

## 4.0 Recommendations

**R**edevelopment of CBD as a downtown for Creve Coeur will be an ongoing process, involving the collaboration of many property owners and developers. It will likely occur incrementally over a period of time. Just as all cities are continually in a state of transformation, Downtown Creve Coeur will never “be finished.” It will constantly evolve, changing with the city, the region, the economy and future, unforeseeable trends. The CBD Land Use Plan is intended to be a tool for the city to guide incremental redevelopment, allowing flexibility as conditions, trends and market forces change.

The recommendations of the CBD Land Use Plan are structured to specifically address the goals of the 2002 Comprehensive Plan. Objectives are listed for each project goal, followed by recommended activities to accomplish each objective. Since the CBD Land Use Plan is not a physical redevelopment plan it therefore intentionally excludes recommendations specific to any given parcel.

This section is organized by the six overall project goals and concludes with a recommendation for downtown development regulations and design guidelines as a tool to guide redevelopment.

### 4.1 Goal #1: Relieve Traffic Congestion

**A**s the CBD continues to redevelop, traffic will inevitably increase. However, increased traffic volume does not necessarily result in increased traffic congestion. Additional traffic can be distributed to multiple routes and modes to alleviate congestion. Furthermore, providing more urban mobility options, instead of more vehicular lanes, is an important means to reducing traffic congestion. These modes include walking, bicycling and transit, in addition to automobiles.

New east-west collector roadways that provide alternative routes to Olive are key solutions to providing efficient traffic flow in the proposed downtown area. As traffic on Olive continues to grow, providing local traffic the ability to travel through the downtown area without accessing Olive is fundamental to providing additional capacity to the CBD roadway system.

Although there is significant cost associated with the construction of highway overpasses, any alternative route to the busy Olive Boulevard – I-270 interchange would benefit the overall traffic carrying system. A southern I-270 overpass would provide an attractive alternate route for east-west traffic in addition to traffic destined for southbound I-270, thus going a long way towards helping to relieve

commuter congestion on Olive. A location study for typical NEPA issues should be conducted to determine the most appropriate and cost effective solution.

Multi-modalism is a key component to the overall transportation solution for any mixed-use development. Therefore, it is strongly recommended that bicycle and pedestrian accommodations, including bicycle lanes and bike racks, be provided throughout the downtown area.

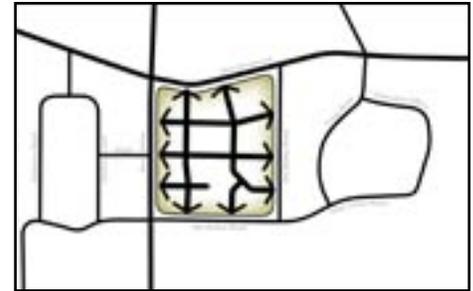
**Objective A: Develop a Street Grid**

**Recommendations:**

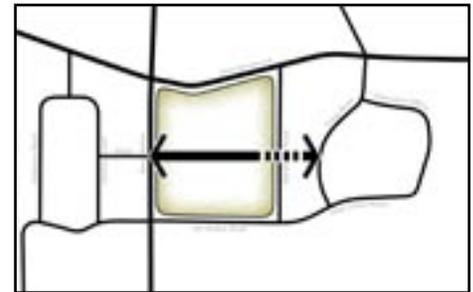
1. Prioritize location for new streets, service alleys, and/or commercial drives that will connect Studt Road north to Olive Boulevard and south to Old Ballas Road, without disturbing existing residential and commercial structures. However, if property owners choose to redevelop and a site plan is brought to the city for review and approval, options to implement street grid-type connections should be explored.
2. Utilize existing easements and rights-of-way as a basis for future north-south connections.
3. Explore the potential to reconfigure existing surface parking lots to provide connections from Studt Road north to Olive Boulevard and south to Old Ballas Road in order to create well-defined drives between public streets, particularly property which was once Fred Avenue, a public street.
4. Upon the redevelopment of properties with Will Avenue frontage, require the street to be widened in order to allow the free-flow of two-way traffic and the installation of sidewalks.
5. Upon the redevelopment of properties with Ham Avenue frontage, require the street to be widened in order to allow

the free-flow of two-way traffic, a landscaped median, on-street parking on both sides, and sidewalks on both sides and also require the street to be dedicated as public right-of-way. Allow the street to be phased and coordinate with adjacent property owners in order to equitably distribute the property area necessary for the street.

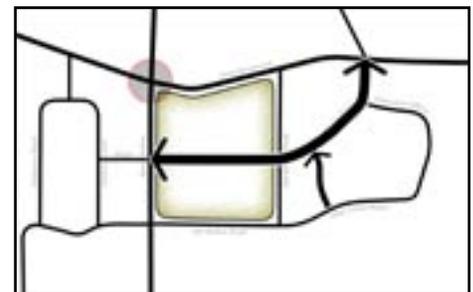
6. Upon the redevelopment of properties approximately midway between Ham Avenue and Old Ballas Road, north of Studt Road, require a connection similar to the above recommendation for Will Avenue. The connection should not disturb existing commercial buildings; however, in coordination with property owners, the potential to reconfigure existing surface parking lots may be considered in order to complete the connection.
7. Upon the redevelopment of properties with New Ballas Road and Old Ballas Road (north-south) frontage, require east-west connections approximately midway between Olive Boulevard and Studt Road and approximately midway between Studt Road and Old Ballas Road, without disturbing existing residential and commercial structures, unless a site plan is brought to the city by property owners for review and approval.



Create a Grid

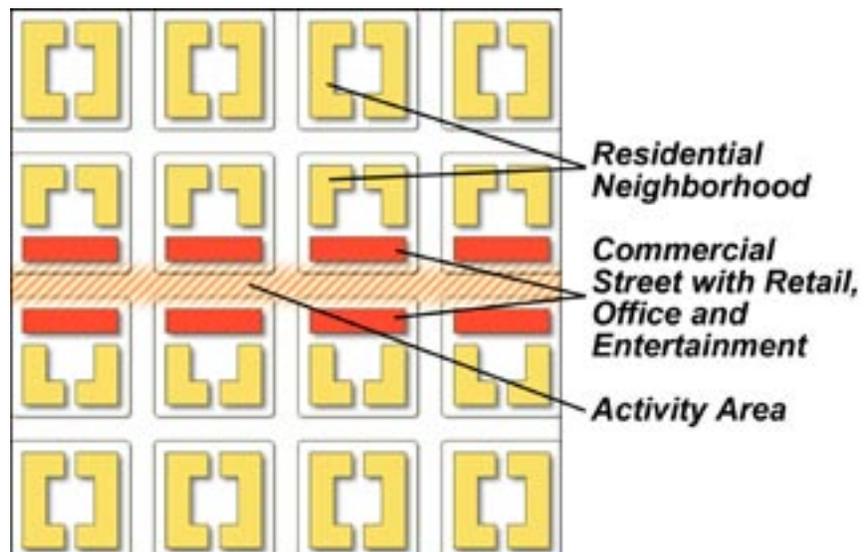


Extend Studt Road



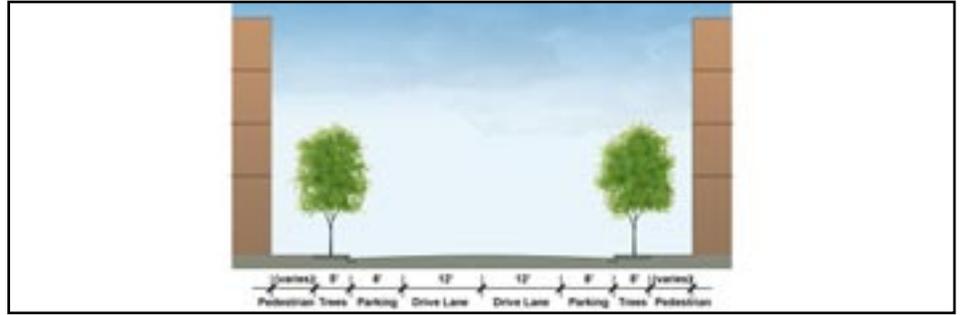
Bypass Olive-Ballas Intersection

*Hierarchy of Corridors. Activity zones along commercial streets contrast quieter residential side streets.*



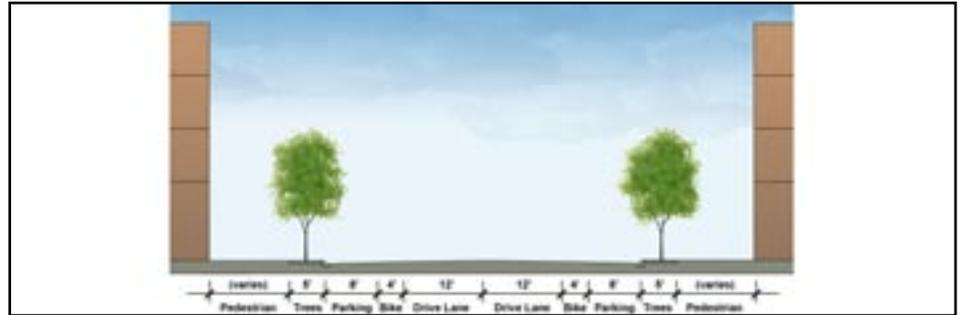
*“As the symbolic heart of the City, the Central Business District should be connected to surrounding neighborhoods through pedestrian and bicycle facilities. The Central Business District should be the heart of a citywide network of pedestrian connections and linked open spaces.”*

— 2002 Creve Coeur Comprehensive Plan



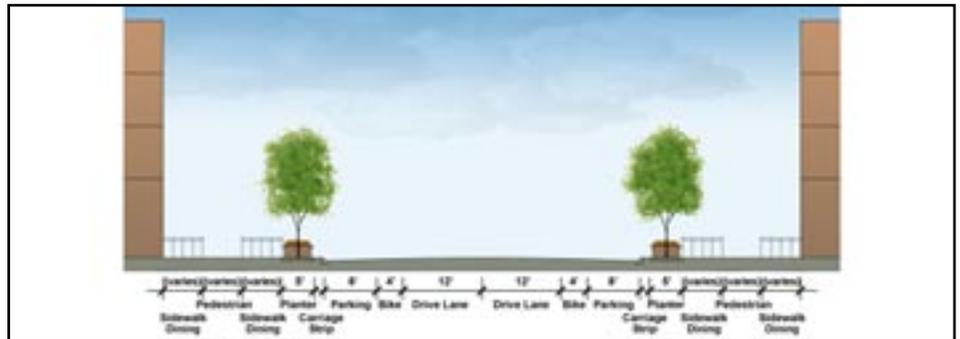
### Typical Side Street

Possible prototypical section of side streets, residential streets and service streets.



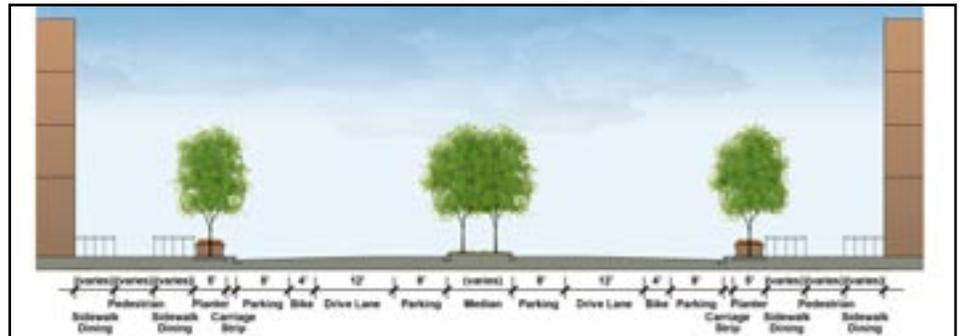
### Typical Commercial Street

Possible prototypical section of a commercial and retail oriented street with mixed-use (residential above commercial) possibly representing a future cross section of Studt Road.



### Typical Main Street

Possible prototypical section of a “main street” that has a wide pedestrian zone, suitable for sidewalk cafes and vending, possibly representing a north-south link between Olive and Studt.



### Typical Main Street Boulevard

Possible prototypical section of a “main street” that has a wide pedestrian zone, as well as a central open space median, possibly representing a north-south link between Olive and Studt.

8. Require development with Olive Blvd access to extend alignment south to Studt with coordination of adjacent property owners.

**Objective B: Divert traffic away from the Olive Boulevard-New Ballas Road intersection.**

**Recommendations:**

1. Establish a convenient and legitimate route to bypass the Olive-New Ballas intersection by extending Studt Road to Craig Road.
2. Realign the new Studt-Craig Road intersection to permit free-flow of traffic from Olive to New Ballas.
3. Improve capacity on the Studt corridor to accommodate through-traffic, on-street parking, bicycle lanes and wide sidewalks.

**Objective C: Encourage alternative transportation modes to relieve pressure on vehicle-only modes.**

**Recommendations:**

1. Include bicycle lanes on designated roadways in the CBD.
2. Design streets for pedestrian comfort (wide sidewalks, curb neck-downs, crosswalks).
3. Consider the development of a circulator that will connect all parts of CBD.
4. Coordinate downtown redevelopment proposals with Metro to provide quality bus stops, transfers and convenient connections to the Ballas Bus Transfer Center and the future MetroLink route.

**Objective D: Study the feasibility of a new I-270 overpass**

**Recommendations:**

1. Consider the development of an overpass crossing I-270 to relieve traffic from Olive.
2. Conduct a location study to evaluate benefits against impacts on local traffic and residential neighborhoods.
3. Conduct a cost-benefit study to evaluate infrastructure costs and potential funding sources.

*Mixed Use. Ground floor retail at the base of upscale residential is a successful and proven strategy for creating urban neighborhoods.*

*[Lodo, Denver, Colorado]*

**4.2 Goal #2: Protect Residential Areas**

Creve Coeur is home to some of the most desirable neighborhoods in the St. Louis region. Preserving their value and the quality of life for Creve Coeur residents is among the highest priorities for the city. The CBD Land Use Plan is designed to add to the community’s character and livability. It respects the few residential developments within and adjacent to the CBD and does not recommend encroaching upon any existing neighborhood, including Old Ballas Village and the condominiums and apartments along Coeur de Royale Drive and Sarah Lane. In fact, the very nature of establishing a downtown is, by definition, the establishment of a new neighborhood. In this regard, the Land Use Plan contributes to the residential opportunities, values and quality for the entire city.

**Objective A: Create a residential neighborhood in the downtown area**

**Recommendations:**

1. Encourage residential uses as component to all redevelopment proposals for the downtown area.



2. Encourage variety of residential options (apartment, condominium; market rate, luxury) to meet demand for potential residential base.
3. Prohibit uses, activities and physical building characteristics that detract from downtown's residential opportunities.

**Objective B: Provide neighborhood support services**

**Recommendations:**

1. Require (through conditional use or contribution) development of public facilities that contribute to residential quality of neighborhood (parks, plazas, etc.).
2. Prioritize downtown area for consideration as future location for public facilities (library, city offices, post office, etc.).
3. Encourage development of quasi-public facilities that contribute to neighborhood lifestyles (religious facilities, museums, art centers, theaters and performance venues, educational facilities).

**Objective C: Incorporate existing residential with new developments**

**Recommendations:**

1. Protect existing residential from incompatible adjacent land uses.
2. Require new developments adjacent existing residential to provide connections and maintain adequate frontage.

**4.3 Goal #3: Create a Walkable and Bikeable Community**

Vibrant urban communities encourage active lifestyle and boast a high quality of life. Many physical attributes combine to create an active community. Among these, the goal of walkability and bikeability is essential. Contributing to an active lifestyle, walking and biking must be made convenient for both recreational use as well as a transportation option.

**Objective A: Design pedestrian-friendly streets**

**Recommendations:**

1. Design new streets in the downtown area to be as narrow as possible for projected vehicular traffic volumes (including number of vehicular lanes and lane width).
2. Provide quality street trees along all streets.
3. Provide wide sidewalks where possible to accommodate walking, parked car access and potential for outdoor seating areas associated with restaurants.
4. Interconnect all pedestrian routes in a grid; include sidewalks on both sides of streets with no pedestrian dead-ends.
5. Design roads for low traffic speeds with tight curb radii, curb neck-downs, and appropriate traffic calming devices



**Active Sidewalks.** Outdoor restaurant seating activates sidewalks and provides a desirable semi-public transition between the public realm and private businesses.

[Highland Park, Illinois]

where possible (traffic circles, textured pavement, offset alignments, etc.).

- Maintain the smallest block size possible in redeveloped street grid pattern.

**Objective B: Encourage pedestrian activity in downtown**

**Recommendations:**

- Develop a standards program for pedestrian amenities such as benches, pedestrian lighting and trash receptacles.
- Provide safe pedestrian street crossings such as curb neck-downs, crosswalk pavers and warning strips at street intersections, particularly across New Ballas Road at Old Ballas Road and Studt Road and interior street or drives east of New Ballas.
- Require buildings to be placed along street frontage, at back of sidewalk, with primary entrances and windows on street frontage.
- Provide on-street parking along all streets.

**Objective C: Encourage bicycle activity in downtown**

**Recommendations:**

- Create connections to regional bicycle trails such as Centennial Greenway.
- Create connections to local bicycle routes connecting to Creve Coeur neighborhoods, businesses, schools, and parks.
- Require bicycle racks in convenient locations adjacent to new developments and in public areas.

**4.4 Goal #4: Create a Downtown**

As incremental redevelopment proposals are made for properties in the CBD, they must be considered within the

context of a town center or a downtown, not as isolated projects. Downtowns evolve over time. The viability of a downtown is not dependent on architectural style or uniformity. Instead, the success and vitality of a downtown is more dependent on urban form, density and mixed uses.

**Objective A: Investigate changes to existing zoning to encourage the development of a town center or downtown character**

**Recommendations:**

- Evaluate the benefits of Planned Unit Developments in order to promote comprehensive site planning that can tie-in to adjacent redevelopment projects and to allow flexibility in zoning standards.
- Consider changes to the CB Core Business designation to encourage higher densities, FAR, site coverage and building height in the downtown area.
- Consider changes to the CB Core Business designation to encourage mixed-use, particularly stacked uses of residential over retail, restaurant, and other commercial activities.
- Consider changes to the CB Core Business designation within the downtown to relax on-site parking and open space requirements if they can be accommodated off-site (i.e. shared parking facilities and contributions to public open space).

**Objective B: Develop an urban form over time**

**Recommendations:**

- Encourage buildings arrangements that frame the public realm, with building frontage that follows streets minimal setbacks.
- Orient building facades to the sidewalk

Creating a Downtown Creve Coeur: CBD District 1



Bicycle Parking. Creative solutions for bicycle racks include sculptural forms that complement existing local landmarks.

[Pearl District, Portland, Oregon]

with front doors facing the street.

3. Allow secondary entrances for rear parking areas.
4. Provide lush landscape to enhance the urban environment.
5. Form small blocks with the street grid, with public frontage on all sides of the block to preclude the creation of dead-ends.

**Public Parking.** Large surface lots provided at the rear of buildings serve urban retail and office. Wide pedestrian ways with lush landscape reduce perceived scale, provide shade and accommodate pedestrian safety.

[Westin Town Center, Westin, Florida]



**Objective C: Encourage compact development**

**Recommendations:**

1. Encourage building height variety that creates spatial enclosure along streets and provides landmark architecture where appropriate (corners, termination of view, adjacent public open space) and discourage single-story buildings.
2. Consider increases in FAR or height as compensation for contributions to public facilities (open space, art/sculpture, fountains, maintenance funds, etc.).
3. Encourage development with minimal or no setbacks on front and side yards.
4. Promote clustered development adjacent shared public or open space over private open space and individual yards.

**Objective D: Mix land uses**

**Recommendations:**

1. Encourage mix of land uses throughout downtown area.
2. Encourage mix of uses vertically in same building.
3. Prioritize retail, office, professional services and neighborhood services as ground floor activities.



**Mixed Use.** Retail below residential, provided at intersections takes advantage of the most valuable location on a city block.  
[Pearl District, Portland, Oregon]



**Public Parking.** Angled on-street parking serves retail streets, creates pedestrians (as they leave their cars) and provides premium parking spaces for adjacent business.  
[Westin Town Center, Westin, Florida]



**Public Parking.** Structured garages between ground floor retail and upper level residential maximizes efficient use of land, while providing parking for residents, employees and tenants.  
[Lodo, Denver, Colorado]

4. Prioritize residential and office uses in floors above ground floor.

5. Seek partnership to develop quasi-public uses that contribute to neighborhood quality of life, cultural diversity and downtown viability.

**Objective E: Adopt a comprehensive parking strategy**

**Recommendations:**

1. In partnership or independently, construct parking garage as infrastructure to serve variety and density of land uses and

discourage surface parking lots.

2. Encourage shared parking facilities for non-concurrent activities (weekend uses with weekday uses; daytime uses with evening uses).

3. Discourage excess parking capacity to enhance attractiveness of alternative transportation modes, promote efficient land utilization and maintain high property values.

4. Encourage use and turnover of on-street parking with meters and time restrictions.

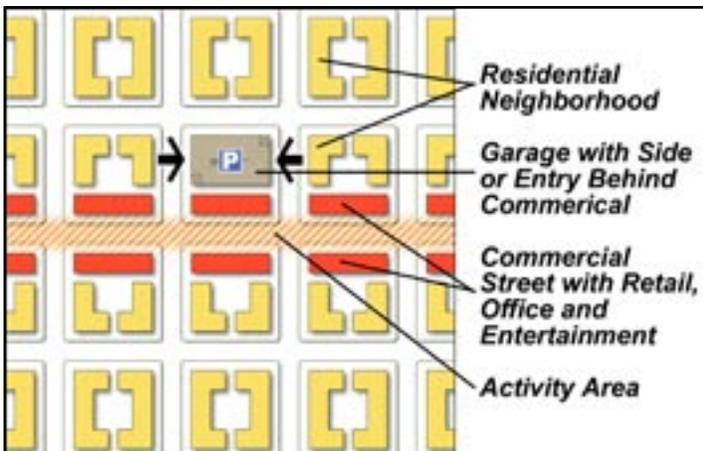
*“Only with an understanding of the market parameters, the feasible mix and density of uses, and the public’s role in the process, should the City prepare a physical design plan for the area. This design plan should address vehicular issues (traffic circulation, access, parking), pedestrian facilities, building pattern and orientation, public amenities, architectural character, development guidelines, and others.”*

— 2002 Creve Coeur Comprehensive Plan

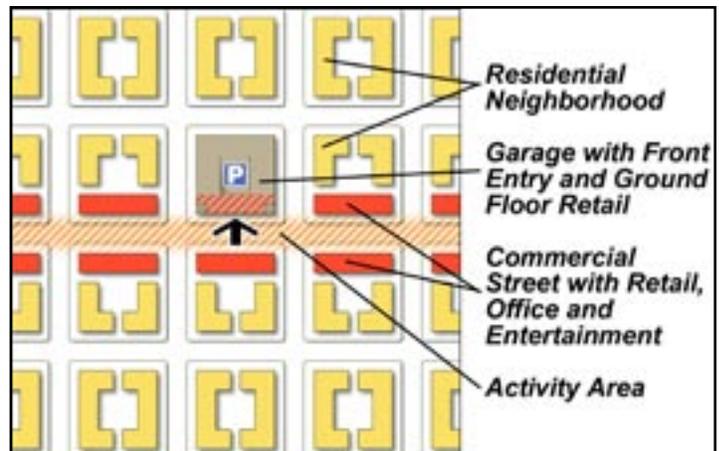


**Tall Buildings.** Human-scaled proportions, appropriate materials, vertical and horizontal design features, setbacks and roofline variation can contribute to tall buildings’ attractive appearance and perceived scale.

[Arlington Heights, Illinois]

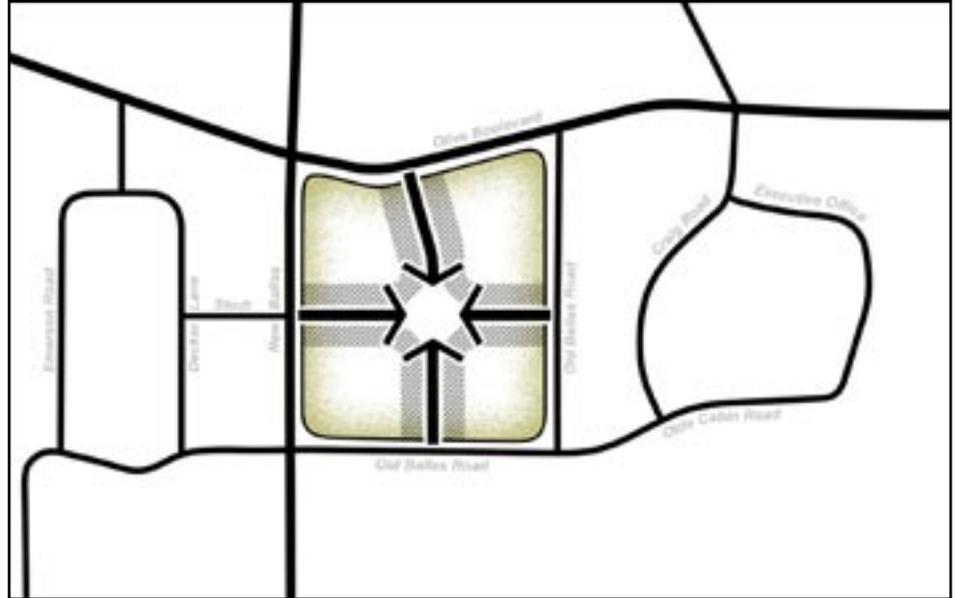


**Parking Strategy.** Develop shared use parking garage behind commercial or mixed-use with access on side streets.



**Parking Strategy.** Develop shared use parking garage along primary commercial street with ground floor retail and access at front.

**Establish a symbolic center for downtown.**  
 Just as downtown will be the focus of the City of Creve Coeur, a civic place could become the symbolic focus and functional center of downtown.



5. Provide parking for all public or civic uses, including open space.

**Objective F: Establish a symbolic center for downtown**

**Recommendations:**

1. Designate a location or zone for increased density, height or FAR.
2. Preserve public open space or new city park as focus of central zone.
3. Promote land uses in central zone that serve public interest.
4. Encourage high quality design features (including architecture, art, landscape, sculpture, etc.) in central zone that have landmark characteristics.

**Objective G: Establish a financing mechanism for development incentives and infrastructure enhancements**

**Recommendations:**

In order to create a downtown that is characterized by high-quality, mixed-use development, which can be expensive and risky to build, and that places a considerable amount of property in the public

realm, the city should consider options for using financial incentives to encourage redevelopment.

The incentives can be used for infrastructure, including streets, sidewalks, and streetscape enhancements and for public parking facilities.

Of the programs available, the city should explore the creation of a Transportation Development District (TDD), a Community Improvement District (CID), or a Tax Increment Financing (TIF) district.

The potential use of any of the tools rests with the authority of the City Council and is not specifically proposed in the plan, as demonstrated in the introductory paragraph of the Purpose section.

**4.5 Goal #5: Expand Parks, Trails and Greenways**

Following trends throughout the country, communities are realizing numerous benefits of increasing the amount and quality of public open space. Additional parks, recreational facilities and open space contribute to more active

(and healthier) residents, a cleaner environment, increased property values and overall quality of life. In recent years, the opportunity for local communities to expand their facilities and make connections to the region's facilities has improved with the new Great Rivers Greenway District. Their initiatives, along with St. Louis County, provided opportunities for partnering and financing.

**Objective A: Establish a central open space area for the enjoyment of the general public in downtown**

**Recommendations:**

1. Partner with developer to provide publicly accessible open space of sufficient size (approximately a quarter of a city block or 3/4 acre) to accommodate civic and community activities.
2. Offer incentives (via conditional use) to allow greater height and/or density in exchange for donation of public open space.

**Objective B: Create open space linkages to adjacent public facilities and open spaces.**

**Recommendations:**

1. Create landscaped corridors for bicycle and pedestrian use that connect the downtown area with the golf course and to other local destinations.
2. Utilize new roadway corridors as open space corridors with median landscaping to create continuous linear open space connections.

**Objective C: Enhance public realm as quality open space**

**Recommendations:**

1. Develop quality open space plans for each roadway corridor and public ease-



ment.

2. Treat public rights-of-way as an extension of the park system.

**Objective D: Encourage quality private open space**

**Recommendations:**

1. Require high quality landscape treatment and/or public amenities (fountains, art, sculpture) throughout downtown.
2. Offer incentives (via conditional use) to allow greater height and/or density in exchange for developing private open space that is accessible to the public.

**Objective E: Improve the environmental quality of the downtown**

**Recommendations:**

1. Utilize best-practice management standards to slow stormwater runoff, using rainwater as on-site irrigation.
2. Design sustainable public landscape areas that require minimal irrigation and maintenance.
3. Incorporate lush landscape areas with appropriate plant materials to provide summer shade, provide winter sunlight, filter airborne dust, create wind break and minimize solar glare.

**Quality Open Space.** New parks can be the central feature of a downtown neighborhood and add value to the resident's quality of life.

[Pearl District, Portland, Oregon]

**Quality Open Space.** Landmarks and plazas enhance the urban environment, providing places for informal gathering, outside dining and wayfinding.

[Westin Town Center, Westin, Florida]



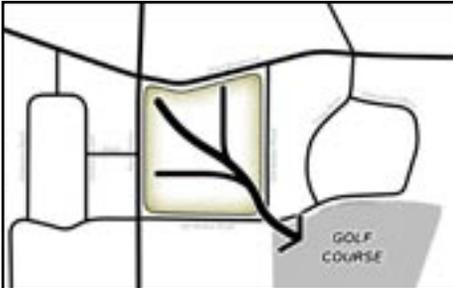
**Quality Open Space.** Creative use of storm drains and cisterns supply on-site irrigation while reducing stormwater discharge rates.

[Pearl District, Portland, Oregon]

## 4.6 Goal #6: Maintain Economic Base

Fundamentally, long term economic sustainability of a downtown requires a mix of land uses. These uses should accommodate flexibility in varying economic cycles and provide the ability for buildings to adapt over time. As a viable neighborhood, downtown land uses should provide a variety of residential options and promote complementary uses that enhance quality of life. The economic base of downtown should supplement that of the city by serving the needs of the downtown neighborhood, the residents of Creve Coeur and, as a regional destination, draw upon the entire St. Louis market.

*Open space connections to Golf Course and community center.*



*Quality Open Space. Amenities, such as lush landscaping, fountains, lighting, special paving, and public art, make the public realm a very attractive and comfortable space for pedestrians which benefits quality of life and retail viability.*  
[Highland Park, Illinois]

## Objective A: Create a mixed-use downtown neighborhood

### Recommendations:

1. Encourage mixed-use developments that serve a variety of commercial markets.
2. Promote the design and development of building types that accommodate land uses that can change over time.

## Objective B: Enhance revenue for the City of Creve Coeur

### Recommendations:

1. Consider options to capitalize on downtown's prime location to generate revenue from commercial activities.
2. Use incentives to promote land uses and commercial activities that can generate revenue for the city.

## 4.7 Goal #7: Establish Downtown Design Guidelines and Development Standards

Ultimately, the intent of this plan is to guide development in the direction of increasing the quality of life for those who are affected by the new downtown – those who use the built environment actively – builders, developers, tenants and owners, and those who are affected by the built environment passively – all those who pass by the buildings or live in the context of the city of Creve Coeur. Development can be said to fall into one of two categories: that which contributes to the passive and active experience, and that which detracts from the experience.

As a downtown for Creve Coeur emerges, its character will largely determine its success in achieving the ambitious goals of the Comprehensive Plan and the CBD Land Use Plan. The character will be set by individual development proposals and the city's guidance. If it is the intention of Creve Coeur to establish a character that is unique, special or indicative to the community, it is recommended to adopt design guidelines and development standards that are specific to downtown. It is not enough to simply permit the development of a mixed-use neighborhood. Downtown Creve Coeur needs form-based policy that



*Mixed Use Parking Garage. High quality designed parking structures provide retail opportunities on ground floors and fit within the urban character of a traditional downtown.*

*[Naperville, Illinois]*

*“As the city of Creve Coeur matures, it is entering a critical phase. For the last several decades, most of the City’s planning has been related to land use planning – deciding how best to use vacant parcels or large assemblages of land. Now that the city is largely built out, the basic land use pattern of the city is set.”*

— 2002 Creve Coeur Comprehensive Plan

encourages the type of urban characteristics that are crucial to an incremental, and continual, evolution.

The framework must further provide for character consistency while permitting an appropriate degree of creativity and individuality. It would be the purpose of design guidelines for Downtown Creve Coeur to promote the importance of the public realm over the importance of the individual building. If the public realm is successfully created and protected, the highest value of the project – both socially and economically – will be achieved and ensured.

Design guidelines, in order to successfully achieve the intent, should:

- Be descriptive rather than restrictive, encouraging good ideas rather than only discouraging bad ones
- Be user-friendly by providing illustrative examples whenever possible
- Be concise

▪ Be easy to implement and enforce  
While there are numerous examples of them, design guidelines should not:

- Be a disincentive to development by being too complicated or convoluted
- Make good planning ideas or architectural gestures hard to accomplish

In order to accomplish these goals, the ground rules for development should be separated into two categories, development standards and design guidelines.

**Objective A: Guide placement, intent and use of proposed downtown projects through Development Standards**

**Recommendations:**

1. Produce development standards that are specifically focused on creating a downtown neighborhood.
2. Organize Downtown Development

Standards into three sections, intent, placement and use.

Development standards are associated with elements of construction that are the most difficult to change once begun - the intent, the placement and the use – or accommodation for future flexibility, are all very difficult to change once development has started. If the basic three elements of the development standards are met, then a development should be viewed as contributing to the high quality of the public realm and should be given the ability to move forward quickly through the development schedule.

**Intent.** The intent speaks to the purpose for development – meeting the needs of a market, the demands of the population and the desires of a community are met by developments of many types. For example, if there is a significant deficit of housing in an area, along with a need for specific retail offerings, then the development of a building with retail space in the ground floor and residential units in a tower above would be considered a contributing development scenario.

**Placement.** The placement of a building speaks to the formation of the public space. The built environment creates the public realm in a balance of positive and negative space. Placement of buildings along a common line, as an example, creates a continuous street edge and provides the human element with an experience equivalent to an outdoor room – the tangible edges of the negative space provide comfort and familiarity. Placement should be offered as a simple diagram describing setbacks from all property lines, the existence of a “build-to” or frontage line, encroachments and the like – all things that relate to the building’s disposition to its context.

**Use and Accommodation for Flexibility.**

The best places in the world, those urban centers that have lasted for centuries all have at least one thing in common. They can accommodate any change in market conditions without having to redevelop to any large degree. If office space is required in greater amounts than exist in a current inventory, it is entirely possible to convert existing space (residential or other use) to house the new need. This happens everyday in cities that have a strong collection of flexible building types. Of course, as uses change, building codes provide for additional changes of building infrastructure and utilities. But even these changes can be accommodated without having to demolish good vertical environments and begin from scratch. Places that have been built with a good sense of current and future demands in mind are flexible and sustainable. Each new building should be designed with a degree of forethought for the flexibility of its space for a different use.

The design and development guidelines should provide a simple section view of a typical building, describing appropriate locations (per floor) for different uses.

***Objective B: Guide building proportion, massing, scale, materials and configurations through Design Guidelines***

**Recommendations:**

1. Produce design guidelines that are specifically focused on creating a downtown neighborhood.
2. Organize Downtown Design Guidelines into three sections, architecture, materials and assembly.

Design guidelines are associated with the most essential elements of a building’s design – the architecture (not “style”), the

use of materials and the assembly of the elements. Architectural design is highly subjective, and it is important to permit individual expression within the bounds of an appropriate context. Therefore, the most essential pieces of design to guide include proportion, massing, scale, materials palettes, and configurations. Architects should be free to work within these parameters while achieving goals of individual expression. The involvement of many architects will further ensure the authenticity of a real place – moving away from the sterility of single-authorship toward the vibrancy of multiple experts. Short descriptions of the elements to be most concerned about follows.

**Architecture.** As previously stated, architecture is highly subjective. However, certain elements should be held to specific standards for reasons of contextual and climatic appropriateness:

- Roofs
- Walls
- Openings (windows and doors)
- Elements (including arcades, porches, balconies)
- Storefronts
- Awnings or Canopies

Single elements of these should all be described through descriptive text and illustrative examples. These guidelines should be descriptive to suggest flexibility rather than restrictive to simply describe what is not permitted. Good architects can more easily design excellent buildings when the rules are flexible than when challenged with a set of prohibitive standards. The results will be a collection of well-designed buildings that work together to establish a strong architectural character and elevated baseline of quality public realm.

**Materials.** For each of the categories above, there should be delivered a concise but complete materials palette. The materials palette must be, above all, responsive

to the context and able to accommodate the best of modern technology. For instance, the availability of materials such as stone and the existence of skilled tradesman familiar with its performance and construction techniques make it an obvious palette selection. Newer materials that will stand up to weather conditions and maintenance issues should have a place in the design guidelines as well.

**Assembly.** In addition to the materials palette, descriptive text should be provided to guide the proper assembly of the elements. Heavier materials located below lighter materials help buildings appear “grounded”, establishing a degree of comfort to the human experience. Additionally, descriptions for changing from one material to another, the use of secondary building materials, colors and other elements should also be described using text and numerous illustrations.

A good set of development standards and design guidelines will achieve the intent of a high quality public realm and permit the flexibility that designers demand. In the end, a good set of guidelines will foster a strong relationship between those who have the interests of the entire Downtown Creve Coeur and those with more specific desires to work toward the result of a first-rate urban place.