



**OFFICE OF THE MAYOR  
CITY OF ST. LOUIS  
MISSOURI**

**FRANCIS G. SLAY  
MAYOR**

**BARBARA A. GEISMAN  
EXECUTIVE DIRECTOR FOR DEVELOPMENT  
CITY HALL - ROOM 200  
1200 MARKET STREET  
SAINT LOUIS, MISSOURI 63103-2877  
(314) 622-4792  
FAX: (314) 622-3240  
barbarageisman@worldnet.att.net**

August 16, 2002

Mr. Andy Kren  
2804 Hereford  
St. Louis, Missouri

**RE: Old Southtown Site at Kingshighway & Chippewa**

Dear Mr. Kren

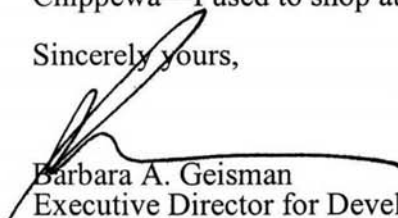
Thank you for your e-mail of August 4, which Mayor Slay referred to me for response in my capacity as his Executive Director for Development.

We think that the idea of a recreational complex at Kingshighway and Chippewa is a great idea. Unfortunately, the economics of the site will not allow for the entire site to be developed as recreational space. Due to the costs associated with the site, it is necessary that the ultimate uses generate both revenue for the businesses and tax dollars so that the development can occur. We will pass your movie theatre and bowling alley ideas along to the ultimate developers, but we expect that the eventual development will include primarily retail uses. We are hoping to attract retail businesses that are new to the city and will provide both much-needed tax revenues as well as provide city residents with access to shopping experiences they do not have in the city right now. We hope, however, that the manner in which the site is ultimately developed will include benches, trees and lots of landscaping so that the site both generates much-needed tax revenue for the City and also makes this corner far more attractive than the site has been for far too many years.

Thank you for taking the time to write, and please feel free to contact me if we can be of any further assistance.

We look forward with you to an active and attractive development at Kingshighway and Chippewa—I used to shop at the Famous-Barr there myself!

Sincerely yours,

  
Barbara A. Geisman  
Executive Director for Development

BAG/bg  
copies: Mayor Francis Slay  
Jeff Rainford, Chief of Staff

