



Washington University Medical Center

A partnership between BJC HealthCare and Washington University in St. Louis



Year End Report 2013

Message from the Executive Director

It is a very exciting time in the neighborhoods that surround the Medical Center. Confidence is running high as new businesses and developments are being announced monthly and sometimes weekly. There is definitely the smell of success in the air.

In the Central West End neighborhood, there is over \$250 million in development projects that are either in the very late stages of planning or underway. The neighborhood has definitely rebounded from the "Great Recession". The long awaited announcement by Swedish furniture retailer IKEA to build a store at the eastern end of the neighborhood was greeted by a thunderous applause throughout the entire St. Louis region. Scheduled to open in late 2015, the store is expected to attract 20,000 visitors each weekend, bringing a much needed shot in the arm to the city's tax coffers. At the western end of the neighborhood, Mills Development has finally broken ground of the long awaited City Walk mixed-use project. When completed, the development at Euclid and West Pine will include the city's first Whole Food Grocery store with luxury apartments above a 176 space parking garage.

In the Forest Park Southeast neighborhood and Grove Entertainment District, the sky is the limit. The new Urban Chestnut Brewery-Bierhall is almost complete and scheduled to open this winter. Rise Coffee House has been a big hit. It has a family friendly atmosphere combined with a chic and unique décor turning it into the meet-up spot for friendly business chats and casual conversations alike. In the northern portion of the neighborhood, work is wrapping up on the Aventura site. When complete, the development will include 155 market-rate apartments, which are already proving very popular. Just west of the site, developers have announced their intention to build a Hilton Home2Suites extended stay hotel. Meanwhile, developers large and small continue to seek out and rehab the historic residential homes throughout the neighborhood.

On the WUMC-CORTEX Campus, the excitement continues. The new Shriner's Hospital is rising like a glass phoenix above I-64 at Newstead. The new @4240 Cortex building is now fully leased and pulled off a major national coup by attracting the Cambridge Innovation Center's first expansion site. Finally, work on the new I-64/Tower Grove interchange is well underway and expected to wrap up this summer. When completed, the WUMC-CORTEX campuses and FPSE neighborhood will have a new entrance and better regional connections.

We hope that you enjoy the 2013 Year-End Report. The most exciting thing of all is that this is just the beginning! Stay Tuned!



Programs & Events

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GROVE FEST 2013



On October 5th, Forest Park Southeast hosted its 8th Annual Grove Fest Celebration. Guests merchants, and entertainers gathered along Manchester from 2pm to midnight. Despite the less than perfect weather, the festival attracted approximately 14,000 guests and made a profit of \$2,000.

An assortment of 58 vendors set up shop. The mix included retail, community groups and services from throughout the St. Louis region. 16 food and beverage booths offered refreshments (all coming from the Grove CID - a Grove Fest record!). In addition, there were 12 street performers including a fire performers, mime, a flash mob and 12 bands ranging in styles from hip-hop to bluegrass. 36 volunteers and 19 sponsors made the event possible, AND there were zero crimes reported.

Photo Credit: Grove Fest STL Facebook Page

2013 Holiday Outreach Program

The Holiday Season is traditionally thought of as a happy, prosperous time. Unfortunately, many families in the Forest Park Southeast neighborhood and Botanical Heights have fallen on hard times and find it difficult to enjoy the holidays as they struggle to provide their families and themselves with even the most basic of essentials. The Washington University Medical Center coordinates the Holiday Outreach Program annually to assist these needy families and help make the holidays more enjoyable.

This year we are pleased to report that \$18,000 in donations was collected from 32 departments in the Washington University Medical Center. These donations were enough to provide aid such as utility assistance, food assistance, and gift cards to 45 families! Departments also donated gifts for children and much needed essentials such as winter clothing, shoes, beds, household cleaning supplies, and so much more. We had a blast coordinating this program and look forward to helping more families next year!



Park Central Development Gala

On March 13, 2014, Park Central Development will be hosting its 1st Annual Gala! This highly anticipated affair is a fundraising event for Park Central who recently experienced a cut in revenues in community block grants. The money raised from the event will help Park Central continue to serve the area. Park Central is excited to be hosting the Gala at the new Urban Chestnut Brewing Company located 4465 Manchester. This is the first major banquet to be held at the brewing company's new location since its opening this year. The night will be filled with a variety of fun activities and entertainment such as a live band, juggling, a photo booth, a mural painting done by local artists, and a silent auction.

Silent auction items include wonderful offers such as hotel night getaways and tickets to performances. Dinner will also be provided and an open bar will be available featuring Urban Chestnut beer. The Gala will be from 6-10pm. Tickets are \$100 per person or \$900 per table of ten. The attire is formal wear. Should you have any questions or would like to register as a sponsor, please contact Park Central by phone at 314-262-4082 or visit their website at parkcentraldevelopment.org/2014gala.



Join us as we celebrate our future in the City of St. Louis.
Our premiere gala will take place
in the beautifully re-imagined Urban Chestnut Brewing facility
and will feature beer tastings and a three-course meal
in the brewery's production area.

Cocktails from 6 - 7:30 PM
Dinner at 7:30 PM
Silent Auction closes at 9:00 PM
Entertainment throughout the evening.

PLEASE JOIN US *for the* PREMIERE

PARK CENTRAL
DEVELOPMENT CORPORATION
-Gala-

THURSDAY, MARCH 13, 2014
6 to 10 PM

URBAN CHESTNUT BREWING CO.
4465 Manchester Ave., St. Louis, MO 63110

Tickets are:
\$100 per Person
\$900 per Table of Ten

Enjoy dinner, cocktails, a variety of performances
and a silent auction.

Sponsorship opportunities available.

For information, please call:
314.262.4082
or visit:
parkcentraldevelopment.org/2014gala

Three bottles of Park Central Development Corporation beer. Two are standing upright and one is lying down in front of them. The labels feature the 'Gala' logo and the company name.

New Businesses

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TAHA'A TWISTED TIKI

No Hurry, No Worry - This motto and mentality is spelled out in large cursive letters both inside and outside of Taha'a Twisted Tiki to remind customers to slow down, relax and have fun.

The new French Polynesian-themed bar, located at 4199 Manchester Ave, opened its doors on December 30th. Owned by Lucas and Derek Gamlin of Gamlin Whiskey House and Sub Zero Vodka Bar, Taha'a specializes in tropical drinks and snacks and offers 150 different types of rum.



Photo Credit: Taha'a Twisted Tike Facebook Page

CITY GREENS MARKET

City Greens Market is a farmer's market run by the Catholic Charities of St. Louis out of the basement of their Midtown Community Center at 1202 S. Boyle. The mission of City Gardens is to provide fresh, quality produce at an affordable price in order to promote a healthy community. The program currently serves hundreds of shoppers from all across the St. Louis area. Recently the Midtown Center has decided to move the market into a storefront on Manchester, one of the city's fastest growing commercial districts. City Greens Market is currently renovating their new home at 4260 Manchester, the former location of No Coast Skateboard Shop, and will be opening soon. The total cost of the project is estimated at \$10,500.



Photo Credit: City Greens Market Facebook Page

Rise Coffee House



After much anticipation, Rise Coffee House is now open! This cozy new addition to the Grove entertainment district is owned by Jessie Mueller, a former intern for the Washington University Medical Center Redevelopment Corporation. The Muellers totally renovated the formerly blighted, vacant building at an estimated cost of \$305,000 and transformed the space into a warm and inviting coffee house with bohemian aesthetic and local art. The two-story coffee house serves food and drink on the first floor and the spacious, beautifully decorated second-floor has lounge seating and a children's area. Rise offers a variety of drink options that will satisfy coffee lovers, such as lattes, cappuccinos, and a Brew Bar. They also offer other drink options such as tea, chai, hot chocolate, and smoothies as well as delicious pastries. Jessie has made noticeable strides to be sustainable and sells organic, fair-trade coffee from Goshen Coffee and pastries supplied by Whisk! A Sustainable Bakeshop.

Rise Coffee House is located at 4180 Manchester and is open Monday– Saturday from 7AM-4PM and Sundays from 9AM-4PM. For more information, visit their website at www.risecoffeestl.com.

GROVE BREWERY AND BIERHALL



Urban Chestnut Brewery's new facility at 4465 Manchester Ave is close to completion. The company recently held the "UCBC Wolpertinger 2014" in the Grove Brewery and Bierhall to celebrate its 3rd anniversary.

This second location will be substantially larger than the first. Located in what was formerly the 70,000 square foot Renard Paper Company building, the new facility will house a production brewery, packaging facility, and an indoor/outdoor retail tasting room. The \$10 million project will increase the company's annual brewing capacity by 15,000 barrels and is expected to provide roughly 40 new jobs over the next 2 years. In addition, the new location will be LEED Certified (Leadership in Energy and Environmental Design) meaning that the building will achieve a notable level of energy efficiency and environmental stewardship through design and operation.



Wolpertinger 2014 (below); Construction (above)



Photo Credit: urbanchestnut.com

@4240 BUILDING

Constructed as part of the CORTEX knowledge community, @4240 will offer 183,000 square feet of customizable office and/or laboratory space, fully-equipped conference rooms, and open meeting areas and will cater to life science and high-tech companies. The building is part of the \$186 million second phase of the renovation of the CORTEX district and cost \$73 million to redevelop.

Being located within a knowledge community, @4240 will be surrounded by green space, cafes, restaurants, retail, housing, and transportation via highways and metrolink. In addition, it is in close proximity to Washington University (both the Danforth campus and the School of Medicine),

Saint Louis University, the Center for Emerging Technologies, Barnes Jewish Hospital, and Saint Louis Children's Hospital. The building itself, which is located at 4240 Duncan Ave, is under consideration for LEED Platinum certification, which is the highest certification in Leadership in Energy and Environmental Design that a building can obtain.



Coming Soon

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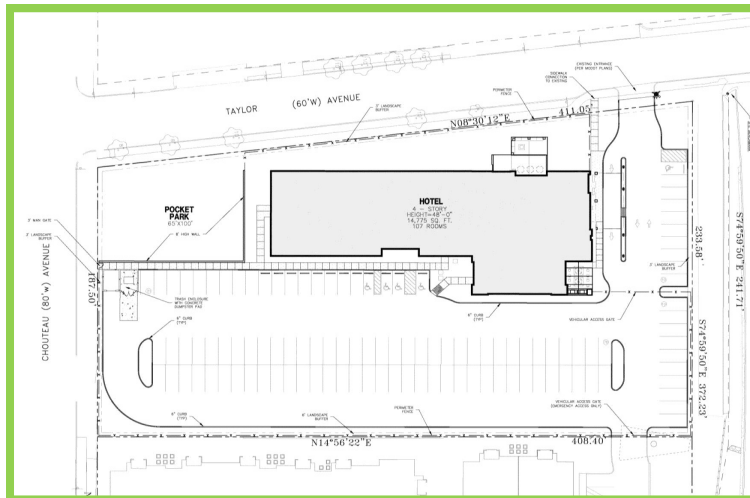
HILTON HOME 2 SUITES

A hotel in Forest Park Southeast! Taylor-Papin, LCC, has a contract on purchasing 904-920 S. Taylor, where they plan to construct a swanky 4-story, 107 room hotel suite complete with a breakfast bar, patio, fitness room, and indoor swimming pool.

Home2 Suites (H2) will be an extended stay hotel whose target market will be patients and family members of the medical center. Each room will contain a microwave, dishwasher, kitchen sink, and refrigerator.

Construction for this \$12.8 million development is scheduled to begin May of 2014 and is estimated to be completed and open for occupancy by July of 2015.

Below: Visual Approximation



H2 SITE PLAN

Photo Credit: home2suites3.hilton.com

New IKEA Store in St. Louis

On December 4, 2013, IKEA representatives confirmed that IKEA will be opening a store in St. Louis in the fall of 2015. Plans for the new \$110 million development were revealed at a press conference held at a CORTEX building on Forest Park Avenue. The store will be located at Vandeventer and Forest Park avenues and will bring about 300 jobs to the area. When completed, the building will be 380,000 square feet and two-stories high. Parking will be located in the front of the store with an additional 1,250 parking spaces in a garage one level below the store. Construction is expected to begin in the summer of 2014.

IKEA is a Swedish based home furnishing retailer. It is the world's largest furniture retailer and operates 301 stores world wide with 37 of those stores currently open in the United States. The St. Louis location will be the first to open in the state of Missouri.



Overhead map of the proposed site location for Ikea's St. Louis location



Architectural rendering of Ikea's proposed St. Louis store

The company is particularly excited about the new store being located in the city as opposed to a suburban location like most of its other stores. Some reasons that representatives gave for locating the new store in the city as opposed to the suburbs were that the site is the right sized and clearly visible from the highway. IKEA was also impressed by future plans for mixed-use development in the CORTEX district and its interest in sustainable development. Sustainability is a large focus area for the IKEA company and it is interested in new locations that are closer to public transit options. Plans for a new MetroLink station at nearby Boyle Avenue were intriguing to the retailer. The new development promises to be a welcomed addition to the St. Louis City area.

Shriners Children's Hospital



After being put on hold twice, Shriners was finally able to move forward with constructing its new Children's Hospital in March of 2013. The \$47 million facility will be located at 4440 Clayton Avenue between Taylor and Newstead on 3.75 acres of the BJC Healthcare campus. It can easily be seen from I-64/40 interstate. The new facility will be

located two blocks east of the original hospital located at the northeast corner of Euclid and Clayton Avenues. When completed, the hospital will be 90,000 sq. ft. and will house twelve inpatient beds, three surgical suites, 18 clinic examination rooms, and nine rooms designated for outpatient family housing. The expected completion date of the project is late 2014.

The hospital is strategically located in order to be closer to the Washington University School of Medicine, St. Louis Children's Hospital, and other BJC facilities and services. This is to gain better access to resources and to be more fully collaborative in regard to research and education. The majority of the children's hospital medical staff are also Washington University Faculty Physicians.

The hospital will service children up to the age of 18 with orthopedic conditions, burns, spinal cord injuries and cleft lip and/ or palate. Treatment will still be provided even if their families are unable to pay.

Community Spotlight

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New WUMCRC Team Member

Meet Enrique Flores, one of WUMCRC's new Community Development Managers! Enrique joined our team in September of 2013 and has been a welcomed addition. As a Community Development Manager, some of his responsibilities include leading community projects in community outreach, security initiatives, and Real Estate Development. Enrique attended The Newschool of Architecture and Design in San Diego where he received a Bachelors of Architecture. He then went on to Saint Louis University where he completed a Masters of Arts in Urban Planning and Real Estate Development. This California native enjoys traveling in his spare time. If you would like to get in contact with Enrique please contact him by phone at (314) 747-2332 or by email at floresenr@wustl.edu

Enrique Flores



Name: Enrique Flores

Title: Community Development Manager

Hometown: Menifee, California

Education:

- Master of Arts in Urban Planning and Real Estate Development from Saint Louis University
- Bachelors of Architecture from The Newschool of Architecture and Design in San Diego

New WUMCRC Team Member

Meet Ashley Johnson, one of WUMCRC's new Community Development Managers! We are very excited to have Ashley, who joined our team in November of 2013. As a Community Development Manager, some of her responsibilities include leading community projects in EAHP, Forest Park Southeast Neighborhood Ownership Model (NOM), and Real Estate Development Recruitment. Ashley attended the University of Wisconsin– Milwaukee where she received her Bachelor's Degree in Urban Geography. She then went on to Saint Louis University where She completed a Masters of Arts in Urban Planning and Real Estate Development. This Chicago native enjoys cooking and singing karaoke when she is not busy working on projects to better the community. If you would like to get in contact with Ashley please contact her by phone at (314) 747-2336 or by email at johnsonas@wustl.edu.

Ashley Johnson



Name: Ashley Johnson

Title: Community Development Manager

Hometown: Chicago, Illinois

Education:

- Master of Arts in Urban Planning and Real Estate Development from Saint Louis University
- Bachelors degree in Urban Geography from the University of Wisconsin-Milwaukee

New Executive Director at PCD

Brooks Goedecker



Brooks Goederker became the new Executive Director of Park Central Development in July of 2013. As an undergrad, Brooks first became involved with community development after working at Jefferson Elementary school for 4 summers. There, he became familiar with mixed income developments and learned what it takes to successfully build a neighborhood. Since that time, Brooks has continued to acquire experience in community development. Before coming to Park Central Development, he worked at the Washington University Medical Center Redevelopment Corporation, Urban Strategies, Inc., and the Forest Park Southeast Development Corporation. Brooks received his Master's Degree in Non-Profit Management from Washington University, a Master's Degree from Saint Louis University in Social Work, and a Bachelor's Degree from Knox College in Psychology and Sociology/Anthropology. As the Executive Director at Park Central Development, Brooks is responsible for overseeing all operations of the corporation such as safety and security, the employment assistance program, public infrastructure improvements, and events held in The Grove. In his spare time, Brooke enjoys playing a variety of sports such as softball, volleyball, and corkball as well as spending time with his wife and children. If you would like to get in contact with Brooks, he can be reached by email at brooks@parkcentraldevelopment.org.

New Construction

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I-64 CONSTRUCTION



The new bridges over I-64 at Taylor and Newstead are now open! As part of MODOT's new I-64 Interchange project, the bridges at Taylor, Newstead, Tower Grove and Boyle Avenue are being replaced. The goal of the project is to improve the flow of traffic around Kingshighway Boulevard and to increase access to the Washington University Medical Campus. The project also includes a new interchange at Tower Grove and Boyle Avenue, a new interchange at Tower Grove/Boyle and I-64, and a roundabout south of Tower Grove Avenue and I-64.

Rendering of Roundabout at Tower Grove, Boyle, and I-64

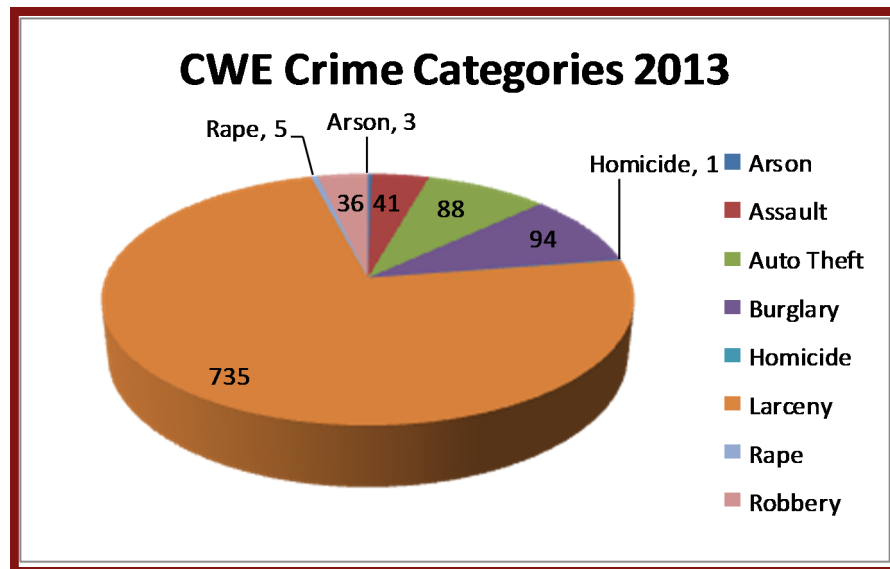


Safety & Security

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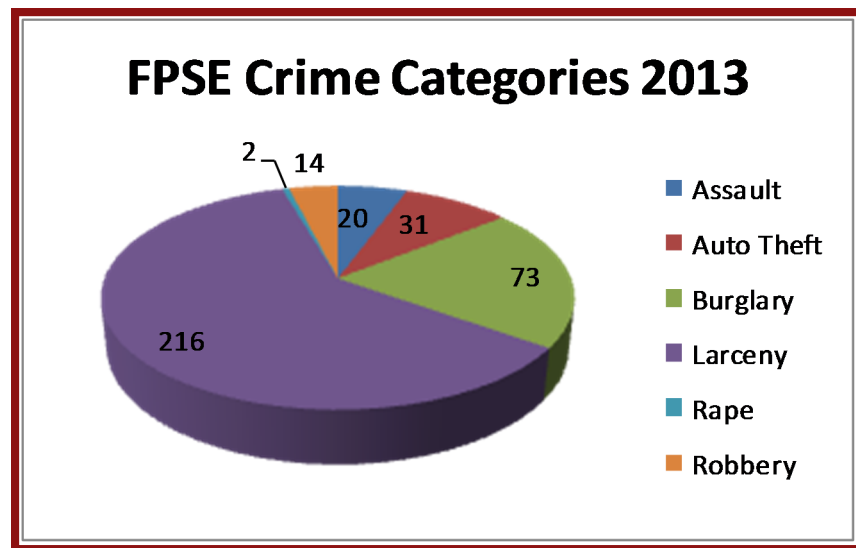
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CENTRAL WEST END 2013 SAFETY SUMMARY



Though crime has risen in the Central West End by about 2.24% from 2012 to 2013, violent crime is down approximately 23%. Crime is still below the predicted average based on previous years. Only the months of January, July, and August produced higher numbers than expected based on previous year averages. The City's Finest made 56 arrests in 2013. The blocks with the most crime are the 4100 and 4000 blocks of Lindell Blvd, the 4000 block of Pine Blvd, and around the Medical Center. However, if larceny is removed from the equation, Lindell Blvd and the Medical Center no longer fall within the most dense areas. Above is a pie graph depicting the different categories of crime and the number of each that occurred in 2013. Of the categories, larceny represented the highest number of crimes. Approximately 41% of the crimes were committed on weekends compared to 59% on weekdays.

FOREST PARK SOUTHEAST 2013 SAFETY SUMMARY



Overall, crime has continued to decrease in the Forest Park Southeast neighborhood. At the close of 2013, crime was down 21% compared to the close of 2012 and violent crime is down by approximately 46%. Except for the months of January, May, and July, 2013 had lower amounts of crime than the previous 3 year averages. 2013 produced significantly less crime than the predicted average based on previous years. The City's Finest made 34 arrests in FPSE and 7 arrests in The Grove. The areas with the highest number of crime are the 4200-4100 blocks of Manchester and the 4300 high block of Swan. Above is a pie graph depicting the different categories of crime and the number of each that occurred in 2013. Larceny represented the highest number of crimes. Approximately 55% of crime occurs at night and 45% occurs during the day and crime was evenly split between weekends and weekdays.



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