



CENTRAL WEST END

2020 NEIGHBORHOOD PROFILE

WASHINGTON UNIVERSITY MEDICAL CENTER
REDEVELOPMENT CORPORATION



Introduction

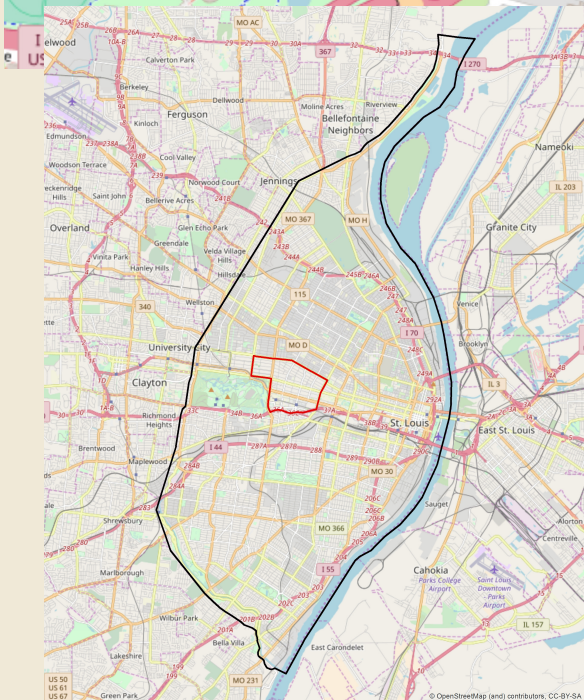
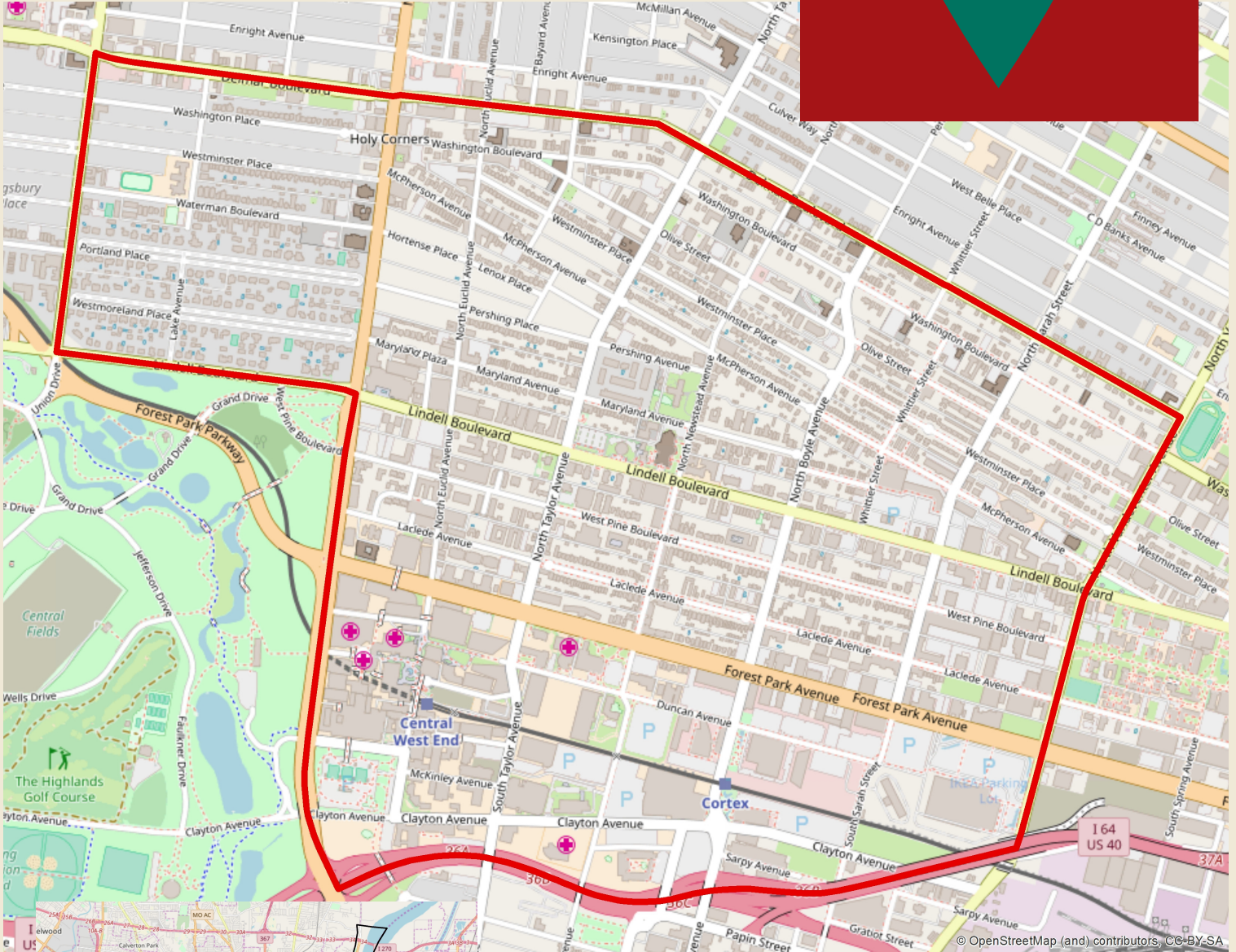
THE NEIGHBORHOOD

The Central West End neighborhood, or CWE, is one of the region's most sought after communities. Located adjacent to the award-winning Forest Park, this 112 block area contains some of Saint Louis' most regal historic architecture and presents one of the most dense urban environments in the Midwest. With over 15,000 residents and 36,000 employees, the American Planning Association selected the CWE as one of America's Top Ten Great Neighborhoods in 2014.

The neighborhood is home to the Washington University Medical Center (WUMC) and Cortex Innovation Community, which together make up the second largest employment center in the region. This complex is home to world class patient care, research, teaching and innovation facilities.

The Central West End is also St. Louis' premiere 24 hour mixed-use transit friendly neighborhood. The Euclid Avenue Entertainment District is home to many of the region's trendiest restaurants, bars, boutiques and shops. The emerging Sarah Street corridor is home to neighborhood-level and regional retail centers, cafes, and a burgeoning tech scene. Planning is currently underway to transform Duncan Avenue in the Cortex-WUMC area into a thriving mixed-use district to serve the growing population of knowledge workers and residents.

NEIGHBORHOOD REFERENCE MAP



Central
West
End

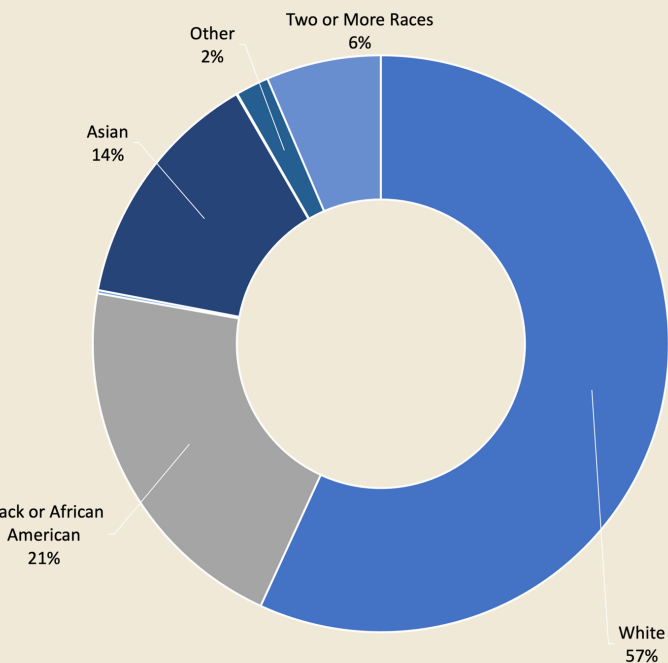


City of St. Louis

2020 Census Central West End



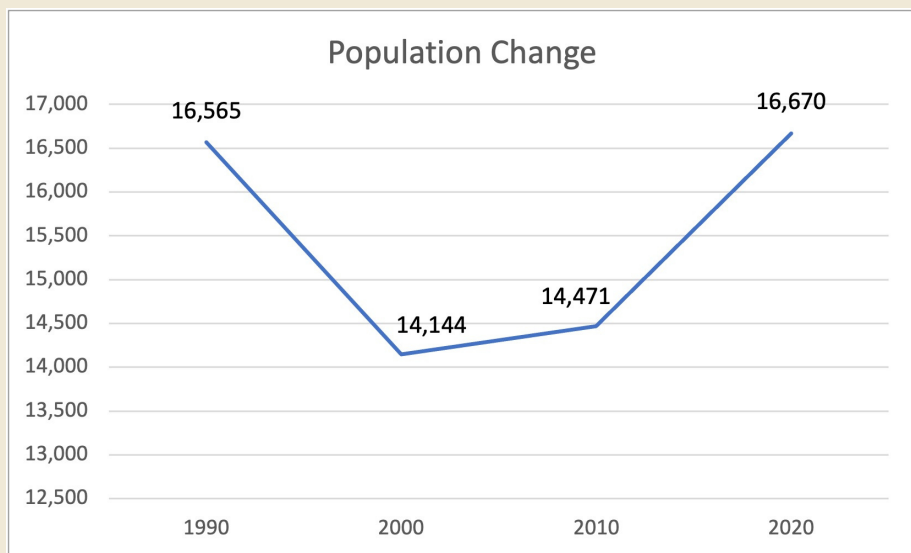
16,670
Total Population



94%
18 & Up

6%
Under 18

| Population: | 2010 | 2020 | Total Change | Percent Change |
|---------------------------|--------|--------|--------------|----------------|
| Total | 14,471 | 16,670 | 2,199 | 15% |
| White | 8,395 | 9,477 | 1,082 | 13% |
| Black or African American | 4,054 | 3,493 | -561 | -14% |



11,598
Total Housing Units

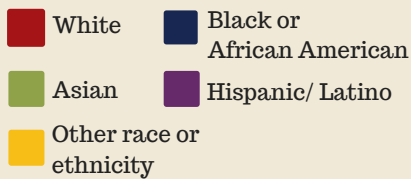
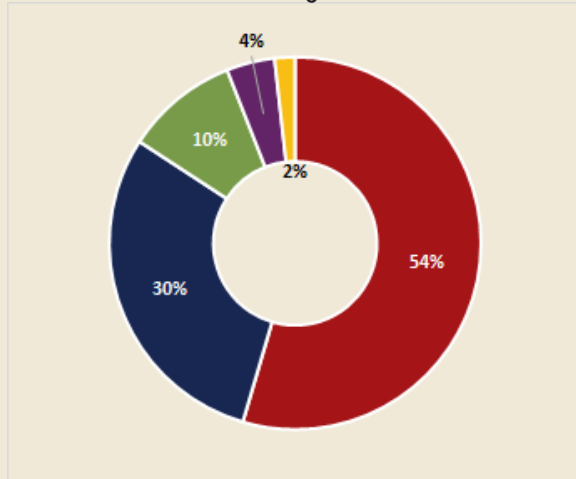
89%
Occupied

11%
Vacant

2019 American Community Survey



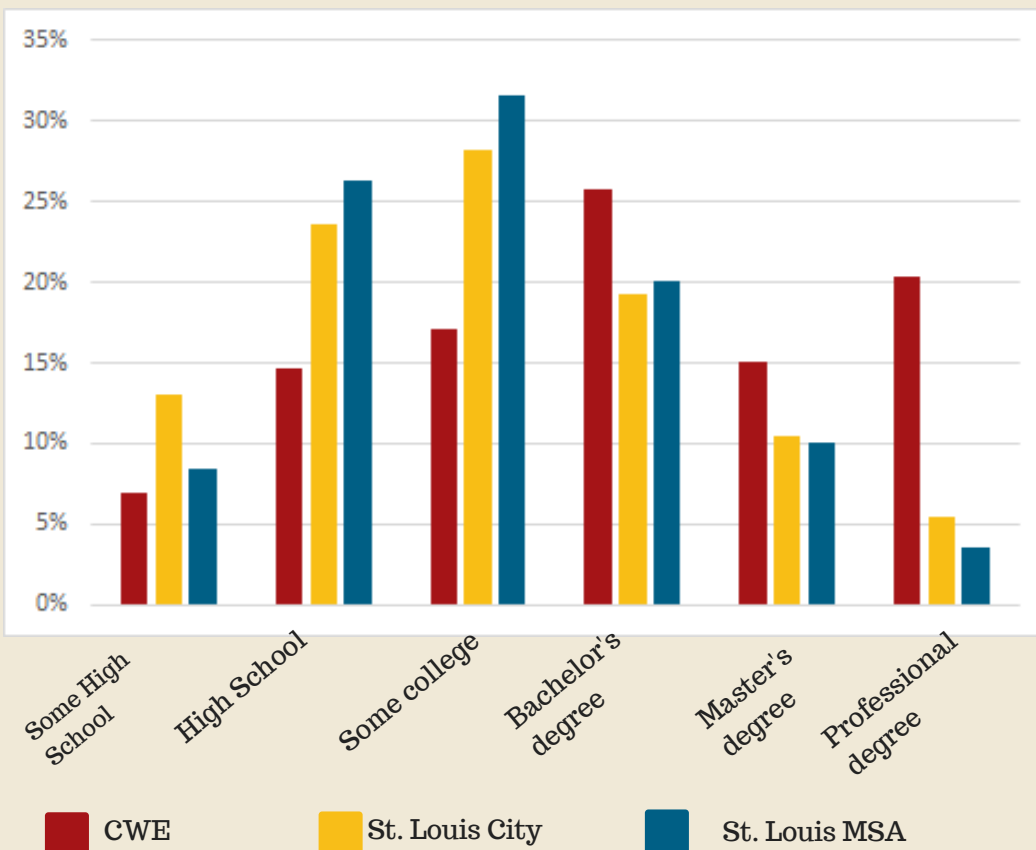
Race and Ethnicity in CWE



Age by Sex



Educational attainment



20%
of residents hold a professional or doctoral degree

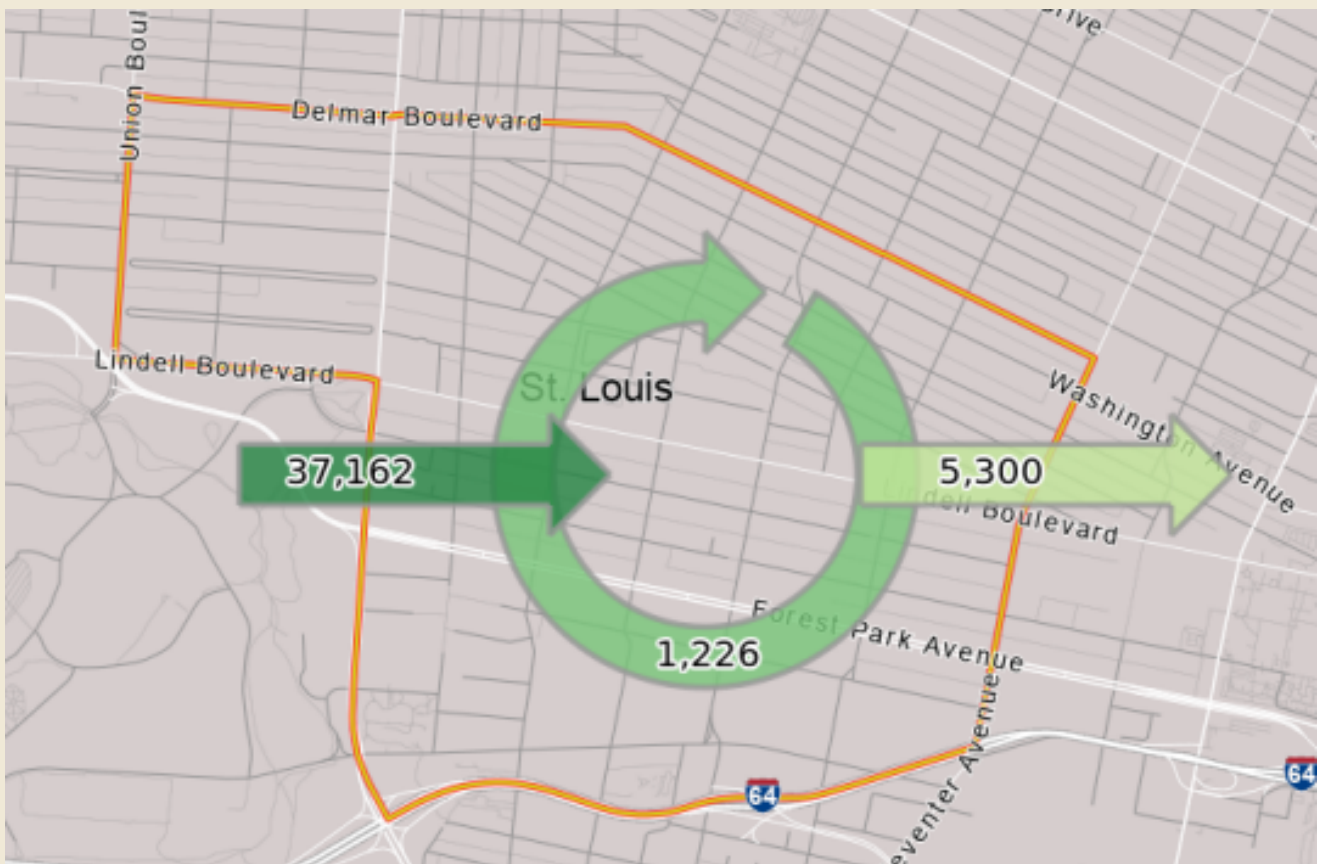
33.3
the median age in Central West End

\$357,622
median value of all owner-occupied housing units

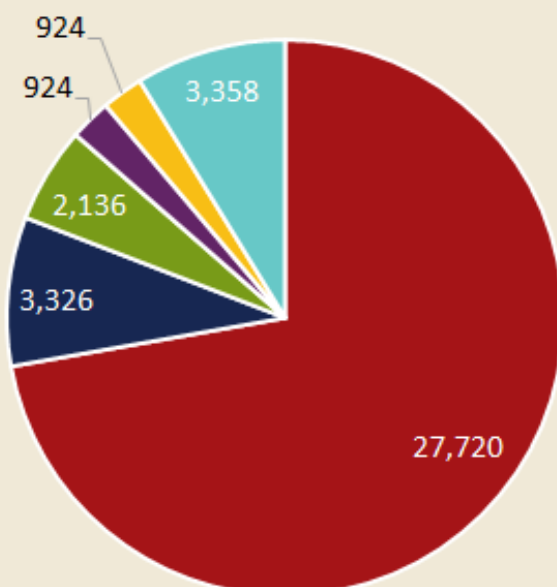
Employment



2017 Employment inflows and outflows



Jobs in Central West End by Sector, 2017



- Health Care and Social Assistance
- Management
- Accommodation and Food Service
- Professional, Scientific, and Technical Services
- Educational Services
- All other job sectors

54%

54% of workers in CWE make more than \$40k

\$48,527

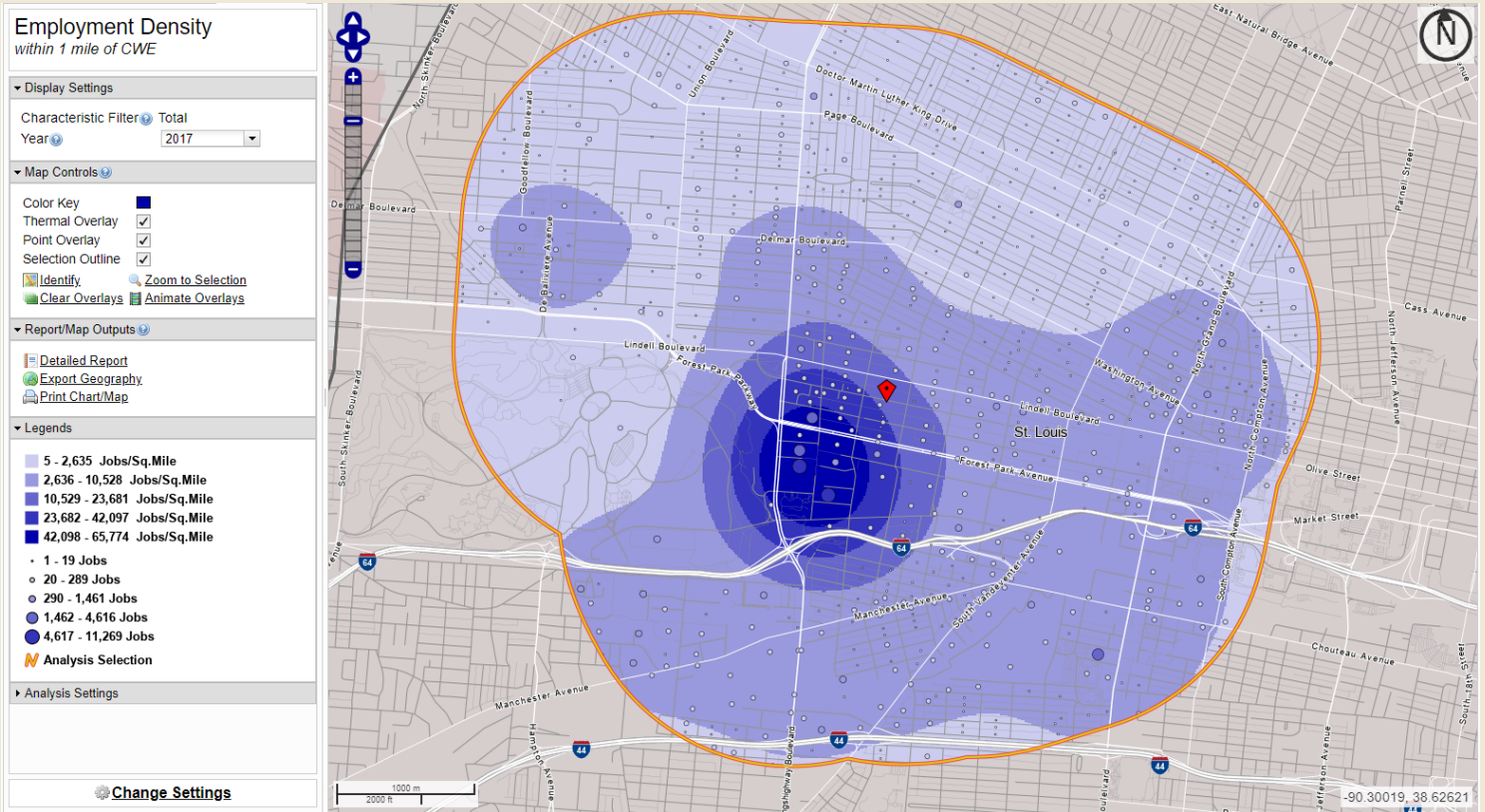
Median household income of residents

87%

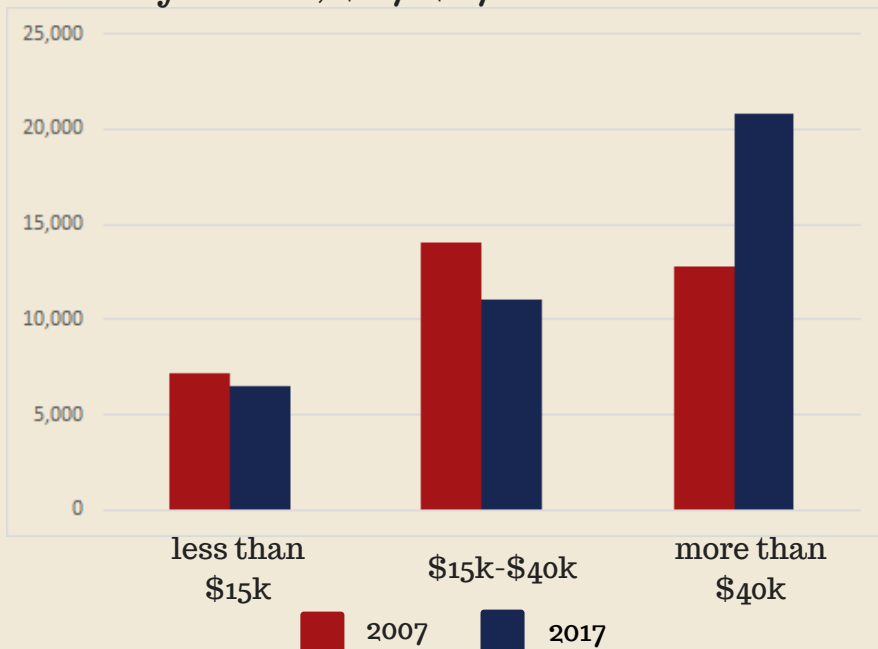
increase in health care and social assistance jobs since 2007.



Employment



Job growth in CWE by income, 2007-2017



Major Employers

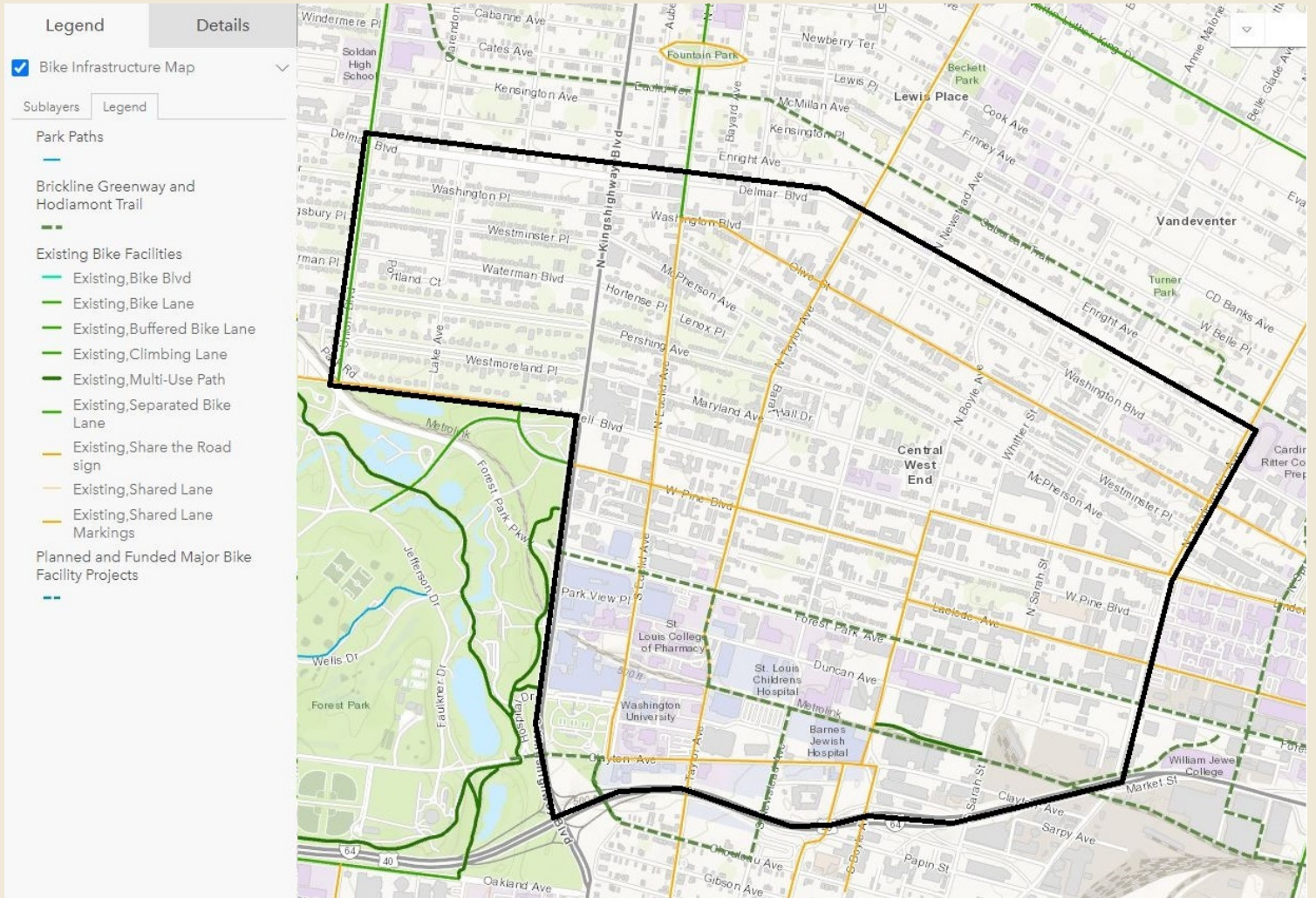
Washington University
Medical Center

Together, the world class medical institutions of BJC Healthcare, St. Louis College of Pharmacy, and Washington University School of Medicine employ over 21,000 health professionals in the CWE at WUMC.

Cortex Innovation Center

The Cortex Innovation Community is home to over 200 firms, employing over 3,600 innovators in bioscience and technology research, development, and commercialization.

Transportation

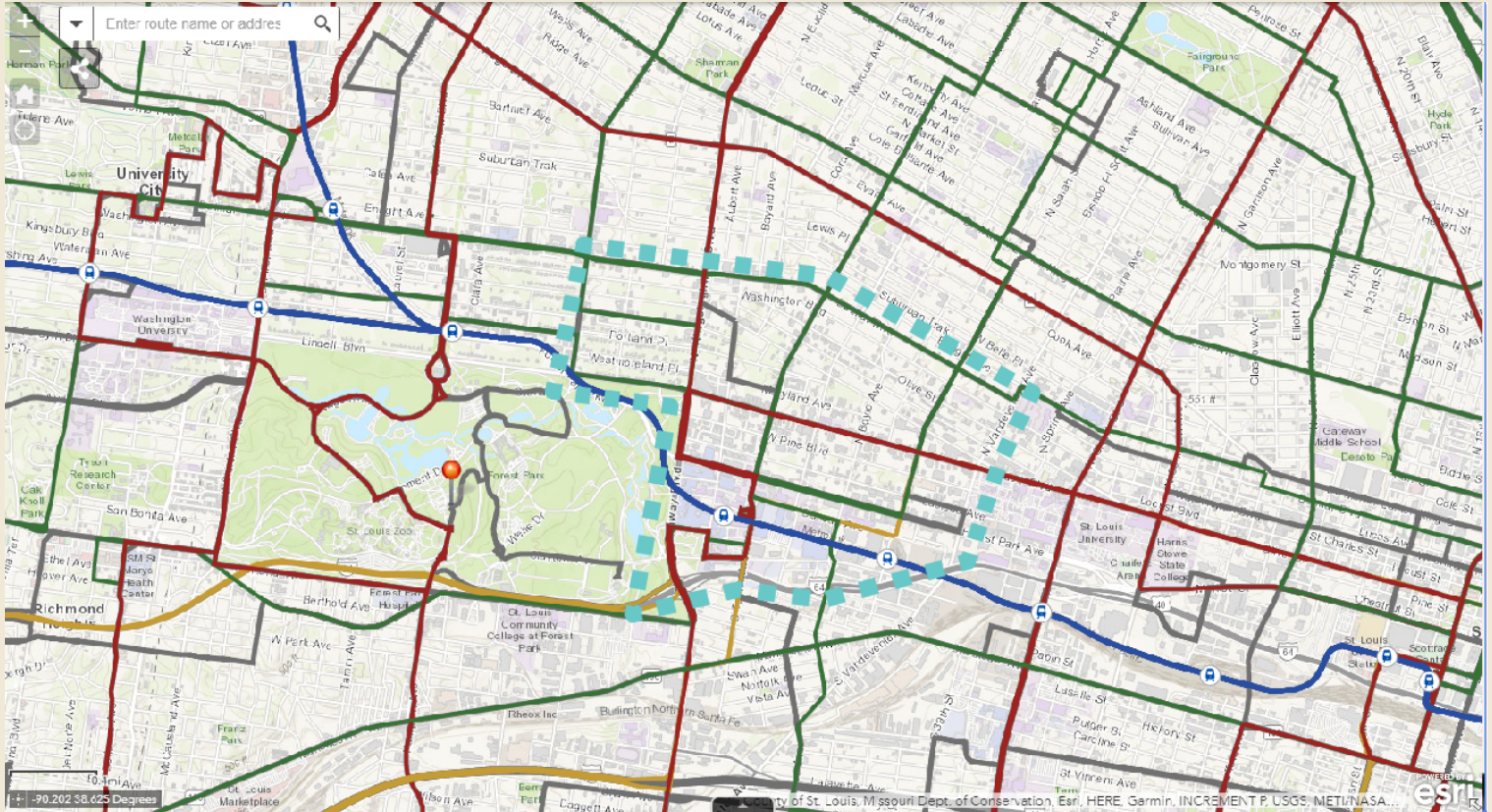






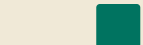
Bike and Walking Paths





Transportation

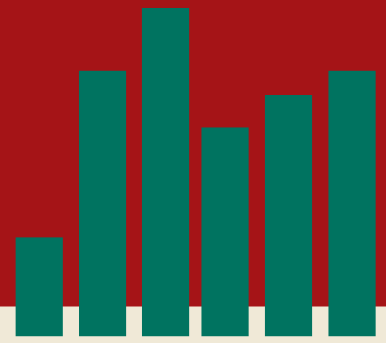


-  Central West End
-  Red - Frequent: new high-frequency MetroBus routes operating every 15 minutes or faster during the day
-  Green - Local: new local MetroBus routes operating every 30 minutes during the day
-  Yellow - Express: new express MetroBus routes
-  Gray - Current System

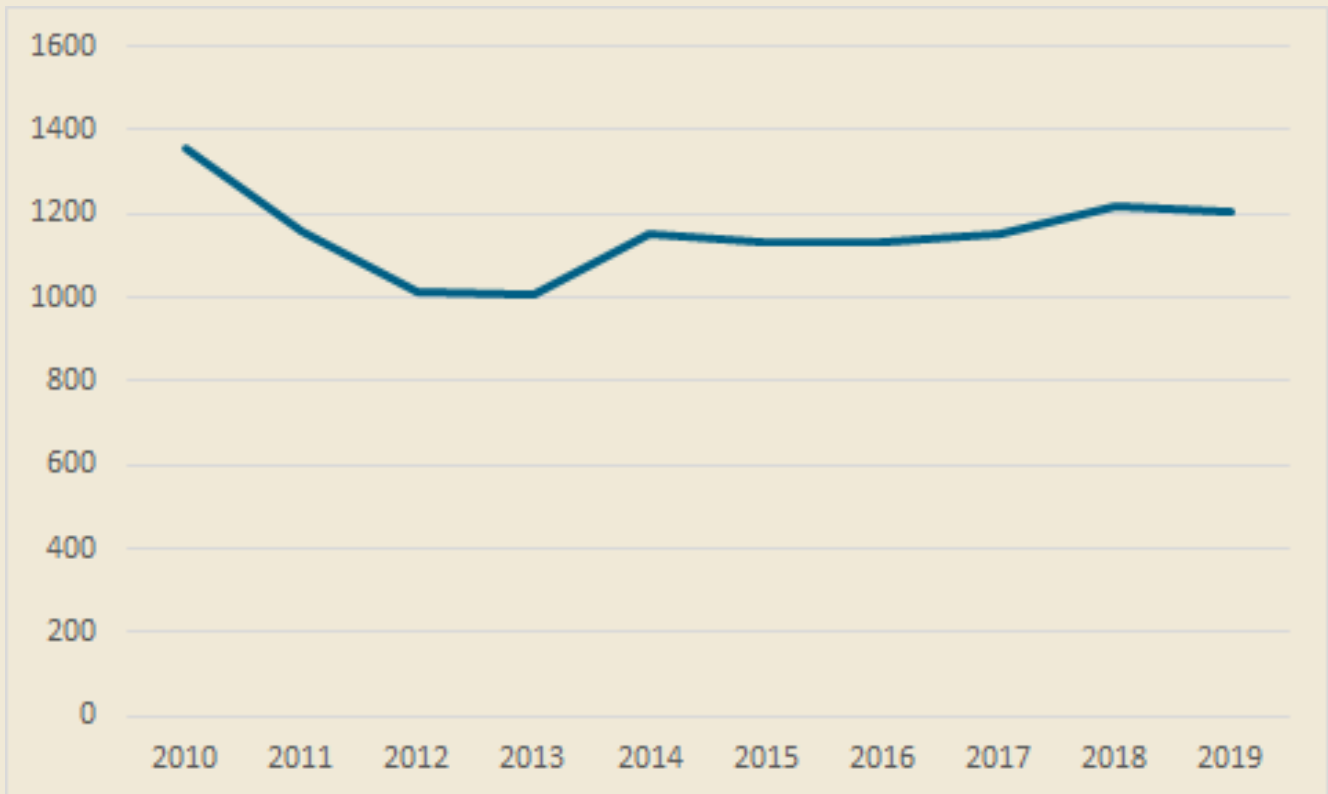


In late 2019, Metro St. Louis introduced their refined Metro Bus system. The service changes are part of an initiative of Metro's to improve service speed and efficiency.

Crime



Crime in CWE over the past ten years

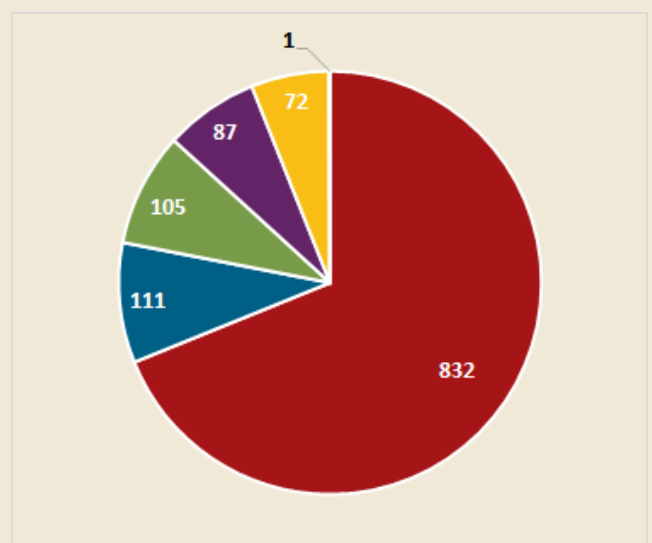


Safety and Security

The neighborhood has one of the most sophisticated and innovative safety infrastructures in the region. In 2008, the special business districts, community improvement districts and Washington University Medical Center came together to create the Central West End Neighborhood Security Initiative.

This new non-profit, governed by a board of its member institutions has pooled the collective resources of the community to reduce crime, enhance public safety and engage in innovative programming to ensure the long-term stabilization of the community.

2019 Crimes by Type



- Larceny
- Auto Theft
- Burglary
- Assault
- Robbery
- All other crimes



Community Events and Things to See

Euclid Avenue

Euclid Avenue serves as the Main Street of the Central West End, connecting Maryland Plaza, McPherson Avenue and Washington Avenue with more than 125 shops, galleries, restaurants, bars, salons, hotels and other businesses.



via prophotolstl.com

CWE Annual Halloween Street Party

Festivities kick off with fun daytime activities for the whole family. Then, as the sun sets, the party continues with an adults-only bash and costume contest, known for its elaborate, complex and outrageous costumes and featuring cash and prizes!

Cathedral Basilica of St. Louis

The Cathedral Basilica is an iconic St. Louis landmark for those practicing faith and those not. The Neo-Byzantine building houses one of the largest collections of mosaics in the Western Hemisphere. Tours are offered daily.



via explorestlouis.com

Neighborhood Resources



◆ Central West End Association

CWE has been served by this neighborhood association since 1954. The Mission of the Association reads "The primary purpose of the Central West End Association is to preserve and promote the best attributes of our vibrant community. We serve as a resource for residents, visitors and the institutions that call the Central West End home. "

Visit www.thecwe.org for more information

◆ Community Improvement Districts (CIDs)

◆ North Community Improvement District -The CWE Business Community Improvement District (NCID) was formed in 2010 to enhance the District and the businesses it represents through a combination of physical improvements and promotional activities.

◆ South Community Improvement District -The Euclid South Community Improvement District is focused on Euclid Avenue, south of Lindell Boulevard to Forest Park Avenue. Established in 2014, the Euclid South CID works on various projects throughout the District including beautification efforts, infrastructure projects, safety and security initiatives, marketing and special events.

◆ Neighborhood Security Initiative (NSI)

The Central West End Neighborhood Security Initiative (NSI) was formed in 2007 to respond more efficiently to crime. In that time, the initiative has excelled in bringing accountability to its supplemental bicycle patrols and has adopted the latest security tools and strategies.



Community Assets

Forest Park

- Located in the heart of the city, Forest Park is one of St. Louis' most treasured resources. (stl-mo.gov)



Washington University Medical Campus

- STL Children's Hospital
- BJC Healthcare
- Washington University Hospital
- Barnes-Jewish Hospital



DOORWAYS

- An interfaith non-profit organization which provides housing and related supportive services to improve quality of life and health outcomes for people affected by HIV/AIDS.



Samuel Kennedy Park

- This park is fantastically done with its careful landscaping, shaded resting spots, peaceful and inviting from the sidewalk and interior. Gateway Contracting was the general contractor that built the park.

Development



1. One Hundred

36-story, 385 ft high rise apartment complex with 316 apartments and 2,000 sf of ground floor retail
Investment: \$130 million (est)
Expected Completion: Summer 2020

2. WUMC Neuroscience Center

New neuroscience building to centralize brain research and inspire collaborations. More than 900 researchers and staff will move into the 609,000 sf facility.
Investment: \$616 million (est)
Expected Completion: Fall 2023

3. 4210 Duncan

An 8-story, 320,000 sf office/lab center is under construction as part of the greater Cortex development.
Investment: \$130 million (est)
Expected Completion: 2021

4. ArtiZen

A vacant lot will be converted into 13 contemporary townhomes priced between \$550,000 and \$950,000. Each unit will have 2-3 car garage, most will have roof decks or balconies.
Investment: \$7 million
Expected Completion: 2021



National Recognition

In 2013, CWE was recognized by the American Planning Association's series 'Great Places in America: Neighborhoods', Hear what they recognized in the neighborhood!



The CWE is a neighborhood designed for the pedestrian with its array of sidewalk cafes, boutiques, historic streetscapes, and even the World Chess Hall of Fame. Locals and tourists alike flock to the neighborhood's mixed-use district along Euclid Avenue. Iconic griffin-adorned lamp posts, tree-lined sidewalks, and a dense clustering of statues and other public art add to the CWE's pedestrian-scaled amenities and attractions....

The historic neighborhood's housing stock primarily dates back to the early 20th century, built largely in response to the 1904 World's Fair in nearby Forest Park. World's Fair-era hotels, now restored and converted to high-rise apartments, overlook large single-family, architect-designed homes in ornate Classical Revival styles. Adding to the architectural mix will be no less than three new high rises, representing the largest residential building boom witnessed in the city in decades.

Engaged community leadership is pursuing alternative transportation options for the neighborhood, including a Bus Rapid Transit line, a streetcar line, and a new MetroLink light rail stop within Cortex (a recent recipient of a federal transportation grant) to further the Central West End's status as a car-optional neighborhood...

A Holiday Window Walk highlights CWE storefronts adorned with festive decorations and holiday lights, while Taste of Central West End highlights the diverse culinary offerings of the neighborhood, among many other annual neighborhood events.



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