



City of Union, Missouri - *Comprehensive Plan Update*

EXISTING CONDITIONS



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EXISTING CONDITIONS

Section 1.01. PURPOSE & INTENT

A comprehensive plan is an official document adopted by the Planning Commission as a policy guide. The comprehensive plan helps direct decisions about the physical development of the community. The comprehensive plan is the legal and conceptual foundation for the City's Zoning Code and all other land use regulations in the City. The comprehensive plan should be recognized and utilized as a flexible document to be interpreted within the broad spectrum of land development possibilities and ever changing conditions. This document addresses the planning elements defined in Missouri Revised Statutes Chapter 89 Section 340, which sets forth the legal foundation for the authority, objectives, content and application of comprehensive plans as follows:

RSMO Chapter 89.340. *The commission shall make and adopt a city plan for the physical development of the municipality. The city plan, with the accompanying maps, plats, charts and descriptive and explanatory matter, shall show the commission's recommendations for the physical development and uses of land, and may include, among other things, the general location, character and extent of streets and other public ways, grounds, places and spaces; the general location and extent of public utilities and terminals, whether publicly or privately owned, the acceptance, widening, removal, extension, relocation, narrowing, vacation, abandonment or change of use of any of the foregoing; the general character, extent and layout of the replanning of blighted districts and slum areas. The commission may also prepare a zoning plan for the regulation of the height, area, bulk, location and use of private, nonprofit and public structures and premises, and of population density, but the adoption, enforcement and administration of the zoning plan shall conform to the provisions of sections 89.010 to 89.250.*

The City of Union's 2020 Comprehensive Plan reviews and updates Union's 1999 Comprehensive Plan entitled "Union 2010". The essential characteristics of the plan are comprehensive, general, and long range. "Comprehensive" means that the plan encompasses all geographic parts of the community and all functional elements which influence the physical development of the community. "General" means that the plan summarizes policies and proposals, but does not necessarily indicate specific parcels or detailed regulations related to future land use and development. "Long range" means the plan looks beyond the foreground of pressing current issues to the perspective of problems and possibilities, 10 to 20 years in the future. The City's Zoning Ordinance and Subdivision Regulations are much more specific with regards to regulating land use and are the key legislative tools for implementing the Comprehensive Plan.

Section 1.02. PLANNING PROCESS

The planning team will utilize a "values-driven" planning approach to update the City's 1999 comprehensive plan. This approach integrates both the traditional "data-driven" and "vision-planning" approaches. A key component of the comprehensive plan update is the development a customized public participation program designed to identify community values and build consensus. The public participation program is needed to provide the consultant team first-hand knowledge of the citizens' perspective of Union's strengths, weaknesses, opportunities and threats, also known as a "SWOT" analysis.



Prior to the public participation phase, the consultant team will prepare an Existing Conditions Report summarizing the socio-demographic, economic and land use situation of the City. This report will set the foundation upon which the plan will be created. The second phase of the planning process will be public engagement. This effort will include a mix of focus sessions, town planning meetings, stakeholder interviews and monthly meetings with the Comprehensive Plan Steering Committee. The consultant team will summarize the findings from the public participation process in the Critical Issues Report.

For the third and final phase of the planning process, the consultant will develop goals, objectives and implementation strategies, based on the community's values and vision. Once the goals, objectives and implementation strategies are accepted in concept by the steering committee, the first draft of the comprehensive plan update will be prepared and submitted to the steering committee for review and comment. Revisions will be made as needed and a final draft will be prepared and presented to the Planning and Zoning Commission for adoption. Following a public hearing and final amendments, the City of Union 2020 Comprehensive Plan will be presented for adoption by the Planning and Zoning Commission.

Section 1.03. CITY OF UNION 2020 COMPREHENSIVE PLAN OVERVIEW

To formulate a plan that accurately reflects the needs of the community, a Comprehensive Plan Steering Committee was formed. The Steering Committee consists of the members of the City of Union's Planning & Zoning Commission. The resulting comprehensive plan will include chapters summarizing the City's Existing Conditions, Critical Issues, Goals and Objectives, Future Land Use Elements, Transportation Plan, Planning Districts Program and an Implementation Program. The following is a brief summary of the key comprehensive plan components:

The **Existing Conditions** section includes an executive summary of the comprehensive planning process and resulting plan and a demographic analysis of Union's socio-economic conditions and description of existing zoning and land uses.

The **Critical Issues** report is a summary of the most important concerns the community faces. Feedback from the Town Planning Meetings and stakeholder interviews will provide the basis for the development of the critical issues contained in this section. The goals and objectives developed for the Comprehensive Plan will directly respond to the citizen-driven critical issues facing the City of Union.

The **Goals and Objectives** of the community provide the framework for the Comprehensive Plan. This section will include policy statements and development recommendations that emerge during the Town Planning Meetings, interviews with city officials, and general research for the plan. The development and growth decisions a city makes should reflect the community's values and sense of what constitutes a reasonable quality of life. To help guide these decisions, the Comprehensive Plan provides a host of goals and objectives that reflect the citizen-driven values reflective of those held by the residents and business owners of Union.

The **Community Facilities & Services Section** will provide a baseline report on the existing services available to residents of Union, the condition of these services, recommendations for improving these services and implementation strategies to provide services to the proposed growth areas.



The **Future Land Use & Transportation Section** will review current land use and existing transportation conditions and provide recommendations for future growth, transportation improvements and open space preservation. The Future Land Use & Transportation Plan will illustrate the recommended locations for future land use, including residential, commercial, industrial, recreation and the preservation of open space. The plan will also analyze the flow of traffic through the community. A Future Land Use & Transportation Improvement Map will be included in this section. The Future Land Use & Transportation Plan will be accompanied by a future land use matrix that provides a description for each future land use category and recommendations for implementation. Prior to approving future development, the City must review each development for compliance with the conditions, policies and standards applicable to the future land use category in which the proposed development is located. The intent of the Future Land Use & Transportation Plan and Map is to provide the focus and direction needed to make future land use and zoning decisions. The Future Land Use Map does not replace the zoning map; rather it provides the information needed to help implement the preferred future land use and development conditions.

Finally, the **Implementation Program** presents specific actions that can be taken to enforce the Plan Elements and incrementally achieve the goals and objectives of the community. This section also advises the City how to make changes to the plan and identifies the steps necessary to amend the Comprehensive Plan.

Section 1.04. STUDY AREA

Union is located approximately 45 miles southwest of St. Louis just west of Interstate 44 in the center of Franklin County. Highways 47 & 50 provide north/south and east/west arterial traffic circulation respectively. Several small creeks and tributaries flow through Union and enter into the Bourbeuse River, which meanders through the central portion of Union. The study area includes all land situated within the corporate limits of Union and areas identified for future annexation on the Future Land Use Map located in Chapter 7. The City includes approximately 8.1 square miles. The geography surrounding Union is best described in the "History of Union 1827-1976, by Lucy Lomax, which states;

"The topography of Union is peculiar and picturesque, in that approaching the place from any direction a person comes down hill and observes the city nestling in a valley, yet from every point but one the road is ascending before reaching the center of the town. The City appears located on ground resembling an inverted saucer. It could not have been located better for natural drainage, as from what might be termed a ridge extending from the southwest to the northeast there is a gentle slope in all directions except to the southwest from whence the high ground enters the City."

Section 1.05. COMPREHENSIVE PLAN SUMMARY

The local government is the primary body with jurisdiction to coordinate the overall pattern of physical development of the community. As growth and development occurs, elements of the Comprehensive Plan should be adhered to. Therefore, the local government should review the planning documents periodically and implement its objectives as needed to meet the growing demands of the community. Over time, the 2020 Comprehensive Plan may need to be supplemented with additional, more focused planning studies that address the ever-changing climate of a growing, prospering community. By taking careful steps to create a long-range plan

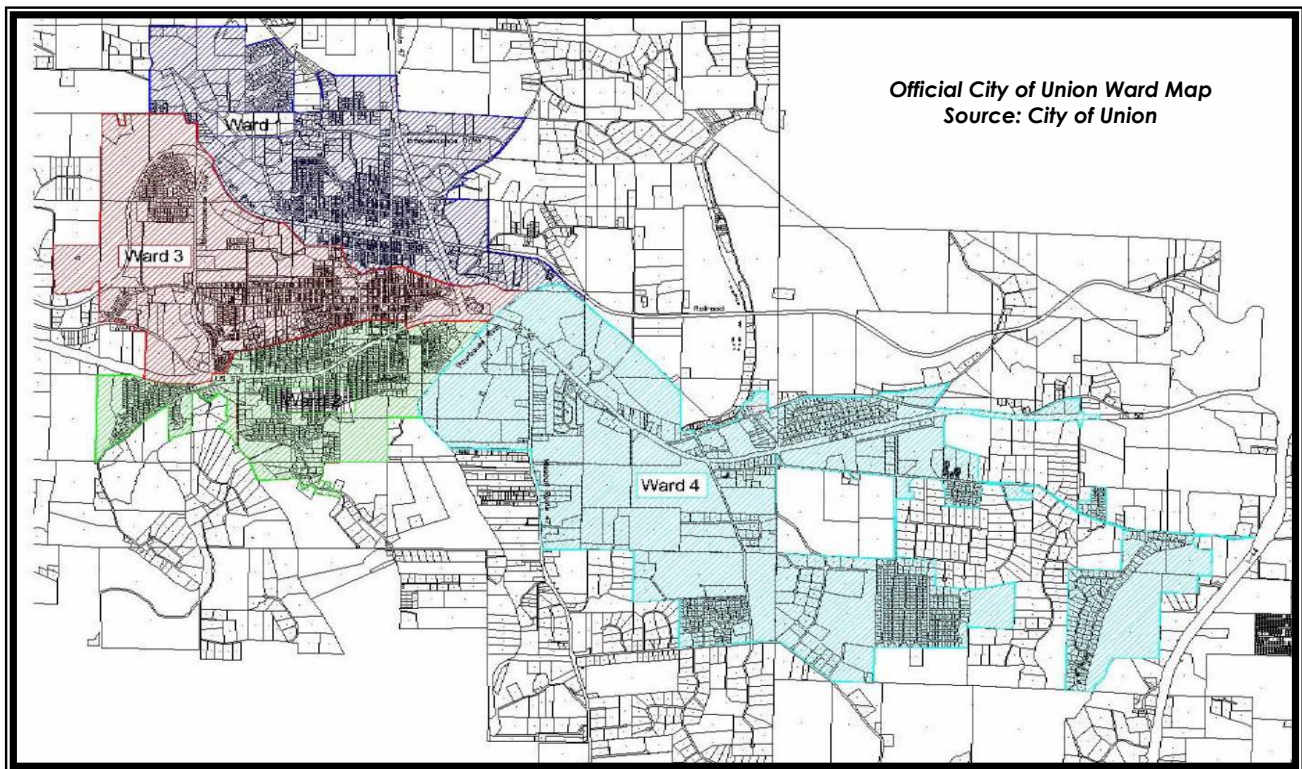


CITY OF UNION, MO 2011 COMPREHENSIVE PLAN UPDATE

Chapter 1: Existing Conditions

and listening to community feedback, Union is taking positive steps to plan for the future, protect investments and to preserve Union's rich heritage.

FIGURE 1.1: STUDY AREA MAP (CITY ONLY)





Section 1.06. HISTORY OF UNION

In 1818, Franklin County was organized and separated from St. Louis County and named after one of America's founding fathers: Benjamin Franklin. With 922-square-miles, Franklin County is the largest geographic area in the St. Louis MSA (Metropolitan Statistical Area) and one of the largest counties in all of Missouri. The History of Union dates back to January 22, 1825, when by an act of the State Legislature, the City of Union was established to serve as the county seat for Franklin County. The name "Union" was supposedly chosen to signify a coming together after dissention of the county over the moving of the county seat from Newpert. The ground where Union now exists was owned by three farmers who donated 72.5 acres for the establishment of the original town. Business and houses began going up immediately. The Union post office was opened on July 20, 1827 and by 1840, Union had its own blacksmith, two general stores, a wagon maker, a cabinet maker, a shoemaker, a hotel, a tavern, and a four-story flour mill. During this time a steady stream of German settlers were drawn to the area and this trend continued through 1910. Strong evidence of the German culture can still be found in architecture throughout Union and Franklin County.



First Courthouse, Union Mo.

Source: www.legendsofamerica.com

Downtown Union, MO



Source <http://www.legendsofamerica.com>

Union continued to grow at a moderate rate until 1887 when it experienced a "boom" caused by the completion of the St. Louis, Kansas City and Colorado Railroad. The SLKC&CRR was the product of several businessmen who lived in towns west of St. Louis, such as Union, who saw the potential of having a railroad serving their community. Within four months after the railroad opened, forty houses were added to the town and the population grew to 610. The railroad later came under the ownership of the Rock Island Railroad.

The first successful factory in Union was established by the National Cob Pipe Works which opened in 1907 by a small group of local business leaders who sought to create jobs for the semi-skilled labor force in the community. Its first order was for 1,000 pipes from a Chicago tobacconist. Within eight (8) years, the company was producing five million pipes a year and claimed to be one of the largest manufacturers in the world. Employment during this period rose



from 10 to 75 individuals.

Franklin County's present-day courthouse is located in Union and was constructed in 1923. It was completely remodeled in 1970 after being bombed the previous year as a diversion during a bank robbery.

In 1968, East Central College (ECC) was established to serve the higher educational needs of people in east central Missouri. One year after voters created this new college district, the first classes were held in temporary facilities within the Union City Hall. That same year, a 114-acre tract of land was purchased for developing the main campus at the intersection of U.S. Highway 50 and Prairie Dell Road. Today, ECC now encompasses more than 200 picturesque acres and serves an enrollment of 3,500 students.

Section 1.07. UNION TODAY

The City of Union is a 4th Class City with a City Administrator form of government. The elected, policy-making body of the City consists of a Mayor and an eight-member Board of Aldermen. Union is divided into four wards and each ward has two aldermanic representatives. Municipal elections are held on the first Tuesday of April every year. The City Administrator is appointed by the Board of Aldermen and is the full-time Administrative Officer of the City responsible for overseeing all daily operations and the municipal staff.

Today there are an estimated 10,000 residents and over 300 businesses based in Union. Some of the City's largest employers are manufacturing firms such as the Esselte Pendaflex Corporation and Rexam Containers as well as public service agencies like Franklin County Government, Union R-XI School District, and East Central College. The Courthouse still dominates the historic downtown square and much of the activity is related to county government. A wide variety of stores and services are available to area residents. The city has four (4) industrial parks poised and ready for future expansion. The city is served by the Central Midland Railway.

The Union public school system is AAA rated. The city also offers parochial and private schools and is home to East Central College. There are approximately 18 churches, and many civic services and cultural organizations. The City's primary strengths lie in its central location,



County Seat designation, stable neighborhoods, excellent schools, reliable work force and East Central College. Union, Missouri was ranked "One of the Top 10 Best Small Towns in the United States" in a nationwide survey in 2001. The City of Union is known for its "Small Town Charm with Big City Opportunities".



DEMOGRAPHICS

Section 1.08. POPULATION

The US Census Bureau provides decennial population counts and annual population estimates for the years following the decennial census, which at the time of this writing included the year 2008. Over the last three (3) decades Union has shown significant population growth, averaging over a 20% growth rate from 1980 to 2008, see tables 1.1 and 1.2. The City of Union showed the strongest rate of population growth in the latest official decennial census growing by 31.27% from 1990 to 2000. St. Clair showed the smallest growth during this period with just over 12% growth. (See Table 1.2) The City's location, access to regional employment centers and good supply of well built homes and stable neighborhoods will continue to retain and attract residents. However, future population growth will require ongoing reinvestment in the City's existing neighborhoods and business districts and future residential redevelopment.

Table 1.1 Population				
Place	1980	1990	2000	2008
Union	5,506	5,909	7,757	9,684
Pacific	4,410	4,350	5,482	7,268
St. Clair	3,485	3,917	4,390	4,472
Sullivan	5,461	5,551	6,351	6,726
Washington	9,251	10,704	13,243	14,392
Franklin County	71,233	80,603	93,807	100,898

Table 1.2 Population Change (%)			
Place	1980-1990	1990-2000	2000-2008
Union	7.32	31.27	24.84
Pacific	(1.36)	26.02	32.58
St. Clair	12.83	12.08	1.87
Sullivan	1.65	14.41	5.90
Washington	15.71	23.72	8.68
Franklin County	13.15	16.38	7.56

Section 1.09. AGE CHARACTERISTICS

The population of Union is spread out with 27.6% under the age of 18, 9.3% from 18 to 24, 31.0% from 25 to 44, 19.1% from 45 to 64, and 13.0% who were 65 years of age or older. Union's population over 65 is consistent with the State average of 13.5% and slightly higher than Franklin County and the national average which were 12.1% and 12.4% respectively. Of particular interest is the City's high percentage of children under 5. The City's population 5 and under represents 7.4% of the overall population, which is well above Franklin County and the State averages which were 6.9% and 6.6%. The City's median age (33.6) is slightly lower than Franklin County (35.8) and the State (36.1). This is due in part to the high percentage of children under 5 living in Union.



As a whole, the age characteristics indicate a regional trend of population aging as baby boomers reach retirement age. As a result, there are a high percentage of seniors living in Union as well as throughout Franklin County and the State. However, Union leads the peer cities with the largest percentage of children under 5. As a result, Union has a relatively low median age, indicating that the City of Union is a popular place for young families to raise children. In addition to a high concentration of children, Union continues to attract and retain seniors. Therefore, it is important for the City to offer the services and amenities required and desired of young families with children as well as the senior population.

Table 1.3 Age Characteristics (2000)

	City of Union	Franklin County	State of Missouri
Under 5	576 (7.4%)	6,488 (6.9%)	369,898 (6.6%)
5 to 9	639 (8.2%)	7,188 (7.7%)	398,898 (7.1%)
10 to 14	587 (7.6%)	7,513 (8%)	412,080 (7.4%)
15 to 19	569 (7.3%)	7,118 (7.6%)	413,296 (7.4%)
20 to 24	497 (6.4%)	5,032 (5.4%)	369,498 (6.6%)
25 to 34	1,197 (15.4%)	12,365 (13.2%)	738,733 (13.2%)
35 to 44	1,205 (15.5%)	15,763 (16.8%)	887,569 (15.9%)
45 to 54	878 (11.3%)	12,400 (13.2%)	742,462 (13.3%)
55 to 59	315 (4.1%)	4,717 (5%)	279,073 (5%)
60 to 64	286 (3.7%)	3,891 (4.1%)	228,325 (4.1%)
65 to 74	496 (6.4%)	6,197 (6.6%)	393,226 (7%)
75 to 84	388 (5%)	3,824 (4.1%)	263,582 (4.7%)
85 and over	124 (1.6%)	1,311 (1.4%)	98,571 (1.8%)
Median Age	33.6	35.8	36.1
18 and over	5,613 (72.4%)	68,146 (72.6%)	4,167,519 (74.5%)
65 and over	1,008 (13%)	11,332 (12.1%)	755,379 (13.5%)
Male	3,761 (48.5%)	46,549 (49.6%)	2,720,177 (48.6%)
Female	3,996 (51.5%)	47,258 (50.4%)	2,875,034 (51.4%)

Source: U.S. Census Bureau, Census 2000



Section 1.10. INCOME

The median income for a household in the city was \$39,596, and the median income for a family was \$44,474. Males had a median income of \$31,852 versus \$22,924 for females. The per capita income for the city was \$16,885. About 4.2% of families and 7.2% of the population were below the poverty line, including 4.8% of those under age 18 and 11.2% of those age 65 or over.

Table 1.4 Income Characteristics (2000)			
<i>Source: U.S. Census Bureau, Census 2000</i>	City of Union	Franklin County	State of Missouri
Per capita income	\$16,885	\$19,705	\$19,936
Median family income	\$44,474	\$50,122	\$46,044
Median household income	\$39,596	\$43,474	\$37,934
Median earnings, female full-time, year-round workers	\$22,924	\$23,344	\$24,705
Median earnings, male full-time, year-round workers	\$31,852	\$35,849	\$34,357
Median retirement income	\$12,972	\$14,917	\$15,739
Families in poverty status	86 (4.2%)	1,168 (4.5%)	127,317 (8.6%)

Section 1.11. HOUSING

There were 2,910 households out of which 35.7% had children under the age of 18 living with them, 52.7% were married couples living together, 11.5% had a female householder with no husband present, and 31.9% were non-families. 26.8% of all households were made up of individuals and 11.1% had someone living alone who was 65 years of age or older. The average household size was 2.56 and the average family size was 3.10.

The reduction in household size has been a nationwide trend as the baby boomers reach retirement age. The fact the average household size in Union is slightly smaller than that of Franklin County (2.59), demonstrates that seniors and baby boomers are comfortable living in Union, and further suggests that the housing, crime rate and other quality of life issues are favorable.

Section 1.12. MEDIAN VALUE

The median value of housing units in Union, per the 2000 census, was \$86,800. This is slightly lower than the state average of \$89,900 and significantly lower than the median home value in Franklin County, which was \$96,400.

On the basis of this data, one might argue that Union offers more affordable housing than Franklin County which in turn provides more income for other household expenditures for Union residents.



Table 1.5 Housing Characteristics (2000)			
Source: U.S. Census Bureau, Census 2000	City of Union	Franklin County	State of Missouri
Total housing units	3,089	38,295	2,442,017
Occupied housing units	2,910	34,945	2,194,594
Median value	\$86,800	\$96,400	\$89,900
Median monthly mortgage	\$758	\$829	\$861
Median monthly gross rent	\$501	\$471	\$484

Section 1.13. EDUCATIONAL ATTAINMENT (AGES 25 & OVER)

Figure 1.6 shows the educational attainment of Union’s population above 25 years of age. The table shows that 33.5% graduated from high school, slightly higher than the State average. However, only 10.9% have a bachelor’s degree or higher which is well below the State average of 21.6%.

Figure 1.6: Educational Attainment: 25 Years and Over (2000)			
	City of Union	Franklin County	State of Missouri
High School Graduate	1,640 (33.5%)	21,505 (35.6%)	1,189,670 (32.7%)
Some College	1,230 (25.1%)	14,060 (23.3%)	796,999 (21.9%)
Bachelor’s Degree	322 (6.6%)	5,080 (8.4%)	507,892 (14%)
High School Graduate or Higher	73.7%	77.7%	81.3%
Bachelor’s Degree or Higher	10.9%	12.8%	21.6%

Source: U.S. Census Bureau, Census 2000

Section 1.14. EMPLOYMENT CHARACTERISTICS

The top three (3) industries in Union, in order of percentage of workforce are; manufacturing (23.5%) educational, health and social services (14.9%) and retail (13.7%), see also Table 1.7. Approximately 81 percent of workers in Union, Missouri work for companies, 11 percent work for the government and 4 percent are self-employed.



Figure 1.7: Employment by Industry (2000)

	City of Union	Franklin County	State of Missouri
<i>Source: U.S. Census Bureau, Census 2000</i>			
Agriculture, forestry, fishing and hunting, and mining	12 (0.3%)	913 (2%)	58,415 (2.2%)
Construction	393 (10.5%)	5,184 (11.3%)	182,858 (6.9%)
Manufacturing	885 (23.5%)	10,937 (23.8%)	393,440 (14.8%)
Wholesale trade	135 (3.6%)	1,573 (3.4%)	97,021 (3.7%)
Retail trade	516 (13.7%)	4,901 (10.6%)	315,872 (11.9%)
Transportation and warehousing, and utilities	169 (4.5%)	2,222 (4.8%)	150,641 (5.7%)
Information	44 (1.2%)	911 (2%)	80,623 (3%)
Finance, insurance, real estate, and rental and leasing	198 (5.3%)	2,220 (4.8%)	177,651 (6.7%)
Professional, scientific, management, administrative, and waste management services	206 (5.5%)	2,735 (5.9%)	198,547 (7.5%)
Educational, health and social services	559 (14.9%)	8,153 (17.7%)	541,715 (20.4%)
Arts, entertainment, recreation, accommodation and food services	341 (9.1%)	3,111 (6.8%)	206,295 (7.8%)
Other services (except public administration)	165 (4.4%)	1,991 (4.3%)	132,940 (5%)
Public administration	135 (3.6%)	1,176 (2.6%)	121,906 (4.6%)



Figure 1.8: Employment by Occupation (2000)

	City of Union	Franklin County	State of Missouri
<i>Source: U.S. Census Bureau, Census 2000</i>			
Management, professional, and related occupations	722 (19.2%)	10,953 (23.8%)	836,005 (31.5%)
Service Occupations	556 (14.8%)	6,612 (14.4%)	399,052 (26.9%)
Sales and office occupations	841 (22.4%)	10,330 (22.4%)	714,303 (26.9%)
Farming, fishing, and forestry occupations	20 (0.5%)	236 (0.5%)	17,240 (0.6%)
Construction, extraction, and maintenance occupations	459 (12.2%)	6,798 (14.8%)	259,266 (9.8%)
Production, transportation, and material moving occupations	1,160 (30.9%)	11,098 (24.1%)	432,058 (16.3%)



Figure 1.9: Labor Statistics (2000)

	City of Union	Franklin County	State of Missouri
<i>Source: U.S. Census Bureau, Census 2000</i>			
Population 16 years and over	5,928	70,986	4,331,369
Civilian labor force	3,909 (65.9%)	47,717 (67.2%)	2,822,010 (65.2%)
Not in labor force	2,019 (34.1%)	23,269 (32.8%)	1,509,359 (34.8%)
Employed	3,758 (63.4%)	46,027 (64.8%)	2,657,924 (61.4%)
Unemployed	151 (3.9%)	1,665 (3.5%)	148,794 (5.3%)
Government Workers	436 (11.6%)	3,977 (8.6%)	339,041 (12.8%)
Self-employed	155 (4.1%)	2,560 (5.6%)	182,699 (6.9%)
Females 16 and over	3,047	36,268	2,260,089
Females 16 years and over in labor force	1,812 (59.5%)	21,786 (60.1%)	1,338,074 (59.2%)
Mean travel time to work	23.9 minutes	29.2 minutes	23.8 minutes



Section 1.15. SOCIOECONOMIC SUMMARY

Population of Union		Education	
Total population	7,757	Less than 9th grade	12%
Male	48.49%	9th to 12th grade, no diploma	14%
Female	51.51%	High school graduate	33%
Median age	33.6	Some college, no degree	25%
		Associate's degree	4%
		Bachelor's degree	7%
		Graduate degree	4%
Union Housing		Marital Status	
Owner-occupied homes	71.0%	Never married	26%
Median cost of a home	\$86,800	Currently married	52%
Median mortgage payment	\$511	Separated	1%
Renter-occupied homes	29.0%	Widowed	8%
Vacant housing	6.2%	Divorced	13%
Median monthly rent	\$501		
		Race	
		White	98%
		Black or African American	1%
		Asian	0%
		Other	1%
Average Income		Union Commute	
Median for all male full-time	\$31,852	Carpool	13.7%
Median for all female full-time	\$22,924	Public transportation	0.2%
		Average travel time	24 minutes
Household Income			
Less than \$10,000	8%		
\$10,000 to \$14,999	7%		
\$15,000 to \$24,999	14%		
\$25,000 to \$34,999	13%		
\$35,000 to \$49,999	23%		
\$50,000 to \$74,999	24%		
\$75,000 to \$99,999	7%		
\$100,000 to \$149,999	3%		
\$150,000 to \$199,999	0%		
\$200,000 or more	1%		



TRADE AREA PROFILE

While the City’s demographic characteristics are important in determining the level of municipal services and housing needs, a much larger area is typically analyzed by planners and retail experts when looking for new locations for development; one such area is the Metropolitan Statistical Area (MSA). The City of Union is part of the St. Louis Metropolitan Statistical Area (SMSA). The SMSA includes the City of St. Louis and the surrounding counties in Missouri (Lincoln, St. Charles, St. Louis, Jefferson, Franklin and Warren) and Illinois (Madison, Jersey, St. Clair, Clinton and Monroe). According to the 2000 census, the St. Louis MSA had a total population of 2.6 million people with 25% residing in Illinois and 75% residing in Missouri. The average growth rate of the MSA over the last twenty years was 3.9% or approximately 100,000 residents. The estimated income for the St. Louis, MO-IL MSA was \$44,437, which is the 65th highest median income of all MSA’s in the country.

65	St. Louis, MO-IL	MSA	2,603,607	\$44,437
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The defining characteristic of the St. Louis region over the last several decades has been a period of population stability coupled with geographic sprawl. As the population continues to age and transportation costs increase, in-migration from the suburbs to the more urban areas and inner-tier cities is anticipated to increase. This is especially true in neighborhoods and cities where housing is affordable and daily services, shopping and jobs are centrally located, such as the case in the City of Union.

Planners and retail experts also look into various locational factors such as accessibility, commute, income levels, education and the density and intensity of population (i.e. rooftops). Table 1.9 goes outside the City’s jurisdictional boundaries and provides a summary of the 1, 2, 3 4 and 5 mile trade area profiles for the City of Union. The data shows that the City’s commercial districts have access to a significant population and a solid income base with relatively inexpensive housing- when looking at the greater Union Trade Area. Therefore, the City’s trade demographics would support a wide range of retail and commercial service offerings, provided the City’s commercial districts were promoted to this greater trade market area and positioned to accommodate a wide range of market driven, destination-type uses that would attract consumers from a greater regional trade area.

Control Point: Union City Hall	1 Mile	5 Miles	10 Miles	20 Miles
Population (2000 Census)	3,015	14,558	52,761	120,417
Estimated 2007 Population	2,992	15,518	56,580	134,329
Projected 2012 Population	3,048	16,194	58,913	141,118
Trade Area Income Statistics				
Median Household Income (1999)	\$39,812	\$42,827	\$44,626	\$48,335
Average Household Income (1999)	\$47,222	\$49,022	\$52,752	\$57,435
Median Family Income (1999)	\$45,446	\$48,894	\$51,970	\$55,633
Average Family Income (1999)	\$53,529	\$54,868	\$59,917	\$64,570



Per Capita Income	\$19,590	\$18,261	\$20,014	\$21,192
Trade Area Workforce Statistics				
Mean Travel Time to Work	25.2	26.1	27.0	30.2
Males w/ Earnings in 1999	914	4,292	15,815	36,721
Avg Earnings of Males	\$29,816	\$31,924	\$38,033	\$40,687
Females w/ Earnings in 1999	662	3,611	13,646	30,654
Avg Earnings of Females	\$19,905	\$19,850	\$19,059	\$20,548
Trade Area Housing Statistics				
Total Housing Units	1,278	5,637	21,230	48,078
Average Household Size	2.51	2.67	2.65	2.69
Average House Value	\$91,335	\$113,549	\$115,622	\$139,435
Average Gross Rent	\$463	\$512	\$511	\$493
Average Age of Structure (home)	38.5	30.2	29.9	29.0
Owner Occupied Housing Units	75.6%	78.5%	76.9%	80.2%
Renter Occupied Housing Units	24.4%	21.55	23.1%	19.8%

Section 1.16. COMMUNITY TAPESTRY – THE FABRIC OF AMERICAN NEIGHBORHOODS

The Community Tapestry™ system is a proven segmentation methodology that utilizes 65 segments called “Tapestry Lifestyles” to classify communities based on their socioeconomic and demographic composition. These segments are broken down to the U.S. Census Block Group level throughout the United States. The system is used by planners and national retailers to determine localized purchasing patterns and within the site selection process.

The following paragraphs detail the top “Lifestyle Clusters” that make up the greater City of Union trade area. It is included in this plan to provide a better understanding of the spending habits and lifestyles of the consumers within the City of Union trade area. This information provides retailers a profile of the local trade area and provides some quality of life indicators the City should be prepared to address in the future. These include, but are not limited to, the following conditions;

- Providing continuing educational and training to the areas workforce;
- access to quality, salaried jobs;
- providing healthy meals to a culture “on-the-run”; and
- diversifying the housing stock to provide more choices, especially in the affordable housing/1st time homebuyer market segment.

Section 1.17. TOP TAPESTRY SEGMENTS

Segment 32 Rustbelt Traditions: Rustbelt Traditions neighborhoods are the backbone of older, industrial cities in states bordering the Great Lakes. Most employed residents work in the service, manufacturing, and retail trade industries. Most residents own and live in modest



single-family homes that have a median value of \$102,391. Households are primarily a mix of married-couple families, single-parent families, and singles who live alone. The median age is 36.1 years; the median household income is \$51,436. Residents prefer to use a credit union and invest in certificates of deposit. They use coupons regularly, especially at Sam's Club, work on home remodeling or improvement projects, and buy domestic vehicles. Favorite leisure activities include hunting, bowling, fishing, and attending auto races, country music shows, and ice hockey games (in addition to listening to games on the radio).

Segment 26 Midland Crowd: Approximately 11.9 million people represent Midland Crowd, Community Tapestry's largest market. The median age of 37 is similar to the US Median. Most households are composed of married-couple families, half with children and half without. The median household income is \$50,462. Housing developments are generally in rural areas throughout the United States (more village or town than farm), mainly in the South. Home ownership is at 83 percent. Two-thirds of households are single-family structures; 28 percent are mobile homes. This is a somewhat conservative market politically. These do-it-yourselfers take pride in their homes, lawns, and vehicles. Hunting, fishing, and woodworking are favorite pursuits. Pet ownership, especially birds or dogs, is common. Many households have a satellite dish, and TV viewing includes various news programs as well as shows on CMT and Outdoor Life Network.

Segment 25 Salt of the Earth: A rural or small-town lifestyle best describes the Salt of the Earth market. The median age is 41.4 years. Labor force participation is higher than the U.S. level, and unemployment is lower. Above-average numbers of employed residents work in the manufacturing, construction, mining, and agricultural industries. The median household income is \$50,913. Households are dominated by married-couple families who live in single-family dwellings, with homeownership at 85 percent. Twenty-eight percent of the households own three or more vehicles. Most homes own a truck; many own a motorcycle. Residents are settled, hardworking, and self-reliant, taking on small home projects as well as vehicle maintenance. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites.

2008 Summary	ZIP 63084	National
Total Population	16,291	309,299,265
Total Households	6,108	116,384,754
2008 Population by Race		
White	96.70%	72.30%
Black	1.30%	12.60%
American Indian	0.20%	0.90%
Asian or Pacific Islander	0.30%	4.60%
Some Other Race	0.30%	6.70%
Two or More Races	1.20%	2.90%
Hispanic Origin	1.10%	15.40%
2008 Population by Sex		
Male	49.90%	49.10%
Female	50.10%	50.90%



2008 Households by Income		
Median Household Income	\$53,659	\$54,749
HH Income Under \$50K	45.00%	45.50%
HH Income \$50K-\$100K	43.70%	34.80%
HH Income Over \$100K	11.30%	19.60%
2008 Average Home Value	\$166,142	\$260,559

Source: ESRI: www.arcwebservices.com

DEVELOPMENT CONSTRAINTS

Section 1.18. HISTORIC SITES

“The National Register of Historic Places is the nation's official list of cultural resources worthy of preservation. Authorized under the National Historic Preservation Act of 1966, the National Register is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect our historic and archeological resources. While there are numerous criteria for listing, it is required that a property must be at least 50 years old to be eligible for consideration. Currently, there are no listed properties in the City of Union; however, many of the City's existing properties are now more than 50 years old. Post WWII architectural styles, structures and neighborhoods are now seen as being potentially eligible for such listing.

Section 1.19. ENVIRONMENTAL FRAMEWORK

The environment provides the natural and physical context within which land use activities take place. The intent of this plan is to minimize the negative impacts on the environment. This section provides a brief overview of the environmental framework of Union and highlights some of the more sensitive environmental elements that must be considered in future development and land use decisions.

Section 1.20. FLOODPLAINS

The riparian zone of a river, stream or other body of water is the land adjacent to the centerline of the channel and includes the stream banks and floodplain. Riparian zones can be broad alluvial valleys or narrow strips of stream bank. Riparian zones help control the intensity and frequency of flooding and contain very sensitive ecosystems that support a diverse range of species and vegetation. Riparian areas are prone to periodic flooding, which helps support and maintain these fragile ecosystems. For these reasons, and the fact that Union's riparian areas are very scenic and pristine, this plan recommends preserving riparian areas in the form of a greenway system.

Riparian areas are classified into "zones" which refer to the probability of annual flooding. The “100 Year Floodplain” is an area that is expected to flood at least once in a 100-year period. For the purposes of this plan, the 100-year floodplain is also the limits of the “riparian zone” and delineates the recommended greenway locations. The 100-year floodplain can be further divided into two areas based on flood hazard potential. The **floodway** is the area within and adjacent to the stream banks required to discharge the 100-year flood without raising the water surface elevation more than one foot above base flood level at any point. Obstacles in the floodway can disrupt this function, increasing the both the frequency and severity of flood



damage. Therefore, no structure, fence or other permanent, manmade obstruction should be constructed in the floodway. The **floodway fringe** is the area bordering the floodway. This area provides storage during a flood event and functionally reduces the frequency and intensity of downstream flooding by holding floodwaters until they are carried away in the floodway channel. While the floodway fringe's capacity decreases with the presence of obstacles, such as a fence or building, their presence is generally acceptable when regulated properly.

The Federal Emergency Management Agency (FEMA) prepared Flood Insurance Relief Maps (FIRM) for the Union region. The maps define the boundaries of the areas 100-year floodplains to help identify areas prone to flooding. Any future development proposed near a river, stream or other flood prone areas should be identified on the FIRM maps to verify their location within the floodplain and special precautions taken, as needed, for any future development activity.

Section 1.21. WETLANDS

Wetlands are included in the definition of waters of the state, which included "waters of the United States within the state of Missouri. Wetlands perform many valuable functions including decreasing the frequency and severity of flooding, water purification, provide feeding and breeding grounds for aquatic habitat and support vegetation that absorb harmful greenhouse gasses. They also offer diverse recreational opportunities such as hunting, fishing and wildlife observation. However, Missouri has lost over 90 percent of the wetlands that once covered 4.8 million acres of the state's total land area.

This plan recommends preserving and enhancing wetlands in accordance with the Federal and state regulations that mandate "no net loss" of wetlands. If a wetland or portion of a wetland is disturbed or eliminated, replacement of that wetland with a wetland of equal quality and quantity is required. Development should be prohibited from encroaching upon these areas and any other wetland areas found within the project area. The designation of a wetland in itself does not necessarily prevent development, but is an indicator that development will need to be approached in a more sensitive manner. The appropriate state agencies should be contacted prior to any alteration of any wetland area.

Section 1.22. TOPOGRAPHY

Topography is the natural terrain of an area; its slopes, valleys, hills, and similar landscape features. Topography can be a critical element to development. When severe slopes are developed, they frequently become unstable which creates a great deal of erosion. This erosion further destabilizes the slopes and all of the soil that washes off the slope ends up in creeks, streams, and rivers. This degrades the quality of the water body and can increase the severity of local flooding.

Phase II Stormwater regulations by the State are an attempt to control these sorts of impacts through the use of Best Management Practices. One such practice can be limiting development to areas without severe slope issues. This plan recommends focusing development where slope erosion will not be a problem.

Section 1.23. SOILS

Soil develops as a result of the weathering of water, wind, and ice on the geology of a location. We tend to think of them as something that just "exists" but they are ever-changing bodies of organic matter, sand, silt, and clay. Soils are often identified by what their capability, limiting



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attribute, or best use is, such as Prime Farmland Soils or Expansive Clay Soils. This latter group of soils can be problematic for development as they tend to swell when wet, which can crack and even break concrete foundations.

This plan incorporates an evaluation of soils as a part of identifying where development should or should not occur.