



Stadium Station

This station profile describes existing conditions around the Stadium 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 Stadium Station is located in the very southern portion of Downtown St. Louis, directly adjacent to Busch Stadium and in close proximity to I-64, the Gateway Mall, and the Riverfront. The area immediately surrounding the Stadium Station is occupied by Busch Stadium, block-long parking garages, and the large empty lot targeted for development under the Ballpark Village plan. Blocks farther west hold the Cupples Station complex, a group mid-rise 19th century warehouse buildings being redeveloped into a mixed-use and entertainment district. Buildings farther towards Downtown’s commercial core and the Riverfront scale up to 20-40 story towers, many with two- to three-story retail bases. Most of these towers are hotels or office buildings, but one of them contains residential apartments and condominiums. The area south of the Stadium contains a few single-story commercial uses and one four-story apartment building, but is mostly occupied by large surface parking lots.

The quarter-mile station area covers 141 lots on 32 blocks, with a total assessed value of \$211,361,611.

Regional Accessibility by Transit

The MetroBus does not directly serve the Stadium Station. However, MetroLink offers direct connections and timely travel to a variety of neighborhoods, housing opportunities, shopping, jobs, and other high-demand destinations:

- **MetroLink (RED LINE)**
 - Scott Air Force Base (40 minutes)
 - Lambert International Airport (35 minutes)
- **MetroLink (BLUE LINE)**
 - Clayton (20 minutes)
 - Richmond Heights (20 minutes)
- **MetroLink (RED AND BLUE LINE)**
 - Central West End (20 minutes)

As can be seen in Table 1 below, average boardings at the Stadium Station are generally higher than average boardings for the entire system, and just barely below the average for the Missouri stations.

*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
STADIUM METROLINK STATION	40,100	1,290	1,380

**Metro Fiscal Year July 2010 - June 2011*

Demographics, Housing, and Employment

Most of the land around the Stadium Station is occupied by civic buildings and office towers, but there are approximately 4,000 people living within a half-mile of the combined station area. As shown in Table 2 below, this residential population appears to consist mostly of working-age professionals, with 64% of the population between the ages of 25 and 64. Half of residents possess a high school diploma, and nearly 40% have a college or graduate degree. Two-thirds of the households make less than \$50,000 per year and a quarter of the residents live below the Federal poverty line.

Table 2: Demographics

Population		Population		Income	
Acres	1,032.9	Age		Persons in poverty	27.1%
Population	4,251	0-17	21.1%	Household income	
Density (persons/acre)	4.1	18-24	9.7%	\$0-9,999	15.1%
Sex		25-34	23.4%	\$10,000-14,999	11.0%
Male	56.4%	35-64	40.3%	\$15,000-24,999	12.8%
Female	43.6%	65+	5.6%	\$25,000-49,999	29.9%
<small>Source: 2005-2009 American Community Survey, US Census Bureau</small> <small>*Education statistics apply to persons age 25 or older.</small>		Education*		\$50,000-74,999	11.6%
		No diploma	10.3%	\$75,000-99,999	6.6%
		High school	51.0%	\$100,000+	13.0%
		College degree	23.0%	Household size	
		Graduate degree	15.8%	1	59.9%
				2	30.2%
				3	1.9%
				4	3.2%
				5+	4.8%

As shown in Table 3 below, the half-mile station area has an average residential density of 3.5 housing units per acre; this is to be expected for an area mostly developed with non-residential uses. Over half the housing stock (59%) was built between the 1940s and 1990s, with 7% built since 2000. The majority of the occupied housing stock (92%) is rental units, and the overall vacancy rate is 34%. Half of the owner-occupied units are valued lower than \$300,000, and two-thirds of rental units are priced above \$500 per month. It is a fairly transit-supportive area, where one-quarter of households don't own a car, 14% use transit for their daily commute, 13% carpool, and 12% walk to work.

Table 3: Housing and Transportation

Housing			Housing			Transportation	
Housing Units			Owner-occupied housing values			Vehicle Availability	
Total units	3,639		< \$100,000	0	0%	Zero-vehicle households	30.4%
Density (DUs/acre)	3.5		\$100,000-199,999	36	17.9%	Owner-occupied	0%
Occupied	2,392	65.7%	\$200,000-299,999	67	33.3%	Renter-occupied	33.2%
Owner-occupied	201	8.4%	\$300,000-499,999	67	33.3%	Workers*	2.242
Renter-occupied	2,191	91.6%	\$500,000+	32	15.4%		
Vacant	1,247	34.3%	Rental prices			Means of commute*	
Housing Age			No cash rent	42	1.9%	Drives alone (SOV)	56.6%
Pre-1940s	1,252	34.4%	\$0-100	23	1.1%	Carpool	13.1%
1940s-1990s	2,145	58.9%	\$100-499	566	26.3%	Transit	14.3%
2000s	242	6.7%	\$500-749	973	45.3%	Motorcycle	0%
			\$750-999	351	16.3%	Walk	12.1%
			\$1000-1499	210	9.8%	Other	0%
			\$1500+	26	1.2%	Work at Home	3.9%

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 Stadium MetroLink Station there are 2,205 firms and agencies employing over 30,000 people. The vast majority of these jobs fall into the professional, scientific, and technical services sectors. Other sectors providing a considerable number of jobs include public administration, accommodation and food services, wholesale trade, and finance and insurance.

Table 4: Employment, Half-Mile Radius

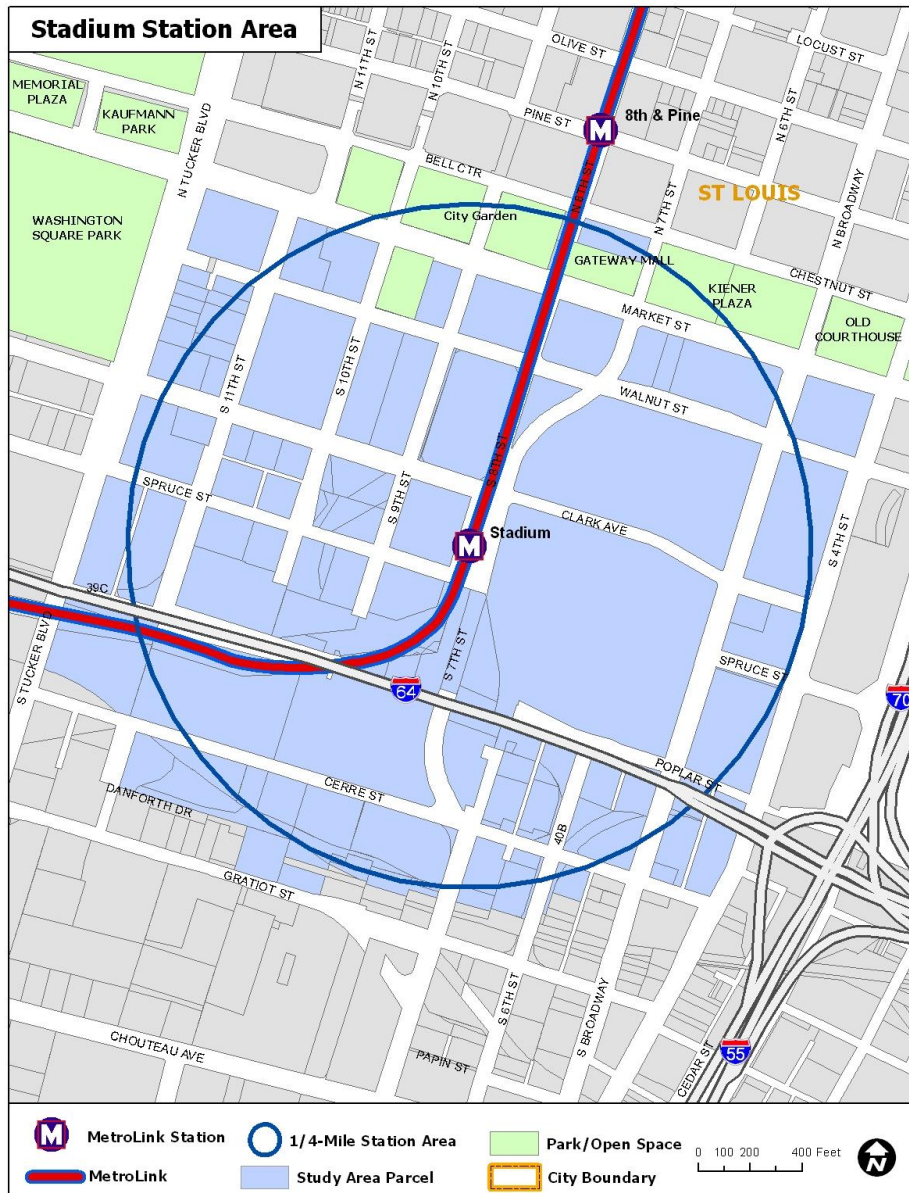
NAICS	Industry	Firms	Jobs	NAICS	Industry	Firms	Jobs
11	Agriculture, Forestry, Fishing & Hunting	3	14	54	Professional, Scientific, Technical Services	1,187	9,316
21	Mining, Quarrying, and Oil & Gas Extraction	4	306	55	Management of Companies and Enterprises	3	694
22	Utilities	4	717	56	Administrative & Support, Waste Management & Remediation Services	79	617
23	Construction	99	421	61	Educational Services	13	267
31-32-33	Manufacturing	19	717	62	Health Care & Social Assistance	39	715
42	Wholesale Trade	27	2,545	71	Arts, Entertainment, and Recreation	22	688
44-45	Retail Trade	75	569	72	Accommodation and Food Services	82	2,948
48	Transportation & Warehousing	17	134	81	Other Services	90	705
51	Information	48	824	92	Public Administration	192	5,090
52	Finance & Insurance	120	2,475	99	Unclassified	25	75
53	Real Estate, and Rental & Leasing	57	338		Total:	2,205	30,175

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

Neighborhood Context: Summary

The Stadium Station is located in the very southern portion of Downtown St. Louis, directly adjacent to Busch Stadium and in close proximity to I-64, the Gateway Mall, and the Riverfront. The area immediately surrounding the Stadium Station is occupied by Busch Stadium; two block-long, seven-story parking garages; surface parking lots; and a large empty lot targeted for development under the Ballpark Village plan. Blocks farther west hold the Cupples Station complex, a group of three- to seven-story, 19th century warehouses being redeveloped into a mixed-use and entertainment district. Blocks north of Clark Avenue and east of Broadway scale up towards the Riverfront and Downtown commercial core, containing 20-40 story towers atop 2-3 story retail bases. Most of these towers are hotels or office buildings, but one of them contains residential apartments and condominiums. The portion of the station area south of I-64 is occupied mostly by large surface parking lots, but there are also a limited number of single-story commercial uses and a four-story apartment building.

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.



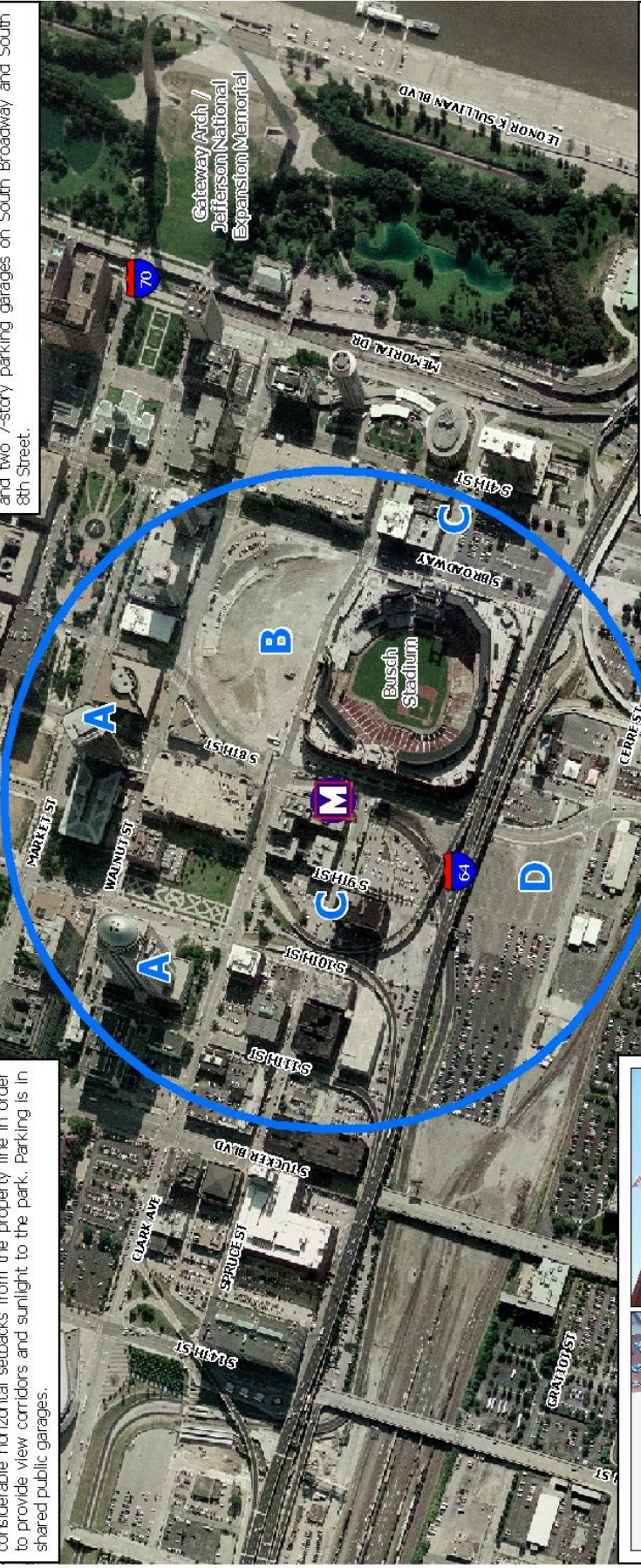
Stadium Station: Neighborhood Context



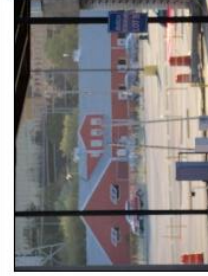
A - North of Clark Ave., between Memorial Dr. and Tucker Blvd.: Most of these buildings are towers-on-a-base, 20-40 story office towers or hotels atop 2-3 story retail podiums. The towers have considerable horizontal setbacks from the property line in order to provide view corridors and sunlight to the park. Parking is in shared public garages.



B - Busch Stadium and adjacent lots: Much of the station area is occupied by Busch Stadium; a large vacant lot in front of the stadium (held for development under the Ballpark Village plan); and two 7-story parking garages on South Broadway and South 8th Street.

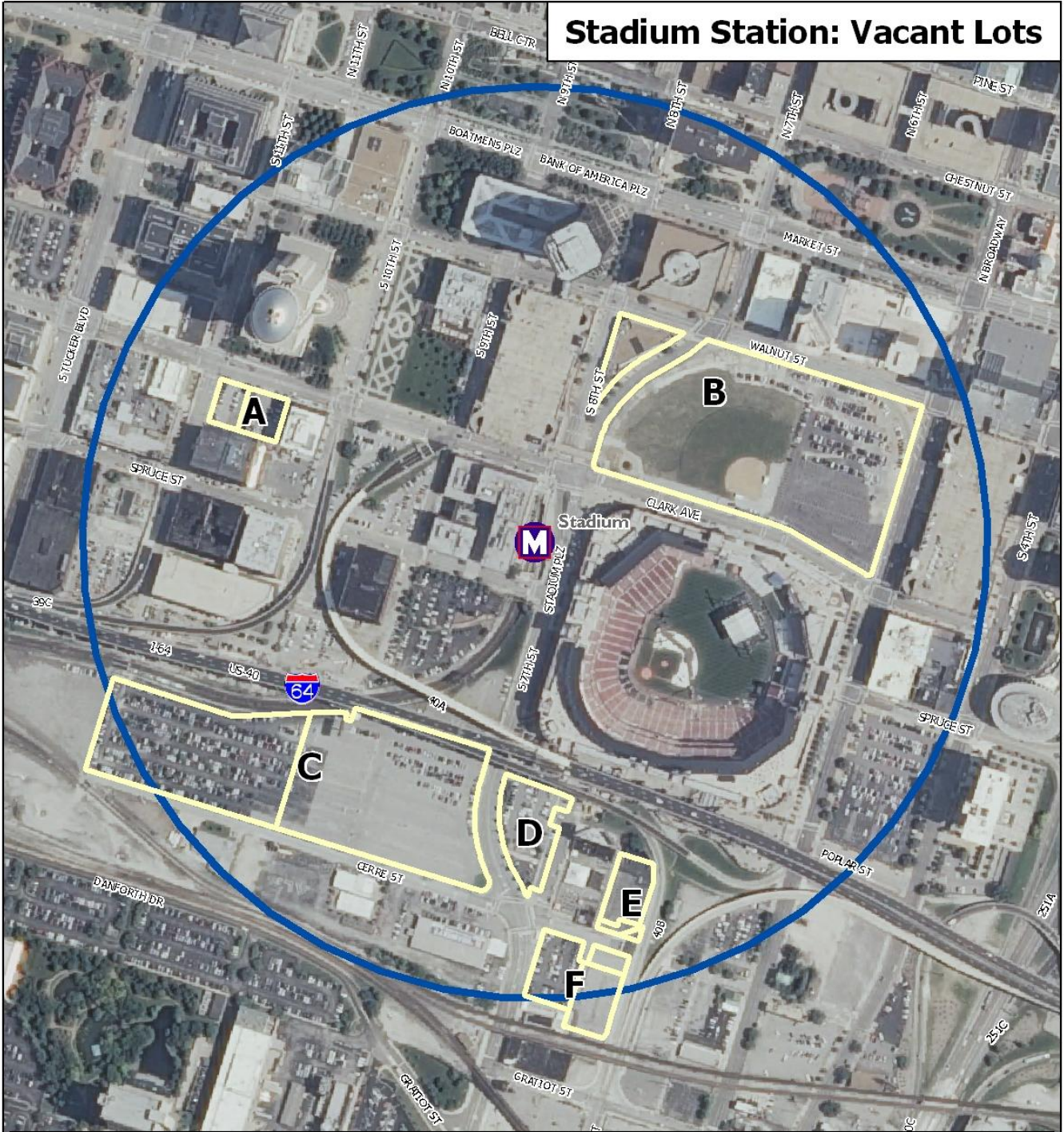


C - West and east of Busch Stadium, between Clark Ave and I-64: Most of the lots around Busch Stadium hold 19th-century warehouses ranging from 3-7 stories. Most have been converted for residential, hotel, and office uses; some are still vacant. Most parking is in surface lots.



D - South of I-64: The entire portion of the station area south of I-64 is occupied by large surface parking lots and 1-story industrial and commercial uses. There is a 4-story apartment building on South 7th Street, directly across I-64 from the Stadium.

Stadium Station: Vacant Lots



Area	Area Description	Ownership	Zoning	# Lots	Acres	Assessed Value
A	Cupples Station Parking Lot	Civic Center Corp.; Cupples Residential LLC	I: Central Business District	2	0.6	\$189,260
B	Ballpark Village Parking Lot & Field	Gateway Stadium LLC	I: Central Business District	2	9.1	\$5,313,711
C	Large Parking Lot South of I-64	Metropolitan Park & Recreation	K: Unrestricted	2	8.9	\$3,210,900
D	Parking Lot West of Paddy O's	LCRA	K: Unrestricted	1	1.0	\$405,400
E	Parking Lot East of Paddy O's	Ballpark Parking LLC; State of Missouri	J: Industrial	3	0.6	\$85,800
F	Parking Lot at Seventh St. & Cerre St.	John & Mary Slay; Ballpark Parking LLC	B: Two-Family Residential; J: Industrial	3	1.3	\$170,800

 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 Stadium Station. The combined station area is entirely within the City of St. Louis, and all lots are covered by one of the following zoning districts:

- B: Two-Family Residential District
- I: Central Business District
- J: Industrial District
- K: Unrestricted District
- L: Jefferson Memorial District

Potential Development Opportunities and Issues

Availability of land: There is only one large vacant lot within the quarter-mile station area, the site in front of Busch Stadium that is slated for development under the Ballpark Village plan. However, there are several large surface parking lots that may offer potential for new development. The vacant lot contains nine acres, and the surface lots offer a total land area of approximately 12 acres. TOD within the Stadium Station area will depend largely on the Ballpark Village development plan and redevelopment of surface parking lots.

Zoning: **Existing zoning regulations could support new and infill TOD in the portion of the station area north of I-64, but may pose some issues south of I-64.** The entire portion of the station area north of I-64 is within either an I District or an L District. The I District applies to the City's central business district and allows all uses except a defined set of heavy industrial and manufacturing uses. Maximum building height is determined by a flexible "prism" that starts with a base height of 200', but can be increased through the provision of building setbacks. The L District applies to lots within two blocks of the Arch Grounds and Riverfront. It is similar to the I District in all respects, except it applies an absolute height limit of 751' from mean sea level.

The area south of I-64 is split between J and K Districts, with one half-block within a B District. **The J and K Districts would support a business and industrial-focused type of TOD, but do not allow residential units or mixed-use buildings. The B District allows only single- and two-family homes,** and apartments under certain conditions, but the B District applies to only one half-block near the intersection of Cerre and 6th Streets.

Downtown St. Louis Stations: Zoning and Land Use

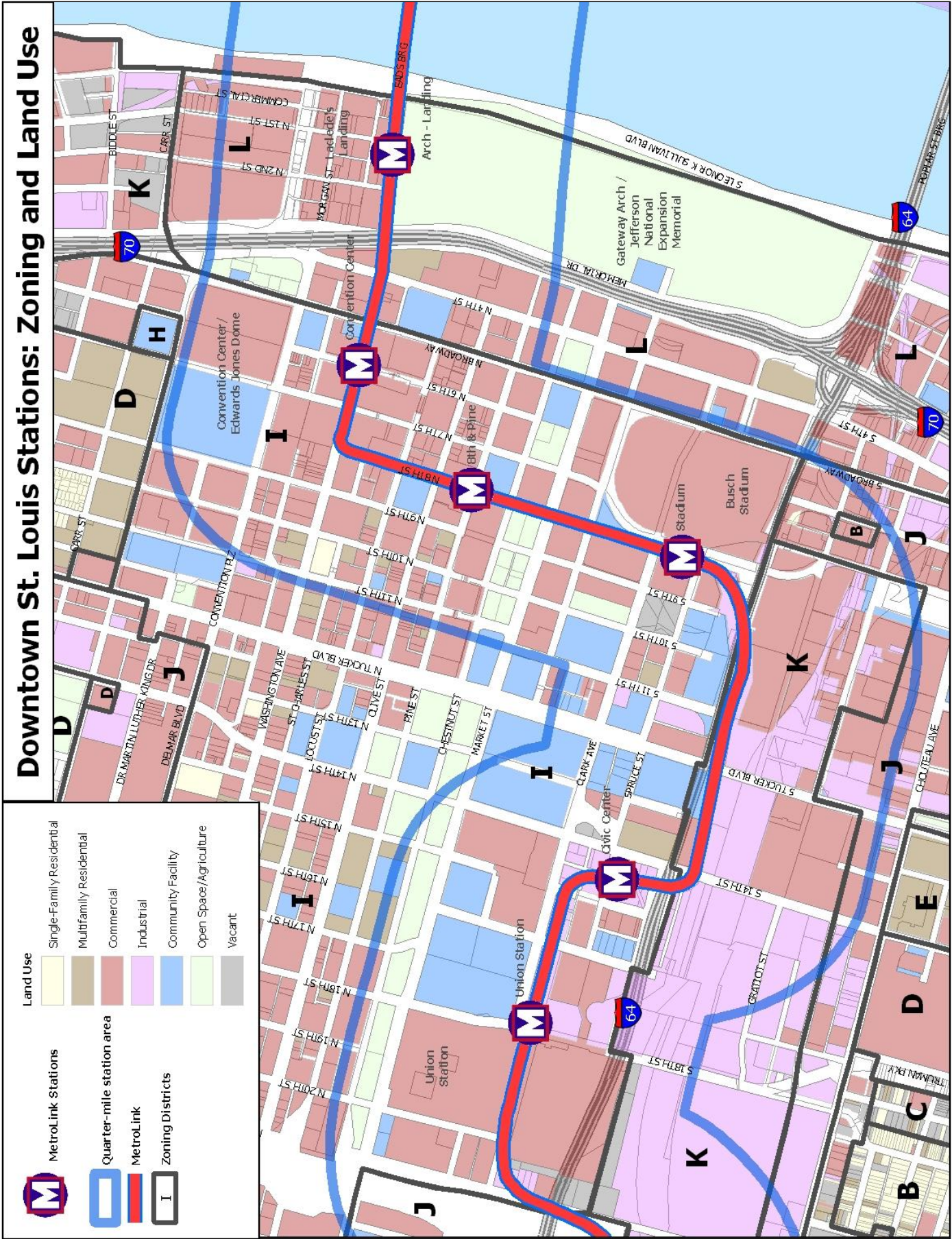


Table 5: Stadium Station: Existing Zoning Regulations

	B	I	J	K	L
District Type	Central Business District	Industrial District	Unrestricted District	Jefferson Memorial District	
Uses Permitted	Two-Family Residential 1-family homes; 2-family homes; semi-detached 2-family homes or apartments up to 4 DUs if 40% of street developed with semi-detached homes or apartments; churches; parks and playgrounds; libraries	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	All uses allowed, except for a defined set of heavy manufacturing, industrial, and noxious uses	
By Special Permit	B&Bs; cemeteries; farming and truck gardening; government buildings; hospitals; greenhouses; parking lots/garages; public museums and galleries; schools; utility substations	Outdoor pay telephones	Salvage storage, wholesaling, and retailing; outdoor pay telephones; a defined set of potentially noxious and/or dangerous industrial uses	Outdoor pay telephones	
Minimum Lot Area	1-family homes = 4,000 sq.ft.; 2-family homes = 2,500 sq.ft. per DU	Residential/mixed use, up to 8 stories / 100' = 250 sq.ft. per DU. Residential/mixed use over 8 stories = 100 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 least restrictive adjacent residential district	Residential/mixed use, up to 8 stories / 100' = 250 sq.ft. per DU. Residential/mixed use over 8 stories = 100 sq.ft. per DU
Maximum Building Height	Residential = 2.5 stories / 35'; institutions = 85'	Flexible, based on 200' "reference prism" and setbacks	8 stories / 100'	8 stories / 100'	Flexible, based on 200' "reference prism"; max height 751'
Minimum Front Yard	Contextual line-up; otherwise, at least 25', no more than 50'	None required	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	None required
Minimum Side Yard	2 required; 10' total, min 4' each. If primary entrance in side yard, min 8' each	None required	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	None required
Minimum Rear Yard	25'	None required	15' - 20'	None required	None required
Parking	Residential = 1 per DU	None required	Residential = 1 per DU; retail = 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	None required	None required
Miscellaneous	In residential districts, front-yard parking requires a special permit. In B Districts, residential building height can 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