

Stakeholder Interview Summary

Phone Interview #1

- Lindbergh Conway tasteful new housing
- Ladue Manor – turn over housing (Positive)
- 1/8 acre rebuild concerned
- Bikeability: opportunities for bike lanes – open to expert suggestions
- Development Intensity @170: Build up on NE area, height (4 to 6 stories), tasteful, traffic flow and patterns are a concern
- Traffic counts East vs. West @ 170 /Ladue Road
- As Clayton develops how does this impact Ladue traffic?
- Access and walkability to Clayton desirable
- Sidewalks: 10 years ago opinion was that sidewalks were a loss of country feel; now huge supporter of sidewalks, new sidewalks at McKnight.
- Pressure for tear down/re-build
- Gay Avenue Condos example of downsize housing
- New Development: Trees coming down, must be tasteful and maintain tradition, setbacks/policy
 - Hard to say no – must restore community / traditional
- Ward I: Unique balance:
 - Wide Range of Housing
 - Major Highway
 - Commercial businesses
 - Large-profitable Ladue Crossing
 - Shopping Center crime issues
- Parks, Greenways, landscape: Exceptional
 - Rodes Park, Mulch Site @ Hwy 40
 - “Keeping Ladue Green” imperative
 - Encroaching on greenspace not welcome
 - Trees, landscaping, open space
 - City needs to reinforce/adhere to policy, rules and regulations
 - Deer populations
- Parking regulations are solid
- Lighting regulations in review
 - Safety important
 - Dark Skies policy
- City Services Complaints
 - Deer and Water runoff
- Keeping Ladue traditionally Ladue:
 - Type of Commercial
 - Height/development character
 - Keeping things tasteful through adherence to rules and regulations
- Cell Tower: in favor; cell service effects real estate value / sales
 - Clayton/Price tower made to look like pine tree... 50 yards east Ladue Market (grey pole)

- Internet hard wired is reliable
- Clayton Commercial District: Imperative/Historic
 - Scale, Sign regulations (policy), exteriors, setbacks, greenways
- Challenges with City Government: Maintain balance quiet residential community vs. commercial development
- Upgrade Ladue City Hall complex to 21st Century place – needs planning

Interview WorkBoard #1

- Lack of public features due to clubs – or use clubs (how many Ladue people belong to clubs?)
- Horse trails
- Where sidewalks – runners don't use
- Conflicts bikes / cars
 - Homes?
 - No high speed case
- Crime cars stolen
- Role of Clayton – condos (normally why people leave the city of Ladue)
- Negative to affordability
- Population peaked in 1970 – more kids per house
- Tear downs – homes being rebuilt too big
 - When code was written houses were too small – but now houses are too big
- Personality of the City
 - 50% of Ladue people are New in the last 10 years
- Have a mix of family
- Setbacks important
- Map the school district
 - Burroughs
 - Country Day
 - Profile of People
- Cooperative agreements with fire departments
- Preserving independent cities in the county
 - State legislation # of people
 - Fire/police department issue of unions
- Frontenac very similar total population
 - 50s was a vote
- Conway/Lindbergh development: Overlay zone predated the City of Ladue non-compliant with zoning code
- Change is healthy – New People
- Clayton Road Business District area and Schools: Ladue Middle, Conway Elementary, Ladue High) – Walkability
- Areas that might experience change: Opportunity for new housing types?...
 - North of McKnight/Ladue, West of 170;
 - East of Lindberg west of Ladue High; &
 - East of 170

- Need a study of City Hall complex
- Future role of private street
 - Capital
 - Insurance
 - O+M
 - Laclede Gas
- Stormwater Tax
 - \$1.1 Million P.a.
 - 50/60 million projects – 2 phases
 - Priorities per MSD maintenance
 - Home owner 50% program
 - Estates Program
- Infrastructure replacement – A big issue
- Private street to go public = additional taxes & different role
 - Grey Bridge
- Issue of gathering space
 - Ladue Horton Watkins High facilities? (Can people/residents use them?)
 - Expensive real estate
- Cell phone towers on public ROW
 - An issue
- City will need a tax increase (scope 5 to 10 years)
 - County tax increase
 - General budget 85% is Pen.
 - 3 funds... plus revenue

Interview WorkBoard #2

- Ladue should have a community center – small tax base vs O+M
 - Location at City Hall site
 - Location at Tilles Park
- Can city be more collaborative for city residents (likability issues)
 - Track open to residents
- Ladue schools – public
 - Friday night football (community building @ Ladue Horton Watkins High School)
- Reasons moved back to Ladue
 - School District
 - Investment
 - Sense of security (feel very safe)
 - Like “old school” feeling & Conservative values
 - Clubs
- But need to do something different that is reflective of today
 - Needs a “Cultural area;” Live work areas – don’t want a yard; has to be a mixture
- Live Work could be located south of Ladue Road east of 170
 - Potential Mixed-Use
 - Issue is Ladue fire Department (3.5 Stories)

- Clayton Road Business District – Issue of Parking
- Look at Plan for Ladue Road from Price to Warson Road
- Utilities underground
- Break-ins and car theft Issues
- Leaf/brush program – very good
- Do not change private lanes to public
- There is no city wide trash its private
- Issue of overbuilding the lots
 - Stormwater issues
 - Need to revisit current city codes and permits
- New sewer main lines
- Connect the community with sidewalks – Map these!
- Ped and bike connectors
 - Look at Ladue & Clayton Saturday morning bikes
- Police and fire are excellent

Interview WorkBoard #3

- Community has “many” homes so move
- High net worth / mix house sizes but don’t need more small lot sizes
 - Ladue already serving the need
 - Against having more small lot homes
 - Have a nice mix at the moment
- Keep residential – residential (don’t convert to commercial)
- Commercial zoning currently fits well within Ladue
- 3 generations in Ladue in commercial real estate
 - Own property (strip centers)
- Zoning map – strong zoning is critical
 - 1934 was correct
 - Range of lots
 - Need stable and high property value
 - Ladue does not need industrial
- Zoning = Maintains property Values
 - Maintain can serve value appraisal
- Upcoming infrastructure costs – no public cost
- Fire and police are good
- Ladue residents use Clayton Rec Plex or belong to country clubs
- Ladue Market will change (will become retail)
- Grocery – serviced fine
- Horse trails develop them
- Gathering place already have
 - Have clubs
 - Have parks
 - Raquet club
- Commercial will help the tax base vs townhomes will shop in Warson Woods

- Clayton Road Business District
 - PGAV Study
 - Expand Road – Parking at night more
 - Residential + Downtown
 - Parking issue (too little)
 - \$10 per square foot north vs. south
 - Strip run down and issue of compliance
 - Have a modern zoning (relax the parking ... #s and size of parking day)
- Multi-Family behind Clayton Road Business District
- Colonial Market Place at 170 and Ladue Road (north) was industrial converted to commercial
- Commercial Clayton expand to 170 south of Ladue Road
- Rock Hill Quarry Site:
 - Potential commercial
 - Townhomes – Conway Close Type
 - Quarry / trash
 - Geotechnical issues
 - Methane gas / what is coming out

Interview WorkBoard #4

- Market & Promote for sales tax increase
- Privacy with community events
- Dogwood was positive
- Preserve character of Ladue – Original Comp Plan
 - Rural Character
 - Open, Rolling Topography (not gates and fences)
 - Nature as stormwater management
 - Residential
- Why people live in Ladue:
 - Terrific schools, churches, institutions
 - Character
 - Safety
 - Superior services
- Generational community – 4th generation Ladue resident
- Deer Hunting in Ladue
- Zoning code 1175
- Economic
 - Revenue comes from Residential property tax
 - How to enhance sales tax revenue – losing sales tax to online
 - Sales tax opportunity along Lindbergh south of 64/40
 - Ladue Road / 170 Commercial: Sales tax opportunity; Different Character than Ladue
 - Property value – home value vs. land value
 - Very low turnover people invest in property
- Clayton Road Business District
 - Sticky Point

- Unique experience & offerings
- More tax per square foot generated than Rodeo drive
- Walkability
- This area needs to be a process not a project
- Road diet not ideal
- Parking pulling out issues
- Sight line issues
- Reduced speed
- Incorporated in 1936: Deer Creek Village, McKnight Village, Ladue Village (largest)
- Issues & Threats
 - Change in the ecological food change – vocal minority
 - Over development
 - Stormwater runoff #1 issue heard on council (linked to amount of greenspace)
 - Maximize sales tax (external threat)
- There have been more lot combinations than subdivisions
- Creeks, streams, and tributaries as stormwater
 - Catch raindrops where it falls
 - Stormwater issue can impact property values
- Life cycle housing (E1 Overlay) – BIGGEST INTERNAL THREAT
 - Lifecycle housing must be provided to keep Ladue vibrant & relevant. Losing residents to other communities that provide this housing.
 - Starter house; Larger home; Smaller downsize for aging population (Empty nest)
 - Downsize Examples: Conway Close, Haverford Place, Upper Conway
- Price School lane across from lakeside green downsize housing opportunity
- Rock Hill Quarry Site: Opportunity for downsize housing
- Top 3 Priorities
 - Preservation (rural, residential, rolling open topography)
 - Less is more
 - Plan for the future

Interview WorkBoard #5

- Keep Ladue Relevant – Next Generation
 - Walkable streets – sidewalks
 - Outside dining
- Z&P Issues
 - Lot sizes – options to retain residential through scale down
 - Occupancy
 - Grand fathered status / non-conforming
 - Sub-division indentures vs. city zoning / enforcement
 - Gates: Not ideal, but should be setback from road and used in instances for safety and to prevent cut through
- City roads are well maintained – public works does a great job
- City must address stormwater in partnership with MSD
 - Waterway regulations: runoff concerns

- Worst cell service in county
 - City needs to keep up with technology
 - Hide towers in church steeple; enclose them; must be tasteful
- Sidewalks: setbacks where there is room – minimize encroachment / uniformity
- Strengths
 - Great place to live
 - Schools
 - Feel
 - Have not sold soul to retail
 - Residential community
 - Tremendous police, fire, public works
 - Trees, greenspace open vistas
- Challenges
 - Sidewalks
 - Cell network
 - Access to high end smaller residential housing (detached preferably)
- East of 170 Feels like Clayton – Different character than residential Ladue
- Rock Hill Quarry Site should be developed to represent City character
- Clayton Road Business District – aesthetics are missing
- Top 3 priorities:
 - Stormwater
 - Clayton Road Business District esthetic improvements
 - Provide downsize luxury housing

Interview WorkBoard #6

- City should periodically review/update code
- Challenging for new construction to fit in all the rules
- Stormwater City-wide problem
- City good at maintenance of roads
- City maintenance of private roads require more taxes
- No functioning indentures in some cases
- ZBA Issues
 - Setbacks – most common
 - Front yards (allowable structures)
 - Height variances
 - Fence material variances
 - Lot coverage variances
 - Sign variances
 - Lighting variances: Schools/clubs – adequate light for public safety
 - Tough on not granting variances for gates – don't want to become a gated community
- Neighborhoods and lanes zoned too strictly
 - Many non-conforming buildings
 - Variances required
 - Update/ modernize / update required for housing stock

- If renovations are not permitted leads to tear downs and rebuilds
- Walkability / Bikeability
 - Enough sidewalks
 - Need around schools
 - Cost vs. Use
 - Adequate size for demand
 - No room for bike lanes on roads
- Character
 - Larger lots
 - Tree canopy
 - Underserved senior housing market
- Commercial areas viable as is
- Need to keep up with technology
- Updates to reflect New buyers and long term residents opinions
- Cell towers were necessary and improved the southern area (south of Clayton Road)
- Density at edges: Adjacent to Clayton & Lindbergh Corridor
 - Small lot opportunity:
 - North of Ladue Road – East of Dielman & McKnight
 - North of Conway to Warson to MICDS
 - Concentrated around Clayton Road Business District
- Rock Hill Quarry: Higher density residential / commercial / office building (mixed-use)
- Small Lots:
- Wish list:
 - More zoning classifications for non-conforming issue
 - Allow for smaller / denser housing

Interview WorkBoard #7

- Conflicts of interests with commission members and projects on Z&P
- Need more zoning districts to solve non-conforming issues
- Rock Hill Quarry – opportunity for innovation opportunity for multi-family
- Key Issues:
 - Special use permits
 - Variances (fences, pools, etc.)
 - Stormwater management #1 public works issue
- Challenges
 - Single family only
 - 3 acre minimum
 - Aging population / next generation of leaders
 - Need sidewalk setbacks
 - Greenspace
- Strengths:
 - Schools
- Inconspicuous cell towers: People working from homes being impacted
- Clayton Road Business District

- Needs Aesthetic improvements
- South-side parking/traffic issues with pullouts
- Clayton Road is a major regional bike route
- Ladue crossing
 - Convenient
 - Generates Tax dollars
 - Safety Issues
- Code inhibits improvements and leads to rentals: tanglewood, colonial hills, general northeast area north of Ladue Road and east of Dielman
- Rental vs. Owner in Ladue?
- Gates
 - Require a turn around to prevent backouts
 - Allow when sub-divisions are used as cut-throughs
 - They create barriers and fortress
- New development at Lindbergh and Conway Does not contribute character
- Future shared vehicles..
- Top 3 Priorities:
 - Aging in place options / viable housing stock
 - Better wider sidewalks / bikeability
 - Retail survive & prosper – future of retail

Interview WorkBoard #8

- Top Concerns
 - Change tear down re-build west county monstrosity
 - Renovation over new construction – change of character
- Assets:
 - Quality of Residential inventory
 - Privately owned greenspace / open space
 - Police fire staff
 - Adequate infrastructure roads and bridges
- Challenges:
 - Stormwater (retrofit expensive) need public buy-in
 - Adding walking infrastructure
 - Clayton Road function at business district – Main Street
- Stormwater:
 - Sink holes north of Tilles Park
 - Development intensity and density has impacted stormwater
- Ladue Crossing
 - Growth in Clayton supports Ladue Crossing
 - Shop lifting crime
 - Dynamic place
- Need to evaluate tree / open space policy / regulations. Have ordinances kept up with development pressure?
- Cell service poor north of Ladue Road between Dielman and Price

- Sidewalks have been added where density allows it
- Bike lanes and room for bikes
- Burroughs Lane / Clayton Park
- City Government/services
 - City council / mayor are volunteers
 - Staffing is growing in professionalism
 - City government operating well
 - Public works responsive
- Rock Hill Quarry:
 - Opportunity for aging in place
 - More retail not appealing
 - Office / industrial options on the table
- Clayton Road Business District:
 - Desire for walkability
 - North side vs. south side differs in character and style
 - Main Street shopping district – opportunity for a unique shopping experience
 - Is there room for more restaurants?
 - Does Clayton Road Traffic justify Configuration?
 - Do we need two lanes in both directions? Could we live with one lane w/ wide shoulder for biking
- Top 3 Priorities
 - Clayton Road Reconfiguration
 - Pedestrian and biking community
 - Redevelopment for aging in place (ex. Upper price)

Interview WorkBoard #9

- Worries from residents:
 - Crime
 - Stormwater
- Housing:
 - Variances
 - Need aging in place options
 - Downsizing: 2,500 to 4,000 sq. feet
 - Older housing stock
 - Tighter ARB guidelines
 - Ladue estates vs. Tanglewood
 - Tanglewood indentures cannot build 2 story
 - Litszinger woods
 - Dwyer Place
 - Renters don't have to get occupancy permits – don't know the amount of rentals
- Communications & technology
 - Recommend land line for emergency
 - Cell towers were hidden in church steeples & flag poles
 - Fiber exists

- Need more information about 5G
 - Poor cell service north of Ladue, between Dielman and Price & Around Litszinger and Tilles Park
- Continually improve while staying true to character
- Strengths:
 - Residential
 - Trees / greenspace
 - Beautiful
 - Well maintained
 - Schools and clubs
 - Tilles Park (need to celebrate more)
- Weaknesses:
 - Terrain limits community connectivity
- Library Headquarters (need to celebrate)
 - Q: to Library – How do you see yourself fitting in the Ladue Community?
- Walkability / connectivity
 - Invest in access to Clayton Road Business District
 - Extending sidewalks further west on Litszinger not feasible due to topography
 - Trail alignment to connect Litszinger to Clayton Road
 - Connectivity to schools, commercial and neighborhoods
- Stormwater: negatively effects property values - major issue! Properties in flood plain
- Growing demographic using public schools
- Clayton Road Business District:
 - Invest in Public space and access
 - Destination – desire for local / regional draw
 - Preserve unique character
- Form agreements / cooperation with Ladue Horton Watkins High School
- City Services:
 - People view city services positively
 - Public Works: curbing, pot holes, more responsibilities, doing great job, cost to maintain all roads would raise taxes
 - Private roads: issues of maintenance / ownership of roads that need improved
- Ladue Crossing:
 - Traffic Issues
 - Major potential
 - Density/Condos
 - Landscape/character to know you are in Ladue
- Rock Hill Quarry:
 - Front Entry garages how to do it beautifully
- Top 3 Priorities:
 - Entrances beautiful / pristine landscape sense of entry to Ladue
 - Sidewalk everywhere & trail
 - Clayton Business District quaint & Rodeo Drive

Interview WorkBoard #10

- Ladue desired character:
 - Quiet community
 - More sense of community (i.e. webster / Kirkwood)
 - Bring back dogwood festival
- Z&P Issues / Topics:
 - Updating zoning codes (Cell towers, E2 District, Business District G, Fences, front/back of lots)
 - Fences
 - Subdivision of lots
 - Tear down / land disturbance – grading
 - Providing housing for aging population
 - Planning undeveloped land
- Maintain character while providing owners freedom
- Belief: should not have attached multi-family in Ladue – open to attached single family
- Fences contrary to open space feel
- Cell service is a major complaint
- Horse trails in the south
- Stormwater:
 - Developers impact floodways
 - Runoff
 - E2 regulations
- Commercial area @170
 - Opportunity to increase density south of Ladue Road
- Rock Hill Quarry: Mixed Use Ordinance
- No desire for big commercial
- Retail to fit in character
- Define what the community it looking for
- Clayton Road Business District:
 - Walkability issues
 - Opportunity to make nicer currently disjointed
 - Could be a draw

Interview WorkBoard #11

- Cleaning up zoning laws that are on the book
- Issues re: Fences
 - front yards / setbacks, Materials, colors, design – solid vs. void
- Rock Hill Quarry redevelopment
- Large houses on small lots
- Lot subdivision
- Zoning:
 - Generally matches community vision/character
 - Some holes which are being exploited
 - Residents generally want to push the envelope of what is allowed
 - Mix of tear downs and additions

- Medium size lots / houses generally don't experience this.. zoning issues come from large and small lots
- Clayton Road Business District and small lot housing south behind: High density; issues with small lots
- Housing:
 - Anecdotally housing preference is based on generation
 - Generally there is sufficient housing available for downsizing
- Commercial:
 - Love to support local community retail
- New development at Lindbergh and Conway was originally proposed for townhouse development
- When schools and clubs do projects everyone complains about lighting
- Cell Towers / Antennas:
 - Concerns about visual impact
 - Cell dead spots: Warson road south of Litszinger, community school off Clayton Road
- Sidewalks:
 - Sidewalks are well implemented
 - Seem to be rarely used
 - Concern among residents about privacy
- Public Road / Corridor Maintenance:
 - City maintains well
 - Contractors don't do a good job with repairs
 - No conflicts / complaints with private subdivision maintenance
- Stormwater:
 - Limited to areas around creeks / tributaries
 - Look into existing stormwater regulations in the city
 - Generally not major issues since they do construction
 - We can do more to protect streams and creeks
- Rock Hill
 - Should be fairly low density
 - Increase traffic on Litszinger - speeding
 - Not concerned about commercial / office concerned about traffic from housing
- Top 3 Priorities:
 - City Services are very good/great! (fire, police, public works)
 - Dogwood Parade
 - Otherwise it's a great community

Interview WorkBoard #12

- Attention to stormwater is important
- Small city tight budget
- Staff capacity to enforce codes and ordinances needs to be addressed – ordinances not consistently enforced
- New guidelines vs. Ordinances
- Issues: non-conforming
- Quarry:
 - McKight will not be widened; density @ quarry must be considered for traffic

- Parking study revised – too many spaces required for private clubs
- Commercial area @ 170
 - could have greater development to generate tax dollars
 - Clayton adjacent - character
- Upper price a nice example of housing
- Connectivity:
 - Trail connecting Litszinger to Clayton Road Business District
 - 80/20 sidewalk funding
- Culvert at Hwy 40 and Clayton Road
- Cell service is important
- MSD regulations
- Find appropriate spots for downsize housing
- Clayton Road Business District
 - Tear down and rebuild density
 - Destination car / pedestrian
- Character:
 - Upscale
 - Clean / well kept
- Top 3 Priorities:
 - Enforce what exists
 - Downstream to committee
 - Quarry / McKnight

Interview WorkBoard #13

- P&Z Items / Issues:
 - Stadium @ MICDS – 6 month ordeal
 - Pulte Homes @ Lindbergh & Conway
 - Ladue High School stadium lights
 - Need to address small lot homes / attached homes ... downsize housing
- Down size housing:
 - People end up leaving Ladue because there is not suitable downsize housing
 - No attached housing (law)
 - Houses behind schnarr's
- Commercial development:
 - Shake Shack at Ladue Crossing – wants outdoor dining
- Rock Hill Quarry:
 - Downsize Housing along Litszinger
 - McCarthy Headquarters on McKnight
 - Interior Village
 - Senior facility – voted no on this @ old Warson
 - Too much traffic @ Litszinger
- General feeling that the rules and regulations in Ladue are not enforced
- Flooding Issues:
 - No one takes responsibility City/MSD

- Cant tie into sewers in certain areas
 - Need a city-wide approach
- Power / Electric:
 - Lots of old trees knock down power lines
 - Tree ordinance makes it difficult to address hazard trees
- Need a survey of Ladue residents – What do Ladue residents want?
- Housing:
 - Downsize Housing type examples: Haverford Terrace, Upper Price development
 - Tanglewood (battle over 2 story)
- Tree Ordinance:
 - Need to relax restrictions on hazard trees
 - Renew tree ordinance for long-term maintenance / replacement
 - Enforcement of tree trimming / removal ordinance
- Planning & Zoning Commission:
 - Need to maintain a variety of commissions; don't just need a rubber stamp
 - Diverse, younger
- Top 3 priorities:
 - Downsize housing that is tasteful
 - More retail and healthy restaurants, less service business (nail salons, fitness training)
 - Mitigate flooding, improve reliability of electric service, tree management

Interview WorkBoard #14

- Strengths:
 - Refining city ordinances and enforcement of ordinances (fines)
 - Bedroom community & we like it that way
 - Complaint based community – tell us if you don't like it
 - City staff is good
 - Infrastructure / public works are well taken care of
 - Sidewalks where people want
- Weakness:
 - Tear downs and rebuilds
 - Rash of car theft (crime)
- Modernize / update ordinances to address current development trends
- Downsize housing
 - It is available, but hard to find... sells quickly
 - Quarry site development
 - Appetite for attached villas / aging in place
- Commercial development:
 - Generally supports needs and desires of residents
 - Variety of business types and sizes
 - Approx. \$1 million in sales tax revenue annually to support stormwater
 - Adequate parking / adequate streetscaping
 - Narrowing Clayton to 2 lanes in commercial district not feasible
- Flooding / Stormwater:

- Small lots with larger houses ... flooding issue
- Flooding is a major issue
 - \$115 Million to fix
 - Updating ordinances / pervious vs. impervious
 - Major issue, needs to be addressed
- Top 2 Issues: Flooding & Fences
- Rock Hill Quarry:
 - Big seller, but how do we handle traffic?
 - Current infrastructure cannot support traffic (sewer, floodplain, road)
 - Possible site for cannabis industry
 - Possible site for executive 9-hole golf course
- Lighting:
 - New rules considered, but everyone would be in violation
 - No major complaints
- Fences:
 - Most teeth to deal with (ordinance enforcement)
 - City doing good job
 - Ordinance has been refined in response to the challenges
- Sidewalks:
 - Listened to City residents, and they wanted sidewalks
 - Implemented where people have asked for them
 - No money to buy additional sidewalks
- Cell Phone service:
 - Service has gotten better with new towers (tree towers)
 - Can we install in country clubs
 - Ladue Road – improve service
 - Don't know if city has taken an active role or not in facilitating
- Top 3 Issues:
 - Address stormwater & flooding
 - Stormwater & flooding
 - Continue to be responsive to residents

Interview WorkBoard #15

- Pastoral setting with open vistas (to protect and strengthen)
- Tree canopy highly values
- In this Comp Plan, we need to look at smaller, higher density downsize housing...
 - Look at some D and E zoning areas as places where downsize housing could be built
- Concerns about gates and fences with cut-through traffic and fear of crime
- Key Z&P Issues, last 3 to 5 years:
 - Pulte Homes
 - MICDS new football stadium—concern from neighbors in Creve Coeur
 - John Burroughs football stadium—noise, lights, and traffic
 - Field lights at Ladue High School
- Zoning:

- Careful when changing zoning residential to commercial (starts a trend)
- Zero lot line / downsize options (D or E zone areas)
- Interest in gates for preventing cut-throughs & fear of crime
- Retention pond requirements / lot coverage
- Fences: design and visibility through fence
- Lighting: for crime prevention – some problems with taller lighting (swimming pools, tennis courts) lumens / candles / height regs.
- Tree Ordinance:
 - 6” caliper tree needs permission to be cut down
 - Diseased tree doesn’t require permit to be removed
 - Ordinance doesn’t have teeth; hard to police (nominal fine for punishment)
 - Needs to be publicized more
 - Give a copy of the tree ordinance to new residents in Ladue
- Concerns with housing development:
 - Stormwater impervious surface coverage
 - Size of homes in context with existing homes
- Walkability / bikeability:
 - Walkability has been improved recently – have not heard desire for more
 - Use of school tracks for walking (public institutions) – Ladue High School track is locked
 - John Burroughs and Ladue Middle open for community use
 - Biking on Clayton Road – some traffic conflicts with cars
- MICDS
 - Facilities Open for community use
 - Lighting issue along Ladue Road
 - New football field concerns:
 - Noise, privacy, increase traffic, future lights
- Rock Hill Quarry:
 - Good area for mixed-use residential and commercial area
 - Townhouse, small-lot residential development
 - Concern about traffic with a higher-density senior living facility
- Teardowns and infills:
 - E1 Zoning (behind Schnarr’s Hardware)
 - Water runoff due to increased impermeability
 - 7 acre lot is redeveloped as a subdivision with 7 homes
 - Possible need for zoning district amendments and updates
- Fences:
 - What degree of transparency?
 - Treatment of high-traffic roads vs low traffic roads
- Issues with property maintenance for properties under redevelopment (Clay Price Area)
- Lighting (Dark Sky Ordinance)
 - Little support currently for requiring reduced lighting... concern about crime and safety
 - Issues have been largely between neighbors—pool lighting and tennis court lighting that intrudes on neighboring properties
 - City ordinance address the maximum height of light

- Some issues with country clubs' development—new driveway had headlights shining into neighboring homes
- Business areas:
 - Don't want traffic jam
 - "If it isn't broke, don't fix it"
 - Concern about a traffic jam in the Clayton Road Business District with lane reductions and increased pedestrian traffic
 - Ladue Crossing business revitalization... this area makes the most sense in terms of expanded commercial development
- Pulte Homes development
 - Conway Lindbergh new development was a PUD
 - Originally planned to have some commercial development
 - P&Z has been very careful not to do anything contrary to the comprehensive plan
 - P&Z has taken the position not to convert residential land uses converted to commercial—there is no end to this, due to equal protection precedents
- Community events and programming
 - Why was Dogwood parade ended? Would be fine to bring back
 - People have own social lives
 - New residents might be more interested in community events
 - Not a huge amount of feedback for community programming and events – sporting events, schools, and other regional events tend to fulfill this need
- Top 3 Priorities:
 - Areas for Zero lot line, downsize housing options
 - Maintain Open areas and Open vistas
 - Tight regulations on not allowing zoning change residential to commercial, unless specifically authorized by the comprehensive plan
 - Stormwater runoff mindfulness riparian rights issue – downstream effects

Interview WorkBoard #16

- What's impressed me...about Ladue
 - Quality of life, living, and home is the primary expectation
 - Quality meaning exclusivity, privacy, good schools, boutique shopping, access to best of country clubs and restaurants, and safety and security (police and fire), with a personal touch (you know your City staff and elected officials by name)
 - Great sense of pride living in Ladue—more than "just where your house is"
 - Sense of pride living in Ladue; locating here is purposeful
- City services & Government:
 - Continue to do outreach / education with residents (be sure to reach new residents)
 - Connection with city is positive – resident to city
 - City intentionally manages finances very well—good balance of cost/benefit
 - Department manage labor cost well and invests wisely for long-term efficiency

- While some cities, like Creve Coeur, offer more municipal services, many of Ladue's residents have lived in Ladue long enough that they don't know what other cities offer and how Ladue compares.
- Increase community programming – city side
- Needs vs budget / Taxes:
 - Last tax increase was in about 1993, Tax increase on horizon 3 to 5 years long term need exists
 - Not opposed to a tax increase in the future; City needs to begin making the case now by educating residents about its financial stewardship and exhausting other revenue options (use of reserves, pursuit of alternative revenue sources)
 - Finding other revenue sources first
 - General fund has enough today - There are upcoming needs, but Ladue also has significant reserves
 - Residents generally understand the cost/benefit or trade-offs of City services vs taxes
 - Driving sales tax revenue is secondary to maintaining Ladue's quality of life
- Community programming and events:
 - Growing desire for service projects among youth in school
 - City could help to facilitate this as part of community programming
 - Dogwood Festival and others provide an opportunity for this
 - Infant CPR training at Ladue Fire Department
 - Community movie nights at the fire department
- Bikes: Clayton Road and Ladue Road
- Walkability and sidewalks:
 - New sidewalk improvements are good—there is always room for improvement
 - The City's approach so far has been good
 - Lots of walkers and bikes—few runners
- Dichotomy between fences/gates and equestrian trails and private cut-throughs... Private cut-throughs are still private/exclusive
- Quality of Life is most important
 - Exclusiveness
 - Privacy
 - Schools
 - Boutique shopping
 - Access to private clubs and restaurants
 - Safety and security
 - Ladue doesn't sacrifice quality of life for increased revenue and sales tax
- Buy into Ladue for:
 - Schools
 - Real estate investment
 - Their home ... parents live here
- Residential markets—particularly smaller homes
 - People making a real estate play
 - Young families buying into the Ladue School District
 - Young families who grew up in Ladue and want to stay

- Housing / Downsize housing options:
 - People in their early-to mid-70s are concerned about downsize housing opportunities in Ladue
 - Single family attached (villas) must be quality, could be viable, there is concern that it does not fit the character
 - Multi-tenant living apartment / senior living not appropriate for Ladue because turnover of ownership leads to decline
 - What happens to the large homes in Ladue? Price/size/long-term plans
 - Large homes—when owners move on or pass on, what is the market for some of these homes? This is a big concern.
 - Opportunities for downsize housing?
 - Rehabs – sell (schools so strong there is demand for homes that need work / improvements)
 - Market obsolescence is an issue, but by and large the private real estate market is addressing this issue (sell fast, rehabbed, etc.)
- Resident Concerns:
 - Neighbor issues – dead tree
 - New construction – landscape / stormwater
 - Rehabilitation projects
 - Processes / permitting / regulations
 - Commercial partners are partnerships and hear very little complaints (Clayton Road) Very few commercial district complaints—generally good stewards and neighbors
 - Fences: Desired for safety / pools
 - Top of residents minds – safety / car theft (Galleria mall safety concern)
- Safety:
 - Car thefts have been on the rise—many residents don't lock their cars
 - Concerns about Galleria Mall
 - Plaza Frontenac and Galleria Mall are about 50/50 split for visitorship
 - Plaza Frontenac has had numerous incidents as well, but they have not received the press that the incidents at Galleria have had
 - Little concern about Ladue Crossing, even in light of the shooting last March (2019)
- Parks:
 - Many people go to surrounding parks Tilles Park doesn't feel like Ladue. Edie's is good
- Clayton Road Business District
 - Fear about big box stores and online shopping
 - Boutiques will need to redefine themselves long-term in this environment
 - Clayton Road Business District is more precarious... these stores are mom and pop and don't have the expertise or capacity to adapt
 - Mix of service/retail
 - Attractive to market / tenant turnover sales?
 - Dated buildings
 - Parking layout poor – parking is a problem and will continue to be more of a problem
 - Walkability plus
- Rock Hill Quarry:
 - Opportunity for Downsize housing?
- Top 3 Priorities:

- Safety & security (residents and city responsibility) – awareness and enforcement
- Protect quality of life
- Intentional (rules, regulations, and codes)
- Community building / outreach (different tools to attract different residents)
- Must keep schools strong and foster relationships

Interview WorkBoard #17

- Unique to Ladue
 - You know your city staff and elected officials
 - Local clergy never get together
- Ladue is a tight-knit generational community with passionate people
- Ladue is a “Leave it to Beaver” type community... both good and bad
- 30s to 40s generational residents... things that they don’t like
 - Too white
 - Too privileged
- Things they do like
 - Their friends live here
 - Their families live here
 - Safe, comfortable, and beautiful
- Issues:
 - Diversity / privilege
 - Sense of needing to stay due to ties
 - Enjoy comfort but...
- Ladue is a bubble:
 - Some people intentionally live in this bubble
 - Some people live here because of the comfort, but how do you get out of the bubble
- Ladue Character:
 - Safe & beautiful
 - Preserve the country lane look
 - Open character of Ladue (Fences: don’t create walls; gated neighborhoods contrary to open character)
 - It is important to preserve the country lane feel... unique to Ladue compared to other communities in St. Louis
- Top reasons to live in Ladue:
 - Big House with big yard and space for growing family
 - Location 10 to 15 min from everything
 - Older Americana 1950s draw (quiet and green)
 - Schools (public district and private)
 - Adventures / opportunities for kids – freedom to roam @ creeks
- Walkability/Sidewalks:
 - Best improvement recently
 - Adding sidewalks has built community, walking groups, etc.
 - Adding sidewalks has been a significant builder of community... allows people to gather and walk together in ways that were not possible before

- Bring back the trail system to allow people to walk without having to engage the road; Bring back trail connections between neighborhoods
- Do the lanes come together and have their own bike/ped plans in their indentures, to keep them private and not widely known? Maybe.
- Demand for smaller houses
 - Stonebrook
 - Gay Avenue (downsizers move here), in Clayton
 - Available small lot housing in Ladue is very expensive and moves quickly, because of high demand
 - Upper price road (popular), in Olivette
 - Gatesworth retirement \$\$
- Clayton Road Business District
 - Ability to walk and gather
 - Businesses close at 5pm
 - Sportsmans', Lester's, and Truffles are the only restaurants open at night
- Parks and green space
 - "In 7 years, I've never seen a human being in Rodes Park!"
 - Ladue is not lacking for green space (it's just not public)
 - Parks in Ladue are not big enough for community building (except Tilles)
 - Many people in Ladue use Forest Park and love it
 - Programming – bring people to the park
- Cell coverage:
 - Cell coverage is major for improvement
 - Trying to get cell tower in steeple important for connectivity (St. Peter's)
 - Many homes in the northeast portion of the City have NO cell phone coverage
 - The more data connectivity, the better
- Ideas / Opportunities (how to overcome the bubble):
 - Community activities
 - Festivals more through the year
 - 5K race for charity
 - Memorial Day
 - Labor Day
 - Restart Dogwood Parade
 - Philanthropy by the City
 - Adopt a struggling school (Raise Money, Backpack Drive, School Supplies / classroom supplies)
 - Volunteer opportunities
 - Ladue Public Schools opened to students in unaccredited districts... this is great, and we should do more things like this!
 - Build sense of community for family with kids
- Rock Hill Quarry:
 - Need for Retirement/senior facility in the community
 - No more 2 acre lots and large homes
- Private Neighborhoods have events (ex: annual Labor Day party)

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- Top 3 Priorities:
 - Cell phone coverage and towers
 - Community events
 - More connections with St. Louis region
 - Less isolation and more leadership.

DRAFT