

# Advisory Committee Meeting #5

SEPTEMBER 13, 2022



MARKET ANALYSIS  
AND FEASIBILITY STUDY

# Agenda

- A. Schedule
- B. Recap of Team, Schedule, and Process
- C. Final Scenarios for Analysis
  - Additional Market Research
  - Details of Scenarios
- D. Development Principles
- E. Public Forum #2 on September 21st (4:30 – 7:30pm at the Saint Louis Zoo WildCare Park)
- F. Discussion
- G. Other Items
- H. Next Steps

# Meet the Planning Team



Project Manager



Market Analysis &  
Economic Development



Local Business &  
Entrepreneur Strategies



Community Engagement



Utilities, Infrastructure,  
& Capital Improvements

# Meet the Advisory Committee

## 20 Members

# Bios on Website



Julie Griffith | *President, Spanish Lake Neighborhood Association*

Julie has over ten years of community involvement in Spanish Lake. She is the current President of the Spanish Lake Community Association. Julie's favorite part of living in Spanish Lake is getting to know the people in Spanish Lake and helping out where she can. When not involved in the community she likes to walk in the park, read, and work in her flower garden.



Tyrone Turner | *Board President, Spanish Lake CDC*

Tyrone is board president for the Spanish Lake Community Development Corporation. Tyrone is Vice-President of Better Family Life's Housing and Asset Development is the agency's lead community developer and personal finance advocate that works to support development from a family perspective. He has developed over 15 years of commercial and personal finance, banking, housing counseling and housing development experience. For the past 12 years he has conducted workshops with well over 6,500 individuals/families on the subjects of homeownership and personal finance as it relates to homeownership.



Patty Murray | *Board Member, Old Jamestown Association*

Patty is the website creator and a board member of Old Jamestown Association. A resident of the Old Jamestown area for over 25 years, she has volunteered extensively in the Hazelwood School District and Girl Scouts. Patty is a board member of AAUW, the American Association of University Women, serving as the Publicity and Communications Chair of the Ferguson Florissant Branch. She and her husband, Bob, a retired Boeing engineer, have lived in the Florissant area for 30 years and have two grown daughters.



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

Rene is Senior Program Manager for St. Louis Community College's Workforce Solutions Group. She has over 10 years' experience developing grant opportunities and collaborating with industry to create educational programs as a pipeline to jobs with sustainable wages. She has assisted countless students reach their career goals within the environmental, construction and transportation industries. Rene is also an active member of the local US Green Building Council, and the OneSTL Energy & Emissions working group, engaging in projects to help our region build sustainable, thriving, diverse communities.

### School District



Christopher Norman | *Chief Financial Officer and Assistant Superintendent for Finance and Facilities, Hazelwood School District*

Christopher has served as the Hazelwood School District's Chief Financial Officer/Assistant Superintendent for Finance and Facilities since 2017 and also serves on the Hazelwood Economic Development Board. Mr. Norman started his professional career as a band director and music teacher before moving into school administration in various roles, including serving as a high school assistant principal/vocational coordinator, junior high school principal, and a director of financial services. On a personal note, Mr. Norman grew up in Alton, IL and was a frequent visitor to Jamestown Mall. As a result, he looks forward to a revival of the site.

### Business Community



Venus Martz | *President, Greater North County Chamber of Commerce*

Venus is the current president and CEO for the Greater North County Chamber of Commerce. A philanthropist and dedicated community member, Venus currently sits on the Board of Directors for North County Inc., Valley Industries, St. Martin's Child Care Center, The Emerson YMCA, and Walter's Walk. She has volunteered for organizations such as the Saint Louis Crisis Nursery, BJC Christian Hospital, the USO, and sits on the City of Florissant's Economic Development Council. She was awarded one of North County Inc.'s 30 Leaders in Their Thirties in 2017; and was named Small Business Monthly's Top 100 St. Louisans to Know To Succeed in Business in 2018.



Rebecca Zoll | *President/CEO, North County Inc.*

Rebecca is the President and CEO of North County Inc., an economic and community development advocacy organization. Rebecca brings over 21 years of experience in not-for-profit management, community engagement and collaborative partnership development. Her marketing, economic development and community advancement experience includes a wide range of projects including: small business training and retention, board development, advocacy around healthcare, transportation, business and workforce development, and education policy, and event planning and execution. North County Inc. build's collaborative partnerships to advance the business and residential climate of the North St. Louis County communities.

### Non-Profit Sector



Erica R. Williams | *Executive Director, A Red Circle*

Erica is the Executive Director of A Red Circle. She holds a BA in Paralegal Studies and an MBA, both from Maryville University. Erica is working on her PhD in Public Policy and Administration from Walden University, with a concentration on policy analysis. She is Past Chairs MOCAN - Missouri Council on Activity and Nutrition and is a member of the Food Systems Work Group. When not working for A Red Circle, Erica is on the Board of Directors for Kids Win Missouri and Propel Kitchens, and on the Community Advisory Board for Refuge and Restoration, a nonprofit organization in Farmington, Missouri.



Harold Holmes | *Resident, Fox Manor Subdivision*

Harold is a 23-year resident of Fox Manor Subdivision (adjacent to Jamestown Mall). He is retired from Ameren Missouri and also previously worked as a Defense Contractor at NGA (National Geospatial Intelligence Agency). Harold is currently in his 42nd year as a part-time employee of the St. Louis Cardinals.

### Institutions



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

Dana has a master's degree in social work and public health. Dana is the Director of Case Management and Population Health at Christian Hospital. Dana has over twenty years of experience in health empowerment and advocacy. Dana leads population health efforts to improve community health by addressing health disparities such as housing, health literacy and access, and other social determinants of health barriers. Dana has been a resident of North County for 17 years. She is empowered by the unique opportunities that North County has to offer.



Jaelyn C. Johnson | *Assistant Director of Education, Saint Louis Zoo*

Jaelyn is currently the Assistant Director of Education at the Saint Louis Zoo. With over two decades of experience with developing and implementing programs and managing staff, she provides administrative and leadership support to staff on various education programs and projects. She is an active member of the Zoo's Diversity, Equity, Accessibility, and Inclusion (DEAI) Committee, where she collaborates with staff across multiple departments on various DEAI initiatives, including increasing diverse community engagement. She is currently spearheading pilot programs at the WildCare Park and serves on the Spanish Lake North Node



Chandan K. Mahanta | *Resident*

A 23-year resident of the Old Jamestown neighborhood, Chan is a retired architect. He is currently a member of the Old Jamestown Association Board and is a past president. In the recent past Chan served as a member of the Christian Hospital Foundation Board, and represented North St. Louis County in the Metropolitan Sewer District Rate Setting Commission. A native plants and prairie environment restoration enthusiast, Chan is staunch supporter for the protection of the Old Jamestown area's unique and rich natural assets.



Tommie Pierson Jr. | *Resident*

Tommie has garnered a richly diverse background that includes experience in engineering, ministry, education, community service, and business development. Tommie served two terms as state representative for a portion of north St. Louis County and now is Director of Business Development for BioRankings, a biostatistics company based in St. Louis. Tommie continues to serve in his community as pastor of inStep Church and as a board member of the Spanish Lake Community Development Corporation.



Kim Potts | *Resident*

Kim has been the Operations Manager for Keeley Properties, a real estate development and property management company for the past 8 years. Kim has lived in North County for over 20 years and is passionate about the revitalization and development of the area. She has served as North Middle School PTA Vice-President and on the Hazelwood Opportunity Center committee. Kim is married with 3 children and 4 grandchildren and loves serving as Editing Director for Bethesda Temple Church.



Jada D. Jenkins Reese | *Resident*

North county resident since 1971 when my parents purchased their home in Northwoods. Educated in and graduated from the Normandy School District. Married my high school sweetheart, Michael, and we purchased our first home in BlackJack later building homes in Florissant and now in unincorporated north St. Louis County. My husband and I raised two children in north county who are now living in Denver, CO and Seattle, WA.

We intentionally decided to remain in north county vs moving west. I am excited to serve on this Jamestown effort as every resident deserves a vibrant community - one that is safe, engaging and provides a sense of pride. For most, our home purchase is our largest investment. What happens to the Jamestown Mall site is vital to us, north county and the region. My hope is that the outcome of this effort contributes to the wellbeing of north countians, young and old.



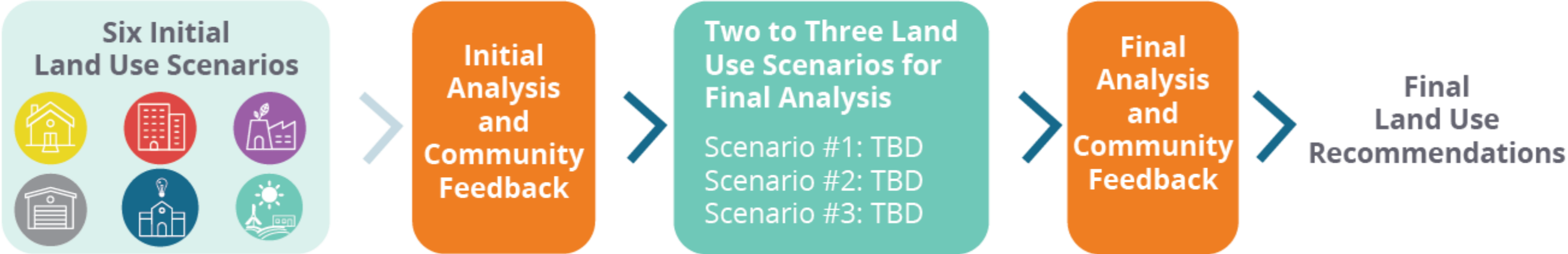
Randy Schroeder | *Resident*

I grew up in Old Town Florissant and move to New Jamestown Road, across from the mall, 38 years ago. I have been a union carpenter for 42 years. I am also a charter member of North County labor club and currently Vice President of North County Legislative Club. I love to hunt, fish and anything to with the outdoors. What I like most about our community is the people.



# Process

## PROJECT PROCESS



# OVERVIEW OF ENGAGEMENT

# Website

- Over **3,200** unique visitors to date



# E-Blasts

- Over **450** sign-ups from website

The St. Louis County 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. 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.

[CLICK HERE TO SIGN UP TO BE EMAILED WITH PROJECT UPDATES](#)

## RECENT SCHEDULE

- February: Study Kickoff
- March 23rd: Advisory Committee Meeting #1
- April 12th: Advisory Committee Meeting #2
- May 24th: Advisory Committee Meeting #3

## Goals of the Study



**Thank you for sharing with your networks!**



# Small Group Meetings and Pop-up

## LATE APRIL - JUNE

- April 28 - Williamsburg Manor Subdivision
- May 9 – North County Chamber
- May 9 – Spanish Lake CDC
- May 10 – Old Jamestown Association
- May 12 – Multiple Subdivisions
- May 17 – Spanish Lake Neighborhood Assoc.
- May 22 – UCC Zion Church
- May 23 – Robin Mills Estates
- May 24 – Students, Hazelwood High School
- May 25 – Students, St. Louis Community College
- May 26 – North County Inc. Board Meeting
- June 2 - Multiple Subdivisions
- June 28 – Pop-up at North County Rec Complex



Old Jamestown



North County Chamber



Williamsburg Manor



Multiple Subdivisions



Spanish Lake CDC

# Public Forum #1

## JUNE 29TH

- 4:30 – 7:30pm
- Location: Wildcare Park (St. Louis Zoo)
- Open House Style Format
- Over 200 attendees

## AGENDA

Review and feedback on the six land use scenarios.

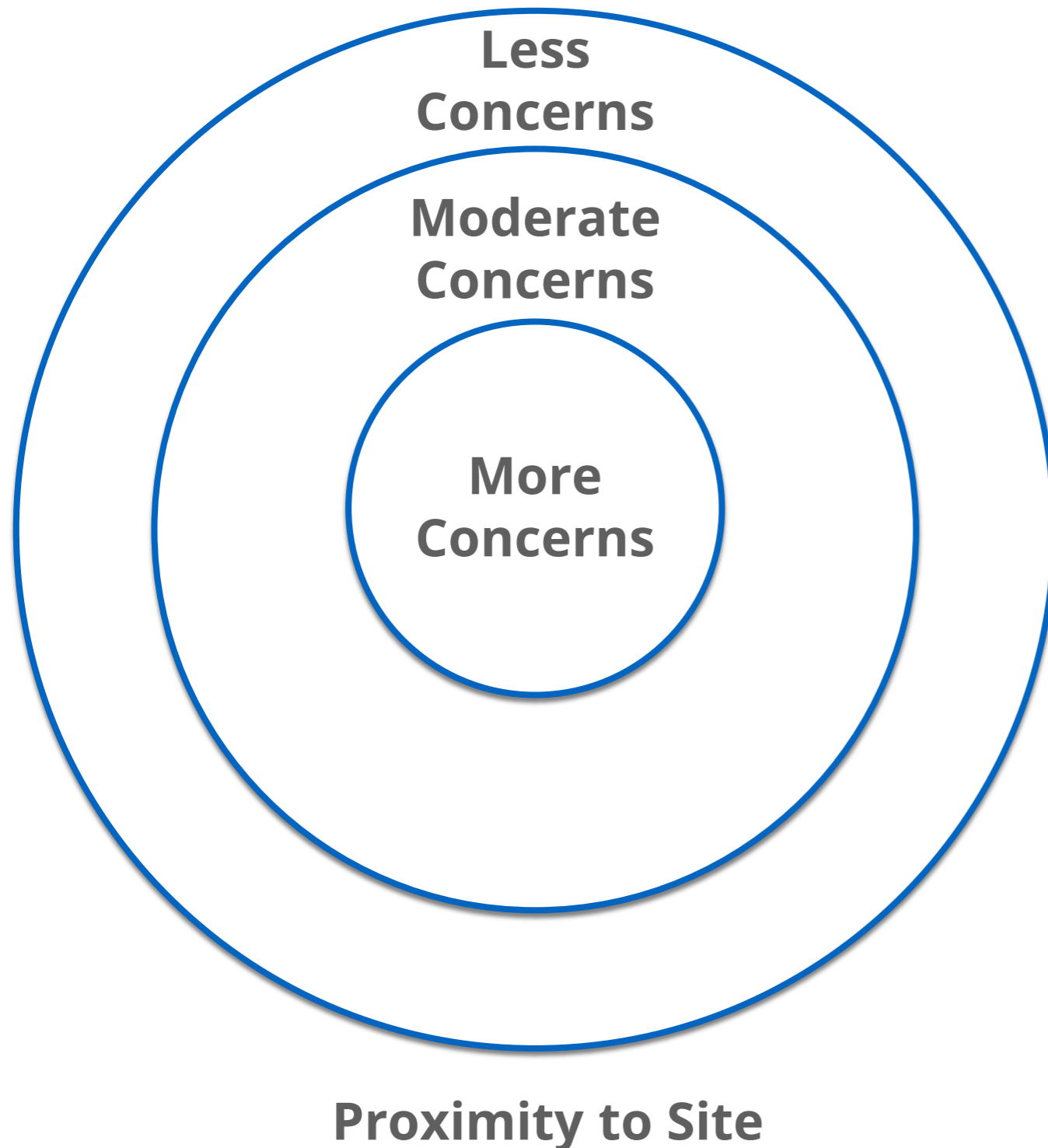
Prioritizing evaluation criteria.

Development principles.



WHAT WE HAVE HEARD

# What We've Heard



- **Farther Away from Site**
  - Open to more of the scenarios
  - Closer to site, more concerns, especially regarding Logistics Center
- **Openness to Learning More**
- **Excitement to See Progress**
- **Tension of "Clean Slate" vs "Swift Redevelopment"**
- **"Wants" vs Market Demand**
- **Desire for Community**
- **"Elevate" North County**
- **Concern about Future Vacancy**
- **Combine Aspects of Scenarios**

# PUBLIC FORUM #2

# Public Forum #2

**Wednesday, September 21<sup>st</sup> at the Saint Louis Zoo Wildcare Park**

- **4:30 – 7:30pm**
- **Open House Style Format – Stop by Anytime**

**Additional Small Group Meetings**

**Continue to share with your networks!**

# FINAL SCENARIOS FOR ANALYSIS

# Three Scenarios for Final Analysis

## **Jamestown Green Estates**

- Combination of Scenario A and F

## **Jamestown Village**

- Combination of Scenario A with aspects of Scenario B and E.

## **Center for Agriculture and Energy Technologies**

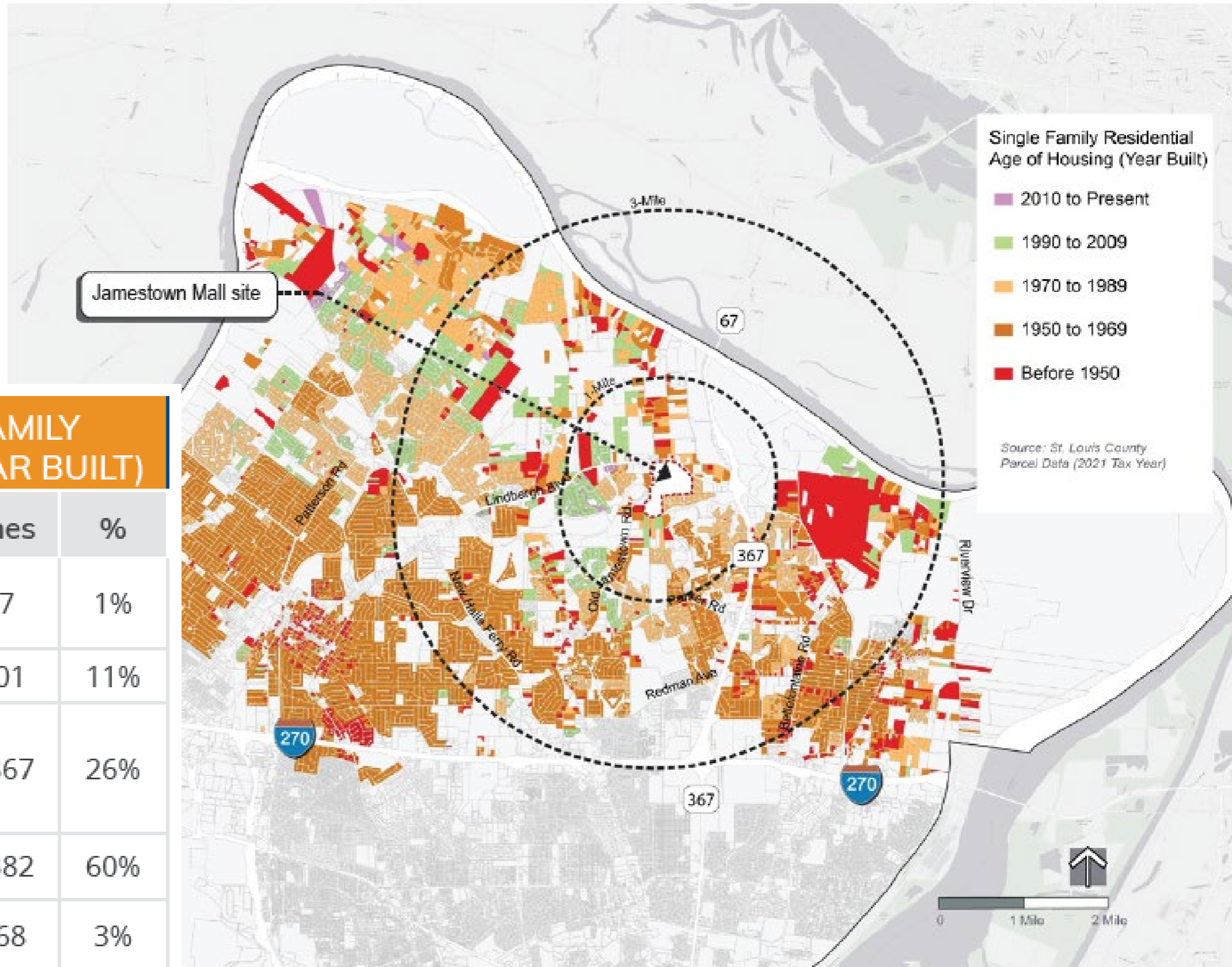
- Combination of Scenario E and F

**ALL THREE SCENARIOS: ELEVATED FRONT DOOR**



# ADDITIONAL ANALYSIS

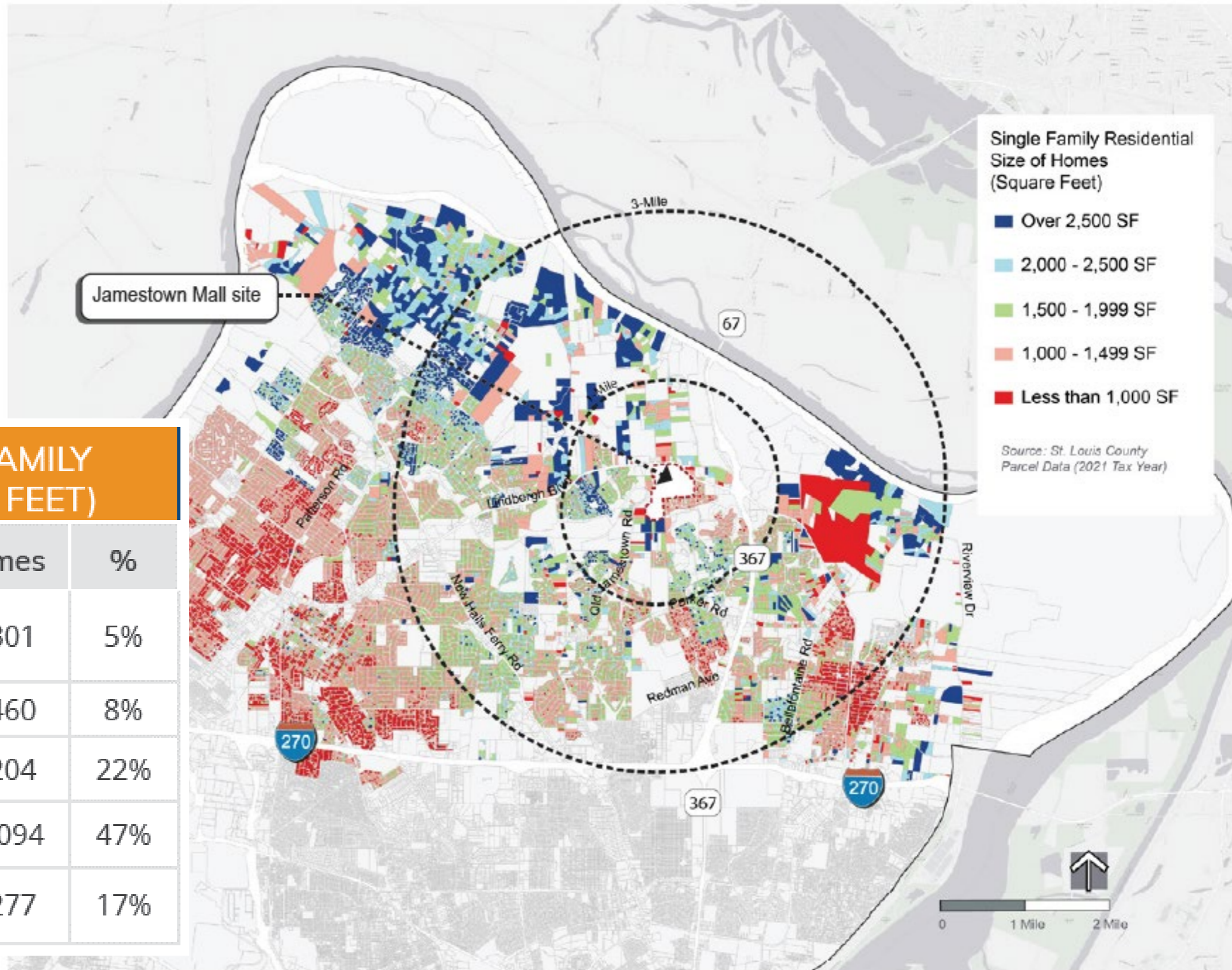
# SINGLE FAMILY RESIDENTIAL: AGE OF HOUSING



## AGE OF SINGLE FAMILY RESIDENTIAL (YEAR BUILT)

	Homes	%
2010 - Current	267	1%
1990 - 2009	4,501	11%
1970 - 1989	10,867	26%
1950 - 1969	25,382	60%
Before 1950	1,468	3%

# SINGLE FAMILY RESIDENTIAL: SIZE OF HOMES



Single Family Residential Size of Homes (Square Feet)

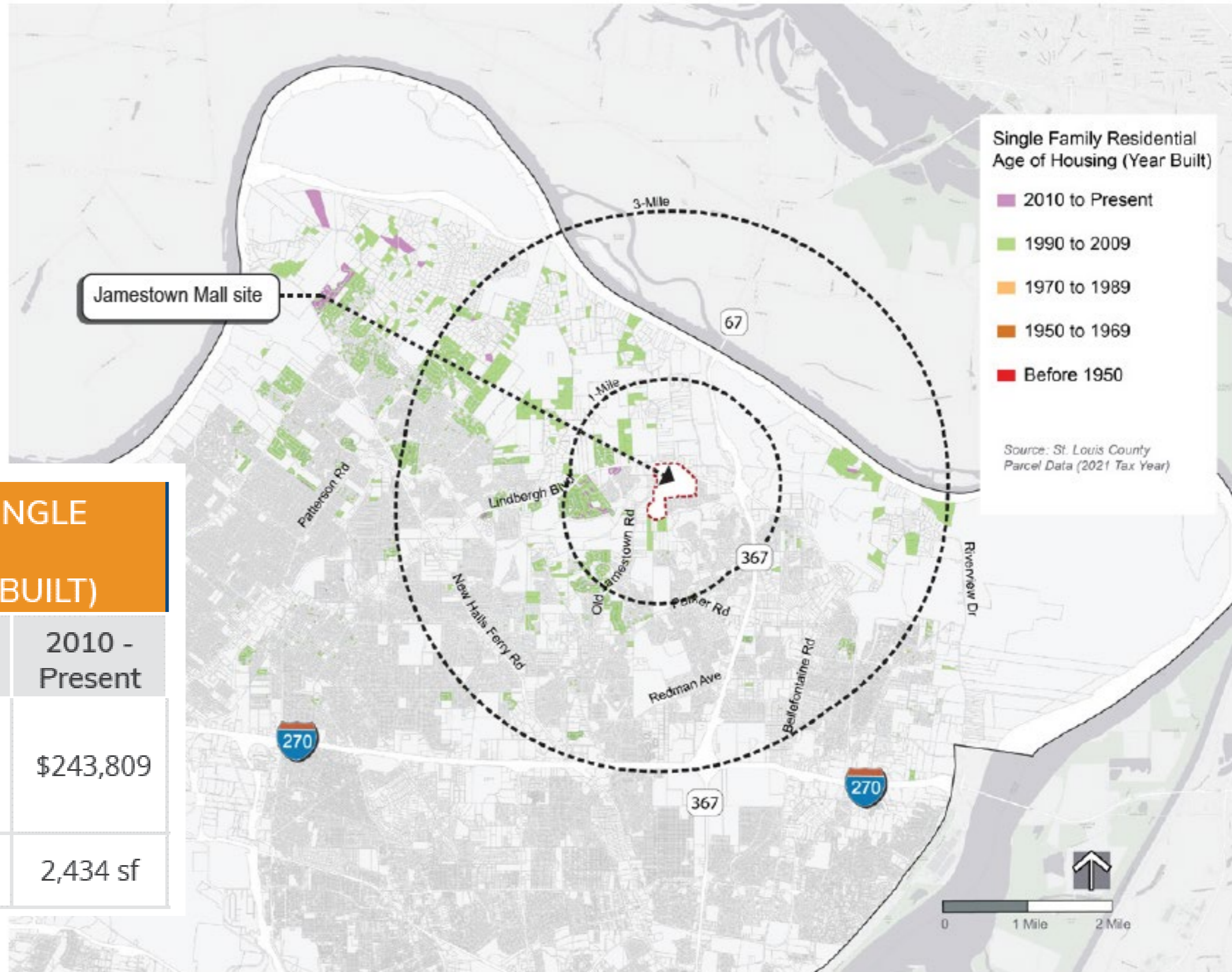
- Over 2,500 SF
- 2,000 - 2,500 SF
- 1,500 - 1,999 SF
- 1,000 - 1,499 SF
- Less than 1,000 SF

Source: St. Louis County Parcel Data (2021 Tax Year)

## SIZE OF SINGLE FAMILY HOMES (SQUARE FEET)

	Homes	%
Over 2,500 SF	2,301	5%
2,000 - 2,500 SF	3,460	8%
1,500 - 1,999 SF	9,204	22%
1,000 - 1,499 SF	20,094	47%
Less than 1,000 SF	7,277	17%

# SINGLE FAMILY RESIDENTIAL: AGE OF HOUSING (1990 TO PRESENT)



Jamestown Mall site

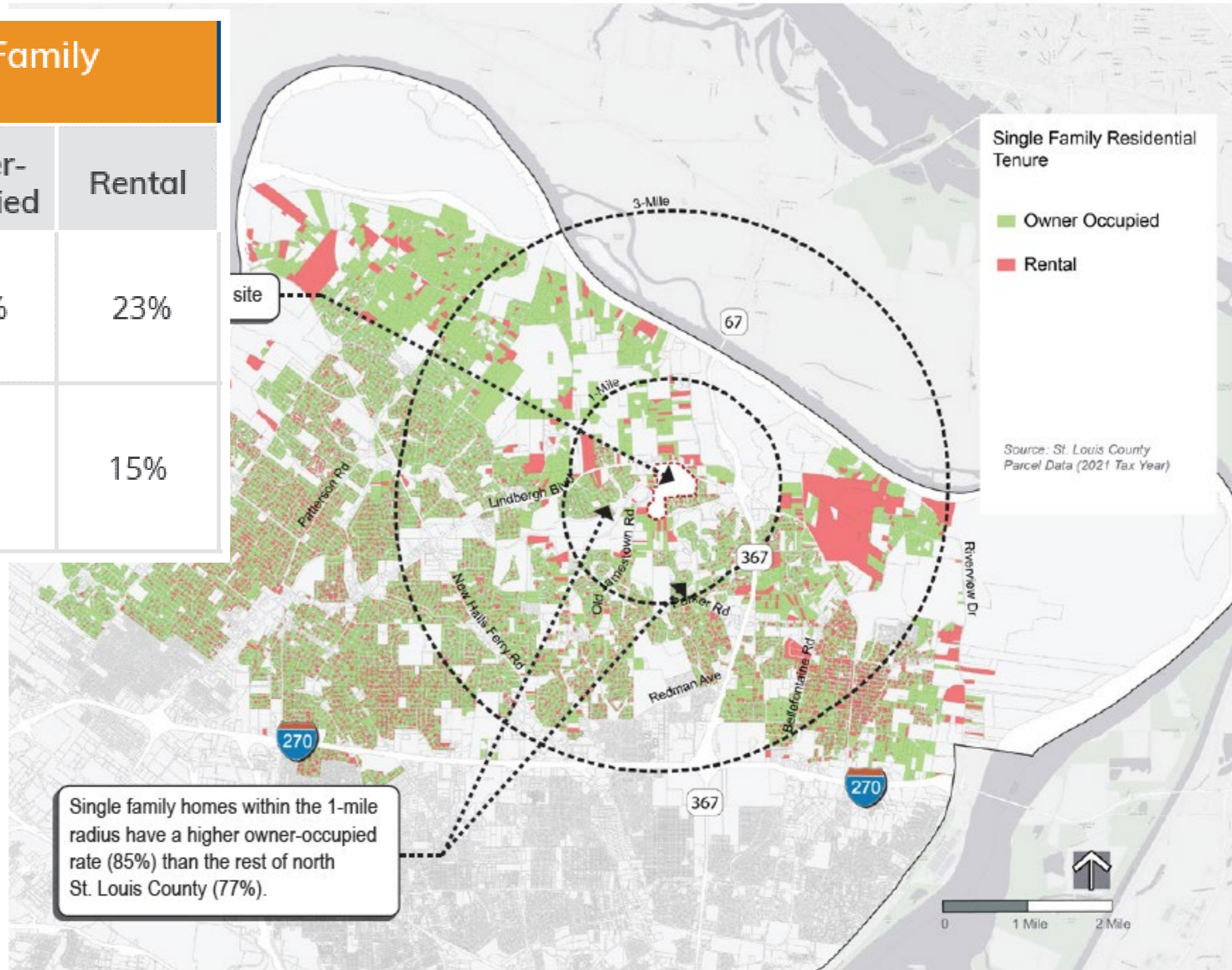
## RECENTLY BUILT SINGLE FAMILY HOUSING STATISTICS (YEAR BUILT)

	1990 - Present	2010 - Present
Average Appraised Value (2021)	\$196,408	\$243,809
Average Size	2,150 sf	2,434 sf

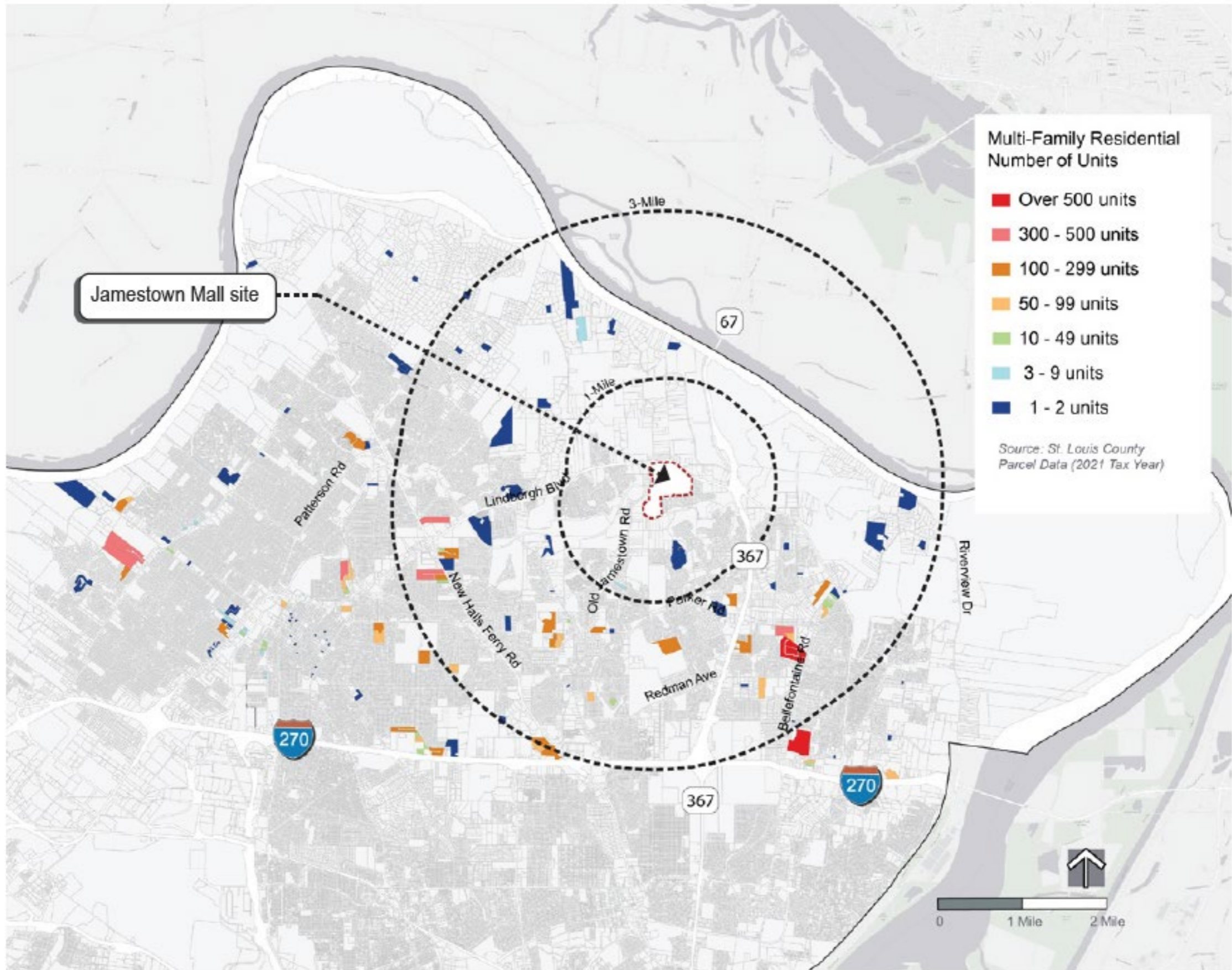
# SINGLE FAMILY RESIDENTIAL: TENURE

## Tenure of Single Family Housing

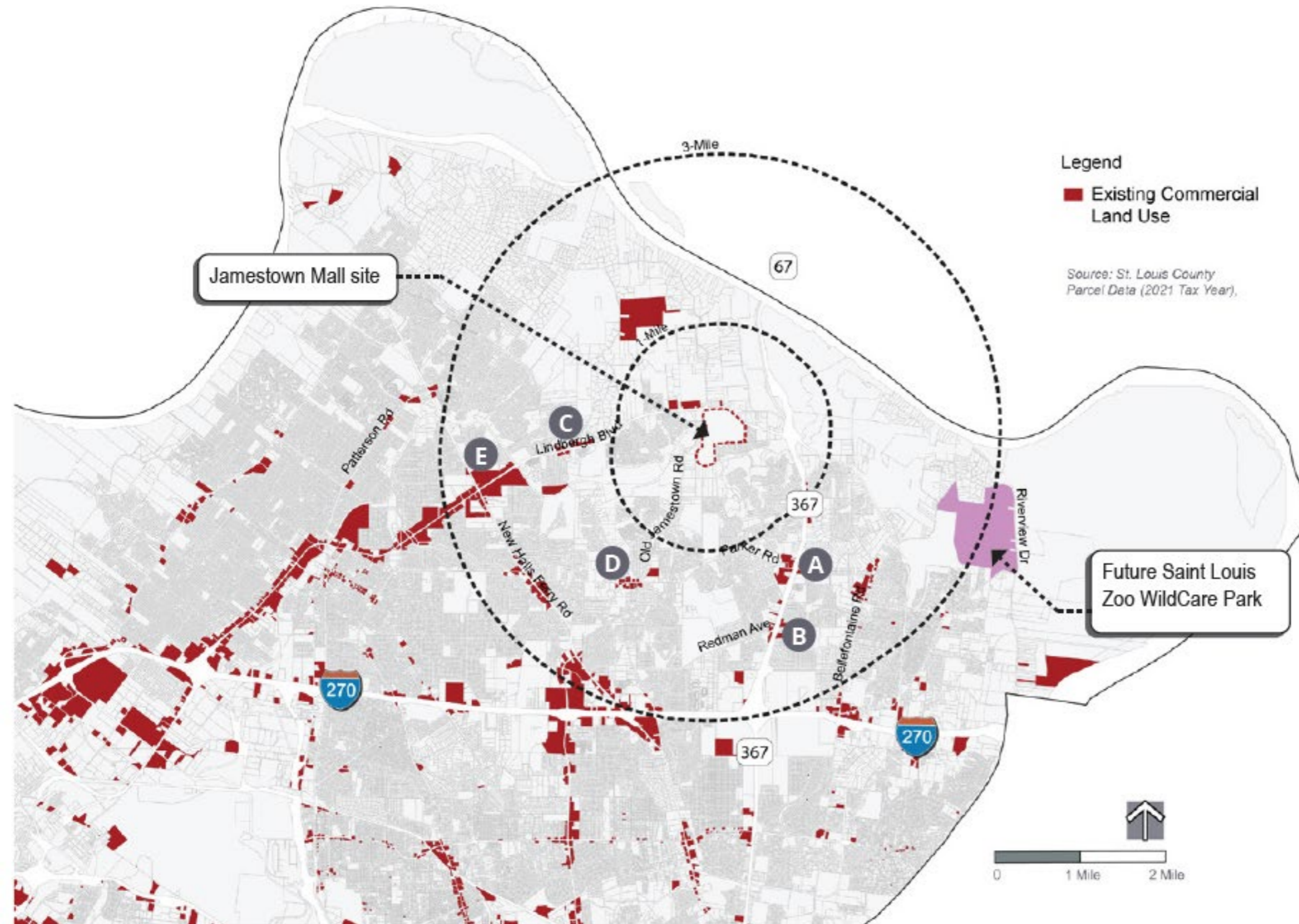
	Owner-Occupied	Rental
All North County Zip Codes	77%	23%
Within 1-Mile of Jamestown Mall Site	85%	15%



# MULTI-FAMILY RESIDENTIAL: NUMBER OF UNITS





# EXISTING COMMERCIAL AREAS



- A** Hwy 367 & Parker Rd
- B** Hwy 367 & Redman Rd
- C** Lindbergh Blvd & Old Halls Ferry Rd
- D** Parker Rd & Old Jamestown Rd
- E** Lindbergh Blvd & New Halls Ferry Rd

## A. HWY 367 & PARKER ROAD: OPPORTUNITY AREAS

 <b>Available Building Space</b>	 <b>Site Ready</b>	 <b>Greenfields</b>
<u>Large-Medium Box</u> 50,000 SF	S1: 1.1 acre S2: 0.2 acre S3: 1.0 acre S4: 0.8 acre	G1: 2.8 acre G2: 3.9 acre
<u>Small</u> 1,200 SF 900 SF 1,800 SF 2,400 SF 1,200 SF 1,200 SF 5,040 SF	 <b>Demolition or Rehabilitation</b>	
Total Building Space: 63,740 SF	D1: 5.3 acre	Total Acreage: 15.1 acres



**Accounting, Tax Preparation, and Bookkeeping**  
Jackson Hewitt

**Restaurants**  
*Casual*  
Imo's Pizza  
Moma Elayne's Kitchen  
Rookies Bar & Grill

**Auto**  
Carwash

**Fast Food**  
China King  
China Wok  
St. Louis Fish and Chicken  
McDonalds  
Subway  
Taco Bell

**Beauty**  
Hair Salon  
Kings's Beauty  
May's Nails

**Check Cashing/Loans**  
Check 'n Go

**Storage/Moving**  
UHaul

**Gas Stations**  
Quicktrip  
Gas Station

**Wireless Communications**  
Phone Stop

**Financial**  
Bank of America

**General Merchandise**  
Dollar General  
Family Dollar

**Health Care**  
Advance Surgical Care  
Fresenius Medical Care  
VA Outpatient Clinic  
Washington University  
Dialysis


**Health Retail**  
CVS Pharmacy  
Walgreens




## C. LINDBERGH BLVD & OLD HALLS FERRY : OPPORTUNITY AREAS

 Available Building Space

 Site Ready

 Greenfields

G1: 1.4 acre

 Demolition or Rehabilitation

D1: 2.7 acre

Total Acreage: 4.1 acres

### Civic

St. Louis County Library  
(Jamestown Bluff  
Branch)

### Auto

CarX

### Beauty

Barber

### Daycare

Kids Zone

### Financial

First Bank

### Gas Stations

BP

Mobile on the Run

### Office

Office 1

(home health care)

Office 2 (accounting)

Office 3 (accounting,  
insurance, home health  
care, other)

### Misc Retail

Dog Grooming and  
Training

### Healthcare

Dentistry 1

Dentistry 2

Dentistry 3

Orthodontics

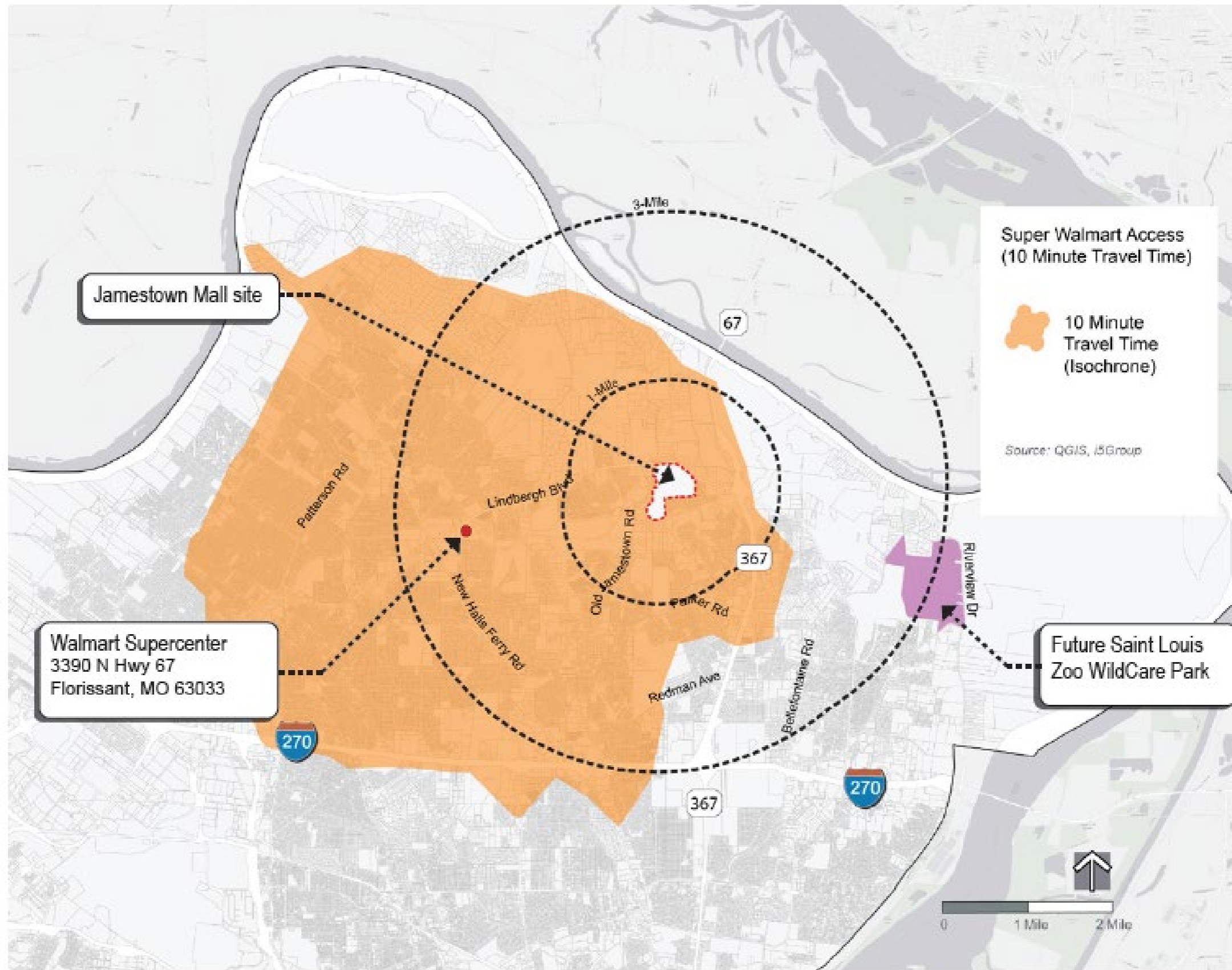
### Restaurants

Casual

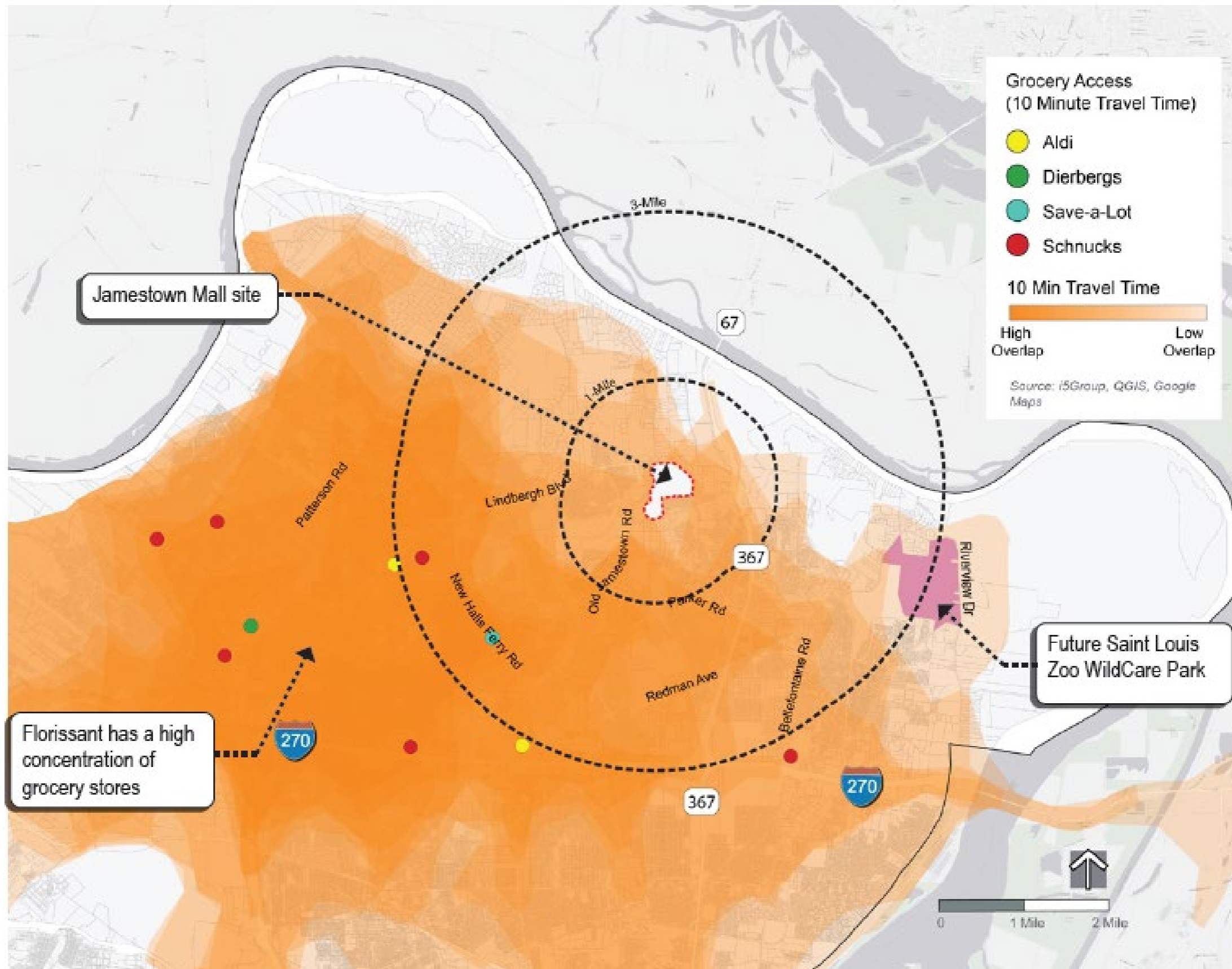
Kitty's Corner



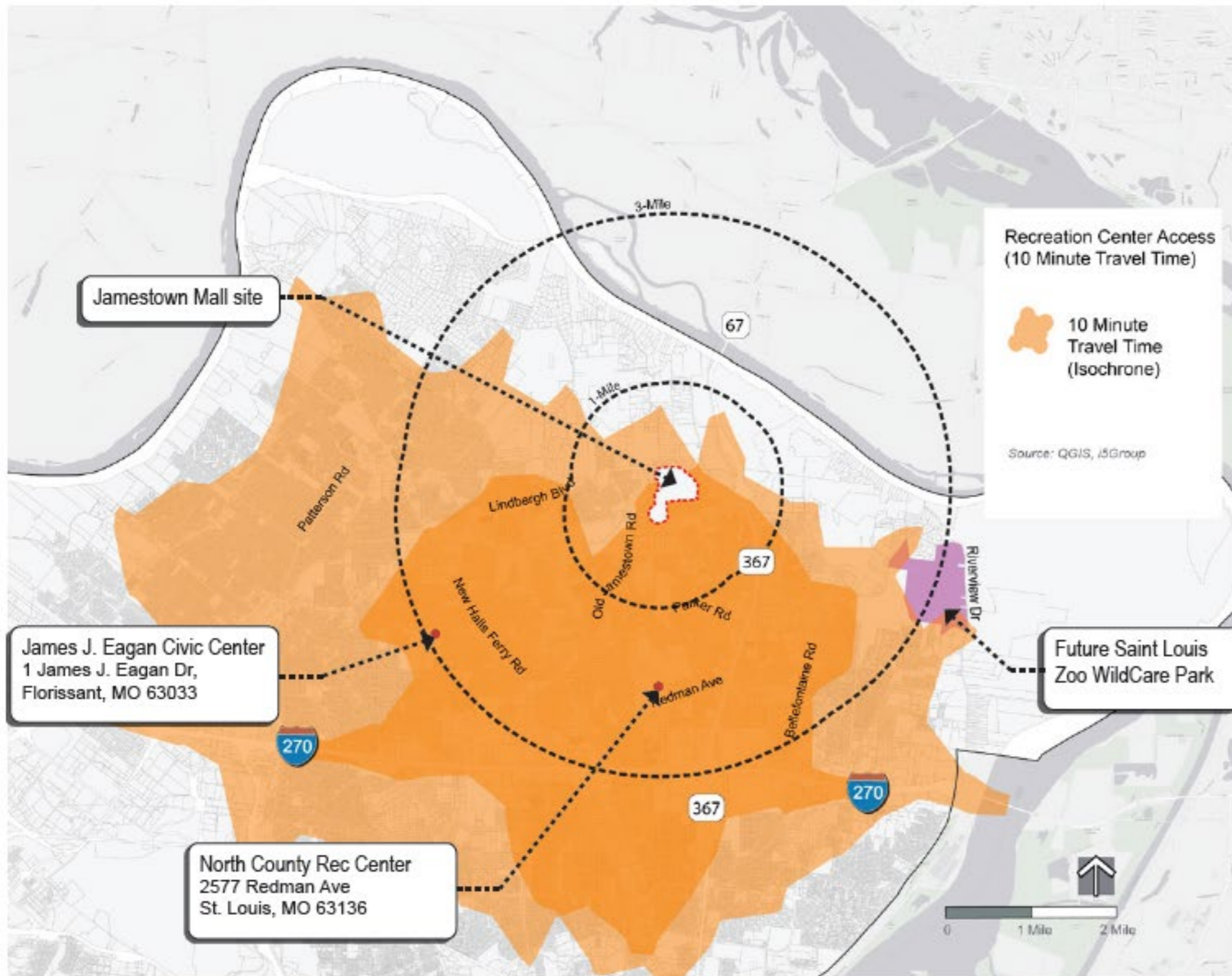
# WALMART: 10 MINUTE DRIVE TIME AREA



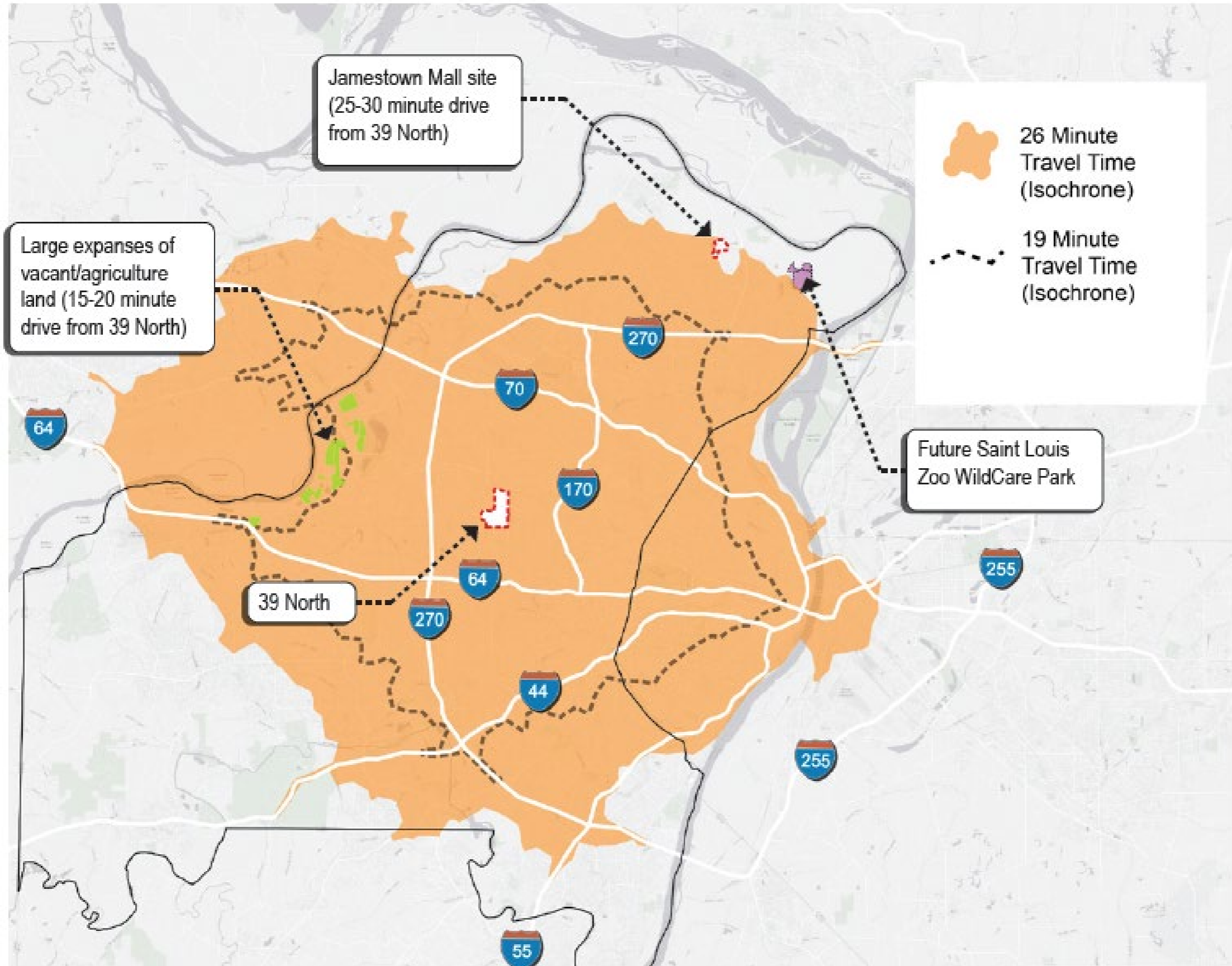
# EXISTING GROCERY STORES: 10 MINUTE DRIVE TIME AREA



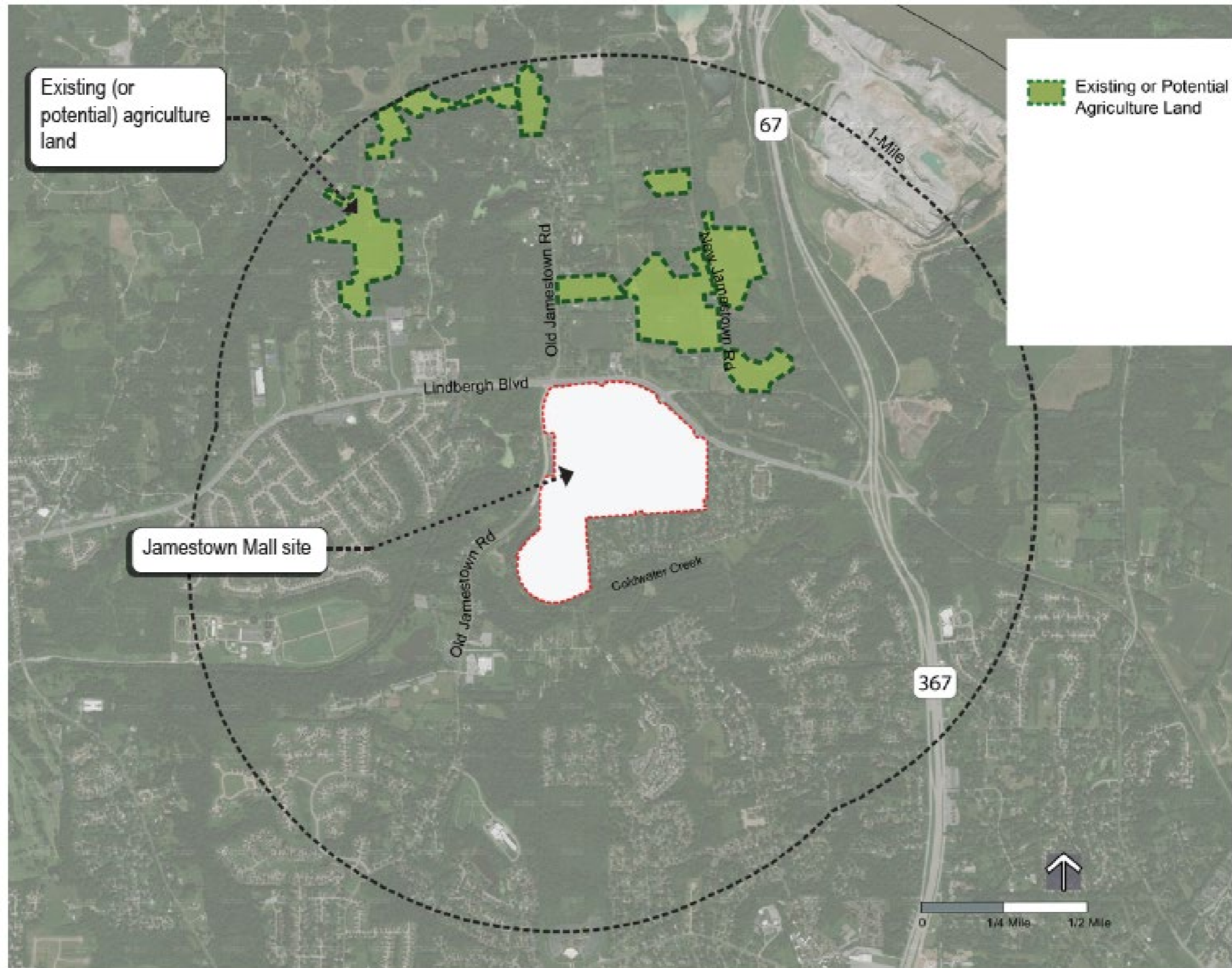
# EXISTING RECREATION CENTERS: 10 MINUTE DRIVE TIME AREA



# PROXIMITY TO 39 NORTH



# NEARBY EXISTING (OR POTENTIAL) AGRICULTURE LAND



# SCENARIOS

# Scenario 1 – Jamestown Green Estates

## Jamestown Green Estates

- 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 visitors.



# Scenario 1 – Jamestown Green Estates

## Key Stats

- 160 - 180 single family homes for sale (\$325,000 - \$450,000)  
45.0 acres
- 200 - 220 duplex/attached units for rent (\$1,900 to \$2,400 per month)  
34.0 acres
- No senior units  
0 acres
- 70,000 - 82,000 sq. ft. mixed commercial  
7.5 acres
- No community center  
0 acres
- 29.5 acres open space/agriculture
- 26 acres conservation

# SCENARIO 1 - JAMESTOWN GREEN ESTATES: CONCEPT DIAGRAM

Neighborhood Commercial



Agriculture / Open Space



Flexible Outdoor Community Space



Residential



Conservation Area



# Jamestown Green Estates – Entry View



# Considerations: Jamestown Acres

## **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.

## **Potential Market 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

# Scenario 2 – Jamestown Village

## Jamestown Village

- Higher density of residential (ranging up to townhomes and duplexes).
- Small area of higher density for seniors 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.

# Scenario 2 – Jamestown Village

## Key Stats

- 90 - 110 single family homes for sale  
27.0 acres (\$325,000 to \$450,000)
- 300 - 330 duplex/attached units for rent (\$1,900 to \$2,400 per month)  
50.0 acres
- 100 - 120 senior village units for rent (\$1,500 to \$2,000 per month)  
14.0 acres
- 150,000 - 179,000 sq. ft. commercial  
16.5 acres
- community center
  - Subdivision only: 2.0 acres
  - Community: 4-5 acres
- 4.5 acres open space
- 26 acres conservation

# SCENARIO 2 - JAMESTOWN VILLAGE: CONCEPT DIAGRAM

Neighborhood Commercial



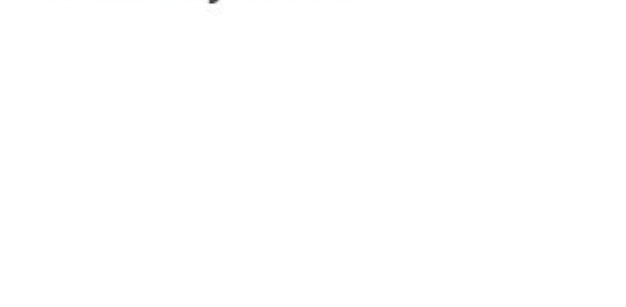
Office / Commercial Space



Flexible Outdoor Community Space



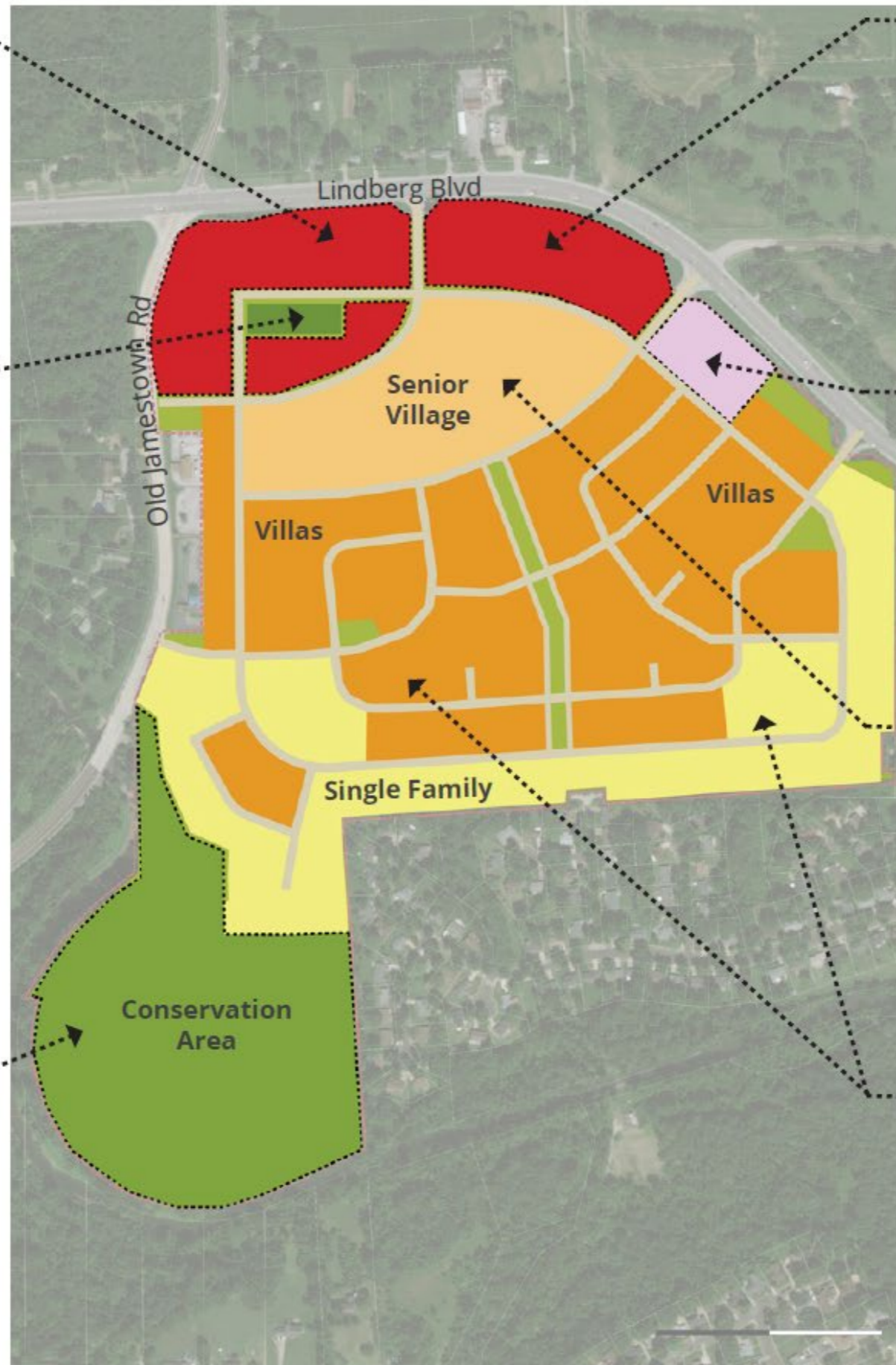
Community Center



Senior Village (Residential)



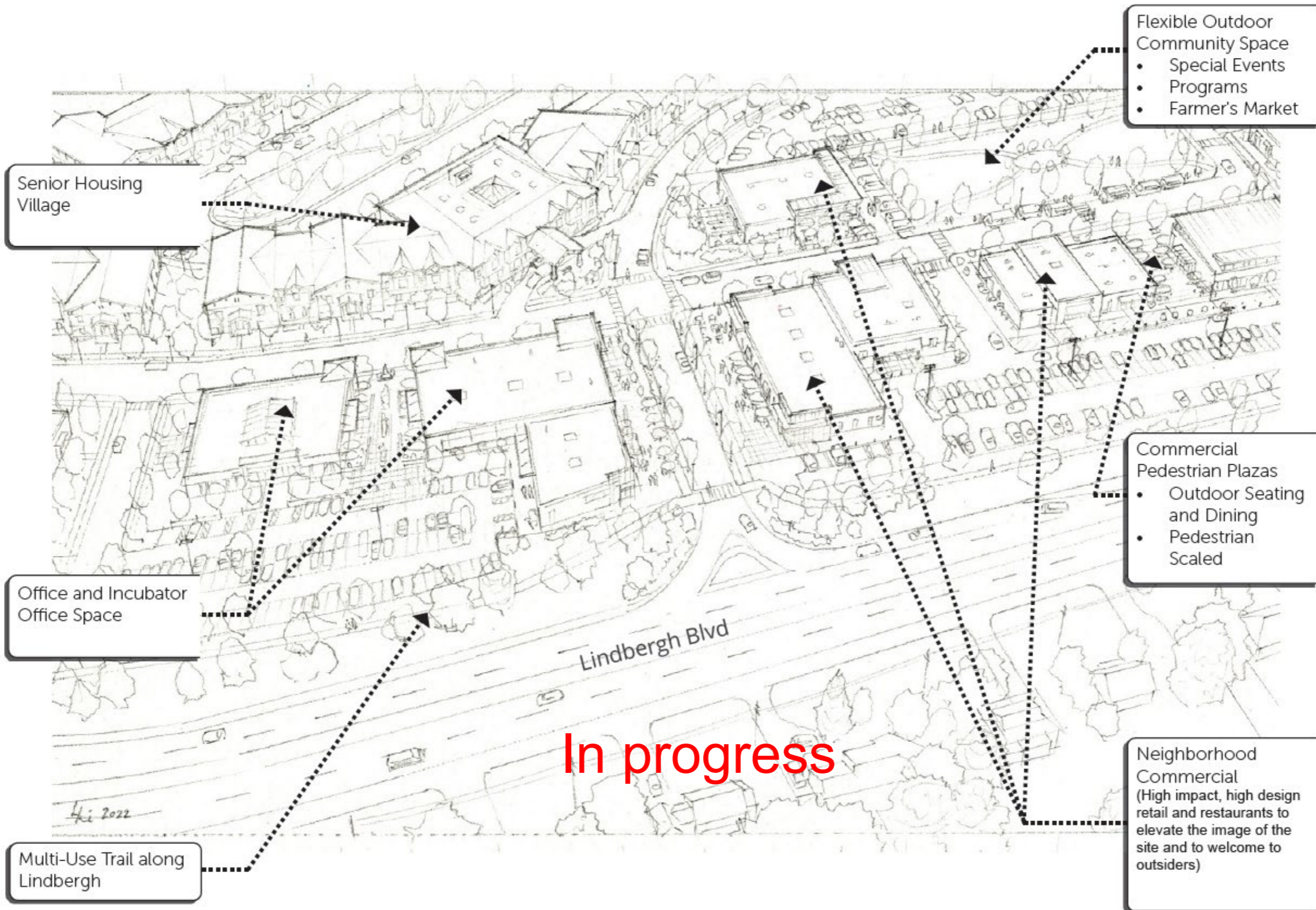
Conservation Area



Residential



# Jamestown Village – Entry View





# Considerations: Jamestown Village

## **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.

## **Potential Market 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

# Scenario 3 –Agriculture and Energy Technologies Annex

## Center for Agriculture and Energy Technologies

- Emphasis of expansion of agriculture technologies and production facilities that may have incubated at 39 North, UMSL, Cortex, or elsewhere.
- 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).

# Scenario 3 –Agriculture and Energy Technologies Annex

## Key Stats

- Hi-Tech Large Scale Green House
  - Bio-generators (fermentation) Facility
  - Greenhouses
  - Lower-cost Facilities
  - Field Test Plots
  - Solar Energy
- 
- Annex Front Door  
Office/Job Training  
Neighborhood grocery/retail  
Community open space

# SCENARIO 3 - AGRICULTURE AND ENERGY TECHNOLOGY ANNEX: CONCEPT DIAGRAM

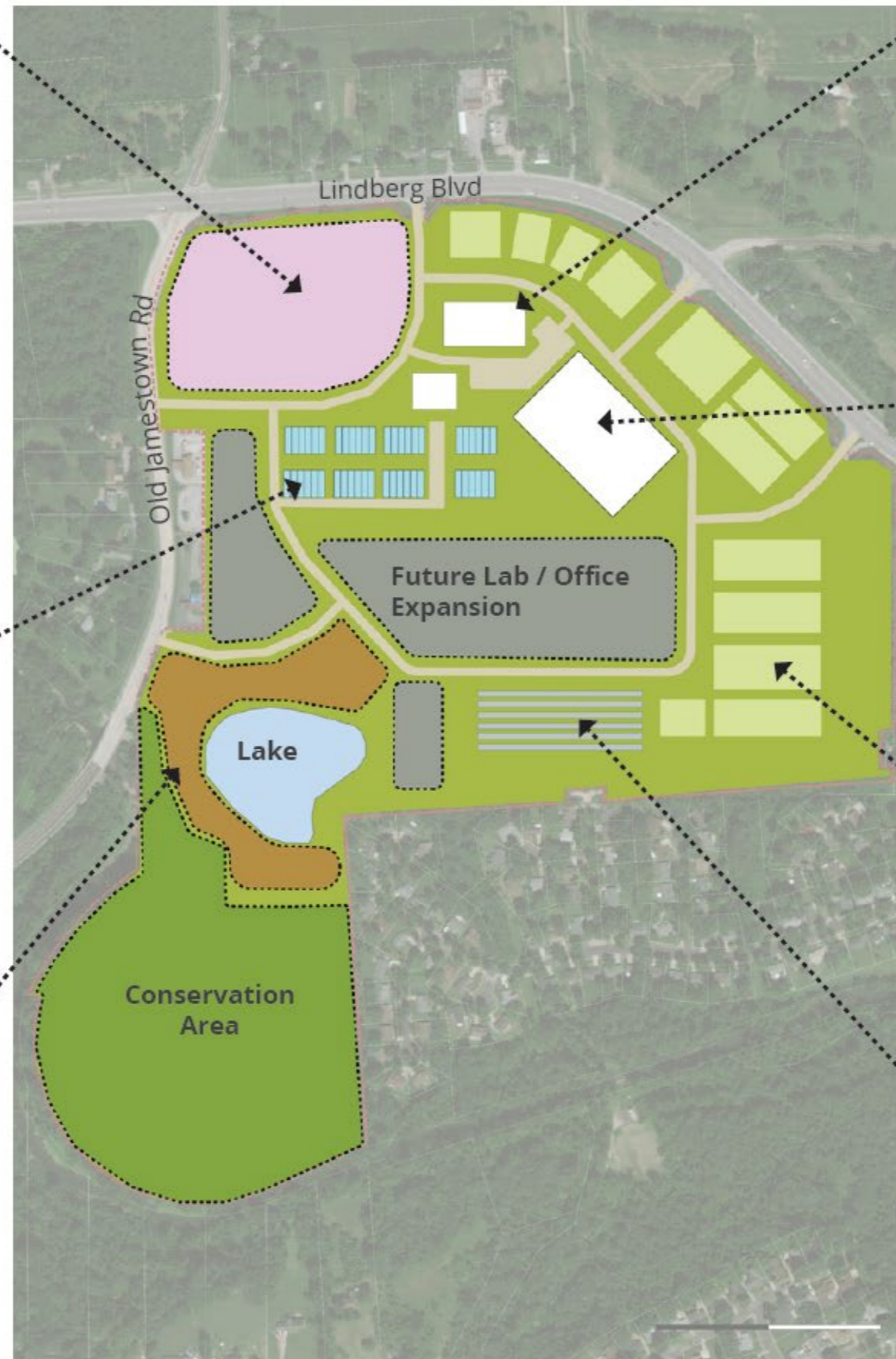
Annex "Front Door"



Greenhouses / Growing Hoops



Conference / Special Events Center



Bio Generator



Hi-Tech Large Scale Greenhouse

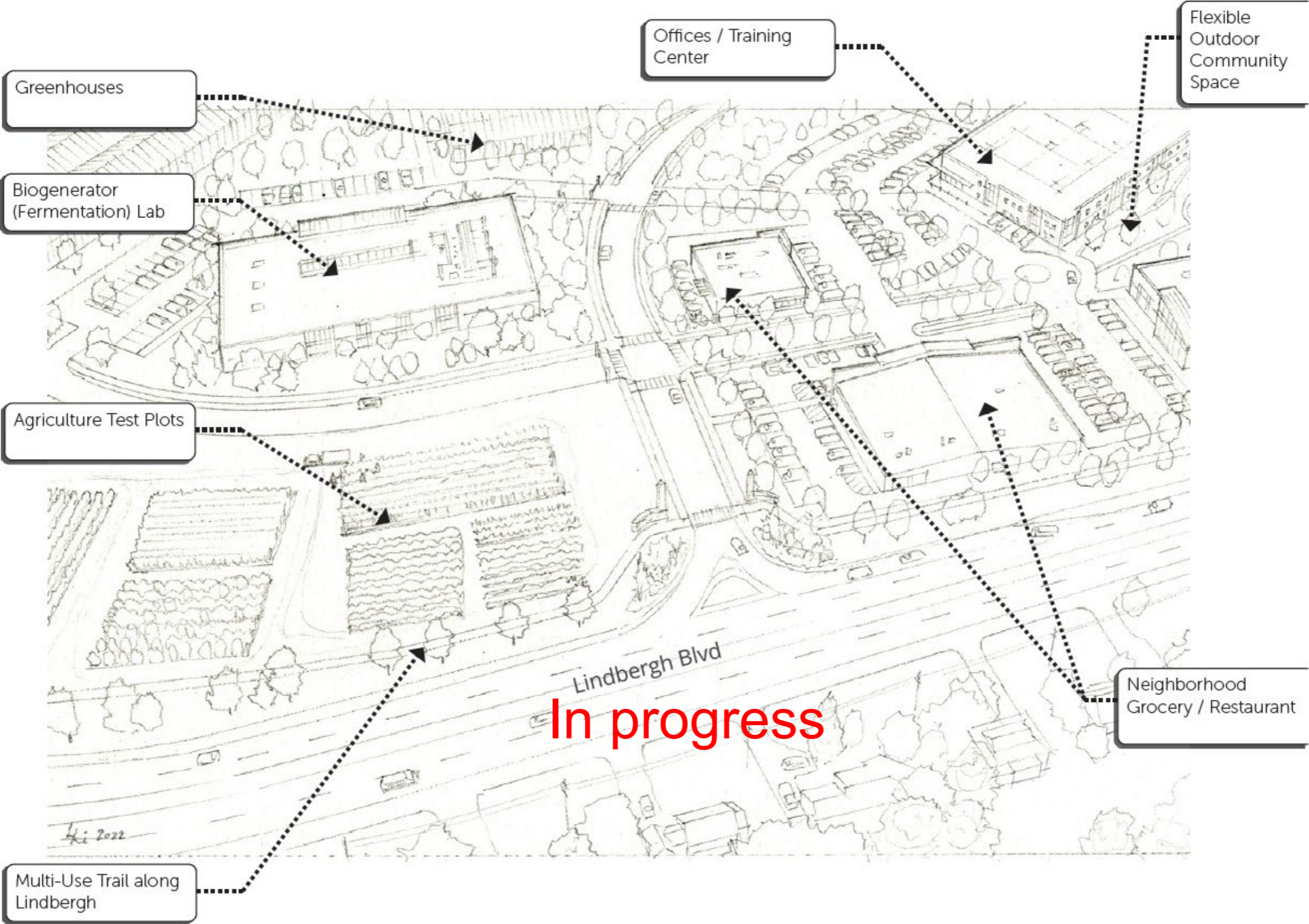


Test Plots



Solar Panels

# Agriculture and Energy Technologies Annex – Entry View



# Considerations: Agriculture and Technologies Annex

## Benefits

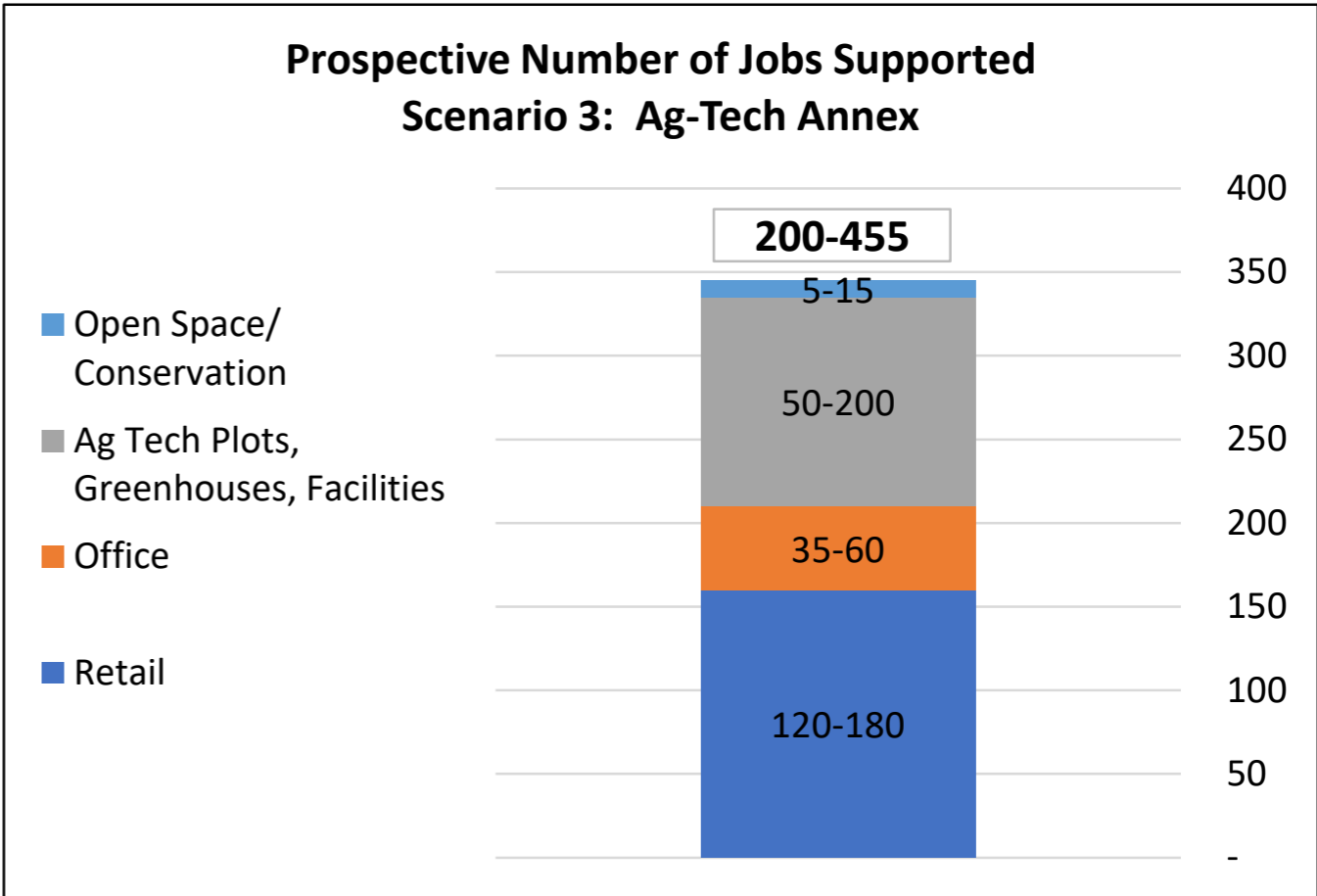
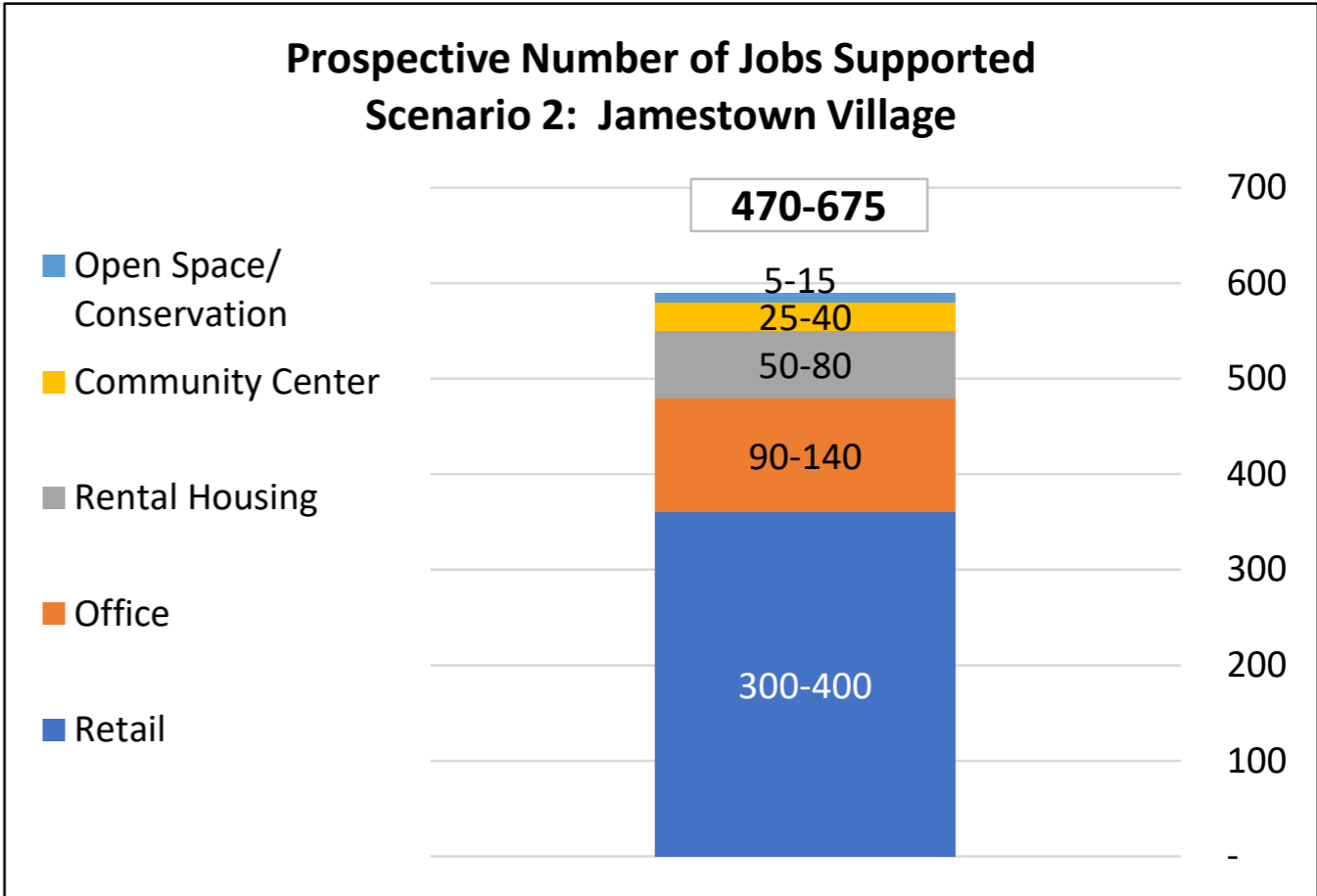
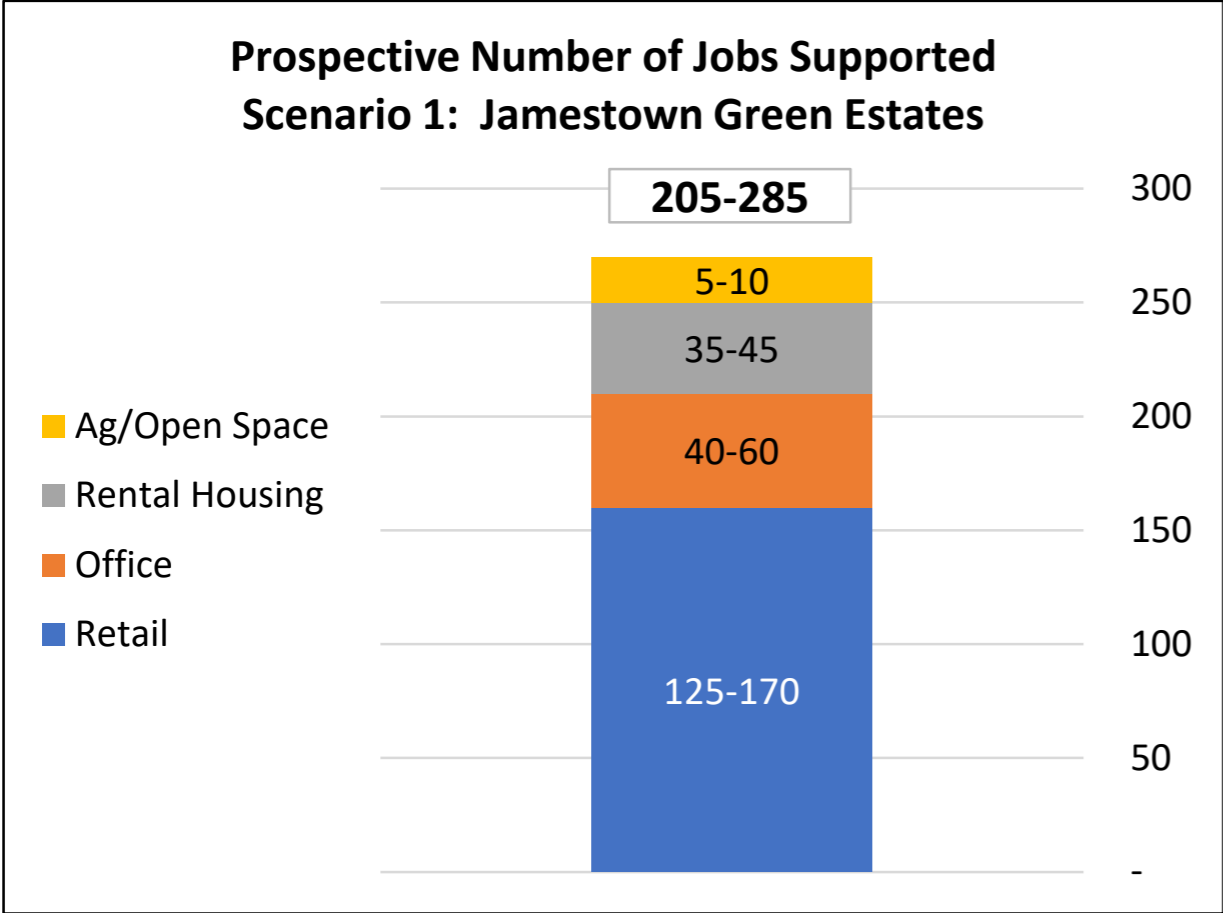
- Ag-Tech is a major St. Louis regional economic sector.
- Strong indications of a regional need for step-up space in the Ag-Tech sector.
  - “Graduates” of Danforth Plant Science Center, Cortex, etc.
  - New science emerging from established companies
  - Central location in U.S. agricultural belt
- Spaces/facilities need varies, but could include:
  - Greenhouses
  - Test plots
  - Bio-generators (fermentation)
  - Lower-cost facility spaces.
- 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

# Considerations: Agriculture and Technologies Annex

## Potential Market 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

# CRITERIA: Job Creation





# CRITERIA: Return on Public Investment

## Jamestown Acres

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

## Jamestown Village

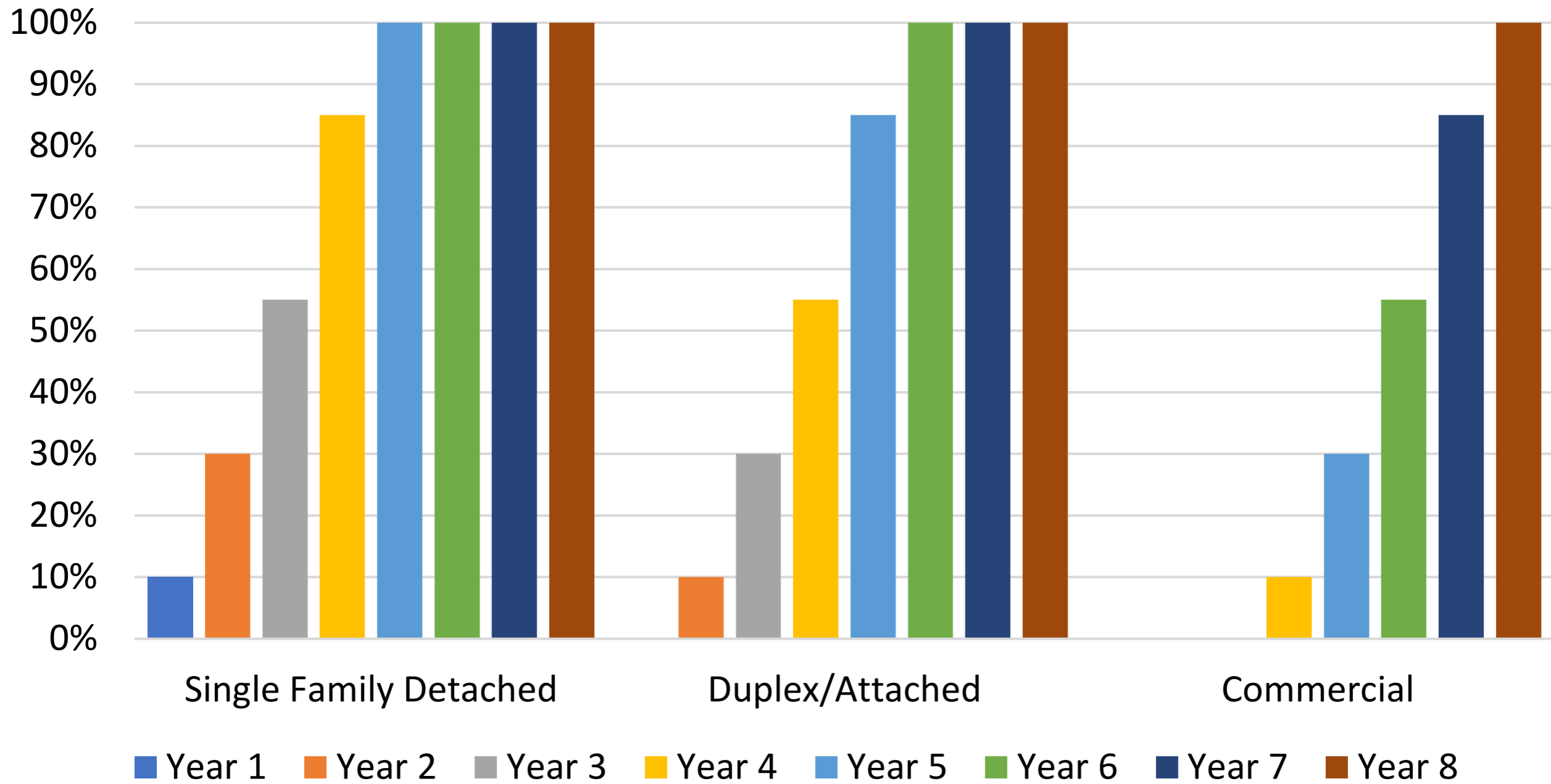
- Annual Property Taxes (mix of residential and commercial): \$1.8 - \$2.3 million
- Annual Local Sales Taxes: \$250,000 - \$300,000

## Agriculture and Energy Technology Annex

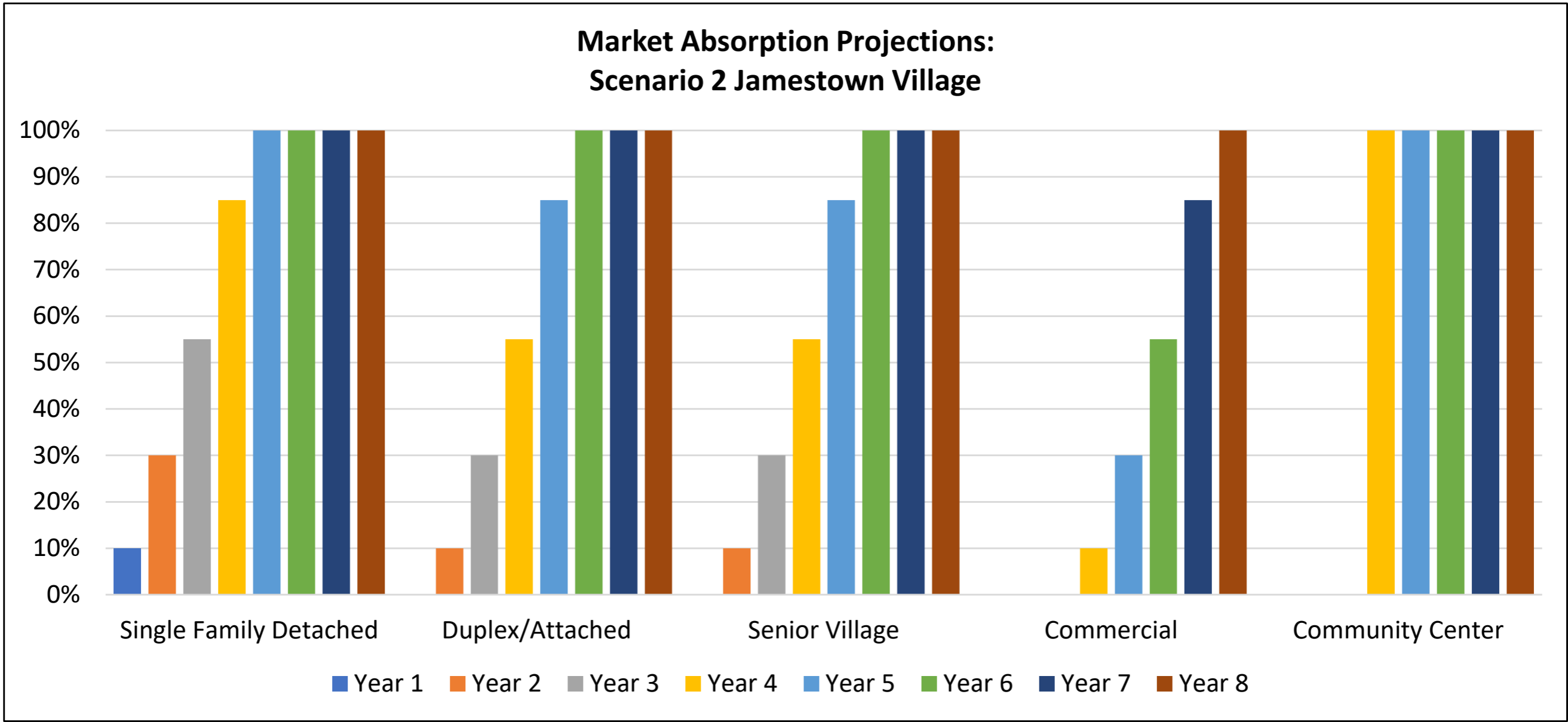
- Annual Property Taxes (mix of commercial and agricultural): Too early to estimate. Mix unknown, property values uncertain.
- Annual Local Sales Taxes: Too early to estimate. Taxable enterprises as yet uncertain

# CRITERIA: Market Absorption

## Market Absorption Projections: Scenario 1 Jamestown Green Estates



# CRITERIA: Market Absorption



# CRITERIA: Market Absorption

## Agriculture and Energy Technology Annex

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

# CRITERIA: Viability: Retail/Restaurant Demand

## Jamestown Green Estates

30,400 supportable square feet

- Based on buying power of new Jamestown residents

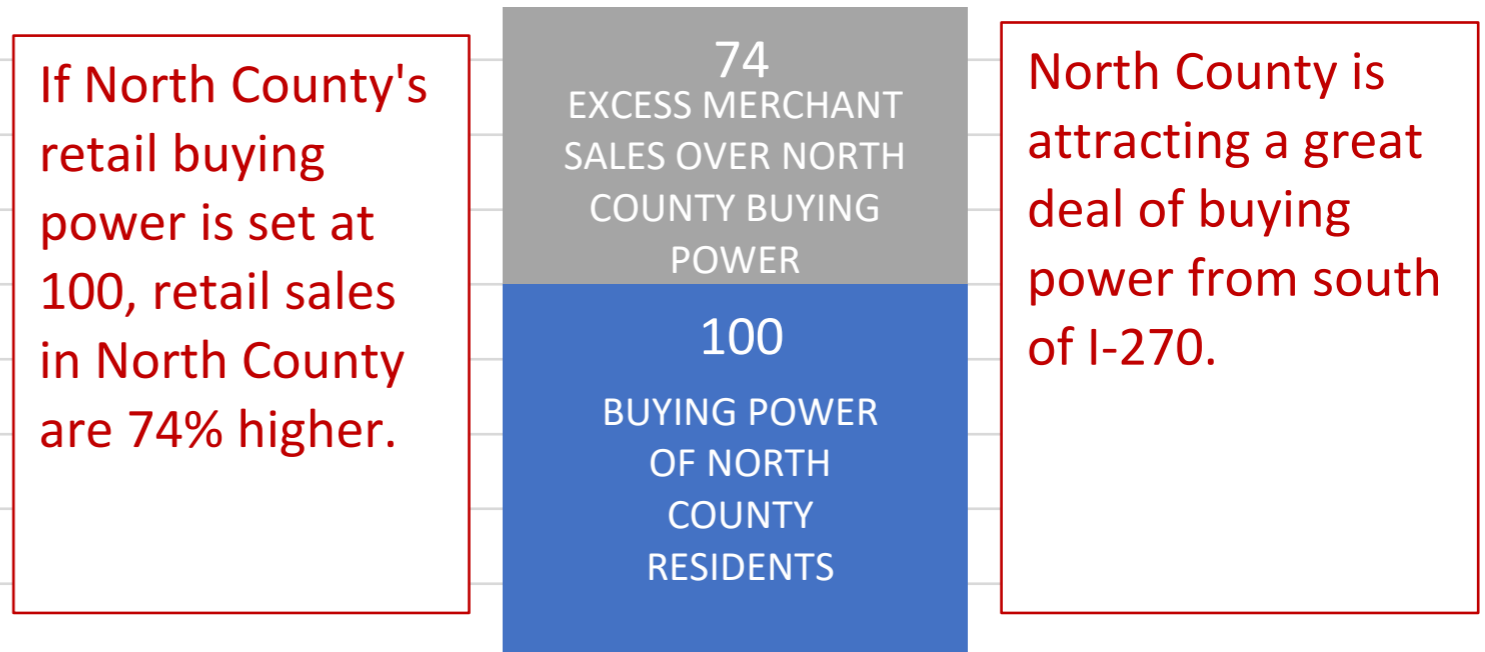
## Jamestown Village

42,700 supportable square feet

- Based on buying power of new Jamestown residents

### Excess Retail/Restaurant Sales Over Buying Power North St. Louis County (north of I-270)

Source: Esri

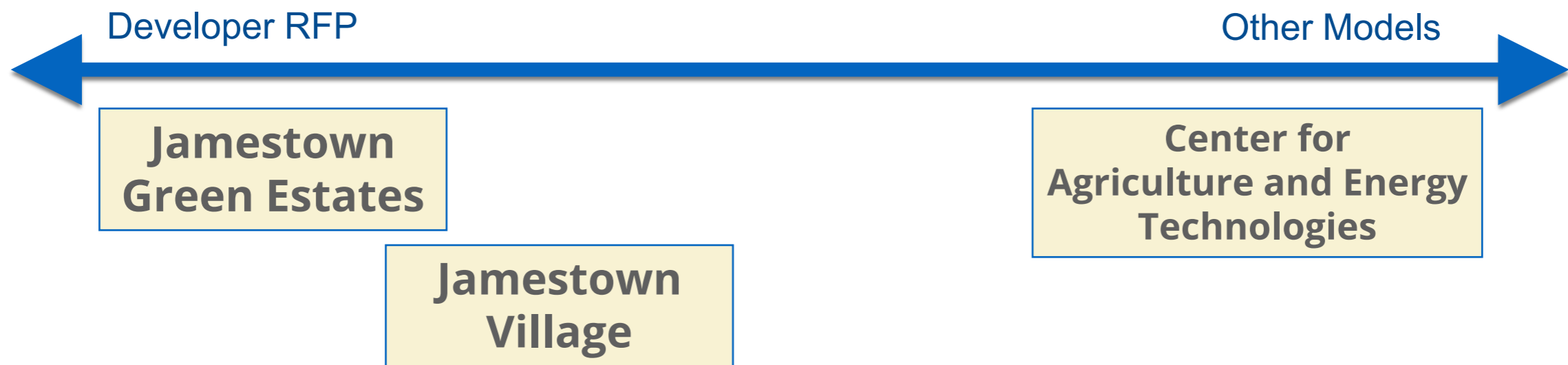


3.1 million “excess” square feet in North County at present.

- North County does not “need” *more* retail space.
- North County might need *improved* retail space.

# Key Questions Moving Forward

- Will Typical Developer RFP Process Fit Scenarios?



- Meeting Community Expectations

- Expectations include placemaking, high-quality design, community spaces, and ongoing engagement.
- County Zoning (approved development plan) and including development principles/community expectations as part of RFP will help, but is it sufficient?
- Will design guidelines, updated zoning, or other models be required?

# DESIGN PRINCIPLES

# Development Principles

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



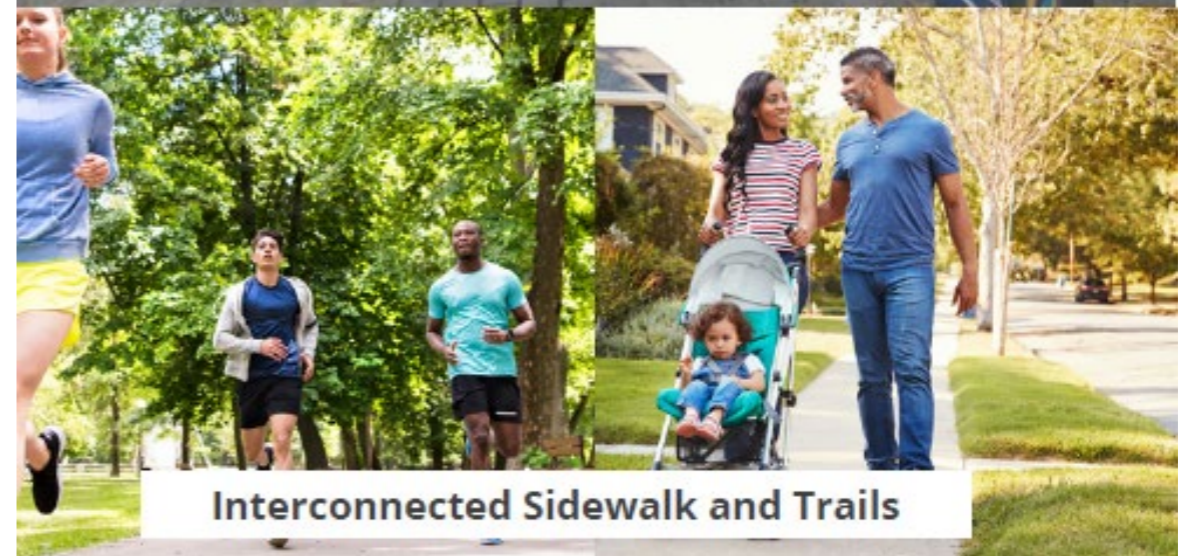
# Development Principle: Walkable

- **Multi-Use Trail Along Lindbergh**

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

- **Pedestrian Oriented Commercial**

- **Interconnected Sidewalks and Trails**



# Development Principle: Flexible Outdoor Community Space

- **Informal Neighborhood Gathering**

- **Special and Regular Events**

Regular programming is critical. Opportunity for adjacent restaurants to utilize the space for additional seating.

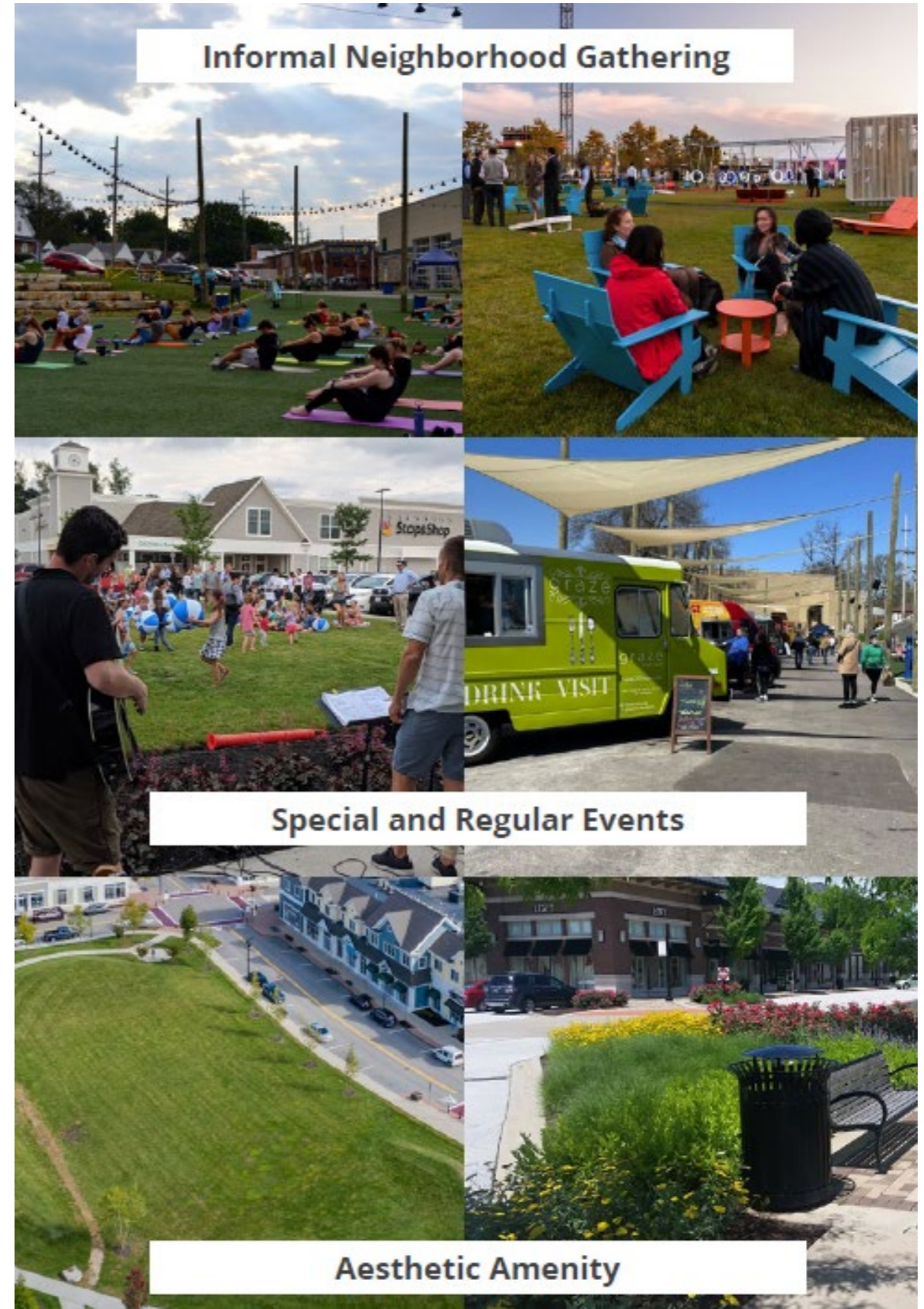
- **Aesthetic Amenity**

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.



# Development Principle: Elevated Front Door Through High Quality Design

- 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.**

# GROUP DISCUSSION

OTHER ITEMS

# Next Steps

- **Public Forum on Wednesday, Sept 21<sup>st</sup> at WildCare Park, 4:30 – 7:30pm**
- **Additional Small Group Meetings**
- **Next Advisory Committee Meeting in October**
- **Final Report this Fall**

THANK YOU!