

# *Considerations for Multi-Family Zoning*

City of Des Peres



**PGA**  **PLANNERS**

# WHY CONSIDER PERMITTING MULTI-FAMILY USES?

- The housing market has been changing particularly for the upper-middle and upper-income demographic
- Home ownership for some people in this population strata is viewed as a burden
- Investing and spending their money in other ways is more attractive
- They want to spend time on activities that they enjoy



# WHY CONSIDER PERMITTING MULTI-FAMILY USES?

- Upscale communities focused on single-family housing are missing a population cohort that they would otherwise want to keep and/or have
- Residents of M-F buildings spend money in the community which supports a city's retail, service and restaurant businesses and spend on a level equal or above S-F residents
- M-F grows your population at a greater rate based on land area occupied



# WHY CONSIDER PERMITTING MULTI-FAMILY USES?

- New businesses look for a diverse and growing population in location decisions
- Diverse demographics (age ranges, professional workforce, education, income characteristics) are a major influence for new retail businesses
- Newer retailers with “curated” merchandise types seen in other major markets look for this population sector (Macy’s STORY, Amazon Books, Trader Joe’s)
- Aging retail and office uses means occupancy by C-minus tenants or redevelopment that often includes a multi-family component



# WHO ARE THE RESIDENTS OF MULTI-FAMILY DEVELOPMENTS IN A CITY LIKE DES PERES?

- Empty-nesters who don't want to be tied to home ownership, want to travel, want to do other things with their time
- Professionals (singles or couples) whose career/job responsibilities are more important to them and want their free time to be "free"
- Age-restricted development (typically 55+ senior-living facilities) attract active seniors who want to socialize with others their age but want to be free of home ownership responsibility



# **HOW SHOULD MULTI-FAMILY USES BE PERMITTED?**

- Only via Planned Development regulations
- PD regulations give the Planning and Zoning Commission and the Board of Aldermen all the say in the details of the development
- PD regulations are negotiated zoning; lets the City shape the development it believes is appropriate; applies only to the site under consideration
- Should be restricted to properties within the Manchester corridor, West County Center, and maybe office/retail area that fronts I-270 (west side) just south of Manchester Road.



# **HOW SHOULD MULTI-FAMILY USES BE PERMITTED?**

- Only via Planned Development regulations
- PD regulations give the Planning and Zoning Commission and the Board of Aldermen all the say in the details of the development
- PD regulations are negotiated zoning; lets the City shape the development it believes is appropriate; applies only to the site under consideration
- Should be restricted to properties within the Manchester corridor, West County Center, and maybe office/retail area that fronts I-270 (west side) just south of Manchester Road.



## **HOW SHOULD MULTI-FAMILY USES BE PERMITTED?**

- Density should not exceed 25-30 units per acre, but this number is really controlled by some basic limitations in the PD regulations
- Other restrictions related to unit occupancy can be incorporated in the PD rezoning
- The City has limited potential locations none of which will impact its overall single-family, suburban character
- No one will build a non-luxury multi-family development in Des Peres for a variety of reasons





## **HOW SHOULD MULTI-FAMILY USES BE PERMITTED?**

- Sections 6 & 7 of the Comprehensive Plan should be amended (text portion)
- Exhibit 15, Future Land Use, would be amended to show multi-family as an alternate land use designation in selected locations subject to PD rezoning
- Consider requiring any multi-family development to be part of an MXD project with commercial uses (retail, restaurant, office)
- Comp Plan language reinforces location parameters and provides a backup argument for staff, P&Z, and BOA if other locations are proposed.



# Thank You

John Brancaglione

Senior Director

PGAV PLANNERS LLC

200 N Broadway – Suite 1000

Saint Louis, MO 63102

314-231-7318

[www.pgavplanners.com](http://www.pgavplanners.com)



**PGAV**PLANNERS