

CALIBRE

STRATEGIC DIRECTION. A LASTING LEGACY.

macro*world

A Wachovia Company

MY MACRO*WORLD

PORTFOLIO

MARKETS

RESEARCH

ECONOMIC

[Help](#) | [Back To Calibre](#)User Name: Password: **Log On****REGISTER**Ticker/Name
Search **Search****Stocks**

By Industry

[Back](#)

By Name

Barnes & Noble joins West County Center's lifestyle wing**Mutual Funds**

By Family

Gail ApplesonSt. Louis Post-Dispatch

BKS

By Name

\$33.63

By Objective

Released : Thursday, January 31, 2008 3:00 AM

-0.30 -0.9%**Mkt Indices**

Industry Groups

Jan. 31--Barnes & Noble and BRAVO! Cucina Italiana will be part of the redevelopment of a 90,000-square-foot portion of West County Center into an open-air "lifestyle wing" and a two-story main entrance to the Des Peres mall.

U.S. Markets

Non-U.S. Markets

Reports

Custom

The construction, taking place at the location of the former Lord & Taylor store, is expected to be completed by this year's holiday season. The move comes during a national trend toward the building of upscale "lifestyle" shopping centers that offer an open-air design versus an enclosed configuration found in traditional malls.

Stock

Industry

Money Market Fund

Indeed, the announcement about retailers joining the West County redevelopment comes one day after Von Maur Department Stores, an upscale Davenport, Iowa-based chain, said it will be an anchor at The Meadows, a lifestyle shopping center under construction in Lake Saint Louis. The Meadows is slated to open in August.

Currency

While most of the 1.2 million-square-foot West County Center will remain a mall, the redevelopment will add walkways, fountains and an area containing four sit-down eateries with indoor and outdoor seating. The project's architect is St. Louis-based The Lawrence Group.

"We really wanted to create an outdoor area. The restaurants are in a cluster, so that will give us that opportunity," said Stephen Lebovitz, president of Chattanooga-based CBL & Associates Properties Inc., which owns and operates the mall.

CBL bought West County mall last year from Australia's Westfield Group. As part of the deal, it also purchased Chesterfield Mall, Mid Rivers Mall in St. Peters, and South County Center in St. Louis County. At the time of the purchase, it already owned St. Clair Square in Fairview Heights.

"This is an important project to us to demonstrate that we'll be making improvements and upgrades to our properties," Lebovitz said. "It's important to us to get it open this year."

West County Center was built in 1969 and underwent a \$230 million redevelopment in 2002. Lord & Taylor, which closed in 2006, was one of the mall's anchors and occupied 140,000 square feet. After the store was shuttered, part of the structure was demolished to make room for the outdoor elements of the lifestyle redevelopment.

The plan also provides the mall with its first front entrance. The lifestyle wing will be anchored by a 30,000-square-foot Barnes & Noble on the second level. Shoppers will be able to reach the store through both interior and exterior entrances, including an outdoor escalator.

The bookstore is expected to open in the fall, according to Barnes & Noble. It will stock close to 200,000 book, music, DVD and magazine titles and include a cafe serving Starbucks coffee.

Below Barnes & Noble, there will be about 20,000 square feet of new specialty shops. Some of the stores will have exterior entrances depending on their configuration, Lebovitz said. The names of other retailers will be released later.

The one restaurant that was named, BRAVO! Cucina Italiana, is owned by Columbus, Ohio-based BRAVO! Development Inc., which owns BRIO Tuscan Grill at Plaza Frontenac. It's the first BRAVO! restaurant in the St. Louis area.

The chain's website describes BRAVO! as being a "white-tablecloth casual eatery" that offers made-to-order Italian food "under a Roman ruin decor."

Sean Phillips, St. Louis regional marketing director for CBL, said one of the most common requests from West County mall shoppers is for more restaurants. He said the lifestyle elements should prove a big draw, as there are very few restaurants in the Des Peres area with outdoor seating.

gappleson@post-dispatch.com

314-340-8331

To see more of the St. Louis Post-Dispatch, or to subscribe to the newspaper, go to <http://www.stltoday.com>. Copyright (c) 2008, St. Louis Post-Dispatch Distributed by McClatchy-Tribune Information Services. For reprints, email tmsreprints@permissionsgroup.com, call 800-374-7985 or 847-635-6550, send a fax to 847-635-6968, or write to The Permissions Group Inc., 1247 Milwaukee Ave., Suite 303, Glenview, IL 60025, USA.

Provider:

Knight-Ridder / Tribune Business News / St. Louis Post-Dispatch

Keywords:

[Agriculture](#), [Food & Beverage](#), [Business Management](#), [Commercial Construction](#), [North American Construction](#), [U.S. Construction](#), [U.S. Business News](#), [Business News](#), [Commercial Real Estate](#), [Construction](#), [Food & Beverage Distribution & Services](#), [Food & Beverage Production](#), [U.S. Food & Beverage](#), [Top World News](#), [Americas](#), [North America](#), [USA](#), [Sales & Marketing](#), [Market Research](#), [MSNBC Business Video News](#), [North American Business News](#), [North American Agriculture](#), [Food & Beverage](#), [North American Food & Beverag](#)

Quotes delayed at least 15 minutes for Nasdaq, and at least 20 minutes otherwise.

Securities and Insurance Products:

Not insured by FDIC or any Federal Government Agency	May Lose Value	Not a Deposit of or Guaranteed by the Bank or any Bank affiliate
---	-----------------------	---

Supplemental Information Provided By: [Dialog](#), [Hemscott, Inc.](#), [Comstock](#) and [FX Quotes™](#) a GTIS Corporation.

† Links to third-party sites are provided for your convenience. Such sites are not within our control and may not follow the same privacy, security, or accessibility standards as ours. Wachovia neither endorses nor guarantees offerings of the third party providers, nor is Wachovia responsible for the security, content or availability of third-party sites, their partners, or advertisers.

[Legal](#) | [Terms of Use](#) | [Privacy](#)
© 2008 Wachovia Corporation. All rights reserved.

