



KINGSHIGHWAY • DELMAR • PAGE • TAYLOR

WARD 18



# HISTORIC COMMERCIAL RESIDENTIAL

AN IDEAL PLACE TO GROW

[www.kingswaymerchants.org](http://www.kingswaymerchants.org)



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# Kingsway EXECUTIVE SUMMARY

## An Ideal Place to Grow

Kingsway Development is an outgrowth of the years of thought and effort on the part of the Kingsway Merchants Association to develop an organized and concerted effort to stimulate the redevelopment of the area defined as the Kingsway Merchants District.



Kingsway Development now proposes to submit a redevelopment plan for a sub area of the Kingsway Merchant area. That sub area is roughly bounded by Taylor Avenue on the east; Kingshighway on the west; Delmar Blvd on the south; and Page avenue on the north. These boundaries contain a unique opportunity to expand the commercial retail boundaries of the Central West End and building on the foundation of a historical residential community including Fountain Park and Lewis Place. An aerial view of the area reveals a circulation pattern demonstrating the opportunity for the revitalization of a walkable residential community within the boundaries because there is very little through traffic.

There are two north south axis through the entire redevelopment area. Walton Avenue is the only street directly running through the entire area. Euclid Avenue runs through development area but requires navigating around Fountain Park. As a result most through traffic remains on the perimeter. That same perimeter traffic is a boon to the commercial retail opportunities on the outer edges of this community. Those commercial retail opportunities are on Delmar, Kingshighway and Page Avenue. It is on these basic physical characteristics that Kingsway Development proposes to build a redevelopment plan that is will ignite development energy throughout the area.

The boundaries of the Kingsway development area offer the opportunity to attract and invite sub-developers, residents, investors and others in to the area to assist with the revitalization. We are proposing to work on both front doors of the development; (1) along Delmar for commercial retail activity and (2) along Page Avenue for residential activity. By working on these two front doors to the redevelopment area, all those who travel these corridors will be interested and invited into the area to see what else is going on and seek opportunities of their own to revitalize the interior. That's how Kingsway will become the catalyst to igniting additional development.

Both streets offer opportunities for improvements that will attract potential users into the interior of the district. We believe that as work goes forth on the boundaries, it will act as a catalyst to stimulate development activity on the interior of the Kingsway Development Area.

Kingsway Development will accomplish its goals with a three prong development approach that will allow it to undertake various activities as the natural development resources make themselves available.



# The Kingsway District

St. Louis has enjoyed a growing revitalization in recent years, from renovated historic loft buildings to a growing scene of new restaurants, shops and services. St. Louis is rising once again with an influx of people and investment into downtown. According to the 2015 Downtown St. Louis Residential Occupancy Report downtown population has increased 133% in the last 10 years to 8,300 residents.



*Important federal initiatives are also committed to North St. Louis. In January 2015, Urban Strategies, a local non-profit, received a \$500,000 Choice Neighborhood Planning Grant to plan the revitalization of Preservation Square housing and the surrounding area.*



**Property values are increasing and development is happening. In the past 10 years the area known as Old North St. Louis has gone from a neighbourhood of urban pioneers to a stable, vibrant and diverse community. We expect Kingsway to be next to follow this trend.**

This economic revitalization has spread rapidly west through Grand Center and has now extended to the Cortex Innovation Community and Washington University Medical Center. Within a three mile radius there has been a rapid increase in high tech and life sciences innovators at Cortex, a new IKEA store, and multiple new buildings under construction including over \$1.5 billion in new clinical and research facilities. These investments, combined with downtown successes, are attracting new young creative professionals into the city.

A Transformation Plan is now underway to create opportunities for people to access better housing, education, health and economic development. The City of St. Louis providing technical advice and expertise from federal interagency teams for City and Regional planning with the goal of creating jobs and opportunities for communities to regain economic stability. In addition, St. Louis was named as one of eight federal "Promise Zones," creating an opportunity to address poverty for the next 10 years with technical assistance, federal staff support and preferential access to federal funding.

# Plan Principles

**Economic Development:** preserve current jobs and create new ones while facilitating social equity and supporting growth opportunities for key industry sectors and employee capabilities.

**Education:** provide a variety of public and private education opportunities for all ages by rehabilitating existing schools and building new schools and job education centers.

**Energy:** provide a clean, reliable energy network through upgraded “smart” infrastructure, distributed power generation and on-site renewables.

**Transit:** building on a growing, safer transportation system that encourages walking, biking, mass transit and connects residential, commercial and retail areas.

**Green Framework:** integrate green space throughout and provide accessible, pleasant public places, as well as a future vertical gardening system maintained by Kingsway board members.

**Community:** foster a safe, healthy, and integrated community that embodies the aspirations of both current and future residents and offers a mixed diversity of home types, sizes and price points.

**Historic Resources:** maintain heritage by upholding the neighborhood’s historic urban structure.

**Home Equity:** our over arching goal is to keep residents with value in their homes in their homes. Creating a community that maintains its own equity allows that wealth to be passed on to future generations there by increasing surrounding property values.

## Summary Census Demographic Information

State: 29 - MISSOURI (MO) • County: 510 - ST. LOUIS CITY • Tract: 1123.00

\* Will automatically be included in the 2017 Distressed or Underserved Tract List

| Tract Income Level | Distressed or Underserved Tract | Tract Median Family Income % | 2016 FFIEC Est. MSA/MD non-MSA/MD Median Family Income | 2016 Est. Tract Median Family Income | 2010 Tract Median Family Income | Tract Population | Tract Minority % | Minority Population | Owner Occupied Units | 1- to 4- Family Units |
|--------------------|---------------------------------|------------------------------|--|--------------------------------------|---------------------------------|------------------|------------------|---------------------|----------------------|-----------------------|
| Low                | No                              | 36.08                        | \$70,000   | \$25,256                             | \$24,103                        | 2415             | 98.92            | 2389                | 434                  | 1097                  |

## Summary Census Population Information

State: 29 - MISSOURI (MO) • County: 510 - ST. LOUIS CITY

| Tract Population | Tract Minority % | Number of Families | # of Households | Non-Hispanic White Population | Tract Minority Population | American Indian Population | Asian/Hawaiian/Pacific Islander Population | Black Population | Hispanic Population | Other Population/ Two or More Races |
|------------------|------------------|--------------------|-----------------|-------------------------------|---------------------------|----------------------------|--|------------------|---------------------|-------------------------------------|
|                  |                  |                    |                 |                               |                           |                            |  |                  |                     |                                     |

## Summary Census Housing Information

State: 29 - MISSOURI (MO) • County: 510 - ST. LOUIS CITY • Tract: 1123.00

| Total Housing Units | 1- to 4- Family Units | Median House Age (Years) | Inside Principal City? | Owner Occupied Units | Vacant Units | Owner Occupied 1- to 4- Family Units | Renter Occupied Units |
|---------------------|-----------------------|--------------------------|------------------------|----------------------|--------------|--------------------------------------|-----------------------|
| 1450                | 1097                  | 71                       | Yes                    | 434                  | 378          | 434                                  | 638                   |

– Source: 2016 FFIEC Census Report – KINGSWAY REDEVELOPMENT AREA



# Amenities

The direct connection to Downtown through Grand Center via Delmar provides this site with easy access to multiple types of entertainment, retail and services. In addition, a number of highly-rated schools exist within close proximity of the site, some within walking distance. There are at least six existing schools within a two mile radius of the Kingsway District with a future entrepreneurship and technology innovation center being planned on Delmar. In addition, Construction plans are underway for a proposed three-story building to house 80 affordable micro-apartments, on the southeast corner of Delmar and Euclid avenues on the boarder of the city's Central West End.

An thriving restaurant district already exists in cooperation with four very active neighborhood organizations committed to public safety and growth. The immediately adjacent amenities are shown in the map below. A MetroLink station, serving both the red and blue line routes, is only 1.5 miles to the south at Union Station. There are existing MetroBus routes surrounding the community and a direct bike connection from the MetroLink station.

Numerous projects recently completed or underway have brought energy and continued investment into the area. The country's images of St. Louis as flyover country or a crime ridden city, negates the bigger picture: that St. Louis, **Missouri – is one of the fastest growing, affordable cities in the Midwest.** The Greater St. Louis area is undeniably a major metropolitan area with a diverse population of nearly 3 million people.

St. Louis surprises newcomers who expect to find a declining metro area. Instead, they find a lively community that continues to celebrate its history while continuously innovating. St. Louis is undoubtedly a major city on the rise. Its iconic, 630-ft. Gateway Arch, built in the 1960s, honors the early 19th-century explorations of Lewis and Clark and America's westward expansion in general. The Soulard district is home to barbecue restaurants and clubs playing blues music.



*As more millennials flock to St. Louis for its desirable cost of living and optimal job market, the area has fostered the growth of a creative community. Throughout the area, independent boutiques and coffee shops have sprung up reminding St. Louisans that youth culture is alive and well.*

*"In a region where local government fragmentation and jurisdictional competition are historically barriers to progress, the Promise Zone designation will be a catalyst for ongoing collaboration and change that will drive future regional growth and prosperity.*



## Existing & Planned Open Space

The Kingsway District is centrally located near existing and planned open space and bike routes and in the near future is planned to be connected to 110 miles of accessible Great Rivers Greenway (GRG) regional trails and 150 miles of Bike St. Louis facilities. Since 2000 GRG has invested in parks, open space and trails that connect people and places. The character of the trails vary by neighborhood to create a unique and engaging experience that connect communities to each other and support a healthy lifestyle. The trails and open space connect easily to the MetroLink and MetroBus system, creating a well-connected multi-modal network.



## Crime Management

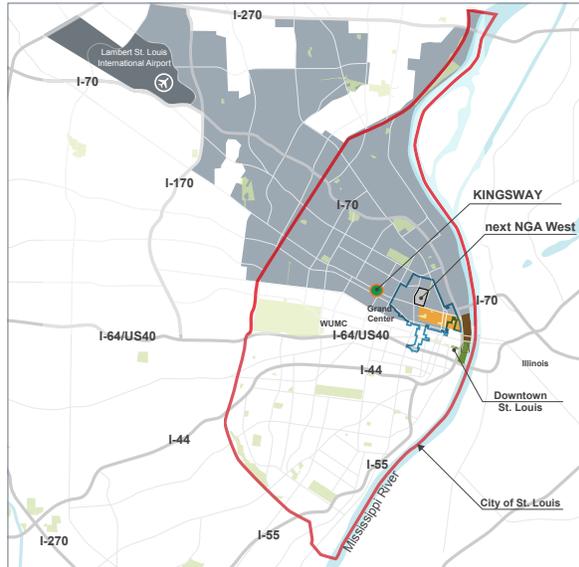
Many major cities are grappling with high crime statistics. Unemployment and idleness breed crime. Major developments help curb crime through robust activity. Redeveloping the Kingsway district coupled with strategic policing and community watch programs, would signal a reinvigoration of the Central-North, new employment opportunities and hope for the future. What St. Louis needs, as does any city grappling with the challenges of urban decay are investments in their people and the city's infrastructure. It is only by disrupting the ongoing cycle of generational poverty with opportunity that growing cities can attract businesses that can thrive, employ and stabilize the unstable elements of its community.



## Local Security

Through a collaborate, strategic, public safety initiative, Kingsway will directly contribute to a state-of-the-art crime-prevention plan that will speak directly to the needs of the Kingsway district and connect to larger efforts in adjacent communities. This plan will include, but not be limited to, strategically positioned cameras, regular street patrol and monitoring as well job training, counseling and relocation.

### FEDERAL ASSISTANCE PROGRAMS



- 2014 Strong Cities, Strong Community
- 2015 NorthSide Regeneration, LLC TIF Boundary
- 2015 Promise Zone
- 2015 Choice Neighborhood
- 2015 North Riverfront Open Space and Redevelopment Plan
- 2015 CityArchRiver
- Kingsway District

## Neighboring High Schools

- Rosati-Kain** 5 min (1.2 mi)
- Cardinal Ritter College Prep** (1.5 mi)
- Metro Academic and Classical High school** (1.2 mi)
- Loyola Academy** (1.4 mi)
- Crossroads College Prep** 5 min (1.7 mi)
- KIPP Charter School** 7 min (1.6 mi)
- Saint Louis University High School** 8 min (2.2 mi)

*The St. Louis Economic Development Partnership in partnership with St. Louis City and St. Louis County will focus on public/private partnerships to drive area revitalization and create a better, more inclusive St. Louis region. "*

– [www.portal.hud.gov](http://www.portal.hud.gov)

# Regional Context

The Kingsway District is adjacent to the historic Central West End and less than five miles (15 mins) from the downtown St. Louis and the forthcoming new NGA site. Kingsway is connected with an urban street grid, bus services, nearby MetroLink, bicycle network, and a mix of uses and destinations. A multitude of amenities, health services and entertainment venues already exist in the area, and additional amenities are envisioned as part of multiple planned projects. A large number of higher education institutions and technology related businesses are located within the district as well, offering a unique opportunity for collaboration and education and retention of home owners.



## Downtown

Downtown St. Louis is the region's hub for tourism, dining and entertainment. Whether you're a permanent resident or in town for a day, Downtown has plenty of activities, filled with culture and fun for all! Downtown is home to 200+ annual events, delicious eateries and numerous attractions.

### **Ballpark Village** 18 min (5.8 mi)

Ballpark Village is the newest dining and entertainment district in St. Louis and the Missouri area. It is also the first ever sports anchored entertainment district located next to Busch stadium, home of the St. Louis Cardinals.

### **Webster University** 15 min (6.0 mi)

Webster's "Gateway Campus", as it is called, is the base of operations for Webster's Cyber Research Institute (CRI). The Institute offers a Masters in Cybersecurity and has declared its mission as being a global research learning environment for fostering advancement in, and understanding of, the nature of cyberspace and its impact on the human condition.

## Midtown

### **St. Louis University** 6 min (1.7 mi)

SLU is a major catalyst for urban renewal in the heart of a vibrant city. In fact, we contribute more than \$715 million in annual economic impact to the region and support more than 6,800 jobs in the St. Louis metro area. SLU offers nearly 13,000 students a highly rigorous and deeply transformative education. SLU is also home to **Chaifetz Arena**, a 10,600-seat venue on the campus of Saint Louis University and is privately managed by Spectra. The venue opened in April 2008 and hosts over 150 events each year including concerts, family shows, community events and is the home to SLU men's and women's basketball.



### **Harris-Stowe State University** 9 min (2.5 mi)

Harris-Stowe State University is a public institution that was founded in 1857. It has a total undergraduate enrollment of 1,390, its setting is urban, and the campus size of 22 acres. It utilizes a semester-based academic calendar. Harris-Stowe State University's ranking in the 2017 edition of Best Colleges is Regional Colleges Midwest, Tier 2.

# West

## Washington University 9 min (2.8 mi)

Washington University in St. Louis delivers a prestigious, Midwestern alternative to the East Coast Ivies. And the message is out: over 90% of students arrive from outside the state to join a vibrant, brainy campus taught by Pulitzer Prize winners, Poet Laureates and National Medal of Science winners. **The Lofts of Washington University** development is a mixed-use development located in the bustling nearby Delmar Loop district which features student apartments, a grocery store and 24-hour diner.

## The Delmar Loop 8 min (2.0 mi)

The Delmar Loop got its name over a century ago from streetcars that came west and “looped around” before connecting to other areas. That movement and momentum continues today, as The Loop expands with exciting new growth and development that has made it



a destination. Its proximity to Washington University and Kingsway contributes a fresh, contemporary vibe to the historic neighborhood, which includes stately homes and tree-lined streets. **But what gives The Loop its energy is Delmar Boulevard**, an eclectic main drag lined with an array of ethnic and American restaurants, music clubs, coffee shops, vintage clothing stores and boutiques. The merchants cater to consumers who appreciate everything from fine to funky, and it's an easy place to spend a full day exploring shops that offer everything from tattoos and piercings to books and records.

# South

## Cortex 8 mins (1.7 mi)

The newly completed Cortex Innovation District; a growing innovation hub and technology district, is only two miles away, adjacent to the Washington University Medical Center. The combined Medical Center/Cortex district already includes 30,000 employees and is experiencing explosive growth, with over **\$1.5 billion** in new investment currently underway.



## BJC Institute of Health at Washington University 10 mins (1.9 mi)

BJC HealthCare, one of the nation's largest nonprofit health care organizations. With more than 26,000 employees, BJC is **the largest employer in the St. Louis region and one of the largest employers in Missouri.**

## Forest Park 3 mins (0.8 mi)

Forest Park in St. Louis, Missouri, is considered one of the nation's greatest urban public parks. The Park's 1,300 acres feature beautiful landscapes sprinkled with forests, ecosystems, nature reserves, lakes and streams, as well as five of the region's major cultural institutions and endless opportunities for recreation. **Forest Park attracts 13 million visitors** each year, making it the sixth most visited urban park in the United States.

## St. Louis Zoo 10 Mins (2.5 miles)

Recently voted Best Zoo and America's Top Free Attraction, the Saint Louis Zoo is dedicated to connecting people to animals. The St. Louis Zoo more than 17,000 animals in their care, many of them rare and endangered, and they welcome more than **3 million visitors a year.**



City of St. Louis  
**Vacant Lots & Buildings by Owner**  
 (LRA or Privately-owned)  
 October 2017

**Legend**

- BLOCKS
- BUILDINGS
- LRA PARCELS
- PARKS
- VACANT BUILDING PARCELS
- VACANT LOT PARCELS
- PARK PATHS



Notice: The Planning and Urban Design Agency is the  
 City of St. Louis' primary agency for the  
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This map is provided for informational purposes only.

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## COMPANY STATEMENT

THE KINGSWAY DEVELOPMENT CORPORATION WAS CREATED OUT OF THE NECESSITY TO CEASE THE RAPID DECLINE OF AMERICAN NEIGHBORHOODS AND RESTORE THEM TO THEIR POTENTIAL OF VIBRANCY AND COMMUNAL SPLENDOR.

Founded by merchants that live and work in the targeted area, and guided by experienced developers, KDC will take on the mission of raising capital, technical expertise, training and information to develop thriving business communities that spur economic development, affordable housing and safe neighborhoods.

Working with investors, community development corporations, the philanthropic community, and dedicated residents, KDC will take on the challenge of rebuilding communities from the grassroots to the boardroom. Through a comprehensive Building Sustainable Communities approach to neighborhood revitalization, KDC and its partners are committed to turning abandonment into opportunity.



# Kingsway District

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COMMERCIAL  
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Call Us For More Info:  
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