



Neighborhood Change in the St. Louis Region Since 1970: What Explains Success?

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Missouri History Museum
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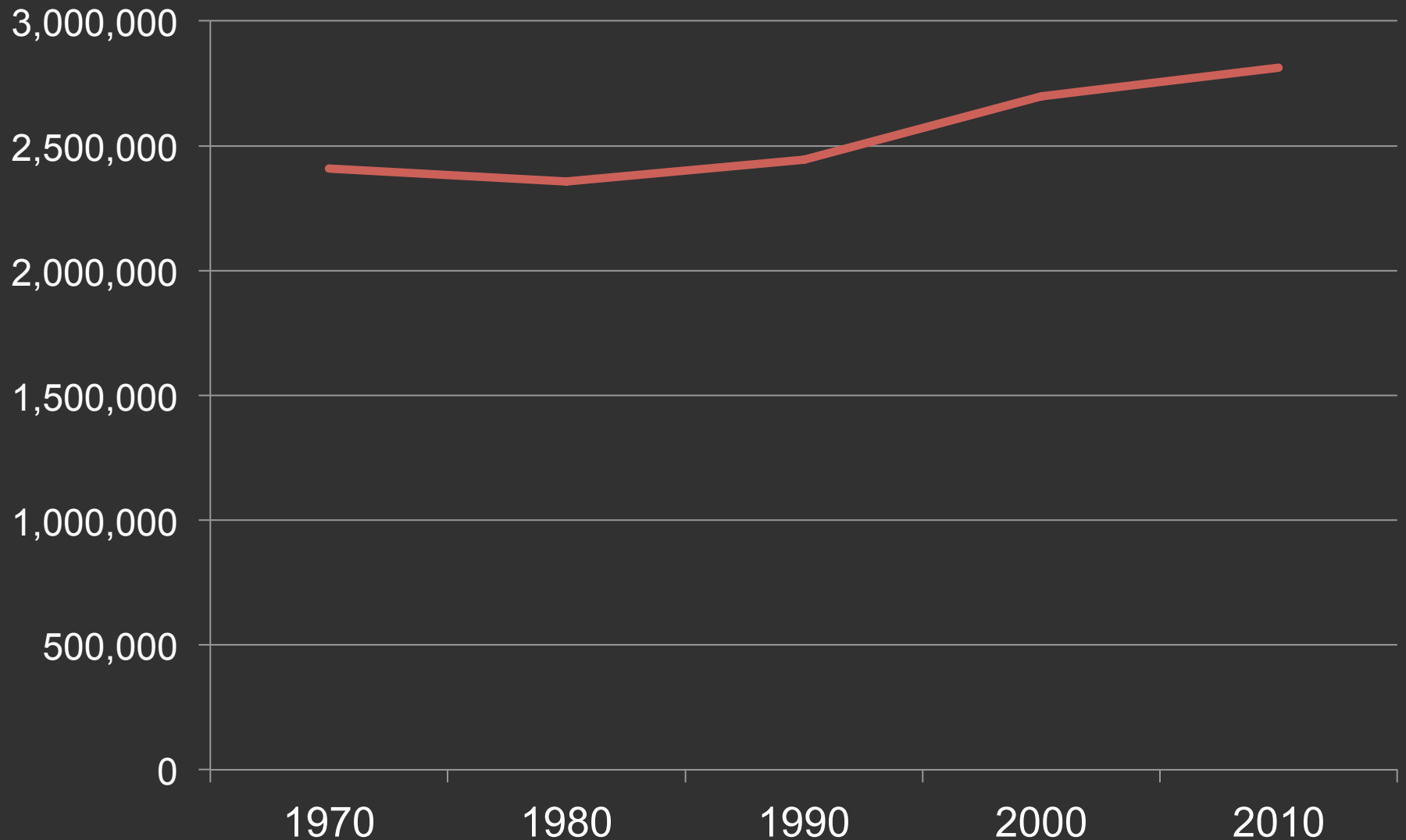
Overview

- Regional context of neighborhood change
- Identification of “rebound” neighborhoods
- Four case studies of rebound neighborhoods
- Lessons for community development

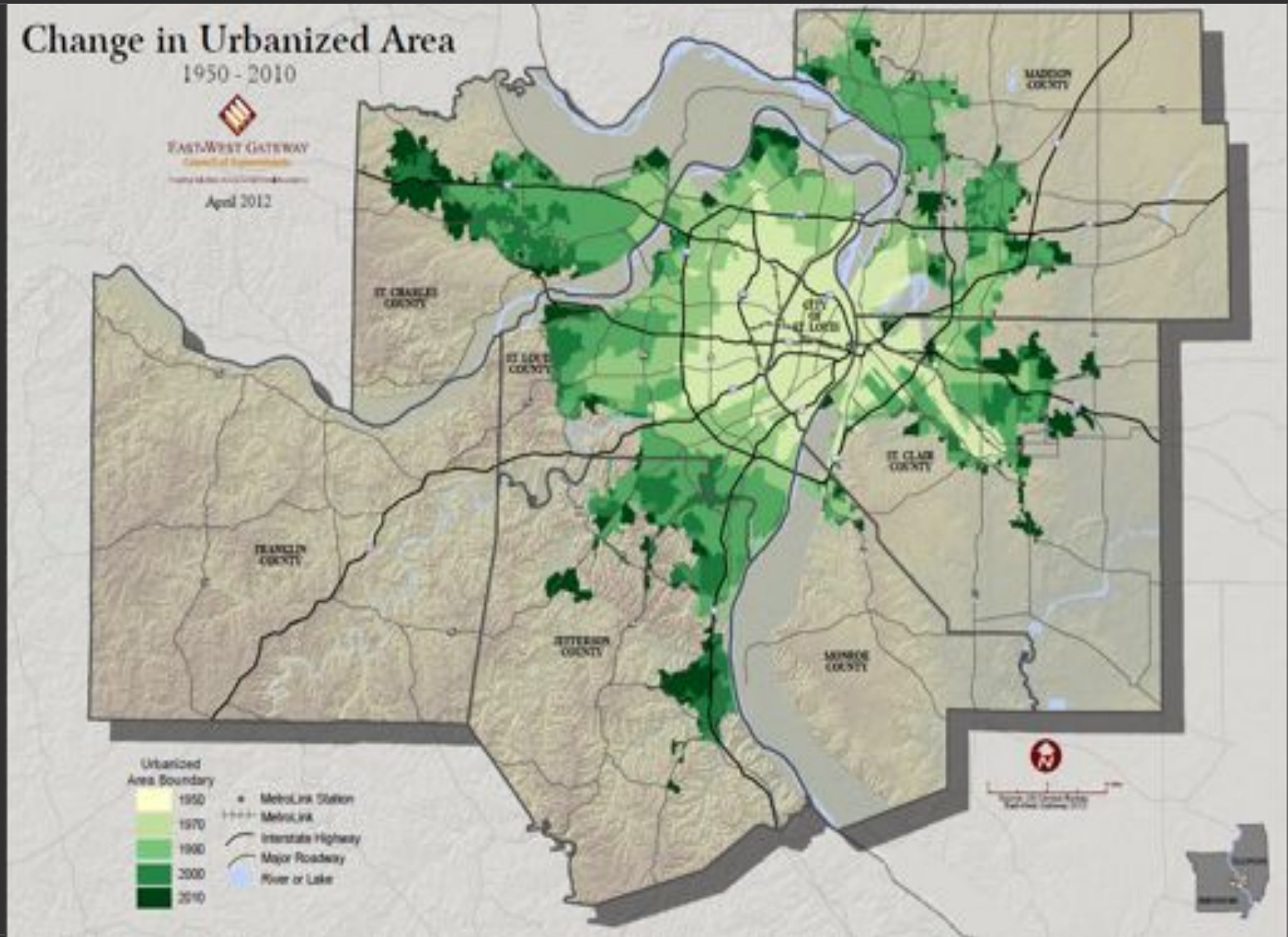
Regional Context



St. Louis Region is Growing...

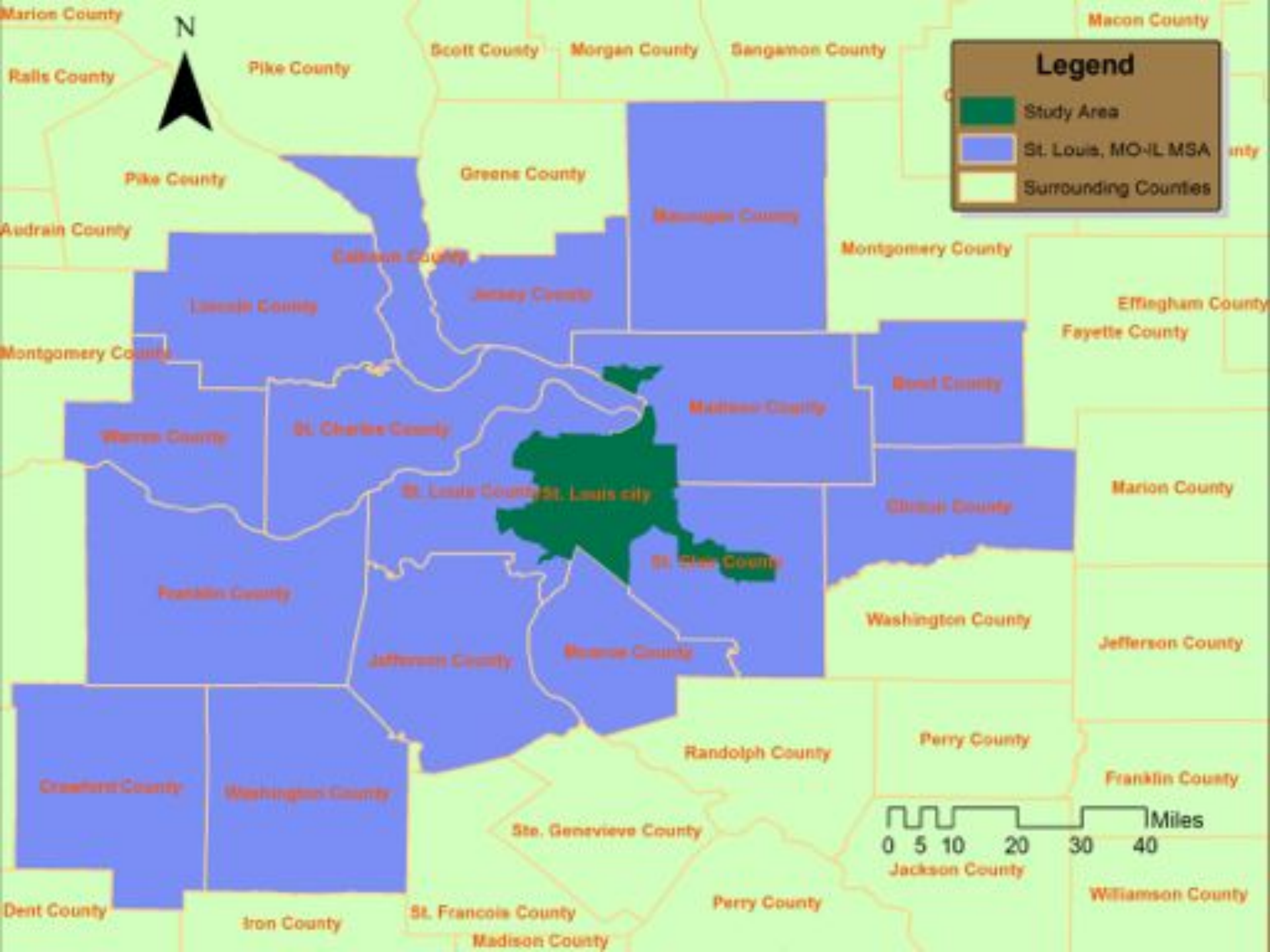


But It Is Also Rapidly Thinning Out

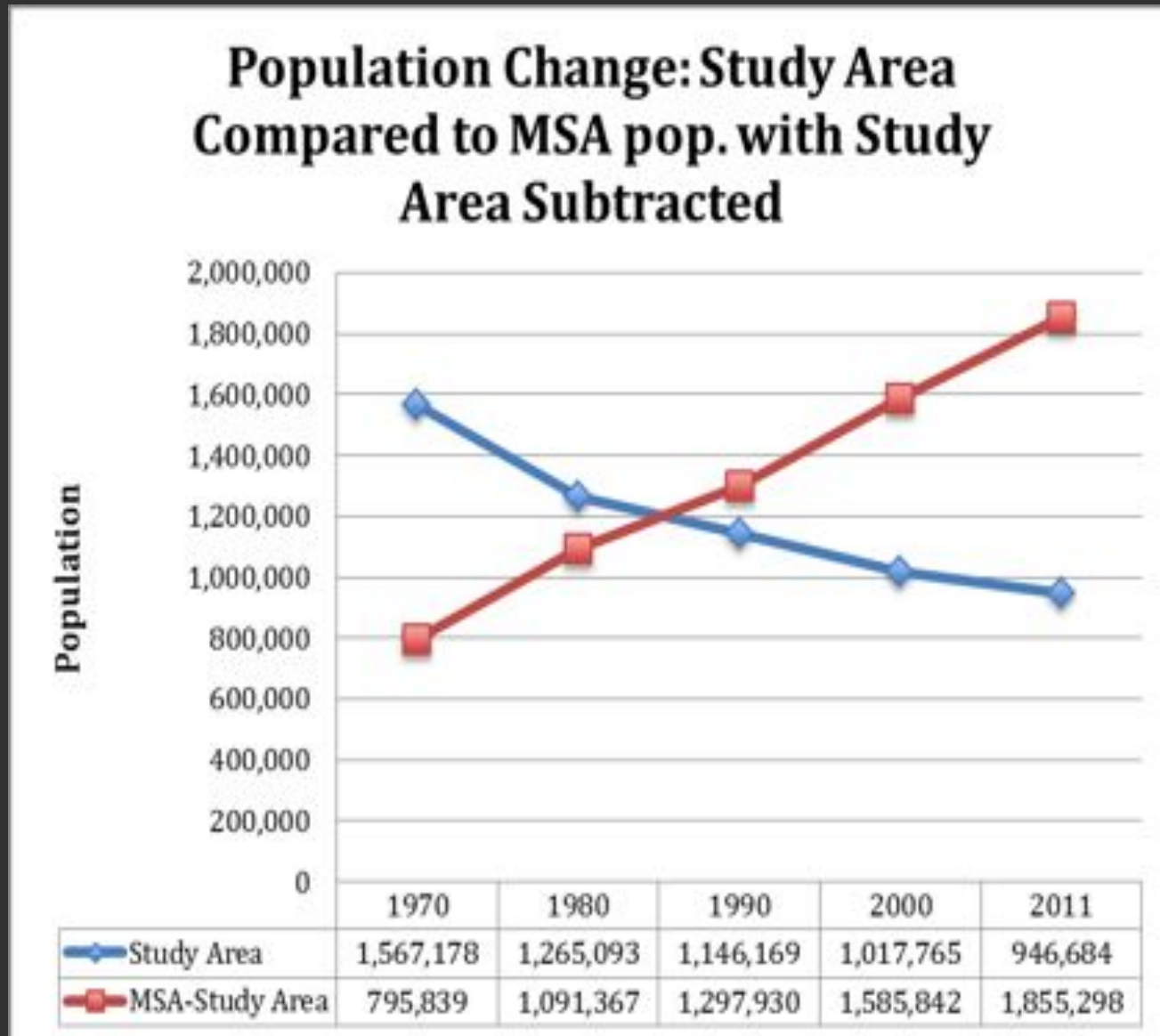


Our Data

- 256 Census tracts (3,000-8,000 residents) in older parts of the region
- Inside ring roads (I-270 & I-255) or older cities over 10,000 people
- Mostly areas that were built out before 1960
- Total population of study area in 1970: 1.6 million

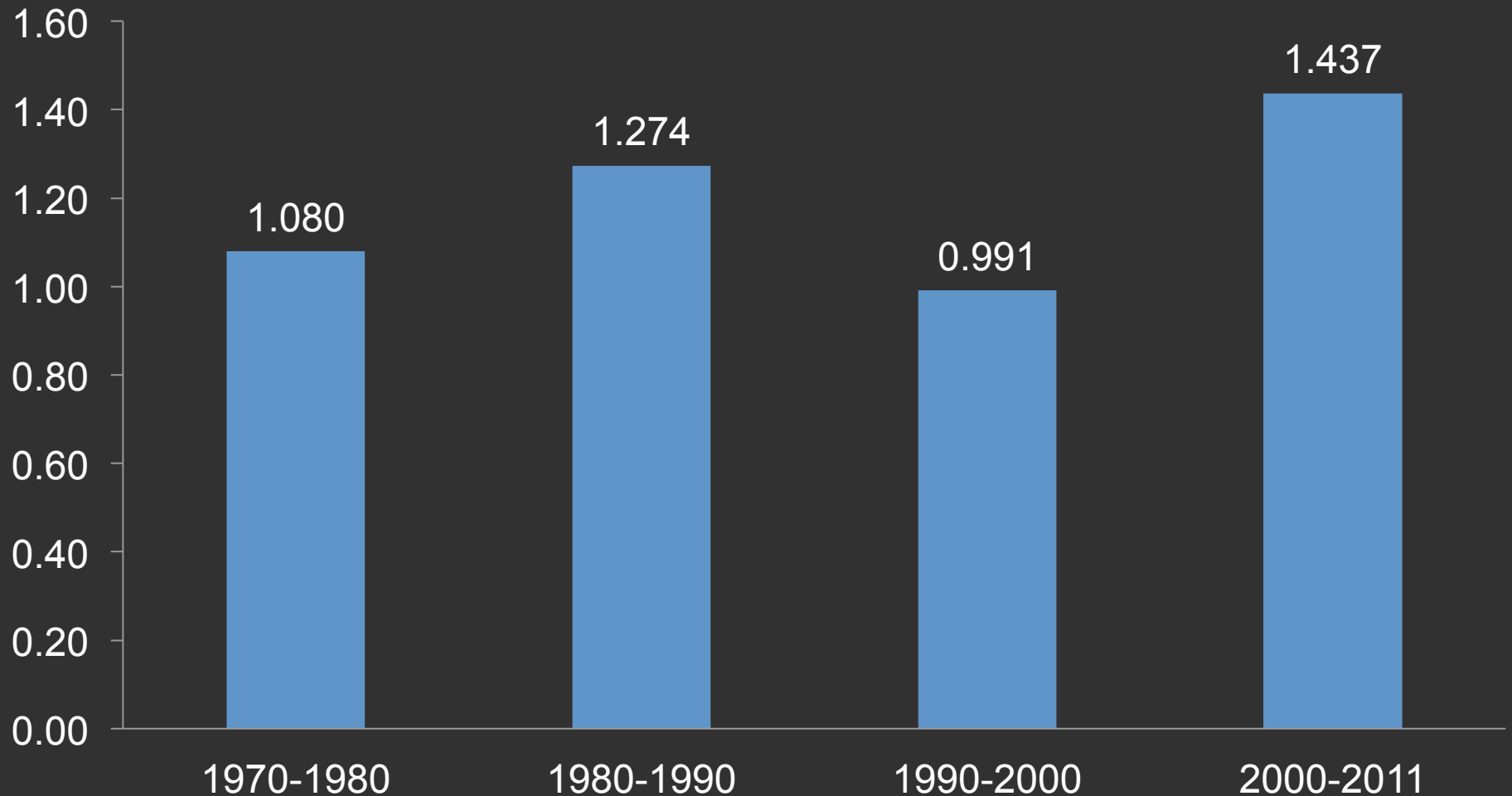


Which Means the Older Parts of the Region Are Shrinking

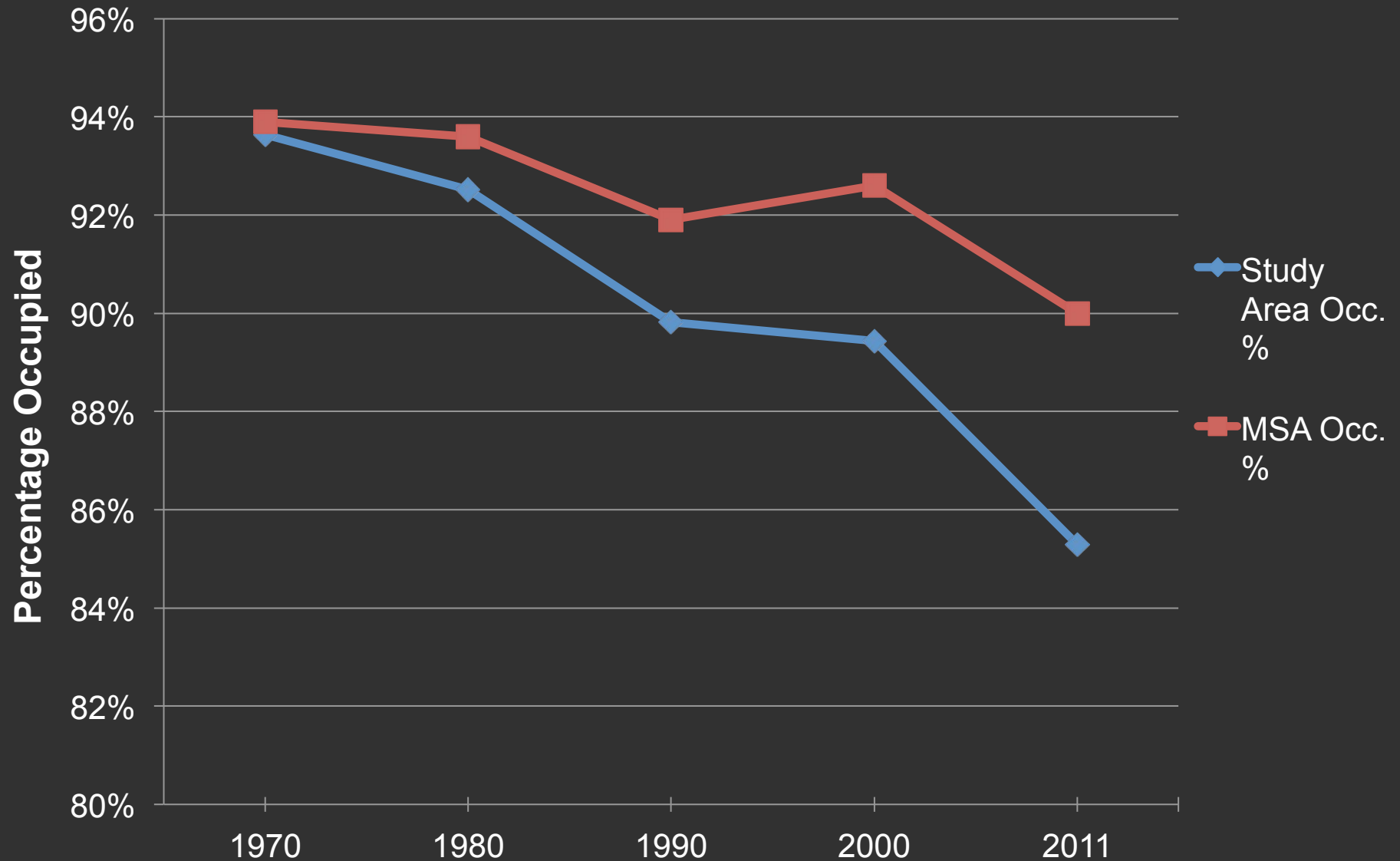


Overbuilding Housing

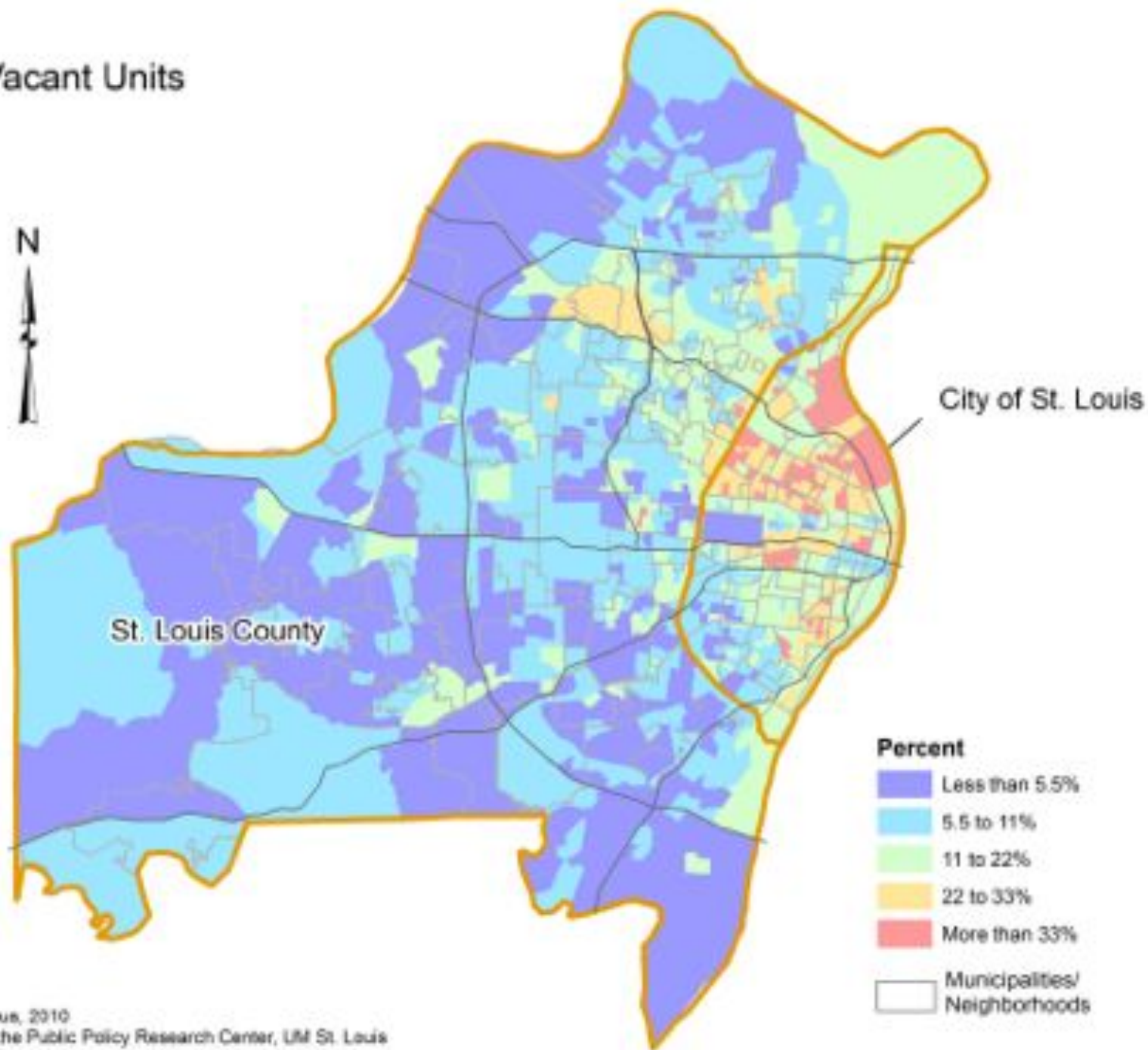
Ratio of New Housing Units to New Households
for St. Louis MSA



Falling Occupancy Rates, Especially in Older Areas



Percent Vacant Units 2010

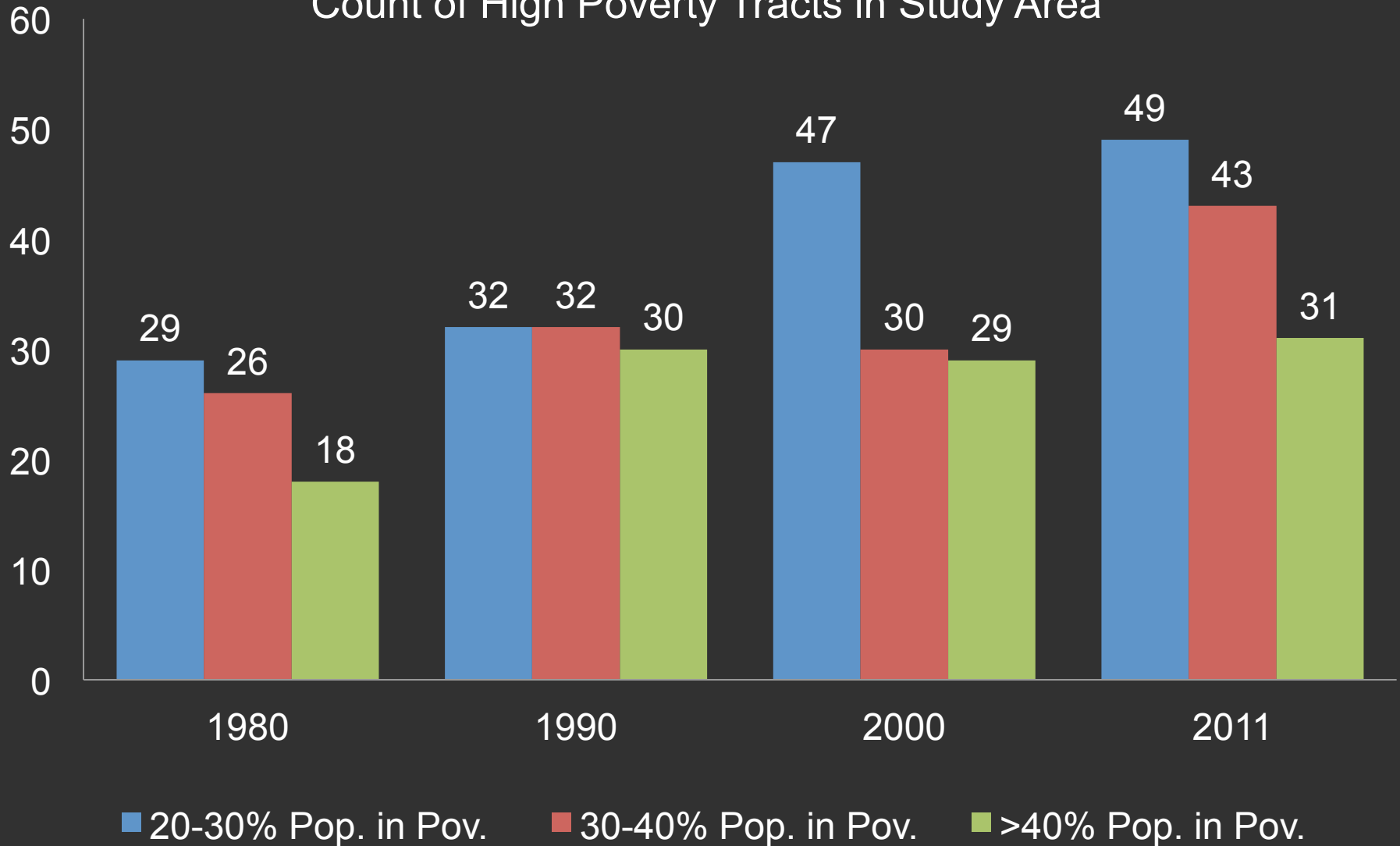


Older Neighborhoods – Running Up the Down Escalator



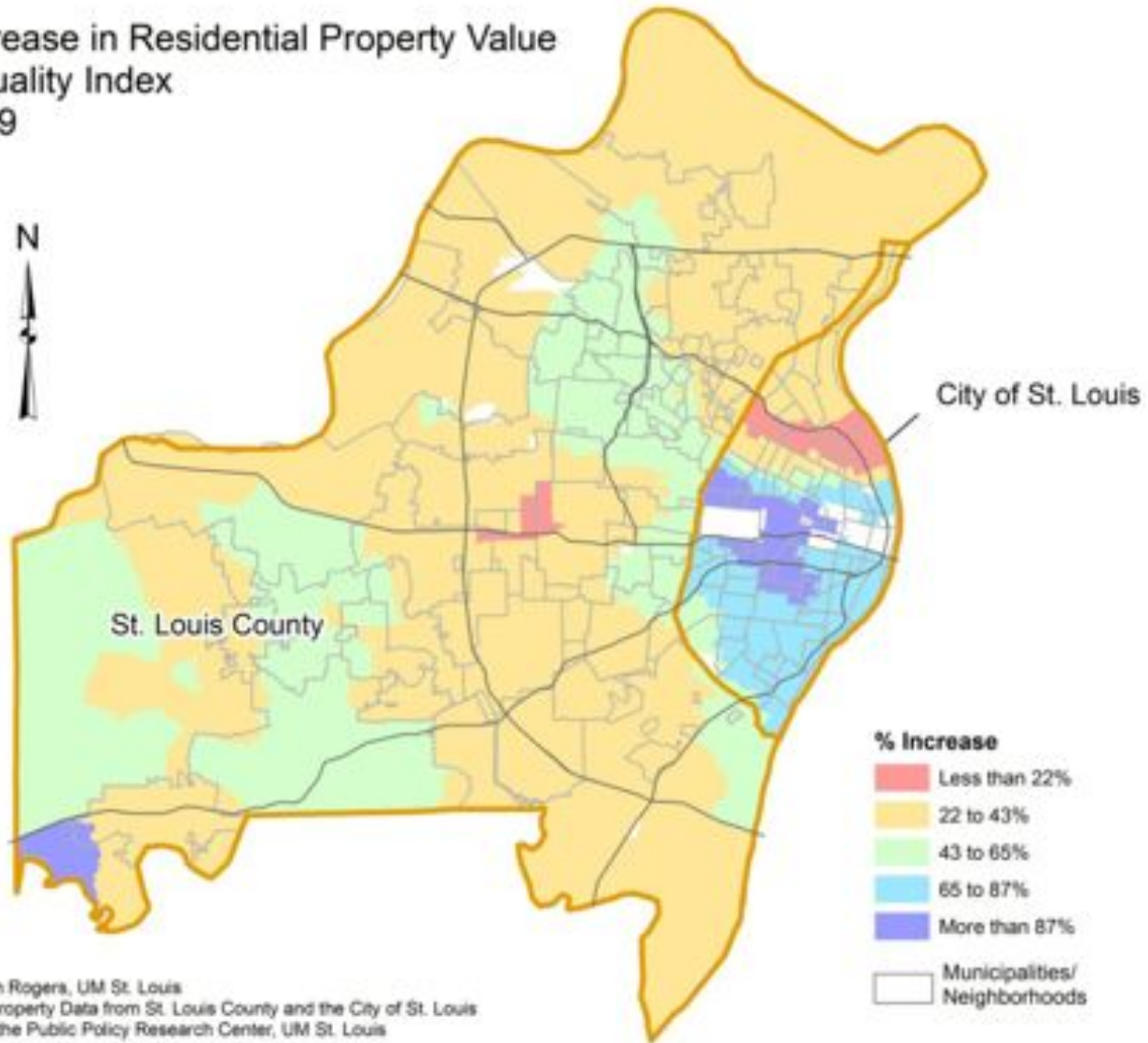
More High-Poverty Neighborhoods

Count of High Poverty Tracts in Study Area



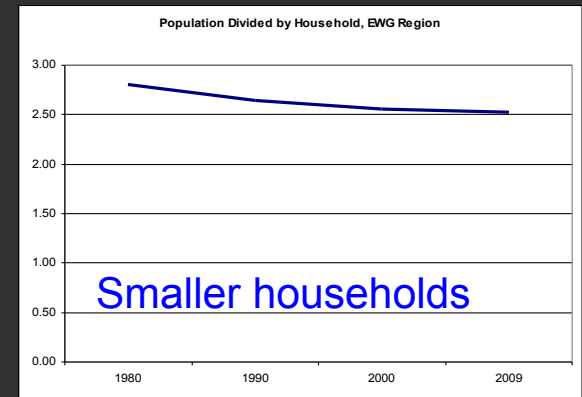
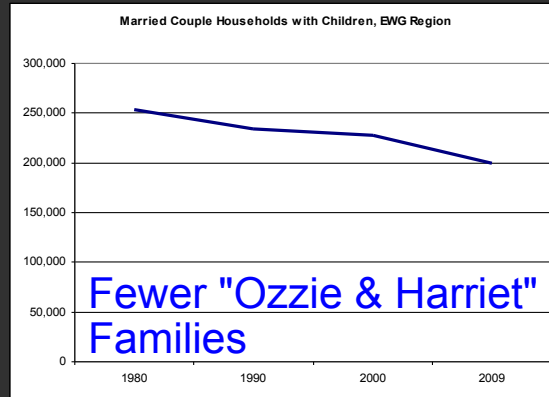
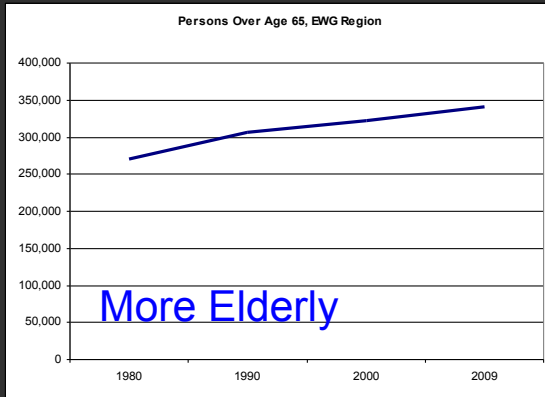
Surprising Success in Some Areas

Percent Increase in Residential Property Value
Constant Quality Index
2000 to 2009

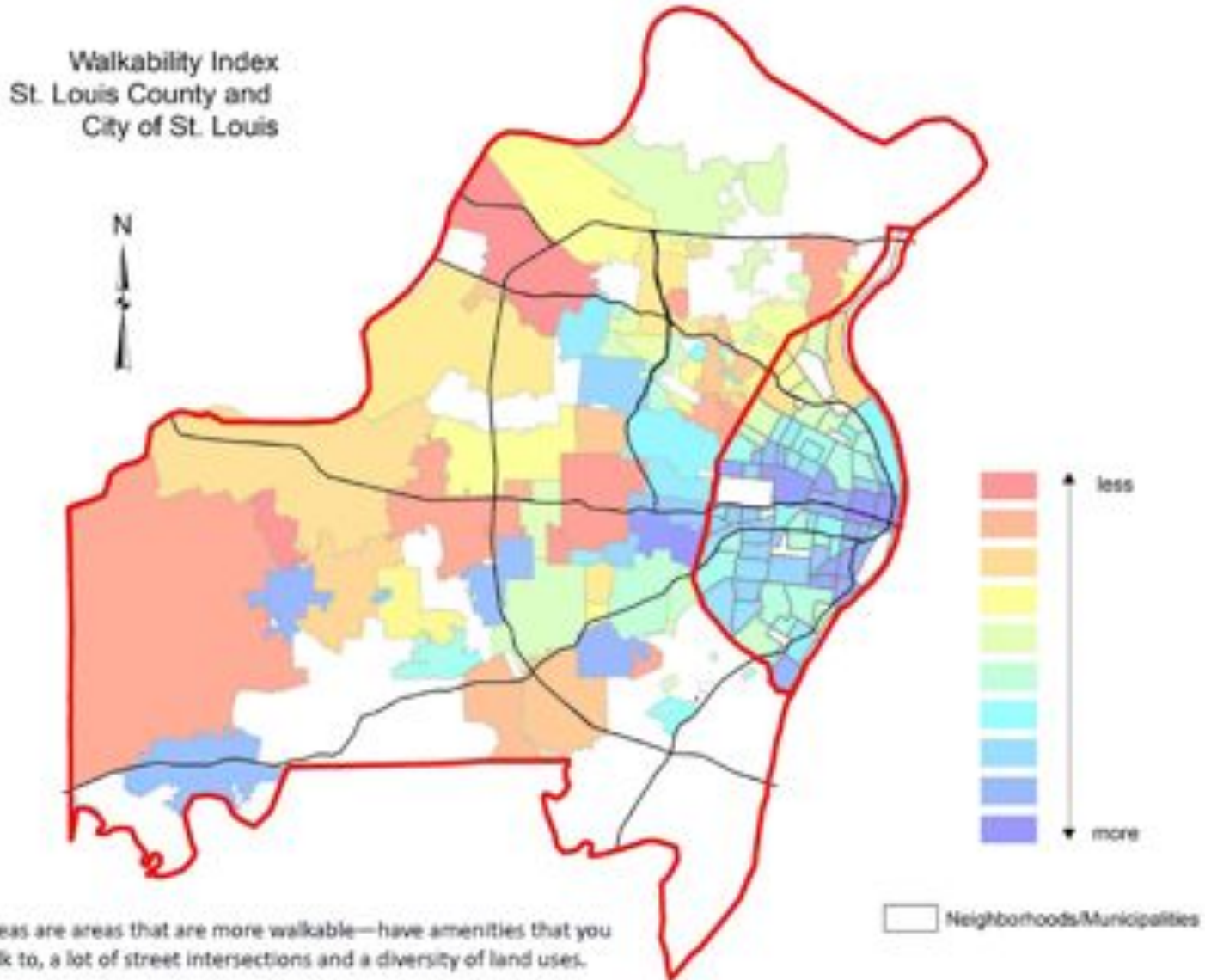


Source: Dr. William Rogers, UM St. Louis
Using Sales and Property Data from St. Louis County and the City of St. Louis
Map Produced by the Public Policy Research Center, UM St. Louis

Changing Demographics and Demand for Housing



Walkability of Older Neighborhoods



Index of Neighborhood Vitality

Identifying Rebound Neighborhoods:

1. Economic (Per Capita Income)
2. Social (Poverty Rate)
3. Physical (Vacancy Rate)



Rebound Neighborhoods: Four Case Studies

What Makes a Neighborhood Successful?

- Individuals and families choosing to live there
- Some common preferences among consumers
 - Low crime rates
 - Quality housing
- Some variation among consumer preferences
 - Parents care deeply about school quality
 - Young adults have preferences for entertainment
- Challenge for neighborhood developers: how to influence individual and family choice to attract residents

Selected Rebound Neighborhoods

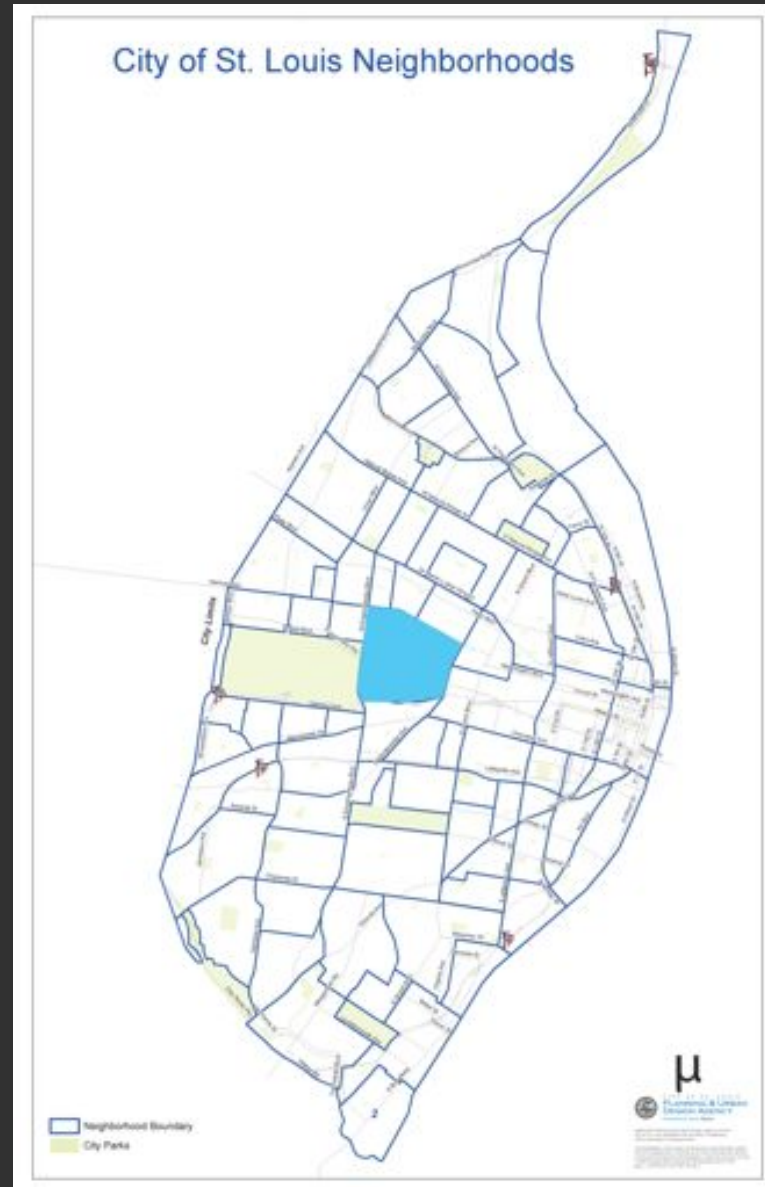
- Central West End
- Shaw/Botanical Heights
- Mark Twain
- Maplewood

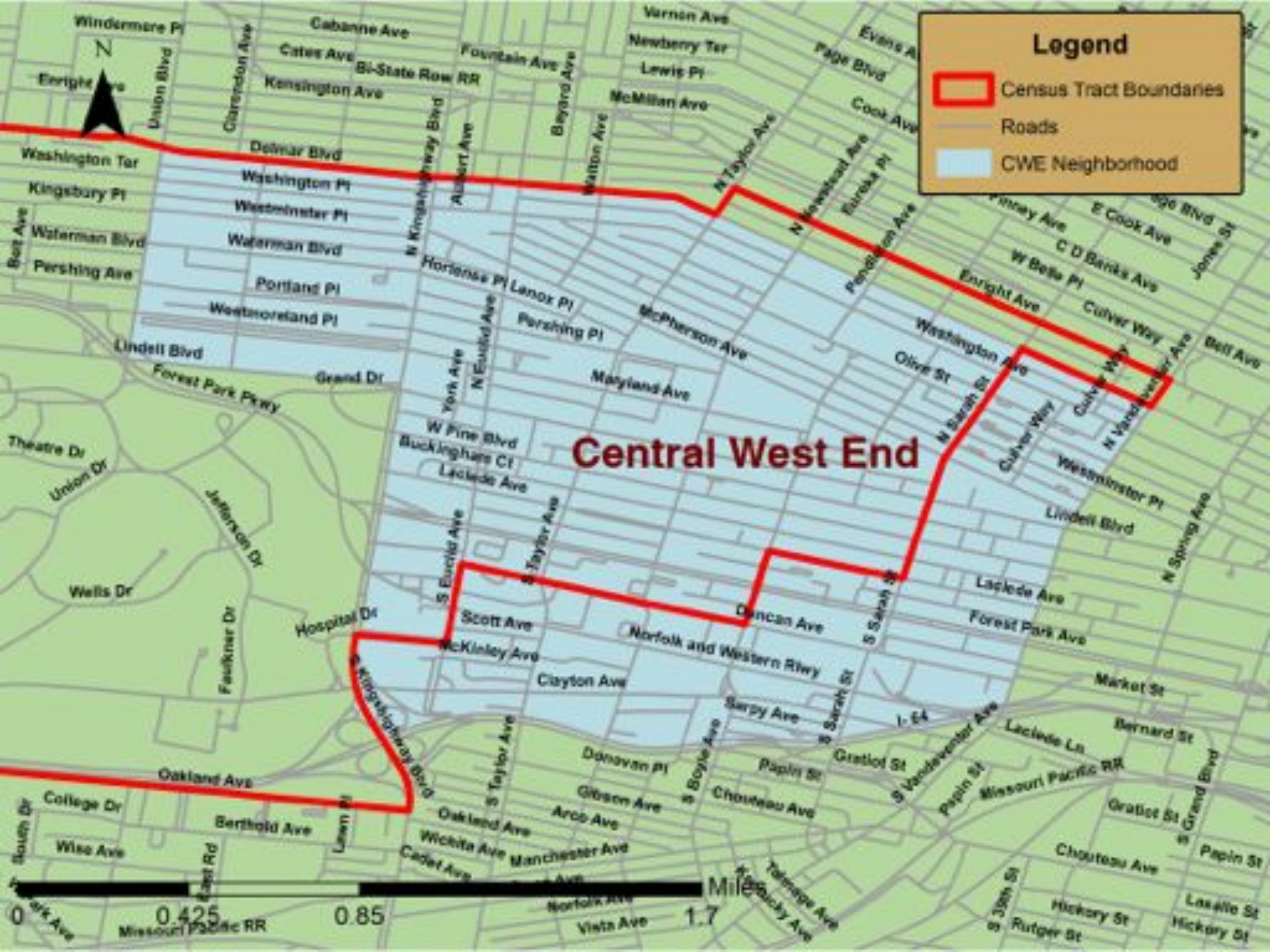


Central West End – Location



Central West End – Location





Central West End – Housing



Central West End – Housing



Central West End – Housing



Central West End – Apartments



Central West End – Chase Park Plaza



Central West End – Euclid Avenue



Central West End – Euclid Avenue



Central West End – Weak Housing



Central West End – 1970-2010

	1970	1990	2010
Population	25,874	17,282	15,293
Poverty Rate	17%	22%	21%
Per Capita Income*	\$13,782	\$12,914	\$19,842
Occupancy	85%	86%	86%
% Under 18	14%	10%	6%
% 18-34	26%	35%	44%
% White	44%	60%	65%
Index Score	30.19	39.61	57.68

Central West End – The 1970s

- Assets
 - Excellent housing stock
 - Great location
- Threats
 - Housing and commercial areas in state of disrepair
 - Weakening public schools
 - Exodus of families

Central West End – Responses, 1970s-1980s

- Decision of many anchor institutions in the Washington University Medical District to stay and invest
- Creation of historic district
- Beginning of urban pioneering

Central West End – Case Study: 4388 Waterman



Central West End – Responses

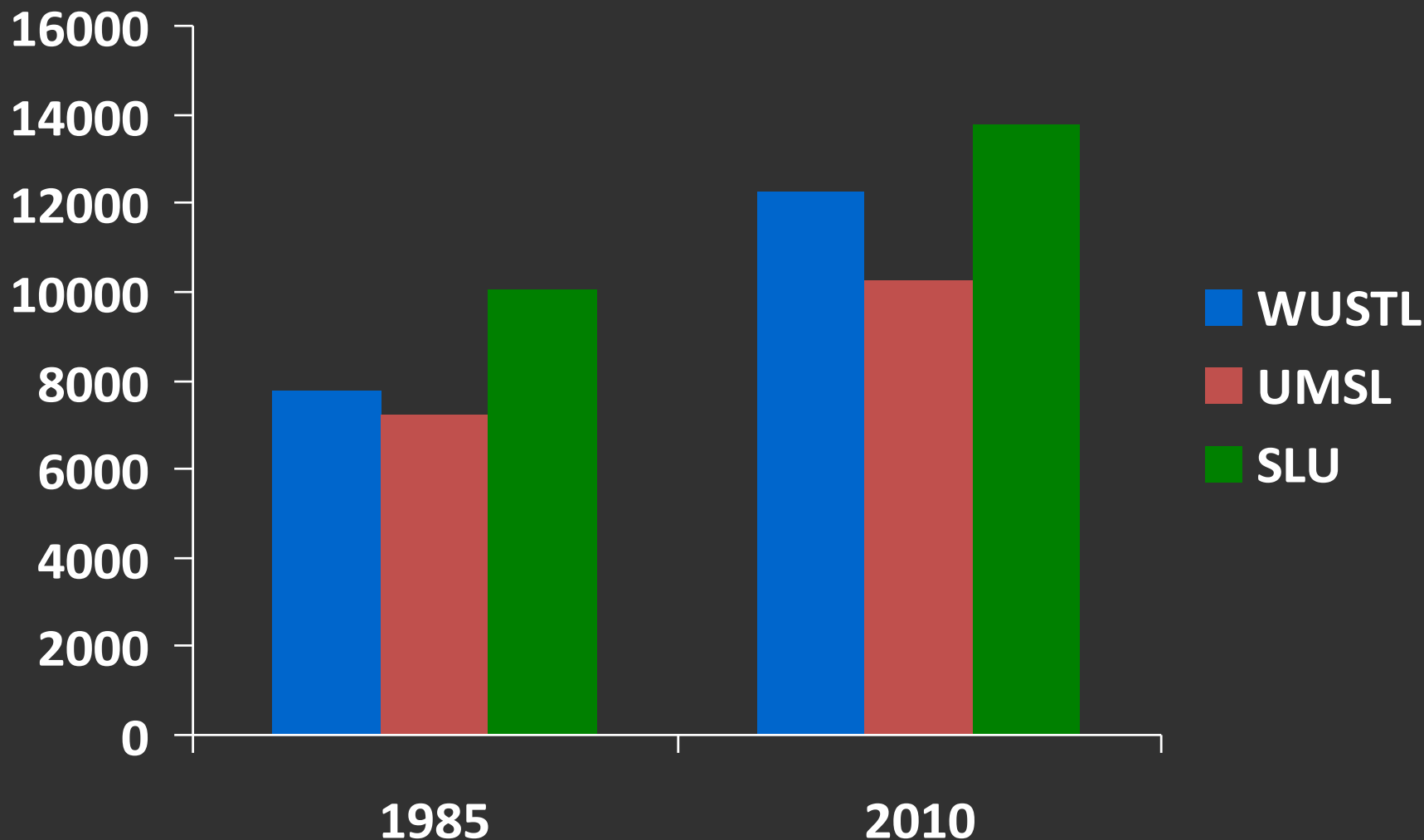
- Large scale development by WU Medical Center Redevelopment Corporation
- Careful contextual development of Euclid Ave and other commercial districts
- Strong citizen leadership through the CWE Association
- Creation of New City School

Central West End – Responses, 1990s-Present

- Creation of local taxing district to invest in security and area improvement
- Utilization of Historic Tax Credits and Low Income Housing Tax Credits
- Forest Park resurgence
- Reopening of Chase Park Plaza and Maryland Plaza

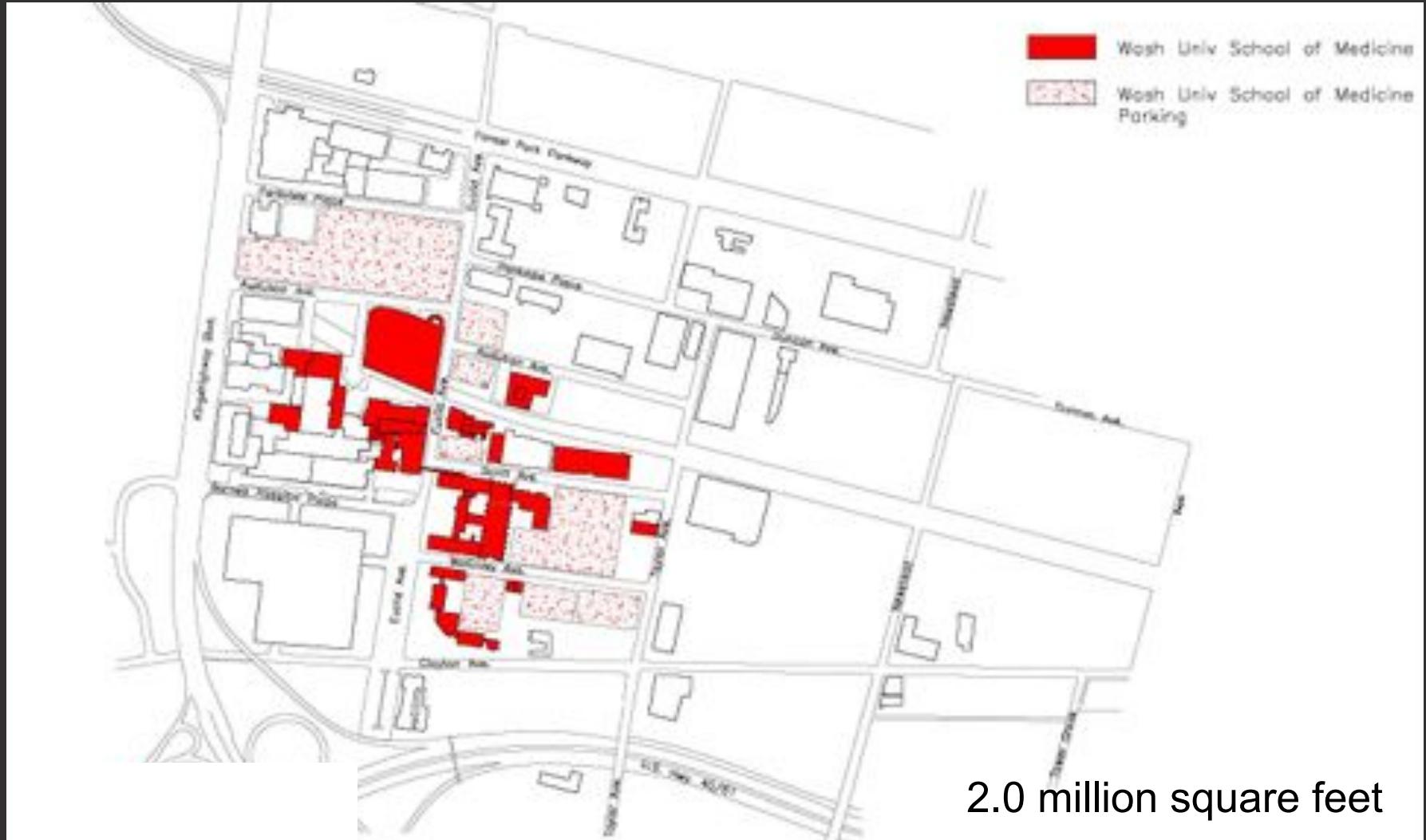
Key Success Factor – Growth in Anchor Institutions

Regional Student Enrollment Growth, 1985-2010



Key Success Factor – Growth in Anchor Institutions

Washington University Medical Campus, 1970



Key Success Factor – Growth in Anchor Institutions

Washington University Medical Campus, 2008



Central West End – Success Factors

- Strong anchor institutions in growing industries
- Excellent housing stock
- Supportive public policy
- Resident civic engagement
- Thoughtful and contextual commercial and residential development

Central West End – What Did Not Happen

- No great transformative change in building stock or population
- Limited spill-over effects north of Delmar

Central West End – Fountain Park



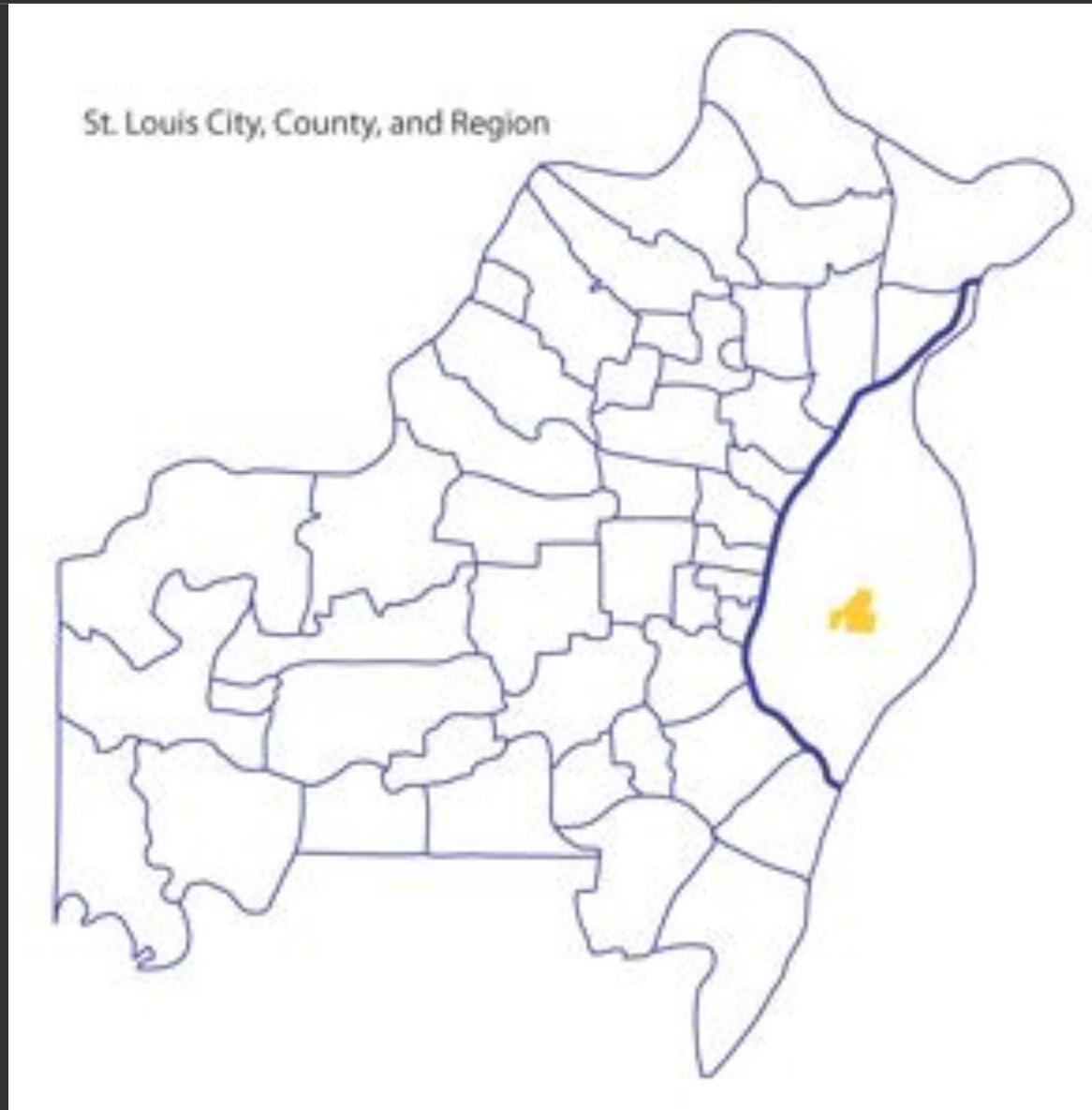
Central West End – Fountain Park



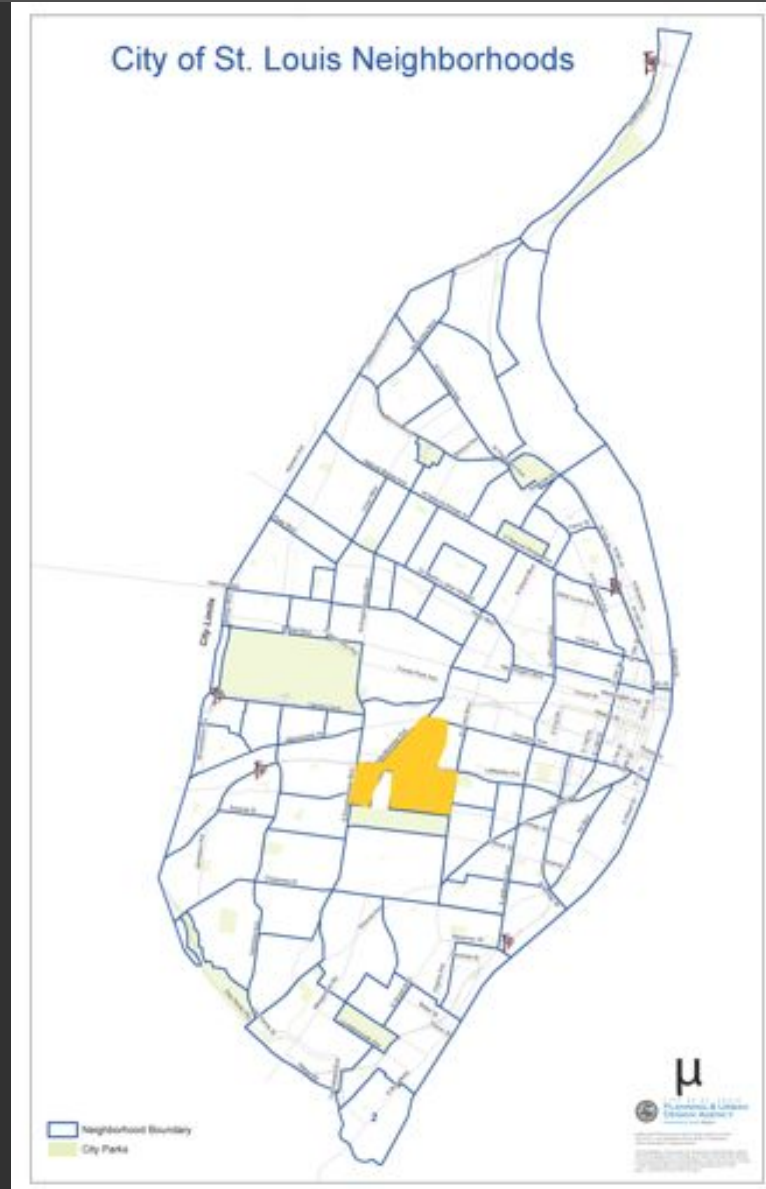
Central West End – Fountain Park

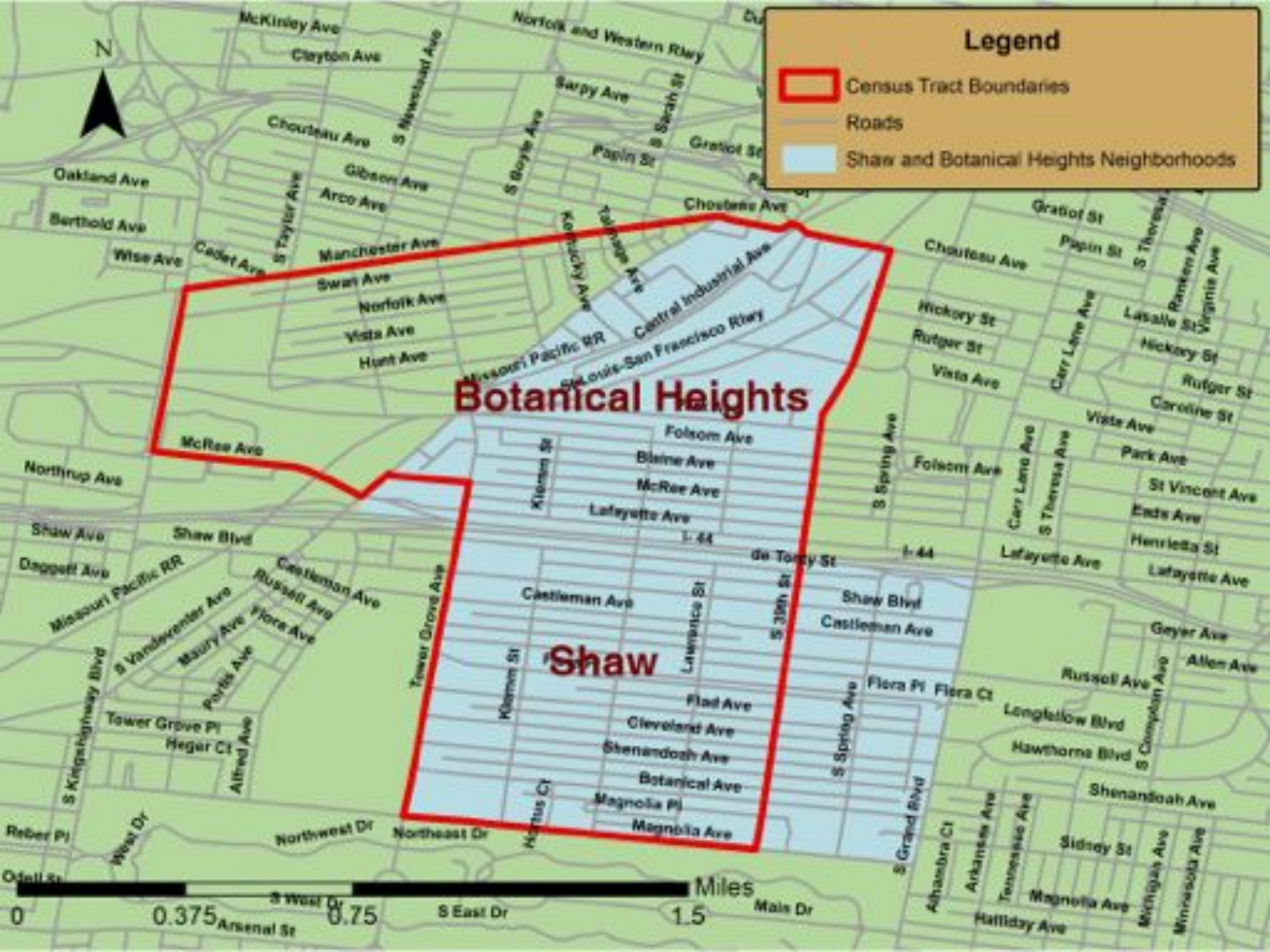


Botanical Heights and Shaw – Location



Botanical Heights and Shaw – Location





Shaw – High Quality Housing



Shaw – Commercial Developments



Botanical Heights – Housing



Botanical Heights – Remaining Weak Housing



Botanical Heights and Shaw – Recent Commercial Success



Botanical Heights and Shaw – 1970-2010

	1970	1990	2010
Population	17,761	11,978	8,039
Poverty Rate	10%	31%	20%
Per Capita Income*	\$13,395	\$8,828	\$14,516
Occupancy	92%	79%	80%
% Under 18	26%	32%	20%
% 18-34	29%	33%	36%
% White	99%	46%	50%
Index Score	43.63	27.99	47.04

Botanical Heights and Shaw – The 1970's

- Successful white neighborhood with low poverty rates and high occupancy
- Very weak housing in large area of McRee Town
- White flight from 1970 to 1990
 - White population fell from 99% to 48%

Botanical Heights and Shaw – Responses

- 1984- Shaw Historical District formed, provides incentives for revitalization
- 1998- Missouri Botanical Garden formed Garden District Commission to create new market-rate housing
- Shaw Neighborhood Association and Shaw Neighborhood Housing Corporation – active in attracting and engaging residents

Transition – McRee Town to Botanical Heights

- Major investment by Missouri Botanical Garden
- 150 new homes on 6 blocks, constructed from 2004 to 2007

Botanical Heights and Shaw – Before Development



Botanical Heights and Shaw – McBride Redevelopment



Botanical Heights and Shaw – McBride Redevelopment



Botanical Grove Development

- Next phase of development began in 2006-holistic development by UIC, in partnership with Garden District Commission
- Began with 17 historic rehabs alongside 13 new, green infill developments
- Commercial, residential, and school space
- Home to new City Garden Montessori charter school

Botanical Heights and Shaw – UIC Infill Housing



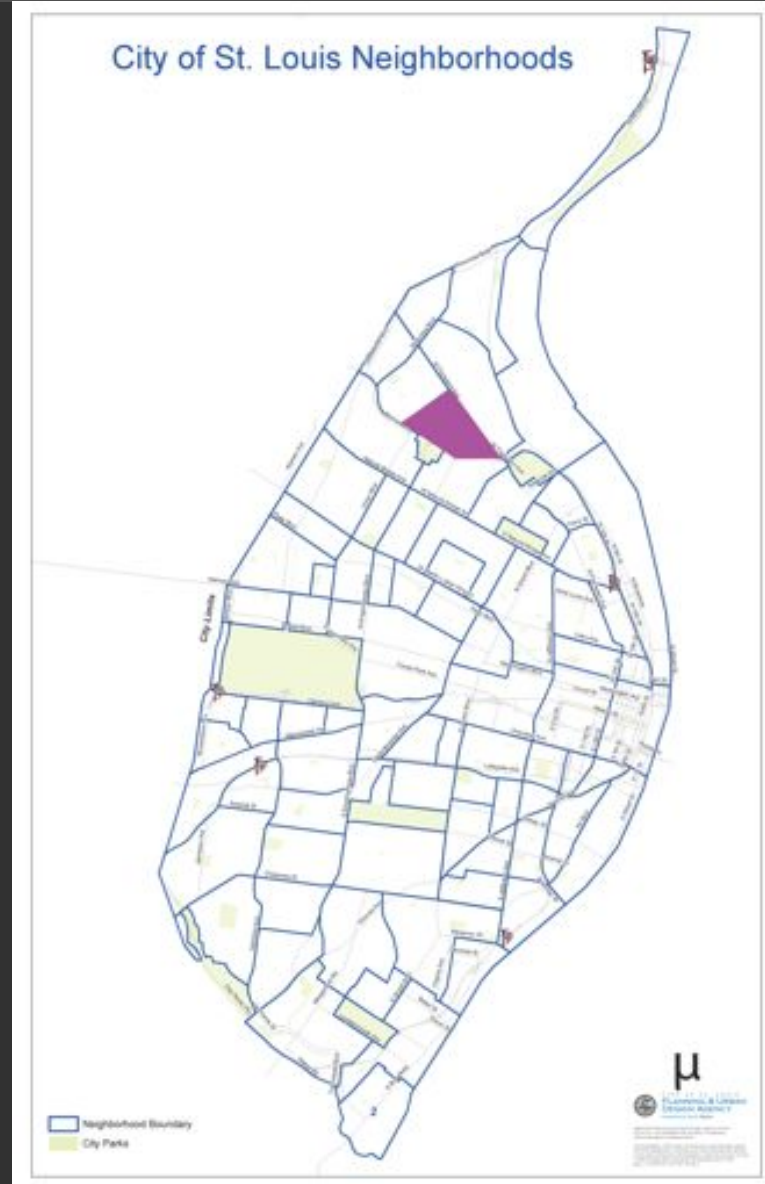
Botanical Heights and Shaw – Success Factors

- Very good housing stock, especially in Shaw
- Strong location and amenities
 - Tower Grove Park
 - Missouri Botanical Garden
- Supportive anchor institution
 - Missouri Botanical Garden
- Engaged residents and leadership
- Catalytic development project

Mark Twain – Location



Mark Twain – Location





Mark Twain – Housing



Mark Twain – Housing



Mark Twain – Housing



Mark Twain – Housing



Mark Twain – Housing



Mark Twain – Commercial Space



Mark Twain – 1970-2010

	1970	1990	2010
Population	9,648	7,854	3,053
Poverty Rate	10%	31%	34%
Per Capita Income*	\$12,215	\$10,859	\$9,625
Occupancy	96%	88%	86%
% Under 18	31%	32%	31%
% 18-34	28%	27%	22%
% White	37%	1%	0.3%
Index Score	43.86	33.65	35.18

Mark Twain – The 1970's

- Intact but modest housing stock
- Loss of white population
- Vibrant but declining manufacturing industry nearby

Mark Twain – Shrinking Manufacturing Sector (U.S.)



Mark Twain – Shrinking Manufacturing Sector (STL)

- From 1970 to 1990, St. Louis City lost approximately 82,061 manufacturing jobs
- During the same time period, St. Louis County gained 35,229 manufacturing jobs
- With loss of jobs came closure of local school

Mark Twain – Responses

- Union West Florissant Housing Solutions was formed in 2002 with funding from Bellefontaine Cemetery
- Rehabilitated 23 units and built 49 infill housing units starting in 2003

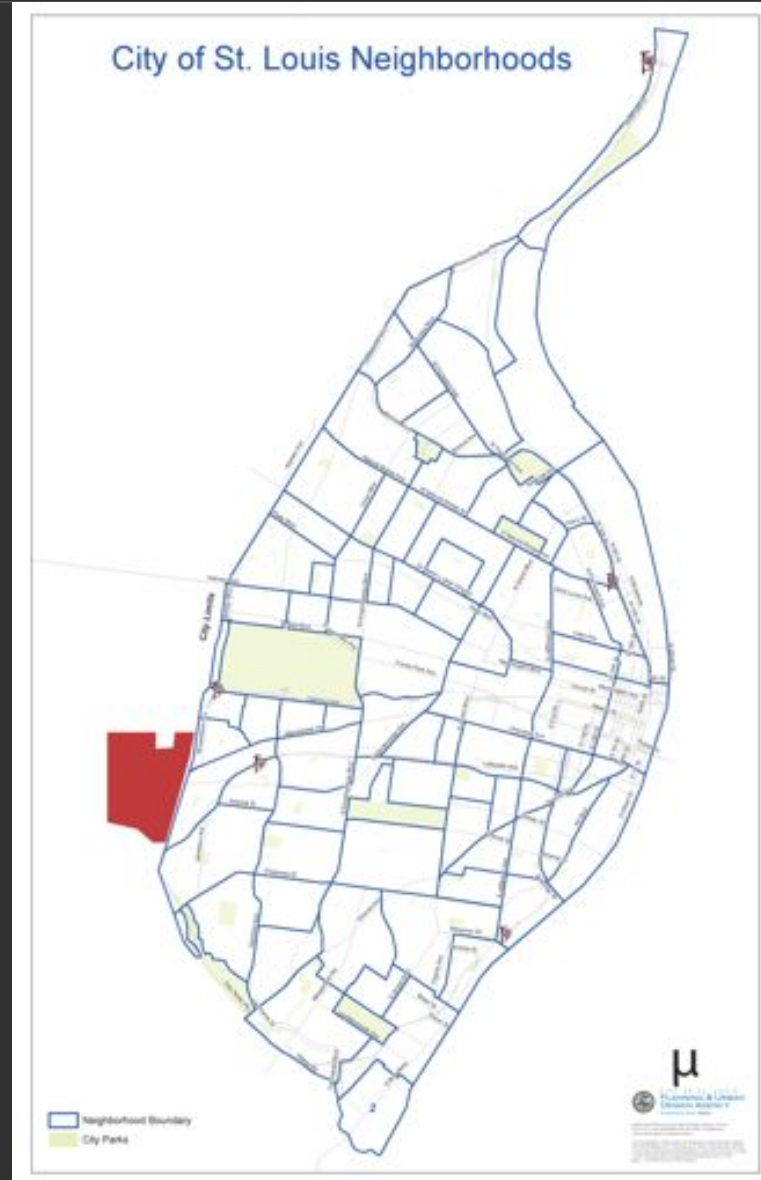
Mark Twain – Success Factors

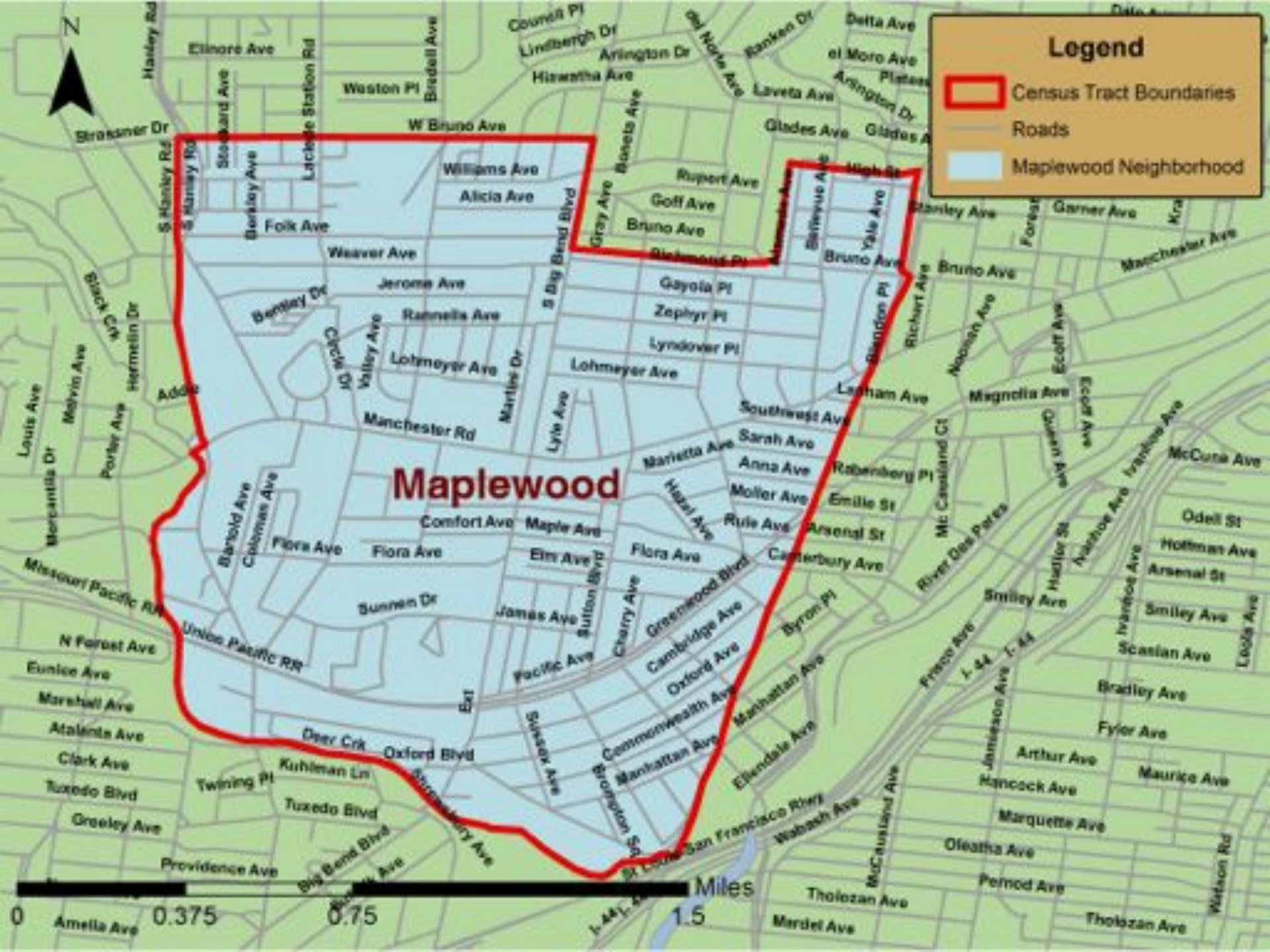
- Dense and relatively well maintained housing stock
- Contribution of new and rehabilitated housing by an anchor institution (Bellefontaine Cemetery)

Maplewood – Location



Maplewood – Location





Maplewood – Housing



Maplewood – Housing



Maplewood – Rental Housing



Maplewood – Commercial Developments



Maplewood – Commercial Developments



Maplewood – 1970-2010

	1970	1990	2010
Population	12,759	9,962	8,149
Poverty Rate	5%	11%	19%
Per Capita Income*	\$14,790	\$10,080	\$12,323
Occupancy	96%	90%	87%
% Under 18	21%	21%	15%
% 18-34	34%	37%	35%
% White	97%	83%	71%
Index Score	55.50	48.41	54.51

Maplewood – The 1970's

- Recall of mayor and multiple aldermen
- Movement from strong mayor form of government to City Manager
- Competition with suburbs

Maplewood – Responses

- New administration – city manager and others focused on attracting and retaining businesses
- Creation of special business district
- Retail mix
 - Restaurants
 - Schlafly Bottleworks
- Bonds and tax increases approved to improve school district
 - School becomes one of the most diverse and highly successful schools in the region

Maplewood – Success Factors

- New effective leadership
- Resident civic engagement
- Strong public school
- Attractive to businesses

Conclusions

Since 1990, a set of St. Louis neighborhoods have significantly improved

Conclusions – Success Factors

Success Factor	Central West End	Botanical Heights/Shaw	Mark Twain	Maplewood
Strong Anchor Institutions	X	X		
Extraordinary Housing Stock	X			
Thoughtful Commercial Development	X			X
Thoughtful Residential Development	X	X	X	
Resident Civic Engagement	X	X	X	X
Good Location	X	X		X
Successful Public Policy	X		X	X
Strong Public Schools				X

Conclusions

- Higher quantity and intensity of success factors in a neighborhood leads to a greater likelihood of success
- Location is important
 - Proximity to growing job centers is key
 - In the central corridor or well located suburbs considerable success is possible
 - In otherwise declining parts of the region, stability is a victory
- Diversity is now an asset to community revitalization

Policy Recommendations for Discussion

- Focus on strengthening the economy of the urban core
- Attract, support and retain anchor institutions
- Focus on recruiting young people
- Local engagement and capacity for organizing is essential for progress
- Without strong urban schools, neighborhood revitalization is far harder

Thank You

We would like to thank the many people and organizations that have shared their experiences and history with us. We commend the hard work and dedication of those who have contributed to the revitalization of St. Louis neighborhoods.

PLANNING
SAFETY
JOBS
LEADERSHIP
YOUTH



CONNECTIONS
LIVABLE HOUSING
DEVELOPMENT
VIBRANT
STRATEGIC CITIZEN-DRIVEN
VISION CREATIVITY
REGION

What's Brewing?

Exploring Issues, Opportunities & Connections for St. Louis Area Neighborhoods

Thursday, November 14 || 7:30a – 9:00a
Maplewood

*Location/Host: Maplewood City Hall
7601 Manchester Road 63143*

Thursday, December 12 || 7:30a-9:00a
Mark Twain

Additional Sessions to be held in February and March

References

Personal Communications:

Arthur Perry
John Roach
Nicki and Jim Dwyer
Dan McGuire
Brian Phillips
Mary Bartley
Antionette Cousins
Pam Boyd
Clyde Crumpton
Tom Pickel
Marty Corcoran
Dan Kopman
Rachelle L'Ecuyer
Brian Adkisson
Brent Crittenden
Bob Herleth
Pam and Aaron Hipp
Randy Vines
Anne Lowell

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