

## Senior (55+) Agri-Living Precedent: Chickahominy Falls

Chickahominy Falls near Richmond, Virginia, is an example of a senior (55+) agri-living residential development. The overall development is approximately 180 acres with a 10-acre working farm. Key amenities include:

- Event space (The Barn) with demonstration kitchen
- Community clubhouse
- Walking trails
- Fishing pond
- Conservation areas

The working farm is privately owned and operated, separate from the community homeowner association (HOA). Residential housing includes a mix of single-family homes, villas, and townhomes. A low (or no) maintenance lifestyle is a key selling point along with nature, health, and wellness as part of the agri-community concept.

*Right: Master Plan of Chickahominy Falls*



## Incentives

An important challenge, of course, is the well-known “gap” between today’s costs to construct and provide senior housing and the ability of the market to afford the necessary prices and rents. Construction costs for good quality housing almost certainly exceed the ability to pay in lower-middle income areas like North County.<sup>1</sup> This lower-middle income dilemma has fueled the extraordinary amount of “institutional buying” of single-family homes in North County in recent years by large real estate firms. These homes are typically upgraded lightly, then rented to households who would like to purchase but whose resources cannot generate sufficient down payments that qualify for mortgage loans. Renting becomes a good alternative for families wanting the benefits of single-family housing, but an increase in renters also means fewer on-site investors (i.e., homeowners) in the neighborhoods.<sup>2</sup> These income challenges could well extend to senior housing on the Jamestown Mall site.

Thus, some kind of development subsidy or incentive is likely to be required to support the senior housing alternative. Incentives could take the form of a land donation where parts of the Jamestown Mall site, after clearance, are effectively given to senior housing developers, thus reducing their overall costs and reducing the need for higher prices and rents. Maximum reutilization of existing infrastructure on site (on the surface and underground) could also reduce development costs. There are also housing support payment programs for qualifying households than can be directed to the seniors themselves in addition to incentives to the developer(s).

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1) This is a challenge in countless communities throughout the United States and even in the St. Louis metropolitan area. North County is not unique in this regard.

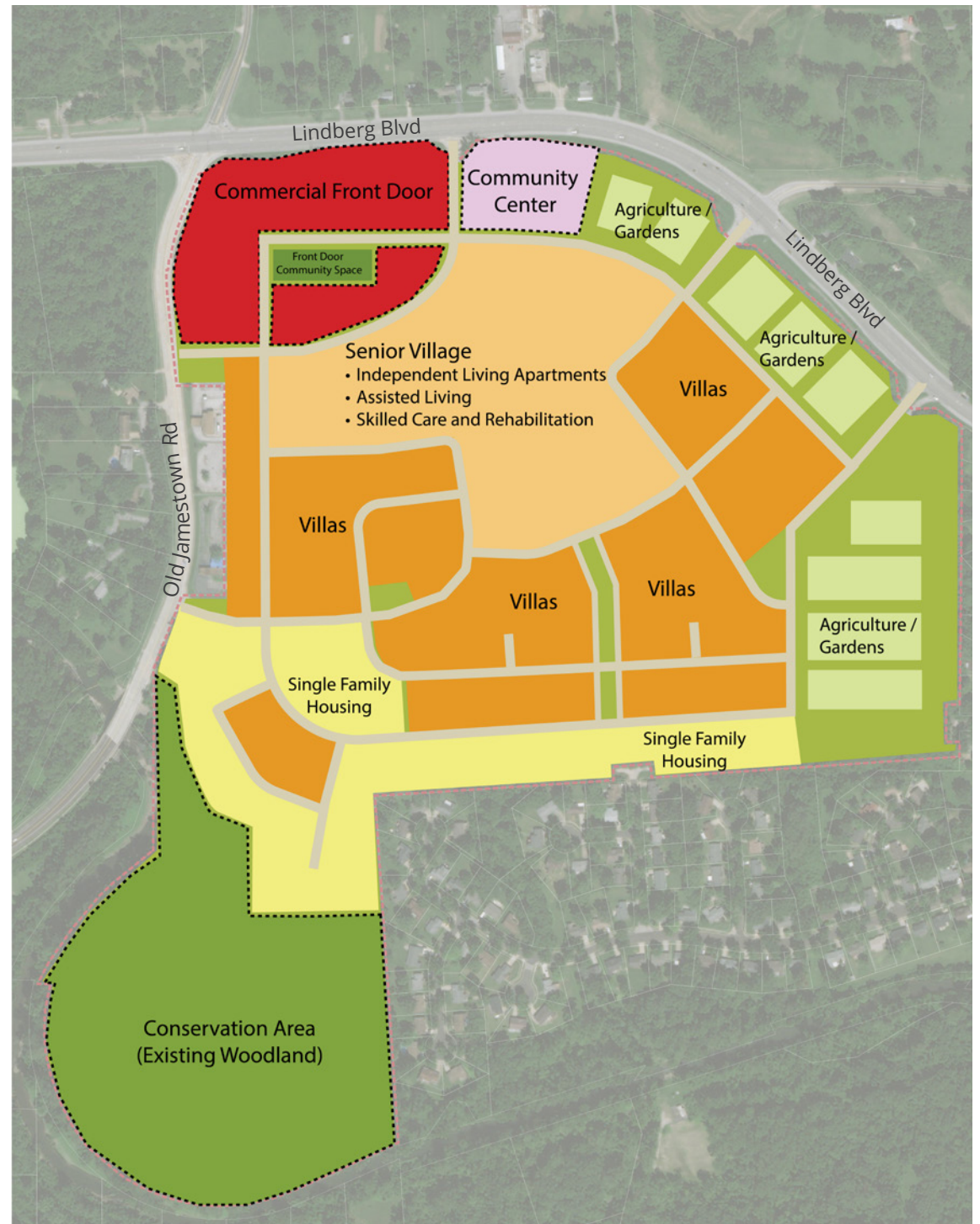
2) North St. Louis County appears to be the most intensive concentration of this “institutional” invasion in the metro area, but it is a phenomenon taking place in virtually every metro area of the U.S.

Of course, the donation of land by the current owner of the Jamestown Mall site would mean no direct recovery of costs that have been and yet-to-be committed to the site. This is an outcome that the St. Louis County Port Authority and the St. Louis Economic Development Partnership must address in the context of larger forces and needs. Returning the site to the property tax rolls is an indirect cost recovery for county government and overlapping taxing districts. Eliminating future costs is another “saving.” There may also be indirect benefits to St. Louis County government from added retail sales taxes, utilities franchise taxes, business licenses, etc.

## Senior (55+) Residential with Agri-Living

### CONCEPT DIAGRAM

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



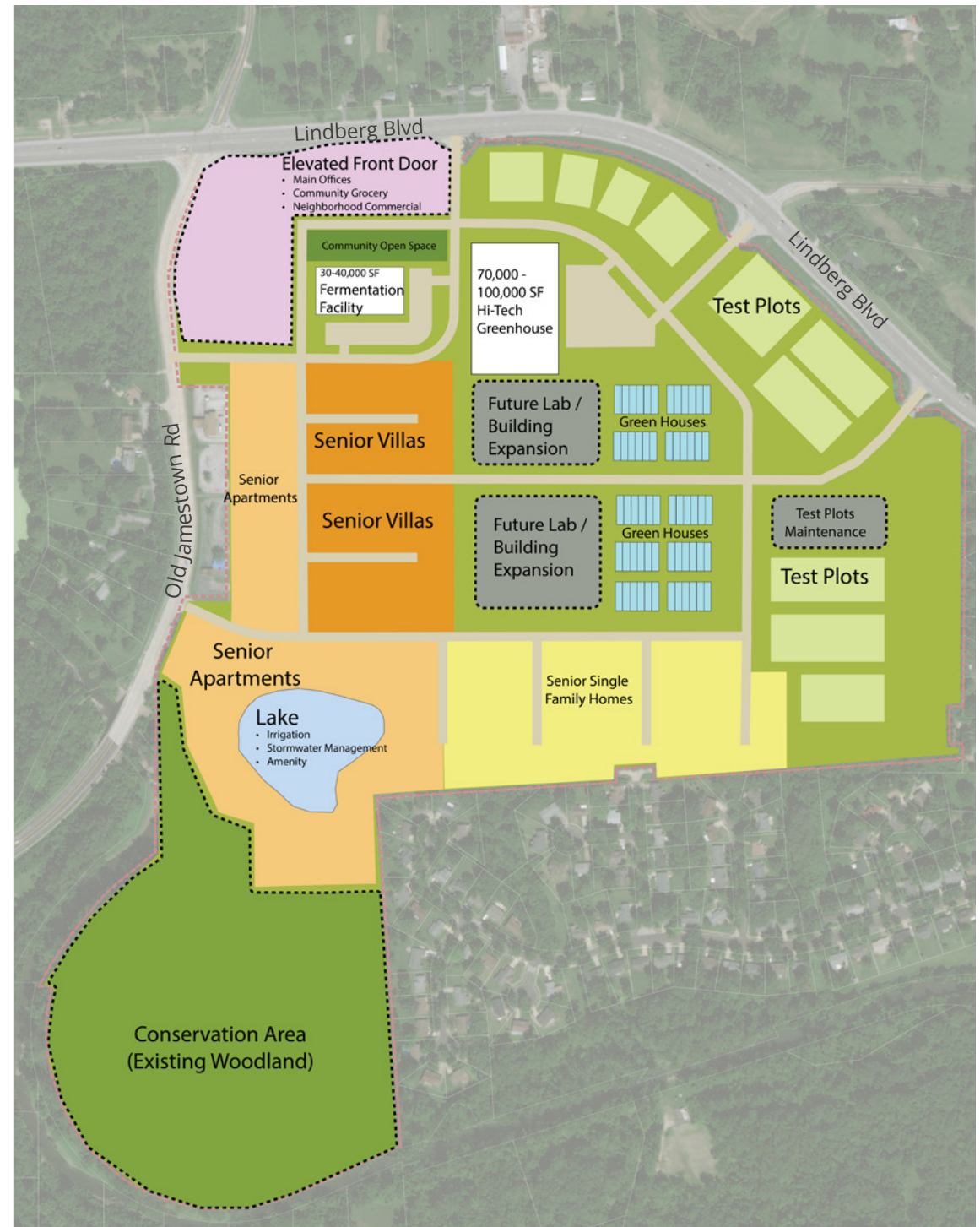
## Senior (55+) Residential with AgTech/Ag-Food Technology Campus

### CONCEPT DIAGRAM

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This concept diagram explores combining the preferred land use (AgTech/Ag-Food Technology Campus) with senior housing. A benefit of this approach is the potential for faster build-out of the site.

However, the drawback of utilizing a substantial area of the AgTech/Ag-Food Technology Campus for senior housing is that it limits the available acreage for the expansion of AgTech/Ag-Food facilities.



# What We Heard

Below is a summary of key themes heard from the community during the small group meetings, public forums, and comment forms.

## Opinions Vary Based on Distance from the Site

The distance someone lived from the site impacted their opinions on scenarios. The farther away someone lived, typically, they were more open to the various scenario options. However, the closer they were to the site, the more concerns there were, especially regarding the logistics centers (as part of the first six land use scenarios).

For the final three scenarios, residents who lived closer to the site greatly preferred the AgTech Annex scenario compared to all respondents.

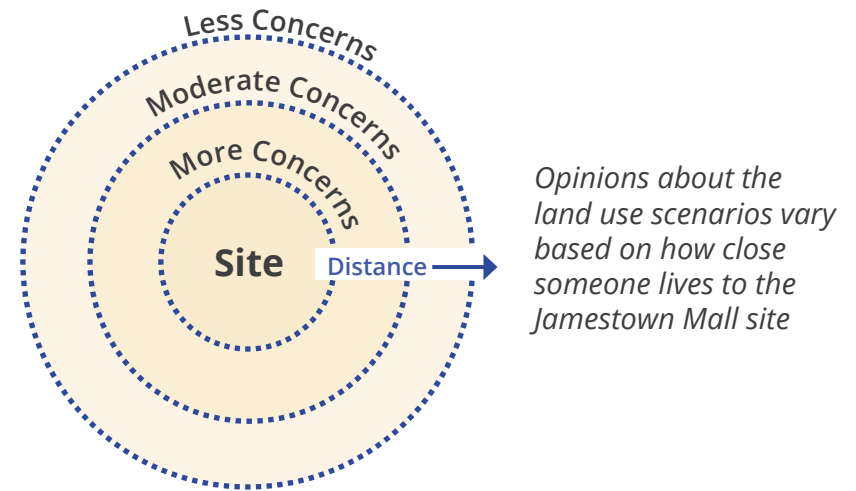
## Openness to Learning More

Especially during the initial evaluation of the first six land use scenarios, there was great openness to learning more about the scenarios. This openness reflected the significant percentage of survey respondents who picked “neutral” when asked, “how do you view each scenario in terms of favorability.” The planning team also heard this in small group discussions. Attendees asked great questions to learn more about the different scenarios.

However, the openness was not universal. Some residents had strong opinions about specific scenarios (or aspects of certain scenarios), but overall most residents were open to learning more about the strengths and weaknesses of the scenarios.

## Excitement to See Progress

Residents felt some planning fatigue when the planning process started in early Spring 2022. There was also frustration about the lack of progress on the site. However, when news broke later in the Spring about funding for demolition and the sight of workers doing remediation work at the Mall, there was visible excitement among residents that progress was finally happening.



## The Tension of “Clean Slate” vs. “Swift Redevelopment”

There were mixed opinions in the community about having a clean greenfield (post-demolition) and swift redevelopment of the site. Much of the surrounding area, especially north of Lindbergh, is almost rural in character, with a scattering of agricultural fields, open space, and low-density residential. Therefore, many residents would be content to have a greenfield (or other passive use) of the site. However, many residents also expressed the desire to quickly have meaningful development and reuse of the site.

### **“Wants” versus Market Demand**

A key finding of the market analysis showed that retail viability for the site was very low due to several factors. The market analysis showed that existing retail competition in North County (primarily the Lindbergh corridor in Florissant), lack of population density near the site, and overall trends in retail meant that new retail on the site was not commercially viable. While most residents understood the retail challenges for the site, many residents still had a wish list of desired retail, including Trader Joe’s, Whole Foods, and Costco (among others).

Many community comments asked for a “Streets of St. Charles” type of development. Unfortunately, the market demand for the scale of commercial development similar to the “Streets of St. Charles” isn’t realistic for the Jamestown Mall site. However, many qualities of a “Streets of St. Charles” (walkability, programming, and quality architecture) could be part of future development at the Jamestown Mall site.

### **Desire for Community**

A consistent theme throughout the small group discussions, public forums, and comments was the desire for community. Ideas from residents on how community could be achieved significantly varied, ranging from physical elements (community center, community open space, etc.) to programming (events, opportunities for families, etc.)

### **“Elevate” North County**

The term “elevate North County” heard in the small group discussions and comments captured a broader sentiment among many residents. Residents would like to see north St. Louis County have the same amenities and resources as other parts of St. Louis County and the region. The future Saint Louis Zoo WildCare Park is an excellent example of “elevating” North County. WildCare Park will be a huge investment and a significant tourist attraction.

While the Jamestown Mall site is a different context, residents want a land use that further elevates the perception of North County.

### **Concern About Future Vacancy**

The vacant Mall has been a community eyesore for many years. Residents were very concerned about future developments (buildings) becoming vacant in ten to fifteen years. Many residents prefer a more conservative development approach, such as keeping a greenfield in the short-term, to ensure long-term, viable development.

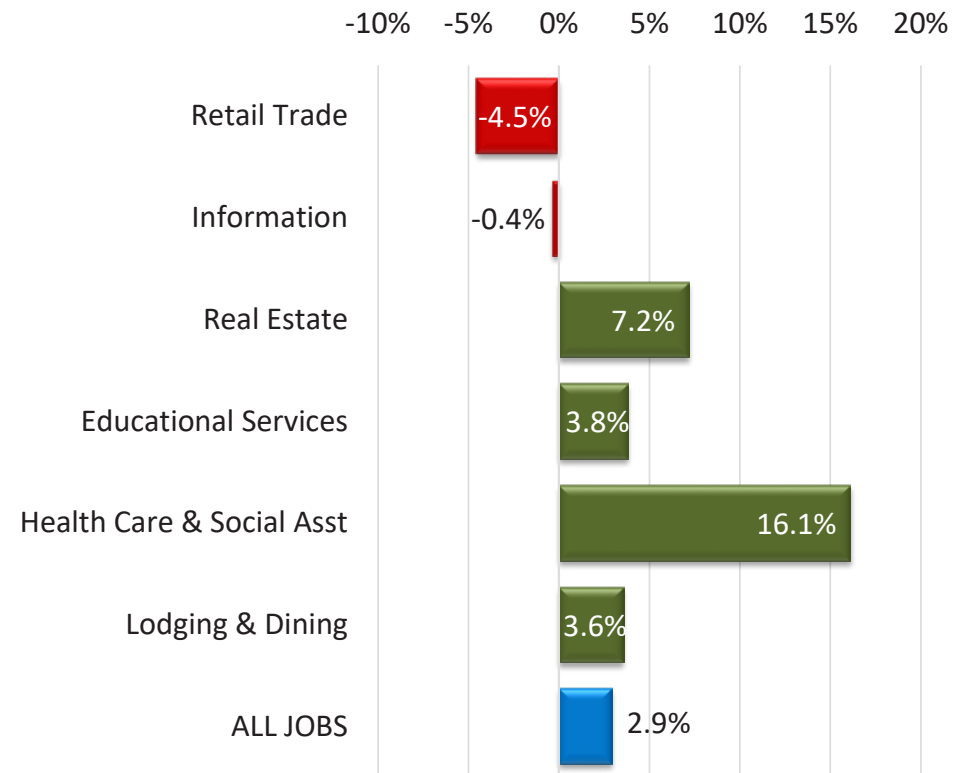
## ST. LOUIS REGIONAL EMPLOYMENT PROJECTIONS 2018 TO 2028: SECTORS WITH CURRENT STRENGTHS IN NORTH ST. LOUIS COUNTY

Again, retail jobs are projected to decline in the St. Louis region by 4.5% over ten years, a factor which would sharply impact North County. Productivity gains, as projected at the national level, however, would like result in sharply increased retail sales in North County.

Other strong sectors in today's North County should see above average growth rates in the St. Louis area, other than the information sector. Information, however, is projected to see a 35.8% increase in national output as technology and automation replace many jobs.

### St. Louis Region Job Growth in Strong Sectors of North St. Louis County, 2018-2028

Source: Missouri Economic Research & Information Center (MERIC)

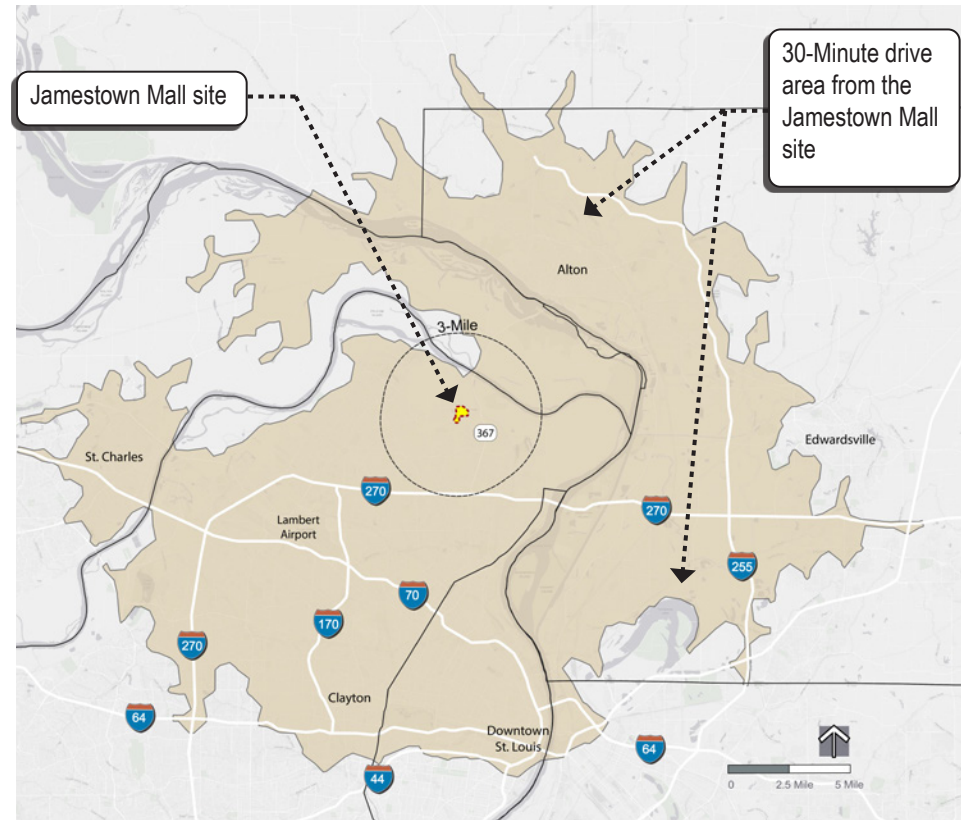


## JOBS BY INDUSTRY SECTOR WITHIN 30-MINUTE DRIVE OF JAMESTOWN MALL SITE

Industry Sector (Top Ten Sectors by Number of Jobs)	Count	Share
Health Care and Social Assistance	122,346	18.6%
Manufacturing	57,273	8.7%
Administration & Support, Waste Management and Remediation	55,161	8.4%
Accommodation and Food Services	52,462	8.0%
Professional, Scientific, and Technical Services	45,398	6.9%
Retail Trade	44,233	6.7%
Educational Services	41,068	6.2%
Finance and Insurance	39,846	6.1%
Wholesale Trade	33,976	5.2%

Source: 2019 Census 'On the Map'

The above table shows the top ten industry sectors by the number of jobs within a 30-minute drive of the Jamestown Mall site. The following pages include maps of job locations of each of the industry sectors.



Base Map

## CONCLUSIONS: JOB GROWTH IN NORTH COUNTY

North St. Louis County, here defined as north of I-270, is well positioned to capture more of the employment and economic growth projected for the St. Louis area. It is centrally located in the region between east and west, but it suffers from a lack of centrality north to south. Thus, the strongest location for future growth is most likely along the I 270 corridor which enables fast access to all parts of the region for the movement of goods and workers.

But growth in the St. Louis area is projected to be sluggish, absent substantial economic development initiatives. This is a somewhat national challenge, too, with job growth rates slowing down over the next decade or so. But St. Louis could be slower than that. Thus, competition for added job growth in the region and in the nation will become more intense.

**The Jamestown Mall site is not all that well positioned to compete strongly in this environment.** It is not served directly by the interstate highway network and it has a relatively low population and workforce density nearby. **Still, it is a large site in Missouri's largest county and economic region. Targeting unique opportunities suitable to North County but also with national markets will could very well attract a substantial number of high value businesses and jobs.**

# SENIOR HOUSING MARKET: OVERVIEW

The senior population is on the rise in North County, though this growth will be concentrated in “older” seniors for the next 15 years or so. These people are part of the post-World War II Baby Boom generation. The Boomers were followed by a smaller cohort.

As time passes, Boomers who were of the “younger senior” groups (55 to 69) will be replaced by a shrinking number of younger seniors. Meanwhile, the Boomers will increase in age, boosting the number of “older seniors” (70 and above) even as younger seniors decline.

And most of these older seniors will be women.

St. Louis County as a whole also faces these important demographic changes. Facilities and services for a growing population of aging seniors will be necessary. This will include more housing options that cater to those being less mobile as well as to those becoming infirm. More leisure spaces and walking (good exercise!) trails will be in demand as the aging seniors retire from full time work.

Market-based opportunities will expand to home health care services, lower grocery demands (seniors eat less!), but higher drug store demands. Seniors are not clothing shoppers like younger generations, but they need comfortable clothes and, especially comfortable shoes. They may eat out at restaurants less often, too, but seniors also tend to eat earlier than the rest of the population for dinner. Restaurants that can accommodate early diners and later diners could enjoy more revenue. Portions would be smaller, though seniors like “doggie bags” for additional meals at home.

Along with attention to health care will be demands for attention to wellness care—staying fit to minimize chances for illness, extend life, and enhance quality of life. This should be a boon to gyms and related exercise facilities, but perhaps also for dance studios where greater socialization can accompany good exercise. Community senior centers will be necessary, as will more methods for non-driving vehicular movement, such as taxi cabs, on-demand transport, and even golf carts for short trips.

A cohort-survival method for projecting population applies an expected death rate<sup>1</sup> to an age cohort (in this case, five-year cohorts) to estimate how many of the people in that cohort who are alive today are likely to be alive in five years.

For North County, the calculations start with the 2026 projection of population by age cohort (separately for males and females) as provided by Esri. These numbers are adjusted downward through 2036 using U.S.A. death rates by age group as of 2019 (published by Statista in 2022).

This method does not account for “move-ins” to North County, or “move-outs” by these age groups, however. For instance, if a senior housing development was built at Jamestown Mall, this might attract seniors from outside North County as well as those presently living in North County.

Such in-and-out movement might change the overall population numbers.

Esri estimates that there were 41,330 residents of North County over the age of 55 in 2021. This represented almost one-third (32.7%) of all the population in North County (126,280).

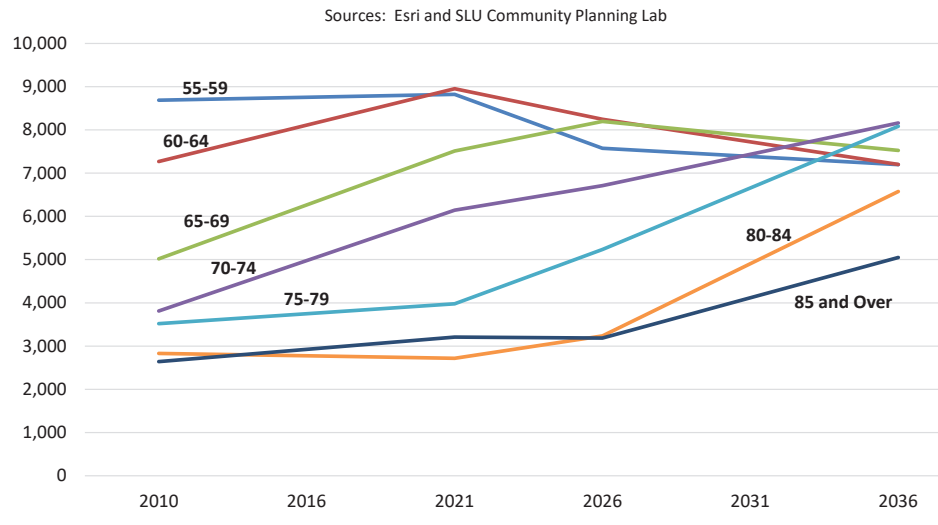
By 2026, Esri projects that the senior population will expand to 42,400, or 33.6% of the North County population. Seniors would increase by 2.6% between 2021 and 2026, while the total population would remain virtually the same (126,290).

Cohort survival projections by the Community Planning Lab indicate that North County seniors would increase by another 8.8% between 2026 and 2031, then another 7.9% between 2031 and 2036. The senior population would be about 49,790 in 2036, up from 41,330 in 2021. Separate projections of the total population to 2036 were not computed.

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*1) Birth rates would be applied to estimate new entrants to the population, but this analysis focuses solely on seniors, so birth rates are not applicable.*

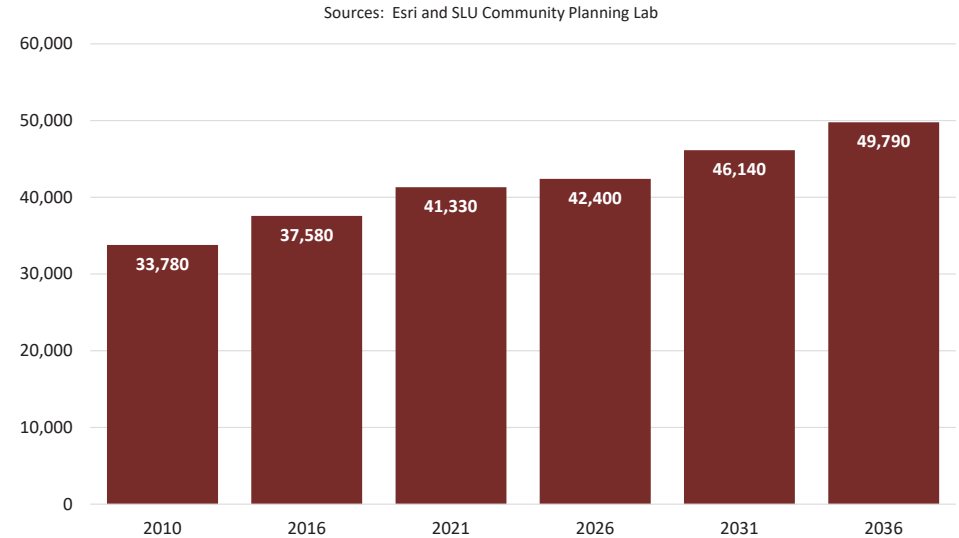
## SENIOR POPULATIONS BY AGE GROUP: 2010 TO 2036 NORTH ST. LOUIS COUNTY



The aging Baby Boom generation looms large in these projections. Senior age groups that will be 70 years or older in the coming years are expected to increase in number in North County by 2036. Younger senior numbers will decline. The net effect, however, is growth in senior residents.

The oldest surviving Baby Boomers will be 90 in 2036, the youngest 72.

## TOTAL SENIOR POPULATION: 2010 TO 2036 NORTH ST. LOUIS COUNTY

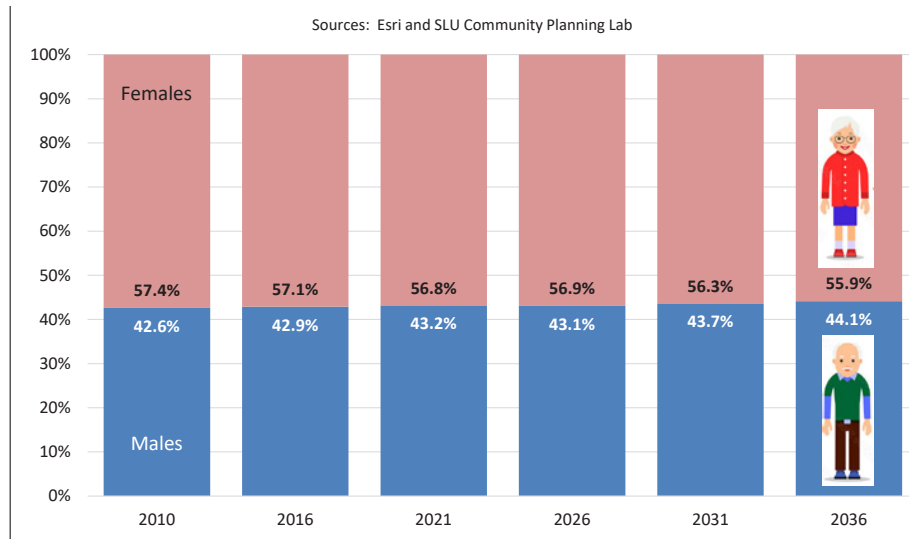


The total senior population is projected to reach nearly 50,000 in North County by 2036, from just over 40,000 in 2021.

This would be a 20.5% increase in 15 years. While equivalent projections for the entire North County population are not available, U.S. Census projections indicate that America's total population will increase at only about half that rate.

## SENIOR POPULATIONS BY SEX: 2010 TO 2036

### NORTH ST. LOUIS COUNTY

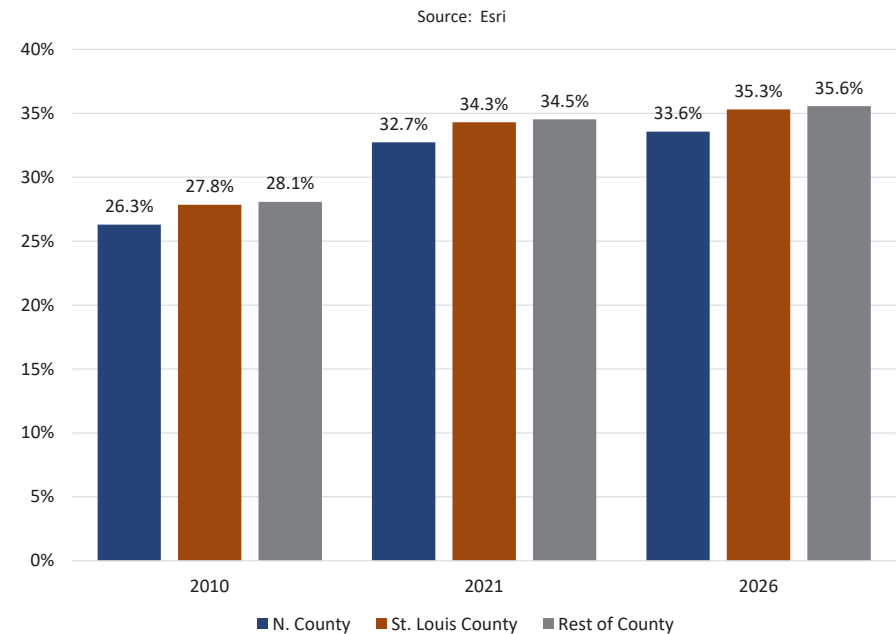


Senior women in North County already greatly outnumber the men by a ratio of 56.8% to 43.2% as of 2021.

This ratio is not projected to change substantially by 2036, although the men will gain a slightly larger share of the senior population.

## SENIOR POPULATION AS PERCENT OF TOTAL POPULATION

### NORTH ST. LOUIS COUNTY AND ST. LOUIS COUNTY AS A WHOLE



While senior populations are on the rise in North County, their percentages are still lower, as a share of total population, than in the rest of St. Louis County.

In 2021, seniors made up 26.3% of the North County population, but 28.1% in the rest of the county (that is, excluding North County).

By 2026, the share of seniors in the county will generally increase, but North County will still have a slightly smaller percentage than the rest of the county.