



Central West End Station

This station profile describes existing conditions around the Central West End MetroLink Station. This is one of a set of profiles for each of the MetroLink System’s 37 light rail stations. These profiles present demographic and employment data from within a half-mile of the station, and describe the land uses and building types within a quarter-mile of the station. They also identify Metro-owned parcels that may offer opportunity to encourage new development around the station; other vacant and underutilized sites that may offer opportunity for infill development; and the physical, policy, and zoning barriers to TOD that currently exist. These profiles serve as a basis for conversation and planning with the community, elected officials, developers, financial institutions, and other stakeholders.

The Central West End Station serves a variety of major regional attractions: the BJC/Washington University Medical Center, one of the region’s largest employment centers; Forest Park; and two diverse, mixed-use urban neighborhoods, one established and still thriving, the other currently experiencing significant revitalization and redevelopment. The MetroLink Station lies at the center of the BJC-Washington University Medical Center, which provides an excellent local example of industrial and office-based transit-oriented development. The Medical Center is a high-density complex of medical, academic, and residential towers ranging from five to twenty stories. Buildings generally scale down in size as they approach residential neighborhoods to the north and south, as well as the industrial area east of Taylor Avenue. Clayton Avenue hosts the three-story Central Institute for the Deaf and several smaller medical offices. Forest Park Avenue contains a variety of building types, ranging from a half-block, four-story residential building to a new 15-story, mixed-use tower on Euclid Avenue. The eastern portion of the station area is more industrial in nature, including smaller office buildings, large parking garages, and several surface parking lots.

The quarter-mile station area covers 133 lots on 16 blocks, with a total assessed value of \$79,964,200.

Regional Accessibility by Transit

The Central West End Station and MetroBus Transit Center is one of the Metro System’s major transfer hubs. Customers at the CWE Station can take advantage of direct connections and timely travel to a wide variety of housing, shopping, jobs, and other high-demand destinations:

- **#01 Gold Line MetroBus**
 - Clayton MetroBus Center
 - Washington University’s Danforth Campus
 - Mallinckrodt Center Loop
 - Skinker and Forest Park Parkway MetroLink Stations
- **#08 Bates-Morganford MetroBus**
 - Missouri Botanical Garden
 - Tower Grove
 - Morganford strip
 - Loughborough Commons
 - Catalan Loop
- **#10 Gravois-Lindell MetroBus**
 - Forest Park
 - Civic Center MetroBus Center
 - Gravois-Hampton Transit Center
- **#13 Union MetroBus**
 - DeBalivere Place
 - Union Seventy Business Park
 - Walnut Park
 - Penrose
- **#18 Taylor MetroBus**
 - O’Fallon Park
 - The Ville
 - Lewis Place

- **#42 Sarah MetroBus**
 - East-west access to Central West End
 - O'Fallon Park
- **#59 Dogtown MetroBus**
 - Richmond Heights
 - Maplewood
 - Maplewood Commons
 - Brentwood MetroLink Station
 - Brentwood MetroBus Garage
 - Rock Hill Loop
- **#95 Kingshighway MetroBus**
 - Taylor and Florissant
- Forest Park
- Shaw
- Gravois-Hampton Transit Center
- **MetroLink (RED LINE)**
 - Scott Air Force Base (50 minutes)
 - Lambert International Airport (25 minutes)
- **MetroLink (BLUE LINE)**
 - Clayton (10 minutes)
 - Richmond Heights (10 minutes)
- **MetroLink (RED AND BLUE LINE)**
 - Downtown (10 minutes)

As can be seen in Table 1 below, average boardings for the Central West End MetroLink Station is significantly higher than the average boardings for Missouri and the entire system.

*Table 1: Average MetroLink Boardings Estimates**

	Total Monthly Boardings	Average Daily Boardings	
		Weekday	Weekend
METROLINK STATION AVERAGE	36,500	1,360	830
MISSOURI STATION AVERAGE	42,000	1,560	960
CENTRAL WEST END METROLINK STATION	135,400	5,440	2,130

**Metro Fiscal Year July 2010 - June 2011*

Demographics, Housing, and Employment

As shown in Table 2 below, the residential population appears to consist mostly of working-age professionals, with 58% of the population between the ages of 25 and 64. A quarter of residents have a college degree, and another third hold a graduate degree. Income is spread out across the economic spectrum; nearly 60% of the households within a half-mile of the station make less than \$50,000 per year, while almost 20% make over \$100,000. Over a quarter of individual residents are living below the federal poverty line.

Table 2: Demographics

Population		Population		Income		
Acres	660.8	Age		Persons in poverty	26.2%	
Population	7,256	0-17	8.3%	Household income		
Density (persons/acre)	11.0	18-24	21.1%		\$0-9,999	22.2%
Sex		25-34	24.1%		\$10,000-14,999	8.7%
Male	51.9%	35-64	34.1%		\$15,000-24,999	12.7%
Female	48.1%	65+	12.4%		\$25,000-49,999	18.9%
		Education*		\$50,000-74,999	12.3%	
		No diploma	11.4%	\$75,000-99,999	5.7%	
		High school	30.3%	\$100,000+	19.5%	
		College degree	25.2%	Household size		
		Graduate degree	33.2%		1	69.1%
					2	21.6%
					3	6.1%
					4	1.3%
				5+	1.9%	

Source: 2005-2009 American Community Survey, US Census Bureau

**Education statistics apply to persons age 25 or older.*

As shown in Table 3 below, the half-mile station area has an average residential density of 7.4 housing units per acre, which is comparatively high for the St. Louis region. Half of the housing stock was built before World War II, and another 43% was built between the 1940s and 1990s. Three-fourths of the occupied housing stock are rental units, and the overall vacancy rate is 16%. A third of the owner-occupied units are valued less than \$200,000, and nearly a third of rental units are priced below \$500 per month. Many of the residents rely on alternative forms of transportation for the commute to work: one-quarter of households don't own a car, 6.2% use transit, and 27% walk to work.

Table 3: Housing and Transportation

Housing		Housing			Transportation	
Housing Units		Owner-occupied housing values			Vehicle Availability	
Total units	4,857	< \$100,000	91	8.9%	Zero-vehicle households	31.4%
Density (DUs/acre)	7.4	\$100,000-199,999	265	26.0%	Owner-occupied	4.3%
Occupied	4,106	\$200,000-299,999	297	29.1%	Renter-occupied	40.4%
Owner-occupied	1,020	\$300,000-499,999	294	28.8%	Workers*	3,386
Renter-occupied	3,086	\$500,000+	73	7.2%		
Vacant	15.5%	Rental prices			Means of commute*	
Housing Age		No cash rent	61	2.0%	Drives alone (SOV)	56.8%
Pre-1940s	2,382	\$0-100	50	1.7%	Carpool	4.5%
1940s-1990s	2,065	\$100-499	965	31.9%	Transit	6.2%
2000s	205	\$500-749	755	25.0%	Motorcycle	0.5%
		\$750-999	610	20.2%	Walk	27.1%
		\$1000-1499	554	18.3%	Other	2.8%
		\$1500+	91	3.0%	Work at Home	2.2%

Source: 2005-2009 American Community Survey, US Census Bureau

**Workers* refers to persons age 16 or over who self-identified as being employed.

Table 4 provides data on employment within the station area. Within a half-mile of the Central West End MetroLink Station there are 2,484 firms and agencies employing 14,941 people. The vast majority of these jobs fall into the health care and social assistance sectors. Other sectors providing a considerable number of jobs include educational services and accommodation and food services.

Table 4: Employment, Half-Mile Radius

NAICS	Industry	Firms	Jobs	NAICS	Industry	Firms	Jobs
11	Agriculture, Forestry, Fishing & Hunting	1	1	54	Professional, Scientific, Technical Services	35	185
23	Construction	4	16	56	Administrative & Support, Waste Management & Remediation Services	6	210
31-32-33	Manufacturing	2	353	61	Educational Services	20	1,091
42	Wholesale Trade	2	15	62	Health Care & Social Assistance	2,283	11,826
44-45	Retail Trade	16	103	71	Arts, Entertainment, and Recreation	3	18
48-49	Transportation & Warehousing	1	6	72	Accommodation and Food Services	30	512
51	Information	12	153	81	Other Services	24	199
52	Finance & Insurance	8	19	92	Public Administration	1	8
53	Real Estate, and Rental & Leasing	29	205	99	Unclassified	7	21
Total:						2,484	14,941

Source: ReferenceUSA as accessed via the St. Louis City Library Database

Neighborhood Context: Summary

The MetroLink Station lies at the center of the BJC-Washington University Medical Center, which provides an excellent local example of industrial and office-based transit-oriented development. The Medical Center, generally located between Forest Park Avenue and I-64, east of Kingshighway Boulevard, is a high-density complex of medical, academic, and residential towers ranging from five to twenty stories. The towers tend to be tallest near the center of the complex, along the Euclid pedestrian mall and at the intersection of Kingshighway and Barnes Plaza. Buildings generally scale down in size as they approach residential neighborhoods to the north and south, as well as the industrial area east of Taylor Avenue. Clayton Avenue, in the southern portion of the station area, hosts the two- and three-story Central Institute for the Deaf, as well as several smaller medical offices. Forest Park Avenue, the northern boundary of the station area, contains four- to eight-story apartment and commercial buildings on the eastern half, and new twelve- to fifteen-story towers on the western half. Development east of Taylor Avenue steps down to four- to six-story parking garages, three- to five-story offices, and surface parking lots.

The map on this page illustrates the general station location and quarter-mile station area. The map on the following page provides a more detailed description of existing land uses and prevailing development patterns within that quarter-mile area.



Central West End Station: Neighborhood Context



A - Forest Park Ave., west of Euclid Ave.: Forest Park Ave. separates the BJC/WUSTL Medical Center from the CWE mixed-use neighborhood. The north side of the street contains a new 12-story residential tower, and the south side holds BJC's 15-story Center for Advanced Medicine.



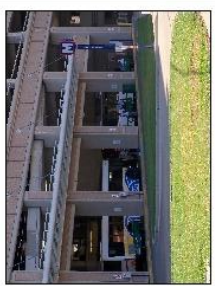
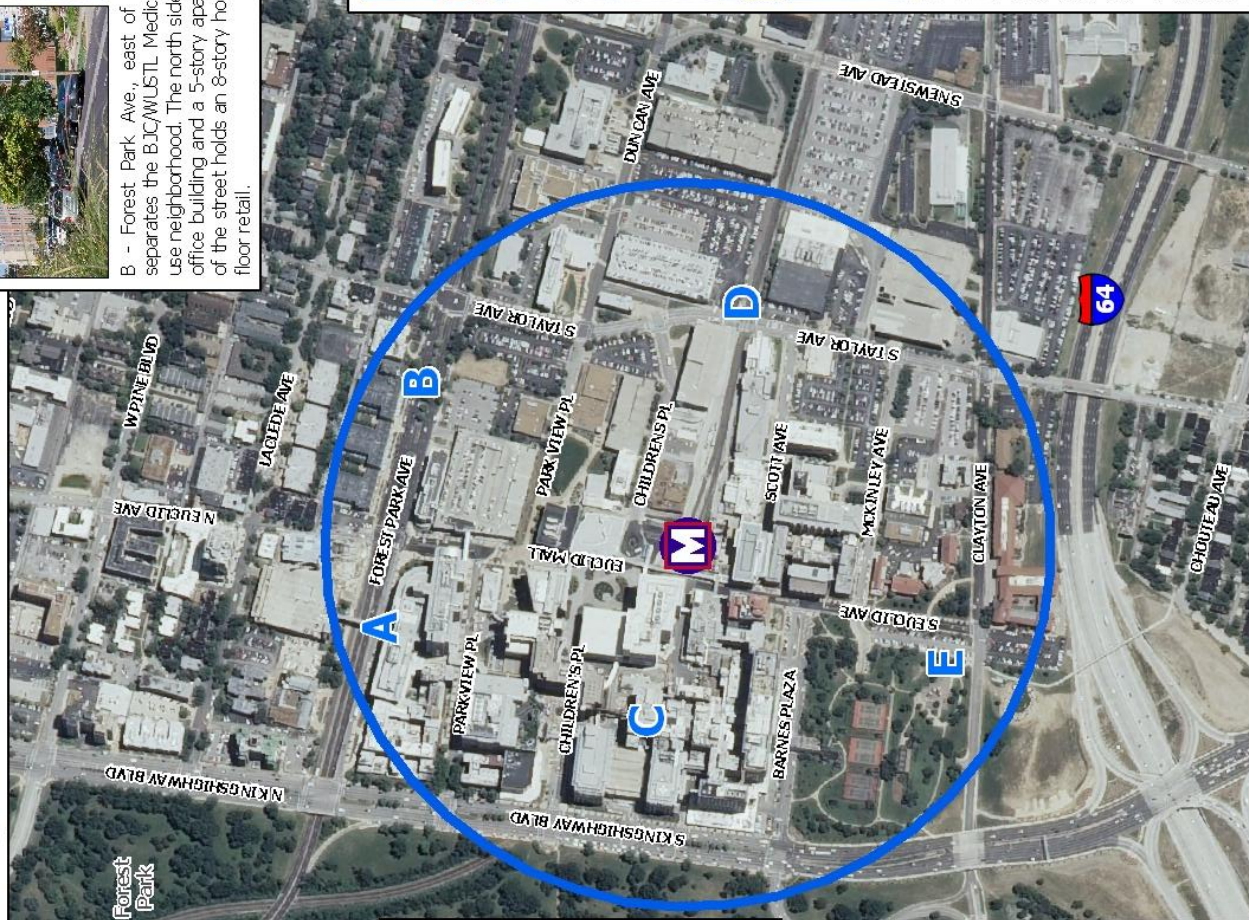
B - Forest Park Ave., east of Euclid Ave.: Forest Park Ave. separates the BJC/WUSTL Medical Center from the CWE mixed-use neighborhood. The north side of the street contains a 4-story office building and a 5-story apartment building. The south side of the street holds an 8-story hotel. Most buildings have ground-floor retail.



C - BJC/WUSTL Medical Center: Metrolink runs through the center of the BJC/WUSTL Medical Center. All of the buildings in the Center's core are medical and educational towers, ranging in height from 5 to 20 stories. Buildings are tallest in the core and near the intersection of Kingshighway and Barnes Plaza. They step down in height towards Clayton Ave., Taylor Ave., and Forest Park Pkwy.

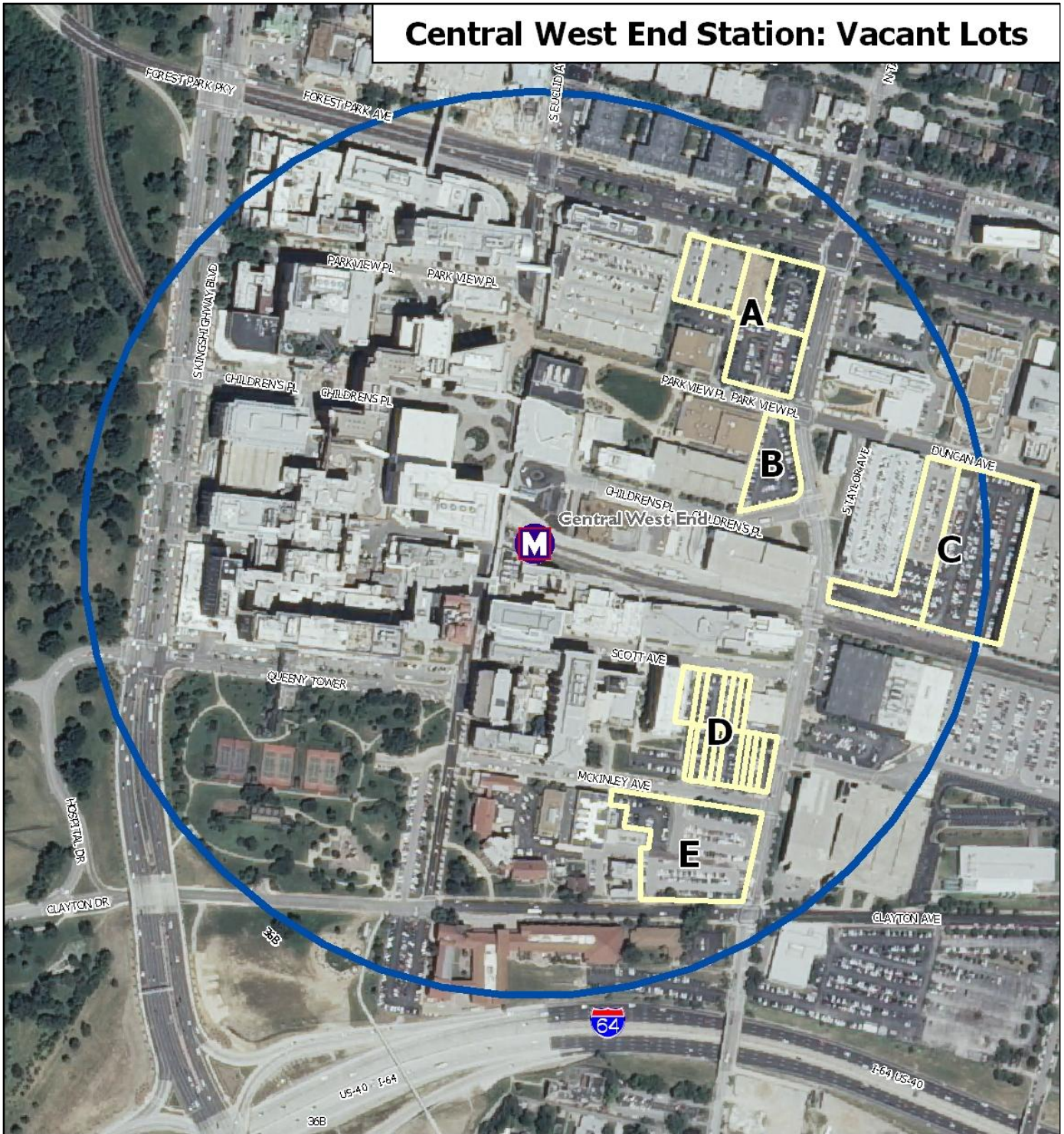


E - Clayton Ave. and 700 block Euclid Ave.: These two blocks contain 2-3 story medical offices, including the Central Institute for the Deaf, and a 2-story hotel. The 700 block of Euclid holds a large public park and playground facilities, surface parking lots, and a subsurface garage.



D - Taylor Avenue: on the west side of Taylor, medical and educational offices step down in scale to 3-5 stories and surface parking lots. Land uses east of Taylor include 1-2 story offices, 4-6 story parking garages, 5-story Goldfarb Nursing School, and the MetroBus Transit Center.

Central West End Station: Vacant Lots



Area	Area Description	Ownership	Zoning	# Lots	Acres	Assessed Value
A	Parking Lots at Forest Park Pkwy. & Taylor Ave.	Washington University; St. Louis College of Pharmacy; Barnes-Jewish Hospital	E: Multiple-Family Residential	5	2.7	\$128,920
B	Parking Lot at Parkview Pl. & Taylor Ave.	St. Louis College of Pharmacy	J: Industrial	1	0.8	\$75,000
C	Parking Lot at Duncan Ave. & Taylor Ave.	Barnes-Jewish Hospital	K: Unrestricted	2	3.9	\$301,300
D	Parking Lots on Taylor Ave. between McKinley Ave. & Scott Ave.	Washington University	E: Multiple-Family Residential	15	1.7	\$96,100
E	Parking Lot at Taylor Ave. & Clayton Ave.	Washington University	E: Multiple-Family Residential	1	2.2	\$223,400

1/4-Mile Station Area

Vacant Lot

Metro-Owned Lot

0 50 100 200 Feet



Zoning, Land Use Policies, and Community Plans

The map and table on the following pages illustrate and explain current zoning regulations within a quarter-mile of the Central West End Station. The station area is entirely within the City of St. Louis, and all lots are covered by one of the following zoning districts:

- A: Single-Family Residential District
- C: Multi-Family Residential District
- E: Multi-Family Residential District
- H: Area Commercial District
- J: Industrial District
- K: Unrestricted District

Potential Development Opportunities and Issues

Availability of land: There are no large vacant lots or collection of smaller, contiguous vacant lots within the quarter-mile station area. However, there are five distinct concentrations of surface parking lots, totaling around 11 acres, that may provide some opportunity for infill development. TOD around the Central West End Station will largely depend on redevelopment or adaptive reuse of surface parking lots and existing industrial buildings, as well as any plans BJC or Washington University may have for expansion.

Zoning: The BJC-Washington University Medical Center provides a good example of a higher-density, walkable, transit-oriented business district. Existing zoning regulations generally support that type of development, including higher-density residential, mixed-use, and office developments up to 8 stories or 100'. However, residential uses are only allowed in the J Industrial District if more than 40% of the block contains housing units, and are not allowed at all in the K District. There are lower-density residential districts within the station area, but those districts are already occupied by Forest Park and the Central Institute for the Deaf. **Overall, there are few regulatory zoning barriers to new or infill TOD around the Central West End Station, aside from the eight-story height limit and the restriction on residential uses in the J and K Districts.** However, the City's Community Unit Plan (CUP) and Planned Unit Development (PUD) special districts may permit greater flexibility in development and site planning.

Central West End Station: Zoning and Land Use

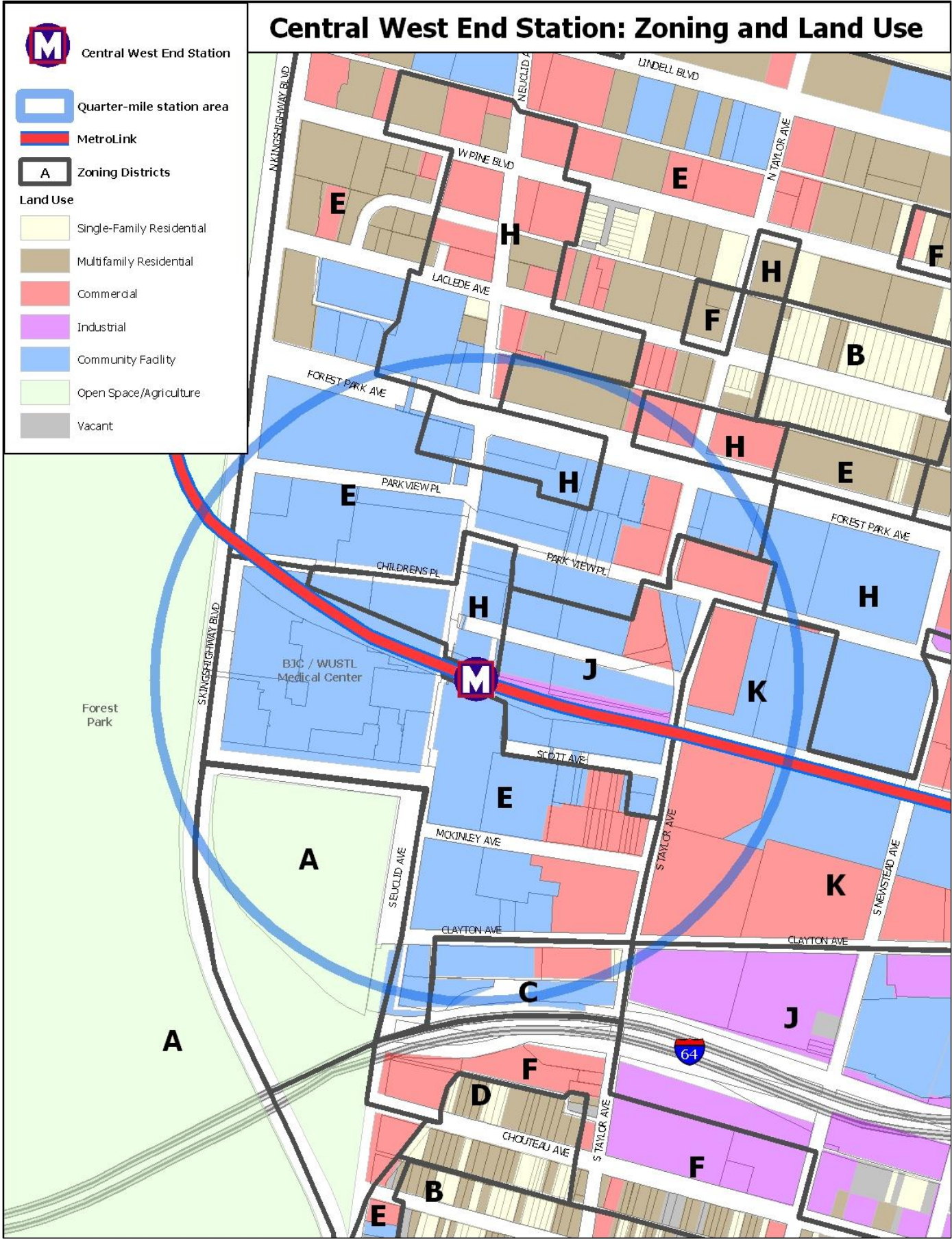


Table 5: Central West End Station: Existing Zoning Regulations

	A	C	E	H	J	K
District Type	Single-Family Residential	Multifamily Residential	Multifamily Residential	Area Commercial District	Industrial District	Unrestricted District
Uses Permitted	1-family homes; 2-family homes if 40% of street homes or apartments; churches; parks and playgrounds; libraries	All residential types; churches; parks and playgrounds; libraries	All residential types; churches; hotels; parks and playgrounds; libraries	All residential types; churches; hotels; parks and playgrounds; libraries; range of locally-oriented retail and services; offices; bars; laundries; liquor stores; milk bottling plants; printing shops; restaurants; tinsmith; wholesale	All uses allowed, including gas stations; drive-thrus; used car sales; and auto repair. Residential uses are not permitted unless 40% of street frontage already occupied by dwellings	All uses, except residential and conditional uses listed below
By Special Permit	B&Bs; cemeteries; farming and truck gardening; government buildings; hospitals; greenhouses; parking lots/garages; public museums and galleries; schools; utility substations	B&Bs; day care; cemeteries; farming and truck gardening; government buildings; hospitals; greenhouses; parking lots/garages; public museums and galleries; schools; utility substations	Same as D, but a wider range of local retail and services allowed, limited to 3,500 sq.ft.	Retail and services over 7,500 sq.ft.; bars; liquor stores; restaurants; parking lots; theaters; gas stations; drive-thrus	Outdoor pay telephones	Salvage storage, wholesaling, and retailing; outdoor pay telephones; a defined set of potentially noxious and/or dangerous industrial uses
Minimum Lot Area	4,000 sq.ft. per DU	1-family homes = 4,000 sq.ft.; 2-family homes & town houses = 1,000 sq.ft. per DU; apartments = 1,500 sq.ft. per DU	1-family homes = 4,000 sq.ft.; 2-family homes & town houses = 750 sq.ft. per DU; apartments = 250 sq.ft. per DU	1-family homes = 4,000 sq.ft.; 2-family homes & town houses = 750 sq.ft. per DU; apartments = 250 sq.ft. per DU	1-family homes = 4,000 sq.ft.; 2-family homes & town houses = 750 sq.ft. per DU; apartments = 250 sq.ft. per DU	Residential = same lot area requirement as adjacent residential district
Maximum Building Height	Residential = 2.5 stories / 35'; institutions = 85'	Residential = 3 stories / 45'; institutions = 85'	8 stories / 100'	8 stories / 100'	8 stories / 100'	8 stories / 100'
Maximum F.A.R.	N/A	N/A	Commercial = 2.0	N/A	N/A	N/A
Minimum Front Yard	Contextual line-up; otherwise, at least 25'; no more than 50'	Contextual line-up; otherwise, at least 10', no more than 25'	Contextual line-up; otherwise, at least 10', no more than 25'	Residential = contextual line-up; otherwise 10', no more than 25'. Other = none required, but contextual line-up if 25% or more of street is developed	Contextual line-up; otherwise, at least 10', no more than 25'	None required, but contextual line-up if 25% or more of street is developed
Minimum Side Yard	2 required; 10' total, min 4' each	1 required, 4' min	Generally 1 required, min 4'; 2 deeper yards required for buildings over 35'	None required, except 5' abutting a residential district. Mixed-use = 2 required, min 8' each	Generally 1 required, min 4'; 2 deeper yards required for buildings over 35'	None required, except 5' abutting a residential district. Mixed-use = 2 required, min 8' each
Minimum Rear Yard	25'	15', unless 12' side yard provided	15' - 20'	None required	15' - 20'	None required
Parking	Residential = 1 per DU	Residential = 1 per DU; hotels = 1 per 4 sleeping rooms	Residential = 1 per DU; hotels = 1 per 4 sleeping rooms	Residential = 1 per DU; retail = 1 per 4 sleeping rooms; industrial and wholesale = 1 per 1,000 sq.ft.; hotels = 1 per 4 sleeping rooms	Residential = 1 per 700 sq.ft. over 3,000 sq.ft.; restaurants = 1 per 200 sq.ft. over 1,000 sq.ft.; hotels = 1 per 4 sleeping rooms; industrial and wholesale = 1 per 10 employees	
Miscellaneous	In residential districts, front-yard parking requires a special permit. In A and H Districts building heights may be increased with provision of deeper side yards. In E and H Districts building heights may be increased with provision of deeper side yards. There are three zoning overlay districts meant to provide greater flexibility and good planning for new developments. A Community Unit Plan (CUP) District allows a large-scale planned development for an area of at least 15 acres. Planned Unit Development (PUD) Districts are similar to CUPs, but at a smaller scale. Special Use Districts (SUDs) can be used to encourage particular development outcomes in specific areas; by allowing either more or less flexibility in permitted uses. All of these overlay districts require formal review and approval of the rezoning and a detailed site plan.	In residential districts, front-yard parking requires a special permit. In A and H Districts building heights may be increased with provision of deeper side yards. In E and H Districts building heights may be increased with provision of deeper side yards. There are three zoning overlay districts meant to provide greater flexibility and good planning for new developments. A Community Unit Plan (CUP) District allows a large-scale planned development for an area of at least 15 acres. Planned Unit Development (PUD) Districts are similar to CUPs, but at a smaller scale. Special Use Districts (SUDs) can be used to encourage particular development outcomes in specific areas; by allowing either more or less flexibility in permitted uses. All of these overlay districts require formal review and approval of the rezoning and a detailed site plan.	In A Districts, residential building height can be increased to 3 stories / 45' with wider side yards. In C Districts, building heights may be increased to 3 stories / 45' with wider side yards. There are three zoning overlay districts meant to provide greater flexibility and good planning for new developments. A Community Unit Plan (CUP) District allows a large-scale planned development for an area of at least 15 acres. Planned Unit Development (PUD) Districts are similar to CUPs, but at a smaller scale. Special Use Districts (SUDs) can be used to encourage particular development outcomes in specific areas; by allowing either more or less flexibility in permitted uses. All of these overlay districts require formal review and approval of the rezoning and a detailed site plan.	In C Districts, building heights may be increased to 3 stories / 45' with wider side yards. There are three zoning overlay districts meant to provide greater flexibility and good planning for new developments. A Community Unit Plan (CUP) District allows a large-scale planned development for an area of at least 15 acres. Planned Unit Development (PUD) Districts are similar to CUPs, but at a smaller scale. Special Use Districts (SUDs) can be used to encourage particular development outcomes in specific areas; by allowing either more or less flexibility in permitted uses. All of these overlay districts require formal review and approval of the rezoning and a detailed site plan.		

*DU = dwelling unit