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Dierbergs Markets and McBride Homes set to develop former Crestwood Mall site

Dierbergs Markets, McBride Homes, and the City of Crestwood are pleased to announce the joint development of the former Crestwood Mall site. The 47- acre property is located off Watson Road, just east of Sappington Road.

Dierbergs and McBride have the site under contract, following months of negotiations with the owner, Urbanstreet Group.

"We know the Crestwood Community will love seeing this area come to life again and are excited to be part of the redevelopment process" said Greg Dierberg, President and CEO of Dierbergs Markets. "We are putting a lot of thought into the design of our store and the complimentary commercial space and are looking forward to collaborating with the team at McBride on this incredible new project."

"This is the most exciting piece of ground in the Crestwood area," said John F. Eilermann Jr., CEO and Chairman of McBride Homes. "This tract of land has a long history and is very well-known in the metro area, and now we are thrilled to be a part of such an exciting joint development with Dierbergs."

The western portion of the development will feature a full service, approximately 70,000 square foot grocery store, with additional restaurant and retail users. The eastern portion of the site will focus on residential housing, with a mix of product lines by McBride Homes. The community will feature 81 single family homes in total, with 37 from McBride's Bayside Series, 14 from their Oakwood Series, and 30 city-style homes that are currently featured at La Collina, McBride's neighborhood on The Hill.

"The City is thrilled to have two partners who have a robust and comprehensive plan for the site," said Mayor Grant Mabie. "Dierbergs and McBride are two of the top private

companies in St. Louis with long track records of successful developments, and we look forward to working with them to turn their plans into a completed project.”

“One of our main goals in this project is to support existing Crestwood retail and local franchises,” added Eilermann. “This is a prime Crestwood location and with the pent-up demand for new housing options and shopping in the area, this is a wonderful opportunity for local residents.”

Mabie added, “This project will grow Crestwood in line with our comprehensive plan – more people, new housing, more traffic on Watson Road, and new shopping and dining destinations for our residents and residents of neighboring communities.”

Elite Development Services, a joint venture between McBride Homes and J.H. Berra Construction, will develop the land with Dierbergs.

Dierbergs Markets, a fourth-generation family grocery store, with roots traced back to a country store was founded in West St. Louis County in 1854. Dierbergs prioritizes serving our customers and our communities; and today, employs more than 4,000 Associates in 24 St. Louis metropolitan-area stores and one location at Missouri’s Lake of the Ozarks.

McBride Homes, celebrating 75 years of building, offers new homes in 35 communities across metro St. Louis. Based in Chesterfield, McBride Homes is the largest homebuilder in the state of Missouri and is currently ranked as the 63rd largest overall in the country with 783 closings in 2019. According to Builder Magazine’s 2019 Local Leaders list, McBride Home’s has 29.9% market share in St. Louis, one of the highest market shares of any builder in any Top 50 market and over three times more closings than St. Louis’ second largest builder.