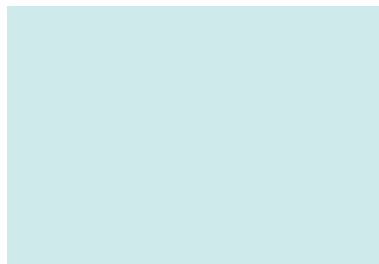
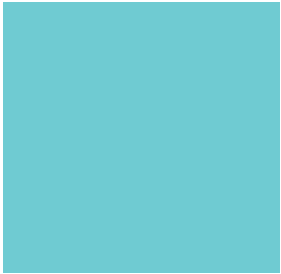




**ST. LOUIS PLACE
& JEFFVANDERLOU
NEIGHBORHOOD
RESOURCE GUIDE**

2019



To our future neighbors,

We welcome you to JeffVanderLou, a community that, to us, is more than a neighborhood. We welcome you to our homes where we were born and have lived for over 50 years. In these homes, we have given birth to our children, celebrated milestones, buried ancestors, organized community members and raised four generations. We have maintained these homes with our hard-earned monies when banks refused to lend in our neighborhood. When our homes burned down, we built them back up. When others moved away, we stayed and tended to adjacent lots to preserve our homes. We continue to invest in JeffVanderLou and welcome you to join us in building upon the vibrant memories of our home.

It was not too long ago that JeffVanderLou was overflowing with promise. There were families and houses in abundance. We produced neighborhood champions that took pride in their community and its people seeking to connect them with resources that helped them live meaningful lives. We had strong block units in which residents engaged and supported one another, maintained shared resources and supported our institutions and public servants. North Grand was bustling with business and entertainment. We held barbecues, block parties, church revivals and frequented our city parks. Together, we conceived programs, community anchors and traditions that continue to thrive today.

We encourage you to come with an open mind and see that people still live here. Institutions continue to prosper. The Herbert Hoover Boys & Girls Club continues to help children experience success today and advocate for improvement of neighborhood safety. Schools

and churches remain working together to enrich the experience of neighborhood youth. Fairground Park continues to be one of the City's largest green spaces rich with history and potential. Community anchors such as Fresh Starts Community Garden welcome hundreds each year from inside and outside the community for fellowship. While new development is promising, we encourage you to center those who have remained here for years and continue to forge a strong vision for the neighborhood.

Our vision for our home is bold and promising. There is a strong desire to bring back what used to be. We envision balance and diversity of race, incomes and lifestyles. We envision galvanized people and institutions working to lift the community up from the ashes. We envision more jobs, more youth development programs, more homeowners and more stewards of the community. Help us put money into the community where it is needed and not just to replace it. We invite you to help us make our home a beautiful and safe place to live as it ought to be.

Thank you for taking interest in our neighborhood, our home. We hope that you will join us to usher in a new future.

Sincerely,

JVL Community Members

“Come with an open mind, don't come pre-judged, thinking that 'oh this is hopeless.'” – Rosie Willis

To our future neighbors,

With abundant pride and faith, we welcome you to our community, the St. Louis Place neighborhood. For many of us, the story of this neighborhood is one of resilience and new beginnings. We inherited this neighborhood during the abandonment of the city's urban core. At a time when not even a neighborhood bank would invest in our stability, we persevered and rebuilt this community with our own funds and sweat equity. We sold valuable possessions and accumulated debt to rehabilitate our homes. Together, we framed walls and patched holes room by room. In the spirit of late neighborhood heroes like Frank Bell, Bud Smith and Opal Meyers, we stayed the course and established our neighborhood association, convinced others to stay and marched on developers demanding our input be prioritized in future projects. Our story is a story of doing a lot with very little and restoring a vision that continues to hold us together.



As a neighborhood within walking distance of downtown and with cherished arts and cultural centers, we envision a promising future for our St. Louis Place. Our vision has welcomed things such as the annual Grace Hill St. Louis Place Park concert series, the Griot Black History Wax Museum and the George B. Vashon Museum of St. Louis African-American History. Our vision has preserved architectural beauties on St. Louis Avenue, the beloved "Millionaires Row." Our vision has encouraged members of our community to turn from renters to homeowners. With this same vision, we see promise of more collaboration with the neighboring Old North and Hyde Park communities. We see a community that will continue to lift up the historical contributions that many people of color have made to

St. Louis ensuring their memory is never forgotten. With this vision, we invite change and growth.

We are excited about the transformation that is to come with the National Geospatial Agency (NGA) and other new developments, but we are also afraid of the uncertain future. We know how this story has played out in the past, and we are nervous that we too will be the victims of displacement from gentrification. When we began the hard work to preserve our community, we did not foresee the coming of an institution of this size. Now that it is forthcoming, with open arms, we ask that our voice and vision not be ignored. Help us renovate our homes. Support our cultural resources. Help us preserve and restore the grandeur of Millionaires Row. Prepare our youth for the jobs to come. Improve access to services. Support our schools. Help our community thrive and contribute to our vision. Don't push and buy us out.

It will take the whole community to make our St. Louis Place sparkle again. We invite you to join us in making this a great place to live. Yes we can, and may it always be. Saying we can't will never be in our plans. We are proud and we can supply the demand. We are the St. Louis Place community, and yes we can.

Proudly,

St. Louis Place Neighbors

“I just love my community, and want to stay. And that's why I stay involved.” – *Yolanda Williams*

Introduction

The St. Louis Place and JeffVanderLou Neighborhood Resource Guide is a document that seeks to capture the history of St. Louis Place and JeffVanderLou, outline the current conditions of the two neighborhoods and give voice to the future its residents would like to see. It presents both the challenges they face as well as the opportunities. Whether you are a current resident of the community, someone interested in living or investing in St. Louis Place and JeffVanderLou, or just curious to learn more, there is much to discover in the pages that follow.

The table of contents to the right provides an overview of the report, which is broadly divided into three sections::

- **HISTORY** — This segment of the report highlights the significance, resilience and cultural capital of the St. Louis Place and JeffVanderLou neighborhoods to the larger St. Louis story. It features a timeline of important events as well as profiles of notable landmarks and residents.
- **ASSETS** — The assets section pulls together maps, data and other information that place these two neighborhoods in context. It provides a high-level view of past planning efforts, current developments, neighborhood demographics, transportation infrastructure, vacancy levels and available financial incentives.
- **SERVICES** — This portion of the report catalogues what services are available in both neighborhoods across a variety of categories (food and restaurants, health, retail, community spaces, etc.) as well as the additional services residents would like to have.

Rise Community Development’s Young Professionals Board developed this report in collaboration with the St. Louis Place Community Association and North Newstead Association. Community input played a vital role in its development and included interviews with residents and stakeholders.

Note: All information included here is accurate as of the release date of the report or as otherwise noted.

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Historic Beginnings

While the St. Louis Place neighborhood traces its origins back to the 1870s, the present Jeff Vander Lou neighborhood did not emerge until nearly 100 years later. Yet, both neighborhoods are a foundational part of the City of St. Louis. Portions of St. Louis Place were originally established as part of the St. Louis Commonfields by Pierre Laclede shortly after the birth of the city. By the mid 1800s both St. Louis Place and much of Jeff Vander Lou had been incorporated into the burgeoning metropolis. Within a few decades of the incorporation of the City of St. Louis, a number of institutions that would shape the history of these two historic neighborhoods were already being realized.

1810

1820

1822 – St. Louis incorporated as a city on December 9, 1822

1840 – Influx of German and Irish immigrants into St. Louis

1830

1833



Opening of First Baptist Church

Founded in 1833 and moved to its present location in 1920, First Baptist Church is one of the oldest black baptist churches in St. Louis. It was organized by Reverend John Berry Meachum, a former slave from Virginia who had purchased his freedom. Reverend Meachum was a passionate abolitionist and skilled businessmen who purchased a number of slaves, trained them in a trade, and emancipated them. This historic church was also the site of the 1863 reading of the Emancipation Proclamation to St. Louis' African-American residents.

Photo: John Berry Meachum, from Arcadia Black America Series - St. Louis: Disappearing Black Communities by Dr. John A. Wright, Sr.

1840

1850 – St. Louis Place Park given to the City by John O'Fallon

1850 – City of St. Louis Union Addition

1857 – Dred Scott Case

1857 – Founding of St. Liborius Church

1860 – Construction of Clemens House

1850

1844



Padderhorn and Kerry Patch

During the 1940s, St. Louis experienced a large influx of German and Irish immigrants that established unique, self-sustained communities within St. Louis City. In 1844, while German immigrants built an epicenter of progressive German-American culture in Little Padderhorn, Irish immigrants formed a scrappy and resilient neighborhood just to the south in the Kerry Patch. Both communities marked the beginnings of what is now known as the St. Louis Place neighborhood.

Photo: Kerry Patch St. Patrick's Day Procession, 1874 courtesy of Missouri Historical Society

1860

1863 – Emancipation Proclamation

1876 – St. Louis City Secedes from St. Louis County

1878 – St. Louis Post-Dispatch begins publication

1870

1861



Benton Barracks

During the Civil War, free African-Americans trained under the Union Army at Benton Barracks (present day Fairground Park) to fight for the abolition of slavery. It was there that the 1st Missouri Regiment of Colored Infantry was trained and became the 62nd Regiment of US Colored Troops.

Photo: African-American soldier at Benton Barracks Photo taken in 1863 by Enoch Long, courtesy of Angela Da Silva Library of Congress/ Liljenquist Family Collection

1880

1892 – Opening of Old Columbia Brewery

1892 – National Day of Lamentation

1893 – Founding of Lindell Park subdivision

1890

Old Columbia Brewery

Since 1892 the Columbia Brewery Stacks have towered over the St. Louis Place neighborhood. Designed by preeminent St. Louis Brewery architects Jungenfeld & Co., the complex is a fitting reminder of St. Louis' place in the history of American breweries. Registered as part of the National Historic Clemens House/Columbia Brewery District in 1984.

Photo: 10th and Cass Street, Saloon, Columbia Brewing Company, Falstaff, Newspaper Boys, Lewis Hine, Black White Print, 1910 courtesy of Historical Pix

1892



1900

Claiming Their Place

The history of the St. Louis Place and JeffVanderLou neighborhoods since World War II is rich with activism. Sportsman's Park brought life and vigor to the neighborhoods through the 1960s even as urban blight began to manifest. Landmark churches such as St. Liborius, St. Alphonsus "Rock", First Baptist Church and Zion Lutheran continued their work and mission in and around St. Louis Place and JeffVanderLou. But as demographic shifts exacerbated social and economic issues, the residents of these neighborhoods found their voice as activists.

- 1902 – Opening of Sportsman's Park
- 1904 – St. Louis World's Fair and Summer Olympics
- 1916 – Segregation ordinance passed
- 1917 – East St. Louis Riots
- 1927 – St. Louis Tornado
- 1928 – St. Louis American newspaper begins publication

1944



Cardinals v. Browns World Series at Sportsman's Park

Opened in 1893, Sportsman's Park housed the St. Louis Browns and later the St. Louis Cardinals in 1920. The two would share the park for the next 33 years. In the 1944 World Series, the St. Louis Cardinals defeated the St. Louis Browns four games to two. Future Hall of Famers Stan Musial and Enos Slaughter played for the Cardinals in the hometown series nicknamed "The Streetcar Series." The last game was played at Sportsman's Park (renamed Busch Stadium) on May 8, 1966. The land was later donated by the Busch family to become the home of the Herbert Hoover Boys' Club.

Photo: Sportsman's Park Streetcars, 1945 courtesy of St. Louis and Its Streetcars by Andrew Young, 1996

- 1945 - Rev. James Higgins ends segregation at St. Alphonsus "Rock" Church
- 1946 – St Louis City Comprehensive Plan
- 1948 – Opening of Tillie's Food Shop, now Tillie's Corner
- 1948 – Shelley v. Kraemer
- 1949 – Fairgrounds Park Race Riot

1948



Norman Seay Co-founds St. Louis Chapter of CORE

In 1948, while still a student at Vashon High School, Norman Seay co-founded the local Congress of Racial Equality (CORE), an African-American Civil Rights organization that played a significant role in the Civil Rights movement. CORE was committed to nonviolent activism and played a major role in the Freedom Rides in the summer of 1961.

Photo: Norman Seay courtesy of St. Louis American 2007

- 1961 – Maxine Waters graduates from Vashon High School
- 1963 – Founding of London and Sons Wing House at 2237 Cass Ave.
- 1963 – Donnie Hathaway graduates from Vashon High School
- 1963 – Jefferson Bank Protests
- 1972 – Pruitt Igoe Housing Projects Demolition

Macler Shepard formed the nonprofit JeffVanderLou Inc. in 1966. Over the next four decades it was an instrument of positive change and neighborhood resilience. In the first decade from its inception, it developed 308 new or rehabilitated housing units, a new senior citizens center, a neighborhood daycare, and the Brown Shoe Co. Factory, a source of hundreds of jobs in the neighborhood. Macler Shepard brought meaning to the name JeffVanderLou stating, in 1966, that "The name stands for the three thoroughfares by which people come from the suburbs to downtown St. Louis, earn their money during the day, and disappear at 4:30."

Photo: Macler Shepard courtesy of St. Louis American, Wiley Price 2005

JeffVanderLou Inc Founded

1966



- 1974 – JeffVanderLou resident, James "Cool Papa" Bell inducted into baseball hall of fame
- 1976 – City Plan and Team 4 Proposal
- 1990 – CHIPS founded by Judy Bentley
- 1993 – MetroLink Begins Operating

Black Rep Theater - Greeley Presbyterian Church
Founded in 1976 by Producing Director Ron Himes, The Black Rep is the largest, professional African-American theatre company in the nation and the largest African-American performing arts organization in Missouri. In 1980, the company took residence in the former Greeley Presbyterian Church's sanctuary on the corner of St. Louis Avenue and 23rd Street, renovating the interior into a theatre space.

Photo: Ron Himes Edison Theater courtesy of James Byard, WUSTL Photos

1980



A New Beginning

The subsequent decades have not blunted the activist edge and activity of the neighborhoods. Enduring and new institutions continue to thrive as powerful examples of the life of the neighborhood. The residents of JeffVanderLou and St. Louis Place perpetuate an optimism for future growth and work tirelessly to preserve and enhance the landmarks and organizations that have contributed to the history and culture of the neighborhoods.

1995

2000

2005

2010

2015

2020

2025

2030

1997

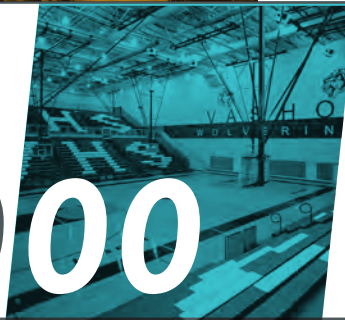


Griot Museum of Black History Opens

Opened in 1997 as the Black World History Wax Museum, the Griot, “collects, preserves, and shares the stories, culture, and history of Black people - particularly those with a regional connection to American history.” Only the second of its kind in the country, the museum uses life-size wax figures, art and artifacts to help patrons visualize the struggles and triumphs of black Americans throughout United States history.

Photo: Griot Museum courtesy of St. Louis Public Radio Carolina Hidalgo, 2016

2000



Vashon Education Compact

In the early 2000s, Richard Baron and the Danforth Foundation lead the Vashon-JeffVanderLou Initiative to bring investment to the North Side and improve St. Louis public schools in the area through the Vashon Education Compact. The redevelopment plan included construction of a new Vashon High School, a neighborhood park and several community amenities. The project had also helped improve literacy and academic testing of children from elementary through high school in six of the targeted schools in the JeffVanderLou neighborhood.

Photo: Vashon High Gym courtesy of BSI Constructors

2000 – JVL Renaissance
2008 – Fresh Starts Community
Garden founded

2011



St. Louis Avenue and St. Louis Place added to National Register of Historic Places/Historic District

In 2011, the Preservation Research Office completed the National Register of Historic Places listing for the St. Louis Place Historic District, initiated by then-Alderwoman April Ford-Griffin and overseen by Community Renewal Development. The work also included a guide for preservation planning in a neighborhood that had lost over 60% of the buildings that stood there in 1950.

2014 – Ferguson Uprising
2016 – NGA Announcement

Herbert Hoover Boys and Girls Club EPA Settlement

For more than 25 years, the Carter Carburetor building laid dormant, a signal to the JeffVanderLou community that it “did not matter,” according to Boys and Girls Club President Flint Fowler. In 2013 through the advocacy of the Boys & Girls Club, Environmental Protection Agency announced that it reached settlement agreements with two corporations, ACF Industries Inc. and Carter Building Incorporated, to pay for the estimated \$30 to \$40 million cleanup costs. The cleanup of the site paved the way for a collaboration between Urban K-Life, the Boys & Girls Club and the PGA on a new golf course to serve youth in the neighborhood.

Photo: Carter Carburetor Cleanup courtesy of St. Louis American, Wiley Price, 2013

2013



The spirit echoed in the history of the St. Louis Place and JeffVanderLou neighborhoods reflects their community still today. Former residents that achieved local and national notoriety embodied the same resilience and activism that allowed the neighborhoods to thrive through decades of destabilization. Notables of the community became leaders in local and national politics, sports and the arts among other fields.

A History in Faces



James E. Yeatman

Originally from Bedford, Tennessee, Yeatman moved to St. Louis in 1842 to establish an iron house branch. In 1850, Yeatman became one of the founders of the Merchants' Bank in St. Louis and served as president for 35 years. Yeatman was known for his philanthropy, most notably for heading the Western Sanitary Commission during the Civil War. The Commission was also a forerunner of the Red Cross. The area known today as the JeffVanderLou neighborhood was originally known as Yeatman, named after James E. Yeatman.



James "Cool Papa" Bell

One of the greatest baseball players ever to take the field, though his 29 years in the game never included a season in a major league. A center fielder, he was inducted into Baseball's Hall of Fame at Cooperstown, N.Y., in 1974. Bell spent his career in the Negro Leagues, including the St. Louis Stars, and in leagues in Mexico and the Dominican Republic. He was widely regarded as the fastest player in baseball. He retired the same year Jackie Robinson broke the color barrier. Rather than accept large sums of money to return to baseball and play in the majors, Bell worked as a janitor and then a watchman at City Hall in St. Louis until retiring again in 1973. During that time he resided on James "Cool Papa" Bell Avenue in the JeffVanderLou neighborhood.



Donny Hathaway

While his childhood residence sat just south of the St. Louis Place boundary, legendary Soul artist Donny Hathaway, a graduate of Vashon High School, is intimately connected to both neighborhoods. Hathaway's career, while shortened by his untimely death in 1979, was marked with critical success as a solo artist and as part of a duo with famed vocalist Roberta Flack. His hits included "Little Ghetto Boy," "This Christmas," and "Where is the Love?"



Maxine Waters

U.S. Congresswoman Maxine Waters has spent her political career in California, but she grew up in Kinloch and graduated in 1956 from Vashon High School. "Auntie Maxine," as she has been endearingly dubbed, made history as the first woman and first African-American Chair of the House Financial Services Committee. She began her career in public service as a teacher and volunteer coordinator in the Head Start program, entered politics in 1976 with her election to the California State Assembly and started her Congressional tenure representing south-central Los Angeles in 1991. During her more than 40-year career, Maxine Waters has established herself as a forceful advocate for women, children, people of color and the poor.



Scott Joplin

The "King of Ragtime Writers," Scott Joplin was born in Arkansas in 1868 and moved to the St. Louis area in 1901 after achieving national recognition with the publication of the catchy "Maple Leaf Rag." The house in which he lived, located at 2658 Morgan Street (present day Delmar Boulevard), sits just past the south edge of JeffVanderLou and is today a historic site dedicated to preserving Joplin's legacy. Joplin played a vital part in the development of ragtime music and helped turn St. Louis into a focal point for the emerging genre. His unique synthesis of classical musical structures with African-American melodies and rhythms paved the way for future musical innovations, such as jazz, while his success and popularity provided an opportunity for other black musicians and artists to succeed in a segregated nation.



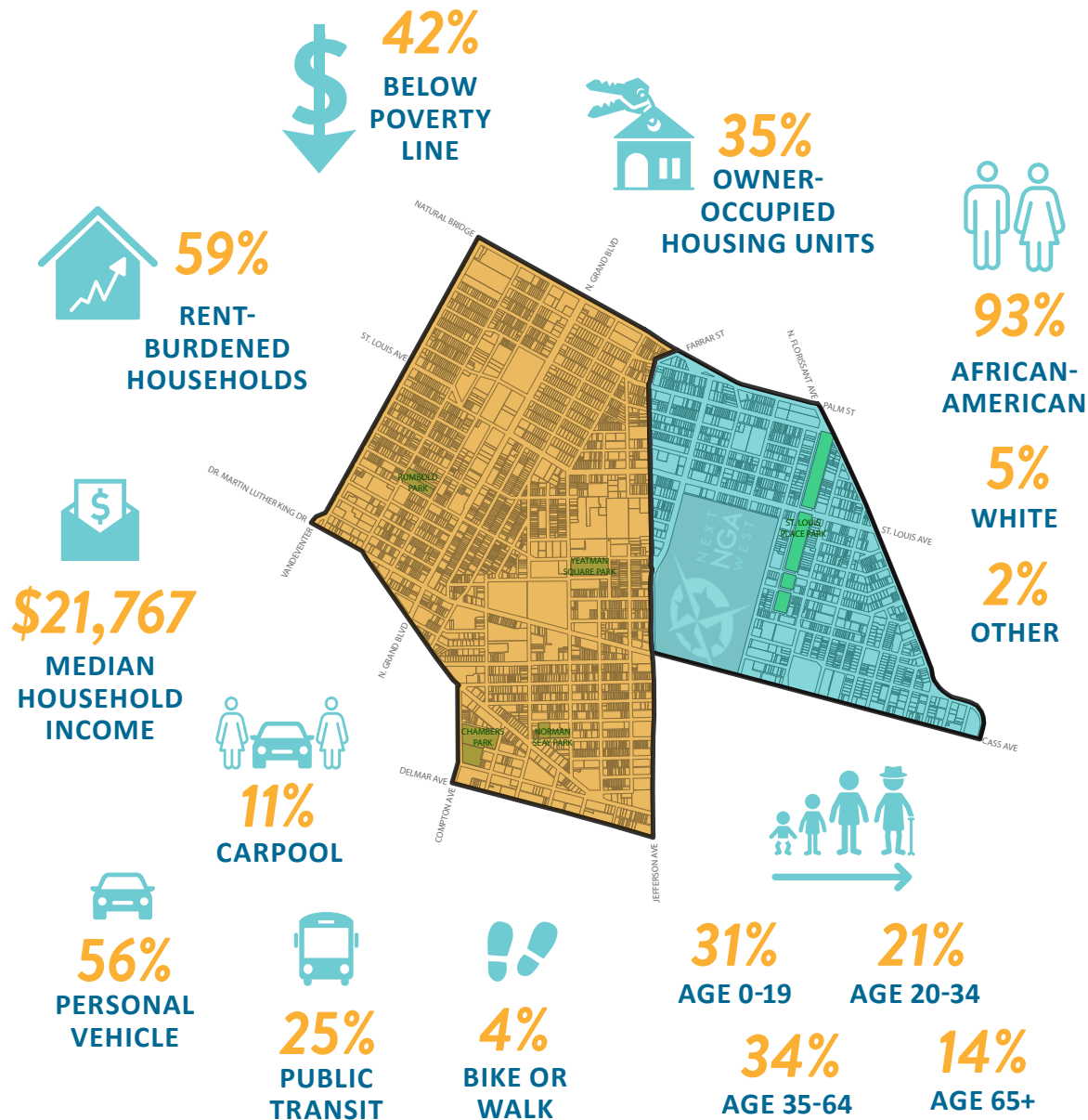
Neighborhood Demographics

The statistics shown here provide a snapshot of how the neighborhoods of St. Louis Place and JeffVanderLou compare to the City of St. Louis and the St. Louis Metropolitan Statistical Area (MSA) across a variety of metrics. The stark differences are a legacy of policy decisions over decades at the local, state and federal level that created unequal outcomes. The divide is highlighted in this report to illustrate the need for investment in these communities that lifts up, not forces out, its current residents.

“A neighborhood resource takes pride in the community and its people; they seek to connect them with the resources needed to help them live vibrant and meaningful lives; a neighbor resource can be trusted because they sought to support the needs of others and not their own.”

— Flint Fowler

St. Louis Place and Jeff VanderLou



City of St. Louis

Racial Makeup

46% WHITE
46% AFRICAN-AMERICAN
8% OTHER

Median Household Income

\$40,110

Age Makeup

23% 0-19
27% 20-34
37% 35-64
13% 65+

Owner-Occupied Housing Units
47%

Rent-Burdened Households
49%

Commute Mode

71% PERSONAL VEHICLE
9% CARPOOL
10% PUBLIC TRANSIT
5% BIKE OR WALK

Percent Below Poverty
24%

St. Louis MSA

Racial Makeup

75% WHITE
18% AFRICAN-AMERICAN
6% OTHER

Median Household Income

\$59,867

Age Makeup

25% 0-19
19% 20-34
40% 35-64
16% 65+

Owner-Occupied Housing Units
72%

Rent-Burdened Households
45%

Commute Mode

83% PERSONAL VEHICLE
7% CARPOOL
3% PUBLIC TRANSIT
2% BIKE OR WALK

Percent Below Poverty Line
12%

Neighborhood Landmarks

With the brief overview of the rich history of St. Louis Place and JeffVanderLou provided in the previous pages, this report will now turn to exploring the current context of these two neighborhoods in a variety of ways. To begin, the map to the right illustrates their basic footprint and highlights some of their more notable cultural, historical and educational landmarks. This small sampling provides only a window into the life of St. Louis Place and JeffVanderLou. For a fuller view, visits to the cluster of museums that have called the neighborhoods home in recent years — the Henry Miller Museum (C3), the Griot Museum of Black History (C5) and the George B. Vashon Museum (C6) — are recommended.

The transformation of an old church into an indoor skateboard park called Sk8 Liborius (C7) or the series of free summer concerts in St. Louis Place Park also illustrate the dynamism of the area. In addition, St. Louis Place and JeffVanderLou are home to numerous schools— public and charter— at the elementary, middle and high school levels as well as five city parks, including the aforementioned St. Louis Place Park as well as Yeatman Square, Norman Seay, Chambers and Rumbold parks. These recreation spaces are part of the area's historic fabric with St. Louis Place Park and Yeatman Square both part of designated national historic districts.

The services segment of this report, found on pg. 25, will dive into more detail about the businesses and amenities present in St. Louis Place and JeffVanderLou, as well as those its residents would like to see brought to the area.

**“ We are not
all things to
all people,
but we are
all things to
kids. ”**

— Flint Fowler



NGA and the Future of St. Louis Place and JVL

In 2016, the National Geospatial Agency (NGA) announced it would build its new western headquarters on a 97-acre site in St. Louis Place. NGA serves as the country's primary source of geospatial intelligence for the Department of Defense and federal intelligence agencies. At \$1.75 billion, the project marks the largest federal investment in the history of St. Louis. The development, expected to be fully completed by 2024, is set to fundamentally transform these two neighborhoods and bring investment to areas that have suffered decades of economic distress.

While this represents a tremendous opportunity for St. Louis Place and JeffVanderLou, it must be balanced with the needs and desires of existing residents. Perspectives from community members on their hopes and concerns for the places they call home are included throughout this report and summarized in the two letters from the community. In addition, the City of St. Louis has created an initiative called Project Connect to help coordinate the development's impact on existing and future community members and stakeholders. More information on Project Connect can be found online at www.stlouis-mo.gov/project-connect.



- CULTURAL LANDMARKS**
1. Herbert Hoover Boys and Girls Club
 2. Tillie's Corner
 3. Henry Miller Museum
 4. Scott Joplin House
 5. Griot Museum of Black History
 6. George B. Vashon Museum
 7. SK8 Liborius

- HISTORIC LANDMARKS**
1. First Baptist Church
 2. Former Pruitt-Igoe Site
 3. Old Columbia Brewery
 4. Clemens Mansion Site

- EDUCATIONAL LANDMARKS**
1. Beaumont High School
 2. Columbia Elementary School
 3. Vashon High School
 4. St. Louis Community College
 5. Dunbar Elementary School
 6. LaSalle Middle School
 7. Carr Lane Visual and Performing Arts Middle School
 8. Gateway Elementary and Middle School
 9. KIPP Inspire Academy
 10. Innovation Concept Academy

- PUBLIC SAFETY LANDMARKS**
1. SLFD Engine House No. 17
 2. SLPD Central Patrol
 3. SLFD Engine House No. 5

Strategic Land Use

Displayed to the right is the City of St. Louis Strategic Land Use Map, which was developed as part of the 2005 update to the City's Comprehensive Plan. The city undertook an extensive community engagement and evaluation process to catalog existing land use conditions and determine future land use goals. Land uses include residential, commercial, industrial, institutional, specialty mixed-use and opportunity. Some areas are highlighted for preservation, where the city desires to protect and enhance the existing character. Other areas are highlighted for development, where the City would prefer new development of certain uses to connect to adjacent preservation areas. Opportunity areas include places where the City would be open to many different development types and uses. The large opportunity area outlined with a dashed line in the St. Louis Place neighborhood is the site of the NGA's future western headquarters.

The St. Louis Place and JeffVanderLou neighborhoods include a mix of land uses. Commercial and industrial land uses are found along higher traffic volume roads of the neighborhoods, while the residential land use areas are set behind. The Strategic Land Use Map is an important tool to understand how infill development can be designed and located to complement existing preservation areas and strengthen neighborhoods.

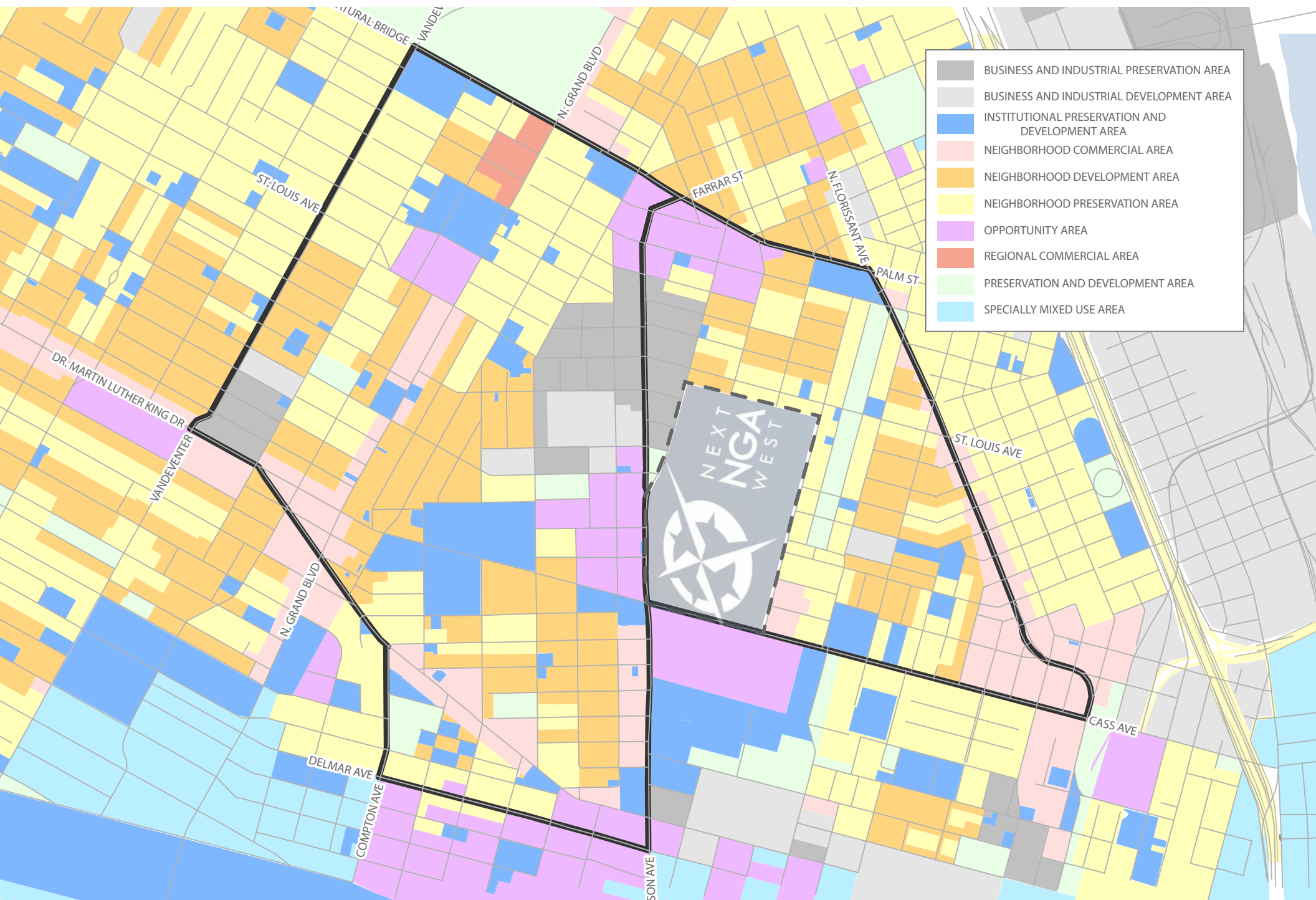


“The churches are here so you gotta have the church as an advocate for the community to deal with a lot of the politics.” – Pastor Andre Logan

Planning Efforts in St. Louis Place and JeffVanderLou

Since the early 2000s, there have been multiple planning efforts including all or parts of the two neighborhoods.

- *The JeffVanderLou Neighborhood Plan (2001) and 5th Ward Plan (2002) outline the history of planning efforts in the two neighborhoods and provided a basis for future plans.*
- *The Near Northside Transformation Plan (2016) was created as part of the Choice Neighborhoods grant and includes portions of St. Louis Place and JeffVanderLou.*
- *The Project Connect Action Plan (2017) explored potential impacts of the relocation of the NGA on surrounding neighborhood.*



Source: City of St. Louis Comprehensive Plan (2018)

Recent Development

The map to the right provides insight into current or planned developments in and around St. Louis Place and JeffVanderLou as of February 2019. Per Mayor Lyda Krewson, the City of St. Louis issued a record-setting \$1.14 billion in building permits in the 2018 fiscal year. The largest development in the neighborhoods surrounding St. Louis Place and JeffVanderLou is Ballpark Village Phase II (\$260 million), which includes office, multi-family and retail. This development will contain the first Class A office space built in downtown St. Louis since 1989.

With the exception of one single-family residential development (#2) in St. Louis Place, all other development in the area occurs outside of the two neighborhoods. The single-family development is being developed by Net Zero, LLC and has four proposed phases, each comprised of approximately 250 homes. In the adjacent neighborhood known as The Ville, there is a separate 43 single-family home development known as St. Ferdinand Homes II (#25). Even though the majority of the developments are not occurring in the two neighborhoods, developers are beginning to re-purpose old vacant buildings, which will help continue to revitalize nearby areas to the two neighborhoods.


The majority of new development in the area is comprised primarily of commercial and multifamily properties, with some developments having mixed-use purposes, including ground floor retail. Amongst

the retail components of these developments are two new grocery stores—Fields Foods, in the Monogram on Washington (#1) on the map, and GreenLeaf Market (#3). Both serve to provide nearby grocery options for the two neighborhoods. In addition, the existing Downtown Urgent Care is now the first 24/7 urgent care facility in the state of Missouri. Further west in the Vandeventer neighborhood, is the Ranken Technical Incubator (#26). This is a 26,000 square foot incubator for high-tech manufacturing and microenterprises and will employ 80-100 students.

Taken all together, this map illustrates the momentum building in the downtown and central corridors of St. Louis with projects of various sizes, scopes and proposed uses, whether planned or underway.

Preservation Square

McCormack Baron Salazar is in the process of redeveloping the 675-unit rental housing development known as Preservation Square. The redevelopment will cost approximately \$100 million, and be completed over four phases. These four phases will include the demolition or renovation of the existing multi-family buildings, the construction of new multi-family buildings, integrating the development into the street grid by removing existing culs-de sacs and removing additional barricades, and reducing the total number of residential units to 555.

-  Residential Development
-  Mixed Use Development
-  Hotel Development
-  Office Development
-  St. Louis Promise Zone
-  Choice Neighborhood

1. Monogram Building
2. Net-Zero Single Family Homes
3. Northside Regeneration
4. 1815 Locust Street
5. The Last Hotel
6. Jefferson Arms
7. Municipal Court Redevelopment
8. Locust Street Lofts
9. Chemical Building
10. The Pepper Building
11. 2647 Washington Ave
12. Masonic Temple
13. Preservation Square Phase III
14. Angad Arts Hotel
15. 1920 N Broadway
16. Ballpark Village Phase II
17. The Wedge
18. Steelcote Lofts
19. Arbor on Arco
20. Iron Hill at Prospect Yards
21. 1701 Locust Street
22. The Martin
23. Beaumont Telephone Exchange
24. 3842-46 Olive Street
25. Ranken Technical Incubator
26. St. Ferdinand Homes

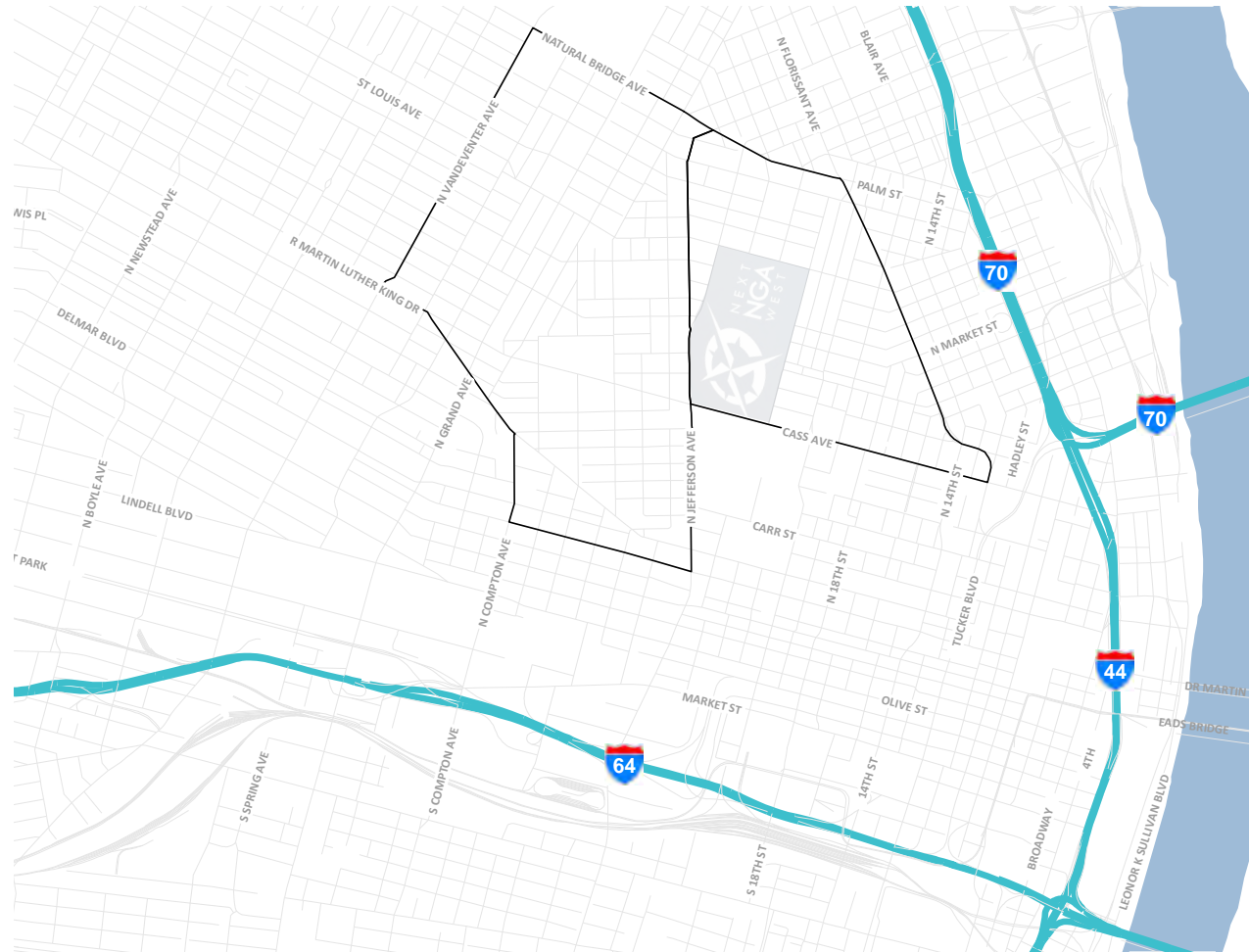


Sources: CityScene STL and NextSTL. Information accurate as of February 2019

Transportation Infrastructure

Highway Map

I-70 is the closest interstate in proximity to the St. Louis Place and JefferVanderLou neighborhoods and runs parallel to the Mississippi River. The interstate provides access to notable destinations such as Lambert-St. Louis International Airport. In the city, drivers can use I-70 to reach exits such as Grand Boulevard, Kingshighway Boulevard, and Tucker Boulevard. Major St. Louis amenities such as Ballpark Village, the Busch Stadium, Enterprise Center and City Museum are less than a 10 minute drive away. Attending a St. Louis Cardinals baseball game or listening to live music at Broadway Oyster Bar is within easy access without the need to hop on the highway from both neighborhoods. Tech and entrepreneurial ecosystems, Cortex and T-Rex, are also within the same distance. To head west, one only need to drive south on N. Jefferson to access I-64; an area where the City of St. Louis is planning to improve access with upgraded highway interchanges. Improved infrastructure in North City is expected to accommodate increased traffic in the next few years with completion of the Next NGA West facility and other developments. The Project Connect initiative oversees coordination and collaboration between neighborhood revitalization, transportation, development efforts and investment in the NGA project.



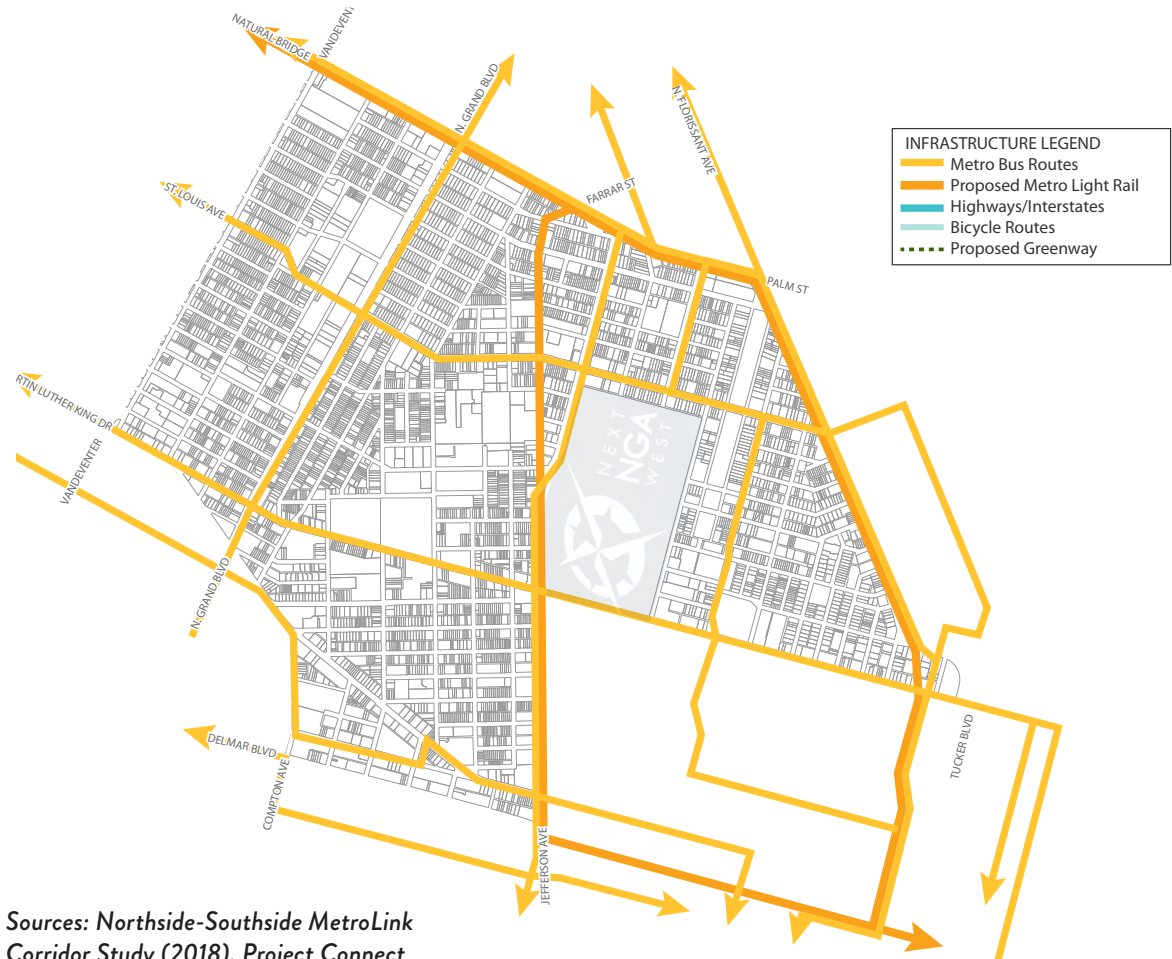
Project Connect Action Plan Infrastructure Priorities

1. I-64/US40 and N. Jefferson Avenue Interchange
2. N. Jefferson Avenue (Market Street to Natural Bridge Avenue)
3. Cass Avenue (North 13th to Elliot Street)
4. Improved bicycle route(s) from north to south

Transit Map

Traffic through N. Jefferson Avenue, which divides the St. Louis Place and JeffVanderLou neighborhoods, averages 15,640 cars per day; a number that is expected to rise to 24,890 by 2042 according to a study conducted by Lochmueller Group. St. Louis Development Corporation intends to implement a Complete Streets approach for N. Jefferson that will focus on making the thoroughfare safe for all users, including pedestrians, while accommodating high traffic volumes and serving as a future location for transit facilities. Along with N. Jefferson, Cass Avenue and Parnell Street are targeted for baseline NGA-related infrastructure.

Notably, Cass Avenue and Florissant Avenue are being considered for the two north St. Louis alignment options as the next phase of the Northside-Southside Metrolink Expansion. In August 2018, the board of directors for East-West Gateway Council of Governments, the region's metropolitan planning organization, approved the further study of a \$667 million street-running light rail investment plan; the plan serves to address both community investment efforts and pedestrian access to NGA's West campus location. The train would pass Grand and Natural Bridge through downtown to Chippewa. Once completed, trains could potentially run through the new route by 2029. The expansion would expand access to



Sources: Northside-Southside MetroLink Corridor Study (2018), Project Connect Action Plan (2017)

education and job opportunities for thousands of residents of underserved neighborhoods. Study estimates expect that the light rail expansion would serve approximately 47,000 people a day and provide access to 65,000 jobs within a half mile of the route. Currently train stations are located closer to areas such as downtown St. Louis.





Bicycles Map

Existing bike routes ranging from 0.5 miles to 2 miles in St. Louis Place and JeffVanderLou are located on Cass Avenue, North Grand, Natural Bridge, North Vandeventer, N. Florissant and Dr. Martin Luther King. Dedicated bike lanes, however, are restricted to areas such as Palm Street passing Fairgrounds Park, which just misses St. Louis Place Park.

Considerations for new bike routes include a path along N. 14th Street and adjacent to I-70. The greenway would be a few blocks from the existing 11-mile St. Louis Riverfront Trail, which extends along the Mississippi River and passes by the Gateway Arch.

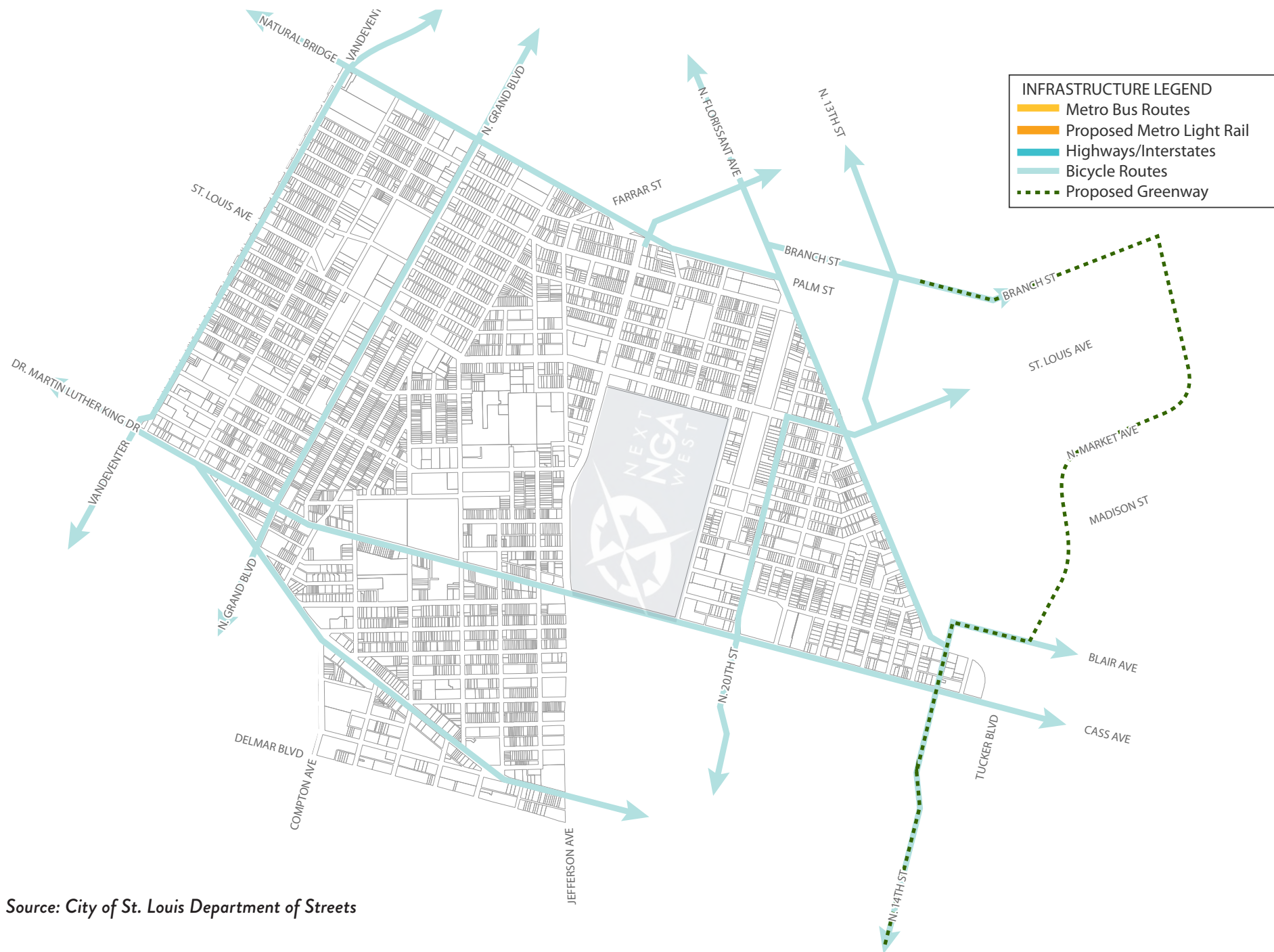
“ One voice, one person, can make a difference and that is why I have been so involved with my community.”

— Yolanda Williams

Electronic scooter and bike share companies such as Neutral Holdings, Inc. (LimeBikes) are highly popular amongst residents. Though bike share was pulled back in mid-2018, the bikes—and now electric scooters—are used to access areas such as downtown St. Louis and to avoid traffic, particularly during warmer months of the year. It is not unusual to see teenagers and adults cruising on sidewalks playfully laughing or rushing intensely to work using the scooters.

Project Connect Action Plan Recommendations

1. Removal of bicycle facilities on N. Jefferson Avenue north of Scott Avenue due to the rebuild of the interchange at N. Jefferson Avenue and I-64/US40
2. Establishment of a bicycle connection from N. Jefferson Avenue on Scott Avenue east and then north to N. 20th Street
3. Inclusion of a '2-way cycletrack' facility on Cass Avenue as part of infrastructure improvements related to NGA



Source: City of St. Louis Department of Streets

Vacancy and Abandonment

St. Louis Place and JeffVanderLou have experienced substantial depopulation since the 1950s, resulting in property abandonment and vacancy. Data from Geo St. Louis estimates that there are approximately 2,000 vacant parcels between the two neighborhoods. Those parcels not privately owned are owned by the Land Reutilization Authority of St. Louis, a City-run land bank that receives the title to all tax-delinquent properties not sold at the sheriff's sale. The average assessed total value of residential properties varies widely, with single family residential properties in JeffVanderLou at 16% of the city average and the same single family properties in St. Louis Place at 55% of the city average. Conversely, the total assessed value for a four family unit in St. Louis place is only 20% of the city average while JeffVanderLou is at 63%.

New Initiatives Taking on Vacancy

The St. Louis Vacancy Collaborative—a coalition of community representatives, private and nonprofit stakeholders, and City agencies—is of particular value to neighborhoods like St. Louis Place and JeffVanderLou. Focused on vacancy prevention, reuse and reinvestment, as well as anti-displacement and neighborhood planning, the Vacancy Collaborative supports cross-sector solutions to stabilize neighborhoods experiencing high rates of vacancy and abandonment. More information on the St. Louis Vacancy Collaborative can be found at www.stlvacancy.com.



“On St. Louis Ave, you’ve got some big old homes. I wish those homes could be restored back to their grandeur. You can’t build a house like that anymore. If we can keep the architecture of those old homes. That would be something worth saving.” – Vernon Betts

Financial Incentives

There are a wide variety of state and federal tax incentives available for individuals and businesses that invest in St. Louis Place and JeffVanderLou. The list below contains brief descriptions of some of these programs.

Historic Tax Credits

- > **REHABILITATION CREDIT** (Federal)
 - Used for businesses with rehabilitation expenses of a certified historic structure and can qualify for a credit up to 20% of total qualifying expenses.
- > **HISTORIC PRESERVATION TAX CREDIT** (Missouri) - Issued for qualified rehabilitation costs on historic structures. Individuals, organizations, and businesses can all apply for this credit.

Employment Tax Credits

- > **ST. LOUIS FEDERAL PROMISE ZONE** (Federal) – Pairs the federal government with local leaders and businesses who want to rebuild and put people back to work by investing money into communities that have been selected by the US Government to revitalize.
- > **CITY OF ST. LOUIS ENHANCED ENTERPRISE ZONE** (Missouri) – Used for any new or expanding business that creates at least two new jobs or had at least \$100,000 of new investment.
- > **MISSOURI WORKS TAX CREDIT** (Missouri) – Used for any business that can create and retain a minimum number of new jobs with significantly average-to-high wages and that can partially pay for employee health insurance.

Investment Tax Credits

- > **NEW MARKET TAX CREDITS** (Federal)
 - Created to entice businesses and nonprofit entities to make investments in low-income and blighted areas. Unlike other credits, the only requirement is that the initial investment remain in the area for the mandatory compliance period.
- > **EMPOWERMENT ZONE EMPLOYMENT CREDIT** (Federal) – Created for businesses that are located in Empowerment Zones (EZ) and that employ those who live and work in the same EZ. Qualification for the credit can amount to up to \$3,000 per employee.
- > **OPPORTUNITY ZONES** (Federal) – Encourages long-term investments by rewarding reinvestment of profit into defined low-income census tracts. Opportunity Zones are a new community development program established by the federal Tax Cuts and Jobs Act of 2017.

Housing Tax Credits

- > **THE LOW INCOME HOUSING TAX CREDITS** – Federal and state credits can be combined to incentivize the development of affordable housing in the area. The incentives generate equity investments from the private sector for the development of the affordable housing in exchange for a stream of tax credits that can either be used or monetized by the developer.

Neighborhood Preservation Tax Credit

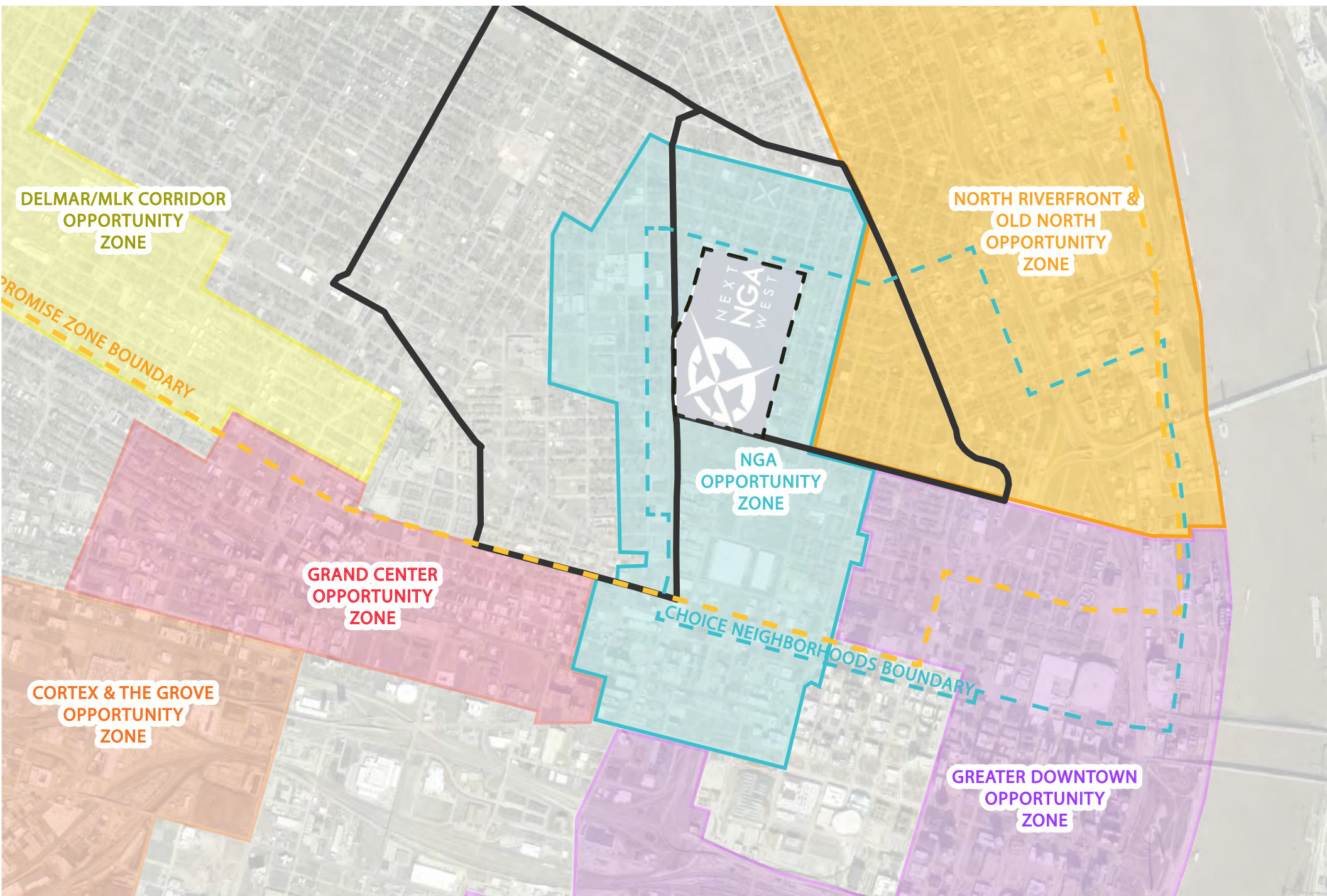
- > **NEIGHBORHOOD PRESERVATION ACT** (Missouri) – Provides an incentive for homeowners in certain lower income areas to rehabilitate their home, or for “in-fill” new construction of owner-occupied housing.

Mortgage Assistance

- > **FIRST PLACE LOAN PROGRAM** (Missouri)
 - Gives first-time homebuyers and qualified veterans the edge they need to purchase a home. The program can provide cash assistance for down payments or can provide a lower interest rate.

Transformation in North St. Louis

The City of St. Louis was awarded a \$29.5M Choice Neighborhoods Implementation Grant, which resulted in the publication of the Near Northside Transformation Plan in 2016. This plan covered portions of St. Louis Place and JeffVanderLou and presented a vision for mixed-income housing, commercial uses, business development and more. The neighborhoods are also included in the St. Louis Promise Zone, a federal designation that serves as a catalyst for ongoing collaboration and change by targeting resources to increase economic activity, improve educational and health outcomes, and invest in transformative development.



Sources: St. Louis Development Corporation, St. Louis Economic Development Partnership and Project Connect

Existing and Desired Services

Residents of St. Louis Place and JeffVanderLou generously shared what they love about their neighborhoods and what they would love to see move in to make them an even better place to live.

What's Here Now

Older neighborhoods like St. Louis Place and JeffVanderLou have a built-in advantage over newer suburban developments in that their infrastructure—although it often needs repair—is already in place and designed to support a dense urban environment. Historic buildings give these neighborhoods character and are anything but homogenous.

St. Louis Place and JeffVanderLou are also home to established cultural institutions, which—paired with a rich neighborhood history—nurture a unique neighborhood culture and help residents feel a sense of ownership in the larger community. The following are some of community spaces highlighted by residents:

Community Development Groups

- > NORTH NEWSTEAD ASSOCIATION
- > OLD NORTH ST. LOUIS RESTORATION GROUP

Cultural Spaces

- > GRIOT MUSEUM OF BLACK HISTORY
- > GEORGE B. VASHON MUSEUM

Educational Institutions

- > VASHON HIGH SCHOOL
- > KIPP INSPIRE ACADEMY MIDDLE SCHOOL

Parks and Outdoor Places

- > CHAMBERS PARK
- > FRESH STARTS COMMUNITY GARDEN

Community Recreational Areas

- > GAMBLE CENTER
- > LIFT FOR LIFE GYM

Social Support Services/Public Safety Agencies

- > ST. LOUIS DREAM CENTER
- > ST. LOUIS FIRE DEPARTMENT ENGINE HOUSE NO. 5

Existing Community Events

Residents in St. Louis Place and JeffVanderLou also greatly value the opportunities they have to make connections with each other. There are numerous community events that take place in both neighborhoods. Here are just a few highlighted by residents:

- > WHITAKER URBAN EVENING CONCERT SERIES
- > NORTH NEWSTEAD ASSOCIATION GARDENING AND HEALTHY LIVING WORKSHOP
- > 3RD WARD MONTHLY COMMUNITY MEETING
- > NORTHSIDE OASIS COALITION MONTHLY MEETING
- > LINDELL PARK NEIGHBORHOOD MEETINGS
- > ST. LOUIS PLACE NEIGHBORHOOD MEETINGS
- > JEFFVANDERLOU NEIGHBORHOOD DEVELOPMENT ASSOCIATION MEETINGS

“ I think the buildings here on St. Louis Avenue should remain. They are unique structures. There were some prominent people that lived in these houses. ”— *Calvin Riley*

What's Hoped for in the Future

Active storefronts with a consistent flow of customers bring life to a neighborhood, help deter crime by keeping eyes on the street, and create convenience for residents who will have closer areas to shop. It was these types of businesses that neighborhood residents were most vocal about in neighborhood meetings.

Many residents discussed wanting more grocery stores, pharmacies, restaurants, gyms, and entertainment venues close by. They talked about local businesses that had once contributed to this type of environment and had since closed, including London and Sons Chicken, Tillie's Food Shop, Columbia Brewery, Buster Brown Blue Ribbon Shoe Factory, and Lindell Bank. Now, residents often must leave the neighborhood for everyday needs and shopping, which makes it hard for money to stay in the community.

Residents also emphasized that many of St. Louis Place and JeffVanderLou's community spaces and parks could use upgrading to ensure they are as flexible as possible to meet the needs of residents and families. Recreational areas and other services for youth are particularly important as 31% of the population in the two neighborhoods is age 19 or younger. In addition, they would like to see more spaces to host large and/or outdoor events and to congregate for everyday gatherings.

Opportunities for Growth

Below are some examples of existing nearby business, amenities and services that residents would like to see more of in their neighborhoods:

Grocery Stores

- > ALDI
- > WHOLE FOODS

Home Repair/Improvement

- > MARX HARDWARE AND PAINT CO
- > JOSEPH BECKER WALLPAPER AND PAINT CO

Health

- > MYRTLE HILLIARD DAVIS COMPREHENSIVE HEALTH CENTER

- > SAINT LOUIS UNIVERSITY DOCTORS AND CLINICS

Places to Eat and Go Out

- > BROTHER'S DINER
- > THE FIREBIRD

Banking

- > JEFFERSON BANK
- > ST. LOUIS COMMUNITY CREDIT UNION



Big Box Chain vs. Local Establishments

Some residents expressed interest in national “big box” retailers entering the city, but also expressed a strong preference for local eateries over chain restaurants. While this may seem counterintuitive, fast food options are fairly accessible within St. Louis Place and JeffVanderLou; by contrast, big box stores like Walmart or Home Depot are at least a 20-25 minute drive away and, in some cases, completely inaccessible if you're using public transit. Further study is needed to whether neighbors prefer walkability and the urbanism that smaller retailers provide, versus the convenience of larger box stores.

Entertainment Districts

Many residents may appreciate the creation of an entertainment district that is supported with additional retail and dining options. Residents expressed a desire to see more entertainment options and family-oriented activities in their neighborhoods such as movie theaters, bowling alleys, and more programming at local parks and community centers.

Neighborhood Services

Positioned for Growth

As the St. Louis Place and JeffVanderLou neighborhoods position themselves for regrowth and redevelopment, it is important to both celebrate existing assets that can be built upon and recognize where there are opportunities to bring additional services and amenities to residents and visitors.





The next few pages provide a more complete overview of the businesses, community and cultural spaces, and organizations recommended by residents. The map shows their location, color coded by the type of amenity. The table provides the name along with distance in minutes from Yeatman Square Park in JeffVanderLou to the service's location. The symbol indicates the mode of travel (walking, car, transit, and biking).

★ All distances measured in reference to Yeatman Square Park as starting point



Service Name

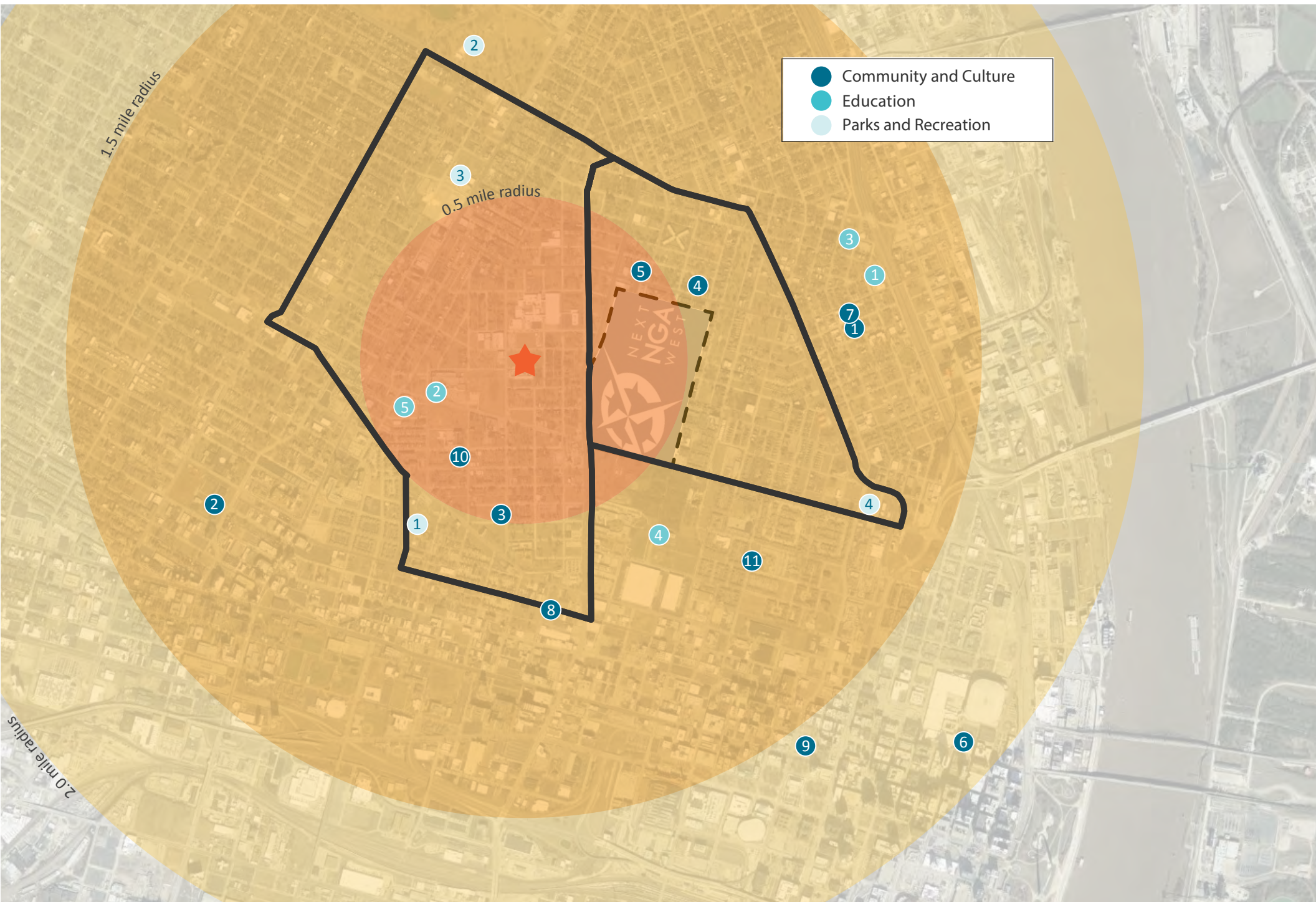
Distance (in minutes)

				
1. Urb Arts	28	5	13	7
2. Don and Heide Wolff Jazz Institute*	30	8	27	10
3. Gamble Center	12	3	-	3
4. George B. Vashon Museum	16	3	11	4
5. Griot Museum of Black History	13	3	10	4
6. National Blues Museum	49	10	23	15
7. Old North St. Louis Restoration Group	27	5	15	8
8. Scott Joplin House State Historic Site	19	4	12	6
9. St. Louis Public Library-Central Branch	41	8	23	14
10. Tillie's Corner	9	2	-	2
11. Transfiguration Lutheran Church	26	5	16	7

1. Ames Visual and Performing Arts School	30	7	15	9
2. Vashon High School	4	1	-	1
3. Confluence Academy (Old North)	31	7	17	9
4. KIPP Inspire Academy Middle School	23	4	15	6
5. William J Harrison Center	9	2	7	3

1. Chambers Park	18	4	16	5
2. Fairground Park	35	5	19	10
3. Herbert Hoover Boys & Girls Club	14	3	11	4
4. Lift For Life Gym	28	5	12	8

* Don and Heide Wolff Jazz Institute and Art Gallery at Harris-Stowe State University







“ When London and Sons first opened up in 1963 on the 2300 block of Cass, you could get six wings and fries for a dollar! ”

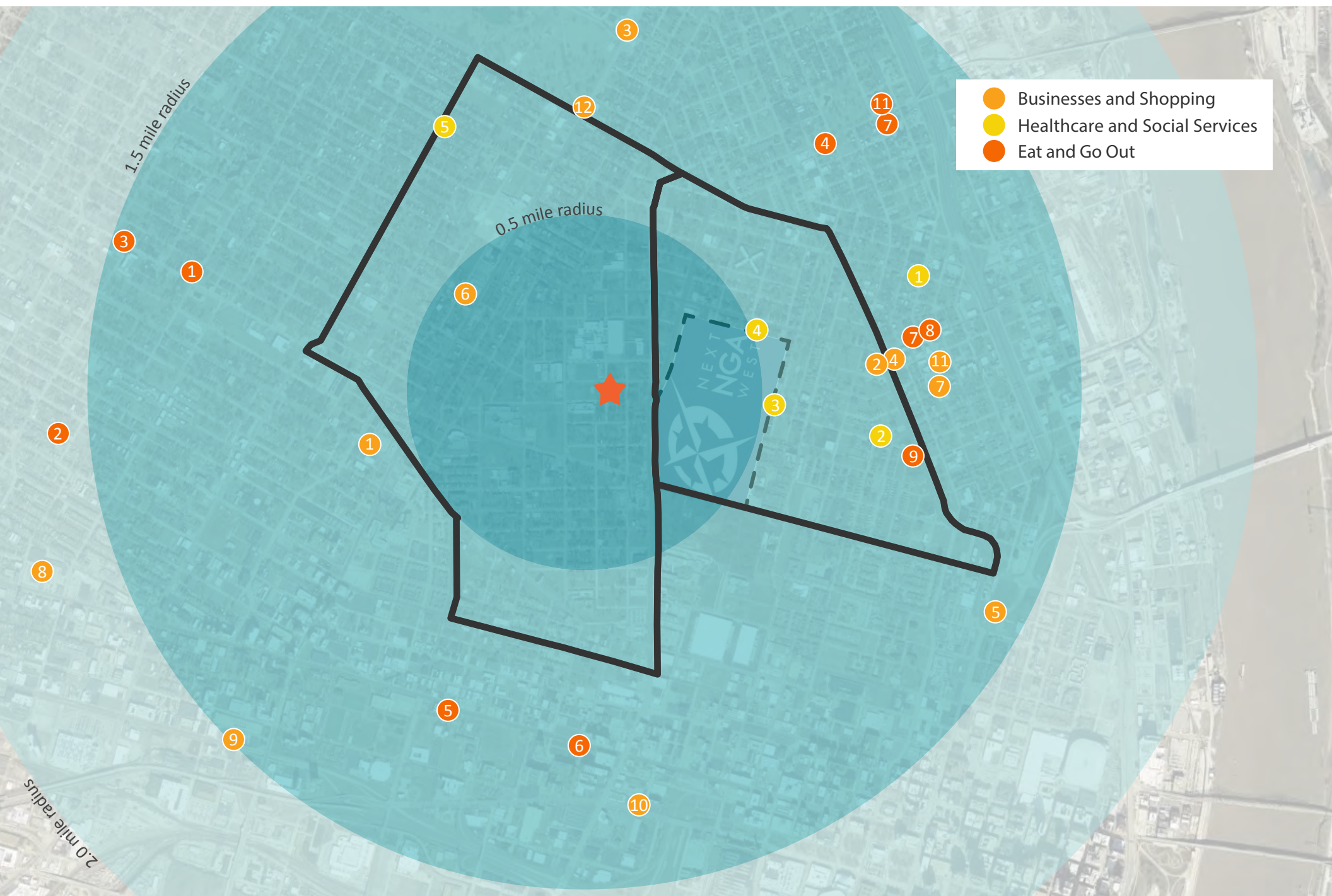
– Delonia Winston

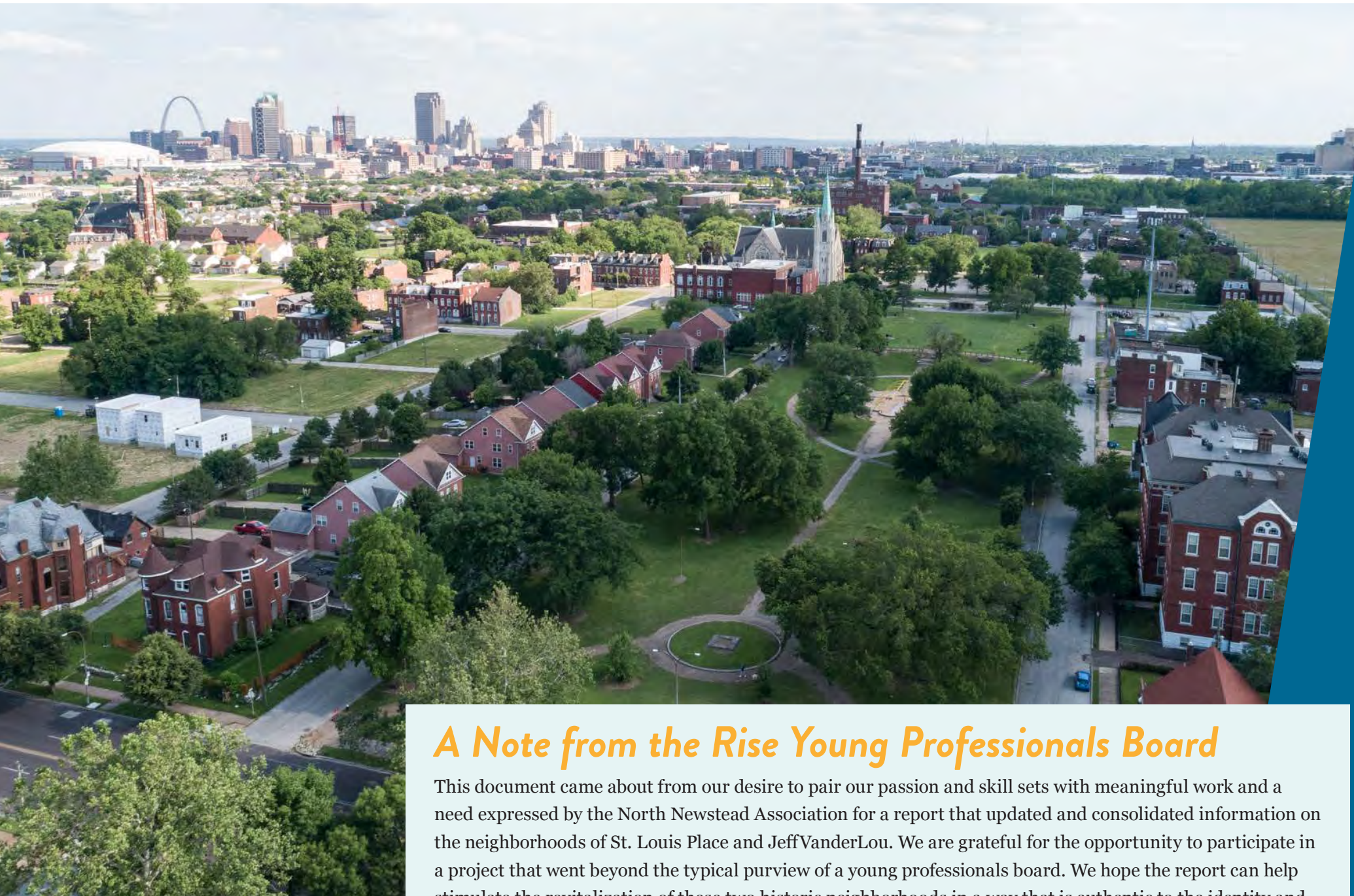


Service Name

Distance (in minutes)

				
1. Save-A-Lot	16	5	12	6
2. Bank of America Financial Center	25	5	14	7
3. Dollar General	26	5	13	7
4. Family Dollar	24	4	13	7
5. Greenleaf Market	31	5	13	9
6. Joseph Becker Wallpaper and Paint Co	93	-	3	
7. Marx Hardware and Paint Co	29	6	16	9
8. Schnucks	43	9	34	14
9. St. Louis Community Credit Union	35	9	19	13
10. Jefferson Bank	30	6	13	10
11. Central Print	27	5	13	7
12. Aldi	21	4	12	6
1. Stepping into the Light Ministry	29	6	17	9
2. Karen House	27	5	18	7
3. Precious Ways Development Center	21	5	19	6
4. St. John's Community Service Food Pantry	16	3	10	4
5. St. Louis Fire Department Engine House No. 5	21	4	14	5
1. Brother's Diner	27	6	12	7
2. Fabulously Vegan Kitchen	--	-	-	
3. Jaden's Diner	31	7	14	8
4. Jerk Soul	25	4	16	8
5. Pappy's Smokehouse	26	6	25	7
6. The Firebird	24	5	15	7
7. Crown Candy Kitchen	26	4	12	7
8. La Mancha Coffeehouse	26	5	14	7
9. @ Monroe	29	4	24	7
10. Cornerstone Cafe	29	4	21	8
11. The River Lillie	29	4	21	8





A Note from the Rise Young Professionals Board

This document came about from our desire to pair our passion and skill sets with meaningful work and a need expressed by the North Newstead Association for a report that updated and consolidated information on the neighborhoods of St. Louis Place and JeffVanderLou. We are grateful for the opportunity to participate in a project that went beyond the typical purview of a young professionals board. We hope the report can help stimulate the revitalization of these two historic neighborhoods in a way that is authentic to the identity and needs of its residents.



*Board members who contributed
to this project include:*

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Velma Bailey, STL Torchbearers 2

Vernon Betts, Sheriff, City of St. Louis

Brandon Bosley, 3rd Ward Alderman, City of St. Louis

Lois Conley, the Griot Museum of Black History and Culture

John Cruz, Rise Community Development

Flint Fowler, Herbert Hoover Boys & Girls Club

Pamela Harris, North Newstead Association

Brian Krueger, St. Louis Place Community Association

Rev. Andre Logan, Thessalonian Missionary Baptist Church

Sal Martinez, Employment Connection

Calvin Riley, George B. Vashon Museum

Yolanda Williams, Neighborhood Resident

Rosie Willis, Fresh Starts Community Garden

Delonia Winston, Northside Regeneration Ombudsman

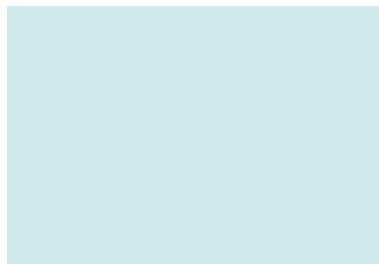
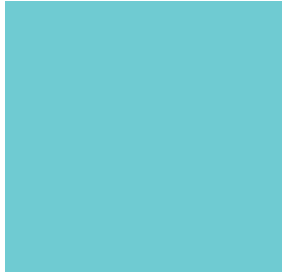
Julius B. Anthony, St. Louis Black Authors of Children's Literature

Kameel Stanley, St. Louis Public Radio

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