



APPENDIX



TABLE: GOALS & OBJECTIVES



Goal	Objectives
Essential Land Use and Development Strategies	
<p>Encourage projects and features that enhance the identity and image of the City.</p>	<p>Ensure the character and image of the City of Maryland Heights is perpetuated in new development and redevelopment proposals.</p> <p>Encourage the expansion and strengthening of existing commercial areas.</p> <p>Encourage a better/improved range of retail and services, including hospitality and entertainment.</p> <p>Support the development of neighborhood retail and service opportunities.</p> <p>Encourage mixed-use developments that enhance the quality of life and community character by building efficient, compact, connected development.</p>
<p>Encourage a sustainable development pattern that accommodates and balances both economic growth and community character.</p>	<p>Reduce energy consumption through the application of energy efficient design techniques and technologies.</p> <p>Encourage environmentally friendly building practices such as green roofs and permeable pavers in new development and redevelopment.</p> <p>Encourage redevelopment of buildings and properties that are experiencing functional or economic obsolescence.</p> <p>Create development patterns that result in efficient connection to the regional stormwater and transportation system.</p> <p>Encourage public infrastructure and facilities including roads, pedestrian connections, and streetscapes that are designed to promote both aesthetic and functional quality.</p> <p>Encourage green infrastructure in all redevelopment and new development.</p> <p>Establish and strengthen focal points, such as schools, parks, commercial districts, and other community gathering spaces.</p>



Goal	Objectives
Creating and Maintaining Healthy and Vibrant Neighborhoods	
Encourage quality housing and neighborhoods that include a high quality public realm.	<p>Support residential uses within mixed-use developments.</p> <p>Provide a range of housing options for all stages of life.</p> <p>Develop a diverse housing stock, both in form and price range.</p> <p>Interconnect residential subdivisions where possible and feasible.</p> <p>Encourage the development of functional common ground areas.</p> <p>Consider residential land use categories and regulations that reflect distinct neighborhood patterns rather than a “one size fits all” approach.</p>
Promote, preserve, and enhance the character of the single-family residential areas of the City.	<p>Ensure that infill development is compatible with the established neighborhood.</p> <p>Encourage additions and renovations to existing homes.</p> <p>Ensure that properties are maintained through proactive code enforcement.</p>



Goal	Objectives
Open Space, Parks, Recreation, and Wellness	
Encourage and require open space that is both accessible and sustainable, and that results in a quality place.	<p>Create adaptable, multiuse spaces for community gathering, play, and social activity for all ages and abilities.</p> <p>Ensure compatibility between potential development and the existing natural environment.</p> <p>Support the integration of open space to create transitions in mixed-use developments and residential neighborhoods.</p> <p>Ensure the accessibility of recreational facilities.</p> <p>Ensure the character and image of the City of Maryland Heights is perpetuated in open space and recreational areas.</p>
Encourage wellness and active living through green infrastructure, physical activity, and recreation.	<p>Support the creation of pedestrian linkages for existing development, redevelopment, and infill.</p> <p>Enhance, reinforce, and connect to local and regional open space and recreation facilities.</p> <p>Encourage walkable developments and neighborhoods.</p>



Goal	Objectives
Delivering Quality Community Services	
<p>Create value and character for the city, property owners, and the development community through innovative design of the stormwater management system.</p>	<p>Encourage stormwater management practices that reduce peak flows while improving water quality.</p> <p>Encourage stormwater management systems that mimic natural processes.</p> <p>Utilize the stormwater management system as a visual, environmental, and functional amenity.</p>
<p>Support Complete Streets that are convenient and accessible for all users of the transportation system including motorists, transit users, pedestrians, and cyclists of all ages and abilities.</p>	<p>Assure that new development is responsive to pedestrian needs.</p> <p>Consider the mobility-impaired population of Maryland Heights in all planning and construction phases.</p> <p>Establish and expand the planning, implementation, and operation of a multi-modal transportation system, including transit, roadways, bikeways, and pedestrian facilities.</p> <p>Ensure the visual quality of transportation networks and their support facilities.</p> <p>Ensure the functional compatibility of the transportation system and adjacent land uses.</p> <p>Reduce the impact of parking facilities on public rights-of-way.</p>
<p>Manage access and traffic to promote safety, maximize efficiency, and avoid congestion.</p>	<p>Encourage the efficient use of roadways and other existing transportation elements.</p> <p>Create internal street systems that are coordinated and integrated, including multiple interconnections between individual developed area, avoiding freestanding development areas unrelated to each other.</p> <p>Encourage future road improvements that provide both a local and regional benefit.</p>



Goal	Objectives
Delivering Quality Community Services	
Encourage transportation improvements to include aesthetic enhancements that add character and further City image.	<p>Require high level and quality design standards that create character along roadways.</p> <p>Ensure the character and image of the City of Maryland Heights is perpetuated in transportation improvements.</p> <p>Design roads, bridges, and overpasses to enhance the surrounding area and larger community.</p>
Encourage the provision of adequate public utilities while balancing the needs of the environment, public health, safety, and general welfare.	<p>Support a strong infrastructure system that supports new, sustainable technologies.</p> <p>Support renewable energies that are easily scalable, environmentally sound, efficient, and adaptable to environmental change and community demand.</p> <p>Promote the conservation and re-use of water to the maximum extent practical.</p> <p>Ensure that provisions for the layout and delivery of utilities consider the potential impacts on the layout, value, and character of adjacent future development opportunities.</p>



Goal	Objectives
Hazard Mitigation and Resiliency	
Encourage resiliency and sustainable development by protecting development from natural hazards.	<p>Raise public awareness concerning hazards, including measures that can be taken to promote mitigation and increase disaster preparedness, response, and recovery capabilities.</p> <p>Evaluate options to mitigate the impacts of gradual and catastrophic natural hazards.</p> <p>Support efforts that will assist with the continuity of critical business operations.</p> <p>Form working relationships to leverage and share resources.</p> <p>Minimize the loss of life and injuries that could be caused by natural hazards to the greatest extent practical.</p>



Goal	Objectives
Enhancing Economic Vitality	
Increase economic resiliency and innovation as part of a globally competitive, business-friendly region, comprised of healthy communities that sustain a high quality of life.	<p>Encourage a diversified mix of businesses to support a vibrant local economy.</p> <p>Provide efficient government services to all citizens of the community.</p> <p>Encourage and support redevelopment and adaptive reuse of the Westport industrial area, as well as at Westport Plaza.</p> <p>Encourage new hospitality oriented businesses to complement existing venues.</p> <p>Provide opportunities for existing businesses to expand and grow.</p> <p>Promote appropriate new commercial development or redevelopment of existing properties where market-supported opportunities occur.</p> <p>Consider incentives for renovation projects.</p> <p>Encourage projects that produce quality jobs.</p>



Goal	Objectives
Active Community Engagement	
Encourage an environment that promotes community awareness and involvement in neighborhood enhancement.	<p>Enhance resident and civic organization capacity to shape their communities.</p> <p>Explore ways to offer improved access to City services through enhanced technologies.</p> <p>Encourage involvement by residents and business owners in the planning process.</p> <p>Involve residents in the creation of their neighborhood plans.</p> <p>Investigate and implement appropriate activities to assist in creating a sense of community identity.</p> <p>Support the efforts of the “creative class” as they work to enhance the vibrancy of the City’s neighborhoods.</p> <p>Continue to recognize the importance of the arts.</p>