This urban analysis was a critical step to informing how the proposals would respond to not only the historical conditions of the site, but to today’s built environment and its corresponding economic population demographics. The site is located at the edge of Gravois Park, on South Grand Blvd, in proximity to the intersection of four adjacent neighborhoods: Gravois Park, Tower Grove South, Tower Grove East, and Benton Park. A mapping exercise and archival data analysis conclude that at the city scale Gravois Park is the most densely populated and retains the highest socioeconomic diversity among these five neighborhoods.

The analysis was divided into three different scales: St. Louis city, Gravois Park neighborhood, and the building’s neighborhood. With each jump in scale, a new set of issues were tackled. Broader issues like density, ethnicity, and income were analyzed at the city scale. From there, the scope was narrowed down to neighborhood accessibility and convenience by gauging walking time with distance among other issues. The exercise showed that Gravois Park neighborhood offers a range of retail, business, and restaurants however it lacks an art institution fit for the scale of the Gravois Park community. At best, there are a few niche galleries which appeal to a highly selective population. The smallest scale identified a set of key resources intimate to the site of intervention, such as proximity to nearby bus stops of varying public bus lines.

In another set of analysis, a series of sections delineate the pedestrian experience at the street scale. This was a pivotal exercise to understand the successes and flaws of urban planning in proximity to the IITSL site. Consecutive sections along the North/South axis of South Grand Blvd were drawn progressing from Tower Grove Park to the IITSL’s Donna Brown Building. By doing so, the viewer sees that initially the street environment of South Grand is very welcoming and accessible to the pedestrian traffic. This is a direct result of the Tower Grove improvement district’s initiative to “street diet” South Grand. South of this, the sections reveal another condition, the one typically found in suburban sprawl. These sections depict a far more derelict experience to the pedestrian: less vegetation, wider streets that appeal to vehicular traffic over foot traffic, big box out parcels, and parking lots placed prime to the street rather than storefronts.
Median Age

About 90% of the figure, in MO: 38.4%
About 90% of the figure in U.S: 37.8%

Population by Age Range

Number of People
- 0-10
- 10-29
- 30-49
- 50-69
- 70-89
- 90+

Inclusion & Neighborhood Resilience
ETHNICITY DENSITY

INCOME LEVELS

Number per Ethnicity
- African American
- Asian
- Hispanic
- White
- Other

Income Thresholds
- $0 - 20,000 (Poverty Line)
- $20,000 - 30,000
- $30,000 - 40,000
- $40,000 - 50,000
- $50,000 - 60,000
- $60,000 - 70,000
- $70,000 - 80,000
- $80,000+
Since the recession in 2008, transit ridership has been on a steady recovery. From January 2014 to January 2015 the Metro has increased passenger ridership trips by 1%.

ANNUAL RIDERSHIP Metro Bus & Link
Pre Recession 2008: 58 Million

January 2015: 47 million

MetroLink ridership decreased in 2014 by 200,000 riders annually.

PROS: Reduced pollution, reduced energy use, reduced congestion on roads, accessible for all ages.
TOTAL CRIME DISTRIBUTION

CRIME DISTRIBUTION

- Drug Sale/Possession
- Assault
- Auto Thefts
- Burglaries
- Homicide
- Larceny

Number of Incidents

- 0 - 120
- 120 - 265
- 265 - 415
- 415 - 560
- 560 - 740
- 740 - 915
- 915 - 1,120
- 1,120 - 1,420
- 1,420 - 7,500

Inclusion & Neighborhood Resilience
ZONING

PARKS

Vacant
Residential
Industrial
Commercial

Inclusion & Neighborhood Resilience
Observation:
This map reveals a sharp contrast between the neighborhood on proximity to Tower Grove Park and the rest of the neighborhoods. Property values range between $40,000 and $90,000 in Gravois Park. However, it is important to highlight the site is located in the area where the appraisal of property values is the highest.
Observation:
The fabric of the neighborhood suggests a mix of approximately 50% single-family and 50% multi-family units in each neighborhood, with a greater percentage of multi-family housing in Gravois Park than in Tower Grove South. While vacancy in Tower Grove South remains below Gravois Park, the latter one shows only 30% of the land/property as vacant. This shows an opportunity especially considering the lack of vacancy in the surrounding neighborhoods.
RESIDENTIAL VACANCY

Currently Vacant

Previously Vacant [Previous Decade]
Observation:
There are a number of bus lines that connect the neighborhood north/south and east/west with the city. In addition, the Grand Metrolink Station is 2.8 miles north on Grand Ave. and connects the neighborhood to the broader St. Louis. Additionally, Grand Ave. connects car users to I-64 and I-44 to the north.
**Route #70**

Connects to:
- Grand MetroLink Station
- North Broadway MetroBus Center

**Route #11**

Connects to:
- Shrewsbury MetroBus Center
- Union Station MetroBus Center

**Route #10**

Connects to:
- Central West End MetroBus Center
- Union Station MetroBus Center
- Gravois-Hampton MetroBus Center
Observation:
There is a number of options in terms of restaurants, giving different flavor and price options when eating out. Restaurants vary from the cheaper chain drive-thru, such as Taco Bell at Grand Blvd. and Gravois Ave., to more formal sit-down dining, such as Brasilia at Grand Blvd. and Humphry St.
The neighborhood offers a variety of retail opportunities. However, it is important to highlight the uniqueness of some of the international stores located in the neighborhood due to its large international population. The Zee Bee Market, which sells Fair Trade products, and Parsimony Vintage are two examples of such stores.
COMMERCIALL: GROCERY/MARKET

Observations:
The area caters to different economic brackets with many groceries and markets that cater to the international population of the neighborhood. Jay International offers food from many countries, but there are also markets specific to nationalities that have a large population in the neighborhood, such as the Grand Chinese Grocery Inc. There are also more common chains such as Aldi, Schnucks, and Shop ’n Save.
COMMERCIAL [RESTAURANTS, RETAIL, GROCERY/MARKET]

22 Retail
- Wireless Mobile
- Home Based Business
- International Retail
- Barbershops
- Mom & Pop

10 Restaurants
- The Buttery Restaurant
- Pop’s Fish and Chicken
- Wingstop
- Golliday’s Bar & Grill
- Subway
- White Castle
- KFC
- Taco Bell
- China King
- Truc Lam

5 Grocery Stores
- Family Dollar
- ALDI
- Grand Chinese Grocery Inc.
- Baghdad Market
- Afghan Market
Observations:
Historically St. Louis was one of the top three auto manufacturing cities in the country. Clearly that rich past is reflected in the diversity and density of auto industry and services within this area of study. The concentration of these businesses tend to arrange along main corridors, such as Gravois Ave, as shown in this map.
INSTITUTIONAL: HEALTH CARE SERVICES

Observations:
Pockets of healthcare services form along commercial strips, the closest being at the intersection of Gravois Ave. and S. Grand Blvd. Most of these services consist of established physicians that have been working in the neighborhood for years. Physicians such as Lucas Optometry were present during the renovation of S. Grand Ave.
Observations:
Places for worship tend to distribute fairly evenly among the area of study. While houses of faith are located in sites accessible to their congregation, they also maintain certain distance to one another. While places of worship for the christian faith are most predominant, there are a number of other places of worship including mosques and temples.
Observations:
This map shows each of the educational facilities within the neighborhood ranging from daycare centers to technical schools. There are 6 high schools that range greatly in their graduation rates with Carnahan High School having a graduation rate of 91% while Roosevelt High School only 46%.
INSTITUTIONAL [HEALTH CARE SERVICES, PLACES OF WORSHIP, EDUCATION]
Observations:
Parking becomes a key consideration in analyzing the urban fabric; on this map parking lots or structures holding fifty or more parking spaces highlights the potential for a dense concentration of incoming commuters and visitors to the programs in the area. Along Grand Blvd., there is street parking, though there are some larger commercial parking lots as well as more parking lots specially dedicated for visitors to the South Grand Business District.
OPEN PUBLIC SPACE: PARKING AREAS

Parking Typologies:
- Commercial Parking
- Private Residential Parking
- Street Parking
- Residential Street Parking
Observations:
Healthy communities need access to green space or open space for leisure and recreational activities. The site shows close proximity to a few large parks, such as Tower Grove Park and Gravois Park, as well as a handful of medium size parks within a descent walking distance.
Southside Tower
Forever Young Beauty Supply
Tower Grove South neighborhood

Southside Tower

Former International Institute
Gravois Park neighborhood

East/West sectional study across S. Grand Blvd.