

Covenant Blu/Grand Center

2016 Neighborhood Profile



Washington University Medical Center

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

Covenant Blu/Grand Center

Neighborhood Introduction

The Covenant Blu- Grand Center neighborhood is located at the geographic center of the City of St. Louis, home to a dynamic and diverse array of anchor institutions, residents, and venues for the arts. The neighborhood suffered from precipitous decline in the latter half of the 20th century while dealing with significant structural changes, but has been engaging in revitalization efforts with its stakeholder institutions since the 1980s, achieving great progress along the way.



Covenant Blu- Grand Center is located just north of Saint Louis University, centered around the Grand Center Arts District on North Grand Blvd, home to the Fabulous Fox Theatre, Powell Symphony Hall, The Pulitzer Foundation for the Arts, and a host of additional arts, media, and civic institutions and venues. With the motto, "The Intersection of Art & Life", Grand Center is arguably the center of the high arts community in St. Louis while presenting



a skyline of architectural landmarks recognizable and visible to St. Louisans throughout the city.

In the early decades of the 20th Century, the area was known as the social hub of Saint Louis, with the city's

grandest social clubs, fraternities, hotels, and classic theatres. However, by the middle of the century, these venues fell out of fashion as society moved westward and many were shuttered. As private investment withdrew from the City, the urban fabric of the neighborhood surrounding the Grand Center Arts District experienced great decline.

With focus, commitment and determination, key stakeholders within Grand Center such as the Fox Theatre, the St. Louis Symphony and neighboring Saint Louis University as well as the residents of the district have achieved great success in not only stabilizing the neighborhood, but bringing new energy and life to the area. In 2001, McCormack Baron Salazar was awarded a \$35 million grant from HUD to redevelop the Blumeyer Public Housing towers to the north into a successful HOPE VI mixed-income housing community. Landmarks such as the iconic Continental Life building, the former Woolworths building, and the Beaux Arts Carter Carburetor building have been reborn with dynamic new residents and tenants.

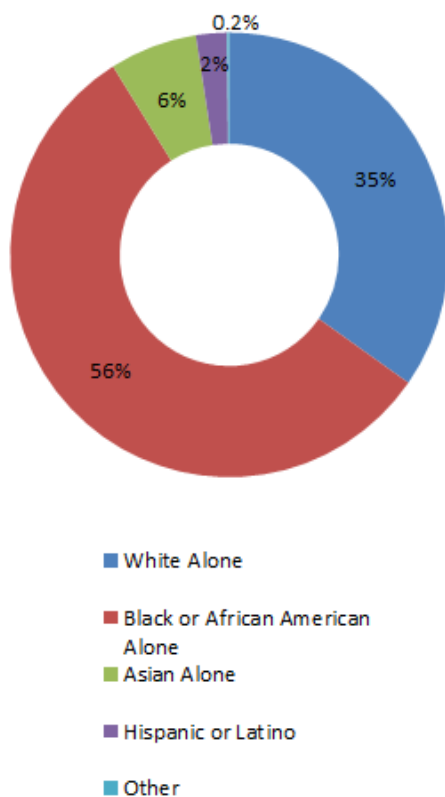
Today, events and performances are held nearly every night of the week at the dozens of performing and visual arts venues throughout Grand Center. Significant vacant land coverage and parking demand currently present a challenge to establishing an urban environment that can support 24/7 activity, but as residential and commercial demand continue to grow, creativity and opportunity abound in Covenant Blu- Grand Center.



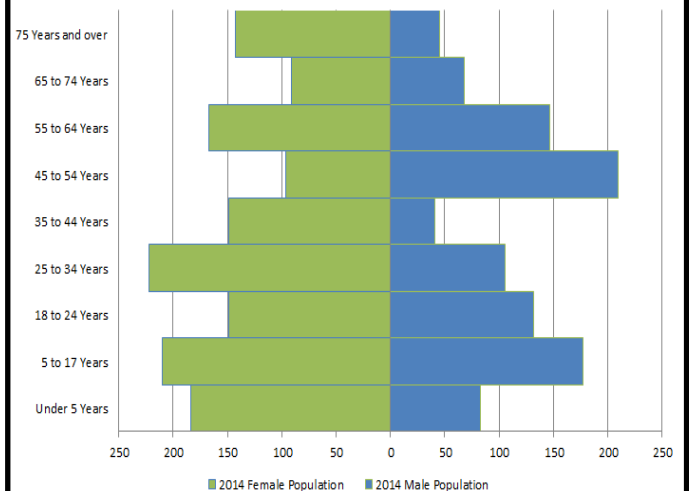
Covenant Blu/Grand Center

Demographics

**Racial Composition,
Covenant Blu/Grand
Center, 2010**



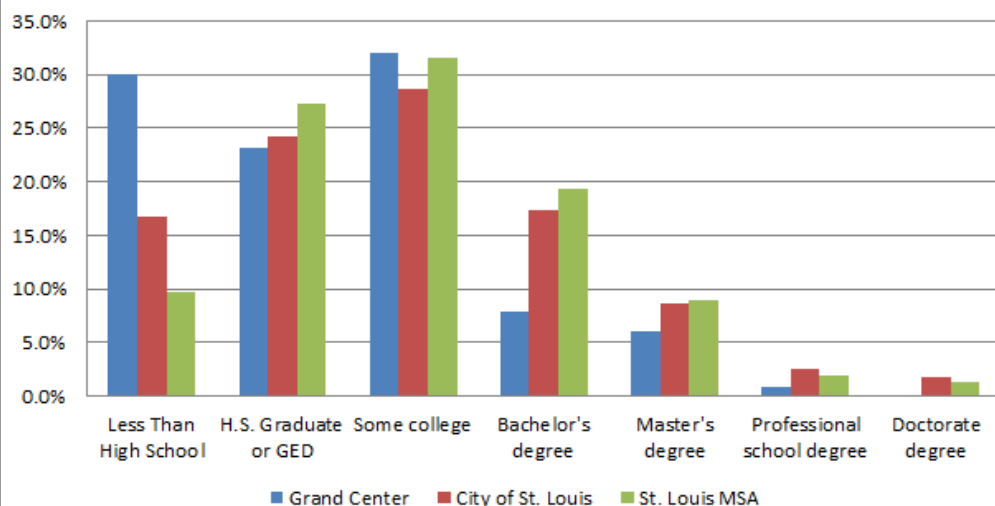
Covenant Blu/Grand Center Age Distribution, 2014



- Covenant Blu/Grand Center had a population of 3,562 residents in 2010. Population density was 6,304 residents per square mile, greater than the citywide population density of 5,100.
- The median household income in Covenant Blu/Grand Center was \$17,856 in 2014, lower than that of the City at \$34,800 and the St. Louis MSA at \$54,959.*
- The median age in Vandeventer was of 33.4 years in 2014, younger than the City at 34.4 years and the St. Louis MSA at 38.5 years.*

*based on Census Block Group level data

Educational Attainment Population 25 years and older, 2014



2010 Household Income Data

Covenant Blu/Grand Center	1 mile radius	3 mile radius	5 mile radius
Population	13756	148283	342221
Total Households	5582	62930	140569
Avg Annual HH Income	\$ 23,127	\$ 35,869	\$ 37,658
Households with Annual Income above \$40k per year	952	18468	45521
Households with Annual Income above \$50k per year	672	13205	32715
Households with Annual Income above \$60k per year	495	9855	23952
Households with Annual Income above \$100k per year	177	3757	8512
Household Income per Sq Mile	\$ 44,206,264	\$ 78,134,910	\$ 68,118,123
Households per Sq Mile	1911	2178	4404

14.7%

14.7% of residents above the age of 25 have earned a Bachelor's degree or higher level of education. This is less than half of the St. Louis MSA rate of 31.5%

672

Additional residential growth is needed as there are only 672 households with an annual income over \$50k within 1 mile of the center of Covenant Blu-Grand Center.

Covenant Blu/Grand Center

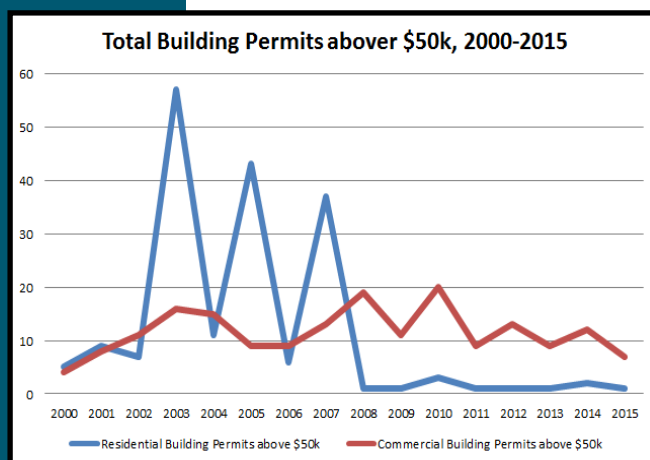
Development Summary

Covenant Blu/ Grand Center has experienced a significant amount of investment over the past decade. Over the past 10 years, \$391,132,013 in private capital has been invested in development in Covenant Blu/ Grand Center, much of it dedicated towards the repurposing and redevelopment of several large, notable and formerly vacant structures.

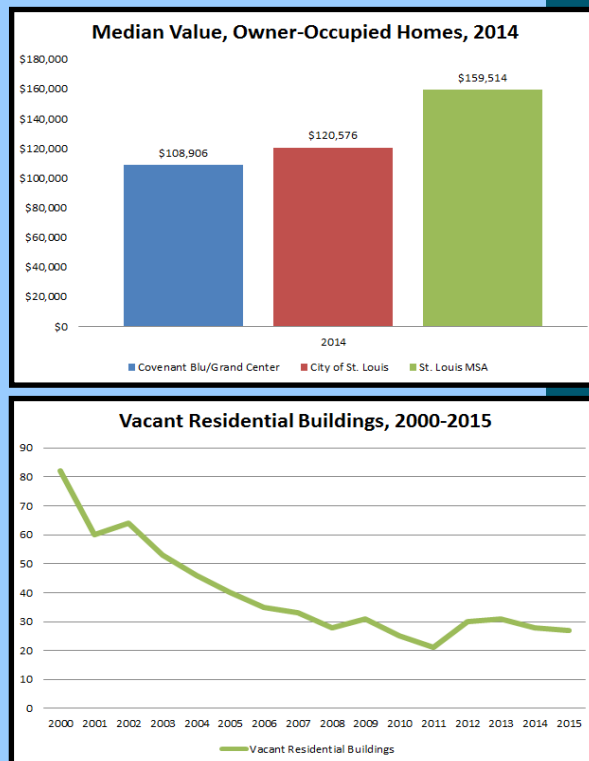
Notable recent developments have included:

- Public Media Commons, \$3 million, 2014
- UMSL at Grand Center, \$12 million, 2012
- Metropolitan Artist Lofts, \$18 million, 2012
- Grand Center Arts Academy, \$9.5 million, 2011
- Big Brothers Big Sisters, \$7 million, 2007

Throughout the interior of the neighborhood, redevelopment of formerly vacant structures is bringing new life and activity to the neighborhood, filling in gaps in the street fabric that grew out of the neighborhood's midcentury decline.



Up to this point, commercial development and multi-unit apartments have driven redevelopment investment in the neighborhood, while the residential for-sale market has not yet been impacted. In 2014, the median housing value for owner-occupied homes in Covenant Blu/ Grand Center was \$108,906, which is lower than both the city and regional median home values.



As development pressure from nearby growth poles in Cortex and the Central West End spread eastward, and as investment continues



in Grand Center through projects such as the recently begun \$114 million mixed-use redevelopment of the former Missouri Theatre Building at 634 N. Grand Blvd., introducing 160 apartments, 139 hotel rooms, and 40k sf of office/retail space, the momentum for continued investment and development in the neighborhood is encouraging.

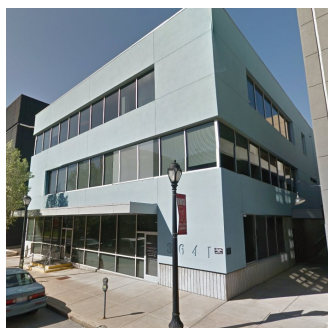
Covenant Blu/Grand Center Development Summary 2005—Present



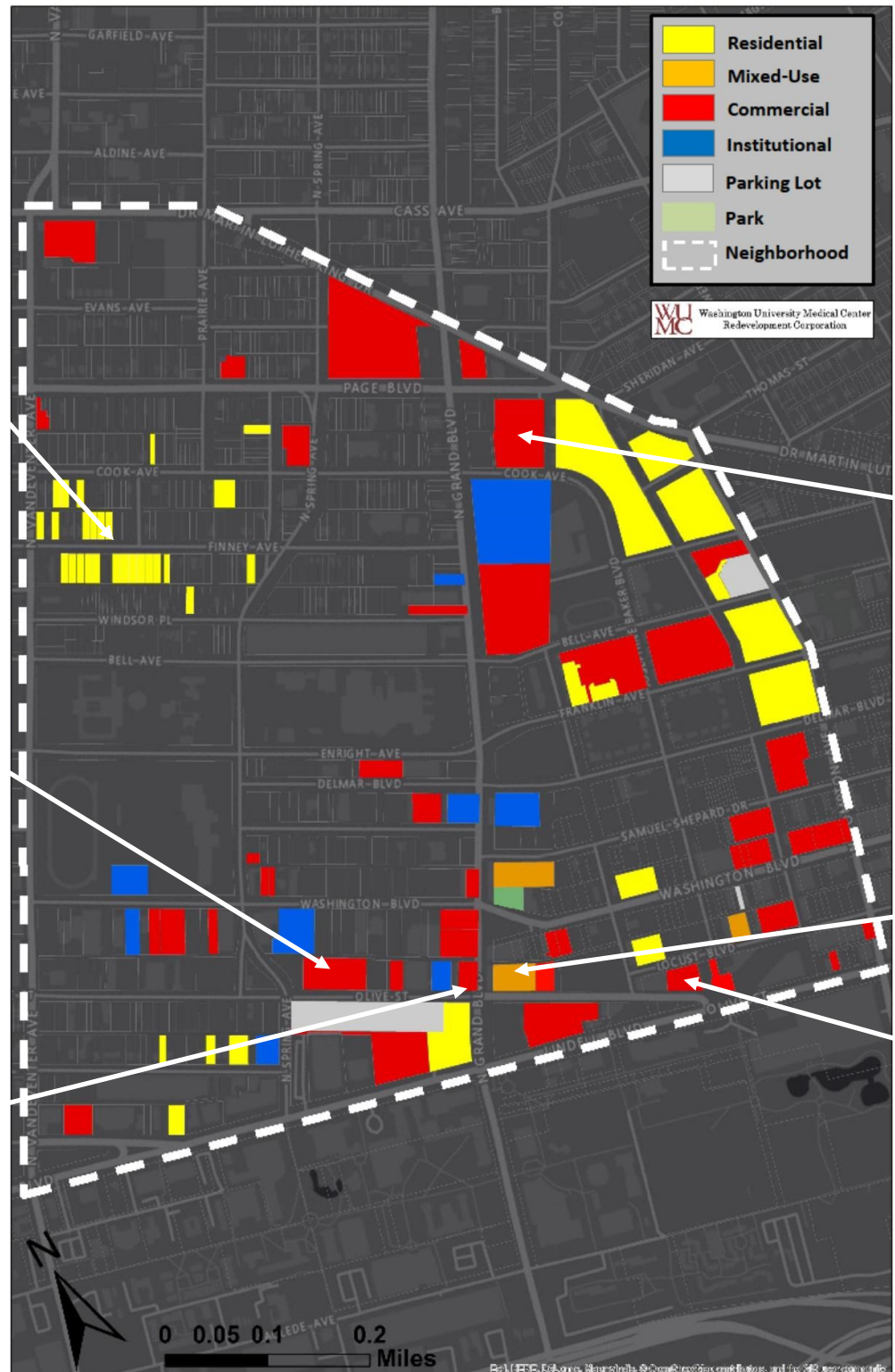
Finney Avenue Residential Developments

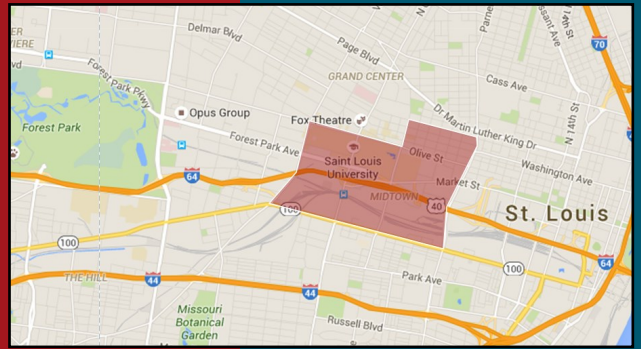


3655 Olive: Nine Network
Communications Center
\$3.5 Million



3641 Olive:
3 Story Office/Retail
\$1.6 Million





Total Development Investment in Covenant Blu/Grand Center:

\$391,132,013

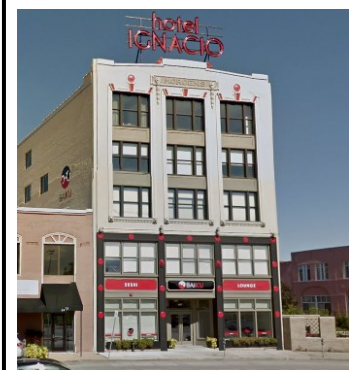
*Map displays developments
of \$100,000 +*



3520 Page:
Construct Commercial Office
\$4.5 Million



500 N Grand: Mixed-Use Rehab
Lofts and Ground Fl. Retail
\$23.2 Million



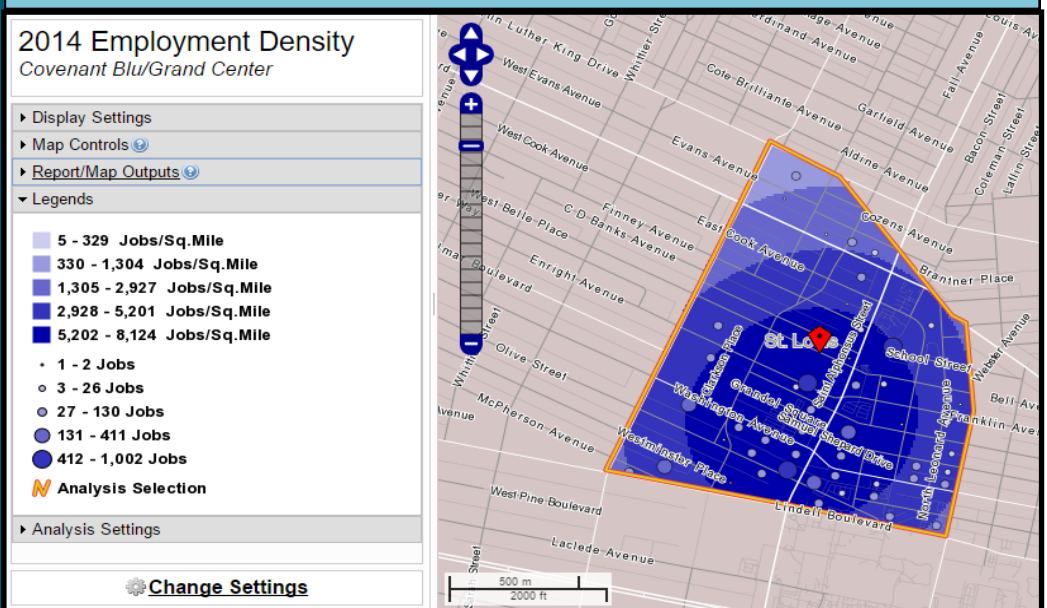
3407 Olive: Hotel Conversion
\$6.6 Million

Covenant Blu/Grand Center

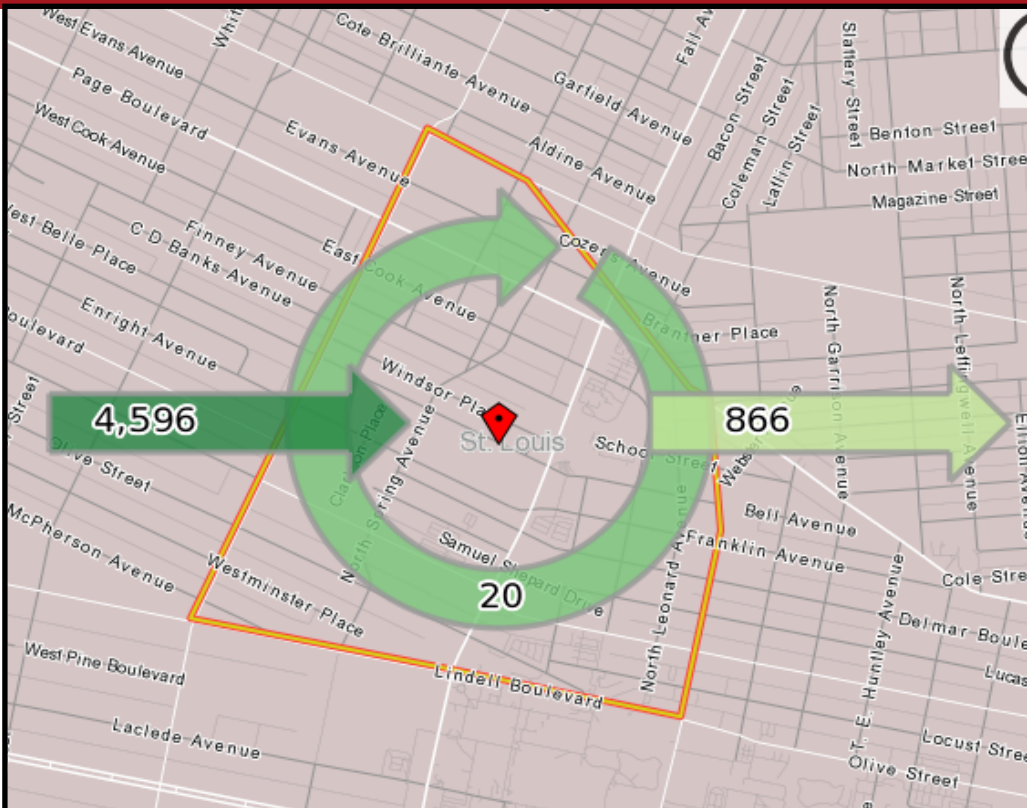
Employment Summary



As of 2014, there were approximately 4,616 jobs located in the Covenant Blu/Grand Center neighborhood. Overall, the neighborhood experienced a net gain of approximately 800 jobs between 2006 to 2014, including a net gain of 289 jobs in Administration & Support and 267 additional jobs in Accommodation and Food Services.



2014 Employment Inflow/Outflow



- ◇ 4,596 employees commuted into CB-GC from elsewhere in the St. Louis region
- ◇ 20 CB-GC residents lived and worked within the neighborhood
- ◇ 866 CB-GC residents commuted outside of the neighborhood for employment
- ◇ Over 40% of employed residents from CB-GC worked in the regional central corridor in St. Louis City and St. Louis County

Covenant Blu/Grand Center

Employment Summary

32%

Of jobs in CB-GC were in the Health Care and Social Assistance sector, the largest single sector of employment in the neighborhood in 2014

289

Net jobs were added in the Administration and Support sector in CB-GC from 2006 to 2014

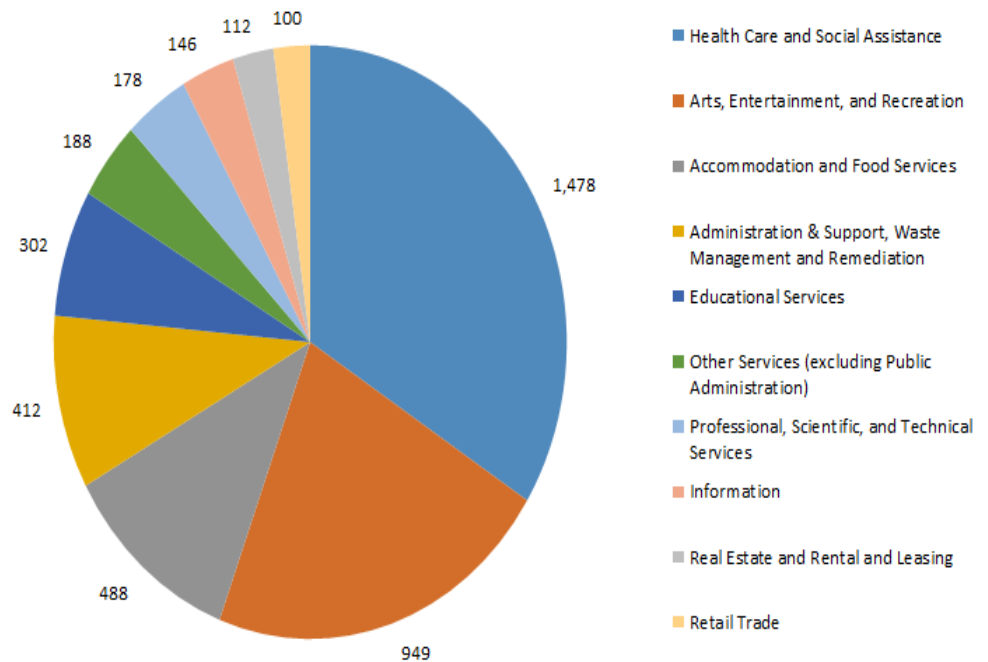
36%

Of jobs in CB-GC earned an annual wage or salary above \$40k per year in 2014

23%

Increase in the number of jobs earning more than \$40k per year from 2006 to 2014

**Top Ten Economic Sectors by Employment
Covenant Blu-Grand Center, 2014**

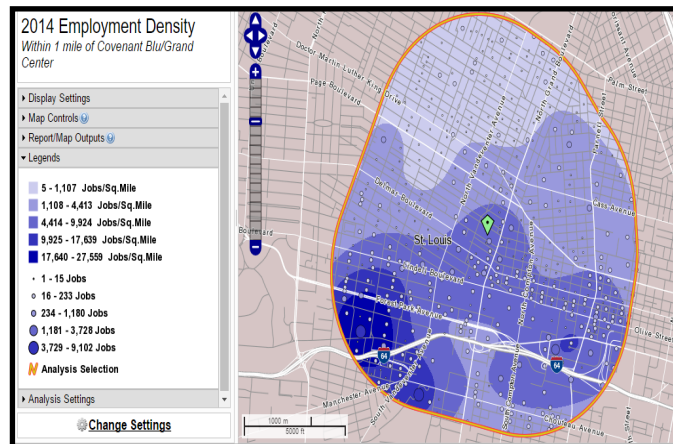


Total Jobs by Annual Earnings, 2006 and 2014



Within 1 mile of Covenant Blu/Grand Center

- ◇ There were 38,953 jobs located within 1 mile of SWG in 2014
- ◇ 43.7% of these jobs were in the Health Care and Social Assistance sector
- ◇ 1,208 residents lived and worked within 1 mile of SWG, while 9,381 residents commuted for employment
- ◇ 37,745 people were commuting into this area for work
- ◇ 21.4% of employed persons above the age of 30 had a Bachelor's degree or higher level of education
- ◇ 43.5% of these jobs earned over \$40k per year
- ◇ 26% of employed residents within this area earned over \$40k per year



Nighborhood Resident Labor Force Profile 2014

886

Total Employed Residents in Covenant Blu/Grand Center

16%

Of employed residents earned over \$40k per year



Saint Louis University

There are over 8,000 faculty and staff employed at Saint Louis University, located just south of the Covenant Blu/Grand Center neighborhood.

John Cochran

Veterans Administration Medical Center

The John Cochran VA Medical Center, located on North Grand, employs hundreds of health professionals and social service providers for U.S. military veterans



10%

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

22%

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

Covenant Blu/Grand Center

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:

The neighborhood is home to the Grand Center Community Improvement District, involving over 100 property and business owners in the Grand Center Arts District. The CID, which collects a local sales tax and special assessment, focuses on marketing, public improvements, beautification and safety of the area. This district is governed by a board of property and business owners appointed by the mayor of the City of St. Louis.

Special Business Districts:

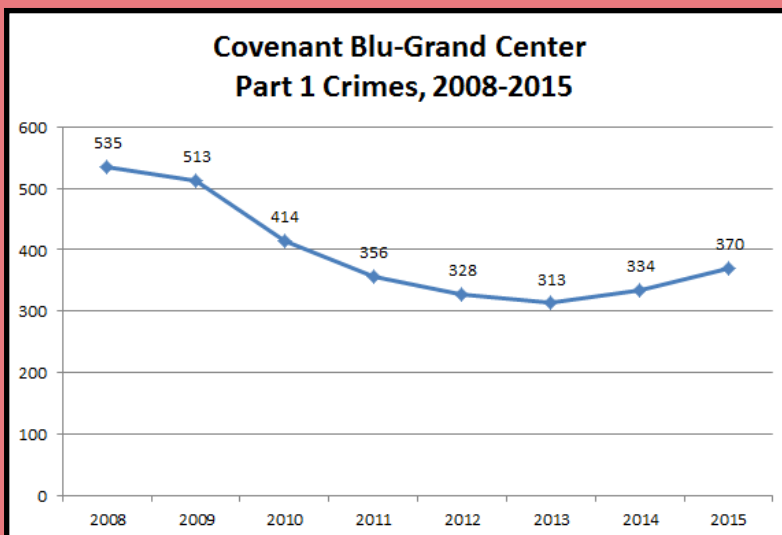
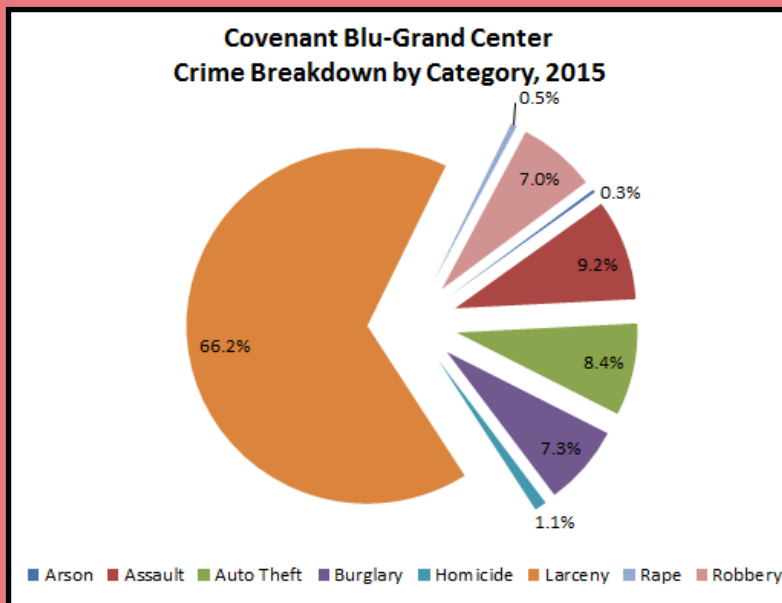
With many nonprofit property owners, the Covenant Blu– Grand Center neighborhood does not have a special taxing districts on property to generate revenue for enhanced public services such as supplementary police patrols or infrastructure improvements.

Neighborhood Organizations:

Covenant Blu– Grand Center does not have a formal Neighborhood Association. In many neighborhoods in the city, these volunteer based groups serve at the grassroots level providing critical feedback and ownership of a wide array of decisions development, safety, public improvement, community services and beautification. However, residents of the HOPE VI Renaissance Place community, owned and managed by McCormack Baron Salazar, participate in a Community and Supportive Services Program with Urban Strategies and the St. Louis Housing Authority that conducts engagement.

Safety and Security:

Following the national trend in crime, Covenant Blu-Grand Center has experienced a downward trend in crime for many years with only a minor uptick in crime in the past two years. There were 370 crimes in 2015 which is a 31% decrease compared to 2008. The vast majority of crime in 2015 was nonviolent, with 82% of crime being nonviolent.



Community Development

Since 1981, the Grand Center Arts District has been served by Grand Center, Inc. GCI has served as the coordinator, advocate, and catalyst for the Grand Center District. GCI's primary objective is to engage in activities that will increase the overall economic and cultural strength of the District. Over the past 30 years, Grand Center, Inc. (GCI) has played a vital role in the development of performing and visual arts venues, the creation of arts festivals and the stabilization of struggling arts organizations. In addition GCI has been a catalyst for the development of real estate, the preservation of architecture and physical improvements in the district.

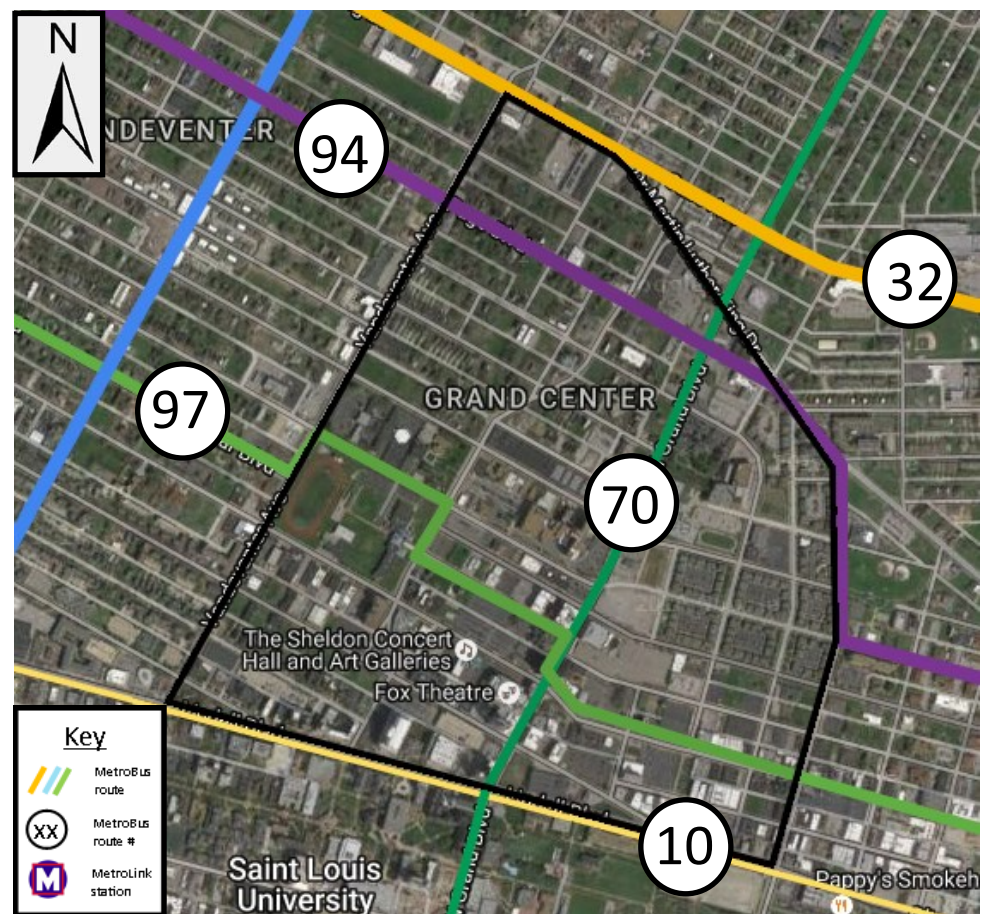
Additionally, the residents of Renaissance Place at Grand are served by Urban Strategies, who coordinate one site services and provides ongoing support, case management, and resource development for programming for residents of the mixed income community.

Covenant Blu/Grand Center

Transportation

Located in the Central Corridor of the St. Louis region, Covenant Blu–Grand Center lies a mile north of Interstate 64 with direct MetroBus service to the Grand Avenue MetroLink station and Downtown St. Louis.

Interstate 64 can be accessed via interstate exchanges at Vandeventer Avenue on the west, Grand Avenue in the center, and Compton Avenue on the east.



The neighborhood is serviced by 5 MetroBus lines- the #10, #32, #94 and #97- which connects riders east to west from the suburbs in north St. Louis County as well as the Central West End MetroLink station to Downtown St. Louis, and the #70 which is the busiest MetroBus line in the region running north to south along Grand Avenue.



Data Sources

- 2010 U.S. Census
- 2014 5-year American Community Survey (ACS)
- Geo St. Louis
- 2014 U.S. Longitudinal Employer-Housing Dynamics survey
- St. Louis Metropolitan Police Department
- Bi-State Development Agency
- Grand Center, Inc.

Covenant Blu/Grand Center Neighborhood Photos







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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

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