



Rock Road Station

This station profile describes existing conditions around the Rock Road 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 Rock Road Station is located on St. Charles Rock Road, one of the region’s major commercial corridors. Most of the land around the MetroLink Station itself is developed with industrial and commercial uses, though there are also several large vacant parcels in the immediate vicinity. Residential neighborhoods of single-family homes are located about a block away from the station on all sides. The quarter-mile station area also benefits from the presence of considerable open space and community facilities, including St. Peters Cemetery, Normandy High School, Bethany Cemetery, and the Pagedale Family Support Center. There are several large vacant parcels in the immediate vicinity, as well as several apparently vacant industrial sites.

The quarter-mile station area covers almost 300 lots on 18 blocks, with a total assessed value of \$3,620,180. Metro’s three-acre Park-Ride Lot adjacent to the MetroLink Station contains 191 spaces.

Regional Accessibility by Transit

From the Rock Road Station, MetroBus and MetroLink offer direct connections and timely travel to a wide range of neighborhoods, shopping, jobs, and other high-demand destinations:

- **#02 Red Line MetroBus**
 - Rock Road MetroLink Station
 - Pagedale
 - Skinker MetroLink Station
 - Forest Park
 - Richmond Heights MetroLink Station
 - Galleria
 - Brentwood Promenade
 - Brentwood MetroLink Station
 - Maplewood Commons
 - Big Bend Boulevard
 - Kirkwood Commons
 - Meramec Community College
- **#30 Soulard MetroBus**
 - Downtown St. Louis
 - Old North
 - South Grand
 - Soulard
 - Tower Grove Park
- **#32 M.L. King-Chouteau MetroBus**
 - Convention Center
 - Grace Hill
 - Barrett Park
 - Nestle-Purina
- **#33 Dorsett-Lackland MetroBus**
 - Olivette
 - Overland
 - Maryland Heights
 - Westport
 - Saint Ann
 - Breckenridge Hills

- **#35 Rock Road MetroBus**
 - Earth City
 - Bridgeton
 - Northwest Plaza
 - DePaul Medical Center
 - Saint Louis Mills
 - Macy's Call Center
 - Contico
- **#64 Lucas Hunt MetroBus**
 - Ferguson
 - Normandy

- Jennings
- Lucas Hunt Village
- ExpressScripts
- Buzz Westfall Plaza
- North Oaks Shopping Center

- **MetroLink (RED LINE)**
 - Scott Air Force Base (1 hour)
 - Downtown St. Louis (16 minutes)
 - Central West End (9 minutes)
 - Lambert International Airport (13 minutes)

Table 1: Average MetroLink Boardings Estimates*

As can be seen in Table 1, the Rock Road Station generates close to the average amount of boardings for a MetroLink Station in Missouri, and somewhat more demand than the system-wide average.

	Total Monthly Boardings	Average Daily Boardings	
		Weekday	Weekend
METROLINK STATION AVERAGE	36,500	1,360	830
MISSOURI STATION AVERAGE	42,000	1,560	960
ROCK ROAD METROLINK STATION	43,400	1,620	970

*Metro Fiscal Year July 2010 - June 2011

Demographics, Housing, and Employment

Table 2 below provides demographic and housing data for the population living within one-half mile of the Rock Road Station. This population appears to consist largely of working families: a full third of the population are children under the age of 18, and close to another third are between 35 and 64 years old. Around one-third have a high school degree, while 17% have a college or advanced degree. Fifty percent of households in the area live on less than \$25,000 per year, and 43% of individuals are living below the federal poverty line.

Table 2: Demographics

Population		Population		Income	
Acres	1,613	Age		Persons in poverty	43.0%
Population	4,866	0-17	32.5%	Household income	
Density (persons/acre)	3	18-24	17.6%		\$0-9,999
Sex		25-34	9.5%	\$10,000-14,999	8.5%
		35-64	28.4%	\$15,000-24,999	14.7%
Male	37%	65+	12.0%	\$25,000-49,999	24.5%
Female	63%	Education*		\$50,000-74,999	14.5%
			No diploma	18.0%	\$75,000-99,999
		High school	31.7%	\$100,000+	4.9%
		College degree	10.1%	Household size	
		Graduate degree	7.0%		1
				2	31.0%
				3	18.9%
				4	15.6%
				5+	9.0%

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 Rock Road Station area has an average residential density of 1.43 units per acre. Most of the housing stock within one-half mile of the station was built between World War II and the 1990s. Eighty percent of the 2,300 housing units are occupied, 46% by home owners and 54% by renters. Nearly three-fourths of the owner-occupied units are valued under \$100,000, and close to half of the rental units are priced below \$500. Eighteen percent of households – 31% of renter households – do not own a vehicle, and 10% of self-identified workers reported using transit for their daily commute.

Table 3: Housing and Transportation

Housing		Housing			Transportation	
Housing units		Owner-occupied housing values			Vehicle availability	
Total units	2,307	< \$100,000	613	72.0%	Zero-vehicle households	18.4%
Density (DUs/acre)	1.43	\$100,000-199,999	214	25.1%	Owner-occupied	3.5%
Occupied	1,856 80.5%	\$200,000-299,999	24	2.8%	Renter-occupied	31.0%
Owner-occupied	851 45.9%	\$300,000-499,999	0	0%	Workers*	1,827
Renter-occupied	1,005 54.1%	\$500,000+	0	0%		
Vacant	451 19.5%	Rental prices			Means of commute*	
Housing age		< \$100	55	5.6%	Drives alone (SOV)	72.7%
Pre-1940s	621 26.9%	\$100-499	421	43.0%	Carpool	6.7%
1940s-1990s	1,488 64.5%	\$500-749	410	42.0%	Transit	10.2%
2000s	198 8.6%	\$750-999	44	4.5%	Bicycle	0%
		\$1000-1499	10	1.0%	Walk	3.0%
		\$1500-1999	37	3.8%	Other	1.5%
		\$2000+	0	0%	Work at Home	5.9%

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. There are 68 firms and agencies employing 620 people within a half-mile of the Rock Road Station. The industries providing most of those jobs include manufacturing (22%), wholesale trade (15%), public administration (15%), and construction (10%).

Table 4: Employment, Half-Mile Radius

NAICS	Industry	Firms	Jobs	NAICS	Industry	Firms	Jobs	
23	Construction	6	63	56	Administrative & Support, Waste Management & Remediation Services	4	38	
32-33	Manufacturing	7	141	61	Educational Services	2	25	
42	Wholesale Trade	8	90	62	Health Care & Social Assistance	4	47	
44-45	Retail Trade	9	26	71	Arts, Entertainment, and Recreation	1	3	
48-49	Transportation & Warehousing	5	21	72	Accommodation and Food Services	1	12	
54	Professional, Scientific, Technical Services	1	4	81	Other Services	16	54	
55	Management of Companies & Enterprises	1	6	92	Public Administration	3	90	
Source: ReferenceUSA, as accessed via the St. Louis County Library database.						Total:	68	620

Neighborhood Context: Summary

The Rock Road Station is located at the intersection of St. Charles Rock Road and the old Wabash Railroad Line. The quarter-mile station area includes parts of the Cities of Pagedale and Wellston. A small portion of the northeast quadrant is within the City of Normandy, but that entire area is occupied by St. Peters Cemetery. St. Charles Rock Road runs southeast-northwest through the center of the station area, and is developed primarily with one- and two-story commercial and industrial uses. North Market Street runs east-west through the northern portion of the station area, and hosts several large, one-story industrial businesses and a substantial amount of vacant land. The remainder of the quarter-mile station area is developed with post World-War II, single-family detached homes. There are two large cemeteries in the area, as well as Normandy High School, the Pagedale Family Support Center, and a well-known flea market.

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.





A- West of MetroLink Station, off St. Charles Rock Road: Most of these blocks are developed with 1- and 2-story single-family homes. There are also a limited number of 2-family homes and vacant lots.



C - N. Market Street east of MetroLink rail line: This large block includes St. Peter's Cemetery, a vacant industrial site, a large vacant lot, and a single-family home.



B- N. Market Street, west of MetroLink rail line: This block is occupied by three large, 1-story industrial businesses, most with surface parking and open storage.



D - North of Rock Road, between Normandy High School and Lulu Avenue: These blocks contain 1.5-story, single-family homes. Many of these homes are showing signs of deterioration, and there are numerous vacant lots.



E - St. Charles Rock Road west of MetroLink Station: These two blocks contain a mix of low-density uses, including 1-2 story commercial buildings, smaller light industrial uses, and 2-story residences.



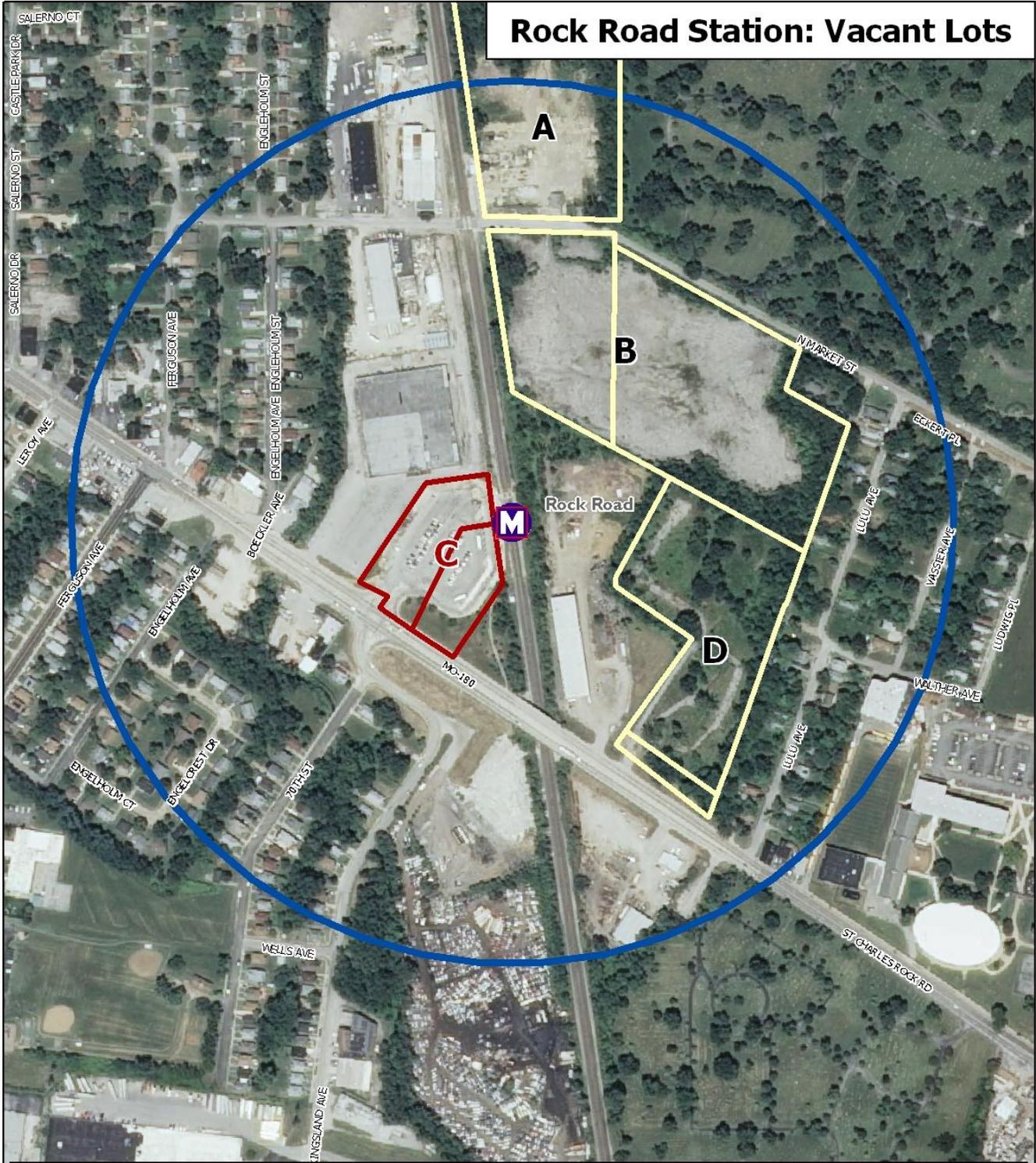
F- 7000 St. Charles Rock Road: Contains the MetroLink Station and Park-Ride Lot, as well as several large, 1-story commercial and industrial uses, including a flea market.



G - St. Charles Rock Road, east of MetroLink rail line: This mostly industrial block contains two industrial uses with small footprints on large lots, and one large vacant lot.

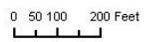
Rock Road Station: Neighborhood Context

Rock Road Station: Vacant Lots



Area	Area Description	Ownership	Zoning	# Lots	Acres	Assessed Value
A	North of Market, East of MetroLink Rail	James & Jeanine Riley	D: Industrial	1	10.8	\$88,380
B	South of Market, East of MetroLink Rail	Easton Manor Development LP	D: Industrial; R-A: One-Family Residential	2	6.4	\$22,500
C	MetroLink Park-Ride Lot	Metro	C: Commercial; D: Industrial	2	3.3	\$195,650
D	North of Rock Road, East of MetroLink Rail	WCSA	R-A: One-Family Residential	2	7.0	\$72,730

 1/4-Mile Station Area
 Vacant Lot
 Metro-Owned Lot



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 Rock Road Station. The quarter-mile station area is split between two jurisdictions, the City of Wellston and the City of Pagedale. A small portion at the northeastern edge is located within the City of Normandy, but that area is completely occupied by a cemetery. Parcels within the quarter-mile station area are covered by one of the following zoning districts:

City of Wellston

- R-A: One-Family Residential

City of Pagedale

- A: Single-Family Residential
- C: Commercial
- D: Industrial

Potential Development Opportunities and Issues

Availability of land: There is a considerable amount of vacant or underutilized land within the station area, totaling approximately 24 acres. One of these parcels is Metro's three-acre Park-Ride Lot, containing 191 spaces; Metro may have an interest in joint development on this site. All of these large vacant parcels are either adjacent to or formerly contained an Industrial use.

Environmental concerns: The Rock Road Station is surrounded by a substantial amount of vacant land and potentially underutilized parcels that host or formerly held industrial uses. Potential costs for environmental remediation and the proximity of active industrial uses may pose a barrier to TOD, and may require some financial mechanism to lower redevelopment costs for industrial land.

Access/mobility: Access to the MetroLink Station from potential development sites on the eastern side of the station area may be difficult, as both vehicles and pedestrians would need to travel farther north to Market Street or south to St. Charles Rock Road, cross the MetroLink right-of-way, then travel in the opposite direction in order to access the station.

Zoning: Current zoning regulations may support limited low-density TOD along St. Charles Rock Road, or an industrial type of TOD around the station and on North Market Street:

- **Low-density apartments and mixed uses are permitted along the Rock Road corridor**, within the City of Pagedale. The lots fronting on St. Charles Rock Road west of the MetroLink Station are within Pagedale's C: Commercial District permit a wide range of retail and services as well as a limited set of multi-family apartments. These buildings are limited to a height of five stories or 65', and require a minimum lot area of 2,000 sq. ft. per dwelling unit.
- **An industrial or business-focused type of TOD may be possible in Pagedale's D District**, which allows a wide range of commercial and industrial uses, but does not permit residential development. The D District allows buildings to reach a height of seven stories or 100'.

TOD in the remainder of the station area may face considerable barriers:

- **Multi-family housing and mixed uses are not allowed, or are very limited:** Most of the available vacant land is within the City of Wellston's R-A District or Pagedale's D District. The R-A District allows only single- and two-family homes, and the D District allows only commercial and industrial uses. Most of the residential area

is within Pagedale's A District, which allows only single-family homes. The lots fronting on St. Charles Rock Road are the only locations that permit multi-family housing.

- **Lower-density building heights:** Aside from the C and D Districts described above, parcels in the remainder of the station area are limited to single-family homes up to two-and-a-half stories or 35'. Buildings in most of the zoning districts are limited to heights of 35'.
- **Minimum lot and yard sizes:** The residential districts require lots ranging from 4,000 – 7,000 sq. ft. in size and 50 – 70' wide. They also require front yards ranging from 30 – 60'. Buildings in the C and D Districts require 30' front yards, but do not require side yards unless they abut residential districts. These requirements may limit the potential for a suburban model of transit-supportive density and compact, walkable TOD.

Rock Road Station: Zoning and Land Use

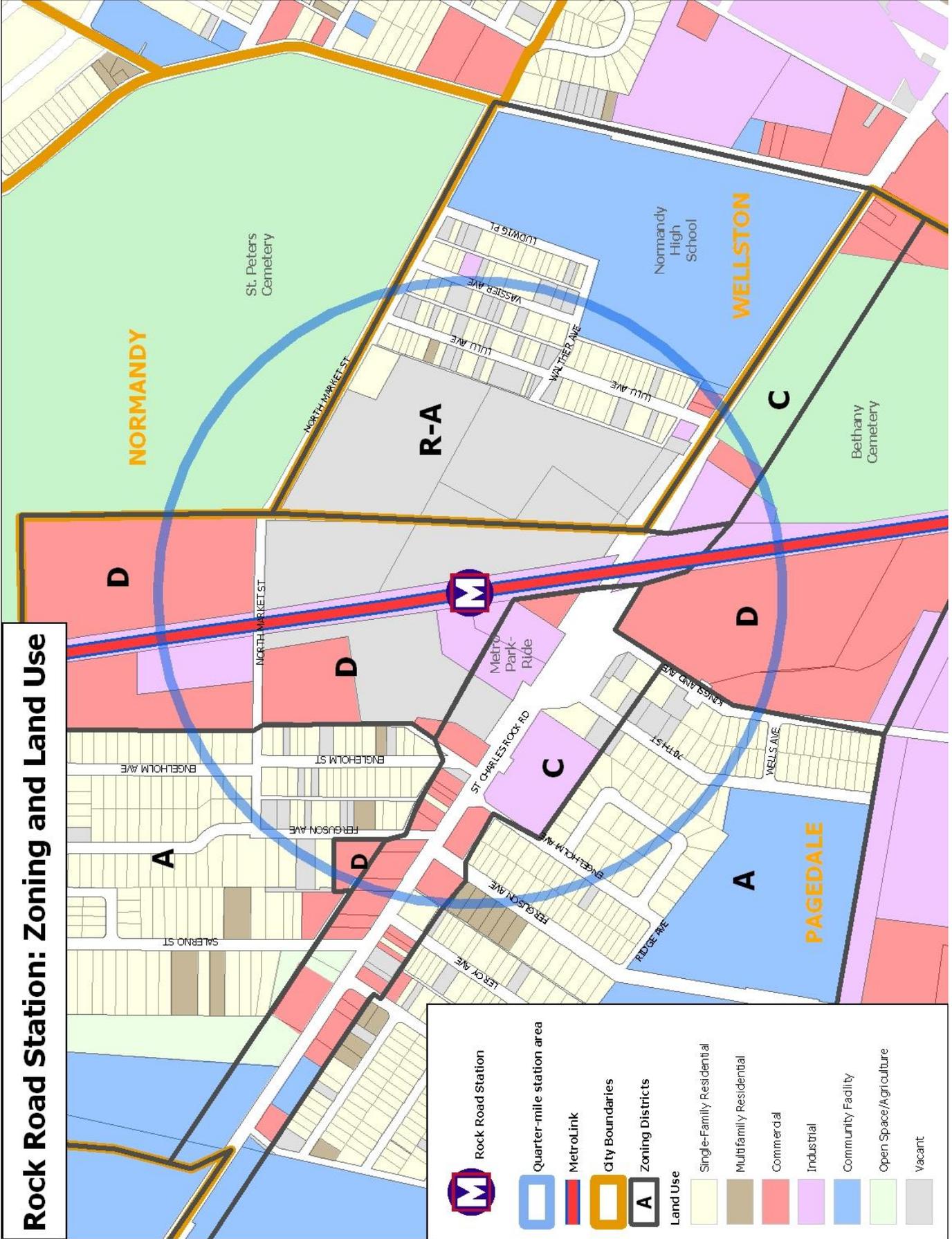


Table 5: Rock Road Station: Existing Zoning Regulations

	City of Wellston	City of Pagedale		
	R-A	A	C	D
District Type	One- and two-family residential	Single-family residential	Commercial	Industrial
Uses Permitted	1- and 2-family homes, community facilities, churches, utilities	1-family homes, 2-family homes > 60' lot width, community facilities	1- to 4-family homes, limited apartments, range of retail and services	As per "C," but no residential. Light industrial and wholesale
By Special Permit	Cemeteries, private schools, group developments	N/A	Gas stations	Gas stations
Minimum Lot Area	7,000 sq.ft.	1-family = 4,000 sq.ft., 2-family = 6,000 sq.ft.	1-family = 4,000 sq.ft.; other = 2,000 sq.ft./unit	N/A
Minimum Lot Width	70'	50'	N/A	N/A
Maximum Height	35'	2.5 stories / 35'	5 stories / 65'	7 stories / 100'
Min. Front Yard	On major arterials = 60', other streets = 45'	30' to building front, 20' to porch or paved terrace	30' to building front, 20' to porch or terrace. 1-family as per "A"	30'
Min. Side Yard	10'	2 req., 10% of lot width, at least 4'	None, but 4' adjacent to res. 1-family as per "A"	None, but 4' adjacent to res.
Min. Rear Yard	30'	40' or 40% of lot depth	20% of lot depth. 1-family as per "A"	None, except 20' abutting res dist
Parking	Residential = 1 per dwelling	Zoning ordinance does not specify	Residential = not specified; commercial = 1/400 sq.ft.	Zoning ordinance does not specify