

PRESENTATION
TO
WEBSTER
GROVES CITY
COUNCIL

October 5, 2021

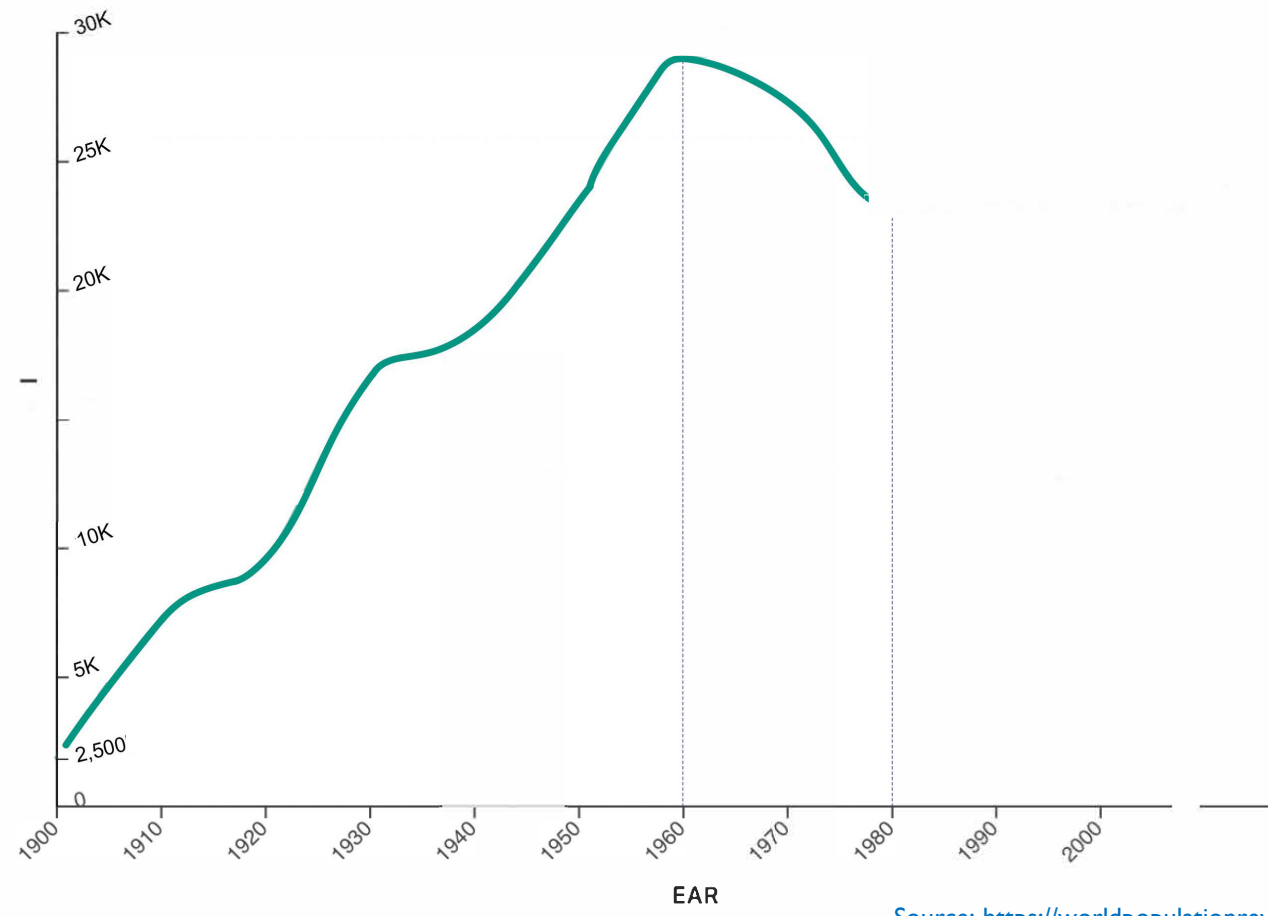
Douglass Hill
WEBSTER GROVES

AGENDA

- Why Douglass Hill is important for the future of Webster Groves
- Some of your key topics/questions
- Public opinion survey

WHY DOUGLASS HILL IS IMPORTANT FOR THE FUTURE OF WEBSTER GROVES

- Tax revenue generated will provide additional funding for the City, the Webster Groves School District and other jurisdictions.
- The revenue generated will allow the city to diversify its tax base and reduce its dependency on property taxes.
- Douglass Hill is focused on improving the walkability of Webster Groves, making it more pedestrian-friendly, and providing more on-street parking for Douglass Hill and Old Webster.
- Douglass Hill will increase the diversity of residents and housing options available, and affordable, in Webster.
- Douglass Hill will improve Shady Creek and create amenities for all residents and visitors to Webster.
- History of Webster shows that growth and development have driven periods of positive change, but our community has seen no growth in the last 40 years.



Source: <https://worldpopulationreview.com/us-cities/webster-groves-mo-population>

SOME OF YOUR KEY TOPICS/QUESTIONS

- We have a number of questions from Council which we will answer in writing tonight.
- Today, we will address in general some of the key topics.

SOME OF YOUR KEY TOPICS/QUESTIONS

- Traffic (Carrie)
- Shady Creek (George)
- Acquisition (Larry)
- Revenues/impact to Webster Groves (Larry)
- Workforce housing (Joel)

PUBLIC OPINION SURVEY

- In addition to the 8 months of public engagement during 2020 which helped to shape the proposal for Douglass Hill, SG Collaborative wanted *quantitative* data on the opinions of Webster Groves residents about the Douglass Hill project.
- We knew that gathering this data using statistical, industry-standard opinion polling practices would give us a more accurate and complete picture—at a 95% level of confidence—of public views than our prior engagement, anecdotal information and social media commentary can provide.
- We wanted a scientifically-rigorous approach that would give us real answers.

KEY FINDINGS

- Most Webster Groves voters are familiar with the project.
- A majority within Webster Groves, just over 50%, support the Douglass Hill project, while just over 1/3 oppose it—support city-wide leads opposition by a 16-point margin.
- This same majority support also exists within the four quadrants of Webster, regardless of proximity to Douglass Hill.
- Within each of the four quadrants, the support-to-opposition ratio was nearly the same as the city-wide figure.
- Support for Douglass Hill increases as people learn more about it.
- Opinions are polarized, with nearly 1/4 expressing either strong support or strong opposition to the project.

FINAL OPINIONS

