



**Fact: I'm Not Your Average Developer**



So, What is the MX?

# This is why...





**Center of Commerce – Circa 1950's**



**Urban Renewal – Circa 1980's**

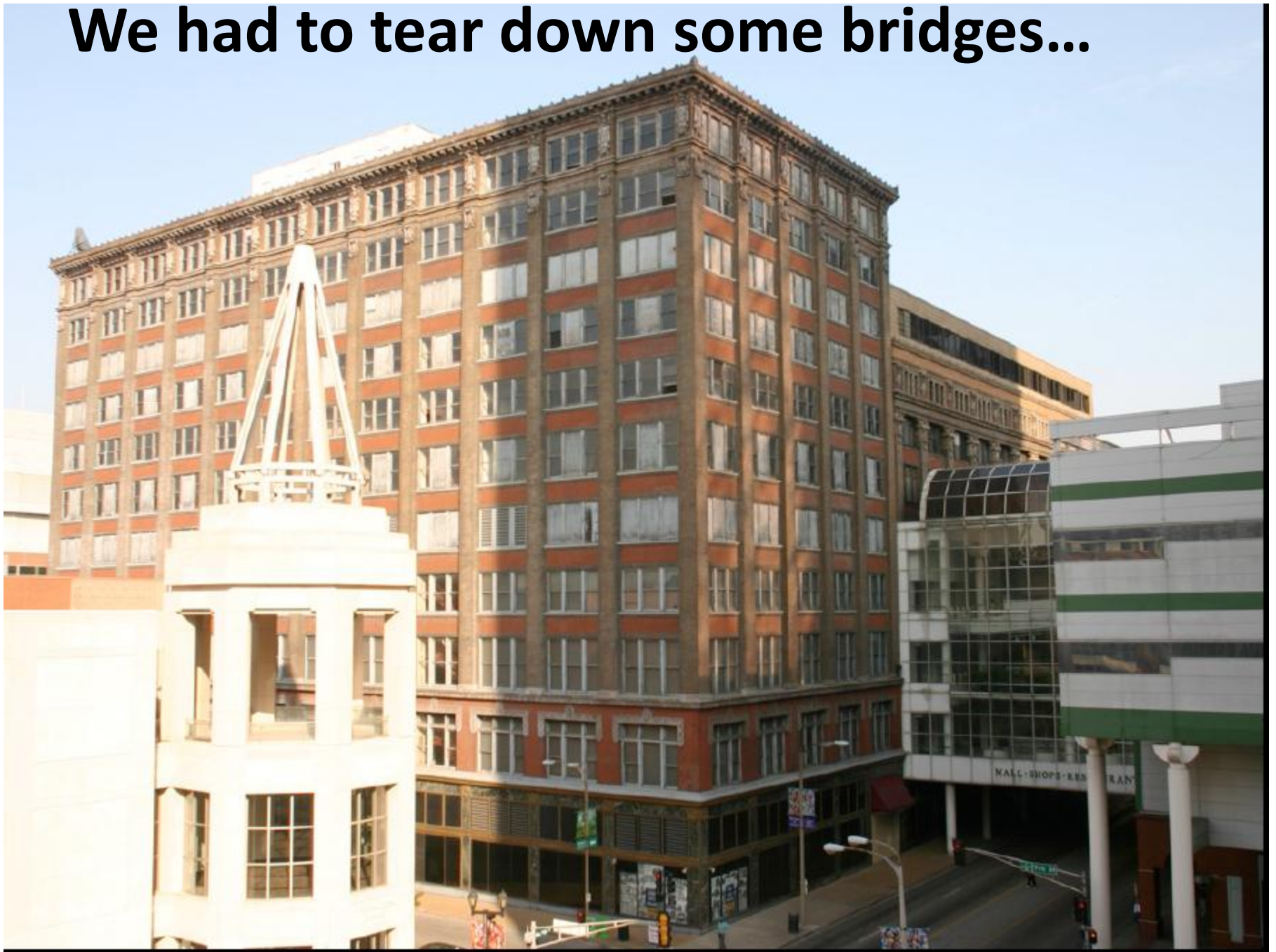
# Urban Renewal - Circa 2012



Before we could get to this...

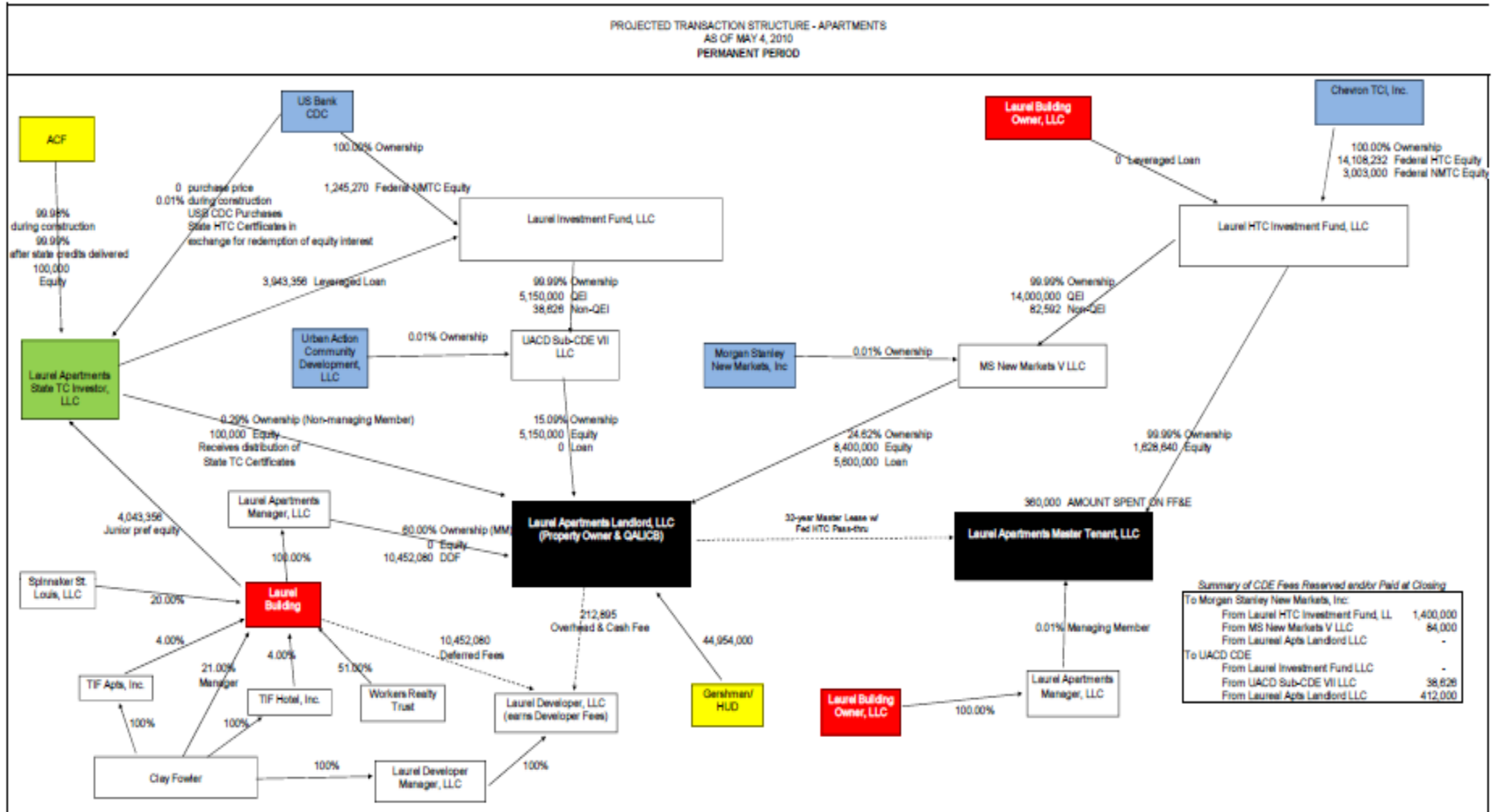


**We had to tear down some bridges...**





# AND...we had to get through this:





# It all “LEED” to this!

- LEED NC registered (Tracking SILVER Level)
  - Over 600,000 total square feet
- 31,000 sq. ft of street level retail (including The National Blues Museum & Robust Wine Bar)
- 212 two-room suite hotel rooms (40,000 room nights since October 2011)
  - 205 luxury apartments (60% leased)
    - 25 kWh of solar on roof
  - 2 EV charging stations for guests & tenants
    - Bike storage for 80 bikes
    - 320 parking spots in building
    - WeCar vehicle sharing program
- 95% of the building was re-used in renovation
  - Light Rail goes through the building
    - **Walkscore of 100!**

## **LAUREL APARTMENT RENTS:**

RENTS AT OPENING IN JANUARY 2012: **\$1.19/sq. ft.**

RENTS AFTER OPENING OF RETAIL & INSTALL OF WeCAR: **\$1.34/sq. ft.**

LEASED OVER 200 UNITS IN 9 MONTHS

## **RETAIL RENTS:**

RETAIL RENTS BEFORE DEVELOPMENT = \$0

RETAIL RENTS AFTER MX DISTRICT DEVELOPMENT = \$20/sq. ft.

## **HOTEL OCCUPANCY**

ON TRACK TO BE IN TOP THREE PROPERTIES FOR DOWNTOWN IN  
TERMS OF REVENUE PER AVAILABLE ROOM IN ITS FIRST YEAR

# Urban Redevelopment Makes St. Louis: A Vibrant Place to Live

