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The St. Louis Housing Authority and McCormack Baron Salazar continue efforts to bring new, quality housing to blighted areas of North St. Louis; HUD HOPE VI award bolsters effort.

[St. Louis Housing Authority](#), [McCormack Baron Salazar](#), [KAI Design & Build](#), [TAALKE, LLC](#) and [Urban Strategies](#) celebrate groundbreaking of Phase I of North Sarah Development.

St. Louis, MO (June 7, 2011) – Construction has begun on the \$25.8 million first phase residential construction of a mixed-income housing development to revitalize a long-disinvested area of land just north of Gaslight Square and east of the Central West End neighborhood in St. Louis, Missouri. The North Sarah development represents a critical component of the North Central Plan that was developed over several years and completed in 2000 by community stakeholders and residents and designed to redevelop this significant and historic community in the City of St. Louis. In addition, the project helps to make important physical connections between Dr. Martin Luther King Dr. and Lindell Blvd., as well as between Vandeventer, Covenant Blu-Grand Center, the Ville Neighborhood, Midtown, and the Central West End.

When combined with McCormack Baron Salazar's efforts that started northwest of downtown at Murphy Park fifteen years ago, expanded to Renaissance Place in Grand Center, and now include Arlington Grove to the west along Martin Luther King Boulevard, North Sarah is the most recent development of strategy that has resulted in 1,385 new units and \$234.4 million in new investment in the north side of the City of St. Louis.

A groundbreaking ceremony (details attached) will be held on June 24, 2011 to mark the start of construction. The ceremony will be led by former St. Louis Housing Authority commissioner Sal Martinez. 18th Ward Alderman Terry Kennedy, 19th Ward Alderwoman Marlene Davis, and McCormack Baron Salazar Chief Operating Officer Vince Bennett are also scheduled to attend the ceremony.

Vince Bennett said, "Realizing the transformation of this disinvested site is part of McCormack Baron Salazar's overall goal to revitalize long-neglected areas in the north part of the city. The North Sarah development ties in with what we have been doing across North City and what we plan to do with rebuilding more parts of North City."

The \$25.8 million Phase I of North Sarah will include 120 mixed-income rental units, in a combination of townhome and garden-style units in a mix of two and three-story buildings, plus almost 12,000 SF of



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commercial, management and community space. The architecture celebrates the historic character of the community while featuring modern amenities and sustainable (“green”) technology to improve both the marketability and energy efficiency of the units. The project will be designed in accordance with Enterprise Green Communities criteria. An additional \$4.7 million is being invested in infrastructure, environmental remediation, demolition and site improvements.

“Our team, partnering once again with the dedicated staff of the St. Louis Housing Authority, is bringing a new, vital energy to the North Central neighborhood and this development, like our previous communities, will serve as a catalytic spark in the revitalization of the rest of the neighborhood, supporting families and businesses in the community,” explained Bennett.

The North Sarah project is being developed by McCormack Baron Salazar in partnership with the St. Louis Housing Authority. KAI Design & Build (a Minority-Owned business) is serving as the lead Project Architect and McCormack Baron Ragan Management Services, Inc., an affiliate of the Developer will be the property manager. R.G. Brinkmann Company, in collaboration with Simms Building Group (a Minority-Owned Section 3 business), is the General Contractor.

The project has received strong support from the community’s elected officials, including Alderman Terry Kennedy (18th Ward), Alderwoman Marlene Davis (19th Ward) and Mayor Francis Slay. Both Alderpersons have pushed the development team to exceed expectations regarding MBE/WBE and Section 3 participation on this project.

Alderman Kennedy shared, “The North Sarah Project is the vision of residents of the Vandeventer community. We have challenged the development to have a goal of 50% minority participation which was also part of the collective community vision.”

Alderwoman Davis stated, “I am excited to be a part of this project. It supports the desires of the community and provides another option for diverse, mixed housing and commercial development.”

Phase I of the North Sarah development represents a financial investment of over \$30 million, including \$4.7 million in infrastructure, environmental remediation and demolition. The permanent sources of funds for the remaining \$25.8 million residential construction are from: the St. Louis Housing Authority and the U.S. Department of Housing & Urban Development, equity from U.S. Bank generated from tax credits from the Missouri Housing Development Commission, a 1st mortgage provided by U.S. Bank, HOME funds provided by the Missouri Housing Development Commission, and funding from the City of St. Louis. US Bank is also providing construction funding.

HUD HOPE VI Grant Awarded to Project

On May 23, 2011, the St. Louis Housing Authority announced that HUD awarded a \$7.8 million HOPE VI Grant to the project. The HOPE VI funds will support the removal of the final Blumeyer public housing tower at 3501 Franklin in Grand Center and will relocate those residents to the new community. The HOPE VI will permit the project to include extensive resident participation from the residents of 3501 Franklin, led in partnership with the Blumeyer Village Tenant Association, as well as programming and services for residents.



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Cheryl Lovell, Executive Director of the St. Louis Housing Authority, comments, "The HUD HOPE VI award and the partnership with the Blumeyer Village Tenant Association and McCormack Baron Salazar will allow for removal of the last Blumeyer high-rise and creation of a new, vibrant, mixed-income community."

Beyond Bricks and Mortar:

The development team is committed to achieving revitalization beyond the physical improvements, particularly for residents of the North Sarah community. To that end, the team has partnered with Urban Strategies and TAALKE LLC to engage residents and connect them with viable, upwardly mobile career and life paths. The focus area for service partnerships with local organizations will be with groups that serve the whole family, with health, financial, recreational, educational, employment and entrepreneurial resources. The St. Louis Housing Authority will also extend programming and services to Blumeyer residents, including Community and Supportive Services, its Family Self-sufficiency program and activities and initiatives for youth.

Details of Groundbreaking Ceremony

A groundbreaking ceremony will be held on June 24, 2011 to mark the start of construction.

Friday, June 24, 2011
2:00 p.m.
4011 Finney Ave (at Vandeventer)
St. Louis, MO 63113

Due to construction on North Sarah Ave., please approach Finney Ave. from North Vandeventer Ave.

Please RSVP to Marie Moore: marie.moore@mccormackbaron.com or (314) 335-2874



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About the Companies:

About St. Louis Housing Authority

The [St. Louis Housing Authority](#), a municipal corporation created by state statute, formed in 1939, is a federally funded agency, operating independently of city government. The agency, with its 90 employees, helps provide low and moderate-income housing and resident services for more than 24,000 clients primarily through two major housing programs—Public Housing and the Housing Choice Voucher (Section 8) Program. We operate 2,941 units and administer Section 8 vouchers for more than 18,000 family members throughout St. Louis. SLHA has partnered with private for-profit and not-for profit developers to develop 17 mixed-finance developments with over 1,600 new rental units, 750 of which are public housing developments. www.slha.org

About McCormack Baron Salazar

[McCormack Baron Salazar](#) is a nationally acclaimed leader of affordable urban housing development. Since its inception in 1973, the firm has developed approximately 16,000 units of affordable housing in 33 urban markets totaling more than \$2.3 billion in development investment. The firm's mission is to rebuild neighborhoods in central cities across the United States that have deteriorated through decades of neglect and disinvestment. McCormack Baron Salazar headquarters are located in St. Louis, Missouri, with satellite offices in Los Angeles, Memphis and Pittsburgh. www.mccormackbaron.com

About KAI Design & Build

[KAI Design & Build](#) is a national 90+ person design and build company headquartered in downtown St. Louis, Missouri. KAI is an emerging leader in providing design and build integrated project delivery solutions through collaboration, technology, processes and expertise. Since its inception in 1980, KAI has been instrumental in reshaping the St. Louis urban environment through housing, K-12 schools, transit facilities, collegiate facilities, commercial facilities, sports and recreation facilities, government/justice facilities and healthcare buildings. KAI's affiliate locations include Kansas City, Missouri and Dallas and Fort Worth, Texas. For more information about KAI Design & Build visit www.kai-db.com.

About Blumeyer Village Tenant Association

[Blumeyer Village Tenant Association](#) (BVTA), established and incorporated in 1992, is a Resident Management Corporation that provides day-to-day management of the Blumeyer Family Development that consists of 143 family units. BVTA's Development Corporation partnered with McCormack Baron Salazar to develop the Renaissance at Grand complex and the new St. Louis Housing Authority Central Office Building.

About Urban Strategies

[Urban Strategies](#), a non-profit corporation, works to help communities build safe neighborhoods, good schools, and a range of comprehensive human service supports. www.urbanstrategiesinc.org

About TAALKE, LLC

[TAALKE, LLC](#) specializes in public engagement solutions including government and community affairs and public & political relations. TAALKE, LLC also focuses on real estate development and reporting and



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compliance monitoring services directly related to diversity initiatives at the federal, state and local levels.

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For inquiries or to schedule interviews, contact the Platinum Group at 314-346-4190.