

Midtown

2016 Neighborhood Profile



Washington University Medical Center

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

Midtown

Neighborhood Introduction

Located at the geographic center of the City of St. Louis, Midtown is a large neighborhood stretching from Jefferson Avenue to the east, Chouteau Avenue to the south, Vandeventer Avenue to the west and Olive and Delmar



Boulevards to the north. Within Midtown lie several large institutional campuses including that of Saint Louis University, Harris-Stowe State University, and Wells Fargo Advisors, where several thousand St. Louis residents from throughout the region are employed. In 2010, Midtown had 5,652 residents, most of whom are college students, making the neighborhood's population one of the youngest in the region.

The area south of Interstate 64 to Chouteau Avenue is occupied by light industry surrounding the railroad tracks that run east to west through the center of the City. Much of Midtown was once known as Mill Creek Valley, which during the Great Depression had become a bustling African American



neighborhood of over 20,000 residents with hundreds of Black-owned businesses and institutions. Black residents were originally segregated into Mill Creek Valley because of its undesirable location near

the industrial rail yards and the unfashionable structural age of the neighborhood which had largely been built in the 1870s and 1880s. After WWII, these residents were forced to relocate when the area was cleared for a federally funded slum clearance project and the construction of Interstate 64. Today, Mill Creek Valley is largely occupied by the major institutional campuses of the area.

North of these campuses lies a former commercial district along Locust Avenue that was once known as “Auto Row” in the early 20th Century. Locust has been resurgent as the re



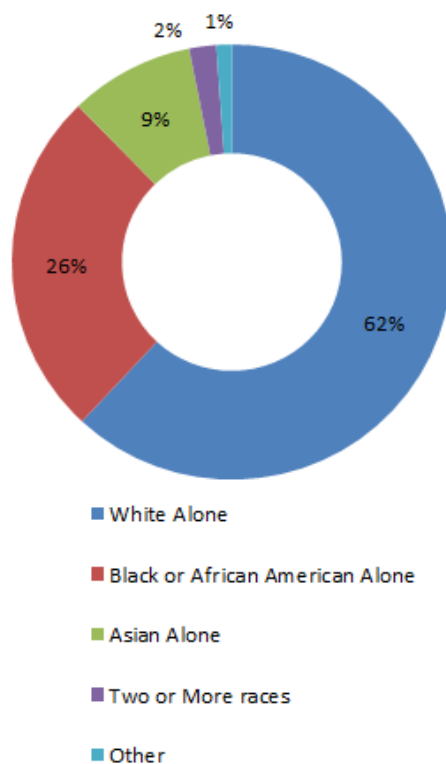
-branded “Midtown Alley” in recent years. Home to some of the city’s most popular eating and drinking establishments such as Urban Chestnut, Pappy’s Smokehouse, and The Fountain on Locust, Midtown Alley has also attracted a number of small creative marketing and design firms as well as small performance venues.

While significant infill development is needed to create the desired residential density the area needs to truly flourish, significant opportunity and promise exists for Midtown to once again successfully connect the density of Downtown to the rest of the thriving central corridor in the coming decades.

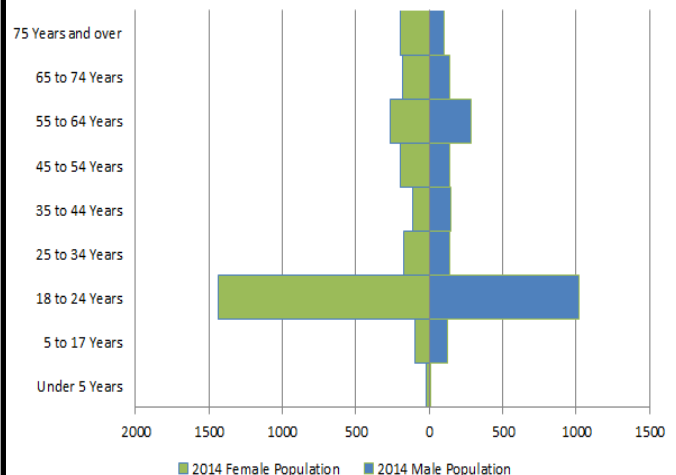
Midtown

Demographics

**Midtown
Racial Composition,
2010**



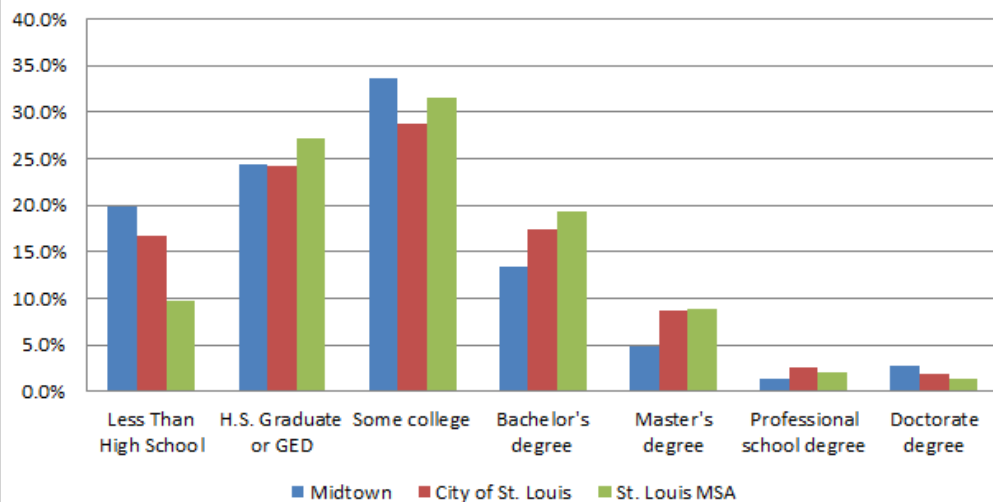
Midtown Age Distribution, 2014



- Midtown had a population of 5,652 residents in 2010. Population density was 4,187 residents per square mile.
- Midtown has a large student population, but even among family households in Midtown, median household income was low at \$27,534– less than the City’s median family income at \$44,758 and the St. Louis MSA at \$70,470 in 2014.*
- With a large student population, Midtown was one of the youngest neighborhoods in the St. Louis region in 2014 with a median age of 24.1 years, significantly younger than the City at 34.4 years and the St. Louis MSA at 38.5 years*

*based on Census tract level data in 2014 ACS

Educational Attainment Population 25 years and older, 2014



2010 Household Income Data

Midtown	1 mile radius	3 mile radius	5 mile radius
Population	12738	150563	342376
Total Households	5238	64016	143064
Avg Annual HH Income	\$ 26,984	\$ 35,610	\$ 37,279
Households with Annual Income above \$40k per year	983	19047	46967
Households with Annual Income above \$50k per year	762	13516	33618
Households with Annual Income above \$60k per year	530	10030	24399
Households with Annual Income above \$100k per year	199	3708	8380
Household Income per Sq Mile	\$ 45,542,374	\$ 83,743,108	\$ 70,955,833
Households per Sq Mile	1688	2352	1903

22%

22% of Midtown 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%

762

There are over 700 households with an annual income over \$50k within 1 mile of the center of Midtown. Establishing greater residential density is needed.

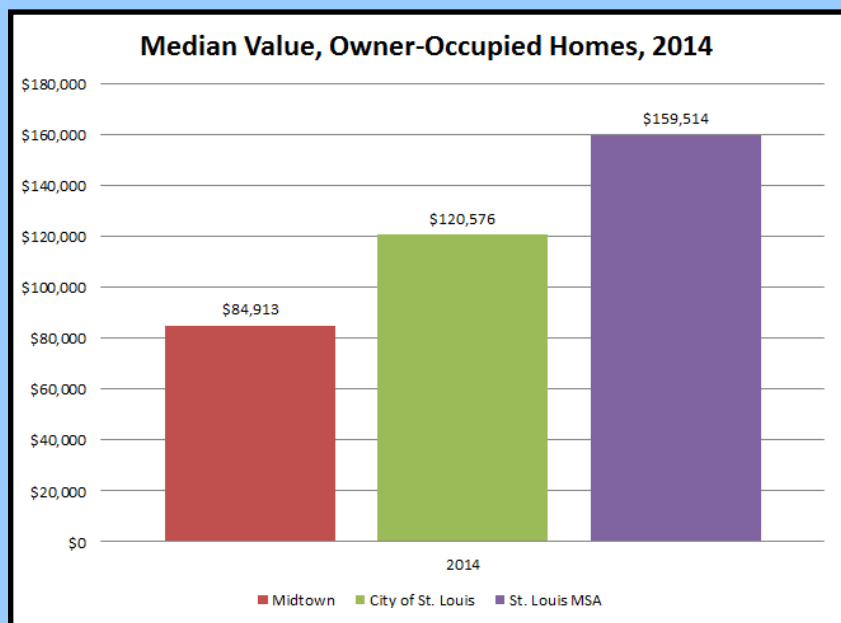
Midtown

Development Summary

The Midtown neighborhood continues to experience strong investment. New construction, rehabs, and growth of well-established institutions continue to make Midtown a regional destination for education, arts, entertainment, employment, and commerce. Over the past 10 years, over \$390 million in private capital has been invested in the neighborhood. All parts of Midtown's large footprint have experienced consistent investment. To the northwest, St. Louis University has invested millions in both new construction and significant renovation of academic and residential buildings. This institutional growth has acted as a catalyst for development in areas surrounding the university as well. With the Lawrence Group's announced \$340 million redevelopment of the Federal Mogul facility into the City Foundry and plans to redevelop the Armory building, it is evident that development interest is spreading eastward from nearby Cortex.

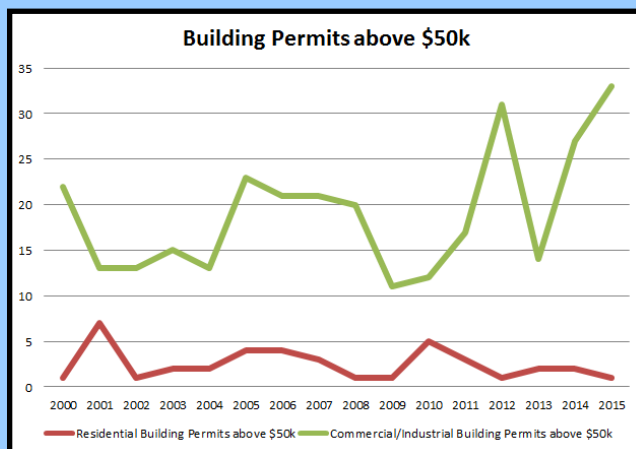
On the northeast side of Midtown, the corridors of Olive, Locust, and Washington have experienced continued investment focused toward commercial storefronts, entertainment, and residential development. With the economic activity generated from the surrounding institutions and well-established businesses, this area known as Midtown Alley is a prime location for future infill development. These corridors can be seen as an extension of the vibrant Grand Center Arts District located directly to the west.





In 2014, median housing value in the neighborhood was \$84,913, which was lower than both the city and regional averages. The neighborhood's close proximity to St. Louis University results in residential investments focusing primarily on median to high density projects.

Midtown has experienced residential demolitions over the past decade followed by institutional and commercial development. Due to close proximity to Grand Center, Cortex and SLU, it is expected that market-rate development will continue to pick-up. However, it is expected to be mostly within the rental market.



Midtown

Development Summary 2005—Present

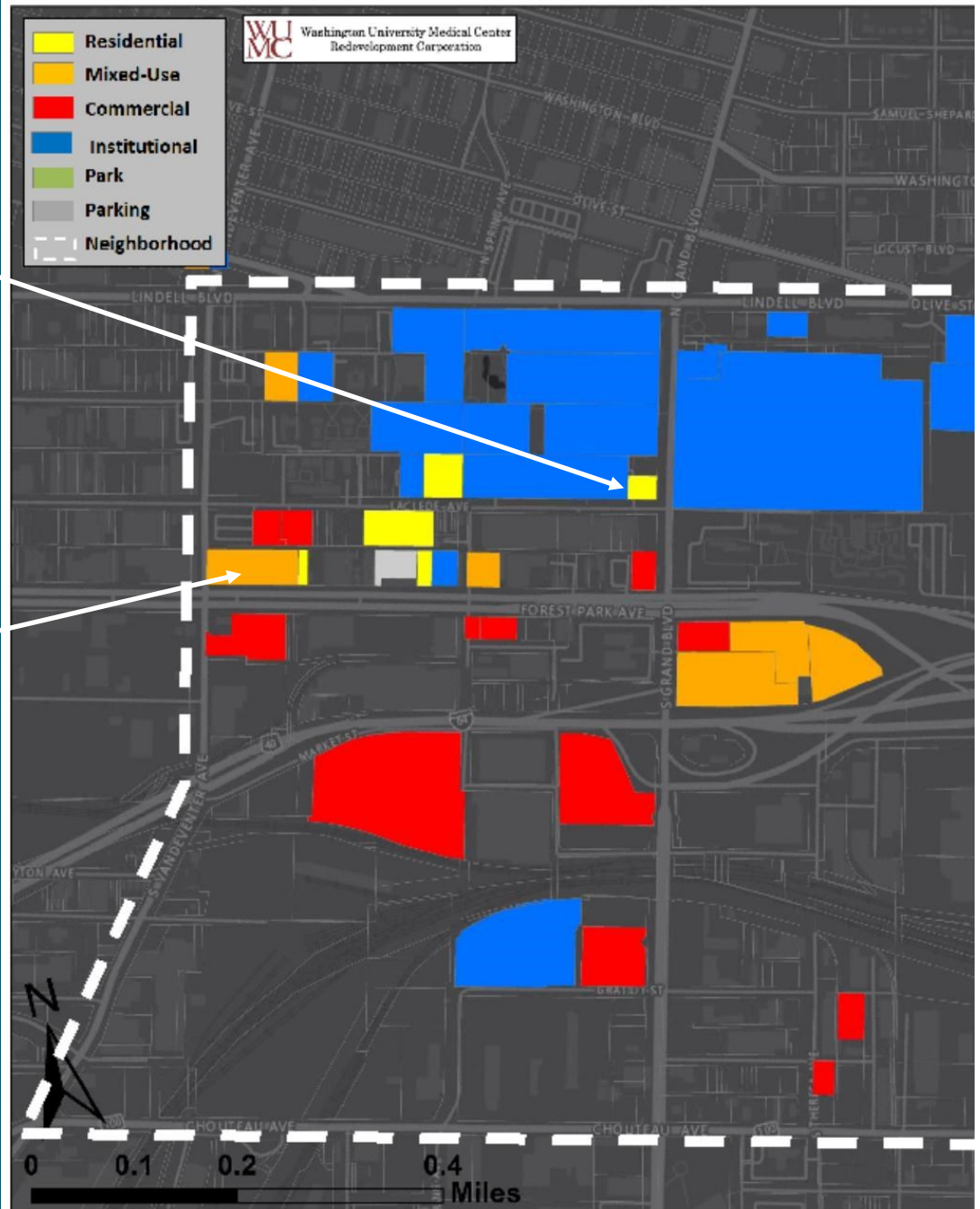
Midtown Development Cost Total:
\$391,132,013

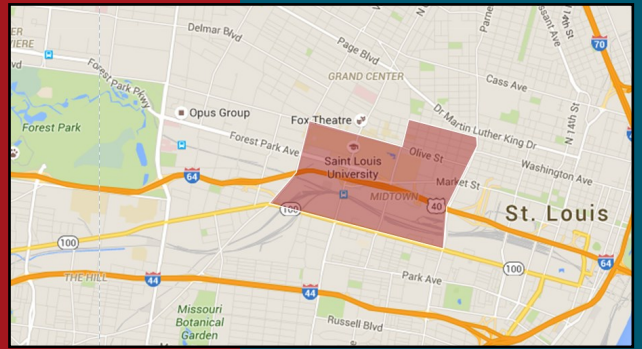


SLU Residence Hall
Under Construction
\$59 Million

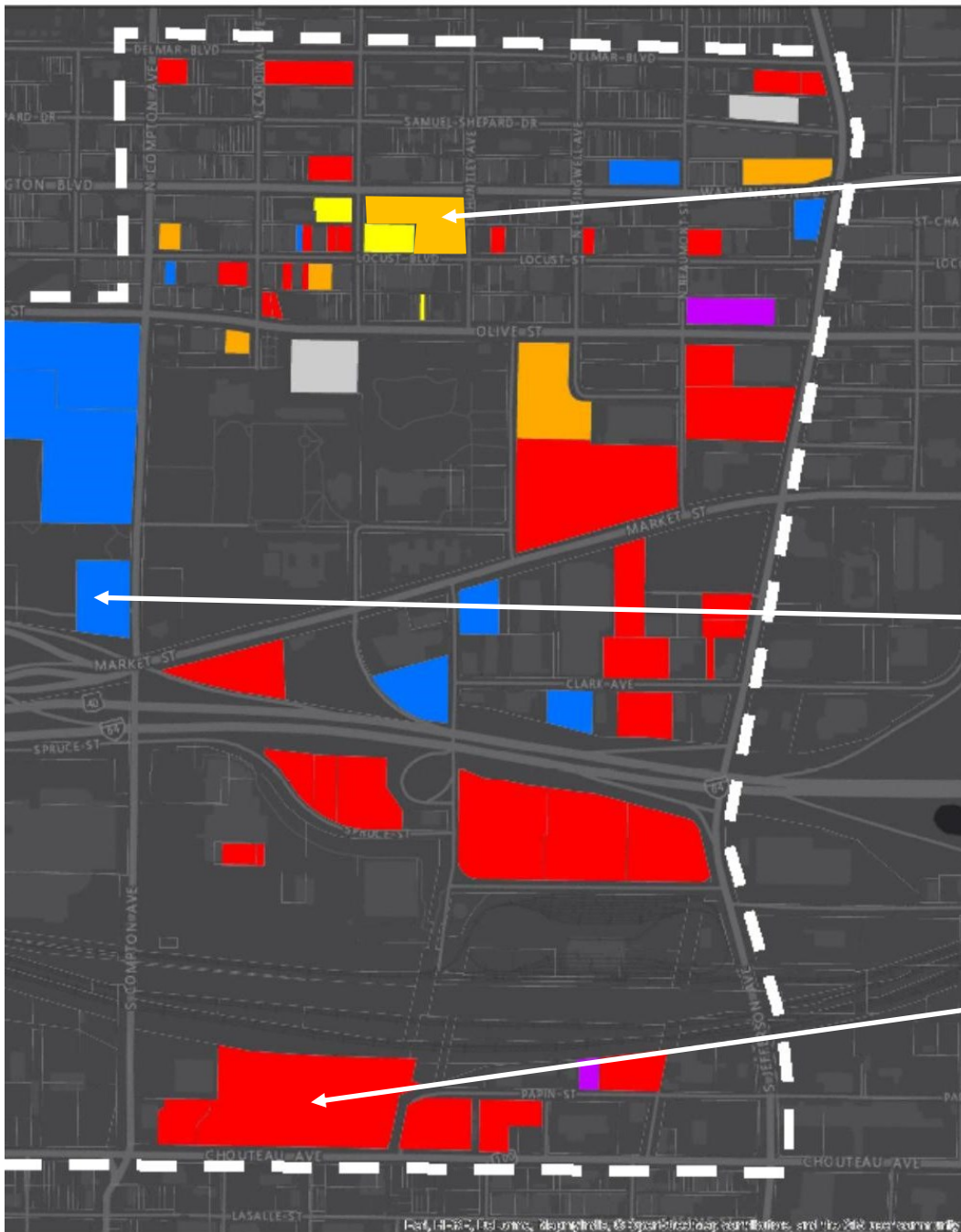


The Standard Apartments
164 Units
\$25 Million





Map displays developments of \$100,000 +



**Salvation Army Campus
Multi Phase Project**
Mixed-Use building, community
center, health clinic
\$16 Million



Chaifetz Arena
St. Louis University
\$36 Million



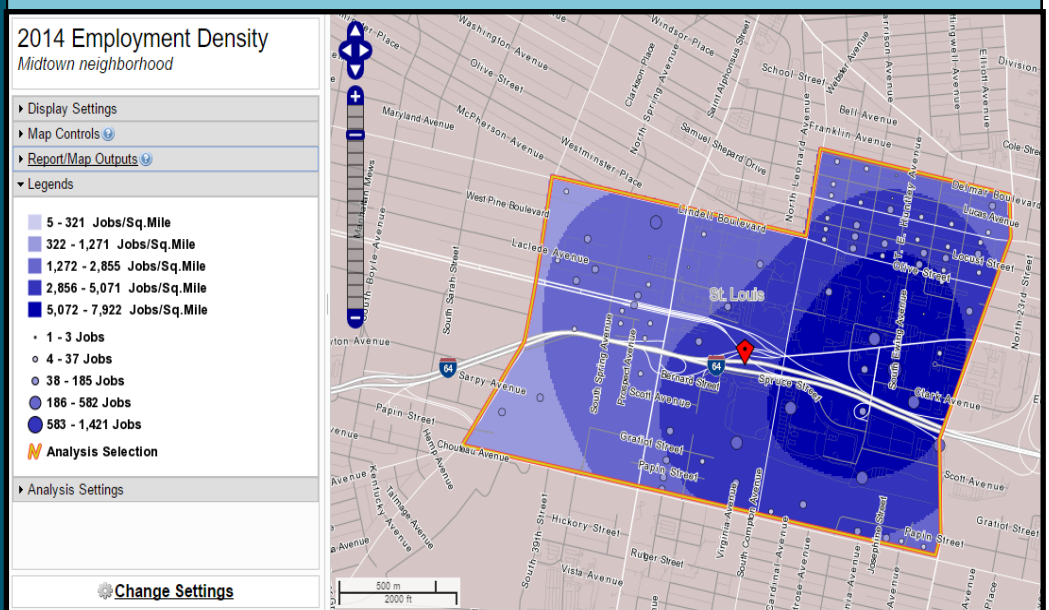
2929 Chouteau
Commercial Office/Warehouse
\$10 Million

Midtown

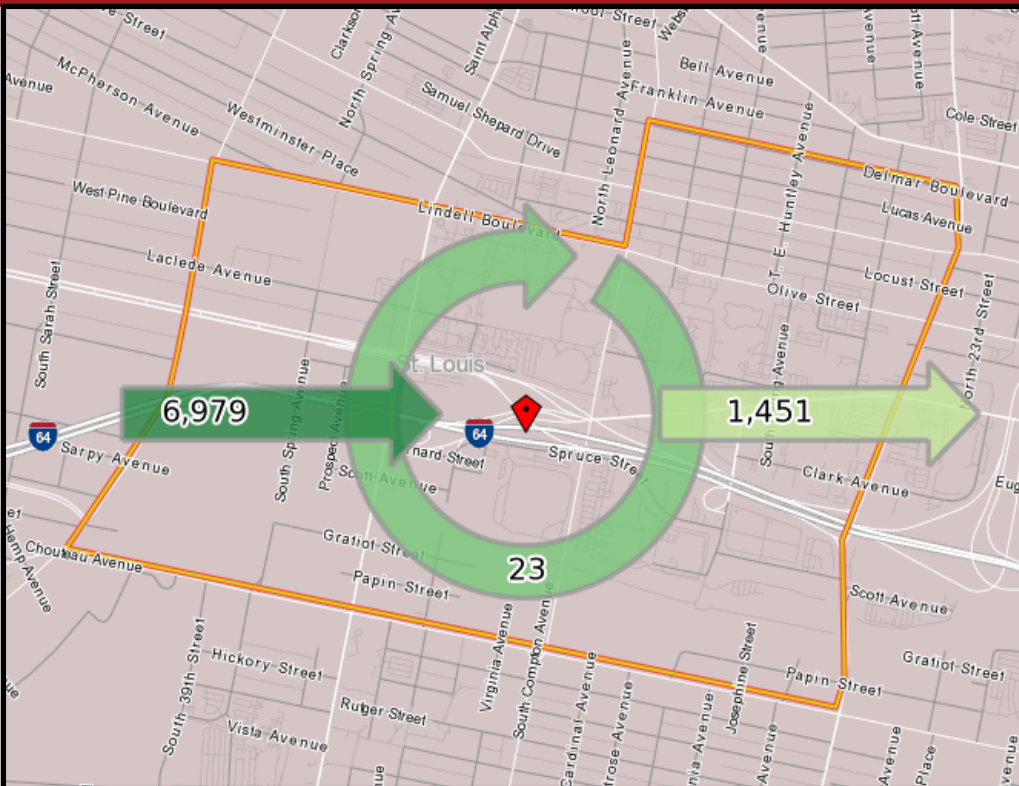
Employment Summary



As of 2014, there were approximately 7,000 jobs located in the Midtown neighborhood. Overall, the neighborhood experienced a net loss of 3,108 jobs between 2006 to 2014, including a net loss of 734 Administration and Support jobs and 432 Manufacturing jobs. The largest sector of employment in 2014 was in Administration and Support.



2014 Employment Inflow/Outflow



- ◇ 6,979 employees commuted into Midtown from elsewhere in the St. Louis region
- ◇ 23 Midtown residents lived and worked within the neighborhood
- ◇ 1,451 Midtown residents commuted outside of the neighborhood for employment



Midtown

Employment Summary

18%

Of jobs in Midtown were in the Administration and Support sector, the largest single sector of employment in the neighborhood in 2014

734

Net jobs were lost in the Administration and Support sector in Midtown from 2006 to 2014

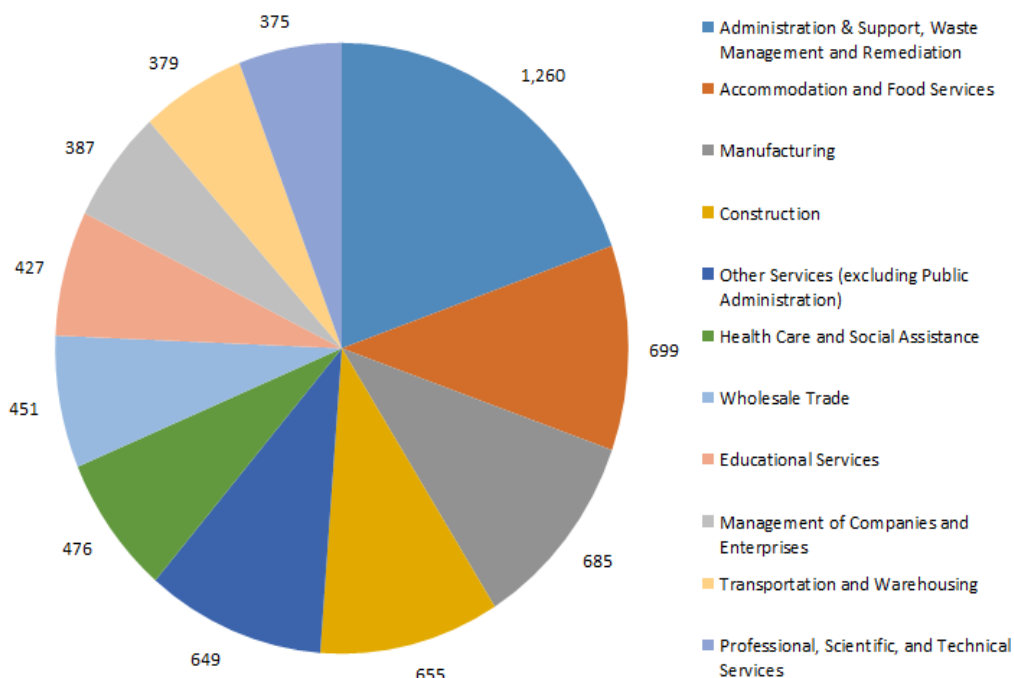
40%

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

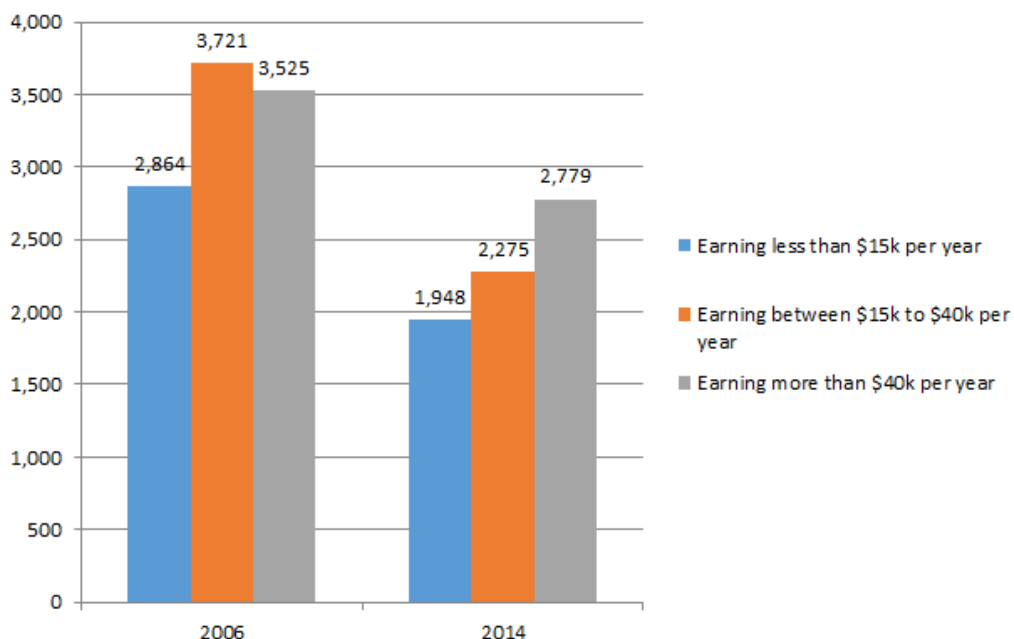
21%

Decrease in the number of jobs earning over \$40k per year from 2006 to 2014

Top Economic Sectors by Employment, 2014

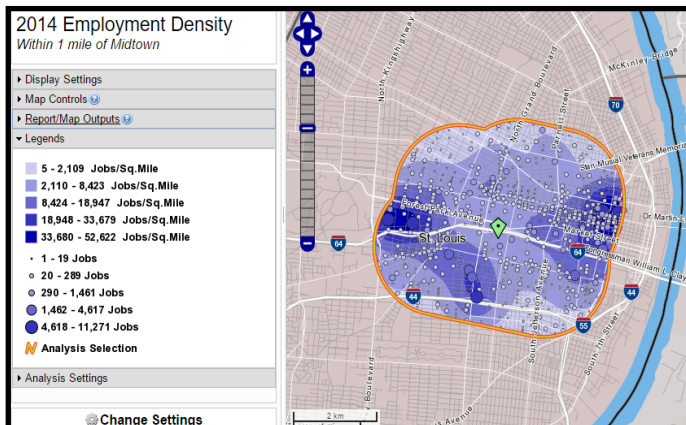


Total Jobs by Earnings, 2014



Within 1 mile of Midtown

- ◇ There were 101,172 jobs located within 1 mile of Midtown in 2014
- ◇ These jobs were located in a diverse array of economic sectors including Health Care and social Assistance, Educational Services, Manufacturing, Wholesale Trade, and Accommodation and Food Services
- ◇ 4,453 residents lived and worked within 1 mile of Midtown, while 15,132 residents commuted for employment
- ◇ 96,719 people were commuting into this area for work
- ◇ 49% of these jobs earned over \$40k per year
- ◇ 32.6% of employed residents within this area earned over \$40k per year



Neighborhood Resident Labor Force Profile 2014

1,474

Total Employed Residents in Midtown

30%

Of employed residents earned over \$40k per year

18%

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

19%

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



Saint Louis University

Over 8,000 faculty and staff are employed at Saint Louis University, located on N. Grand Blvd in Midtown

Wells Fargo Advisors
Wells Fargo Advisors, the 3rd largest retail investment brokerage firm in the U.S. is headquartered in Midtown. The investment brokerage firm reports employing over 5,000 on its campus near the western edge of downtown.



Midtown

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:

Midtown currently does not contain a Community Improvement District, commonly known as a CID. 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 public safety. Residents of Midtown could explore establishing a CID through a vote of property owners to provide their community with additional revenue and flexibility to improve public services.

Special Business Districts:

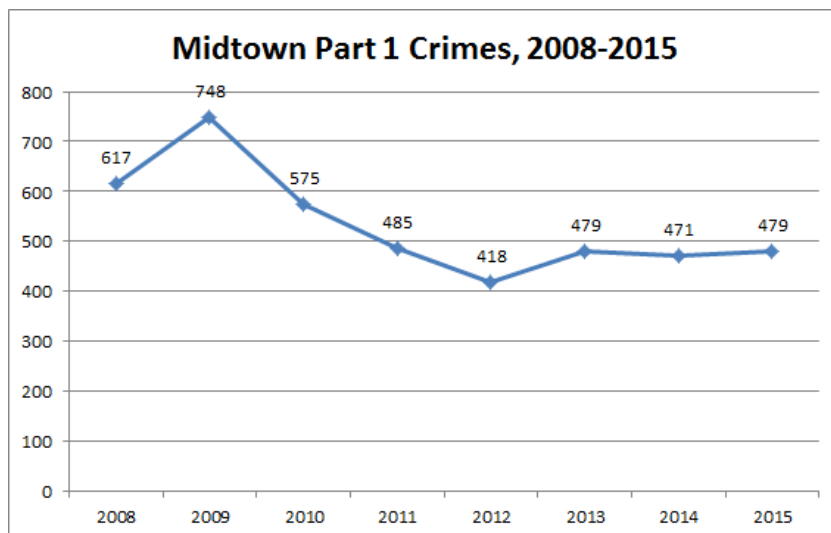
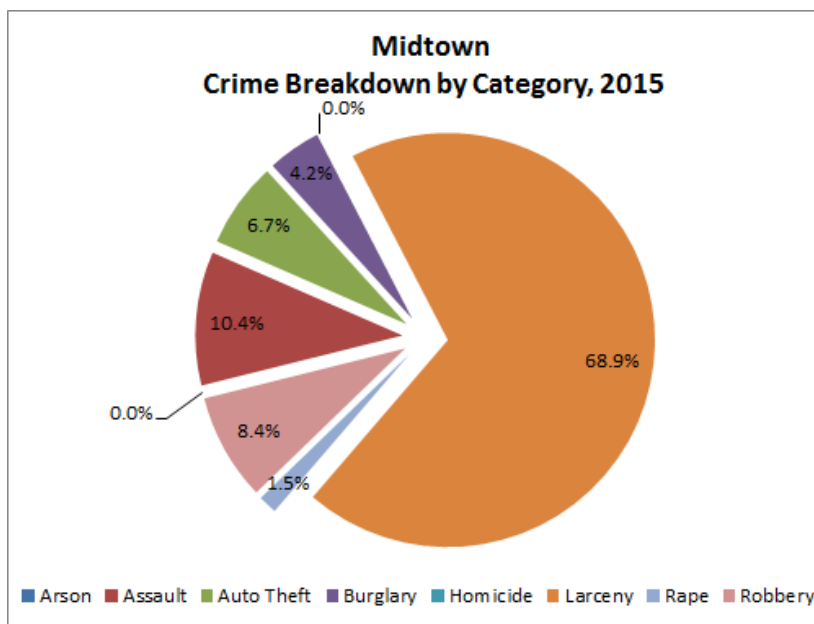
The Locust Central Special Business District covers much of the northern section of Midtown from Olive Blvd to Delmar Blvd with a special tax on property to generate revenue to provide enhanced public safety services and infrastructure improvements within this defined area. The Locust Central SBD is governed by a board of property and business owners appointed by the mayor of the City of St. Louis

Neighborhood Organizations:

Midtown does not have a formal Neighborhood Association. Throughout much of 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. In many areas, these entities have been critical in ensuring that the community engagement process within the neighborhood stays consistent and representative of the community's needs.

Safety and Security:

Following the national trend in crime, Midtown has experienced a downward trend in crime that has leveled off in the past few years. There were 479 crimes in 2015, which is a 22% decrease compared to 2008. The majority of crime in 2015 was nonviolent, with 64% of crime considered larceny.

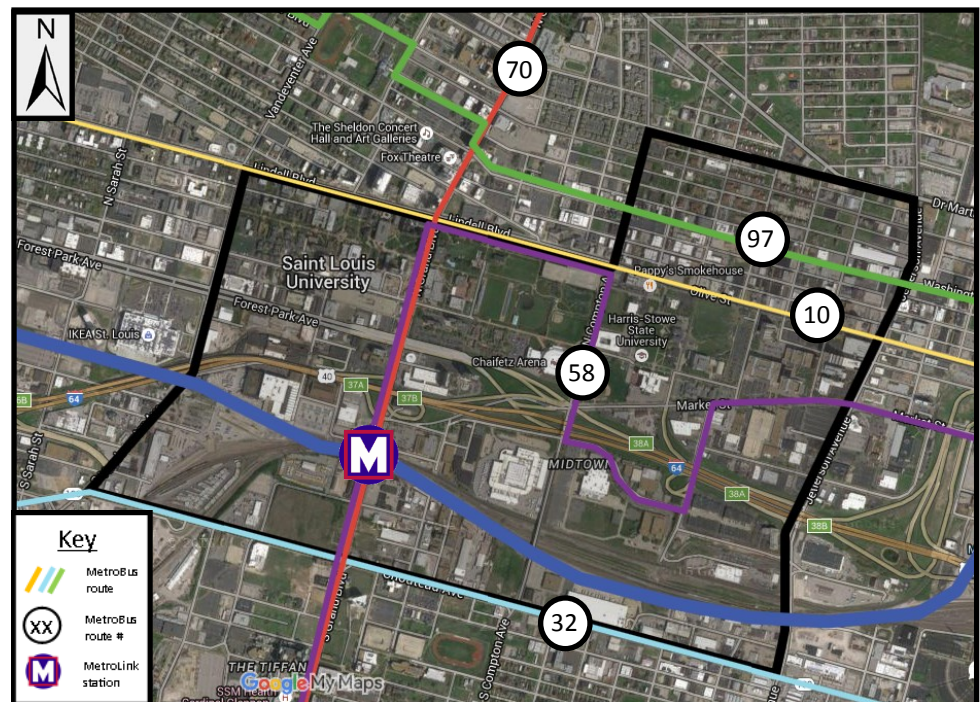


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Transportation

Located in the Central Corridor of the St. Louis region, Midtown is located on Interstate 64 and the MetroLink line with one station at Grand Avenue and several buslines connecting from east to west, making the area highly accessible

Access to Interstate 64 is available at Vandeventer Avenue to the west, Grand Avenue, Compton and Market Street in the center and Jefferson Avenue to the east.



The neighborhood is serviced by 5 MetroBus lines- the #10, #32, #58, #70 and #97- which connect riders to three MetroLink stations and all corners of the City from west to east.



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

Midtown

Neighborhood Photos







Washington University Medical Center

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