Town Square Center Project

CITY OF TOWN & COUNTRY

REQUEST FOR PROPOSAL | PART 1

10.12.2016

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SECTION A| PROJECT DESCRIPTION

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Project Description

Town Square Plaza:

The Town Square Plaza respects the M+H design concept as best as it can as there has already been considerable review and critique by the City.

The "big ideas" we propose to advance the M+H concept are as follows:

a. Activating the Trail System and Lake area at Southwest corner by providing Town Square designated parking (20 parking stalls) as well as access / vehicle drop off area and a Pavilion overlooking the Lake and Compass Rose.

b. Strong connection with improvements to Mason Woods Village Shopping Center:
- a. Elevated Deck between Starbucks and Straubs.
- b. Landscaped pedestrian pathway between Elevated Deck and Trail System.
- c. Pedestrian pathway along Clayton Road to pedestrian signalized crosswalk across Clayton Road.

c. Provides Town Square event parking at Mason Woods Shopping Center.

d. Straubs service area is self-contained and landscaped and expanded drive for access and delivery for Straub's trucks

e. Combining the Public Restroom Facilities into the Restaurant Building. The quality, cleanliness, and use of the public restrooms will be enhanced this way. Also, the cost effectiveness is increased due to sharing structure and utilities with the restaurants.

f. A maintenance / storage facility for the City's use beneath the new Elevated Deck adjacent to Starbucks.

Trail Systems:

The new drop off location at Southwest corner enhances the usability of the Trail System in a big way. This new access area could also be connected to the church property, allowing vehicular and/or pedestrian connectivity to Mason Woods Road.

The Trail System is also enhanced by the strong landscaped connection to the Shopping Center Elevated Deck. Imagine enjoying Starbucks/Straubs on the Elevated Deck, overlooking the Town Square, and then enjoying a landscaped walk direct to and on the Trail System.

Lake or Water Retention/Detention:

The Lake will accommodate all required water retention/detention requirements.

The new Pavilion we propose at the new drop off area embraces the Lake as an amenity to the Town Square.

Pedestrian Tunnel under Clayton Road:

We understand the beauty of an underground connection for special event access. We are willing and able to work hand in hand with the City and utilities / easements in Clayton Road to achieve the best solution. If this tunnel is ultimately determined by the City to be cost prohibitive, then we are committed to also ensuring best pedestrian pathway possible from Town Square across Clayton Road at the existing signal and cross walk.

Retaining Walls and Grade Changes:

The Opus team has studied the grading and topography of the site. Retaining walls are integrated into the design around the Compass Rose area allowing for stepped changes in grade as pedestrians approach the area from the plaza to the north and the parking to the west. A retaining wall is also provided at the overlook from the Compass Rose to the lake. The retaining walls enhance the pedestrian experience and accommodate the grade transitions necessary in the design.

Access to Adjoining Developments:

Strong pedestrian and vehicular connections to the Mason Woods Shopping Center are a major component of our proposal.

Pedestrian connections are located at both the South and North ends of the Town Square. Both connections are designed to be safe, secure, landscaped, and well lit. Both connections are designed to encourage use and connectivity between the vibrancy of Town Square and Shopping Center.

Clearly, the new Elevated Deck will enjoy much use from residents enjoying their Starbucks, Straubs, etc. The views of Town Square will be magnificent and the convenient pedestrian connection from the Deck to Trail System will encourage use of the Trail System.

We would also welcome a strong pedestrian and vehicular connection to the church property. A location to do this, especially for vehicles, would be the new drop off area.

Restaurants:

Our proposal includes two restaurants totaling 8,000SF and extensive outdoor seating under and outside of a Trellis element extending and connecting to the Town Square plaza.

The architecture is intended to complement the Mason Woods Shopping Center in a modern and relevant way.

Restaurant Parking. We are confident that our restaurant parking solution achieves the fine line of avoiding a "sea of parking" but provides a solution whereby there will not be a parking problem. With extensive consultation from the Lochmueller Group, we have determined that up to 165 stalls are required to accommodate successful restaurant use. 120 of those stalls will be provided adjacent to the restaurants and up to 45 of the stalls will be provided by shared use in the directly adjacent Mason Woods Shopping Center "Lot E" behind Starbucks. This parking plan is detailed by the Lochmueller Group in their attached Project Approach Letter.

Our recommendation is to not immediately dial in on restaurant operators. Rather, we plan to "think big" and, if selected, have the very experienced and successful CBRE Retail Team perform a formal marketing search for best fit restaurants.

Section A | **SITE PLAN RENDERING**

Section A | **RESTAURANT RENDERING**

Section A | **CONNECTION RENDERING**

Town & Country - Town Square
Preliminary Schedule

- Proposal Submittal Date — 10/12/2016
- Development Team Selection — 11/3/2016
- Prepare Preliminary Site Development Package (PSDP) — 11/3/2016-12/1/2016
  - Schematic Design
  - Design Review Meetings with City Project Committee
  - Selection of Materials and Finishes
- Submittal to Metropolitan Sewer District — 12/1/2016
- File PSDP and Rezoning Application — 12/1/2016
  - Planning Commission Meeting
  - Board of Aldermen 1st Meeting
  - Architectural Review Board Meeting
  - Board of Aldermen 2nd Meeting
- Prepare Construction Documents for Permitting — 3/1/2017 – 5/1/2017
- Board of Aldermen Approval — 4/1/2017
- MSD Approval — 4/1/2017
- Prepare Final Site Development Plan (FSDP) — 4/1/2017 – 5/1/2017
- FSDP Review, Approval, and Recording — 5/1/2017 – 6/1/2017
- Permit Review and Approval — 5/1/2017 – 6/1/2017
- Commence Construction Town Square — 6/1/2017
- Commence Construction Restaurant — 7/1/2017
- Complete Construction Town Square and Restaurant — 12/15/2017

October 11, 2016

Mr. Joseph Downs
Vice President, Real Estate Development
Opus Development Company, LLC
112 South Hanley Road, Floor 1, Suite 100
St. Louis, Missouri 63105

RE: Mason Woods Village Redevelopment Project Approach
Town & Country, Missouri

Dear Mr. Downs:

In accordance with your request, Lochmueller Group ("LochGroup") has prepared recommendations on how to approach parking considerations related to the development of the "Town Center" project on Clayton Road in the City of Town & Country, Missouri ("the City"). These recommendations rely heavily on a parking study LochGroup performed regarding this site for the City in April of 2016. During the course of that study, several statistics were derived including:

- The occupancy of parking spaces in the adjacent Mason Woods Village Shopping Center;
- A custom parking generation rate for high-end restaurants from occupancy counts at the Ballwin Grove Shopping Center;
- Projected parking demands for 8,000 S.F. of restaurant space on the Town Center site under various assumptions of the specific restaurant uses; and
- A shared parking analysis between the Town Center site and Mason Woods Village.

For the purposes of the parking study, the parking supply at Mason Woods Village was divided into five "parking areas," as shown in **Figure 1**.

Figure 1: Mason Woods Village Parking Areas

411 North 10th Street, Suite 200
St. Louis, Missouri 63101
PHONE: 314.621.3395

The results of the parking study indicated that there is substantial potential for shared parking between the two sites. Parking surpluses at Mason Woods Village range from 91 to 163 spaces in the four parking facilities proximate to the Town Center development site (Areas B-E from the parking study) throughout a typical Saturday. The parking study also proposes that the demand for 8,000 S.F. of restaurant space would generate a parking demand between 129 and 165 parking stalls (including a 10% surplus for parking circulation and turnover).

The proposal by The OPUS Group is to provide 120 restaurant parking spaces on the Town Center property in conjunction with the 8,000 S.F. of restaurant space. These spaces would be the primary parking field for the new restaurant. Using the estimated parking demands from the parking study, a range between 9 and 45 spaces would be left for overflow considerations. This excess demand could easily be accommodated within the Mason Woods Village Shopping Center, where Parking Area E would assume these excess parking spaces. **Table 1** and **Table 2** show the temporal demand from Mason Woods Village, the estimated demand for the Town Center development, and remaining excess capacity for special events on a typical Saturday for the low restaurant demand scenario and the high restaurant demand scenarios from the parking study, respectively. It should be noted that these demands represent a typical Saturday, which would be the peak demand for an average week. Weekdays and Sundays will have less parking demand, both for the Town Center and Mason Woods Village properties, resulting in more excess parking supply for events. For beneficial use of all demands, the City could coordinate a cross access agreement between the Mason Woods Village Shopping Center and the Town Center to accommodate for excess parking due to a special event (i.e. farmer's market). Of course, the terms of the proposed agreement would ensure continued success of the Mason Woods Village Shopping Center.

Table 1: Excess Parking Capacity for Special Events (Low Restaurant Scenario)

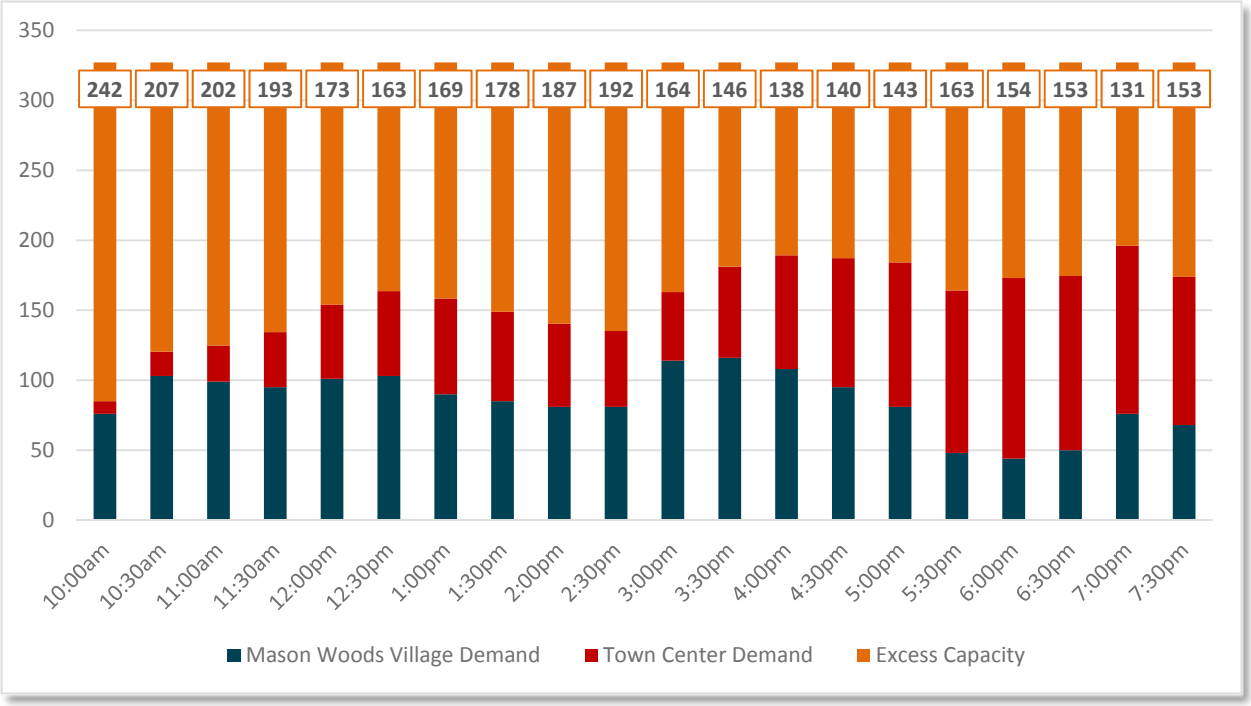
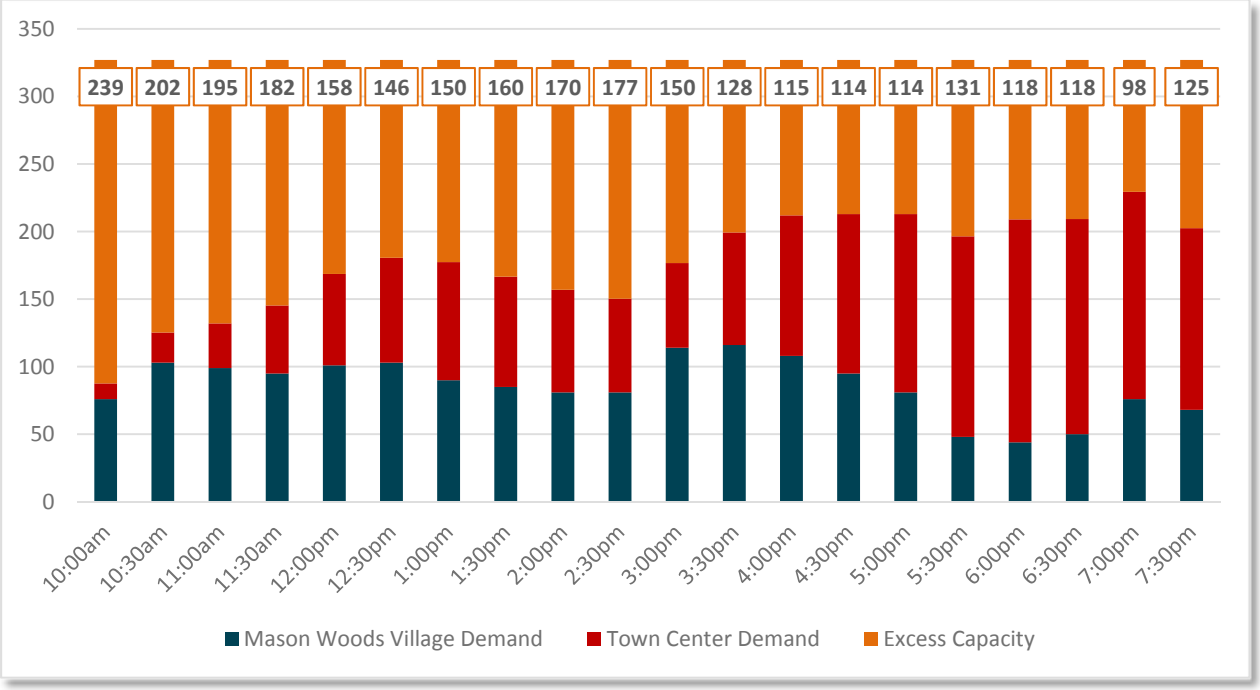


Table 2: Excess Parking Capacity for Special Events (High Restaurant Scenario)



***Assumes 120 spaces constructed on Town Center Site**

As shown in the tables above, there is significant excess capacity for overflow parking for special events, particularly in the morning and early afternoon hours. A daytime event, such as a farmer's market which typically occur in the late morning, would have between 158 and 242 available parking spaces between the Town Center parking supply and Areas B-E at Mason Woods Village before 12:00 p.m.

While evening events would not have as much excess capacity due to the restaurant demands peaking at that time, there would still be between 98 and 163 excess parking spaces proximate to the plaza space after 5:00 p.m. to accommodate special events. Area E (the parking lot at the southeast corner of the Mason Woods Village property) has substantial excess capacity in the evening, generally between 55 and 60 spaces, and is the best location for shared parking between the two sites. This excess capacity is enough to accommodate the entirety of the potential overflow from the restaurant uses on the Town Center site, without affecting the main parking field (Areas B and C) of Mason Woods Village. The parking on the Town Center Site should have a strong connection to Area E on the Mason Woods Village site (both for vehicles and pedestrians) to facilitate the sharing of parking between the two facilities.

For events at the Town Center that would create more demand than just Area E could accommodate, Area B would be the next best facility to store overflow parking. Area B has between 29 and 37 excess parking spaces before 12:00 p.m. for morning events and between 25 and 45 additional parking spaces for evening events after 5:00 p.m. However, a strong and direct pedestrian connection would need to be constructed along the south side of Clayton Road between the plaza area and Parking Area B.

For major annual events held on the plaza space and in the park, additional parking strategies can be implemented such as:

- Remote parking at Longview Farm Park, the Principia or other nearby locations with shuttle service to the Town Center Site; or
- Valet service on the Town Center Site and to park vehicles at the Episcopal Church of the Good Shepherd (providing cross access to the church would make this strategy much more viable).

With the exception of major annual events, it is not expected that recurring events at the Town Square would negatively impact Mason Woods Village. For the majority of events, no parking control methods would be necessary, there are enough parking spaces between the two sites to accommodate the demand with remaining capacity to spare. For larger events, temporary signage and parking attendants could direct event-goers to designated locations on the Town Center and Mason Woods Village Sites (Areas B and E), and reserve the remaining parking areas for retail uses in the shopping center. More extensive parking treatments are available (gating the parking areas and requiring validation from retail and restaurant uses, or permanent disconnections of certain parking areas from the rest of the shopping center); however, it is not anticipated that large events will occur frequently enough to necessitate the additional investments or to inconvenience customers of the shopping center.

The concept plan for the Town Center Site indicates that 20 spaces should be included as "convenience" parking for plaza/park uses, meaning these spaces would not be able to be utilized by patrons of the restaurants. It is recommended that these spaces are maintained going forward into subsequent plans, as visitors to the park and plaza will have a predictable place to park when events are not occurring on the site. However, for times when the park is closed, or will have very low utilization, the spaces could be opened up to restaurant patrons to further mitigate overflow parking onto the Mason Woods Village site. Custom parking signage on these "convenience" spaces could be installed to indicate when the spaces are reserved for Town Center parking and when they are open to restaurant patrons. Two examples of potential signage designs are provided to the right. These 20 spaces were not included in the parking calculations above in an effort to remain conservative.

As part of the proposed development plan, the driveway between Parking Areas C and E (just east of Starbucks) would be closed to add a 'Pavilion' with outdoor seating. It is not expected that this closure would negatively impact the parking supply of either Area C or E. In fact, the closure may result in a nominal increase in the parking supply of Area E (possibly six spaces - derived from a preliminary site plan). However, as with the Town Center "convenience" spaces, in an effort to remain conservative, this increase was not factored into the parking calculations as it would still be subject to revisions during final design.

From an access standpoint, the closure of the driveway would not have a major impact on circulation or capacity. However, visitors to the businesses on the lower level of the retail buildings may have a difficult

time locating their destination. A new access point on the west end of Area E would improve circulation and wayfinding from within the Mason Woods Village Shopping Center; however, the slope of this driveway may make this option infeasible. If a second driveway is not constructed, the service driveway should be improved or access should be provided through the Town Center site, essentially providing a new driveway further to the east to separate access to Area E and the loading operations for Straub's grocery store. Additional wayfinding signage, as shown above, should be provided under any plan where the existing driveway is removed.

We trust you will find this information useful. Please contact me at (314) 621-3395, Ext. 2622 or Chris Joannes at (314) 621-3395, Ext. 2633 if you have any questions or comments concerning this report.

Sincerely,
Lochmueller Group, Inc.

Scott J. Smith, P.E.
Branch Manager – Missouri Region

cc: Mr. Ryan Bumb, Opus Development Company, LLC
Mr. Christopher Joannes, AICP, Lochmueller Group

SECTION B| **PERSONNEL**

Primary Contacts' Resumes | Joseph Downs & Laurence Schiffer
Opus Project Team
Sub-Consultant Project Team

Joseph P. Downs | LEED AP

Vice President, Real Estate Development
Opus Development Company, L.L.C.

Professional Affiliations

Society of Industrial and Office Realtors Local Developer Associate

Cardinal Ritter Senior Services Board Member

Education

Master in Business Administration
University of St. Thomas

Bachelor of Science
Civil Engineering
Marquette University

Responsibilities

As vice president of real estate development, Joe oversees all development work in the St. Louis and Kansas City offices.

Experience

Joe has over 15 years of experience in multiple facets of the industry, including civil engineering, design-build project management, investment finance and real estate development. Since joining Opus, Joe has led projects across a variety of product types:

Industrial

- 56 Commerce Center - Olathe, KS
- Caribou Coffee Headquarters - Brooklyn Center, MN
- Real Estate Recycling in Minneapolis Business Center - Minneapolis, MN

Retail

- Dardenne Town Square - Dardenne Prairie, MO

Residential

- Citizen Park - Central West End - St. Louis, MO
- District Flats Student Housing, University of Missouri - Columbia, MO
- Clayton North Central Luxury Apartments - Clayton, MO
- Park East Tower - St. Louis, MO
- Nine North - St. Louis, MO

Medical Office

- AGA Medical Corporate Headquarters - Plymouth, MN

Office

- Bunge North America Headquarters - Chesterfield, MO

Higher Education

- University of St. Thomas School of Law - Minneapolis, MN
- University of St. Thomas Schulze School of Entrepreneurship - Minneapolis, MN
- University of St. Thomas Athletic & Recreation Complex - St. Paul, MN
- University of St. Thomas Student Center - St. Paul, MN

Joe also spent two years with The Love Companies based in St. Louis, Mo., where he was involved with Limestone Real Estate Investment Opportunity Fund, Allegro Senior Living, Love Investment Company and Heartland Bank.

OPUS
THE OPUS GROUP

Laurence A. Schiffer

Co-Chief Executive Officer
Hallmark Investment Corporation, L.L.C.

Experience

Mr. Schiffer is President and Co-Chief Executive Officer of Hallmark Investment Corporation, a multi-purpose investment company, and Chairman and CEO of Allegro Senior Living, a developer, owner and operator of senior housing. He was the Co-Chief Executive Officer and a principal owner of Love Savings Holding Company, and Chairman of Heartland Bank and Love Funding Corporation, prior to Midland States Bancorp's acquisition of those entities. Over the past four decades, Mr. Schiffer has directed the development, ownership, acquisition, and management of commercial real estate properties including institutional quality office, hotel, retail, industrial, apartment, and senior housing properties.

Education

B.S. in Business Administration from Washington University.

Our Opus project team includes the following individuals:

Opus Design Build
Senior Project Manager

As senior project manager, Mark is responsible for management and oversight of design-build projects for the St. Louis office. His responsibilities include design development, estimating and pre-construction, bidding and procurement, project management and project closeout. Mark has extensive experience with municipal projects.

e.mark.winschel@opus-group.com | p. 314.930.2002

Opus Design Build
Regional Vice President

As vice president, Oscar manages the Kansas City construction operations of Opus, including design-build project management and field operations. He provides leadership to a team of project managers and construction superintendents working on Opus projects across multiple sectors, including office, industrial, institutional, retail and residential. Oscar's responsibilities also include company strategic planning, resource allocation and related activities.

e.oscar.healy@opus-group.com | p. 816.480.4234

Opus Development Company
Real Estate Manager

As real estate manager, Ryan assists with executing ongoing student housing and mixed-use residential projects, as well as pursuing new industrial, office and retail projects in the St. Louis and greater Missouri markets, supporting the office's new business and development efforts.
e. ryan.carlie@opus-group.com | p. 314.930.2005

Our Sub-Consultant project team includes the following individuals:

Rusty Saunders, ASLA, PLA

Loomis Associates
President

Rusty Saunders has been involved with Land Development projects in a substantive manner since 1982. Educated, trained and licensed to practice Land Planning and Landscape Architecture, he and his firm have shaped the design of many of the significant developments in the St. Louis Region.

Rusty has been involved with various public space related projects such as:

- Town & Country Crossing
- Longview Farm Park
- Drace Park
- Avery Park
- Missouri Baptist Medical Center West Pavillion
- Busch Greenway Howell Trail
- Walker Park

George Stock

Stock & Associates
President

George has over thirty-one (31) years of consulting experience in the areas of Civil Engineering Design, Land Surveying, Land Planning, and project management, and currently is President of Stock and Associates Consulting Engineers, Inc. George has extensive experience with municipal engineering and land development in forty-five (45) states, including site improvement design, sanitary waste water treatment and storm sewer systems, storm water detention and storm water quality facilities design, floodplain development, highway design and governmental permit processing.

George has been involved with various public space related projects such as:

- Wirth Tract
- Longview Park and Drace Park
- Millenium Park
- Forest Park - Aviation Fields
- Forest Park - Muny
- Rosa Parks Athletic Complex

Larry Mitchell

M+H Architects
Architect & Principal

Larry, who founded M+H Architects in 1989, quickly grasps the real issues involved in a project. Larry utilizes simple but powerful communication tools that help resolve important issues before they become problems in the field, leading to quality solutions and sound design.

Larry has been involved with various projects such as:

- City of Town and Country Town Square
- Lake St. Louis City Hall and Police Facility
- Lake St. Louis Public Works Building
- Eureka Fire Protection
- St. Louis County Hazardous Waste Facility

Our Sub-Consultant project team includes the following individuals:

Josh Roedemeier

CBRE
Vice President

Josh Roedemeier is a member of the Retail Services Group in CBRE's St. Louis office. Josh specializes in representing national retailers, developers and retail property owners throughout the Midwest. Prior to joining CBRE, Josh spent 10 years with Cassidy Turley where he served as Vice President in the Retail Brokerage division and sat on the National Retail Council Board. During his decade-long tenure at Cassidy Turley, Josh led the project leasing efforts for approximately two million square feet of retail space on behalf of some of the largest institutional owners in the United States. In addition, Josh and his team successfully represented and executed expansion programs for over 30 national retailers, resulting in over 500 retail transactions.

Paul Fusz, Jr.

CBRE
Vice President

Paul Fusz joined CBRE in 2011 as a Vice President and acts as the leader in the Retail Brokerage Specialty in St. Louis. Paul has been in the commercial real estate industry since 2003, completing more than 300 transactions. He has experience as both a Tenant and Landlord representative, with significant assignments throughout the St. Louis metro area in both Missouri and Illinois. Paul was previously with Wm. Boudoures Co., a specialty retail commercial brokerage.

A member of the International Council of Shopping Centers and Urban Land Institute, Paul stays on top of the important retail trends, allowing him to successfully negotiate either side of a retail transaction.