



Ladue Comprehensive Plan Public Workshop #1 Summary

Meeting Overview

The first public workshop for the City of Ladue's Comprehensive Plan was held on Monday, March 2nd. Fifty-one attendees signed into the meeting. Attendance included several elected officials, city department directors, Mayor Spewak, and several of the Plan's Community Advisory Committee members. A meeting guide is attached as Attachment A that describes the agenda for the evening and materials covered. Overall, participation during the meeting was strong and positive. Attendees paid close attention to the presentation throughout and participated actively in table discussions. It was evident that attendees appreciate and think highly of their experience living in Ladue.

What We Heard: Notable Ideas

Several ideas emerged that are consistent with feedback received through previous engagement and notable for their impact on the direction of the comprehensive plan. Though we do not know enough to assume these ideas are held by a majority of residents, they are offered as themes of engagement to date.

- Support for zoning changes that would maintain the character of Ladue.
- Interest in housing options and willingness to consider smaller lot and multi-family options. Many questions remain about appearance, quality and location.
- Interest in enhancements to the Clayton Road Business District.
- Interest in using the Clayton Road Business District and existing facilities, such as schools, city hall, etc. as community gathering places.
- Interest in more connectivity throughout the city.
- The importance of fiscal planning and in participation thereof.

A full summary of public meeting feedback can be found [Attachment C].

Engagement Assessment

Representation

To assess representation, it is important to consider attendance - not just who was present - but what groups were missing. Attendance in terms of the number of individuals present was good at fifty-one, matching staff expectations for a meeting that was promoted thoroughly. Demographically, the crowd was older than the general population of Ladue. It appeared that most attendees were over 45 with a considerable number of senior attendees. Future engagement tactics should target those younger than

45, many of whom are part of families with children in school, an important and sizable demographic in Ladue. For a full listing of promotion tactics used for the public meeting, see Attachment B.

Issues

During any engagement process, questions arise that need clarification and issues surface that require community discussion. Topics for further discussion through the planning process and supplemental educational information include.

1. City of Ladue taxes and overall fiscal management practices.
2. Housing options appropriate for Ladue including smaller lots and high quality multi-family housing in select locations.

Recommendations for future engagement:

1. To increase participation from those under 45:
 - a. Consider hosting a table at Deer Creek Coffee, Schnucks (both locations), Companion Bread or local gathering places. Offer the community survey and information on the comprehensive plan. *(City could staff tabling; H3 Team can provide materials). These activities are impacted by coronavirus and cannot be pursued until conditions allow.*
 - b. Hold a meeting with the City's Youth Council, replicating the public workshop exercises. Provide information and input opportunities similar to the public workshop. *(H3 Team can present, host exercises and help coordinate the meeting; City to distribute invitation to Youth Council).*
 - c. Work with schools to distribute information and public input opportunities. *Given the coronavirus and the complications it presents for schools and families, nonessential communication from the schools may be limited at this time.*

Table Discussion Report-Outs

Each table was assigned three goals to discuss. Following a 30-minute discussion, a spokesperson for each table was asked to report the top recommendations from their table.

Tables	Goals Discussed
1 and 2	<p>Preserve and enhance the community character of Ladue.</p> <p>Maintain, preserve, and enhance Ladue’s residential subdivisions while expanding housing opportunities.</p> <p>Enhance Ladue’s commercial districts to serve both the community and region.</p>

Report-Out Comments:

- Commercial and residential master plan is needed.
- Multi-family housing could be acceptable depending on location; not cookie cutter.
- More diversity of housing is needed – more than single family. Where? Should subdivisions have 3 acre lots?
- Tear-downs are essential but big homes aren’t necessary.
- Connectivity and mobility is important.
- Zoning needs to be updated – current zoning is not consistent with what we have and we wish to preserve.
- Enhance Clayton Road business district – more walkable, changing parking, four lanes to two lanes on Clayton.
- Stormwater management is an issue during and because of new construction. There is a need to avoid negative impact to surrounding properties (mentioned in the context of residential development).
- Encourage younger people to be involved.
- More racial diversity needed.

Tables	Goals Discussed
3 and 4	<p>Protect and manage Ladue’s natural environments and public and private landscapes.</p> <p>Improve multi-modal access and mobility for citizens of all ages and abilities.</p> <p>Facilitate and encourage reliable public utilities and improved community infrastructure.</p>

Report-Out Comments:

- Improve accessibility for bus stops: for out of town students coming to Ladue schools.
- Better connectivity is needed – biking and walking to school, businesses, residential. Maybe 72 inch sidewalks?
 - Convert rails into a bike path – north of Ladue High School
- Utilities and powerlines are high priority – unsafe, inefficient, displeasing

- Suggestion to move powerlines underground (known to be very expensive)
- Internet and cell service is unacceptable.
- Community awareness needed regarding honeysuckle as an invasive species.
- Trees: the canopy is changing because of dying trees – suggestion to replace with native species
- Stress volunteerism – retirees, tree planting, high schoolers, green leaf group.

Tables	Goals Discussed
5 and 6 (back of the room)	<p data-bbox="431 455 1268 487">Encourage a sense of community through civic events and governance.</p> <p data-bbox="431 527 1235 590">Maintain and enhance the provision and quality of City services and governmental accountability.</p> <p data-bbox="431 630 1260 693">Maintain the City of Ladue’s fiscal health, economic sustainability and stewardship of public resources.</p>

Report-Out Comments:

- Uncertainty as to whether Ladue needs a City-owned gathering spot: instead, suggestions to use other facilities like schools and possibly country clubs (idea of offer residents of Ladue country club access for a day) and to enhance the Clayton Road Business District to make it a more suitable gathering place.
- Agreement that a citywide contract for trash collection is worth exploring, provided that current level of service is maintained. City would negotiate master agreement, but not manage or fund the service, which would still be contracted and paid through individual subdivisions/private streets and lanes.
- Fiscal responsibility is important. The City of Ladue should operate like a business and manage its expenses, cutting costs where it can. *Mayor Spewak noted that the City is required by state law to have a balanced budget and the City has policies requiring certain reserve funds. She encouraged attendees to visit the City’s website or talk to staff to learn more.*
- To share information with residents and educate them about the city, it was suggested that the City offer a citizen involvement workshop.
- The City should continue to expand its social media presence.

PUBLIC WORKSHOP #1 • MARCH 2, 2020 MEETING GUIDE



1

Arrive & Settle In

Please eat! Take some time to review presentation boards near the entry to learn about current conditions in Ladue.

Note: In our main meeting room, tables are labeled by thematically grouped goals, which will be the focus of table discussions following the presentation. Consider the topics that are most important to you as you select your table.

2

Welcome from the Project Team and Mayor Spewak

3

Comprehensive Plan Overview Presentation

Highlights of consultant H3 Studio's extensive research into the City of Ladue and engagement findings will be presented along with future trends likely to impact the city over the next 15-20 years. Preliminary vision and goals for the comprehensive plan will be introduced as context for table discussions.

4

Table Discussions

Each table will discuss strategies to achieve goals identified for the Comprehensive Plan. To prepare for the report out, tables will identify the top TWO ideas for each of their assigned goals and select a spokesperson to report them to the larger group.

5

Report Out for Table Discussions

A spokesperson for each table will report on the top TWO ideas for each of their group's assigned goals. Attendees from other tables will be invited to comment. Please limit report-outs to 2-3 minutes to allow all tables time to speak.

6

Next Steps and Adjourn

Please use the comment forms provided on your table to provide any feedback that wasn't captured by our table discussions. We welcome your ideas and suggestions for the Plan and for future meetings.

City of Ladue
Public Workshop #1
Outreach Checklist

	Material Preparation (Shockey unless noted)	Distribution (City of Ladue unless noted)
Postcard Mailing	Complete	Complete
Subdivision Trustee Mailing	Complete	1. 2/13 2. Reminder 2/29
City Eblast	Complete	1. 2/13 2. Reminder 2/29
City Social Media Messages	Complete (messages provided)	Complete
City Website – public meeting announcement, public meeting on calendar, link to project website	Complete	Complete
Yard Signs (City Hall + Fire Stations)	Complete	2/24 (Shockey)
Flyers to Community Bulletin Boards (Deer Creek Coffee, Companion Bread)	Complete	Complete
School Outreach	Message prepared to forward to school staff, Shockey will follow up and pursue outreach support	Complete: e-newsletter mention 2/26, email to parents in 63124, social media announcement 2/27
City Council Update	Make announcement; encourage sharing information on survey and meeting with constituents	Complete

ATTACHMENT B

Flyers to Local Businesses	Complete	Complete (Deer Creek Coffee, Companion Bread, Ladue Market, GiddyUp Jane, Schnarr's, the Nook, Ken Meisner Florist)
Church Outreach	Shockey prepare message + identify contacts	Complete

Public Workshop Meeting Work Session Feedback Summary (March 2, 2020)

During the Work Session, each table was assigned three goals to discuss. Following the table discussions, a spokesperson for each table was asked to report the top recommendations from their table. The following is a transcription of feedback collected at the work session as documented on the work boards by meeting facilitators and participants.

TABLE 1 & 2 (GOALS 1, 3, AND 4)

- Goal 1: Preserve & enhance the community character of Ladue.
 - Strategies:
 - *Review and update as needed the zoning code and/or provide design guidelines for each of the community character zones identified in the comprehensive plan.*
 - **All agree residential / commercial**
 - **Shocking what zoning allows**
 - *Review Architectural Review Board Guidelines on a regular basis to support architectural diversity and encourage high-quality design. Update guidelines as needed in response to changing conditions or changes in building practices, materials and design, and ensure site design expectations are clear.*
 - **All agree**
 - **City must have neighborhood approval**
 - **Quality of new construction**
 - **New homes (Daniel Road) have no yards and required no variance**
 - *Create a streamlined process for project review and approval.*
 - **Agreed**
 - *Encourage site design that minimizes re-grading and works with the site's existing character and contours.*
 - **Agreed**
 - **City has gotten stricter on water drainage, this is needed.**
 - **New construction and regrading passing stormwater issues onto adjacent properties.**
 - *Promote preservation of historically-significant structures through educational awareness programs and establishment of a historic preservation committee and/or ordinance.*
 - **Yes – beef this up.**
 - Notes/Additional:

- **People don't like the cookie cutter houses and we don't want more. Tract housing not appreciated.**
 - **Group is concerned with the number of teardown homes, are there incentives not to tear down. (2 people in group disagreed)**
 - **Tree canopy important.**
 - **City to equally enforce codes. (ex: Parking under Hwy 40 and size of signage)**
- Goal 3: Maintain, preserve, and enhance Ladue's residential subdivisions while expanding housing opportunities.
 - Strategies:
 - *Consider amendments to the City of Ladue's zoning code to preserve and strengthen Ladue's distinctive residential subdivisions.*
 - **Agreed**
 - *Provide support and education for subdivision trustees to make indenture rules more consistent & effective.*
 - **Agreed**
 - *Consider the opportunity to expand small lot single family home development in select areas to address the needs of empty-nesters and young families.*
 - **Emphasized "Select areas"**
 - **More housing like Conway Close and Upper Price... Others at the table felt more diversity of housing options than this would be appropriate.**
 - **Where could this housing go? Quarry, Behind Bogey Club/Church Hill School.**
 - *Facilitate and guide the rebuilding of outdated housing stock in select areas to maintain a competitive residential market and strengthen established community character.*
 - **Agreed**
 - Notes/Additional:
 - **Leave the opportunity for high-quality multi-family units (all agreed).**
 - **We are open to new housing just not giant homes.**
 - **Goal #5 is very important to this. Make pathways between neighborhoods.**
 - **Where could subdivision of 3 acre lots be permitted? People on 3 acre lots are leaving out of Ladue (Twin Springs example). 3 acre is the diamond of Ladue and strong part of character.**
- Goal 4: Enhance Ladue's commercial districts to serve both the community and region.
 - Strategies:
 - *Develop individual master plans for key commercial areas.*
 - **All agree**
 - *Review City of Ladue's zoning code and regulations for private developments within commercial districts and updates as required, maintain a sensitivity to how these requirements may negatively impact existing businesses and desired uses.*
 - **Modern ages**
 - **Welcomed new codes on windows displays**
 - *Re-enact the Economic Development Committee to actively facilitate targeting and attracting appropriate businesses, and work to retain and support existing businesses.*
 - **Yes, all agree**

- *Install District Markers and consistent design elements to develop a distinct identity and branding for commercial/retail areas.*
 - **Yes, all agree**
- *Improve the appearance and functionality of the commercial districts (including improved parking, access management, lighting, walkability and streetscape).*
 - **Agreed**
 - **Look at parking area, see if possible to limit cars backing onto Clayton Road.**
 - **Logistical issues with road diet, Bikes on Clayton Road, Fire Station / emergency access..**
 - **Service issues – blocks views of cars pulling out onto Clayton from neighborhood.**
 - **Close parking crucial for hardware store.**
 - **Agreements between individual businesses for parking should be left to the businesses.**
- Notes/Additional:
 - **Improve public safety, sidewalks, connectivity. Work closely with businesses on this.**
 - **Middle School is very concerning – connecting to Clayton Road businesses.**
 - **Consider innovative connectivity opportunities and are flexible to businesses RE: displaced parking and commercial space.**
 - **Used to have gardens under Highway Hwy 40, now its parking..**
 - **Look at example, North Avenue Palm Beach, FL parking lots.**
- Comments on other goals:
 - **Goal 9: Leave things the way they are**

TABLE 3 & 4 (GOALS 2, 5, AND 6)

- Goal 2: Protect and manage Ladue’s natural environments and public and private landscapes.
 - Strategies:
 - *Develop an Urban Forestry Plan inclusive of the public and private urban tree canopy and continue to enforce tree removal and landscaping regulations.*
 - **No direct edits/comments**
 - *Review Floodplain Management Ordinance and Regulations for Stream Buffer Protection on a regular basis and update as needed in response to changing conditions and to reflect changes in best management practices.*
 - **No direct edits/comments**
 - *Continue to implement the Stormwater Master Plan per the 5 year Implementation Plan that is updated annually by the Stormwater Advisory Committee (SWAC), and provide education about stormwater management, stream setbacks, and sinkhole management.*
 - **No direct edits/comments**
 - *Ladue’s Beautification, Open Space and Tree Advisory (BOSTA) Committee will continue to address open space, invasive species, development of trails and conservation areas and provide environmental educational workshops and events for residents.*
 - **No direct edits/comments**

- **Benches for public transportation for students and more frequent stops**
- Goal 6: Facilitate & encourage reliable public utilities and improved community infrastructure.
 - Strategies:
 - *Encourage private sub-divisions to maintain and replace as necessary their community infrastructure of roads, bridges, etc. Develop a database of street and bridge contacts to ensure City is aware who is responsible for each.*
 - **No comments**
 - *Develop a Smart City Strategy Action Plan to ensure city-wide coverage of high-speed broadband for both the private and public sectors and help manage network of communication antennas and towers. Develop aesthetic standards for future poles and antennas.*
 - **Cell service needs to improve.**
 - *Work with utility providers to provide environmentally-responsible tree maintenance and management.*
 - **Require utility companies & MoDOT to follow City's tree removal requirements.**
 - *Evaluate the cost and funding opportunities to bury overhead electrical / phone lines.*
 - **Bury all power lines in Ladue if possible – get creative with financing.**
 - *Review zoning code to consider whether regulations are hindering new technology and infrastructure.*
 - **No direct edits/comments**
 - *Consider developing community + architectural guidelines for solar panels.*
 - **Emphasized**
 - Notes/Additional:
 - **Grant or loans for sub-division projects**
 - **Look at coordinating the placement of utilities in ROW.**
 - **Need Broadband! Some neighborhoods have bad coverage – looking at this for housing.**
- Comments on other goals:
 - **Goal 8: Recycling in City Buildings**
 - **Goal 7/8: Look at other communities to merge and partner with for future City mergers.**

TABLE 5 & 6 (GOALS 7, 8, AND 9)

- Goal 7: Encourage a sense of community through civic events and governance.
 - Strategies:
 - *Consider developing a long-range master plan for redevelopment of the government center to include a civic gathering space.*
 - **Revised: Consider developing a long-range master plan for development of a civic gathering space.**
 - **Is there adequate space. It would be nice to find open space.**

- *Expand City communication resources to address changing demographics and preferences for engagement. Use call services for residents who do not use email/smart phones.*
 - **Brightly colored postcards, not just eblasts – BOTH**
 - **Colored postcards good to get attention (not white)**
 - *Consider contracting with a single service provider for community-wide trash and recycling pick-up to provide oversight of service quality and ensure minimum service levels are met by providers.*
 - **Want to maintain current level of service**
 - **Could it be more affordable?**
 - **Once a week instead of twice?**
 - **Yes to looking at options, more streamlined service provision BUT still want flexibility**
 - *Maintain the City's high quality of police, fire, and public works services.*
 - **Why can't we combine fire/police with other cities?**
 - *Improve City's website and social media outreach regarding brush pick-up and similar services.*
 - **Emphasized: Improve city's website and social media outreach, YES!**
 - **It's good as long as updated, but social media helpful too (Brush Pick-up)**
 - **Paper welcome packet is good but preference is to find information on City website.**
 - *Increase diversity of City Boards and Commissions.*
 - **Support for this but group wasn't sure if current boards are not diverse.**
 - **Check to make sure good information on website about committees, vacancies, etc. to attract good volunteers.**
 - **Important to retain experienced appointed officials while welcoming new.**
 - *Notes/Additional:*
 - **Communication is bad from MSD, example of trust being broken. When outside vendors come in, they or the city need to inform residents**
 - **Would like to see more competition for internet, cable providers**
- **Goal 9: Maintain the City of Ladue's fiscal health, economic sustainability, and stewardship of public resources.**
 - **Strategies:**
 - *Establish a business development strategy to attract new, compatible retailers and restaurants to established commercial districts.*
 - **Vacant retail space is a frustration / corner of Price & Clayton is a key property.**
 - *Balance Ladue's capital and operational expenses with maintaining citizen satisfaction.*
 - **No direct edits/comments**
 - *Continue to adhere to City of Ladue Fiscal Policies designed to protect the fiscal health of the City.*
 - **No direct edits/comments**
 - *Develop an asset management system for City owned and public resources to project future capital improvement and public works costs and future revenue projections;*

utilize this data to develop a long-term (five-to seven-year) capital improvement strategy.

- **No direct edits/comments**
- *Involve residents in developing long-term budget priorities.*
 - **City can improve communication with**
- Notes/Additional:
 - **2 fire stations – did we need them?**
 - **Bigger emphasis on cost reduction?**
 - **What is the City’s reserve policy?**
 - **Offer referrals for vetted companies and reliable service**
 - **Utilize the City’s ½ cent Stormwater sales tax for stormwater projects – example.**
- Comments on other goals:
 - **Goal 5: Clayton Road too wide; Make traffic light on Clayton Rd faster at Frontage Rd. Roundabout possible...**
 - **Goal 5: Support for more sidewalks & pedestrian connections. Area by Middle School needs improvements; Need more sidewalks; Poor biking.**
 - **Goal 2: Beautify Ladue; changing topography requires thinking of its stormwater impact.**
 - **Goal 4: Diversity of businesses desired (Chinese restaurant); Clayton Business District: more diversity and make more walkable.**