



January 2013

2012 End of Year Review

Washington University Medical Center

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



Message from the Executive Director



Wow, we have had an exciting year here at WUMCRC! Both the Central West End and Forest Park Southeast neighborhoods have major developments either announced or underway. In the Central West End, developer Bruce Mills has announced his long-delayed City Walk mixed use residential development that will feature the city's first Whole Foods grocery store. In Forest Park Southeast, phase one of the Aventura at Forest Park is well underway. In other development news, the Forest Park Southeast federal historic district expansion into the southeastern portion of the neighborhood has been approved. This expansion will allow developers to take advantage of state and federal historic tax credits in the rehabilitation of housing and commercial struc-

tures in the area. In the Central West End, the Form-Base Plan zoning overlay is now complete and set for implementation in 2013. The purpose of the new overlay district is to provide better guidance to developers regarding the desired urban density and building form in the neighborhood.

Both neighborhoods are taking innovative steps to neighborhood safety. This past fall, FPSE and CWE teamed up to hire a Court Advocate to track important cases, advocate for neighborhood victims, and to develop new partnerships. In the CWE, a neighborhood wide camera network is scheduled to debut this coming spring. In FPSE, the community has embraced the Neighborhood Ownership Model to help reduce crime and increase citizen participation in public safety decision making.

The good news doesn't stop there. The 2012 Grovefest was our largest event ever. More than 20,000 people came to celebrate and revel in the unique Grove Entertainment District. The first annual IndiHop festival celebrating St. Louis independent beer brewing culture was a huge success. New artwork continues to spring up throughout the Grove. These are just a sampling of the great news that you'll find in the WUMC 2012 End of Year Review. As we reflect upon and highlight some of the successes of 2012, we are looking forward to the exciting projects and initiatives that will continue to add to the vibrancy of these two important St. Louis neighborhoods.

Brian K. Phillips

Aventura Apartments Construction

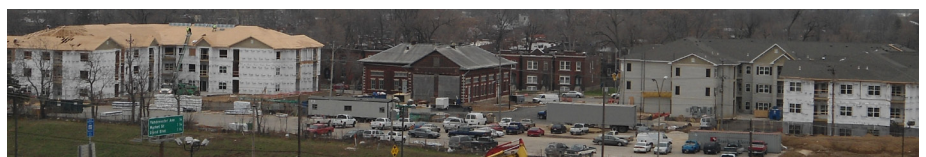
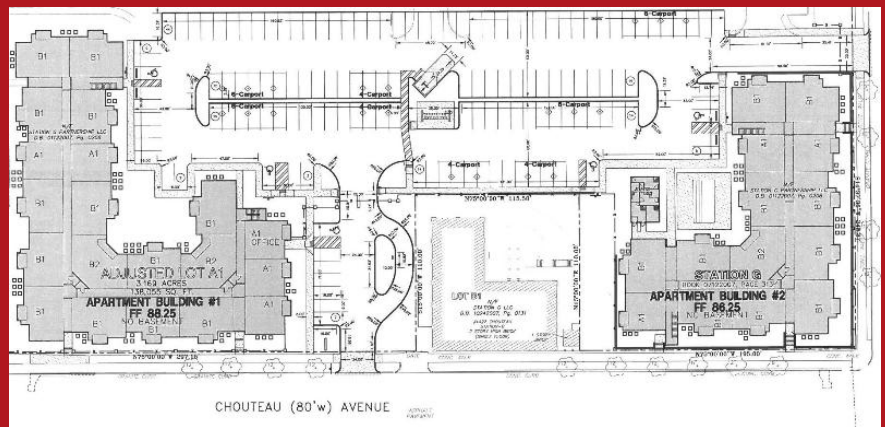
Construction on the 101-unit apartment complex named 'Aventura at Forest Park' began in October 2012 after four months of site work. Above All Development is developing the site.

The project is located at 4401 Chouteau Avenue, directly across from the new Chouteau Park. The land, formerly owned by Laclede gas and used for their 175 foot tall gasometer tower, had sat mostly vacant for several years. After the 2007 demolition of the gasometer, only the 100 year old 'Station G' building remained. This project is being constructed around that site, which is still owned by a separate owner.

This first phase of the project represents a \$12 million investment in the Forest Park Southeast, making it the largest construction project in the neighborhood since the 2000 construction of McCormack House at Manchester and Kinshighway Avenues.

The apartments will feature market rate prices. There will be 23 one-bedroom apartments and 78 two-bedrooms. Rent rates will start at \$1,000 a month. The anticipated date of completion is October 2013

For more on this project, scan this code with your smart phone.



Cougar Mural

In August, artist Grace McCammond completed yet another bold addition to the buildings along Manchester Avenue. The latest mural, titled 'I See You', depicts a cougar stalking its prey. The cougar is 2 stories tall and can be seen on the south side of the 4200 block of Manchester, in between Boyle and Tower Grove Avenues.

McCammond incorporated the adjacent fence by attaching claw marks. The marks were pre-cut and painted ahead of time with the assistance of young people from the Boys and Girls Club of Greater St. Louis in Forest Park Southeast. The mural also features reflective gold paint on the eyes of the cougar to allow them to glow under vehicles' headlights as they drive down Manchester.

For more ferocious info, scan this code.



Exclamation Markee!



The Grove entertainment district already features two large, neon entry signs, but now it boasts a sculpture with the added benefit of sending a message. The Exclamation Marquee sculpture features a stylized version of the word 'Grove' with a large exclamation point. This oversized punctuation doubles as a bulletin board for Grove events to be posted.

This new addition is displayed at the prominent intersection of Chouteau and Vandeventer Avenues, presenting the Grove and its upcoming event to thousands of daily drivers.

The project was a collaboration between the Washington University Medical Center and two artists that are well-known to the neighborhood. Andrew Woodard, who has built several cor-ten steel structures in Forest Park Southeast, constructed the sculpture and Grace Mc-Cammond, who has painted numerous murals, painted the sculpture.

For more on this project, scan this code with your smart phone.



Wigstomp



The Grove entertainment district got even more colorful on July 14th, as WigStomp prompted many people to don brightly colored and wacky wigs on Manchester Avenue. The LGBT (Lesbian, Gay, Bisexual, Transgender) festival was complete with drag queens, Go-Go dancers, DJs, and a dance party. There were cash prizes for best wig and best 60's costume.

This St. Louis event was inspired by WigStock, a festival that began in New York in the 1980s.

WUMC contributed funding and assistance to this event. The 2013 WigStomp will be held on Saturday, July 20.

Holly Daze

On December 7th, the new event Holly Daze premiered in the Grove, providing visitors with a festive atmosphere during the holiday season. This was the first ever all-Grove holiday party.

The event featured food and drinks specials at the venues along Manchester Avenue, as well as live outdoor music. The Sugar Plum Fairy even made an appearance along Manchester (performed by Mimi Le Yu). Music performers included: Mario Pascal, Charles and Cecilia's Yuletide Express, and Stan Chisholm.

Many businesses offered special deals on merchandise for those who attended the festivities.

Holly Daze provided a little holiday cheer for all in attendance. WUMC assisted in the creation, organization, and funding for the event.



IndiHop



The Grove has become well known for its numerous annual events and festivals. For one of it's latest celebrations, the district partnered with the Cherokee Street for a beer tasting festival, named IndiHop.

Patrons sample different types of St. Louis craft beers by visiting storefronts in either neighborhood. At each storefront throughout the Grove and Cherokee

Street there is a different craft beer. Upon arrival, patrons are given special IndiHop tasting mugs for the day's activities. Once an individual had made his or her way through the entire lineup in one entertainment district, a shuttle takes him or her to the other district, where the sampling continues. Shuttle stops are spread throughout both districts for easy traveling.

The 2012 event was a great success. All 700 tickets were sold and the streets were lined with visitors. Not only did IndiHop bring hundreds of daytime visitors to the Grove, it also served as an introduction to many area businesses.

WUMC created, organized, and contributed funding to this event. The 2013 IndiHop will be held on Saturday, June 1.

For more on this event, scan this code with your smart phone.



Grove Fest



Ho hum. Just another year of Grove Fest being bigger and better than ever. Despite the chilly weather, an estimated 18,000 people attended the 7th annual Grove Fest. The annual street festival along Manchester Avenue featured staples, such as the paint-by-number mural, live music, and food and drinks from the Grove. This year's event also included 3 music stages and national headlining act, Clap Your Hands Say Yeah.



The 2012 Grove Fest included interactive live art, mimes and street performers, backyard games, a skateboard and BMX show, a fall fashion show, the bubble truck, and a mechanical bull. There were over 250 performers and vendors lining Manchester Avenue.

WUMC organized and contributed funding to the event. The 2013 Grove Fest will be held on Saturday, October 5.

Scan this code for more .



Grove Fest



CWE Neighborhood Spotlight

Marc Dangerfield's passion for the Central West End, and urban living in general, is made evident by his contributions to many different organizations and committees that make the city a better place to live.

Originally from Little Rock, Arkansas, Dangerfield arrived in the Greater St. Louis region in 2000, working for Environmental Systems Research Institute (ESRI) in St. Charles, Missouri. While he did not yet live in the Central West End, he felt an attraction to the area. A Roman Catholic, Dangerfield loved to visit the beautiful Cathedral Basilica. In 2005, he finally moved to the Central West End and began a career working at Monsanto. Now, he proudly lives in Towne House Apartments on Lindell Boulevard, right across from the Cathedral Basilica. Dangerfield is thrilled to live in such a great building and in such a vibrant area. "This is one of the most diverse areas in the metropolitan area; because of the schools, because of the availability of good housing, great restaurants and because of our ability to provide additional security in the neighborhood. We have built a thriving community that attracts people from all over. I love the fact that I can have such a wonderful urban experience when I walk

outside of my door."

"It brings me that feeling of being in an East Coast environment while paying a Midwest rate."

He gives back to his community by being a member of the Central West End-Midtown Development Committee for Park Central Development Corporation, the community development corporation for St. Louis's 17th Ward. This committee reviews development proposals before making recommendations to the Alderman and any other relevant city committees. The improvements to the Euclid streetscape are a particular point of pride for him.

Dangerfield also looks to improve the City of St. Louis through better race relations. In October, 2012 he helped form the St. Louis Reconciliation Network, which will build a coalition of several groups and religious organizations to open up a better dialogue on race in St. Louis.

He is also a board member for Youth in Need, which helps children and young people throughout the St. Louis area.

Marc Dangerfield's commitment to his city is obvious, and his contributions are growing.



Marc Dangerfield stands in *Bissinger's*, one of his favorite Central West End locations.

FPSE Neighborhood Spotlight

For years, Forest Park Southeast resident Craig Nashville has given back to his community by providing his professional expertise on the Forest Park Southeast Development Committee, which he chairs.

Nashville, a project manager at Grice Groups Architects, grew up in St. Louis. After graduating from Rice University in Houston, Texas, he worked in New York City in the early '90s. When he moved back to St. Louis, he was impressed by the estab-



Craig Nashville stands in front of the future Chouteau Park in FPSE. established, interesting building stock in Forest Park Southeast, and appreciated its central location. He now calls the Forest Park Southeast neighborhood home. Nashville loves that his commute is just a short bike ride, while his wife Teresa can easily walk to her work at the Medical Center. The neighborhood looks significantly different than it did when Nashville first moved there in the 1990s. For example, the neighborhood was made up of far more renters than home owners. He has seen a transition to more home ownership. Now, landlords in the neighborhood focus more on property maintenance than they had previously. Additionally, they are more focused on the improvement of the entire area. Nashville said that they had initially been more preoccupied with simply filling any vacancies when he first moved to the area. If someone moved out, they merely looked for someone else to move in. Over the years, they have become more invested in their surroundings. He has noticed their increased participation. "Now, there's more emphasis on people being part of the neighborhood. That's been positive."

Nashville is the chair for the Forest Park Southeast Development Committee for the Park Central Development Corporation, which operates in the 17th ward of St. Louis City. His position on the Development Committee affords him the ability to contribute to the growth of his own neighborhood and ensure that the positive momentum continues. "It's critical that the neighborhood has a focus. What we're trying to do is create a plan that makes sure that proposed development has a positive impact on the neighborhood, as opposed to being sporadic or detrimental." As new developments occur, Craig Nashville's committee will ensure that the best interest of the neighborhood is represented, and that the positive momentum will continue into the future.

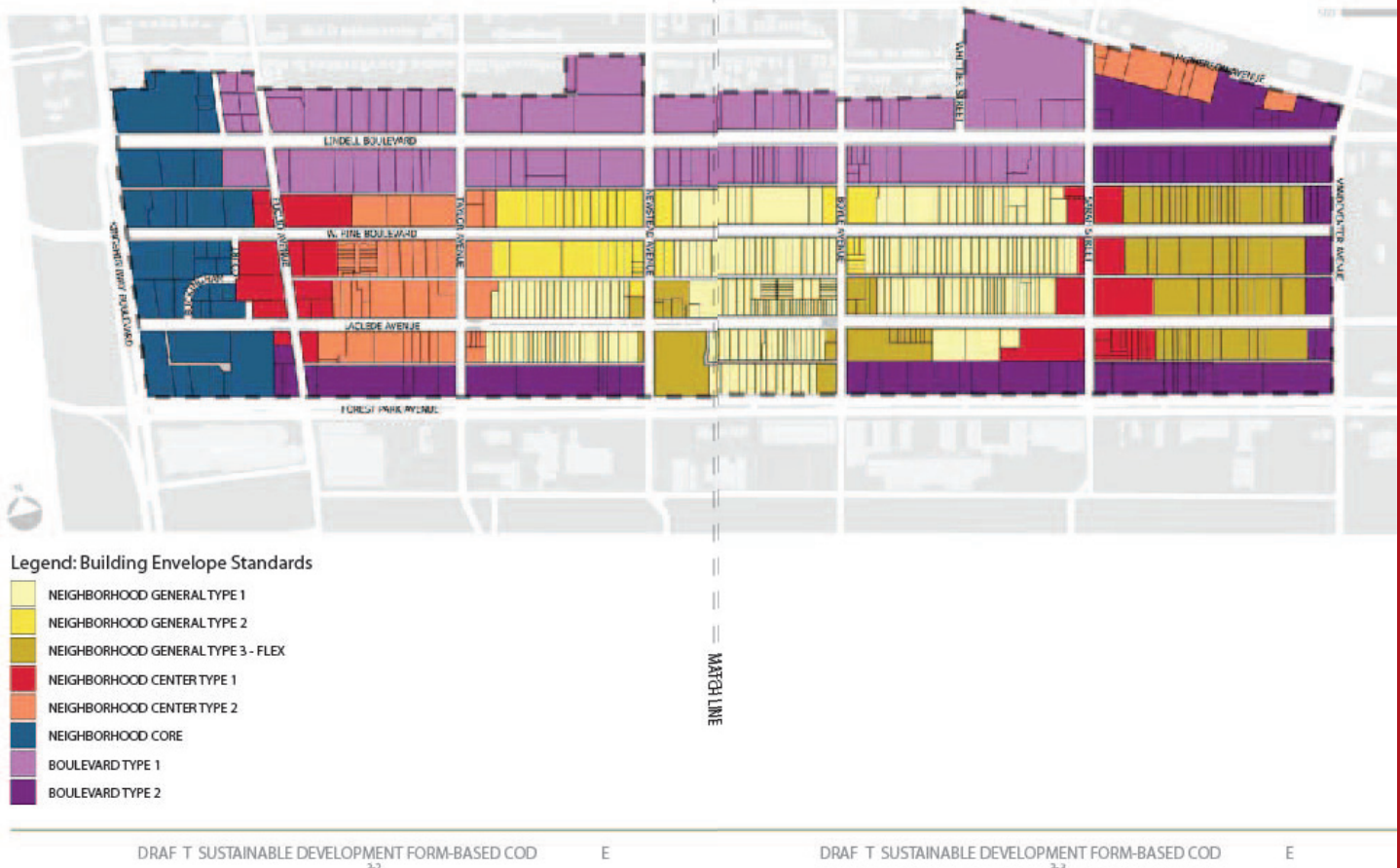
CWE Form-Based District Overlay

The St. Louis Board of Aldermen will soon vote on a Form-Based Code for the Central West End Neighborhood and part of Midtown after three years of work toward the plan. This new code will overlay the existing city zoning code, last updated in 1948, in order to preserve the distinct feel and character of the neighborhood.

The process has been led by a fifteen member committee of stakeholders, including residents, institutions, real estate developers, property owners, Park Central Development Corporation, and Aldermen Lyda Krewson, Terry Kennedy, and Joe Roddy.

The code will regulate the types of zoning present in the different areas of the neighborhood to ensure that new developments are appropriate for their location and do not damage the distinct design surrounding it. It will also establish building envelope standards to ensure that future projects will compliment the surrounding buildings.

Figure 3.4: The Regulating Plan



Check out www.17thwardstl.com for the latest on the status of this effort.

FPSE Form-Based District Overlay



An effort will soon be under way in Forest Park Southeast to create a form-based neighborhood zoning plan, which will establish development standards 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.

Much like the Central West End neighborhood to the north, which recently codified 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 coordinating committee (composed of residents, property owners, institutional representatives, and developers) to help guide the process.

Security Patrol

Washington University Medical Center (WUMC) doubled its contribution to Forest Park Southeast security bicycle patrols in 2012, from \$100,00 to \$200,000. This will fund more than 4,000 additional police patrol hours each year. The Grove Community Improvement District already funds 2,500 yearly hours of patrols. These patrols are staffed by off-duty police officers, who are not only familiar with the neighborhood, but also have the authority to make arrests should they be deemed necessary.

WUMC has contributed to neighborhood safety and security since it expanded to the Forest Park Southeast neighborhood in 1995. These efforts have taken many different forms over the years, including security guards in vehicles and a youth and gang specialist. WUMC has also funded bike patrols since 2007. These efforts have contributed to the overall decline of crimes in the neighborhood by around 50% between 2000 and 2010. During that decade, Part I crimes have dropped from over 750 to under 350 per year.

This contribution is just the latest in a recent history of investments into the neighborhood. WUMC has sponsored initiatives for increased lighting, steering wheel lock giveaways, and an anonymous tip line for crime activity in addition to the security patrols. The medical center has also sponsored programming assistance for the local Boys & Girls Club of Greater St. Louis, not to mention the contributions to the \$6 million community center.



Scan this code with your smart phone to read more about WUMC bike patrols



Neighborhood Ownership Model

In 2012, Forest Park Southeast residents began to take control of security in their neighborhood by implementing the Neighborhood Ownership Model (NOM). This plan allows residents to work directly with police, prosecutors, and judges to reduce crime where they live. The NOM concept was championed in Forest Park Southeast by residents Mark Barnett and Bob Purcelli.

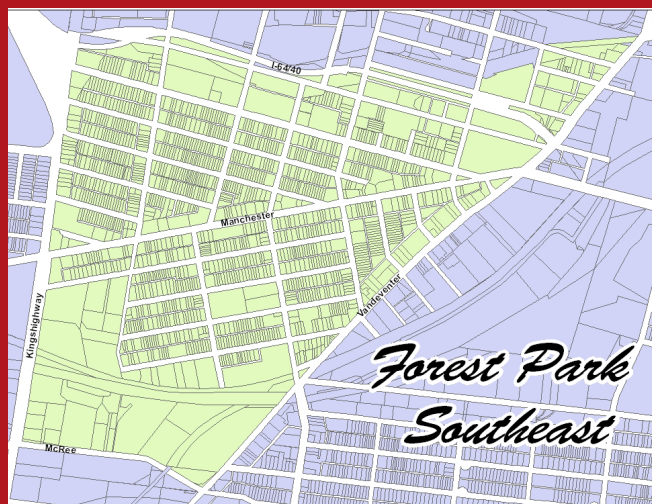
The City of St. Louis Circuit Attorney's website states "The Neighborhood Ownership Model is a citizen-led program that is supported by the St. Louis Circuit Attorney's Office, the St. Louis Metropolitan Police Department and the Office of the Mayor."

The NOM consists of five teams:

1. Citizens Patrol Unit- These members are trained to patrol streets and identify issues and engage law enforcement to intervene when they believe a crime is occurring.
2. Block Captain- Each neighborhood block should have a point of contact that helps educate and mobilize the residences on that block.
3. Court Advocacy- Cooperation and court appearances can support better prosecution of criminals. Residents in partnership with the prosecutor on the case appear in court on the impact a particular crime or type of crime has on their neighborhood.
4. Neighborhood Impact Statements- Victims and witnesses of crime are a powerful tool in the criminal justice system. Cooperation and court appearances can support better prosecution of criminals.
5. Victims Support Team- Trained neighbors help support victims of crimes to ensure they have the support they need to manage thorough the legal system.

Officer Jerod Breit will serve as the liaison officer between FPSE residents and the St. Louis Metropolitan Police Department. He will offer advice and support to victims of crime.

If you are interested in contributing to the Forest Park Southeast Neighborhood Ownership Model, contact Gelinda Connell at Park Central Development Corporation at 314-535-5311.



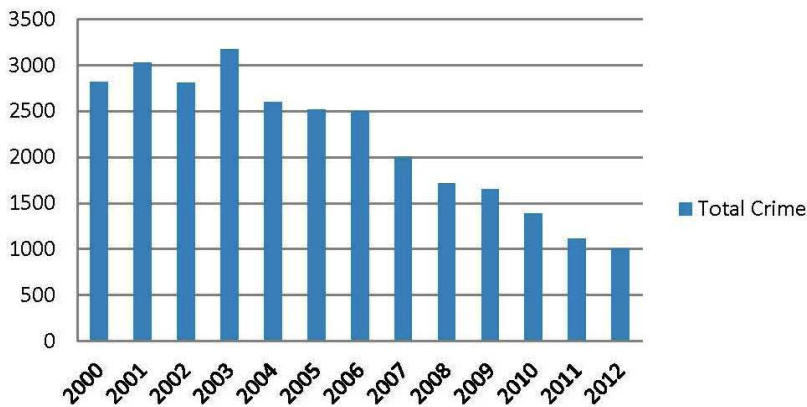
Scan this code with your smart phone to see an interview with Officer Breit and Mark Barnett.



Neighborhood Safety Overview

Central West End

Crime in CWE

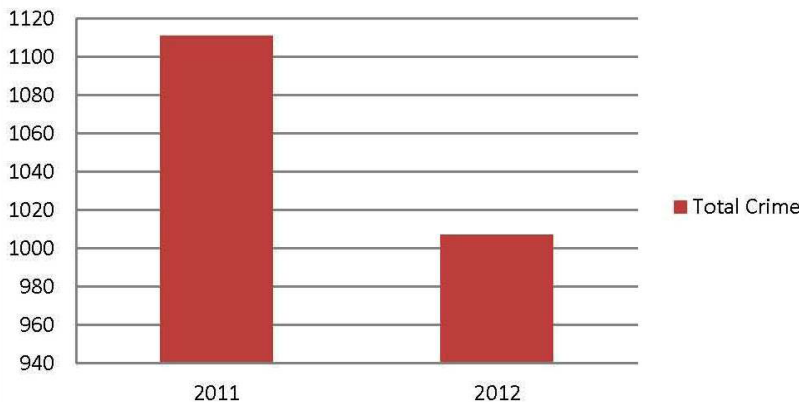


Crime continued to plummet in the Central West End in 2012. The total number of crimes was down to 1,007, approximately 66% lower than the recent high total in 2003. This is a continuation of the overwhelming trend that has transpired over the past nine years.

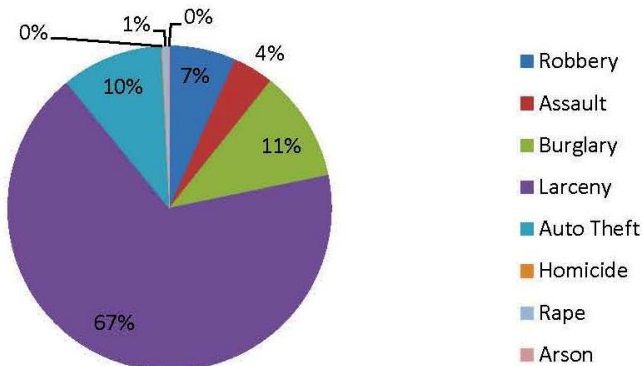
The most common category of crime by far was 'Larceny'. This is a non-violent crime that involves the taking of property from a car or building, typically when the owner is not there.

WUMC contributes funding to the Central West End Neighborhood Security Initiative (NSI), which provides additional security to the Central West End. This allows the various special business districts in the neighborhood to coordinate their efforts. By increasing the amount of monitoring and security patrolling, the NSI has given would-be criminals no safe haven within the participating special business districts. The NSI will be adding more security measures in 2013. More information can be found on page 17.

Yearly Change in CWE Crime



CWE Crime Categories 2012



All information is from the St. Louis Metropolitan Police Department.

Neighborhood Safety Overview

Forest Park Southeast

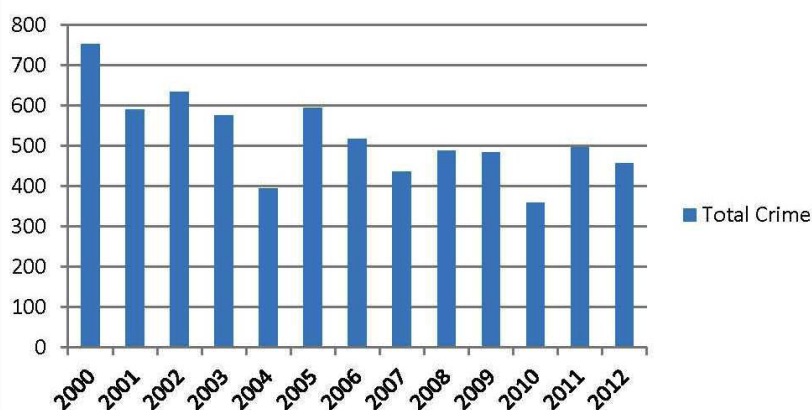
Crime in Forest Park Southeast returned to its decreasing trend in 2012. This neighborhood is still in the midst of its transition to stability. However, the total number of crimes fell to 456 in 2012, with nearly half of those being larcenies. While year-to-year crime totals still slightly fluctuate, overall crime has decreased nearly 50% over the past decade.

In 2012, Forest Park Southeast saw significant decreases in the areas of robbery, burglary and larcenies from the previous year. With a drop in over 40 crimes from 2011 to 2012, the most encouraging sign is that crime totals are more common in the 300's and 400's, where they used to be in the 700's and 800's.

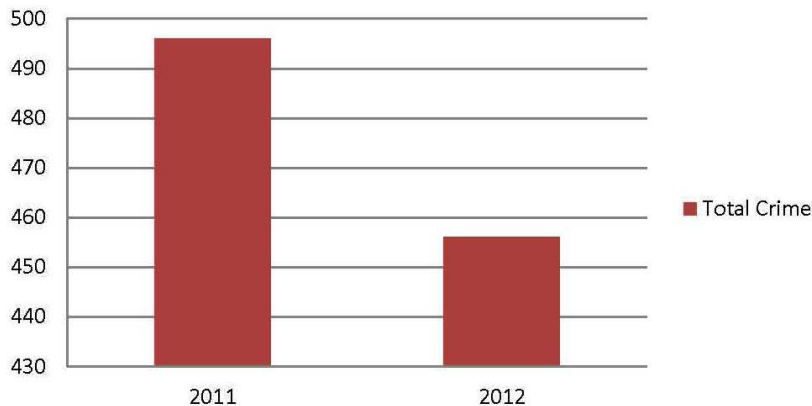
WUMC annually is an active supporter of community safety within the FPSE neighborhood through funding initiatives, administrative support and monitoring crime statistics. Initiatives such as the newly established Neighborhood Ownership Model and additional security patrols will contribute to crime reduction, as FPSE continues to see increasing investment and re-development.

Data may change as more crimes are processed.

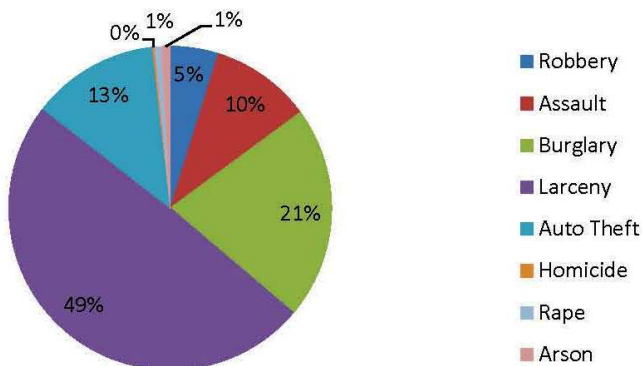
Total Crime in FPSE



Yearly Change in FPSE Crime



FPSE Crime Categories 2012



CWE Security Cameras

Thanks in part to a contribution from Washington University Medical Center, the Central West End Neighborhood Security Initiative (NSI) will be installing 91 security cameras throughout the Central West End.

The new cameras are high-definition, color, IP (Internet Protocol) surveillance cameras, and they will focus on major streets, alleys, and sidewalks throughout the neighborhood. Crime in the Central West End is remarkably lower than it was even just a few years ago. Crime numbers are down 66% since 2003. However, these cameras will ensure that the crime reductions continue to make the Central West End one of the safest neighborhoods in St. Louis.

Scan the QR code with your smart phone to learn more about the security cameras.



Court Advocate

Washington University Medical Center is funding the first ever court advocate position to work in the Central West End and Forest Park Southeast neighborhoods. The position will represent the two neighborhoods during court cases and present the judge with information on how a particular crime(s) has effected the community. The position will serve as a neighborhood proxy in advocating for appropriate sentences.

Isabella Lovadina, a former St. Louis Metropolitan Police Officer, was hired in January, 2013. Lovadina will be a valuable and knowledgeable guide for assisting victims and community representatives through the court process.



For more on Isabella's story, visit wumcrc.com by scanning this code with your smart phone.



Holiday Outreach 2012



The Holiday Outreach Program marked another successful year of assisting needy families in 2012. Thirty-four Washington University Medical Center departments were able to provide gifts and bill assistance for 42 families in the Forest Park Southeast and Botanical Heights neighborhoods during the holiday season.

The program was created by the Medical Center in 1997 as a way of assisting the residents surrounding the campus. Individual departments are matched up with families, who are provided anything from utility bill or grocery assistance to toys for children.

While the program had achieved an all-time high amount of matches between departments and families last year (51), this year was still a remarkable success. Over \$10,500 was raised for utility, food, and gift assistance. Over \$14,000 in total items was given. The generosity of Washington University Medical Center departments was very much appreciated.

For more details and statements from the families, scan this code with your smart phone.





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