Vision Old North
Needs Assessment

Steering Committee Meeting 3

June 16, 2020

Steadfast city

CED-SOLUTIONS
community and economic development

i5 The i5 Group
Urban & Community Planning | Public Affairs | Landscape Architecture

AGENDA

A. Check-In

B. Survey

C. Demographic & Economic Profile

D. What We Heard - Stakeholder Themes

E. Upcoming Schedule

PLANNING TEAM

Jacqueline Davis-Wellington
CED-Solutions

Stephen Ibendahl
The I-5 Group

Beth Noonan
CED-Solutions

Doug Rasmussen
Steadfast City

Project Sponsor
Margaret Goldsmith

Brooks Goedeker
Saint Louis University

Check-In

Steering Committee Members

Survey

NEIGHBORHOOD SURVEY

- **Neighborhood survey from July 1 – August 31**

- **"Soft Roll-Out" first week of July.**
  - **Share via Facebook, NextDoor, email, etc**

- **Mid-Late July**
  - **Postcard teaser mailing**
  - **Paper survey mailing**

- **Saturday Mornings: August 1st and 15th**
  - **Survey table at Crown Plaza**

- **Survey ends on August 31st**

- **Giving out (100) $5 gift cards for Crown Candy Kitchen as incentives.**

Demographic & Economic Profile

DEMOGRAPHIC DATA - POPULATION

- **Population**
  - **Meaningful increase between 2000 and 2010– slight declines thereafter**
    - **2000 – 1,652**
    - **2010 – 1,916**
    - **2019 – 1,885 (-1.6% since 2010)**
    - **2024 – 1,857**
  - **-5.9% since 2010 for City of St. Louis**

Source Old North St. Louis Neighborhood Data: ESRI, compiled from US Census 2000 & 2010/ESRI Projections
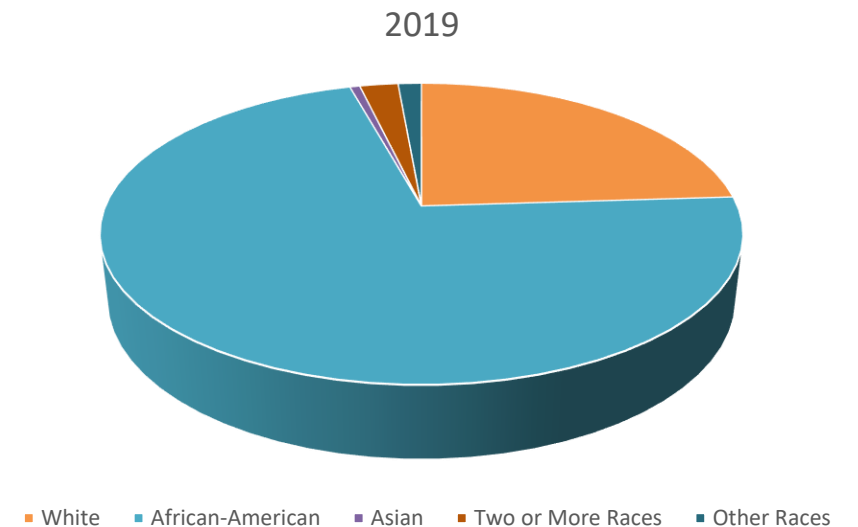
DEMOGRAPHIC DATA – AGE & RACE

- **Age**
  - **Median age slightly younger than City overall (32.1 vs. 35.5)**
  - **Largest age segment 15-24 year-olds (15.2 %)**
  - **Majority of neighborhood population 15-54 (57.2%)**
 - **Only 8.9% of population 65 or older**
- **Race**
  - **Predominantly African-American (71.7% in 2019), with Whites as the second largest racial group (24% in 2019)**
  - **Increasingly diverse in the next 5 years, but modestly so**

2019

■ White ■ African-American ■ Asian ■ Two or More Races ■ Other Races

DEMOGRAPHIC DATA – EDUCATIONAL ATTAINMENT

- **76.7% of residents have a high school degree or higher (86.9% City of St. Louis)**

### Educational Attainment - Population 25+
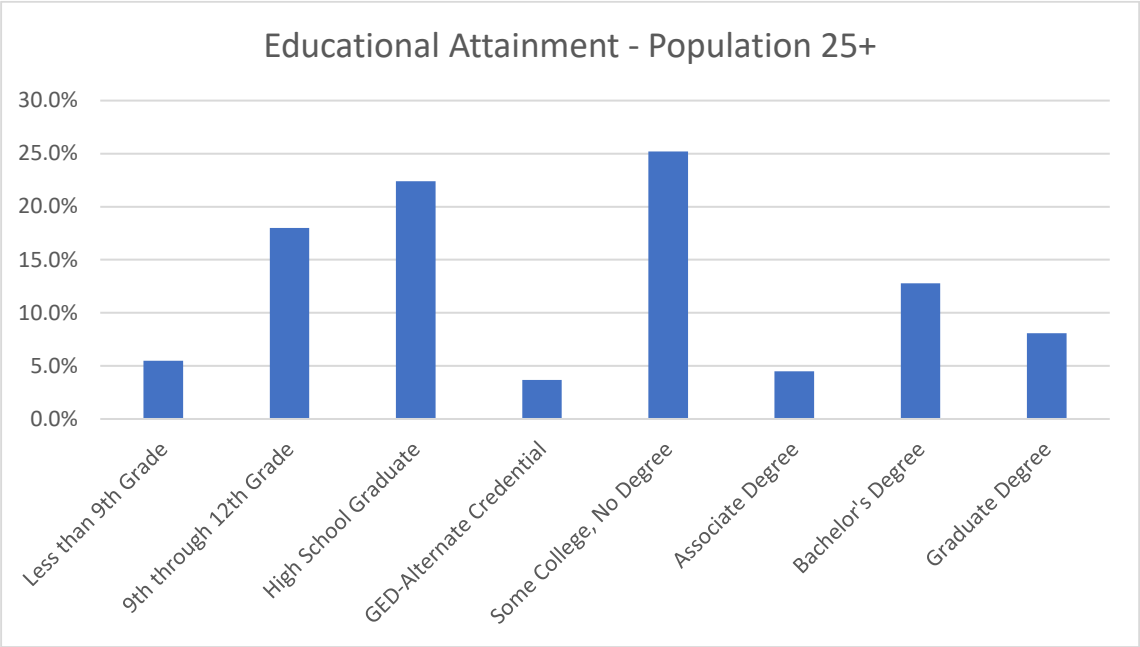
DEMOGRAPHIC DATA – HOUSEHOLD

- **990 total # housing units in 2019**
- **More renter-occupied (57% in 2019) than owner-occupied homes (19.2%)**
  - **Owner occupied homes increased from 2000 to 2010 but remain flat/slight decrease since 2010**
  - **$164,286 median home value in 2019 (higher than City median $131,900 2014-2018)**
  - **Largest percent of owner-occupied home valued at $150,000 to $199,000 (40.5% in 2019)**
  - **Values projected to increase in next 5 years**
- **Nearly quarter of housing units vacant (23.8%), projected to increase in next 5 years (25.5%)**

DEMOGRAPHIC DATA – HOUSEHOLD COMPOSITION

- **38.7% are single person HHs**
- **61.3% of HHs with 2+ persons**
  - **56% of multi-person HHs are families**

Family Composition

2010 Census Data
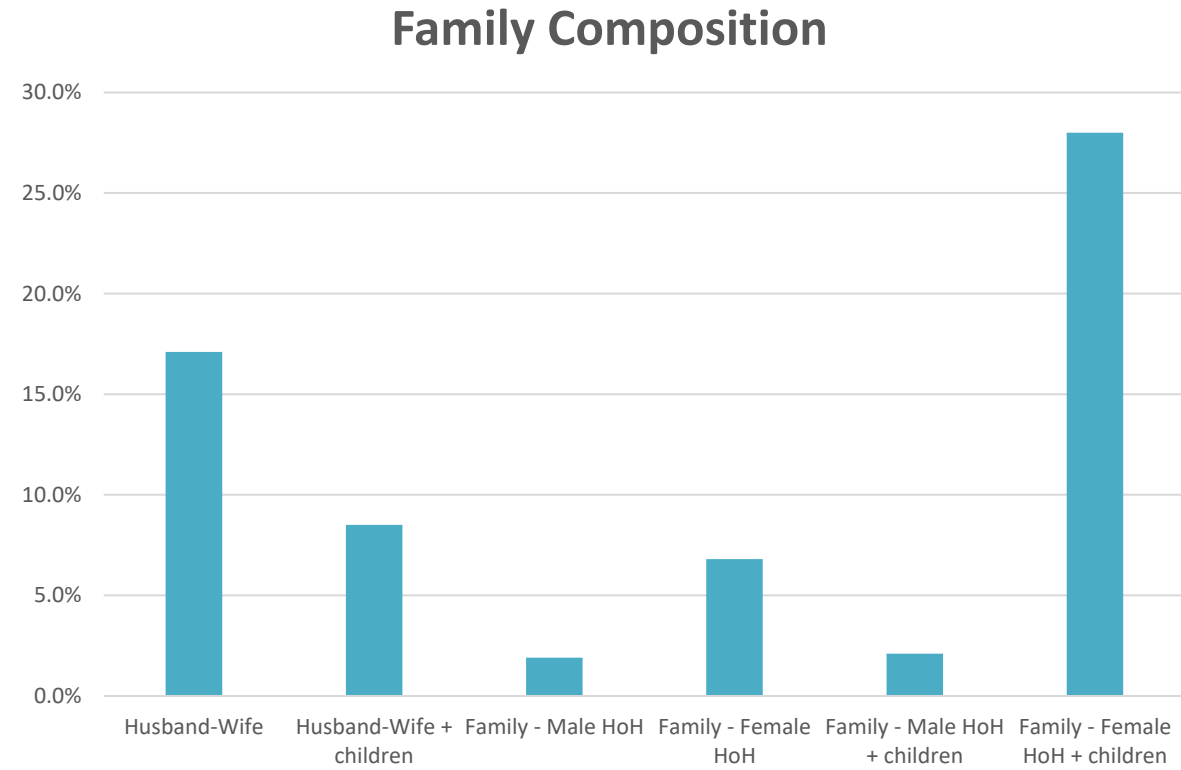
ECONOMIC PROFILE – EMPLOYMENT & INCOME

- **86.3% of persons 16+ employed in 2019**
  - **47.9% white collar**
  - **32.1% services**
  - **20.4% blue collar**

Compared to –

- **65.4% of City residents (2014-2018)**

- **Average HH Income 2019: $37,218**
- **Median HH Income 2019: $22,832**
- **36.5% of HH make less than $15,000, the largest single percent of any income category**

ECONOMIC PROFILE – CONSUMER SPENDING

- **Consumer spending is below average, generally ranging in the mid- to high 40s relative to a national average of 100**
- **Highest scores**
  - **Apparel & Services (48)**
  - **Food at Home (48)**
  - **Food away from Home (46)**
- **As a function of actual expenditures, top three areas**
  - **Shelter**
  - **Health Care**
  - **Food at Home**

What We Heard - Stakeholder Themes

STAKEHOLDER MEETINGS

- **Internal Meetings**
  - **Residents & Community Organizations**
  - **Businesses**
  - **Key Commercial Property Owners**
  - **Other Institutions**
- **External Meetings**
  - **City Departments & Regional Agencies**

Nearly 20 interviews completed with additional planned through July

STRENGTHS

- **Deep sense of community**
  - **Tight-knit, diverse and supportive**
  - **Instrumental in attracting and retaining residents and many businesses/organizations**
- **Historic, walkable village feel with "Old World Charm"**
- **Concentration of arts and arts-related non-profits**
- **Well-established community development corporation (ONSLRG)**
- **Location – proximity to downtown, highway access**
- **Affordability**

CHALLENGES

- **Diminished redevelopment momentum**
  - **Loss of ONSLRG professional staff to help drive neighborhood activity**
- **Aesthetics/image (vacant, deteriorating structures, litter, loitering)**
- **Traffic issues – speeding, cut-through traffic**
- **Limits on public transportation (challenge for workers)**
- **Crime/perception of crime that hinders growth (possible drug activity)**

NEEDS

- **Active, consistent advocate for neighborhood investment and development**
  - **Enhanced marketing/communication that highlights Old North's assets**
- **Accessibility to full-scale grocers and affordable general merchandise (clothing, housewares, household goods, toys etc.)**
- **Improved access to health care**
- **Supportive services for homeless persons**
- **Parks – Youth and Family Activities**
- **Opportunities for home ownership**

NGA

- **Mixed response**
  - **May generate activity that supports existing and new businesses**
  - **Potential source of new residents**
  - **New public infrastructure that benefits ONSL**
  - **Gentrification that displaces residents**
  - **"NGA Island" – ONSL is just a pass-through**

Upcoming Schedule

- Stakeholder Meetings continuing thru June/July

- Survey - July thru August

- Survey Update, Steering Committee Meeting – July 28 at 6:30

Questions?