to New Halls Ferry Road. This project should provide enhancements consistent with the Lindbergh enhancements south of Patterson to improve streetscapes and operations improve that supports economic development and local neighborhoods.

Implementation Matrix

Implementation of the Florissant 2050 Comprehensive Plan will be driven by 157 measurable community development *Strategies*, organized according to seven (7) community Goals and supporting Objectives. These Strategies address the 10 Community Issues and Priorities that were identified by the Florissant community during the Comprehensive Plan process.

The Implementation Matrix, presented on the following pages, describes the way in which each of the Community Issues and Priorities are addressed by the Strategies. Collective impact of the Florissant 2050 Comprehensive Plan recommendations is illustrated by the Primary and Secondary Contributing Strategies for each Issue and Priority. The Matrix also indicates the recommended timeframe in which each Strategy is to be completed. Implementation of these Strategies will be achieved, in part, by the *Physical Facilities Plans* detailed in Section 2.

IMPLEMENTATION MATRIX KEY

- | | |
|---|---|
|  Primary Action & Effect |  Short-Term Implementation Action (0-3 Years) |
|  Secondary Action & Effect |  Medium-Term Implementation Action (3-7 Years) |
|  Indirect Effect |  Long-Term Implementation Action (7+ Years) |

Implementation Matrix

1. Improve connectivity to regional job centers along I-270, I-170, and I-70.	2. Improve performance of the Ferguson-Florissant and Hazelwood School Districts.	3. Reimagine and revitalize Lindbergh Boulevard.	4. Improve Florissant's job base diversity.	5. Update and improve aging parks and recreation facilities.	6. Make historic Old Town a regional destination.	7. Improve Coldwater Creek water quality and mitigate flood impacts.	8. Enhance neighborhoods with new housing options and improved community amenities.	9. Maintain a strong community identity supported by long-standing civic and religious institutions and events	10. Rebrand Florissant to counter negative perceptions.	IMPLEMENTATION TIMEFRAME
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1. Economic Development, Business & Job Growth

1.1.1: Provide incentives, including tax incentives, regulatory entitlement incentives, and others to encourage development of local businesses as well as regional and national businesses to locate in Florissant.												
1.1.2: Establish business incubators in new growth sectors—including high-tech and healthcare services—to support emerging businesses, small businesses, and aspiring entrepreneurs.												
1.1.3: Create a minority/small business expo including lessons on finance, public relations, credit building, and marketing to attract regional businesses and entrepreneurs and establish Florissant as a 'startup' city.												
1.2.1: Pursue the redevelopment of the Dunn Road and Pershall Road corridors with new healthcare, high-tech, back-office developments, and hospitality uses to capture regional growth sectors in Florissant.												
1.2.2: Work with the adjacent cities of Hazelwood and Berkeley to improve I-170 access, visual quality, and wayfinding into Florissant.												
1.2.3: Actively market Florissant to the workforces of St. Louis Lambert International Airport and associated employers (such as Boeing Integrated Defense Systems and Hazelwood Logistics Center).												
1.2.4: Update Florissant's commercial zoning regulations to facilitate development of new, non-retail commercial development.												

Implementation Matrix

1.	Improve connectivity to regional job centers along I-270, I-170, and I-70.
2.	Improve performance of the Ferguson-Florissant and Hazelwood School Districts.
3.	Reimagine and revitalize Lindbergh Boulevard.
4.	Improve Florissant's job base diversity.
5.	Update and improve aging parks and recreation facilities.
6.	Make historic Old Town a regional destination.
7.	Improve Coldwater Creek water quality and mitigate flood impacts.
8.	Enhance neighborhoods with new housing options and improved community amenities.
9.	Maintain a strong community identity supported by long-standing civic and religious institutions and events
10.	Rebrand Florissant to counter negative perceptions.

IMPLEMENTATION TIMEFRAME

1. Economic Development, Business & Job Growth (continued)

1.2.5:	Establish quarterly meetings with local schools and business owners to promote mentorship programs, business courses, and employment opportunities for youth in the area.										
1.3.1:	Facilitate the targeted redevelopment of outdated and underutilized shopping centers in nodes along Lindbergh Boulevard as mixed-use, experience retail developments incorporating shopping, dining, entertainment, recreational, and living opportunities.										
1.3.2:	Expand the capacity of Florissant's Economic Development Department and continue the City's outreach program to attract new businesses to Florissant.										
1.3.3:	Prepare a potential site inventory of new and reinvestment sites to market to prospects.										
1.3.4:	Pursue the development of a high-quality hotel and convention center along I-270 corridor.										
1.4.1:	Conduct a detailed assessment of Florissant's local ordinances; revise or eliminate ordinances that unduly increase the cost or difficulty of establishing a business in Florissant.										

IMPLEMENTATION MATRIX KEY

- Primary Action & Effect
- Secondary Action & Effect
- Indirect Effect
- Short-Term Implementation Action (0-3 Years)
- Medium-Term Implementation Action (3-7 Years)
- Long-Term Implementation Action (7+ Years)

Implementation Matrix

	1. Improve connectivity to regional job centers along I-270, I-170, and I-70.	2. Improve performance of the Ferguson-Florissant and Hazelwood School Districts.	3. Reimagine and revitalize Lindbergh Boulevard.	4. Improve Florissant's job base diversity.	5. Update and improve aging parks and recreation facilities.	6. Make historic Old Town a regional destination.	7. Improve Coldwater Creek water quality and mitigate flood impacts.	8. Enhance neighborhoods with new housing options and improved community amenities.	9. Maintain a strong community identity supported by long-standing civic and religious institutions and events	10. Rebrand Florissant to counter negative perceptions.	IMPLEMENTATION TIMEFRAME
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1. Economic Development, Business & Job Growth (continued)

1.4.2: Maintain high standards of design and construction through the establishment and administration of City-wide architectural design guidelines.	○	○	●	○	○	●	○	●	○	●	●
1.4.3: Establish a Land Clearance for Redevelopment Authority (LCRA) to facilitate the public holding and assembly of land for large-scale redevelopment.	○	◐	●	○	○	●	○	●	○	●	●
1.4.4: Utilize available redevelopment mechanisms enabled by the State of Missouri, including tax increment financing, the Industrial Development Authority, special taxing district, and other tools to facilitate large-scale redevelopment projects of underutilized land or properties in need of reinvestment.	○	◐	●	○	○	●	○	●	○	●	●
1.4.5: Promote inviting, walkable, and people-oriented business frontages to encourage foot traffic along business corridors.	○	○	●	○	○	●	○	●	○	●	●
1.4.6: Extend incentives for all kinds of businesses in Florissant and use tax incentives selectively to achieve a desired business mix.	○	○	◐	●	○	◐	○	○	○	●	●

2. Old Town History, Arts & Culture

2.1.1: Work with existing Old Town organizations and stakeholders to develop a single, cohesive marketing narrative for Old Town.	○	○	◐	○	○	●	○	●	●	●	●
2.1.2: Physically connect Old Town to Lindbergh Boulevard with a pedestrian connection and mixed-use development surrounding a park incorporating St. Ferdinand Shrine and Coldwater Creek.	○	○	●	○	◐	●	●	◐	●	●	●

Implementation Matrix

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2. Old Town History, Arts & Culture (continued)

2.1.9: Develop a form-based code for Old Town; allow two- and three-story buildings along Rue St. Francois; limit office and non-active commercial uses to upper floors only; and reduce minimum parking requirements along Rue St. Francois.										
2.2.1: Establish a one-way street system to control traffic flow in residential areas, while keeping main thoroughfares and commercial streets two-way.										
2.2.2: Improve residential streets for walkability with sidewalks, crosswalks, and stormwater drainage where needed.										
2.2.3: Enhance Old Town landscaping with a private-property landscape ordinance (due to limited ROW width to accommodate public landscaping).										
2.2.4: Provide an enhanced range of housing options that are compatible with the historic fabric of Old Town, including small-lot houses, duplex houses, and carriage house residences.										
2.2.5: Update Old Town's zoning regulations to permit expanded housing and lodging opportunities, including accessory dwelling units (ADUs); a limited number of short-term rentals; and venue / event spaces.										
2.3.1: Enhance the History Walk through Old Town, with public art, interpretive signage, and wayfinding; integrate elements into artistic paving, streetscape elements, public art, and digital media.										

Implementation Matrix

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IMPLEMENTATION TIMEFRAME

2. Old Town History, Arts & Culture (continued)

2.3.2: Expand Old Town seasonal events like haunted houses, hayrides, and skating rinks with changing holidays.											
2.3.3: Create unique photo opportunities through murals on commercial buildings and retaining walls in Old Town.											
2.3.4: Establish a Florissant Arts Commission—in partnership with Florissant Fine Arts Council and other existing community and regional arts organizations—to facilitate and promote public art in Florissant.											
2.3.5: Relocate the Senior Center to Koch Park and change the Senior Center to a historic museum.											
2.4.1: Expand Coldwater Commons Park to incorporate St. Ferdinand Shrine, other adjacent vacant City-owned parcels, and Coldwater Creek.											
2.4.2: Work with regional partners like Seed St. Louis and the Missouri Botanical Garden to implement a Valley of Flowers landscape master plan.											
2.4.3: Strengthen the relationship between the Shrine and park/trail system to allow for an increased use as an event and reception space.											
2.4.4: Expand the community garden in Old Town allowing it to be a regional destination that serves surrounding communities and needy families.											

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Implementation Matrix

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3. Housing, Parks & Neighborhood Amenities

3.1.1: Improve neighborhood walkability with connected sidewalks, crosswalks, and accessible curb cuts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
3.1.2: Enhance neighborhood landscaping with a private-property landscape ordinance (due to limited ROW width to accommodate public landscaping).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
3.1.3: Promote the revitalization and tenancing of existing neighborhood-centric retail and service business areas that provide walkable, "street-corner" commercial amenities in residential neighborhoods (i.e. such as at St. Anthony Lane and S. New Florissant Road or Washington Street and Derhake Road).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
3.2.1: Establish a Land Clearance & Redevelopment Authority (LCRA) to acquire and hold land.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
3.2.2: Conduct a blighting study of the City to identify areas that may qualify for redevelopment incentives.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
3.2.3: Prepare one or more area specific Redevelopment Plans in conjunction with a Chapter 353 redevelopment corporation.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
3.2.4: Create a developer- and homeowner-friendly, easy to navigate process for project approvals, removing barriers which can disincentivize residential property improvements and new residential construction projects in Florissant.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

Implementation Matrix

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IMPLEMENTATION TIMEFRAME

3. Housing, Parks & Neighborhood Amenities (continued)

3.2.5:	Pursue annexation of unincorporated land and undeveloped land to provide opportunities for new and diverse housing options in Florissant, including townhomes, condos, villas, and apartments, as well as single-family homes of sizes and configurations not currently available in Florissant.	○	○	○	◐	○	○	○	●	○	○	●	
3.2.6:	Pursue development of independent senior housing options, focusing on smaller homes, condos, and apartments with shared amenities.	○	○	○	○	○	○	○	○	●	◐	●	●
3.2.7:	Partner with large homebuilders and mixed-use commercial developers.	○	○	○	○	○	○	◐	●	○	●	●	●
3.3.1:	Develop updated residential zoning regulations that are based on the desired physical character of individual neighborhoods ("Community Place Types") instead of lot sizes or residential densities.	○	○	○	○	○	○	○	◐	●	○	●	●
3.3.2:	Permit accessory dwelling units (ADU's)—granny flats or carriage house apartments—in residential zoning districts.	○	○	○	○	○	○	○	◐	●	○	●	●
3.3.3:	Update zoning requirements in targeted, underdeveloped commercial areas to permit attached residential and mixed-use residential developments.	○	○	○	○	○	○	○	○	◐	●	●	●

IMPLEMENTATION MATRIX KEY

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Implementation Matrix

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3. Housing, Parks & Neighborhood Amenities (continued)

3.3.4: Establish a mandatory landlord training and tenant screening program as a requirement for issuing rental occupancy permits.	○	◐	○	○	○	◐	○	●	○	●	◐
3.3.5: Establish a mandatory tenant rights and responsibilities educational program and supporting materials as a requirement for obtaining a rental occupancy permit.	○	◐	○	○	○	◐	○	●	○	●	◐
3.3.6: Limit the total number of rental properties as a percentage of each Block within Single-Family zoning districts through an ordinance.	○	◐	○	○	○	●	○	●	○	●	◐
3.3.7: Continue rigorous enforcement of the City's exterior maintenance code and occupancy permit program.	○	◐	○	○	○	●	○	●	○	●	◐
3.4.1: Develop a City-wide Parks & Recreation Master Plan for Florissant's parks, recreation facilities, trails, and greenway system.	○	○	○	○	●	●	◐	●	◐	●	◐
3.4.2: Develop new master plans for each of Florissant's individual parks and recreational facilities.	○	○	○	○	●	●	◐	●	◐	●	●
3.4.3: Assess park facility maintenance needs annually in order to identify improvements needed over the near term, medium-term, and long-term in order to keep park facilities in good condition overtime while managing limited financial resources.	○	○	○	○	●	●	◐	●	◐	●	●
3.4.4: Establish revenue-generating programs and facilities (such as a bluff-top restaurant) at Sunset Park; consider contracting with a third-party vendor to operate these programs and facilities.	○	○	○	○	●	●	◐	●	◐	●	●

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IMPLEMENTATION TIMEFRAME

3. Housing, Parks & Neighborhood Amenities (continued)

<p>3.4.5: Expand Sunset park and consider development of unique recreational amenities, including high-quality camping facilities, hiking trails, and accessible connections from Sunset Park to the Missouri Riverfront and other natural areas along the Missouri River, including the Great Rivers Greenway Missouri River Greenway.</p>	○	○	○	○	●	○	○	●	●	●	●	●
<p>3.4.6: Develop a network of off-street or parallel-street greenways, trails, bike paths, and signalized crossings connecting all Florissant Wards, all City parks, and all schools.</p>	○	○	○	○	●	○	○	●	●	●	●	●
<p>3.4.7: Secure funding for and complete construction of a new Florissant Aquatic Center (at either Koch Park or Florissant Valley Park / James J. Eagan Civic Center) and construct a new lap pool at Bangert Park.2.3.2: Expand Old Town seasonal events like haunted houses, hayrides, and skating rinks with changing holidays.</p>	○	○	○	○	●	○	○	●	●	●	●	●

4. Education, Community Services & Programming

<p>4.1.1: Establish a Task Force of the City, Hazelwood School District, and Ferguson-Florissant School District to actively develop solutions to improving school performance and perception.</p>	○	●	○	○	○	○	○	●	●	●	●	●
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4. Education, Community Services & Programming (continued)

4.1.2: Appoint a liaison and actively engage with the St. Louis Archdiocese to support and maintain the viability of Sacred Heart Catholic School and All Saints Academy and establish a strategic plan for scholarships and long-range parochial education.											
4.1.3: Collaborate with regional corporations to establish mentorship programs for students in the Ferguson-Florissant School District, Hazelwood School District, and area private schools.											
4.1.4: Continue and expand the City of Florissant Youth Advisory Commission to have student representatives from all area schools and their superintendents to give students a voice in how the schools and the community overall can be improved and discuss student issues and interests, while helping to develop new initiatives.											
4.2.1: Keep public safety a high priority, including training and certification, developing public safety programs, and enforcement measures, to have a positive effect on crime reduction.											
4.2.2: Continuously reinforce with all City staff the need to serve customers with the utmost respect, courtesy, responsibility, and equity.											
4.2.3: Work with communication service providers to ensure state-of-the-art broadband and mobile data service access in all parts of Florissant.											
4.2.4: Maintain effective working relationships with external service providers and actively advocate for the improvement of infrastructure and services in Florissant.											

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IMPLEMENTATION TIMEFRAME

4. Education, Community Services & Programming (continued)

4.2.5:	Constantly act in the public's interest to manage the City's human and financial resources.	○	○	○	○	◐	○	○	○	◐	●	◐	
4.3.1:	Collaborate with local community colleges and universities for training programs and continuing education opportunities.	○	◐	○	●	○	○	○	○	○	○	●	●
4.3.2:	Establish affordable, reliable family care options in Florissant.	○	◐	○	○	○	○	○	○	●	○	●	●
4.3.4:	Establish a program to connect seniors with after-school and day care needs for children.	○	●	○	○	○	○	○	○	○	◐	○	○
4.3.5:	Establish neighborhood watch programs along with increased police visibility to monitor and increase the overall safety of the community.	○	○	○	○	○	○	○	○	○	○	○	○
4.3.6:	Facilitate high-crime apartment complexes to use video surveillance to reduce crime through grant funding for equipment and training.	○	○	○	○	○	○	○	○	○	○	○	○
4.3.7:	Continue and expand Florissant's community festivals, including the Valley of the Flowers Festival, Fall Festival, Hispanic Festival St. Louis, and the proposed Irish and Italian festivals.	○	○	○	○	○	○	○	○	○	○	○	○
4.3.8:	Establish weekly, city-sponsored farmers markets at each of Florissant's large parks.	○	○	○	○	○	○	○	○	○	○	○	○

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5. Transportation, Connectivity & Infrastructure

5.1.1: Maintain an effective working relationship with the Missouri Department of Transportation (MODOT) on State Highway improvements within Florissant, especially on Lindbergh Boulevard.	●	○	○	○	○	○	○	○	○	○	○	●		
5.1.2: Work with Metro Transit (Bi-State Development Agency) to expand bus routes and frequency of service to key economic and activity centers in Florissant, as well as key regional employment centers.	●	○	○	○	○	○	○	○	○	○	○	○	●	
5.1.3: Expand the Sunset Greenway to the Missouri Greenway to increase regional connectivity.	○	○	○	○	●	○	○	●	○	○	●	○	●	
5.1.4: St. Louis County (Missouri Bottom Road/Aubuchon/Charbonier from MO-370 to Shackelford) – Improve roadway to a floodproof connection to Florissant (Configuration to be defined through a planning process).	●	○	○	◐	○	○	○	○	○	○	○	●	●	
5.1.5: St. Louis County (Charbonier from Shackelford to I-270) - Improve corridor for roadway conditions and enhancements for community support. Work with the County to define and fund improvements to roadway conditions, and enhancements for supporting adjacent neighborhoods and connection to Old Town.	●	○	○	◐	○	○	○	○	○	○	○	●	○	●
5.1.6: MODOT (I-270 Corridor) – Work with MODOT to identify improvements to the One-Way Outer Roads to enhance safety and calm travel speeds in coordination with adjacent trails and businesses.	●	○	○	◐	○	○	○	○	○	○	○	○	○	●
5.1.7: Work with Great Rivers Greenway to extend the Missouri River Greenway from MO-370 to the Sunset Greenway.	○	○	○	○	○	○	○	○	●	○	○	○	○	●

Implementation Matrix

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IMPLEMENTATION TIMEFRAME

5. Transportation, Connectivity & Infrastructure (continued)

5.1.8: Work with Great Rivers Greenway to plan and extend the Sunset Greenway through the east side of Old Town to connect with the Maline Greenway and other Greenways defined in the current update of the River Ring.											
5.1.9: Create roundabouts in areas of high traffic convergence in the city.											
5.2.1: MODOT (Lindbergh from Patterson to New Halls Ferry) – Work with MODOT to develop a Great Street project that provides enhancements outside the curb lines consistent with Lindbergh Corridor enhancements south of Patterson; develop an access management plan and operational improvements that support economic development and adjacent neighborhoods.											
5.2.2: MODOT (Lindbergh/Patterson/Lindsey/St. Denis Intersections) – Develop an improvement plan for this intersection in coordination with MODOT to enhance operations, safety, and access in coordination with the Old Town Plan, walking and biking improvements and trail connectivity.											

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5. Transportation, Connectivity & Infrastructure (continued)

5.2.3: Implement the 2018 Florissant Pedestrian and Bicycle Master Plan and 2021 St. Louis County Action Plan for Walking and Biking as coordinated plans in the City of Florissant.	●	○	●	○	○	○	○	○	●	○	●	●
5.2.4: Provide equitable enforcement activities for the transportation network to enhance safety, security, and education of the public and city officials on public safety in walking, biking, use of golf carts, and driving.	●	○	●	○	○	○	○	○	●	○	●	●
5.2.5: Develop a Calm Street overlay to the walking and biking network in the Florissant Pedestrian and Bicycle Master Plan and Action Plan for Walking and Biking that includes connectivity of a Golf Cart network between all areas of the city on low-speed roadways and identify safe crossings of major and minor roadways to connect all areas of the city. <ul style="list-style-type: none"> • Lower the speed limit on Calm streets to 20 mph • Sign and mark the Calm Street Network in the City of Florissant 	●	○	○	○	○	○	○	○	○	○	●	●
5.2.6: Develop, adopt, and implement a City-Wide Traffic Calming Policy that supports circulation by modes other than a car.	●	○	●	○	○	○	○	○	●	○	●	●
5.2.7: Expand the sidewalk network to connect with transit stops as priority elements of the pedestrian network.	●	○	●	○	○	○	○	○	●	○	●	●
5.2.8: Enhance access from trails to Old Town and provide low stress connections from greenway to businesses.	●	○	●	○	○	●	○	○	●	○	●	●
5.2.9: Enhance Transit stops in coordination with Bi-State to enhance amenities for transit users.	●	○	●	○	○	○	○	○	●	○	●	●

Implementation Matrix

1. Improve connectivity to regional job centers along I-270, I-170, and I-70.
2. Improve performance of the Ferguson-Florissant and Hazelwood School Districts.
3. Reimagine and revitalize Lindbergh Boulevard.
4. Improve Florissant's job base diversity.
5. Update and improve aging parks and recreation facilities.
6. Make historic Old Town a regional destination.
7. Improve Coldwater Creek water quality and mitigate flood impacts.
8. Enhance neighborhoods with new housing options and improved community amenities.
9. Maintain a strong community identity supported by long-standing civic and religious institutions and events
10. Rebrand Florissant to counter negative perceptions.

IMPLEMENTATION TIMEFRAME

5. Transportation, Connectivity & Infrastructure (continued)

5.2.10: Add electric vehicle (EV) charging stations at City parks and facilities; consider regulatory incentives to encourage property owners to provide EV charging stations at businesses.											
5.3.1: Actively pursue grant funding for infrastructure improvement projects, including INVEST in America COVID-19 relief funding.											
5.3.2: Improve traffic light and cameras to be better coordinated systems.											
5.3.3: Work with regional utility providers, including Spire, Metropolitan Sewer District of St. Louis, Ameren, and Missouri American Water to coordinate infrastructure improvements with street overlays and streetscape improvements.											
5.3.4: Work with St. Louis County Department of Transportation to leverage funding and implementation opportunities as part of the St. Louis County Action Plan for Biking and Walking.											
5.3.5: Work with Missouri Department of Transportation (MODOT) to leverage funding and implementation opportunities as part of the I-270 North Project.											

IMPLEMENTATION MATRIX KEY

- Primary Action & Effect
- Secondary Action & Effect
- Indirect Effect
- Short-Term Implementation Action (0-3 Years)
- Medium-Term Implementation Action (3-7 Years)
- Long-Term Implementation Action (7+ Years)

Implementation Matrix

1. Improve connectivity to regional job centers along I-270, I-170, and I-70.	2. Improve performance of the Ferguson-Florissant and Hazelwood School Districts.	3. Reimagine and revitalize Lindbergh Boulevard.	4. Improve Florissant's job base diversity.	5. Update and improve aging parks and recreation facilities.	6. Make historic Old Town a regional destination.	7. Improve Coldwater Creek water quality and mitigate flood impacts.	8. Enhance neighborhoods with new housing options and improved community amenities.	9. Maintain a strong community identity supported by long-standing civic and religious institutions and events	10. Rebrand Florissant to counter negative perceptions.	IMPLEMENTATION TIMEFRAME
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6. Community Equity, Sustainability & Resilience

6.1.1: Establish an expanded youth and diversity commission to actively engage Florissant youth and under-represented residents in civic involvement and decision-making.											
6.1.2: Equitably increase city sponsored activities in all Florissant neighborhoods; utilize a multi-cultural team to oversee implementation and engagement.											
6.1.3: Establish a city sanctioned committee for cohesive communications and formal meetings across varying groups and the city.											
6.1.4: Host facilitated open forums to foster collaboration between City government and the community.											
6.1.5: Increase the presence of community outreach organizations to equally distribute resources and information in Florissant.											
6.1.6: Establish a Police Athletics Activities League (PAL) program that remediates the relationship between youth and police through increased mentorship or community networking activities and events.											
6.1.7: Create a safe environment by increasing police presence in neighborhoods across the city.											
6.2.1: Expand the use of renewable energy in City-owned public facilities and promote energy efficiency, renewable energy use, and recycling by all Florissant residents, businesses, and organizations.											

Implementation Matrix

1. Improve connectivity to regional job centers along I-270, I-170, and I-70.
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IMPLEMENTATION TIMEFRAME

6. Community Equity, Sustainability & Resilience (continued)

6.2.2: Address high-priority storm water and erosion problems related to public infrastructure, proactively mitigate stormwater runoff, and improve water quality using stormwater and green infrastructure best management practices (BMPs) including bioswales, rain gardens, and native landscape restoration.										
6.2.3: Develop and enact a local stormwater ordinance to address land disturbances of less than one (1) acre to supplement MS4.										
6.2.4: Establish storm water level-of-service as a basis for allocation of storm water resources and identify priority stormwater problems to address through future improvement projects.										
6.2.5: Establish a partnership with Seed St. Louis (formerly Gateway Greening) and Great Rivers Greenway to expand agricultural, water quality, community gardens, and landscaping assets in parks and along creeks.										
6.2.6: Update the City's landscape guidelines to encourage the use of Missouri native plantings, to manage reforestation efforts, and discourage planting of known invasive species.										

IMPLEMENTATION MATRIX KEY

- Primary Action & Effect
- Secondary Action & Effect
- Indirect Effect
- Short-Term Implementation Action (0-3 Years)
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- Long-Term Implementation Action (7+ Years)

Implementation Matrix

1. Improve connectivity to regional job centers along I-270, I-170, and I-70.	2. Improve performance of the Ferguson-Florissant and Hazelwood School Districts.	3. Reimagine and revitalize Lindbergh Boulevard.	4. Improve Florissant's job base diversity.	5. Update and improve aging parks and recreation facilities.	6. Make historic Old Town a regional destination.	7. Improve Coldwater Creek water quality and mitigate flood impacts.	8. Enhance neighborhoods with new housing options and improved community amenities.	9. Maintain a strong community identity supported by long-standing civic and religious institutions and events	10. Rebrand Florissant to counter negative perceptions.	IMPLEMENTATION TIMEFRAME
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6. Community Equity, Sustainability & Resilience (continued)

6.2.7: Develop a Community Resilience Plan to provide for enhanced emergency service access, alternative transportation options, and energy security in the event of natural disasters and public safety crises.											
6.2.8: Work with local, state, and federal partners to address and remediate environmental contamination issues within the Coldwater Creek floodplain including nearby Superfund sites.											
6.2.9: Create a sense of ownership over environmental responsibility by establishing community guidelines and educational programs to learn how to aid in a remediation process.											
6.2.10: Create a stronger relationship between Hazelwood and Florissant to share resources.											
6.2.11: Create partnerships with schools to educate youth and involve them in environmental enhancement and service projects through the city.											

7. Community Identity, Branding & Marketing

7.1.1: Actively re-position and market Florissant in the regional context, highlighting its proximity to regional job centers and surrounding assets in St. Louis County, St. Charles County, and Metro East.											
7.1.2: Develop an interactive web portal to guide residents and business owners step-by-step through the process of obtaining building and occupancy permits, business licenses, and other entitlements.											

Implementation Matrix

1.	Improve connectivity to regional job centers along I-270, I-170, and I-70.
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IMPLEMENTATION TIMEFRAME

7. Community Identity, Branding & Marketing (continued)

7.1.3:	Enhance existing and develop new working relationships with other key community organizations, including: North County, Inc.; the Ferguson-Florissant and Hazelwood School Districts; private schools; the Greater North County Chamber of Commerce; the St. Louis Regional Chamber; and local churches and charitable organizations.											
7.1.4:	Regionally market workshop and service opportunities to encourage regional businesses and entrepreneurs to move into Florissant.											
7.2.1:	Establish an outcome management reporting system and community dashboard to publicize real-time results of Comprehensive Plan implementation.											
7.2.2:	Utilize print, electronic, and social media to continue and enhance citizen awareness and engagement in municipal and community affairs.											
7.2.3:	Create more accessible and well marketed online forms and resources through the city to expedite development and make Florissant user and development friendly.											

IMPLEMENTATION MATRIX KEY

- Primary Action & Effect
- Short-Term Implementation Action (0-3 Years)
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- Indirect Effect
- Long-Term Implementation Action (7+ Years)

Implementation Matrix

1. Improve connectivity to regional job centers along I-270, I-170, and I-70.	2. Improve performance of the Ferguson-Florissant and Hazelwood School Districts.	3. Reimagine and revitalize Lindbergh Boulevard.	4. Improve Florissant's job base diversity.	5. Update and improve aging parks and recreation facilities.	6. Make historic Old Town a regional destination.	7. Improve Coldwater Creek water quality and mitigate flood impacts.	8. Enhance neighborhoods with new housing options and improved community amenities.	9. Maintain a strong community identity supported by long-standing civic and religious institutions and events	10. Rebrand Florissant to counter negative perceptions.	IMPLEMENTATION TIMEFRAME
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7. Community Identity, Branding & Marketing (continued)

7.2.4: Actively research other cities with predominantly minority populations to develop diversity and equity strategies based on national case studies and best practices.											
7.3.1: Continue and expand the City's media production and distribution through Florissant's website and social media platforms.											
7.3.2: Use signage to promote new and exciting initiatives and short-term developments within the city.											
7.3.3: Highlight Florissant's historical assets regionally as part of a network of historic sites and through the use of media coverage.											
7.3.4: Connect organization and community program websites (like Old Town Partners) to the City of Florissant website.											

Implementation Matrix

1.	Improve connectivity to regional job centers along I-270, I-170, and I-70.
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IMPLEMENTATION TIMEFRAME

7. Community Identity, Branding & Marketing (continued)

7.4.1:	Work with local business owners and organizations to develop Florissant-specific landmarks and public art amenities to attract regional visitors and social media photo opportunities.										
7.4.2:	Promote local businesses and organizations to participate in regional "experience passports" and other programs to attract first-time visitors to Florissant.										
7.4.3:	Actively market Florissant's great police services, fire protections services, and snow removal to people moving to the St. Louis area.										
7.4.4:	Actively market Florissant's community events to the St. Louis region (Valley of the flowers, 4th of July fireworks, Fall Festival, Hispanic Festival, etc.).										
7.4.5:	Conduct resident engagement to identify why residents have chosen to live in Florissant.										

IMPLEMENTATION MATRIX KEY

- Primary Action & Effect
- Short-Term Implementation Action (0-3 Years)
- Secondary Action & Effect
- Medium-Term Implementation Action (3-7 Years)
- Indirect Effect
- Long-Term Implementation Action (7+ Years)

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Appendix:
Comprehensive Plan Maps

Figure A.2: Future Land Use Plan

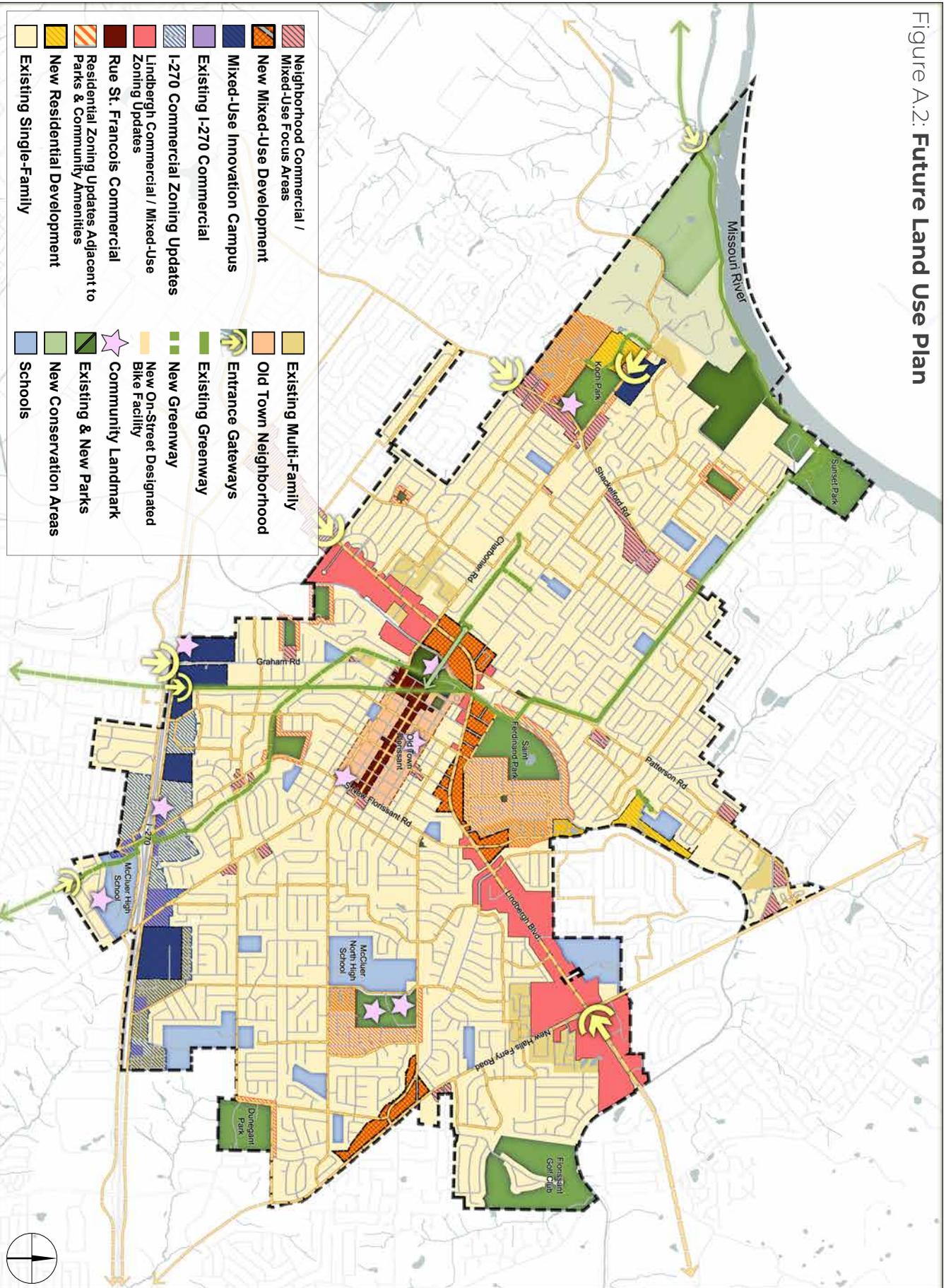


Figure A.2.2: Annexation Plan

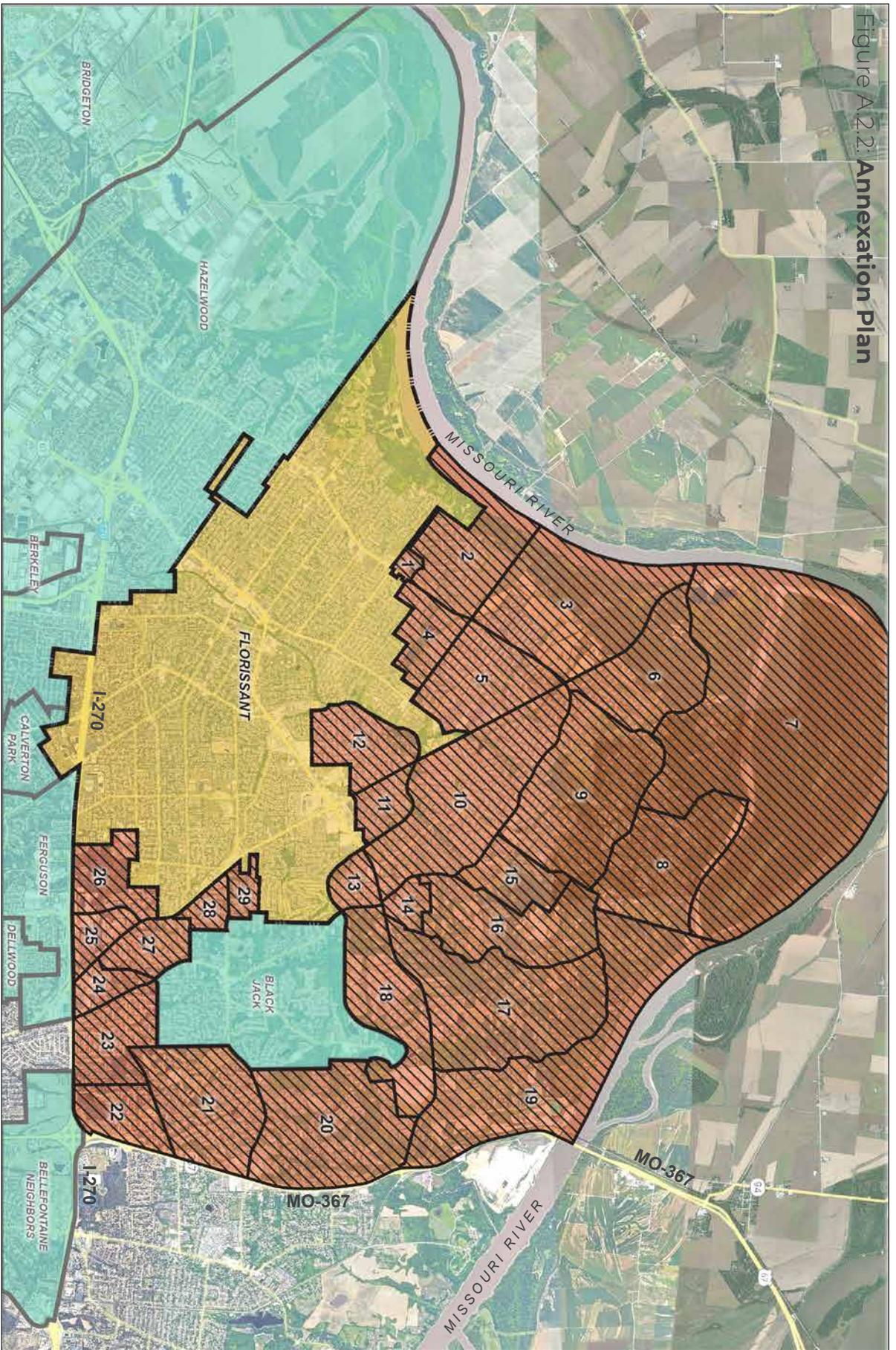


Figure A.3: **Bicycle & Pedestrian Facilities Plan**

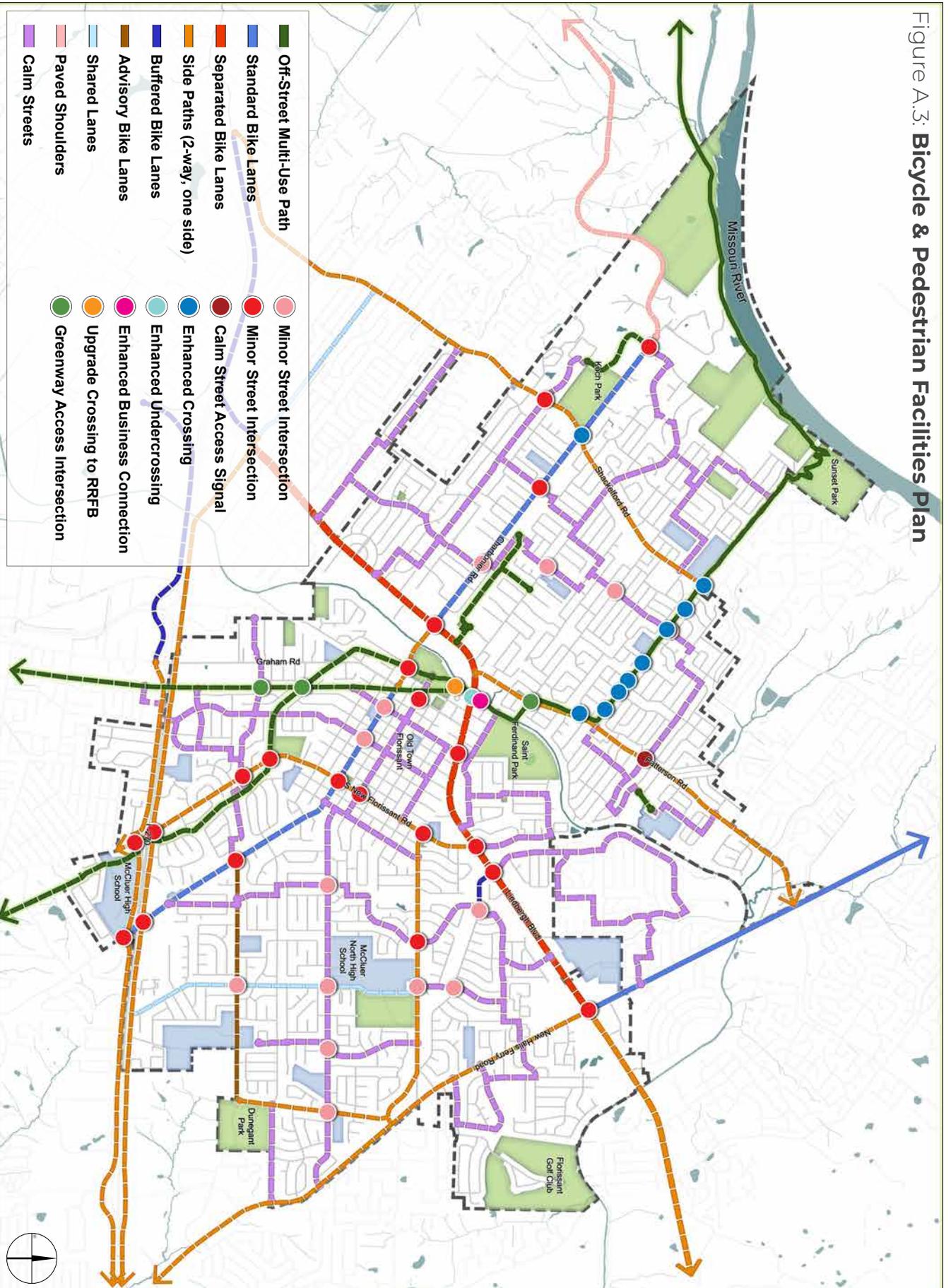


Figure A.4: Transportation & Connectivity Plan

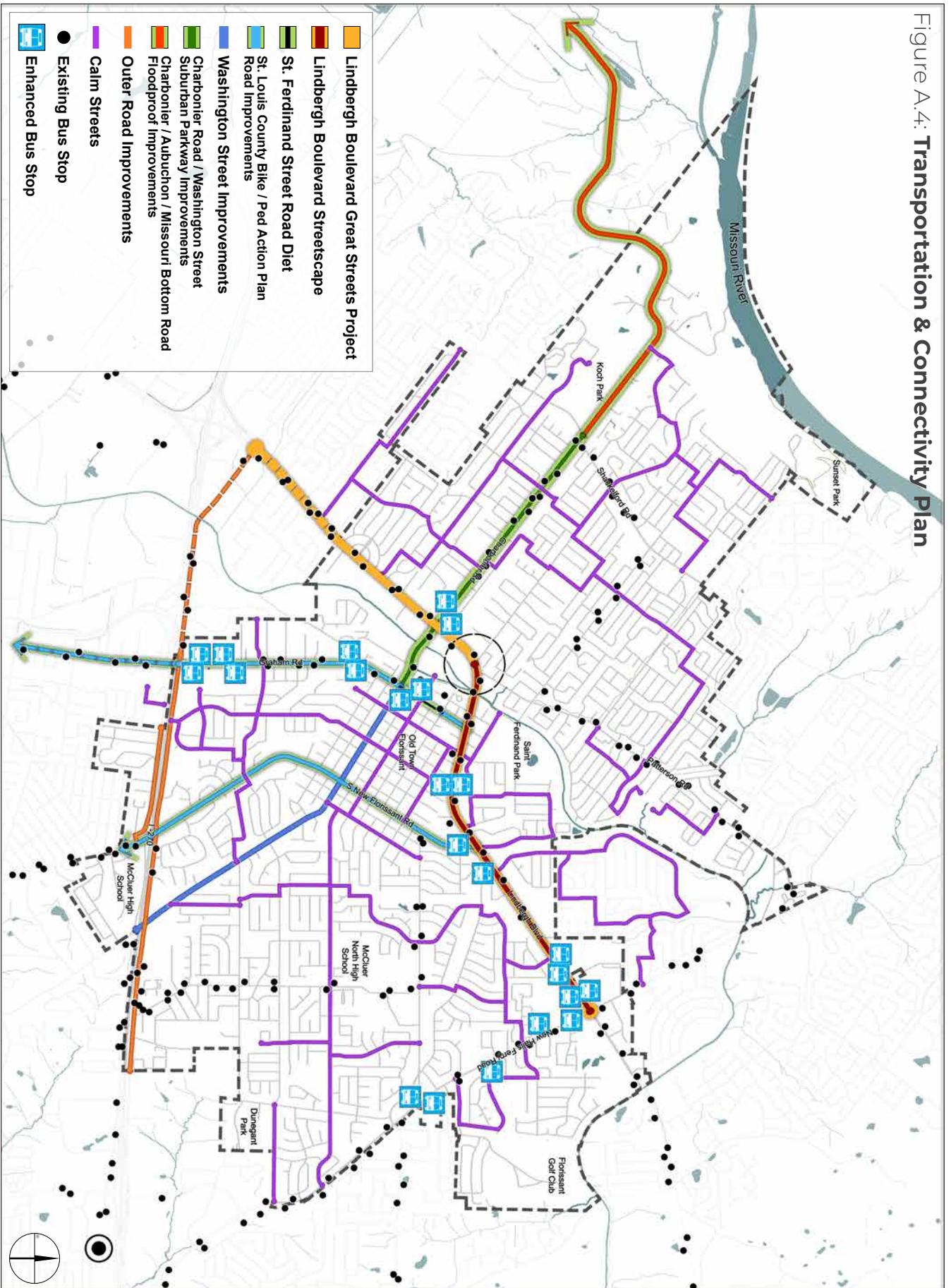
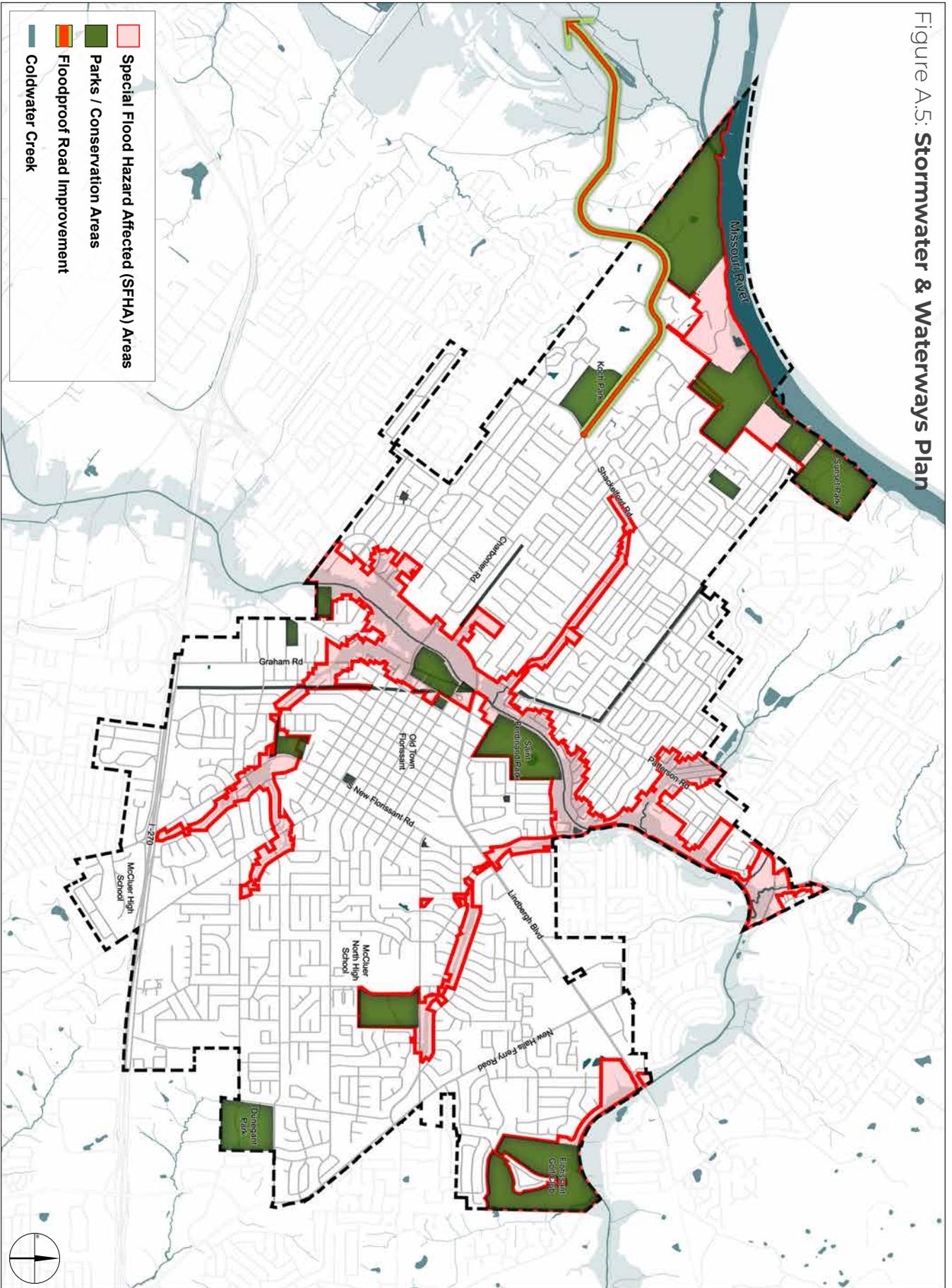


Figure A.5: Stormwater & Waterways Plan



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FLORISSANT
EMBRACING TRADITIONS | GROWING FUTURES