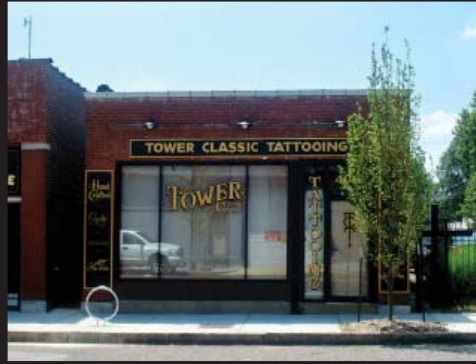


WU MC

2011 Mid-Year Report

Washington University Medical Center

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



Message from the Executive Director

The communities surrounding the Washington University Medical Center complex continue to thrive. In the Central West End neighborhood, the residents, business owners and visitors are enjoying continued prosperity and growth. The Euclid Avenue corridor is vibrant and bustling with shops and restaurants. The street is about to receive a major upgrade thanks to the great planning work being conducted by the Park Central Development Corporation. Park Central has designed a new "Green" streetscape that includes wider sidewalks, rain gardens, LED lighting and other eco-friendly upgrades. Also underway is a new neighborhood plan that will help guide responsible development in the neighborhood for the next couple of decades. Finally, the Central West End is enjoying record decreases in crime and public safety. The Neighborhood Security Initiative, sponsored by WUMC and several of the neighborhood special taxing districts, has literally changed the game in creating a safe and secure environment in the neighborhood.



Meanwhile, the Forest Park Southeast-Grove neighborhood continues to move forward with great momentum. The Grove Entertainment District along Manchester Avenue just received a \$3.5 million dollar streetscape and traffic calming upgrade that has re-imaged the corridor as the region's newest pedestrian destination. Despite the economic downturn, new restaurants and shops continue to open within the district. The iconic Grove sign greets visitors and residents alike to St. Louis's newest, funky neighborhood. The great news doesn't stop there. Formerly abandoned historic buildings within the neighborhood are coming back to life as new single family homes thanks to local entrepreneurial developers like Austin Barzantny of Grove Properties. Park Central Development, the Grove Community Improvement District and WUMC have all been working corroboratively to continue to address public safety and reduce crime, which is at its lowest levels in years. Herbert Hoover Boys and Girls Club have breathed new life into the Adams Park campus with a variety of youth programming and leadership opportunities.

These two great neighborhoods are not only important to the WUMC campus, but to the city as a whole. The continued revitalization and stabilization of these areas demonstrates a way forward for other neighborhoods throughout the city to reenergize and reinvigorate their communities. WUMC is dedicated to and excited about our continued partnership with the residents, businesses and stakeholders of these fantastic St. Louis neighborhoods. I hope that you enjoy the contents of this newsletter and continue to follow the great progress in these neighborhoods.

Brian K. Phillips

Manchester Beautification Complete



After nearly fifteen (15) months of construction, the Manchester Avenue Streetscape improvements are finally complete. The project includes new pedestrian street lights and wider sidewalks, all of which have help make Manchester an attractive pedestrian friendly street. The older style "Cobra" street lights have been replaced. New trash cans, bike racks and modern planters have finally been installed. A ribbon cutting ceremony took place on May 19th, 2011 outside Sanctuaria. Guess speakers included Alderman Joe Roddy and Mayor Francis Slay.



Manchester Streetscapes

Brian Phillips, Executive Director of Washington University Medical Center, stated, “These streetscape improvements represent a significant milestone in the continued revitalization and stabilization in Forest Park Southeast. This is the largest infrastructure investment made in the neighborhood in decades. We hope that these improvements will help transform this important corridor into the region’s next great pedestrian and entertainment district.” The streetscape project received \$2 million in Federal, St. Louis City, and Washington University Medical Center funding. In addition, the project received \$1.45 million for pedestrian lighting along Manchester from the East-West Gateway Council of Governments.



A scan of this QR code with your smart phone will take you to the WUMCRC.com story on Manchester.



Community News

One of the primary objectives of the project was to calm the traffic along the street. The street was converted from a four-lane road to a two lane pedestrian friendly boulevard with a center turn lane and ample street parking to calm traffic and replace outdated infrastructure. New bump-outs were strategically placed along the street to provide better protection for pedestrians and shorting street crossing paths. The new pedestrian street lights have greatly increased illumination of the sidewalks and building entrances. The new stainless steel street furniture added visual interest and functionality to the updated street. The new "Grove" branded trash cans were strategically placed to increase cleanliness along the street. Bike racks and planters were distributed along the street to add convenience for bike commuters and beautification. The most important upgrade to the street was bring it into ADA compliance. This enhancement has made the street accessible to all regardless physical challenges.



Tour de Grove 2011



On Saturday, May 14th, the premiere professional bicycle racing event in the Midwest toured through the streets of Forest Park Southeast. The second installment of the Tour de Grove was much bigger, better and faster than last year!

In recognition of the impact of such an exciting and large event in the neighborhood, Washington University Medical Center partnered with Emerson, Inc. to serve as a co-title sponsor of the event. A race of this magnitude brought fans, athletes and media into Forest Park Southeast/The Grove and gave them an opportunity to experience all the unique restaurants, bars and clubs, architecture, artwork and culture in the area.

Scan this QR code with your smart phone for more Tour de Grove information.



Tour de Grove 2011



Steady rain and temperatures in the low 50s failed to dampen the racer's and spectator's spirits during the Tour de Grove Professional Cycling Race over the weekend. Pro cyclists from all over the world, including Italy, New Zealand, and Australia competed to win a purse of \$25,000 during the highest paid single day race in Missouri. It was also the only race in the region to be included on the prestigious USA Cycling National Racing Calendar (NRC) and the USA CRITS Championship Series. The Tour de Grove offered a full day of family events featuring competitive races for all levels of USAC-licensed racers including US Hand Cyclists, a 5K run, children's events and a Grove Expo. The course was a 1.7 mile spectator friendly, winding circuit through the Grove Neighborhood with a sprint finish along Manchester Avenue.

Second Grove Sign Gets Green Light



Planning is almost complete for a second sign to be located near Manchester and Kingshighway. WUMC, City of St. Louis, the Grove CID and the Forest Park South Business Association have all pledge funding support for the new sign. Brooks Goedeker, WUMC Community Development Manager and project manager of the Grove entry markers had this to say: "Along with the \$3.5 million streetscape improvements the entry markers demonstrate to both pedestrians and motorists that they are arriving at a destination point. Kingshighway and Manchester is one of the busiest intersections in the entire metropolitan area and this new sign will signify to the thousands of drivers passing by the area on a daily basis that there is a thriving neighborhood and commercial district just feet away. The signs invite passerby's to travel down the street and see for themselves everything that the Grove has to offer."



Better Blocks Program Debuts in FPSE



The Better Block program made its official St. Louis debut during the second annual Tour de Grove. The nationwide initiative works toward transforming urban eyesores into vibrant storefronts. The goal of the project is to demonstrate how good, urban design and quality development are essential to the vibrancy of urban areas. Local artists and volunteers took place in creating marquees, awnings, and painted window displays for the project.

The initiative was lead by members from Mayor Slay's Vanguard Cabinet and additional assistance was provided by the Grove Community Improvement District. The event temporally revitalized six (6) under utilized buildings on the southern side of Manchester, just west of Boyle. The boarded up store fronts along Manchester Avenue were transformed into a bakery/cafe with complimentary coffee and pastries, an arcade with actual games, and a movie theater with outdoor movies shown throughout the day. The transformations showcased public art displays including an urban tapestry and an interactive art piece called "I'm in St. Louis because..." where participants were able to write-in why they chose to stay in St. Louis.

WUMC intern and Vanguard Cabinet member, Matt Green, headed up the event. Matt stated, "It's a program that the Vanguard Cabinet has been talking about doing for quite sometime now and we saw the Tour de Grove as an attractive event for holding this display. Our Better Block display will beautify the race course for visitors and provide an attractive space for viewing the event all day long. Most importantly though, the reconfigured storefronts will reshape way people view these particular buildings and reinvent the potential for this stretch of Manchester."

Scan the code with your phone for more about Better Blocks.



Public Art

A collaboration between artist Grace McCammond and youth from HHBGC Adams Park Unit results in amazing new murals throughout FPSE

Washington University Medical Center partnered with the St. Cronan's Housing Corporation, The Grove CID and Herbert Hoover Boys & Girls Club to produce a series of five "paint by number murals" along the Grove Entertainment District.

Local artist, Grace McCammond, was commissioned to work with the youth of the Herbert Hoover Boys & Girls Club's Adams Park Unit to design and paint the murals. Grace has designed a number of murals located throughout the Forest Park Southeast neighborhood. WUMC provided the grant writing and project management services for the project. St. Cronan's and The Grove CID provided the funding.

Mural #1- The Tour De Grove mural located on the eastern façade of the N&M Market building (Manchester & Boyle). This mural was design to celebrate the professional bike race Tour de Grove. The mural has been design to be updated annually to announce the date of the race.

Mural #2- Groovin in the Grove mural located on the southeast corner of Newstead and Manchester. This mural celebrates the musical heritage of St. Louis and the vibrant nightlife of The Grove Entertainment District.

Mural #3- St. Louis Legends mural located on the eastern façade of the Ujama Makteba building. This mural celebrates some of the St. Louis African American heroes identified by the youth of the Herbert Hoover Boys and Girls Club.

Murals 4 & 5 are currently in the early design stages and will be completed this coming fall, so stay tuned!



To read about the new mural, scan the code with your smart phone.





Kiana Joyce, Herbert Hoover Teen Director stated, "Two to three days a week the students worked on the jazz mural, which they also designed. On painting days the students were really eager to get out and work on the mural. Throughout the entire process all of the participants were very proud to work on the project and to help beautify their neighborhood and bring more public art to the Grove."

Artist Grace McCammond added, "Working with the youth from Herbert Hoover Boys & Girls Club on this latest mural project was extremely rewarding. The participants did an amazing job on designing the mural and saw the entire project through from beginning to the end."



WUMC Employees Rise to the Challenge

From March 1, 2011 to April 30, 2011, Shalom House in Forest Park Southeast (FPSE) conducted their annual Feinsein Challenge appeal to restock their food and personal items pantry. The Feinsein Foundation matched dollar for dollar donated items to Shalom House up to \$1 million dollars.

We are happy to report that WUMC has prevailed by donating over 20 boxes of food and \$500 in cash to Shalom House to help meet their goal. Representatives from Shalom House said that it was the largest single donation that they have ever received.

Our neighborhood partners, Park Central Development Corporation, held a Dining Night Out in the neighborhood to benefit Shalom House. Both organizations should be commended on their efforts to help support a critical organization in FPSE and the vital services that they provide.

Shalom House is a 24-hour emergency shelter and transitional housing program for women with mental illness and/or

chemical dependency and is certified by the Department of Mental Health. Residents receive holistic care through a multi-disciplined treatment team, including a social worker, substance abuse counselor, occupational therapist, housing and aftercare coordinator, psychiatric nurse, and chaplain.

Over the past eight years, 97% of the clients who graduated from the transitional housing program still live in permanent housing. Shalom House has been an important part of the Forest Park Southeast neighborhood for several decades, providing a beacon of hope to women in need. They were a part of the original organizing efforts of Forest Park Southeast Housing Corporation.



For more on the food pantry, scan the code with your smartphone.



Community News

Forest Park Southeast Employment Assistance Program

The FPSE Employment Assistance Program is funded by WUMC and administered by MERS/Goodwill, and St. Louis Public Schools to provide job readiness, training, placement and retention services to residents of the Forest Park Southeast and Botanical Heights neighborhoods. The program, located in the Herbert Hoover Boys & Girls Club Adams Park Unit, provide convenient neighborhood



access to these important services. WUMC has connected the MERS/Goodwill staff with the talent acquisition staffs of Barnes-Jewish Hospital, St. Louis Children's Hospital and Washington University School of Medicine to better facilitate potential hiring options for area residents. The St. Louis Public Schools provides funding for area residents to participate in the GED program, while WUMC funds the job training, placement and retention programs. MERS/Goodwill coordinates the overall effort.

This partnership has been critical in reducing the unemployment rate in the neighborhood and providing new opportunities for neighborhood residents to gain new marketable skills. In addition to working with talent acquisition managers at the medical center, MERS/Goodwill specialists work with other area employers to identify opportunities for the neighborhood residents. The job retention program is the most crucial part of long-term employment sustainability. MERS/Goodwill works with newly placed residents and their supervisor to help identify any potential issues and to ease the transition into employment. Through a WUMC funded partnership MERS-Goodwill has implemented an employment assistance program that aims to train, place and retain FPSE and Botanical Heights residents into jobs. In 2010, MERS/Goodwill conducted 53 new client intakes, placed 57 area residents in jobs and provided 41 area residents with retention services. Classes for the new Adult/GED program began February 1st, 2011 at the Herbert Hoover Boys and Girls Club Adams Park Units.

FPSE Resident Spotlight

Alan Rowlson has been a resident of Forest Park Southeast since 2002 and over the years has seen the area undergo a dramatic transformation. He and numerous other residents now possess a new-found sense of pride in the neighborhood and are doing all they can to beautify and strengthen the area. As a result Alan has volunteered to help maintain and water the new WUMCRC-funded planters along Chouteau Avenue. We got a chance to talk with him and ask about his love of his neighborhood and gardening.



WUMC: What are your thoughts on what's happening in FPSE?

Alan: *In the years that I've lived here, I have seen several aspects of improvement. For example, my street used to be a major drug selling block. It was bringing gangs and violence into our neighborhood and the chaos was unbelievable. Our street was party central on the weekends. There would be 50-100 people in the streets causing a commotion, listening to loud music, dancing till all hours of the night. They would hang out on people's property as well as mine. A general lowering of drug crimes and activity have significantly decreased. Various groups, such as Washington University Medical Center (WUMC), have helped bring businesses into Manchester which is a good thing. We need more diversification in our businesses here, but it takes time. It's so hard in this economy to start a business; I hope the new ones are here to stay. The neighborhood does need more unification. Our neighborhood group no longer meets. All in all I like FPSE because it's in the center of the city and convenient to many things. I think the opportunity exists to make it even better than it is now.*

To read more about our interview with Alan Rowlson on our website at www.wumcrc.com or scan our QR Code with your smart phone to take you directly to interview page.



CWE Resident Spotlight

A Central West End resident with long-standing ties to the neighborhood, Dr. Yusef Scoggin shows his love for his surroundings, while advancing the effort for continued improvements.

Scoggin first moved in with his father in the Central West End in 1992 to go to Metro High School, but his family had been a part of the community for decades longer. “My family has actually lived in the Central West End since 1959. Our grandfather was a politician and a postman. In retirement he bought a home in the Central West End, and it’s still in the family to this day.”

Scoggin has a deep appreciation for the neighborhood’s amenities. He cites the feeling of community, central location, shopping convenience, neighborhood events, and of course Forest Park as some of the most valuable. After some traveling, he has a good basis of comparison. “I spent some time, particularly in medical school, on the east coast in various other cities, and having that big city feel [in the Central West End] really makes it feel great.”

More than just a resident, Dr. Scoggin is also a part of many different groups in the area. His positions includes membership on: Park Central Development (the community development corporation for the 17th ward), the Central West End Neighborhood Security Initiative, and the Central West End Southeast Special Business District. He is impressed with the developments in the area, but also focuses on the issues that come with success. “[The Central West End] is starting to become a much more affluent neighborhood, which is great in terms of property values and improvements to homes and upkeep, but it also eliminates a certain group of individuals. And I see that in the taxes on the property.” Scoggin is wary of rising taxes placing a burden on those looking to develop properties, while rising property values may put pressures on other residents.

Although the balance of the ongoing development is a delicate one, the support of the residents for their community is really encouraging to Scoggin. His positions in several local community groups



allow him to get a firsthand view of the effort of local residents. “[My positions] give me a greater appreciation for the citizens, which live in the neighborhood. It really shows that people care...when you go to a neighborhood forum and you see the turnout... It really makes the volunteering on these various committees worthwhile. It makes you understand that your efforts aren’t in vain, and you’re making an impact in a community that cares about their neighbors.”

Grove Fest

On September 25, 2010 the Grove CID hosted Grove Fest 5. Grove Fest was bigger and better than ever, with numerous street performers, 17 bands and DJ's, 22 food and retail vendors, a runway show, tattoo competition, and a 30 foot wide "Paint by Numbers" mural.

WUMC provided sponsorship as well as planning support for the event. In addition, various WUMC staff members served on the Grove Fest planning committee.

Kim Yawitz, one of the cochairs of the event stated, "Grove Fest has really become a featured event for the area. This year we had more attractions provided at the lowest budget ever. Neighborhood's businesses and institutions put a lot of time and energy in making this annual event a showcase of the area". The event has become so popular that Grove Fest proceeds will serve to support future Grove CID ventures. Planning has already begun for Grove Fest 6 to be held on October 1st 2011. If you are interested in becoming a committee member or having a booth, please call (314) 535-5311.



Holiday Outreach Program

Thanks to the generous donations and support from various departments from the Washington University, the Washington University Medical Center Redevelopment Corporation was able to help 34 families throughout out the Forest Park Southeast and Botanical Heights neighborhoods. Departments donated food, clothing, toys for children and household items. In addition employees donated over \$6,500.00 in rent and utility assistance. The annual program provides a boost to area families during an important time of the year. The 2010 holiday program was a tremendous success. The planning for the 2011 Holiday Outreach Program has already begun!



The program will expand in 2011!

Community News

Herbert Hoover Boys & Girls Club Adams Park Unit

The Herbert Hoover Boys & Girls Club Adams Park Unit is a \$7 million dollar, state of the art, community facility located on a joint campus with Adams Elementary School and Jim Edmonds Field at Adams Park. WUMC funded the construction of the center in 2001 in a joint effort with the St. Louis Public Schools and the Cardinals Care Foundation to reopen the entire campus complex. Today, WUMC continues to work in collaboration with Herbert Hoover Boys and Girls Club to bring well needed quality programming to this great place. The Adams Park Unit serves nearly 700 children with more than 100 attending daily. The club operates at full capacity, 48 weeks a year, five days a week. The facility includes a fitness center, dance studio, gym, game room, computer lab, and a Clarkson Eyecare Vision Clinic.



The Adams Park Unit offers a variety of programming choices for the participating children ages 5-18. Club members can participate in leadership development programs, education and career development, health and life skills, the arts, and sport, fitness and recreation. 200 FPSE and Botanical Heights children are currently members of club. Herbert Hoover Boys and Girls Club have been successful in attracting local partners to further the mission of the club. Presently, they are working with Head to Toe, Fit 'n' Fun Adventure, Kohl's Safety Street and Healthy Express (St. Louis Children's Hospital), Community Nursing (Goldfarb School of Nursing) and the Grove Mural Project (Grove CID and St. Cronan's Housing Corporation).

New Neighborhood Plan for the CWE

Park Central Development, neighborhood stakeholders and H3 Studios are completing the final touches on a new plan for the southern portion of the Central West End. The plan has been designed to regulate development practices and to protect the area's urban identity. The proposal also encourages green development and helps to enhance the pedestrian experience. The proposal will be implemented in three phases:

1. The Building Envelope Standards (to regulate the physical form of the area)
2. General Design Standards (to preserve and create the appropriate urban experience)
3. Sustainable Building Standards (to incentivise various levels of green development)

Dan Krasnoff, Executive Director of Central West End Midtown Development, had this to say about the project, "This type of plan is relatively new to St. Louis, but standard in many other areas of the United States. We

hope to have the first phase passed by the City of St. Louis this year. The plan ensures that both high and low density development will go where it is appropriate and will make the area and the pedestrian experience much better."

Brian Phillips, Board President of Park Central Development and Executive Director of WUMCRC added this, "This plan can serve as a model for the city and help provide a guide to address individual neighborhoods' long-term and short-term development goals. It has been exciting working on this plan because up until now the Central West End has had to respond in a fragmented and reactionary manner to development proposals."



Security

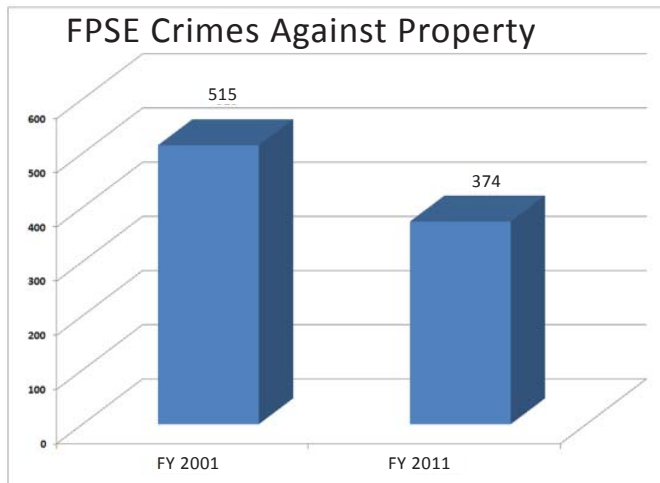
Crime in both the FPSE and CWE neighborhoods continue to decline to 10 year lows. Residents and community stakeholders in both neighborhoods continue to collaborate on implementing crime reduction strategies. In the CWE, the Neighborhood Security Initiative (NSI) efforts have resulted in a significant year over year decrease in crimes against persons and properties. The NSI, a collaborative effort between five CWE special taxing districts and WUMC, was



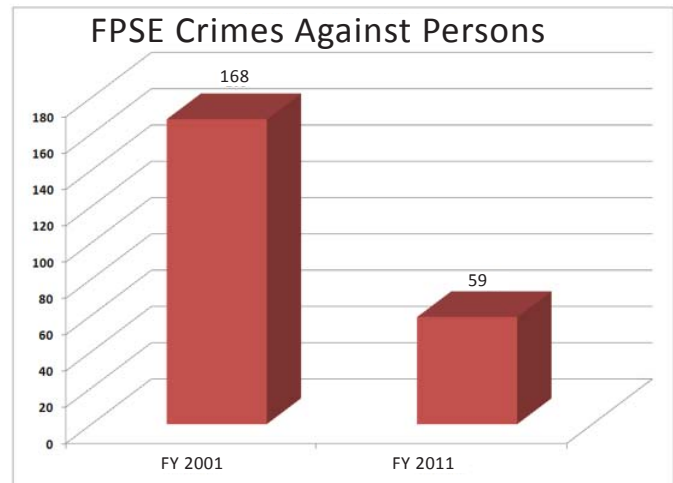
establish in 2008 to create an unwelcome environment for potential harm and enhance the safety and security of the CWE neighborhood. Their results have had a significant impact on the neighborhood. Overall crime is down 24% for the last 12 months beginning in July 2010 and ending in June 2011, when compared to the previous 12 months. The reduction in overall crime is even more significant when compared to crime in 2001. Since then, there's been an overall decrease of 59%. The NSI uses a variety of approaches to address crime in the neighborhood. Uniformed security officers patrol high pedestrian areas to provide a sense of safety and presence. Off-duty St. Louis bike officers patrol the neighborhood focusing on potential hot spots and responding to calls in coordination with the on-duty police. The NSI staff diligently evaluates crime data and researches best practices, while providing leadership and direction for the two patrols.

In the Forest Park Southeast neighborhood, the Grove Community Improvement has taken the leadership role in working with the 9th District Police and off-duty bike patrol officers to create a safe and inviting environment within the Grove Entertainment District. In the residential district WUMC and Park Central Development Corporation has been working with neighborhood stakeholders to address a number of public safety issues in the neighborhood. Overall crime is down 5% for 12 months beginning July 2010 and ending June 2011, when compared to the previous 12 months. The ten year crime statistics are even more impressive. Overall crime between 2001 and 2011 has decreased by 37%. WUMC and Park Central Development are now exploring long-term funding sources for crime reduction and public safety activities.

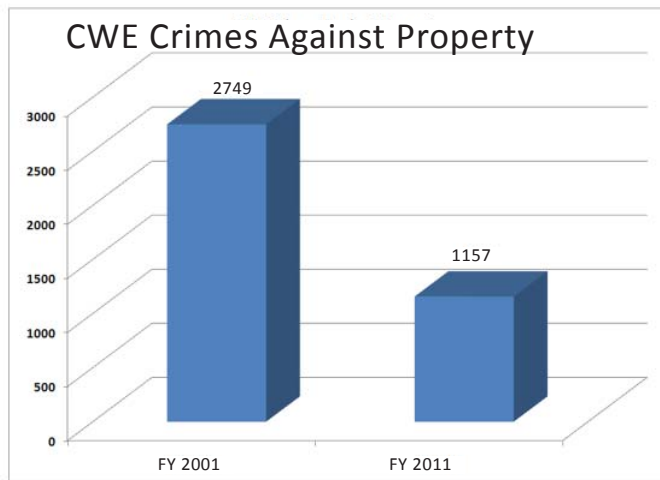
CWE & FPSE Crime Statistics



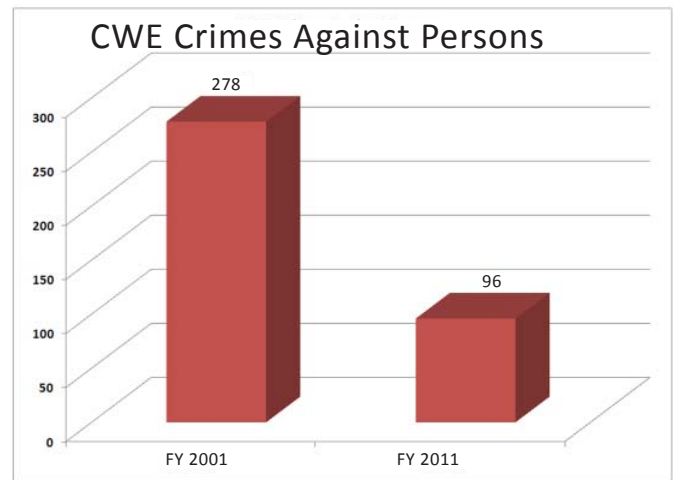
27% Reduction over the last 10 years



65% Reduction over the last 10 years

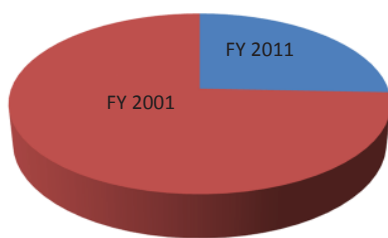


58% Reduction over the last 10 years

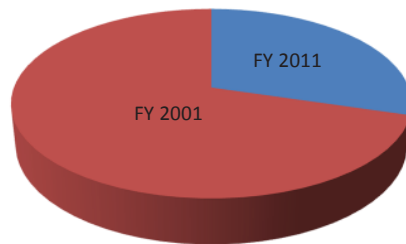


65% Reduction over the last 10 years

CWE-Crimes Against Persons FY2001-2011

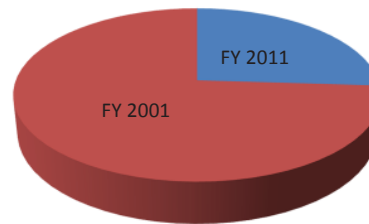


CWE-Crimes Against Property FY2001-2011

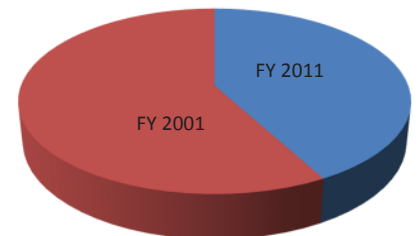


23% Reduction in crimes against property and a 24% reduction in crimes against persons between FY2010 and FY2011

FPSE-Crimes Against Persons FY2001-2011



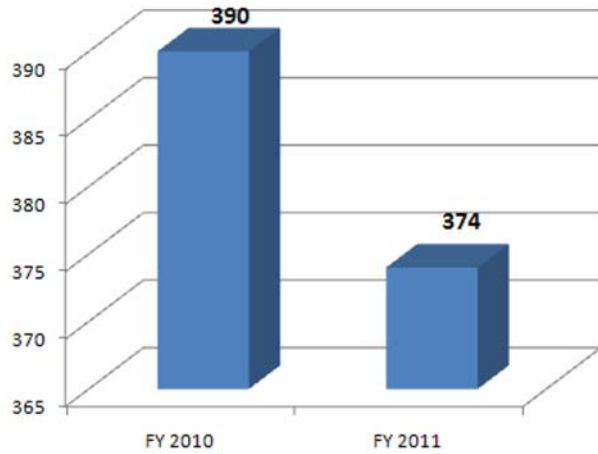
FPSE-Crimes Against Property FY2001-2011



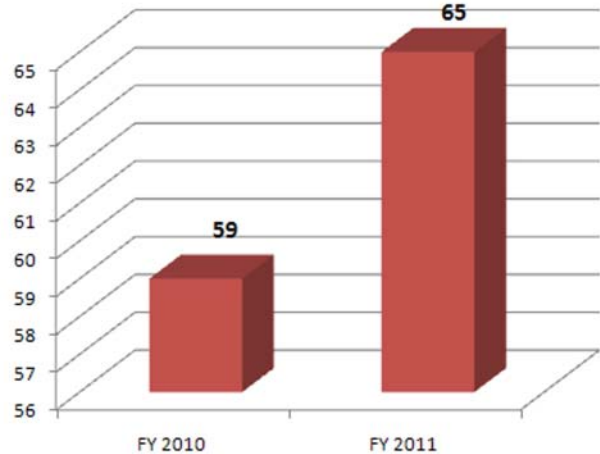
4% Reduction in crimes against property and a 9% reduction in crimes against persons between FY2010 and FY2011

CWE & FPSE Crime Statistics

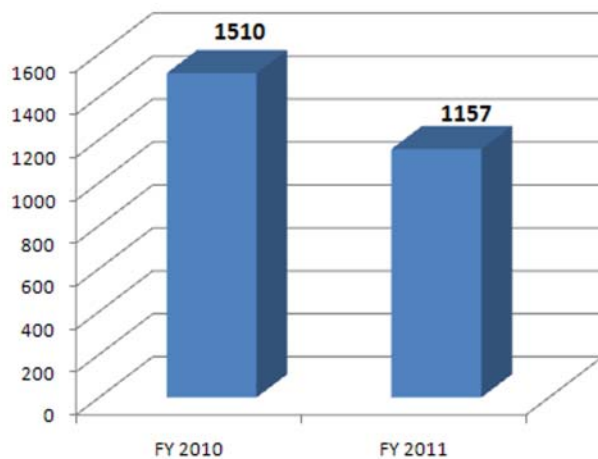
FPSE-Crimes Against Property



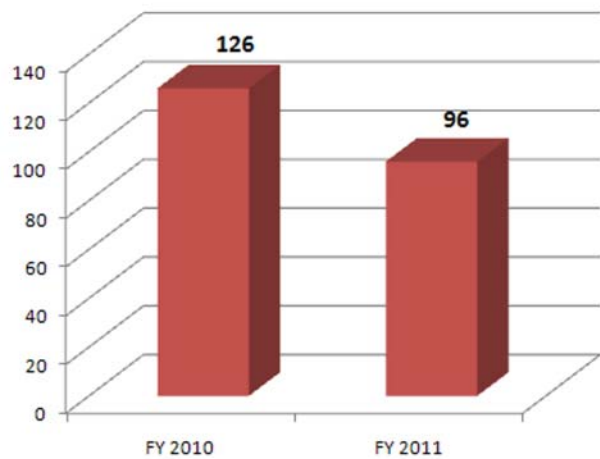
FPSE-Crimes Against Persons



CWE-Crimes Against Property



CWE-Crimes Against Persons



Community News

In July 2011, the new Taylor Avenue pedestrian lighting was completed. The new pedestrian lights provide a safer pedestrian corridor along Taylor between Forest Park Parkway and Lindell Blvd. The new projects creates a more pedestrian friendly community throughout the central west end and the 17th Ward. The new \$330,000 project was founded by various partners including, \$100,000 from block grants, \$60,000 from Washington University Medical Center, \$30,000 from the Central West End South Business District the remaining funding was provided by funds allocated from the 17th Ward Infrastructure Funds by Alderman Joseph Roddy. Other agencies such as Park Central Development, Washington University Medical Center, Board of Public Services, Comptroller's Office, Community Development Agency and Gerstner Electric were instrumental in the project's implementation.



Euclid Ave. Streetscapes

Euclid Avenue in the Central West End is scheduled for a major "Green" makeover. The stretch between Lindell and Forest Park will eventually be transformed with wider sidewalks, environmentally friendly rain gardens and new LED lighting just to name a few. The first phase of the new streetscape is being installed as a part of the new Center for Outpatient Health now under construction. Tara Bolen from Washington University Medical Center Redevelopment Corporation (WUMCRC) sat down with Dan Krasnoff from Park Central Development to talk about the Euclid Avenue streetscape improvement project. View a three minute clip of the interview below, or scroll down for the complete transcript of the interview.



Plan Garden Concept
Scale: 1/4" = 1'-0"

© HERRING
December 19th, 2009

The streetscape design includes all new efficient lighting, high-ripped sidewalks, crosswalks, porous paving in parking aisles and tree planting areas, rain gardens for each drainage area of the street, and Missouri native trees and plantings



Check out our website to read Tara's Interview with Mr. Krasnoff. wumcrc.com



2011 Mid-Year Report

August 2011

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