

# Advisory Committee Meeting #3

MAY 24, 2022



MARKET ANALYSIS  
AND FEASIBILITY STUDY

# Agenda

- A. Schedule
- B. Update on Community Engagement
- C. Upcoming Community Engagement
- D. Evaluation Criteria and Update on Analysis
- E. Discussion
- F. Other Items
- G. Next Steps

# Meet the Planning Team



Project Manager



Market Analysis &  
Economic Development



Local Business &  
Entrepreneur Strategies



Community Engagement



Utilities, Infrastructure,  
& Capital Improvements



# Current Engagement



**SMALL GROUP MEETINGS**



**PUBLIC FORUM #1**



**POP-UP EVENTS**

# Small Group Meetings

## LATE APRIL – MAY

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

More Upcoming!



Old Jamestown



North County Chamber



Williamsburg Manor

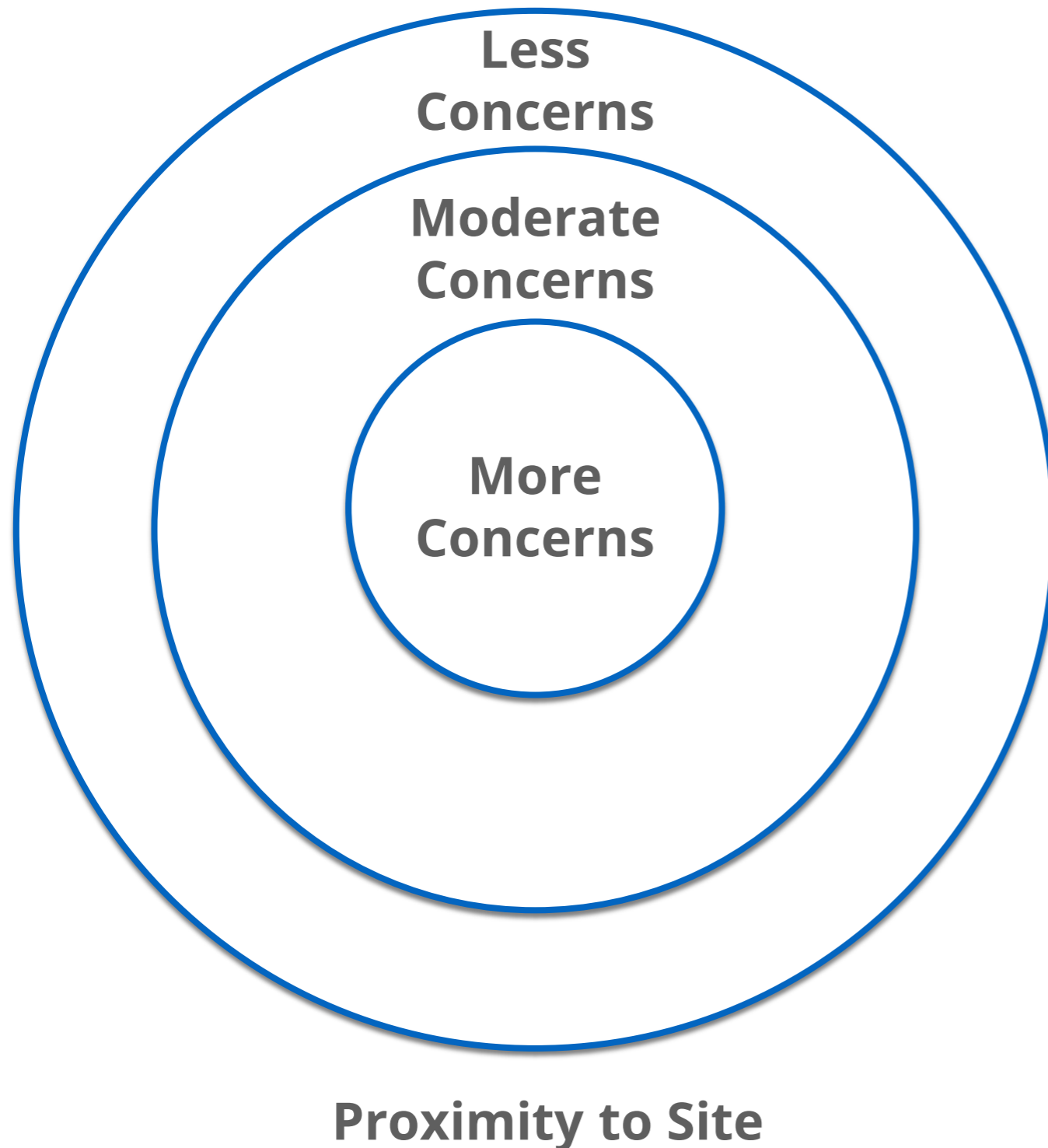


Multiple Subdivisions



Spanish Lake CDC

# What We've Heard (so far)



- **Farther Away from Site**
  - Open to more of the scenarios
  - Closer to site, more concerns, especially regarding Logistics Center
- **Openness to Learning More**
- **“Wants” vs Market Demand**
- **Desire for Community**
- **Concern about Future Vacancy**
  - Don't want to see vacancy 20-years from now.

**We are still listening! Still early to draw final conclusions.**

# Upcoming Engagement



**SMALL GROUP MEETINGS**



**PUBLIC FORUM #1**



**POP-UP EVENTS**



# Public Forum #1

## JUNE

- Wednesday, June 29<sup>th</sup>
- 4:30 – 7:30pm
- Location: Wildcare Park (St. Louis Zoo)
- Open House Style Format (No formal presentation, stop by anytime between 4:30 – 7:30pm)

## AGENDA

Review and feedback on the six land use scenarios.

Prioritizing evaluation criteria.

Development principles.



**PUBLIC  
FORUM #1**

# Pop-Up Events

## SPRING/SUMMER

- First event before public forum #1.
- Second event before public forum #2.



POP-UP  
EVENTS

# Plan Website and E-Blasts

E-BLAST #2 THIS WEEK

Imagine  
JAMESTOWN MALL  
REDEVELOPMENT

Home Documents Background FAQs

JAMESTOWN MALL MARKET ANALYSIS AND FEASIBILITY STUDY

A community driven, market based approach.

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

**UPCOMING SCHEDULE**

- April: Advisory Committee Meeting #2
- Late April/May: Focus Group Meetings
- June: Public Forum #1

**Goals of the Study**

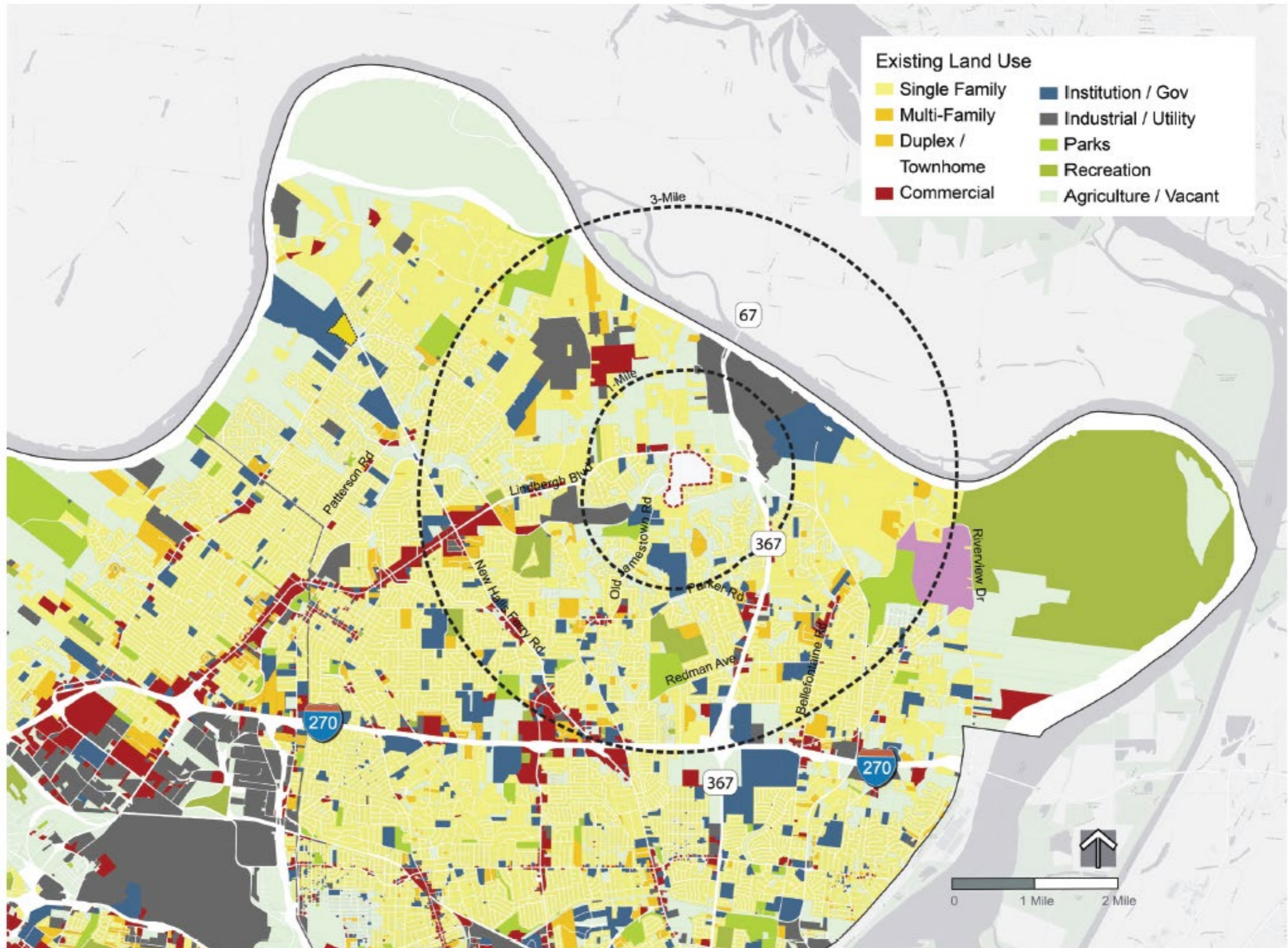
- Evaluation of Land Use Scenarios
- Robust Community Engagement
- Development Principles

WWW.IMAGINEJAMESTOWNMALL.COM

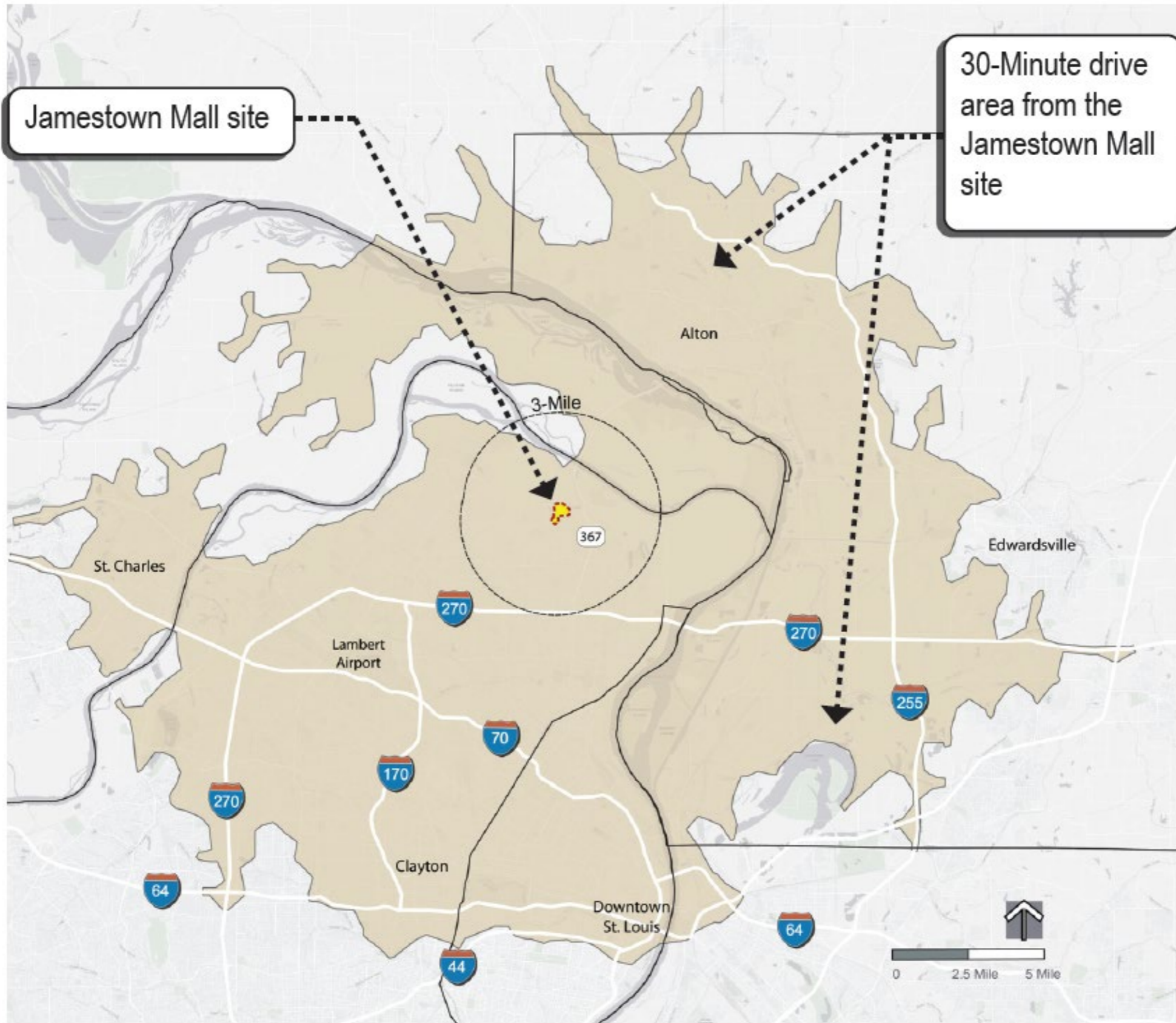
# Overview of Site



# Overview of Site

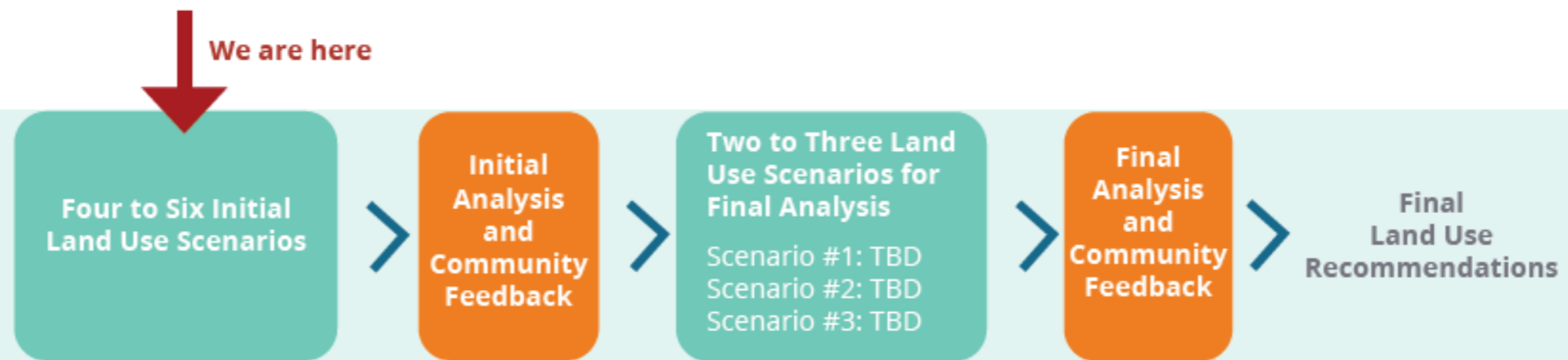


# Overview of Site



# EVALUATION CRITERIA

# Approach



Between now and the community forum in June, initial analysis of the scenarios will take place.

## INITIAL ANALYSIS

The preliminary analysis and evaluation for the six scenarios will be based on:

- Regional Economic Trends
- Regional Business And Employment Concentrations
- Demographic And Population Trends
- Housing Trends
- Labor Force Needs
- Place-Making Opportunities
- Job And Local Business Creation
- Return On Public Investment
- Existing And Potential Changes In Zoning
- Transportation And Parking
- Existing Utilities
- Market Area Supply For Each Use
- Market Area Demand For Each Use

## COMMUNITY FEEDBACK

The planning team will begin conversations with the community about the scenarios.

### Small Group Meetings

8-12 small group meetings starting in late April with subdivisions, neighborhood organizations and other groups. Ten to fifteen attendees per meeting to allow for a robust, thorough group discussion.



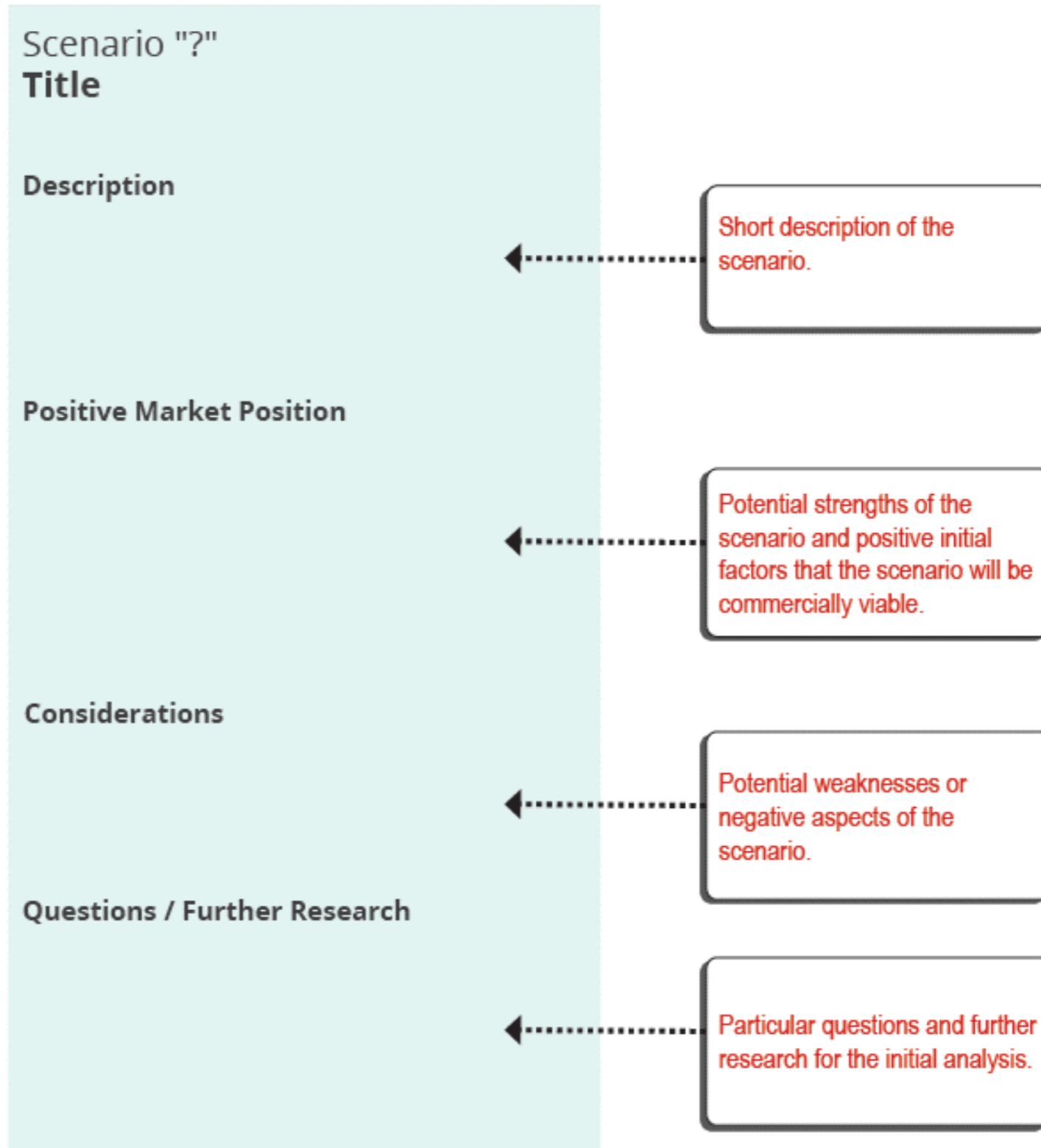
### Public Forum #1

Open house style forum for the whole community in June to review and provide feedback on the initial scenarios.





# Format of Land Use Scenarios Descriptions



## Land Use Scenarios

### Scenario "A"

#### **JAMESTOWN ACRES ESTATES**

##### **Description**

Large scale subdivision or set of subdivisions of “middle housing” affordable to middle and working class households. Senior housing component. Village-scale retail shops and restaurants.

##### **Positive Market Position**

High quality, new housing in suburban format for up-and-coming households and seniors; replacement for older North County housing. A competitive product when compared to new housing in St. Charles County and Metro East.

##### **Considerations**

Extremely sluggish regional net population growth, could leave older North County housing (that is less attractive to modern home-buyers) behind.

##### **Questions / Further Research**

- Opportunity for mix of uses, including some neighborhood retail. Percentages to be determined.
- Could the residential mix include multi-family. Mix of for-sale and rental.

### Scenario "B"

#### **NORTH LINDBERGH CORPORATE CAMPUS**

##### **Description**

Corporate campus with office buildings, parking, and amenities. Major corporation or two attracted to or expanding in greater St. Louis.

##### **Positive Market Position**

Available “inventory” of large land area for regional economic developers; high value opportunity for St. Louis County; the number one strongest economic sector in metro St. Louis is “management of businesses and enterprises.” St. Louis is a headquarters town—build on that strength.

##### **Considerations**

Corporate candidates for site few and far between, long wait for development, and persistent holding costs.

##### **Questions / Further Research**

- Opportunity for complementary mix of uses including neighborhood retail, small business space.

### Scenario "C"

#### **NORTH LINDBERGH COMMERCE HUB**

##### **Description**

Advanced high tech manufacturing (clean) and/or data center. High quality and higher paying jobs. Draw on large metropolitan labor force as well as academic and corporate research.

##### **Positive Market Position**

Growing demand from center of USA. Competitive strength of greater St. Louis, including ongoing tech skill upgrades of the metro labor force (e.g., LaunchCode). Expansion space for companies graduating from incubators. Available electric power.

##### **Considerations**

Regional competition, site constraints, zoning changes may open door to less desirable uses. Traditionally, data centers are not huge employers.

##### **Questions / Further Research**

- Narrowing down the potential type of manufacturing.

## Land Use Scenarios

### Scenario "D" **NORTH LINDBERGH LOGISTICS CENTER**

#### **Description**

Warehousing and distribution center with trucking for movement of goods into and out of greater St. Louis and a large part of the Midwest.

#### **Positive Market Position**

Growing demand from center of USA. Competitive geographical strength of greater St. Louis. Previous interest from developer.

#### **Considerations**

Competition from, particularly, Metro East. Truck traffic. Some distance from interstate highways. No railroad adjacency. Community concerns.

#### **Questions / Further Research**

- Saturation of the regional logistics market.
- Lower quality, lower paying jobs.
- Compatibility with current land uses.

### Scenario "E" **CENTER FOR CRITICAL TECHNOLOGIES**

#### **Description**

Research park with consortium of area universities (like UMSL) with concentrations of research, development, post-docs, etc., on cutting edge technologies outside the bio-ag sectors.

#### **Positive Market Position**

Expansion space for Cortex and other incubator graduates. Tech skills advancing rapidly in greater St. Louis with LaunchCode, STEM programs at universities. Increased opportunity to retain technological advances in St. Louis.

#### **Considerations**

Potential overlap with other regional centers such as Cortex or 39 North. Likely a long wait for full development and persistent holding costs.

#### **Questions / Further Research**

- Scale of growth prospects. How big is the market potential?

### Scenario "F" **GREEN ACRES AG AND ENERGY CENTER**

#### **Description**

Intensive outdoor and indoor farming of high value food products; alternative energy field (wind and solar); testing sites for commercialized bio-ag technologies.

#### **Positive Market Position**

Growing demand from center of USA. Competitive strength of greater St. Louis in USA agriculture heartland. Supportive infrastructure for ag entrepreneurs in St. Louis (Helix, Danforth, Cortex). Alternative to California and foreign nations for high value food products. Available electric power. Ample local water/irrigation sources.

#### **Considerations**

Not many jobs. Some jobs high quality, high paying; some entry-level jobs, low paying. Not high value land uses. Tax status—commercial or agricultural.

#### **Questions / Further Research**

- Compete with California, etc.
- Reduced transportation costs to markets.



# Evaluation Criteria

	Job Creation	Return on Public Investment	Commercial Viability	Rate of Market Absorption	Entrepreneur and Small Business Opportunities	Place Making Opportunities	Utility Availability and Capacity	Zoning and Land Use Compatibility	Positive Community Feedback
Scenario A: Jamestown Acres Estates									
Scenario B: North Lindberg Corporate Campus									
Scenario C: North Lindbergh Commerce Hub									
Scenario D: North Lindbergh Logistics									
Scenario E: Center for Critical Technologies									
Scenario F: Green Acres Ag and Energy Sector									

### Categories

- Strong
- Moderate
- Fair
- Low

### Comments Received

- Public safety
- Sustainability
- Equity

# Evaluation Criteria

working draft

	Job Creation	Return on Public Investment	Commercial Viability	Rate of Market Absorption	Entrepreneur and Small Business Opportunities	Place Making Opportunities	Utility Availability and Capacity	Zoning and Land Use Compatibility
Scenario A: Jamestown Acres Estates	Low	Moderate	Strong	Strong		Strong		Strong
Scenario B: North Lindbergh Corporate Campus	Strong	Strong	Fair	Fair		Strong		Fair
Scenario C: North Lindbergh Commerce Hub	Strong	Strong	Low	Fair		Low		Low (Manufacturing) / Fair (Data-Center)
Scenario D: North Lindbergh Logistics	Moderate	Moderate	Moderate	Moderate		Low		Low
Scenario E: Center for Critical Technologies	Moderate	Moderate	Fair	Fair		Strong		Fair
Scenario F: Green Acres Ag and Energy Sector	Low	Moderate	Fair	Fair		Fair		Moderate

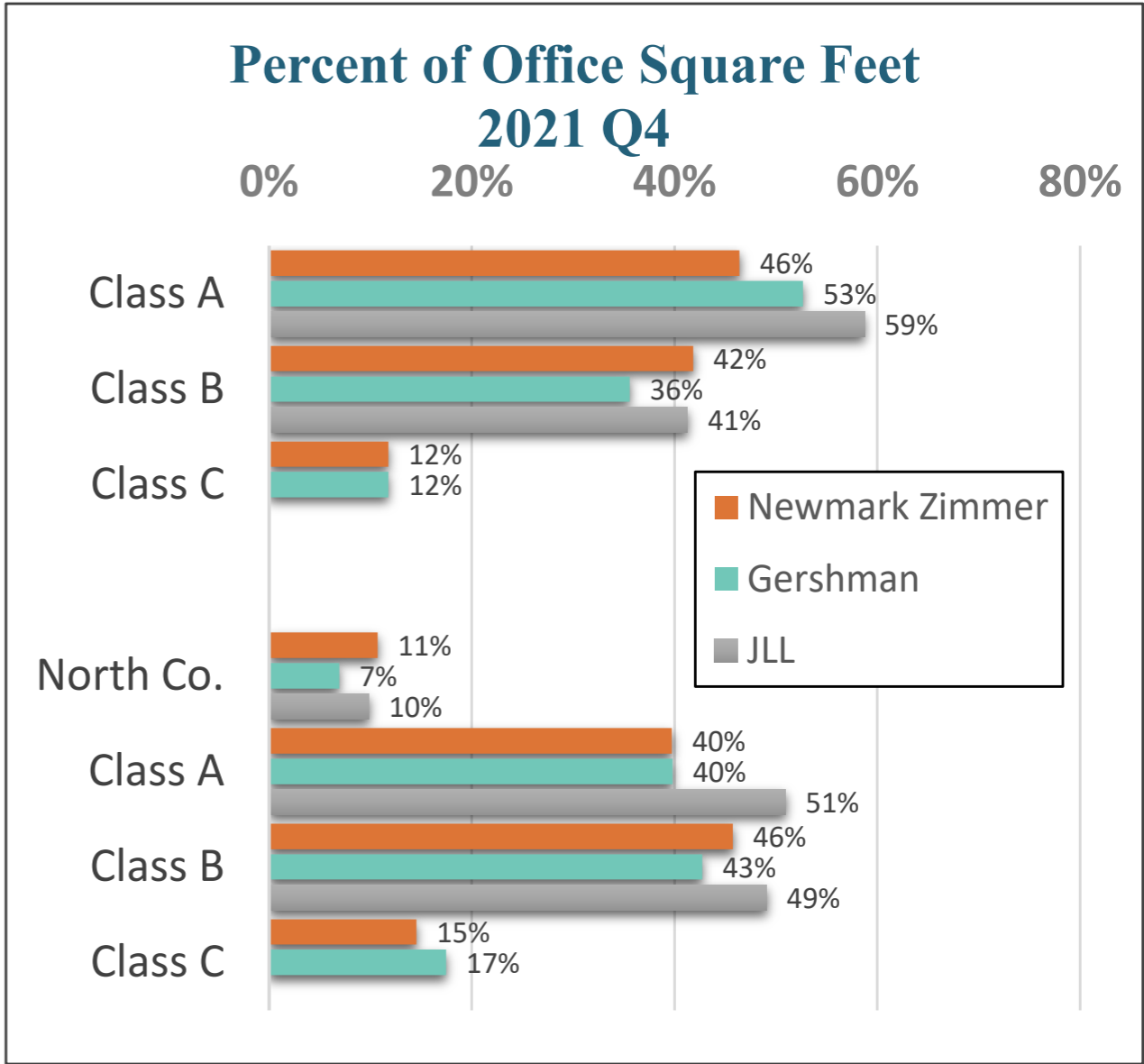
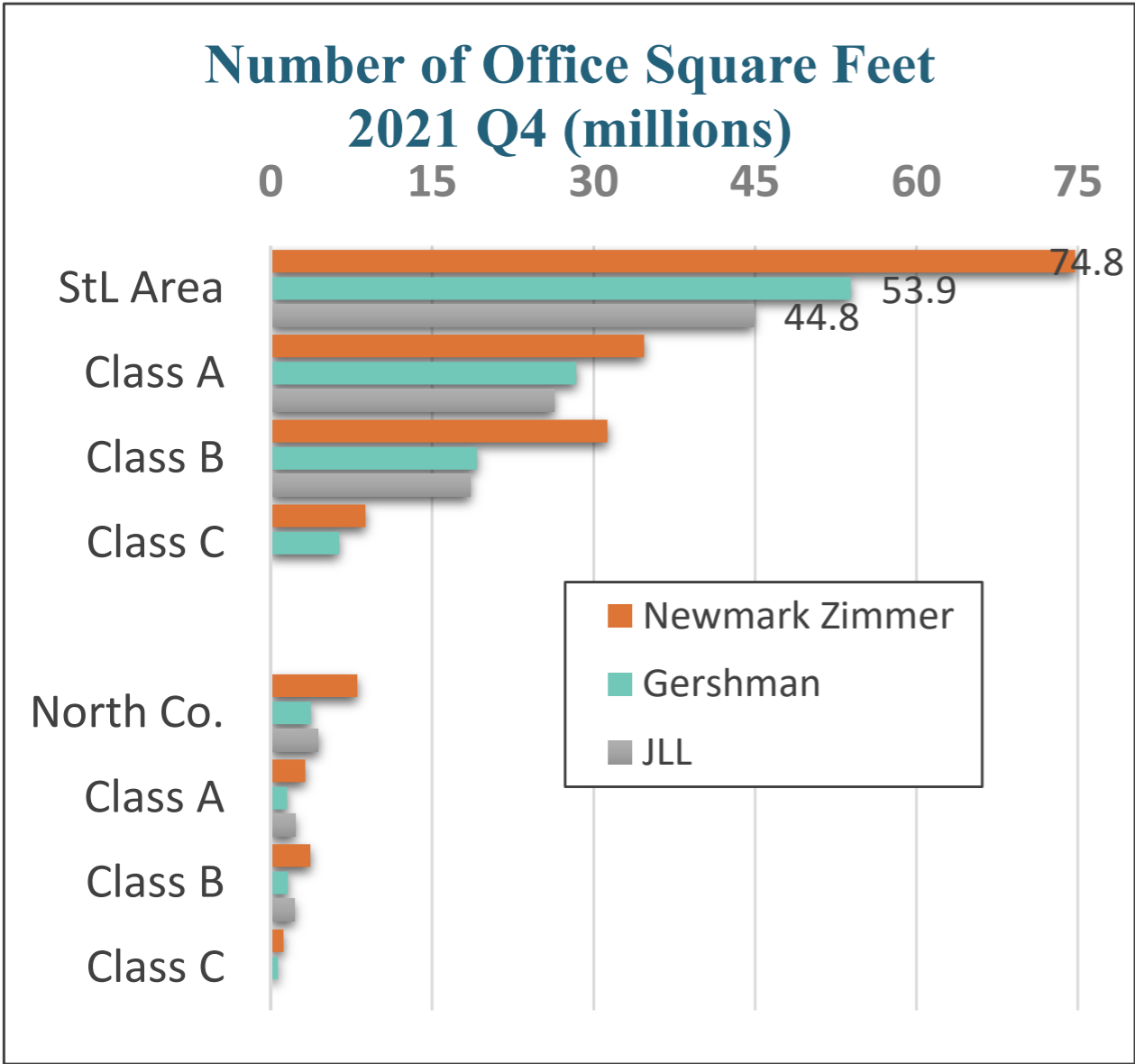
(subject to change)

# Retail Estate Market Reports

- **Office**
- **Industrial**
- **Retail**

# Real Estate Market Reports

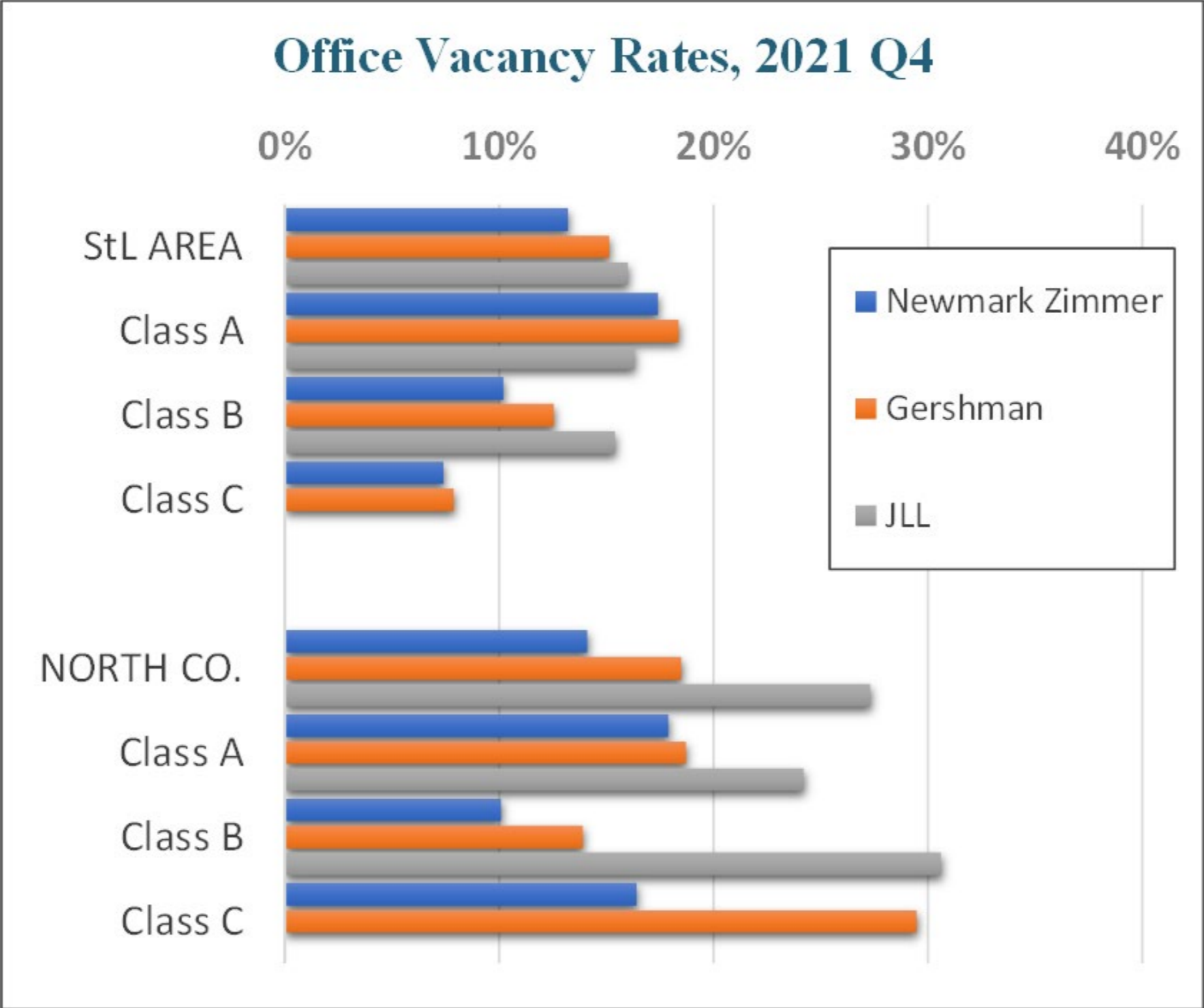
## Office: Number of Square Feet





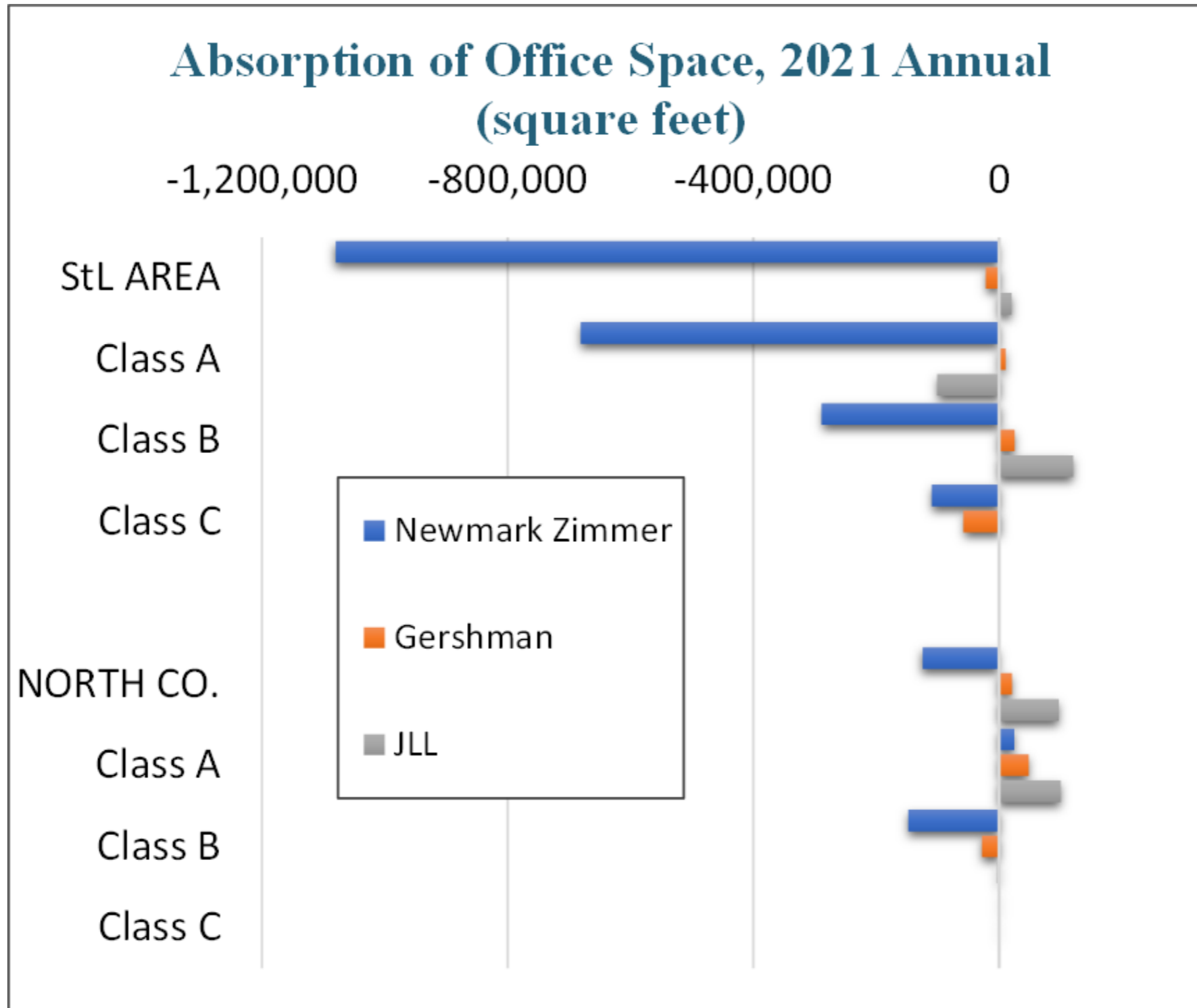
# Real Estate Market Reports

## Office: Vacancy Rates



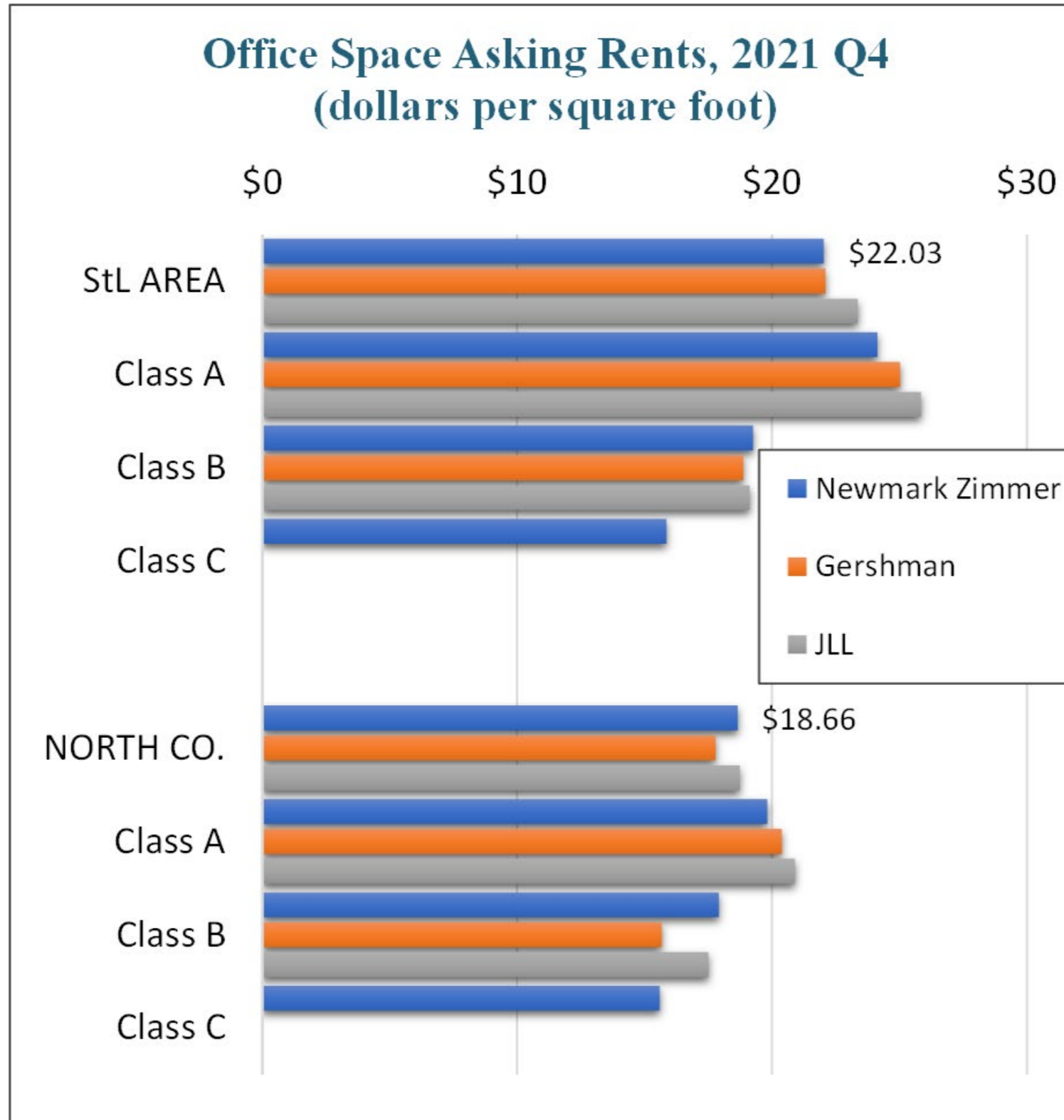
# Real Estate Market Reports

## Office: 2021 Absorption Rates



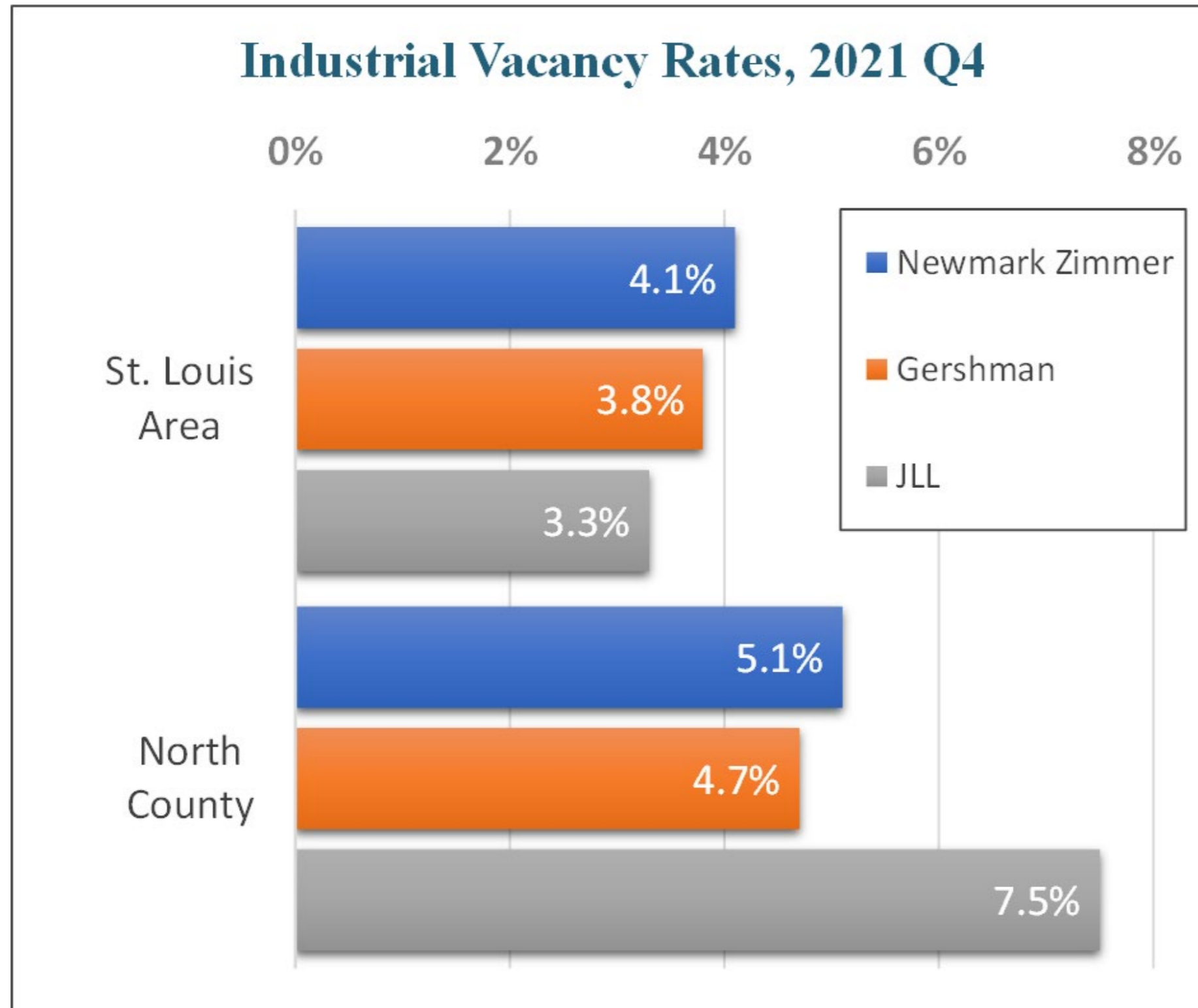
# Real Estate Market Reports

## Office: Asking Rents per Square Foot



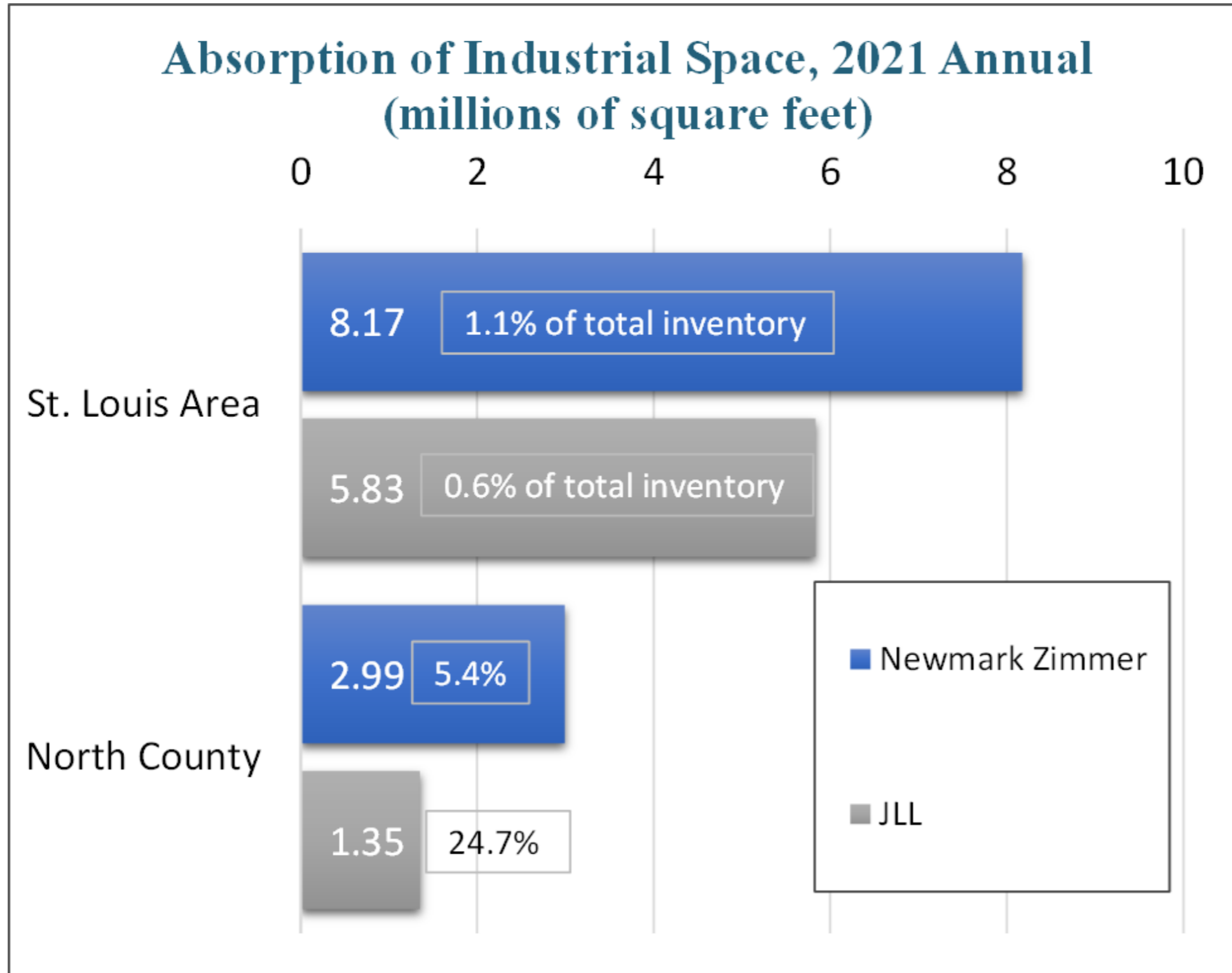
# Real Estate Market Reports

## Industrial: Vacancy Rates



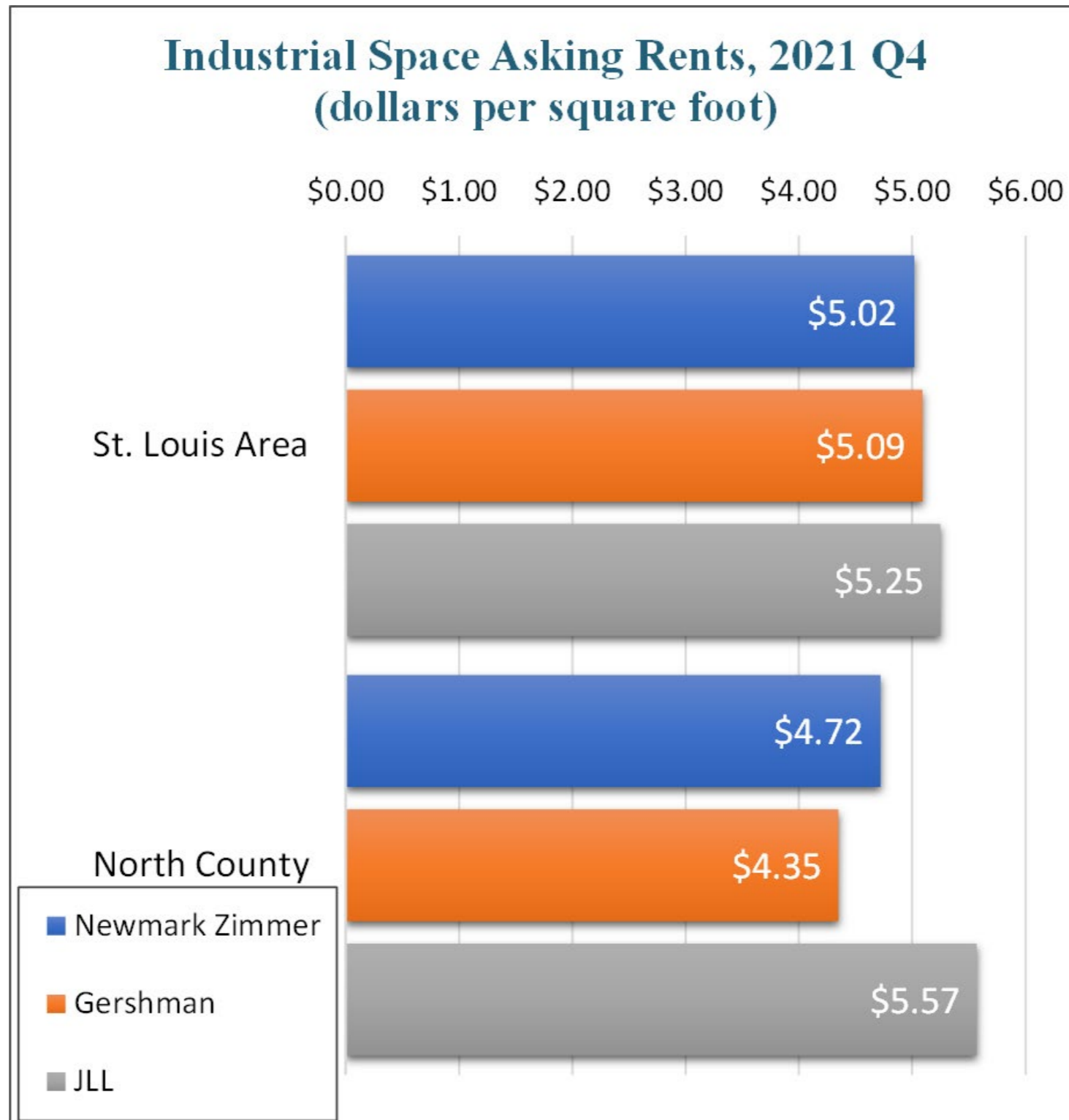
# Real Estate Market Reports

## Industrial: 2021 Absorption Rates



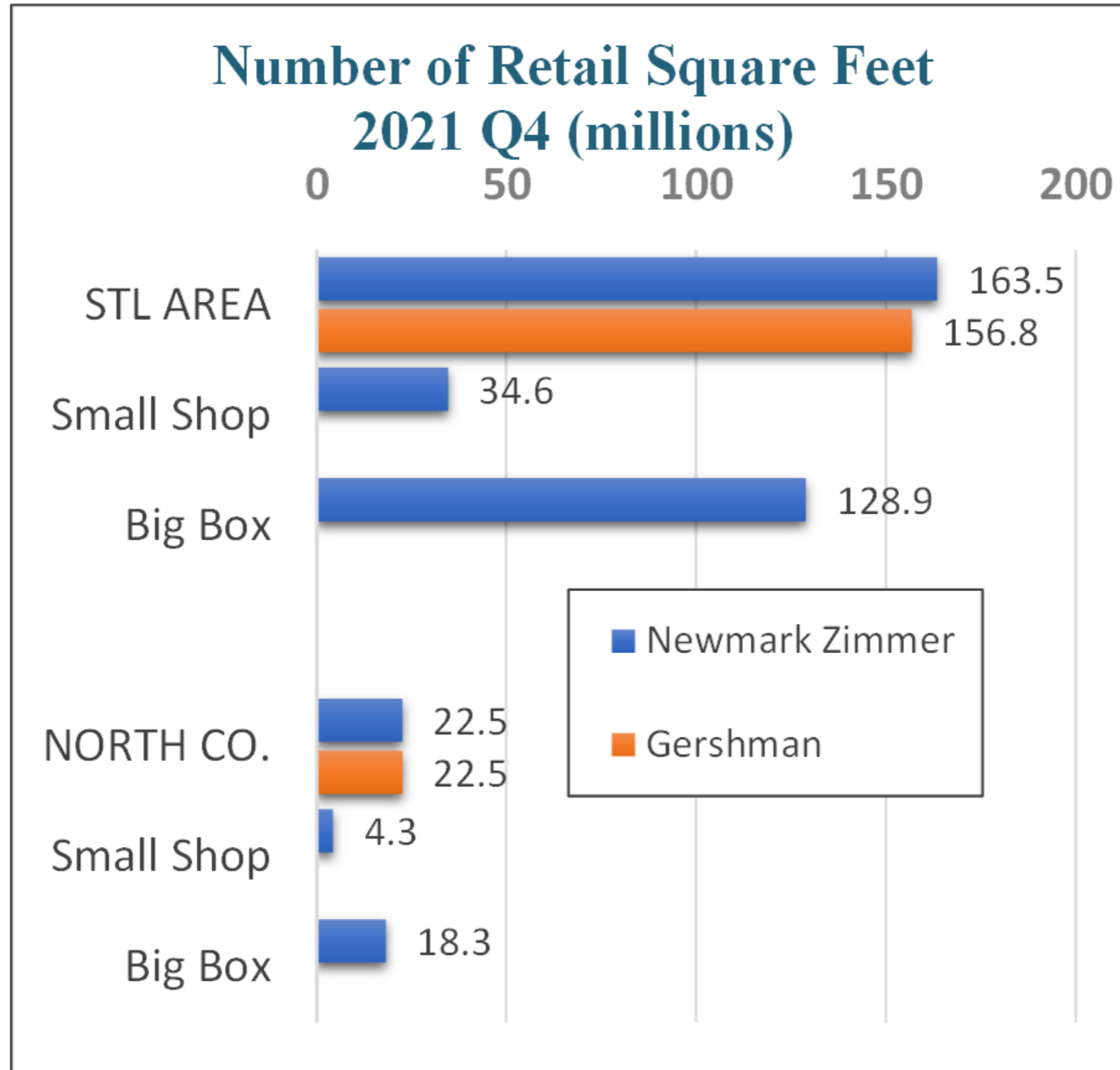
# Real Estate Market Reports

## Industrial: Industrial Rents per Square Foot



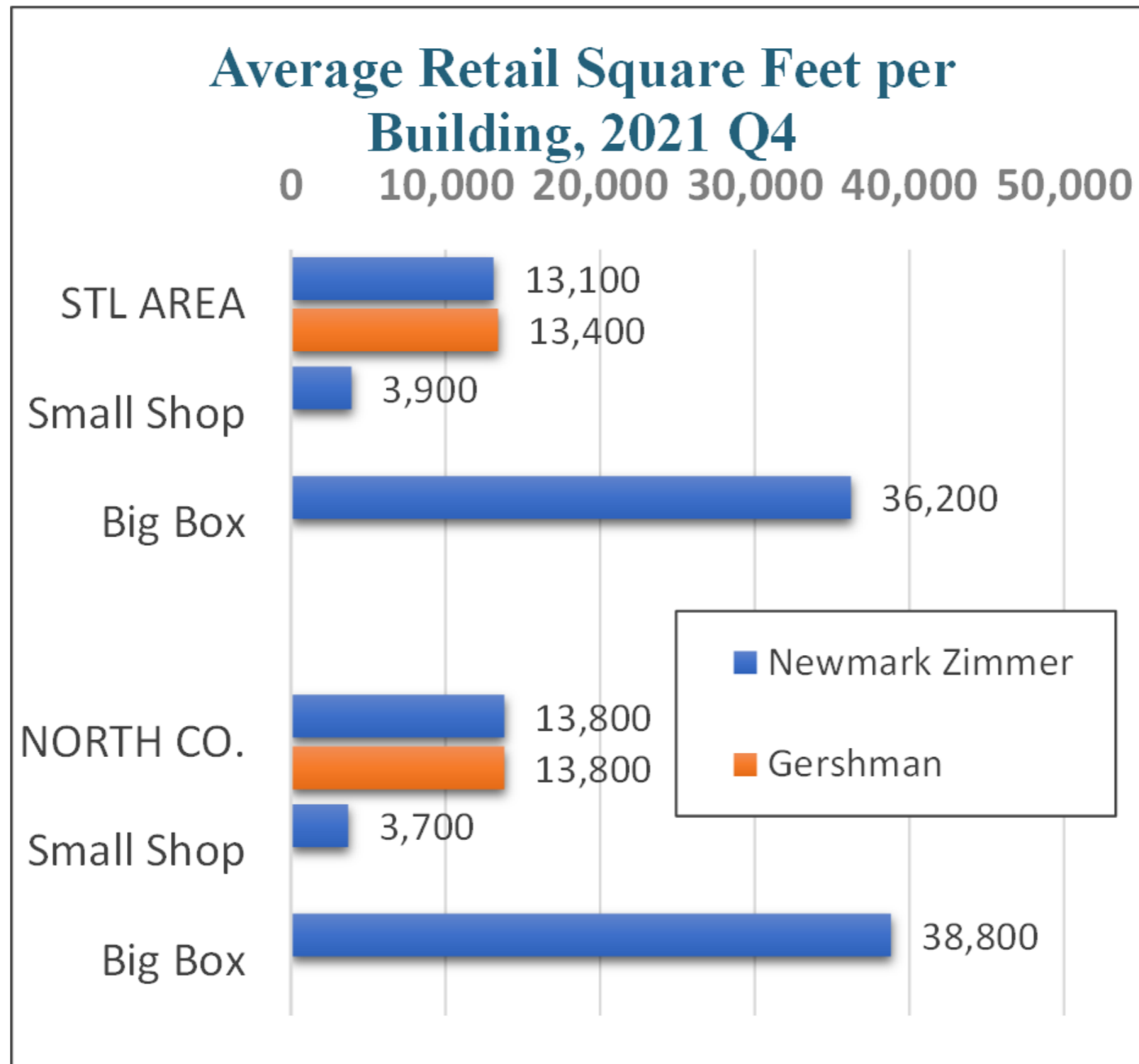
# Real Estate Market Reports

## Retail: Number of Retail Square Feet



# Real Estate Market Reports

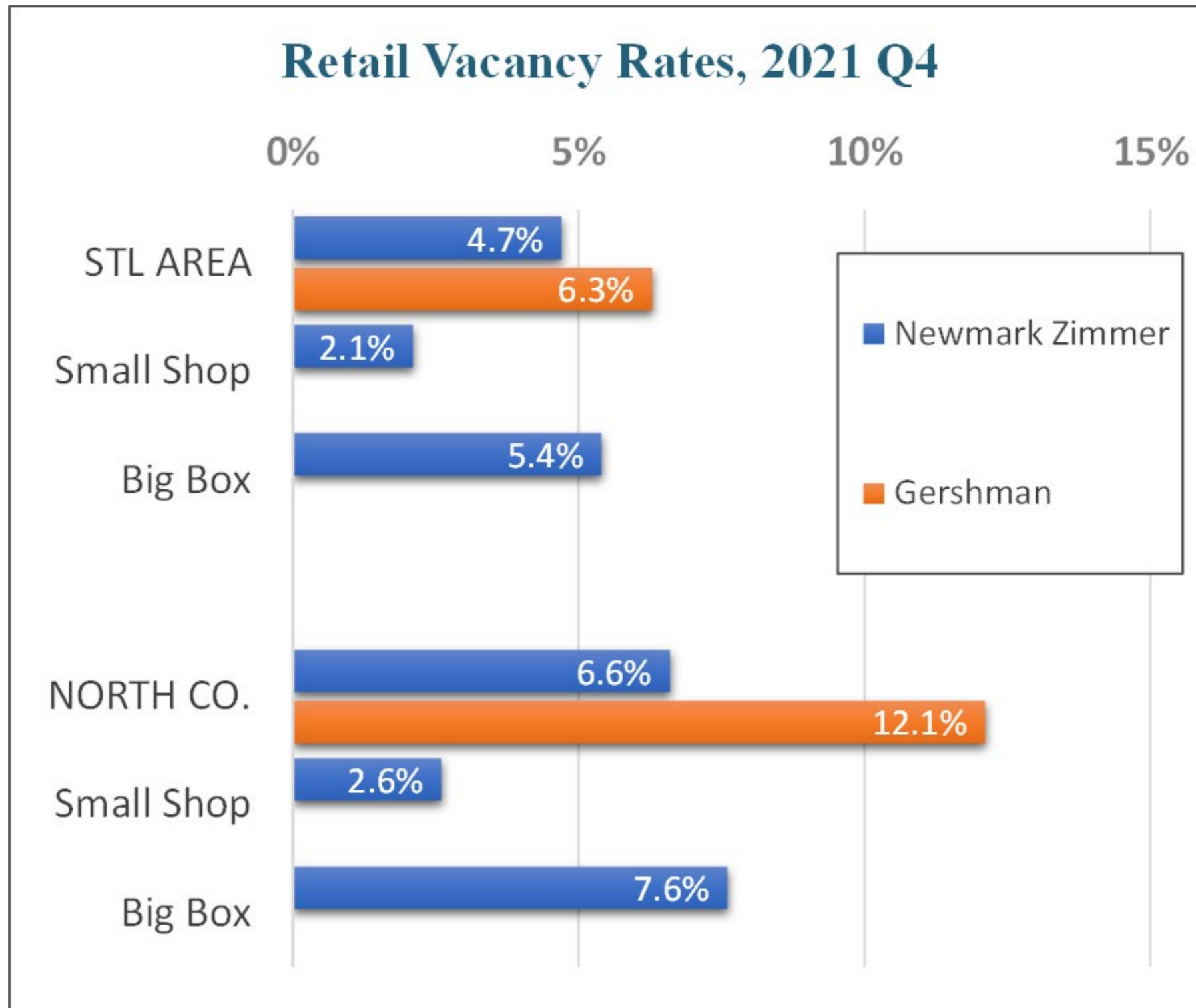
## Retail: Average Retail Square Feet per Building





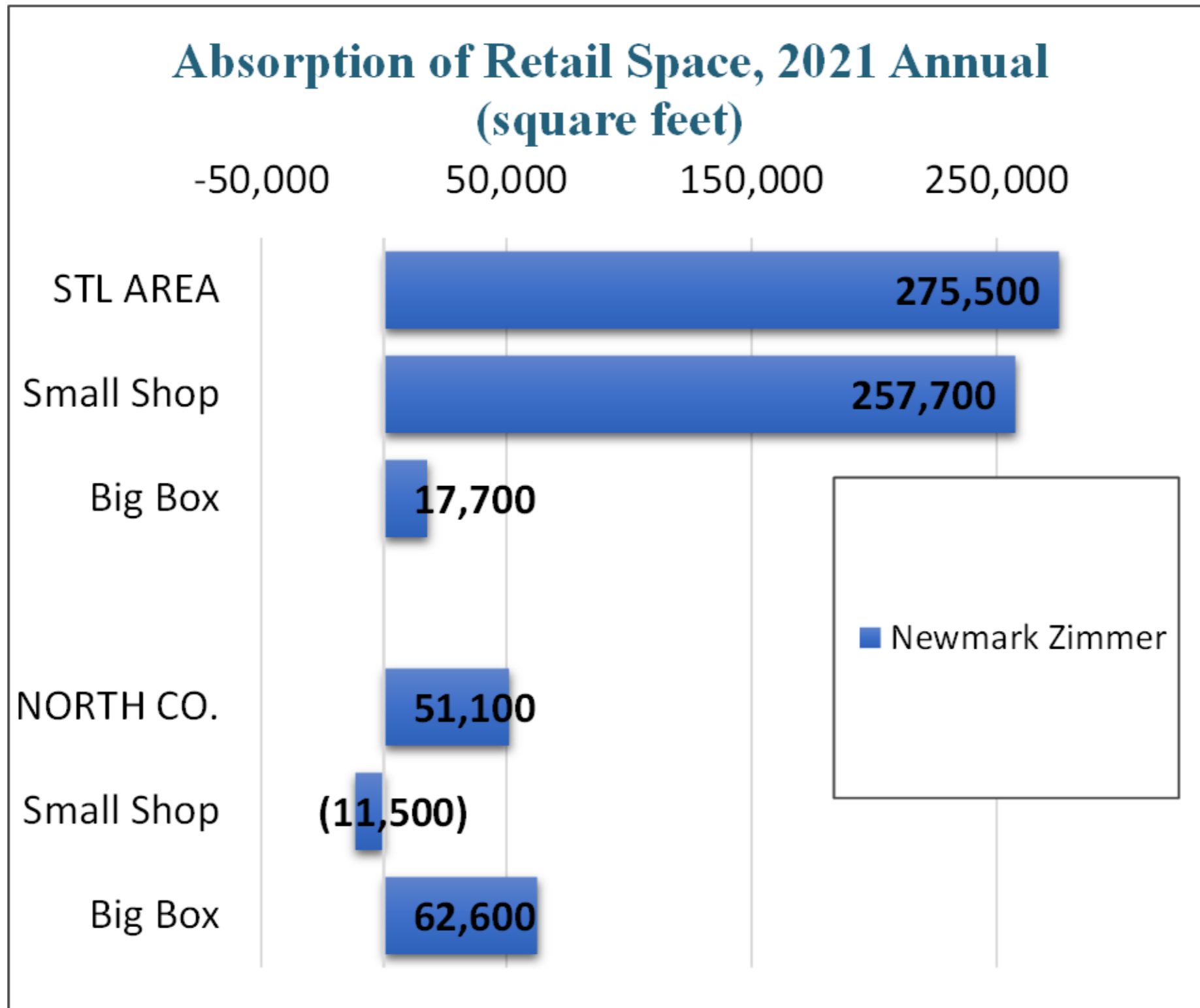
# Real Estate Market Reports

## Retail: Vacancy Rates



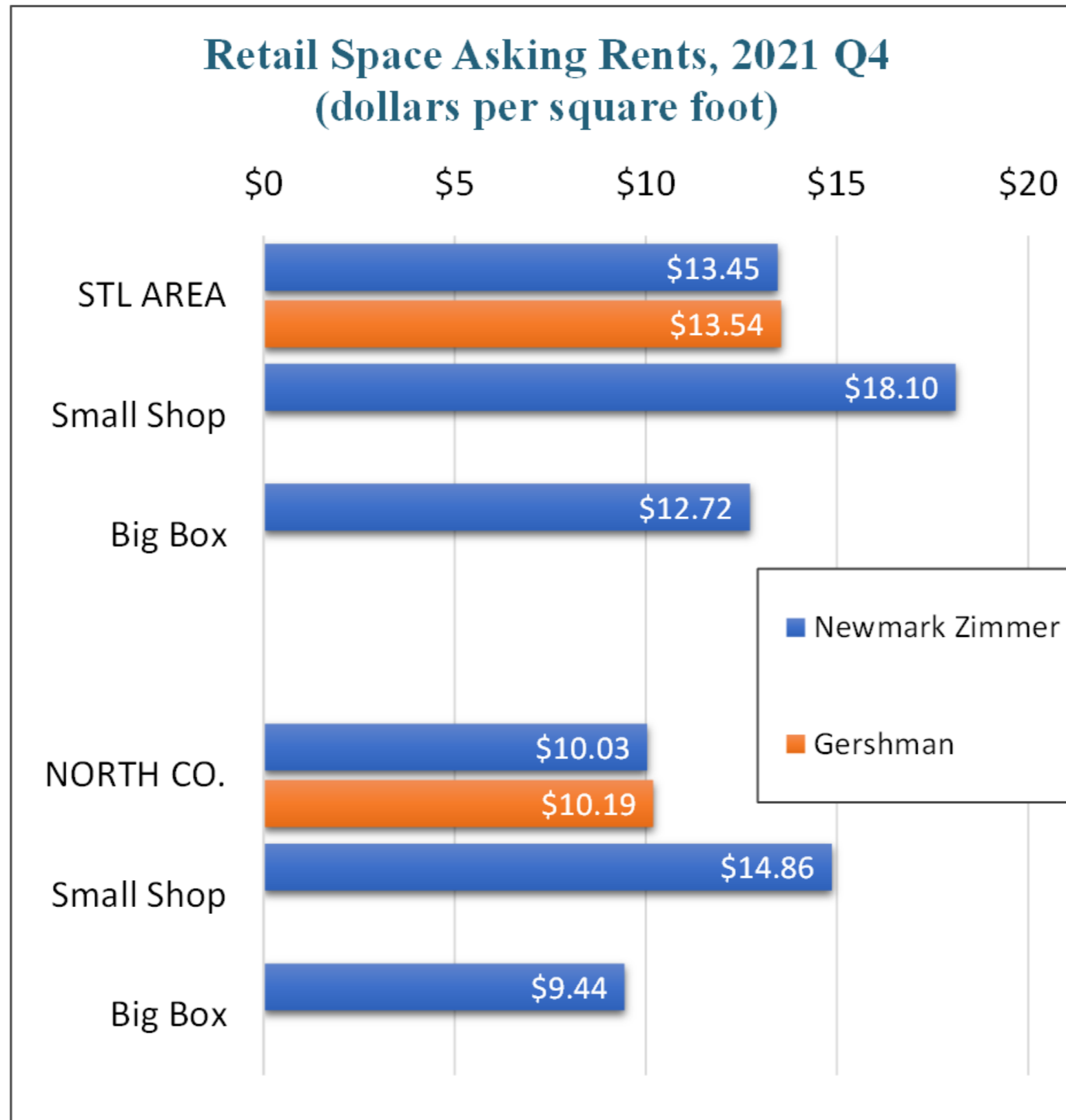
# Real Estate Market Reports

## Retail: 2021 Absorption of Retail Space



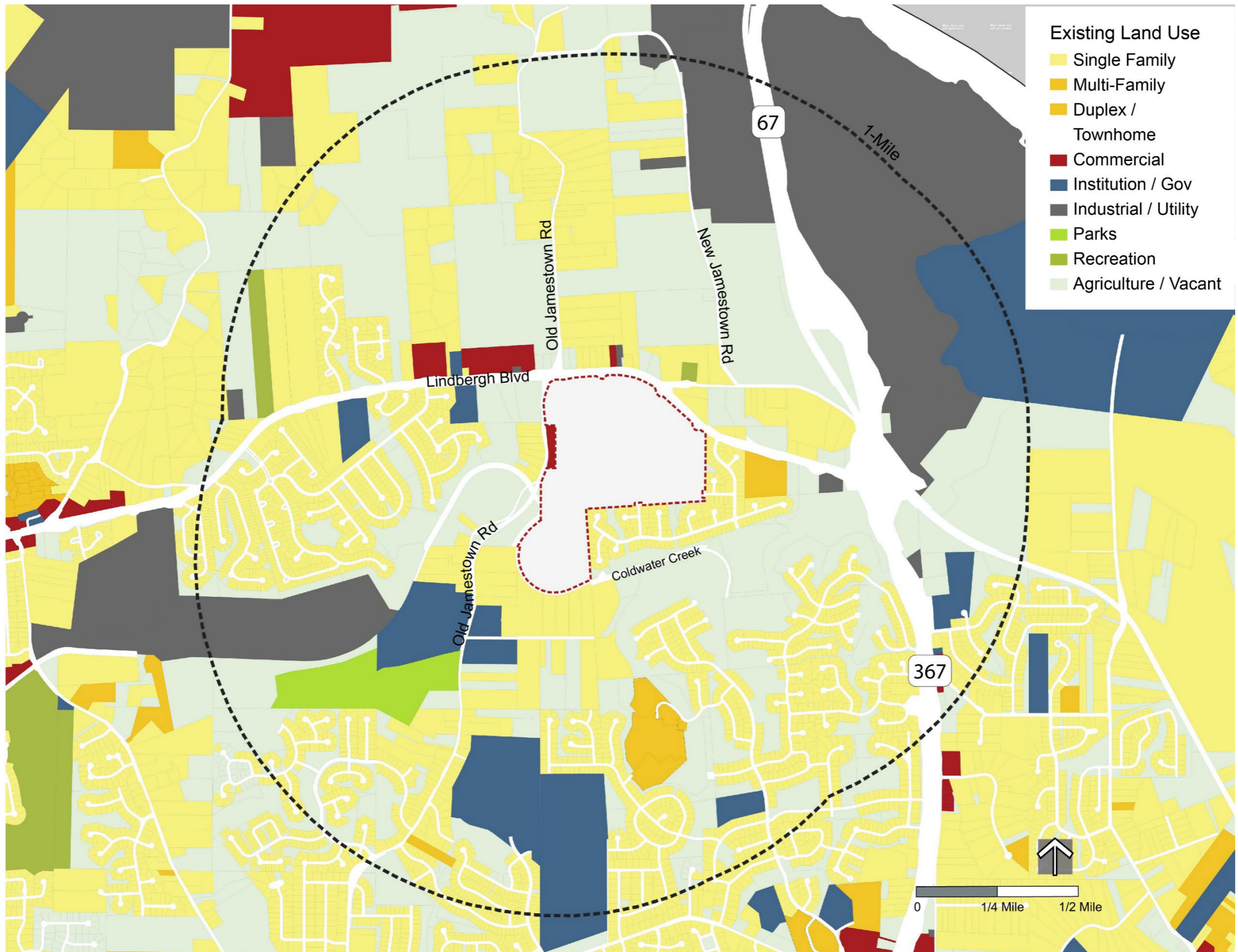
# Real Estate Market Reports

## Retail: Asking Rents per Square Foot

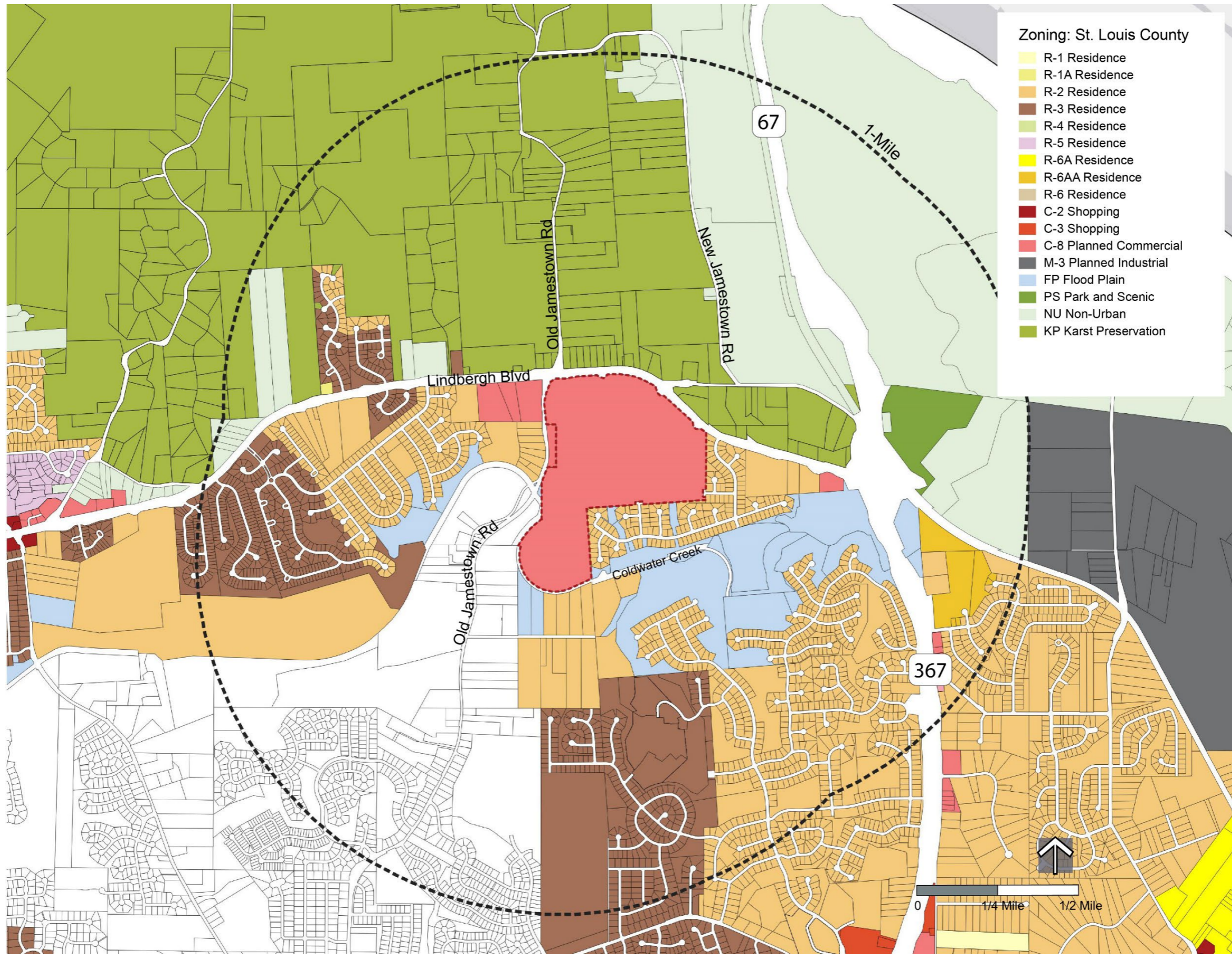


# Zoning and Land Use Analysis

# Existing Land Use



# Existing Zoning



# Zoning and Land Use

	Future Zoning	Alternative Future Zoning	Future Land Use	Alternative Future Land Use	Building/Site Scale
Scenario A: Jamestown Acres Estates	Residential (TBD)	"MXD" Mixed Use Development District (With retail/office)	Residential	Mixed-Use	Similar
Scenario B: North Lindberg Corporate Campus	C8		Commercial		Larger but in campus
Scenario C: North Lindbergh Commerce Hub	M1 or M3 for Manufacturing / ?? C8 for Data-Center		Industrial (Manufacturing), Commerical (Data-Center)		Larger
Scenario D: North Lindbergh Logistics	C8		Commercial		Larger - Much Larger
Scenario E: Center for Critical Technologies	C8		Commerical	Institutional	Larger but in campus
Scenario F: Green Acres Ag and Energy Sector	C8	could potentially downzone	Commerical	Industrial/Utility	Variable

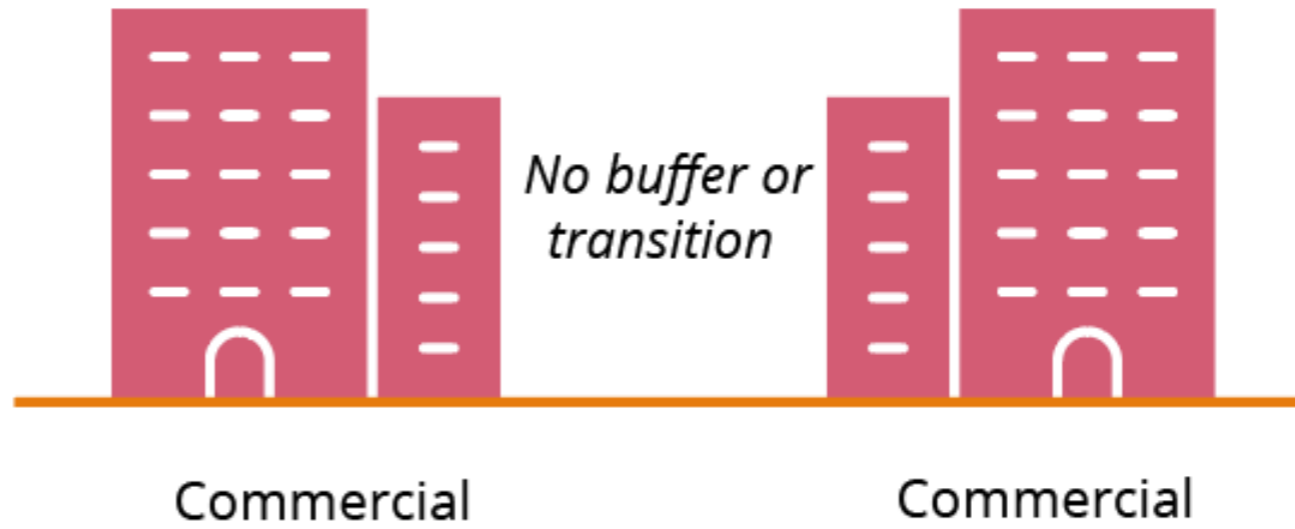
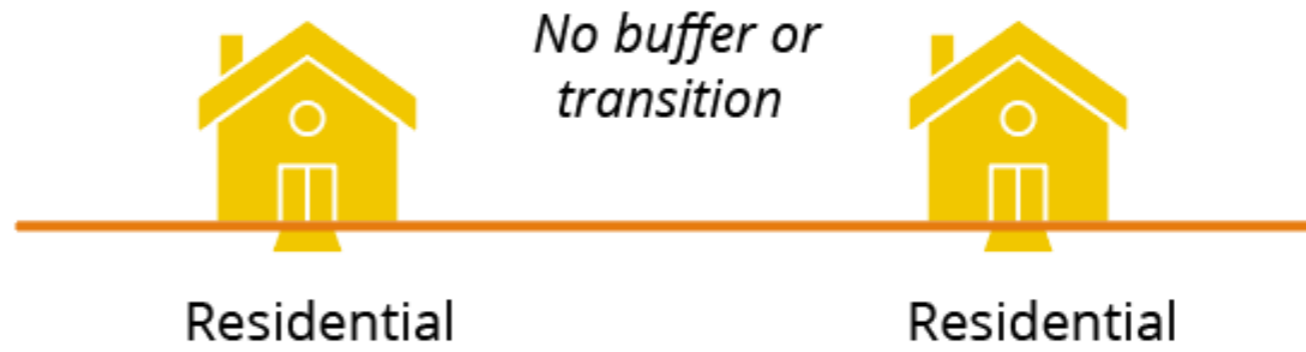
# Evaluation Criteria: Priority Discussion

- **Job Creation**
- **Return on Public Investment**
- **Commercial Viability**
- **Rate of Market Absorption**
- **Entrepreneur and Small Business Opportunities**
- **Place Making Opportunities**
- **Utility Availability and Capacity**
- **Zoning and Land Use Compatibility**

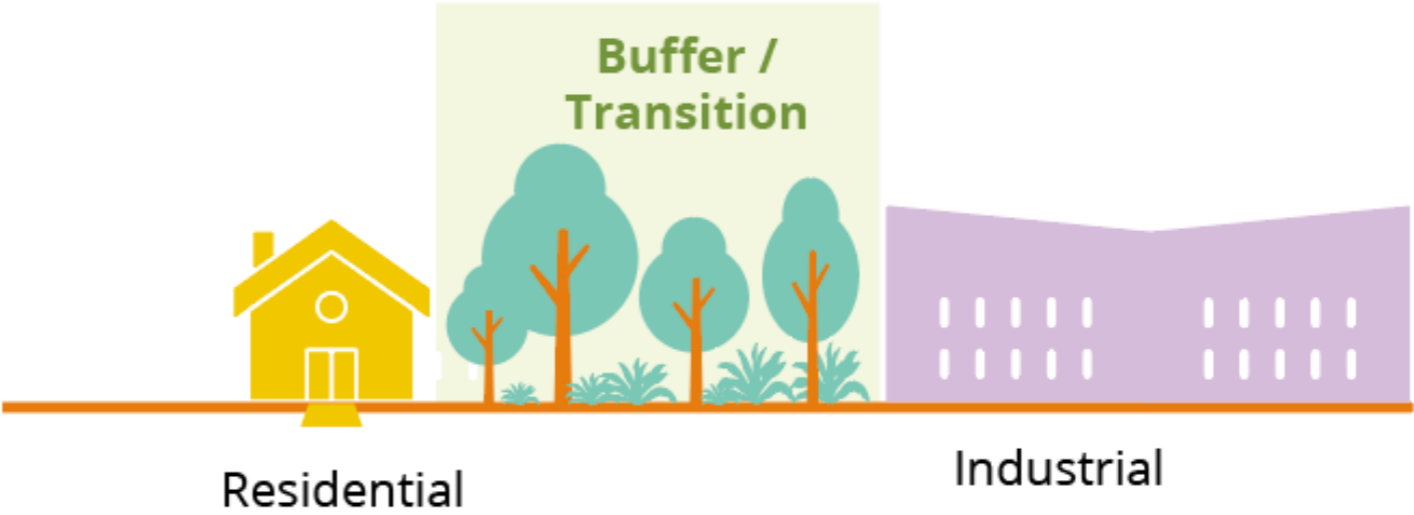
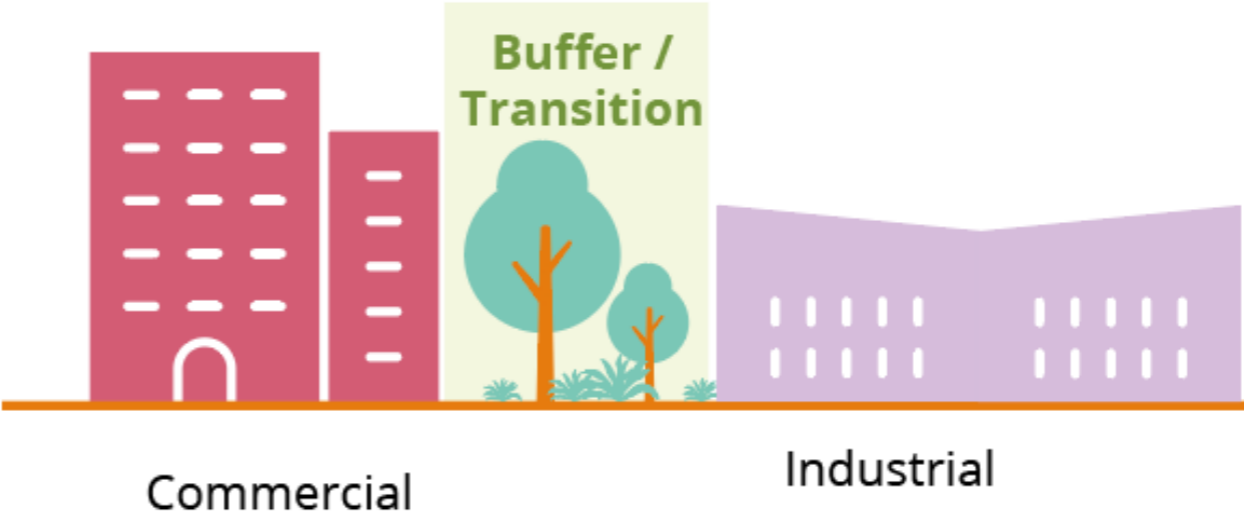
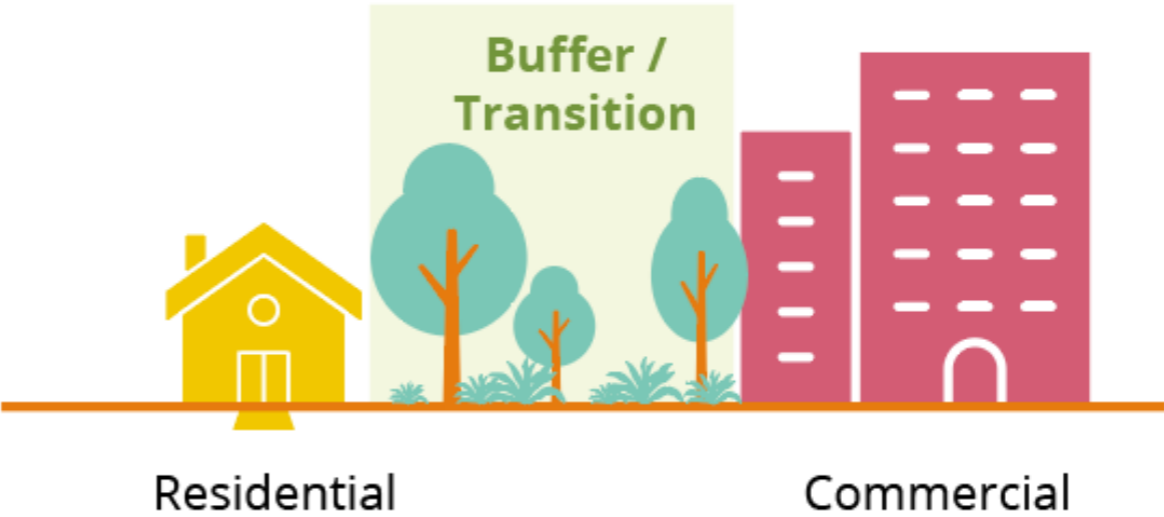


PLACEMAKING  
(LAND USE TRANSITIONS)

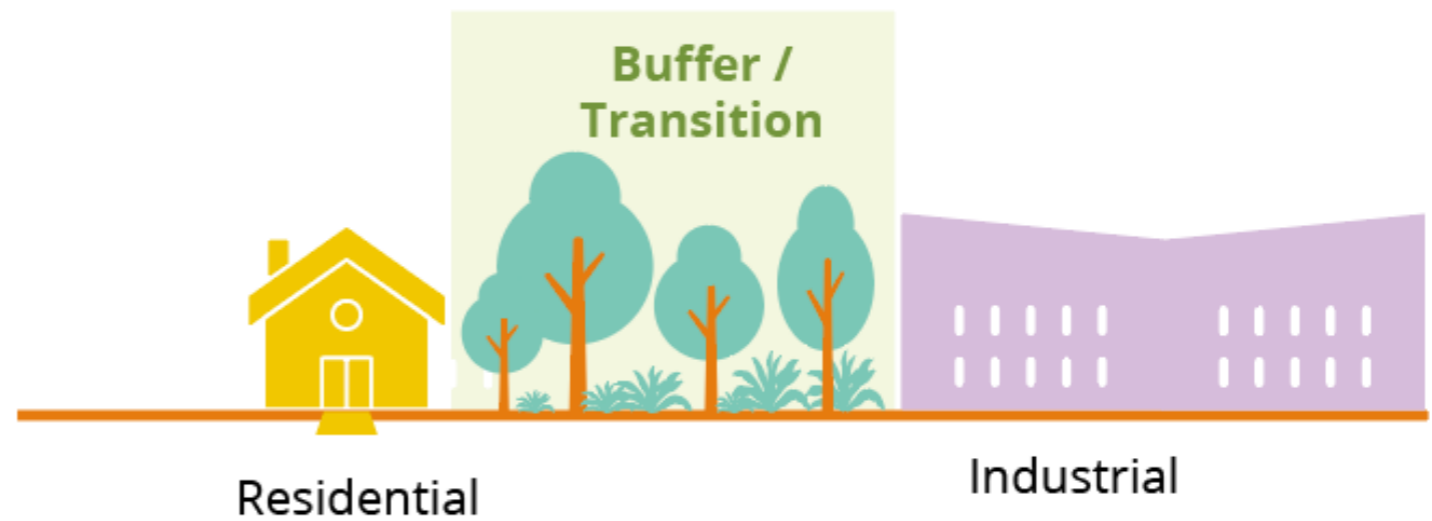
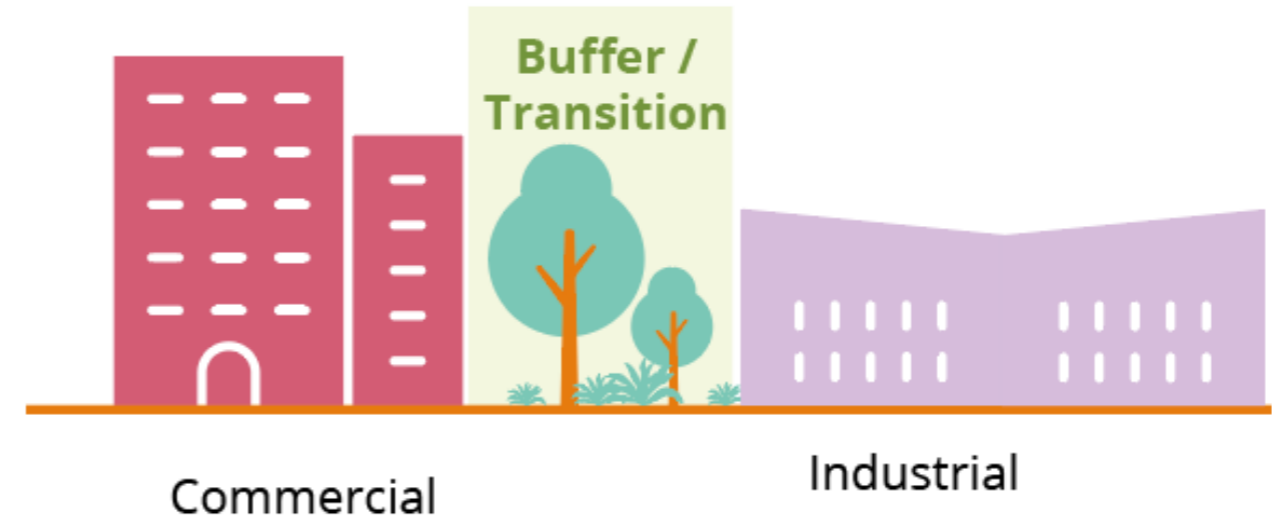
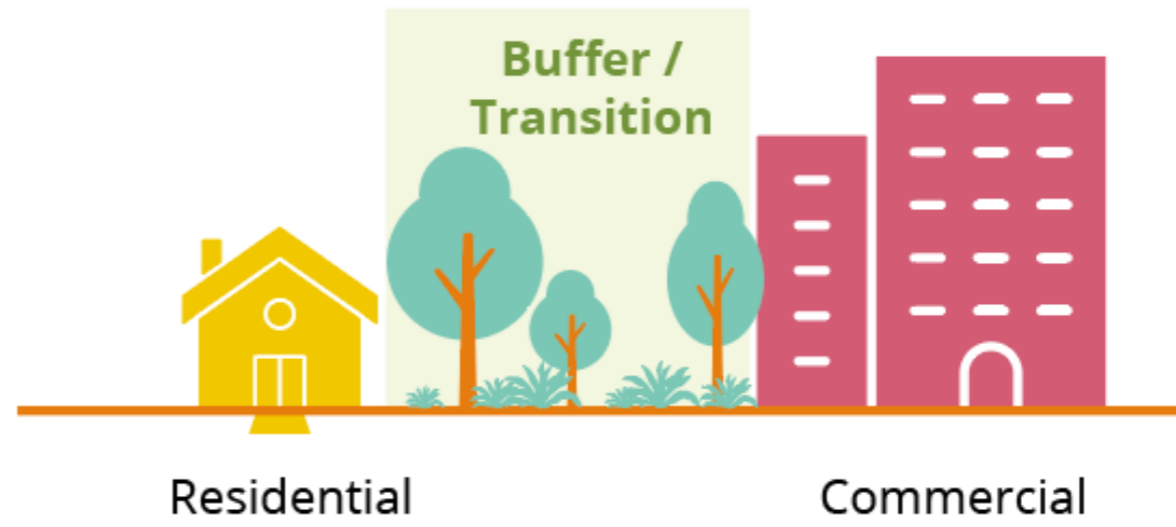
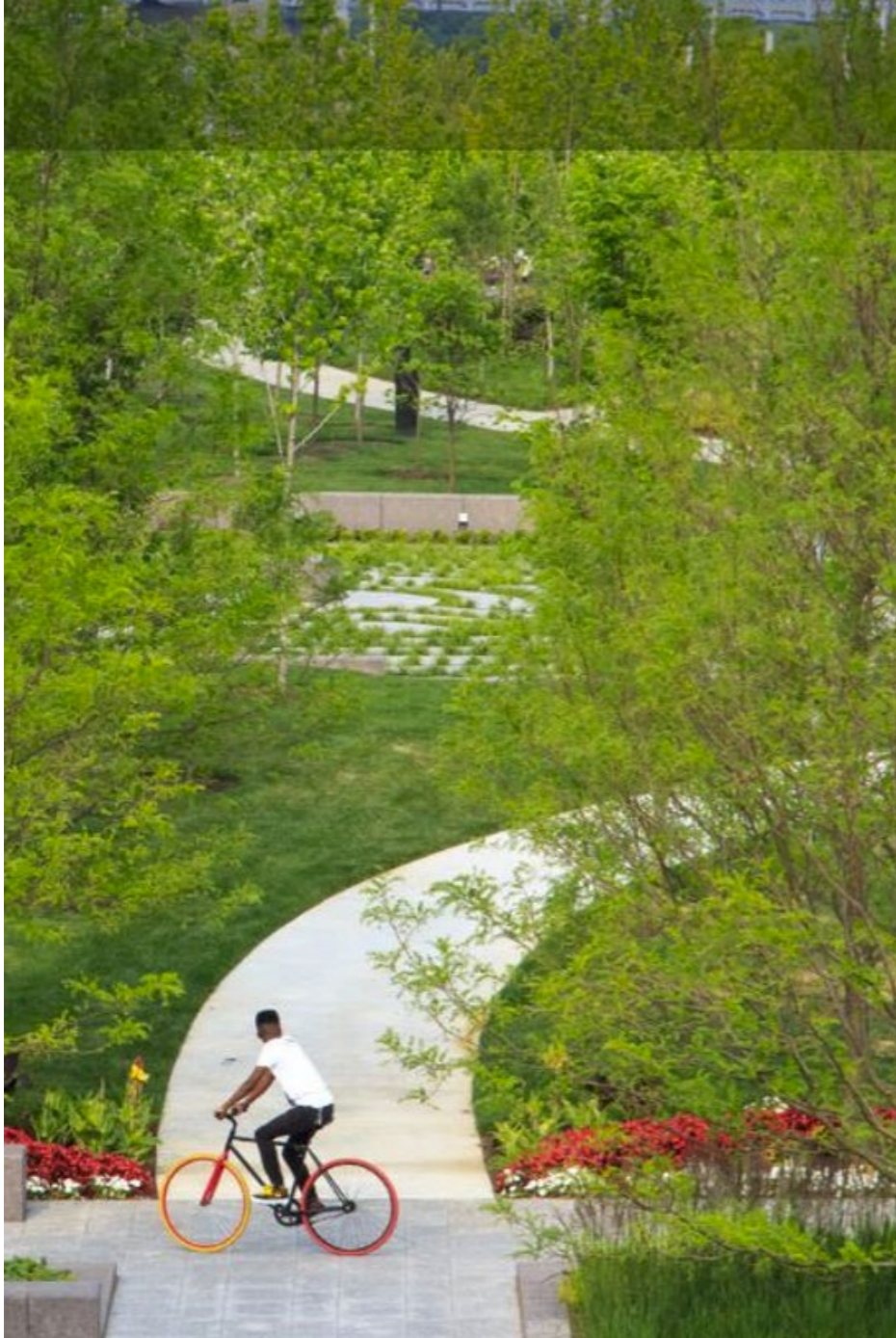
# Similar Uses



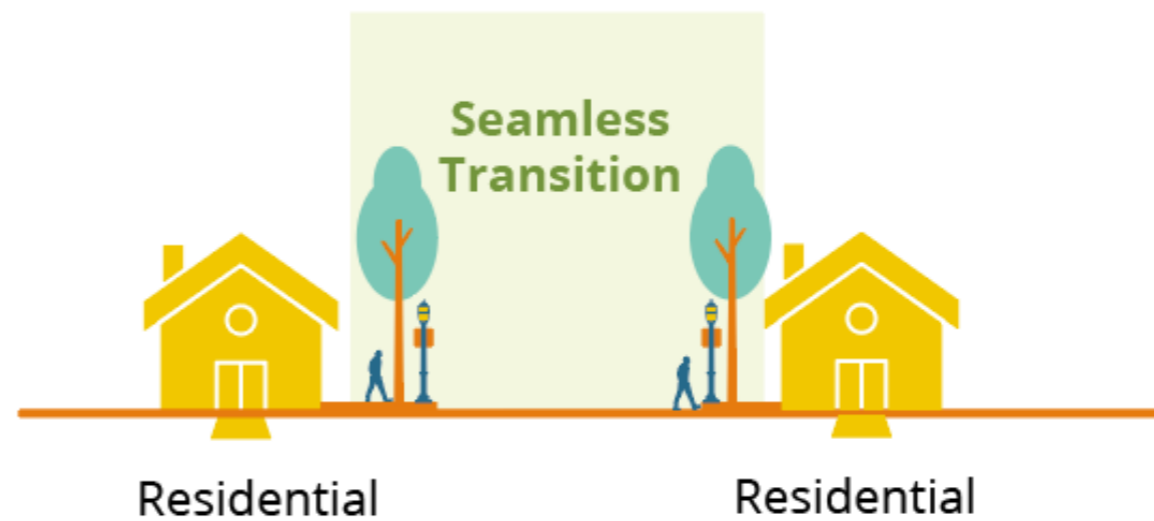
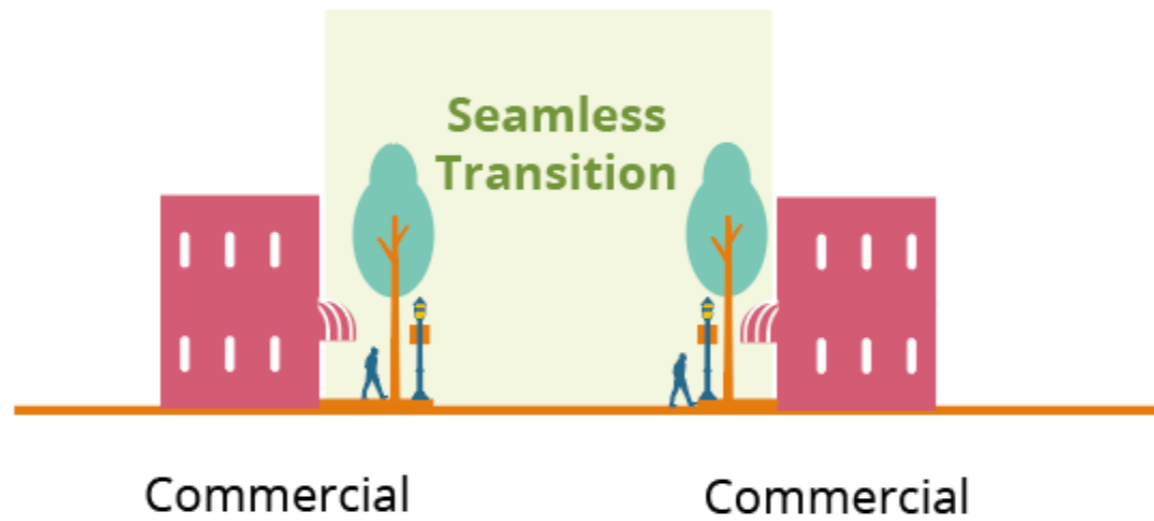
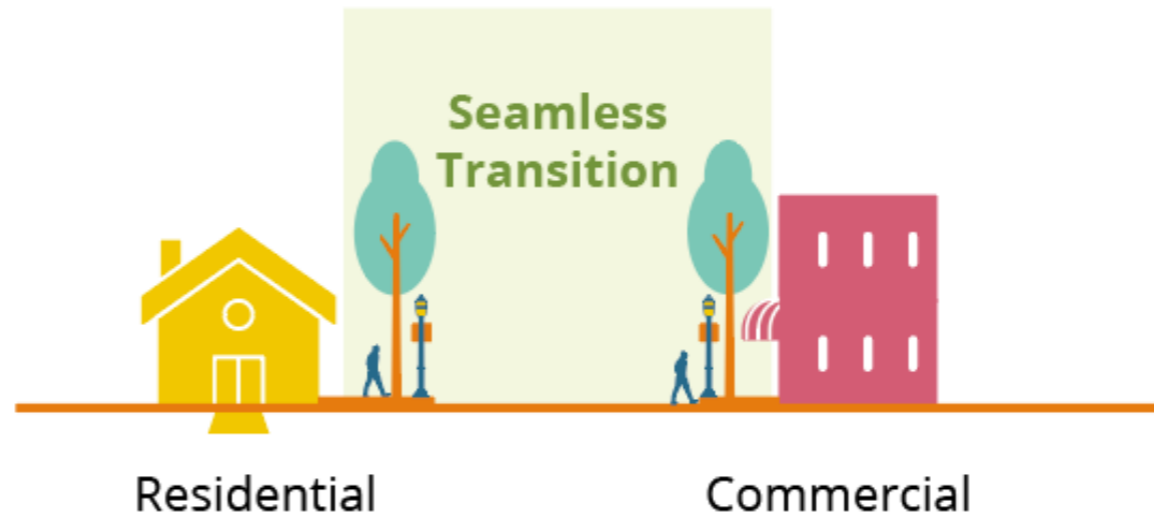
# Different Uses



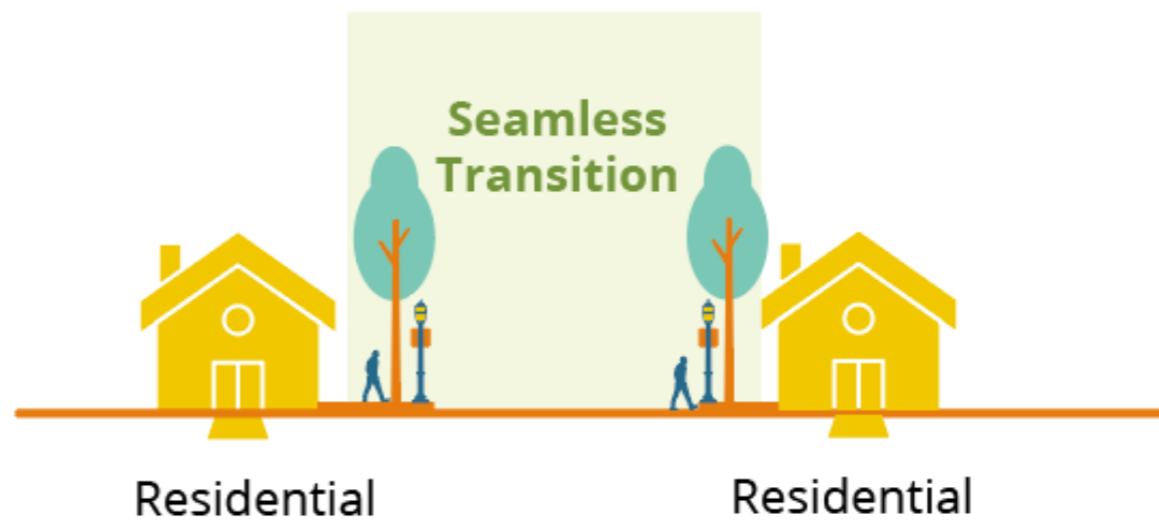
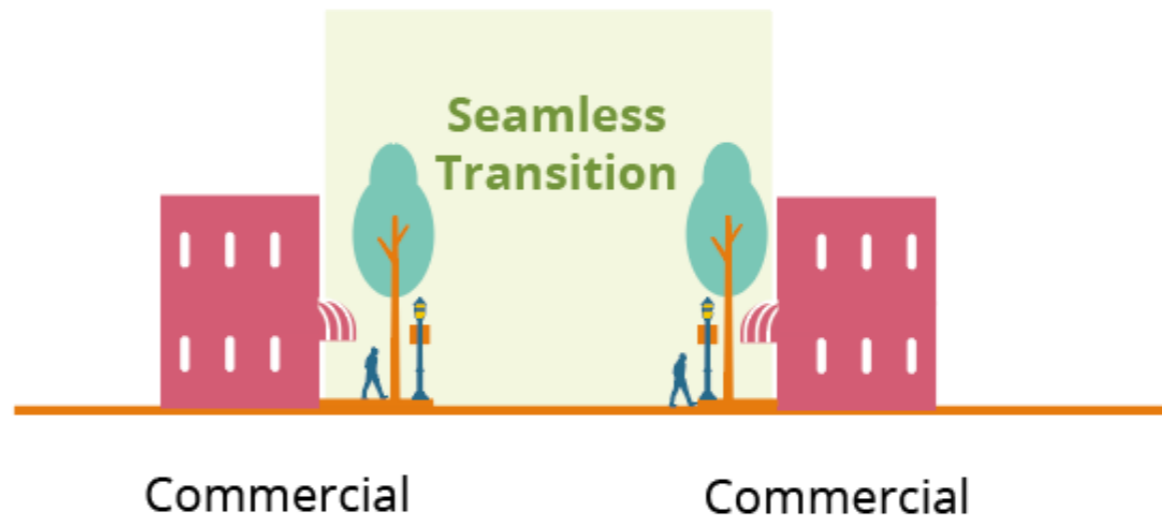
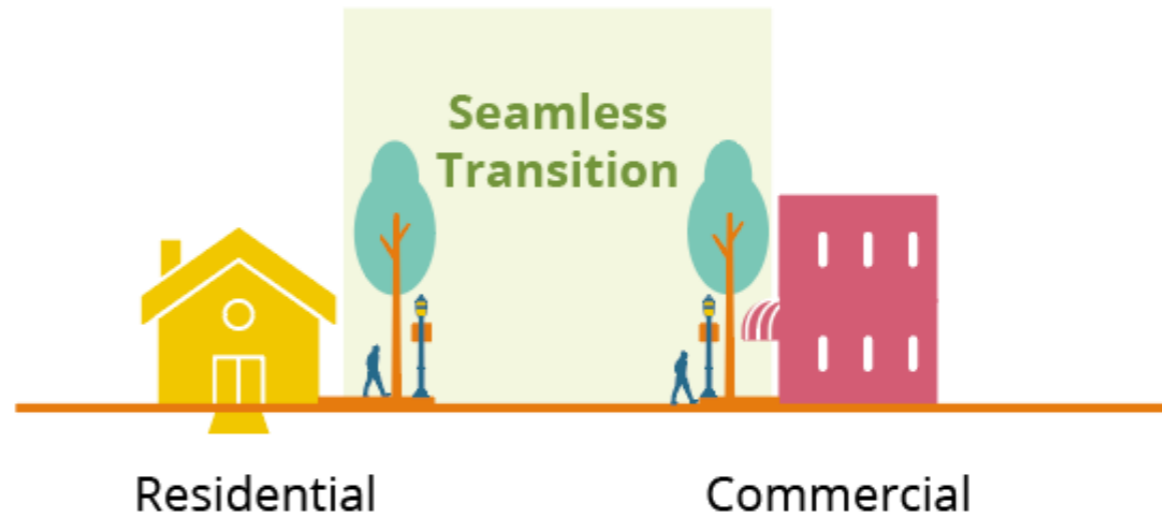
# Different Uses



# Mixed Use and Complimentary Scale



# Complimentary and Mixed Uses



# Next Steps

- **Finish Small Group Meetings**
- **Public Forum #1**
  - Share with your friends, neighbors, and networks
- **Advisory Committee Meeting #4**
  - Mid-Late July
  - Two-Three Scenarios

THANK YOU!