



**Department of Planning and Development**

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

**AGENDA**  
**PLAN COMMISSION MEETING**

Heman Park Community Center  
975 Pennsylvania Ave., University City, MO 63130  
6:30 pm; Wednesday, February 26, 2020

1. **Roll Call**
2. **Approval of Minutes** – January 23, 2020 Plan Commission meeting
3. **Hearings**
4. **Old Business**
5. **New Business**
  - a. **Conditional Use Permit** – PC 20-01  
**PUBLIC HEARING**  
**Applicant:** The Trinity Company  
**Request:** Approval for a Conditional Use Permit to establish and operate a Medical Marijuana Dispensary  
**Address:** 6662 Delmar Blvd, Suite A  
*(VOTE REQUIRED)*
  - b. **Conditional Use Permit** – PC 20-02  
**PUBLIC HEARING**  
**Applicant:** GBG Transportation LLC  
**Request:** Approval for a Conditional Use Permit to establish and operate a Vehicle Service Facility with Accessory Used Car Sales  
**Address:** 7804 Olive Boulevard  
*(VOTE REQUIRED)*
  - c. **Conditional Use Permit**  
**Applicant:** The McKenzie-Annapurna One LLC  
**Request:** Study and Recommendation of 100% Tax Abatement for 10 Years and 50% Tax Abatement for an Additional 15 Years  
**Address:** 8400 Delmar Blvd  
*(VOTE REQUIRED)*

**6. Other Business**

- a. 2020 Comprehensive Plan Update – Commission Consultant Discussion & Recommendation.

**7. Reports**

- a. Council Liaison Report

**8. Adjournment**



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**PLAN COMMISSION**

City Hall of University City

6801 Delmar Blvd, University City, MO 63130

6:30pm; Thursday, January 23, 2020

The Plan Commission held a special meeting at City Hall located at 6801 Delmar Boulevard, University City, Missouri on Thursday, January 23, 2020. The meeting commenced at 6:32pm and concluded at 9:10pm.

**1. Roll Call**

**Commission Members Present:**

Mark Harvey  
Ellen Hartz  
Cirri Moran  
Michael Miller  
Margaret Holly  
Judith Gainer  
Council Liaison Paulette Carr

**Abesent:**

**Staff Present:**

Adam Brown, Planner  
Cliff Cross, Director of Planning and Development  
John Mulligan, City Attorney  
Gregory Rose, City Manager

**2. Approval of Minutes**

Mr. Miller moved to approve the minutes as submitted. Ms. Hartz seconded the motion. The motion carried unanimously.

### **3. Hearings: 2005 Comprehensive Plan Amendment – Parkview Gardens**

Mr. Cross explained that the Parkview Gardens plan was added as an amendment to the Comprehensive Plan of 2005. The City is conducting a public hearing with the Plan Commission to adhere to Missouri State statutes regarding amendments to Comprehensive Plans. Ms. Moran opened the public hearing. There was no public comment, and the hearing was closed.

### **4. Old Business**

#### **a. Resolution Adopting an Amendment to the Comprehensive Plan**

Mr. Cross presented the resolution that would officially remove the Parkview Gardens plan as a supplement to the Comprehensive Plan of 2005, the resolution would be forwarded to Mayor and Council for formal approval to remove their prior resolution adopting the Parkview Gardens plan as an amendment to the Comprehensive Plan update of 2005.

Mr. Harvey asked if it would be in order to move a resolution to City Council to conduct a fiscal impact study on the plan. Mr. Cross explained there was not a fiscal impact study originally. The timing of the new Comp Plan would work well as the City can reevaluate the plan as part of the new Comprehensive Plan process. Ms. Moran stated that as it stands it would already be appended to the Comp Plan update. Mr. Cross explained that it should be referenced within the Comp Plan update and used as a tool. He said the plan could be re-evaluated with a fiscal impact study as part of the upcoming Comprehensive Planning process. He noted that the Comprehensive Plan is a policy-guiding document which guides the creation and implementation of other plans.

Mr. Miller introduced the motion as presented. Ms. Holly seconded the motion. The motion carried unanimously.

#### **b. Map Amendment & Preliminary Development Plan Approval, PC-19-09**

Mr. Cross explained this was a request for a re-zoning and approval of preliminary concept plan. He described the proposed project including a hotel, apartments, and retail/restaurant use. The commission was encouraged by the proposal but concerned about the parking for the project. The project team and staff had worked together and would present a parking study.

Mr. Toby Heddinghaus, of Gray Design in Maplewood, presented on the proposed site plan and elevations for the project. He explained that to make this project viable, density would be needed. The design calls for two levels of parking below the building. The lowest level would be entered from Delcrest. The lower level garage would be all flat and would serve the apartments. Ms. Hartz asked if that is the only entrance for this level. Mr. Heddinghaus said the grade change would allow for these two levels without an internal ramping system.

On the next level up the entrance from Delmar would be a “right in, right out” entrance, and would satisfy hotel parking needs. The hotel lobby would be accessed from the Delmar entrance. The sidewalk would be active with lots of glass on main level, outdoor seating and plaza areas on Delmar and Delcrest. The main lobby of hotel would be on the second level. The first level would

have some meeting areas. The apartment office would be accessed from Delcrest on first level. Above the parking, the two main elements of the building, the hotel and the apartments, would be separate. The hotel would have its own amenities including an indoor pool and fitness center. The apartments would have a rooftop pool with views to Southeast. The amenities unique to each use within the building. There would be shared outdoor space in the middle of the building.

Mr. Heddinghaus showed a rendering of the view from Delmar, noting a signature design element on the corner of Delmar and Delcrest. The apartments would be branded "The Mackenzie". The hotel is expected to be an Element brand hotel (by Marriot). There would be dark and light brick, dark mullions (metal) on all of the windows, and awnings on the street. A section of the building would have wood-grain appearance panels and the same mix of materials would continue around the building's side so the hotel and apartments would be integrated in their design. There would be indoor spaces for apartment users use (for parties, etc.). Recycling and trash service would be picked from the private side-street on the west. Each building would have its own services accessed through garage. Ms. Gainer asked how many rooms would be in the hotel. Mr. Heddinghaus said there would be 133 hotel rooms and described the variety of type of rooms including transient rooms and suites with a full-size fridge and kitchen.

Ms. Moran asked about the mixed use on the first floor. Mr. Heddinghaus said it was noted as a restaurant but will be built as a blank retail space. A restaurant would be expected to have the highest demand. Mr. Cross shared the breakdown of numbers and types of room from the staff report, including the square footage of the floors. The multi-family was proposed to be 160 units. He read the totals of different kinds of units for this part of the project. The total square footage on the first level would be about 8650 square feet, and the restaurant/retail would be about 4500 square feet.

Ms. Moran asked what the target demographics were for the hotel. Vic Allston of Dragon Capital spoke about the target demographic. He said it would be between 25 to 40 years old but would be open to anyone. Generally, the rooms would be a little smaller than the Mansions (on the Plaza) or the Vanguard. The rents would be a little cheaper. He said they would be highly "amenitized" buildings. Ms. Moran asked about the size of the apartments. Mr. Alston said a one-bedroom would be around 650 square feet, a 2-bedroom would be around 1000 square feet, and a few 3BR might be in the 1200 square feet. Mr. Alston said they would be open layouts but would not have a dining room in the apartment. He felt that these tradeoffs were not material for this demographic. He said the apartment side of the plan is fairly fleshed out. The amenity locations may change, but the essential mix and sizes are what they would be as his company have experience building these.

Mr. Alston said the hotel would have more flexibility in terms of design. This part of the design would not be fleshed out before this process is further along. He said they would be working with Marriot brand, with the backup being Hilton Brand; Home2 Suites. He said the Marriot Element was a newer brand and that there were none in St. Louis at this time. There were a couple hundred Home2 Suites around the country. Either of these brands would be the same number of rooms and guests expected. Mr. Alston stated that the final hotel brand would dictate more of the design details.

Ms. Carr asked if the exterior would remain the same regardless of the brand chosen. Mr. Alston said the exterior may change depending on the brand chosen. However, one of the developer's goals was, he said, to maintain continuity between the exterior designs of the apartment portion and the hotel portion of the building. Mr. Heddinghaus stated that the design presented in his slides had typical features of an Element brand hotel. If Home2 was the chosen brand, he said the design would probably be more customized. He said the design would be maintained from a color and massing perspective regardless of the brand chosen. Mr. Alston said he did not want the apartments to have a luxurious feel, and the hotel to have an "Econo-lodge" feel. He wanted the look and feel of the site to be luxurious. He said with approval at this meeting, they would know more about which brand would be selected.

Ms. Carr stated that what she thought was pleasing was the glass elements on the lower level on Delmar. She asked if a different brand was chosen, would those elements go away. Mr. Heddinghaus replied that they would be kept regardless of the brand.

Mr. Miller asked for clarification about the property line on the west of the site where a triangle of property was shown to cross over the private road between the property and I-170. Mr. Alston said this private drive would remain, and that this is where they would like the trash services to have access. Mr. Miller asked if that road would be affected. Mr. Heddinghaus stated that the road would remain. Mr. Alston clarified that although they would own that portion of the road, it could not be altered because the owners have an easement for access to this road. Mr. Miller also asked who controlled the road at that portion of Delmar. Mr. Cross stated that the County owned the road up to the intersection at the highway, which was controlled by MoDOT. Mr. Miller stated concern about this interchange and how the traffic would be managed at this intersection.

Mr. Alston introduced Lee Cannon of CBB Transportation Engineers. Mr. Cannon explained that his firm had completed a parking study, and if the project moved forward, would complete a traffic study. He confirmed that St. Louis County owns Delmar up to the interchange with I-170, which MoDOT owns and maintains, while University City owns Delcrest. He said they held an initial meeting with the City, County, and with MoDOT. A traffic study would be submitted to all of these entities if the project moved forward.

Mr. Miller stated that he was concerned with entrance to the parking area from Delmar going west. Mr. Cannon explained that the parking was separated between the two levels. Ms. Hartz asked if the proposed buildings would have any impact on the private road going to Schnucks. She said that road would not be a choice of apartment users who wanted to get down to Ladue. Mr. Cannon said any questions that would arise at this meeting could be addressed through the traffic study. There was discussion about the use of the private road. Mr. Alston said the owners of the private road are open to discussion about use of the road, but that they do not want lots of extra traffic on that road. He said their preference was not to impact that road. Ms. Moran noted that the private road can have heavy traffic, especially when someone is exiting and making a left onto Delmar. Mr. Alston pointed out that the design showed a right-in, right-out turn, so no one could turn left into the development off Delmar. He said they had foreseen potential issues with using the private road. Mr. Harvey said that if he were a resident of the apartments, he would want to have access to the private road in order to shop at the Schnucks.

Mr. Cannon said that all these questions would hopefully be answered through the traffic study. They would look to mitigate any impacts working with both the County and MoDOT. Mr. Alston said they had considered ways to gain access to the Great Rivers Greenway trail. Ms. Holly said she uses that trail often, and that there are many elderly and disabled users of that trail. She asked that their needs be considered in terms of additional traffic in the area.

Mr. Mulligan asked who owned the private road. Mr. Alston answered that Desco (Schnucks) owned the road. He said there was a private easement for the road.

Mr. Cannon then presented the parking study his firm had completed. He described the overall specifications of the project including 338 parking stalls. His firm completed a parking sufficiency study looking at shared parking. He said the residential and hotel uses would peak late at night, while the restaurant use would peak during the day when some of the other users were gone. He noted that demand would be a parked car, and supply would be a parking stall. He said the City's zoning code requires parking on a supply basis, and the code would require 507 parking stalls for this development. The City also allows the consideration of the fluctuation of needs by use. Based on the City's calculations, the required number of parking spots would be 405. 338 would be only 16.5% short of these 405 required spots. He noted that the City had the authority without a variance to grant up to a 20% decrease in the required amount of parking if a traffic study demonstrated it would be feasible.

Mr. Cannon explained that his studies were based on the Institute of Transportation Engineers (ITE) manual for parking standards. These standards were gathered based on real-world studies of demand per unit and on an hourly basis. Based on this method, the peak number of cars would be 337 parked cars on the weekend at 9am. He said they made two modifications by adding 5% as open stalls, then reduced the number by 5% to account for alternate modes of transport such as Uber/Lyft, rideshare, walking, or transit. Therefore, 337 was the recommended adequate supply for the development. This number would be able to handle the peak parking demand for the collective site. Mr. Cannon also noted that the developers had an interest in having enough parking, because the leasing of the space would depend on parking being available.

Ms. Moran asked if shared parking would allow crossover between the hotel and apartment uses. Mr. Cannon explained that the best way to managed shared parking would be to manipulate the operations of the parking, such as requiring employees to park in certain spots. Mr. Alston said the preference would be to limit the number of transient visitors to the lower level (apartment) parking.

Ms. Carr asked if there was less flexibility if the hotel and apartment were owned separately. Mr. Cannon said that the parking study is done assuming that shared parking numbers can be worked out operationally within the development. He also noted that the development may not need all the parking stalls available. The lease could be used to limit the number of spaces used by the apartment users as well. Ms. Carr asked about parking for visitors to the building, and where overflow visitors might be pushed to the street on particularly busy days. Mr. Alston gave an example of the first ten spots being visitor parking, with a secondary door for residents beyond these spots, with visiting hours being restricted. Mr. Cannon noted that the ITE data counts used counts from actual facilities, including visitors.

Mr. Cross noted that the number of required visitor units per code were incorporated into the ratios presented in this report and were adequate to meet the City's standards. Mr. Cannon said that the restaurant would peak at noon, but the peaks would not happen at the same time. Mr. Alston said they were creating one building with one total parking number, and they feel that these numbers on the separate levels are adequate based on their experience. Any changes could be operationally adjusted.

Ms. Holly noted that there are two large residential centers near the proposed development, and that on certain occasions such as polling days, the Crown Center polling crowd will use surrounding parking for overflow. Mr. Alston noted that this could only be managed operationally by the operations of the development. Mr. Cannon noted that the developer can only be responsible for their own parking and cannot be held responsible for events that are not planned properly around the development. The report from CBB indicated that the developer would be able to accommodate their own parking. Ms. Moran noted that the developers cannot be expected to solve an existing parking problem. Ms. Carr summarized that the parking numbers are met by the ITE standards. Mr. Cross noted that in 421.30, subsection 3, the Council would have the ability to approve shared parking based on industry norms. In Section 400.2700, a Conditional Use Permit would allow Council to reduce the parking requirements by up to 20%.

Mr. Cannon explained that by the ITE standards, a 16.5% reduction would be sufficient for the development to meet the City's codes and still meet the ITE standards for number of parking spaces. Ms. Carr further asked if the relationship in terms of parking would continue between the hotel and apartment if the ownership changed and they were owned separately.

Mr. Cannon replied that it was similar with a condominium agreement. Mr. Cross explained that the CUP process could require such an agreement. Mr. Mulligan noted that looking at the parking ratios separately between the hotel and the apartment uses, the separate parts would not have enough parking to meet code. Mr. Cannon explained that shared parking does not work by analyzing the uses separately. It could only be addressed operationally.

Mr. Alston explained that with a condo there would be common elements. In this case the shared parking structure would be a common element. The operating plan would govern these common elements and would ensure that they were maintained. Mr. Alston noted that many buildings in St. Louis have a similar arrangement. Mr. Mulligan noted that if there was overflow for the hotel parking lot, in some cases overflow may need to use the hotel parking lot. The CUP process could include specifications for accommodations through the operational agreement. Mr. Cannon said it would be too early to allocate any parking specifically to one or the other lot. Mr. Alston said if there were a condition that required the developers to operationally balance the parking in order to meet the stated required numbers, they would be comfortable with that.

Ms. Holly noted that the City's parking code, amended in February of 2019, was based on the standards of the Urban Land Institute. She noted that at several meetings since those were adopted, the Plan Commission had made exceptions to these standards. She asked if these standards are the appropriate standards given that there have been many exceptions to these standards. She asked if the ITE standards should be used. She noted that many applicants would not have the resources to do the kind of research that this applicant could afford to do. Ms. Hartz



noted that this would be a discussion for another meeting. Ms. Carr noted the allowance for 20% reduction in parking had always been there in the code. She said applicants need to prove the need for these allowances.

Mr. Cannon noted that the goal of the parking code is that a property could meet its own needs so that it would not injure another property. His study found that this property had sufficient parking and could be justified within the City's code as well.

Mr. Cross explained that there were two motions needed; an ordinance to re-zone the parcel to a Planned Development, and a resolution which approved the preliminary concept plan. Ms. Moran asked if there would be any conditions needed, and Mr. Cross said this would come later in the process. The purpose of these actions would be to allow the developers to proceed with site control and additional studies. Further review of design and other elements would happen later in the process. The developers would need final approval from Council.

Ms. Moran called for a motion to approve the zoning map amendment from General Commercial to Planned Development. Ms. Holly made the motion as stated, and Ms. Gainer seconded. The motion carried unanimously.

Ms. Moran called for a motion to approve the preliminary site plan. Mr. Harvey moved for a resolution approving the preliminary site plan. Ms. Gainer seconded the motion. The motion carried unanimously.

Mr. Cross noted that a fiscal impact analysis would be required of the developer before final approval of the project. Mr. Cross stated that staff would move forward to prepare the resolution and re-zoning to be sent to Council. He stated that this would happen over two Council meetings. He said it would not be at the meeting on January 27, so they would work to get it on the following meeting's agenda.

## **5. New Business**

### **a. 8817 Washington Construction**

Mr. Cross gave background that the Infill Review Board was tasked with reviewing new single-family homes. Staff was required to give notice to property owners within 300 feet on the same street and property owners within 185 feet surrounding the property. If 60% of the property owners signed a petition, then the project would be required to go the Infill Review Board. There was no Infill Review Board active at this time. The Infill Review Board would normally bring these petitions to the Plan Commission. This step was being taken care of through this meeting. Mr. St. Veraine was here on behalf of the petitioners, and a representative from the engineering firm was also present. Mr. Cross noted that staff had reviewed the proposed construction from a land-disturbance, engineering, an architectural standpoint, which he would review after Mr. St. Veraine spoke. Mr. Cross noted that Chapter 120.1010 established the requirements for notifying the neighbors.

Michael St. Veraine, 541 Delcrest Court, spoke, along with his neighbor, Mr. Bedlock, from 545 Delcrest. He and his neighbors have had issues of water in their basement and water run-off from the areas uphill from them, where this project was proposed. Mr. Bedlock described the issues

with water running down from Washington into his yard, which creates serious overflow issues. Mr. St. Veraine asked for assurances that with the construction the neighbors would not see additional run-off or stormwater issues. He said the builders had made some changes to attempt to divert some of the water back to Washington. Mr. St. Veraine said they did not wish to block the development, but merely wanted assurances for the protection of their investments. There was currently no house on that lot. Mr. Cross stated that staff had worked with the engineers to install additional features to divert water to the front of the property. The City's engineering department were comfortable with the plans. Mr. Ryan Meeks, a representative from the engineering firm that designed the house stated that the amount of water currently released from the property downhill was .15 CFS (Cubic Feet per Second), while the amount they would send to Washington Avenue would be .25 CFS, so there would be a decrease in the amount of water coming down the hill. He described the way the French drain and downspouts were designed to manage the water on the property.

Mr. Bedlock asked if there would be recourse after the home was constructed if water was still flowing onto neighboring properties. Mr. Cross explained that Code Enforcement would could enforce the code prohibiting properties from creating a nuisance to their neighbors through stormwater run-off and would force the property owner to mitigate those issues. Ms. Hartz noted that if the petitioners wanted to say that there was an increase in water flow on their property due to the new construction, they would need measurable evidence to prove there was an increase. Ms. Carr reiterated that the petitioner would need to demonstrate an increase in water flowing from the new construction as compared to the current situation. Mr Bedlock asked if there were any recourse from existing homes that were already built if they were causing stormwater to drain onto neighboring properties. Mr. Cross said if a call came in, Code Enforcement could look at it to determine if there was a violation of the Property Maintenance Code. Mr. Bedlock asked if the City offered any recommendation as to how to manage stormwater. Mr. Cross said the City could not make engineering recommendations. Ms. Moran noted that MSD and other organizations may have programs to assist with managing excess water.

Mr. Cross noted that the Infill Review Board had no regulatory power, so staff would be required to issue a building permit as long as the plans met with the requirements of the City Code.

## **6. Other Business**

### **a. 2020 Comprehensive Plan Update**

Mr. Cross said there were two remaining consultants in the running for the Comprehensive Plan update. He said that one of the firms was more technical and traditional with experience in University/Town relations, while the other was more "out-of-the-box", while still very technical. Ms. Moran said that she liked the first group (Future IQ) for their process, and she felt they would be easier to work with. She said the second group (Planning NEXT) was very results oriented with benchmarks to compare results with. She said they reminded her of the process from the previous attempt at a Comprehensive Plan update, which was not a positive experience. She said she would like to go back to Future IQ and find out more about their benchmarking process. She was concerned that Planning NEXT would rely on the City for Public Engagement, and the result would be that the same people would be involved in the process. Ms. Moran said she was

uncomfortable with the attitude of Planning NEXT, saying they were dismissive of concerns about Washington University.

Ms. Hartz said she had a background in teaching, and Future IQ's idea about involving high school students was very exciting to her, and that getting kids involved would get their parents involved as well. She said that Planning NEXT seemed like they had already figured out what the City needed, which would not be a good approach. Ms. Gainer said that engagement of the community was critical for this process, and that the last process in 2015 did not accomplish this. She said Future IQ was able to connect with people in a more personal way. She said Planning NEXT was "ultra-professional", but less accessible. Mr. Cross stated that this was a good opportunity with two different bids to choose from. Mr. Miller said he was concerned Planning NEXT would not address our concerns about engaging Washington University. Ms. Hartz said Future IQ seemed to be more creative about finding ways to engage the community, and they might be able to help be creative in working with Washington University. Ms. Hartz asked Ms. Carr for her thoughts. Ms. Carr said that Planning NEXT seemed more conventional, and claimed their specialty was town/gown. She did not find anything they said could be disputed with regards to universities participating in a process. She was personally engaged when David from Future IQ spoke, and got excited thinking this firm might be different. She felt Future IQ was more visionary. Ms. Carr said that Planning NEXT may create a plan that only describes University City, which was the case with the last attempted update in 2015. Ms. Moran said during the last planning process, the consultant did make clear the need to do the vision first and write the plan based on that vision. She said the vision came out of the plan once it was already written, which was a mistake.

Mr. Rose said he did not know if he had enough information at this point to make a recommendation to the Mayor and Council. He wondered how Future IQ would move from a concept to a plan, and how Planning NEXT would conduct robust community engagement. He suggested that staff could follow up with further reference checks on both companies. He said it was important to take the time that was needed to select the proper firm, even if the commission decided that neither firm was the right firm.

Mr. Cross said that staff could look further into what the expertise of the two firms was. Ms. Carr said that right after the presentation the secondary partner of Planning NEXT said to her that what University City needed was an institutional master plan, which she felt was right. Mr. Mulligan wanted to know if Future IQ did follow up with the plan, which Planning NEXT had said they would do. David from Future IQ told Mr. Mulligan that they would do this. Ms. Hartz suggested perhaps the City could hire Kevin, who was independent of Planning NEXT, to study the relationship with Washington University if that was his expertise. Ms. Moran stated that this could be incorporated into the Comprehensive Plan. Mr. Rose said that in past communities he had worked in, the visioning process had been done separately from the planning process. Mr. Rose said he thought questions for reference checks should be tailored to each company. Mr. Harvey said a high priority was to have a diverse team in the community engagement process, and in his opinion, this should be African American led, and probably African American female led. He was also concerned about the 48-member advisory committee formed by City Staff which Planning NEXT proposed. He said this would be a lot to put on City Staff, and staff was busy. Mr. Mulligan also suggested that as part of the reference checks, staff examine past plans that the firms were proud of which

represented their work. Ms. Moran said a minority-led firm was hired for the last process and did not do a good job. Ms. Hartz reiterated that involving the high school could be important. Mr. Rose noted that the Plan Commission would work closely with the consultants and could guide this process. Mr. Miller asked where Mr. Rose thought the population of University City was heading. He felt that getting the School District and superintendent involved would be helpful. Ms. Gainer suggested engaging social studies teachers at the high school and making this process part of the curriculum. Ms. Moran noted that there was a need in University City to make connections between the City government and the School District.

#### **b. Election of Officers**

Ms. Gainer nominated Ms. Moran for Chairperson. Ms. Hartz seconded the motion. Mr. Miller nominated Ms. Holly for Chairperson. Ms. Moran said she would be happy to have a new Chair. Ms. Holly said she would do whatever was best for the City. Ms. Moran withdrew her own nomination as chair, and Ms. Gainer accepted her withdraw. Mr. Miller moved to elect Ms. Holly as chair, and Ms. Moran seconded the motion. Ms. Holly was elected unanimously.

Ms. Hartz moved to elect Ms. Moran as Vice-Chair. Ms. Gainer seconded the motion. Ms. Moran was elected unanimously.

Ms. Moran nominated Ms. Hartz as the Designated Alternate, and Ms. Gainer seconded the nomination. Ms. Hartz was elected unanimously.

### **7. Reports**

#### **a. Council Liaison Report**

There was no Council Liaison Report.

### **8. Adjournment**

The meeting was adjourned at 9:10 PM



**Department of Planning and Development**

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 505-8500, Fax: (314) 862-3168

**STAFF REPORT**

MEETING DATE: February 26, 2020  
FILE NUMBER: PC 20-01  
COUNCIL DISTRICT: 2  
Location: 6662 Delmar Boulevard  
Applicant: The Trinity Company  
Property Owner: Bst Delmar LLC  
Request: Conditional Use Permit (C.U.P.) for a proposed Medical Marijuana Dispensary

COMPREHENSIVE PLAN CONFORMANCE  
 Yes       No       No reference

**STAFF RECOMMENDATION**

Approval       Approval with Conditions in Attachment A       Denial

ATTACHMENTS:

A. Application Packet

Existing Zoning: CC – Core Commercial  
Existing Land Use: Multi-Tenant Commercial  
Proposed Zoning: No change – “CC” District  
Proposed Land Use: No change – Commercial

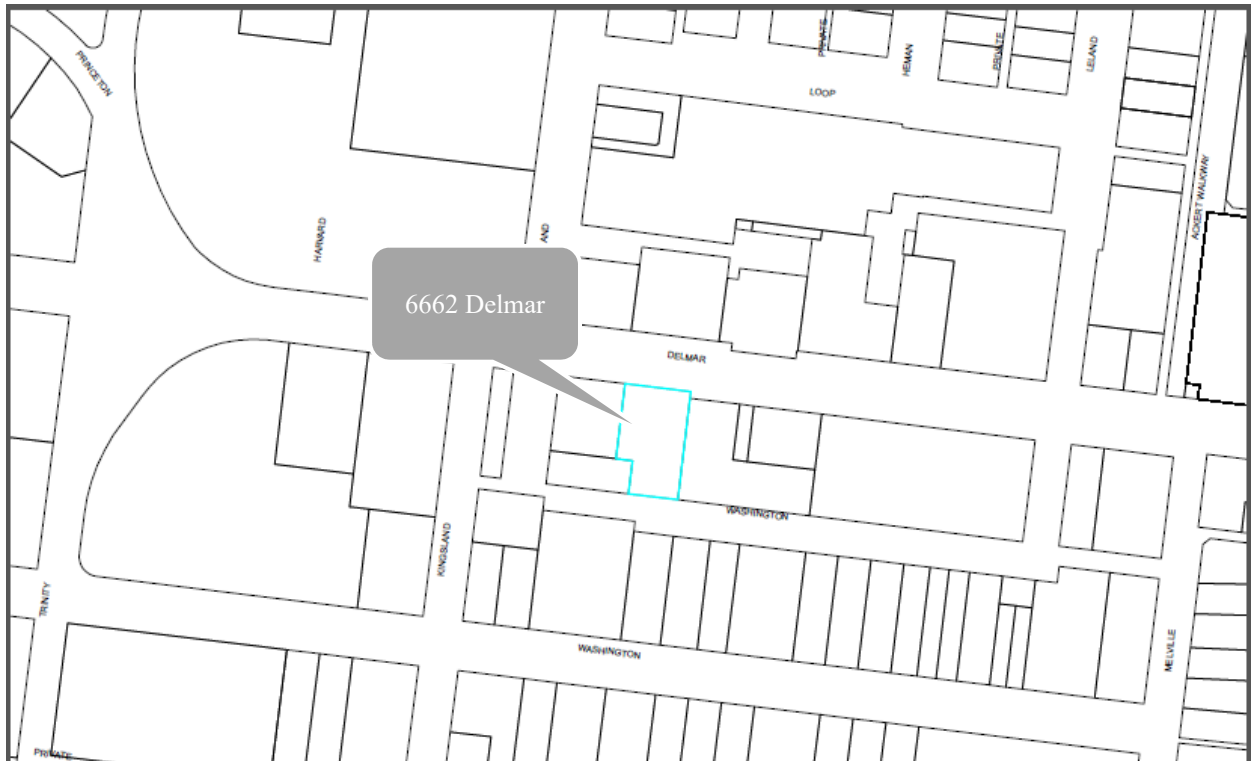
Surrounding Zoning and Current Land Use:

North: CC: Core Commercial, (Commercial - FLU)  
East: CC: Core Commercial, (Commercial- FLU)  
South: HR: High Density Residential (Residential - FLU)  
West: CC: Core Commercial, (Commercial – FLU)

## Existing Property

The existing building at 6662 Delmar Boulevard consists of an approximate 10,260 square foot commercial building that consists of 5 individual suites, two of which are occupied by a sandwich shop and a cell phone store. The parcel is approximately .35 acres and is zoned Core Commercial. Surrounding zoning includes Core Commercial and High Density Residential. The lot includes 10 dedicated parking spaces in the rear, including 2 handicap spaces. Of these spaces, the applicant indicates the business will have 2 spots dedicated for this business, and also indicates a shared lot directly east of the building with 40 parking spaces. There is also street parking and several public lots in the vicinity. The applicant is seeking approval for 2100 feet of commercial space within the building. The building was designed for retail spaces and this business would continue that use.

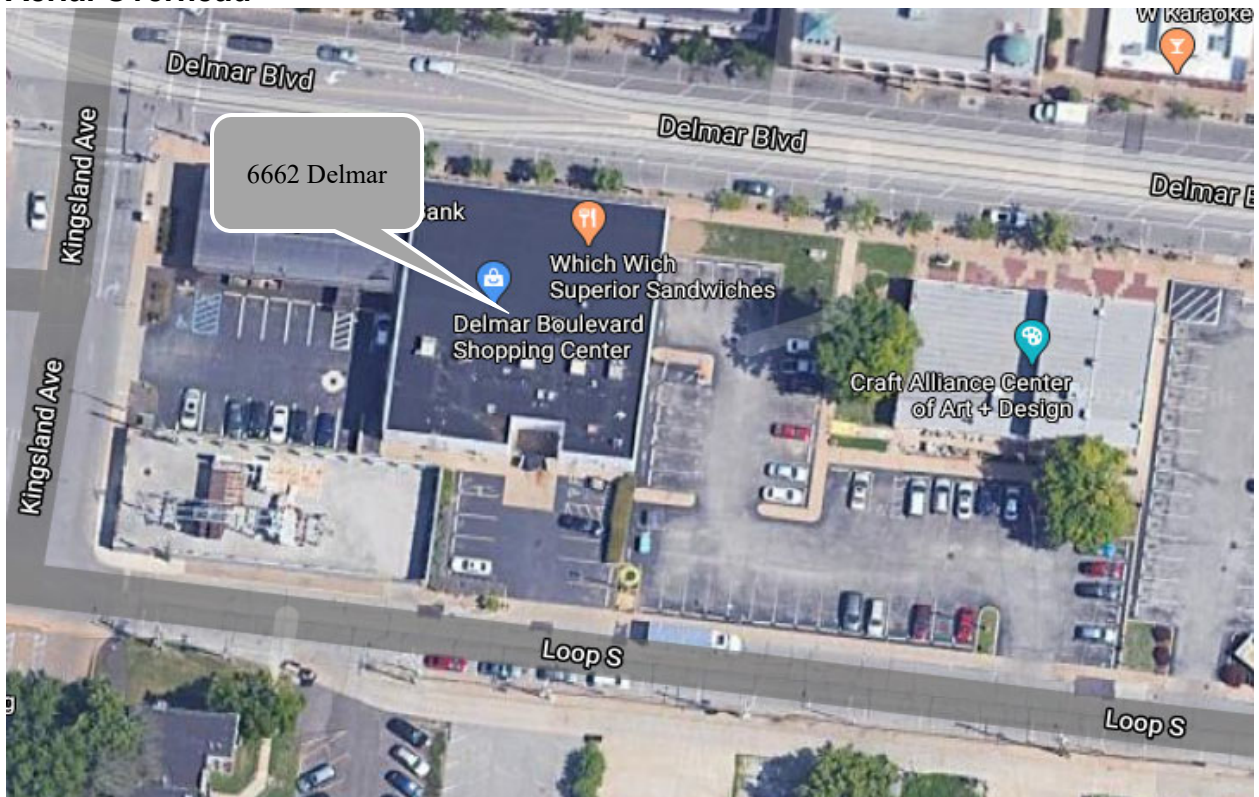
## Parcel Location



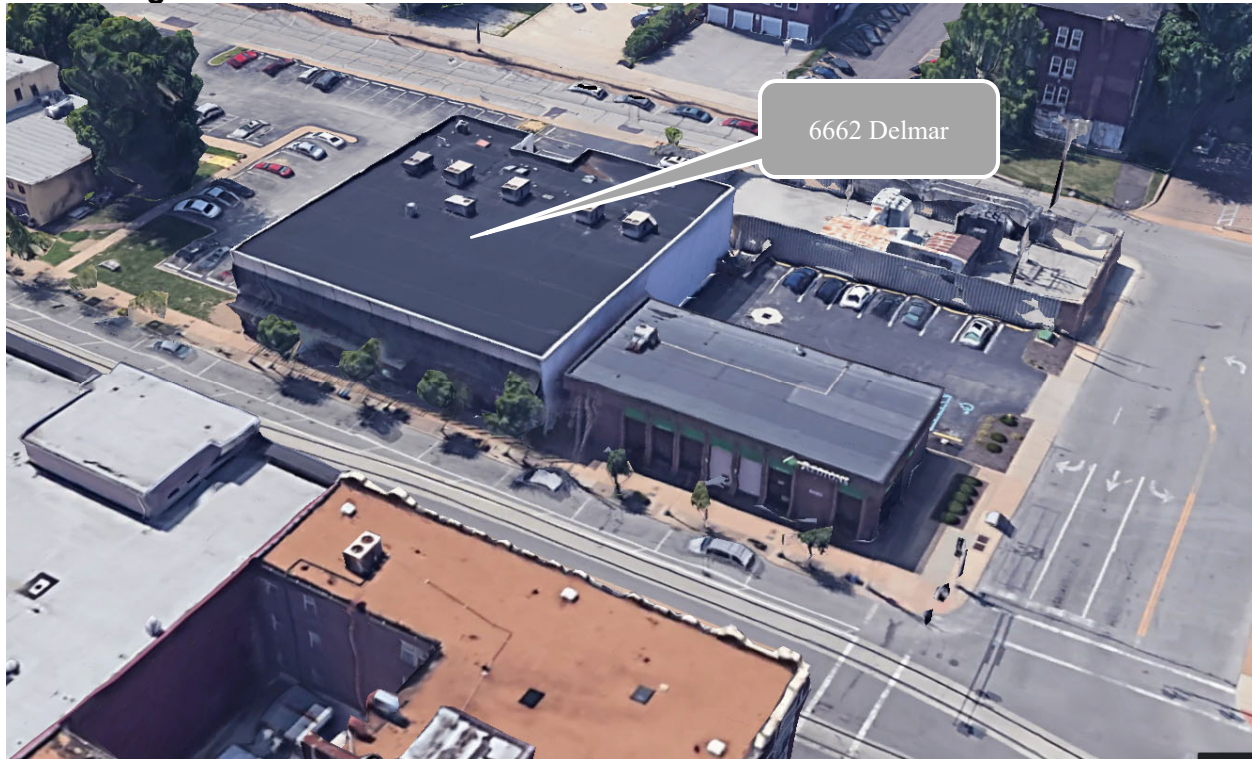
## Surrounding Zoning



## Aerial Overhead



## Aerial Angle



## Applicant's Request

The applicant is requesting a Conditional Use Permit for a "Medical Marijuana Dispensary". The proposed use is listed as a conditional use in the Core Commercial (CC) District per section 400.510, Subsection A(32): Medical Marijuana Dispensary Facility.

## Process – Required City Approvals

Plan Commission. Section 400.2700.C of the Zoning Code requires that C.U.P. applications be reviewed by Plan Commission. The Plan Commission shall make a recommendation to the City Council for their consideration. A public hearing is required at the Plan Commission meeting.

City Council. Section 400.2700.D of the Zoning Code requires that C.U.P. applications be reviewed by City Council for the final decision, subsequent to the public hearing and recommendation from Plan Commission. In conducting its review, City Council shall consider the staff report, Plan Commission's recommendation, and application to determine if the proposed C.U.P. application meets the requirements of the Zoning Code.

## Other Processes

Traffic Commission - The review criteria for a C.U.P. includes the impact of projected vehicular traffic volumes and site access with regard to the surrounding traffic flow, pedestrian safety, and accessibility of emergency vehicles and equipment. In its capacity as an advisory commission on traffic related matters as per Section 120.420 of the Municipal Code, the Traffic Commission may be concerned with the parking and traffic impact of the project.



## **Analysis**

The potential “Medical Marijuana Dispensary” use would appear to have minimal impact on the surrounding neighborhood and uses based upon the retail use. As a result, the use impact of the retail operations is consistent with the trend of development because of the existing commercial uses associated with the site. However, approval of Conditional Use Permits, for a “Medical Marijuana Dispensary”, is subject to Section 400.1495 (Supplementary Regulations) which identify the following standards;

*No building shall be constructed, altered, or used for a Medical Marijuana Dispensary without complying with the following regulations.*

- 1. Buffer Requirement. No Medical Marijuana Dispensary shall be located within Five Hundred (500) feet of an existing elementary or secondary school, licensed child day care center, or church. Measurements shall be made in a straight line, without regard to intervening structures, from the nearest point on the exterior building wall of the school, child care center, or church, to the main public entrance of the medical marijuana business.*
- 2. Residential Zoning Buffer Requirement. No Medical Marijuana Dispensary shall be located within One Hundred Fifty (150) feet of a residentially zoned district. Measurements shall be made in a straight line, without regard to intervening structures, from the main public entrance of the medical marijuana business to the nearest property line of the residentially zoned district.*
- 3. Outdoor Operations or Storage Prohibited. All operations and all storage of materials, products, or equipment shall be within a fully enclosed building. No outdoor operations or storage shall be permitted.*
- 4. Hours of Operation. All Medical Marijuana Dispensaries shall be closed to the public, no persons not employed by the business shall be on the premises, and no sales or distribution of marijuana shall occur upon the premises or by delivery from the premises between the hours of 10:00 P.M. and 8:00 A.M.*
- 5. Display of License Required. The medical marijuana license issued by the State of Missouri shall be displayed in an open and conspicuous place on the premises.*
- 6. Residential Dwelling Units Prohibited. No Medical Marijuana Dispensary shall be located in a building that contains a residence.*

*Ventilation Required. All medical marijuana businesses shall install and operate a ventilation system that will prevent any odor of marijuana from leaving the premises of the business. No odors shall be detectable by a person with a normal sense of smell outside the boundary of the parcel on which the facility is located.*

In evaluating the parking requirements for the Core Commercial District, the retail use would require 1 space for each 200 square feet of floor area. The area of 2100 square feet would therefore require 10.5 spaces. This can be reduced up to 25% as a re-occupation of an existing use and can be further reduced by the proximity (within 500

feet) of a public parking facility (Section 400.2130, Article 7, Div 4C). The applicant has also noted a shared parking arrangement with the lot to the east, containing 40 spaces. Given the building's continued use as retail space, any non-conformities would carry over with the building as long as the uses are consistent.

Public Works & Parks: NA

Fire Department: NA

Police Department: NA

### **Public Involvement**

A public hearing at a regular Planning Commission meeting is required by the Zoning Code. The public hearing notice for the current proposal was published in the newspaper 15 days prior to the meeting date and was mailed to property owners within 300 feet of the subject property, exceeding the required distance of 185 feet. Signage was also posted on the subject property with information about the public hearing. Any member of the public will have an opportunity to express any concerns by writing in or attending the Planning Commission meeting.

### **Review Criteria**

When evaluating a Conditional Use Permit the applicant is required to ensure that the following criteria is being met in accordance to the provisions set forth in Section 400.2710 of the Zoning Code. The Criteria is as follows;

1. The proposed use complies with the standards of this Chapter, including performance standards, and the standards for motor vehicle-oriented businesses, if applicable, as contained in Section **400.2730** of this Article;
2. The impact of projected vehicular traffic volumes and site access is not detrimental with regard to the surrounding traffic flow, pedestrian safety, and accessibility of emergency vehicles and equipment;
3. The proposed use will not cause undue impacts on the provision of public services such as police and fire protection, schools, and parks;
4. Adequate utility, drainage and other such necessary facilities have been or will be provided;
5. The proposed use is compatible with the surrounding area;
6. The proposed use will not adversely impact designated historic landmarks or districts; and
7. Where a proposed use has the potential for adverse impacts, sufficient measures have been or will be taken by the applicant that would negate, or reduce to an acceptable level, such potentially adverse impacts. Such measures may include, but not necessarily be limited to:

- a. Improvements to public streets, such as provision of turning lanes, traffic control islands, traffic control devices, etc.;
- b. Limiting vehicular access so as to avoid conflicting turning movements to/from the site and access points of adjacent properties, and to avoid an increase in vehicular traffic in nearby residential areas;
- c. Provision of cross-access agreement(s) and paved connections between the applicant's property and adjacent property(ies) which would help mitigate traffic on adjacent streets;
- d. Provision of additional screening and landscape buffers, above and beyond the minimum requirements of this Chapter;
- e. Strategically locating accessory facilities, such as trash storage, loading areas, and drive-through facilities, so as to limit potentially adverse impacts on adjacent properties while maintaining appropriate access to such facilities and without impeding internal traffic circulation;
- f. Limiting hours of operation of the use or certain operational activities of the use (e.g., deliveries); and
- g. Any other site or building design techniques which would further enhance neighborhood compatibility.

**Findings of Fact (Section 400.2720)**

The Plan Commission shall not recommend approval of a conditional use permit unless it shall, in each specific case, make specific written findings of fact based directly upon the particular evidence presented to it supporting the conclusion that the proposed conditional use:

1. Complies with all applicable provisions of this Chapter;
2. At the specific location will contribute to and promote the community welfare or convenience;
3. Will not cause substantial injury to the value of neighboring property;
4. Is consistent with the Comprehensive Plan, neighborhood development plan (if applicable), the Olive Boulevard Design Guidelines (if applicable), and any other official planning and development policies of the City; and
5. Will provide off-street parking and loading areas in accordance with the standards contained in Article VII of this Chapter

**Staff Recommendation**

Based on the preceding considerations, staff recommends approval of the application. The retail use is consistent with the district zoning and surrounding parcels, and the buffering requirements for the medical marijuana use would be met at this location. The applicant has adequately addressed a number of specific conditions unique to the medical dispensary (odor, lighting, security, hours of operations, etc.), and the use in this location would appear to have no other negative effects on the surrounding area.



# Department of Community Development

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 505-8500

## APPLICATION FOR CONDITIONAL USE PERMIT Under Article 11 of the Zoning Code of University City, Missouri

1. Address/Location of Site/Building: 6662 Delmar Blvd.

2. Zoning District (check one):

SR  LR  MR  HR  HRO  GC  LC  CC  IC  PA  PD

3. Applicant's Name, Corporate or DBA Name, Address and Daytime Telephone: \_\_\_\_\_

The Trinity Company, Mark Lingo 3144965037  
6662 Delmar Blvd., University City, MO 63130

4. Applicant's Interest in the Property:  Owner  Owner Under Contract  Tenant\*  
 Tenant Under Contract\*  Other\* (explain): \_\_\_\_\_

\* Please Note: Zoning Code Section 34-131.1 requires that the application may only come from one (1) or more of the owners of record or owners under contract of a lot of record (or zoning lot), or their authorized representative. If you are applying as a tenant, tenant under contract or other, you must attach a letter from the owner stating you are an authorized representative of them and they give you permission to file this application for Conditional Use on their behalf.

5. Owner's Name, Corporate or DBA Name, Address and Daytime Telephone, if other than Applicant: \_\_\_\_\_

NA

6. Please state, as fully as possible, how each of the following standards are met or will be met by the proposed development or use for which this application is being made. Attach any additional information to this application form. **SEE ATTACHED**

a) Complies with all applicable provisions of the University City Zoning Code (e.g. required yards and setbacks, screening and buffering, signs, etc.).

SEE ATTACHED

b) At the specific location will contribute to and promote the community welfare or convenience.

SEE ATTACHED

c) Will not cause substantial injury to the value of neighboring property.

**SEE ATTACHED**

d) Is consistent with the Comprehensive Plan, neighborhood development plan (if applicable), and any other official planning and development policies of the City.

**SEE ATTACHED**

e) Will provide off-street parking and loading areas in accordance with the standards contained in Article 7 of the University City Zoning Code

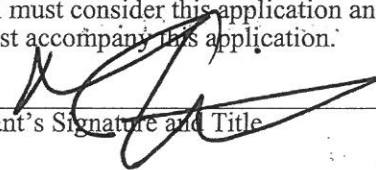
**SEE ATTACHED**

\*\* Please Note: You should also submit twelve (12) copies of a memo detailing the following information:

1) Description of the proposed Conditional Use, in narrative form. Please include historical information about the applicant, the company and/or the organization. Explain why this particular site was chosen for the proposal, state the number of employees that will be working at the site, state the hours of operation, explain other features unique to the proposed use and submit any other information that will help the Plan Commission and City Council in their decisions. 2) Estimated impact of the conditional use on the surrounding properties and adjacent streets, including, but not limited to, average daily and peak hour traffic generation, existing traffic volumes of adjacent streets, if available, use of outdoor intercoms, and any other operational characteristics of the proposed use that may have impacts on other adjacent or nearby properties. 3) Legal description of the property(s) proposed for the Conditional Use Permit, when the proposed use involves a substantial addition or new construction.

A Public Hearing before the Plan Commission is required by Ordinance. Notice of such Public Hearing must be published in a newspaper of general circulation at least fifteen (15) days in advance. Upon receipt of a Plan Commission Recommendation, the City Council must consider this application and supporting information before a Use Permit may be granted. A fee of \$114 must accompany this application.

01-30-2020  
Date

  
Applicant's Signature and Title **OPERATIONS  
MANAGER**

Representing (if applicable)

FOR OFFICE USE ONLY

\_\_\_\_\_ Application First Received.

\_\_\_\_\_ Application Fee in the Amount of \$ \_\_\_\_\_ Receipt # \_\_\_\_\_

\_\_\_\_\_ Application returned for corrections, additional data.

\_\_\_\_\_ Final complete application received.

\_\_\_\_\_ File # \_\_\_\_\_ created. K:\wpoffice\wpdata\cupfrm.doc

6662 Delmar SL, LLC  
Attachment for Conditional Use Permit Application

**Please state, as fully as possible, how each of the following standards are met or will be met by the proposed development or use for which this application is being made. Attach any additional information to this application form.**

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**Q - 6(a) Complies with all applicable provisions of the University City Zoning Code (e.g. required yards and setbacks, screening and buffering, signs, etc.).**

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The applicant will comply with all applicable provisions of the University City Zoning Code, including required setbacks, screening and buffering, and signs.

The proposed medical marijuana dispensary is located at 6662A Delmar Boulevard, University City, on a 0.35 acre parcel in the Core Commercial (CC) District.

Buffering Requirement

The proposed medical marijuana dispensary meets local buffer requirements that "no Medical Marijuana Dispensary shall be located within five hundred (500) feet of an existing elementary or secondary school, licensed child day care center or church." The nearest day care center is Kings Day Care Center located 3,543 feet to the north. The nearest church is the Trinity Presbyterian Church located 645 feet to the south-west. The nearest school is Flynn Park Elementary located more than 4,000 feet to the west of the proposed dispensary site.

Residential Zoning Buffer Requirement

The proposed medical marijuana dispensary meets local requirements that no medical marijuana shall be located within one hundred fifty (150) feet of a residentially zoned district. The nearest residentially zoned district is High Density Residential located along Washington Ave more than 150 feet from the proposed dispensary site.

Residential Dwelling Units Prohibited

The proposed medical marijuana dispensary will comply with University City requirements that "no medical marijuana dispensary shall be located in a building that contains a residence." The property is a multi-tenant retail center located in the heart of the Delmar Loop. No residential units are located within the proposed medical marijuana dispensary building.

Outdoor Operations or Storage Prohibited

The proposed medical marijuana dispensary will meet local requirements that "all operations and storage of materials, products or equipment shall be within a fully enclosed building. No outdoor operations or storage shall be permitted." All proposed dispensary operations will be within the existing, enclosed building at 6662A Delmar Boulevard.

Hours of Operation

The proposed medical marijuana dispensary facility will comply with local requirements requiring that all medical marijuana shall be closed to the public, no persons not employed by the business shall be on the premises, and no sales or distribution of marijuana shall occur upon the premises or by delivery from the premises between the hours of 10:00 pm and 8:00 am.

Display of License Required

The medical marijuana license issued by the State of Missouri will be displayed in an open and conspicuous place on the premises at all times.

#### Minimum lot size

The proposed medical marijuana dispensary is located on a property that meets the minimum required lot size, which shall not be less than twelve thousand five hundred (12,500) square feet in area. The proposed dispensary will be located in 2,100 square feet of an existing building on a 0.35 acre parcel (15,246 sq. ft.).

#### Ventilation Required

A mechanical engineer will prepare and install a ventilation system that will prevent any odor of marijuana from leaving the premises of the business and ensure that no odor will be detectable by a person with a normal sense of smell outside the boundary of the parcel on which the proposed dispensary is located.

The applicant will utilize a combination of industry tested engineering and administrative controls to effectively mitigate marijuana odors. Engineering controls include carbon filtration via dedicated environmental exhaust fans and recirculation fans, as well as negatively pressurizing rooms where marijuana odors are expected. Carbon filtration is commonly accepted throughout the industry across the nation as the current best engineering control technology for mitigating odors. Odors are captured by locating exhaust air/filter intake points in areas of the facility where odor-generating activities or product handling is expected. Recirculation fans with carbon filters will be utilized in areas where installing exhaust fans is impractical.

The odor control system will be designed so that optimal odor removal occurs by controlling the exhaust air contact time, ensuring the filter is routinely cleaned, and creating negatively pressurized air. Exhaust fans and space conditioning equipment will operate continuously during business hours. All odor control measures will be implemented by a certified engineer.

Administrative controls will include implementing standard operating procedures to require routine monitoring of carbon filter differential static pressure and filter replacement when unacceptable pressure monitoring results occur. Monitoring results and filter replacement dates will be documented in an odor control log available for inspection.

#### Lighting

Lighting of all exterior areas, including all parking areas, will comply with the Illumination Standards for Commercial use pursuant to Section 400.2110 of the ZoningCode. Exterior lighting will be designed to be compatible with surrounding areas and will be shaded to direct light downward and away from abutting uses, adjoining properties and streets.

The applicant will comply with lighting requirements for non-residential uses in parking areas containing five (5) or more parking spaces. Patients will have access to a shared lit parking lot directly adjacent to the building. Street parking directly in front of the entrance to the proposed dispensary is additionally lit by street lamps.

#### Off Street Parking

The proposed dispensary is not subject to the minimum required off-street parking under Division 4 of Article VII, as the proposed dispensary is a reoccupancy of an existing building within the "CC" District.

Patients will have access to a shared lit parking lot with more than 40 spaces directly adjacent to the building and exclusive use of two parking spaces at the rear of the site. Street parking is available directly in front of the entrance to the proposed dispensary.

#### Other Development Standards

The proposed medical marijuana dispensary will comply with the requirement that all ground floor building space with frontage on Delmar Boulevard shall be limited to the retail sales of goods or merchandise for personal consumption only. The proposed dispensary is located on the ground floor of a 7,500 sq. ft. building



with frontage on Delmar Boulevard and will conduct retail sales of medical marijuana and medical marijuana infused products for personal consumption to eligible registered Missouri patients with a valid Medical Marijuana Identification Card.

#### Signage

The applicant is not proposing signage as a part of this application.

For any future identification signage, the applicant will obtain a sign permit from the Building Department and approved by the Zoning Administrator prior to installation. Per State requirements, signage and advertising on the premise that is visible to the general public from a public right-of-way will not display marijuana, marijuana paraphernalia, or representations of or advertisements for these items.

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#### **Q - 6(b) At the specific location will contribute to and promote the community welfare or convenience.**

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The property is located in the popular Delmar Loop business district, featuring specialty stores, dining options and cultural experiences, as well as local services including banks, gyms, libraries and postal services. The surrounding neighborhoods are home to more than 339,000 people living within a five mile radius of the site, and more than 645 businesses within one mile of the location. The site location allows patients ease of access to the facility in the course of everyday activities. Being located in proximity to retail stores, dining, and services which people frequent on a regular basis increases patient access and reduces the stigma of seeking medical marijuana treatment by incorporating it into the fabric of the local business community. It will also encourage patients and caregivers to patronize local businesses, making a positive economic impact.

The location is accessible from I-170, which connect University City to the rest of the Metro region. Its proximity to the interstate and state highways provides easy access for local and other patients, whether by private or public transportation. The City's public transportation infrastructure includes bus services and the Metrolink light rail service, connecting thousands of people with the site location each day. The location is serviced by a Loop Trolley equipped with ADA lifts, and intersection ramps along the route have been constructed to meet ADA requirements. The MetroLink Red Line services the location, with the Delmar Loop Station within 0.9 miles of the proposed facility. The Route 97 bus service has a transit stop within 300 feet of the building.

The site is less than a ten minute drive from a concentration of medical and health care services. The proposed medical marijuana dispensary will complement the range of health and wellness businesses in the area while ensuring that patients, particularly those undergoing medical treatment for a chronic health condition, can access adjunctive medical marijuana relief without having to travel great distances.

The proposed medical marijuana dispensary will contribute to community welfare by providing socio-economic benefit, community outreach and investment, as well as employment opportunities for the local community. Community education and outreach will be central to the dispensary operation and the applicant intends to offer a range of free educational events to patients, practitioners and the public on the potential therapeutic effects of medical marijuana as a treatment option. The applicant will also seek opportunities to connect with University City's 1400+ veteran community as part of its community information and outreach.

Community outreach will be performed by a dedicated liaison who will work with local organizations to identify areas of unmet or underserved need and mobilize resources and support in an effective and collaborative effort with community partners. The applicant's leadership team has a proven record of community engagement through previously owned medical marijuana dispensary operations in other states. In 2015, the City of San Francisco named October 15 in honor of the dispensary's support and contribution to local community programs.

The applicant intends to create approximately 18 full-time equivalent jobs within the first year of operation. Recruitment efforts will be focused on local communities and the applicant will work with organizations including United Way of Greater St. Louis and Missouri Job Center Veterans programs to create pathways to employment for a diverse pool of local residents.

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**Q - 6(c) Will not cause substantial injury to the value of neighboring property.**

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The proposed medical marijuana dispensary is a retail storefront within a multi-tenant retail center in the heart of the Delmar Loop, a popular retail, entertainment and dining precinct. Properties in the vicinity fronting Delmar Boulevard contain a mix of uses including restaurants, personal services, and retail stores. The adjacent neighboring property is a Regions Bank on the corner of Kingsland Avenue and Delmar Boulevard, which has its own parking lot. Across the parking lot on the other side of the proposed dispensary location is an art gallery and a number of eateries are located directly across the street.

The subject property and neighboring buildings are zoned "Core Commercial," a zoning district which encompasses the Loop area and is intended to accommodate a wide variety of retail commercial uses, with an emphasis on retail goods, dining and entertainment. The proposed medical marijuana dispensary aligns with the current use designation and complements existing businesses by adding retail medicinal therapeutics to the range of specialty stores, dining, banks, fitness centers and other local services in the neighborhood. The location will increase access for patients seeking medicinal marijuana treatments by integrating seamlessly within the popular neighborhood retail strip.

There are no physical modifications proposed to the exterior of the premises. The physical environment and design of the dispensary will maintain the value of surrounding properties by providing an attractive interior layout while maintaining the current facade of the existing building. No medical marijuana or marijuana paraphernalia, or advertisements for these items, will be visible to the general public from a public right-of-way. Any future signage will be limited to the name of the dispensary and will not contain any images or representations of marijuana or marijuana products.

Patients will have access to a shared parking lot with more than 40 spaces directly adjacent to the building and the exclusive use of two (2) parking spaces at the rear of the property. The site has two (2) handicapped parking spaces at the rear of the building with a ramp from the parking lot facilitating wheelchair access to the entrance of the facility. Additional handicapped parking spaces are provided in the adjacent parking lot.

The Loop District is well served by public transit, including light buses and rail. The location is serviced by a Loop Trolley equipped with ADA lifts, and intersection ramps along the route have been constructed to meet ADA requirements. The MetroLink Red Line services the location, with the Delmar Loop Station within 0.9 miles of the proposed facility. The Route 97 bus service has a transit stop within 300 feet of the building.

The dispensary will have video surveillance cameras covering the exterior of the building as well as a professionally installed and monitored alarm system to deter criminal activity and notify local law enforcement of any unauthorized entry. Trained security personnel will be on site during operational hours to promote patient and community safety and to ensure that no consumption occurs in or around the premises.

In order to prevent any odor of marijuana from leaving the premises, a mechanical engineer will install a ventilation system to ensure that neighboring properties will not be subject to detectable odors from the dispensary. Engineering controls include carbon filtration via exhaust and recirculation fans, as well as negatively pressurizing rooms where marijuana odors are expected. Carbon filtration is commonly accepted throughout the industry across the nation as the current best engineering control technology for mitigating odors.

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**Q - 6(d) Is consistent with the Comprehensive Plan, neighborhood development plan (if applicable), and any other official planning and development policies of the City.**

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The proposed medical marijuana dispensary will be consistent with the Comprehensive Plan and neighborhood development plan. The dispensary is located within the Delmar Loop and will be compatible with the existing businesses and contribute to the unique experience that The Loop creates. The dispensary will cater to local patients, but will also attract individuals from outside the immediate area bringing in additional business.

The City has identified sufficient demand to support approximately 30,000 square feet of general and personal care merchandise. The proposed medical marijuana dispensary will support this demand. The dispensary is located in District 1 within the West Loop, which serves as the anchor of The Loop. The dispensary suits the City's retail strategy for the West Loop by contributing to the unique character of the existing retail and the individuals that use them. The dispensary is located in the section from Kingsland and Leland that is identified as the Neighborhood Hub. The Neighborhood Hub is oriented towards local residents to include pharmacies, prepared foods, and gifts. The dispensary fits within the pharmacy category and is consistent with the City's retail strategy by serving local neighborhoods and residents.

The dispensary will contribute to a positive community image and sustain the reputation of The Loop as a premier destination in the St Louis region by providing high-quality medical marijuana products, superior patient care, and an overall elevated experience. The convenient location will help patients access previously unavailable medicinal treatments and the dispensary will comply with the ground floor requirement for businesses with frontage on Delmar Boulevard to be retail stores. The applicant will capitalize on the diverse talent of local residents by giving preference to local hiring, providing a robust training program and competitive compensation and benefits - adding to the economic development and growth of not only the business district but surrounding neighborhoods. The dispensary will contribute to community growth through the diversification of products and services offered in The Loop.

The proposed medical marijuana dispensary will conform with the City's Comprehensive Plan and will aid the City's strategy to preserve and enhance the City's character. The City primarily relies on consumption generated revenue; the proposed medical marijuana dispensary will meet consumer demand by introducing medical marijuana products to the market for qualified patients. This in turn will generate increased tax revenue for the City. In addition to providing medical marijuana and medical marijuana products, the applicant will create a safe and unique retail experience for all patients, including education and wellness programs that add to the character and vitality of the Delmar Loop.

The applicant will maintain the unique character of the City by preserving the exterior of the facility and committing to the City's improvement. In order to fulfill this commitment, the applicant will ensure the building fits the overall appearance of the district and ensure that the surrounding area is clean, free of debris, and well-maintained.

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**Q - 6(e) Will provide off-street parking and loading areas in accordance with the standards contained in Article 7 of the University City Zoning Code.**

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The proposed medical marijuana dispensary is located in the "Core Commercial" zoning district in the Delmar Loop. The proposed dispensary is a reoccupancy of an existing building within the "CC" District. As such, the dispensary is not subject to the otherwise applicable minimum required off-street parking and loading under Division 4 of Article VII of the University City Zoning Code.

The Zoning Code acknowledges the substantial parking supply available in the "CC" District. Patients and caregivers will have access to a shared parking lot with more than 40 spaces directly adjacent to the building and the exclusive use of two (2) parking spaces at the rear of the property. Street parking is available directly in front of the building on Delmar Boulevard.

Regarding the exception from the minimum off-street parking requirements, the Zoning Code states that "it is not the intent to permit such exceptions that would result in undue impacts of overflow parking from one (1) use onto other properties or public rights-of-way" (Section 400.1970 (B)). The proposed medical marijuana dispensary is a retail use that is both common and encouraged within the "CC" district. It is not anticipated that the use would result in an overflow of parking onto other properties, given the availability of surrounding parking spaces, as well as the public transit infrastructure in the neighborhood.

# Memo

**Date:** February 4, 2020  
**To:** Department of Community Development  
**From:** 6662 Delmar SL, LLC  
**Re:** Conditional Use Permit for Medical Marijuana Dispensary Facility at 6662A Delmar Blvd, University City

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## PROJECT DESCRIPTION

6662 Delmar SL, LLC has filed a Conditional Use Permit application to permit a medical marijuana dispensary facility within 2,100 sq. ft of the existing 10,260 sq. ft. building at 6662A Delmar Blvd, University City. The project is located on the western end of the Delmar Loop District on a 0.35 acre parcel in the Core Commercial zoning district.

The site is fully developed with the existing building and the ingress/egress to parking spaces at the north and south sides of the building. Existing parking areas accommodate the exclusive use of two (2) parking spaces at the rear of the building. Patients and caregivers will also have access to an adjacent shared parking lot on the eastern side of the building with more than 40 parking spaces. Street parking is available at the front of the building on Delmar Boulevard.

The 2,100 sq. ft. space will consist of a waiting room, dispensing and sales area, a secure inventory room, receiving area, office, break room and two (2) ADA compliant restrooms.

## THE TEAM

Our company's mission is to improve the quality of life of patients, their families and communities through education, individual care and the highest quality medicinal marijuana products. Our team brings together passionate advocates and seasoned professionals with diverse experience in finance, distribution, real estate, construction, and the highly-regulated medical marijuana industries.

Owner and Chief Financial Officer, Anthony Shira, is a successful real estate and financial services entrepreneur with a Master's in Business Finance and Accounting. He founded W Real Estate and Fifth Street Financial in Santa Rosa, CA, before co-founding "The Apothecarium" medical marijuana dispensaries in 2009. He led real estate acquisition, capital expansion and financial planning, and forecasting for the business, which grossed \$45 million in revenue in 2018. Anthony is also an active volunteer with Choices, Habitat for Humanity, the Catholic Youth Organization, and works with United Way.

Chief Operating Officer, Jamie Shira, is an experienced Human Resources professional who led recruitment, training and community engagement programs for "The Apothecarium" dispensary business for ten years. Jamie brings extensive experience in developing and implementing company policies, designing and managing employee training programs, and ensuring compliance with employment, health and safety laws and regulations. With an aptitude for creative design, she was heavily involved in the facility design process and helped craft unique educational patient experiences. In 2017, Architectural Digest recognized the business's flagship location as the best-designed facility in the country. Jamie serves on the Board of Directors for the Liberation Institute in San Francisco, focusing on mental health and the local community.

Together, Anthony and Jamie Shira have more than 20 years combined experience owning and operating

award-winning medical marijuana dispensaries licensed in California and Nevada. Their business acumen and industry expertise ensured the business was a model of operational excellence with an immaculate record of regulatory compliance. Working with local organizations in their communities, they identified unmet or underserved needs; in San Francisco, they established support groups for veterans, LGBTQ women, and worked directly with MAITRI to support HIV patients with end of life care. The City of San Francisco recognized their dispensary's community engagement efforts by naming a day in honor of the business, on October 1, 2015. Since 2011, their business contributed over three quarters of a million dollars in cash and in kind to community organizations.

The leadership team has more than 100 years combined experience in regulated industries, with expertise in strategic business planning, financial management, compliance, operations and community relations.

Owner and Chief Executive Officer, Greg Windisch, originally from Chesterfield, began his career as a Winemaker before co-founding Trilogy Glass & Packaging, a successful bottling and distribution company that was acquired by St. Louis-based TricorBraun. He is now the CEO of the Synergy Group, a residential development and construction management business in California. After wildfires destroyed hundreds of homes in northern California in 2017, his business responded by prioritizing and accelerating rebuilds for fire victims in the Coffey Park neighborhood. Over the course of his career, Greg has contributed more than \$500,000 of his personal and business funds to local initiatives such as Stand By Me, supporting at-risk youth for social and academic success.

Owner Mark Lingo and Vice President Carrie Lingo own a specialty contracting business in St. Louis, Missouri, which they grew from a staff of four to a business employing more than 25 people with over \$3.5 million in annual revenue. After their daughter's leukemia diagnosis, they founded a charitable foundation in St. Louis to help children feel more at home while they spend time in the hospital during their cancer treatment. They are members of the Leukemia and Lymphoma Patient Advocates Network and sponsor teams to ride in 'Pedal The Cause', funding cancer research.

Owners Randy Waller and Mario Tamo are veteran real estate professionals who are the respective Owner and Vice President of W Real Estate in northern California. Under their leadership, W Real Estate earned #1 Realtor in Sonoma County, with Randy representing over \$300 million in sales. Mario is active in his local Adopt-a-Highway program, organizing weekend cleanup of roadsides, and sponsors field trips for local highschool students. Randy works with local affordable housing organizations, including Habitat for Humanity, is a member of the Active 2030 Club, and a coach for Challenger Little League.

## THE LOCATION

University City is one of the largest full service communities within the metropolitan area with more than 35,000 residents. We have selected this particular site in University City due to its potential to service a large future patient pool, including seniors, veterans, and persons with disabilities, who account for more than 26 percent of the city's resident population.

The proposed medical marijuana dispensary is located in the popular Delmar Loop business district, which features specialty stores, dining options and cultural experiences, as well as local services including banks, gyms, libraries and postal services. The surrounding neighborhoods are home to more than 339,000 people living within a five mile radius of the site, and more than 645 businesses within one mile of the location. In selecting a site, we aimed to ensure that patients were provided ease of access to the facility in the course of everyday activities. Being located in proximity to retail stores, dining, and services which people frequent on a regular basis increases patient access and reduces the stigma of seeking medical marijuana treatment by incorporating it into the fabric of the local business community. It will also encourage patients and caregivers to

patronize local businesses, making a positive economic impact.

The dispensary will also be close to health services utilized by patients. The site is less than ten minutes drive from a concentration of medical and health care services. The site will introduce a new medicinal option for patients in the Loop, complementing a range of wellness businesses in the area, while ensuring that patients, particularly those undergoing medical treatment for a chronic health condition, can access adjunctive medical marijuana relief without having to travel great distances.

The location is accessible from I-170, which connects University City to the rest of the Metro region. The site's proximity to the interstate and state highways provides easy access for local and out of town patients, whether by private or public transportation. The City's public transportation infrastructure includes bus services and the Metrolink light rail service, connecting thousands of people with the site location each day. The Loop District is well served by public transit, including light buses and rail. The dispensary location is serviced by a Loop Trolley equipped with ADA lifts, and intersection ramps along the route have been constructed to meet ADA requirements. The MetroLink Red Line services the location, with the Delmar Loop Station within 0.9 miles of the proposed facility. The Route 97 bus service has a transit stop within 300 feet of the building.

The dispensary will be located within 2,100 sq. ft. of an existing building, requiring no external modifications to the structure. The proposed location complies with all local zoning requirements, including a 500 ft foot required setback from schools, daycares, and churches.

## HOURS OF OPERATION

The proposed medical marijuana dispensary will comply with local requirements that the dispensary will not operate or accept deliveries and will have no person not employed by the business on site between the hours of 8:00 am to 10:00 pm.

## EMPLOYEES

The proposed medical marijuana dispensary will create up to 18 full-time equivalent positions, including both full-time and part-time employees. This will include Patient Consultants, Reception Staff, Security Personnel, Compliance staff, and Managers.

The applicant will focus recruitment efforts on surrounding communities and work with organizations including United Way of Greater St. Louis and Missouri Job Center Veterans programs to create pathways to employment for a diverse pool of local residents. The applicant intends to scale the business as Missouri's patient base grows, providing more employment opportunities as the business grows.

All employees will be required to submit fingerprints to undergo a background check.

## SECURITY

The applicant will provide a safe and secure environment for qualifying patients and caregivers to access medicinal marijuana treatments, with the highest quality safety and security measures.

Interior and exterior video surveillance cameras, access controls and a professionally monitored alarm system will be installed. All exterior doors and windows will be secured with commercial grade locks.

Medical marijuana inventory will be kept onsite in a limited access storage area behind access controlled commercial grade doors that require the use of a swipe card, restricted to trained and authorized employees with required security clearance. Only a minimum number of authorized employees will have access to the storage room and only designated inventory employees with the requisite security clearance will be allowed to

remove and add inventory. Video surveillance cameras will cover the entry and complete interior of the storage room.

During operational hours, a limited amount of medical marijuana products will be stored in lockable cabinets accessible only by authorized employees in a limited access area behind the counter. During non-business hours, all medical marijuana products will be stored in the secure storage room.

The applicant will utilize industrial grade dumpsters with lockable container bars, ensure parking lots are fully lit and free of hazards, and monitor video surveillance of the interior and exterior of the facility, to further enhance patient and community safety.

Trained security staff will be on site during all hours of operation and all employees will complete mandatory safety and security training prior to commencing work at the dispensary.

All purchases will be entered into our seed-to-sale system, which provides transaction information in real time to ensure patients do not exceed their legal purchase limits.

## IMPACT OF CONDITIONAL USE

The estimated impact of the conditional use on the surrounding properties and adjacent streets include odor, lighting, traffic, and parking. The applicant will work to minimize any impacts on the surrounding area, including by implementing an odor mitigation plan, installing compliant lighting, and working through the Community Liaison to resolve any concerns or issues with neighboring businesses.

### Odor Mitigation

In order to mitigate the chance of odors impacting the surrounding properties and adjacent streets, a mechanical engineer will prepare and install a ventilation system that will prevent any odor of marijuana from leaving the premises of the business and ensure that no odor will be detectable by a person with a normal sense of smell outside the boundary of the parcel on which the proposed dispensary is located.

The applicant will utilize a combination of industry tested engineering and administrative controls to effectively mitigate marijuana odors. Engineering controls include carbon filtration via dedicated environmental exhaust fans and recirculation fans, as well as negatively pressurizing rooms where marijuana odors are expected. Carbon filtration is commonly accepted throughout the industry across the nation as the current best engineering control technology for mitigating odors. Odors are captured by locating exhaust air/filter intake points in areas of the facility where odor-generating activities or product handling is expected. Recirculation fans with carbon filters will be utilized in areas where installing exhaust fans is impractical.

The odor control system will be designed so that optimal odor removal occurs by controlling the exhaust air contact time, ensuring the filter is routinely cleaned, and creating negatively pressurized air. Exhaust fans and space conditioning equipment will operate continuously during business hours. All odor control measures will be implemented by a certified engineer.

Administrative controls will include implementing standard operating procedures to require routine monitoring of carbon filter differential static pressure and filter replacement when unacceptable pressure monitoring results occur. Monitoring results and filter replacement dates will be documented in an odor control log available for inspection.

### Lighting

Lighting of all exterior areas, including all parking areas, will comply with the Illumination Standards for Commercial use pursuant to Section 400.2110 of the Zoning Code. Exterior lighting will be designed to be compatible with surrounding areas and will be shaded to direct light downward and away from abutting uses,



adjoining properties and streets.

The applicant will comply with lighting requirements for non-residential uses in parking areas containing five (5) or more parking spaces. Patients will have access to a shared lit parking lot directly adjacent to the building. Street parking directly in front of the entrance to the proposed dispensary is additionally lit by street lamps.

### Parking

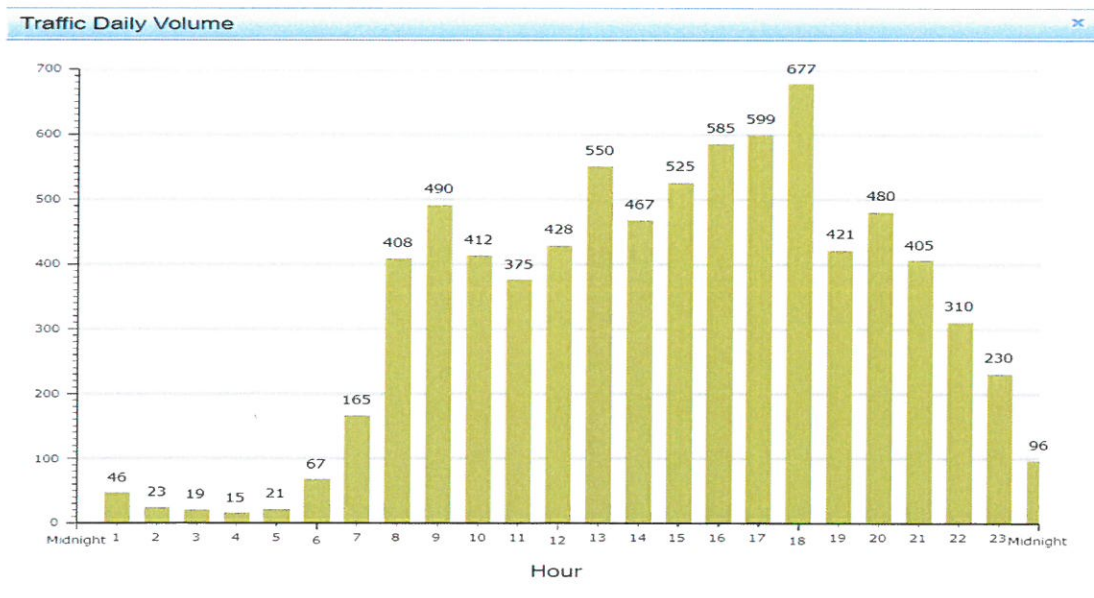
The proposed dispensary is not subject to the minimum required off-street parking under Division 4 of Article VII, as the proposed dispensary is a reoccupancy of an existing building within the "CC" District. Patients will have access to a shared lit parking lot with more than 40 spaces directly adjacent to the building and exclusive use of two parking spaces at the rear of the site. Street parking is available directly in front of the entrance to the proposed dispensary.

### Traffic

The Comprehensive Plan notes that the traffic flow in the City is at a high level of service. Traffic volume increases during peak hours, especially on Delmar Boulevard in the Loop area.

The Missouri Department of Transportation's Average Daily Traffic Map for Delmar Blvd W estimated the following:

Name	Volume
Motorcycle Volume	139
Passenger Car Volume	6967
PU/Panel Truck Volume	770
Bus Volume	61
Single Unit Truck Volume	175
Comb Semi Trailer Volume	165
Peak Hour Volume AM	532
Peak Hour Volume PM	734



The applicant does not anticipate a significant increase in the traffic flow around the dispensary as a result of the approval of the Conditional Use Permit. The Loop District is a bustling retail and entertainment precinct and the dispensary would contribute a retail option for a limited number of registered and qualified patients and caregivers only.

The Loop District is well served by public transit, including light buses and rail. The location is serviced by a Loop Trolley equipped with ADA lifts, and intersection ramps along the route have been constructed to meet ADA requirements. The MetroLink Red Line services the location, with the Delmar Loop Station within 0.9 miles of the proposed facility. The Route 97 bus service has a transit stop within 300 feet of the building.

## PROPOSED LEGAL DESCRIPTION

The proposed use does not involve a substantial addition or new construction.

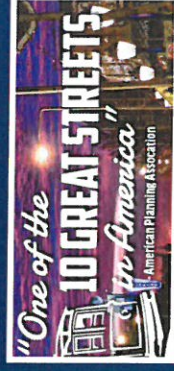
# The Delmar Loop

## 6662 Delmar, University City, MO 63130



### AREA RETAILERS

- The Melting Pot
- Commerce Bank
- Blueberry Hill
- Club Fitness
- Craft Alliance Center
- Vintage Vinyl
- Starbuck's



### PROPERTY HIGHLIGHTS

- Located in the heart of The Delmar Loop which hosts a unique collection of specialty stores, boutiques, and galleries.
- Close proximity to The Tivoli and Pageant entertainment venues.
- Within walking distance of Washington Univ. Campus.
- **Space Available—1,838 SF & 2,242 SF - contiguous**

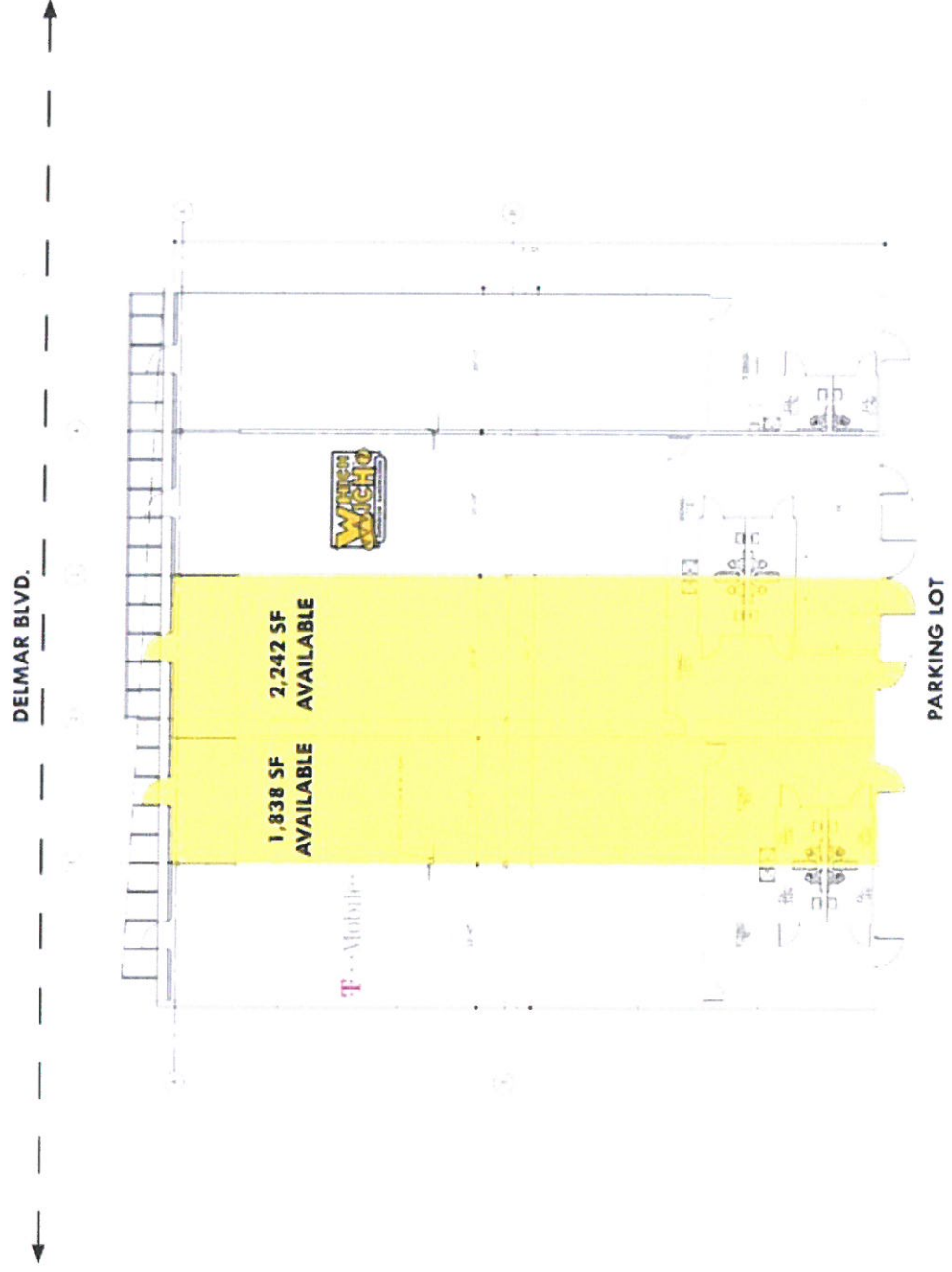
### DEMOGRAPHICS

	1 Mi.	3 Mi.	5 Mi.
Population	21,777	134,021	337,851
Med. HH Income	\$83,794	\$66,554	\$59,938
Med. Age	30.3	36.1	36.4
Daytime Pop	18,054	189,539	386,918

For information contact: **Thomas A. Egan (314) 725-1997**

Wm. Boudoures Co.—8029 Clayton Road—St. Louis, MO 63117—(314) 725-1997—[www.boudoures.com](http://www.boudoures.com)

# The Delmar Loop 6662 Delmar, University City, MO





**Department of Planning and Development**

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 505-8500, Fax: (314) 862-3168

**STAFF REPORT**

MEETING DATE: February 26, 2020  
FILE NUMBER: PC 20-02  
COUNCIL DISTRICT: 2  
Location: 7804 Olive Boulevard  
Applicant: GBG Transportation LLC  
Property Owner: Clayton Building Partnership, LLC  
Request: Conditional Use Permit (C.U.P.) for a proposed Vehicle Service Facility with Accessory Used Car Sales

**COMPREHENSIVE PLAN CONFORMANCE**

Yes       No       No reference

**STAFF RECOMMENDATION**

Approval       Approval with Conditions in Attachment A       Denial

**ATTACHMENTS:**

A. Application Packet

Existing Zoning: GC – General Commercial  
Existing Land Use: Unoccupied Building – Former Auto Service Facility  
Proposed Zoning: No change – “GC” District  
Proposed Land Use: No change – Commercial

**Surrounding Zoning and Current Land Use:**

North: GC: General Commercial (Commercial FLU)  
East: GC: General Commercial (Commercial FLU)  
South: SR: Single Family Residential (Residential/Institution FLU)  
West: GC: Commercial (Commercial FLU)

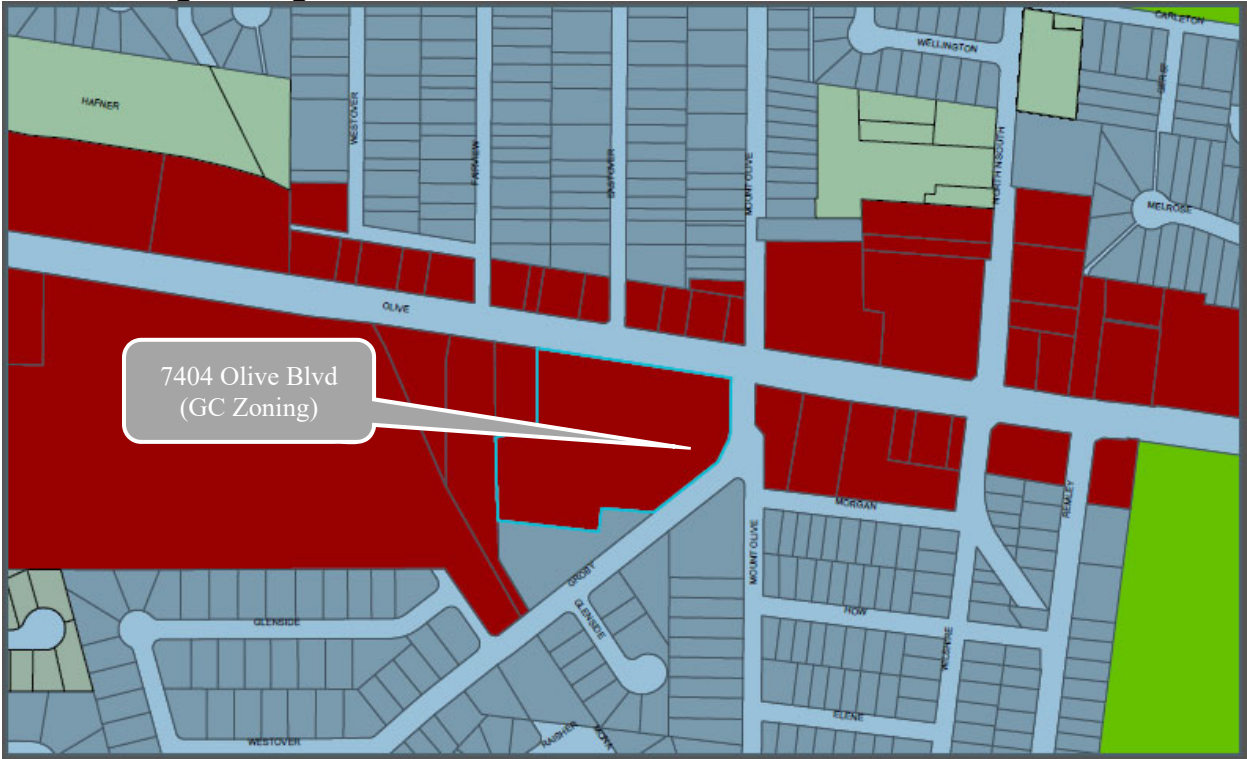
## Existing Property

The existing building at 7804 Olive Boulevard is an approximately 30,325 square foot commercial strip center currently divided into 14 separate spaces. The applicant is seeking to establish his business in a portion of the 6600 square foot space that most recently housed a Firestone Vehicle Repair Facility. The building currently consists of five accessible vehicle repair bays with garage doors and one office area. The applicant proposes to divide the space and use three (3) of the bays plus the office space for their business, totaling approximately 3234 square feet. The parcel is approximately 4.65 acres with an impervious parking area of approximately 70,000 square feet totaling approximately 206 lined spaces. The property is zoned General Commercial and abuts commercial and residential uses.

## Parcel Location



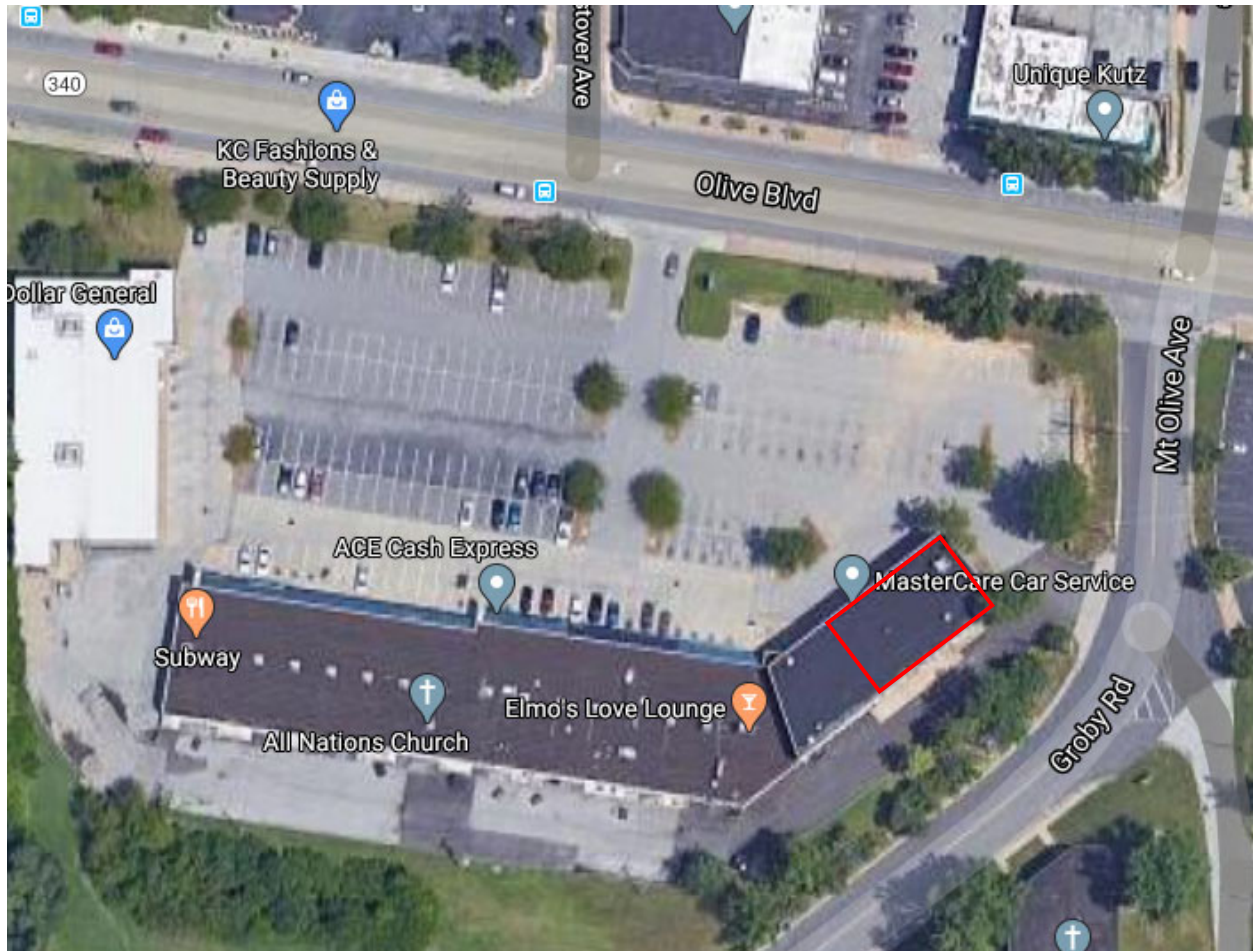
**Surrounding Zoning**



**Aerial View, Angle**



## Overhead Aerial View



## Applicant's Request

The applicant is requesting a Conditional Use Permit for a "Vehicle Service Facility with Accessory Used Auto Sales". The proposed use is listed as a conditional use in the General Commercial (GC) District per section 400.510, Subsection A(26): Vehicle Service Facilities. Automobile and light truck sales and leasing is also listed as a conditional use in the General Commercial (GC) District per section 400.510, Subsection A.

## Process – Required City Approvals

Plan Commission. Section 400.2700.C of the Zoning Code requires that C.U.P. applications be reviewed by Plan Commission. The Plan Commission shall make a recommendation to the City Council for their consideration. A public hearing is required at the Plan Commission meeting.

City Council. Section 400.2700.D of the Zoning Code requires that C.U.P. applications be reviewed by City Council for the final decision, subsequent to the public hearing and recommendation from Plan Commission. In conducting its review, City Council shall consider the staff report, Plan Commission's recommendation, and application to determine if the C.U.P. application meets the requirements of the Zoning Code.



## **Other Processes**

Traffic Commission - The review criteria for a C.U.P. includes the impact of projected vehicular traffic volumes and site access with regard to the surrounding traffic flow, pedestrian safety, and accessibility of emergency vehicles and equipment. In its capacity as an advisory commission on traffic related matters as per Section 120.420 of the Municipal Code, the Traffic Commission may be concerned with the parking and traffic impact of the project.

## **Analysis**

The proposed "Vehicle Service Facility" use would appear to have minimal impact on the surrounding neighborhood and uses based upon its location and the most recent use of this portion of the building. The parcel is a commercial development on a major arterial roadway, and is abutted, except to the south, by other commercial uses. Given nearby residential uses, the hours of operation should be considered with this application.

The Automobile Sales would further intensify the original use of the building. In addition, Section 400.530 (Other Development Standards) of the zoning code states that "*Used automobiles, trucks, trailers, boats or recreational vehicles may be sold only in conjunction with, and on the same lot or site as the sale of new vehicles and under the same business ownership or management.*" Based upon the non-presence of a new vehicle dealership waiver of this requirement would have to be a condition of approval.

If approved the projected parking for the combined "Vehicle Service Facility and Used Auto Sales Use" would require approximately 17 spaces. This total is based upon 4 spaces (1 for every 400 square feet of sales area based on the estimated 1320 square feet of office area in the existing space) for the Auto Sales, 12 spaces for the vehicle repair (3 bays) and one additional space for operations. Currently, the plaza has 206 parking spaces, of which 179 spaces are accounted for by current uses occupying the various suites. This leaves a remaining 27 spaces available for use.

Public Works & Parks: NA

Fire Department: NA

Police Department: NA

## **Public Involvement**

A public hearing at a regular Planning Commission meeting is required by the Zoning Code. The public hearing notice for the current proposal was published in the newspaper 15 days prior to the meeting date and was mailed to property owners within 300 feet of the subject property, exceeding the required distance of 185 feet. Signage was also posted on the subject property with information about the public hearing. Any member of the public will have an opportunity to express any concerns by writing in or attending the Planning Commission meeting.

## **Review Criteria**

When evaluating a Conditional Use Permit the applicant is required to ensure that the following criteria is being met in accordance to the provisions set forth in Section 400.2710 of the Zoning Code. The Criteria is as follows;

1. The proposed use complies with the standards of this Chapter, including performance standards, and the standards for motor vehicle-oriented businesses, if applicable, as contained in Section **400.2730** of this Article;
2. The impact of projected vehicular traffic volumes and site access is not detrimental with regards to the surrounding traffic flow, pedestrian safety, and accessibility of emergency vehicles and equipment;
3. The proposed use will not cause undue impacts on the provision of public services such as police and fire protection, schools, and parks;
4. Adequate utility, drainage and other such necessary facilities have been or will be provided;
5. The proposed use is compatible with the surrounding area;
6. The proposed use will not adversely impact designated historic landmarks or districts;  
and
7. Where a proposed use has the potential for adverse impacts, sufficient measures have been or will be taken by the applicant that would negate, or reduce to an acceptable level, such potentially adverse impacts. Such measures may include, but not necessarily be limited to:
  - a. Improvements to public streets, such as provision of turning lanes, traffic control islands, traffic control devices, etc.;
  - b. Limiting vehicular access so as to avoid conflicting turning movements to/from the site and access points of adjacent properties, and to avoid an increase in vehicular traffic in nearby residential areas;
  - c. Provision of cross-access agreement(s) and paved connections between the applicant's property and adjacent property(ies) which would help mitigate traffic on adjacent streets;
  - d. Provision of additional screening and landscape buffers, above and beyond the minimum requirements of this Chapter;
  - e. Strategically locating accessory facilities, such as trash storage, loading areas, and drive-through facilities, so as to limit potentially adverse impacts on adjacent properties while maintaining appropriate access to such facilities and without impeding internal traffic circulation;

- f. Limiting hours of operation of the use or certain operational activities of the use (e.g., deliveries); and
- g. Any other site or building design techniques which would further enhance neighborhood compatibility.

**Findings of Fact (Section 400.2720)**

The Plan Commission shall not recommend approval of a conditional use permit unless it shall, in each specific case, make specific written findings of fact based directly on the evidence presented to it supporting the conclusion that the proposed conditional use:

1. Complies with all applicable provisions of this Chapter;
2. At the specific location will contribute to and promote the community welfare or convenience;
3. Will not cause substantial injury to the value of neighboring property;
4. Is consistent with the Comprehensive Plan, neighborhood development plan (if applicable), the Olive Boulevard Design Guidelines (if applicable), and any other official planning and development policies of the City; and
5. Will provide off-street parking and loading areas in accordance with the standards contained in Article VII of this Chapter

**Staff Recommendation**

Based on the preceding considerations, staff is of the opinion that the proposed use of this property to accommodate the “Vehicle Service Facility” would not be detrimental to the surrounding parcels. The proposed use is consistent with the intended use of the building and would not impact neighboring properties. However, approval of the vehicle service facility should have restrictions on the number of vehicles that can be stored on-site and require appropriate screening. Staff further believes the accessory used auto sales would not be consistent with the intent of the zoning ordinance. Staff is concerned that the site cannot accommodate vehicles on display for sale. Furthermore, Section 400.530, Subsection E, states that used auto sales may only occur in conjunction with new auto sales. Granting an exception to this ordinance would be setting a precedent in conflict with the ordinance.

Staff is recommending denial of the request based upon the “Accessory Use Auto Sales” component that would further intensify the outdoor operations, and which seems infeasible based on the layout of the lot and the parking layout.



20-00063

Received

Department of Community Development

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 505-8500

JAN 06 2020

Department of Community Development
City of University City
6801 Delmar
University City MO 63130

APPLICATION FOR CONDITIONAL USE PERMIT
Under Article 11 of the Zoning Code of University City, Missouri

1. Address/Location of Site/Building:

2. Zoning District (check one):
SR LR MR HR HRO X GC LC CC IC PA PD

3. Applicant's Name, Corporate or DBA Name, Address and Daytime Telephone:
GBG Transportation LLC, 1215 Bluegrass Dr, St Louis, MO 63137 (314) 884-0748

314 619-647-9179\*

4. Applicant's Interest in the Property: Owner Owner Under Contract Tenant\*
X Tenant Under Contract\* Other\* (explain):

\* Please Note: Zoning Code Section 34-131.1 requires that the application may only come from one (1) or more of the owners of record or owners under contract of a lot of record (or zoning lot), or their authorized representative. If you are applying as a tenant, tenant under contract or other, you must attach a letter from the owner stating you are an authorized representative of them and they give you permission to file this application for Conditional Use on their behalf.

5. Owner's Name, Corporate or DBA Name, Address and Daytime Telephone, if other than Applicant:

6. Please state, as fully as possible, how each of the following standards are met or will be met by the proposed development or use for which this application is being made. Attach any additional information to this application form.

a) Complies with all applicable provisions of the University City Zoning Code (e.g. required yards and setbacks, screening and buffering, signs, etc.).

Yes, please see attachment.

b) At the specific location will contribute to and promote the community welfare or convenience.

Our planned use for the above listed property will enhance community welfare by providing a convenient location for light vehicle service and repair as well as vehicle sales.

c) Will not cause substantial injury to the value of neighboring property.

No, we believe the planned use of this property will enhance the value of neighboring properties.

Please see attached notes.

d) Is consistent with the Comprehensive Plan, neighborhood development plan (if applicable), and any other official planning and development policies of the City.

Yes, we believe the planned use is consistent with planning and development policies.

e) Will provide off-street parking and loading areas in accordance with the standards contained in Article 7 of the University City Zoning Code

Yes, off street parking and loading areas will be provided and comply with zoning standards.

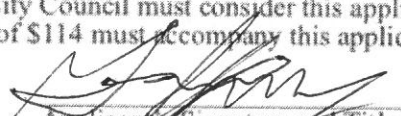
Please see attached notes.

\*\* Please Note: You should also submit twelve (12) copies of a memo detailing the following information:

1) Description of the proposed Conditional Use, in narrative form. Please include historical information about the applicant, the company and/or the organization. Explain why this particular site was chosen for the proposal, state the number of employees that will be working at the site, state the hours of operation, explain other features unique to the proposed use and submit any other information that will help the Plan Commission and City Council in their decisions. 2) Estimated impact of the conditional use on the surrounding properties and adjacent streets, including, but not limited to, average daily and peak hour traffic generation, existing traffic volumes of adjacent streets, if available, use of outdoor intercoms, and any other operational characteristics of the proposed use that may have impacts on other adjacent or nearby properties. 3) Legal description of the property(s) proposed for the Conditional Use Permit, when the proposed use involves a substantial addition or new construction.

A Public Hearing before the Plan Commission is required by Ordinance. Notice of such Public Hearing must be published in a newspaper of general circulation at least fifteen (15) days in advance. Upon receipt of a Plan Commission Recommendation, the City Council must consider this application and supporting information before a Use Permit may be granted. A fee of \$114 must accompany this application.

1-6-20  
Date

 EXECUTIVE DIRECTOR  
Applicant's Signature and Title  
C&G TRANSPORTATION  
Representing (if applicable)

FOR OFFICE USE ONLY

Application First Received \_\_\_\_\_  
Application Fee in the Amount of \$ \_\_\_\_\_ Receipt # \_\_\_\_\_  
Application returned for corrections, additional data \_\_\_\_\_  
Final complete application received \_\_\_\_\_  
File # \_\_\_\_\_ created. K:\w\office\wpdata\cupfrm.doc

**Knowing What to Look For  
(Before You Even Begin) Will  
Save You Time, Effort and Money**

Principles of Finance

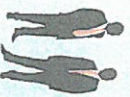


*"No statement was ever truer"*

I have spent the last 18 years in the Automotive Industry working in sales and finance. Over the course of my career I have had extensive training and have gained many useful skills. I feel that the last ten years have been the most rewarding and has prepared me for my desire to go to the next level in the Financial Industry.

As manager of the Finance & Insurance Departments at several automotive dealerships, I was responsible for "Special Finance" catering to the sub-prime clientele where I quickly developed the skills of matching the right person to the right vehicle with the right lending source. I became known as a "Special Finance Guru". I spent a considerable amount of time managing leads and creating new business. My Experience has taught me that **Knowing what to look for**, not only saves time and money. It helps to increase the bottomline.

I have developed a strategy and GAME Plans to accomplish desired goals. I will refer to this plan as the **"Gold Plan"**. The chart below represent a snap shot and timeline of this "GAME PLAN".



1<sup>st</sup> Ninety Days

Team	Units Sold	Profits
2	15	\$48,000-\$68,000

2<sup>nd</sup> Ninety Days

Team	Units Sold	Profits
2	25	\$80,000-\$105,000

3<sup>rd</sup> Ninety Days

Team	Units Sold	Profits
3	40	\$128,000-\$168,000

## GAME PLAN continued

Implementing the GAME PLAN is not complete without applying the principles of a well thought out customer strategy. There are five key elements of my strategy that has proven to be very effective over the years. I believe that this is one of the components that separate me from the crowd. My process:

1. Prepare for the customer interview by having a thorough knowledge of my financing sources and taking a few moments to complete a preliminary review of the customer's application and credit report.
2. Orient the customer to what the financing process entails, what it will accomplish, and how long it will take.
3. Validate the application with the customer line-by-line to confirm its completeness and accuracy.
4. Review credit reports with customers (again, line-by-line) to learn the story behind the data, and to give them a clear understanding of how their past actions will affect their present options.
5. Prepare the customers for the sale and close based on what will now be my complete understanding of income, credit, vehicle needs, down payment and trade equity.

Using this strategy 100% of the time with 100% of the customers will insure a greater closing ratio and increased profits and customer satisfaction.

## Developing New Business

Special finance is the fastest growing profit center in dealerships today. These departments can increase vehicle deliveries by 25% with an average gross of \$2,500 per unit. As subprime lending conditions have improved, some dealerships haven't had the proper tools or training to fully take advantage of this opportunity. This is the perfect time to bring in new customers (new business) who otherwise would not have walked through the door and also sale more, particularly used inventory. Special finance is a very complex business. There are many vital key components to a special finance department that have to be managed and monitored daily to achieve success, and without a team that is prepared for those challenges, the department will suffer.

## Increased Profits

A well-run special finance department works like a franchise within a franchise. The special finance department will give customers more financing options and bring in an additional \$100,000-\$200,000 gross profit monthly with a 50 percent net profit. Plus, increase business for parts and service.

As your Sub-prime Guru I will:

- Implement your program or one of my "Game Plans"
- Generate new business
- Be personal and transparent
- Relentlessly follow-up on unsold opportunities

Please review my resume below.

## Resume

### Objective

To obtain the position of Sales Account Manager, utilizing my strong negotiating skills, superior interpersonal skills, unwavering tenacity to complete tasks, and solid knowledge of various technological software.

### Profile

Extremely adept sales professional with strong liberal arts education and ability to learn and manage myriad marketing and sales strategies. Diplomatic and enthusiastic personality that lends well to team building efforts as well as organizational achievements. Demonstrates loyalty to organization through hard work and analytical thinking.

### Education

University of Iowa (Iowa City, Iowa)  
Bachelor of Science, Sociology  
The College of Automotive Management (Santa Ana, CA)  
Certificate Obtained

### Professional Experience

2011 - 2012 Special Finance Manager  
Auffenberg Auto Group (O'Fallon, Illinois)

Regularly coached sales teams, structured and customized automotive financing, lease programs, aftermarket products, and sustained successful advertising campaigns, which included internet marketing and promotion of special events.

## Resume - continued

2007 - 2011 Special Finance Manager  
Allen III Auto Sales (St. Louis, Missouri)

Structured and customized automotive financing and aftermarket products for varied buyer base.

Generated nearly \$30,000 in monthly revenue by appropriately costing special finance packages for those with subprime credit history.

Created and sustained successful advertising campaigns, which included internet marketing and promotion of special events.

Knowledgeable of state regulations regarding current financial trends and lender programs.

Regularly coached sales team of new finance and lease programs, particularly the benefits of dealership's financing and extended warranties.

2005 - 2007 Special Finance Manager  
Pacific Honda (San Diego, CA)

Completed full sales lifecycle for client base, which included securing approved financing for clientele.

Maintained over 90% CSI and was one of the top producers in the department.

Maintained a low denial ratio, resulting in preferred referrals and fortitude of existing relationships, and consistently strived to reach a more expanded market.

### SOFTWARE KNOWLEDGE

Dealer Track Sales and F&I, Sales Maker, ProMax, Reynolds & Reynolds, Word, Excel and ADP operating systems.

**George Hopper**  
8352 Archer Drive, University City, MO 63132  
Phone: 619.647.9179  
Email: ghop36@gmail.com

REFERENCES: Available Upon Request



To Hire

## George Hopper

- 1 Unyielding personal values and ethics
- 2 Ability to build strong rapport with internal and external customers
- 3 Strong selling skills with creativity to differentiate myself from the competition
- 4 Reliability and dependability
- 5 Ability to generate profit and create loyal customers
- 6 Unmistakeable knowledge of the products and myself
- 7 Commitment to succeed
- 8 Constant production of results
- 9 Quick thinking, quick acting and placing the right action to the right situation
- 10 Finding solutions to overcome problems

## Growing the Bottom line



**George Hopper**

**Brian Gilbert is a St Louis native who grew up in University City. Upon graduation from University City High School, Brian went to Xavier University of Louisiana and graduated with a degree in Accounting. Shortly after graduation, Brian worked for Anheuser Busch Inc as a**



**marketing  
representative in  
Chicago. Later, he  
continued his sales &  
marketing career in  
car sales. In 2002 he  
returned to St Louis  
and has remained in  
the auto industry in  
sales as well as  
finance.**



## Department of Planning and Development

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

### MEMORANDUM

TO: Plan Commission

FROM: Clifford Cross, Director of Planning & Development

DATE: February 26, 2020

SUBJECT: Delcrest Plaza Redevelopment 353 Tax Abatement Request

CC: Gregory Rose, City Manager  
John Mulligan, City Attorney

---

At an upcoming Plan Commission meeting, members will be asked to evaluate and perform a study pertaining to the proposed mixed-use development commonly known as Delcrest Plaza. Specifically, the Commission will be considering a Chapter 353 Tax Abatement Application request for 100% tax abatement for ten years and a 50% tax abatement for the following 15 years. The proposed tax abatement will be associated with a new upscale mixed-use development that will include corner retail with outside dining, a 5-story Element by Westin Hotel, one of Marriott's "distinctive stay" brands, and a luxury 4-story apartment building. The combination of uses are all built over a 2-level podium garage that is buried on the Delmar and Delcrest sides and is semi-open but screened with landscaping to the West and to the South. Both residential buildings will offer amenities including pools, outdoor living areas, grills,

In accordance to the provisions set forth in Section 510.070 of the University City Code the request pertaining to this application requires a commission recommendation to the Mayor and Council to determine the following;

1. *Whether the area proposed to be redeveloped pursuant to the plan is a blighted area as defined in Section 510.040 and redevelopment of the area under the Urban Redevelopment Corporation Law and this Chapter is necessary or advisable to effectuate the public purposes declared herein and is in the public interest;*
2. *Whether the plan is in the public interest;*
3. *Whether the public facilities of school, fire, water, sewer, police, transportation, park and playground, public or private are presently adequate or will be adequate at the time the redevelopment project is completed;*
4. *Whether the proposed changes, if any, in zoning ordinances or maps are necessary or desirable for the redevelopment of the area or its protection against blighting influences or both;*

5. *Whether the acquisition of any part of the real property included in the area to be redeveloped pursuant to the plan by eminent domain is for the public convenience and necessity;*
6. *Whether the proposed changes, if any, in streets and street levels or any proposed street closings are necessary or desirable for the redevelopment of the area or as protection against blighting influences or both;*
7. *Whether the size of the area proposed by the proposed plan will allow a practical and satisfactory development*

**Attachments:**

1. 353 Tax Abatement Application
2. Delcrest Plaza 353 Redevelopment Plan
3. Blight Study
4. Fiscal Impact Analysis



## Chapter 353 Tax Abatement Application

<b>Name of Business/Company/Applicant:</b>  The McKenzie-Annapurna One LLC	<b>Federal Tax ID Number:</b> 84-4818643  <b>Missouri Tax ID Number:</b> 991001982737
<b>Address(es) of Proposed Development/Improvement:</b>  8400 Delmar Blvd. St. Louis, MO 63124	<b>Parcel Identification Number (s):</b>  18K430512
<b>Effective Date of Tax Abatement:</b>  Beginning 2022  Ending 2046	<b>Estimated Project Completion Date:</b>  Fall 2022
	<b>Estimated Project Cost:</b>  \$85,000,000.00
<b>Request: (please describe your project and the type of request – full, partial – number of years)</b>  Applicant or a related entity intends to transform the approximately 2.19-acre site at 8400 Delmar Blvd. (at the corner of I-170 and Delmar Blvd.) from a blighted, undesirable and deteriorating building into a thriving mixed-use development. The Project is anticipated to include a 130-140 key hotel, an associated 8,000 to 9,000 square feet restaurant and an apartment tower with 155 to 165 units, including a mix of studios, one bedrooms and two bedrooms.  Applicant is making the following requests for tax abatement: 100% tax abatement for ten years and 50% tax abatement for fifteen years.	
<b>ATTACHMENTS</b> <input type="checkbox"/> CONSTRUCTION DRAWINGS INCLUDING FLOOR PLANS, ELEVATIONS AND A SITE PLAN INCLUDING LANDSCAPING (IF LANDSCAPING IS AVAILABLE) (APPLICANT WILL SUPPLEMENT) <input type="checkbox"/> OTHER SUPPORTING DOCUMENTS - SEE ATTACHED SUMMARY OF BENEFITS TO THE CITY <input type="checkbox"/> \$400 APPLICATION FEE	
<b>Corporate Contact Signature, Title, Mailing Address:</b>	<b>Telephone Number:</b>
<b>UNDER PENALTY OF PERJURY, I DECLARE THAT I HAVE EXAMINED THIS APPLICATION AND, TO THE BEST OF MY KNOWLEDGE AND BELIEF, THE INFORMATION CONTAINED HEREIN IS TRUE, CORRECT AND COMPLETE.</b>	
Mail application and related documents to: Director of Planning & Development City of University City 6801 Delmar Boulevard University City, Missouri 63130 (314) 505-8500	<b>For Staff Use Only</b> Date Received: _____ Staff Approved: Yes ___ No ___ Conformance with Pre-application? ___ Application Fee Received? Yes ___ No ___ Date: _____

## **Benefits to the City of University City**

### **Public Benefits of Project**

Benefits provided by the Project to the City of University City and surrounding areas are numerous:

- The Project includes the demolition of an underutilized and outmoded structure which is barely operational and an eyesore in a highly visible area of University City.
- Construction at the Project will replace the current structure with high quality residential apartments and parking as well as a hotel and proposed restaurant.
- The Project will create a highly visible and inviting entrance to the western side of University City.
- The Project will also include sidewalk and entrance improvements to the Project Site as well as landscaping.
- The Project is anticipated to cost approximately \$85 million.

### **Furtherance of City Development Planning Requirements**

The hotel being constructed as part of the Project will fulfill a University City development need and planning requirement as one of only a few hotels within the City limits, and the only hotel in the City located adjacent to I-170.

### **Job Creation**

The developer anticipates that the hotel will create 30 new full-time jobs and the apartment building will create five new full-time jobs. Developer anticipates that benefits will be included with all full-time jobs. Jobs created are estimated to range in annual salary from \$31,000 to \$63,000. The number of additional jobs created by the proposed restaurant continue to be determined and will be updated at a later date.

## Plans and Renderings of the Project

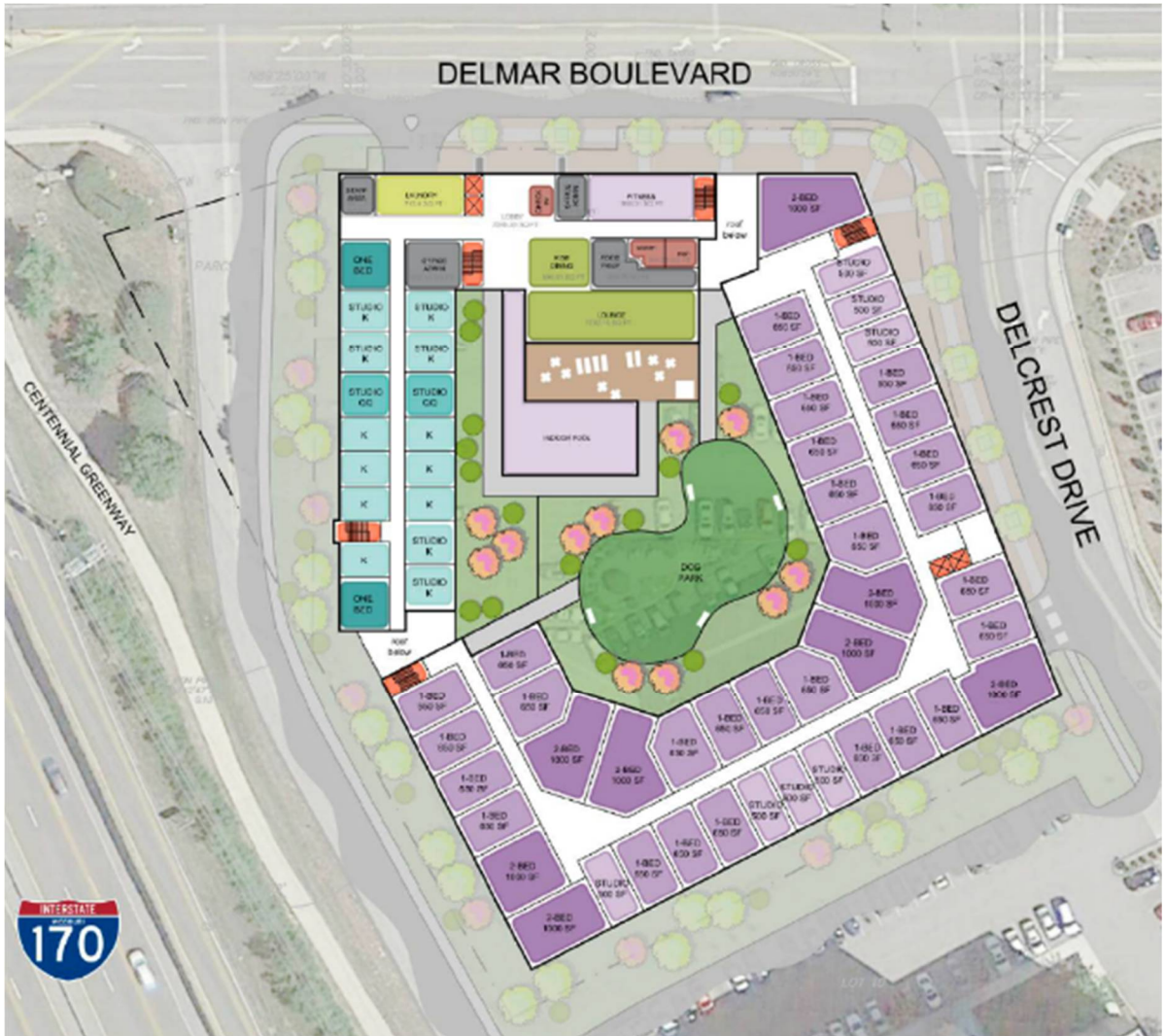
Proposed conceptual renderings of the Project are provided below.



Delmar Boulevard Street Elevation



Lower Level Concept Plan



Level 01 Concept Plan



February 20, 2020

# DELCREST PLAZA

## 353 REDEVELOPMENT PLAN



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APPENDICIES

- I EXISTING PROPERTY SURVEY
- II FINANCIAL INFORMATION
- III IMPACT ON TAXING DISTRICTS
- IV URBAN REDEVELOPMENT CORPORATION CERTIFICATE

## 1. General Description

The Delcrest Plaza 353 Redevelopment Area contains approximately 2.19 acres in University City, Missouri (the “City”). The Redevelopment Area is located at 8400 Delmar Boulevard in the southeast quadrant of the Delmar Boulevard and Interstate 170 interchange. The Redevelopment Area is bounded by Delmar Boulevard to the north, Delcrest Drive to the east, the northern property line of Gladys & Henry Crown Center Senior Apartments to the south, and a private road and the Centennial Greenway to the west.

The proposed mixed-use project, to be known as The Mckenzie, is proposed to include a hotel with 130 to 140 keys (currently estimated at 133 keys), 8,000 to 9,000 square feet of restaurant space, and an apartment tower with 155 to 165 units (currently estimated at 160 units). The project includes lower level parking accessed off of Delcrest Drive, and street-level parking spaces accessed off of Delmar Boulevard. Access to the site includes a right-in/right-out access on Delmar Boulevard, and full access on Delcrest Drive.

## 2. Legal Description

In the County of St. Louis, State of Missouri:

Part of Lots 11 and 12 of Delcrest, a Subdivision according to the plat thereof recorded in Plat Book 45 Page 46 of the St. Louis County Records, and described as follows: Beginning at a point in the Western line of Delcrest Drive, 60 feet wide, said point being the Southeastern corner of aforementioned Lot 11 of Delcrest Subdivision; thence along the Southern line of said Lot 11 South 62 degrees 37 minutes West 283.75 feet to a point in the Eastern line of St. Louis Belt and Terminal Railroad Right-of-Way said point being the Southwestern corner of said Lot 11; thence Northwardly along the Eastern line of the St. Louis Belt and Terminal Railroad Right-of-Way as aforementioned and on a curve to the right having a radius of 3,679.65 feet, an arc distance of 184.18 feet to a point being the most Southern corner of a tract of land acquired by St. Louis County through condemnation proceedings according to Cause #258494 of the St. Louis County Circuit Court; thence leaving said Railroad Right-of-way line and running along the Eastern line of the tract of land acquired by St. Louis County as aforementioned North 0 degrees 35 minutes East 212.40 feet to a point in the Southern line of Delmar Boulevard; thence along the Southern line of said Delmar Boulevard the following bearings and dimensions; South 89 degrees 25 minutes East 22.26 feet North 0 degrees 35 minutes East 10.00 feet, South 89 degrees 25 minutes East 110.00 feet, North 0 degrees 35 minutes East 10.00 feet and South 89 degrees 25 minutes East 106.55 feet to a point; thence along the Southwestern line of Delmar Boulevard and along the Northwestern line of Delcrest Drive on a curve to the right having a radius of 25.00 feet an arc distance of 38.32 feet to a point; thence along the Western line of Delcrest Drive 60 feet wide, on a curve to the left having a radius of 323.82 feet, an arc distance of 77.45 feet to a point of compound curve; thence continuing along the Western line of said Delcrest Drive and on a curve to the left having a radius of 822.00 feet, an arc distance of 172.65 feet to the point of beginning.

A triangularly shaped tract of land comprising a part of each Lot 11 and Lot 12 of Delcrest, a subdivision recorded in Plat Book 45, Page 46 of the Saint Louis County Records, which tract of land is more particularly described as: Beginning at the point of intersection of the Southern line of Delmar Boulevard (180 feet wide) with the Northeastern line of the right of way (100 feet wide) of

the Terminal Railroad Association of Saint Louis (formerly the Saint Louis Belt and Terminal Railway Company); thence Southeastwardly along said Northeastern line of railroad right of way on a curve to the left having a radius of 5679.65 feet, a distance of 205.00 feet to a point; thence Northwardly along a line perpendicular to said Southern line of Delmar Boulevard, a distance of 212.63 feet to a point thereon; thence Westwardly along said Southern line of Delmar Boulevard (140, 150, 170 and 180 feet wide) to the point of beginning.

Address: 8400 Delmar Boulevard  
St. Louis, MO 63124

Locator Number: 18K43017

### **3. Stages of Project**

The proposed redevelopment project is expected to be built as a single stage. Construction is expected to start immediately after all approvals are obtained, and be completed by the third quarter of 2022.

### **4. Zoning Changes**

The property is currently zoned General Commercial (GC). A petition was filed with the City for a Zoning Map Amendment to rezone the property to Planned Development—Mixed Use (PDM) and approval of a Preliminary Development Plan.

### **5. Street Changes**

There are no street changes or closures associated with the proposed redevelopment project. The site will have two ingress/egress points, one off of Delmar Boulevard and one off of Delcrest Drive.

### **6. Housing**

The existing development on the site consists of first-floor retail with four stories of office uses. As there are currently no residents on the property, there will be no displacement and therefore no need for housing accommodations.

### **7. Public Property**

There is no real property in public use owned by the City, County or State within the project area.

### **8. Acquisition of Real Property**

See Item #2 above for a full legal description of the property to be used for the project. The property is currently owned by the Redeveloper, The McKenzie-Annapurna One, LLC.

### **9. Tax Impact Statement**

The proposed redevelopment project is projected to generate \$9,448,960 in total tax revenue during the 25-year abatement period. Under a “No Build” scenario, the property would generate total tax revenue of \$2,455,063. Thus, the impact on taxing jurisdictions of the proposed redevelopment increment is estimated

to be a net gain of \$6,993,897. The complete tax impact statement is documented in the memo: *Cost-benefit analysis—The Mckenzie* (Appendix III).

## 10. Other Information

The following images and anticipated development program are included for illustrative purposes.



DELMAR BLVD STREET ELEVATION  
SCALE: 1" = 20'-0"

A NEW MIXED-USE DEVELOPMENT  
DELMAR BOULEVARD AND I-70  
UNIVERSITY CITY, MISSOURI



DELCREST STREET ELEVATION  
SCALE: 1" = 20'-0"

A NEW MIXED-USE DEVELOPMENT  
DELMAR BOULEVARD AND I-70  
UNIVERSITY CITY, MISSOURI





**SOUTH ELEVATION**  
SCALE: 1" = 20'-0"

**A NEW MIXED-USE DEVELOPMENT**  
DELMAR BOULEVARD AND I-70  
UNIVERSITY CITY, MISSOURI



**PARTIAL WEST ELEVATION**  
SCALE: 1" = 20'-0"

**A NEW MIXED-USE DEVELOPMENT**  
DELMAR BOULEVARD AND I-70  
UNIVERSITY CITY, MISSOURI



**PARTIAL WEST ELEVATION**  
SCALE: 1" = 20'-0"

**A NEW MIXED-USE DEVELOPMENT**  
DELMAR BOULEVARD AND I-70  
UNIVERSITY CITY, MISSOURI



HOTEL Guest Room Count Breakdown						
FLOOR	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	6TH FLOOR
STOCKING	2	2	2	2	2	2
STOCK ROOM	2	2	2	2	2	2
CONFERENCE SUITE	2	2	2	2	2	2
COMBINATION ROOM	2	2	2	2	2	2
COMBOS LCB	2	2	2	2	2	2
AREA CALCULATION	8716 SF	22,008 SF	16,797 SF	16,797 SF	16,797 SF	16,797 SF
TOTAL	17	20	20	20	20	20
TOTAL	88,614 SF					
TOTAL	133 KEYS					

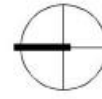
APARTMENT Count Breakdown						
FLOOR	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	6TH FLOOR
STOCK	3	3	3	3	3	3
RECEPTION	3	3	3	3	3	3
ASSIGNMENT	3	3	3	3	3	3
AREA CALCULATION	1,680 SF	37,914 SF	37,914 SF	37,914 SF	37,914 SF	37,914 SF
TOTAL	44	44	44	44	44	44
TOTAL	160 UNITS					

**Parking Tabulations**

LEVEL	LEVEL IN	LEVEL OUT	PROVIDED
PARKING SPACES	204	204	204 SP

**MIXED-USE DEVELOPMENT PLANT LIST**

- STREET PERIMETER TREES - 1 TREE PER 30 LINEAL FEET STREET FRONTAGE (MIN. 1.5' DBH LF / 8' DBH 44 TREES REQUIRED)
- STREET PERIMETER SHRUBS - 5 SHRUBS PER 30 LINEAL FEET STREET FRONTAGE (MIN. 3.5' DBH LF / 30" DBH 44 x 176 SHRUBS REQUIRED)
- STREET TREES (AS TREES REQUIRED)
- DECIDUOUS TREES SHALL BE BALLED AND BURLAPPED - 2.5' MINIMUM CALIPER
- JAPANESE ELDERBERRY - *Sambucus racemosa* (TREES WITHIN TREE GRATES)
- EUROPEAN HORNBEAM - *Carpinus betulus* (TREES WITHIN TREE GRATES)
- SARAWAKI OAK - *Quercus acutissima*
- BALD CYPRESS - *Taxodium distichum*
- THORNLESS HONEYSUCKLE - *Lonicera maackii* (SHRUBS)
- ORNAMENTAL DECIDUOUS TREES SHALL BE BALLED AND BURLAPPED - 2" MINIMUM CALIPER
- REDBUD - *Cercis canadensis*
- FLORIDIAN GUMMUT - *Prunus yamadai*
- WASHINGTONIA - *Washingtonia robusta*
- EVINGREEN TREES SHALL BE BALLED AND BURLAPPED - 8" MINIMUM HEIGHT FROM TOP OF BALL
- NORWAY SPRUCE - *Picea canadensis*
- WHITE FIR - *Abies concolor*
- SHRUBS (176 SHRUBS REQUIRED)
- PLANT USE FOR SHRUBS SHALL BE SUBMITTED WITH THE FORMAL LANDSCAPE PLAN



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**A NEW MIXED-USE DEVELOPMENT**

**LOWER LEVEL CONCEPTUAL PLAN**

DELMAR BOULEVARD AND I-170  
UNIVERSITY CITY, MISSOURI

SCALE: 1" = 50'-0"

HOTEL Guest Room Count Breakdown									
	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	6TH FLOOR	TOTAL		
STUDIO KING	0	0	0	0	0	0	0		
STUDIO KING	0	0	0	0	0	0	0		
CONFERENCE SUITE	0	0	0	0	0	0	0		
CONFERENCE SUITE	0	0	0	0	0	0	0		
COMMONS 14'x3'	0	0	0	0	0	0	0		
AREA CALCULATION	8170 SF	20,008 SF	16,707 SF	16,707 SF	16,707 SF	16,707 SF	80,916 SF		133 KEYS
TOTAL	17	29	29	29	29	29	29		

APARTMENT Count Breakdown									
	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	TOTAL			
1-BEDROOM	0	0	0	0	0	0			
2-BEDROOM	0	0	0	0	0	0			
3-BEDROOM	0	0	0	0	0	0			
AREA CALCULATION	4,680 SF	37,914 SF	37,915 SF	37,915 SF	37,915 SF	150,314 SF			166 UNITS
TOTAL	44	44	44	44	44	44			

**Parking Tabulations**

LOWER LEVEL	LEVEL 01	LEVEL 02	PROVIDED	REQUIRED
73P	134	0	73P	134P

**MIXED-USE DEVELOPMENT PLANT LIST**

STREET PARAMETER TREES - 3 TREES PER 30 LINEAL FEET STREET FRONTAGE (4" x 3.018 LF / 7.50" x 44 TREES REQUIRED)

STREET PARAMETER SHRUBS - 4 SHRUBS PER 30 LINEAL FEET STREET FRONTAGE (4" x 1.815 LF / 7.50" x 44 x 4 = 176 SHRUBS REQUIRED)

STREET TREES PER TREE REQUIREMENT: 1.815 LF / 7.50" x 44 = 176 SHRUBS REQUIRED

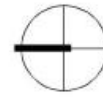
DECIDUOUS TREES: 176

CONIFER TREES: 0

SHRUBS: 176

PLANT LIST FOR SHRUBS SHALL BE SUBMITTED WITH THE FORMAL LANDSCAPE PLAN.

PLANT LIST FOR TREES SHALL BE SUBMITTED WITH THE FORMAL LANDSCAPE PLAN.



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01.20.2020



**A NEW MIXED-USE DEVELOPMENT**

DELMAR BOULEVARD AND I-170  
UNIVERSITY CITY, MISSOURI

**LEVEL 01 CONCEPTUAL PLAN**

SCALE: 1" = 50'-0"

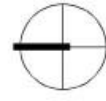
HOTEL Guest Room Count Breakdown										
	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	6TH FLOOR	TOTAL			
KIND										
STUDIO	1	1	1	1	1	1	6			
1-BED	1	1	1	1	1	1	6			
2-BED	1	1	1	1	1	1	6			
CONFERENCE SUITE	1	1	1	1	1	1	6			
COMMON AREA	1	1	1	1	1	1	6			
AREA CALCULATION	8719 SF	25,008 SF	16,797 SF	16,797 SF	16,797 SF	16,797 SF	100,315 SF			
TOTAL	17	17	17	17	17	17	133 UNITS			

APARTMENT Count Breakdown										
	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	TOTAL				
KIND										
STUDIO	1	1	1	1	1	5				
1-BED	1	1	1	1	1	5				
2-BED	1	1	1	1	1	5				
AREA CALCULATION	8,880 SF	17,764 SF	17,764 SF	17,764 SF	17,764 SF	72,936 SF				
TOTAL	44	44	44	44	44	168 UNITS				

Parking Tabulations		
LOWER LEVEL	LEVEL 01	LEVEL 02
PARKING SPACES	334	134
PROVIDED		238 SP



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**A NEW MIXED-USE DEVELOPMENT**

DELMAR BOULEVARD AND I-170  
UNIVERSITY CITY, MISSOURI

**LEVEL 02 CONCEPTUAL PLAN**

SCALE: 1" = 50'-0"



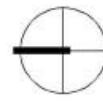
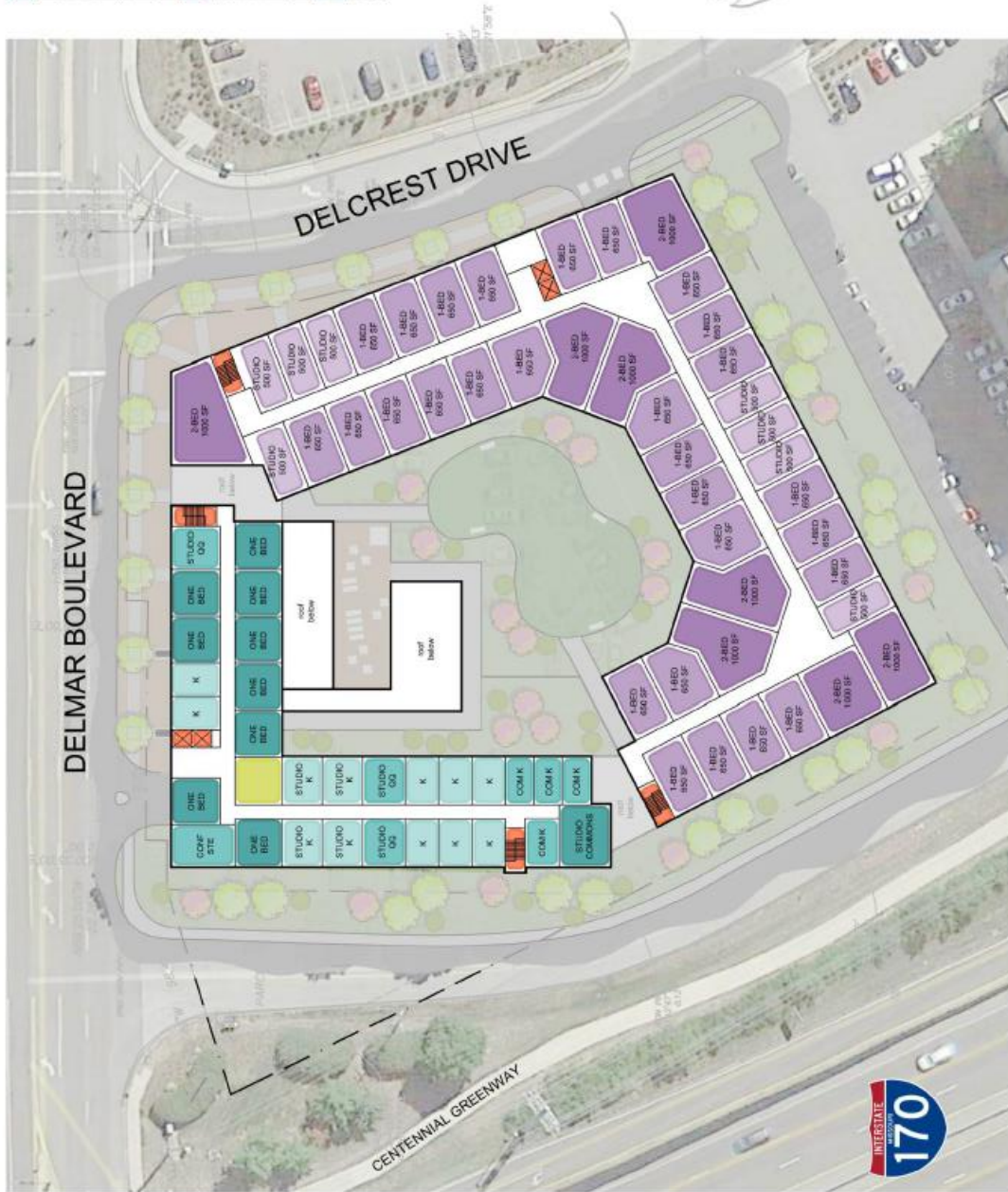
HOTEL Guest Room Count Breakdown						
	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	TOTAL
STUDIO Q10					4	4
STUDIO Q2					4	4
STUDIO Q3					3	3
ONE BEDROOM					3	3
ONE BEDROOM					3	3
COMMONS K, K					3	3
COMMONS K, K					3	3
COMMONS K, K					3	3
AREA CALCULATION	6719 SF	20,008 SF	16,707 SF	16,797 SF	15,730 SF	86,961 SF
TOTAL	17	29	28	28	28	133 UNITS

APARTMENT Count Breakdown						
	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	TOTAL
STUDIO	3	8	8	8	8	35 (10%)
1-BEDROOM	28	28	28	28	28	142 (40%)
2-BEDROOM	1,633 SF	37,793 SF	37,813 SF	37,816 SF	37,816 SF	160,311 SF
AREA CALCULATION						
TOTAL	44	44	44	44	44	160 UNITS

Parking Tabulations		
PARKING SPACES	LEVEL #	PROVIDED
131	101	131 SP
131	104	131 SP



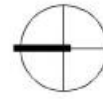
HOTEL Guest Room Count Breakdown										
	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	6TH FLOOR	TOTAL			
STUDIO							41			
ONE BEDROOM							24			
TWO BEDROOM							40			
CONFERENCE SUITE							4			
COMMONS 1-3*							2			
AREA CALCULATION	6719 SF	20,008 SF	16,797 SF	16,797 SF	15,707 SF	15,707 SF	88,035 SF	133 KEYS		
TOTAL										

APARTMENT Count Breakdown										
	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	TOTAL				
STUDIO						28				
1-BEDROOM						28				
2-BEDROOM						28				
AREA CALCULATION	8,680 SF	37,919 SF	37,919 SF	37,919 SF	37,919 SF	160,346 SF	160 UNITS			
TOTAL										

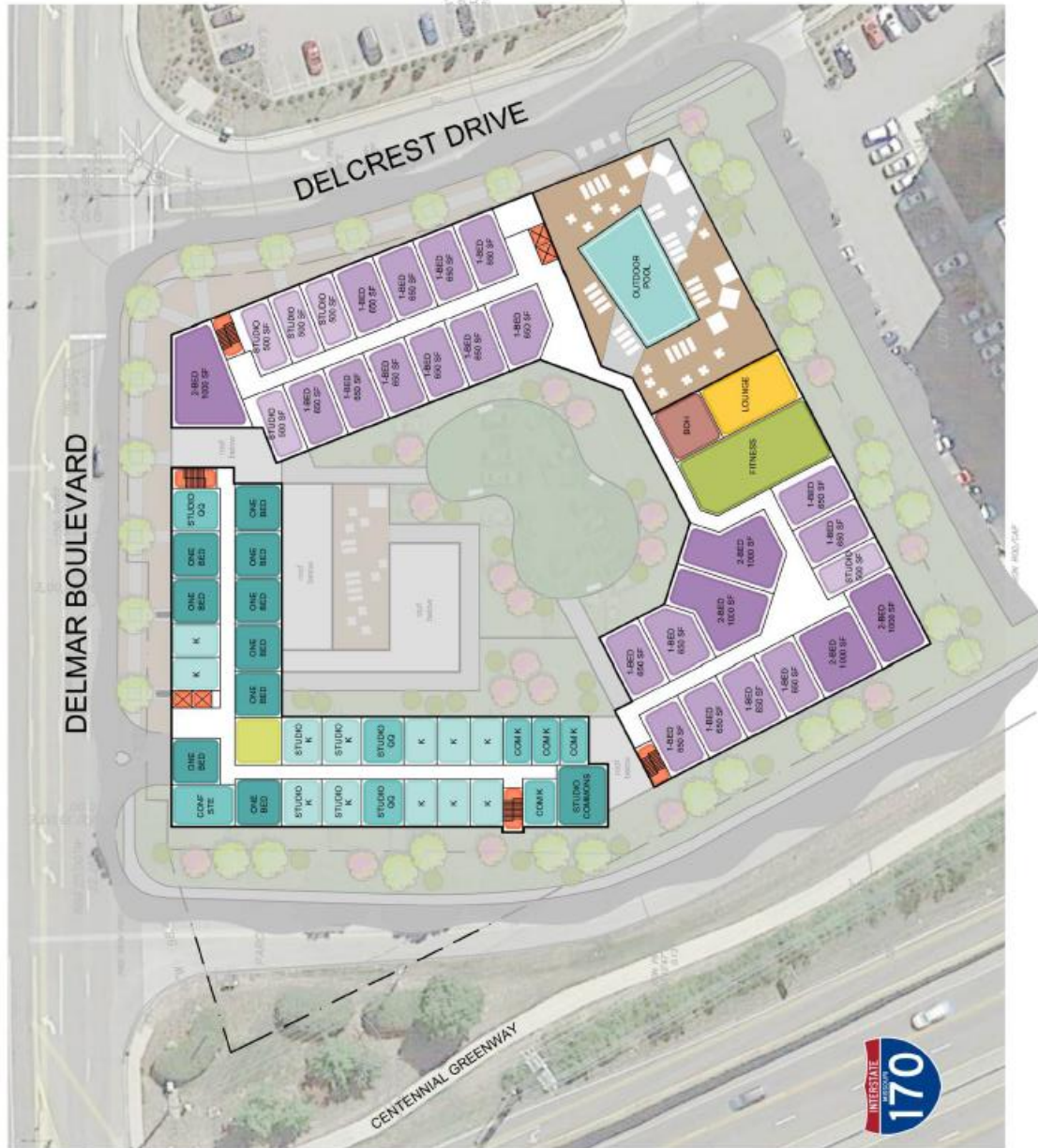
  

Parking Tabulations										
PARKING SPACES	LOWER LEVEL	UPPER LEVEL	TOTAL			PROVIDED				
			MIN	MAX	USA					
						138 SF				



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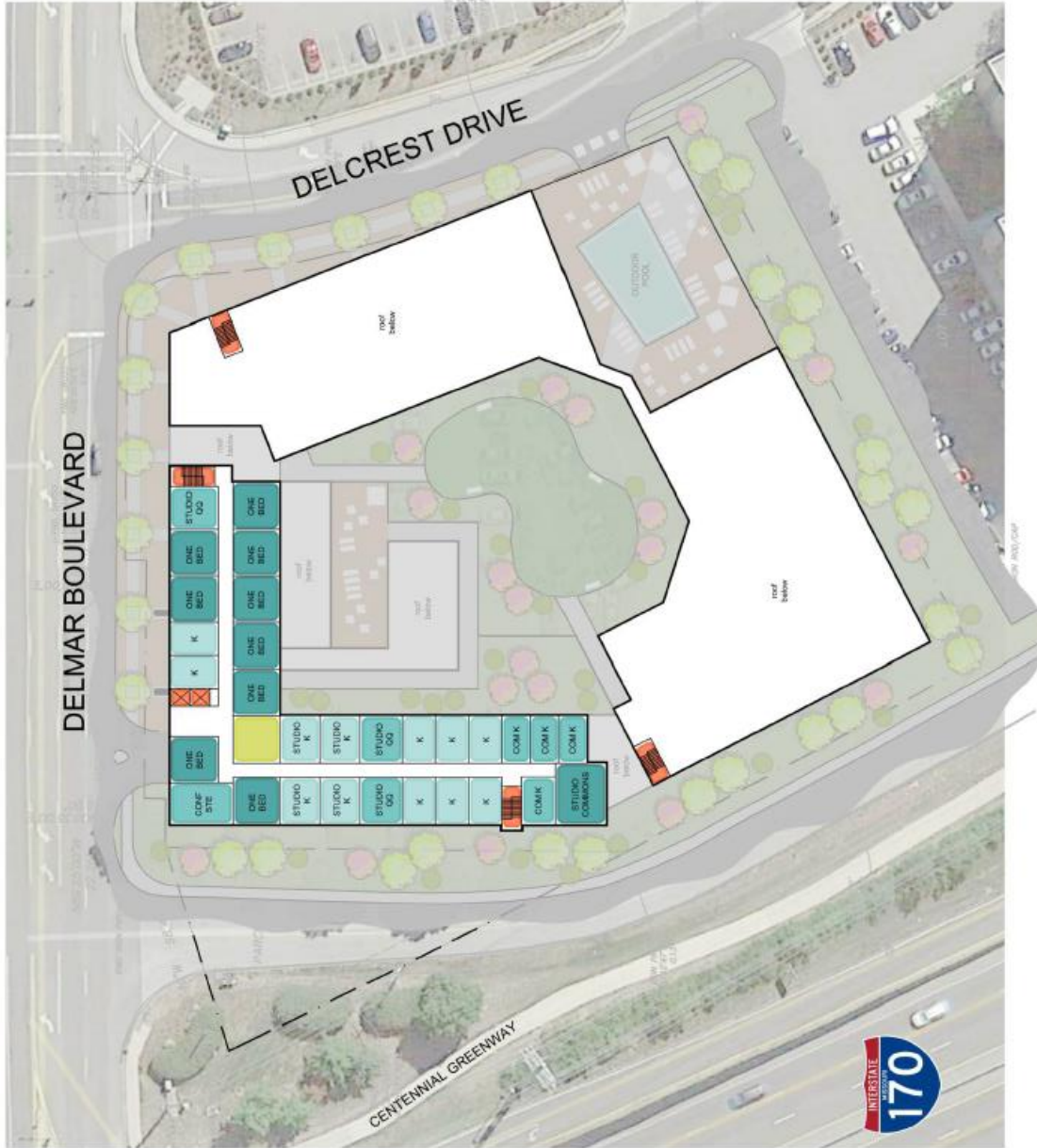


A NEW MIXED-USE DEVELOPMENT

DELMAR BOULEVARD AND I-170  
UNIVERSITY CITY, MISSOURI

LEVEL 05 CONCEPTUAL PLAN

SCALE: 1" = 50'-0"



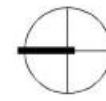
HOTEL Guest Room Count Breakdown									
	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	6TH FLOOR	TOTAL		
KING	0	0	0	0	0	0	0		
STUDIOS	0	0	0	0	0	0	0		41
ONE BEDROOM	0	0	0	0	0	0	0		28
TWO BEDROOM	0	0	0	0	0	0	0		40
CONFERENCES SUITE	0	0	0	0	0	0	0		4
COMMON KITCHEN	0	0	0	0	0	0	0		2
AREA CALCULATION	8710 SF	20,000 SF	16,700 SF	16,700 SF	16,700 SF	16,700 SF	86,810 SF		133 KEYS
TOTAL	17	29	29	29	29	29	133		

APARTMENT Count Breakdown									
	1ST FLOOR	2ND FLOOR	3RD FLOOR	4TH FLOOR	5TH FLOOR	6TH FLOOR	TOTAL		
STUDIO	0	0	0	0	0	0	0		
ONE BEDROOM	0	0	0	0	0	0	0		28 (17%)
TWO BEDROOM	0	0	0	0	0	0	0		40 (31%)
AREA CALCULATION	8,650 SF	37,910 SF	37,910 SF	37,910 SF	37,910 SF	37,910 SF	180,340 SF		130 UNITS
TOTAL	44	44	44	44	44	44	170		

Parking Tabulations				
LEVEL	TYPE	SPACE	TOTAL	PROVIDED
1ST	STANDARD	100	100	100
2ND	STANDARD	100	100	100
3RD	STANDARD	100	100	100
4TH	STANDARD	100	100	100
5TH	STANDARD	100	100	100
6TH	STANDARD	100	100	100
TOTAL		600	600	600



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A NEW MIXED-USE DEVELOPMENT

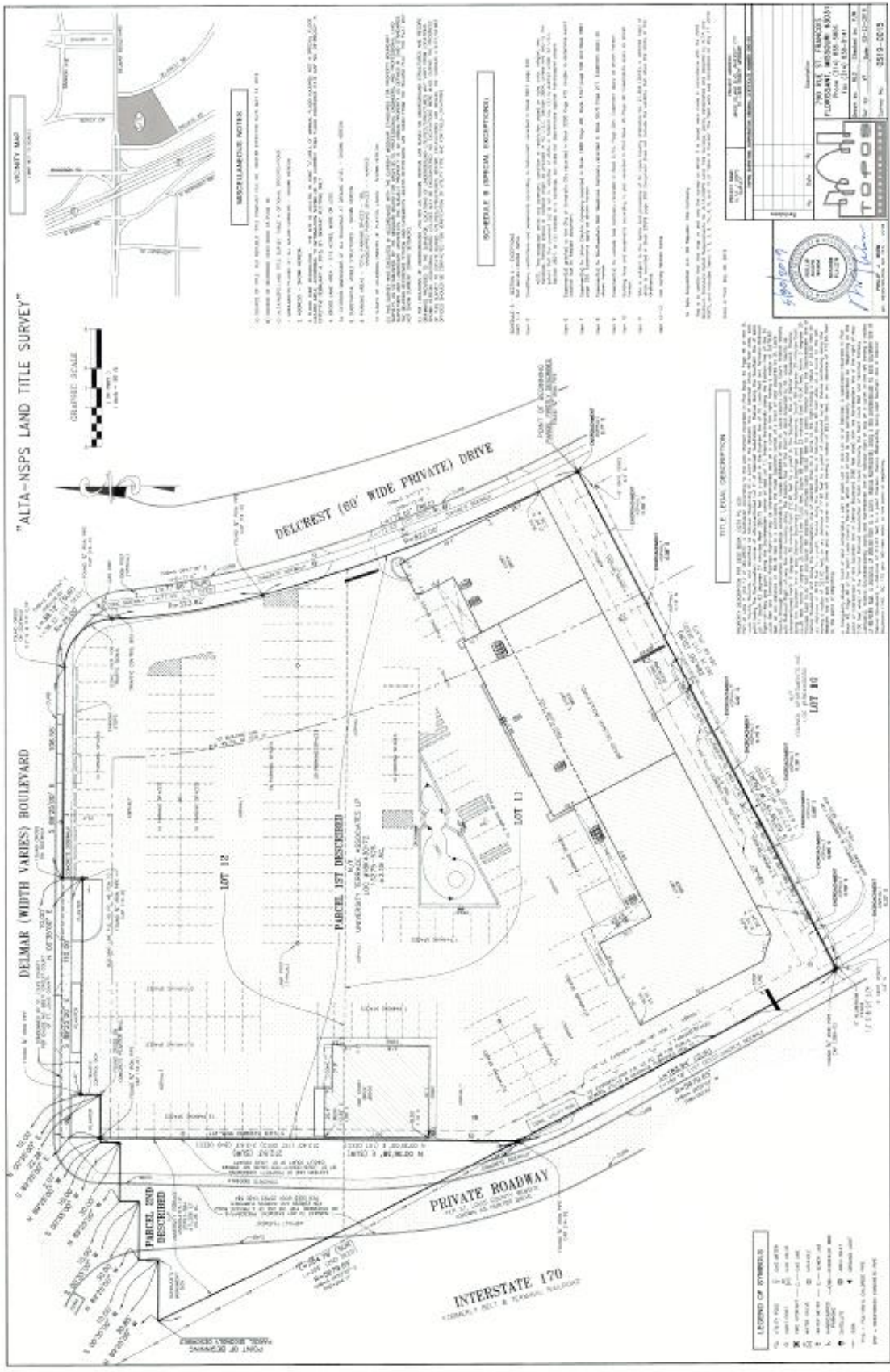
DELMAR BOULEVARD AND I-170  
UNIVERSITY CITY, MISSOURI

LEVEL 06 CONCEPTUAL PLAN

SCALE: 1" = 50'-0"

# APPENDICIES

# I. EXISTING PROPERTY SURVEY



"ALTA-NSPS LAND TITLE SURVEY"

DELMAR (WIDTH VARIES) BOULEVARD

DELCREST (60' WIDE PRIVATE) DRIVE

PRIVATE ROADWAY  
INTERSTATE 170  
CORNER 1 BELT & TYPICAL TALLEGEE

POINT OF BEGINNING  
MIDDLE, MIDDLE, ENDING

PARCEL 2ND DESCRIBED  
UNIVERSITY TRUST ASSOCIATES LP  
LOT 10 (PARTIAL)  
14,310.82 AC

PARCEL 1ST DESCRIBED  
UNIVERSITY TRUST ASSOCIATES LP  
LOT 11 (PARTIAL)  
14,310.82 AC

LOT 12  
14,310.82 AC

LOT 10  
14,310.82 AC

VICINITY MAP  
DATE: 08/17/2011

GRAPHIC SCALE  
1" = 200' ±

MISCELLANEOUS NOTES

1. BEARING AND DISTANCE TO THE POINT OF BEGINNING SHALL BE AS SHOWN ON THIS PLAN.
2. ALL DISTANCES ARE IN FEET AND INCHES.
3. ALL ANGLES ARE IN DEGREES, MINUTES AND SECONDS.
4. ALL AREAS ARE IN SQUARE FEET AND SQUARE METERS.
5. ALL CURVES ARE TO BE RUN AS SHOWN ON THIS PLAN.
6. ALL ELEVATIONS ARE IN FEET ABOVE MEAN SEA LEVEL.
7. ALL UTILITIES ARE AS SHOWN ON THIS PLAN.
8. ALL EASEMENTS ARE AS SHOWN ON THIS PLAN.
9. ALL ENCUMBRANCES ARE AS SHOWN ON THIS PLAN.
10. ALL RIGHTS ARE RESERVED.
11. ALL RIGHTS ARE RESERVED.
12. ALL RIGHTS ARE RESERVED.
13. ALL RIGHTS ARE RESERVED.
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19. ALL RIGHTS ARE RESERVED.
20. ALL RIGHTS ARE RESERVED.

SCHEDULE B (SPECIAL ENCUMBRANCES)

1. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
2. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
3. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
4. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
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8. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
9. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
10. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.

IN WITNESS WHEREOF, I have hereunto set my hand and seal of my office at Jackson, Mississippi, this 17th day of August, 2011.

TITLE LEGAL DESCRIPTION

UNIVERSITY TRUST ASSOCIATES LP  
LOT 10 (PARTIAL)  
LOT 11 (PARTIAL)  
LOT 12  
LOT 10

LEGEND OF SYMBOLS

- 1. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
- 2. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
- 3. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
- 4. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
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- 7. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
- 8. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
- 9. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.
- 10. EASEMENT TO THE STATE OF MISSISSIPPI FOR THE CONSTRUCTION AND MAINTENANCE OF THE MISSISSIPPI RIVER BRIDGE.



PROJECT NAME	DELCREST PLAZA 353 REDEVELOPMENT PLAN
DATE	08/17/2011
SCALE	AS SHOWN
PROJECT NO.	2011-001
DRAWN BY	J. B. SMITH
CHECKED BY	J. B. SMITH
DATE	08/17/2011

700 DELCREST PLAZA, SUITE 353  
MEMPHIS, MISSISSIPPI 38103  
TEL: (901) 555-1234  
FAX: (901) 555-5678  
WWW.DELCRESTPLAZA.COM

## II. FINANCIAL INFORMATION

# THE MCKENZIE

## ESTIMATED DEVELOPMENT COSTS

February 20, 2020

	MILLIONS
ACQUISITION COST	\$6.00
DEMOLITION AND REMEDIATION	\$2.20
HOTEL	\$38.40
APARTMENT	29.26
GARAGE	\$5.00
SOFT COSTS	\$5.60
<b>TOTAL</b>	<b>\$86.46</b>



### III. IMPACT ON TAXING DISTRICTS

## MEMORANDUM

To: City of University City

From: Larry Marks, Justin Carney, Steve Schuman, Development Strategies

Date: February 21, 2020

Subject: Cost-benefit Analysis – The McKenzie (Delcrest Plaza 353 Redevelopment Plan)

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This memorandum and its accompanying tables comprise the Tax Impact Statement for the redevelopment project described in the Delcrest Plaza 353 Redevelopment Plan (the “Redevelopment Plan”). Development Strategies was tasked with a study of the Delcrest Plaza 353 Redevelopment Area (the “Redevelopment Area” or “Area”), which is a single parcel (Locator No. 18K430172) containing approximately 2.19 acres in University City, Missouri (the “City”). The Redevelopment Area is located at 8400 Delmar Boulevard in the southeast quadrant of the Delmar Boulevard and Interstate 170 interchange. The Redevelopment Area is bounded by Delmar Boulevard to the north, Delcrest Drive to the east, the northern property line of Gladys & Henry Crown Center Senior Apartments to the south, and a private road and the Centennial Greenway to the west.

### DISCLAIMER OF LIABILITY FOR ANY INACCURACIES CONTAINED HEREIN

These projections are for a project that is not yet developed. In order to project the performance of the Project, assumptions must be made regarding future events, including but not limited to assessment values, tax rates and project build-out. These projections are based on currently available information and assumptions, including the Developer’s pro forma, in order to build a cost benefit model. Development Strategies (“DS”) believes they constitute a reasonable basis for its preparation. These projections are not provided as predictions or assurances that a certain level of performance will be achieved. The actual results will vary from these projections and those variations may be material. Because the future is uncertain, there is risk associated with achieving the results as described herein. **DS assumes no responsibility for any degree of risk involved.** Neither this document nor its contents may be referred to or quoted, in whole or in part, for any purpose, including but not limited to: any official statement for a bond issue and/or consummation of a bond sale, any registration statement, prospectus, loan, or other agreement or document, without prior review and written approval by DS regarding any representation therein with respect to DS’s organization and work product.

The financial projections contained herein are based on assumptions, projections, and information provided by sources considered reliable. DS neither verified nor audited the information that was provided by other sources. **Information provided by others is assumed to be reliable, but DS assumes no responsibility for its accuracy or certainty.**

External factors may influence these projections. Changes in national, regional, and local economic and real estate market conditions and trends may impact the proposed Redevelopment Project. Changes may also be caused by legislative, environmental, or physical events or conditions. DS assumes no liability should market conditions change. These projections are not provided as predictions or assurances that a certain level of performance will be achieved or that certain events will occur. **The actual results will vary from the projections described herein, and those variations may be material.**

**LOCAL REVENUE SOURCES**

Local jurisdictions have a number of revenue sources however, for our analysis real property taxes will be the only revenues abated as provided in the Redevelopment Plan.

**REAL PROPERTY TAXES**

In Missouri, commercial real property is assessed at a rate of 32.0 percent of appraised market value and residential real property is assessed at rate of 19.0 percent of appraised market value.

The following table presents the most recent available tax rates for commercial and residential real property in the City of University City:

Real Property Taxes (per \$100 assessed value)		
Jurisdiction	Commercial Rate	Residential Rate
State of Missouri <sup>1</sup>	\$0.03	\$0.03
County General	\$0.18	\$0.19
County Health Fund	\$0.12	\$0.13
County Park Maintenance	\$0.04	\$0.04
County Bond Retire	\$0.02	\$0.02
Roads and Bridges	\$0.09	\$0.09
St. Louis Community College	\$0.20	\$0.20
Special School District	\$1.11	\$1.11
Metropolitan Zoo Museum District	\$0.25	\$0.25
University City Library District	\$0.37	\$0.35
University City School District	\$4.40	\$5.07
Metropolitan Sewer District	\$0.11	\$0.11
City of University City	\$0.61	\$0.62
Dev. Disability - Productive Living Board	\$0.08	\$0.08
<b>Total Tax Rate</b>	<b>\$7.59</b>	<b>\$8.29</b>

<sup>1</sup> Tax is not subject capture by Chapter 353

St. Louis County also levies a “Merchants’ and Manufacturers’ Inventory Replacement Tax” (“IRT” also known as the “Commercial Surcharge”) on commercial property—the amount is \$1.70 per \$100 of total assessed value (“AV”). According to surcharge distribution factors for 2017—the most recent available—funds collected through the Commercial Surcharge are distributed to the various taxing jurisdictions as shown in the following table.

Commercial Tax Surcharge By Local Jurisdictions		
Jurisdiction	Percent of Total	Rate
State of Missouri	0.3886%	\$0.0066
County General	4.5325%	\$0.0771
County Health Fund	3.8853%	\$0.0661
County Park Maintenance	0.6475%	\$0.0110
County Bond Retire	3.3473%	\$0.0569
Roads and Bridges	2.3310%	\$0.0396
St. Louis Community College	2.8492%	\$0.0484
Special School District	6.9288%	\$0.1178
Metropolitan Zoo Museum District	3.0714%	\$0.0522
County Library	2.3431%	\$0.0398
University City School District	0.7041%	\$0.0120
Metropolitan Sewer District	0.6492%	\$0.0110
City of University City	0.0043%	\$0.0001
Sheltered Workshop	0.6475%	\$0.0110
<b>Total Commercial Surcharge</b>	<b>32.33%</b>	<b>\$0.5496</b>

Pursuant to RSMo. § 353.010 *et seq.* (the “Urban Redevelopment Corporations Law” or “Chapter 353”), taxes levied on the assessed value of improvements to real property held by an “Urban Redevelopment Corporations” are abated for up to 25 years. Chapter 353 abatement includes *both* general real estate taxes (including those payable to the State) *and* those imposed by the IRT (Commercial Surcharge).

The specific terms governing tax abatement under Chapter 353 are somewhat flexible. In this case, the Developer is requesting 25 years of property tax abatement with property taxes frozen at its current level for the first ten years and 50 percent of future estimated levels for the remaining 15 years. It is estimated that real estate taxes will equal the following amounts during the 25-year abatement period.

## ASSUMPTIONS

Following is an analysis of the possible economic impact on ad valorem taxes that tax abatement or exemption within the Redevelopment Area could have on political subdivisions whose boundaries are included in the Redevelopment Area. This analysis is based on the assumptions below, subject to the above disclaimer.

### “BUILD” SCENARIO

The “Build” scenario assumes complete redevelopment of the property as currently proposed and the assessed value for the full build-out is \$5,600,000 for the residential portion and \$4,500,000 for the commercial portion. It is assumed that 50 percent of the project will be completed during the 2021 assessment year with full-completion in 2022. The analysis assumes a three percent (3.0) biennial increase in assessed value (every odd-numbered year). The following table provides a summary of the projected revenues for each taxing jurisdiction over the 25-year duration of the Chapter 353 Abatement.

Property Tax Revenue to Relevant Jurisdictions	
	"Build" Scenario (with abatement)
<b>Local Taxing Jurisdictions</b>	
City of University City General	\$661,202
<b>Subtotal</b>	<b>\$661,202</b>
<b>St. Louis County Taxing Jurisdictions</b>	
County General	\$236,016
County Health Fund	\$166,134
County Park Maintenance	\$52,146
County Bond Retire	\$51,023
Roads and Bridges	\$118,600
St. Louis Community College	\$239,552
Special School District	\$1,254,184
University City Library District	\$403,069
University City School District	\$5,097,450
Dev. Disability - PLB	\$91,385
Other Jurisdictions	\$618,565
<b>Subtotal</b>	<b>\$8,328,126</b>
<b>St. Louis Metro Taxing Jurisdictions</b>	
Metropolitan Zoo Museum District	\$302,109
Metropolitan Sewer District	\$121,719
<b>Subtotal</b>	<b>\$423,828</b>
<b>State of Missouri</b>	
<b>Subtotal</b>	<b>\$35,804</b>
<b>TOTAL</b>	<b>\$9,448,960</b>

## “NO BUILD” SCENARIO

Under a “No Build” scenario, the area is expected to remain in its current condition and continue to generate a reduced amount of real property taxes. The following table provides a summary of the projected revenues for each taxing jurisdiction during the next 25 years if the Redevelopment Project is not undertaken.

Property Tax Revenue to Relevant Jurisdictions	
	"No Build" Scenario
<b>Local Taxing Jurisdictions</b>	
City of University City General	\$161,175
<b>Subtotal</b>	<b>\$161,175</b>
<b>St. Louis County Taxing Jurisdictions</b>	
County General	\$66,854
County Health Fund	\$48,624
County Park Maintenance	\$14,004
County Bond Retire	\$20,053
Roads and Bridges	\$33,718
St. Louis Community College	\$65,264
Special School District	\$323,762
University City Library District	\$106,953
University City School District	\$1,165,835
Dev. Disability - PLB	\$22,722
Other Jurisdictions	\$303,921
<b>Subtotal</b>	<b>\$2,171,711</b>
<b>St. Louis Metro Taxing Jurisdictions</b>	
Metropolitan Zoo Museum District	\$81,136
Metropolitan Sewer District	\$31,369
<b>Subtotal</b>	<b>\$112,505</b>
<b>State of Missouri</b>	
<b>Subtotal</b>	<b>\$9,671</b>
<b>TOTAL</b>	<b>\$2,455,063</b>

## NET IMPACT ON TAXING JURISDICTIONS OF REDEVELOPMENT

The "Build" scenario is projected to generate \$9,448,960 in total tax revenue during the 25-year abatement period, compared to total tax revenue of \$2,455,063 under the "No Build" scenario. Thus, the impact on taxing jurisdictions of the proposed redevelopment increment is estimated to be a net gain of \$6,993,897. These figures are provided by taxing jurisdiction in the following table.

Property Tax Revenue to Relevant Jurisdictions			
	"Build" Scenario (with abatement)	"No Build" Scenario	"Build vs. "No Build"
<b>Local Taxing Jurisdictions</b>			
City of University City General	\$661,202	\$161,175	\$500,027
<b>Subtotal</b>	<b>\$661,202</b>	<b>\$161,175</b>	<b>\$500,027</b>
<b>St. Louis County Taxing Jurisdictions</b>			
County General	\$236,016	\$66,854	\$169,162
County Health Fund	\$166,134	\$48,624	\$117,510
County Park Maintenance	\$52,146	\$14,004	\$38,142
County Bond Retire	\$51,023	\$20,053	\$30,970
Roads and Bridges	\$118,600	\$33,718	\$84,882
St. Louis Community College	\$239,552	\$65,264	\$174,287
Special School District	\$1,254,184	\$323,762	\$930,422
University City Library District	\$403,069	\$106,953	\$296,117
University City School District	\$5,097,450	\$1,165,835	\$3,931,615
Dev. Disability - PLB	\$91,385	\$22,722	\$68,663
Other Jurisdictions	\$618,565	\$303,921	\$314,644
<b>Subtotal</b>	<b>\$8,328,126</b>	<b>\$2,171,711</b>	<b>\$6,156,415</b>
<b>St. Louis Metro Taxing Jurisdictions</b>			
Metropolitan Zoo Museum District	\$302,109	\$81,136	\$220,973
Metropolitan Sewer District	\$121,719	\$31,369	\$90,350
<b>Subtotal</b>	<b>\$423,828</b>	<b>\$112,505</b>	<b>\$311,323</b>
<b>State of Missouri</b>			
<b>Subtotal</b>	<b>\$35,804</b>	<b>\$9,671</b>	<b>\$26,133</b>
<b>TOTAL</b>	<b>\$9,448,960</b>	<b>\$2,455,063</b>	<b>\$6,993,897</b>

## AMOUNT OF TAX ABATEMENT

The requested tax abatement will result in total abated taxes of \$16,406,779 for the duration of the 25-year tax abatement period. These figures are summarized by taxing jurisdiction in the following table.

Property Tax Revenue to Relevant Jurisdictions			
	"Build" Scenario (with abatement)	"Build" Scenario (without abatement)	Abated Taxes
<b>Local Taxing Jurisdictions</b>			
City of University City General	\$661,202	\$1,822,289	-\$1,161,086
<b>Subtotal</b>	<b>\$661,202</b>	<b>\$1,822,289</b>	<b>-\$1,161,086</b>
<b>St. Louis County Taxing Jurisdictions</b>			
County General	\$236,016	\$639,053	-\$403,037
County Health Fund	\$166,134	\$447,920	-\$281,786
County Park Maintenance	\$52,146	\$142,134	-\$89,988
County Bond Retire	\$51,023	\$131,298	-\$80,275
Roads and Bridges	\$118,600	\$320,979	-\$202,379
St. Louis Community College	\$239,552	\$651,798	-\$412,246
Special School District	\$1,254,184	\$3,434,474	-\$2,180,290
University City Library District	\$403,069	\$1,100,217	-\$697,148
University City School District	\$5,097,450	\$14,142,620	-\$9,045,170
Dev. Disability - PLB	\$91,385	\$251,313	-\$159,928
Other Jurisdictions	\$618,565	\$1,517,297	-\$898,732
<b>Subtotal</b>	<b>\$8,328,126</b>	<b>\$22,779,104</b>	<b>-\$14,450,978</b>
<b>St. Louis Metro Taxing Jurisdictions</b>			
Metropolitan Zoo Museum District	\$302,109	\$823,446	-\$521,337
Metropolitan Sewer District	\$121,719	\$333,380	-\$211,661
<b>Subtotal</b>	<b>\$423,828</b>	<b>\$1,156,826</b>	<b>-\$732,998</b>
<b>State of Missouri</b>			
<b>Subtotal</b>	<b>\$35,804</b>	<b>\$97,521</b>	<b>-\$61,717</b>
<b>TOTAL</b>	<b>\$9,448,960</b>	<b>\$25,855,740</b>	<b>-\$16,406,779</b>



# IV. URBAN REDEVELOPMENT CORPORATION CERTIFICATE

# STATE OF MISSOURI



**John R. Ashcroft**  
**Secretary of State**

## CERTIFICATE OF AGREEMENT OR ASSOCIATION

WHEREAS, Articles of Agreement or Association of

*8400 DELMAR REDEVELOPMENT CORPORATION*  
*RD001393961*

have been received and filed in the Office of the Secretary of State, which Articles, in all respects, comply with the requirements of Urban Redevelopment Corporations Law.

NOW, THEREFORE, I, JOHN R. ASHCROFT, Secretary of State of the State of Missouri, do by virtue of the authority vested in me by law, do hereby certify and declare this entity a body corporate, duly organized this date and that it is entitled to all rights and privileges granted corporations organized under the Urban Redevelopment Corporations Law.

IN TESTIMONY WHEREOF, I hereunto set my hand and cause to be affixed the GREAT SEAL of the State of Missouri. Done at the City of Jefferson, this 20th day of February, 2020.

  
Secretary of State



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DATA AND ANALYSIS OF CONDITIONS  
REPRESENTING A “BLIGHTED AREA”  
FOR THE  
DELCREST PLAZA 353 REDEVELOPMENT AREA

FEBRUARY 10, 2020

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**DEVELOPMENT STRATEGIES®**  
guiding effective decisions in  
real estate, community, and economic development



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# **DATA AND ANALYSIS OF CONDITIONS REPRESENTING A “BLIGHTED AREA”**

FOR THE

## **DELCREST PLAZA 353 REDEVELOPMENT AREA**

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February 10, 2020

February 10, 2020

To Whom It May Concern:

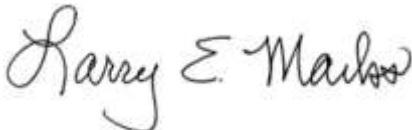
Reference is made to the accompanying “Data and Analysis of Conditions Representing a ‘Blighted Area’ for the Delcrest Plaza 353 Redevelopment Area” in University City, Missouri prepared by the undersigned.

Please be advised that, based upon the results of the above referenced study, the undersigned has determined that the area described in the study (the “Redevelopment Area”) is a “blighted area” as such term is defined in Section 353.020(2) of the Missouri Revised Statutes, as amended.

The Redevelopment Area suffers from a multitude of physical, social, and economic deficiencies including age, obsolescence, inadequate or outmoded design or physical deterioration, creating economic and social liabilities, and these conditions are conducive to ill health, transmission of disease, crime or the inability to pay reasonable taxes.

This report describes and documents those conditions that, without the incentives available under Chapter 353, will further erode the Redevelopment Area’s viability and continue its economic and social liability for the City of University City, its residents, and the other taxing districts that depend upon it as a revenue source.

DEVELOPMENT STRATEGIES, INC.  
Real Estate, Community and Economic Development Consultants



Larry Marks, AIA, AICP  
Principal

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# 1.0 INTRODUCTION

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## STUDY AREA

Development Strategies was tasked with a study of the Delcrest Plaza 353 Redevelopment Area (the “Redevelopment Area” or “Area”), which is a single parcel (Locator No. 18K430172) containing approximately 2.19 acres in University City, Missouri (the “City”). The Redevelopment Area is located at 8400 Delmar Boulevard in the southeast quadrant of the Delmar Boulevard and Interstate 170 interchange (see *Aerial Photograph* of Redevelopment Area). The Redevelopment Area is bounded by Delmar Boulevard to the north, Delcrest Drive to the east, the northern property line of Gladys & Henry Crown Center Senior Apartments to the south, and a private road and the Centennial Greenway to the west.



## **HISTORICAL DEVELOPMENT**

The Redevelopment Area is located in the central eastern portion of St. Louis County, Missouri in University City. Throughout the post-settlement period of the nineteenth century the area was lightly populated with small family farms and homes on small acreages. In the 1890's the St. Louis, Kansas City & Colorado Railroad was constructed through the area. Around 1900, the St. Louis Belt & Terminal Railroad built a parallel line. The land east of the Redevelopment Area was subdivided for single family homes in the late 1930's. Following the Second World War, the area grew residentially and Delmar Boulevard was extended to Price Road. Beginning in the 1950's, commercial growth occurred with the opening of the Oakbrook Shopping Center on the north side of Delmar Boulevard. Interstate 170, built as Missouri 725 or the Innerbelt, set the stage for the commercialization of the Delmar interchange in the late 1960's.

Based on a review of reverse directories and telephone books, the Redevelopment Area was active in 1967 in its present use with Delcrest Plaza occupied by retail establishments including a salon, an ice cream parlor, dry cleaners, and office tenants, including medical offices, accountants, and insurance agents.

## **EXISTING DEVELOPMENT**

The Redevelopment Area contains approximately 2.19 acres of land. Roughly 1.82 acres (73%) are used for surface parking, circulation, and some limited open space. The primary structure (8420 Building) in the Area consists of commercial space below a four-stories of office space. In total, the Area contains approximately 60,000 gross square feet of development. The ground floor and lower level of the 8420 Building contain approximately 29,130 gross square feet of retail and service space. Floors 2 through 5 contain approximately 28,400 gross square feet of office space.

In addition, there is a 2,470 gross square foot, freestanding, one-story structure on the property that is occupied by a crafts store.

## **EXISTING ZONING**

The Redevelopment Area is zoned GC – General Commercial. The City's zoning code defines GC areas as those areas that “ Provides for commercial activities in the central business district and along the major arterials”. A wide variety of uses are permitted under this zoning designation including offices, hotels/motels, restaurants, fast food, and retail.

## **NEIGHBORING DEVELOPMENT**

The Redevelopment Area is surrounded by a variety of uses. To the immediate north is the Oakbrook Shopping Center and a mix of homes and apartments. To the south are senior apartments and recently constructed multi-family units. On the east is located a recently



constructed Walgreen's drug store. To the immediate west of the Redevelopment Area is the Centennial Greenway and Trail and Interstate 170, built on the former railroad rights-of-way.



## **DATA GATHERING METHODOLOGY**

This study of the Redevelopment Area has been conducted and complies with the specific requirements of Section 353.020(2) RSMo, as amended.

Fieldwork was performed during August, 2019 through February 2020. The parcel and building was inspected and rated by Development Strategies' personnel experienced in such evaluations. The occupancy of the building and parcel were also catalogued. In addition, a visual inspection was made of the condition of the surface parking lot, curbs, sidewalks and open space within the Redevelopment Area.

In addition, data regarding ownership, parcel size, building square footage, and date of construction, were obtained from real estate information available from St. Louis County and the property owner.

Real estate tax assessments for 2009 through 2019 were obtained from records of the St. Louis County Assessor's Office. This allowed aggregate tax assessments to be calculated for the Redevelopment Area and comparisons to be made, where appropriate.

Finally, photographs were taken of representative blighting conditions (see Appendix B).

## 2.0 SUMMARY AND CONCLUSIONS

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### SUMMARY

This document undertakes, first, to identify those particular factors that might constitute and contribute to an overall, area-wide blighted condition and then, second, to make an objective determination whether or not those factors in aggregate justify a finding that the Redevelopment Area is blighted pursuant to the “Urban Redevelopment Corporations Law”, Chapter 353, RSMo, as amended (“Chapter 353”) RSMo.

Section 353.020(2) of Chapter 353 defines a “blighted area” as,

*“that portion of the city within which the legislative authority of such city determines that by reason of age, obsolescence, inadequate or outmoded design or physical deterioration have become economic and social liabilities, and that such conditions are conducive to ill health, transmission of disease, crime or inability to pay reasonable taxes.”*

Based on the research conducted by Development Strategies’ staff, and information obtained from various records of St. Louis County and the current owner, the Redevelopment Area is “blighted” by reason of age, obsolescence, inadequate or outmoded design or physical deterioration, and has become an economic and social liability; such conditions are conducive to ill health, transmission of disease, crime, or the inability to pay reasonable taxes. Key factors in reaching this determination of blight are summarized and described in greater detail in the following sections of this report.

### Age of Existing Building

The structures in the Delcrest Plaza Redevelopment Area were built in 1966. Thirty-five years of age is generally used as criterion for identifying older buildings that are likely to experience electrical and mechanical problems, as well as a tendency for gradual overall deterioration, unless they are very well maintained and updated regularly. This is clearly not the case in the Redevelopment Area.

### Obsolescence

Development in the Redevelopment Area was determined to be obsolete because:

- The significant vacancy (75%) of the gross rentable square footage.
- Extensive vacancy (85%) of the ground floor commercial gross square footage of the commercial space in the 8420 Building.
- Continuing trend of tenants leaving the 8420 Building.

## **Inadequate or Outmoded Design**

The 8420 Building is inadequate or outmoded as represented by:

- The inadequate and inefficient provisions for heating and cooling.
- Lack of sprinkler fire suppression system.
- The lack of accessible physical connections to the public sidewalks along Delmar Boulevard.
- Lack of ADA compliant entry to main lobby of office building and ground floor commercial space
- Lack of ADA accessible elevator service.
- Lack of ADA compliant restrooms
- Lack of accessible entry doors to office suites.
- Lack of ADA compliant signage
- Confusing and dangerous access points to Redevelopment Area from Delmar Boulevard.

## **Physical Deterioration**

As identified by the field study conducted by Development Strategies, there is physical deterioration throughout the 8420 Building as illustrated by:

- Failing asbestos containing window sealants.
- Water penetration resulting in mildew and mold.
- Deteriorated window air-handling units.
- Old and deteriorated building HVAC systems.
- Old and frequent maintenance dependent mechanical, elevator, and communication systems.
- Damaged floor and ceiling tiles.
- Site conditions (driveways, parking areas, and landscaped areas), which are classified as being in “poor” condition.

As a result of the previously mentioned blighting factors, the Redevelopment Area is an economic liability and social liability as reflected by:

## **Economic Liability**

- The underutilization of the Redevelopment Area given its prime location near the Delmar Boulevard and Interstate 170 interchange – the only one in University City.
- The existing building condition and vacancy in the Redevelopment Area, which inhibits new investment and creates a burden on the City.

- A decline in assessed value of 26% for improvements in the Redevelopment Area over the past decade, while the total assessed value for University City has increased by roughly 50% during the same period.

### **Social Liability**

- The lack of accessible pedestrian routes and building entries for disabled or aging individuals.
- Lack of ADA compliant accessibility within the 8420 Building for disabled and aging population, particularly given the number of medically related tenants of the building
- Decreased revenues for City and County services due to the economic underutilization of the Redevelopment Area.

### **Conditions Conducive to Ill Health, Transmission of Disease or Crime**

- Health concerns due presence of mildew and mold.
- Potential injury due to poor condition of parking lot and sidewalks
- Environmental contamination from asbestos and lead-based paint.
- Potential risk of fire from excessive vacant, unattended space, and lack of sprinkler system

### **Inability to Pay Reasonable Taxes**

The Redevelopment Area has failed to attract new investment and sufficient reinvestment in the existing building and infrastructure, and the existing development is outdated and obsolete. As a result, the City has not been able to capitalize on the Area's location along the I-170 commercial corridor to generate needed taxes to provide city services to residents.

### **FINDING OF BLIGHT**

As summarized above, and discussed in detail in the balance of this report, the data demonstrates that conditions in the Redevelopment Area are above the established threshold standards for blight under Chapter 353 RSMo. The data supports a finding that the Redevelopment Area is blighted by reason of age, obsolescence, inadequate or outmoded design or physical deterioration, has become an economic and social liability, and that such conditions are conducive to ill health, transmission of disease, crime or inability to pay reasonable taxes.

Looking beyond the individual factors of blight described here, it is important to understand the collective impact of these factors. The Redevelopment Area is clearly not adequately contributing to the economic and social welfare of the City and its residents. It is an area of economic underutilization, particularly given its potential to capitalize on the

considerable benefits of its location near the recently enhanced Interstate 170 and Delmar Boulevard interchange.

The high cost of extensively rehabilitating an old and obsolete building effectively precludes, in most instances, investment in redevelopment that capitalizes on the location assets that the Area enjoys. Without access to the powers of redevelopment under Chapter 353, the Area will likely continue to be economically underutilized and fail to produce fiscal and economic benefits necessary to contribute to the long term viability of University City.

### 3.0 BLIGHTING FACTORS

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As described below, the Redevelopment Area suffers from a variety of blighting factors, including age of development, obsolescence, inadequate or outmoded design, and physical deterioration, which have become economic and social liabilities; such conditions are conducive to ill health, transmission of disease, crime or the inability to pay reasonable taxes.

#### AGE OF BUILDING

Although the age of a building does not automatically constitute a blighted condition, older structures, unless well maintained and updated regularly, tend to have problems with their electrical and mechanical systems, and often suffer from deferred maintenance, functional obsolescence, and gradual overall deterioration. Such is the case in the Redevelopment Area. The current structures were built in 1966, making them significantly older than 35 years old, which is generally used as criteria for identifying older buildings that are likely to experience electrical and mechanical problems, and a tendency for gradual overall deterioration. No significant renovation has occurred during the last fifty-three years.

#### OBSOLESCENCE

The 8420 Building has outlived its usefulness and lost its functional utility. This is illustrated by the significant vacancy of both the commercial and office space. In total, the existing rentable square footage is approximately 25% occupied. The problem is particularly acute with respect to the ground floor commercial space of the 8420 Building which is only 15% occupied and would be in need of significant renovation before any new occupancy could occur.

The obsolescence is further illustrated by the continuing decline in tenants, with tenants leaving each month.

#### INADEQUATE OR OUTMODED DESIGN

The Redevelopment Area suffers from a number of issues in regard to design, now considered either outmoded or inadequate. As previously mentioned, the structures in the Area were built over 50 years ago and have not been upgraded.

**Inadequate and Inefficient HVAC** -- The windows on the 8420 Building are single pane leading to significant inefficient heating and cooling problems that do not meet

modern standards. In addition, the heating and air conditioning systems have not been upgraded since the structure was constructed in 1966. To address these problems, a number of office suites have installed highly inefficient window units. This further gives the impression of being outmoded and outdated, especially when coupled with the previously discussed vacancy issues, particularly on the ground floor.

**Lack of Fire Suppression Systems** –The 8420 Building does not have a sprinkler fire suppression system, which would clearly be required today for current building uses.

**Lack of ADA Accessibility** – Accessible parking is inadequate. One accessible parking space is provided throughout the surface parking lot in the Redevelopment Area, which does not meet ADA requirements. In addition, ramps and walks have damaged surfaces, signage is faded, and the striping of parking spaces is seriously faded. Transition indicators are not provided as specified by ADA requirements.

There is no accessible pedestrian route provided to connect with the public sidewalk along Delmar Boulevard or the METRO bus route serving the area. As a result, the Redevelopment Area inhibits pedestrian movement and is not in compliance with the requirements of the Americans with Disabilities Act (ADA).

Automatic electric door assists are not provided at the entry to the office lobby of the 8420 Building and ground level commercial spaces.

Within the 4820 Building, the restrooms throughout the structure do not provide adequate fixture approach space or turning radius and do not comply with ADA requirements. Sink fixtures, towel and soap dispensers, and entry doors are inaccessible.

ADA compliant directional signage is non-existent in the 8420 Building.

The elevators serving the upper floors of the building feature inaccessible hallway call buttons and interior cab panels.

Interior office doors utilize doorknobs, as opposed to lever style handles, and are not code compliant.

**Outmoded Delmar Access** – Access to Delcrest Plaza from Delmar exhibits a design that is dangerous and would not be permitted today, particularly given the high traffic volume at the I-170 interchange. The private road along the west side of the



Redevelopment Area is roughly 100 feet from the exit ramp from I-170 and only approximately 50 feet from the first curb cut to the Delcrest Plaza parking lot, which is located roughly 40 feet from another curb cut. This series of traffic movements is confusing and hazardous.

## **PHYSICAL DETERIORATION**

The structures and parking areas in the Redevelopment Area exhibit varying levels of physical deterioration. Taken together, they contribute to conditions that are both unsafe and unattractive and thereby constitute a deterrent to attracting new tenants to the Area.

**Poor Condition of 8420 Building** - The building was found to require “major” repairs, meaning it has various levels of physical deterioration that contribute to the existing blighting conditions. Field investigation and a tour with management personnel revealed a number of structural and system deficiencies.

Window seals throughout the office space have deteriorated and separated from the window glass in numerous cases.

Rainwater penetration was observed, which has resulted in mold and mildew in a number of spaces.

Building systems throughout the main structure show signs of age and wear, including both the building and individual room air-handling units.

It was noted that the elevator and mechanical systems are original to the building and require frequent maintenance to maintain appropriate operation.

Areas of the building were observed to contain clutter and debris throughout, damaged floor and ceiling tile, and abandoned office and electronic equipment.

**Site Improvements** -- The Redevelopment Area suffers from a variety of deteriorated site improvements (driveways, parking lot, and landscape maintenance) that significantly detract from the safety and appearance of the Area and the ability to attract and retain tenants and visitors. The field survey revealed extensive deterioration of the parking lot surfaces, signage and curbing, deteriorated storm water inlets, uneven and cracked surface of sidewalk ramps, and dead or over matured plantings and a lack of renewed landscaping. Accumulated litter and debris was also noted around the exterior of the structure.

## ECONOMIC LIABILITY

As a result of the blighting factors previously discussed, the Redevelopment Area constitutes an economic liability. University City is a mature city that is surrounded by other cities and therefore has no opportunity to expand its corporate limits. Subsequently, a major opportunity for economic growth is through redevelopment of existing areas and buildings. Given the extensive vacancy and underutilization of the existing building and the key location at the I-170 and Delmar Boulevard interchange (the only interchange serving University City), the Redevelopment Area is clearly underutilized and significantly short of the economic benefit it could provide for the City and other taxing jurisdictions. The economic decline in the Redevelopment Area is illustrated by the significant building vacancy.

As indicated by the following table, the Redevelopment Area has also seen a significant decrease in assessed value over the last ten years, particularly with respect to the assessed value of improvements, which have declined 26%. It is also important to note that while the total assessed value of the Redevelopment Area has decreased by 16 % since 2009, the total assessed value of property in University City has increased by roughly 50% during this same period.

CHANGE IN ASSESSED VALUE 2009 - 2019 IN THE 8400 DELMAR 353 REDEVELOPMENT AREA			
Year	Land	Improvements	Total
2009	\$457,890	\$730,980	\$1,188,870
2019	\$457,890	\$539,360	\$997,250
% change	0%	-26%	-16%

Source: St. Louis County Assessor's Office

The clear conclusion of this analysis of the Redevelopment Area's relative inability to pay reasonable taxes is that it is failing to contribute to the economic and fiscal wellbeing of the University City, St. Louis County, University City School District, and other taxing jurisdictions. The Area is economically underutilized and is not producing the taxes to contribute to economic growth and greater prosperity required to support public services and public infrastructure required by the city's residents, businesses, and property owners. This is despite the Area's strategic commercial location in the city and region.

## **SOCIAL LIABILITY**

The Redevelopment Area has also become a social liability, by virtue of its age, inadequate or outmoded design and physical deterioration. The lack of ADA-compliant improvements within Delcrest Plaza makes access and use on the part of disabled and elderly individuals difficult and unsafe. This is especially important given the number of medically related tenants and the growing elderly population as the Baby Boomers age.

The high vacancy, coupled with the deferred maintenance issues, in the Redevelopment Area, which is particularly visible to a visitor, tends to foster an image of decline that typically results in an unwillingness of the public to return. This negative image has a depressing effect on neighboring development at this key location in University City.

In addition, the economic underutilization of the Redevelopment Area results in a decrease in revenues for City and County services such as schools, libraries, health services, and police and fire protection.

## **CONDITIONS CONDUCTIVE TO ILL HEALTH, TRANSMISSION OF DISEASE OR CRIME**

As a result of its age, inadequate or outmoded design and physical deterioration, the Redevelopment Area has also become conducive to ill health, transmission of disease or crime.

**Mold** -- Water damage from storm water penetration has created an environment conducive to the growth and spread of mold and mildew in a number of the office spaces, potentially affecting other areas of the building and the tenants.

**Poor Parking Lot Condition** -- The poor condition of the parking lot contributes to the potential for tenants and visitors falling and hurting themselves.

**Environmental Contamination** – Inspection of the interior of the 8420 Building indicated the presence of a variety of building materials that contain quantities of asbestos. A preliminary estimate of \$500,000 has been identified to remediate these conditions.

Given that the structures in the Area were constructed before 1980, they have a high probability of containing lead based paints.

Old fluorescent light fixture ballasts that probably contain PCBs and air conditioning coolants from existing window units, many of which are abandoned on the floors of office suites, create additional hazards.

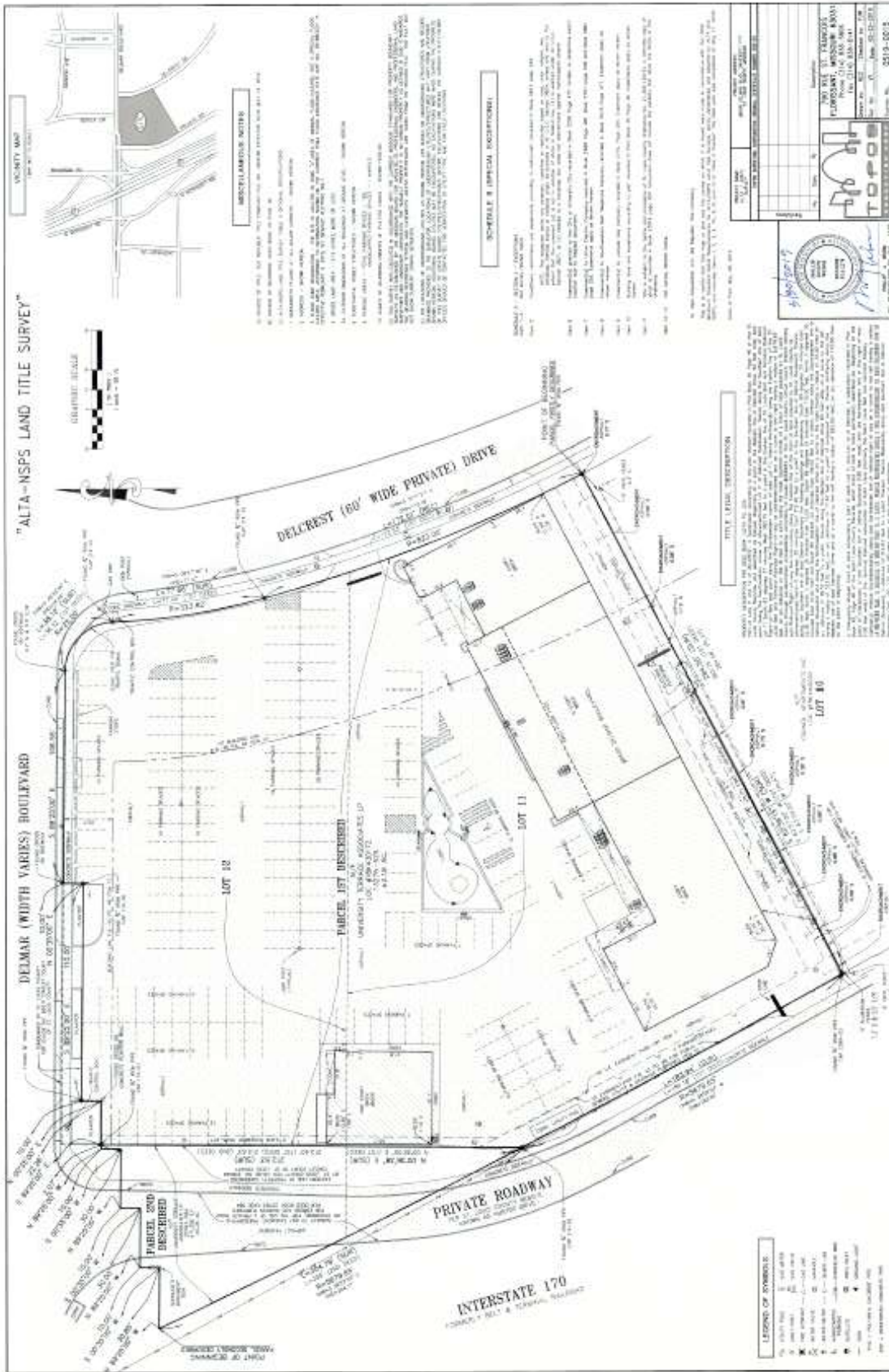
**Fire Risk** -- The excessive vacancy in the Redevelopment Area also creates a danger to building occupants and visitors resulting from an increased risk of fires. Fires are more likely to occur in vacant structures as a result of lack of maintenance, faulty wiring and debris. This is a particular concern where significant grease exists where restaurants were former occupants. In addition, the lack of occupancy creates a situation where a fire can quickly get out of control before someone can report a fire in its early stages. The lack of a sprinkler system compounds the injury concerns.

## **INABILITY TO PAY REASONABLE TAXES**

The failure of the Redevelopment Area to attract new investment and sufficient reinvestment in the existing building and infrastructure, coupled with general obsolescence and decline of existing development, has created a downward pressure on the ability to pay reasonable taxes. The fact that the Redevelopment Area contains significant vacant space represents a major loss of tax revenue for the City and other taxing jurisdictions, which include the State of Missouri, St. Louis County, the University City School District, Metro, and the Regional Parks and Recreation District.

**APPENDIX A**

**LEGAL DESCRIPTION OF DELCREST PLAZA 353 REDEVELOPMENT AREA**



## LEGAL DESCRIPTION

In the County of St. Louis, State of Missouri:

Part of Lots 11 and 12 of Delcrest, a Subdivision according to the plat thereof recorded in Plat Book 45 Page 46 of the St. Louis County Records, and described as follows: Beginning at a point in the Western line of Delcrest Drive, 60 feet wide, said point being the Southeastern corner of aforementioned Lot 11 of Delcrest Subdivision; thence along the Southern line of said Lot 11 South 62 degrees 37 minutes West 283.75 feet to a point in the Eastern line of St. Louis Belt and Terminal Railroad Right-of-Way said point being the Southwestern corner of said Lot 11; thence Northwardly along the Eastern line of the St. Louis Belt and Terminal Railroad Right-of-Way as aforementioned and on a curve to the right having a radius of 3,679.65 feet, an arc distance of 184.18 feet to a point being the most Southern corner of a tract of land acquired by St. Louis County through condemnation proceedings according to Cause #258494 of the St. Louis County Circuit Court; thence leaving said Railroad Right-of-way line and running along the Eastern line of the tract of land acquired by St. Louis County as aforementioned North 0 degrees 35 minutes East 212.40 feet to a point in the Southern line of Delmar Boulevard; thence along the Southern line of said Delmar Boulevard the following bearings and dimensions; South 89 degrees 25 minutes East 22.26 feet North 0 degrees 35 minutes East 10.00 feet, South 89 degrees 25 minutes East 110.00 feet, North 0 degrees 35 minutes East 10.00 feet and South 89 degrees 25 minutes East 106.55 feet to a point; thence along the southwestern line of Delmar Boulevard and along the Northwestern line of Delcrest Drive on a curve to the right having a radius of 25.00 feet an arc distance of 38.32 feet to a point; thence along the Western line of Delcrest Drive 60 feet wide, on a curve to the left having a radius of 323.82 feet, an arc distance of 77.45 feet to a point of compound curve; thence continuing along the Western line of said Delcrest Drive and on a curve to the left having a radius of 822.00 feet, an arc distance of 172.65 feet to the point of beginning. A triangularly shaped tract of land comprising a part of each Lot 11 and Lot 12 of Delcrest, a subdivision recorded in Plat Book 45, Page 46 of the Saint Louis County Records, which tract of land is more particularly described as: Beginning at the point of intersection of the Southern line of Delmar Boulevard (180 feet wide) with the Northeastern line of the right of way (100 feet wide) of the Terminal Railroad Association of Saint Louis (formerly the Saint Louis Belt and Terminal Railway Company); thence Southeastwardly along said Northeastern line of railroad right of way on a curve to the left having a radius of 5679.65 feet, a distance of 205.00 feet to a point; thence Northwardly along a line perpendicular to said Southern line of Delmar Boulevard, a distance of 212.63 feet to a point thereon; thence Westwardly along said Southern line of Delmar Boulevard (140, 150, 170 and 180 feet wide) to the point of beginning.

Address: 8400 Delmar Boulevard  
St. Louis, MO 63124

Locator Number: 18K 430 172

**APPENDIX B**  
**PHOTOGRAPHS OF BLIGHTED CONDITIONS**





Poor Delcrest Plaza signage



8420 Building with window AC units



Deteriorated storm water inlet and parking surface area



Deteriorated parking surface and sidewalk



Vacant ground level retail spaces



Poor impression of vacant space from 8420 Building lobby entrance



Inaccessible elevator hallway call buttons



Inaccessible drinking fountain



Narrow and inaccessible entry space in restrooms of 8420 Building



Deteriorated brick column at main entry of 8420 Building



Indication of water penetration fifth floor west office space of 8420 Building



Exposed wiring and panels to public hallway of 8420 Building



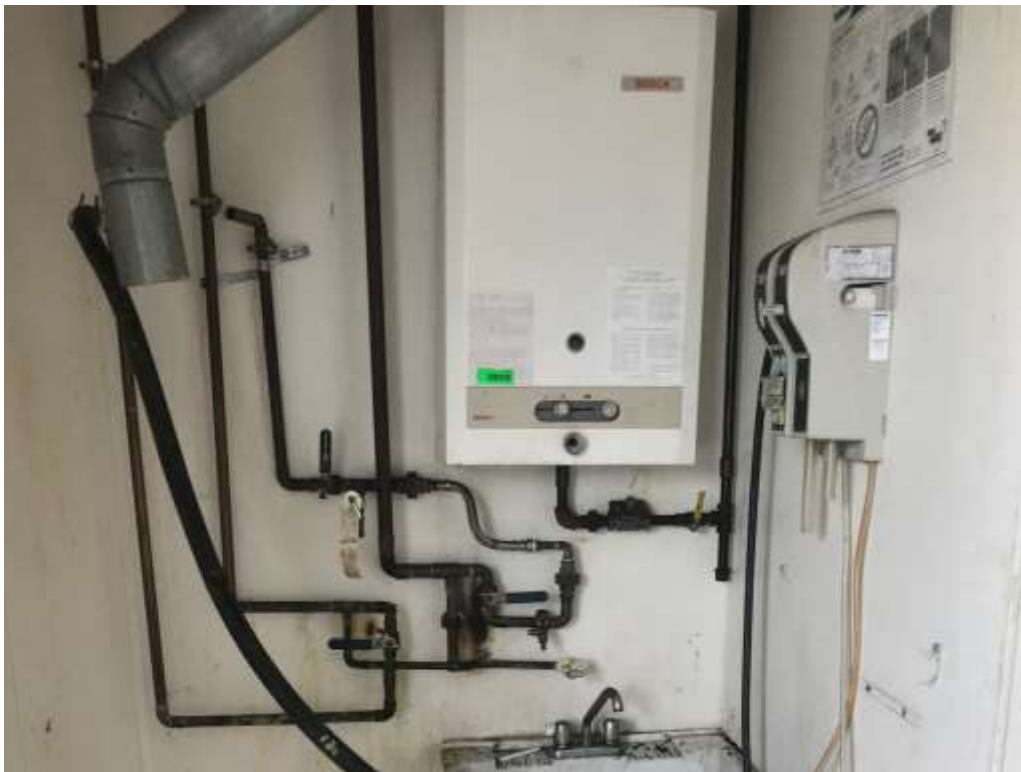
Water penetration lower level entry of 8420 Building



Presence of mold or mildew in former restaurant space of 8420 Building



Accumulated materials in vacant retail space of 8420 Building



Plumbing in former restaurant space of 8420 Building





Deteriorated walls and flooring on lower level of former restaurant space of 8420 Building



Evidence of mold or mildew in former restaurant space of 8420 Building



Original boiler for 8420 Building heating plant



Obsolete communications wiring in utility area of 8420 Building

## MEMORANDUM

To: Clifford Cross – Director of Planning and Development, University City  
Libbey Tucker, CECD – Assistant to the City Manager/Director of Economic Development, University City  
Kieth Cole – Director of Finance, University City

From: Justin Carney, AICP and Larry Marks, AICP/AIA

Date: February 10, 2020

Re: Potential Fiscal Impacts of a Proposed Mixed Use Redevelopment of  
Delcrest Plaza, University City, Missouri

Copies: Vic Alston

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### **Introduction**

The accompanying tables and narrative describe the estimated fiscal impacts associated with developing the proposed mixed-use project within the City of University City, Missouri. The 2.42-acre Redevelopment Area is generally bounded by Delmar Boulevard to the north, Delcrest Drive to the east, Crown Center senior living to the south, and I-170 and the Centennial Greenway to the west. The purpose of this analysis is to identify the benefits for the City of the proposed mixed-use development that includes a hotel with 133 keys, an associated 8,650 square foot restaurant, and an apartment tower with 160 units to be constructed on a 2.42-acre site (“Project”). The analysis looks at the potential impact on the delivery of police and fire services as well as the potential impact on the University City School District.

### **Potential Impact on City Police & Fire Services**

As part of its due diligence, Development Strategies contacted the University City Police and Fire Departments to discuss the potential impact to their delivery of services to the development site and surrounding areas. When considering the potential impacts on calls for service and service delivery, it is important to attempt to identify what might be attributable specifically to the proposed development, and distinguish what portion of any new services to the area are shared by the proposed development. While this is an estimation, it does provide a general order of magnitude of the possible costs to be balanced against projected revenues.

#### *Police Service*

The Police Department indicated that due to the proposed development in conjunction with the other new development in the area, an additional officer would be likely be needed in order for the Department to provide the same level of service. Conversation with the police chief indicated a potential increase in criminal activity associated with a hotel and its proximity to I-170. The proposed

project is also at the edge of District 7, which would necessitate additional travel. The chief indicated the level of service could vary if surveillance was provided for the development (will be provided) and security was provided (to be determined). The cost of a new officer, in salary and benefits, is approximately \$87,800. What portion of an officer's salary would be appropriate for the proposed project needs additional analysis, when taking into consideration the additional demands crated by the proposed new development at I-170 and Olive Boulevard.

#### *Fire Services*

The Fire Department indicated that as long as the project was not senior housing/assisted living or student housing, the project would have a minimal impact on their call volume; perhaps an additional 10 calls per year. The area is currently served by a 24' "pumper truck", which is adequate to maintain the current ISO rating for the area. Various factors are considered in calculating an area's ISO rating, including number of buildings, number of people in those buildings, height of buildings, and concentration of development. While the project, in conjunction with the Costco and other development in the area, collectively impact the City's ISO calculations, the Fire Department did not think the proposed project was enough to tip them over the edge of needing a ladder truck or other equipment in order to maintain their ISO rating in the response area.

#### **Potential Impact on University City School District**

The University City School District is concerned with the number of children that could potentially live in the apartments of the new development. Given the unit mix of the apartments of 29 studio units, 102 1-bedroom units, and 29 2-bedroom units, the number of children living in the apartments is expected to be quite small—approximately 4 children.

Our base assumption is that only adults will occupy the studio and 1-bedroom units. The base assumption for the 2-bedroom units is that 2 adults will occupy the units, but in order to allow for some portion of the units to be occupied by children, a rate of 2.1 is being used. This results in the projection for 4 children to live in the apartment complex. This assumption seems reasonable when considering: University City has an average household size for rental units of 2.04; and that 64% of renters are non-family households (2017ACS).

## Population Projection Calculation

<i>Unit Type</i>	<i>Number of Units</i>	<i>Persons per Unit</i>	<i>Total</i>
Studio	29	1	29
1-Bedroom	102	1.8	184
2-Bedroom	29	2.1*	64
			<b>277</b>
<i>* Persons per unit of 2.1 for 2-Bedroom units provides for the possibility that some small percentage of units may have a child living in them. The base assumption is that 2 adults will occupy the units, therefore the rate of 2.1 would result in approximately 4 children living in the units.</i>			

Given the limited number of students anticipated to live in the proposed apartments, they should be easily accommodated in Flynn Park Elementary School and the U. City High School, which have excess capacity. Approximate cost per student is roughly \$16,000, however, given the excess capacity, the cost could be expected to be less.

## Pool Sales Tax Impact

The City of University City is considered a “B” or “Pool Tax City” as it relates to St. Louis County’s 1% sales tax distribution. At its most basic, Pool Cities share the 1% sales tax proportionally based on the City’s population in relation to St. Louis County’s population as a whole. This calculation is based on the decennial census and is recalculated every ten years. Therefore, the current distribution is based on 2010 population, and will be recalculated in 2021 or 2022, when the numbers are released for the upcoming 2020 Census. For this reason, only an estimate of impact on revenue derived from the Pool Sales Tax can be calculated at this time; but this should provide an order of magnitude understanding of the potential impact of the proposed development into the future.

Using the population projections for the unit mix for the apartment complex—277 people—the City’s share of population increases by 0.0003686. Using the 2018 pool sales tax total of \$95,198,059 (the most recent currently available from St. Louis County), **University City would receive an additional \$35,090 in pool sales tax revenue.** It is important to note that the population increase due to the proposed project will not be accounted for in the 2020 Census, therefore the direct revenue benefits of the project will not be realized by the City until it is counted in the 2030 Census. Since it is not

possible to know what the population distribution or the collected pool sales tax will be, we are using the current allocation as a proxy to illustrate the potential benefits.

### **Potential Tax Revenue From Proposed Project**

The accompanying table provide an estimate of the taxes that would be generated from the proposed mixed-use development by the type of tax and the taxes available to each taxing district. The revenues shown are incremental of the taxes that are currently being generate from existing development on the site. The taxes that are associated with per-capita allocation have been shown separately, since they may not be available until the 2030 census. The estimated taxes are for a one-year period.

#### *Taxing Districts*

It is estimated that the University City school system will receive a little over \$669,000 annually – with the majority coming from real property tax (\$612,571) and the balance from personal property tax (\$56,743).

From various taxing sources, University City is projected to receive approximately \$429,700 annually, with roughly \$250,300 coming from real property taxes. Per-capita distributions would add nearly \$75,000 annually.

#### *Type of Tax*

In total, an estimated \$1,167,353 in taxes are projected to be available on an annual basis. The majority, of the revenue is projected to come from real estate taxes (66%), followed by sales taxes (27%), personal property taxes (6%), and utility taxes (2%).

## DELCREST PLAZA REDEVELOPMENT

### Preliminary Revenue Estimate By Taxing District

February 4, 2020

	PROPERTY TAX	SALES TAX	GROSS RECEIPTS	PERSONAL PROPERTY	TOTAL
<b>U CITY SCHOOL</b>	\$612,571			\$56,743	\$669,314
<b>UNIVERSITY CITY (tax Based)</b>					
U City General	\$80,751	\$147,082	\$21,213	\$8,401	\$257,447
U City Library	\$47,014			\$2,689	\$49,703
U City Park	\$49,027				\$49,027
U City Fire	\$24,514				\$24,514
U City Economic Development	\$24,514				\$24,514
U City Miscellaneous	\$24,487				\$24,487
<b>Subtotal</b>	<b>\$250,307</b>	<b>\$147,082</b>	<b>\$21,213</b>	<b>\$11,090</b>	<b>\$429,692</b>
<b>UNIVERSITY CITY (Per-Capita Based)</b>					
U City General		\$35,900			\$35,900
U City Capital Improvement		\$18,994			\$18,994
U City Public Safety		\$13,454			\$13,454
<b>Subtotal</b>		<b>\$68,348</b>			<b>\$68,348</b>
<b>TOTAL</b>	<b>\$250,307</b>	<b>\$215,430</b>	<b>\$21,213</b>	<b>\$11,090</b>	<b>\$498,040</b>
				<b>TOTAL</b>	<b>\$1,167,354</b>

## DELCREST PLAZA REDEVELOPMENT

### Preliminary Revenue Estimate By Tax

February 4, 2020

#### PROPERTY TAX REVENUE

	NEW DEVELOPMENT			EXISTING DEVELOPMENT			INCREMENT
	UNITS	AV/UNIT	TOTAL	UNITS	AV/UNIT	TOTAL	
Hotel	133	\$45,000	\$5,985,000				
Apartments	160	\$38,000	\$6,080,000				
Grocery/Restaurant	8,500	\$60	\$510,000				
Parking	338	\$6,500	\$2,197,000				
Land			\$500,000				
Site Development			\$1,000,000				
<b>Total AV</b>			<b>\$16,272,000</b>			<b>\$3,116,400</b>	
U City School (\$5.0704 C / \$4.4009 R)			\$770,585			\$158,014	\$612,571
University City (\$0.62 C / \$0.61 R)			\$100,073			\$19,322	\$80,751
U City Library (\$0.345 C / \$0.365 R)			\$57,766			\$10,752	\$47,014
Miscellaneous (\$0.1917 C / \$0.1827 R)			\$30,461			\$5,974	\$24,487
<b>TOTAL</b>			<b>\$958,885</b>			<b>\$194,061</b>	<b>\$764,823</b>

#### SALES TAX REVENUE

Restaurant/Grocery Sales	8,000	\$625	\$5,000,000				
Hotel F&B Sales			\$230,103				
Hotel Rooms Sales			\$4,575,366				
<b>Total</b>			<b>\$9,805,469</b>				
<b>Point of Sales</b>							
Local Use Tax	0.015		\$147,082				
Park tax	0.005		\$49,027				
Fire Services	0.0025		\$24,514				
Economic Development	0.0025		\$24,514				
Subtotal			<b>\$245,137</b>				\$245,137
<b>Per-capita</b>							
Municipal (County-wide)	277		\$35,900				
Capital Improvement	277	\$68.57	\$18,994				
Public Safety	277	\$48.57	\$13,454				
Subtotal			<b>\$68,348</b>				\$68,348
<b>TOTAL</b>			<b>\$313,485</b>				\$313,485

#### GROSS RECEIPTS (UTILITY) TAX

Hotel	133	\$1,000	\$140,000				
Apartments	160	\$1,000	\$160,000				
Restaurant/Grocery	8,500	\$3.50	\$29,750				
Office				34,200	\$2.75	\$94,050	
<b>Total</b>			<b>\$329,750</b>			<b>\$94,050</b>	
Tax Rate (9%)			<b>\$29,678</b>			\$8,465	<b>\$21,213</b>

#### PERSONAL PROPERTY

Hotel	133	\$2,500	\$332,500				
Apartments	160	\$4,000	\$640,000				
Restaurant/Grocery	8,500	\$12	\$102,000				
			<b>\$1,074,500</b>				
U City School (\$5.91)			\$63,503			\$6,760	\$56,743
University City (\$.8750)			\$9,402			\$1,001	\$8,401
U City Library (\$.28)			\$3,009			\$320	\$2,689
			\$75,913			\$8,081	<b>\$67,832</b>
<b>TOTAL</b>							<b>\$1,167,353</b>





## Department of Planning and Development

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 862-3168

### MEMORANDUM

TO: Plan Commission

FROM: Clifford Cross, Director of Planning & Development

DATE: February 20, 2020

SUBJECT: 2020 Comprehensive Plan Update – Commission Consultant Discussion & Recommendation.

CC: Gregory Rose, City Manager  
John Mulligan, City Attorney

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At an upcoming Plan Commission meeting, members will continue to consider two proposals pertaining to the selection of a consultant to assist the City in our development of a 2020 Comprehensive Plan. Specifically, Future IQ and PlanningNext participated in a joint City Council / Plan Commission meeting and provided a brief presentation and answered questions pertaining to their proposals. At the completion of the meeting the next recommended course of action was to refer this back to the Plan Commission for additional discussion and comment prior to a formal recommendation to City Council. Based upon that directive staff placed the item on the January 23, 2020 Plan Commission agenda to seek a formal recommendation from the Plan Commission.

During the January 23, 2020 Plan Commission meeting there was further discussion concerning the two potential consultants. During that meeting it was indicated that there was not enough information pertaining to the two potential candidates to make the recommendation. As a result, staff was tasked with generating follow up questions and conduct additional reference checks pertaining to each of the candidates to clarify potential concerns or perceived strengths/weaknesses for each consultant. Based upon that task staff presented specific questions to each consultant and have received responses for review and consideration prior to a formal recommendation of the Plan Commission. The questions and response are provided with this memo.

#### **Attachments:**

1. Future IQ Responses
2. PlanningNext Responses

## Future iQ Comprehensive Plan Follow Questions

- 1) *Smithville Comprehensive Plan – Have you been selected to complete the Smithville Comprehensive Plan? It appears that your agency completed a “2019 Strategic Plan” prior to the consideration of a new 2030 Comprehensive Plan. Based upon that fact, and based upon the fact that University City did not complete a prior strategic plan, how will the pillars for community growth/development be identified throughout our engagement process? Has that been factored into our plan as part of our community engagement process?*

### ANSWER:

- Yes; Future iQ and JS&A are under contract and working on the Smithville Comprehensive Plan. This was launched in Jan 2020, and we are currently working with taskforces for each pillar and technical elements of the comprehensive plan.
- For University City, we are proposing an integrated planning process that includes the ‘Visioning and Strategic Planning’ like Smithville and the ‘Comprehensive Planning’ component. Our idea is to build these as one seamless workflow for the community, rather than two separate projects. Community members can then track the vision to its transformation into the strategic pillars and then into the elements of the Comprehensive Plan. Therefore the ‘strategic pillars’ will be identified in the process as part of the visioning and engagement in Phases 2 and 3. Phases 4 and 5 then focus more on the technical aspects of the Comprehensive Plan.
- **Examples of the ‘Visioning and Strategic Planning’ stages are included for Smithville and Coppell.** NOTE: These reports are just part of the reporting from these stages – refer also to Project portal pages (which have all reports and data visualization etc.).
- Included also is an example of a **Benchmark Report for Coppell.**

Coppell project portal with reports and data visualization:

<https://lab.future-iq.com/coppell-vision-2040/>

Smithville visioning project portal with reports and data visualization:

<https://lab.future-iq.com/city-of-smithville/>

Smithville Comprehensive Planning project portal:

<https://lab.future-iq.com/city-of-smithville-comprehensive-planning-process-2020/>

**2) In relation, to the Coppell, TX “Bold Vision 2040” report, has the process for the Comprehensive Plan been initiated? If it has are you involved in that process?**

**ANSWER:**

- The Council used much of 2019 to review the actions and pillars proposed by the community. They adopted the pillars and high-level action areas but have been working through the details of the implementation and exploring some internal prioritization. At this stage, it is not clear when they will begin a Comprehensive or general planning process. Previously they did not follow one after the other, but my guess is they might start to renew their plan sometime this year. I remain in contact with the Deputy City Manager, as they work through prioritization, and only recently we were involved in an interview with the students on the role and impact of AI in the future actions.
- Future iQ does often follow the visioning with additional planning work, to help implement parts of the vision. For examples:
  - Park City, UT – we are presenting the final vision and high-level strategic plan in early March, and are already under contract to help them develop a framework and planning around the ‘Sustainable Tourism’ pillar – this is their key economic driver and they are seeking a major strategic shift in their tourism impact on the community.
  - Smithville, MO – the visioning was followed by Comprehensive Planning – these were separate RFP’s and selection process.
  - Edina, MN – After the visioning, we worked with them on:
    - Bridging process to the Comprehensive Planning work
    - Developing an economic development strategy (which the visioning identified as missing) – this included Industry Cluster study
    - Development of a Medical Destination concept

3) *Can you provide an example of a Comprehensive Plan you completed utilizing the Pre-Strategic Plan process being utilized? In addition, can you provide an example of a Comprehensive Plan that you completed without the strategic plan process being completed prior to or was completed as part of the overall Comprehensive Plan development process.*

**ANSWER:**

Future iQ and JS&A bring complementary skills and trajectory.

- Future iQ has been primarily working on visioning, community engagement, strategic planning and leading into specific planning elements
- JS&A has been primarily working on specific technical planning elements, leading into community planning and engagement.
- Our collaboration brings the visioning and engagement package, together with the technical planning efforts, into an integrated approach.
- Together, we are new to complete end to end ‘visioning to comprehensive plan’. Smithville is our first full process; however, we have collectively undertaken all the elements in some form or another.
- We hope to bring a fresh, community-oriented approach comprehensive planning in University City, coupling together foresight; data-driven community engagement; interactive and transparent visioning methodology; and, innovative technical planning.

In terms of the specific request for examples, the following is a summary of JS&A’s experience on technical aspects of Comprehensive Planning:

JS&A has successfully completed dozens of municipal planning efforts in cities across the country. They have extensive experience with each of the elements within a Comprehensive Plan, including analysis and strategic recommendations pertaining to land use, demographics, housing, infrastructure, education, recreation, transportation, and economic development. Importantly, they have worked with communities – including inner-ring suburbs – with similar geographic sizes, population sizes, demographics, and physical conditions as University City (see DC examples in attachments).

Much of JS&A’s planning, analysis, and strategy work has been conducted concurrently along with community visioning or strategic planning efforts. And much of their planning experience was the precursor to ensuing strategic plans and other engagement efforts or policy strategy assessment. Below are a few examples.

Technical planning work that informed municipal policy or led into subsequent strategic planning efforts:

- **Eastover Sector Plan and Map Amendment**

Maryland – National Capital Parks and Planning Commission (Forest Heights and Glassmanor, MD) Plan for the municipalities bordering Washington, DC to the South; JS&A’s technical work included demographic assessment and projections, land use analysis for all land use types, market analysis and future demand assessment for all land use types including residential, transportation and access

assessment, community engagement, and strategic recommendations to inform planning, policy, and future land use map.

- **Prince Georges Comprehensive Zoning Rewrite**  
Maryland – National Capital Parks and Planning Commission (Prince George’s County, MD)  
Real estate market analysis and community engagement to inform a county zoning rewrite shifting towards a form-based code. JS&A’s technical work included market analysis and real estate feasibility assessment for all land use types, stakeholder engagement, and zoning recommendations.
- **Kansas City Urban Redevelopment Strategy**  
Kansas City Urban Neighborhood Initiative and Kansas City Local Initiatives Support Corp. (Kansas City, MO)  
Planning analysis of an underserved portion just south of Downtown Kansas City (about the size and population of University City) with issues including a declining population and high commercial and residential vacancy. JS&A conducted land use analysis, retail and housing analysis and strategy, economic development strategy, and policy recommendations.
- **Re-Imaging Reeves Center Property Redevelopment Analysis and Strategy**  
DC Deputy Mayor’s Office for Planning and Economic Development (Washington, DC)  
JS&A conducted planning, analysis, and strategy work for multiple market areas, including a transportation analysis, cultural facilities assessment, civic and recreational use analysis, housing needs assessment, retail and office viability analysis, hotel analysis, and detailed development impact and financial feasibility assessment. JS&A made recommendations to inform how the city will redevelop key opportunity parcels.

JS&A planning work conducted concurrently with other strategic or engagement efforts:

- **Mid-City East Small Area Plan**  
DC Office of Planning (Washington, DC)  
JS&A’s technical work included demographic assessment and projections, land use analysis for all land use types, market analysis and future demand assessment for all land use types including market-rate and affordable residential, transportation and access assessment, community engagement, retail revitalization strategic, economic development strategy, and affordable housing policy recommendations. During this process other team members conducted a comprehensive engagement strategy that helped inform JS&A’s methodologies and findings throughout the planning process.
- **Western Avenue Corridor Study and Rezoning**  
Boston Planning and Development Agency (Boston, MA)  
JS&A conducted a detailed market analysis and development financial feasibility assessment for all land use types in the study area. The analysis, which included multiple forms of community engagement and stakeholder collaboration, was conducted concurrently with other BPDA efforts such as a transportation and infrastructure plan for the same study area. JS&A’s work will culminate in recommendations to guide BPDA’s zoning rewrite for the area.
- **Downtown East Re-Urbanization Plan**  
DC Office of Planning (Washington, DC)

JS&A conducted a planning strategy for DC's Downtown East area focusing on the opportunity to redevelopment commercial spaces into residential uses. JS&A conducted demographic analysis and projections, market analysis and land use analysis for all property types, and an assessment of cultural facilities including educational, recreational, and arts land uses. JS&A's work was undertaken over the course of a concurrent outreach and engagement process.

- **Downtown Middlebury Masterplan**

Town of Middlebury (Middlebury, VT)

JS&A is currently working on a Downtown Masterplan for the town of Middlebury, Vermont. The effort includes demographic assessment, projections, and needs analysis, land use analysis and market analysis for all property types, and detailed site-specific development feasibility assessment and strategy. The planning process includes urban design assessment, transportation and connectivity analysis and recommendations, environmental, stormwater, and infrastructure analysis, and creative forms of community engagement.

**MEMO**

February 19, 2020

To: Clifford Cross, AICP, Director of Planning & Development, City of University City  
From: Jamie A. Greene AIA, FAICP and Sarah Kelly, AICP  
Re: Response to Follow-Up Questions, Comprehensive Plan

As requested, below are responses to follow-up questions from our recent interview. Our responses are informed by over two decades of experience in crafting comprehensive plans. We are nationally recognized in managing plans that include dynamic engagement opportunities that draw people in, and also produce results. We have achieved many successes in communities with important similarities to University City in terms of scale, diverse populations, and complex land use and fiscal issues. We've also assisted many communities that are greatly impacted by universities. In these university communities, we've developed planning processes that have helped to align interests and create new opportunities collaboration.

- 1) Decatur, AL Comp Plan – In evaluating the Decatur, Alabama Comprehensive Plan a Community Engagement process was guided by a 40-member steering committee. Can you explain how that committee was created and what role your firm played in identifying the recommended members of that committee based upon the demographics of all stakeholders they represented?

*In Decatur, we facilitated the process of forming the steering committee starting with a diverse nominating committee. (The group was essentially the selection committee members.) Over the past twenty years, we have honed our expertise in creating committees that are representative of the population in a community and comprised of individuals who are motivated to help their community. Each community tailors the approach to their needs. Decatur is one example of this work, which included the following steps to identify and seat members of the committee:*

1. *We provided a job description that outlined roles and responsibilities. This was important to ensure that nominating committee members could make steering committee members aware of expectations of them.*
2. *We populated a diversity matrix. This tool tracked attributes of each potential committee member in response to the strong desire by project leadership to create a group that was both representative of the City's demographics (age, race, gender, etc.) and included people from different geographic areas.*
3. *We solicited applications. Methods of publicizing the opportunity were executed. This generated over 200 applications from individuals interested in serving on the committee.*
4. *We facilitated discussions to generate individual names for committee. Using the diversity matrix, we talked through the proposed make-up of the committee with the nominating committee to help them identify specific individuals to serve.*

5. *We conducted an orientation and kick-off with the group. Once the group was seated, we facilitated an initial meeting at which we reviewed the expectations for their involvement in the process and outlined the proposed approach to the work. This affirmed a shared understanding of their critical role in the work.*

*While this was a large committee—larger than we typically see—community leaders believed the number of participants was needed to serve the planning process. Despite the size, this group turned out to be cohesive and committed. The attendance and engagement were consistently high at their monthly meetings. (See as another example, Cary, North Carolina, which is described in the response to question 3.)*

- 2) In reviewing other communities, a trend seems to be the development of a Pre-Strategic Plan process being utilized as part of the community engagement process prior to pursuing a Comprehensive Plan update. It is our understanding the role of this process is to obtain a significant amount of community engagement with a primary focus of identifying the pillars of community growth/development. Do you intend to use a similar process as part of the proposed community engagement component of your proposal and if not how does your proposed process compare to a Pre-Strategic Plan process to develop a community vision for the Comprehensive Plan? How is its purpose defined?

*We propose organizing the work into discrete phases with the initial tasks resembling what you refer to as “Pre-Strategic Plan.” If a community is committed to planning (not just pre-planning) it is typical to roll-up the work into one project, one brand, one engagement strategy.*

*Our initial work for every comprehensive plan is focused on obtaining broad public participation through meaningful engagement. This is an iterative effort, so that the engagement informs the analysis, which in turn informs subsequent rounds of engagement. The initial phase will have significant engagement that establishes key “pillars,” such as principles for growth and development.*

*Establishing pillars of community growth and development is achieved through interactive, inspiring opportunities for the public to share ideas beginning at the earliest stages. In College Station, Texas, the team kicked off the public engagement with an interactive quiz-style contest where small groups had the opportunity to compete as they answered questions about conditions and trends in the community. In Davidson, North Carolina, residents participated in smart phone live polling with questions focused on what they valued about the community and what they envisioned for the future and results were displayed live. In Montgomery, Alabama, 500 participants packed the Dunn-Oliver Acadome on the campus of Alabama State University for a night that featured the Alabama State University Marching Hornets, community speakers, a presentation from the planning team and public discussion of conversation that yielded 2,900 comments and ideas.*

*Our public engagement work (Phase 2 of our proposal, which runs concurrently with other phases) will draw from our experience with these communities and dozens of others to deliver a*



*community vision for University City. The processes described above—and many others—have been credited with creating the foundations for uneventful, unanimous adoption of the comprehensive plans.*

*Regarding how the purpose was defined, the initial phase of the project is intended to create a foundation for 1) additional research, and 2) vision and goals that together will guide the more specific creation of projects, policies and programs.*

- 3) Can you provide an example of a Comprehensive Plan you completed utilizing the Pre-Strategic Plan or similar process being utilized? In addition, can you provide an example of a Comprehensive Plan that you completed without the strategic plan process being completed prior to or was completed as part of the overall Comprehensive Plan development process.

*Every comprehensive plan we have completed in the past twenty years has been approached and structured in a strategic way. This work has included an initial phase that's focused on generating big picture ideas and an aspirational vision for the future. In most cases the work was integrated. For the City of Upper Arlington, Ohio, we were asked to facilitate a pre-panning process and then a strategic plan and vision. With this foundation, we were asked to guide preparation of a new comprehensive plan. This led to more specific plans for seven key areas in the City and the preparation of a Unified Development Ordinance (the first in Ohio). That plan has been critical to the City's ability to leverage tens of millions of dollars of investment in the community, dramatically improving its fiscal position.*

*In Cary, North Carolina, we facilitated the pre-comprehensive plan process with an organizing effort to build interest and ownership in the process, including engaging the community in the process and shaping the core direction. The elected and appointed city officials challenged us to engage new and diverse members of the community, beginning with a steering committee that was an integral part of the pre-planning. In response, we designed and led a campaign that yielded 400 applicants for the steering committee. Thirty-two were selected and dozens of others joined important committees and we facilitated all of them. The steering committee laid a foundation for an engagement process that exceeded all expectations, including the largest public meeting in the Town's history (close to 800 residents participated), a series of Area Conversations hosted throughout the community, and multifaceted online participation.*

*The foundation work is essential to our proposal. We have demonstrated its success through many comprehensive plans that have garnered essential support from communities and led directly to implementation.*

Thank you for your interest in our proposal. We look forward to the opportunity to bring our inspirational approach—informed by decades of experience in crafting award-winning comprehensive plans—to our work with you.