OBJECTIVES & STRATEGIES
The Objectives and Strategies of the Creve Coeur 2030 Comprehensive Plan Update are composed of seven (7) key objectives and 67 individual Strategies. The Objectives and strategies reflect the goals, needs, and desires of the Creve Coeur community. Together, they serve to achieve the community’s Vision on which the Comprehensive Plan is founded.

The Objectives and Strategies include programming and municipal service initiatives, policy and partnership recommendations, and physical development plans—as further detailed in the Plan Recommendations beginning on page 53—to build a more prosperous, livable, and sustainable Creve Coeur for the next 20 years. The Objectives and Strategies of this Plan were developed with the input of the citizens of Creve Coeur, facilitated by the Planning Team, to achieve the community’s Vision for the future of their City.

The Objectives and Strategies are presented on the following pages.
1. **Placemaking & Community Identity**

Creve Coeur will enhance its unique regional identity and develop an 18/7 community experience to become an even better place to live, shop, work, and play!

Strategy 1.1: Create mixed-use, walkable districts.

Strategy 1.2: Improve Creve Coeur's walkability and bikeability.

Strategy 1.3: Improve the City's streetscapes and continue public realm enhancements.

Strategy 1.4: Celebrate the community with identifiable gateways and public art.

Strategy 1.5: Preserve high-quality existing neighborhoods and community assets.

Strategy 1.6: Ensure cultural, arts, educational, and entertainment opportunities throughout the community.

Strategy 1.7: Update the City's zoning code to facilitate and promote development that matches the community's vision for Creve Coeur.

Strategy 1.8: Ensure that adjacent non-residential and residential developments are compatible with each other.

Strategy 1.9: Improve the quality of new development by revising architectural design guidelines and establishing lot development standards, including illustrations of desired development patterns.

Strategy 1.10: Promote the City's historically-significant structures through educational awareness programs and encourage their preservation.

Strategy 1.11: Provide an increased number of community events and programs.

Strategy 1.12: Develop a “central gathering place” that is the heart of the community.

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* 18/7—18 hours a day, seven days a week—refers to community vibrance and activity in a less-intense, suburban context. This is different from 24/7, which suggests a higher level of activity than would be appropriate for a community like Creve Coeur.
2. Residential Development & Preservation

Creve Coeur will preserve and evolve its high-quality residential development and stable property values while enhancing the diversity of housing types and improving the walkability and accessibility of neighborhoods.

Strategy 2.1: **Provide opportunities for a greater diversity of housing options throughout the City to attract changing market demographics—including seniors, young professionals, and families.**

Strategy 2.2: **Guide the rebuilding of outdated housing stock in selected areas to improve housing diversity and maintain a competitive residential market.**

Strategy 2.3: **Improve neighborhood walkability and connectivity.**

Strategy 2.4: **Incentivize stormwater and green infrastructure best management practices (BMPs) for existing homeowners; new developments and infill development; and significant additions to existing homes.**

Strategy 2.5: **Update Creve Coeur’s building code to promote green building best practices and adopt the latest International Energy Conservation Code as part of any building code update.**

Strategy 2.6: **Review the Zoning Code and land development regulations to ensure new infill residential construction takes into account existing conditions such as topography and stormwater flow with the measurement of building height, grading, and stormwater mitigation to minimize the impacts of new construction.**

Strategy 2.7: **Establish a limit for the amount of pervious pavement that does not count toward site coverage allowance for residentially-zoned properties.**

Strategy 2.8: **Mitigate the impact of non-residential uses such as lighting, noise, and trash on residential uses where they are adjacent.**

Strategy 2.9: **Protect residential areas from negative encroachment of non-residential uses.**
3. **Economic Growth & Community Services**

Creve Coeur will capitalize on new job growth and commercial development opportunities to strengthen its position as a major regional business center and provide necessary neighborhood services for the community.

Strategy 3.1: **Ensure future economic growth is responsive to the changing economy and captures the “place-making dividend”**.

Strategy 3.2: **Provide the community services, amenities, and experience necessary to leverage and capture these changing consumer preferences**.

Strategy 3.3: **Transform the Olive Boulevard corridor with a Central Business District and supporting mixed-use districts**.

Strategy 3.4: **Collaborate with regional transportation agencies, including Metro (Bi-State Development Agency) to improve regional transportation and mobility on Olive Boulevard**.

Strategy 3.5: **Embrace public/private partnerships for redevelopment**.

Strategy 3.6: **Work with the business community to develop recommendations for broadband, electrical, and other infrastructure as it impacts economic development**.

Strategy 3.7: **Guide regional retail and services (serving as a destination amenity) to the Community Center District area**.

Strategy 3.8: **Preserve the long-term economic strength of Creve Coeur by actively working with the St. Louis Economic Development Partnership and St. Louis County to establish the 39 North plant science and agricultural technology district; promote its implementation; and support the district’s long-term sustainability**.

Strategy 3.9: **Foster development of a town center, which would include the design and construction of a public gathering place or places**.

Strategy 3.10: **Become an active and integral participant with the St. Louis Regional Chamber and other organizations to promote Creve Coeur’s interests in regional and statewide economic development efforts**.
4. Community Amenities & Facilities

Creve Coeur will enhance existing public facilities and provide a variety of new, high-quality public amenities and community facilities that meet the needs and desires of all Creve Coeur residents.

Strategy 4.1: Improve City facilities, including the police department headquarters, Government Center, and the Dielmann Complex.

Strategy 4.2: Continue to improve the quality and responsiveness of City services, including recycling; limb, leaf, and trash pickup; and maintenance of medians and public landscaping.

Strategy 4.3: Continue to actively develop and implement the Capital Improvement Program that addresses the needs and desires of the community.

Strategy 4.4: Continue the City’s strong level of police and other municipal services.

Strategy 4.5: Actively engage with utility providers, fire protection districts, neighboring governments, and other community service providers to ensure that Creve Coeur continues to be served by high-quality, efficient, and effective community services.

Strategy 4.6: Maintain existing and develop new cooperative and reciprocal agreements and partnerships to share community facilities with surrounding municipalities and public and private institutions.
5. **Parks, Open Space & Environment**

Creve Coeur will utilize its physical geography and diverse landscapes to remain a regionally-recognized green community and increase the amount of accessible public parks and open space for preservation and recreation.

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Strategy 5.1: Actively pursue the integration of trails and bikeways and create a comprehensive community wide network of off-street and on-street connections for pedestrians between parks and open spaces, commercial centers, schools, and neighborhoods.

Strategy 5.2: Require new development or redevelopment to include public amenities such as pedestrian connections, bicycle facilities, public sitting/gathering areas, and open space, as appropriate.

Strategy 5.3: Engage in regular assessments of the recreation needs of Creve Coeur residents and enhance park facilities as necessary to ensure that those needs are met.

Strategy 5.4: Explore the development of a central urban park or plaza as the central gathering space of the community (perhaps as part of the Community Center district) and development of a community recreation center, youth center, library, or community center.

Strategy 5.5: Identify and designate parcels for possible future purchase by the City and redevelopment as public park space.

Strategy 5.6: Expand the use of cooperative agreements with local schools and private recreational amenities to provide access to recreational facilities for City residents.

Strategy 5.7: Enhance Creve Coeur’s existing parks and open spaces to establish greater plant and wildlife diversity.

Strategy 5.8: Mitigate flooding and waterway impacts from adjacent development and improve water quality.
6. **Transportation, Connectivity & Mobility**

Creve Coeur will utilize development and partnerships with other jurisdictions to better manage automobile traffic; reduce traffic congestion; and improve transit, walkability, and bikeability.

Strategy 6.1: **Encourage creation of a comprehensive network of pedestrian and bicycle infrastructure and facilities to become a premier walkable and bikeable community**

Strategy 6.2: **Enhance the safety of existing bicycle and pedestrian facilities, including safe pedestrian crossings of major roads.**

Strategy 6.3: **Improve access to public transit opportunities to ensure an equity of mobility for all residents and visitors—regardless of age, income, or ability.**

Strategy 6.4: **Use environmental design, operations, and management to reduce vehicular congestion on Olive Boulevard.**

Strategy 6.5: **Manage traffic impacts in residential neighborhoods.**

Strategy 6.6: **Improve connectivity in the western half of the City by developing bicycle and pedestrian facilities to bridge gaps in the existing street network.**

Strategy 6.7: **Promote vehicular cross-access between commercial parking lots to facilitate shared parking, reduce access points along commercial thoroughfares, improve traffic flow, and provide access to secondary streets.**

Strategy 6.8: **Improve coordination with East-West Gateway Council of Governments (EWGCOG) to increase the City’s role in regional transportation planning and transportation initiatives.**

Strategy 6.9: **Utilize Complete Streets principles when conducting major improvements to existing roadways to enhance bicycle and pedestrian accommodations; consider the adoption of a City-wide Complete Streets policy.**

Strategy 6.10: **Increase local connectivity to the Great Rivers Greenway District’s (GRG) regional “River Ring” greenway network; endorse, enhance, and facilitate implementation of GRG projects in Creve Coeur.**
7. **Community Sustainability & Resilience**

Creve Coeur will lead the region in integrating community sustainability with on-going revitalization.

Strategy 7.1: **Facilitate the development of community-supportive retail and services to ensure long-term community vibrancy and resilience.**

Strategy 7.2: **Achieve a sustainable jobs/housing balance within Creve Coeur.**

Strategy 7.3: **Establish a regular schedule for future updates to the Climate Action Plan with new benchmarks, a new planning horizon with updated strategies, and updated targets.**

Strategy 7.4: **Develop a Community Resilience Plan to provide for enhanced emergency service access, alternative transportation options, and energy security in the event of natural disasters and social unrest.**

Strategy 7.5: **Expand the use of renewable energy in City-owned public facilities and promote energy efficiency, renewable energy use, and recycling by all Creve Coeur residents, businesses, and organizations.**

Strategy 7.6: **Establish city-wide targets for the ratio of both public-accessible and private open space, taking into account nearby recreation areas outside of the City limits.**

Strategy 7.7: **Address high-priority storm water and erosion problems related to public infrastructure, proactively mitigate stormwater runoff, and improve water quality using stormwater and green infrastructure best management practices (BMPs) includings bioswales, rain gardens, and native landscape restoration.**

Strategy 7.8: **Establish a storm water level-of-service and prioritize the problems identified in the City’s storm water study based on those criteria and accelerate the implementation of the City’s Storm Water Master Plan to deal with the prioritized storm water problems.**

Strategy 7.9: **Update the City’s landscape guidelines to encourage the use of Missouri native plantings and discourage planting of known invasive species.**

Strategy 7.10: **Review regional sustainability initiatives and work with regional groups to enhance Creve Coeur’s sustainability efforts.**