

Youth Council Focus Group

April 30, 2020

Meeting Notes

ATTENDEES

Alex Zhou
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Grace Hu
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Julia Pancoast: H3 Studio

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Andrea Sukanek, City of Ladue

MEETING NOTES

I. Introductions

Participants introduced themselves and answered questions about what school they attend, how they get to school, and how long they have lived in Ladue.

What School Do You Attend?	How Do You Get to School?	How long have you lived in Ladue?
Junior at Ladue High	Drives to school	Lived in Ladue 9 years
Junior at Ladue High	Drives to school	Lived off of McKnight all his life.
Junior at Ladue High	Drives to school	Lived on Big Bend for 12 years
Ladue High	Drives to school	Lived off Dielman for 5 years
Junior at Burroughs	Drives to school	Lived in Ladue 8 years
Junior at Ladue High	Drives to school	Lives in Frontenac
Senior at Ladue High	Walks to school	Lives off South Warson

II. Large Group Activity: *How would you describe Ladue?*

Using the chat function in Zoom, participants each shared three words to describe Ladue.

- Attractive, commercial, and individualized
- Privileged, peaceful, spacious
- Safe, wealthy, quiet
- Traffic light chaos

Explanation during discussion: Intersection right before Ladue High School. Afraid to crash. Clayton Road -with pharmacy, Deer Creek Coffee, bunch of stop lights, afraid to miss one.

- Neighborhood oriented, residential, supporting
- Green, residential, and small business/community oriented
- Fortunate, supportive, and convenient

The word cloud below was developed to identify themes.



III. Small Group Discussions

What is it like living in Ladue as a young person? What do you like? Not like?

- Don't Like
 - There is not a sense of community; more individualized, maybe because of large lot sizes which causes people to be so separated
 - Limited events and community spaces-lost the Dogwood Parade and Rhodes Park is really small
 - I feel close to/know my neighbors but not the community as a whole.
 - Not too many places to get together outside of school within the City
 - Not great opportunities in Clayton Road Business District
 - Have to often leave Ladue for parks
 - Limited restaurants - often leave Ladue for this
 - Walkability – nowhere to walk the dog (2 mentions)
- Like
 - Ladue Crossing and Clayton Road Business District (participants are more likely to frequent these areas when they live close by and are able to walk to them)
 - Community activity – Turkey Trot/5k
 - Very convenient living in Ladue, has everything you need in close proximity

(Follow Up Question) Where do you like to spend time with friends?

- Students that go to Burroughs don't necessarily stay in Ladue to hang out.
- Places kids like to hang out:
 - Forest Park (liked because it has more options than places in Ladue...there is a lot to do there, different places to go)

- 5th Grade Center in Creve Coeur (liked because kids can play soccer there; soccer goals aren't locked as they are on sports fields in Ladue)
 - In Ladue: Maggie Moos, Mod Pizza
- Shake Shack will be a hit; restaurants are good places to hang out and the group liked the idea of being outside.

Where do you want to live?

- Would want to live somewhere with a good school system. Ladue is blessed to have that and should take advantage of this.
- Natural aspect also important, offices near Clayton Road do not feel part of Ladue – have a different feeling and vibe.
- Want to live somewhere more urban when older but would consider Ladue when starting a family. Ladue has limited amenities – too suburban.
- Live somewhere like New York for career opportunities. Ladue more of a place to retire.
- Go away for college, then consider returning.
- Before starting a family, go somewhere else.
- Ladue is a great place for kids – schools are good, it's safe.
- (from one participant) I'd like an urban setting personally; I think others would be up for returning after college/early career; Ladue is a place people might want to start families...not great for younger couples.

Where do you and your friends like to eat and shop in Ladue? (Julia's Small Group Only)

- Online shopping
- I don't shop in Ladue.
- Enjoy going to MOD Pizza
- Go to the Loop for shopping and eating out mostly.
- I go to Companion Bakery often.
- Online shopping and Galleria and/or Plaza Frontenac for in person shopping to get something nice for an occasion or to try things on.

What would make you more likely to visit the Clayton Downtown Business District? Ladue Crossing (I-170 and Ladue)?

- If there were more restaurants and eating options like Baskin Robins, etc.
- Shake Shack at Ladue Crossing will be a huge draw for young people.
- Shops are so specialized in the commercial areas, no need to go there (i.e. flour shop)
- Desire for outside seating and places to sit and stay
- Parking lots are so narrow along Clayton Road; don't want to have to deal with parking; rather go somewhere else than deal with it
- Make more like a community square – would be more enticing
- Clayton Road is so cramped, no space for cars or people – narrow parking, limited sidewalks
- Other areas in St. Louis are special for their effort towards space, design, identity, and branding (i.e. Loop).
- Ladue doesn't have a "Thing," like the Arch. We need an attractive place where people can come.