

AGENDA

Plan Commission Meeting #4

DATE: March 30, 2023

TIME: 6:00-7:30 pm

LOCATION: Zoom

Purpose:

- *To share and discuss a draft conceptual framework map*
- *To discuss critical questions to inform the future character and land use map*

1. WELCOME	Staff	6:00 pm
2. ADDITIONAL MAPPING FOUNDATION	planning NEXT	6:10 pm
3. DISCUSSION OF FUTURE LAND USE DIRECTION	planning NEXT / All	6:20 pm
<ul style="list-style-type: none"> a. Present and discuss conceptual framework map b. Discuss critical questions to guide future character and land use map 		
<u>Activity Nodes</u>		
<ul style="list-style-type: none"> • <i>Do the potential locations for activity nodes make sense to you?</i> • <i>What kinds of uses and activities do you want to see in the activity nodes?</i> • <i>What should the characteristics of civic activity nodes be in light of potential flooding?</i> 		
<u>Focused Growth and Redevelopment</u>		
<ul style="list-style-type: none"> • <i>Are these appropriate locations for potentially higher intensity development?</i> • <i>Where higher intensity is desirable, what should its character be to be sure it is compatible with and complements the surrounding context?</i> 		
<u>Flood Mitigation Area</u>		
<ul style="list-style-type: none"> • <i>How can we begin to define potential future character within these areas?</i> 		
<u>Mixed Use Districts</u>		
<ul style="list-style-type: none"> • <i>Are these districts shown in the right locations?</i> • <i>What should be similar or different between these districts in terms of character as they evolve?</i> 		
<u>Community Stabilization</u>		
<ul style="list-style-type: none"> • <i>Is it desirable for these areas to develop with a similar character to surrounding areas or are there different goals/opportunities in these areas?</i> 		
4. NEXT STEPS / ADJOURN	planning NEXT	7:20 pm



We Make UCITY



Resilient. Livable. Prosperous.

Plan Commission Meeting

March 30, 2023

Welcome



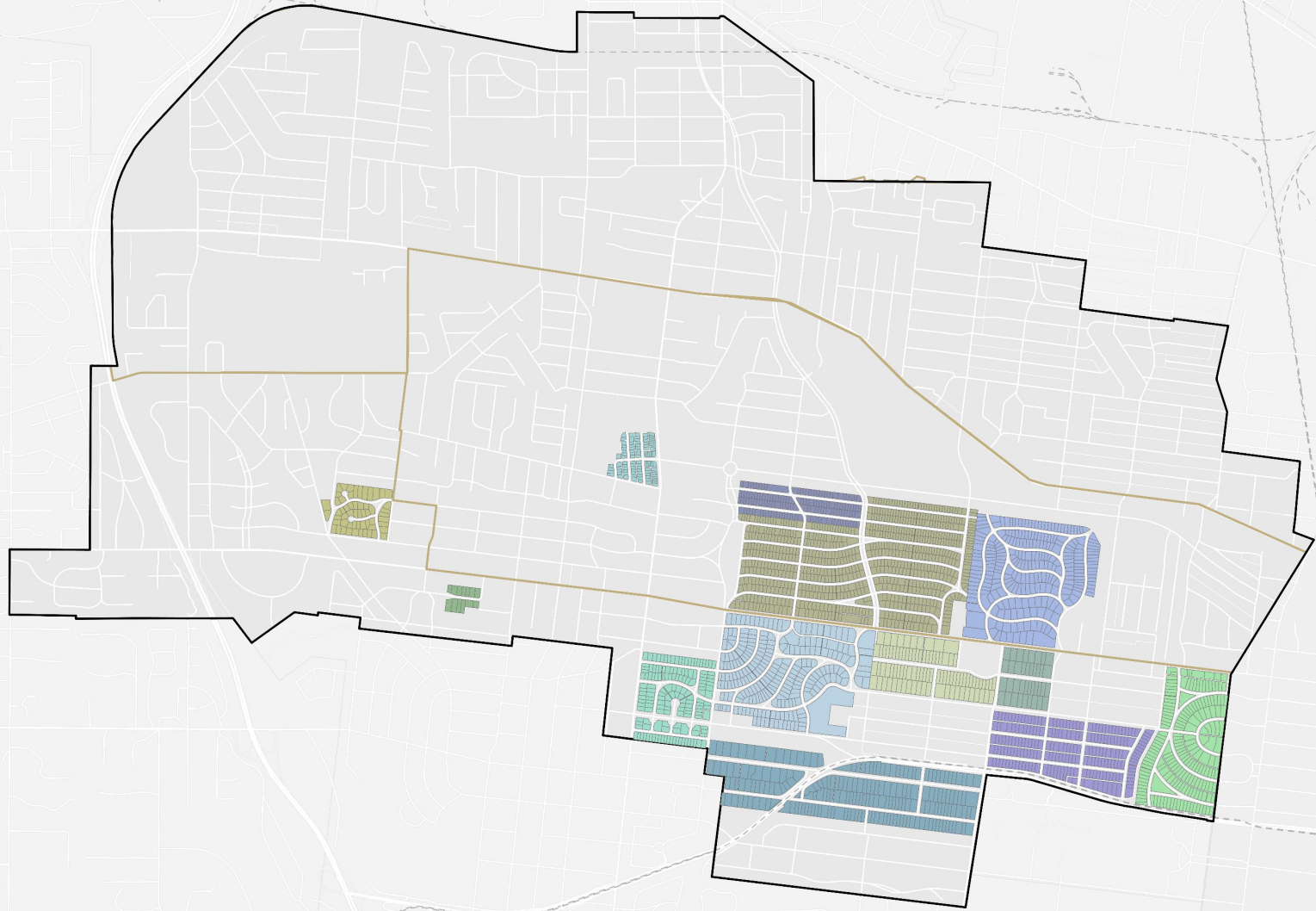
Purpose

- To share and discuss a draft conceptual framework map
- To discuss critical questions to inform the future character and land use map

Additional Mapping Foundation

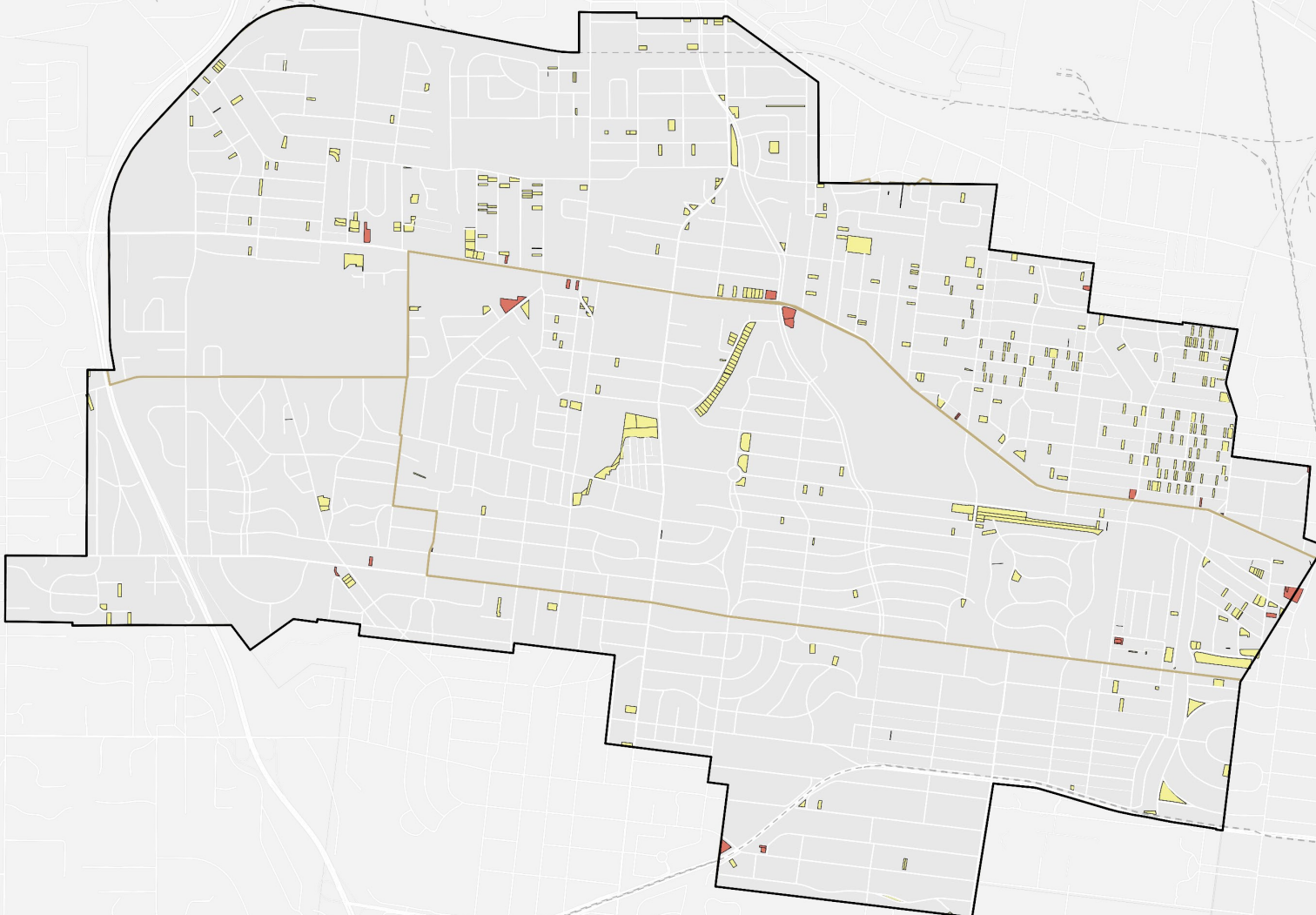


Private Subdivisions



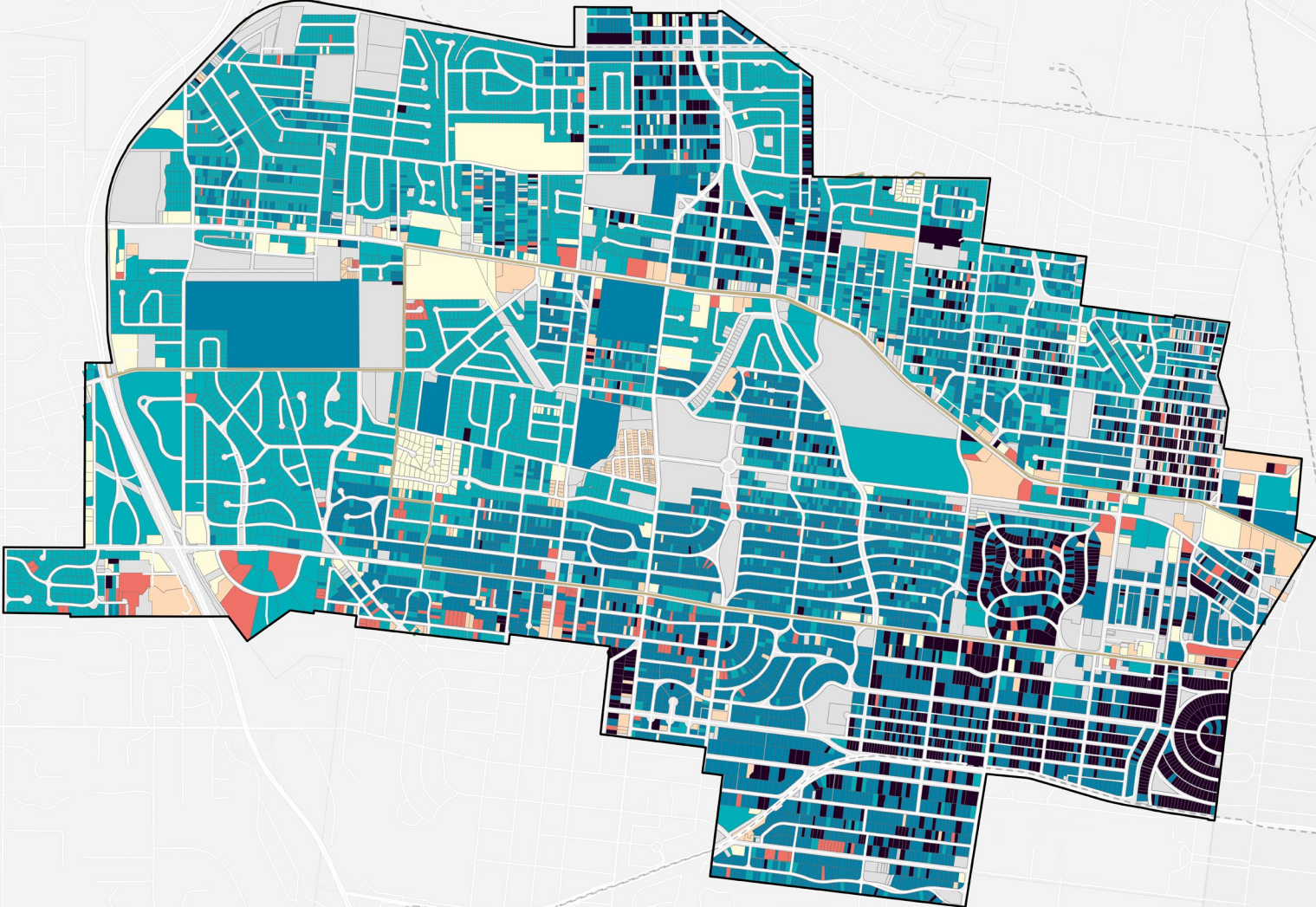
- Private Subdivisions (Each shown with unique color)
- Ward Boundary

Vacant Properties, January 2023



- Residential
- Commercial
- Ward Boundary

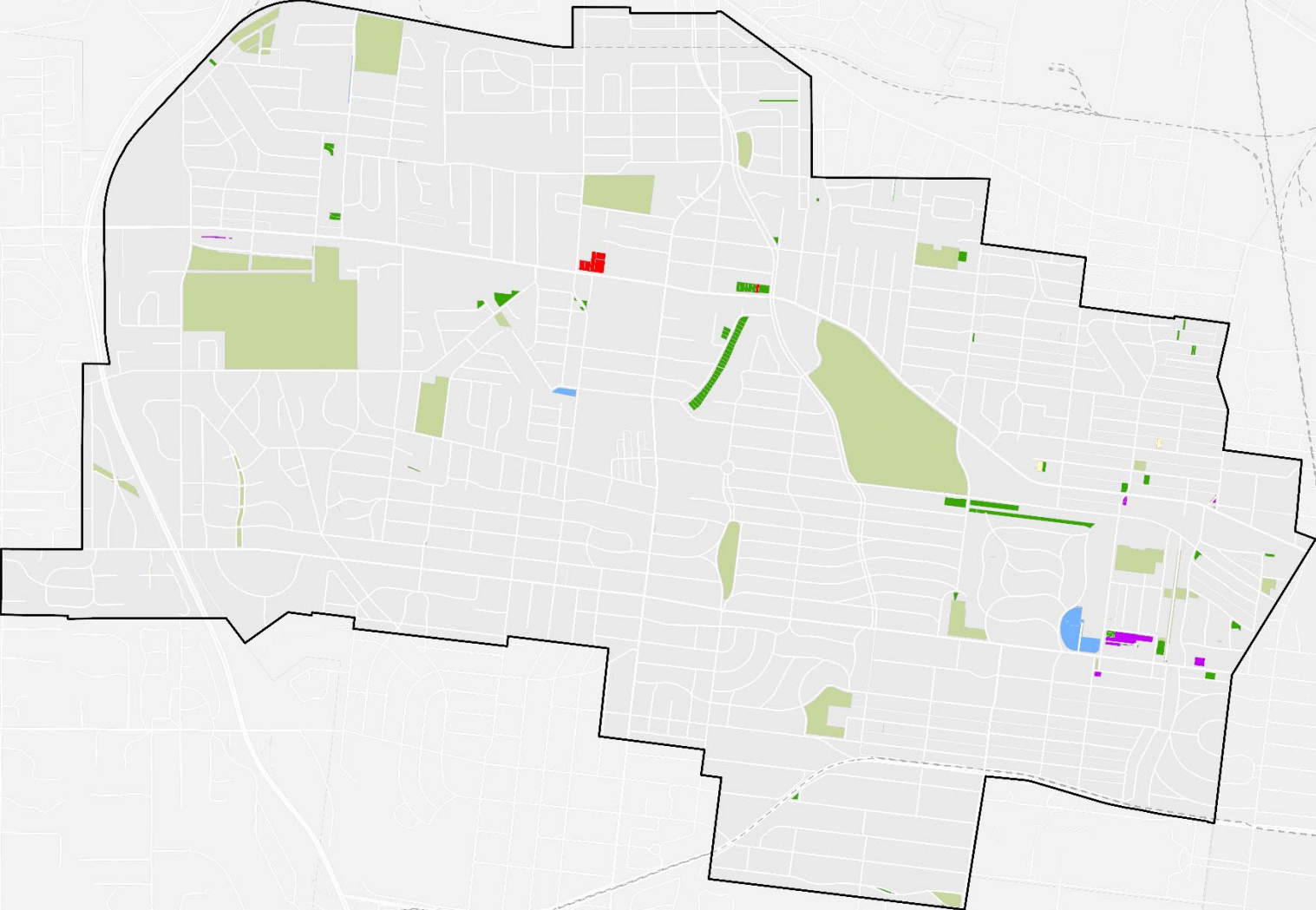
Parcels by Year Built



Year Built

- Year Unknown
- Before 1921
- 1921-1940
- 1941-1960
- 1961-1980
- 1981-2000
- 2000-2022

City-Owned Properties by Land Use



Land Use

-  Vacant
-  Institutional
-  Parks/Open Space
-  Industrial
-  Commercial

Discussion of Future Land Use Direction



Corridors, Districts, and Nodes

Enhanced Corridors:

- Strengthen the appearance of the corridors
- Neighborhood-serving commercial
- Improved mobility options

Community Gateway:

- Create attractive entries into the City

Mixed-Use District:

- Encourage infill development
- Regional and local draw
- Commercial and residential uses
- Improved mobility options

Corridors, Districts, and Nodes

Neighborhood Activity

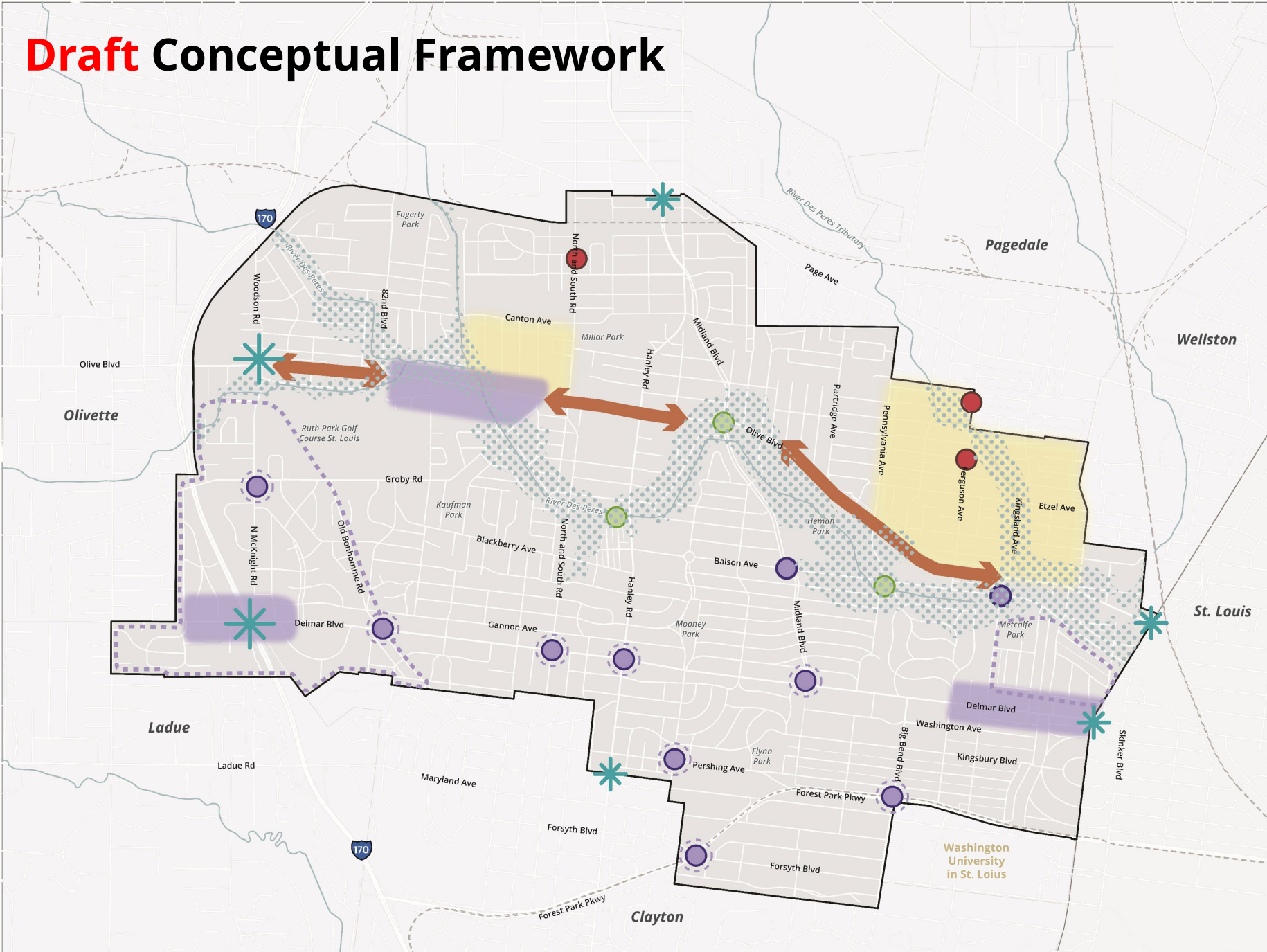
Nodes:

- Connect businesses and services to residential areas
- Safe pedestrian and bicycle access

Civic Activity Nodes

- New or expanded parks and open space
- Utilize flood-prone areas
- Stormwater mitigation

Draft Conceptual Framework



- Enhanced Corridors
- Community Gateways
- Mixed-Use District
- Existing Neighborhood Activity Nodes
- Potential Neighborhood Activity Nodes
- Potential Civic Activity Nodes
- Focused Growth and Redevelopment
- Community Stabilization
- Flood Mitigation Area

Development Strategies

Focused Growth and Redevelopment

- Support higher-density residential and mixed-use redevelopment

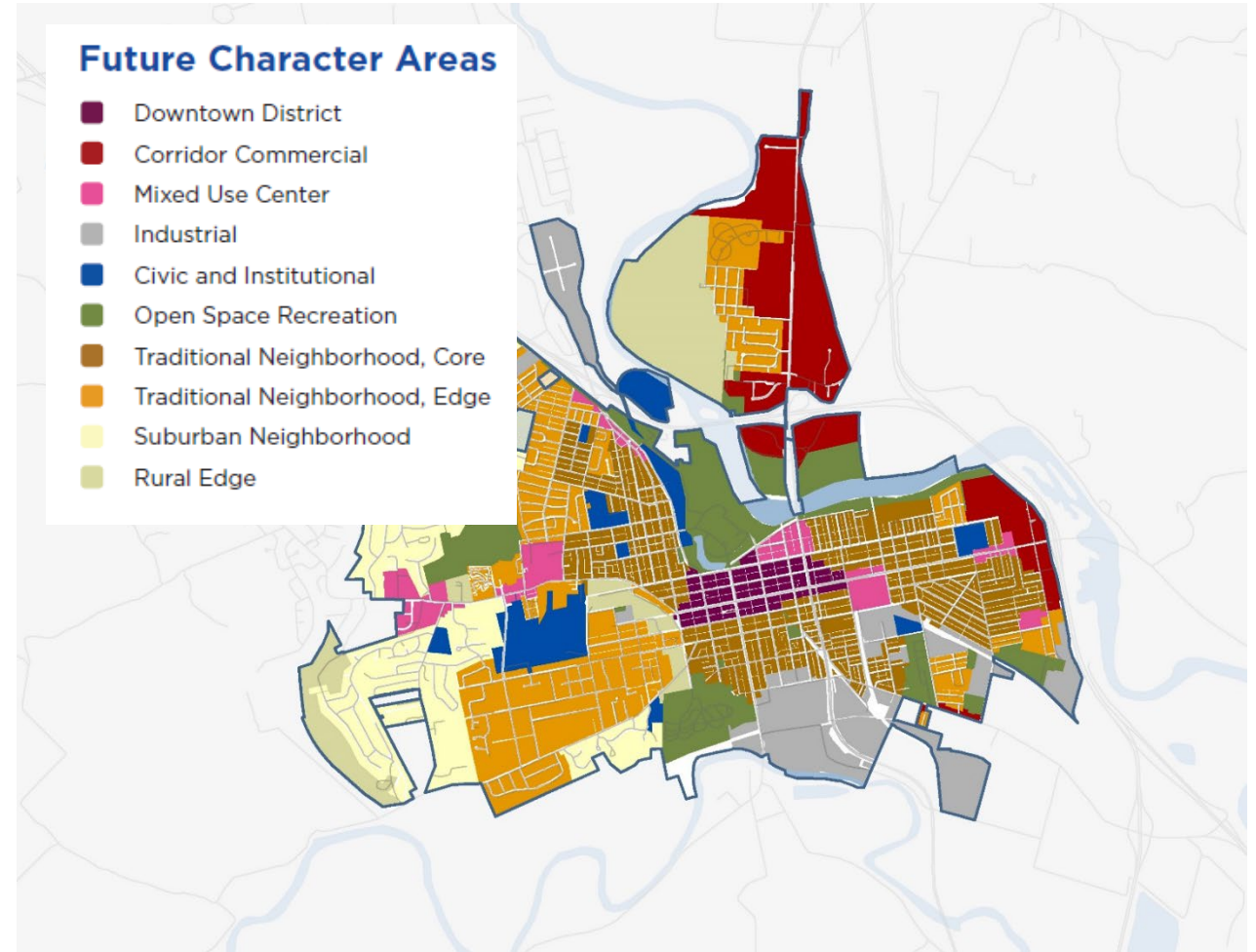
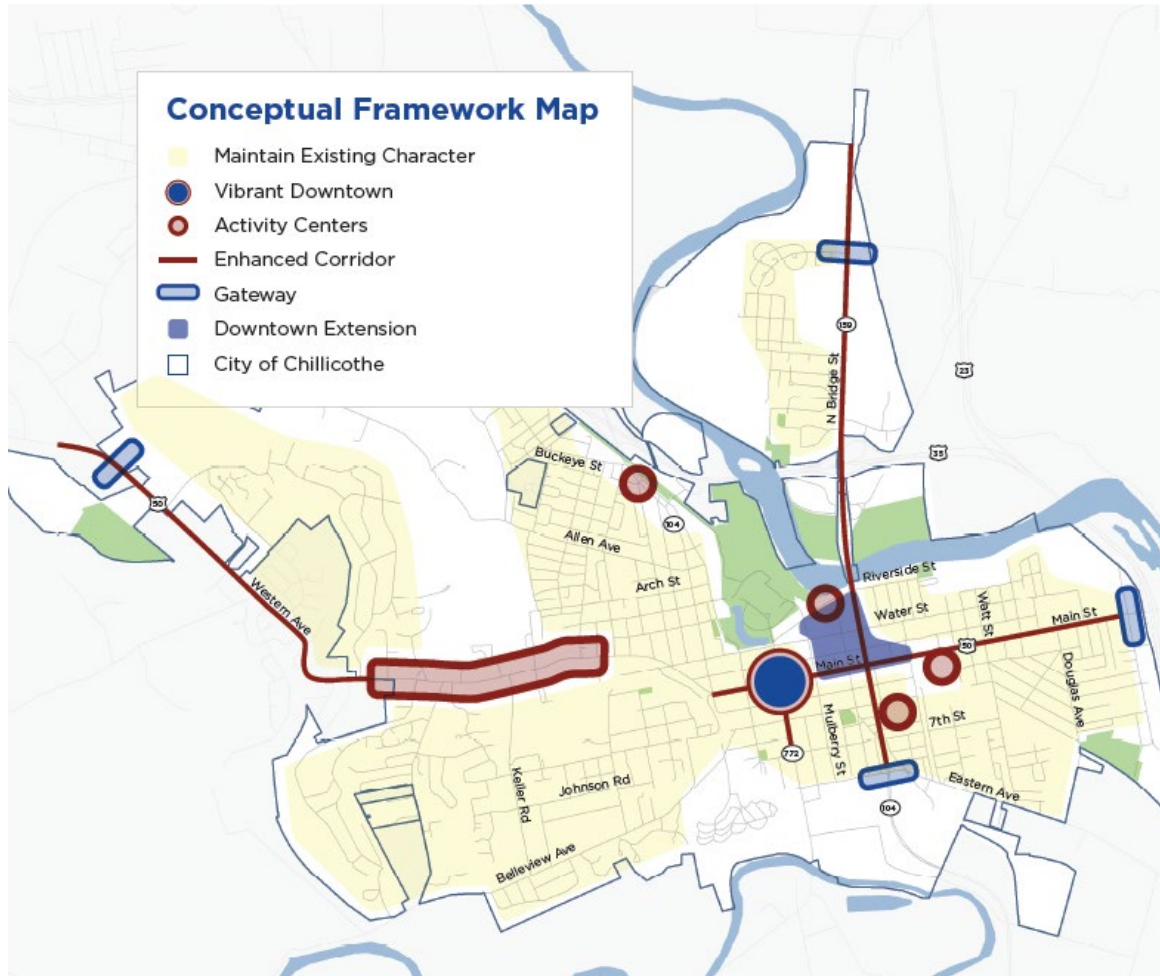
Community Stabilization

- Address vacancy and underutilized sites
- Integrate mixed-use development and neighborhood nodes

Flood Mitigation Area

- Address previous flooding impacts and integrate stormwater interventions

From Concept to Character



Sample Conceptual Framework and Future Character Map



Discussion Questions

Critical questions to guide future character
and land use plan

Activity Nodes

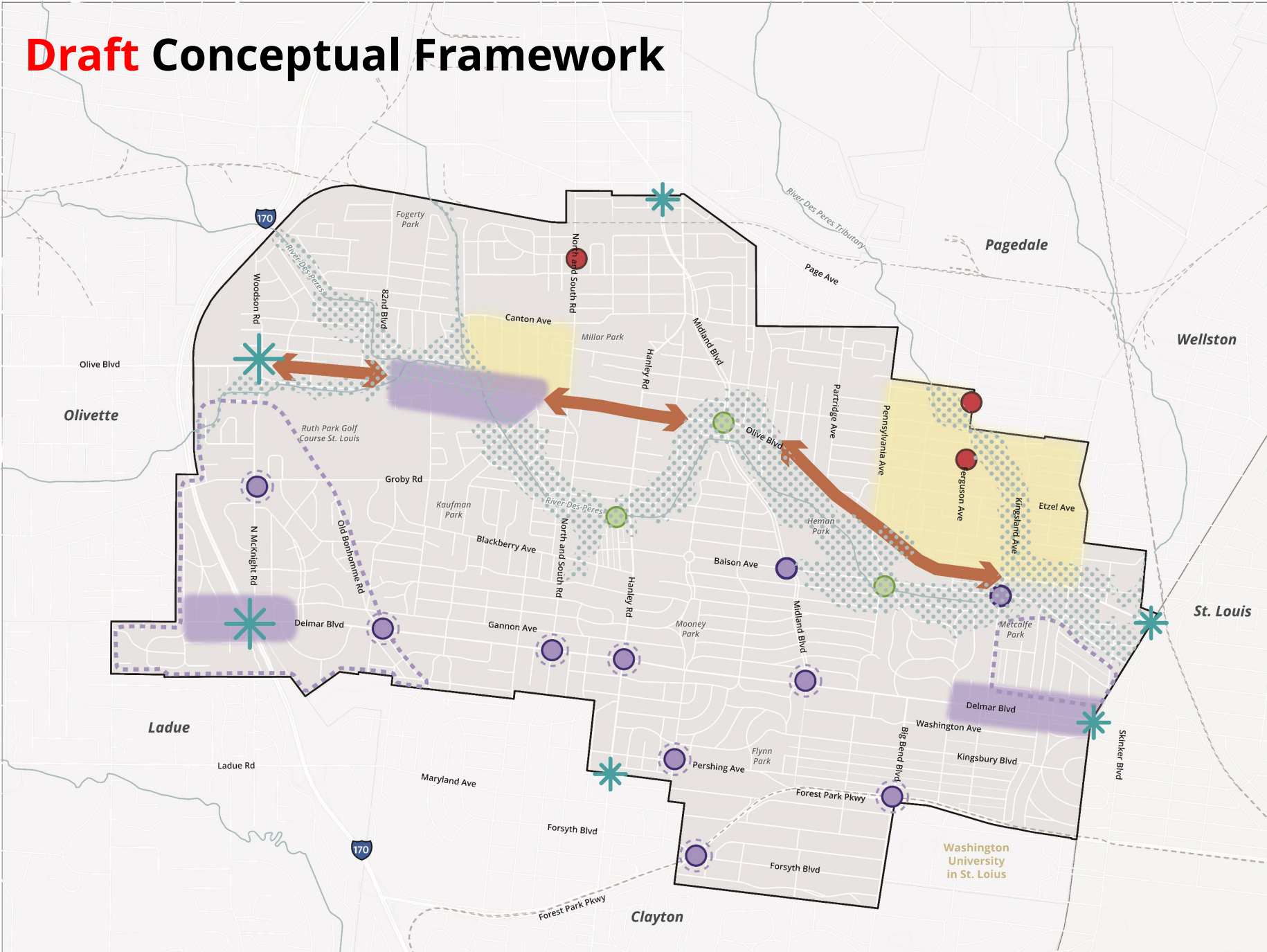
1. Do the potential locations for activity nodes make sense to you?
2. What kinds of uses and activities do you want to see in the activity nodes?
3. What should the characteristics of civic activity nodes be in light of potential flooding?

 Existing
Neighborhood
Activity Nodes

 Potential
Neighborhood
Activity Nodes

 Potential Civic
Activity Nodes

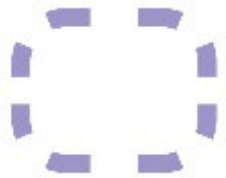
Draft Conceptual Framework



-  Enhanced Corridors
-  Community Gateways
-  Mixed-Use District
-  Existing Neighborhood Activity Nodes
-  Potential Neighborhood Activity Nodes
-  Potential Civic Activity Nodes
-  Focused Growth and Redevelopment
-  Community Stabilization
-  Flood Mitigation Area

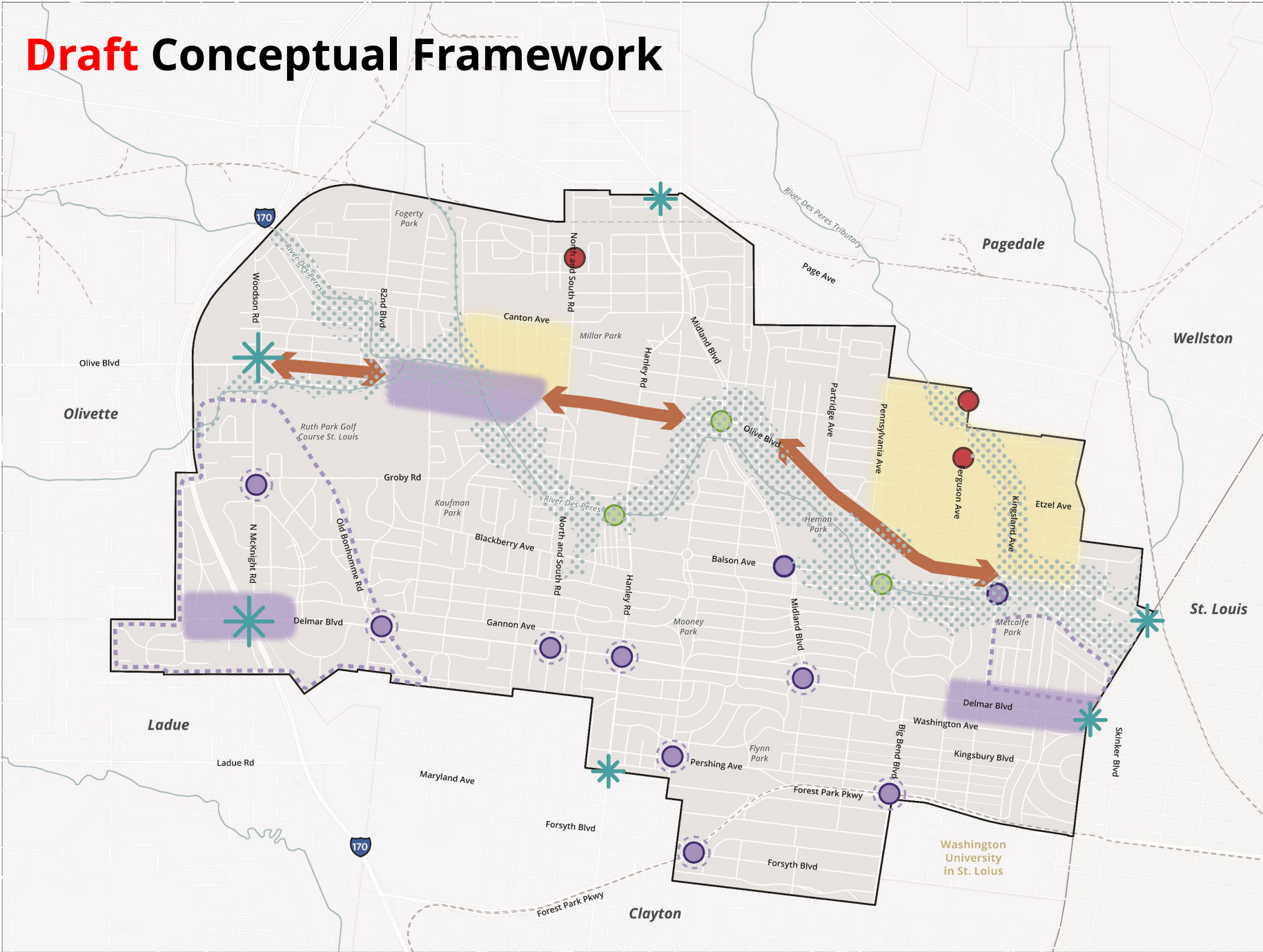
Focused Growth and Redevelopment

1. Are these appropriate locations for potentially higher intensity development?
2. Where higher intensity is desirable, what should its character be to be sure it is compatible with and complements the surrounding context?



Focused Growth and
Redevelopment

Draft Conceptual Framework



- Enhanced Corridors
- Community Gateways
- Mixed-Use District
- Existing Neighborhood Activity Nodes
- Potential Neighborhood Activity Nodes
- Potential Civic Activity Nodes
- Focused Growth and Redevelopment
- Community Stabilization
- Flood Mitigation Area

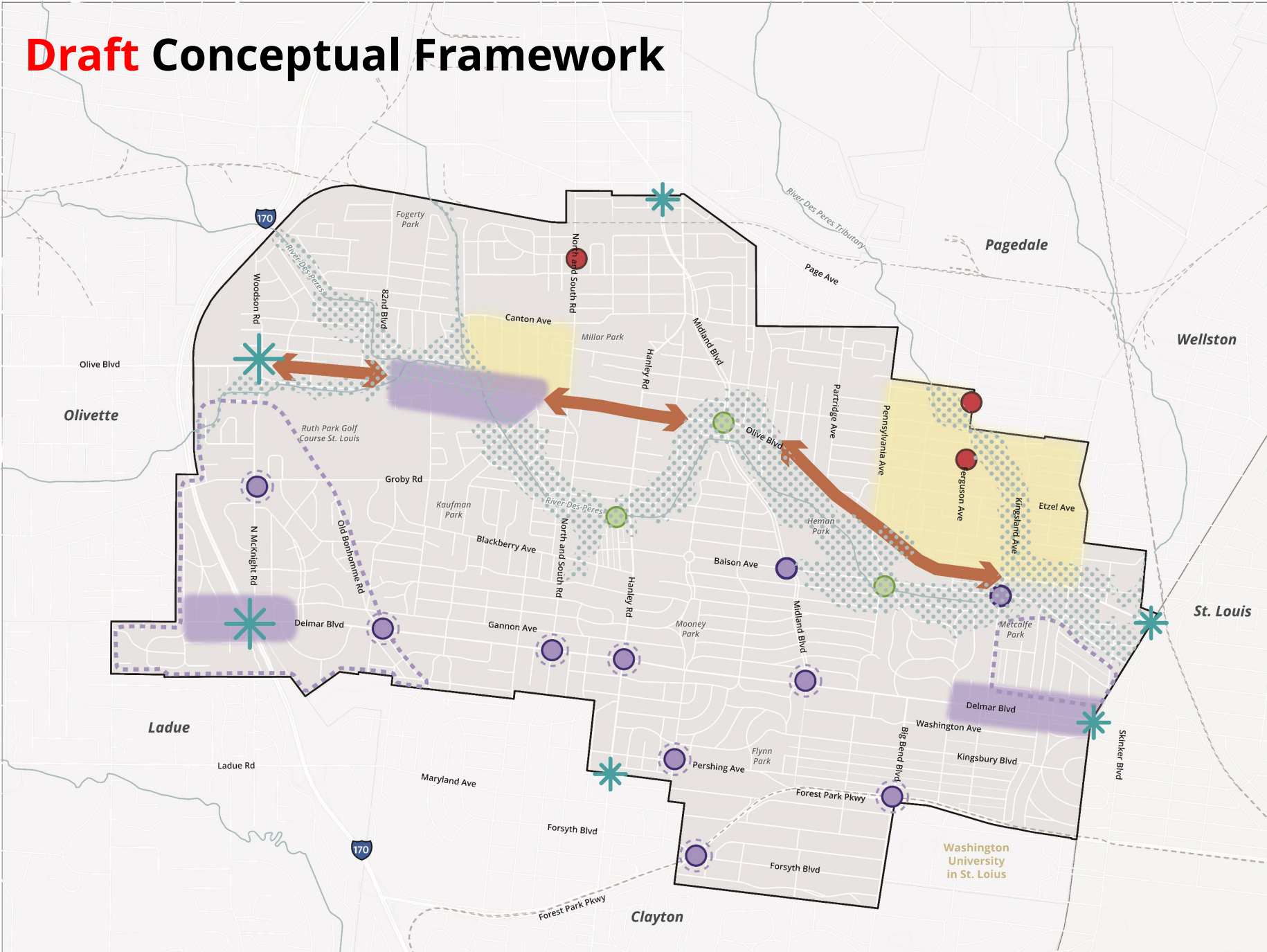
Flood Mitigation Area

1. How can we begin to define potential future character within these areas?



Flood Mitigation Area

Draft Conceptual Framework



-  Enhanced Corridors
-  Community Gateways
-  Mixed-Use District
-  Existing Neighborhood Activity Nodes
-  Potential Neighborhood Activity Nodes
-  Potential Civic Activity Nodes
-  Focused Growth and Redevelopment
-  Community Stabilization
-  Flood Mitigation Area

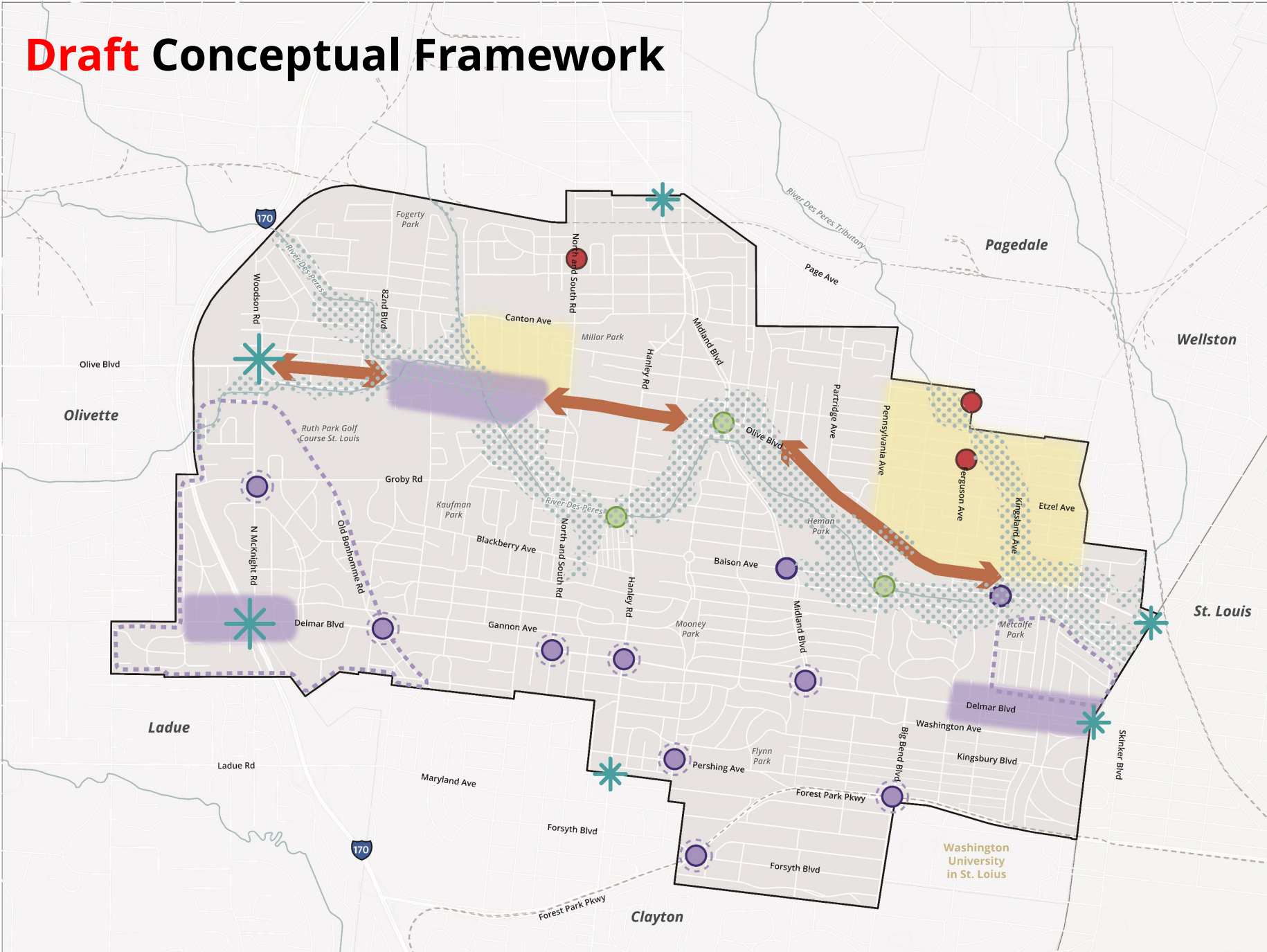
Mixed Use Districts

1. Are these districts shown in the right locations?
2. What should be similar or different between these districts in terms of character as they evolve?



Mixed-Use District

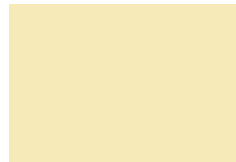
Draft Conceptual Framework



- Enhanced Corridors
- Community Gateways
- Mixed-Use District
- Existing Neighborhood Activity Nodes
- Potential Neighborhood Activity Nodes
- Potential Civic Activity Nodes
- Focused Growth and Redevelopment
- Community Stabilization
- Flood Mitigation Area

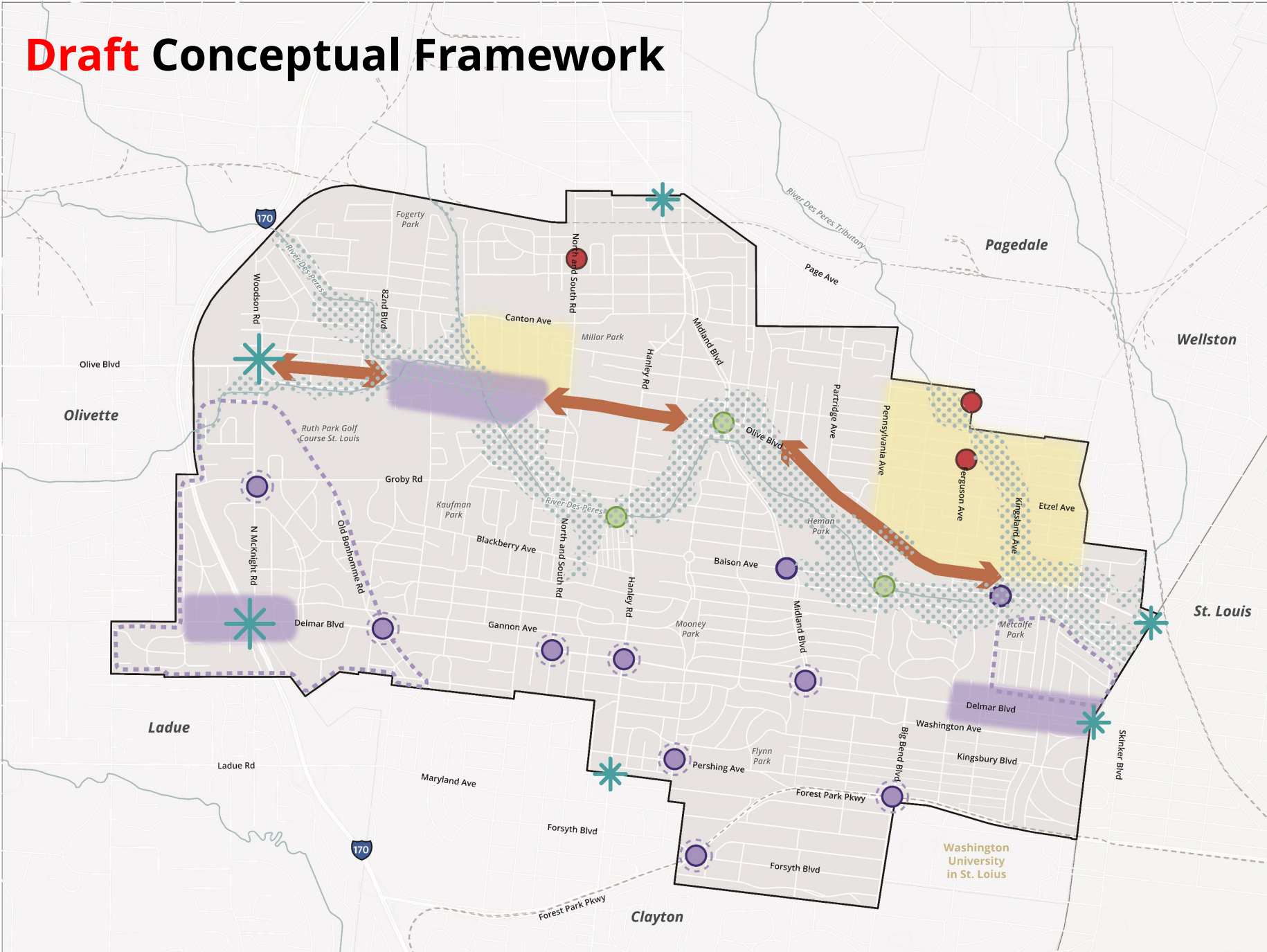
Community Stabilization

1. Is it desirable for these areas to develop with a similar character to surrounding areas or are there different goals/opportunities in these areas?



Community Stabilization

Draft Conceptual Framework



- Enhanced Corridors
- Community Gateways
- Mixed-Use District
- Existing Neighborhood Activity Nodes
- Potential Neighborhood Activity Nodes
- Potential Civic Activity Nodes
- Focused Growth and Redevelopment
- Community Stabilization
- Flood Mitigation Area

Next Steps



Next Steps

1. Refine Conceptual Framework Map
2. Continue public engagement
3. Develop Future Character and Land Use Map
4. Refine objectives and draft preliminary actions

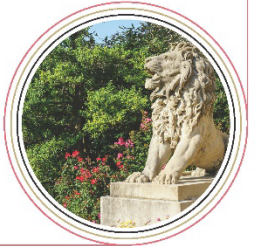
Continue Engagement

- Paper surveys available at the University City Hall, the Public Library, and the University City School District Office
- Online activities available at **WeMakeUCity.com**
- Rack cards available for pick-up at City Hall
- Social media images, flyers, and other outreach material available through OneDrive, which will be shared again after the meeting

Shape the Future of University City

We Make U City is a special opportunity for everyone to share their ideas about the future of University City through a new comprehensive plan. The plan will address how land is used, how retail and office is developed, the look and feel of neighborhoods, public services and amenities, and more.

Join us for the first round of engagement and help shape your community!



Three Ways to Get Involved!

In-Person Events

Thursday, March 2 6:00 - 7:30 pm Heman Park Community Center	Saturday, March 4 10:00 - 11:30 am Heman Park Community Center
---	---

Registration Recommended – Visit WeMakeUCity.com

Online Activities

Complete interactive online activities at WeMakeUCity.com

Paper Surveys

Fill out a paper version of the activities at **City Hall, the Public Library, or the University City Schools District Office**

WeMake UCITY
Resilient. Livable. Prosperous.

Learn more, visit: WeMakeUCity.com



Help shape the future of University City!

There are many ways to get involved!

Visit WeMakeUCity.com for more information.

Next Advisory Committee Meeting

Please save the date!

April 20 (in person)

5:30-7:30 pm

Location TBD






Thank you!

WeMake
UCITY 

Resilient. Livable. Prosperous.

CONCEPTUAL FRAMEWORK

University City, MO Comprehensive Plan Update
 Draft March 21, 2023

-  City Boundary
-  Enhanced Corridor
-  Community Gateway
-  Mixed-Use District
-  Existing Neighborhood Activity Node
-  Potential Neighborhood Activity Node
-  Potential Civic Activity Node
-  Focused Growth and Redevelopment
-  Community Stabilization
-  Flood Mitigation Area



CONCEPTUAL FRAMEWORK

Draft 3/21/23

The Conceptual Framework map portrays a high-level view of opportunities for development and change in University City over the next ten years. The map builds upon input from the Community Vision 2040, the Plan Commission, and the first round of public engagement for We Make U City. The Conceptual Framework is diagrammatic and will be used to inform a more detailed Future Character and Land Use Plan.

Corridors, Districts, and Nodes



Enhanced Corridors: Strengthen the appearance of public and private property, encourage investment, and improve safety for all users along corridors. Commercial development throughout the corridor should focus on providing goods, amenities, and services to local residents, and supporting a range of business types. Improvements should also focus on improved pedestrian and bicycle access and connectivity.



Community Gateways: Create attractive entries into the City.



Mixed-Use District: Encourage infill development and redevelopment and a mix of compatible uses. These districts may have a regional draw or support smaller, locally-focused businesses. They can also provide varied residential choices through the development of a diverse range of housing types. Districts are well-integrated with surrounding neighborhoods and provide pedestrian and bicycle access.

Neighborhood Activity Nodes: Connect areas of businesses and services to surrounding neighborhoods and provide safe and convenient bicycle and pedestrian access. There are two types of Neighborhood Activity Nodes identified.



» **Existing Neighborhood Activity Nodes:** Areas that include a mix of commercial and/or mixed-use development currently. These nodes are appropriate for expansion if not located in the FEMA 100-year flood plain.



» **Potential Neighborhood Activity Nodes:** Areas that include some existing commercial and/or mixed-use development or that could be a suitable location for such development in the future.



Potential Civic Activity Nodes: Invest in new or expanded parks, open spaces, or other non-built features to provide community gathering spaces within flood-prone areas during times when flooding is not occurring without encouraging new development that could be vulnerable to damage due to flooding. Consider opportunities for these areas to also address stormwater mitigation.

Development Strategies



Focused Growth and Redevelopment: Focus redevelopment to support higher-density residential and mixed-use development around identified Mixed-Use Districts and Neighborhood Activity Nodes.



Community Stabilization: Stabilize and revitalize areas experiencing high levels of vacancy and disinvestment. Support redevelopment of underutilized or vacant sites that may serve as catalysts for further improvement in the neighborhood, including integration of mixed-use or commercial nodes. Specific strategies should be developed for addressing flood-prone properties within these areas. (Note: and broader Citywide or intra-community strategies will also be recommended in the plan.)



Flood Mitigation Area: Address previous flooding impacts and mitigate future flood impacts. This includes strategies for vacant and condemned properties, interventions to address stormwater, restoration of natural habitat, and requirements for low-impact development practices where possible.

Summary Memo

Interim Results, Round 1 Public Engagement

March 22, 2023

This document summarizes the interim results of the first round of public engagement for We Make U City, a comprehensive plan update for the City of University City, Missouri. The public engagement has been designed to advance the work conducted for the Community Vision 2040 process and to capture more specific policies, programs, and projects to be combined with detailed technical analysis for the comprehensive plan as well to create specific recommendations. This report summarizes engagement that has been conducted between mid-January and mid-March but engagement will continue through the end of April. This report does not represent recommendations from the Plan Commission or Planning NEXT. Input has been gathered in the following ways:

- **In-person engagement** – Two workshops were held on March 2nd and 4th, respectively, at which residents were invited to discuss three critical questions and an assets and opportunities mapping activity.
- **Surveys** – Residents had the opportunity to rate and comment on Vision, Goals, and Actions, as well as share thoughts about assets and opportunities in the City through a mapping activity. Surveys were broadly publicized and are available both online and in paper formats at City, the Public Library, and the University City School District Office. An abbreviated survey was distributed City-wide through ROARS.
- **Community events and meetings** – The team shared materials, promoted online engagement, and distributed paper surveys at several events including the Loop Ice Carnival, the One U City Spice + Spark Chili Cookoff, and the One U City World Tour.

The memo includes the following components:

1. Purpose
2. Outreach and Publicity
3. Findings
4. Voices to Date
5. Next Steps

1. Purpose

University City launched the We Make U City process to update its comprehensive plan in late-Summer 2022. The City's last comprehensive plan was adopted in 2005. One of the key components of the comprehensive planning process is insight from the community. Through the first round of public engagement, multiple opportunities across in-person and online platforms have been provided for individuals interested about the future of the City to help inform the plan. Reaching geographic areas and demographic groups that are normally less likely to engage was also a priority. This round of engagement has been designed to move the planning work from bigger picture ideas from the

Community Vision 2040 process to more specific, actionable recommendations and connect more closely to the physical development of the City. A second round of engagement will be held in early summer 2023 to gather input on draft recommendations.

2. Outreach and Publicity

Extensive outreach and publicity were conducted to spread the word about the opportunities to participate in the first round of engagement. The team capitalized on existing networks through community groups, organizations, religious and faith communities, educational institutions, and local government for outreach. The We Make U City Advisory Committee and City staff played a key role in spreading the word across the community of the importance of this opportunity. Outreach and publicity included the following:

- ROARS City Newsletter (February 2023) – distributed to all addresses in U City
- Staff set up engagement opportunities at events throughout the City: the Loop Ice Carnival, the One U City Spice + Spark Chili Cookoff, and the One U City World Tour. Rack cards promoting the online survey, paper survey forms, mapping and comment cards were offered.
- Local media was engaged, including Fox2, which ran a story on the public workshop opportunity.
- 2,500 rack cards advertising ways to get involved were printed for distribution throughout the City
- Emails and announcements were sent out to community members outlining ways to participate and be involved within this round of engagement
- Staff met with community members and promoted the events and online activities
- Social media was utilized through posts that were shared by the City and community organization: Facebook, Twitter, Instagram, and Nextdoor
- Advisory Committee members directly reached out to their neighbors and networks.
- Rack cards distributed to faith communities, and announcements included in religious bulletins.
- Paper surveys included in SHED’s home repair applications sent to 150 residents in the Third Ward
- E-Newsletters: Weekly Community Update (“Between the Lions”) and the Explore U City Newsletter
- Posters, flyers, and paper surveys were posted at key locations throughout the City.

3. Findings

This section summarizes the input collected to date, including information from both in-person workshops and online/paper surveys.

Part 1: Community Comments and Ratings on Vision, Goals, and Objectives

Comments on the Goals and Objectives revealed certain key themes and responses:

Goal 1: Preserve and enhance great places.

- Favor local business and “mom and pop” stores over chain stores
- Concern about gentrification, particularly along Olive and in the 3rd Ward
- Desire to increase home ownership in the 3rd Ward
- Desire to see cleaner streets, eliminate litter, and improve facades

- Desire to maintain diversity of business, particularly in the Loop
- Need to address flooding

Goal 2: Advance shared prosperity.

- Skepticism about the benefits of tax abatements but also recognition of the need for growth.
- Concern about losing diversity of businesses (ethnic diversity, size of business, local business)
- Need for more specific recommendations
- Need to improve University City schools
- Need to address flooding

Goal 3: Connect community.

- Greater emphasis should be placed on cycling access, walkability, and transit (improve bike lanes and cross walks)
- Improve roads (some argue this should come before improving bike lanes or sidewalks)
- Transit should be practical and useful, not replicating the trolley
- Some concerned generally about any transit and want the City to focus on roads and walking/biking
- Concern over diversity, including equal services across U City to services and infrastructure

Goal 4: Leverage assets.

- Desire for Centennial Commons and the pool to reopen
- Recognition of trees are a valuable asset beyond just those located in parks
- Many residents are unfamiliar with Cunningham Industrial Area
- Desire to see improved park maintenance

Goal 5: Strengthen livability.

- Flood mitigation/stormwater management expressed as the top concern by a significant margin
 - Participants noted the lack of communication by the government in developing and enacting flood mitigation
 - Participants emphasized the need to clean the River Des Peres before another flood
 - Participants noted the need to stop building in flood plains
- Desire to utilize coordination with other municipalities and generally limit the cost of emergency services
- Some desire general road improvements

Goal 6: Improve collaboration.

- Desire to see Washington University contribute more financially to the City – belief that the university has received too many tax breaks
- Participants would like to see improvements in the school system and in perception of the schools – some note an unfair negative perception of the schools while others say they need dramatic improvement to serve as a draw to the City
- Participants note that lack of internal government cooperation and communication between the government and citizens
- Some express concern of crime and the need for crime reduction

On a 5-point scale from Strongly Disagree (1) to Strongly Agree (5), the Vision statement, Themes, Goals and the majority of Objectives all received an average rating between 4 and 5 (Agree to Strongly Agree) with a few exceptions – Objectives 1.1, 2.5, 2.7, and 4.1, which received average ratings between 3 and 4 (Neutral to Agree). Information on those four objectives is below, including the average rating for each and a summary of key comments, which are shared to provide insight into why on average these ratings are lower. Additional analysis of ratings and comments will be conducted when all input has been collected after the first round of engagement at the end of April.

Objective 1.1 - Promote desirable development through proactive measures such as landbanking (acquiring property and holding it for future use). Average rating: 3.56

- Sentiments that landbanking sounds like something that will favor more wealthy community members
- Other communities have had controversy over landbanking
- Concerns about who selects the individuals or properties that can acquire property from the land bank, a prolonged timeline for selling land bank properties for development, and what individuals or companies will ultimately purchase landbank properties
- Concern that "holding property for future use" could mean holding it for a very long time and not taking action to promote development

Objective 2.5 - Capitalize on opportunities for larger-scale commercial uses that have a regional draw. Average rating: 3.43

- Concerns that this means more development like Market at Olive or other “regional draw” developments

Objective 2.7 - Leverage incentives such as tax abatements to support desired economic development in key locations. Average rating: 3.44

- There is uncertainty that development that receives tax abatements will have a positive tax impact in the long run
- Concern that this draws University City into an “incentivization trap” that pits communities against each other

Objective 4.1 - Determine the desired character of the Cunningham Industrial Area that will allow for its ongoing activity and potential expansion in a way that is compatible with surrounding areas. Average rating: 3.56

- Comments with lower ratings generally were from people who are not familiar with this area or don't know where it is

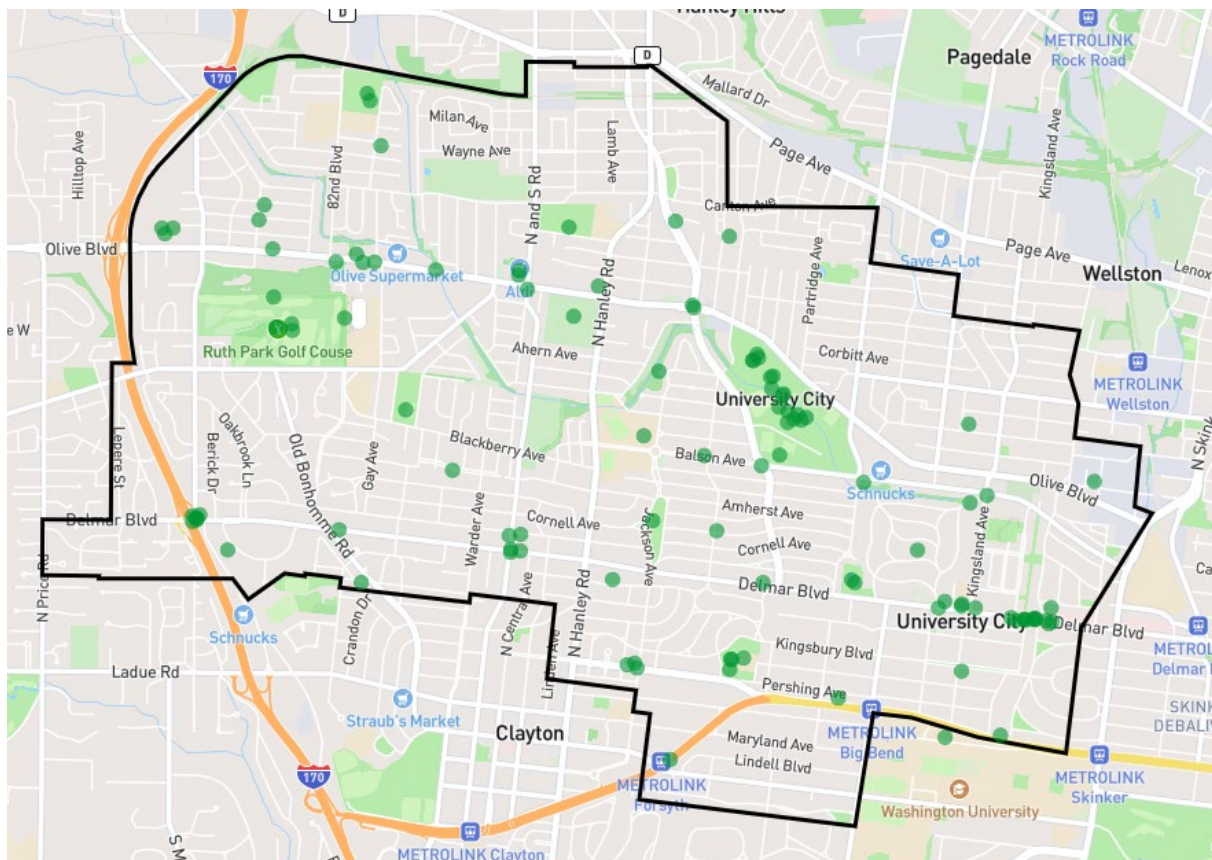
Part 2: Community Mapping of Assets and Opportunities

Participants were asked to identify assets and opportunities in University City. This exercise was conducted without the constraints of flood plain definition or current zoning restrictions. (Maps below do not represent recommendations from Planning NEXT or the University City Plan Commission.) Assets and opportunities were defined based on key topic areas from the Community Vision 2040. Assets are where the key topic areas are already addressed in the City and opportunities are where the key topic areas could be addressed in the future. The key topic areas include:

- Neighborhood activity centers (areas with concentrated businesses and services)
- Pedestrian and bicycle infrastructure
- Resilient and sustainable infrastructure
- Recreation and green space
- Housing options and residential character
- Street appeal

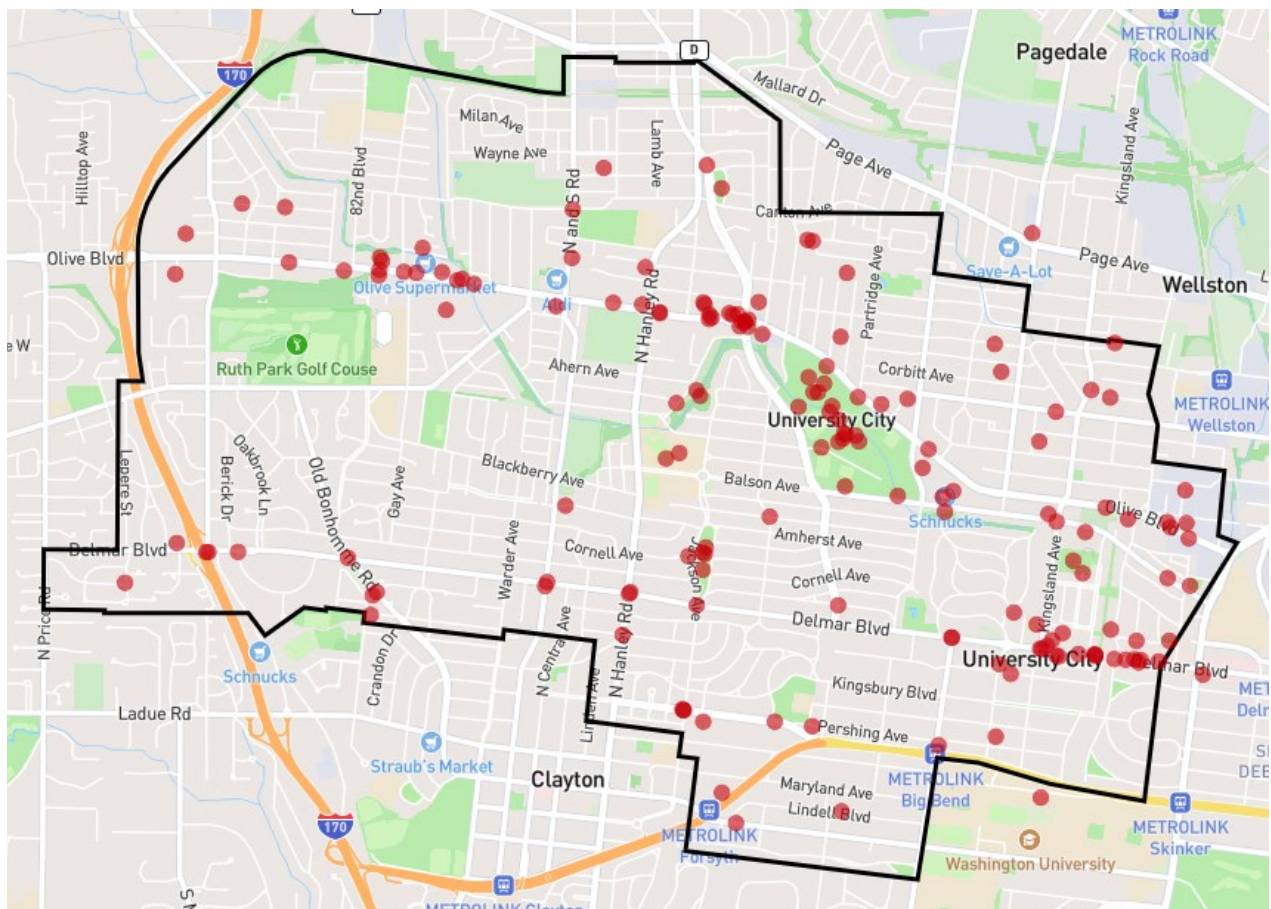
Top Identified Assets:

- *The Loop*: The area is a walkable hub for community that supports diverse local businesses and has desirable character.
- *Heman Park*: The park has a recreation facility, swimming pool, community center, multiple fields, and ample greenspace.
- *Existing neighborhood activity centers*: There are many walkable nodes of concentrated businesses and services at multiple locations in the community (The Loop, Olive/Hafner, Olive/Midland, Jackson/Pershing, Delmar/North and South, Forsyth/Forest Park Parkway).
- *Residential character*: Participants identified diverse areas in the City with desirable residential character.



Top Identified Opportunities:

- *The Loop:* The area has potential for infill development and more small businesses. Some participants wanted to see more effort taken to fill vacancies. Others noted dissatisfaction with the Trolley.
- *Heman Park:* Many want improvements to existing facilities, repairs from flooding damage, and improved connectivity to surrounding residential areas.
- *International District on western end of Olive Blvd:* Participants recognized this district as an underutilized asset that could support more dense/intense land uses and showcase the unique businesses currently in the district.
- *Central section of Olive Blvd:* This section of Olive includes a significant number of vacant parcels and lacks pedestrian and bike infrastructure.
- *Areas impacted by 2022 flooding:* Participants want the vacant and condemned properties addressed and want proactive measures taken to prevent further severe flooding.
- *Connectivity by non-motorized transportation:* Participants identified many areas in the City where cross-walks, sidewalks, and bicycling infrastructure would improve mobility.
- *Third Ward:* Many identified a need to address vacancy, improve housing maintenance, and improve access to services and amenities in the Third Ward.



Part 3: Critical Questions

At the workshops held on March 2nd and 4th, participants were asked several questions, listed below. The critical questions were crafted to help facilitate a discussion on key issues identified by survey respondents regarding the draft Goals and Objectives up to that date.

1. What type of commercial and retail development would you like to see in the City? Where and why?
2. How proactive should the City be in acquiring property, managing land or providing economic incentives for certain kinds of development?
3. What kinds of impacts should be considered in evaluating new development (e.g., budget, environment, social, etc.)?

Key themes from each question are outlined below.

What type of commercial and retail development would you like to see in the City? Where and why?

- Participants want a diversity of businesses – want to maintain mom and pop stores but recognize that there can be a benefit to controlled introduction of larger retail
- The loss of international and small businesses on Olive as a result of new development is a concern for some participants
- See the increase in vacancies and homogeneity of restaurants on the Loop as a concern, want to see more small businesses, retail, and entertainment on the Loop and throughout the City
- Desire for walkability and mixed use spaces – many participants noted the desire to have grocery stores and coffee shops within walkable distance in their neighborhood
- Aspiration for improved pedestrian safety and infrastructure to encourage walking including parking in the back of stores to create downtown feel
- Some participants wanted to see greater investment in existing businesses allowing for improved storefront appearance and streetscape improvements
- Desire for maintaining character of neighborhoods and City – “old timey” mid-century feel
- Concern about maintaining affordability of the City - both apartments and housing
- Some participants expressed concern about the use of TIFs

How proactive should the City be in acquiring property, managing land or providing economic incentives for certain kinds of development?

- Many participants noted the City should buy land--particularly land in floodplains, vacant properties, and industrial areas along Olive
- Some noted the role the government should play in controlling the cost of property, allowing for affordable housing and utilizing landbanking to create more affordable housing opportunities
- Desire to develop land that combines business and residential, improving walkability
- Tax incentives that support viable businesses, especially small businesses and those “invested in the community,” some skepticism about TIFs
- Participants wanted to see more transparency from the local government, more communication about existing programs, and greater receptiveness from the government to citizen concerns
- Participants said landlords need to be held to high standards and building and maintenance standards need to be enforced

What kinds of impacts should be considered in evaluating new development (e.g., budget, environment, social, etc.)?

- Major priority was affordability—creating affordable housing and maintaining affordability/economic accessibility
- Participants concerned with environmental impacts, particularly managing stormwater/flooding with the increase in impermeable surfaces as a result of new development and controlling pollution/litter
- Participants noted the importance of mixed-use spaces
- Participants wanted walkable spaces and infrastructure improvements to sidewalks, connectivity, and control of traffic
- Aesthetically, participants vocalized a desire for new development to match the existing character and architecture of the respective neighborhood
- Some participants noted a desire for diversity of businesses and a focus on jobs that benefit University City residents
- Some participants expressed concern about TIFs
- Some participants expressed concerns about the Washington University’s property holdings and the impacts of these properties becoming tax exempt

4. Voices to Date

The following is a summary of participation so far in the first round of engagement. During the rest of March and through April, the planning team will work with the Advisory Committee on additional outreach in an effort to reach groups that have been underrepresented. This will include outreach through the City’s schools and community members in the Third Ward. As of mid-March, participation has been constructive and the effort has built momentum, including two productive workshops and responses to both the paper and online surveys. Participation has included:

- Over 280 people have participated so far in workshops, online activities, or paper surveys.
- Based on exit questionnaires, participation has skewed older than the general population of University City and has also included a higher proportion of people indicating that their race is White.
- Of exit questionnaire respondents, 32% live in Ward 1, 40% live in Ward 2, and 21% live in Ward 3. (Ward %s are taken from a 4/11/22 City Council Presentation from a Study Session on Redistricting Text Amendments.) 7% of respondents live outside of the City. When removing the responses from those who live outside the City, Ward 2 is slightly overrepresented and Wards 1 and 3 are slightly underrepresented.
- In response to being asked why participants care about the City, the majority (94%) indicated they live in the City. 32% indicated their family is in the City, 19% own a business in the City, 14% have kids in school in the City, and 14% work in the City.
- Of those who responded to the survey, City communication was the primary way people heard about We Make U City (36%), followed by word of mouth (27%), email (21%) and social media (20%).

5. Next Steps

The activities are still available both online and in-person through the end of April and the planning team is working with the Advisory Committee to continue to solicit input. Opportunities for in-person engagement at public events will be publicized on WeMakeUCity.org.

Following this first round of public engagement, community insight will be analyzed as one source of information to inform the plan's recommendations on a range of topics, including community character and land use, economic development, housing, transportation, environmental resources, and community facilities and services. This input will be combined with other technical analyses performed by Planning NEXT as well as other analyses accepted by City Council (e.g., Bicycle & Pedestrian Master Plan) These draft recommendations will then be shared to obtain feedback during the second round of public engagement, which will occur in July and August.