

CHAPTER 5

SUBAREA PLANS



This chapter contains detailed subarea plans for three very important areas of Brentwood: (1) the Brentwood Boulevard Corridor, (2) the Manchester Road Corridor, and (3) the Hanley Industrial Court. These areas will be highlighted within the Comprehensive Plan due to their catalytic opportunity to improve the local job base, enhance the vibrancy of the community, and generate new tax revenue.

Each subarea plan includes a detailed map of recommendations highlighting key concepts and strategies for land use and development, transportation and circulation, streetscape enhancements, and other improvements to these important areas of Brentwood.



SUBAREA PLAN GOALS

Brentwood Boulevard Corridor: Enhance and build upon the Corridor's existing assets to create an area that is pedestrian-friendly, mixed-use, and has a walkable, compact Town Center that establishes a community focal point and regional identity for Brentwood.

Manchester Road Corridor: Strengthen the Corridor to establish a cohesive theme that blends a variety of uses on a regional transportation corridor.

Hanley Industrial Court: Rebrand the area as a sustainable, innovative, tech- and transit-oriented employment hub while improving the area as a positive contributor to the City's image.

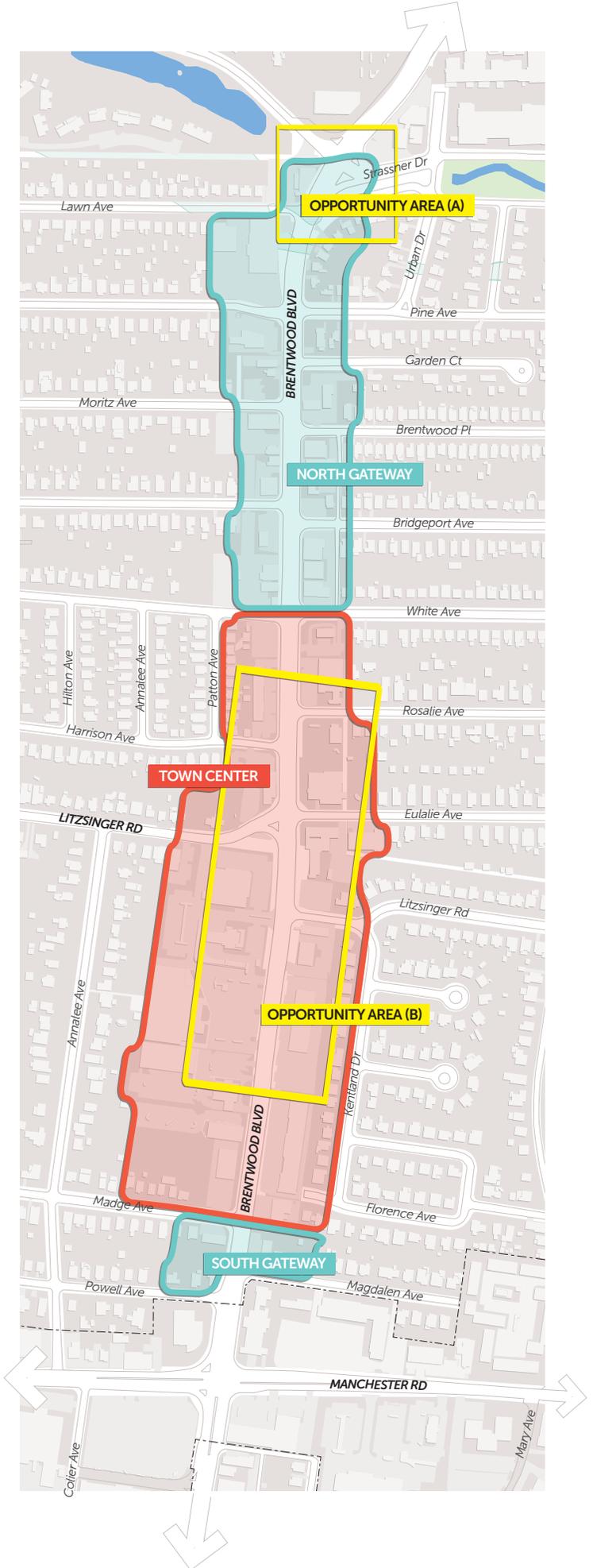
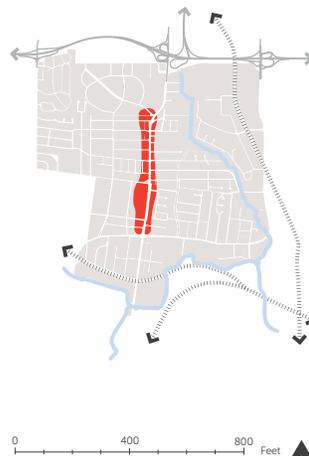


BRENTWOOD BOULEVARD

Brentwood Boulevard is a key north/south route through the City, and the Brentwood Boulevard Corridor is a key gateway and connection between the City's regional commercial areas and the planned Town Center. Along its length, Brentwood Boulevard has different "character areas" that are influenced by traffic volumes, existing land uses, and proximity to the Town Center.

This subarea must address how to accommodate commercial development, desired and beneficial to the community, but allowed in a manner sensitive and complimentary to adjoining residential neighborhoods. A mixed-use land use boundary approximately 350 feet in depth from the Brentwood Boulevard right-of-way, both east and west from Brentwood Boulevard, was established. This will encourage redevelopment within the subarea by addressing the shallow lot depth of existing commercial lots.

Those interested in redeveloping and reinvesting in commercial properties along Brentwood Boulevard should be encouraged to assemble land and rezone properties to Planned Development Overlay (PD) District. The landscape buffer requirement of 50 feet from residential zoned properties should be adhered to protect adjoining residential neighborhoods from intrusion by commercial activity. Specific recommendations for site and right-of-way improvements are provided to enhance the Corridor's image and identity.



Brentwood Boulevard

CHARACTER AREA

Although one Corridor, Brentwood Boulevard contains distinct “character areas,” which are defined by components such as development pattern, parking, and building configuration. Although these different character areas are united by the overall Corridor, each distinct character area establishes an environment that helps to define the unique experiences at different locations along Brentwood Boulevard.

Two different character areas have been identified and serve as the foundation for urban design and development recommendations. The two character areas for Brentwood Boulevard are the 1) North and South Gateways and 2) Town Center. These areas represent a range of land uses and development patterns to provide a variety of improvement and development opportunities for the Corridor.

NORTH & SOUTH GATEWAYS

The intersection of Brentwood Boulevard and Strassner Drive and the intersection of Brentwood Boulevard and Manchester Road are the two primary gateways to the Town Center. The present character of these two areas along Brentwood Boulevard is comprised of residential uses interspersed with a small amount of commercial uses, narrow sidewalks, and limited landscaping. Since Brentwood Boulevard includes the Town Center, the north and south gateways should serve as stable, attractive, and distinct areas as they transition from regional commercial uses to the Town Center, which will be the focal point of the community. Buildings in the gateway areas should be 1-3 stories in height, with uses in the gateway areas including retail, business and city services, and mixed-use developments.

Built Form: Buildings at, or near, the sidewalk and front property line except at the corner lot where parking in the front and the building in the rear may be considered.

Parking: Parking should be located to the rear or sides of structures whenever possible to allow businesses to be the focus of the Town Center. The City should promote shared use parking agreements, prioritizing the shared use of parking in the evenings and allowing for public use during non-business hours. Parking lots with shared parking agreements should include clear signage indicating when private parking lots are available for public use. In addition, cross-access should be maintained between all adjacent parking lots.

Sidewalks: Sidewalks should be wide enough to accommodate pedestrians as well as street trees and planters to separate sidewalks from the roadway.

Height: 1-3 stories.

Uses: Traditional commercial and mixed-use commercial.

TOWN CENTER

The Town Center is envisioned to become the heart of Brentwood, functioning as the main location where community members shop and socialize. Ideally, the Town Center should be a compact, walkable area where people can live, work, and play. Mixed-use buildings should be comprised of retail, business, office, and multi-family residential uses. Capitalizing on vertical space will increase the amount of foot traffic in the Town Center and may draw in businesses with varying hours, creating a 24-hour street. Establishing a night life in the Town Center will help to establish the area as a key destination in the City, and may increase the overall safety of the area through the increase in customers during evening hours. As development occurs, overhead electric lines should be placed underground.

Built Form: Buildings at, or near, the sidewalk and front property line; except corner locations to accommodate “line of sight” at intersections.

Parking: Parking should be located to the rear or sides of buildings whenever possible to allow businesses to be the focus of the Town Center. The City should promote shared use parking agreements, prioritizing the shared use of parking in the evenings and allowing for public use during non-business hours. Parking lots with shared parking agreements should include clear signage indicating when private parking lots are available for public use. In addition, cross-access should be maintained between all adjacent parking lots. To maximize the full use of the walkable town center, the parking may be best placed underground or in parking structure.

Sidewalks: Wide sidewalks should exist throughout the Town Center to accommodate heavier pedestrian traffic. Street trees and planters should be used to separate sidewalks from the roadway. Sidewalks and crosswalks should also be enhanced with textured surfaces, such as bricks or colored pavers, to help establish an identity in the Town Center.

Height: 2-5 stories.

Uses: Buildings over 2 stories in the Town Center should be mixed-use with commercial on the ground floors and office or multi-family residential uses above.

Brentwood Boulevard

AREA IMPROVEMENT PLAN

The Brentwood Boulevard Corridor includes several sites that represent opportunities for improved development that could serve as catalysts for future improvement along the Corridor. These sites have been identified based on numerous factors, including their location, structural vacancy, inappropriate or incompatible uses, surrounding development, and underperformance based on their visibility or relative prominence. This figure presents potential development scenarios that would be appropriate considering the character area of each site.

DEVELOPMENT & REDEVELOPMENT SITES

These buildings illustrate the built form and development potential of opportunity sites along the Corridor. Development should be consistent with other Plan recommendations as well as the site design and land use recommendations for the appropriate character areas identified in this Area Improvement Plan.

OPPORTUNITY AREA (A): NORTH GATEWAY

Because this area lies at the transition point from Brentwood's regional commercial district to Brentwood's traditional commercial and Town Center itself, it is imperative to create a welcoming character upon entering this area. Between Strassner Drive and Pine Avenue there exist single-family residences, which are incompatible with the surrounding commercial uses. These parcels should be transitioned to mixed-use commercial and multi-family residential to establish a cohesive, stable Corridor. The following outlines opportunity sites where streetscape improvements, intersection improvements, gateway signage, and redevelopment/development should occur in the area along Brentwood Boulevard between Strassner Drive and Pine Avenue.

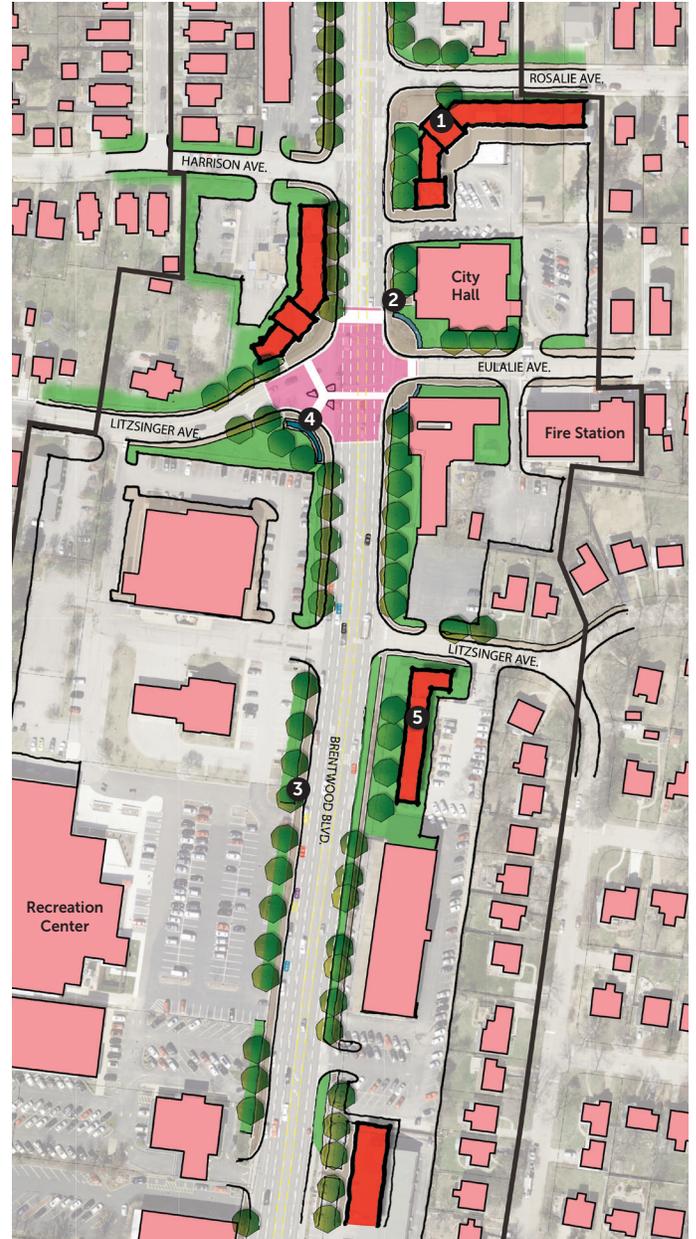
1. High quality signage should define crosswalks and trails to create a more pedestrian-friendly area. In addition, **signage and pedestrian site furnishings** should be installed on the future trail that will connect Wrenwood Lane to Strassner Drive.
2. The intersection of Strassner Drive and Brentwood Boulevard should be either painted or installed **with accent pavers to highlight the transition from regional commercial to traditional commercial**. These intersection improvements would also be used as a traffic calming feature.
3. Single-family residential structures fronting Brentwood Boulevard and **adjacent residential areas should be redeveloped to provide space to create high-density residential development, possibly senior housing**. This development can be accessible from Pine Avenue.
4. The existing structures on this site should be redeveloped for mixed-use as per the character area descriptions.
5. These parcels may be redeveloped for mixed-use, but consideration given to how traffic may enter/exit site at a signalized intersection onto Brentwood Boulevard.



OPPORTUNITY AREA (B): TOWN CENTER

Key landmarks in the Town Center include the City Hall, Library, Fire Station, and Recreation Complex. United, these landmarks create an opportunity to develop the strong physical and visual connectivity between the City Hall and Recreation Complex. The following outlines opportunity sites where redevelopment/development should occur within Town Center.

1. The City should *promote the development of community uses*, such as a post office and public library, on the property adjacent to City Hall. The Library Board has expressed interest in a larger facility, than the current space occupied in City Hall and a location within the Town Center.
2. The City should establish a *pedestrian trail between Eulalie Avenue and Rosalie* linking the Rosalie Connector with the pedestrian improvement along Litzsinger Road. This trail should also contain high quality wayfinding signage to direct users to nearby trails, parks, and landmarks, and lane markings to distinguish the trail from the roadway and sidewalk.
3. All the sidewalks in the *Town Center area should be enhanced with street trees and landscaping to distinguish the sidewalks from the roadway*. This will contribute to the creation of a more walkable, pedestrian-friendly Town Center. A street enhancement plan should be developed so future direction on improvements may be given to entities interested in pursuing redevelopment projects along the Brentwood Boulevard Corridor.
4. *Town Center signage enhanced with landscaping* should be installed at the intersection of Litzsinger Road/Eulalie Ave and Brentwood Boulevard.
5. The City should *promote to redevelop the two commercial buildings at the southeast corner of east-bound Litzsinger Road and Brentwood Boulevard* with mixed-use commercial to better fit in with similar uses in the Town Center.



Brentwood Boulevard

URBAN DESIGN

The Urban Design Plan outlines the actions and improvements needed to enhance the appearance, function, and vitality of Brentwood Boulevard. The improvements and recommendations in this plan impact both the public and private realm. They contain a combination of less costly, short-term improvements as well as more costly, long-term improvements that will require more detailed study, planning, and funding.

URBAN DESIGN IMPROVEMENTS

CROSSWALK IMPROVEMENTS

The City should ensure that crosswalks are safe and accessible to all pedestrians. Crosswalks should be enhanced with brick pavers or stamped and painted concrete to increase their visibility and differentiate crosswalks from the roadway. Decorative lighting and timed, signaled crosswalk signage should also be installed to improve the safety of crosswalks.

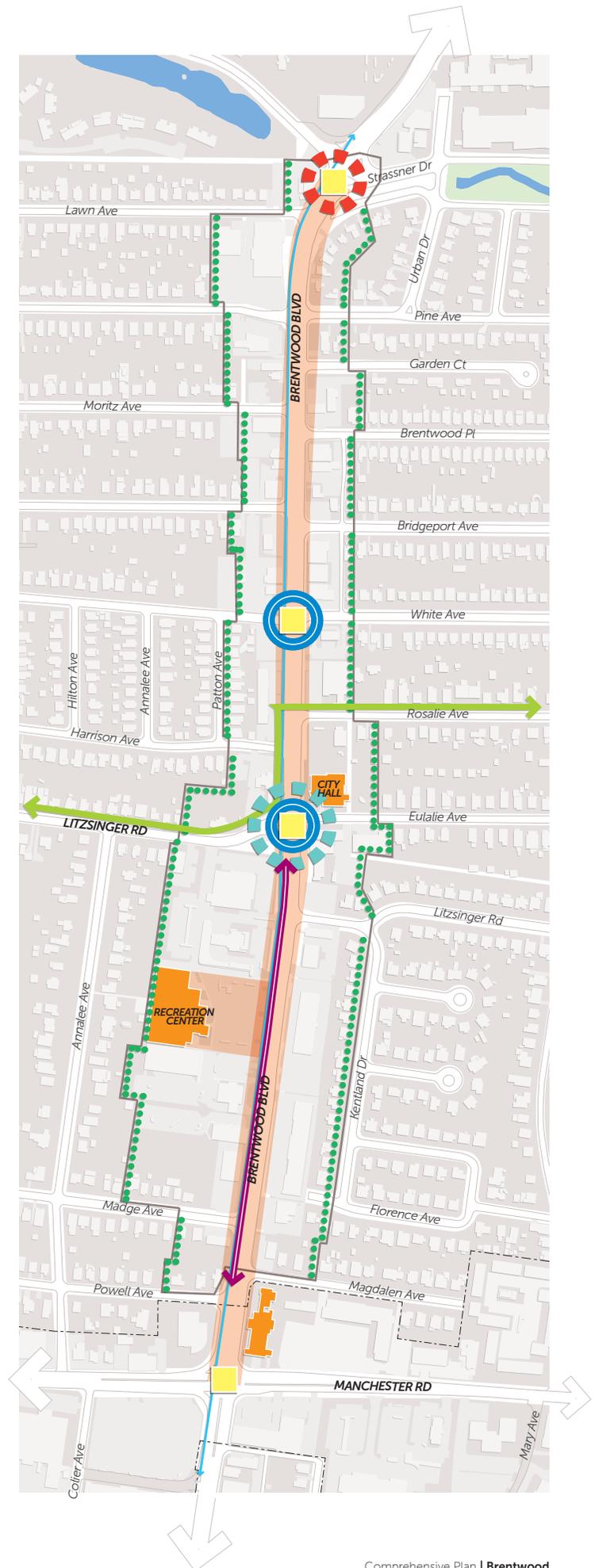
SCREENING & BUFFERING

Utilities and mechanical infrastructure detract from the appearance of Brentwood Boulevard. Transformers and telecom structures should be screened using landscaping and/or attractive fencing. In addition, the City should work with property owners and the development community to screen on-site utilities and dumpsters from the public view.

OPEN SPACE & TRAIL CONNECTIVITY

The City should capitalize on its open space and trail system with wayfinding signage and strategic programming. The intersection of Brentwood Boulevard and Litzsinger Road/ Eulalie Avenue should be designed in a way that highlights the Rosalie Connector, a proposed pedestrian trail that connects with Rogers Parkway. The Rosalie Connector should contain wayfinding signage informing users of nearby trail connections and open space amenities.

- | | |
|---|---|
|  Community Gateway / Signage |  Landmark |
|  Local Gateway / Landscaping |  Open Space & Trail Connectivity |
|  Wayfinding |  Roadway Reconfiguration |
|  Crosswalks |  Screening & Buffering |
|  Streetscape |  Bury Utilities |

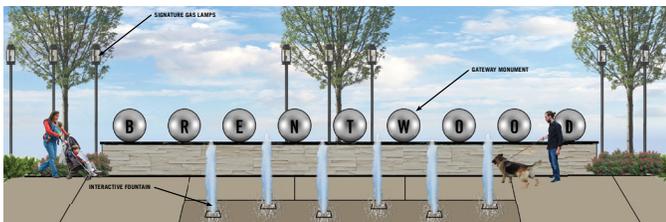


RELOCATE OVERHEAD UTILITIES

The City should bury the overhead utilities along Brentwood Boulevard to enhance the Corridor and minimize the risk of damages due to natural disasters.

GATEWAY FEATURES

As Brentwood Boulevard’s main entryway to the Town Center, the intersection of Brentwood Boulevard and Litzsinger Road should contain prominent gateway features welcoming residents and visitors alike. Gateway features should contain decorative signage, which should be a part of a thematic design throughout the City to contribute to Brentwood’s image and identity. In addition, gateway features should be enhanced with landscaping and potentially lighting to further strengthen and beautify the area.



Source: City of Brentwood

WAYFINDING SIGNAGE

Wayfinding signage should direct motorists and pedestrians to key destinations along the Corridor and within the community. As a crucial element of branding, placemaking, and navigation, wayfinding signage should be simple, easy to understand, attractive, and contribute to enhancing the appearance of the Brentwood Boulevard Corridor. Kiosks with maps and directories should be placed at key activity nodes within the Corridor, and should be visible to both drivers and pedestrians.

PARKING LOT LANDSCAPING

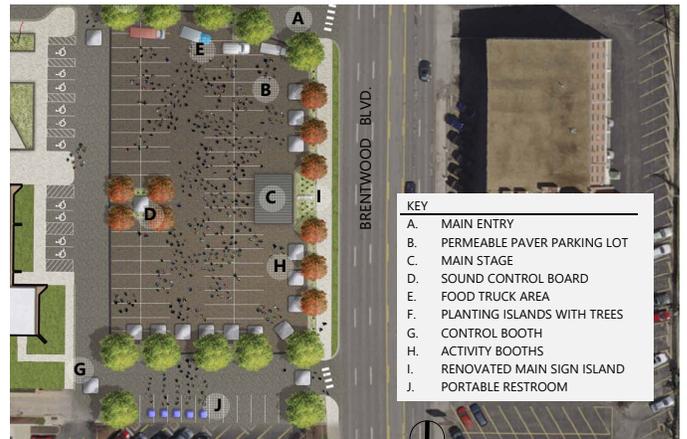
The City should work with property owners and the development community to retrofit existing parking lots with perimeter and internal landscaping. The City should also require the incorporation of parking lot landscaping in the site design of new developments. Enhancing parking lots with landscaping will beautify the area and contribute to a more pedestrian-friendly atmosphere.

ROADWAY RECONFIGURATION

The city may want to consider the right-most lanes going south on Brentwood Boulevard be established as bus lanes during peak hours and on-street parking in the Town Center during off-peak hours. This may improve the flow of traffic, as the remaining lanes will be prioritized for automobiles, which should minimize the conflicts with buses frequenting their stops. The City should incorporate clear signage indicating the timeframes of when parking is and is not allowed throughout the Brentwood Boulevard Corridor. This effort would need to be considered with St.Louis County Department of Transportation.

LANDMARKS

Existing landmarks, such as City Hall, the Recreation Complex, and Saint Mary Magdalen Catholic Church, should be enhanced with façade improvements and landscaping as needed to increase their visibility along the Corridor. The improvement to the Recreation Complex parking lot will serve as a new landmark, providing an outdoor public gathering place in the Town Center.



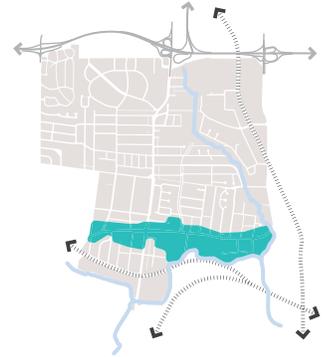
Source: City of Brentwood

STREETSCAPE IMPROVEMENTS

Streetscape improvements should be used to visually unite the Corridor and help establish a sense of place and identity. Parkway landscaping and site furnishings can play a key role in creating a walkable area by separating the roadway from sidewalks and providing pedestrian amenities, such as benches and recycling/waste receptacles. The City should develop and implement a streetscaping treatment along Brentwood Boulevard comprised of evenly spaced trees, planters, pedestrian-scaled lighting, native perennial plants, informational kiosks, banners, wayfinding signage for landmarks, and other improvements that can help beautify and distinguish the area.

MANCHESTER ROAD

The Manchester Road is a key east/west roadway through the City, as well as one of the Brentwood's major business districts. Throughout the Manchester Road Corridor, different "character areas" are influenced by traffic volumes and existing land uses. This subarea is challenged by repetitive flooding from significant storm; heavy rainfall in a short amount of time, City officials have embarked on a flood mitigation plan for the area which includes stormwater detention and retention, creation of open space and other recreational amenities. The Missouri Department of Transportation has funded a resurfacing of Manchester Road and construction of curbs and sidewalks to begin in 2020. These efforts will address development concerns and will position the Manchester Road Corridor for redevelopment opportunities. Specific recommendations for site and right-of-way improvements are provided to enhance the area's image and identity.



Manchester Road

CHARACTER AREAS

The Manchester Road Corridor extends from Bremerton Road to the west to Hanley Road to the east. Due to flooding issues, access to Rogers Parkway, varying land uses, potential access to High School Drive, and access to the Great Rivers Greenway regional trails system, the character and development pattern along Manchester Road varies significantly. To reflect its diverse uses, the Manchester Road sub-area is divided into three character areas: West, Central, and East.

WEST

The West character area aids in uniting Rogers Parkway with the future pedestrian-friendly streetscape improvements of High School Drive north of Manchester Road. The West character area will be comprised of a mix of commercial uses, such as retail and a variety of business support services.

Built Form: Buildings at or near the sidewalk and front property line. If setback exists, a minimum of 5 feet in front of the building should be dedicated to landscaping.

Parking: Parking should be provided in the rear of buildings if possible, otherwise parking may be provided to the side or in front of buildings. If parking is provided in the front of buildings, then there should be sufficient perimeter landscaping to separate the parking area from the sidewalk. In addition, the City should promote shared use parking agreements between businesses and maintain cross-access between adjacent lots to maximize the use of lot space.

Sidewalks: Sidewalks widths should be consistent along the north side of Manchester Road and should accommodate street trees within tree grates to provide connectivity between High School Drive and Rogers Parkway. Sidewalks along south side of Manchester Road should include a landscaped parkway to distinguish the sidewalk from the roadway.

Height: 1-2 stories.

Uses: Mix of uses throughout, including retail, service, and mixed-use buildings with commercial on the ground floor and office above.

CENTRAL

As noted, Brentwood is conducting a concurrent study to assess strategies to prevent flooding along a section of Manchester Road. The Central character area will address how the future mitigation strategies open the doors for exciting development opportunities, specifically along Manchester Road. The Central character area should contain a mix of commercial and office uses, such as restaurants and retail, as well as parks, plazas, and hospitality services.

Built Form: Mixed-use developments north of Manchester Road should have a minimum setback similar to Brentwood Place Apartments, which should be landscaped with native, perennial, deep-rooted plants to beautify the area and minimize flooding. Due to the variable nature of the Manchester Road right-of-way, commercial buildings on the south side of the road should be built at or near the sidewalk and front property line or have a minimum setback of 15 feet to accommodate landscaping and sidewalks.

Parking: Parking should be provided in the rear of buildings if possible, otherwise it should be located to the side. Parking should not be allowed in the front buildings along the mixed-use development facing Manchester Road. In addition, the City should promote shared use parking agreements between businesses and maintain cross-access between adjacent lots to maximize the use of lot space.

Sidewalks: Connected sidewalks with adequate widths should exist on both sides of Manchester Road.

Height: 1-2 stories.

Uses: Mix of uses throughout, including parks, retail, service, office, and residential. Mixed-use buildings should have commercial on the ground floors and office and/or multi-family residential above.

EAST

This character area is comprised of traditional commercial uses that support residents and businesses throughout the Corridor. The East character area should provide residents and visitors with a variety of restaurants, maintenance shops, and miscellaneous support services to meet daily needs.

Built Form: Buildings at or near the sidewalk and front property line. If setback, then there should be a minimum of 15 feet of landscaping to distinguish between the sidewalk and parking area or building.

Parking: Parking should be provided in the rear of buildings if possible, otherwise it should be provided at the side. If parking is provided in the front of buildings, then there should be a minimum of 15 feet of perimeter landscaping to separate the parking area from the sidewalk. In addition, the City should promote shared use parking agreements between businesses and maintain cross-access between adjacent lots to maximize the use of lot space.

Sidewalks: Connected sidewalks with adequate widths should exist on both sides of Manchester Road.

Height: 1-3 stories.

Uses: Mix of uses throughout, including commercial, service, senior housing, assisted living, and support uses. Mixed-use buildings should have commercial on the ground floors and office above. Multi-story developments can benefit from scenic views and recreational amenities along Deer Creek. However, access and viewsheds from Manchester Road for the benefit of the general public should be encouraged.

Manchester Road

AREA IMPROVEMENT PLAN

The Manchester Road Corridor includes several sites that represent opportunities for improved development that could serve as catalysts for future improvement along the Corridor. These sites have been identified based on numerous factors, including their location, structural vacancy, surrounding development, and proximity to the floodplain. This figure presents potential development scenarios that would be appropriate considering the character area of each site.

OPPORTUNITY AREA A: WEST

The West character area north and south of Manchester Road should be enhanced with various streetscape and traffic calming improvements to create a more walkable, pedestrian-friendly area.

North of Manchester Road

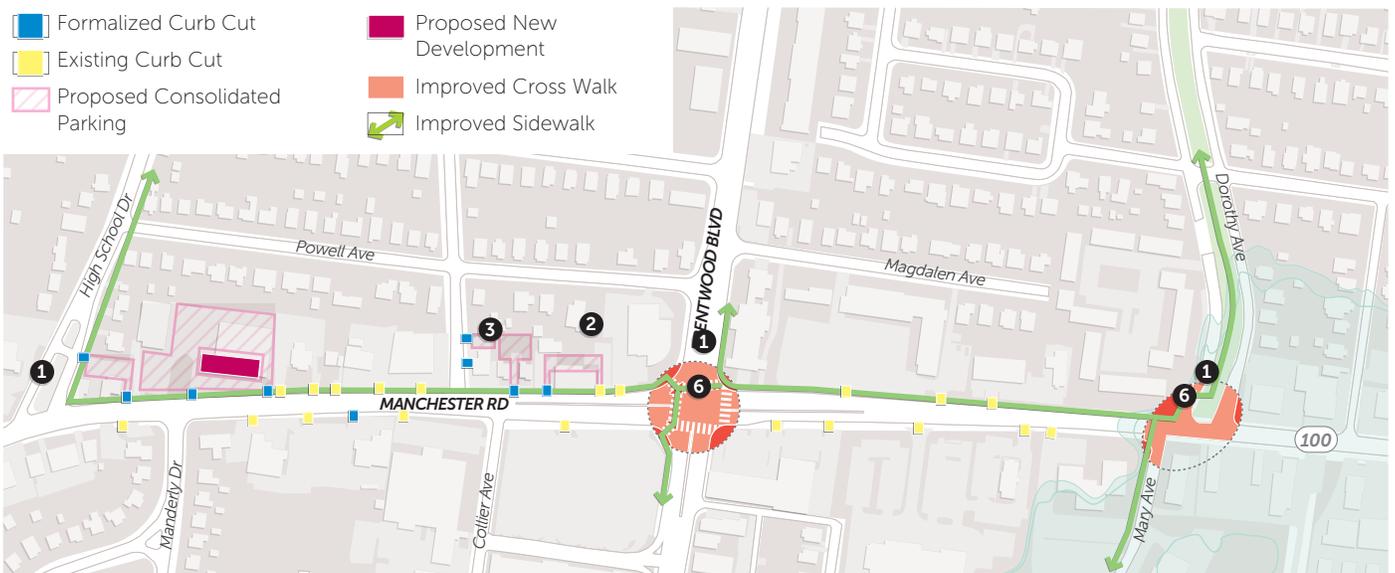
1. Improve the crosswalks where Manchester Road intersects with Brentwood Boulevard, High School Drive, and Dorothy/Mary Avenues with enhanced striping, textures, and other pedestrian-friendly elements. A tunnel underneath Manchester Road at Mary/Dorothy Avenues should be encouraged to provide a safe crossing. On-going coordination with Great RiversGreenway to connect Brentwood(Rogers Parkway) to the regional trail system is recommended
2. Where buildings exist up to the front property line, the sidewalk should be widened into the shoulder of the road to incorporate street trees. In addition, curbs should be constructed to separate the sidewalks from the roadway.
3. Where buildings are setback from the front property line, sidewalks should be widened to accommodate landscaping to separate the sidewalk from the building

or adjacent parking. This landscaped area can also be used for outdoor seating for restaurants.

4. The existing structures on the opportunity sites should be redeveloped as per the character area descriptions.
5. Curb cuts should be consolidated to minimize traffic conflicts. The City should work with existing property owners and the development community to encourage the use of shared parking agreements.

South of Manchester Road

1. Pedestrian-friendly intersection improvements, such as enhanced crosswalks and signage, should be implemented where Manchester Road intersects with Brentwood Boulevard and Dorothy/Mary Avenues. Additionally, landscaping should be installed south of Manchester Road for one block from the intersection of Brentwood Boulevard and Manchester Road to create a cohesive theme throughout the Manchester Road Corridor.
2. The City should install a continuous curb along the roadway to separate the sidewalk from the road.
3. Where the buildings are setback from the front property line, adequate space should be used for landscaping to separate the sidewalk from the building or adjacent parking.
4. The existing structures on the opportunity sites should be redeveloped as per the character area descriptions.
5. Curb cuts should be consolidated to minimize traffic conflicts. The City should work with existing property owners and the development community to encourage the use of shared parking agreements.



DEVELOPMENT & REDEVELOPMENT SITES

These buildings illustrate the built form and development potential of opportunity sites along the Corridor. Development should be consistent with other Plan recommendations as well as the site design and land use recommendations for the appropriate character areas identified in this Area Improvement Plan.

OPPORTUNITY AREA B: CENTRAL

The Central character area includes the properties north and south of Manchester Road between Mary Avenue/Dorothy Avenue and Salem Road. This area will be developed in a way that responds to the City's flood mitigation assessment to simultaneously bring investment in the area while implementing green infrastructure best management practices (BMPs) to further reduce the risk of potential future flooding.

1. Based on the flood protection study currently underway, it is assumed that the area south of Manchester Road will be protected from Deer Creek flooding by incorporating series of flood mitigation strategies, such as creek improvements, an added levee, water storage areas, and flood restoration areas. These measures create opportunities to develop the parcels in the Central character area north and south of Manchester Road.
2. The City should promote retail commercial on the south side of Manchester Road. Development should occur closer to the road with parking located in the rear to maintain high visibility along the Corridor.
3. The City should encourage the sustainable development of mixed-use commercial/office as well as hospitality uses facing the flood restoration property. The flood restoration will provide nature trails connectivity with future Deer Creek Greenway. Development should incorporate BMPs, such as deep-rooted native plants, bioswales, permeable pavers, and/or pervious asphalt whenever possible. In addition, the City should encourage the development of LEED-certified buildings to help market Brentwood and attract investors.
4. Shared use parking agreements should be established between retail and commercial/office businesses to maximize the use of lot space.
5. The development on the south side of Manchester Road should become a catalyst site to attract investors to buy and develop property on the north side of Manchester Road with high-density residential units. This development is compatible and in continuation with the existing high-density housing west of Rogers Parkway.

6. The City should ensure that residential and commercial developments within the Central character area follow site design guidelines within a Master Plan to reflect the cohesive, sustainable theme of the Manchester Road Corridor.
7. Traffic control features, such as crosswalks, traffic signals, and signage should be implemented where Manchester Road intersects with Dorothy Avenue/Mary Avenue and Salem Road to ensure pedestrian safety and comfort as the area develops. As noted, a tunnel underneath Manchester Road at Dorothy/Mary avenues is planned.
8. The residential area should contain high-quality, native landscaping to beautify the area and further distinguish itself from the roadway.



Manchester Road

URBAN DESIGN

The Urban Design Plan outlines the actions and improvements needed to enhance the appearance, function, and vitality of the Manchester Road Corridor, capitalizing on its variety of uses as well as expanding and enhancing its connectivity with existing and future trails and greenways. The improvements and recommendations in this plan impact both the public and private realm. They contain a combination of less costly, short-term improvements as well as more costly, long-term improvements that will require more detailed study, planning, and funding.



URBAN DESIGN IMPROVEMENTS

CROSSWALK IMPROVEMENTS

The City should ensure that crosswalks are safe and accessible to all pedestrians. Crosswalk improvements, such as enhanced striping or varying textures, should be implemented where Manchester Road intersects with Brentwood Boulevard, Dorothy Avenue/Mary Avenue, and High School Drive. The intersection of Manchester Road and Dorothy Avenue/Mary Avenue should be pedestrian-friendly to emphasize its connectivity with Rogers Parkway and the future Deer Creek Greenway. An underground tunnel is planned for a pedestrian/bike connection at this location.

LANDMARKS

Existing landmarks include the Saint Mary Magdalen Catholic Church and Rogers Parkway, which should be enhanced and well-maintained to increase their visibility along the Corridor. The City should work with property owners to improve and maintain the façade of the Saint Mary Magdalen Catholic Church and should ensure that access to Rogers Parkway is landscaped and attractive.

CURB CUT CONSOLIDATION

Curb cuts should be consolidated to create more of a continuous curb separating the sidewalk from the roadway and minimizing traffic conflicts. Curb cuts should exist for parking that is shared between two or more businesses.

RELOCATE OVERHEAD UTILITIES

The City should consider burying the overhead utilities along Manchester Road to enhance the Corridor and minimize the risk of damages due to natural disasters.

OPEN SPACE & TRAIL CONNECTIVITY

As the city continues to remediate flooding along Manchester Road, incorporate open space and trail improvements into planning efforts

FLOOD RESTORATION STUDY AREA

This location represents the concurrent study area where the City is assessing strategies to prevent flooding along a section of Manchester Road.

STREETSCAPE IMPROVEMENTS

Streetscape improvements should be used to visually unite the Corridor and help establish a sense of place and identity. Ornamental lighting, planters, and site furnishings can play a key role in creating a walkable area by separating the roadway from sidewalks and providing pedestrian amenities, such as benches and recycling/waste receptacles. The City should develop and implement a streetscaping treatment along Manchester Road comprised of evenly spaced planters, pedestrian-scaled lighting, informational kiosks, banners, wayfinding signage for landmarks, and other improvements that can help beautify and distinguish the area. This streetscaping treatment should be implemented between Hanley Road to Bremerton Road to accentuate the city of Brentwood Municipal Limits.

WAYFINDING SIGNAGE

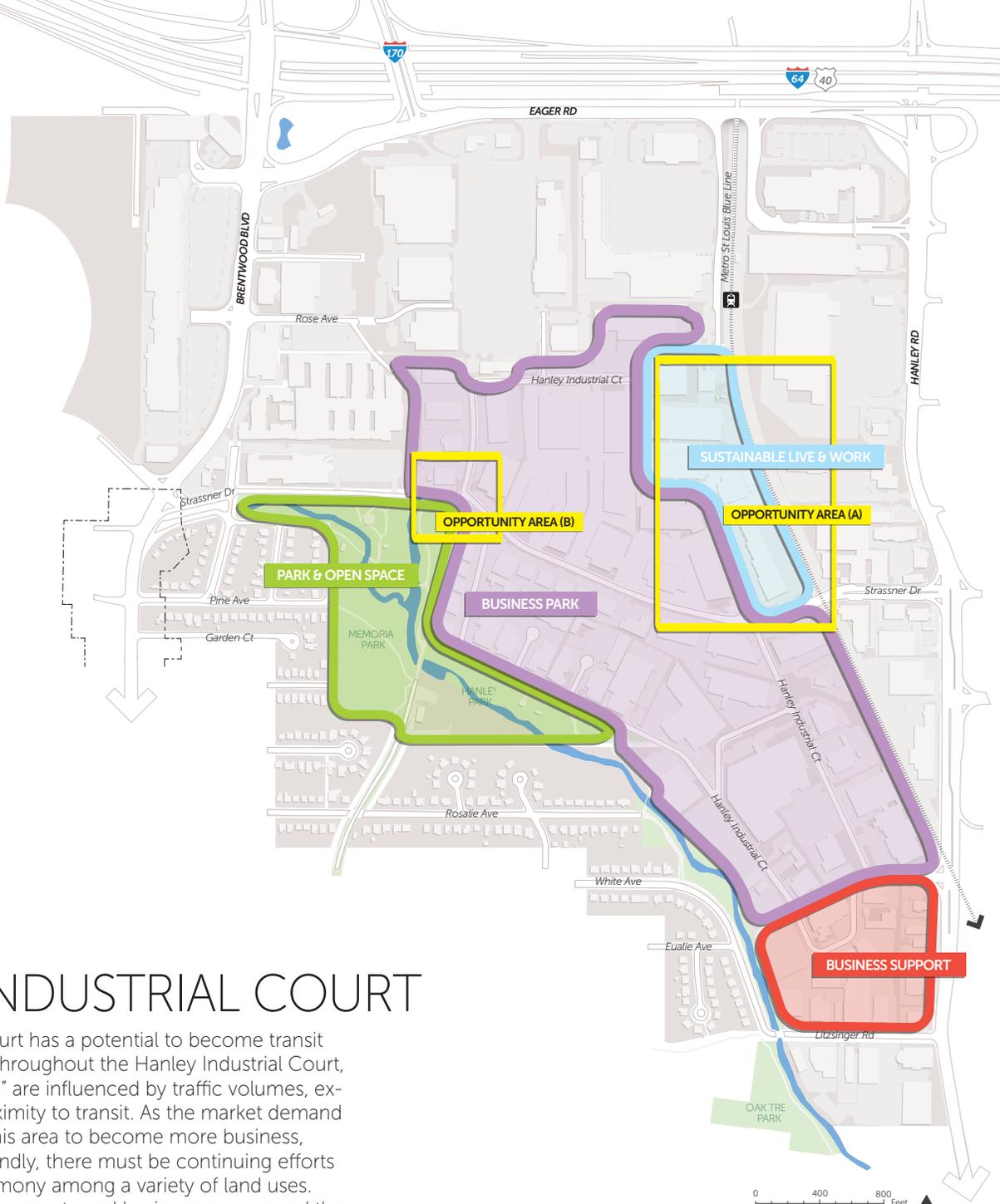
Wayfinding signage should direct motorists and pedestrians to key destinations along the Corridor and within the community. As a crucial element of branding, placemaking, and navigation, wayfinding signage should be simple, easy to understand, attractive, and contribute to enhancing the appearance of the Manchester Road Corridor. Kiosks with maps and directories should be placed at key activity nodes within the Corridor, and should be visible to both drivers and pedestrians.



Source: City of Brentwood, Manchester Road Corridor

SCREENING & BUFFERING

Utilities and mechanical infrastructure detract from the appearance of Manchester Road. Transformers and telecom structures should also be screened using landscaping and attractive fencing. In addition, the City should work with property owners and the developers to screen on-site utilities and dumpsters from the public view.



HANLEY INDUSTRIAL COURT

The Hanley Industrial Court has a potential to become transit oriented development. Throughout the Hanley Industrial Court, different “character areas” are influenced by traffic volumes, existing land uses, and proximity to transit. As the market demand continues to influence this area to become more business, office and even retail friendly, there must be continuing efforts by the City to create harmony among a variety of land uses. The City must work with property and business owners and the Hanley Industrial Court Association to direct and implement this subarea’s rebranding and future marketing efforts.

Additionally, the City is constructing pedestrian enhancements including new sidewalks in a significant portion of Hanley Industrial Court under a Surface Transportation Program (STP) grant. Specific recommendations for site and right-of-way improvements are provided to enhance the area’s image and identity.

Currently, this area is known as the Hanley Industrial Court. Based on the current trends and the existing businesses and uses in this area, it should be named as Hanley Business Park. Due to the transit-oriented nature and central location of this area within the St. Louis Metro region, the Hanley Industrial Court is well-suited for transit-oriented development and non-motorized transportation enhancements aimed at attracting innovative start-ups and a millennial workforce.



Hanley Industrial Court

CHARACTER AREA

The Hanley Industrial Court is comprised of four “character areas,” which serve as the foundation for urban design, development, and transportation recommendations. The four character areas for the Hanley Industrial Court are 1) Sustainable Living & Working, 2) Business Park, 3) Business Support, and 4) Parks & Open Space. These areas represent a range of land uses and development patterns to provide a variety of improvement and redevelopment opportunities to foster rebranding of the Hanley Business Park.

SUSTAINABLE LIVING & WORKING

This character area accommodates residential uses in the area through mixed-use development. Commercial and office uses should exist on the ground floors of buildings with upper floors dedicated to residential uses. Specific ground floor uses may include boutiques, restaurants, convenience stores, and offices.

Built Form: Buildings with shallow setbacks allowing enough space for landscaping and/or outdoor seating. Buildings could be continuous or standalone. If standalone, then the side setback should be used for parking and the building should have perimeter landscaping.

Accessibility: Exists one quarter mile from light rail and bus transit. Access from Hanley Industrial Court. Wide, shared-use path for cyclists and pedestrians. Service access from the rear or side of buildings.

Parking: Parking behind buildings. Shared parking agreements should be prioritized in this area.

Height: 2-4 stories.

Uses: Mixed of uses throughout including retail, service, office, and multi-family residential. Mixed-use buildings should have commercial on the ground floor with office or multi-family residential on the upper floors.

PARKS & OPEN SPACE

This character area represents parks, open space, and opportunities for outdoor recreation. Memorial Park, which is adjacent to the Hanley Industrial Court, should be used by residents and employees alike for recreation as well as social and business events. The city should consider coordinating flood-buyouts for properties in Hanley Industrial Court experiencing repetitive flooding. These areas may be added to the city’s park land and open space.

BUSINESS PARK

This character area would be best suited for cottage industries, innovative technology, start-ups, and incubator offices. Other uses may include offices, businesses in the IT industry, health clubs, gyms, restaurants, coffee bars, day care, dry cleaners and other commercial uses. Commercial uses should face the street, and commercial spaces that require high visibility should exist along Strassner Drive.

Built Form: Ideally, buildings should have 35-foot setbacks along Strassner Drive. Setback should be used for landscaping, street trees and ornamental lighting. Buildings can be standalone or connected.

Accessibility: Vehicular and pedestrian access from Strassner Drive and Hanley Industrial Court. Strassner Drive will incorporate bus transit as well as a shared pedestrian/bicycle lane. Hanley Industrial Court should provide a future on-street bicycle lane along its entire length. Light Rail is within one quarter to one-half mile from the Business Park area.

Parking: The parking for commercial uses along Strassner Drive would be created within a 35-foot setback.

Height: 2-3 stories.

Uses: Office, tech, and commercial.

BUSINESS SUPPORT

This character area would best serve business-to-business (B2B) support services, such as printing, light maintenance, graphics production, construction, signage production, transport, and product supply. Street frontage is not essential for these services, as they do not require high visibility.

Built Form: Ideally, buildings should have a 35-foot setback along HIC. Setbacks should be used for landscaping, street trees and ornamental lighting. Buildings can be standalone or connected.

Accessibility: Strassner Drive provides access to bus transit and the addition of a bicycle path around Hanley Industrial Court provides bicycle access.

Parking: Strassner Drive will not have any on-street parking. Ideally, the parking to the commercial building along Strassner Drive would be created within the 35-foot setback.

Height: 1-2 stories.

Uses: Office, tech and light industrial.

Hanley Industrial Court

AREA IMPROVEMENT PLAN

The Hanley Industrial Court includes several sites that represent opportunities for improved development that could serve as catalysts for future improvement throughout the area. These sites have been identified based on numerous factors, including their location, surrounding development, and/or underperformance based on their visibility or relative prominence. This figure presents potential development scenarios that would be appropriate considering the character area of each site.

DEVELOPMENT & REDEVELOPMENT SITES

These buildings illustrate the built form and development potential of opportunity sites along the Corridor. Development should be consistent with other Plan recommendations as well as the site design and land use recommendations for the appropriate Character Areas identified in this Area Improvement Plan.

OPPORTUNITY AREA A: SUSTAINABLE LIVING & WORKING

The Sustainable Living and Working character area should be improved in a way that capitalizes on its transit proximity. Mixed-use development and pedestrian-friendly enhancements will create a more walkable area that better reflects its shifting character.

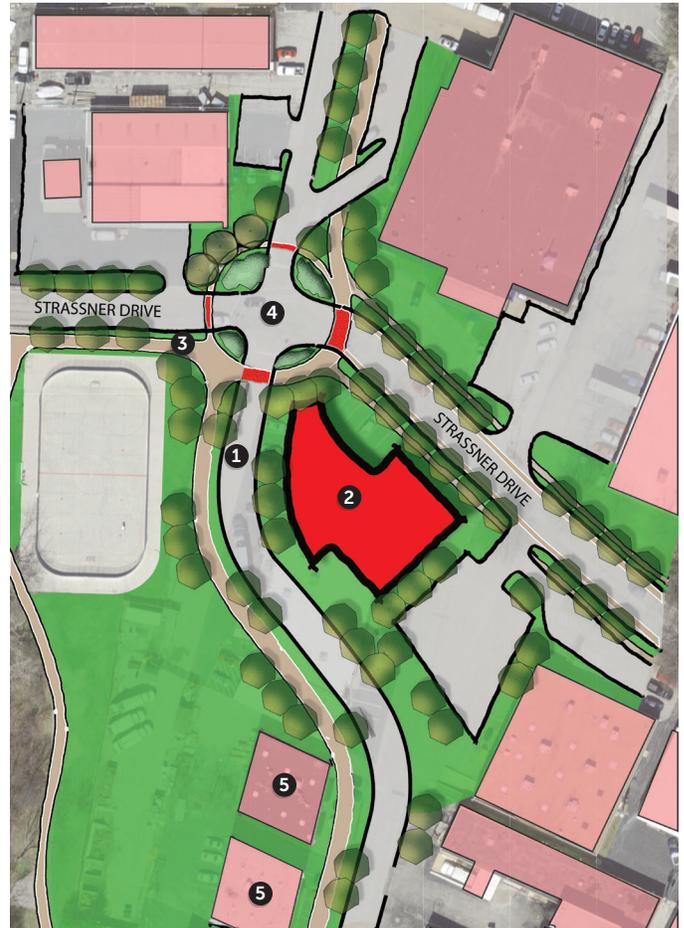
1. At the east intersection of Strassner Drive and Hanley Industrial Court, the City should create a roundabout with pedestrian friendly crosswalks and signage to add traffic calming.
2. The City should work with the property owners and the developers to bring in neo-traditional mixed-use development with retail and service uses on the ground floor and multi-family residential uses above.
3. Parking for residential uses should be located to the rear of buildings.
4. Sidewalks should be enhanced with textured surfaces, such as bricks or colored pavers, to help brand the Sustainable Living and Working character area, making it more walkable and pedestrian-friendly.
5. Buildings within the Sustainable Living and Working character area should be enhanced with landscaping to beautify the area and further distinguish it from the roadway.



OPPORTUNITY AREA B: STRASSNER DRIVE & HANLEY INDUSTRIAL COURT

The west intersection of Strassner Drive and Hanley Industrial Court will be improved with traffic calming measures and pedestrian-friendly enhancements to further define the Hanley Industrial Court as a walkable, innovative, live-work hub.

1. The City should realign Hanley Industrial Court to connect it with Strassner Drive, completing the loop. This subarea would benefit from street renaming and readdressing to allow easier navigation through Hanley Industrial Court.
2. The City should repurpose the excess land from the road realignment for commercial development. Commercial uses should fit in with similar uses in the rebranded Hanley Business Park, supporting its innovative, pedestrian-friendly character.
3. All trails and bicycle paths should be interconnected, linking users with Memorial Park.
4. The west intersection of Strassner Drive and Hanley Industrial Court should be improved with striping and signage to accommodate crossings for the shared-use bike path, on-road bicycle lanes, and sidewalks.
5. Consider long-term goal of purchasing properties west of Hanley Industrial Court in this area and convert to park land to support improvements in both Hanley and Memorial Parks.





Hanley Industrial Court

URBAN DESIGN

The Urban Design Plan outlines the actions and improvements needed to enhance the appearance, function, and vitality of the rebranded Hanley Business Park, capitalizing on its transit-oriented design. The improvements and recommendations in this plan impact both the public and private realm. They contain a combination of less costly, short-term improvements as well as more costly, long-term improvements that will require more detailed study, planning, and funding.

URBAN DESIGN IMPROVEMENTS

CROSSWALK IMPROVEMENTS

The City should ensure that crosswalks are safe and accessible to all pedestrians. Crosswalks should be enhanced with striping and signage to increase their visibility and differentiate crosswalks from the roadway.

ROAD NAME CHANGE

Hanley Industrial Court should be changed, renamed and reconfigured with traffic calming measures to better suit the pedestrian-friendly character of the Hanley Industrial Court. The City should realign Hanley Industrial Court to connect it with Strassner Drive, completing a loop. A roundabout should be considered at the east intersection of Strassner Drive and Hanley Industrial Court to increase the safety and efficiency of traffic flow into the Hanley Industrial Court.

STREETSCAPE IMPROVEMENTS

The City should improve the streetscapes of Strassner Drive and Hanley Industrial Court with informational signage, lighting, and landscaping. Strassner Drive should contain human-scale elements, such as decorative streetlights, benches, and recycling/trash receptacles. Banners/flags should also be installed along Strassner Drive to brand the Business Park area. The City should develop signage guidelines to establish a cohesive theme.

COMMUNITY GATEWAY SIGNAGE

Community gateway signage should be enhanced with native, perennial landscaping and lighting to welcome visitors to the City of Brentwood. As a crucial element of branding and placemaking, gateway signage should follow design guidelines to be attractive and contribute to consistent branding of Brentwood, helping to establish its image and identity.

LOCAL GATEWAY

Local gateways should be enhanced with native, perennial landscaping to welcome residents and visitors to the Hanley Industrial Court. As a crucial element of branding and placemaking, gateway areas should follow design guidelines to be attractive and contribute to consistent branding of Brentwood, helping to establish its image and identity.

WAYFINDING SIGNAGE

Wayfinding signage should direct motorists and pedestrians to key destinations throughout the Hanley Industrial Court. As a crucial element of branding, placemaking, and navigation, wayfinding signage should be simple, easy to understand, attractive, and contribute to enhancing the appearance of the Hanley Industrial Court.

OPEN SPACE & TRAIL CONNECTIVITY

Bicycle lanes should be appropriately marked with signage and should be distinguished from the roadway and sidewalks using paint and/or textured or colored pavers. Hanley Industrial Court should contain an on-street bicycle lane along its entire length, and Strassner Drive will contain a separate, shared pedestrian and bicycle path adjacent to its on-street parking. All pedestrian and bicycle paths should connect with the existing trail system and to Memorial Park.