



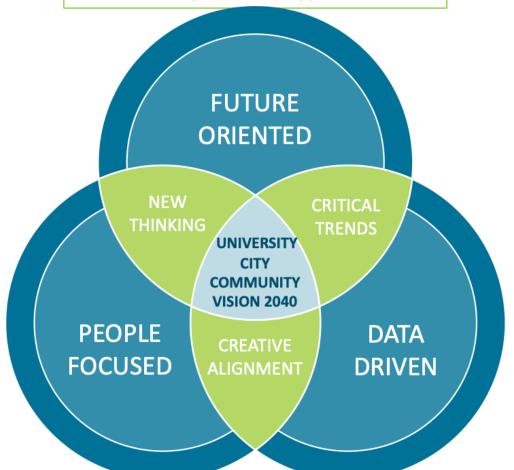
University City Community Vision 2040 Focus Groups June 15-18, 2022





The Importance of Future Thinking

What is the future of University City?
This project will examine critical emerging trends in cities, towns and regions to create an understanding of local implications and opportunities.



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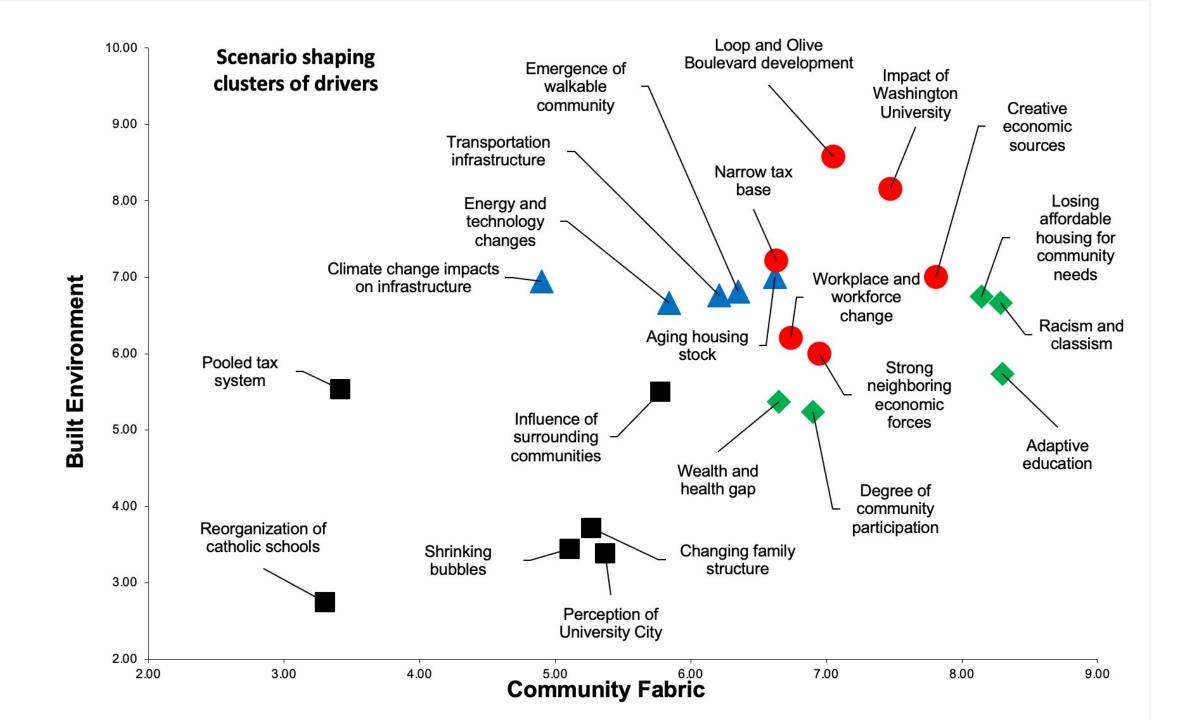
Forward looking visioning process which will ultimately shape planning and investment

Structured people focused University
City community input will build
knowledge and strengthen the
community ecosystem.

Data driven analysis of project engagement results will empower leadership to make research-based decisions.

Key Drivers Identification: What internal trends are happening (or are emerging) that could be gamechangers for the future of University City?

(Key drivers are events, trends, developments, catalysts of forces that actively influence or cause change.)



Plausible Scenario Matrix 2040

Intentional equity

Intentional action builds more equity within the community, with social and commercial infrastructure distributed in new ways. A stronger partnership between the City and school system is developed, with a focus on innovative adaptive education strategies, that aim to boost the school system performance. Housing affordability and ownership is addressed by embracing innovative investments and solutions. New approaches to community engagement deepen resident participation.

fabric

University City
Community Vision 2040
Think-Tank
10 & 12 March 2022

Residential focus

University City remains predominantly residential neighborhoods, with existing approaches to housing development and infrastructure maintenance. Housing upgrades and commercial development occur as market forces dictate. The City's green canopy, and historic housing is maintained as a premier feature. Strong neighboring community forces continue to compete with University City for businesses and commercial development.

Strong Roots; New Growth Most Livable

Economic

Two Decades;
Too Little

trajectory

More Problems; More Money

Creative development

New creative efforts spur development in the Loop and Olive Boulevard; and offer unique forward-looking economic models. Strong partnerships are developed with WashU which help solve challenges and create mutual benefit. New workplace and workforce models trigger new business activity. Walkability and local 'commercial and retail nodes' become a stronger feature in neighborhoods.



Community Status Quo

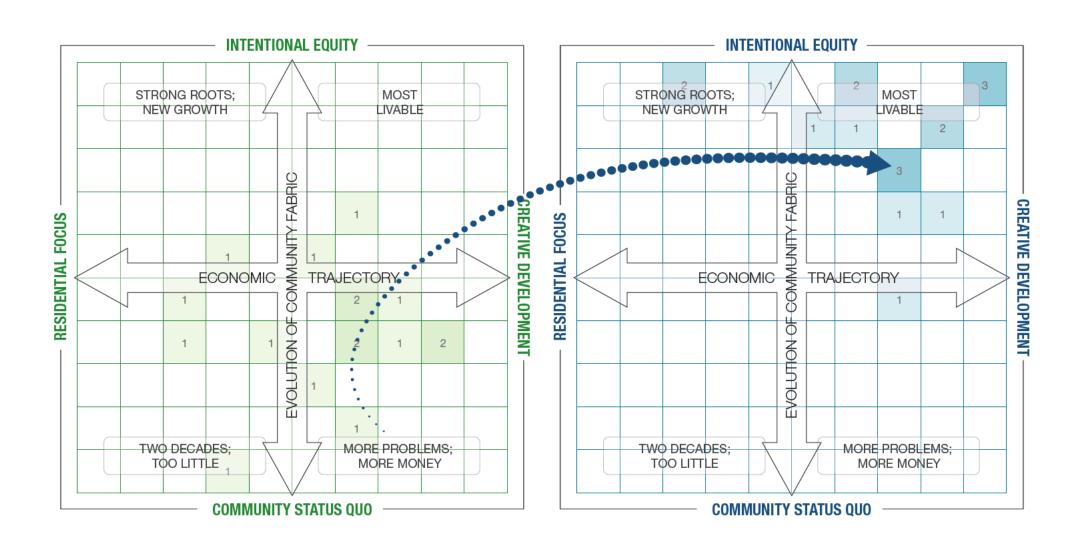
Evolution

University City continues to evolve in a recognizable pattern, with distinct neighborhoods and Ward characteristics. The City and the schools remain the dominant institutions, operating in parallel paths. Market forces drive future home ownership levels, distribution patterns, and location of social infrastructure. The fundamental character of the community evolves slowly, but overall remains very similar and familiar.



Create Future Intelligence™

Getting from the Expected to the Preferred Future



SCENARIO B CHARACTERISTICS: 'MOST LIVABLE' - 2040



Residential change occurs and 3rd Ward is rebuilt.

- Mixed-use residential and workplaces combine to expand housing options.
- High-tech housing with charging stations are encouraged.
- Adjacent services and amenities are expanded throughout the City.



Community and Social Values Characteristics

U-City schools flourish and diversity is nurtured.

- Increased owner-occupied housing occurs and absentee landlords are reduced.
- Partnerships and joint development with WashU increase.
- Educational options expand by becoming adaptive and employment oriented.



Environmental and Landscape Characteristics

The City embraces new technologies and solutions.

- Pocket parks and community gardens occur throughout the City.
- Solar power is embraced and charging stations are installed City-wide.
- Green buildings (LEED) are required.
 Roof gardens are installed where possible.







Guide Olive Boulevard Redevelopment

Provide for equitable Olive Boulevard redevelopment

Encourage Neighborhood Nodes

Strengthen the City's neighborhood nodes and local business districts

Build Sustainability and Resilience

Continue to pursue environmental sustainability practices

> Most Livable

Strengthen Strategic Partnerships

Enhance the City's strategic partnerships

Strengthen Community Fabric and Equity

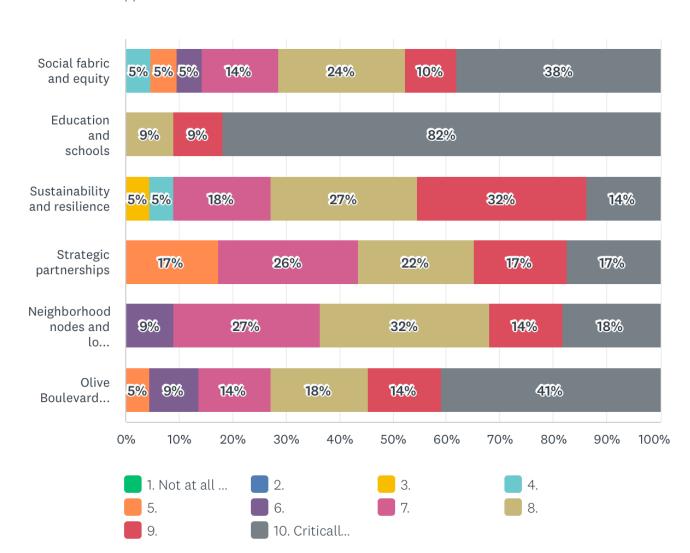
Foster a strong, vibrant social fabric

Create an Environment Where Youth Thrive

Enhance the City's environment in ways that will enable young people to thrive

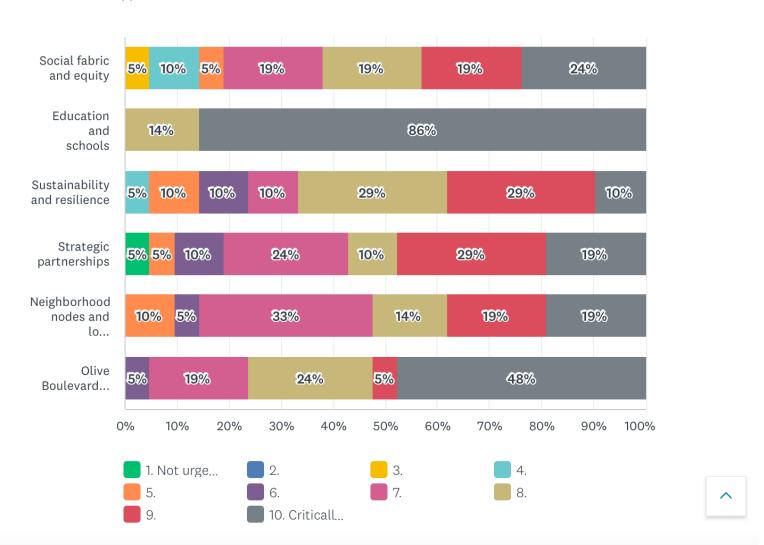
How important do you think each of these strategic pillars to shaping the future of University City? Please rank each one individually on the scale provided. (Scale: 1 = Not at all important; 10 = Critically important to the future)

Answered: 23 Skipped: 18



How urgent do you think it is for community leadership to take action on each of these strategic pillars? Please rank each one individually on the scale provided. (Scale: 1 = Not urgent right now; 10 = Critically urgent right now)

Answered: 21 Skipped: 20



Focus Group Session Timeline (total 90 min)

- Brief Introduction (15 min)
- **STEP 1**: What should be the overall objectives of this strategic pillar, and how do we measure success? (20 min)
- **STEP 2**: What are 2-4 specific actions you think need to happen to enable the outcomes/objectives for this strategic pillar? (30 min)
- **STEP 3**: What might be some of the roadblocks or challenges, and how does the community overcome these? (15 min)
- Large Group Discussion (15 min) For this strategic pillar, what progress do you think we can realistically make in the next 5-10 years? (10 min)



NEXT STEPS

- Produce Vision and Strategic Roadmap Report
- Review by Task Force, then to Council





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Thank you!

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