

DT2 • DOWNTOWN DUTCHTOWN

UrbanMain Pilot Program

Presentation to Missouri
Main Street Connection

Celebrating the Past, Present,
and Future of Dughttown





DOWNTOWN DUTCHTOWN

An Overview





The name "**Dutchtown**" comes from a St. Louis style mispronunciation of the word "Deutsch," the German immigrants who flocked to and built up this large swath of southeast St. Louis beginning in the second half of the 19th century.

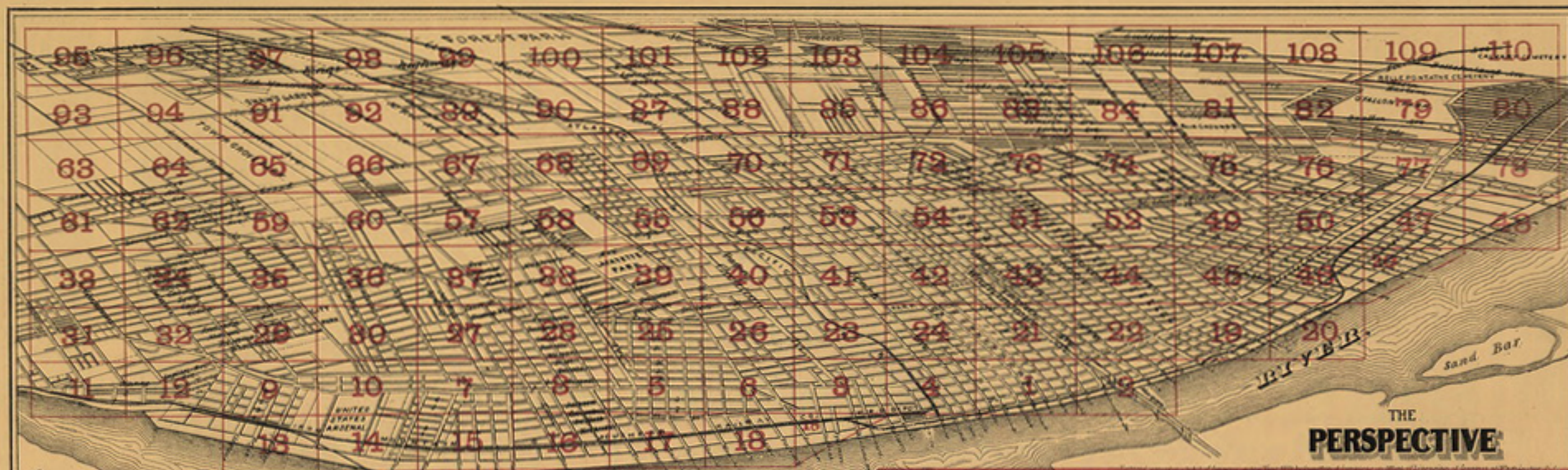
The neighborhood now known as Dutchtown was originally a part of Carondelet Common Fields between St. Louis and the City of Carondelet, all annexed by St. Louis in 1870



DOWNTOWN DUTCHTOWN

Through the Years

NDT2 Downtown
Dutchtown



Key

TO THE
PERSPECTIVE
LOCATING THE PLATES.

NOTE; EACH DIVISION REPRESENTS A PAGE.
THE FIGURES, THE NUMBER OF THE
PLATE IN THE BOOK.





Meramec Street
through Dutchtown



SOUTH GRAND

VIRGINIA

MERAMEC

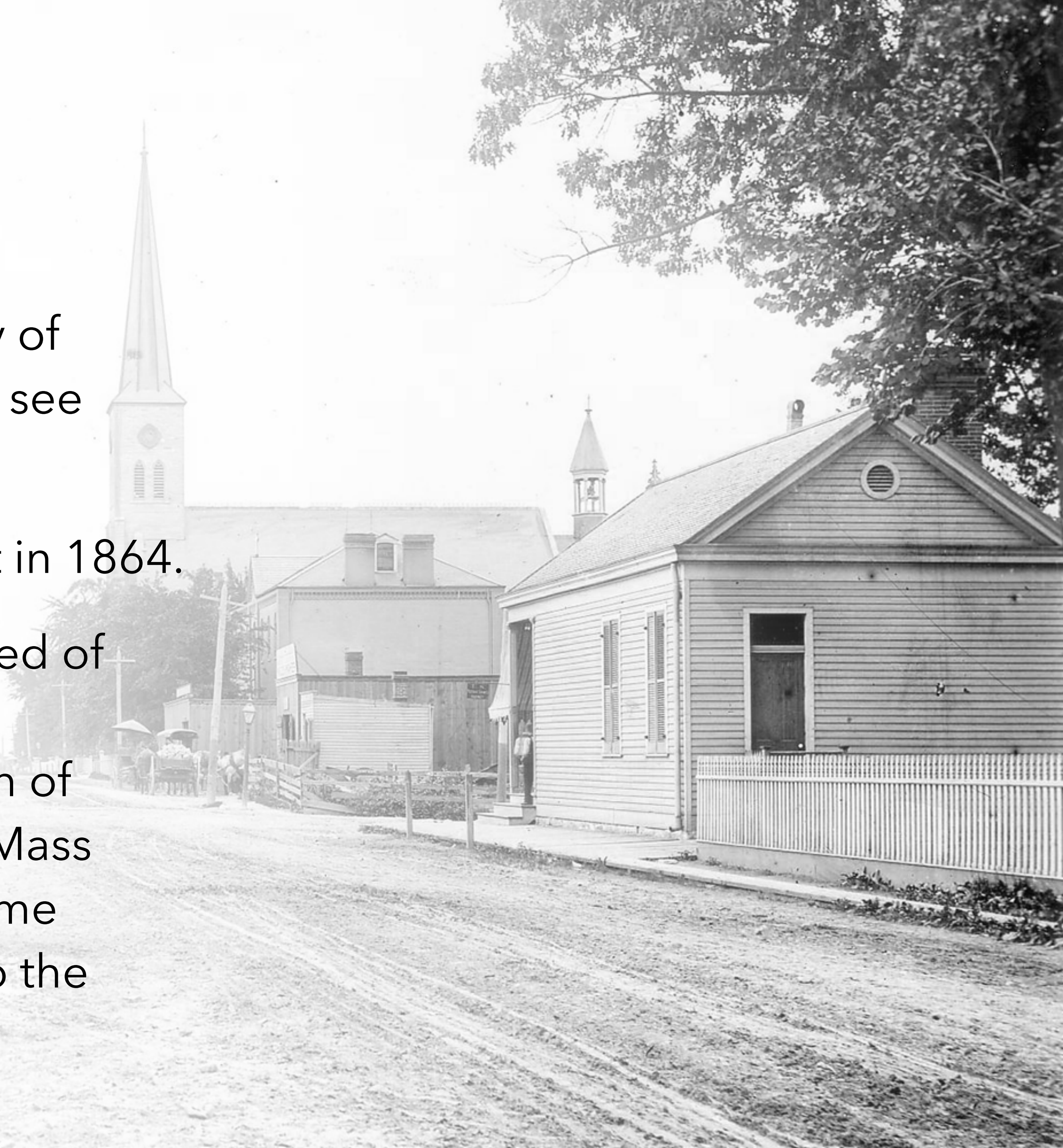
Proposed Program Area
Downtown Dutchtown


Meramec Street east of Grand is referred to locally as **"Downtown Dutchtown."**

The history of development in this area of Dutchtown is specifically tied to St. Anthony of Padua, the historic two-towered church you see down the street.

The original "single-tower" church was built in 1864.

In the early 1860s the congregation consisted of 70 German-speaking families, 25 English-speaking families, and 117 Catholic children of school age. They would gather for Sunday Mass at The House of Refuge, a local orphans home (on the site of today's Marquette Park just to the north).





Dutchtown saw tremendous growth
between World War I and World War II.

1910: St. Anthony's "two-towered" church built

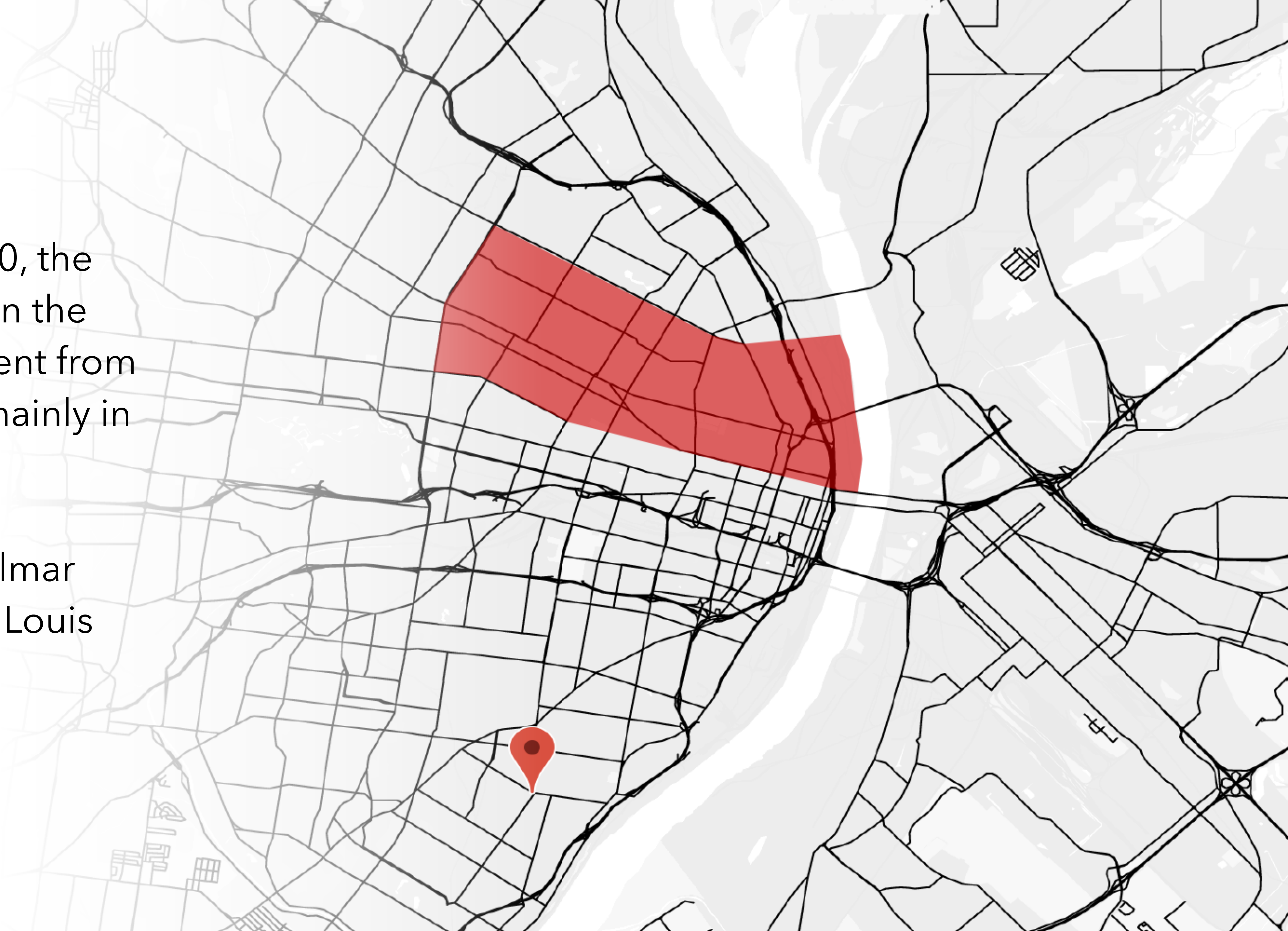
1915: Marquette Park and Cleveland High School

1920: Swimming pool constructed

1922: St. Anthony's High School

1931: Ted Drewes' Frozen Custard

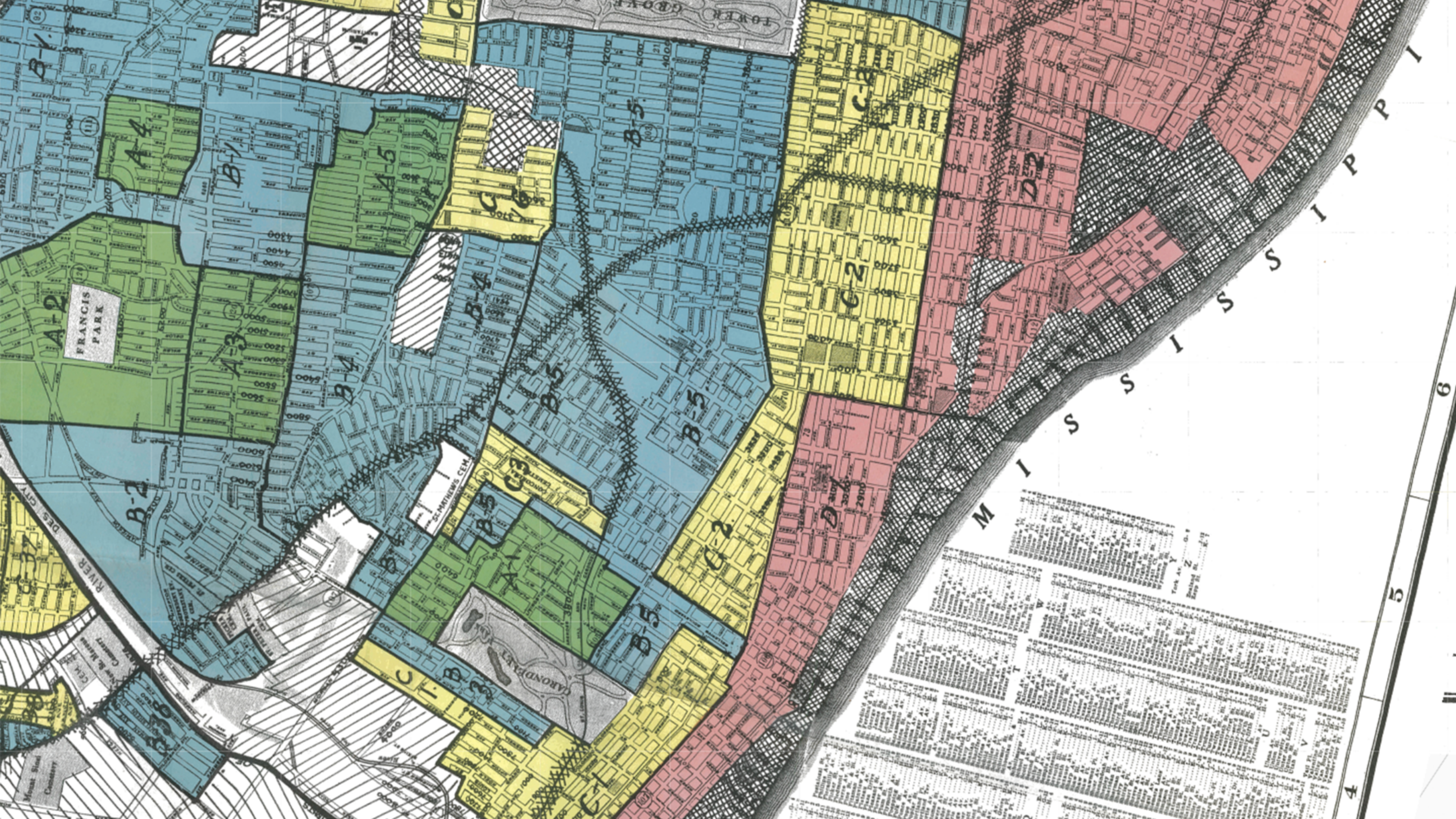
From 1940 to 1960, the black population in the City of St. Louis went from 13.3% to 28.6%, mainly in the area between Downtown and Kingshighway, Delmar Boulevard and St. Louis Avenue.



From the 1970s to the 1990s, the population in South St. Louis City and Dutchtown in particular diversified in large part due to internal migration of black families and individuals from the north side and other pockets of the region into Dutchtown in light of affordable housing and local amenities.

Unfortunately, institutional disinvestment in the area had already taken hold as a result of white flight from the urban core and suburban-centered development planning.





Characteristics and Demographics Today (2017 estimate)

Population: 16,700 (largest
neighborhood in the City)

Density: 11.3k per square mile

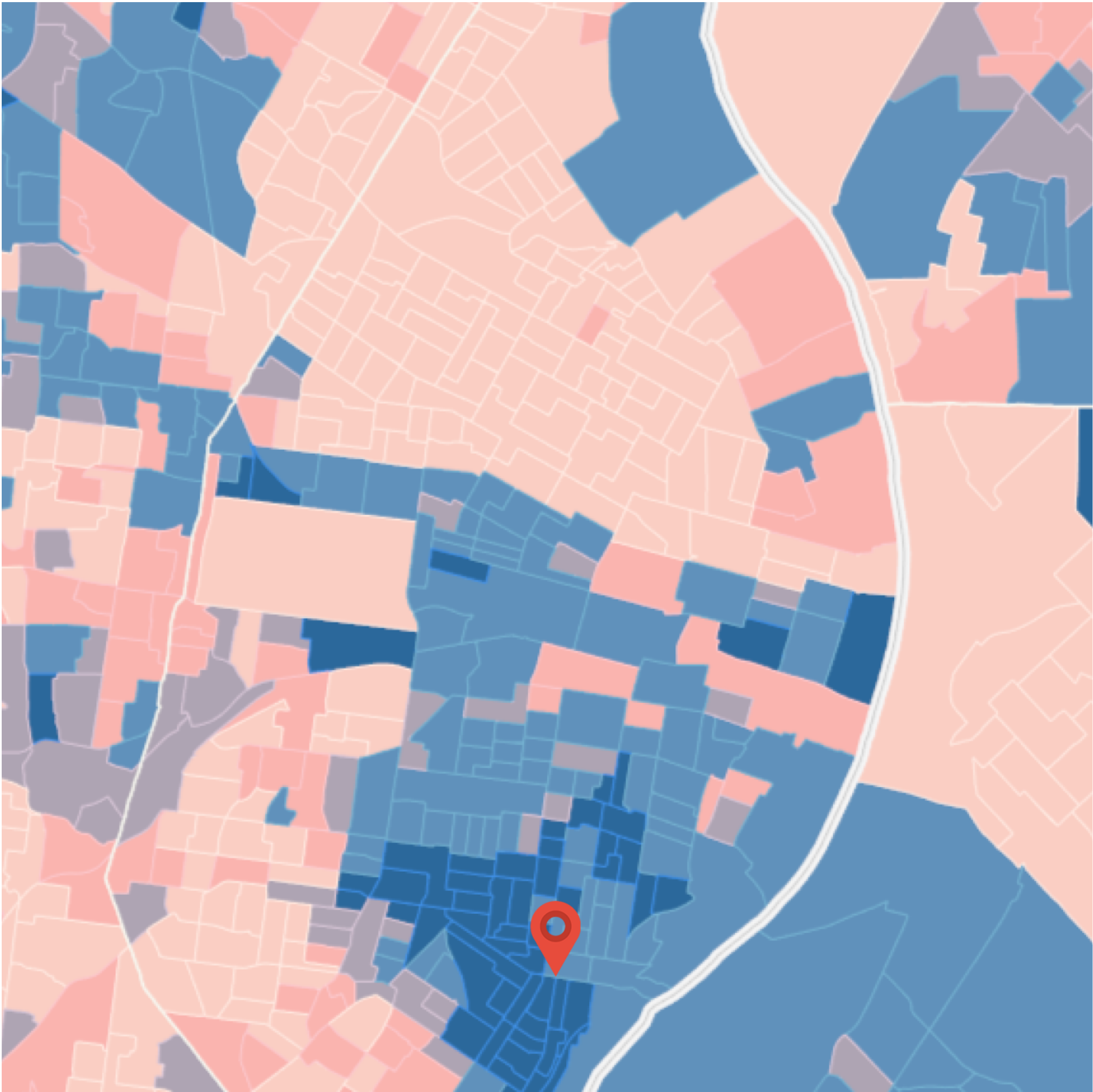
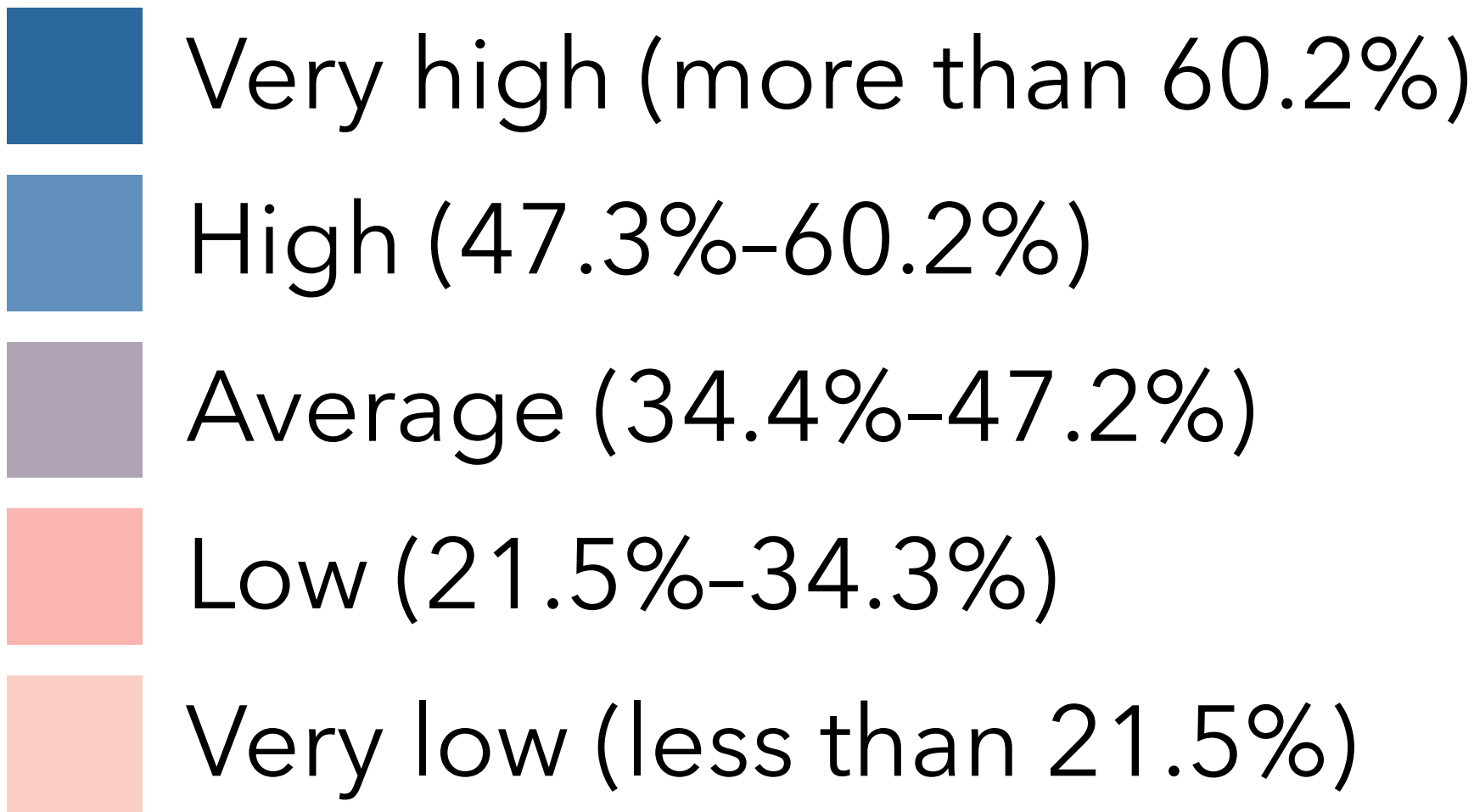
Median Household Income: \$26,400
(bottom ⅓ in the City)

Average Rent: \$756

Diversity in Dutchtown

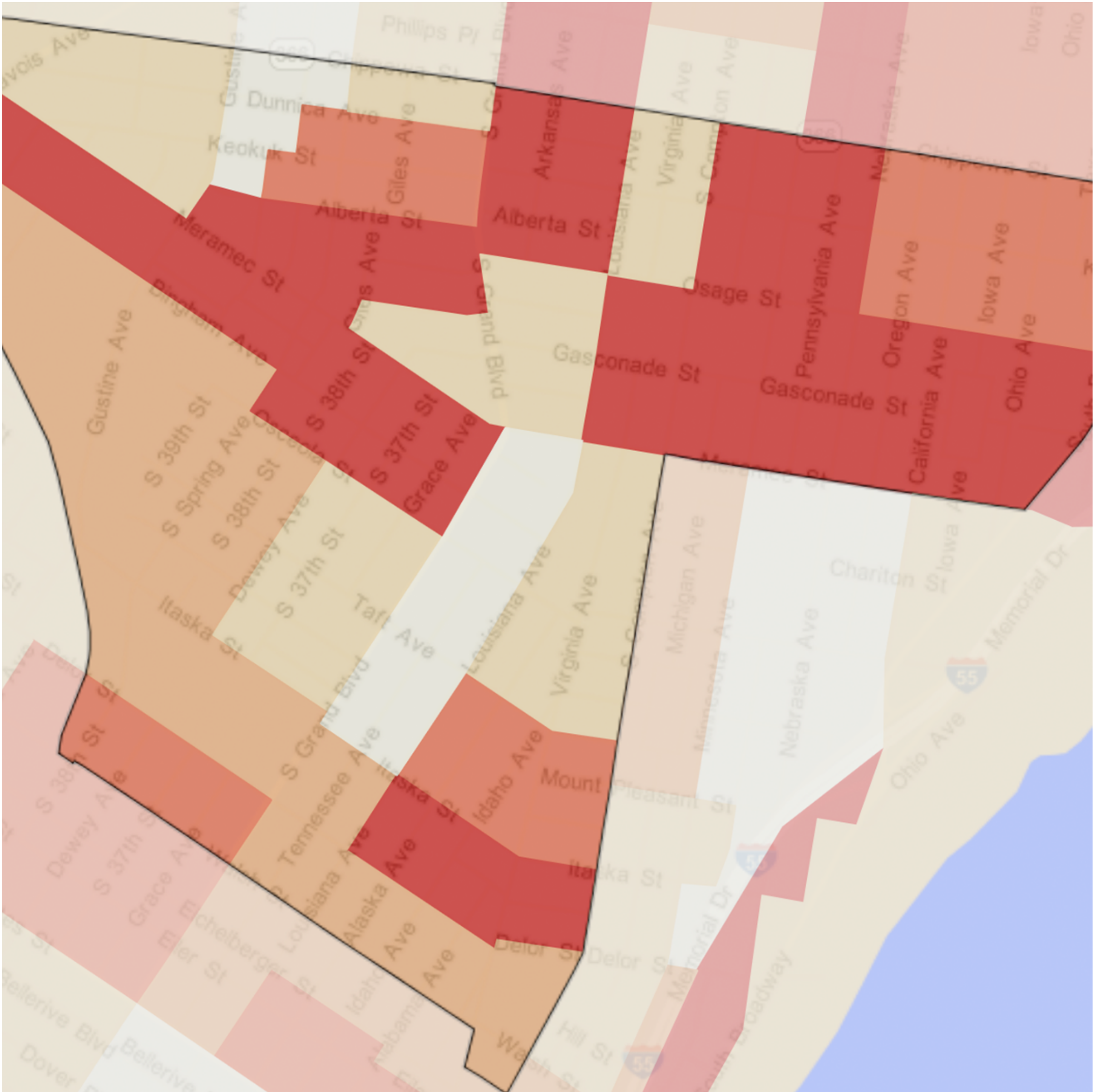
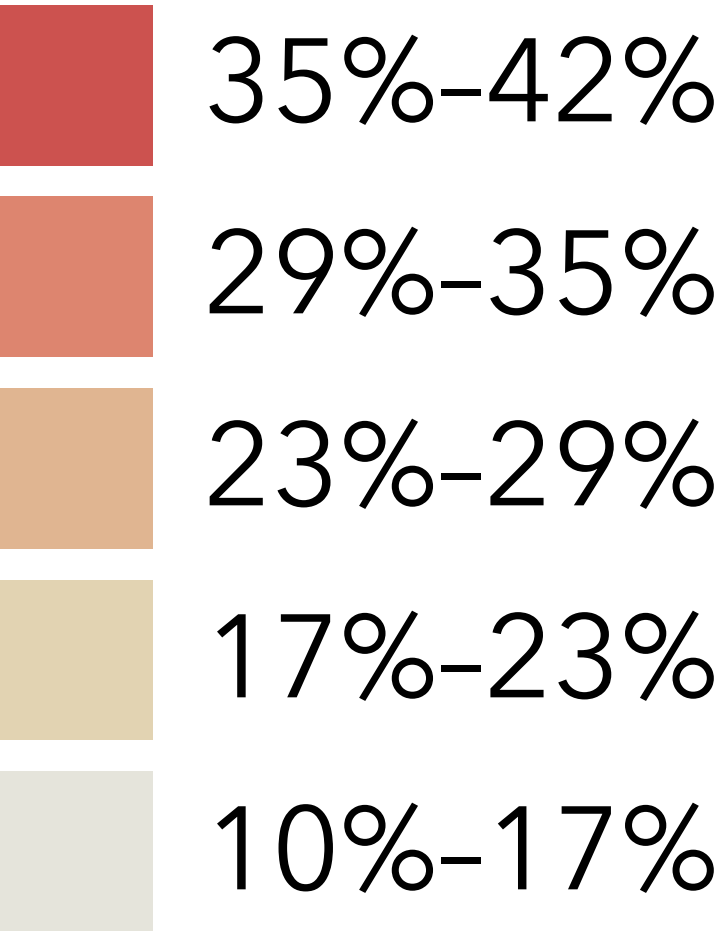
Black 51.2%
White 26.3%
Hispanic 11.5%
Asian 8.2%
Mixed 2.3%
Other .6%

Diversity index



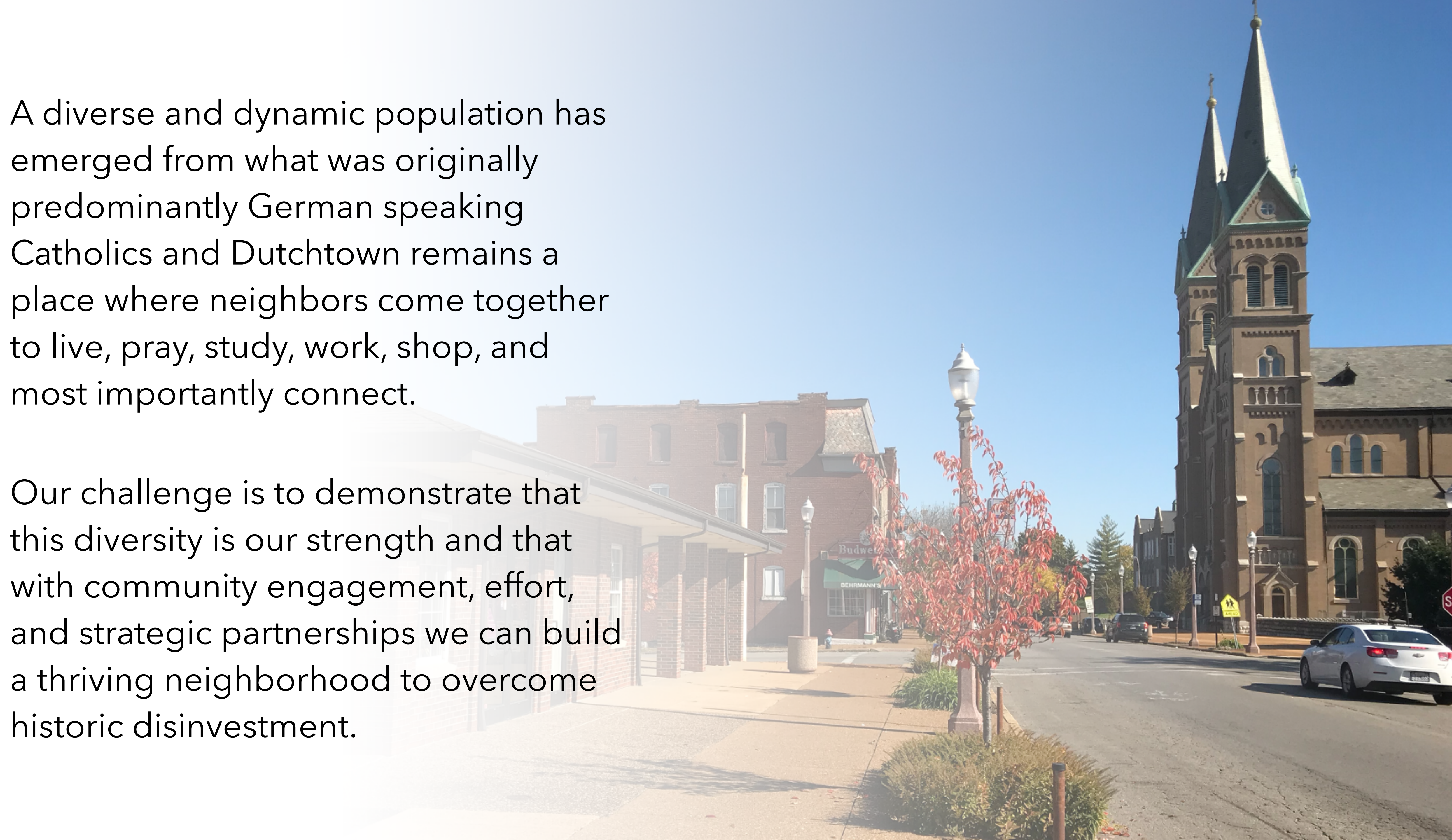
Youth in Dutchtown

Percentage of population age 0-17



A diverse and dynamic population has emerged from what was originally predominantly German speaking Catholics and Dutchtown remains a place where neighbors come together to live, pray, study, work, shop, and most importantly connect.

Our challenge is to demonstrate that this diversity is our strength and that with community engagement, effort, and strategic partnerships we can build a thriving neighborhood to overcome historic disinvestment.





DOWNTOWN DUTCHTOWN

Organizing for the Future



A vibrant street scene in a park-like setting. In the foreground, a diverse group of people is walking along a paved path. A woman with a bicycle helmet and sunglasses is prominent on the left. A young boy in a light blue soccer jersey is walking towards the right. The background features large, leafy trees, parked cars along the street, and a small yellow canopy tent. The overall atmosphere is bright and lively, suggesting a community event or a pleasant day in a neighborhood park.

Vision and Values

The vision for this area can be described as a thriving, inclusive community where Downtown Dutchtown showcases historic architecture and accessible space for economic and community activity.

DT2 • Downtown Dutchtown

Caya Aufiero, Vice President and Co-Founder

Dutchtown South Community Corporation

Amanda Colón-Smith, Executive Director

Dutchtown Community Improvement District

Ashley Raineri, Chair

Neighborhood Innovation Center

John Chen, Co-Founder

Lutheran Development Group

Jared Irby

St. Anthony of Padua

Father Michael Fowler, Pastor

Habitat for Humanity St. Louis

Michael Powers, Real Estate Development Manager



DOWNTOWN DUTCHTOWN

Challenges






Perceptions



Economics

Coordination

A map of a city street grid. A thick red line starts from the top left, runs diagonally down to the right, and then continues horizontally to the right. The map shows various street layouts, including a large grid in the upper right and more irregular patterns in the lower left and bottom right. A legend on the right side lists several administrative and organizational levels.

Neighborhoods
Police districts
Zip codes
House districts
Aldermanic wards
Neighborhood organizations



DOWNTOWN DUTCHTOWN

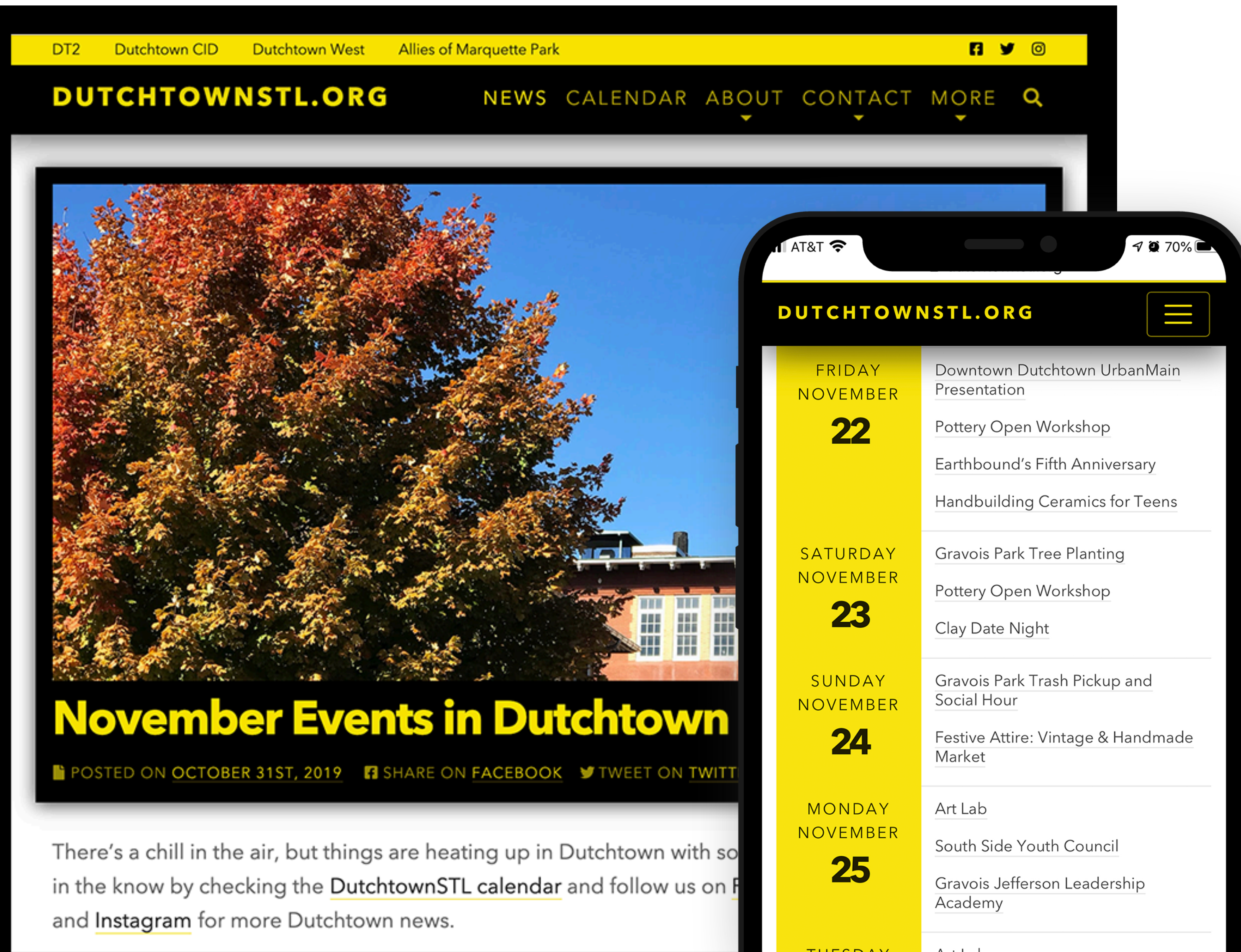
Solutions In Progress



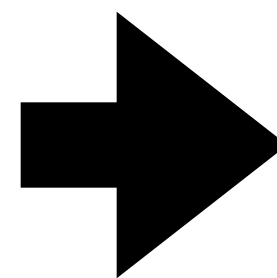
Perceptions

Beginning in 2016 after the passage of the CID, DT2 shifted its focus away from advertising its organization and toward branding the neighborhood by launching a new website, DutchtownSTL.org.

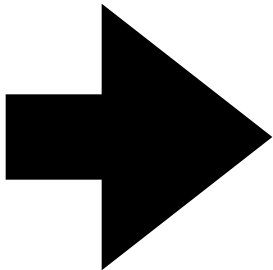
DT2 aligned the shift by registering as a 501(c)(3) and looking for ways to make more direct impacts in placemaking and tangible improvements.



Focus on the Dutchtown of **today**



Focus on the Dutchtown of **today**



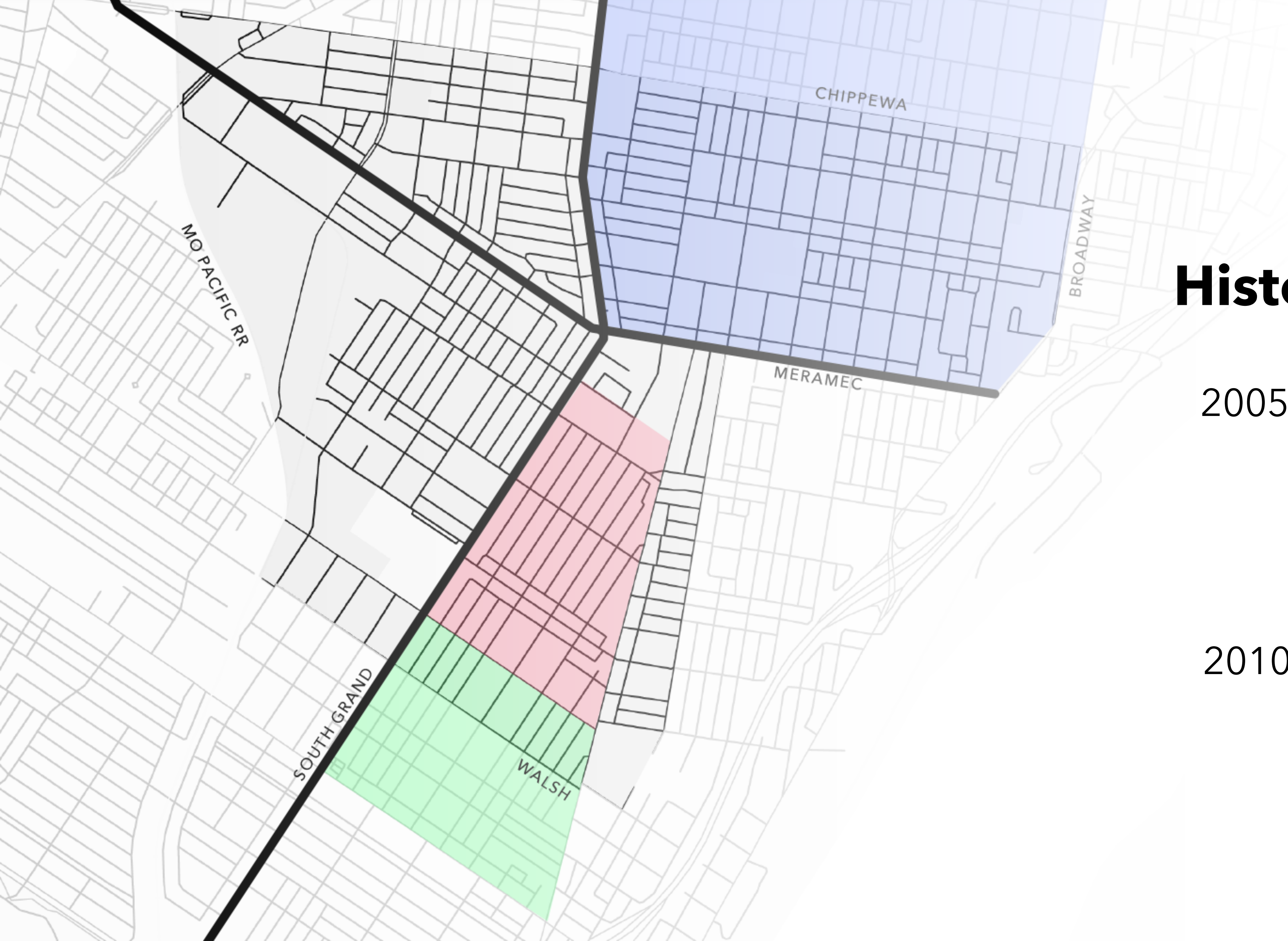
Dutchtown CID

Community improvement district focused on safety, beautification, and marketing

Annual budget \$90,000

Recently issued RFP for capital improvements





Historic Districts

2005: [Gravois-Jefferson
Streetcar Suburb](#)

2008: [St. Cecilia](#)

2010: [Dutchtown South](#)

Street Lighting

Security lighting
added in 2007

Historic lampposts
added in 2011

New lighting planned
for Virginia Avenue





Allies of Marquette Park

Raised \$7,000 for improvements
at Marquette Pool including pool
furniture and brighter decor

Working on partnerships to
improve soccer facilities



A photograph of a community mixer event. In the foreground, several people are seated in rows of black chairs, facing towards the right. A woman in a light pink blazer is prominent in the lower right, holding a clear plastic cup. Behind her, a man in a grey hoodie is also seated. In the background, a large group of people is standing and mingling. A long table in the middle ground is covered with various food items, including bowls of snacks and bread. The room has a wooden floor and a white wall in the background. The overall atmosphere is social and community-oriented.

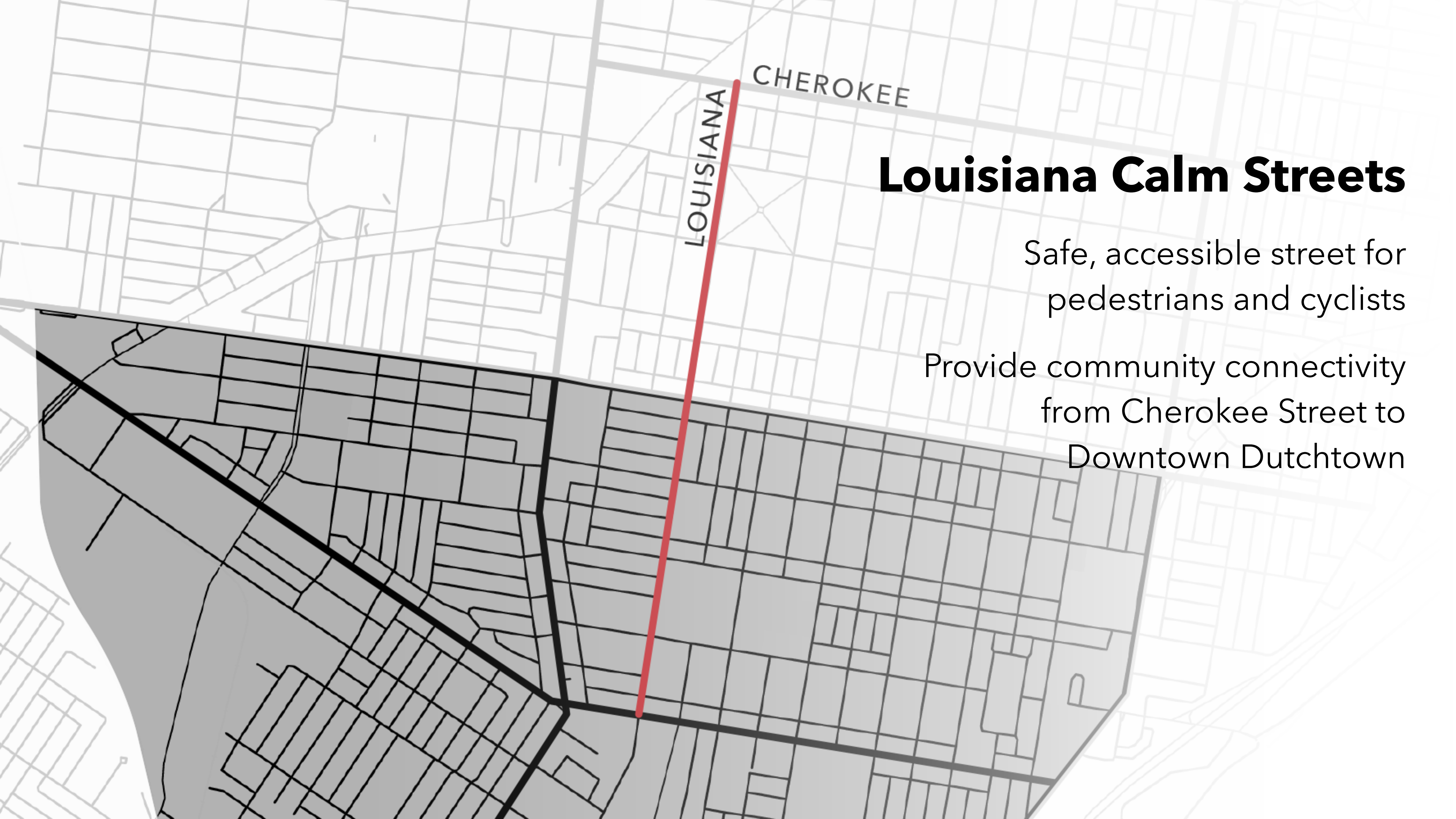
Go Dutch! Real Estate Promotion

Mixer with realtors and
potential buyers

Opportunity Zone prospectus

Gateway Neighborhood
Mortgage Program

Lutheran Development Group,
St. Joseph Housing Initiative,
Habitat for Humanity



Louisiana Calm Streets

Safe, accessible street for
pedestrians and cyclists

Provide community connectivity
from Cherokee Street to
Downtown Dutchtown

Gravois-Jefferson Historic Neighborhoods Plan

Resident-driven
comprehensive community
plan for northern
Dutchtown, Gravois Park,
and Benton Park West

GRAVOIS-JEFFERSON HISTORIC NEIGHBORHOODS PLAN

Benton Park West
Northeast Dutchtown
Gravois Park



Coordination



DT2

Development support for business and placemaking in the neighborhood to attract those businesses



NICSTL

Technology and programming support for businesses in the neighborhood and a new community engagement space



DSCC

Development support for equitable housing and community convening through placemaking and empowerment



DTCID

Capital revenue for safety, beautification and marketing projects



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Why UrbanMain?



Why UrbanMain?

Downtown Dutchtown has the structural and organizational building blocks in place

What we need now is a focused and deliberate commercial development plan





We believe that the UrbanMain approach can help us create a diverse economic base in Downtown Dutchtown by leveraging our inclusive nature, accessible resources, and historic footprint.

We know Dutchtown has something unique to offer, which is why you see so many amazing people who care deeply enough about this project to spend their Friday afternoon here.

Why Now?

Rising stakeholder
engagement and volunteers

Rising property investment



Matched Values

Economic vitality

Design

Promotion

Organization



DOWNTOWN DUTCHTOWN
Welcomes You!

