

# CUDAHY GENERAL PLAN UPDATE INTERCEPT WORKSHOPS SUMMARY

## INTRODUCTION

In March 2016, MIG and City of Cudahy staff conducted intercept workshops as one component of the widespread community engagement process for Cudahy's General Plan update. These intercepts were designed to educate community members about the General Plan, inform the public about the update process, and gather feedback from a wide cross-section of Cudahy constituents. This document summarizes the results of the intercepts and is organized by question. Each question summary includes key findings; the full data results are attached in the Appendix.



## METHODOLOGY

Interactive activity boards were developed to assess the community's view regarding three topic areas: residential density, commercial development types, and the future of Cudahy's industrial areas.

In total, more than 60 people provided input at intercept locations. Each intercept location was strategically selected in order to capture feedback from broad range of community members. The intercept locations were:

1. Sagrado Corazon Catholic Church (March 13, 2016)
2. Bell Baptist Church (March 13, 2016)
3. Ebenezer Church (March 14, 2016)
4. Park Avenue Elementary School (March 29, 2016)
5. Theresa Hughes Elementary School (March 30, 2016)

Local churches were selected as intercept sites because of their large, diverse, and active congregations. The Park Avenue Elementary school site was selected because of the sheer number of people who could be polled.

The activity boards were set up in the churches' gathering areas for people to participate as they exited the mass/service, or socialized. At Park Avenue Elementary School, the boards were set up near the school's entrance, where many parents meet their children after school.

Participants used color coded “dot” stickers to indicate their answers to specific questions on the boards. Participants were also able to write comments on post-it notes and post them to the boards. The number of responses per question may vary because respondents were not required to answer all questions.

## DOCUMENTATION

The three activity boards were organized into the following categories: Residential, Commercial, and Industrial development. Participants were invited to indicate their preferences for the development types within each category by placing a dot in the boxes labeled “I like it” or “I don’t like it” next to example images (See Appendix Figures 2-13 for pictures of the boards).

**Residential: *Would you like to see the following types of housing in Cudahy? Vote for the types below.***

Low Density |  
Densidad Baja



Housing Density	I Like It		I Don't Like It		Total Responses
	#	%	#	%	
Low Density	60	94%	4	6%	66
Medium Density	40	71%	16	29%	56
High Density	12	4%	39	76%	51

Medium Density |  
Densidad Media



Of the total responses collected for housing density questions, respondents liked both the low and medium density options. Specifically, 94 percent of participants who responded to the low density question indicated that they like it; 71 percent who responded to the medium density housing like it. However, 76 percent of the responses indicate a dislike for high density residential.

High Density |  
Densidad Alta



Participants also had the option of placing a dot on the map where they would like to see more of a particular density type to develop. Among dots placed by participants at all four intercept locations, there were few consensus areas. At three of the four intercepts, dots for medium density housing were placed in the south west quadrant of the city, near the intersections of Atlantic Avenue, Cecelia, and Santa Ana Streets.

**Commercial: Would you like to see the following types of Commercial Development in Cudahy? Vote for the types below.**

Strip Mall | Centro Comercial



Community Destinations | Destinos Comunitarios



Mixed Use | Uso Mixto



Commercial Development Type	I Like It		I Don't Like It		Total Responses
	#	%	#	%	
Strip Mall	42	86%	7	14%	49
Community Destinations	63	88%	9	13%	72
Mixed Use	30	61%	19	39%	49

The majority of responses support all three commercial development types tested on the interactive boards: strip mall development, community destinations, and mixed use development. Community destination development received the strongest support with 88% of respondents liking it.

Participants had the option of placing a dot on the map to locate the develop types. Most commercial dots were concentrated on Atlantic Avenue, albeit at varying segments. At two intercept locations, dots for strip mall or community destination were placed in the vicinity of Atlantic Avenue and Clara Street. At three intercept locations, dots for commercial or a combination of commercial plus mixed use were placed at or near the Atlantic Avenue and Patata Street intersection.

**Industrial: Considering the proposed transit improvements nearby, what would you like to see in industrial areas?**

Considering the proposed transit improvements nearby, what would you like to see in the industrial areas? (shown in purple) | Considerando las propuestas para la mejora de los servicios de tránsito público cercanos, ¿que le gustaría ver en las áreas industriales? (area morada)

Transition into other uses | Convertir a otros usos



I Like It   Me gusta	I Don't Like It   No me gusta

Improve and maintain current industrial uses | Mejorar y mantener usos industriales



I Like It   Me gusta	I Don't Like It   No me gusta



Future of Industrial Area	I Like It # %	I Don't Like It # %	Total Responses
Transformation of Industrial Areas to Other Uses	69 93%	5 7%	49
Keep and Improve Industrial Uses	15 38%	24 62%	72

The industrial land use activity board tested two concepts: whether the industrial areas should remain industrial with new aesthetic improvements, or if the area should be converted into other, diverse uses (commercial, residential, mixed use, etc.). Of the responses collected for transforming the industrial area, 93 percent like the idea, while 38 percent of the respondents did not prefer to keep and improve the industrial areas.

### ADDITIONAL COMMENTS

Some participants provided additional, free response comments. They are documented below:

- Increase level of code enforcement including waste management and cleanliness
- Additional medium and high density housing development, under the current parking conditions, will make parking issues worse, and pose a safety hazard
- Consider the safety/security issues posed by the volume of cars, which currently block access ways in the condominium style housing complexes
- Increase police vigilance in the daytime hours
- Consider welcome signage at the entrance to the city
- Consider building a city pool

### OBSERVATIONS

The following discussion summarizes the intercept workshop staff's anecdotal observations.

Providing responses to each of the concepts being tested was not required. As such, participation rates vary per activity board and per question. Most respondents who posted dots on the residential density board, did so for all three densities being tested on that board; participation was even. Participation on the commercial development board was also mostly complete. However, some individuals who did not participate in the other boards, or who did not provide responses for strip commercial or mixed use development, did respond to the community destinations concept only. This can be seen in the larger number of responses collected for the community destinations concept.

It is important to note the significant participation gap for the two industrial concepts tested; 74 responses were collected for the transformation concept, while only 39 responses were collected for keeping the industrial uses. In several cases, respondents skipped this board or only responded to the transformation concept. It is unclear whether the source of that decision was indifference to the concept, indecisiveness, activity fatigue, or another reason.

Figure 1: Intercept Board Dot Counts

Cudahy General Plan  
Intercept Counts

Question	Park Ave Elementary			Sagrado Corazon			Ball Baptist			Ebenezer Church			Total Likes (all sites)	% Total Likes	Total Dislikes	% Total Dislikes	Total Response (all sites)	
	Like	Don't Like	Total Responses	Like	Don't Like	Total Responses	Like	Don't Like	Total Responses	Like	Don't Like	Total Responses						
Industrial - Transition to other uses	14	4	18	22	0	22	16	0	16	17	1	18	69	93%	5	7%	74	
Industrial - Improve and maintain industrial uses	1	5	6	6	6	12	8	3	11	0	10	10	15	38%	24	62%	39	
Residential - Low Density	3	3	6	18	0	18	10		10	31	1	32	62	94%	4	6%	66	
Residential - Medium Density	5		5	12	4	16	14	4	18	9	8	17	40	71%	16	29%	56	
Residential - High Density	5	2	7	3	7	10	3	9	12	1	21	22	12	24%	39	76%	51	
Commercial - Strip Mall	4	2	6	8	1	9	11	1	12	19	3	22	42	86%	7	14%	49	
Commercial - Community Destinations	4	2	6	27	0	27	12	2	14	20	5	25	63	88%	9	13%	72	
Commercial - Mixed Use	1	2	3	12	4	18	8	3	11	8	9	17	30	61%	19	39%	49	
																	Total Responses	456
																	Avg No. of Respon	57

Figure 2: Residential Board-Sagrado Corazon Catholic Church

### 1

Would you like to see the following types of housing in Cudahy? Look at the photo to the right, and vote in the boxes below.

*¿Le gustaría ver este tipo de vivienda en Cudahy? Mire a la foto que está a la derecha, y vote en los espacios que siguen.*

*Des. sagrado corazon 3/19/14 - voting*

Write additional comments here |  
Escriba comentario adicional aquí

I Like It | Me Gusta

I Like It | Me Gusta

I Don't Like It | No Me Gusta

I Like It | Me Gusta

I Don't Like It | No Me Gusta

## Residential Density | Densidad Residencial

### 2

Where would you like to see these types of housing? Show us by placing the appropriate colored dot on the map.

*¿Dónde le gustaría ver este tipo de vivienda? Enséñenos usando un punto del color apropiado en el mapa.*

**Low Density | Densidad Baja**

**Medium Density | Densidad Media**

**High Density | Densidad Alta**

*Des. Sagrado Corazon 3/19/14*

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Figure 3: Residential Board-Ebenezer Church

**1** Would you like to see the following types of housing in Cudahy? Look at the photo to the right, and vote in the boxes below.  
¿Le gustaría ver este tipo de vivienda en Cudahy? Mire a la foto que está a la derecha, y vote en los espacios que siguen.

**2** Where would you like to see these types of housing? Show us by placing the appropriate colored dot on the map.  
¿Dónde le gustaría ver este tipo de vivienda? Enéñenos usando un punto del color apropiado en el mapa.

Write additional comments here:  
Escriba comentarios adicionales aquí

<b>Clear Density / Densidad Clásica</b> I Like It / Me Gusta I Don't Like It / No Me Gusta	<b>Medium Density / Densidad Intermedia</b> I Like It / Me Gusta I Don't Like It / No Me Gusta	<b>High Density / Densidad Alta</b> I Like It / Me Gusta I Don't Like It / No Me Gusta
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**Residential Density | Densidad Residencial**

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Figure 4: Residential Board-Park Avenue Elementary & Theresa Hughes Elementary [Combined]

# Residential Density | Densidad Residencial

## 1

Would you like to see the following types of housing in Cudahy? Look at the photo to the right, and vote in the boxes below.

*¿Le gustaría ver este tipo de vivienda en Cudahy? Mire a la foto que está a la derecha, y vote en los espacios que siguen.*

*THUGAS ELEMENTARY*  
*3/28/16*  
*BRUNEN PLAZA*

Write additional comments here |  
Escriba comentario adicional aquí

I Like It   Me Gusta	I Don't Like It   No Me Gusta
I Like It   Me Gusta	I Don't Like It   No Me Gusta
I Like It   Me Gusta	I Don't Like It   No Me Gusta

## 2

Where would you like to see these types of housing? Show us by placing the appropriate colored dot on the map.

*¿Dónde le gustaría ver este tipo de vivienda? Enséñenos usando un punto del color apropiado en el mapa.*

Low Density | Densidad Baja

Medium Density | Densidad Media

High Density | Densidad Alta

Source: City of Cudahy, SCAG, US Census  
Date: 9/22/2015

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Figure 5: Residential Board-Bell Baptist Church

### 1

Would you like to see the following types of housing in Cudahy? Look at the photo to the right, and vote in the boxes below.

*¿Le gustaría ver este tipo de vivienda en Cudahy? Mire a la foto que está a la derecha, y vote en los espacios que siguen.*

*Write additional comments here | Escriba comentarios adicionales aquí*

*Low Density | Densidad Baja*

I Like It | Me Gusta

I Don't Like It | No Me Gusta

*Medium Density | Densidad Media*

I Like It | Me Gusta

I Don't Like It | No Me Gusta

*High Density | Densidad Alta*

I Like It | Me Gusta

I Don't Like It | No Me Gusta

## Residential Density | Densidad Residencial

### 2

Where would you like to see these types of housing? Show us by placing the appropriate colored dot on the map.

*¿Dónde le gustaría ver este tipo de vivienda? Enséñenos usando un punto del color apropiado en el mapa.*

*Low Density | Densidad Baja*

*Medium Density | Densidad Media*

*High Density | Densidad Alta*

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Figure 6: Commercial Board-Sagrado Corazon Catholic Church

**1** Would you like to see the following types of commercial developments in Cudahy? Look at the photo to the right, and vote in the boxes below.

*¿Le gustaría ver estos tipos de desarrollos comerciales en Cudahy? Mire la foto que está a la derecha, y vote en los espacios que le gustan.*

Write additional comments here |  
Escriba comentario adicional aquí

I Like It   Me Gusta 	I Don't Like It   No Me Gusta 
I Like It   Me Gusta 	I Don't Like It   No Me Gusta 
I Like It   Me Gusta 	I Don't Like It   No Me Gusta 

## Commercial Areas | Areas Comerciales

**2** Where would you like to see these types of commercial developments? Show us by placing the appropriate colored dot on the map.  
*¿Dónde le gustaría ver este tipo de desarrollo comercial? Enséñenos usando un punto del color apropiado en el mapa.*

Strip Mall | Centro Comercial

Community Destinations | Destinos Comunitarios

Mixed Use | Uso Mixto

Source: City of Cudahy, SCAG, US Census  
Date: 9/22/2015

0 250 500 1,000 1,500 2,000 Feet

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Figure 7: Commercial Board-Ebenezer Church

**1** Would you like to see the following types of commercial developments in Cudahy? Look at the photo to the right, and vote in the boxes below.  
*¿Le gustaría ver estos tipos de desarrollos comerciales en Cudahy? Mire a la foto que está a la derecha, y vote en los espacios que siguen.*

Write additional comments here |  
*Escriba comentarios adicionales aquí*

<b>I Like It   Me Gusta</b> [Yellow dot grid]	<b>I Don't Like It   No Me Gusta</b> [Yellow dot grid]
<b>I Like It   Me Gusta</b> [Red dot grid]	<b>I Don't Like It   No Me Gusta</b> [Red dot grid]
<b>I Like It   Me Gusta</b> [Green dot grid]	<b>I Don't Like It   No Me Gusta</b> [Green dot grid]

**2** Where would you like to see these types of commercial developments? Show us by placing the appropriate colored dot on the map.  
*¿Dónde le gustaría ver este tipo de desarrollo comercial? Enséñenos usando un punto del color apropiado en el mapa.*

Strip Mall  
[Photo of a strip mall with yellow dot]

Discount Store  
[Photo of a discount store with red dot]

Food Market  
[Photo of a food market with green dot]

Map of Cudahy showing commercial areas with colored dots (yellow, red, green) indicating preferred locations.

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Figure 8: Commercial Board-Park Avenue Elementary School & Theresa Hughes Elementary School [Combined]

**1** Would you like to see the following types of commercial developments in Cudahy? Look at the photo to the right, and vote in the boxes below.  
 ¿Le gustaría ver estos tipos de desarrollos comerciales en Cudahy? Mire a la foto que está a la derecha, y vote en los espacios que siguen.

**2** Where would you like to see these types of commercial developments? Show us by placing the appropriate colored dot on the map.  
 ¿Dónde le gustaría ver este tipo de desarrollo comercial? Enséñenos usando un punto del color apropiado en el mapa.

Write additional comments here |  
 Escribe comentario adicional aquí

**Strip Mall | Centro Comercial**  
 I Like It | Me Gusta: 4 yellow dots  
 I Don't Like It | No Me Gusta: 1 yellow dot

**Community Destinations | Destinos Comunitarios**  
 I Like It | Me Gusta: 5 red dots  
 I Don't Like It | No Me Gusta: 2 red dots

**Uso Mixto**  
 I Like It | Me Gusta: 1 green dot  
 I Don't Like It | No Me Gusta: 2 green dots

**Commercial Areas | Areas Comerciales**

Source: City of Cudahy, SCAG, US Census Data, 10/22/2015

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Figure 9: Commercial Board-Bell Baptist Church

### 1

Would you like to see the following types of commercial developments in Cudahy? Look at the photo to the right, and vote in the boxes below.

*¿Le gustaría ver estos tipos de desarrollos comerciales en Cudahy? Mire a la foto que está a la derecha, y vote en los espacios que siguen.*

Write additional comments here |  
Escriba comentario adicional aquí

**Strip Mall | Centro Comercial**

I Like It | Me Gusta:

I Don't Like It | No Me Gusta:

**Community Destinations | Destinos Comunitarios**

I Like It | Me Gusta:

I Don't Like It | No Me Gusta:

**Mixed Use | Uso Mixto**

I Like It | Me Gusta:

I Don't Like It | No Me Gusta:

### 2

Where would you like to see these types of commercial developments? Show us by placing the appropriate colored dot on the map.

*¿Dónde le gustaría ver este tipo de desarrollo comercial? Enéñenos usando un punto del color apropiado en el mapa.*

Source: City of Cudahy, SCAG, US Census  
Date: 9/22/2015

Scale: 0 250 500 1,000 1,500 2,000 Feet

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Figure 10: Industrial Board-Sagrado Corazon Catholic Church

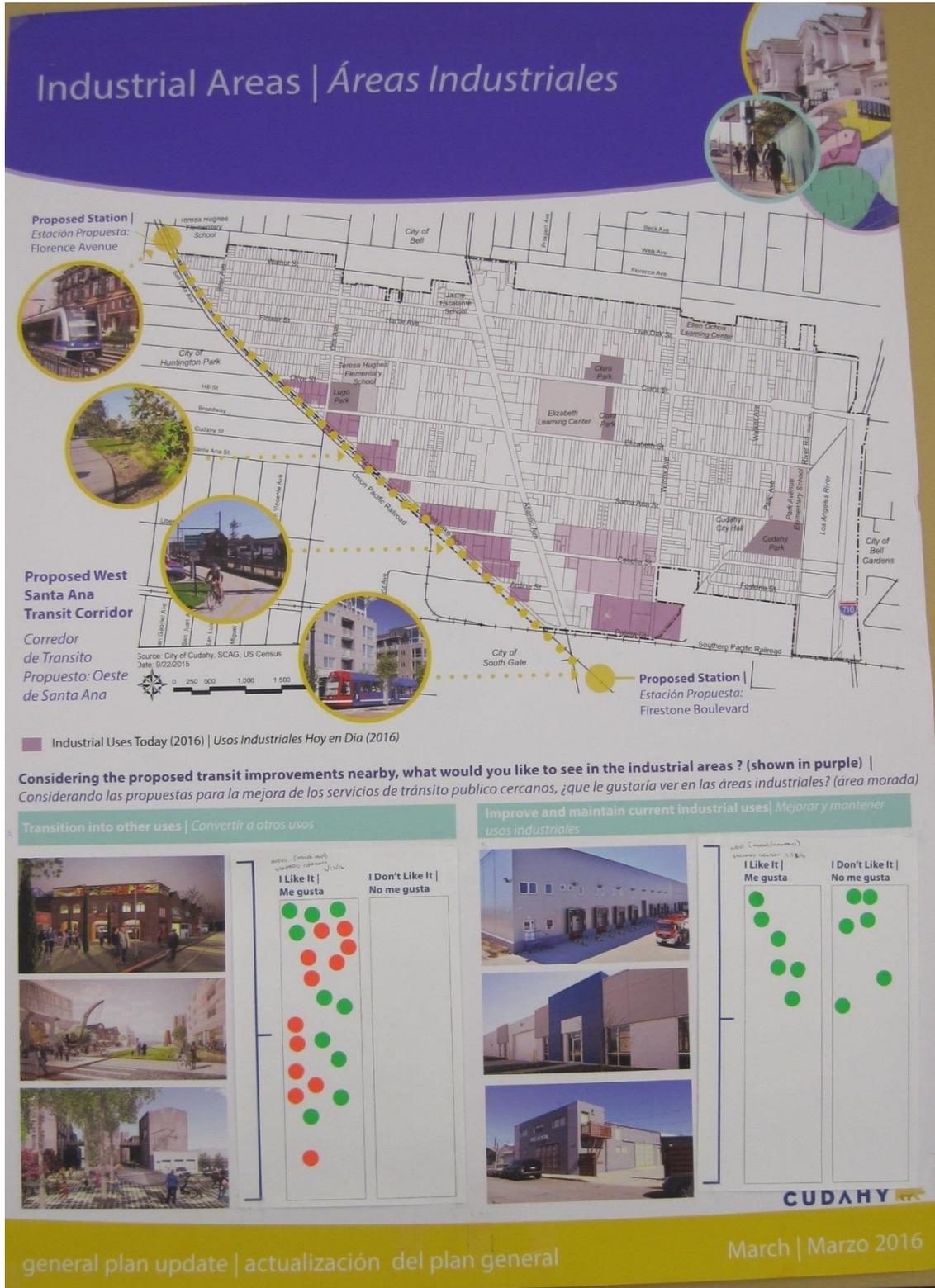


Figure 11: Industrial Board-Ebenezer Church

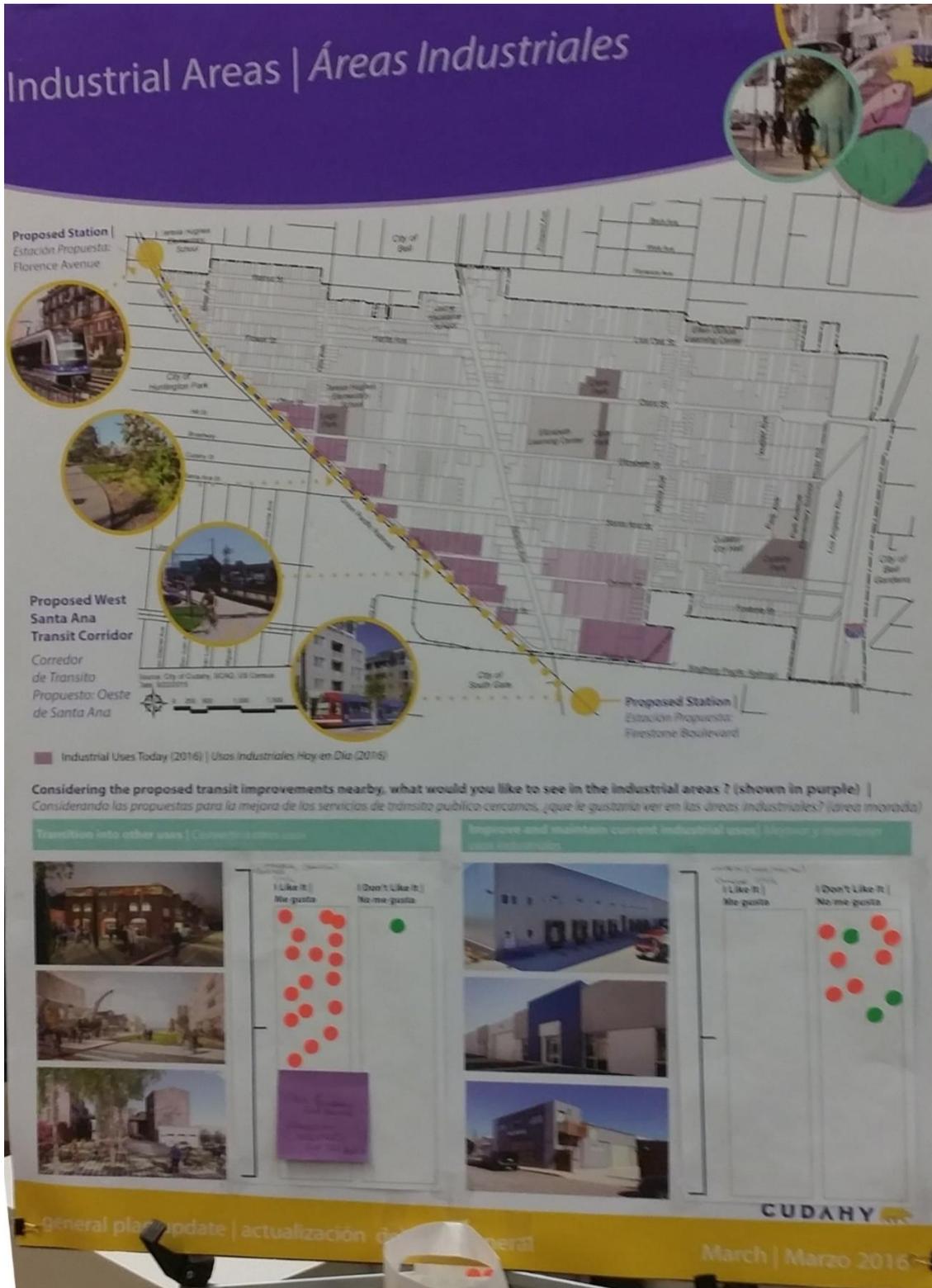




Figure 13: Industrial Board-Bell Baptist Church

