Transit Oriented Development
at the
St. Charles Rock Road MetroLink Station

Citizens for Modern Transit
TOD Opportunities Discussion Panel
September 27, 2012
Community Building

- Located in a low to moderate income community
- Greater incidence of Metro service use
- Need to increase opportunity for quality housing and improve quality of life
- Location of strategic importance to the Region
Rock Road Station TOD Objectives

- Reduce Transportation Expenses of Residents
- Connect to Employment
- Connect to Other Opportunities to Improve Quality of Life
- Add Quality Housing & Inspire Additional Development in the Area
Transit Rich Neighborhood:
- 59% Other Expenses
- 32% Housing
- 9% Transportation

Average American Family:
- 32% Housing
- 25% Transportation
- 19% Food
- 13% Insurance
- 9% Other
- 6% Healthcare
- 4% Apparel
- 4% Entertainment

Auto Dependent Neighborhood:
- 43% Other Expenses
- 32% Housing
- 25% Transportation

Source: Center for TOD Housing + Transportation Affordability Index, 2004 Bureau of Labor Statistics
### Number of Jobs in Transit Zones by Monthly Wage

**St. Louis City and St. Louis County**

<table>
<thead>
<tr>
<th>Monthly Wage</th>
<th>St. Louis City/County</th>
<th>Transit Zones*</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $1250</td>
<td>207,573</td>
<td>30,803</td>
<td>15%</td>
</tr>
<tr>
<td>$1250 to $3333</td>
<td>289,912</td>
<td>46,155</td>
<td>16%</td>
</tr>
<tr>
<td>More than $3333</td>
<td>320,107</td>
<td>63,721</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>817,592</strong></td>
<td><strong>140,679</strong></td>
<td><strong>17%</strong></td>
</tr>
</tbody>
</table>

*1/2 mile buffer from transit stations.  Sources: U.S. Census Bureau, Longitudinal Employer-Household Dynamics, 2009; Public Policy Research Center, UM St. Louis
Rock Road Station TOD Vision

- Mixed-density residential immediately proximate to the MetroLink Station
- Walkable community with neighborhood/convenience retail available
- Transportation available to nearby retail
- Social infrastructure to support employment and quality of life opportunities
• 2011 Feasibility Study conducted by Development Strategies
• Expect high demand for residential in Rock Road TOD
• Expect to realize a premium in rent
• Believe significant subsidies will be needed
• Area qualifies for subsidies
## Target Market Segments
### Pagedale-Beyond Housing

<table>
<thead>
<tr>
<th>Tapestry Group/Segment</th>
<th>Median HH Income</th>
<th>% Owner</th>
<th>Average HH Size</th>
<th>Housing Preference</th>
<th>Predominant Household Type</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Single Family-Inclined</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family Foundations</td>
<td>$46,308</td>
<td>76%</td>
<td>2.80</td>
<td>Single Family</td>
<td>Family Mix</td>
</tr>
<tr>
<td>Metro City Edge</td>
<td>$32,291</td>
<td>54%</td>
<td>2.87</td>
<td>Single Family; Duplex</td>
<td>Family Mix</td>
</tr>
<tr>
<td>Modest Income Homes</td>
<td>$21,300</td>
<td>51%</td>
<td>2.58</td>
<td>Single Family; Duplex</td>
<td>Other Families; Singles</td>
</tr>
<tr>
<td><strong>Multifamily-Inclined</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Strivers</td>
<td>$41,376</td>
<td>37%</td>
<td>2.84</td>
<td>Multi-Unit Rentals</td>
<td>Family Mix</td>
</tr>
<tr>
<td>Simple Living</td>
<td>$29,065</td>
<td>44%</td>
<td>2.07</td>
<td>Multi-Units, Single Family</td>
<td>Singles</td>
</tr>
<tr>
<td>Inner City Tenants</td>
<td>$33,470</td>
<td>20%</td>
<td>2.44</td>
<td>Multi-Unit Rentals</td>
<td>Mixed</td>
</tr>
</tbody>
</table>

Source: ESRI Business Analyst 2011. Data presented are national figures.
• **Program**

**Development Program I: High Density and Structured Parking**
Rock Road Station, Pagedale

<table>
<thead>
<tr>
<th>Unit Type</th>
<th>Number of Units</th>
<th>Tenure</th>
<th>Average unit s.f.</th>
<th>Units/Acre</th>
<th>Parking Spaces/Unit</th>
<th>Total Net Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Townhome and Single Family</td>
<td>25</td>
<td>For-sale</td>
<td>1,250</td>
<td>12</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Dense Residential</td>
<td>350</td>
<td>Rental</td>
<td>850</td>
<td>65</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Mid-density residential</td>
<td>200</td>
<td>Rental</td>
<td>950</td>
<td>30</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Townhome</td>
<td>25</td>
<td>Rental</td>
<td>1,150</td>
<td>15</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

**Residential Total** 600 - - - - 16

*An estimate for purposes of comparing the values of different program elements. An appraisal may value properties differently. Does not take into account the value of incentives.

<table>
<thead>
<tr>
<th>Commercial Type</th>
<th>Building S.F.</th>
<th>1,000 s.f. GLA</th>
<th>Total Spaces</th>
<th>Net Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>40,000</td>
<td>4</td>
<td>160</td>
<td>2</td>
</tr>
<tr>
<td>Office/Med Clinic</td>
<td>40,000</td>
<td>4</td>
<td>160</td>
<td>2</td>
</tr>
<tr>
<td>Metro Parking**</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
</tbody>
</table>

**Commercial Total** - - - 3

DEVELOPMENT STRATEGIES, 2011  **Assumes parking will be relocated to east side of Metro line.
Beyond Housing

High Density Apartments
65 units per acre
Structured parking

Moderate Density Apartments
30 units per acre
Surface and tuck under parking
• Feasibility Study conducted by Development Strategies
• Conducting tasks to establish TIF District
• Initiating community-driven development planning in Oct
• Grant application by CMT to fund preparation of form-based zoning for the project area
• Acquiring property and performing pre-development tasks
• Investigating funding and subsidy sources
• Seeking partners to join the project