

# West End & Visitation Park

## 2016 Neighborhood Profile



**Washington University Medical Center**

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

# *West End & Visitation Park*

## Neighborhood Introduction

The West End and Visitation Park neighborhoods are located along the City's western edge, from Delmar Blvd north to Page Blvd. The West End sits east of the City boundary line to Belt Ave, and Visitation Park lies east of Belt Ave to Union Blvd. The West End and Visitation Park are home to many proud City residents and together contain much of the City's grandest classical architecture. With active community leadership and rising investment in nearby amenities, these neighborhoods were one of the few areas in the City of Saint Louis to have gained in population from 2000 to 2010. However, the West End and Visitation Park have not been immune to the negative impacts of longstanding racial segregation and the dramatic disinvestment experienced by communities located north of the Delmar Divide in St. Louis. While the West End and Visitation Park feature many of the most stately homes in the City, the area also contains a significant amount of vacant land and vacant property with a residential vacancy rate greater than the citywide average at 30%.



However, with commitment and hard work, these communities can continue to overcome both the very real challenges as well as the narrative of decline faced by communities located north of Delmar Blvd in St. Louis. Already, these neighborhoods are rich with community leaders in organizations such as the West End Neighbors Association, SPUD (which stands for Skinker-Page-Union-Delmar), the Hamilton Place Historic District, Cornerstone Corporation, and the St. Louis Association of Community Organizations (SLACO) that



are working to encourage residents to get involved to invest in their community and to attract investment and additional residents through efforts to improve public safety, housing, social services, community connections, and neighborhood stability.



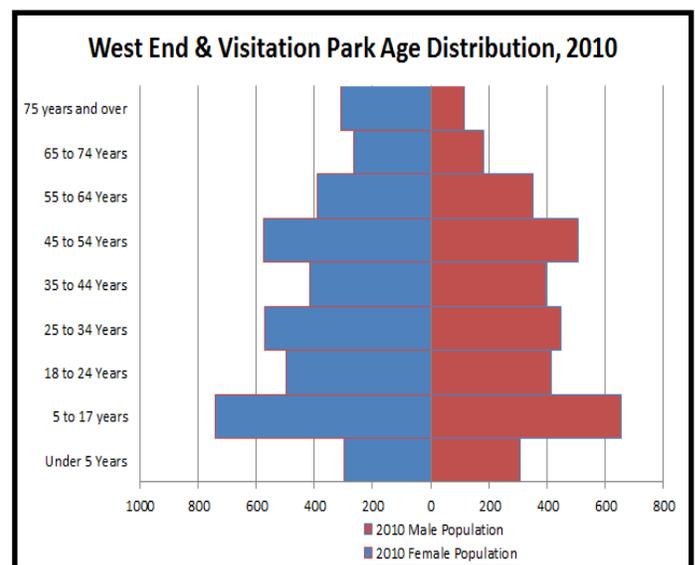
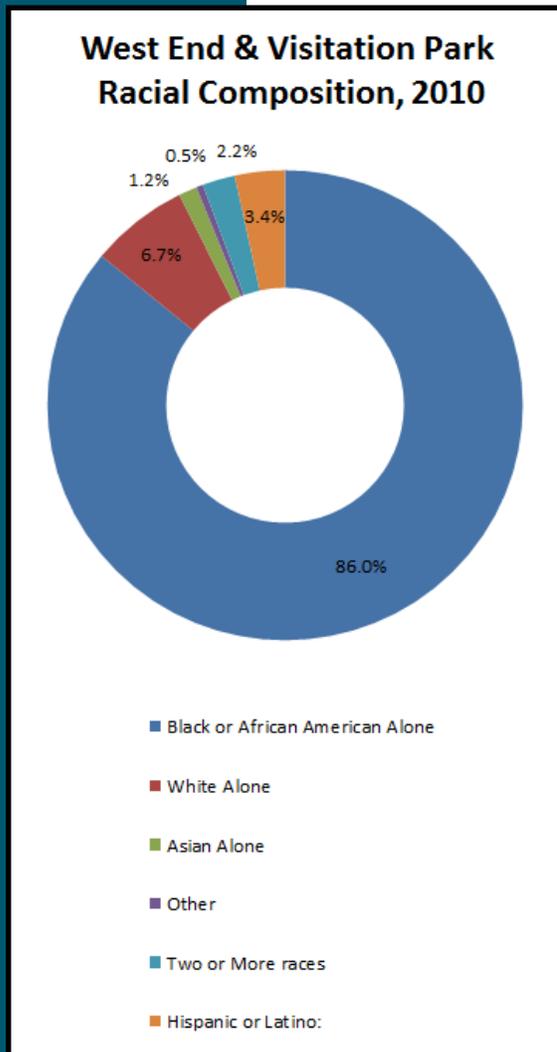
Alongside the efforts of community organizations, these neighborhoods are experiencing growth in economic development along their southern edge with the gradual eastward expansion of the Delmar Loop entertainment district. The East Loop has seen a dramatic increase in activity and foot traffic in recent years with the success of the United Provisions grocery store, the Moonrise Hotel, and The Pageant music venue, while the introduction of the Delmar Loop Trolley in 2017 and plans for transit-oriented development around the Delmar MetroLink station promise to bring continued development interest and investment to the West End and Visitation Park. With the announcement of a 14-story mixed use tower named The Everly and the completion of The Village at Delmar Place, a 33-unit mixed income housing development, along the streetcar route, the revitalization of these neighborhoods' southern edge has begun in earnest.

There is great reason to believe these neighborhoods are on their way to better days in the years to come. With many residents who care deeply about their community, it is important that these changes incorporate the interests and participation of all residents of the West End and Visitation Park communities.



# West End & Visitation Park

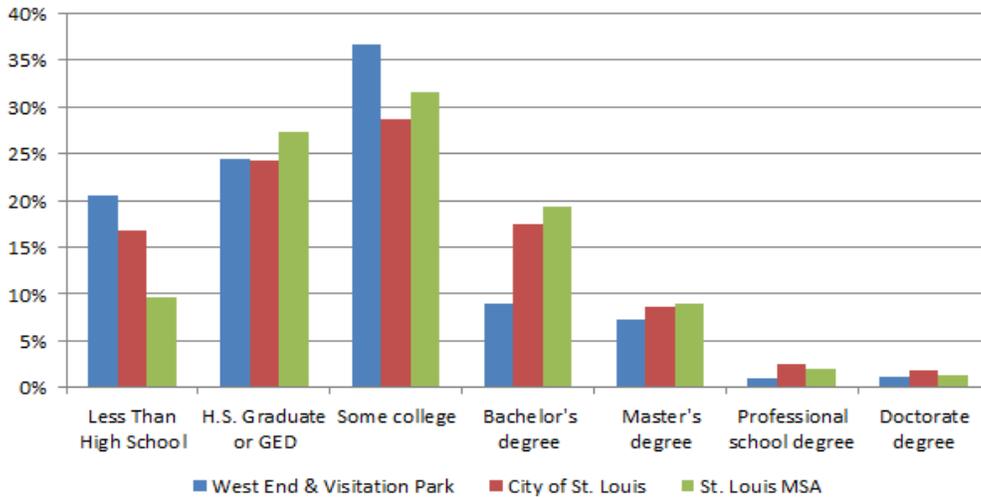
## Demographics



- The West End and Visitation Park had a population of 7,448 residents in 2010. Population density was 6,715 persons per square mile, which was greater than the City's overall density of 5,160 persons per square mile.
- In 2014, median family household income in the West End and Visitation Park was \$36,076, below the City's median family HH income of \$44,758 and the St. Louis MSA at \$70,470.\*
- The West End and Visitation Park had a median age of 32.9 years in 2010, younger than the City's median age at 34 years and the St. Louis MSA at 37.8 years

\*based on Census block group level data in 2014 5yr ACS

## Educational Attainment Population 25 years and older, 2014



### 2010 Household Income Data

West End	1 mile radius	3 mile radius	5 mile radius
Population	22,810	154,675	388,799
Total Households	9,970	64,809	161,924
Avg Annual HH Income	\$ 36,319	\$ 47,966	\$ 45,579
Households with Annual Income above \$40k per year	3,036	25,815	65,512
Households with Annual Income above \$50k per year	2,212	20,007	50,029
Households with Annual Income above \$60k per year	1,643	15,638	38,434
Households with Annual Income above \$100k per year	774	7,438	15,565
Household Income per Sq Mile	\$ 116,058,769	\$ 109,406,206	\$ 94,248,242
Households per Sq Mile	3,196	2,281	2,068

# 19%

19% of WE & VP residents above the age of 25 have earned a Bachelor's degree or higher level of educational attainment. This is lower than the St. Louis MSA rate of 31.5%

# 2,200+

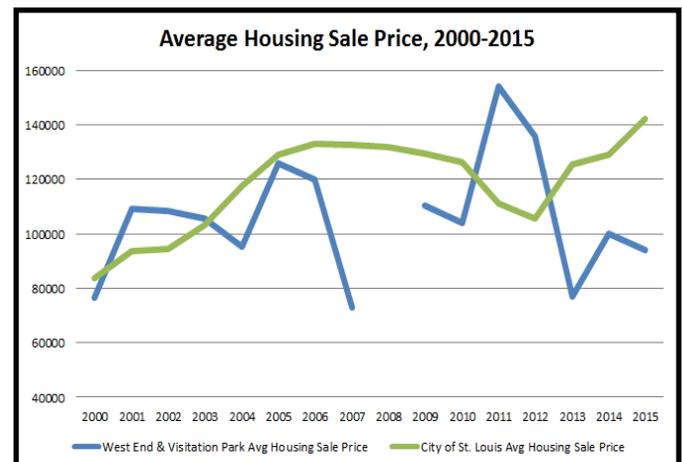
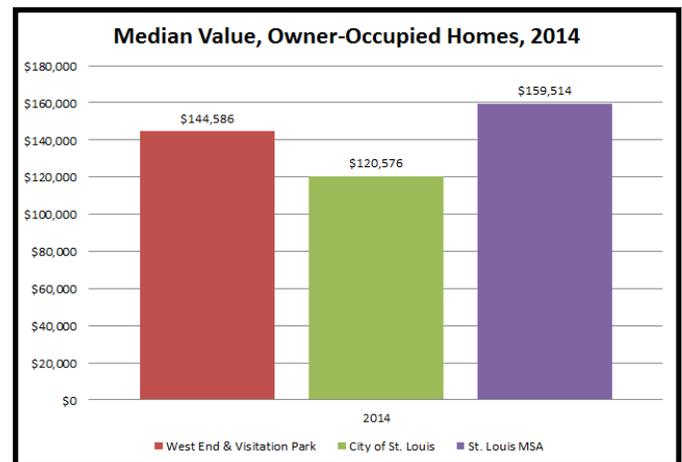
There are over 2,200 households with an annual income over \$50k within 1 mile of the center of the West End and Visitation Park

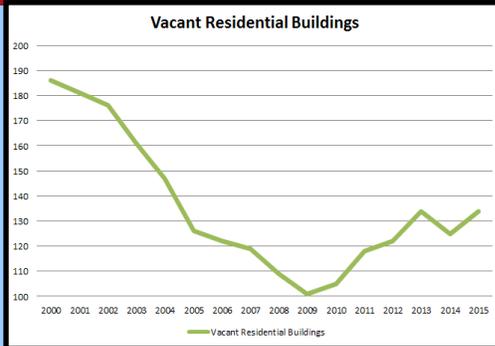
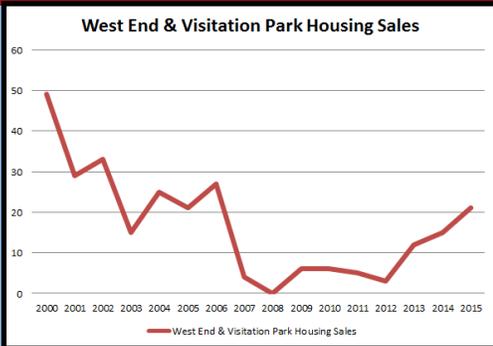
# West End & Visitation Park Development Summary

In recent years, the West End and Visitation Park have been experiencing noticeable investment, particularly in residential rehabs among the larger homes in the southern half of the area, below Cates Ave., and in new commercial and mixed use development along Delmar Blvd. Over the past 10 years, over \$99 million in private capital has been invested in development in these neighborhoods. Throughout the interior of the West End and Visitation Park, residential rehabs and a limited number of new residential construction projects are gradually re-activating former gaps in the street fabric, bringing new life and updated housing options in the neighborhood.

In 2014, the median housing value in these neighborhoods was \$144,586, which was greater than the overall median home value in the City, but trailed the regional median value at \$159,514. From 2012-2015, the average sale price of homes in the

West End and Visitation Park was lower than the city average. However, from 2009 to 2015, both the number of home sales and vacant residential buildings trended upward after declining for much of the previous decade. There were no recorded home sales in 2008. This may indicate property speculators became active in the area after the home foreclosure crisis hit many northside neighborhoods particularly hard in the late 2000s.





These neighborhoods' close proximity to Washington University, Forest Park, and growing amenities in The Loop as well as the appeal of their architectural character and relatively central location in the city may begin to drive values in this historic community higher in the near future.

Delmar Boulevard, which forms the southern border of the West End and Visitation Park, offers unique opportunities for new growth and prosperity in these neighborhoods. The new Loop Trolley, presently under construction along Delmar and DeBaliviere, is expected to attract hundreds of millions of dollars in new development. The redevelopment of this important corridor will offer a unique opportunity to reconnect the area to the Skinker Debaliviere neighborhood to the south and create greater economic prosperity on both sides of Delmar. If successful, this will create one of the first opportunities to bridge the "Delmar Divide", the longstanding social, economic and racial divide in the city.



Photo courtesy of H3 Studios

# West End & Visitation Park

## Development Summary

2005-2015

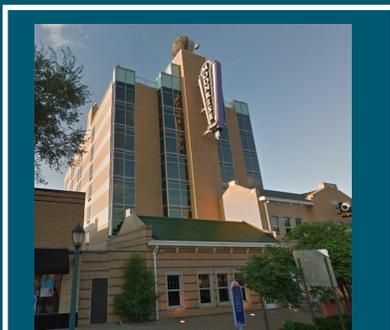
Total Development Investment in the West End:  
**\$99,006,093**



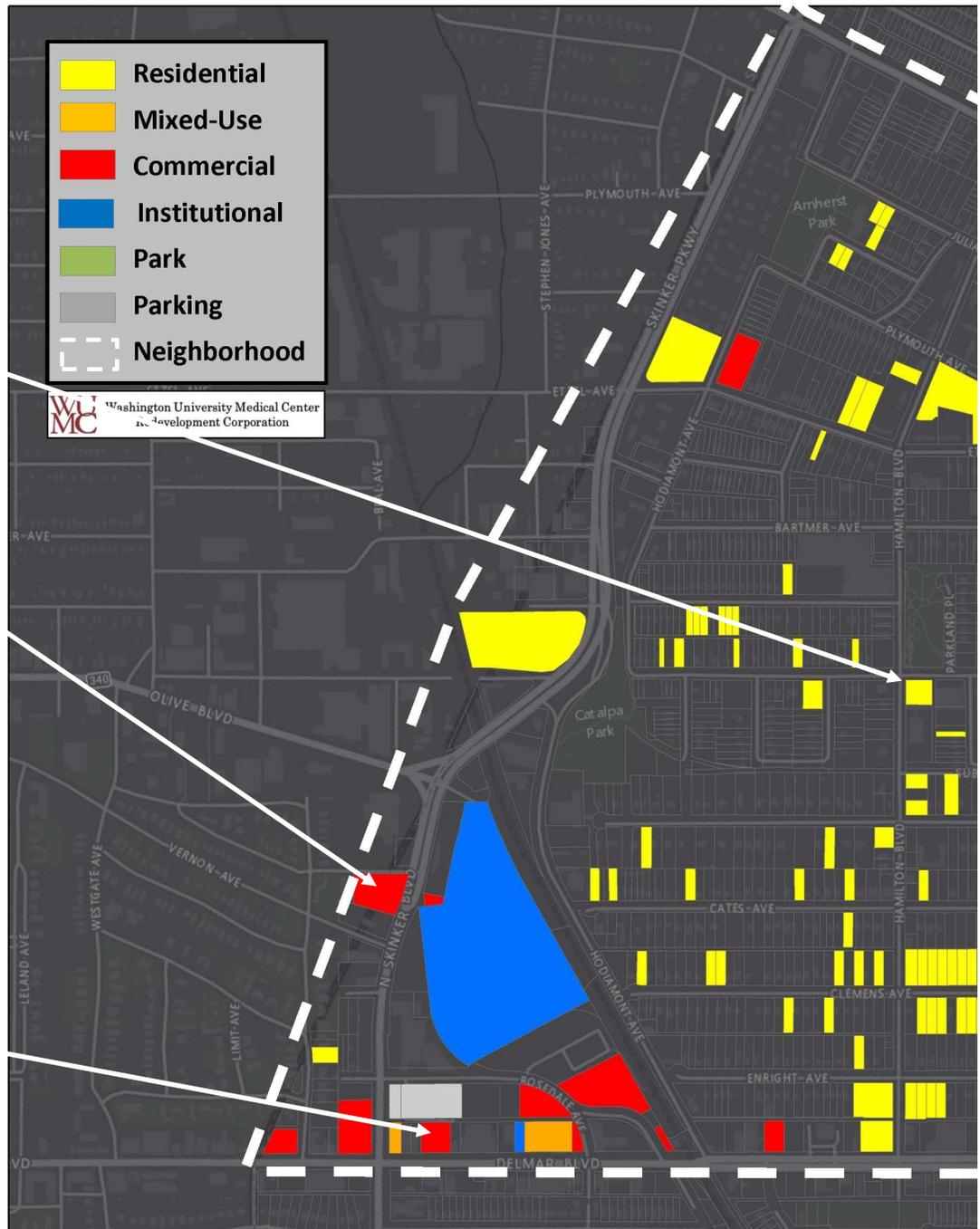
Residential Renovation  
98 Units  
\$3.8 Million



Residential Renovation  
520 Units  
\$5.8 Million

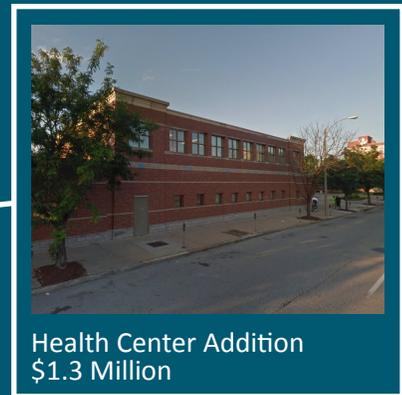
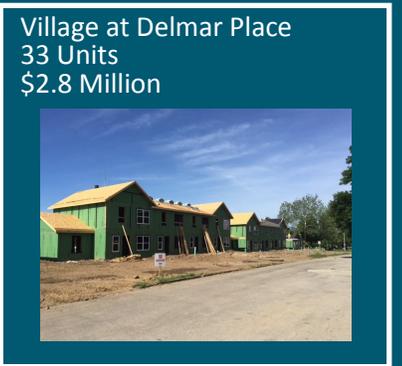
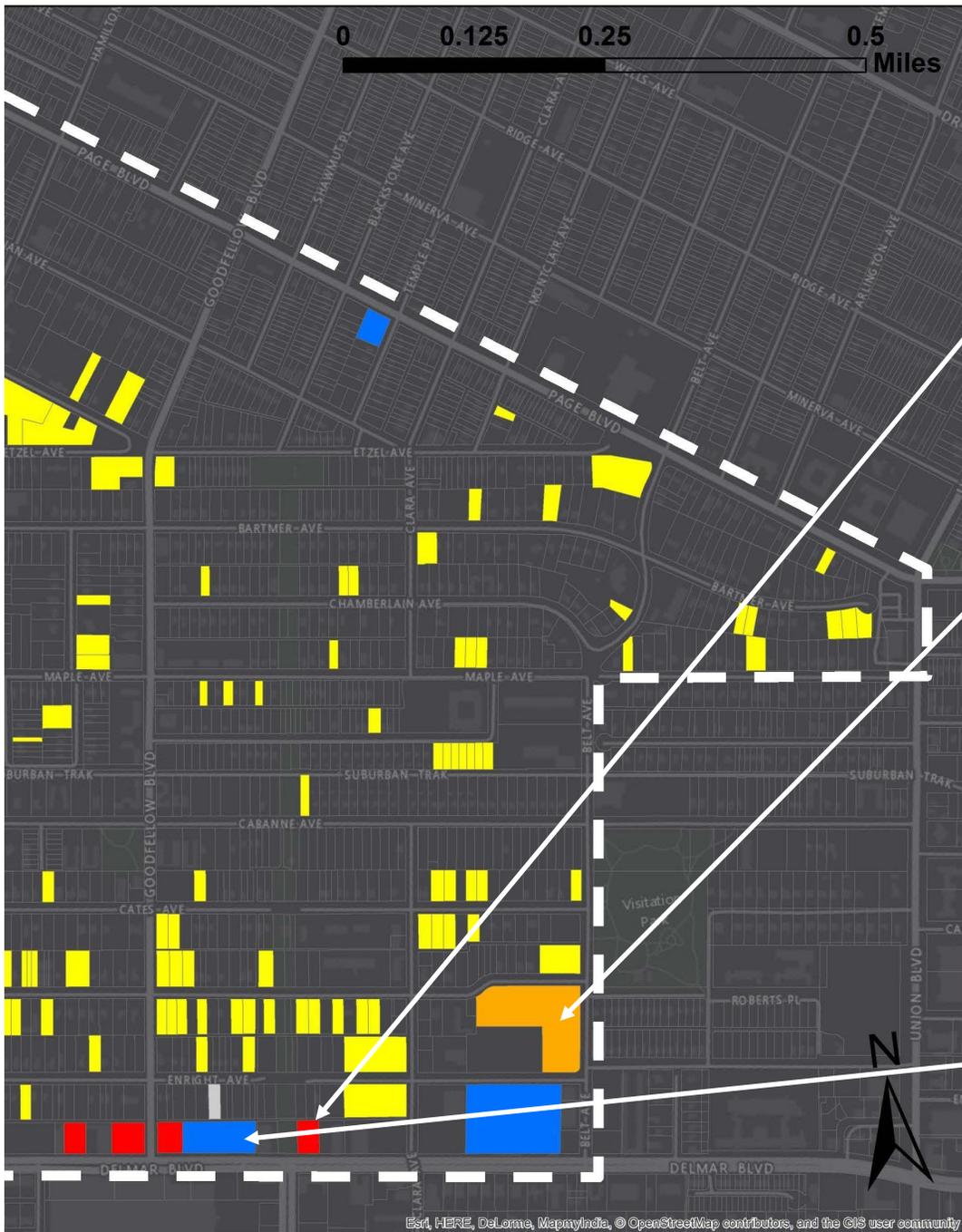


Moonrise Hotel  
\$10 Million





**Map displays developments of \$50,000 +**

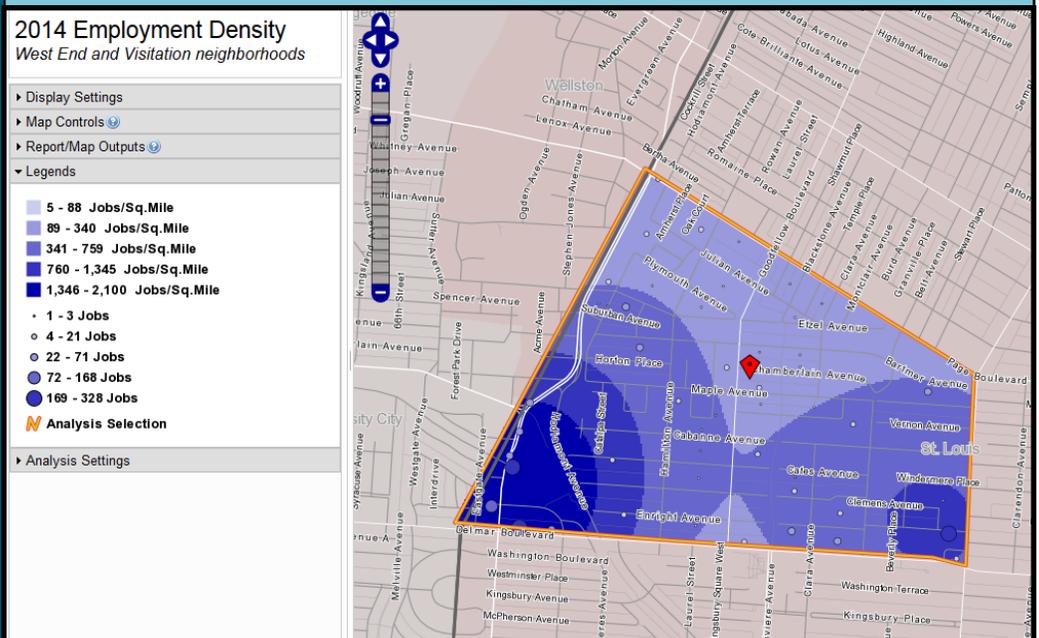


# West End & Visitation Park

## Employment Summary

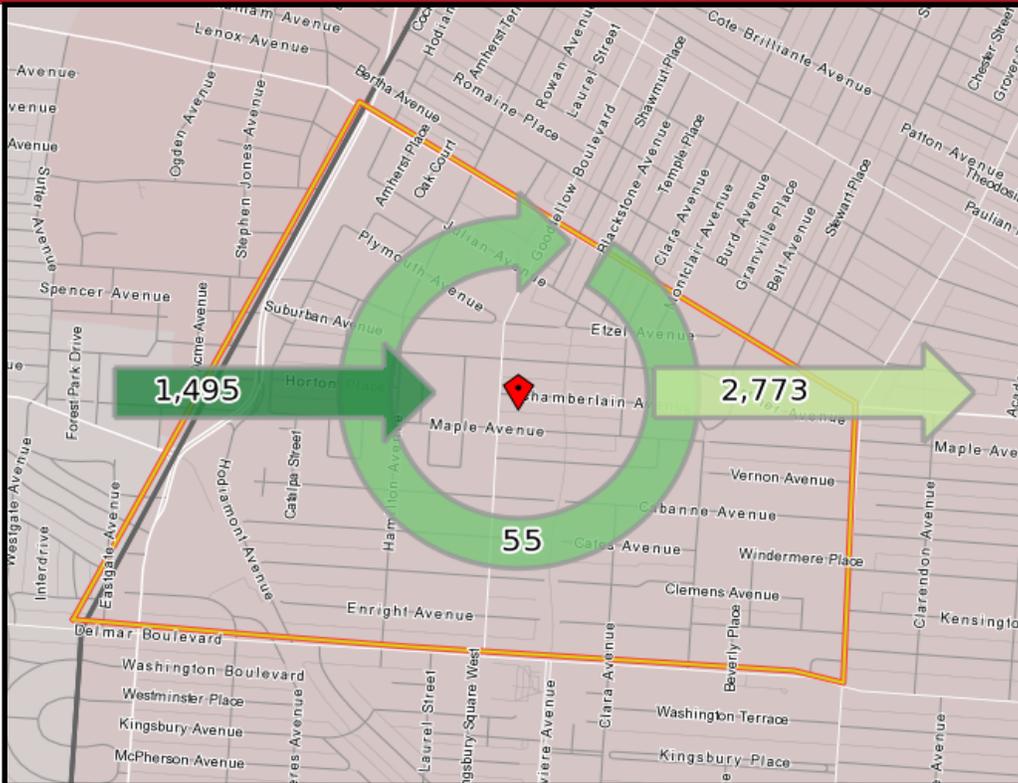


As of 2014, there were approximately 1,550 jobs located in the West End and Visitation Park. Overall, there was a net reduction of approximately 147 jobs between 2006 and 2014, including a loss of approximately 204 jobs in the Manufacturing sector and 120 jobs in the Arts, Entertainment, and Recreation sector. Approximately 181 net jobs were added in the Accommodation & Food Services sector, as development in the Delmar Loop expanded eastward.





## 2014 Employment Inflow/Outflow



- ◇ 1,495 people commuted into the West End & Visitation Park for work from elsewhere in the St. Louis area
- ◇ 55 West End and VP residents lived and worked within the neighborhood
- ◇ 2,773 West End & Visitation Park residents commuted outside the neighborhood for employment
- ◇ Approximately 40% of employed residents from the West End & VP worked in the regional central corridor in St. Louis City and St. Louis County



# West End & Visitation Park

## Employment Summary

**32.1%**

Of jobs in the West End & Visitation Park were in the Health Care and Social Assistance sector, the largest single sector of employment in the neighborhood in 2014

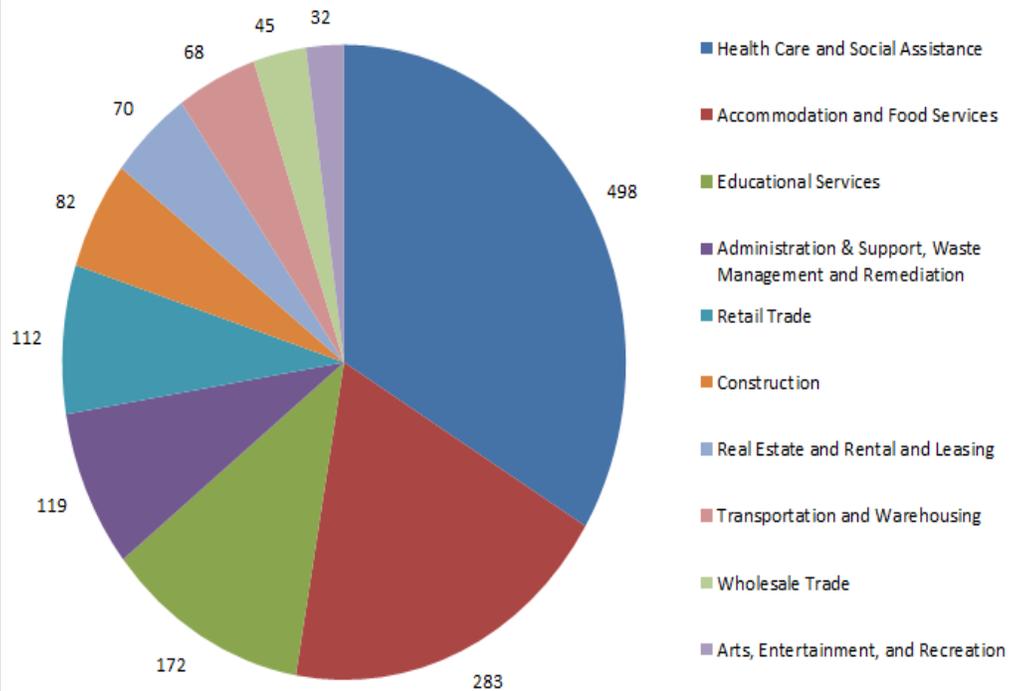
**21.8%**

Of jobs in the West End earned an annual wage or salary above \$40k per year in 2014, less than half the Citywide rate for this pay scale

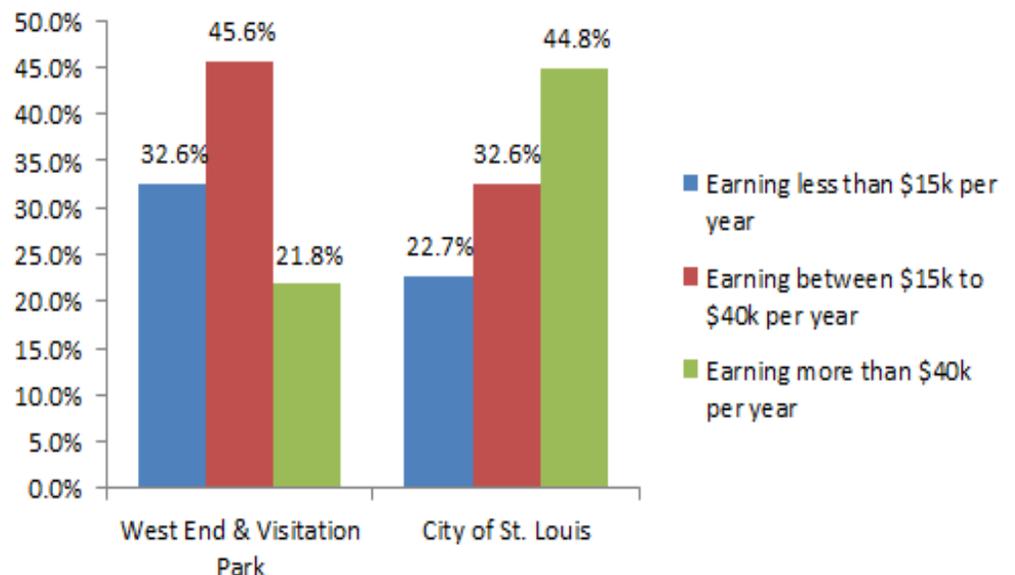
**41**

Fewer jobs in the Health Care and Social Assistance sector from 2006 to 2014, due to the closure of ConnectCare Urgent Care center in 2013

**Top Ten Economic Sectors by Employment, 2014**

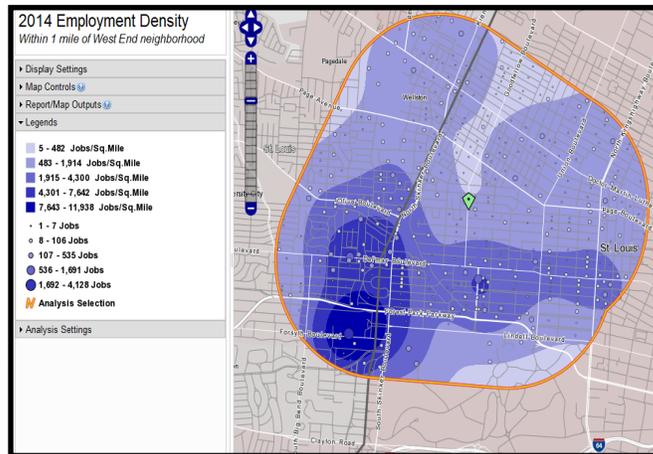


**Total Jobs by Earnings per Job, 2014**



## Within 1 mile of the West End & Visitation Park

- ◇ There were 24,650 jobs located within 1 mile of the WE & VP in 2014
- ◇ 18.8% of these jobs were in the Educational Services sector, many located at Washington University in St. Louis
- ◇ 1,767 residents lived and worked within 1 mile of the WE & VP, while 17,200 residents were commuting outside of the area for employment
- ◇ 22,883 people were commuting into this area for work
- ◇ 36% of jobs located within 1 mile of the WE & VP earned over \$40k per year
- ◇ 30.7% of employed residents within this area earned over \$40k per year



## Neighborhood Resident Labor Force Profile 2014

**2,828**

Total Employed Residents in the West End & Visitation Park

**21.9%**

Unemployment rate among residents 16 years or older in Labor Force

## Washington University in St. Louis- Danforth Campus



The Danforth Campus at Washington University in St. Louis is located just southwest of the West End and Visitation Park neighborhoods. It is the main campus of the university, which is the 4th largest employer in the St. Louis region with 14,268 employees in 2015. Spending by the university, as well as its students, staff, and faculty, boosted the St. Louis local economy by an estimated \$142 million in 2015.

**81.9%**

Of employed residents earned less than \$40k per year

**11.2%**

Of employed residents age 30 or older had a Bachelor's degree or higher level of education

**23.8%**

Of employed residents worked in the Health Care and Social Assistance sector

# *West End & Visitation Park*

## Community Infrastructure

### ***What is Community Infrastructure?***

Community Infrastructure includes the entities, partnerships and programs that serve as the long-term implementer, guardian, or funder of important neighborhood services, programs and projects.

#### **Community Improvement Districts:**

Property owners in the West End recently approved the East Loop Community Improvement District, commonly known as a CID, to serve the eastern end of the Delmar Loop. A CID is a political subdivision governed by a board of property and business owners appointed by the mayor of the City of St. Louis with the authority to collect a local sales tax and/or a special property assessment. The revenue generated from a CID can be utilized towards enhancing a variety of services within the defined district such as marketing, public improvements, beautification and safety. The East Loop CID was established by a vote of property owners within the CID boundaries.

#### **Special Business Districts:**

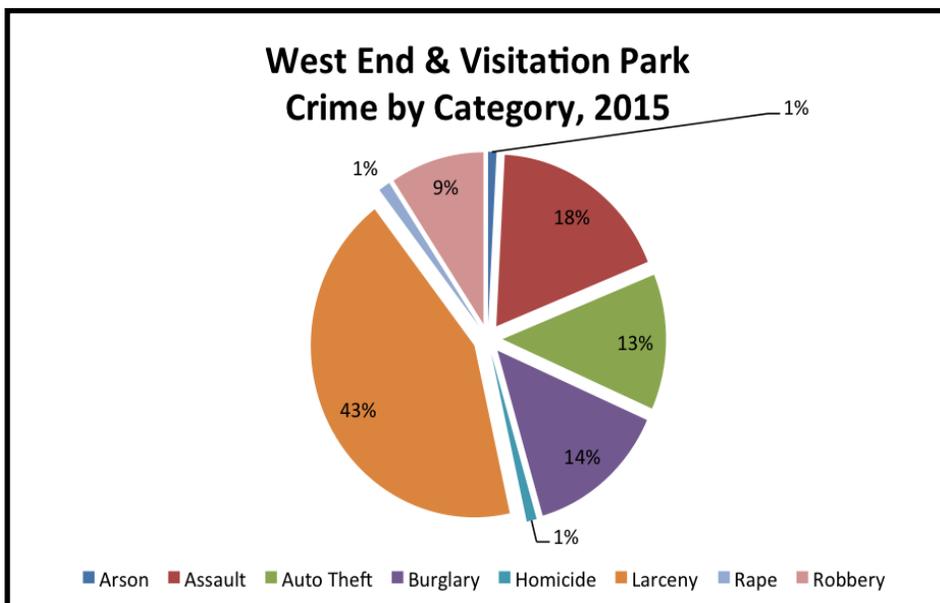
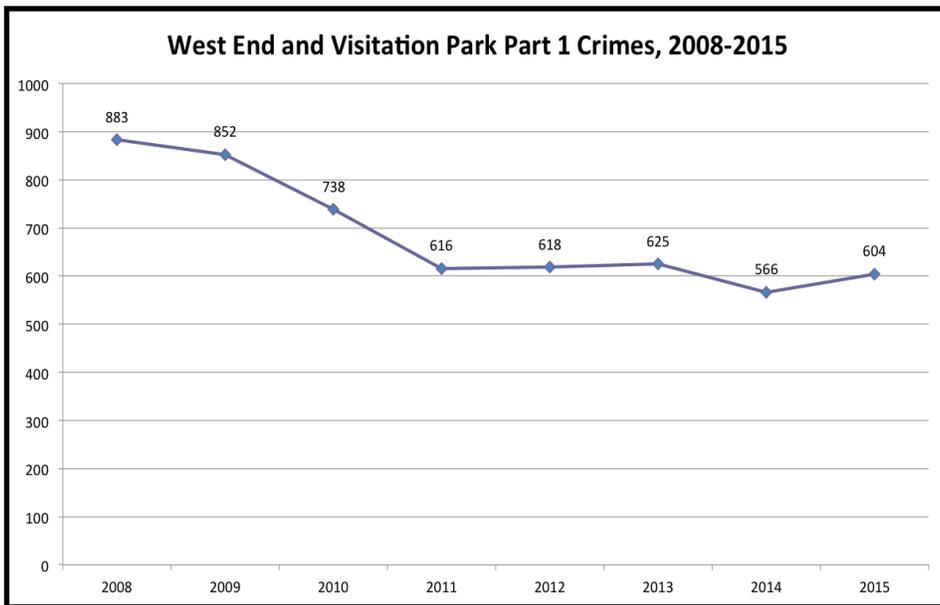
The West End neighborhood contains the East Loop special business district, which implements a special property assessment to fund additional public safety patrols along the Delmar Loop in the City. The East Loop SBD is governed by a board of property owners and business owners appointed by the mayor of the City of St. Louis.

#### **Neighborhood Organizations:**

The West End has a very involved residential population and is home to several neighborhood organizations, including the West End Neighbors Association. This volunteer-based group serves at the grassroots level providing critical feedback and ownership of a wide array of decisions involving development, safety, public improvement, community services and beautification in the neighborhood. These entities have been critical in ensuring that the community engagement process within the neighborhood stays consistent and representative of the area's needs throughout the City.

## Safety and Security:

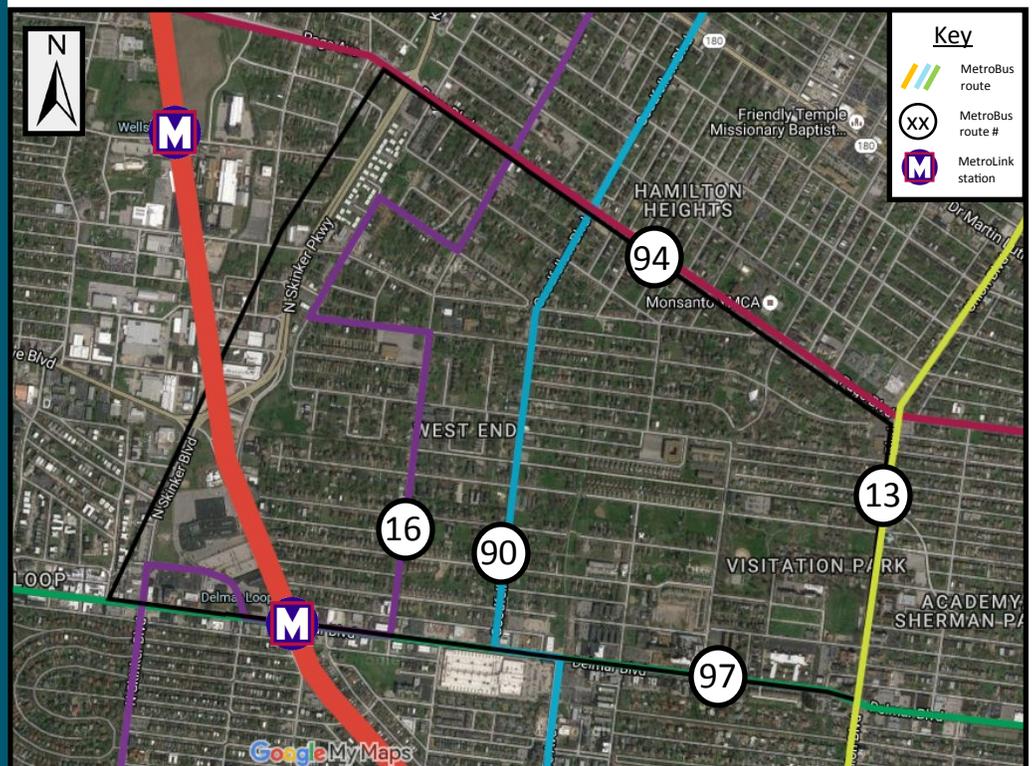
Following national trends, the West End has experienced an overall decline in crime in recent years. The neighborhood experienced 604 crimes in 2015, which represents a 32% decrease in crime incidence compared to 2008. The majority of crime in 2015 was nonviolent, with 43% classified as larceny.



# West End & Visitation Park

## Transportation

Located north of Delmar Blvd., the West End and Visitation Park are accessible by five MetroBus routes and are located near two MetroLink stations.



The neighborhood is serviced by 5 MetroBus lines. The #13, #16, and #90 run north to south and the #94 and #97 run west to east from St. Louis County to Downtown St. Louis. Additionally, MetroLink access at the Delmar Loop station and the Wellston station connect the neighborhood to amenities from throughout the region.



## Data Sources

- 2010 U.S. Census
- 2014 5-year American Community Survey (ACS)
- City of St, Louis
- Geo St. Louis
- 2014 U.S. Longitudinal Employer-Housing Dynamics survey
- St. Louis Metropolitan Police Department
- St. Louis Bi-State Development Agency
- West End Neighbors

# *West End & Visitation Park*

## Photos







# Washington University Medical Center

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



## WUMCRC Staff

**Brian Philips, Executive Director**

(314)747-2331

phillipb@wustl.edu

**Ashley L. Johnson, Community Development Manager**

(314) 747-2336

johnsonas@wustl.edu

**Samantha Royston, Community Development Manager**

(314)747-2332

roystons@wustl.edu

**Lori Kristjansson, Redevelopment Accountant**

(314)747-2334

kristjanssonl@wustl.edu

**Jaime Evans, Administrative Assistant**

(314)747-2331

evansja@wustl.edu

Stay connected with the latest events happening in FPSE and the CWE. Follow WUMC online.

[www.wumcrc.com](http://www.wumcrc.com)

[@wumcrc](https://twitter.com/wumcrc)

Search for "wumcrc"

Scan here to go to  
[www.wumcrc.com](http://www.wumcrc.com)

