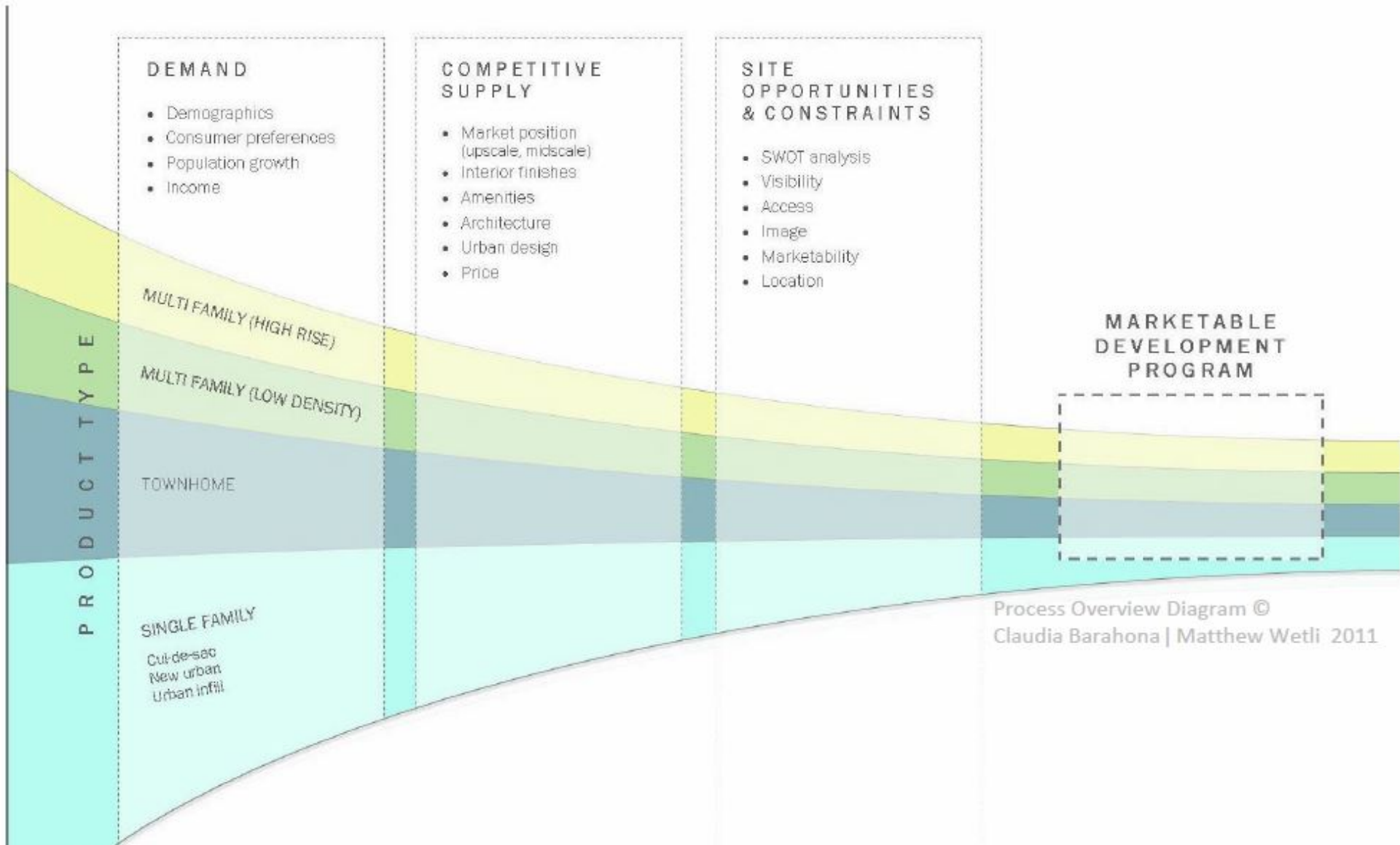
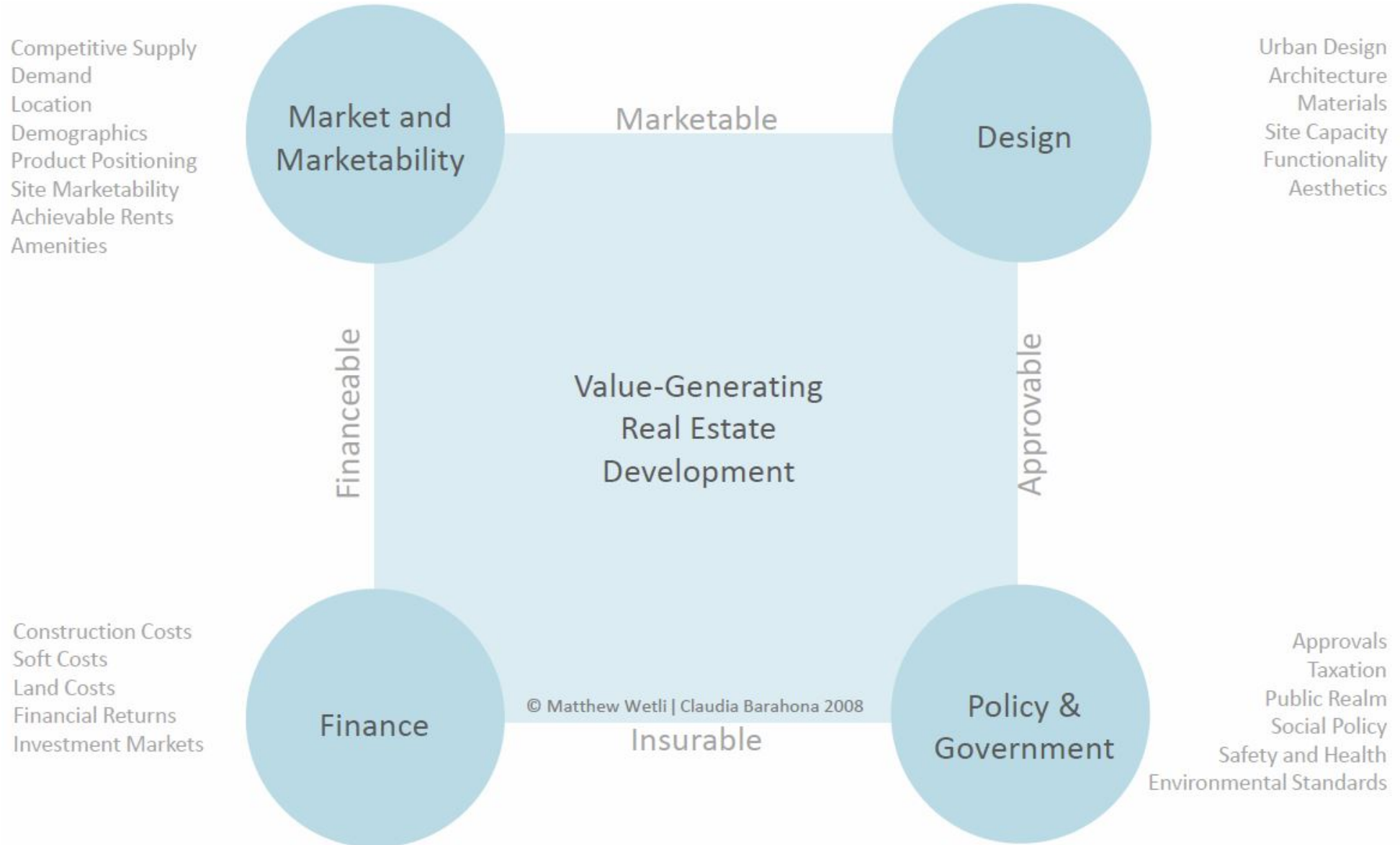


Site Review

Site Analysis and Marketability

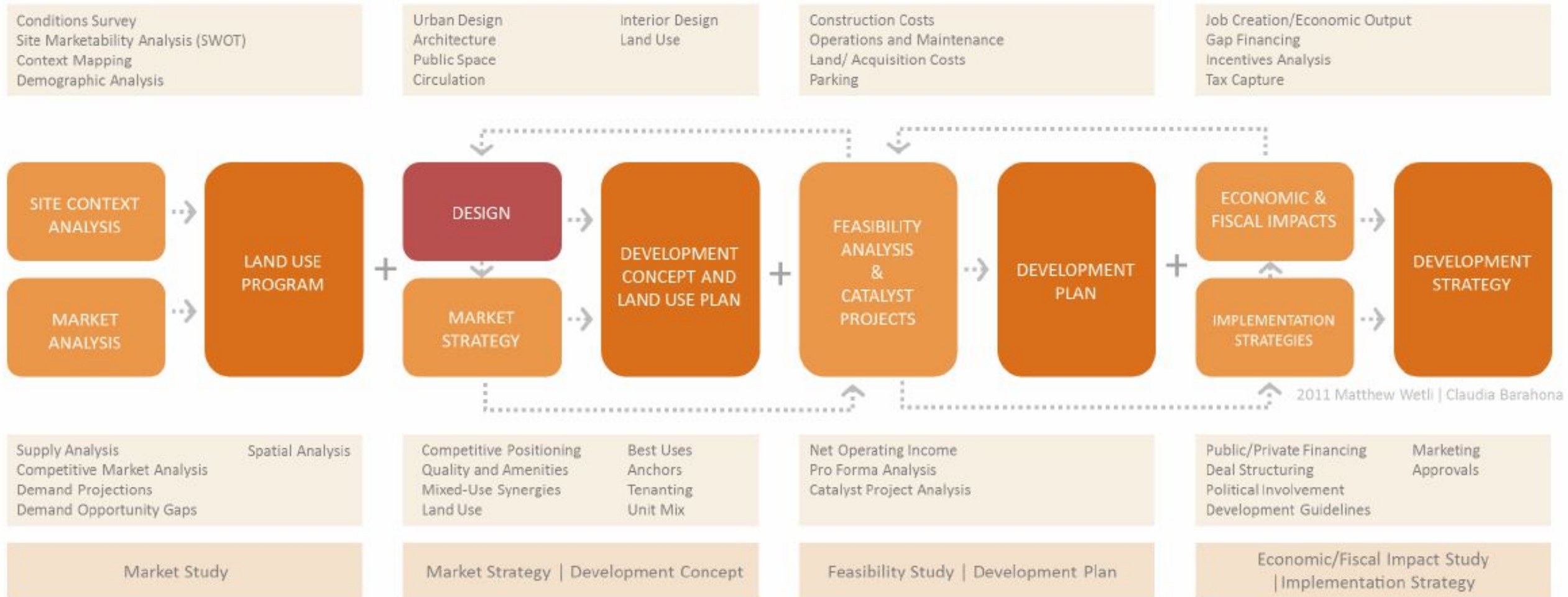


Site Analysis and Marketability

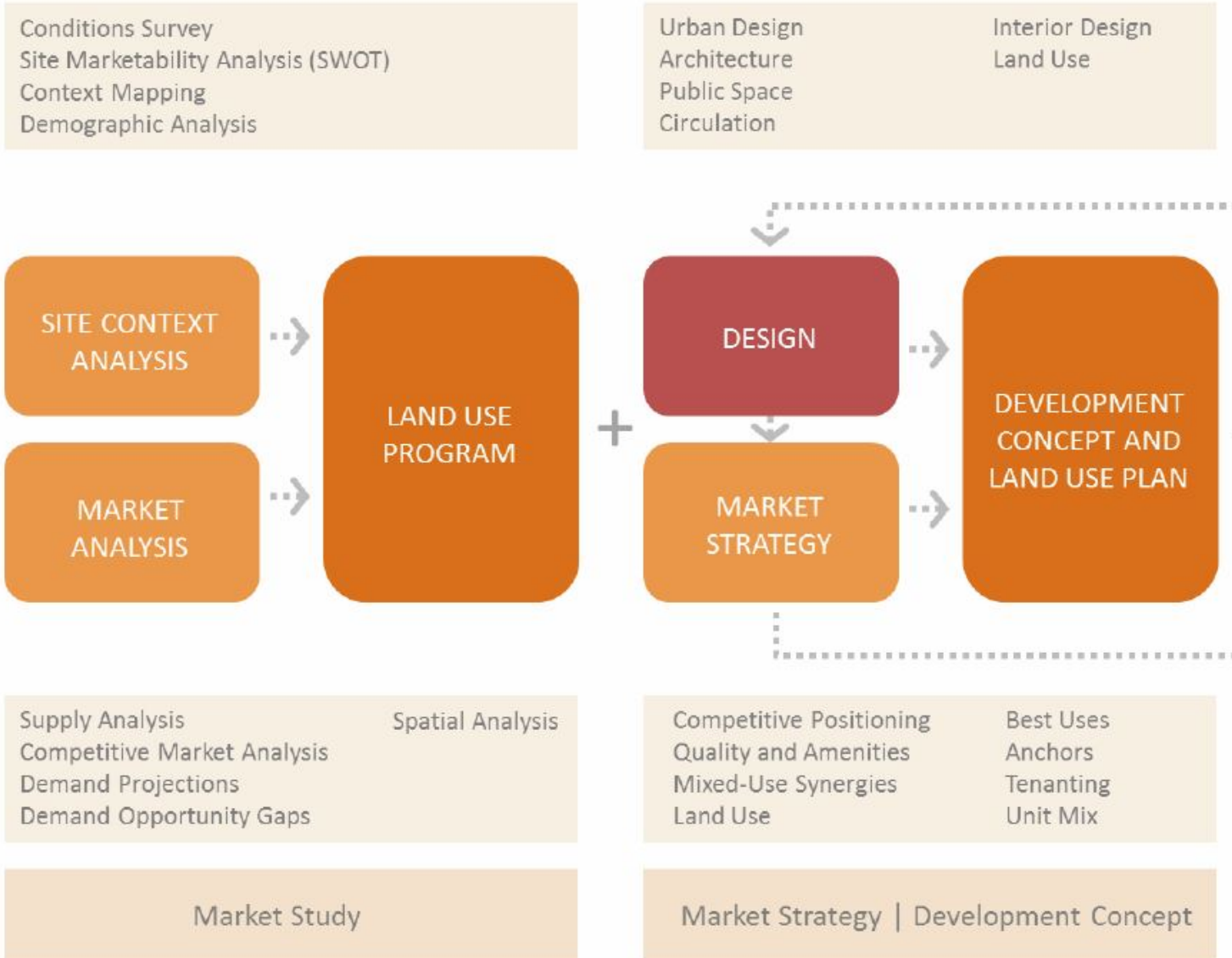


Site Analysis and Marketability

DEVELOPMENT PROCESS DIAGRAM[©]



Site Analysis and Marketability



Site Analysis and Marketability

What can it be? | What do we want it to be?



Site Analysis and Marketability



Site Analysis and Marketability



Site Analysis: ULI Book

figure 2-7

Factors in Site Selection

Zoning

- Legal use of the site
- Restrictions on density and layout
- Contiguous land uses
- Likelihood of obtaining variances

Physical Features

- Size
- Soils
- Topography
- Hydrology (floodplains, subsurface water)

Utilities

- Sewage
- Water
- Telecommunications (fiberoptic lines, computer lines, cable television, telephone lines)
- Gas
- Oil
- Electricity

Transportation

- Transportation linkages and access
- Traffic patterns and level
- Availability of public transportation
- Access to airport, mass transit

Parking

- Spaces required by zoning and market
- Surface parking vs. parking deck or garage

Location

- Proximity to other office/employment centers
- Proximity to amenities (hotels, restaurants, recreation)
- Proximity to customers/users
- Market perception of location

Environmental Impact

- Adverse impacts on air, water, and noise levels
- Amount and type of waste that the project will generate
- City or county compliance with federal/state standards for air and water quality
- Other areas of concern, including historic districts, parks, open space, trees, wildlife habitats, wetlands
- Existing environmental hazards

Government Services

- Police and fire service (levels and cost)
- Garbage collection
- Schools, health facilities, and other government services
- Impact fees, property taxes, and permit fees

Local Attitudes

- Defensive (How powerful are antidevelopment forces?)
- Neutral (What social costs does the project impose? What are the benefits to the locality? Is the project in the public interest?)
- Offensive (What are local attitudes toward growth and how can they be used to help shape and refine the project to be built?)

Land

- Cost of land and development costs
- Lease vs. purchase
- Offsite costs (if any)
- View or scenic amenity

Demand

- Population growth (trends and projection)
- Income distribution and probable change
- Employment growth (trends and projection)

Supply

- Existing and planned supply
- Competitive environment
- Amenities offered by competitors

Site Marketability Analysis: Access

Access

- Vehicle
- Pedestrian
- Water

Visibility

- Single Family
- Multifamily
- Office
- Retail
- Hotel

Traffic

- Vehicle (Trips Per Day)
- Pedestrian

Image/Imageability



Site Marketability Analysis: Visibility

Access

- Vehicle
- Pedestrian
- Water

Visibility

- Single Family
- Multifamily
- Office
- Retail
- Hotel

Traffic

- Vehicle (Trips Per Day)
- Pedestrian

Image/Imageability



Site Marketability Analysis: Traffic

Access

- Vehicle
- Pedestrian
- Water

Visibility

- Single Family
- Multifamily
- Office
- Retail
- Hotel

Traffic

- Vehicle (Trips Per Day)
- Pedestrian

Image/Imageability



Site Marketability Analysis: Image

Access

- Vehicle
- Pedestrian
- Water

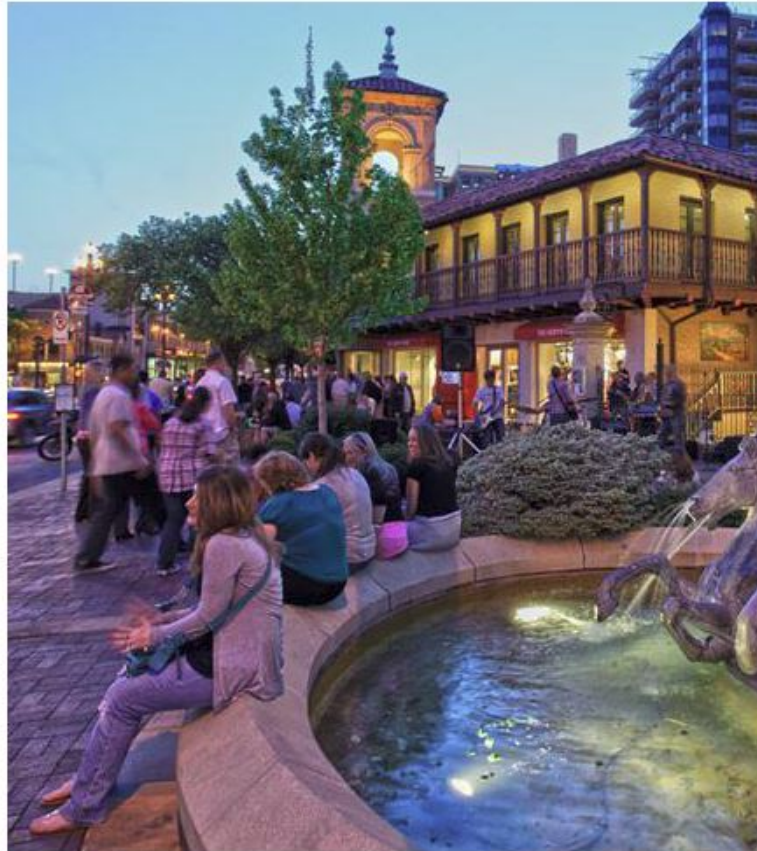
Visibility

- Single Family
- Multifamily
- Office
- Retail
- Hotel

Traffic

- Vehicle (Trips Per Day)
- Pedestrian

Image/Imageability



...that quality that evokes a **strong image** in an observer. It is that shape, color, or arrangement which facilitates the making of vividly identified, powerfully structured, highly **useful mental images** of the environment.

-Kevin Lynch

Site Marketability Analysis: Design

Design

- Architecture
- Urban Design
- Streetscape
- Attractive?
- Functional?

Character

- History
- Warm or Sterile?
- Population
- Urban/Urban/Suburban/Exurban
/Rural

Amenities

- Parks
- Shops
- Anchors

Walkable Neighborhood Design*

- Mix of Uses
- Short Block Lengths: 300 to 500 feet lengths are considered ideal
- Continuous, wide sidewalks
- Calm traffic (with few exceptions)
- Street-oriented buildings



Site Marketability Analysis: Character

Design

- Architecture
- Urban Design
- Streetscape
- Attractive?
- Functional?

Character

- History
- Warm or Sterile?
- Population
- Urban/Urban/Suburban/
Exurban/Rural

Amenities

- Parks
- Shops
- Anchors



Site Marketability Analysis: Character



Cool Industry
(Rehab Potential)



Functional Industry
(No Office Rehab Potential)

Site Marketability Analysis: Character & Place



Quality of place can have a profound impact on local markets and economies.



Site Marketability Analysis: Amenities

Design

- Architecture
- Urban Design
- Streetscape
- Attractive?
- Functional?

Character

- History
- Warm or Sterile?
- Population
- Urban/Urban/Suburban/
Exurban/Rural

Amenities

- Parks
- Shops
- Anchors



Site Marketability Analysis: Amenities



Property premiums for parks in new developments range from 2 to 50 percent, depending largely on urban design, park development, and access and visibility*

*Adapted from John L. Crompton's research, as well as Matthew Wetli's research at the Danter Company

Site Marketability Analysis: Amenities

Design

- Architecture
- Urban Design
- Streetscape
- Attractive?
- Functional?

Character

- History
- Warm or Sterile?
- Population
- Urban/Urban/Suburban/
Exurban/Rural

Amenities

- Parks
- Shops
- Anchors

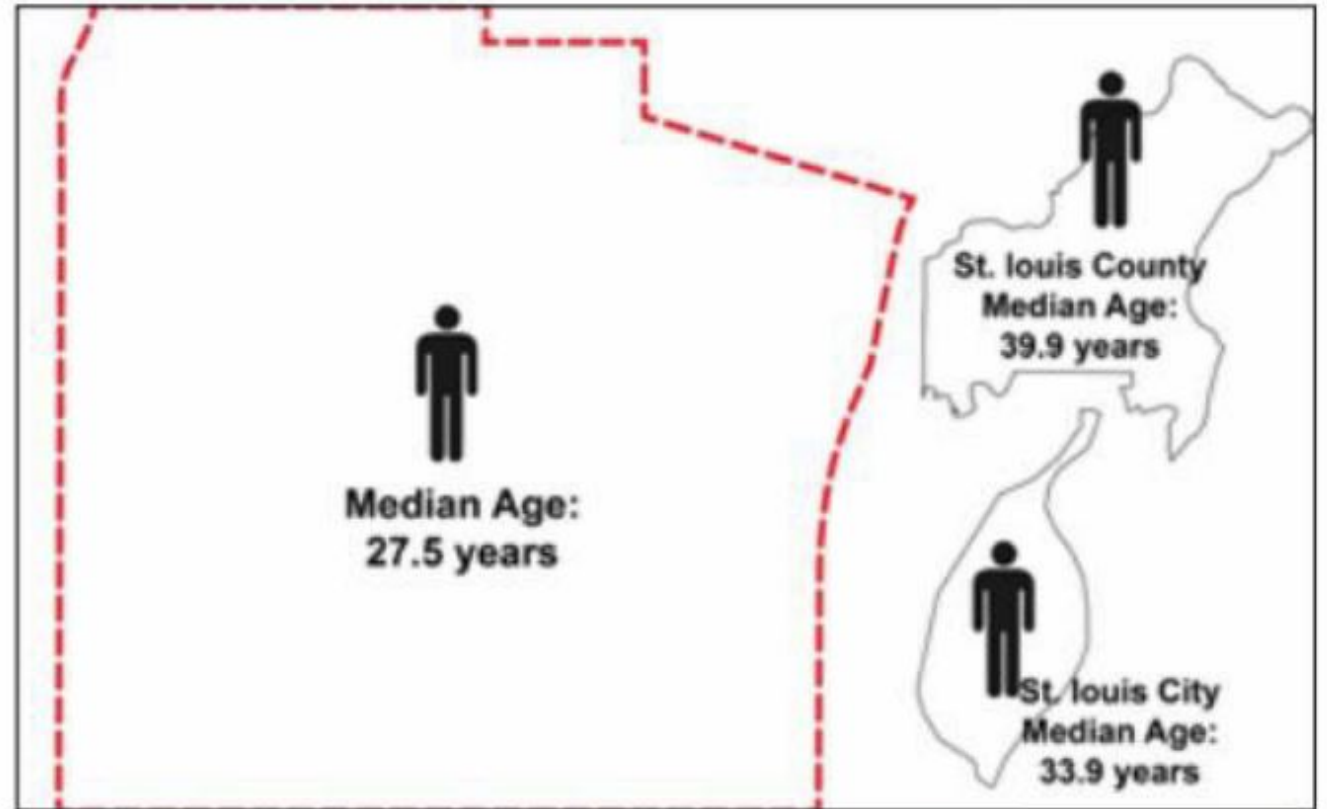


Site Marketability Analysis: Metrics

Demographics & Metrics

- Ethnicity
 - Age
 - Crime
 - Schools
 - Attitudes
 - Ownership
-
- Conditions
 - Building
 - Street
 - Public Space

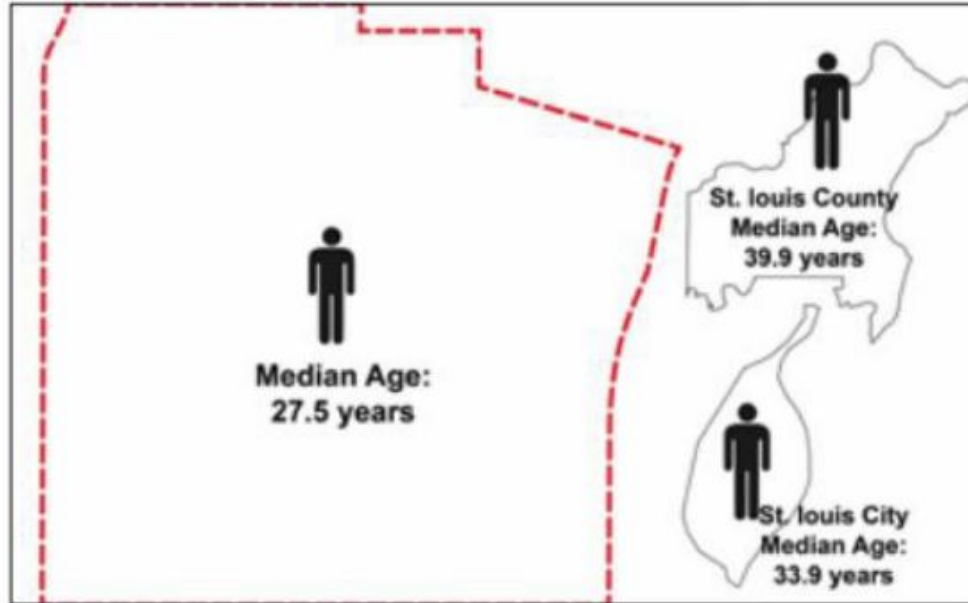
Median Age



Compared to the City of St. Louis and St. Louis County

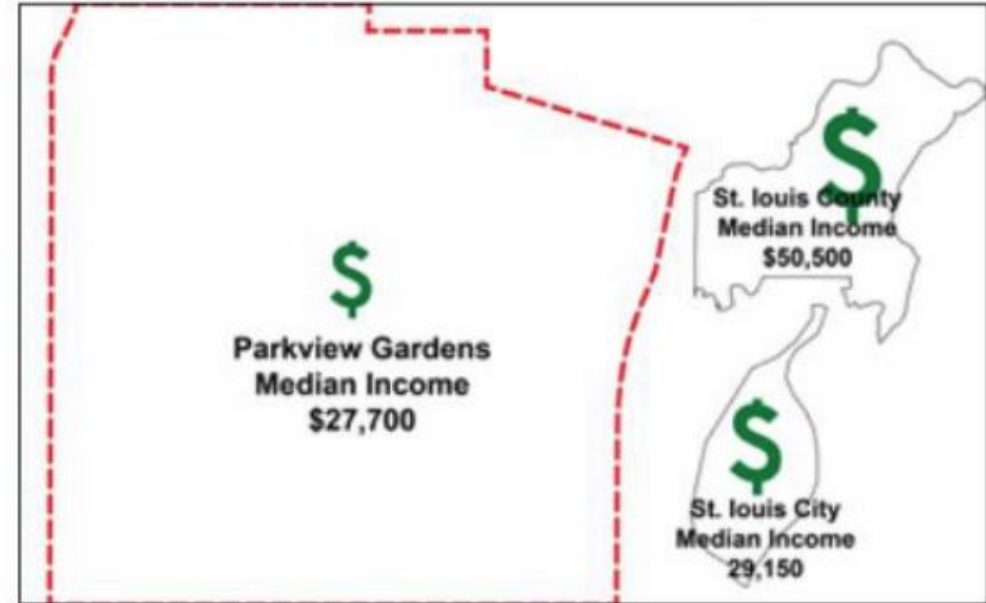
Site Marketability Analysis: Metrics

Median Age



Compared to the City of St. Louis and St. Louis County

Median Income



Compared to the City of St. Louis and St. Louis County

- Lots of singles and couples
- Fewer families
- High per capita incomes, lower median household incomes
- Lots of young people: 20-35
- Highly educated

Site Marketability Analysis: Conditions

Demographics & Metrics

- Ethnicity
- Age
- Crime
- Schools
- Attitudes
- Ownership

▪ Conditions

- Building
- Street
- Public Space



Existing view of Ackert Park



Existing view of Metcalfe Park

Site Marketability Analysis: Mixed Use

Mixed Use Synergies and Conflicts

- Residential and Retail
- Office and Retail
- Hotel and Office
- Industrial and Residential
- Entertainment and Residential

Adjacencies

- Water
- Schools
- Parks
- Highways
- Railroads
- Gas Stations
- Industry

Market Grid for Mixed-Use Developments

Primary Use Components	Health Care	Marina	Entertainment: Sports	Entertainment: Theaters	Entertainment: Bars & Restaurants	Retail: Comparison	Retail: Specialty	Retail: Convenience	Hotel	Offices	Residential
Residential	□	●	×	×	□	□	□	●	×	●	
Offices	□	-	□	-	●	□	□	□	●		●
Hotel	□	□	●	□	●	□	●	□		●	×
Retail: Convenience	-	●	□	□	□	□	×		□	□	●
Retail: Specialty Stores	-	●	□	●	●	●		×	●	□	□
Retail: Comparison	-	□	□	●	●		●	□	□	□	□
Entertainment: Bars & Restaurants	-	●	●	●		●	●	□	●	●	□
Entertainment: Theaters	-	-	□		●	●	●	□	□	-	×
Entertainment: Sports	□	□		□	●	□	□	□	●	□	×
Marina	-		□	-	●	□	●	●	□	-	●
Health Care		-	□	-	-	□	-	-	□	□	□

Level of Market Synergy in MXD

- Strong
- Weak or Uncertain
- Neutral, Absence of Synergy
- ×

Source: Urban Land Institute; Richard Ward

Site Marketability Analysis: Mixed Use

Market Grid for Mixed-Use Developments

Level of Market Synergy in MXD

- Strong
- Weak or Uncertain
- Neutral, Absence of Synergy
- X Potential Market Conflict

Primary Use Components	Health Care	Marina	Entertainment: Sports	Entertainment: Theaters	Entertainment: Bars & Restaurants	Retail: Comparison	Retail: Specialty	Retail: Convenience	Hotel	Offices	Residential
Residential	□	●	X	X	□	□	□	●	X	●	
Offices	□	-	□	-	●	□	□	□	●		●
Hotel	□	□	●	□	●	□	●	□		●	X
Retail: Convenience	-	●	□	□	□	□	X		□	□	●
Retail: Specialty Stores	-	●	□	●	●	●		X	●	□	□
Retail: Comparison	-	□	□	●	●		●	□	□	□	□
Entertainment: Bars & Restaurants	-	●	●	●		●	●	□	●	●	□
Entertainment: Theaters	-	-	□		●	●	●	□	□	-	X
Entertainment: Sports	□	□		□	●	□	□	□	●	□	X
Marina	-		□	-	●	□	●	●	□	-	●
Health Care		-	□	-	-	□	-	-	□	□	□

Site Marketability Analysis: Adjacencies

Mixed Use Synergies and Conflicts

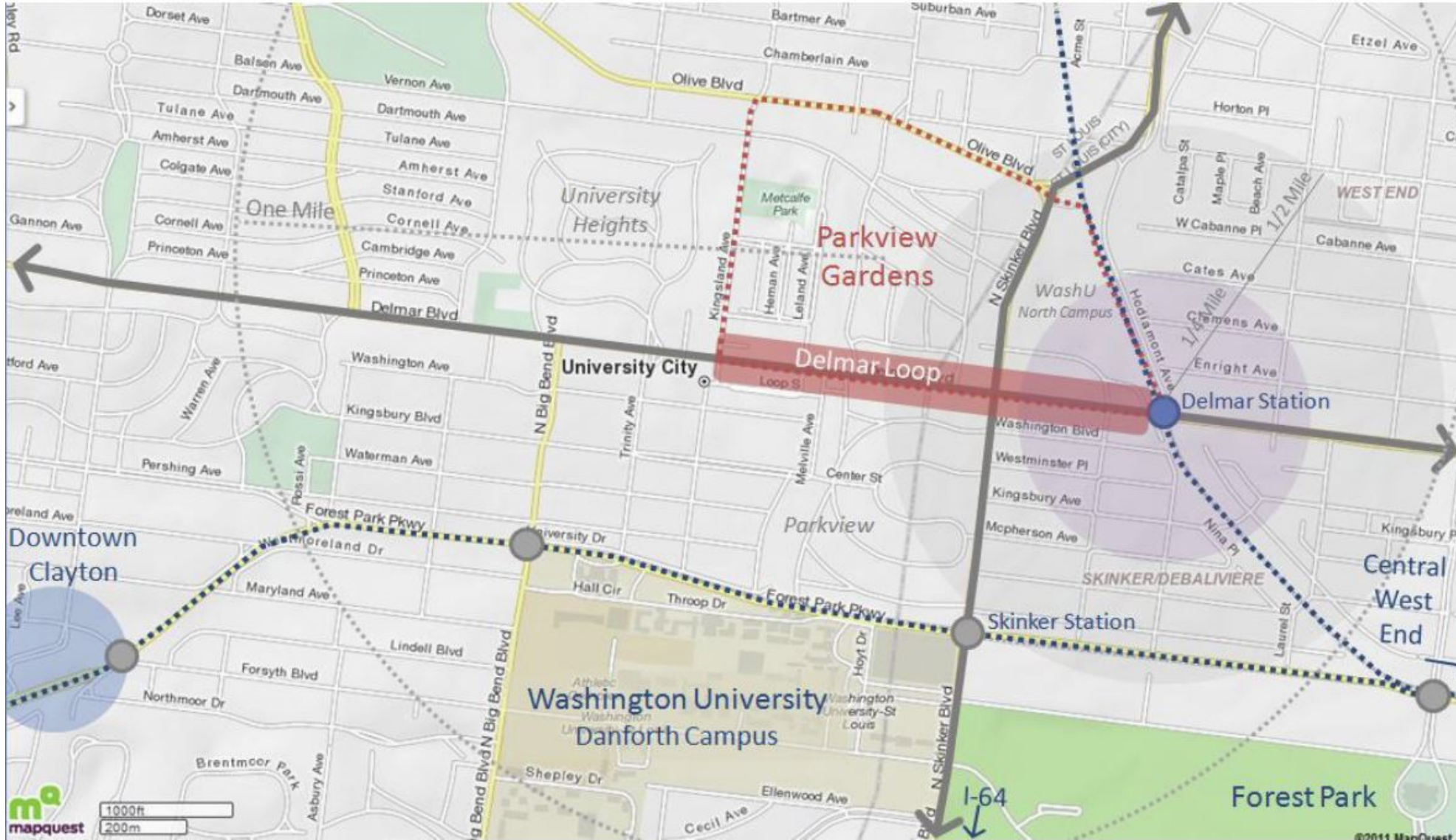
- Residential and Retail
- Office and Retail
- Hotel and Office
- Industrial and Residential
- Entertainment and Residential

Adjacencies

- Water
- Schools
- Parks
- Highways
- Railroads
- Gas Stations
- Industry



Site Marketability Analysis: Examples



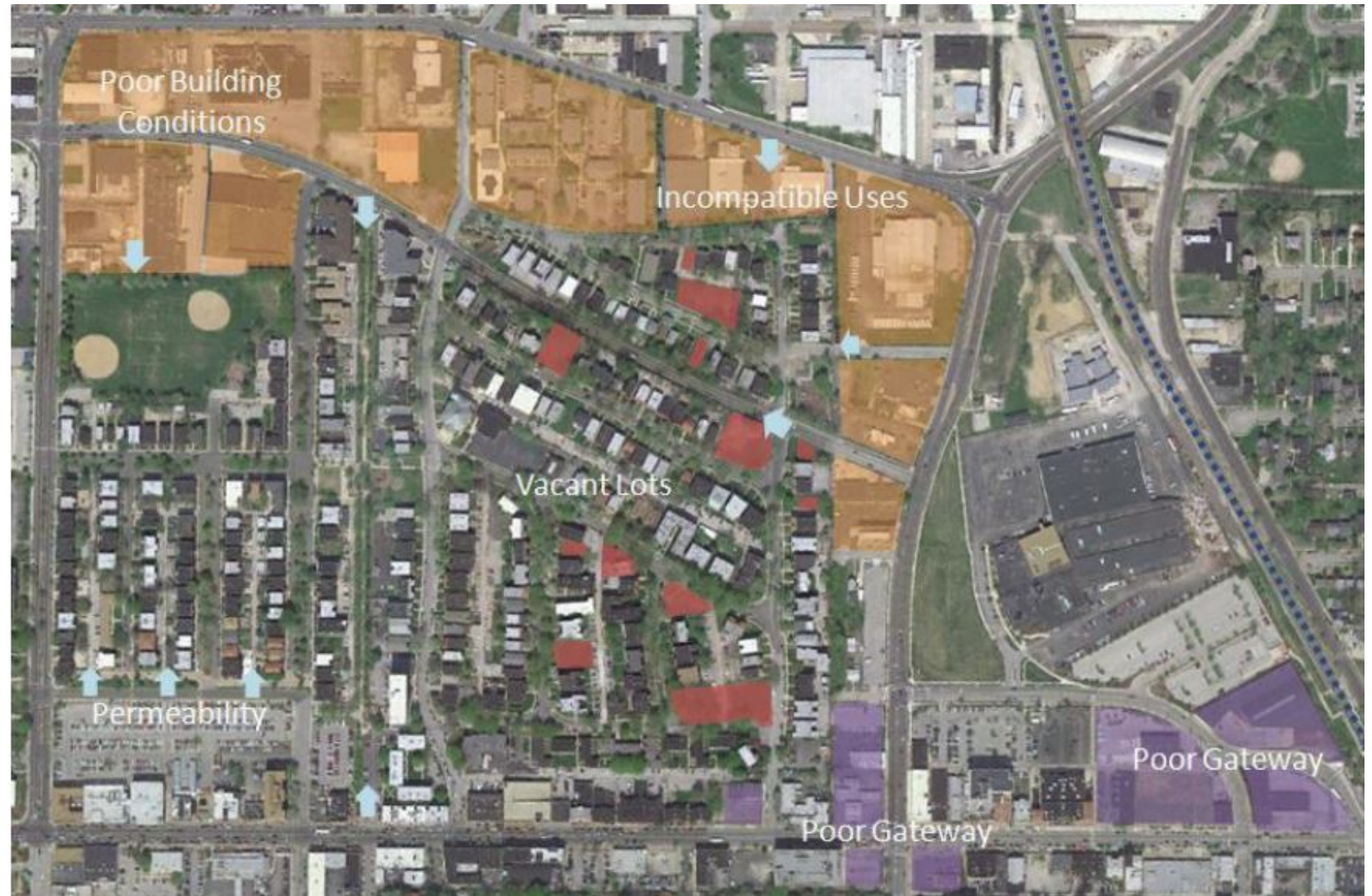
Site Marketability Analysis: Examples

- WashU
- Delmar Loop
- Forest Park
- T.O.D.
- Visibility
- Anchors
- Design
- Scale
- Historic Character
- Demographics



Site Marketability Analysis: Examples

- Perception of crime
- Northern and eastern edges
- Lack of n'hood Retail
- Perception of Schools
- Gateways
- Bad Infill
- Deterioration of neighborhood character
- Building maintenance

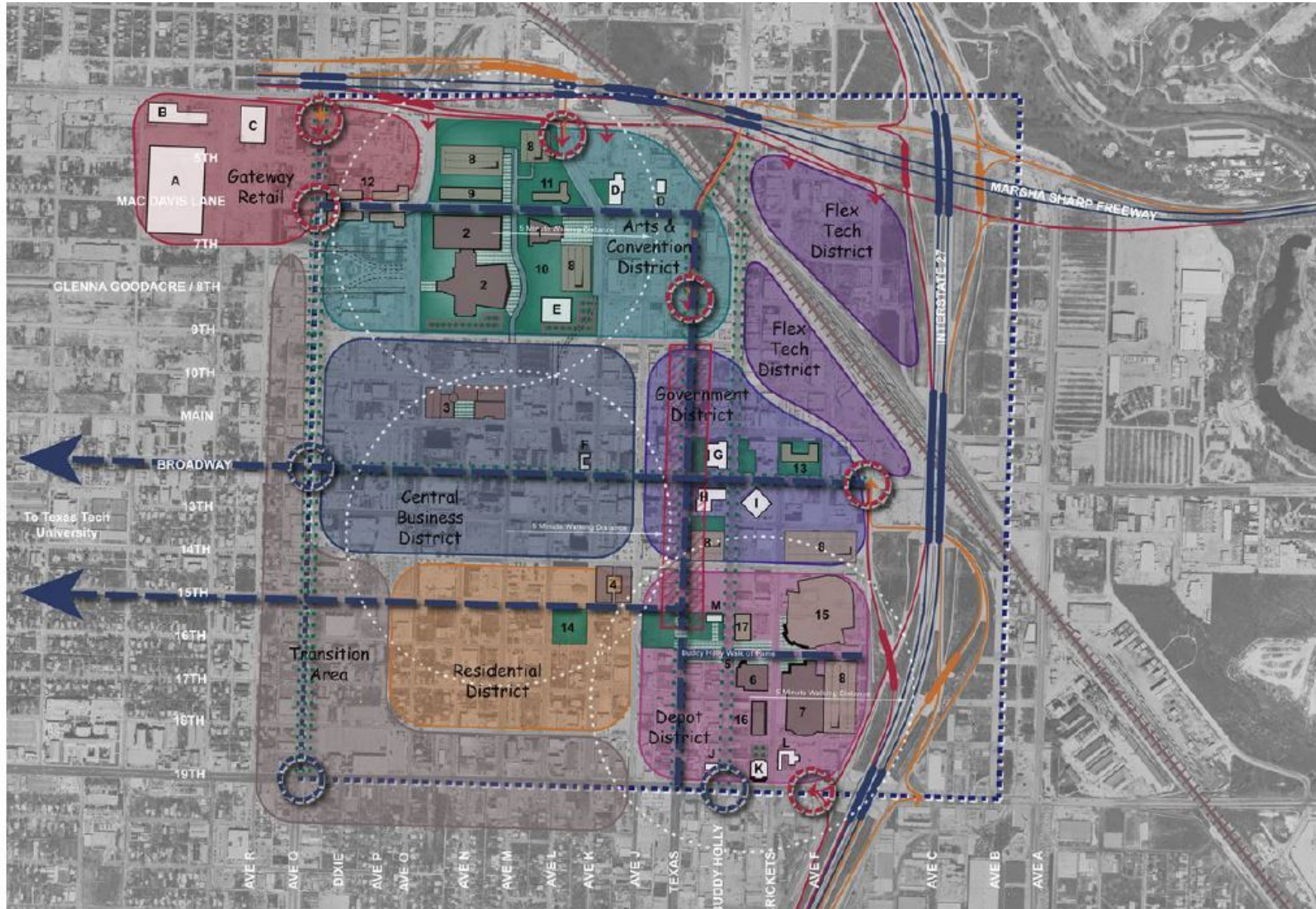


Site Marketability Analysis: Examples

- Midrise Housing
- N'hood Services
- T.O.D.
- Loop Trolley
- Homeownership
- Building Rehab
- Gateway
- N'hood Commercial



Market Strategy: Defining Neighborhoods and Districts



Market Strategy: Defining Neighborhoods and Districts

