

EnVision Kirkwood 2035 Process Overview



WHERE COMMUNITY AND SPIRIT MEET®

January 29, 2015
Presented By
Ryan Spencer, AICP
Kirkwood City Planner

What kind of city do we want to be in 2035?



Kirkwood & Vicinity

9.1 Square Miles

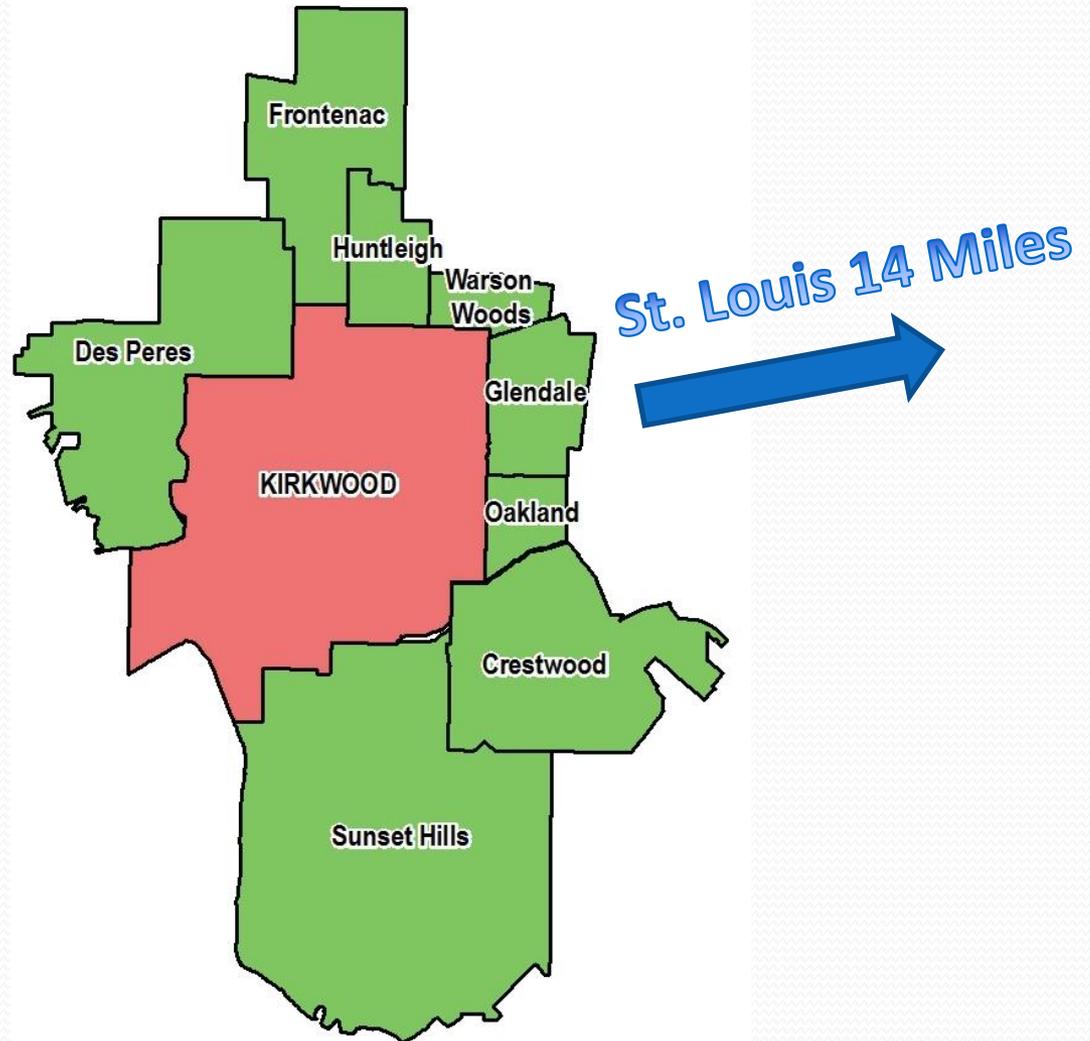
135 Miles of Water Lines

225 Miles of Streets

1,088 Commercial Structures

12,895 Residential Structures

27,540 Citizens



Kirkwood Snapshot

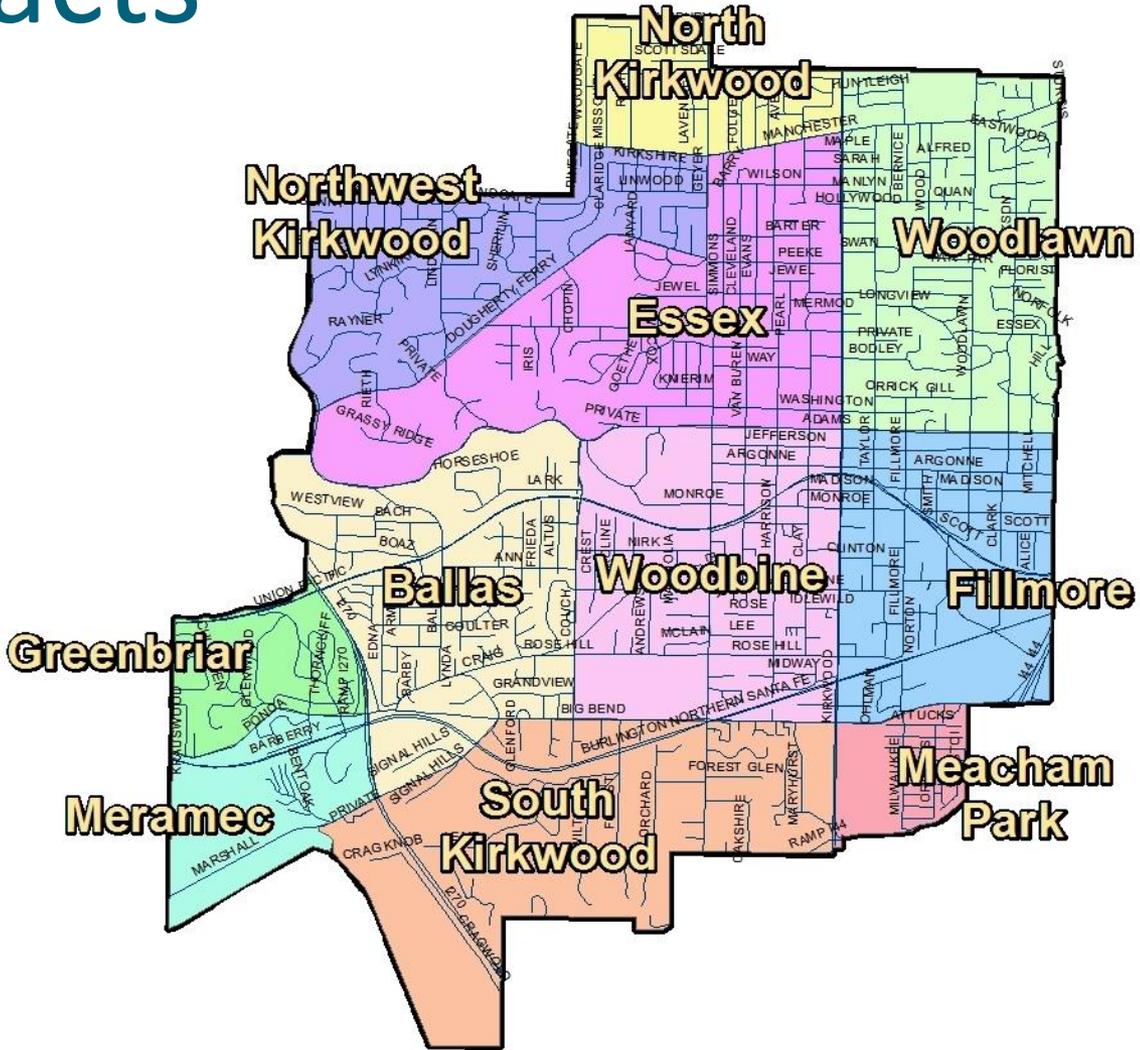
- Population growth rate is flat... **2.7%**
 - 1980: **26,804** vs. 2010: **27,540**
- Population is older...
 - USA Median Age: **37.5** vs. Kirkwood Median Age: **42.6**
- Population is wealthier...
 - USA Med. Income: **\$52,250** vs. Kirkwood Med. Income: **\$73,250**
- Population is more educated...
 - USA BA Degree +: **29.6%** vs. Kirkwood BA Degree+: **59.9%**

Kirkwood Snapshot

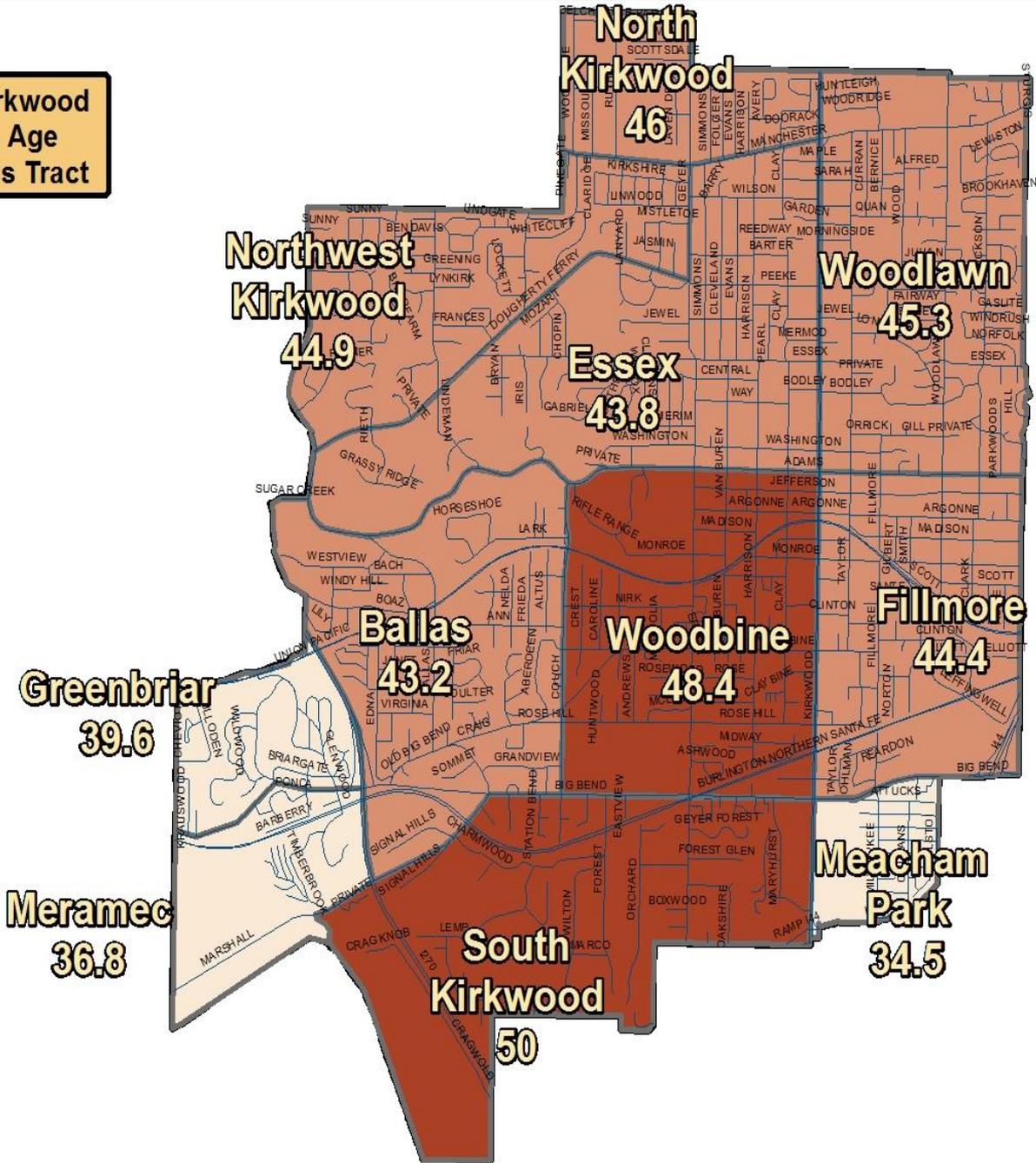
- 2010 Population By Race (%):
 - White: **88.2**
 - Black: **6.9**
 - Hispanic: **1.8**
 - Asian: **1.4**
 - 2 or More: **1.4**
 - American Indian: **0.1**
 - Other: **0.1**



Census Tracts



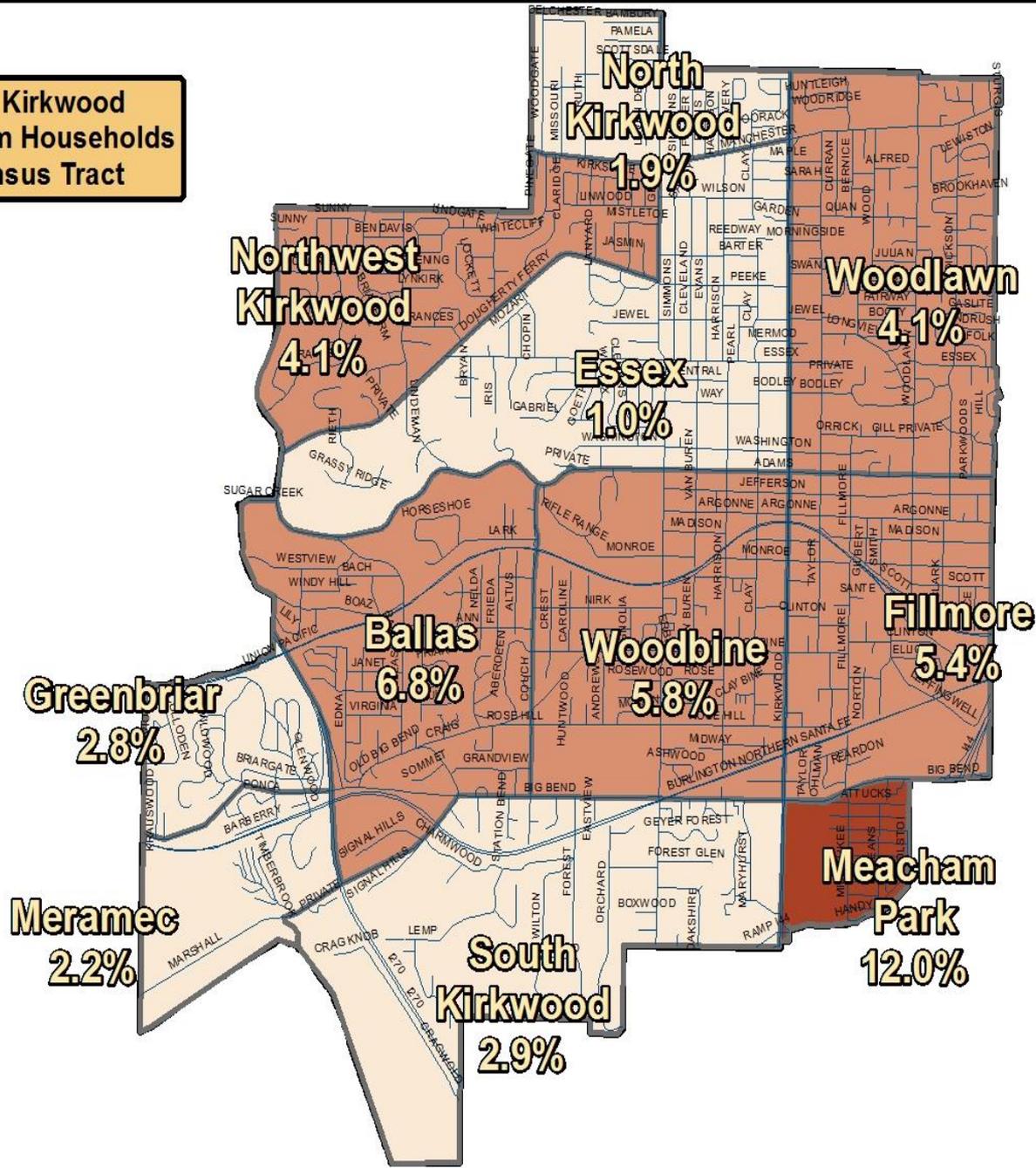
**City of Kirkwood
Median Age
By Census Tract**



Legend

-  Streets
- Census Tracts Median Age**
-  Low
-  Medium
-  High
- Name**
-  Kirkwood

**City of Kirkwood
Single Mom Households
By Census Tract**



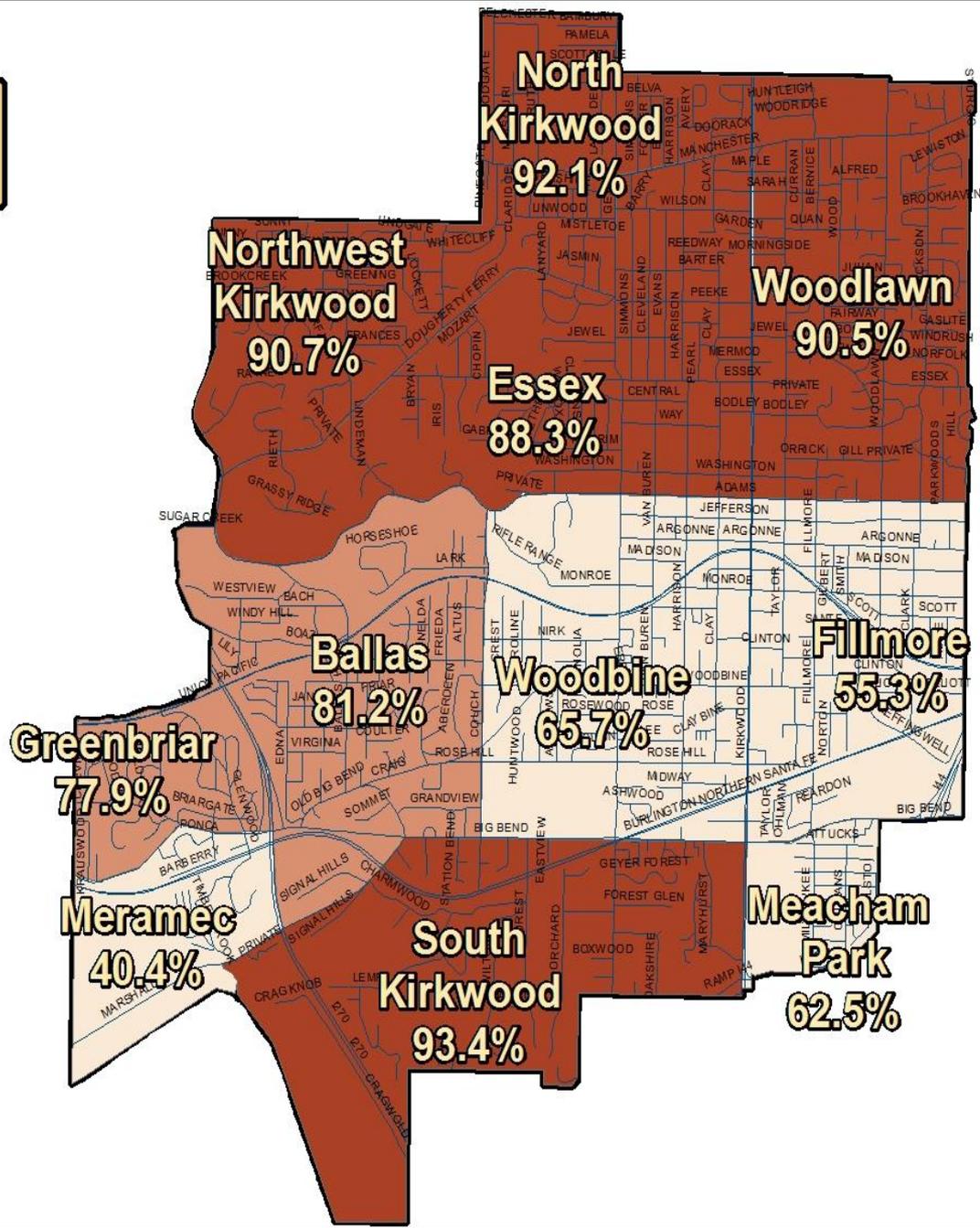
USA Average = 7.2%

Legend

- Streets
- Census Tracts**
- Single Mom Households**
- Low (1.00% - 2.99%)
- Medium (3.00% - 6.99%)
- High (7.00% and Above)
- Name**
- Kirkwood



**City of Kirkwood
Homeownership
By Census Tract**

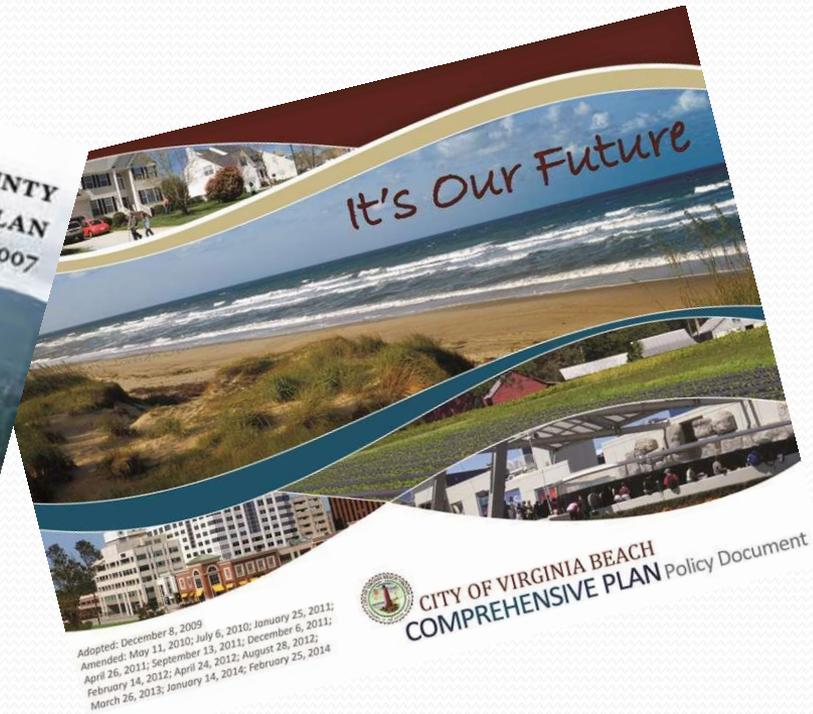
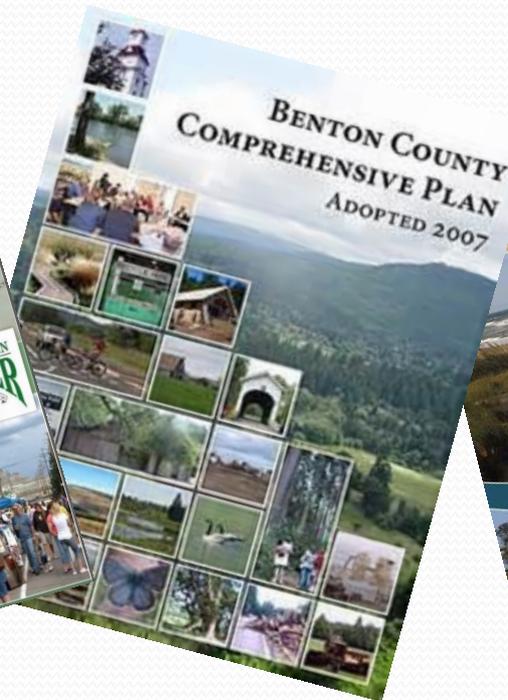


Legend

- ~ Streets
- Census Tracts Homeownership**
- ☐ Low
- ☐ Medium
- ☐ High
- Name**
- ☐ Kirkwood



What is a Comprehensive Plan?



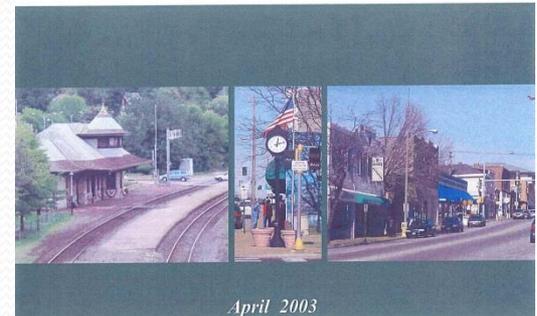
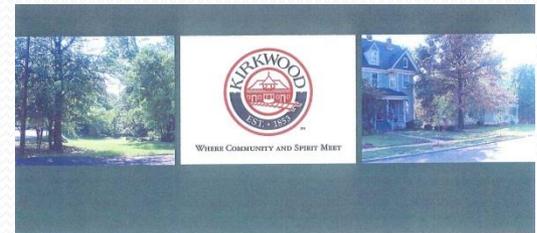
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- A policy guide that provides a framework for future land use decision-making and the physical development of the city.
 - It translates a community's values into specific actions
 - It covers an approximate time frame of 20 years
 - It is closely integrated with other municipal documents and initiatives

A Comprehensive Plan is not...

- A Zoning Ordinance
- A Subdivision Regulation
- A Budget
- A Capital Improvement Program
- Or Other Regulatory Document

History

- 1927: 1st Zoning Ordinance Adopted
- 1941: Major Streets & Improvements Plan
- 1957: Land Use & Zoning Report
- **1962**: Comprehensive Community Plan
- **1984**: 1st Formally Adopted Comprehensive Plan
- 1993: Update/Revision of 1984 Plan
- **2003**: *Vision 2015 Plan*
- 2007: Update of *Vision 2015 Plan*
- 2010: Update of *Vision 2015 Plan*
- **2015**: *EnVision Kirkwood 2035*



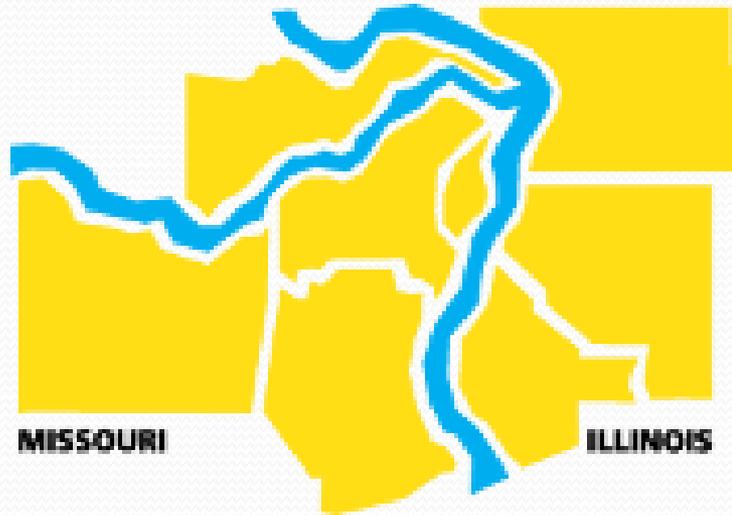
Vision 2015

- NINE GOAL STATEMENTS

- Neighborhood and Residential Development & Preservation
- Parks and Recreation
- Historic Preservation
- Commercial, Retail, Industrial Development
- Getting Around Town
- Institutions/Community Facilities
- Manchester Road Corridor Revitalization
- Downtown Urban Design
- Civic Goals

ONESTL Regional Plan

- Based on concept of Sustainability
 - “Meeting the needs of the present without jeopardizing the opportunities of future generations to meet their needs.”
- THEMES
 - Collaborative
 - Prosperous
 - Distinctive
 - Inclusive
 - Green
 - Prepared
 - Connected
 - Efficient
 - Educated



What are our Goals

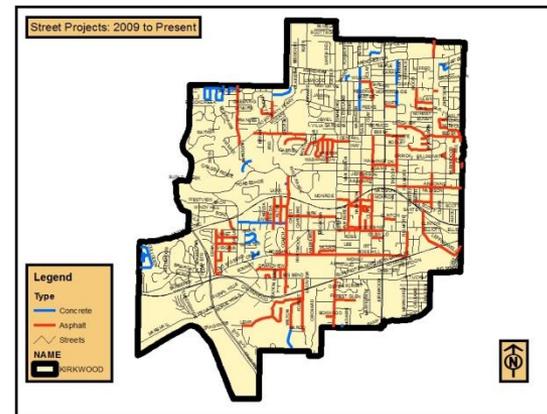
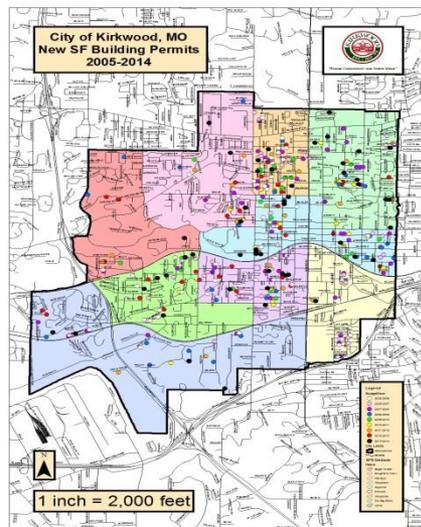
- Create a community-wide **vision** to guide growth and development
- Improve the **stability, physical condition and economic well-being** of Kirkwood
- Make Kirkwood a more **livable and sustainable** community of choice between now and 2035

Steering Committee

- **Will consist of two groups**
 - Policy
 - Technical
- **Responsibilities**
 - Review Data
 - Help Develop Goals and Objectives
 - Help Develop Specific Plan Elements
 - Promote & Support the Plan

Data Collection – Who Are We?

- Will take approximately 4-5 months
- Demographic/Economic/Housing/Physical/etc..
- Data is used to create base maps & reports
- Will provide direction for Guiding Principles & Initiative Areas



Visioning – Who Do We Want To Be?

- Will take approximately 5-6 months
- The **foundation** that the plan will be built upon
- Will require a variety of input methods
- Process will establish the guiding principles and themes of the plan...

Pedestrian-Oriented

Sustainable

Affordable & Healthy

Competitive

Diverse & Inclusive

Public Outreach

- Website & Social Media
- Stakeholder Interviews
- Community Survey
- Community Workshops



Plan Framework – How Do We Get There?

- Will take approximately 3-4 months
- Major Elements of the Plan:
 - Land Use
 - Transportation/Utilities
 - Parks & Recreation
 - Economic Development
 - Residential Development
 - Urban Design

Adoption

- Will take approximately 4-5 months
- Committee Approval
- Community Workshop
- City Council Review
- Planning & Zoning Commission Approval



DISCUSSION

Stakeholder Responses

QUESTION ONE:

What are Kirkwood's best assets?

- **It's location, size and diversity of residents. Our town has a flavor all its own, it is charming without being too cutesy, it is well developed commercially without being too "built up", it has enough people to feel like a "town" and there is enough socioeconomic diversity so that it feels like a larger "city."**
- **Kirkwood's best assets is its Schools, its local citizens and guests and the business community. All three take a pride of ownership mentality and it radiates throughout this area.**

Stakeholder Responses

QUESTION TWO:

What are the three biggest challenges facing Kirkwood in the next twenty years?

- **Kirkwood is challenged like so many small towns with balancing maintaining the charm and unique nature with growing modern needs. Tackling parking in the downtown district and encouraging safe pedestrian and cycling throughout the area are examples. Also, keeping affordable housing options and embracing diversity will be key to sustaining our great character.**

Stakeholder Responses

QUESTION THREE:

If you could change something about Kirkwood what would you change?

- **We need to be on a Metrolink line for easier travel to St. Louis and other area locations and events.**
- **In a completely ideal scenario (unlimited public funding and public support), I'd love to see Kirkwood Road narrowed to two lanes through the DBD and create a more pedestrian corridor with landscaping and lighting.**
- **Full integration of Meacham Park and the City of Kirkwood**

Stakeholder Responses

QUESTION FOUR:

Is there an aspect of Kirkwood that is headed in the wrong direction?
Is so, how would you change it?

- **Minimize the amount of tear down and infill lot housing construction that goes on in Kirkwood. There are too many large homes on small lots that overwhelm the housing stock adjacent to these homes.**

Stakeholder Responses

QUESTION FIVE:

What is your overall impression of the Parks & Recreation System?

- **My overall impression of the Parks & Recreation system is very positive. Everyone in my family has participated in at least one of their programs and it has always been good. Our parks are wonderful, and Kirkwood Park is a gem. The activities they offer are so diverse that everyone can find something to do every time of the year. The staff has always been friendly and professional.**

Stakeholder Responses

QUESTION SIX:

Is Kirkwood underserved in terms of a specific type of commercial business?
Is there a specific part of Kirkwood that is currently underserved with retail and office opportunities?

- 
- **We have a lot of underutilized real estate at prominent places.**
 - **I would like to see a small-scale Boutique Hotel somewhere in the DBD.**

Stakeholder Responses

QUESTION SEVEN:

Are you satisfied with the appearance of Kirkwood's streetscaping environment?

- **Too many of our roads and sidewalks are pocked, cracked, and patched in ad hoc fashion; the appearance of a city's streets has a huge effect on the overall appeal of that city; greater investment in improving our streetscaping is definitely warranted .**

Stakeholder Responses

QUESTION EIGHT:

If you could focus attention on any one area, besides Public Education/Public Safety, what would you focus attention on?

- **Leveraging the underutilized properties for more and better business sites, additional taxes, stronger budget.**
- **Focus on constantly improving and maintaining our downtown district as it is the central nucleus to Kirkwood and keeps us unique. Maintaining the cleanliness and urban forest to consistently attract citizens to the area.**
- **I think the Community Center needs to be improved. It feels outdated.**