

Washington University Medical Center Redevelopment Corporation

Beautification and Public Infrastructure

2009 Year End Report

Washington University Medical Center Redevelopment Corporation (WUMCRC), a partnership between BJC Health Care and Washington University School of Medicine, works to improve the quality of life for the neighborhoods surrounding the medical campus. In order to achieve this goal in Forest Park Southeast, WUMCRC has invested in improving the level of physical and personal security, regenerating the market for private investment in businesses and real estate, and enhancing human and social service opportunities. This report outlines some of the beautification and public infrastructure improvements that were implemented by WUMCRC in 2009 in an attempt to strengthen neighborhood identity and improve the physical environment in Forest Park Southeast.

Cor-Ten Entry Markers Highlight Uniqueness of St. Louis and Forest Park Southeast

In 2008, in an effort to help brand and distinguish the boundaries of Forest Park Southeast, WUMCRC and local artist Wesley Fordyce began conceptual work for a neighborhood entry marker. The goal was to produce a sign that would require low maintenance, be unique to the St. Louis area, and use material that weathered well and fit into the landscape. The natural choice was to utilize Cor-Ten steel due to its distinctive look and natural weatherization.

The design and materials used, received unanimous approval from the neighborhood's public infrastructure committee. In that same year the sign was fabricated and installed and soon after design work for a second marker began.

In early 2009, the second marker was installed at the northern boundary of the neighborhood at Tower Grove and Chouteau Avenues. While the first design, incorporated the Gateway Arch into the background of the Forest Park Southeast themed buildings, the second sign, incorporated the theme of what the neighborhood has become known for; historic buildings located next to great attractions such as the Science Center and the Art Museum.



Landmark Neon Sign to Span Manchester Avenue Summer 2010



After 18 months of work, including design, engineering, fundraising and approvals, a \$60,000, double-faced neon sign will soon span Manchester Avenue at Sarah Street, marking the entry to the Grove.

A committee of business owners led by WUMCRC, desired an asset that would capture the overall vibrancy of the area while also having the distinction as being St. Louis' newest landmark. The sign, which spans 24 ft wide and arches 9 ft tall, seems to capture these attributes.

Residents and business owners alike are excited about the ongoing transformations of the Grove district and are eager for the installation of the sign. As the area continues to establish a cultural and entertainment identity, it is expected that the sign will welcome visitors for years to come.

WUMCRC was project manager and contributed to the funding of the sign.



2009 Beautification/Public Infrastructure Report

Design Work Begins for Street Markers Throughout Forest Park Southeast

For the past two years WUMCRC and the Forest Park Southeast Public Infrastructure Committee have set the priority of enhancing the neighborhood's north and south corridors (Taylor, Newstead, Tower Grove, and Boyle Avenues) in an effort to beautify the area's most traveled roads.

In late 2009, WUMCRC collaborated with Space Architecture Group to design street markers. The public infrastructure committee worked with the Space team to conceptualize markers that respect the neighborhood's historic integrity while also adding contemporary features such as solar powered lighting and glow-in-the-dark components that may be viewed by passerby's at night.



The committee agreed that the intent of the street markers are to: 1) further the identity and branding of the neighborhood, 2) demonstrate to visitors and passerby's that this is a unique neighborhood, 3) show that this area is being cared for and is seeing investment, and 4) draw people into moving in and investing on the side streets.

The markers are scheduled to be installed in fall, 2010.

Newly Painted Fire Hydrants Brighten Up the Grove and FPSE Streets

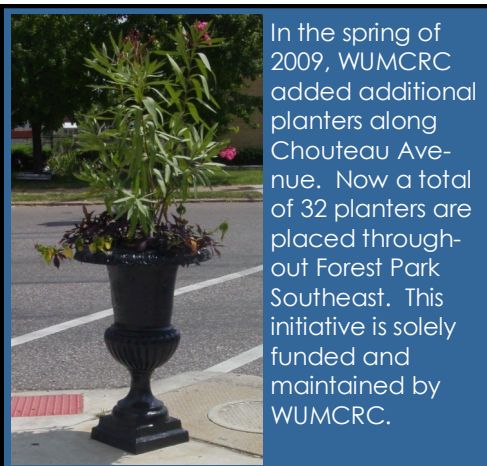


Taking a cue from the Hill neighborhood, WUMCRC teamed up with local artist Grace McCammond to turn the ordinary into something a little more special...art.

The fire-hydrant art project started in the summer of 2009 and consisted of two phases. The first phase involved painting the fire hydrants along Manchester from Kingshighway to Vandeventer in the Grove district with the design based upon the Grove logo. The second phase of the project took place along the drive corridors of Forest Park Southeast (Taylor, Newstead, Tower Grove, Boyle, Chouteau, and Vandeventer) with the fire-hydrants painted green and white with the design based upon the Forest Park Southeast neighborhood logo.

Overall 90 fire hydrants received a fresh coat of paint and design. The hydrant project was funded by WUMCRC with the goal of helping to further establish the neighborhood's identity and uniqueness.

WUMCRC Places Volunteers for Neighborhood Projects



In the spring of 2009, WUMCRC added additional planters along Chouteau Avenue. Now a total of 32 planters are placed throughout Forest Park Southeast. This initiative is solely funded and maintained by WUMCRC.

In 2009, WUMCRC helped lead a multitude of volunteers in performing beautification and clean-up projects throughout Forest Park Southeast.



The projects consisted of park clean-ups, vacant lot landscaping, maintenance of community gardens, litter and trash removal, beautification and community garden planting. Throughout the year, WUMCRC helps place organizations and volunteers at schools, homes, and parks throughout Forest Park Southeast.