

CHAPTER 1

INTRODUCTION



In 1991, the City of Brentwood adopted its first Comprehensive Plan as a framework for the community's development and growth. The City amended the plan in 1994, 1995, and 1999. These amended plans were in response to proposed developments. Brentwood also participated in several special area plans such as Manchester Road Corridor and Hanley Industrial Area. The City subsequently adopted its second Comprehensive Plan in 2006, in response to lack of meaningful public engagement process; shifting needs; new challenges; and new opportunities. This plan focused on promoting affordable and owner-occupied housing, fostering a sense of place and community character, and enhancing the transportation network for all users of the road.

While some of the goals of the 2006 plan are still relevant today, the 2006 Plan appears to have not provided adequate guidance in terms of implementation strategies, funding sources, partnership opportunities, and site-specific detail for economic development programming, and generally did not outline how to produce tangible results. A great deal has changed since that plan was adopted. The 2008 recession left a lasting impact on the St. Louis region, Brentwood experienced new growth and development, and the City completed various capital projects (such as expansion of Fire Station and the extension of Strassner Drive). To respond to these changes and identify goals and objectives that were still realistic and implementable, the City of Brentwood conducted a detailed review of the 2006 Comprehensive Plan. Following the Comprehensive Plan Review, the City initiated a process of updating its Comprehensive Plan in August 2016. The planning process included data collection, field reconnaissance, demographic and market overview, extensive public outreach, and consensus building. This comprehensive plan, Brentwood 20/20 - A Vision for the Future, provides the framework to guide Brentwood as the City seeks new opportunities for reinvestment, redevelopment, and placemaking within its established community.



PURPOSE OF THE COMPREHENSIVE PLAN

The Comprehensive Plan serves as the City's guide for land use, development, capital improvements, community investment, and growth for 15 to 20 years. Largely driven by community input, recommendations encompass land use, residential, commercial, and industrial development, transportation, community facilities and infrastructure, parks and environmental features, and community character. The Comprehensive Plan provides the framework for regulatory tools, such as zoning and subdivision regulations, to establish a process for orderly development, address current and long-term needs, and provide a balance between the natural and built environment. The Plan serves as a basis for decision-making for City staff and officials, developers, residents, and stakeholders.

COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

At the beginning of the planning process, the City of Brentwood established a Comprehensive Plan Advisory Committee (CPAC). The CPAC was formed to provide guidance throughout the planning process, assist with public engagement, identify key local stakeholders, educate residents and public officials on the planning process, and review preliminary plan recommendations and draft documents. The CPAC included a cross-section of 13 representatives, including members of the Planning and Zoning Commission, developers, aldermen, residents, organizations, and business owners.

PLANNING PROCESS

The City of Brentwood Comprehensive Plan involved a multi-step, community-driven planning process that assesses and builds on existing conditions and influences, establishes a vision, and develops policies and recommendations to guide decision-making. The following outlines the 7-step planning process:

Step 1: Project Initiation: This step involved meetings with key City staff, the Comprehensive Plan Advisory Committee (CPAC), and elected and appointed officials to review and discuss the overall direction of the Comprehensive Plan.

Step 2: Community Outreach & Engagement: This step involved organizing in-person meetings, workshops, charrettes, and a variety of online tools, including surveys, to gather input from members of the Brentwood community.

Step 3: Existing Conditions Analysis: This step was comprised of reviewing and analyzing existing studies, plans, reports, and zoning and development controls. In addition, data was gathered from the City and on-the-ground field reconnaissance. The results were presented in an Issues & Opportunities Memo in February 2017.

Step 4: Vision Statement, & Community Wide Planning Objectives: A visioning workshop was held on March 21, 2017 to help map out a vision for the future of Brentwood. The input from this workshop established a general agreement regarding the City's long-term vision and helped to form the Plan's objectives.

Step 5. Subarea Plans: This step involved preparing detailed subarea plans for the City's major corridors, which include Brentwood Boulevard, Hanley Industrial Court, and Manchester Road, to provide more specific recommendations for these crucial areas of the community.

Step 6: Community-Wide Frameworks & Policies: This step entailed the preparation of frameworks for future land use and development, transportation, open space and environmental features, community character, and community facilities and infrastructure. These frameworks have been driven by community input, shaped around the goals and objectives, and provide the "core" of the Comprehensive Plan.

Step 7: Plan Document & Adoption: A draft Comprehensive Plan was prepared for local review and consideration. Proceeding a period of public review and commenting, the draft was revised and presented to the City's Board of Aldermen for consideration and adoption.

PLAN ORGANIZATION

Chapter 1: Introduction: The Introduction outlines the purpose, structure, and organization of the Comprehensive Plan.

Chapter 2: Community Profile: The Community Profile describes the City's regional setting and provides a brief overview of the community's history. In addition, the Community Profile summarizes past plans and studies, provides a demographics and market overview, summarizes community outreach efforts, and provides a review of the community's existing land use and zoning regulations.

Chapter 3: Vision, Goals & Objectives: This chapter describes the community's desired vision for the City of Brentwood by providing a narrative of how Brentwood will look in 2037. This chapter also presents the City's goals and objectives for achieving the established vision.

Chapter 4: Future Land Use & Development Plan: The Future Land Use & Development Plan presents an overview of the community's development pattern and physical character, identifies future land uses within Brentwood, and provides recommendations that support future land use and development opportunities.

Chapter 5: Subarea Plan: The Subarea Plans highlight key concepts and strategies for land use and development, urban design, transportation and circulation, and character areas in Brentwood's major corridors. Key corridors in which the Subarea Plans provide specific recommendations include the Hanley Industrial Court, Brentwood Boulevard, and Manchester Road.

Chapter 6: Residential Area Plan: The Residential Area Plan expands upon the Future Land Use & Development Plan to establish recommendations and policies for preserving and enhancing the City's neighborhoods.

Chapter 7: Transportation Plan: The Transportation Plan is intended to ensure that an adequate, multi-modal transportation network exists to accommodate safe, efficient access throughout the community.

Chapter 8: Community Facilities Plan: The Community Facilities Plan identifies the future need for community facilities. In addition, it offers recommendations for future facility locations and improvements to ensure that residents are adequately served by the City and its service providers.

Chapter 9: Open Space, Recreation & Environmental Features Plan: This chapter provides recommendations intended to enhance Brentwood's parks and trail system as well as protect, restore, and enhance the City's natural areas and environmental features, such as Deer Creek and Black Creek.

Chapter 10: Implementation Strategies: The Implementation Strategies present specific actions, as well as potential funding sources, that the City should pursue as it seeks to implement the Comprehensive Plan's recommendations.

Chapter 11: Economic Development Strategic Plan & Implementation Toolbox: This section provides recommendations for **(1)** targeted sectors; **(2)** business recruitment, retention, and expansion; **(3)** branding and marketing campaign tailored to municipal economic development programming; and **(4)** City Hall management structure for the ongoing implementation of the City's economic development programming.