



**Housing and Third Ward Revitalization Task Force**

6801 Delmar Boulevard · University City, Missouri 63130 · 314-505-8500 · Fax: 314-862-3168

MEETING OF THE HOUSING AND THIRD WARD REVITALIZATION TASK FORCE  
**VIA VIDEOCONFERENCE**  
**Monday, February 20, 2024**  
**6:30 p.m.**

**IMPORTANT NOTICE REGARDING**  
**PUBLIC ACCESS TO THE TASK FORCE MEETING & PARTICIPATION**

**Housing and Third Ward Revitalization Task Force will Meet Electronically on February 20, 2024**  
the meeting are below):

**Webinar** via the link below:

<https://us02web.zoom.us/j/83671284791?pwd=QjZ3S3g2VjcxZ1IWTGFNVHRMRXg3QT09>

**Passcode: 833017**

**Or One tap mobile :**

+13052241968,,83671284791#,,,,\*833017# US +13092053325,,83671284791#,,,,\*833017# US Or  
Telephone: Dial(for higher quality, dial a number based on your current location):  
+1 305 224 1968 US +1 309 205 3325 US +1 312 626 6799 US (Chicago) +1 646 931 3860 US  
+1 929 205 6099 US (New York) +1 301 715 8592 US (Washington DC) +1 507 473 4847 US  
+1 564 217 2000 US +1 669 444 9171 US +1 669 900 6833 US (San Jose) +1 689 278 1000 US  
+1 719 359 4580 US +1 253 205 0468 US +1 253 215 8782 US (Tacoma) +1 346 248 7799 US  
(Houston) +1 360 209 5623 US +1 386 347 5053 US

**Webinar ID: 836 7128 4791**

**Passcode: 833017**

**International numbers available: <https://us02web.zoom.us/j/83671284791>**

**Citizen Participation:**

Those who wish to provide a comment during the "Citizen Participation" portion as indicated on the agenda; may provide written comments to Deputy City Manager Brooke A. Smith ahead of the meeting.

ALL written comments must be received **no later than 12:00 p.m. the day of the meeting.** Comments may be sent via email to: [bsmith@ucitymo.org](mailto:bsmith@ucitymo.org) or mailed to the City Hall – 6801 Delmar Blvd. – Attention Brooke A. Smith Such comments will be provided to Task Force Members prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.

Please note, when submitting your comments, a **name and address must be provided.** Please also note if your comment is on an agenda or non-agenda item. If a name and address are not provided, the provided comment will not be recorded in the official record.

## AGENDA

### HOUSING AND THIRD WARD REVITALIZATION TASK FORCE

1. Call to Order
2. Roll Call
3. Public Comments - (Limited to 3 minutes for individual's comments, 5 minutes for representatives of groups or organizations.)

*ALL written comments must be received **no later than 12:00 p.m. the day of the meeting.** Comments may be sent via email to: [bsmith@ucitymo.org](mailto:bsmith@ucitymo.org) or mailed to the City Hall – 6801 Delmar Blvd. – Attention Brooke A. Smith, Deputy City Manager. Such comments will be provided to the Task Force Members prior to the meeting. Comments will be made a part of the official record and made accessible to the public online following the meeting.*

*Please note, when submitting your comments, a **name and address must be provided.** Please also note if your comment is on an agenda or non-agenda item, and a name and address are not provided, the provided comment will not be recorded in the official record.*

4. Yard & Co. – Community Engagement Trip March 20th – 22<sup>nd</sup>.
5. 2024 Meeting Calendar  
**Vote Required**
6. Task Force Member Comments
7. Next Meeting – March 18, 2024 at 6:30 p.m.
8. Adjourn



# REFINED SCENARIOS + ENGAGEMENT

20 FEB 2024  
YARD & COMPANY  
COLLABO

# **AGENDA**

**REFINED SCENARIO THINKING**

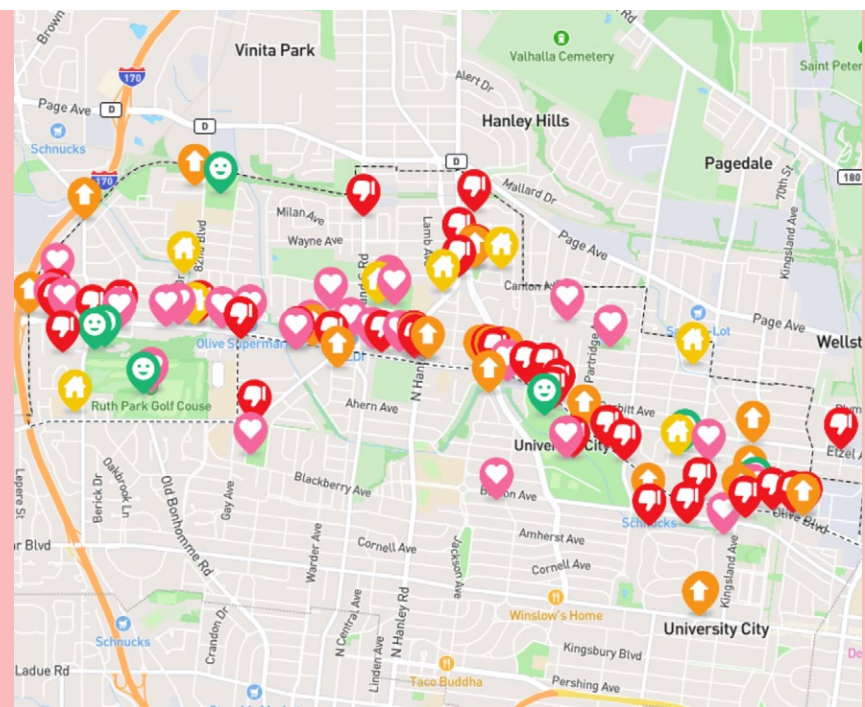
**ENGAGEMENT TRIP SCHEDULE + APPROACH**

**NEXT STEPS**



# REFINED SCENARIO THINKING

# Schedule



**FOR the U CITY 3rd WARD**

**HEY, GARDEN LOVERS!**  
See you this Sunday in the 3rd Ward at the U City in Bloom Garden Tour!

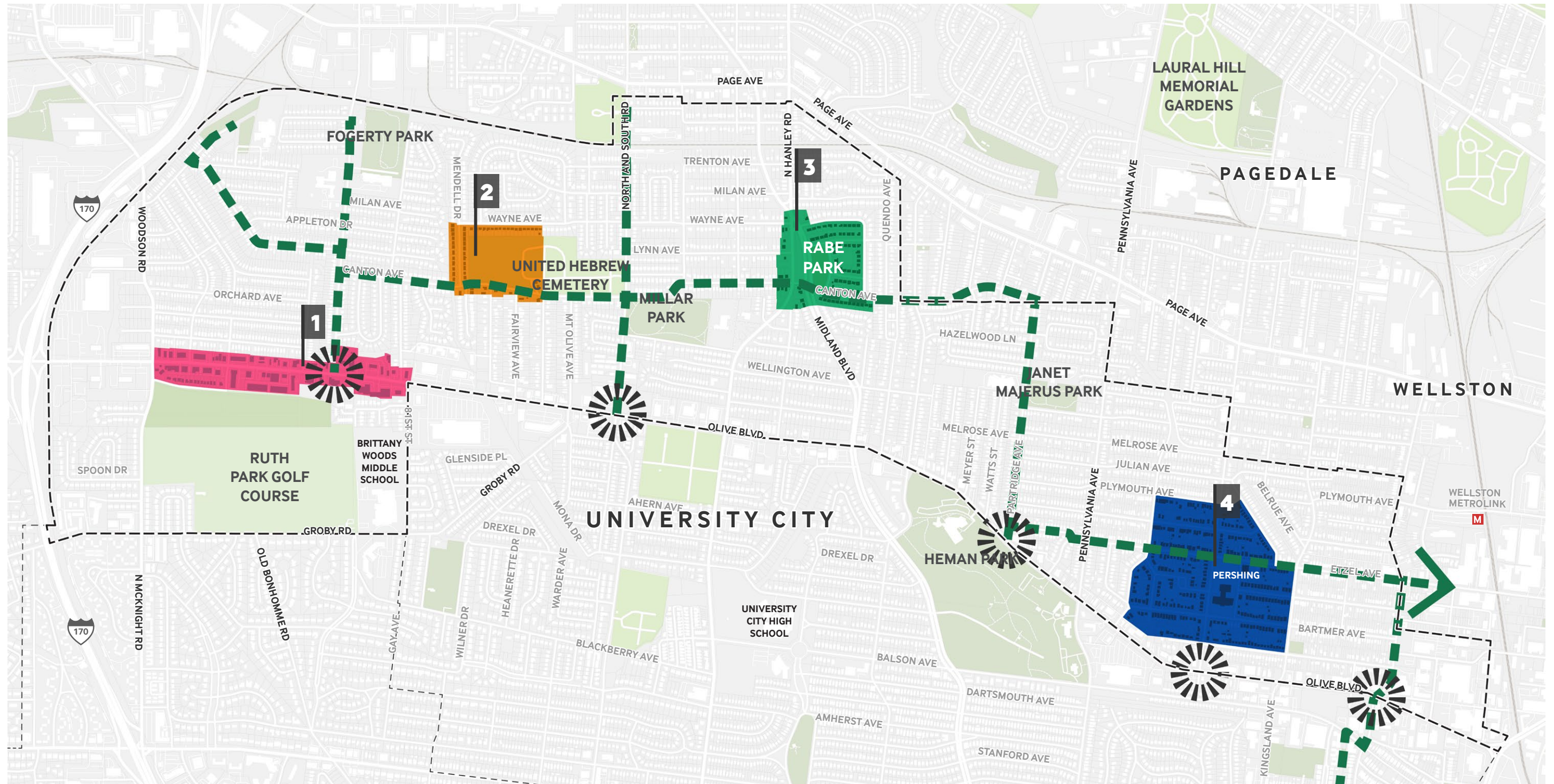
If you can't make it to Garden Tour, help out by completing a short survey and online map activity.





## REFINED SCENARIO THINKING

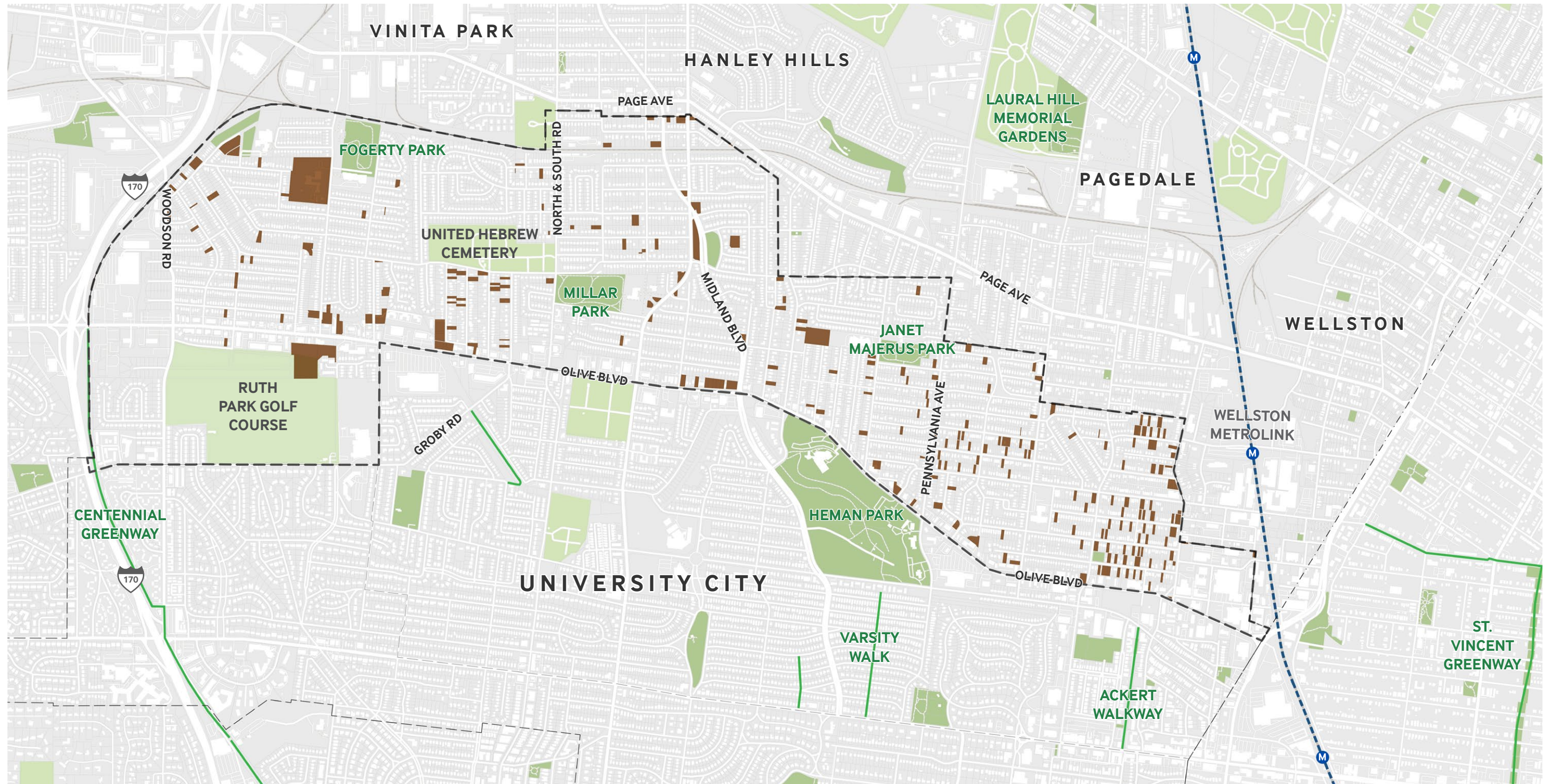
# Early Themes We Focused On





## REFINED SCENARIO THINKING

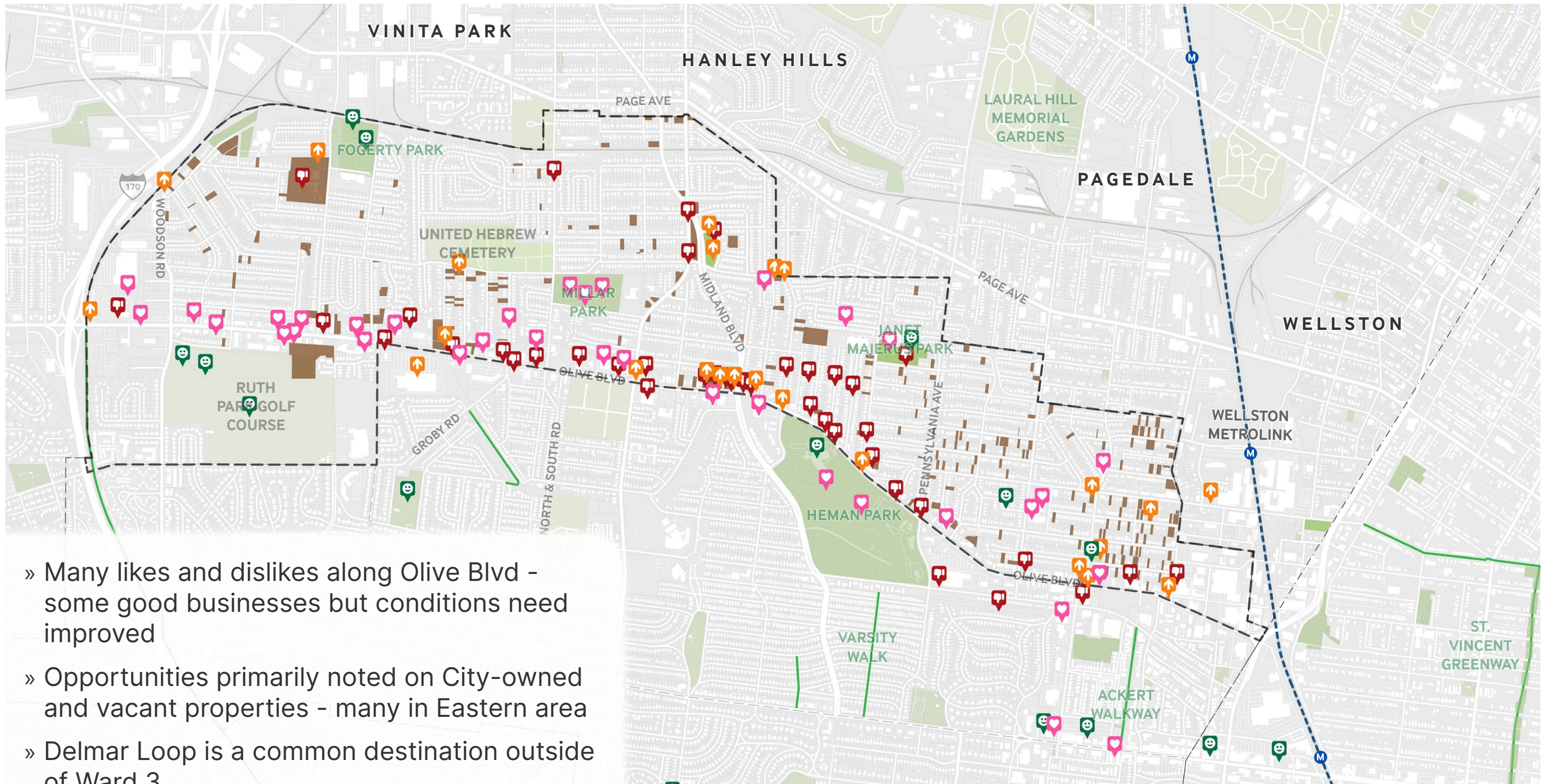
# Parks, Vacant Properties, Connections





## REFINED SCENARIO THINKING

# Community Input Pins

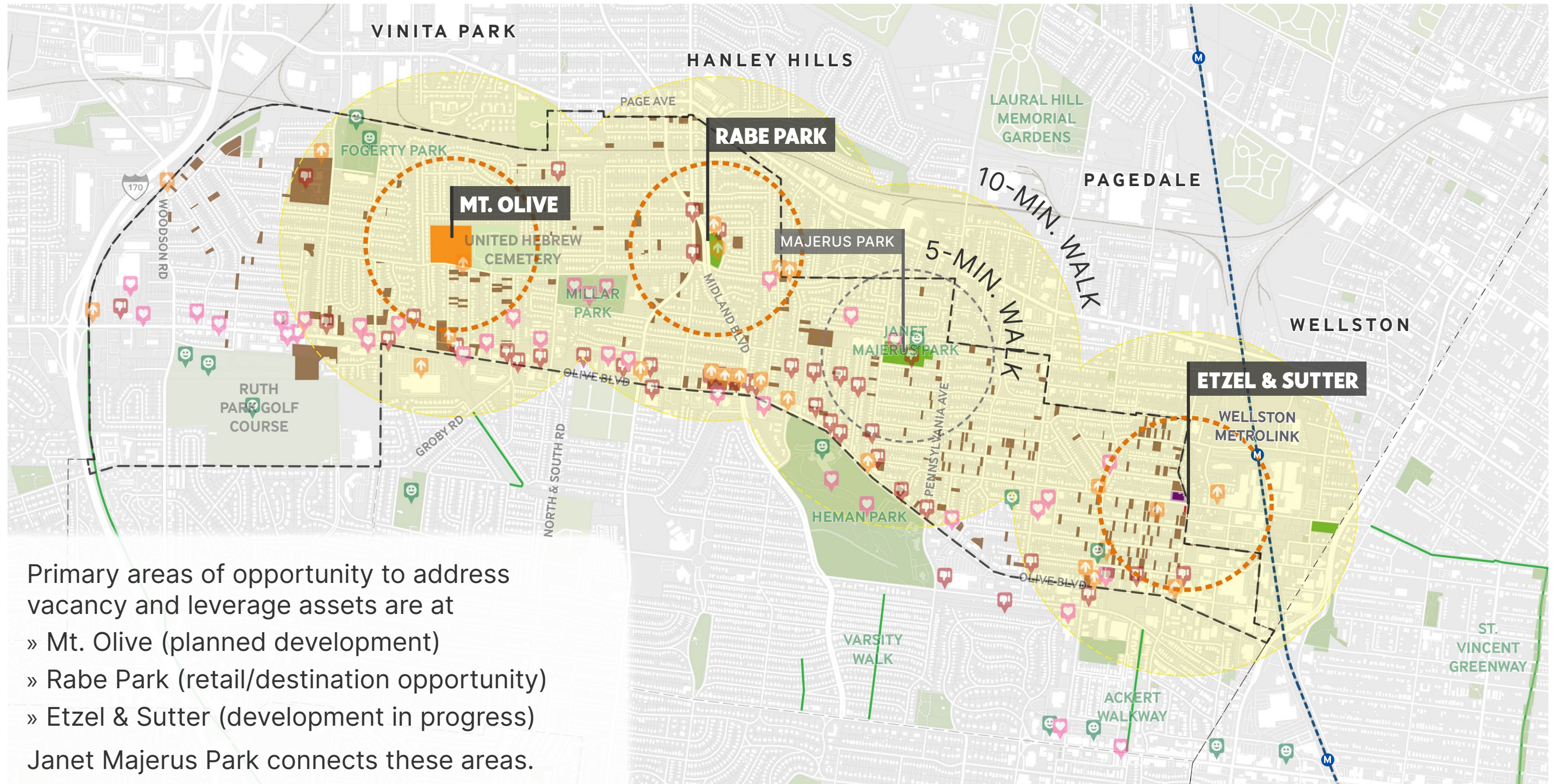


- » Many likes and dislikes along Olive Blvd - some good businesses but conditions need improved
- » Opportunities primarily noted on City-owned and vacant properties - many in Eastern area
- » Delmar Loop is a common destination outside of Ward 3



# REFINED SCENARIO THINKING

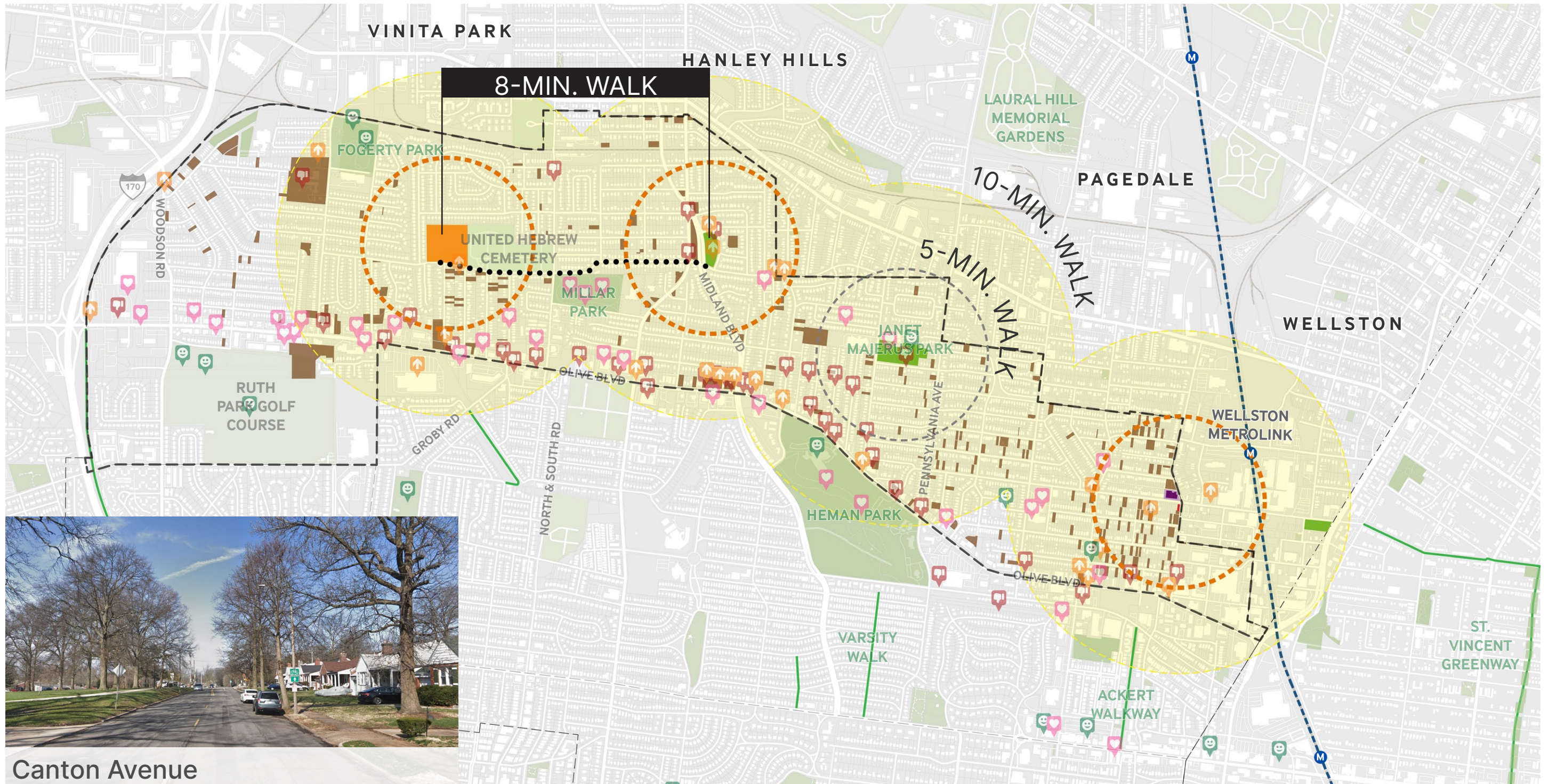
## A Renewed Focus





REFINED SCENARIO THINKING

# Connected Through Comfortable Paths



Canton Avenue



## REFINED SCENARIO THINKING

# Connected Through Comfortable Paths

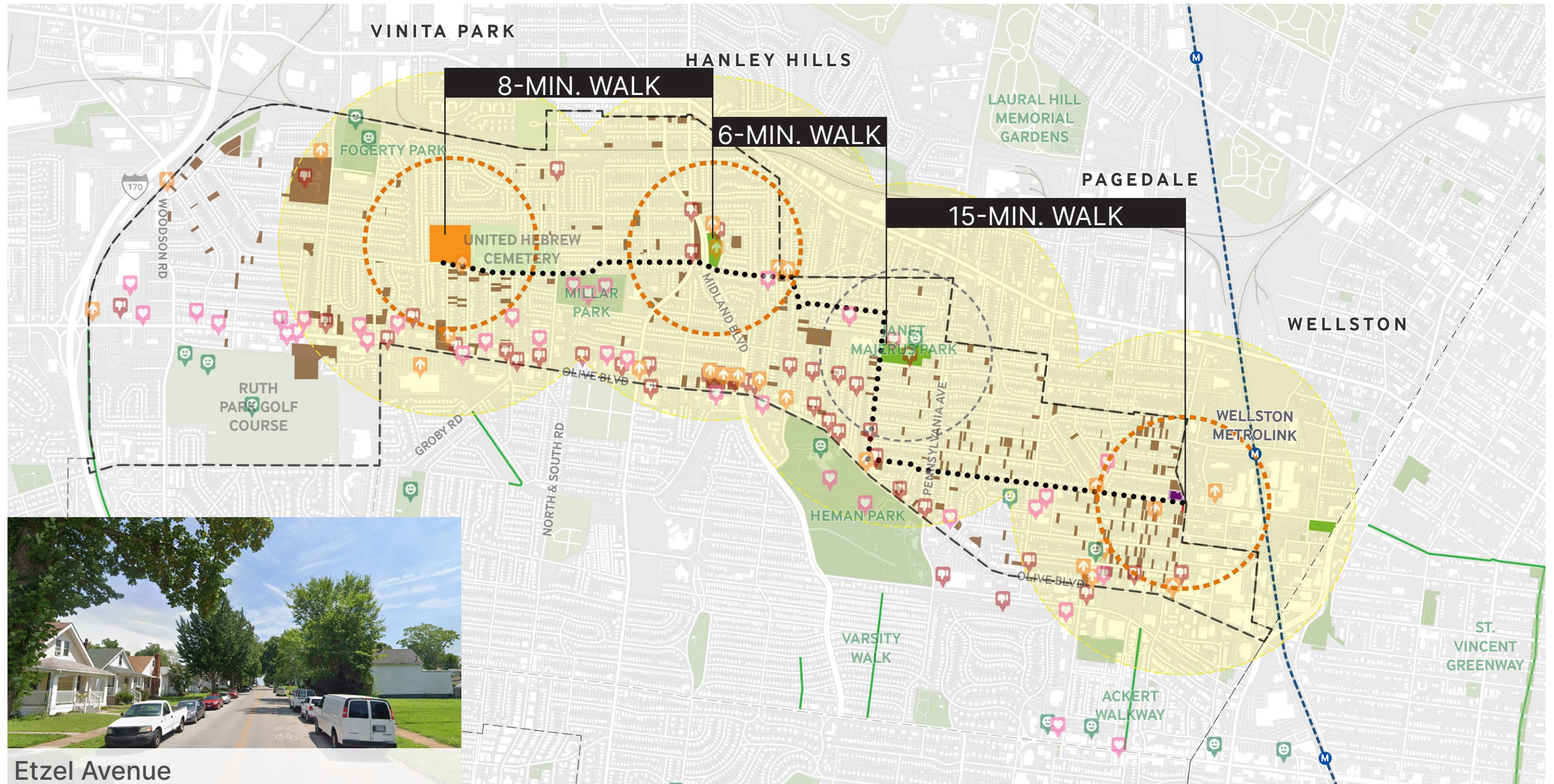


Hazelwood Lane



## REFINED SCENARIO THINKING

# Connected Through Comfortable Paths





REFINED SCENARIO THINKING

# Suggested Streets





# REFINED SCENARIO THINKING

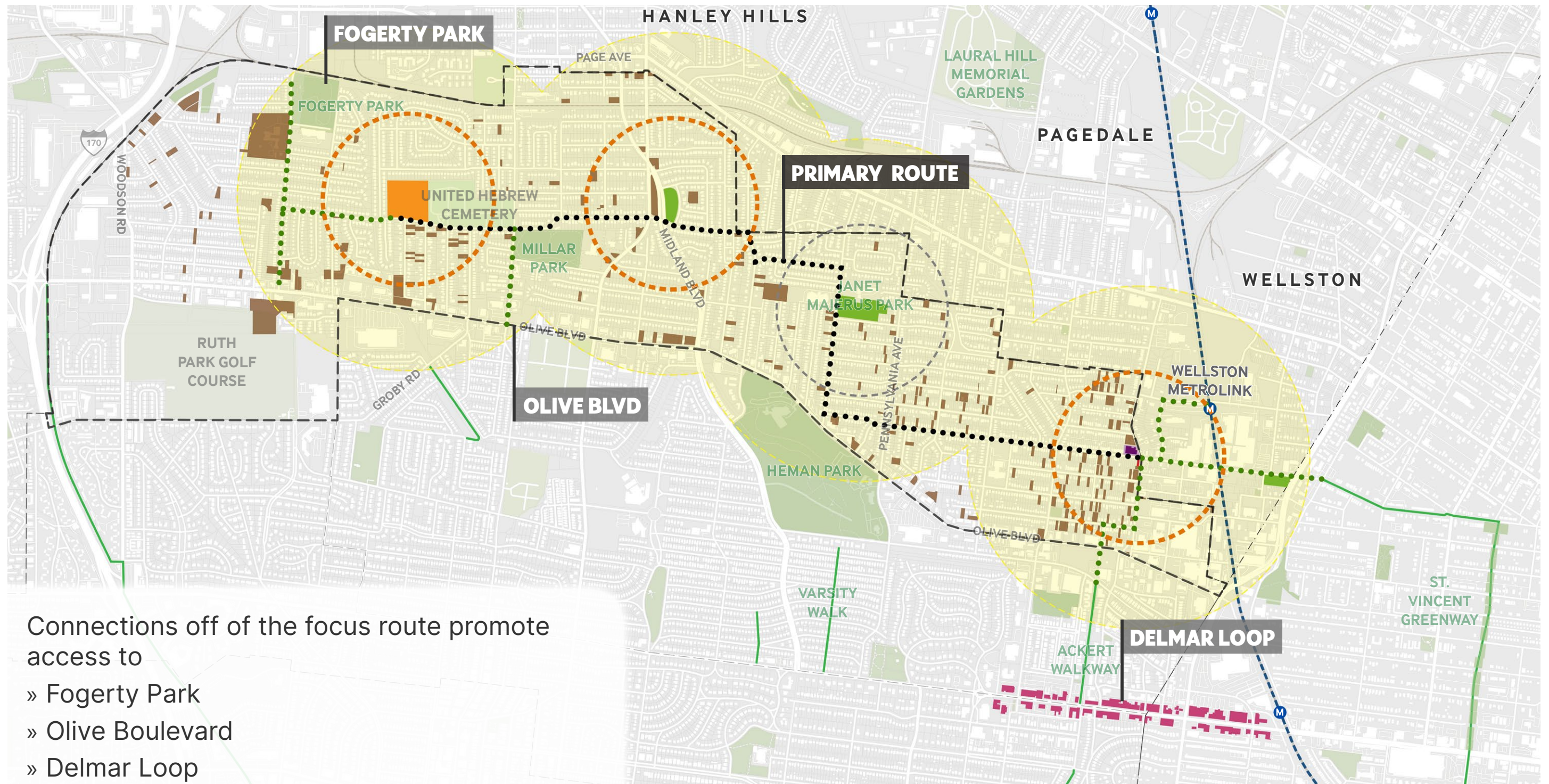
## Suggested Streets





## REFINED SCENARIO THINKING

# Key Additions



Connections off of the focus route promote access to

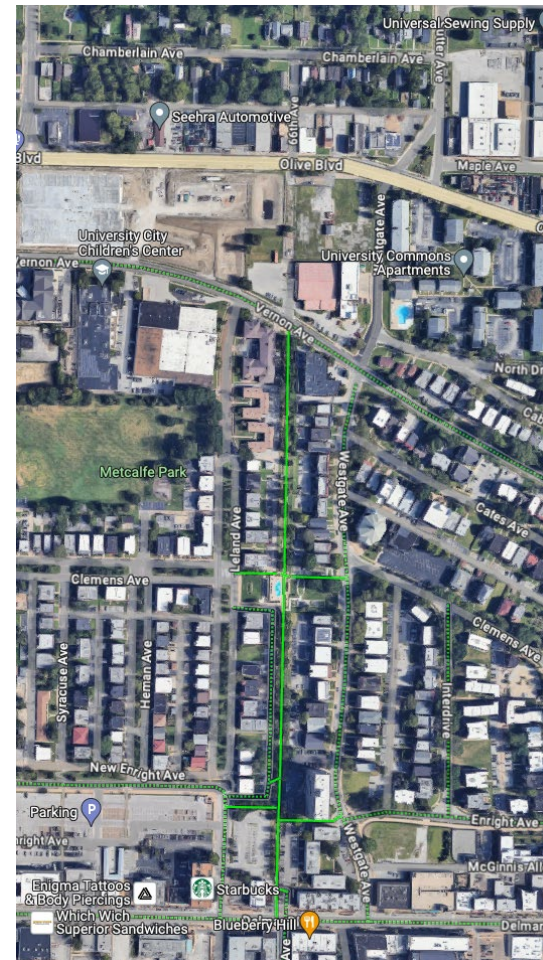
- » Fogerty Park
- » Olive Boulevard
- » Delmar Loop

• • • Primary Route    • • • Additional Segments    ○ 5-min Walk Area    ○ 10-min Walk Area



# REFINED SCENARIO THINKING

## Etzel & Sutter



. . . Primary Route   
 . . . Additional Segments   
 ○ 5-min Walk Area   
 ○ 10-min Walk Area



**HOW WE WILL ENGAGE**

**HOW WE WILL ENGAGE**

**Engagement Trip**

<b>MARCH</b>				
<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>
<b>18</b>	<b>19</b>	<p><b>20</b></p> <ul style="list-style-type: none"> <li>» 2 Pop-ups</li> <li>» Afternoon &amp; evening meetings</li> </ul>	<p><b>21</b></p> <ul style="list-style-type: none"> <li>» Morning Pop-up</li> <li>» Morning meetings</li> <li>» Public Open House, 4-8 PM</li> </ul>	<p><b>22</b></p> <ul style="list-style-type: none"> <li>» 2 Pop-ups</li> <li>» Morning / early afternoon meetings</li> </ul>

**MEETING TYPES**

- » One-on-one's
- » Focus Groups
- » Community Pop-ups
- » Public Open House

**MATERIALS**

- » Engagement Boards
- » Survey (digital & print)
- » Map Activity
- » Pop-up Kit

## HOW WE WILL ENGAGE

# One-on-One & Focus Group Meetings

- » Dr. Sharonica Hardin-Bartley, U City Schools Superintendent  
*Topic: Pershing/Etzel planning*
- » Chief Larry Hampton, U City Police  
*Topic: Ward 3 & focus area safety updates*
- » Chief Bill Hinson, U City Fire  
*Topic: Olive Blvd crossings, focus areas*
- » Well U Cafe Owner  
*Topic: Opportunities at Etzel & Sutter*
- » Carlos Smith, Lead Pastor (and team), Refresh Community Church  
*Topic: Pershing area updates*
- » Darin Girdler, Interim Dir of Parks and/or Park Commission leadership  
*Topic: Rabe Park retail opportunities*
- » Cori Neidenberg, Ex Director, United Hebrew Congregation  
*Topic: 11acres of land west of the cemetery*
- » Michael Powers, Habitat for Humanity Saint Louis  
*Topic: Pershing/Etzel area homes*
- » Mike Reid, SHED STL  
*Topic: General input on plan progress*
- » Others?



# HOW WE WILL ENGAGE

## Engagement Boards

### » Project Information

- Purpose
- Schedule
- Where we've been
- TIF FAQs
- Meet the Task Force

### » Housing Toolkit

- Help prioritize the kit

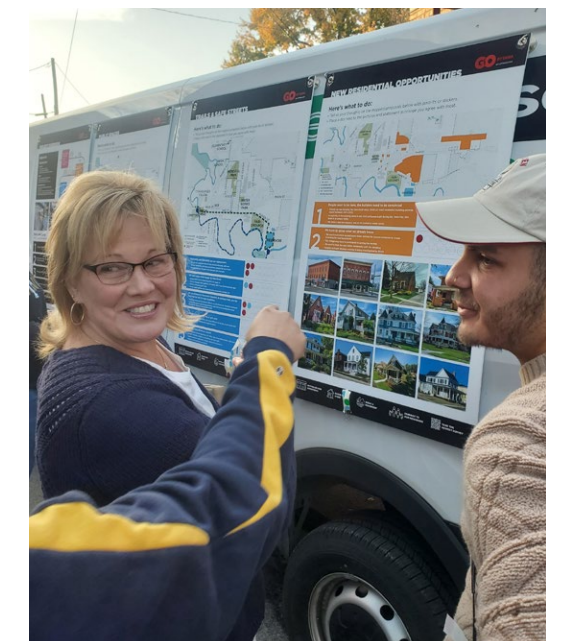
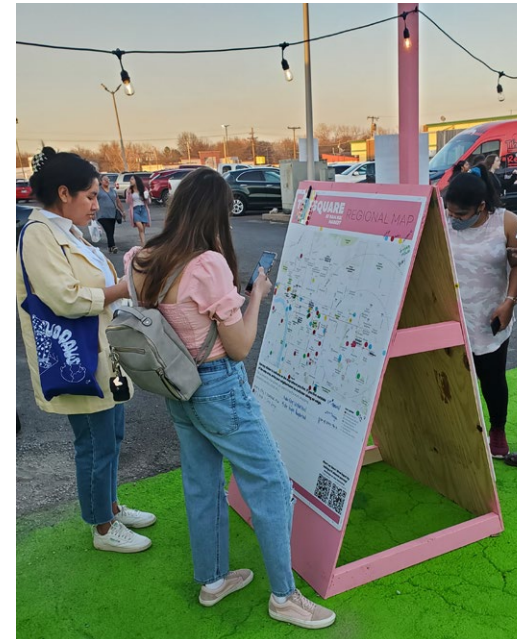
### » Connections

- Help prioritize the interventions
- Olive intersections

### » Mt Olive site

### » Rabe Park

### » Etzel & Sutter





# HOW WE WILL ENGAGE

## Survey

### POTENTIAL TOPICS FOR QUESTIONS

- » Housing
  - Types of repairs residents wish they could have help with
  - Types of incentives programs (would they do a revolving loan if offered, etc)
  - Missing housing types
  
- » Retail
  - Types of retail they'd like in the neighborhood
  - How far they would walk to retail
  
- » Connections
  - Where Olive crossings should be located
  - Interest in trail/Metrolink connections
  - Access to transportation

### FORMAT OPTIONS

- » Visual Preference Survey
- » Example Development Options
- » Housing Initiative Priority Activity: Budget Simulator

FUTURE CORRIDOR CHARACTER
MONTGOMERY'S MOMENT

**Controlled**

Fronted by large, contiguous land owners with coordinated landscapes; clear distinctions between public and private realms; synchronized signage and lighting.

What would make this section a better version of itself?

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**Connector**

Meant to get you places quickly (limited stops and turn-offs), typically low to moderately developed.

What would make this section a better version of itself?

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**Active**

Traditional street design with buildings at sidewalk or property line; active ground floor uses; street amenities; regularly-spaced pedestrian crossings.

What would make this section a better version of itself?

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This segment will need extra focus to become Active

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This segment is already changing from Connector to Controlled

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PLACE A DOT TO TELL US WHICH IMAGES YOU:

● Like ● Don't Like

WALKABILITY/BIKEABILITY
MONTGOMERY'S MOMENT

PLACE A DOT TO TELL US

1. WHAT PLACES DO YOU WALK/BIKE TO NOW?

2. WHICH WOULD YOU LIKE TO WALK/BIKE TO?

● Where I Walk/Bike Now

● Where I Want To Walk/Bike

ADDITIONAL THOUGHTS?

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OTHER SUGGESTIONS?

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PLACE THREE (3) DOTS TO TELL US YOUR TOP CHOICES FOR WHICH OF THESE EXAMPLES WOULD IMPROVE YOUR ABILITY & LEVEL-OF-COMFORT TO WALK OR BIKE?



# HOW WE WILL ENGAGE

## Pop-Up Engagement

» Ambassador led

» Possible Locations

- Rabe Park
- Janet Majerus Park
- QuikTrip, Olive & North and South
- Heman Park Centennial Commons
- Schnucks, 6920 Olive (near Penn)
- Barbara Jordan and Pershing Schools?

» Materials

- Table
- Chairs
- Flyers
- Engagement Boards
- Surveys
- Stickers





# HOW WE WILL ENGAGE Public Open House

- » Location: Recreation Center
- » 3-4 hours
- » Sign Up Table
- » Surveys
- » Engagement Boards
- » Food Truck?
- » Drinks



# NEXT STEPS

- » Make refinements
- » Produce engagement materials
- » Meet next week with the Survey subcommittee
- » Plan for March 21st Open House

**YARD & COMPANY**

**[buildwithyard.com](http://buildwithyard.com)**