

Welcome!

TO THE PUBLIC FORUM

FOR THE JAMESTOWN MARKET ANALYSIS
AND FEASIBILITY STUDY

Thank you for attending! Be sure to:

- Visit all the boards and stations.
- Talk with the planning team.
- Share your thoughts about the land use scenarios.



Do you have questions or comments?

TALK WITH THE PLANNING TEAM!

There are planning team members at the various stations around the open house who would be happy to talk with you!



Looking for a Planning Team Member? They are wearing a special nametag! Or visit the welcome table.

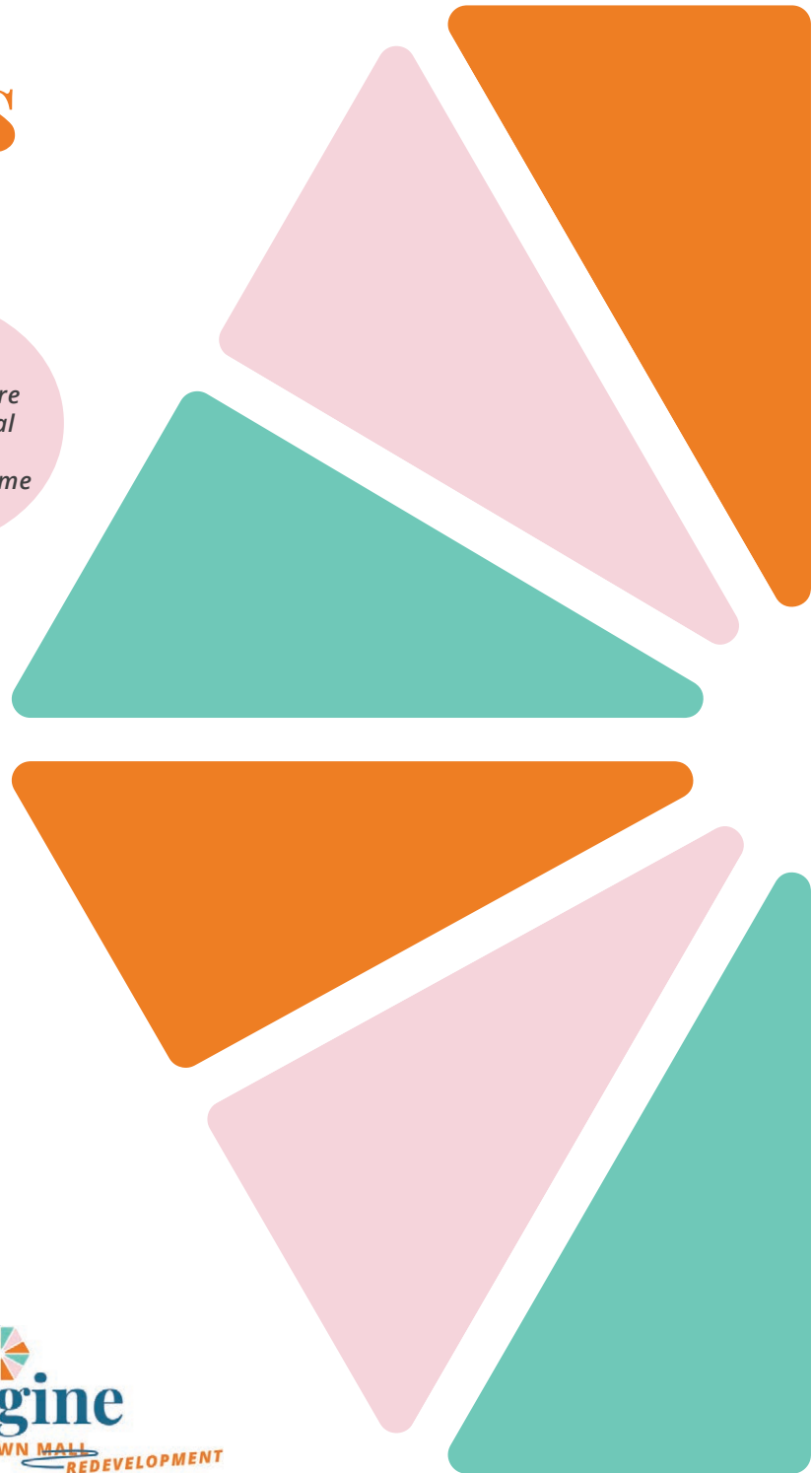
WANT TO DIVE DEEPER INTO THE DISCUSSION?

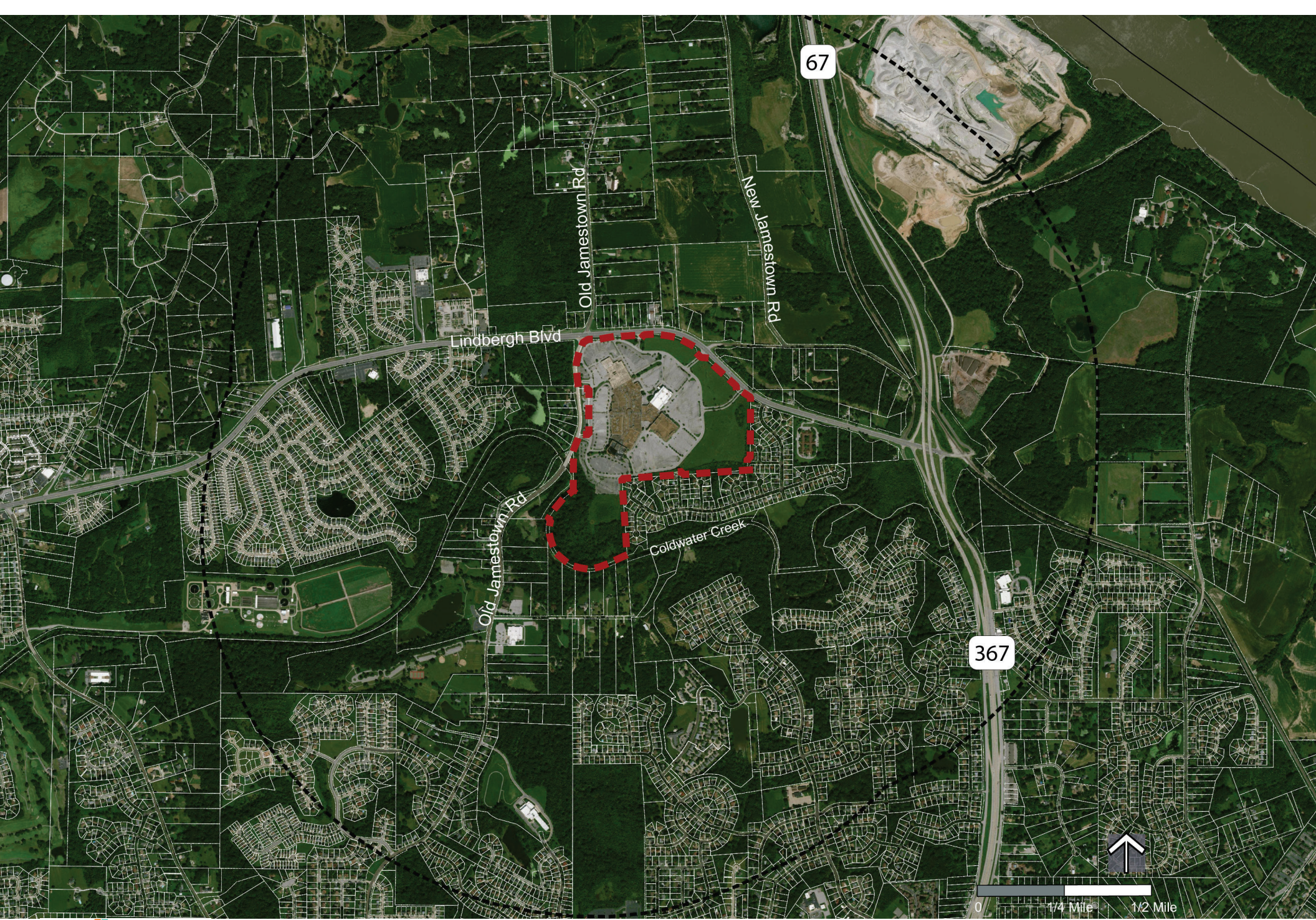
The planning team is hosting a series of small group discussions in early October for attendees to talk in-depth with the planning team. If you would like to participate, visit the Welcome Table for more information and to register to attend.

SHARE YOUR COMMENTS!

Be sure to return your comment form from tonight's meeting. If you know of someone who couldn't attend tonight's meeting, comments can be submitted via the plan website

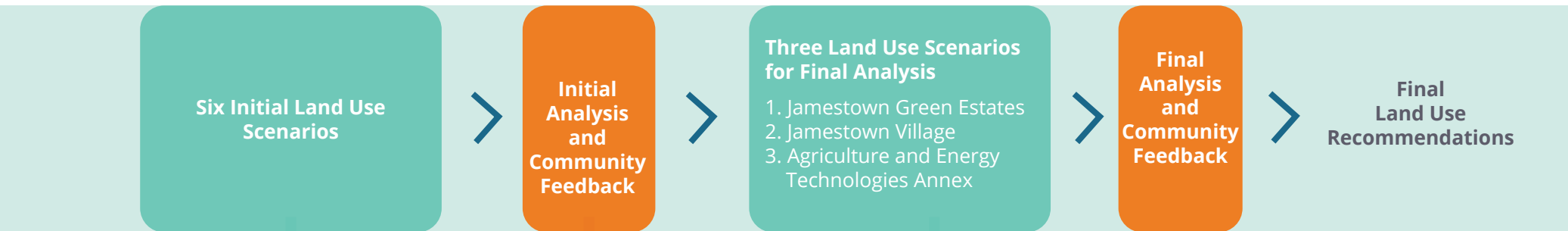
(www.ImagineJamestownMall.com) until October 7, 2022.











Study Approach

We are here

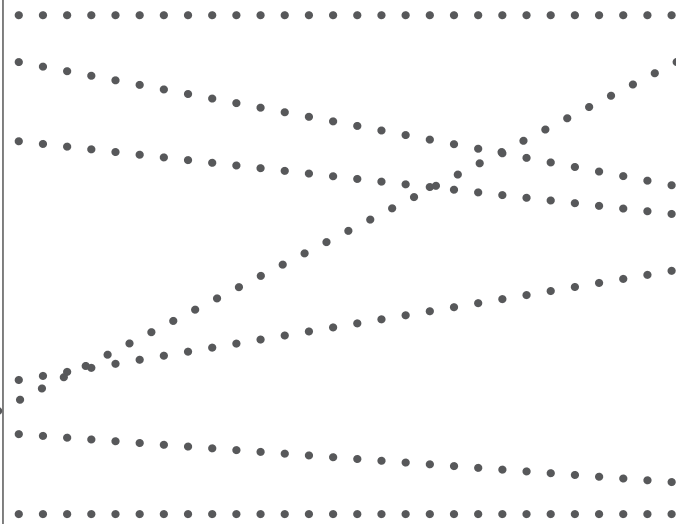


SIX SCENARIOS PRESENTED AT PUBLIC FORUM #1

-  **Scenario A**
JAMESTOWN ACRES ESTATES
-  **Scenario B**
NORTH LINDBERGH CORPORATE CAMPUS
-  **Scenario C**
NORTH LINDBERGH COMMERCE HUB
-  **Scenario D**
NORTH LINDBERGH LOGISTICS CENTER
-  **Scenario E**
CENTER FOR CRITICAL TECHNOLOGIES
-  **Scenario F**
GREEN ACRES AGRICULTURAL AND ENERGY CENTER

Combining Scenarios

Based on market research and community feedback, the final three land use scenarios contain aspects from the first six scenarios.



THREE LAND USE SCENARIOS

-  **SCENARIO 1: JAMESTOWN GREEN ESTATES**
Combination of Scenario A (residential) with aspects of Scenario F (agriculture/open space)
-  **SCENARIO 2: JAMESTOWN VILLAGE**
Combination of Scenario A (residential) with aspects of Scenario B (office) and Scenario E (incubator space)
-  **SCENARIO 3: AGRICULTURE AND ENERGY TECHNOLOGIES ANNEX**
Combination of Scenario F (agriculture) with Scenario E (ag-tech research).

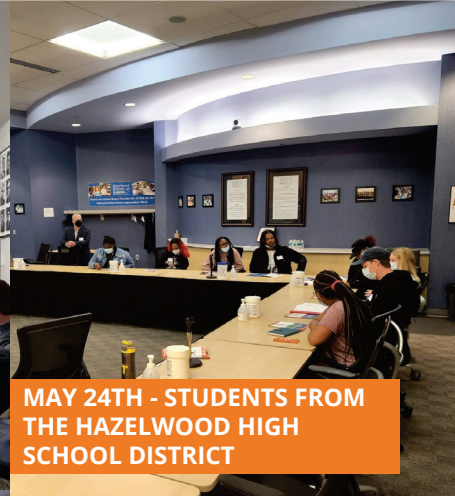
WHAT HAVE WE BEEN UP TO? Listening!

SMALL GROUP MEETINGS

Leading up to the public forum, the planning team conducted a series of small group discussions with subdivisions, neighborhood organizations, and other groups regarding the initial six land use scenarios. The small group meetings took place from late April through early June.



MAY 9TH - NORTH COUNTY CHAMBER



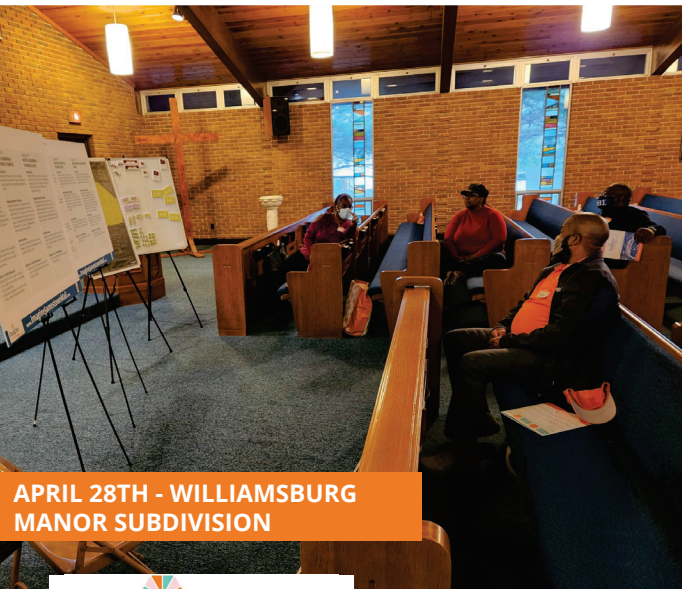
MAY 24TH - STUDENTS FROM THE HAZELWOOD HIGH SCHOOL DISTRICT



MAY 22ND - ZION UCC CHURCH



MAY 17TH - SPANISH LAKE NEIGHBORHOOD ASSOCIATION



APRIL 28TH - WILLIAMSBURG MANOR SUBDIVISION



MAY 25TH - FLOISSANT VALLEY COMMUNITY COLLEGE



MAY 10TH - OLD JAMESTOWN ASSOCIATION

WHAT HAVE WE BEEN UP TO? Listening!

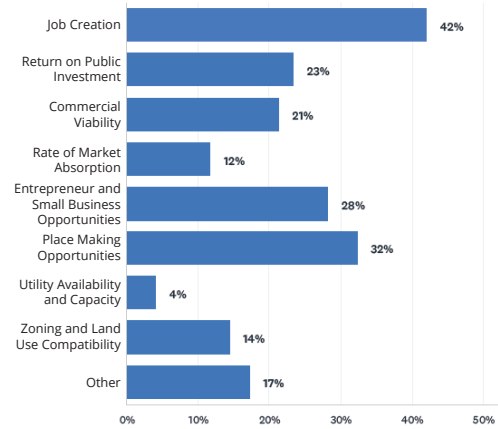
PUBLIC FORUM #1

The first public forum took place on June 29, 2022 at the Saint Louis Zoo Wildcare Park.

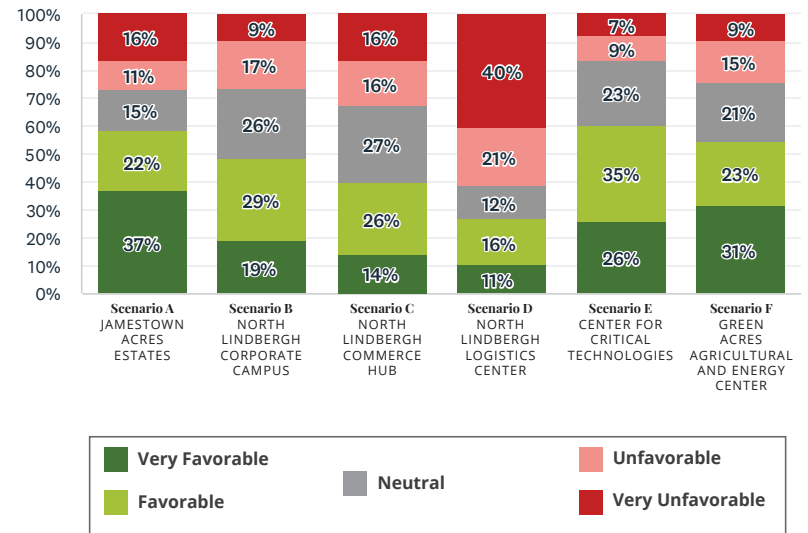
We had over 200 attendees!



After reviewing the evaluation criteria, please choose your top two priorities for the evaluation criteria. (Choose no more than two)



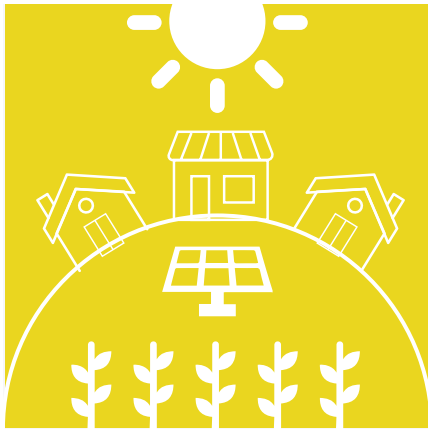
After reviewing the scenarios and evaluation criteria, how do you view each scenario in terms of favorability?



The top three most favorable scenarios from the first public forum were:
Scenario A - Jamestown Acres Estates
Scenario E - Center for Critical Technologies
Scenario F - Green Acres and Agriculture and Energy Center



Land Use Scenarios for Final Analysis



SCENARIO 1 | JAMESTOWN GREEN ESTATES

Residential mix with a strong emphasis on open space/agriculture as a market differentiator (agri-living).

Professional agriculture growing facilities, community gardens, or open space/natural areas.

"FRONT DOOR" : High impact, high design retail and restaurants to elevate the image of the site and to welcome to visitors.



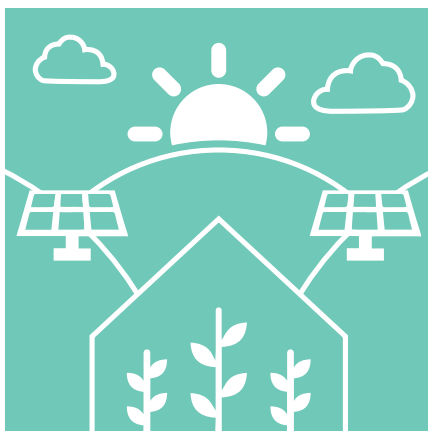
SCENARIO 2 | JAMESTOWN VILLAGE

Higher density residential, ranging up to townhomes/duplexes.

Small area of higher density for senior living apartments.

Shared community space like a village green; integrated trails and parks.

"FRONT DOOR" : High quality designed commercial with corporate and incubator office spaces. Strong focus on job generation.



SCENARIO 3 | AGRICULTURE AND ENERGY TECHNOLOGIES ANNEX

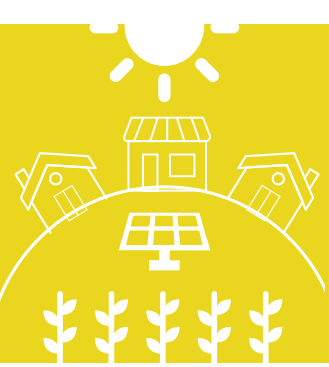
Emphasis on expansion space for agriculture technologies and production facilities from St. Louis regional Ag-Tech centers.

In addition to agriculture focus, remain open to other complimentary research and technology opportunities.

Advanced technology in food growth and renewable energy (solar).

"FRONT DOOR" : Offices, job training, community space, and neighborhood commercial.





SCENARIO 1 | JAMESTOWN GREEN ESTATES

WHAT'S INVOLVED?

Residential mix with a strong emphasis on open space/agriculture as a market differentiator (agri-living).

Agriculture opportunities could range from professional ag growing facilities to residential amenities such as community gardens or agriculture/natural areas as residential common areas or residential buffering.

"Front Door" of the development could include high impact, high design retail and restaurants to elevate the image of the site and to welcome to visitors.

KEY STATS

Single family homes

- 160 -180 homes
- For sale (\$325,000 - \$450,000)
- 45 acres

Senior housing

- None

Community center

- None

Villas (duplex/attached units)

- 200 - 220 units
- For sale (\$225,000 - \$275,000)
- For rent (\$1,900 to \$2,400 per month)
- 34 acres

Neighborhood mixed commercial

- 70,000 - 82,000 sq. ft.
- 7.5 acres

Open space

- 29.5 acres open space/ agriculture
- 26 acres conservation

BENEFITS

- New, modern housing
- Abundant outdoor and nature-based amenities
- Retention and attraction of residents to North County
- Residential marketing niches (e.g., agri-living, conservation design, proximity to WildCare Park)
- Elevated front door commercial
 - High impact, high design retail and restaurants
 - Enhanced image of the site
- Amount of retail/commercial better aligned with current market demand.

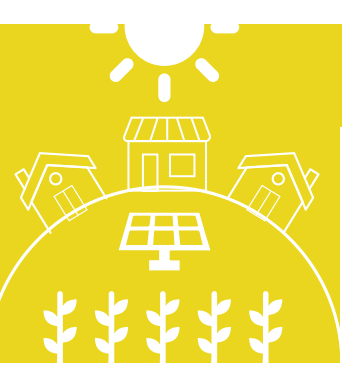
CHALLENGES

- Rising cost of housing construction
 - May force housing price points to exceed market demand
- Increased commercial competition in North County
 - Retail upgrades in Florissant/Hazelwood



Concept Diagram

The concept diagram is not a "master plan". It is meant to convey the scale of land uses and potential development principles of the scenario. This is just one example of the potential location of uses on the site.



SCENARIO 1 | JAMESTOWN GREEN ESTATES

CONCEPT SKETCH

Residential

Flexible Outdoor Community Space

- Special Events
- Programs
- Farmers' Market

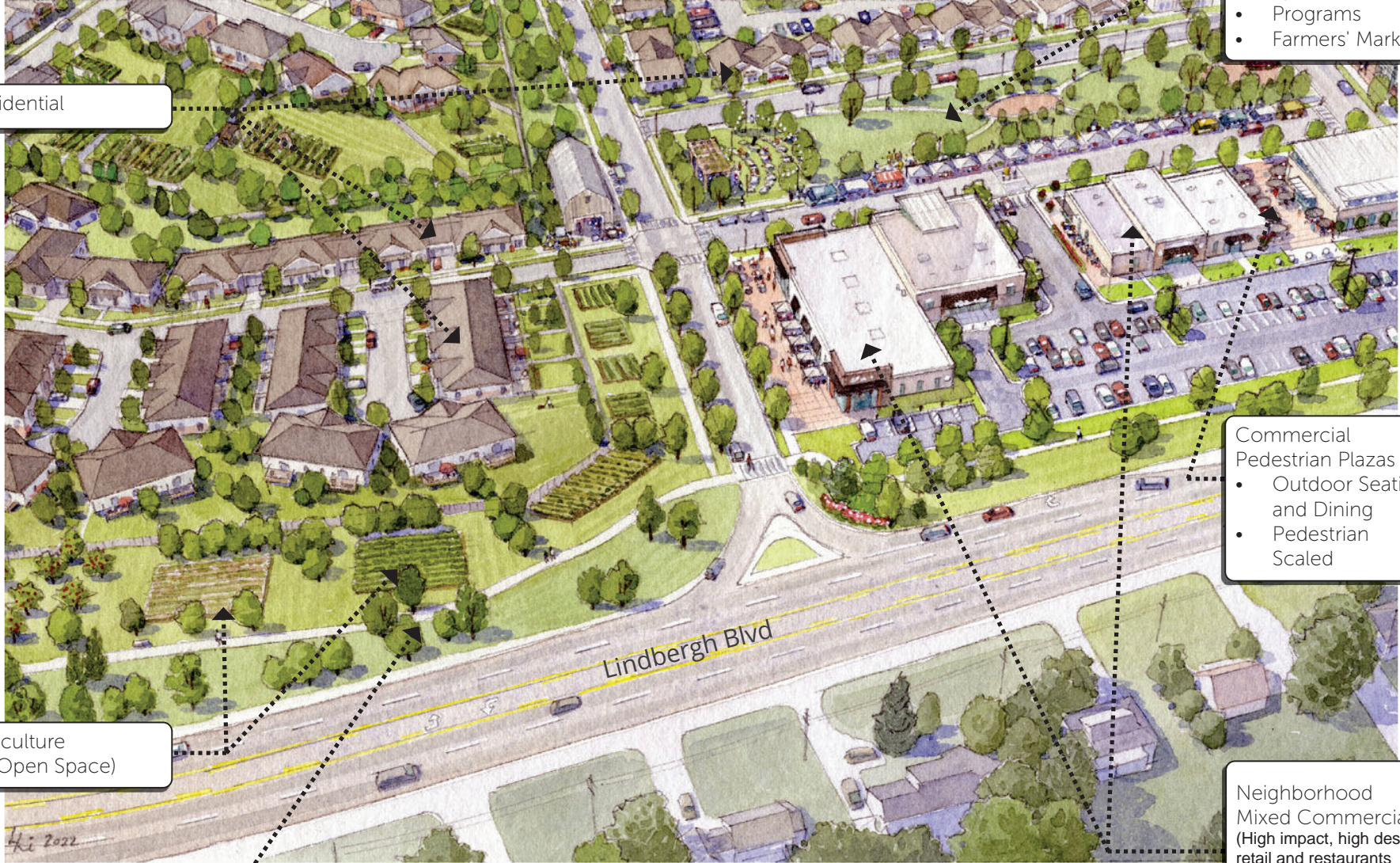
Commercial Pedestrian Plazas

- Outdoor Seating and Dining
- Pedestrian Scaled

Agriculture (or Open Space)

Neighborhood Mixed Commercial (High impact, high design retail and restaurants to elevate the image of the site and to welcome visitors)

Multi-Use Trail along Lindbergh



Note:
The above sketch is only a "concept" meant to convey an example of development to help visualize the land uses and potential development principles as part of the scenario.



SCENARIO 2 | JAMESTOWN VILLAGE

WHAT'S INVOLVED?

- Higher density of residential (ranging up to townhomes and duplexes).
- Small area of higher density for senior living apartments in "front door village."
- Commercial front door of high quality design to include corporate and incubator office spaces. Strong focus on job generation, especially as part of elevated front door.
- Greater emphasis on a shared community space such as a village green but also with integrated trails and small parks.

KEY STATS

Single family homes

- 90 - 110 homes
- For sale (\$325,000 - \$450,000)
- 27 acres

Senior housing

- 100 - 120 senior units
- For rent (\$1,500 to \$2,000 per month)
- 14 acres

Community center

- Subdivision only: 2.0 acres
- Community: 4 - 5 acres

BENEFITS

- New, modern housing
- Variety of styles and demographic targets (e.g., seniors)
- Retention and attraction of residents to North County
- Residential marketing niches (e.g., walkable, senior village, proximity to WildCare Park)
- Elevated front door commercial
 - High impact, high design retail and restaurants
 - Enhanced image of the site
- Office and incubator space
- Amount of retail/commercial better aligned with current market demand.

Villas (duplex/attached units)

- 300 - 330 units
- For sale (\$225,000 - \$275,000)
- For rent (\$1,900 to \$2,400 per month)
- 50 acres

Neighborhood mixed commercial

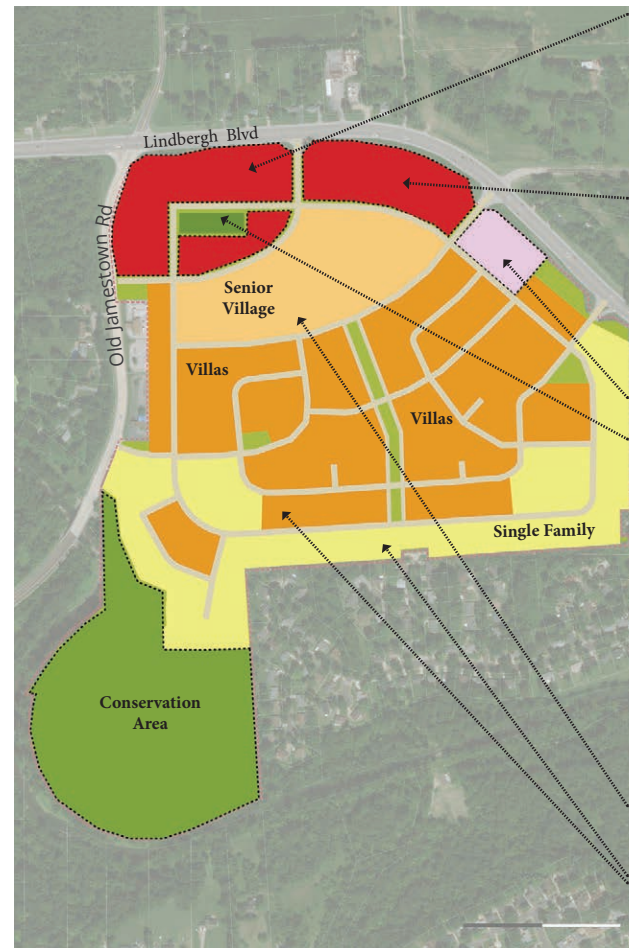
- 150,000 - 179,000 sq. ft.
- 16.5 acres

Open space

- 4.5 acres open space
- 26 acres conservation

CHALLENGES

- Rising cost of housing construction
 - May force housing price points to exceed market demand
- Increased commercial competition in North County
 - Retail upgrades in Florissant/Hazelwood



Neighborhood Commercial



Office / Commercial Space



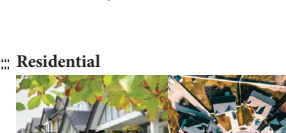
Community Center



Flexible Outdoor Community Space



Senior Village (Residential)



Concept Diagram

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SCENARIO 2 | JAMESTOWN VILLAGE

CONCEPT SKETCH





SCENARIO 3 | AGRICULTURE AND ENERGY TECHNOLOGIES ANNEX

WHAT'S INVOLVED?

Emphasis on expansion space for agriculture technologies and production facilities for growing firms from St. Louis regional Ag-Tech centers.

In addition to agriculture focus, remain open to research and technology opportunities outside of agriculture that can expand regional opportunities.

Opportunity for high productivity agriculture facilities utilizing advanced technology in food growth relatively close to population centers.

Renewable energy (solar) to provide electricity (or partially offset).

KEY STATS

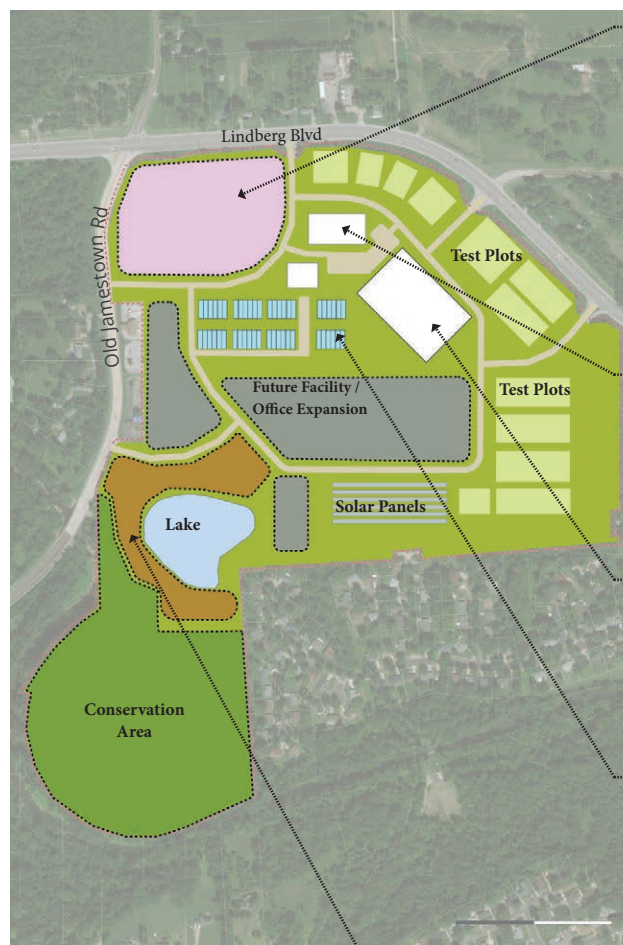
- Hi-Tech Large Scale Green House
 - Precision Fermentation Facility
 - Greenhouses
 - Lower-cost Facilities
 - Field Test Plots
 - Solar Energy
- Annex Front Door with Office/Job Training, Neighborhood grocery/retail, Community open space

BENEFITS

- Ag-Tech is a major St. Louis regional economic sector.
- Strong indications of a regional need for additional space for the Ag-Tech sector.
- New science emerging from established companies
- Spaces/facilities need varies, but could include:
 - Greenhouses
 - Test plots
 - Precision Fermentation
 - Lower-cost facility spaces
- Central location in U.S. agricultural belt
- While onsite jobs may be limited, the site could play an important role in the regional economy.
 - Close to skilled labor force
 - Close to research centers
 - Close to international airport
 - Less expensive land
- Agriculture land north of Lindbergh Blvd could support and benefit from this scenario.
 - Land is out of flood plain
 - Otherwise limited development potential

CHALLENGES

- Many unknowns. Better indicators and data likely available in next 12-24 months
- Site may not be close enough to other existing clusters (39 North and Cortex) to be an "annex"
- Workforce training programs still in creation and expansion
- Implementation will require a different model than a developer RFP. Would need regional organization to implement.
 - Cooperation among local, regional, and state economic development groups
 - Patient money, variety of incentives
 - Commitment of regional and national companies/researchers



Annex "Front Door"



Precision Fermentation Facility



Hi-Tech Large Scale Greenhouse



Greenhouses / Growing Hoops

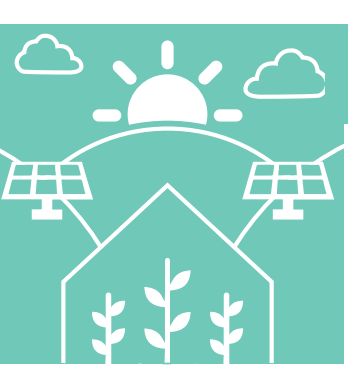


Test Plots

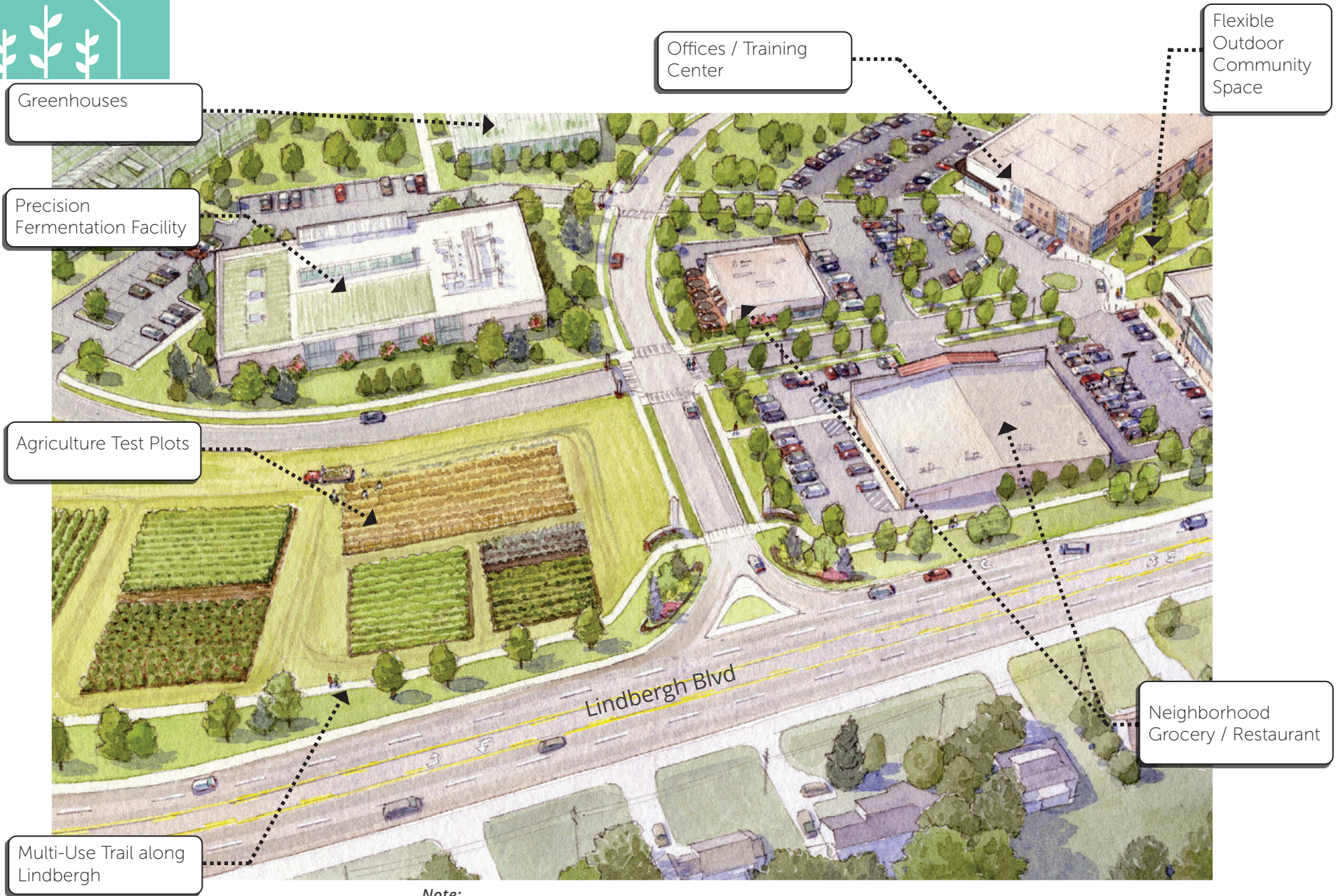


Conference / Special Events Center





CONCEPT SKETCH



Note:

The above sketch is only a "concept" meant to convey an example of development to help visualize the land uses and potential development principles as part of the scenario.

After reviewing the three scenarios, what do you *like* about the scenarios?

After reviewing the three scenarios, what *concerns* do you have?

Criteria: Job Creation

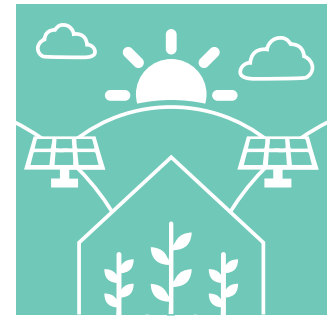
Evaluates the likely number and quality (higher wage) jobs that the scenario is likely to directly support.



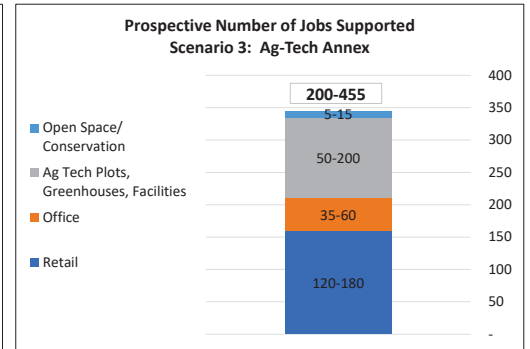
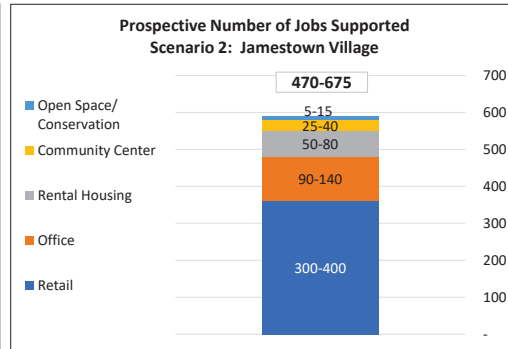
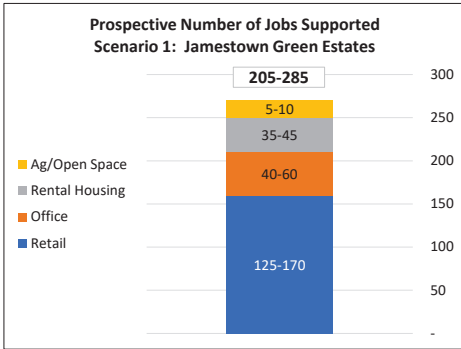
**SCENARIO 1
JAMESTOWN GREEN ESTATES**



**SCENARIO 2
JAMESTOWN VILLAGE**



**SCENARIO 3
AGRICULTURE AND ENERGY
TECHNOLOGIES ANNEX**



Although less jobs (on site) than other scenarios, this scenario could play an important role in the regional economy with job growth in the Ag-Tech sector.

Criteria: Return on Public Investment

Anticipates how much public revenue might be generated by the scenario to pay back or support the public investment in the site.



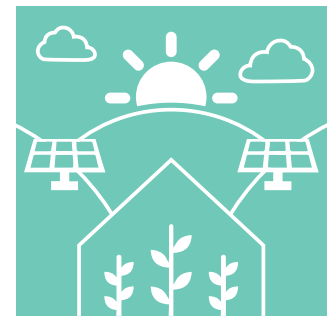
**SCENARIO 1
JAMESTOWN GREEN ESTATES**

- Annual Property Taxes (mix of residential and commercial): \$1.7 - \$1.9 million
- Annual Local Sales Taxes: \$115,000 - \$135,000



**SCENARIO 2
JAMESTOWN VILLAGE**

- Annual Property Taxes (mix of residential and commercial): \$1.8 - \$2.3 million
- Annual Local Sales Taxes: \$250,000 - \$300,000



**SCENARIO 3
AGRICULTURE AND ENERGY
TECHNOLOGIES ANNEX**

- Annual Property Taxes (mix of commercial and agricultural): Too early to estimate. Mix unknown, property values uncertain.
- Annual Local Sales Taxes: Too early to estimate. Taxable enterprises as yet uncertain

Criteria: Rate of Market Absorption

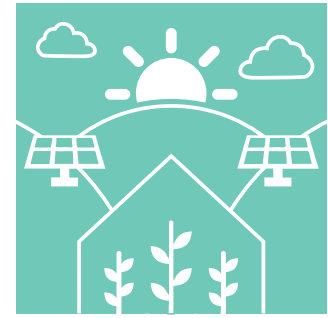
Considers the prospective speed of development and occupancy of the site; sooner is better when considering rents and sale prices that could be generated to support investment and public return on investment.



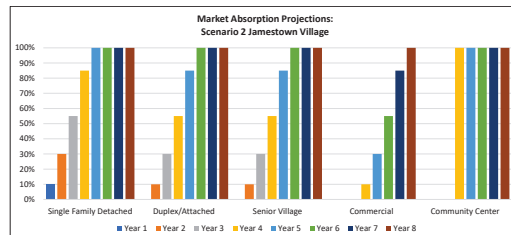
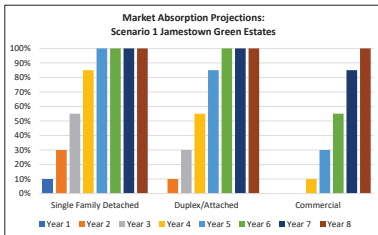
**SCENARIO 1
JAMESTOWN GREEN ESTATES**



**SCENARIO 2
JAMESTOWN VILLAGE**



**SCENARIO 3
AGRICULTURE AND ENERGY
TECHNOLOGIES ANNEX**



- Many unknowns. Better indicators and data likely available in next 12-24 months
- Years 1-3: Inexpensive greenhouses, small scale test plots
- Years 2-4: Precision Fermentation Facility (if feasible)
- Years 10+ for full absorption

- Residential (single family and duplex/attached) will likely take 5 - 6 years for build out.
- Commercial areas will trail residential, likely taking 8 years for build out.

- Residential (single family, duplex/attached, and senior village) will likely take 5 - 6 years for build out.
- Commercial areas will trail residential, likely taking 8 years for build out.
- Community Center likely in year 4 or 5.

Criteria: Small Business and Entrepreneur Opportunities

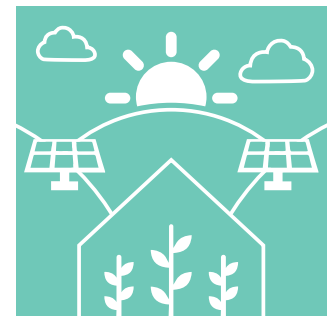
Assesses the opportunities for entrepreneurs and small business, especially focused on independent retailers.



**SCENARIO 1
JAMESTOWN GREEN ESTATES**



**SCENARIO 2
JAMESTOWN VILLAGE**



**SCENARIO 3
AGRICULTURE AND ENERGY
TECHNOLOGIES ANNEX**

- Less opportunities than Village scenario, but still a fair amount of small business and entrepreneur opportunities.
- On-site residential population provides for immediate customer base.
- Opportunity to pair development with programming and open space amenity.
- Focus on agriculture provides opportunity for tenant alignment including farm-to-table restaurants, farmers market, and locally sourced goods.

- Fair to Moderate opportunities for small business and entrepreneurs.
- Increased density provides opportunities for broader range of goods and services.
- Development amenities can help support ladder of vending opportunities (e.g., farmers market, food trucks, brick-and-mortar).
- Office and incubator space.

- The site could play an important role in the regional Ag-Tech economy.
- Opportunity to pair agriculture aspect with programming to bring people on site such as special events/conference space, grocery, farmers market, and restaurant.

Criteria: Place Making

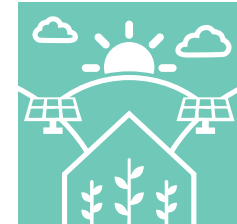
Considers place-making aspects such as walkability, architecture, building scale, and community gathering areas that contribute to a welcoming "sense-of-place". All three scenarios have multiple opportunities for place-making.



SCENARIO 1
JAMESTOWN GREEN ESTATES



SCENARIO 2
JAMESTOWN VILLAGE



SCENARIO 3
AGRICULTURE AND ENERGY TECHNOLOGIES ANNEX



Development Principles

- Walkable
- Flexible Outdoor Community Space
- Elevated Front Door through High Quality Design
- Long-Term Maintenance and Stewardship
- Respect the Existing Natural Context of the Site

What Are Development Principles?

Development principles are the desired characteristics of development. These principles will help inform future development proposals and standards to help ensure community expectations are met.

The development principles shown are based on conversations with the community. After reviewing the development principles, please share your thoughts. What development principles are most important to you? Are there development principles that are missing?

Development Principle: Walkable

1. Multi-Use Trail Along Lindbergh Boulevard

St. Louis County 'Action Plan for Walking and Biking' recommends a future trail along Lindbergh Boulevard. The Jamestown Mall site is an important segment for the future Lindbergh trail.

2. Interconnected System of Sidewalks and Trails

- Connections to Neighborhood Commercial
- Connections to Lindbergh Boulevard

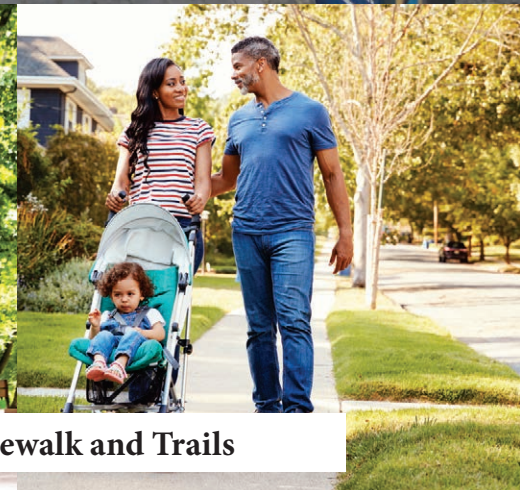
3. Pedestrian Oriented Commercial



Multi-Use Trail Along Lindbergh



Pedestrian Oriented Commercial



Interconnected Sidewalk and Trails

Development Principle: Flexible Outdoor Community Space

Amenity area part of the commercial node or front door area that can be a flexible outdoor community space.

Informal Neighborhood Gathering

Special and Regular Events

- Regular programming is critical such as food trucks, farmers' markets, entertainment, etc. Opportunity for adjacent restaurants to utilize the space for additional seating.

Aesthetic Amenity

- Part of the "front door" arrival experience

Key Characteristics

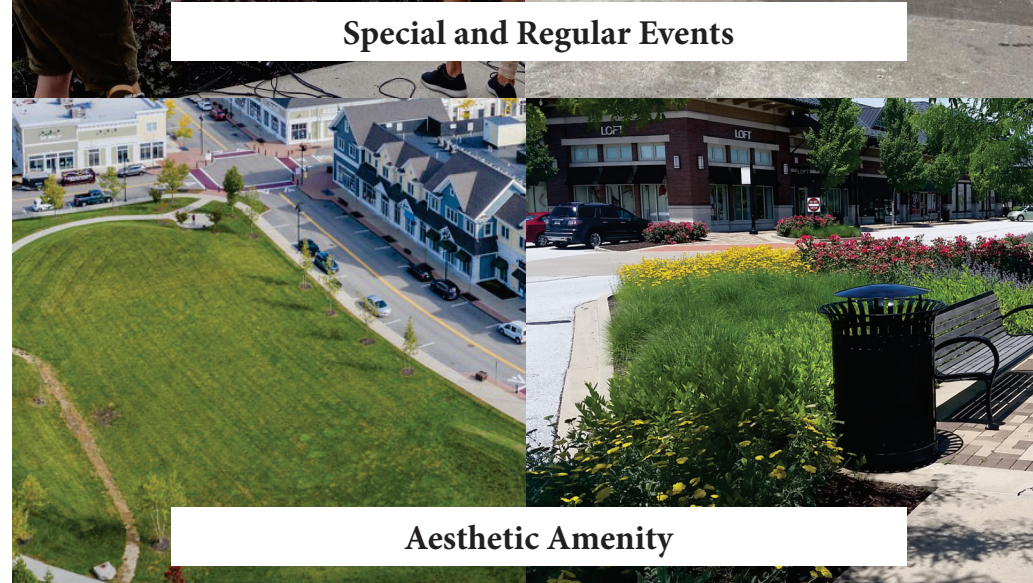
- Likely 0.5 - 1.5 acres in size
- Retail, restaurants, and office space should take advantage of the amenity by fronting the space



Informal Neighborhood Gathering



Special and Regular Events



Aesthetic Amenity

Development Principle: Elevated Front Door through High Quality Design

High Quality Architecture

Pedestrian Friendly

Quality Details and Landscaping



High Quality Architecture



Pedestrian Friendly



Quality Details, Landscaping, and Branding

Development Principle: Long-Term Maintenance and Stewardship

Ensure on-going programming, maintenance, and security of community open spaces.

Development Principle: Respect the Existing Natural Context of the Site

Karst preservation area to the north makes the natural setting of this part of St. Louis County a key strength.

Open space, landscaping, and natural features of development should compliment surrounding context.

Site uses adjacent to existing residential south and east of site should include residential or landscape/open space buffering.

What development principles are most important to you?

Vote for your top two criteria below.

WALKABLE



FLEXIBLE OUTDOOR COMMUNITY SPACE



ELEVATED FRONT DOOR THROUGH HIGH QUALITY DESIGN



LONG TERM MAINTENANCE AND STEWARDSHIP

RESPECT THE EXISTING NATURAL CONTEXT OF THE SITE

Are there development principles that are missing?

Share your ideas below.

FAQ

FREQUENTLY ASKED QUESTIONS ABOUT THE PROJECT

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 examines 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 initially developed six land use scenarios for analysis. Based on the initial analysis and input from the community, three land use scenarios were chosen for final analysis (the final three scenarios blend several aspects of the first six scenarios). 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.

A LOT OF COMMUNITY COMMENTS HAVE ASKED FOR A “STREETS OF ST. CHARLES” TYPE DEVELOPMENT. WHY ISN’T THAT INCLUDED AS PART OF THE SCENARIOS?

The market demand for the scale of commercial development similar to the “Streets of St. Charles” isn’t realistic for the Jamestown Mall site. However, many qualities of a “Streets of St. Charles” (walkability, programming, and quality architecture) could be part of future development at the Jamestown Mall site. The Development Principles shown tonight are preferred characteristics of development that can be used to help shape future development.

WILL THE PUBLIC AND COMMUNITY BE PART OF THE PROCESS?

Yes. Community involvement is an important part of the process. An advisory committee that includes community members is working with the planning team to dive deep into the market analysis and develop principles of preferred development (A list of Advisory Committee members can be found at www.ImagineJamestownMall.com). A series of focused neighborhood conversations in small groups has allowed residents in-depth conversations with the planning team. Tonight is the second of two open house style community forums. The first community forum was held on June 29, 2022. The community forums have allowed residents to review materials and provide feedback during the process.

WHAT WILL HAPPEN AFTER THE MARKET ANALYSIS AND FEASIBILITY STUDY?

After the market analysis, the Port Authority plans to issue a new request for proposals for the site. Feedback from these community forums will help shape the request for proposals to provide information for a potential developer about the community’s expectations for development.

I HEARD ON THE NEWS THAT MONEY HAS BEEN ALLOCATED FOR DEMOLITION. WHAT IS THE STATUS OF DEMOLITION?

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. Currently, the schedule for demolition has not been set. As more details become available, information will be shared with the community.

Next Steps

BE SURE TO SHARE YOUR COMMENTS!

Return your comment form from tonight's meeting. Comments can also be submitted via the plan website (www.ImagineJamestownMall.com) until **October 7, 2022.**

PROJECT PROCESS

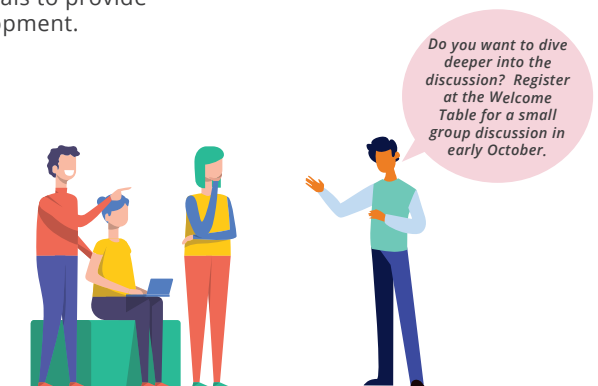


WHAT WILL HAPPEN AFTER THE MARKET ANALYSIS AND FEASIBILITY STUDY?

After the market analysis, the Port Authority plans to issue a new request for proposals for the site. Feedback from these community forums will help shape the request for proposals to provide information for a potential developer about the community's expectations for development.

WANT TO DIVE DEEPER INTO THE DISCUSSION?

The planning team is hosting a series of small group discussions in early October for attendees to talk in-depth with the planning team. If you would like to participate, visit the Welcome Table for more information and to register to attend.



THANK YOU FOR COMING!