

**JAMESTOWN MALL MARKET ANALYSIS AND FEASIBILITY STUDY
OVERVIEW BROCHURE**



Imagine

JAMESTOWN MALL
REDEVELOPMENT

A community driven, market based approach.



www.ImagineJamestownMall.com

Background

Jamestown Mall was originally developed in 1972 as an enclosed shopping center. The Mall was permanently closed in 2014 and is currently owned by the St. Louis County Port Authority. The Property also has been the subject of two redevelopment RFPs issued by the Port in 2018 and in 2020. No action was taken following the 2018 RFP and a proposal submitted in 2020 to purchase and redevelop the property for a light industrial/logistics use with limited retail was withdrawn due to a lack of community support.

As a result, the Port Authority is conducting a Market Analysis and Feasibility Study in 2022 that combines a comprehensive market analysis of a wide range of realistic redevelopment scenarios with extensive community engagement.

In addition to the Market Analysis and Feasibility Study, the Port Authority is overseeing environmental remediation of the Jamestown Mall site and preparing demolition and grading plans. After the market analysis, the Port Authority plans to issue a new request for proposals for the site.

The Goals of the Market Analysis and Feasibility Study

Evaluation of Land Use Scenarios

The planning team will develop four to six land use scenarios for initial analysis. Based on the initial market analysis and input from the community, two to three land use scenarios will be chosen for final analysis. The end result may be one preferred land use scenario, but more likely two to three land use scenarios that reflect community feedback, are commercially viable, and provide an acceptable return on public investment.

Robust Community Engagement

Community engagement is a very important part of this process. Engagement will include:

- An advisory committee that includes community members will work with the planning team to dive deep into the market analysis and develop principles of preferred development.
- A series of focused neighborhood conversations in small groups.
- Two public forums.

Development Principles

The planning team will work with the advisory committee and the community in developing a set of “development principles”. These principles will help inform future development proposals and development standards to ensure community expectations are met. The 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.

The purpose of the Jamestown Mall Market Analysis and Feasibility Study is to evaluate the feasibility of potential redevelopment opportunities that are commercially feasible and align with the needs and desires of the surrounding community.

Results of the Feasibility Study

The results of the feasibility study will likely be two to three land use scenarios that reflect community feedback, are commercially viable, and provide an acceptable return on public investment. The feasibility study will position the Port Authority to issue a new request for proposals for redevelopment of the site.



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COMMON QUESTIONS REGARDING The Jamestown Mall Market Analysis and Feasibility Study

What is a Market Analysis and Feasibility Study?

A market analysis evaluates what land uses are commercially feasible given the existing market conditions. The market analysis will examine many factors, including existing land use; recent or planned development; economic growth sectors in St. Louis County and the St. Louis region; demographic and housing data, trends, and projections; and market area supply and demand. The planning team will develop four to six land use scenarios for initial analysis. Based on the initial analysis and input from the community, two to three land use scenarios will be chosen for final analysis. The end result may be one preferred land use scenario, but more likely two to three land use scenarios that reflect community feedback, are commercially viable, and provide an acceptable return on public investment.

How will this Process be Different than Past Efforts Regarding Jamestown Mall?

This Market Analysis and Feasibility Study will combine market analysis with robust community engagement to determine a commercially viable land use that reflects community feedback. In addition, the study will reflect current market conditions.

Who is leading the Market Analysis and Feasibility Study?

The Port Authority has retained a planning team to perform the Market Analysis and Feasibility Study. The planning team is led by the i5Group, along with the Community Planning Lab of St. Louis University, Added Dimension, Stock & Associates, and &Access. Four out of the five organizations of the planning team are St. Louis based. The i5Group is a community planning firm that has worked throughout the St. Louis region, recently leading a feasibility study and land use master plan for Spanish Lake. Robert Lewis, who brings over four decades of experience in economic development, will lead the market analysis. Bob, who teaches at St. Louis University, will perform the market analysis through the Community Planning Lab of St. Louis University. &Access will assist with strategies to grow local business and entrepreneurship. Added Dimension will lead the community engagement. Added Dimension is skilled in grassroots community engagement. Finally, Stock & Associates, a St. Louis based civil engineering firm, will assist with the analysis of existing utilities and potential infrastructure modifications.

How long will the process last?

The planning process started in early 2022 and will be complete by the Fall of 2022.

Will the public and community be part of the process?

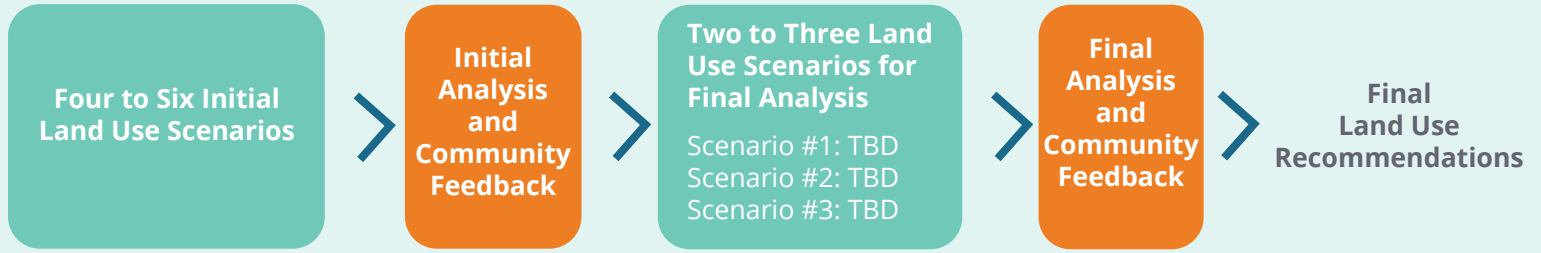
Yes. Community involvement will be an important part of the process. An advisory committee that includes community members will work with the planning team to dive deep into the market analysis and develop principles of preferred development. A series of focused neighborhood conversations in small groups will allow residents in-depth conversations with the planning team. Two open house style community forums will allow residents to review materials and provide input during the process. This process will also incorporate what has been heard from the community in the past, including the community forum that was held in the Fall of 2017.

How do I learn more about the Market Analysis and Feasibility Study or review materials?

Visit the plan website at www.ImagineJamestownMall.com to stay up to date on the plan. The website will include updates about the process and materials to download as they become available.



Approach



Notes: 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.

Schedule

1. Winter 2022

Initiation of Market Analysis and Advisory Committee Formation

- Project Kickoff
- Initiation of Market Analysis
- Formation of Advisory Committee

2. Winter - Spring 2022

Initial Screening of Land Use Scenarios

- Initial 4-6 Land Use Scenarios and Analysis
- Stakeholder/Focus Group Meetings
- Advisory Committee Meetings
- Public Forum #1

3. Spring - Summer 2022

Final Screening of Land Use Scenarios

- Preferred 2-3 Land Use Scenarios
- Final Screening
- Advisory Committee Meetings
- Public Forum #2

4. Summer - Fall 2022

Conclusions and Final Report

- Feasibility Outcome and Conclusions
- Follow-up Stakeholder/Focus Group Meetings
- Advisory Committee Meetings
- Final Report

Thank you for your interest! For more information about the Jamestown Mall Market Analysis and Feasibility Study, visit: www.ImagineJamestownMall.com