

Advisory Committee Meeting #1

MARCH 22, 2022 | 4:00 PM



MARKET ANALYSIS
AND FEASIBILITY STUDY

Agenda

- A. Introductions
 - Planning Team
 - Advisory Committee
- B. Overview of Planning Process
- C. Overview of the Site
- D. Upcoming Community Engagement
 - Small Group Meetings
 - Pop-up Events
 - Community Forum #1 in June
- E. Visioning Exercise
- F. Questions and Discussions
- G. Next Steps

HOUSE KEEPING ITEMS

Meet the Planning Team



Project Manager



Market Analysis &
Economic Development



Local Business &
Entrepreneur Strategies



Community Engagement



Utilities, Infrastructure,
& Capital Improvements



We provide expertise in urban and community planning, public affairs, and landscape architecture. We strive to provide innovative solutions to our community, business, agency, and organizational clients that create value both for them and our region.



STEPHEN IBENDAHL
ASLA, AICP
Principal
Project Manager



KATIE MCLAUGHLIN
Plan, GIS,
Engagement



LAURA LINN
Community Planning,
Renderings





SAINT LOUIS UNIVERSITY

Urban Planning & Development Program

COMMUNITY PLANNING LAB



BOB LEWIS

CeCD, FAICP

Assistant Professor

**Market Analysis &
Economic Development**

Bob is presently an assistant professor of urban planning and development at Saint Louis University after almost 42 years as a practicing planner and economic development consultant. He was one of the founding employees of Development Strategies in 1988.



BOBBY BOONE

Founder, Chief Strategist
**Local Business &
Entrepreneur Strategies**

With nearly a decade of experience immersed in retail real estate, Bobby is impassioned about empowering engaged tenants, developers, and cities to create community-serving retail. He ensures the viability and sustainability of retail environments with tailored solutions that draw on his market analysis, planning, and strategic merchandising expertise.



We offer our clients creative solutions to the unique challenges associated with garnering community acceptance of potentially controversial public sector projects and initiatives. We build and strengthen regional and community relationships for our clients.



MARYANN TAYLOR CRATE
Principal
Community Engagement



KAYLA ALLEN



KRYSTAL MCINTOSH

← Community Engagement →



STOCK & ASSOCIATES

Consulting Engineers, Inc.

We are a recognized Civil Engineering and Land Surveying Consulting Firm. We specialize in providing professional services for civil engineering, construction management and inspection, drawing preparation and land surveying necessary for the completion of all phases of engineering projects.



GEORGE STOCK

President

**Utilities, Infrastructure,
Capital Improvements**



Meet the Advisory Committee

Tell us about yourself!

- Tell us about your organization.
- If you are a resident, how long have you lived in North County? What do you like best about where you live?

Advisory Committee

COMMUNITY ORGANIZATIONS

Julie Griffith, President, Spanish Lake Neighborhood Association

Angela Pinex, Executive Director, Spanish Lake CDC

Patty Murray, Board Member, Old Jamestown Association

Harold Holmes, Resident, Fox Manor Subdivision

INSTITUTIONS

Dana Ballinger, Director of Care Coordination & Population Health,
Christian Hospital

Jaclyn C. Johnson, Assistant Director of Education, Saint Louis Zoo

Rene Dulle, Senior Program Manager, St. Louis Community College

Advisory Committee

SCHOOL DISTRICT

Chris Norman, Chief Financial Officer and Assistant Superintendent for
Finance and Facilities, Hazelwood School District

BUSINESS COMMUNITY

Rebecca Zoll, President/CEO, North County Inc.
Venus Martz, President, Greater North County Chamber of Commerce

ST. LOUIS COUNTY PLANNING

Paul Weatherford, Planner, St. Louis County Planning
Melissa Wilson, Planner, St. Louis County Planning

Advisory Committee

MUNICIPALITIES

Rick Steigerwald, Resident, City of Blackjack

Todd Hughes, Director of Public Works, City of Florissant

NON-PROFIT SECTOR

Erica Williams, Executive Director, A Red Circle

RESIDENTS

Kim Potts

Tommie Pierson Jr.

Randy Schroeder

Chandan Mahanta

Taina Charleston

Jada Reese

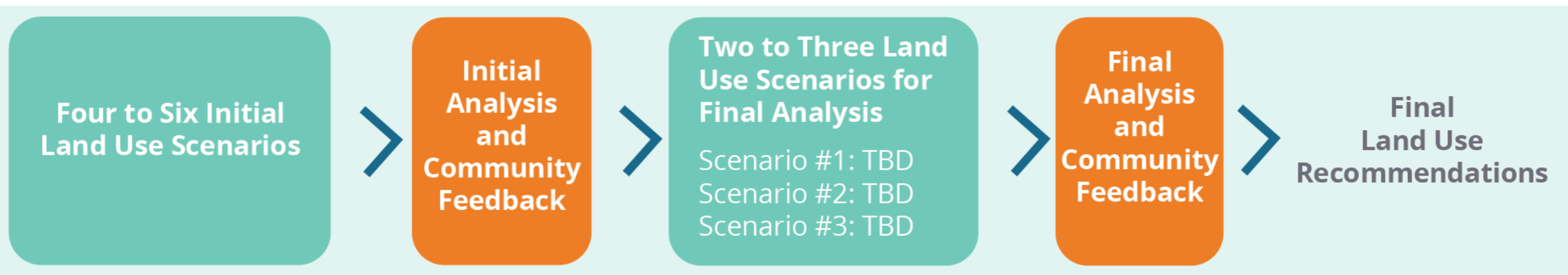
Role of the Advisory Committee

- Attend meetings. Five to six meetings through the fall of this year.
- “Sounding Board” for the planning team.
- Dive deep into the market analysis and help develop principles of preferred development.
- Share information with your networks and neighbors.

Approach

The Market Analysis and Feasibility Study:

- Determine a commercially viable land use that reflects community feedback.
- Reflect current market conditions.
- Robust community engagement.

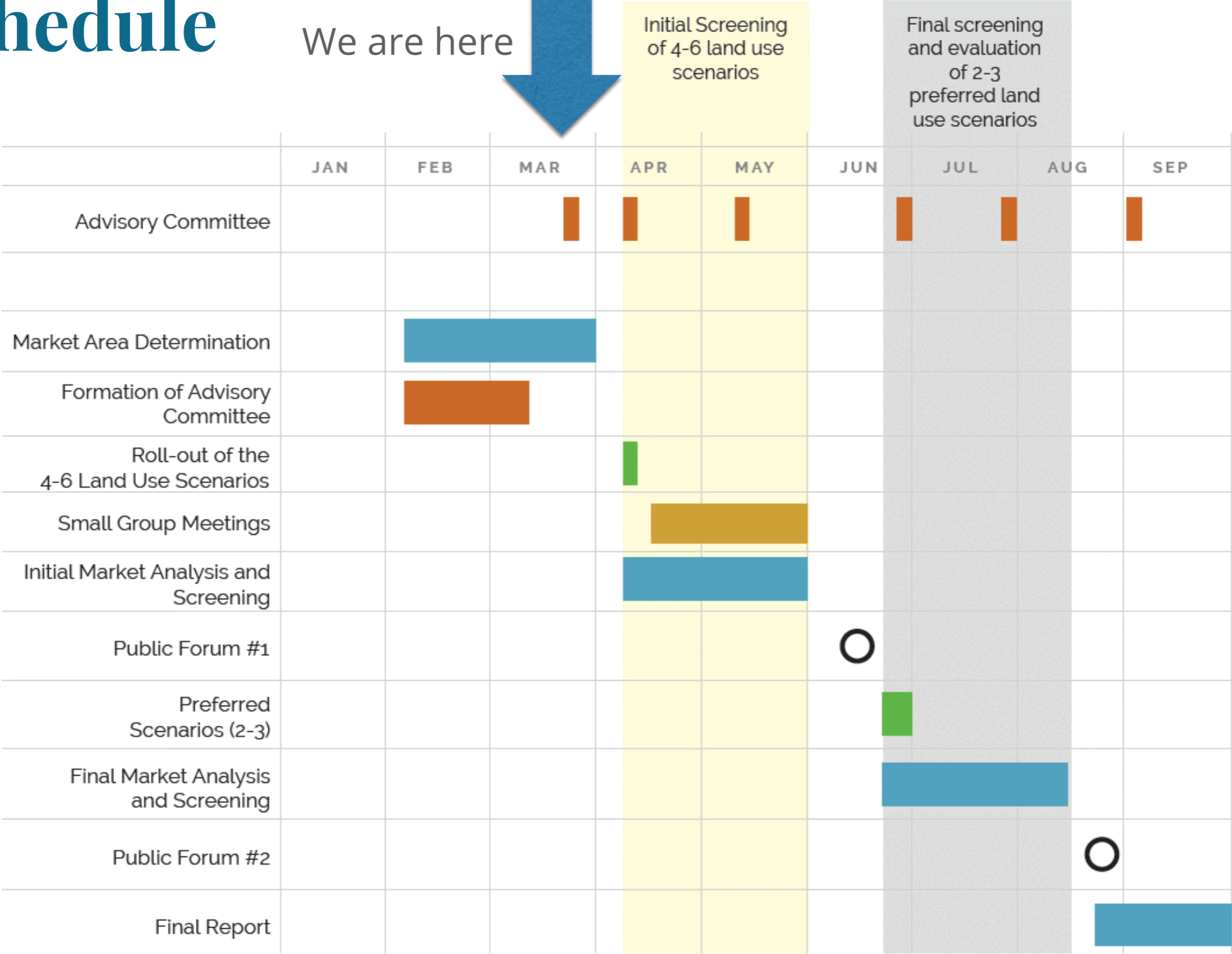


The results of a preliminary market analysis will determine the Initial Land Use Scenarios. Four to six scenarios is a good number to provide a wide spectrum of land use options for initial analysis, but small enough for a focused discussion with the community.

Development Principles: Development principles are to be determined, but may include: place-making (architecture, walkability, community space, etc.), local business and job creation, and return on public investment.

Working Schedule

We are here



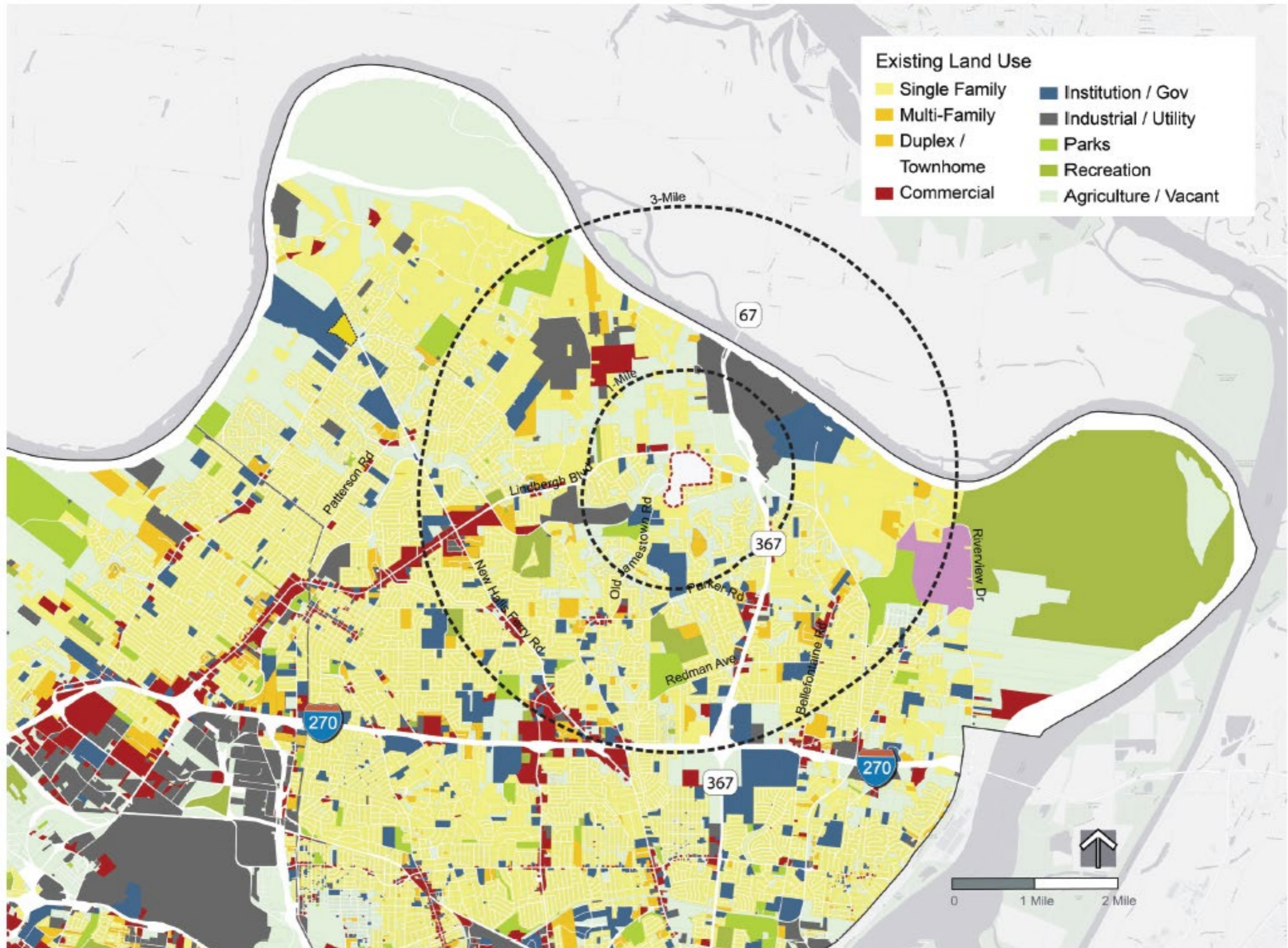
Initial Screening of 4-6 land use scenarios

Final screening and evaluation of 2-3 preferred land use scenarios

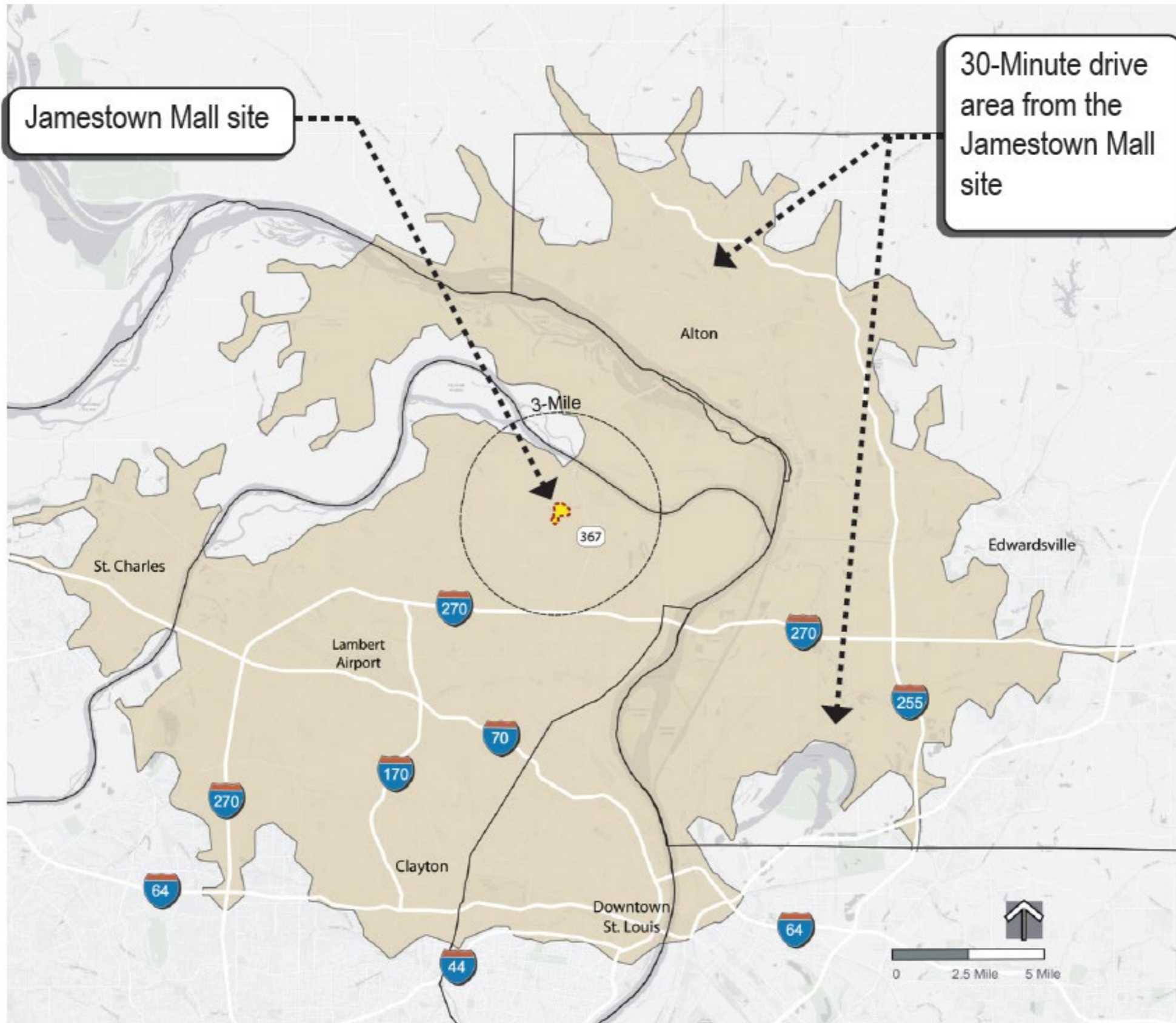
Overview of Site



Overview of Site



Overview of Site



Upcoming Engagement



SMALL GROUP MEETINGS



PUBLIC FORUM #1



POP-UP EVENTS

Small Group Meetings

LATE APRIL - MAY

8-12 Meetings

10-15 Attendees per meeting

WORKING LIST

Subdivisions near site (4-5 meetings)

Fox Manor Subdivision

Old Jamestown Association

Spanish Lake Neighborhood Association

Spanish Lake CDC

Youth (High School Students)

Business Owners

OTHER

RECOMMENDATIONS



SMALL GROUP MEETINGS

Pop-Up Events

SPRING/SUMMER

Two Events

**ARE THERE COMMUNITY
EVENTS WE CAN ATTEND**



**POP-UP
EVENTS**

Public Forum #1

JUNE

Date and location TBD

AGENDA

Review and feedback on the four to six land use scenarios.

Development principles.



**PUBLIC
FORUM #1**

VISIONING EXERCISE

QUESTIONS/DISCUSSIONS

Between Now & Next Advisory Committee Meeting

✓ **SHARE WEBSITE WITH
YOUR NETWORKS**

✓ **CONFIRM CONTACT
INFORMATION**

✓ **BIO AND PHOTO**

Between Now & Next Advisory Committee Meeting



**SHARE WEBSITE WITH
YOUR NETWORKS**



**CONFIRM CONTACT
INFORMATION**



BIO AND PHOTO

Meet the Team

Stephen Ibendahl | Project Manager



Principal of The i5Group, Stephen brings over 20 years of experience in community and urban planning, public affairs, landscape architecture, and project management. His management and project experience includes a wide range of projects including: comprehensive planning, land-use planning, urban design, greenways and trails, parks and open space, freight, strategic planning, site development, zoning, transit, public engagement, fundraising, advocacy, and policy.

Bob Lewis | Market Analysis and Economic Development



Bob is presently an assistant professor of urban planning and development at Saint Louis University after almost 42 years as a practicing planner and economic development consultant. He was one of the founding employees of Development Strategies in 1988, a consulting firm with a nationwide practice. Bob served clients in 42 states until his retirement from Development Strategies at the end of 2017. In addition to his current teaching responsibilities, Bob continues to consult in the fields of urban planning, economic development, and real estate development.

Bobby Boone | Local Business and Entrepreneur Strategies



With nearly a decade of experience immersed in retail real estate, Bobby is impassioned about empowering engaged tenants, developers, and cities to create community-serving retail. He ensures the viability and sustainability of retail environments with tailored solutions that draw on his market analysis, planning, and strategic merchandising expertise. He currently serves on the senior leadership team for creating a community of professionals dedicated to thwarting commercial small business displacement and creates innovative small business real estate solutions.

Next Advisory Meeting

WEEK OF APRIL 11

Roll-out of the 4-6 initial land use scenarios

THANK YOU!