

FOR THE EXCLUSIVE USE OF MBKENNEDY@KAI-DB.COM

From the St. Louis Business Journal:

<https://www.bizjournals.com/stlouis/news/2018/12/18/22-million-senior-apartment-project-planned-for.html>

\$22 million senior apartment project planned for Wildwood

Dec 18, 2018, 5:00am CST

Subscriber-Only Article Preview | For full site access: [Subscribe Now](#)

A \$22 million apartment community for independent seniors is slated to open in Wildwood in 2020.

The Prime Place at Wildwood Town Center, to be located at 16700 Main St., is planned as an 80,000-square-foot, four-story mixed-use development with 48 apartments, a 5,000-square-foot public restaurant and 10,000 square feet of retail space on its main level.

The market-rate, one- and two-bedroom apartments feature full-size kitchens, stainless-steel appliances, balconies and modern fixtures.

The project's developer is Landwide Development Corp., whose president, [Michael Kennedy Sr.](#), [founded KAI Design & Build](#), one of the region's largest architecture firms. KAI will serve as Prime Place's architect, engineer and general contractor, officials said.

[Doreen Scarfino](#), director of sales and marketing for Prime Place, said the development's location in Wildwood would allow its residents to visit nearby stores and businesses. The project is geared toward those age 62 and older.

"We are creating a lifestyle. There is natural beauty all around in the town of Wildwood and its Town Center," Scarfino said. "We wanted to create a small, upscale intimate community where we can offer the comforts of home with the freedom to live each day how you want. In doing so, we are offering a new kind of retirement where residents can relax in their homes, common area of the building or walk to the retail in the Town Center."

Scarfino added this was the first Prime Place development, and it's possible more could be planned in the future.

Officials said the project's high-end features are intended to appeal to the independent retiree, such as a club room and game area, fitness room, lobby with fireplace and coffee bar, concierge, complimentary transportation and valet service, and 24/7 security with secured parking.

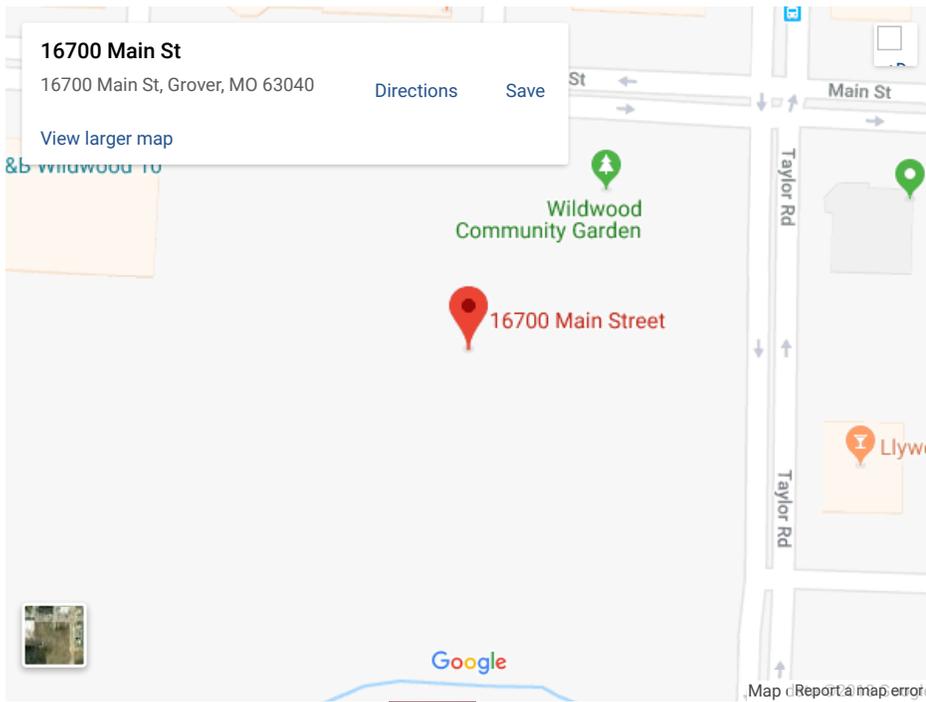
Landwide expects to break ground on the project in summer 2019, with the building's completion in spring 2020. The land on which the project is being built is owned by Greenberg Development, led by [Ed Kohn](#), who is also a partner on The Prime Place development with Kennedy, officials said. The Wildwood City Council last month [approved a bill](#) including a zone change to accommodate the project.



LANDWIDE DEVELOPMENT CORP.

The Prime Place at Wildwood Town Center rendering

Landwide's other developments include: Cambridge Heights HOPE VI, a \$50 million urban, mixed-income redevelopment in St. Louis; Harmony Oaks HOPE VI, a 500-unit, \$110 million redevelopment in New Orleans; and Cambridge Senior Independent Living, a 120-unit urban independent senior living community in St. Louis.



Brian Robbins
Reporter
St. Louis Business Journal

