

2011 End of Year Review

Washington University Medical Center

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



Everything Old is New Again

Historic Photograph courtesy of St. Louis Building Arts Foundation



Message from the Executive Director



2011 has been an exciting year for the WUMC team. The Forest Park Southeast and Central West End neighborhoods continue to blossom thanks to the tireless work of our neighborhood partners, residents and stakeholders. In the Central West End, the various special taxing districts working collaboratively as the CWE Neighborhood Security Initiative are achieving record reduction in crime. Recently, the partnership welcomed newly appointed Executive Director Jim Whyte, who is featured in this newsletter. In 2012, the CWE NSI board and Mr. Whyte will roll out even more crime reduction and public safety initiatives for the neighborhood. Meanwhile, the individual special taxing districts are continuing their efforts to beautify and market this great St. Louis neighborhood as one of the region's great destinations for dining and living. Finally, Park Central Development Corporation is completing its work with neighborhood stakeholders on a

new "Form-Based" neighborhood master plan which will guide the continued transformation of the Central West End.

Meanwhile in Forest Park Southeast, the excitement continues to build. Every month developers small and large have been announcing their new housing construction projects throughout the neighborhood. The neighborhood's largest and most expensive single family home is nearing completion on Gibson Avenue. Grove Properties, led by Austin Barzantny continues to rehabilitate historic homes throughout the neighborhood. The momentum doesn't stop there. The first phase of the new Chouteau Park is complete. The new park has been graded and seeded. The soon to start second phase will include the installation of new trees, playground equipment and other neighborhood amenities. Let's not forget the Grove Entertainment District along Manchester Avenue. New businesses continue to flock to St. Louis's premier entertainment district. Several new businesses have joined or have announced their pending opening along the strip. 2012 looks to be no different with momentum continuing to build.

In November 2011, WUMC announced its' renewed partnership with the Herbert Hoover Boys & Girls Club by donating an additional \$1 million to assist with the operation of the Adams Park Unit located on Vista Avenue. This crucial investment will insure the continued access to quality youth programming in FPSE. WUMC has also continued its critical partnerships with MERS/Goodwill and Rebuilding Together Metro St. Louis for the provision of employment placement and home repair services in FPSE.

Finally, these two important neighborhoods would never continue to improve without the dedicated resident volunteers that give their time and devotion to improving their neighborhoods. In this edition we feature two such individuals, Maggie Malcolm and Sandra Moss who have worked tirelessly to improve their communities. I hope you enjoy this edition of our newsletter and I am looking forward to providing you with more updates in the future.

Brian K. Phillips

New Businesses Come to The Grove

The Grove entertainment district in the Forest Park Southeast neighborhood has added several new businesses in the second half of 2011. The services provided by these new additions range from advocacy to food to exercise.

No Coast is one of the new businesses that opened its doors this year. This independent skateboard shop is the brainchild of Bryan Bedwell, who considered the up-and-coming Grove district the perfect place to locate his business. Aside from the expected skateboards and skating accessories, Bedwell's store also features an indoor mini ramp for skaters to enjoy.

The LGBT Center of St. Louis relocated from the Central West End to Forest Park Southeast in 2011. This center provides resources for the local LGBT (lesbian, gay, bisexual, transgender) community. Leon Braxton, President of The LGBT Center of St. Louis will use the center to educate, empower, outreach, and help build the community.

There are also several incoming businesses that began the process of moving to The Grove in 2011. SoHo Restaurant + Lounge, Brandon Storman's new take on Southern Hospitality will soon be opening along Manchester. Adjacent to their new space is where Urban Breath Yoga is in the process of relocating. Adding to the diversity of local eating choices, Sameem Afghan Restaurant and Catering is nearing completion as well.

With the recent sign postings for new businesses, such as O'Shay's Pub and SJN Global Brand Management and Consulting, the future of The Grove continues to look bright.



Scan these codes with your smart phone for more information on new businesses.



Central West End Neighborhood Plan

After two years of legwork, the plan to shape development in the Central West End with a form-based code is accelerating towards completion.

Park Central Development, the community development corporation for the 17th ward, has been leading this effort in order to update the city's antiquated zoning code from 1948. Park Central's Executive Director Dan Krasnoff referred to the Central West End as a dynamic neighborhood, which needs proper provisions to promote an appropriate development pattern.

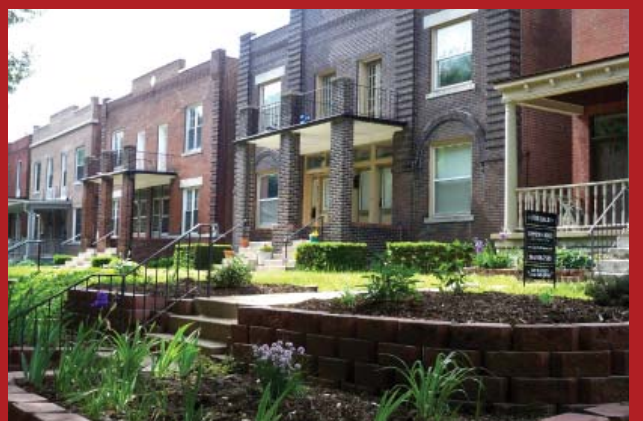
This process began with the assemblage of a stakeholder committee. This group addressed the needs of their neighborhood and organized the form-based plan to reflect those needs. Next, the City of St. Louis was approached with these concerns. After conducting its due diligence on the matter, the city has come out in support of the plan. Various aspects of the plan are still being ironed out, but the implementation of it is near.

The form-based plan calls for guidelines on three main components: building envelope standards (which address set-back, bulk, use, and height), design, and streetscape standards.

Krasnoff had this to say about the impending plans:

"At Park Central we're very excited about the city's assistance in helping to bring the sustainable plan and form-based code to fruition, and we anticipate that process being complete in the first half of 2012."

With the new codes in place, Central West End residents can be sure that their neighborhood's high standards of development will be preserved.



A New Plan for Forest Park Southeast



Photograph courtesy of St. Louis Building Arts Foundation



An effort will soon be under way in Forest Park Southeast to create a neighborhood plan, which will enable residents to establish developmental guidelines for the area. The community development corporation for the 17th ward, Park Central Development, will facilitate the plan.

This process will be a transparent effort to gain a consensus within the community on the direction of the neighborhood. Guiding principles will be established on housing, commercial development, and industrial development. Another goal of this process is to address job creation.

Much like the Central West End neighborhood to the north, which is in the midst of establishing a form-based code, Forest Park Southeast is subject to outdated zoning regulations. The last plan on the books is from the City of St. Louis in 1948.

Aside from designating the appropriate funding for such a plan, Park Central has assembled a group of local stakeholders to help guide the process, which should begin late spring or early summer. The planning process is anticipated to take about 12 months.

New Housing Development in FPSE



2011 was a busy year for Forest Park Southeast with respect to housing development, as private developers continue to invest in the neighborhood.

One of the more active developers in the area is Austin Barzantny of Grove Properties. His company has rehabbed over a dozen homes in FPSE for both sale and rent. In order to prevent the rehab of century-old homes from being cost prohibitive, the company utilizes Historic Tax Credits, for which FPSE became eligible in 2000.



As the name of his company would suggest, Barzantny's Grove Properties specializes in homes within Forest Park Southeast, also referred to as The Grove. Not only that, but they are also located in the neighborhood along Manchester Avenue. Barzantny lives in the neighborhood as well.

Photos of Grove Properties construction and a completed rehab are to the left.

Rehab projects are not the only type of housing development occurring in FPSE. For the first time in about a decade, there is new home construction taking place.

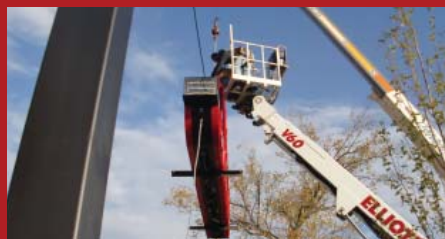


A contemporary style home, featuring an outdoor pool and spa is being constructed on the 4200 block of Gibson. This project represents a major investment in the area. Photos of construction progress and of a rendering of the completed project are above.

For more on Grove Properties and the new house on Gibson, scan these codes with your smart phone.



Second Grove Entry Sign Installed



In November, approximately eleven months after the appearance of its eastern counterpart, the second Grove entry sign was installed along Manchester Avenue at the western end of the commercial district.

The new neon sign is identical to the first sign, which hangs at the intersection of Manchester Ave. and Sarah Ave. A second sign had been in the works even before the first one had been installed, according to project manager Brooks Goedeker. However, the success of the first sign attracted local sign companies and compelled them to bid on this second addition. Goedeker, a Community Development Manager at Washington University Medical Center Redevelopment Corporation (WUMCRC), was thrilled to field bids from local companies instead of being forced to rely on out-of-state options. DeMond Signs was chosen to complete the project.

This newest sign, which hangs just west of Taylor Avenue, serves to bookend The Grove Commercial District.

The Grove Community Improvement District, WUMCRC, and the 17th Ward Commercial Facade Program were responsible for the funding of the sign.

Check www.facebook.com/thegrovestl for information on an upcoming lighting ceremony.

Scan this code with your smart phone for more on the new sign.



Euclid Streetscape Project Progresses

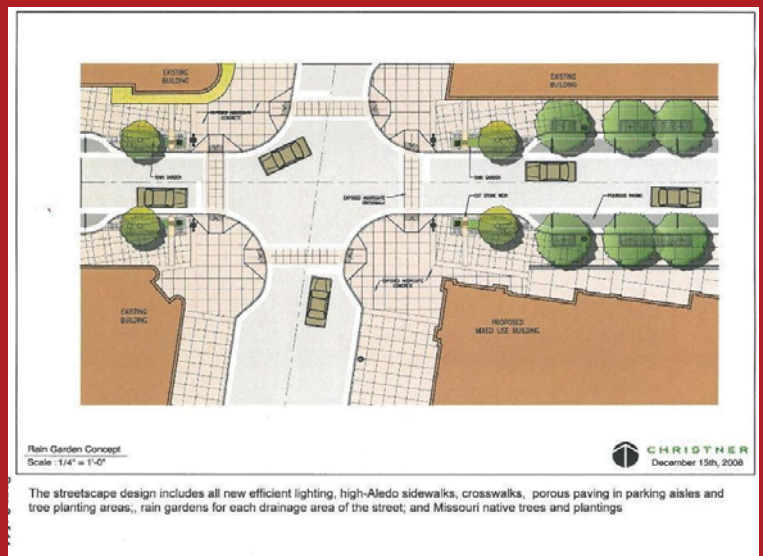


Rain Garden Concept – storm water from porous paving enters the planted rain garden from the curb side and is cleaned, reduced in volume and retained.

By the end of 2012, Euclid Avenue in the Central West End will begin to take on a whole new look. The stretch of the prominent street between Forest Park Avenue and Lindell Boulevard is going to be overhauled as part of a new streetscape design. This plan has already been partially implemented by BJC, as they near completion of their new Center for Outpatient Health at Euclid and Forest Park.

Some aspects of the plan include: new, wider sidewalk to improve the pedestrian experience, new streetlighting, and a new storm water management program, which will incorporate the use of rain gardens. Dan Krasnoff, the Executive Director of Park Central Development in the 17th ward, is managing this project. He is also anticipating the possibility of incorporating public art opportunities into the project as well.

“With the generous support of BJC and the City of St. Louis, we’re excited to see the implementation of the first phase of the Euclid streetscape plan,” Krasnoff said. “The implementation of the plan will improve accessibility, upgrade public infrastructure in general, and make the area more visually interesting.”



The streetscape design includes all new efficient lighting, high-Aleto 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

For more the the Euclid Ave. streetscape, scan this code with your smart phone.



2011 Holiday Outreach Program



The Holiday Outreach Program, which was created by Washington University Medical Center (WUMC) in 1997 to provide assistance and gifts to needy families during the holidays, celebrated its most successful campaign in 2011.

The program matches families from the Forest Park Southeast and Botanical Heights neighborhoods with charitable Medical Center departments.

After assisting 34 families in 2010, Executive Director Brian K. Phillips sought to raise the bar even higher this year.

“One of our primary goals this year was to expand the program to over 50 families, and we were very happy to exceed that goal.”

Phillips credits the enthusiastic response from the participating departments for the unprecedented success in 2011. Overall, 51 families were assisted after more than 70 applied.

For more information on all of the records set by this year’s Holiday Outreach Program, and more pictures of happy families, go to wumcrc.com or scan the code below.



A quick scan of this code with your smartphone will take you directly to the Holiday Outreach story on wumcrc.com.



MERS-Goodwill Partnership

For several years Washington University Medical Center and MERS-Goodwill have partnered to provide free job training, placement and retention services to residents of the FPSE and Botanical Heights neighborhoods. Located on the first floor of the Adams Park Unit of the Herbert Hoover Boys and Girls club, this service has been critical in reducing the unemployment rate in the neighborhoods and providing new opportunities for neighborhood residents to gain new marketable skills.

2011 was a great year for the program. FPSE and Botanical residents continue to take advantage of the service. During the coming year, we will be reaching out to more area businesses to make them aware of the great program graduates. The partnership offers job training services, as well as GED preparation and job placement services.

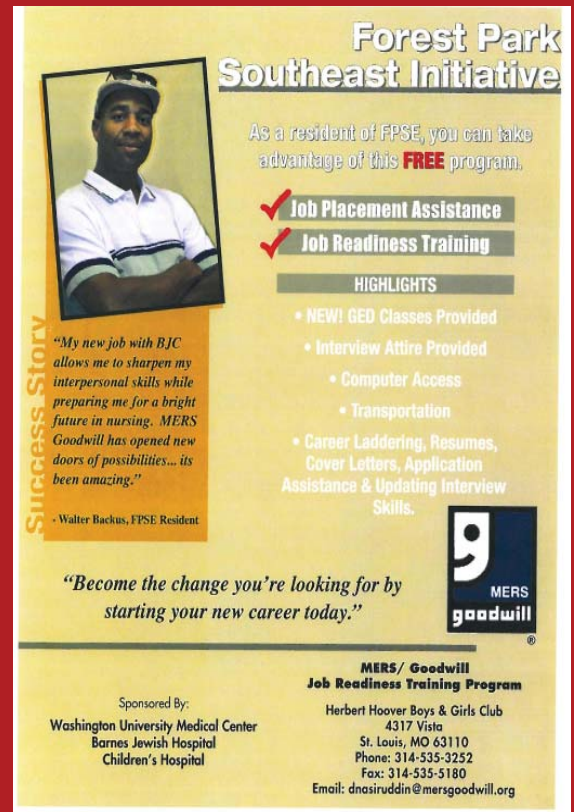
The job training services help residents to interview for jobs effectively and to dress for success. These programs provide assistance in learning basic skills to acquire and retain employment.

In addition to job training, the MERS-Goodwill partnership strives to place residents into gainful employment. This organization has the goal of placing 35 residents per each yearly grant cycle. This would equal roughly 350 or so over the last decade.

To help residents better their chances of employment, the program also features a GED prep course. St. Louis Public Schools sponsor the program. This course is specially tailored to meet the needs of each individual, providing assistance in a range of academic subjects. Participants must be at least 18 years old.

MERS-Goodwill Employment Specialist Shakira Nasiruddin (right) oversees the program. "This program is a wonderful opportunity for residents to get their foot in the door at major companies, which they may not otherwise be able to, with the help of Barnes Jewish and Washington University."

For more information, please call 314-535-3252.



Forest Park Southeast Initiative

As a resident of FPSE, you can take advantage of this **FREE** program.

- ✓ Job Placement Assistance
- ✓ Job Readiness Training

HIGHLIGHTS

- NEW! GED Classes Provided
- Interview Attire Provided
- Computer Access
- Transportation
- Career Laddering, Resumes, Cover Letters, Application Assistance & Updating Interview Skills.

Success Story

"My new job with BJC allows me to sharpen my interpersonal skills while preparing me for a bright future in nursing. MERS Goodwill has opened new doors of possibilities... its been amazing."

- Walter Backus, FPSE Resident

"Become the change you're looking for by starting your new career today."

MERS/Goodwill Job Readiness Training Program

Sponsored By:

- Washington University Medical Center
- Barnes Jewish Hospital
- Children's Hospital

Herbert Hoover Boys & Girls Club
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St. Louis, MO 63110
Phone: 314-535-3252
Fax: 314-535-5180
Email: dnasiruddin@mersgoodwill.org



Images courtesy of 17thwardstl.com

Herbert Hoover Boys and Girls Club



**HERBERT HOOVER
BOYS & GIRLS CLUB**



In 2001, Washington University Medical Center joined the greater Forest Park Southeast/Grove Community in celebrating the grand opening of the Adams Park Community Center. Construction of this \$7 million state of the art facility was funded by WUMC as a part of its long-term commitment to the continued stabilization and revitalization of the FPSE-Grove neighborhood. In 2007, WUMC teamed with Herbert Hoover Boys & Girls Club to convert the center into the Adams Park Unit of the boys and girls club. WUMC made an initial pledge of \$1.25 million over five years to help off-set the operating cost of the facility. In November of 2011, the WUMC renewed its commitment with a new pledge of \$1 million over four years. This pledge will assure the continued availability of crucial youth services in FPSE and surrounding neighborhoods.

Meanwhile, the Adams Park Unit serves nearly 700 children, with more than 100 daily visitors. The facility includes a shared gym with Adams Elementary School, a dance studio, a fitness center, a Clarkson Eye Care Clinic, and the Cardinals Care sponsored Jim Edmonds field just to name a few. The dedicated staff of the Adams Park Unit provides programming to area youth ages 5-18. The center serves as a fundamental building block to continued neighborhood stabilization and revitalization efforts in the FPSE-Grove neighborhood. The youth members of the club are exposed to a wide array of programming including leadership development, personal fitness, academic success and community service.

Since the opening of the Adams Park Unit, the FPSE-Grove neighborhood have also benefited from the great acts of its young members. Youth members of the club are responsible for painting several of the beautiful and unique murals that adorn several buildings along Manchester. The members have also served as volunteers for neighborhood events such as Tour de Grove and Grove-fest. The great partnership will continue to benefit both the members of the club and the surrounding neighborhood making the FPSE-Grove neighborhood one of St. Louis' best destinations.

FPSE Resident Spotlight

It would be difficult to find a Forest Park Southeast resident that has influenced the neighborhood more than Sandra Moss, who has worked diligently to build up the area since moving there in 1990. The type of redevelopment that has defined the area's recent resurgence was not occurring at the time that Moss arrived in the neighborhood. As a part of the Forest Park Southeast Development Corporation, she helped to form the plans for future development. This process took about three years to complete and helped produce one of the larger projects in the area: the reopening of the Adams Park Elementary School.

The school, along with the Community Center, opened in 2003. With a grant from the Annie E. Casey Foundation, which specializes in the assistance of disadvantaged children, Moss and others were able to get the effort underway. Local development agencies McCormack Baron and Urban Strategies were recruited to help with the development process. Moss and the rest of the committee opened up the new community institution and even hired the first principal of the school.

However, Moss's efforts to provide opportunities to the youth of the neighborhood did not stop with the school. She also formed an afterschool program, ensuring a fun, safe, and educational outlet for children after the final bell had rung.

Moss also helped set up a summer camp for children, providing them with activities during the months when school is not in session. Neighborhood residents were hired to supervise the camp. Moss was able to keep these opportunities exciting and educational, regularly visiting institutions like the Missouri History Museum. Once, these regular field trips even culminated in a trip to Memphis, Tennessee. Moss devotes so much energy to these programs because she sees the value in the youth of a region.

"If you have something for those little kids to do, some place for them to go, then as they grow older then they will become the adults of the future with a better attitude. They won't get in trouble and try to sell dope."

Moss has aided with much of the change in the community. Her contributions have ranged from the Security Council to assisting with a local farmers and vendors market.

While she would still like to see greater neighborhood unity, Moss is still impressed by the diverse groups that call the neighborhood home.

"The best part of Forest Park Southeast is when you have [an event] and everyone comes and tries to interact with each other. Then you can actually stand back and see: there are ten over here, twenty over here, but they're all together, all different ages and everything. And they're being friendly to each other."

Sandra Moss continues to work to make Forest Park Southeast a friendlier neighborhood for everyone.



CWE Resident Spotlight



A Central West End resident of 21 years, Maggy Malcolm has not only experienced a great amount of change in her neighborhood, she has helped facilitate it with her memberships on various neighborhood associations and boards.

Maggy has accumulated a wealth of knowledge after selling real estate since 1981, and she has been able to put that knowledge to use for her community. After getting involved with volunteer work 18 years ago, she was nominated by Alderman Joe Roddy to be a commissioner for the Central West End South Business District. This group is tasked with allocating funds on security and other important items.

Maggy considers an inviting and safe atmosphere to be crucial to the growth of the Central West End and points to landscaping efforts and the elimination of graffiti as examples of how that has been fostered. “We’ve come a long way in the last 20 years. It is amazing what’s [been] done,” Maggy said.

The busy Maggy is also a member of the Neighborhood Security Initiative (NSI), which combines tax revenue from the five taxing districts in the CWE and efficiently administers it for security purposes. When asked why her work with the NSI was important, Maggy replied: “I’m a home owner. I want my property values to continue to go up. I want my friends to come down and socialize here. I want them in the Central West End and in the city. The only way to do that is to get rid of the fear of crime. Now, what we have is a perception. Not an accurate one.”

During her two terms as a board member of the Central West End Association, Maggy formed a marketing committee to promote the good work being done in the neighborhood. “I was asked repeatedly ‘Where’s the Central West End?’, while they were standing in the middle of it. So, I realized we had an issue. And I also wanted to get more people down here,” she said. After implementing a five year marketing plan recommended by Werremeyer design agency, the CWE brand has never been stronger. Maggy is particularly proud of the effort to install wayfinders and signage, which identify the neighborhood. Her efforts to market the neighborhood come from her strong love of the area.

“The Central West End is the best place to live. Bar none. It is intellectual, very diverse, and has many cultures, many languages, and many professions. And you can’t find that in very many places in St. Louis.” Thanks to people like Maggy Malcolm, who passionately promote their neighborhood, the Central West End will continue to be an easier place to find and to find your way around.



Grove Fest 2011



The 2011 installment of the annual street festival known as Grove Fest was the biggest, most diverse, most entertaining, and by far the most successful yet. The event, which has been held annually since 2006, takes place along Manchester Avenue in The Grove commercial district. It is estimated that more than 12 thousand people attended the festivities on October 1, 2011, further establishing the event as an exciting local attraction not to be missed.

Grove Fest takes place in a lively atmosphere. A section of the street is closed to traffic, allowing visitors to freely walk and peruse booths set up by local businesses, artists, food vendors, and other groups. Tables and tent tops line Manchester. There are also many activities that attendees can participate in, such as: a paint-by-number mural on a building, skating in a skate park, playing in the bubbles from the Bubble Truck, taking in a fashion show, or watching a band or DJ perform. Performers also intermingle with the visitors, spinning flaming hoola hoops, riding oversized bikes,

Grove Fest 2011



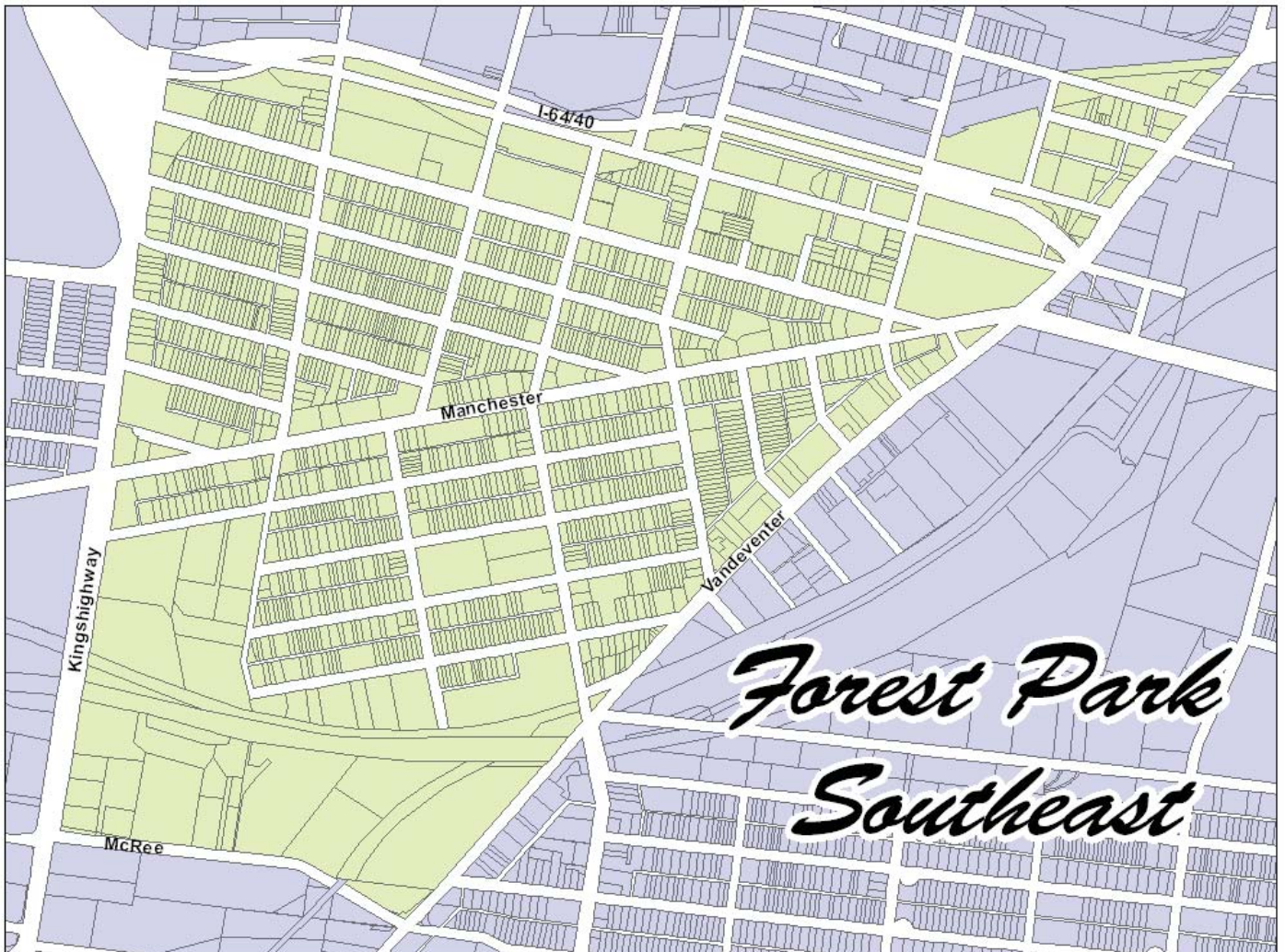
painting original artwork, or inviting people to watch a roller derby match on a temporary track set up in a parking lot. The event featured a very eclectic blend of patrons, as well as performers. Brooks Goedecker, co-chair of the event, had this to say about its success: "This was the 6th Grove Fest. WUMC has been a lead sponsor and producer of the event since year one. 2011 Grove Fest was bigger and better than ever with over 60 artists and vendors, street performers throughout the day, and over 12 thousand visitors."

"The highest compliment I received on the day of the event was that this is St. Louis' version of South by Southwest," Goedecker added, referencing the popular Austin, Texas-based annual festival.

Visit wumcrc.com or simply scan these codes with your smart phone for more information about Grove Fest 2011.



Block Captain Program



Park Central Development Corporation, in partnership with Washington University Medical Center Redevelopment Corporation (WUMCRC), is currently moving forward with the Forest Park Southeast Block Captain Initiative.

The Block Captain program has been put into place to foster a sense of connectedness within the neighborhood. Specifically this program will foster resident participation in neighborhood programs while promoting a more connected and healthier community as a whole. Presently, Park Central Development is trying to reach its target goal in acquiring 43 captains for each of the 43 block within the neighborhood. This program represents the basic building blocks of a “ground up” approach to community engagement.

Interested residents can contact Gelinda Connell of Park Central Development at 314-535-5311.

CWE NSI Names Whyte New Director

Jim Whyte has been named the new Executive Director of the Central West End Neighborhood Security Initiative (NSI) by its Board of Directors, concluding a three month search process that included more than 200 applicants. Whyte becomes the second executive director to take over since the formation of the NSI in 2007.

The program was developed to undertake a more comprehensive and efficient approach to crime prevention in the Central West End. Prior to implementation of the NSI, the separate Special Business Districts within the Central West End neighborhood each addressed crime individually. This approach kept valuable information from being shared from district to district, and in some cases, from street to street. The innovative NSI program combined the efforts of the smaller groups who dealt with crime into one authoritative, organized initiative.

Whyte joins the NSI after extensive experience with safety and security. In a statement, NSI Board President Brooks Goedeker detailed Whyte's credentials:

Mr. Whyte has over 20 years of service with the Saint Louis Metropolitan Police Department, in which he worked in the 2nd, 6th and 7th districts as well as stints in homicide, violent crime task force, crime suppression, and hostage rescue. Mr. Whyte retired as a Lieutenant in 2009 to take a position in Iraq assisting the military in the prosecution of insurgents. Jim and his wife Lori have 3 sons Jack (16), Conner (15) and Sam (12). Jim and his family live in the Lindenwood Park neighborhood in south St. Louis City.

The NSI Board of Directors is proud to have Mr. Whyte as the new face of its organization and is confident that he will continue the initiative's successes in streamlining efforts, being a portal for reliable information, and driving down crime.



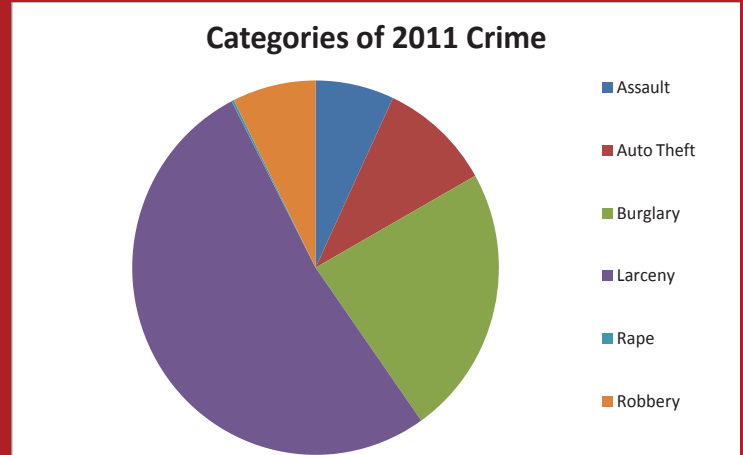
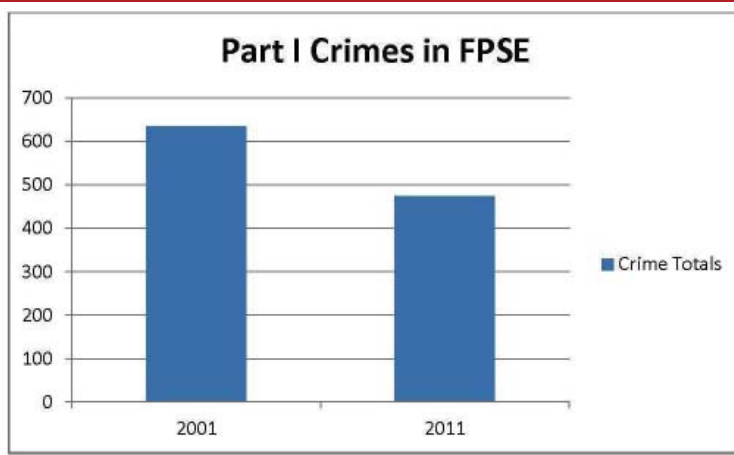
Images courtesy of CWE NSI

For more on the Central West End Neighborhood Security Initiative, check out cwensi.com.

Neighborhood Safety Overview

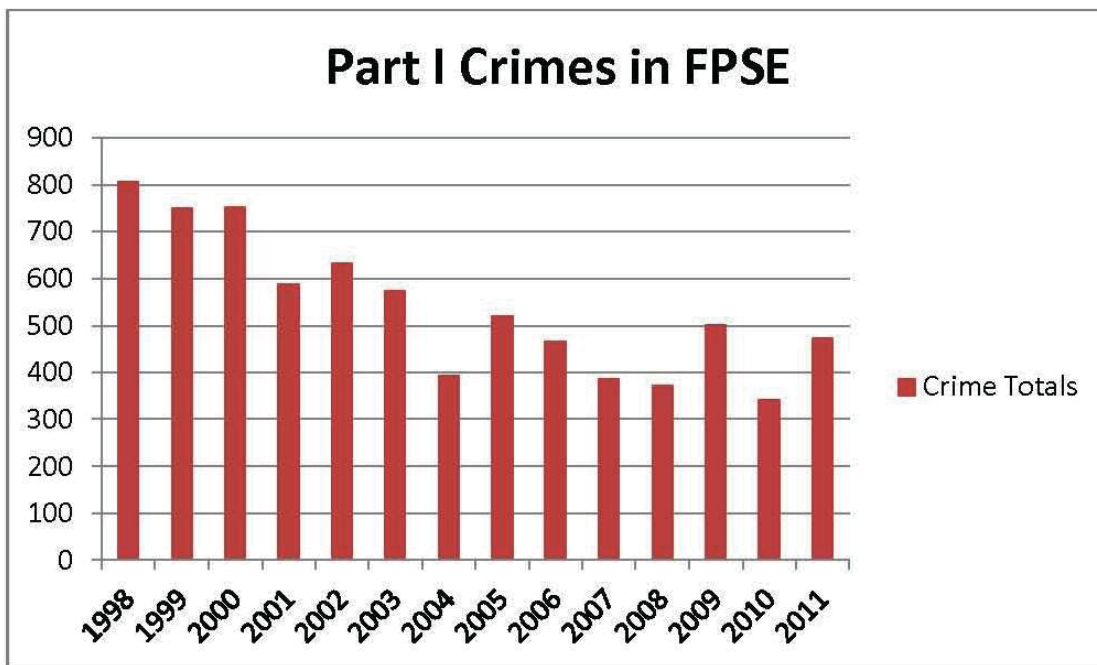
Forest Park Southeast

Ten Year Differences



Part I Crimes were lower in 2011 than they were ten years ago. Part I Crimes are those that are designated by the Uniform Crime Reporting Program as serious crimes, which are likely to be reported to the police. The Part I crimes that occurred in Forest Park Southeast in 2011 are displayed in the pie chart on the right. Larcenies (the taking of property, not by force or violence) made up the majority of 2011 crimes.

2011 Crime Numbers in Context



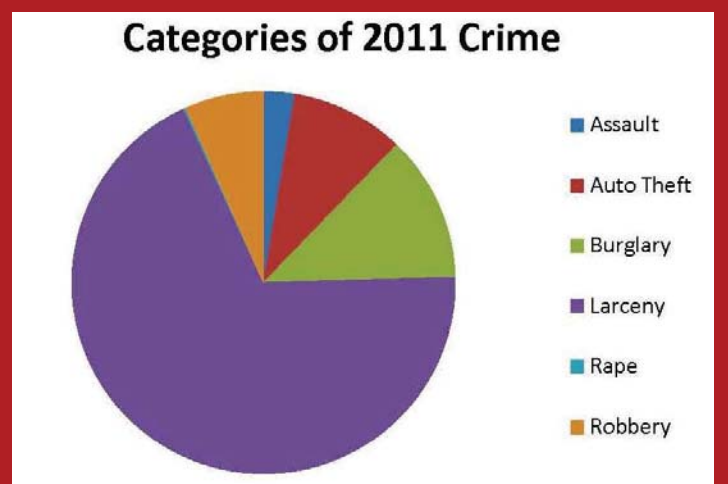
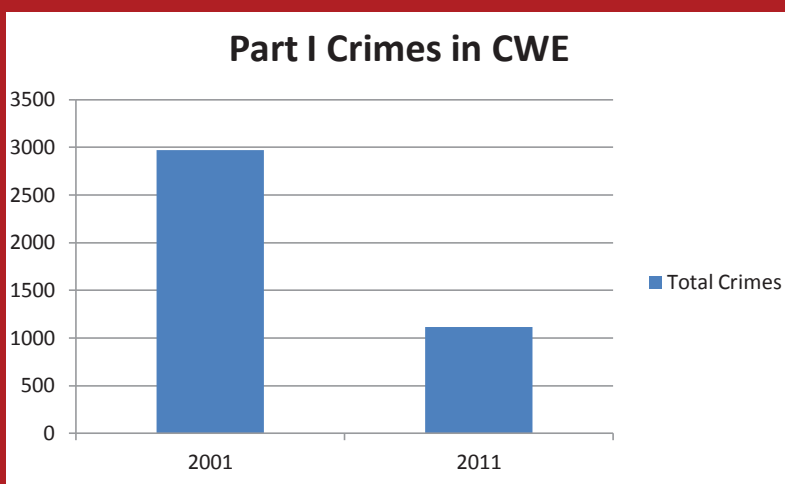
While the numbers have fluctuated a bit, the overall trend in crime is a pronounced decline.

These numbers reflect that Forest Park Southeast truly is a neighborhood in transition.

Neighborhood Safety Overview

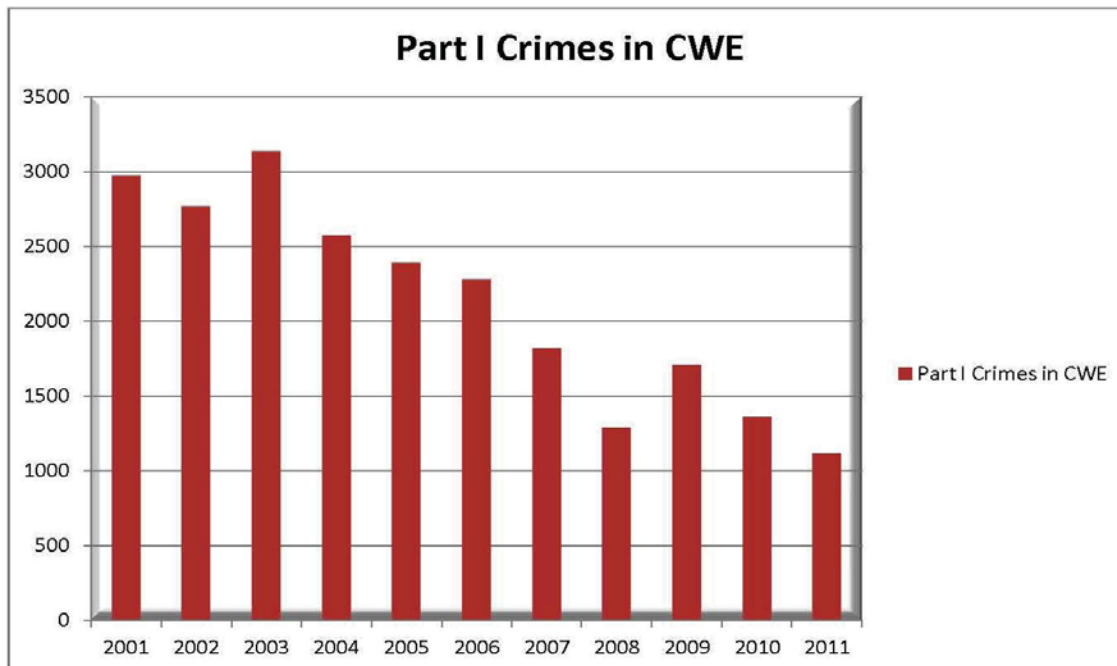
Central West End

Ten Year Differences



Part I Crimes were drastically lower in 2011 than they were in 2001. The numbers went from 2,969 to 1,114. This means that crimes were nearly one third of what they were ten years ago. Much like Forest Park Southeast, the largest category of crime was Larceny. However, it made up an even larger percentage of overall 2011 crime in the Central West End.

A Decade of Crime Reduction



Crime totals have declined steadily over the past decade in the Central West End.

This is an unmistakably clear trend of reduction. The neighborhood is becoming continuously safer each year.



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Spring 2012

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