



Urban Land
Institute



ULI St. Louis
Technical Assistance Panel



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Sponsored by:
Citizens for Modern Transit
in partnership with METRO

ULI St. Louis Mission Statement

The mission of the ULI St. Louis is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

- Objective, multidisciplinary advice on land use and real estate issues developed over the course of one and a half days
- ULI St. Louis members from across the region volunteer their time to participate as panelists

Panel Chair

- Gwen Knight, Enhanced Value Strategies, Inc.

Panel Members

- Chris Cedergreen, Forum Studio
- Chip Crawford, Forum Studio
- Marc Hirshman, U.S. Bancorp Community Development Corporation
- Alison Marischen, Polsinelli Shughart
- Stan Mulvihill, McCormack Baron Salazar
- Gregory Patterson, BJC HealthCare

Technical Writer & ULI St. Louis District Coordinator: Kelly Annis

- Short Term
- Long Term
- Land Uses

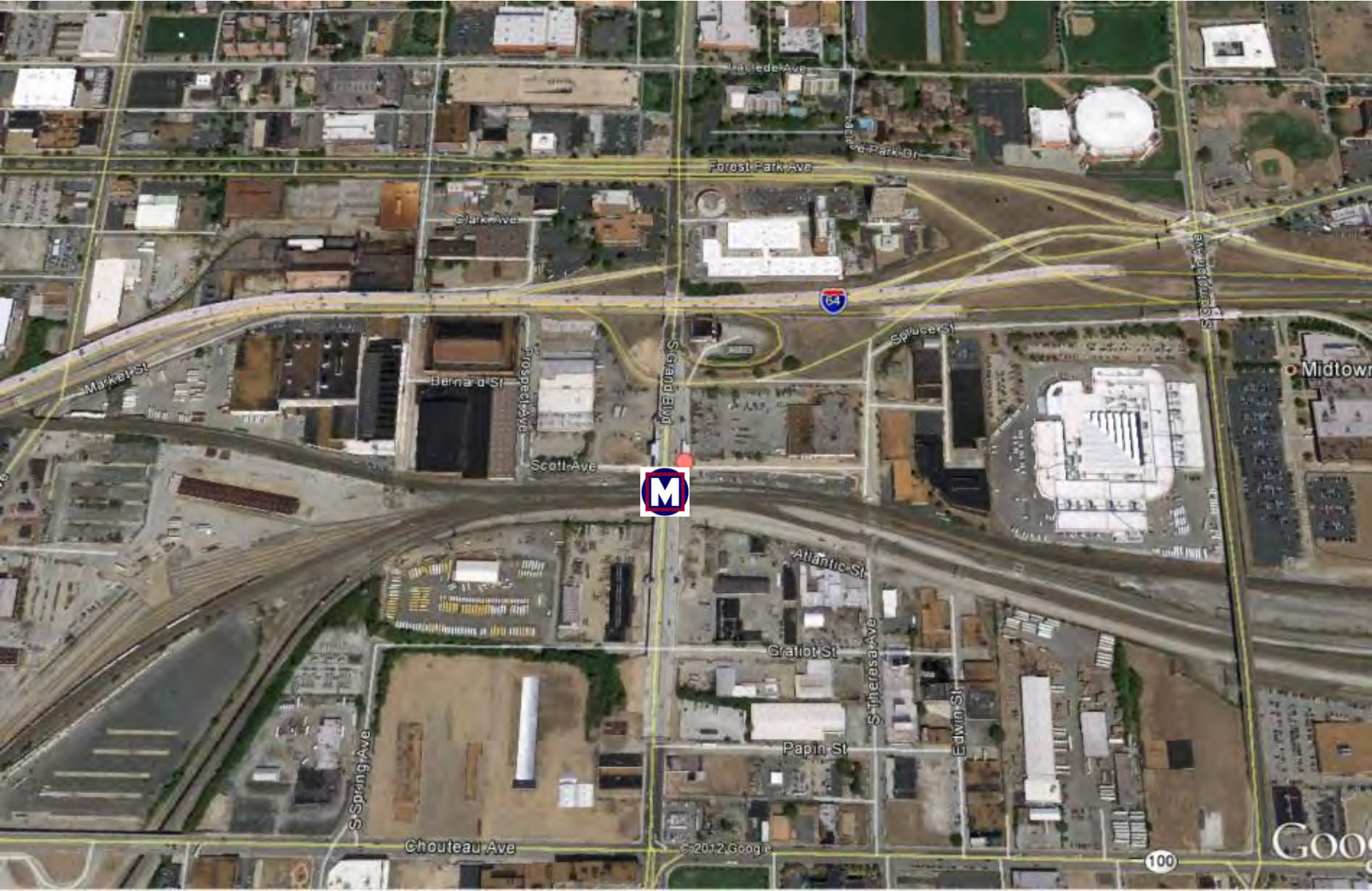
1. What is the best way to integrate, and design for, the land uses at and around the station given the grade separation along Grand?

2. What potential incentives, *i.e.* physical infrastructure and financial incentives, could stakeholders provide to increase the desirability for this location?

3. In addition, how can any project better integrate the successful Grand bus line with record ridership into the development?

- Considering the parcels owned or controlled by Metro and the City of St. Louis around the Grand Station, what potential uses will attract development talent and investment capital to the site while supporting the needs/goals of St. Louis University and Harris Stowe as two of the primary stakeholders in the area?

- What land uses would the City of St. Louis like to see around the station, and what is the market for such?



- Station is below-grade and situated under Grand Avenue

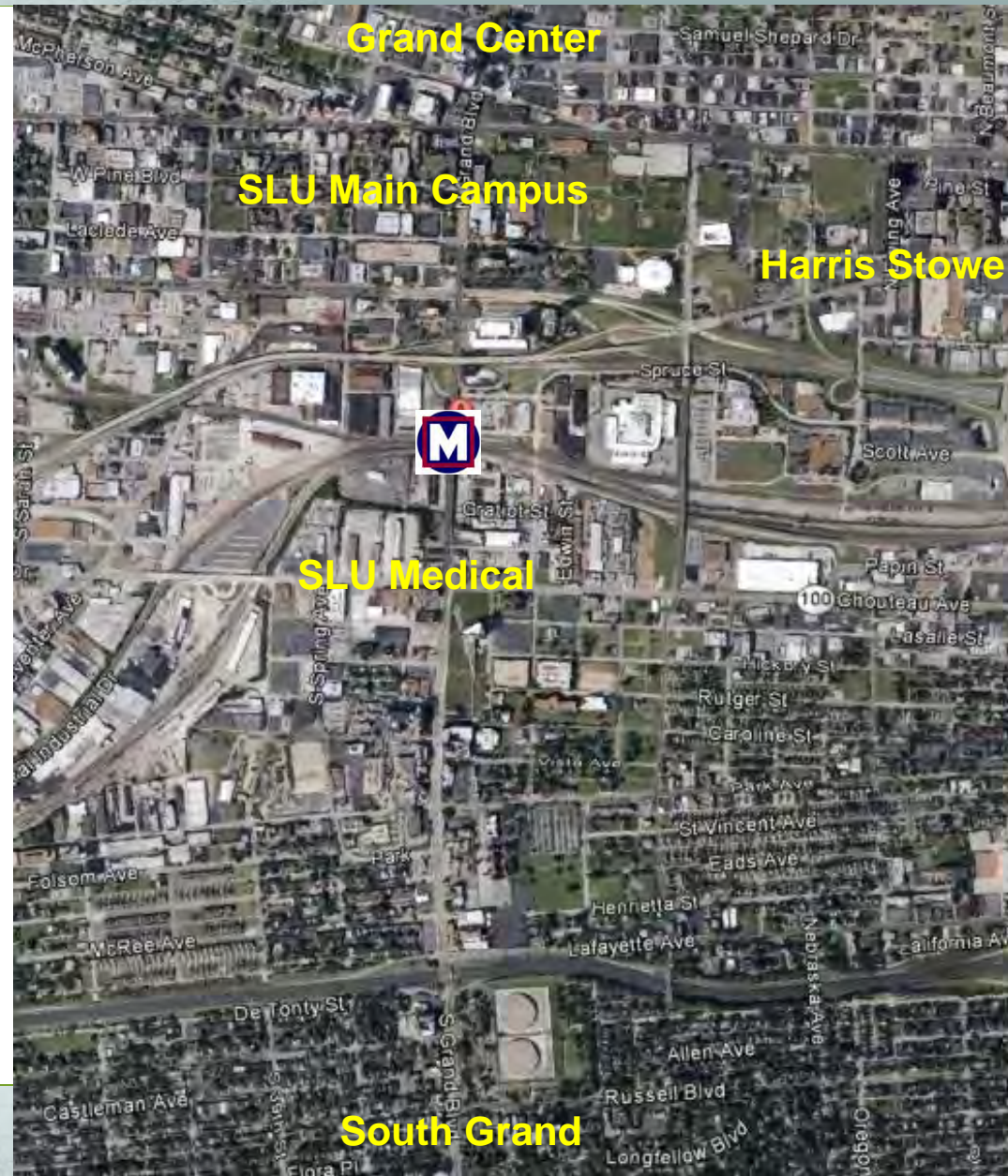


- The Grand Avenue bus line enjoys highest ridership numbers throughout the system



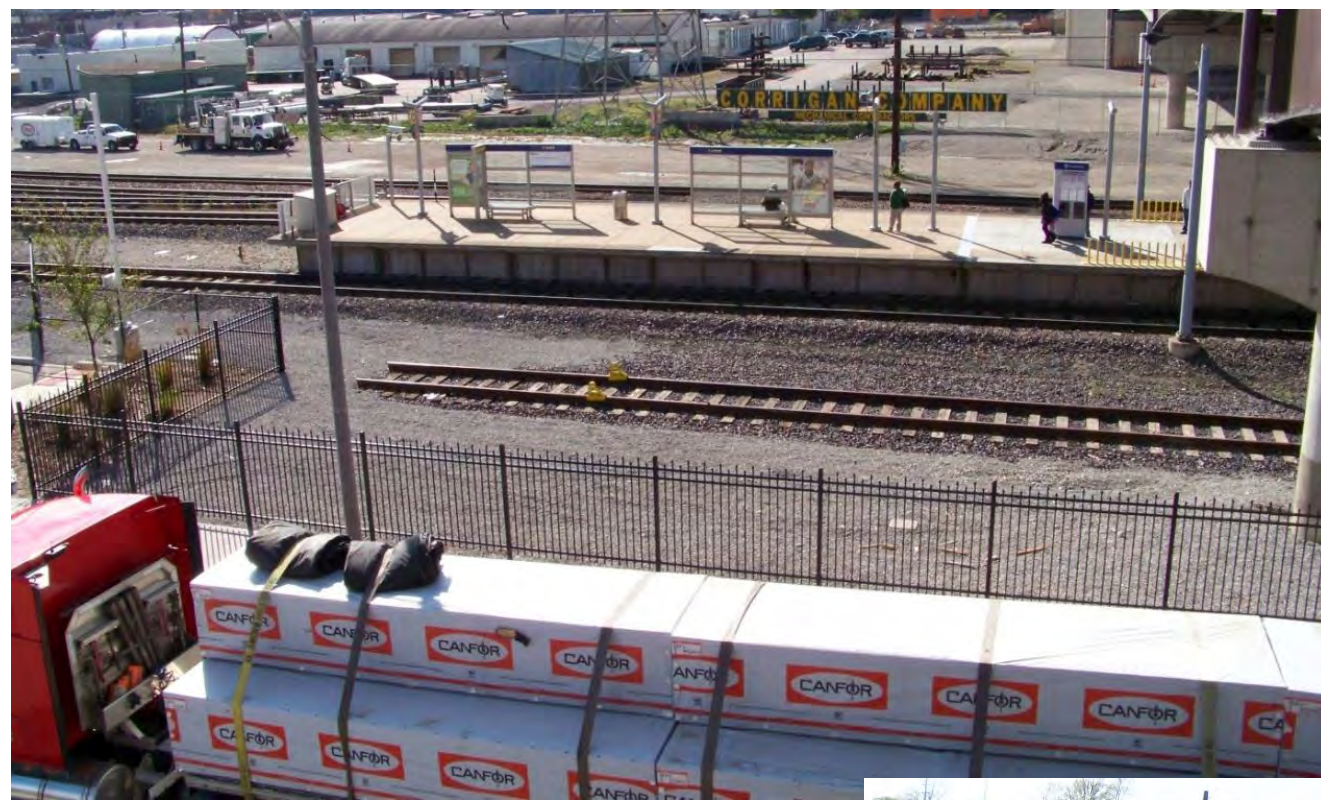


- Close proximity to Saint Louis University (main campus), Saint Louis University Medical Campus, Harris Stowe University, Grand Center and South Grand amenities



- Heavy industrial area – industrial businesses not using abundant freight rail lines running through station area












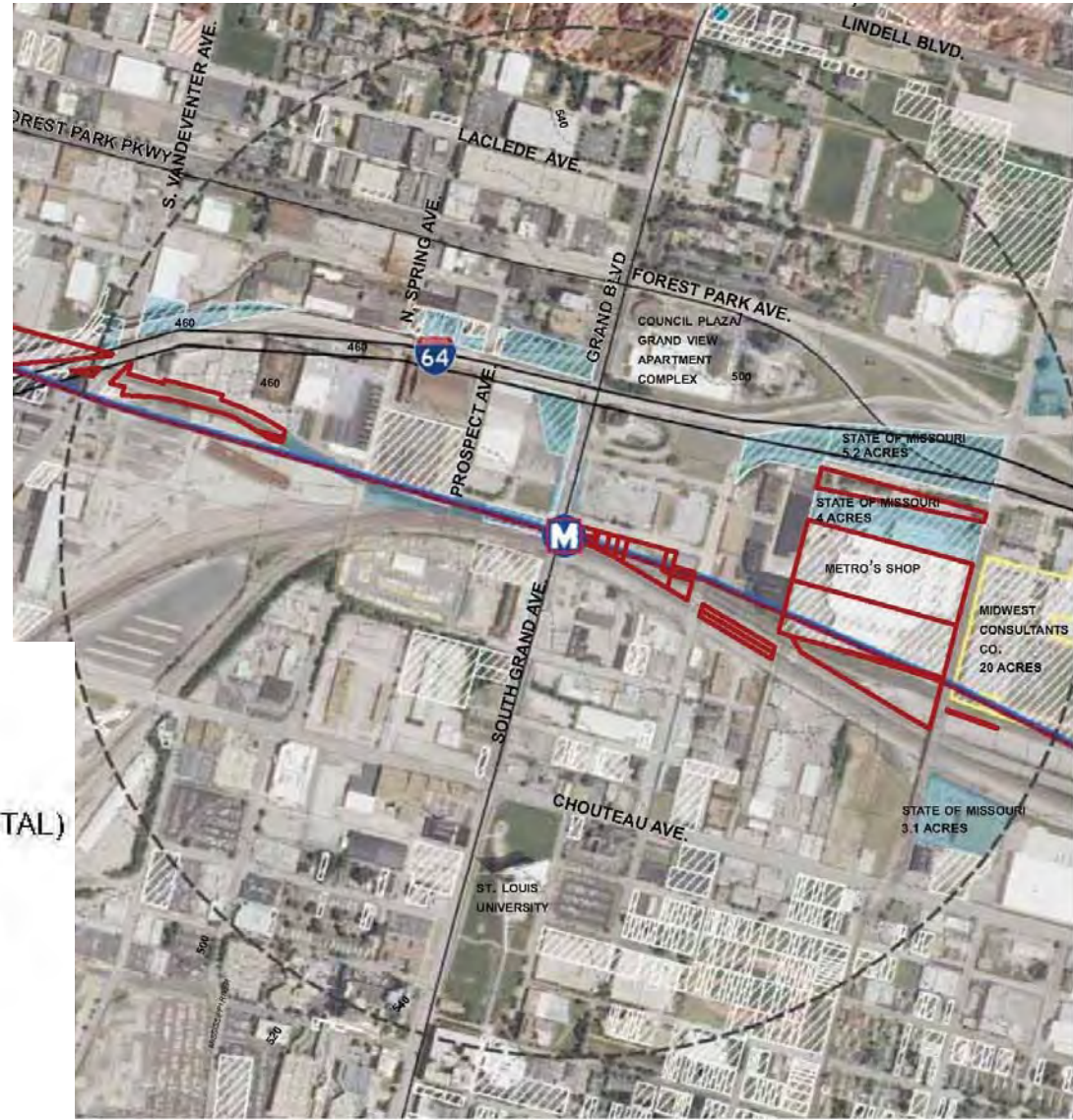


- Multiple vacant lots and buildings, many in disrepair



1/2 mile study area

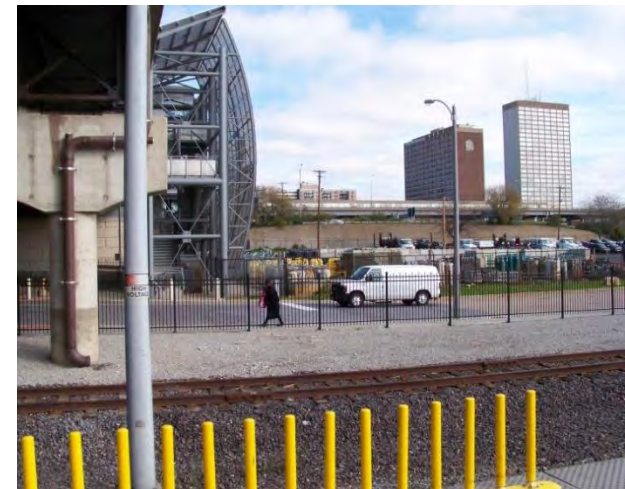
-  1/2 MILE RADIUS STUDY AREA
-  CULTURAL PLACE OF INTEREST
-  METROLINK RED/BLUE LINE
-  VACANT PARCELS OVER 10 ACRES (1 TOTAL)
-  METRO OWNED PARCEL (20.75 ACRES)
-  PUBLIC OWNED PARCEL (24.7 ACRES)
-  VACANT PARCEL (101.3 ACRES)
-  HISTORIC DISTRICT
-  ADT AVERAGE DAILY TRAFFIC



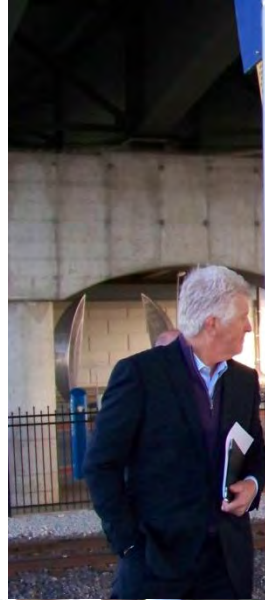
*Data and information provided by Design Workshop, East West Gateway and MetroLink. See the "MetroLink Station Area Profile Catalog" for additional information. All extracted data is clipped and calculated to a one-half mile radius by Design Workshop.











Sponsors

- Metro
- Citizens for Modern Transit

Surrounding Neighbors

- Institutional Leaders
- Business Community
- Cultural Institutions

Real Estate Community

- Developers
- St. Louis Development Corporation



- Short Term
- Long Term
- Land Uses

- Increase ridership and enhance current rider experience
- Universe of opportunities:
 - Grand bus line – highest ridership in system
 - Sigma-Aldrich – 1,000 employees
 - Metro garage – 456 employees
 - Saint Louis University & Harris Stowe University
 - Talk with employers in the area, determine barriers to employee use and proactively market station

- Enhanced experience at the station level
 - Wayfinding at station and on train to nearby universities, medical center, Grand Center, etc.



- Walkability
 - Build on existing measures with signage, graphics, art
 - Broaden and improve sidewalks north and south of bridge improvements
 - Continue kneewalls





Short Term Improvements



- Install pavers on Grand to create sense of arrival
- Create a sense of place by connecting the canopies at the top of the elevator platform



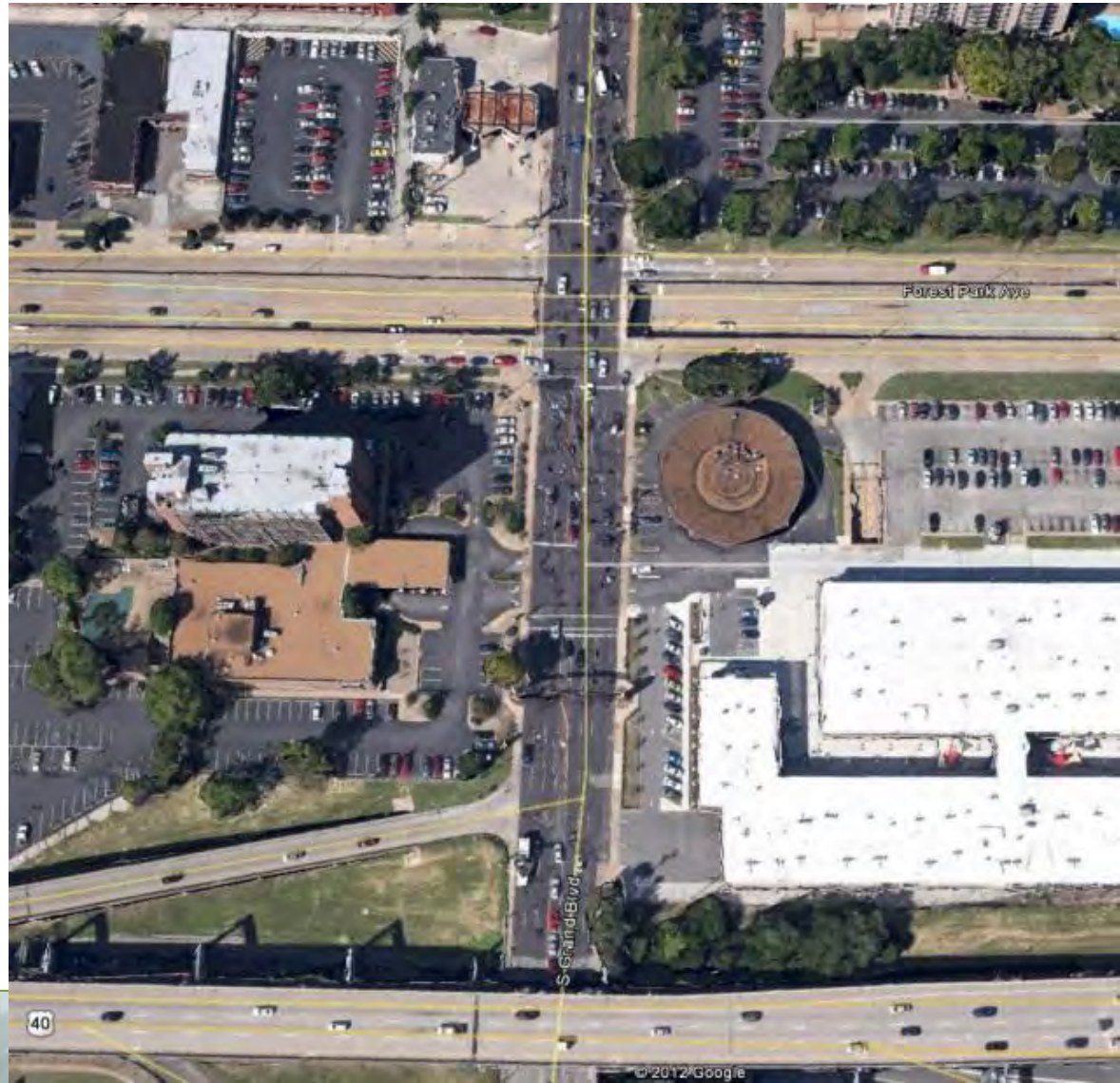
- Reduce speed limits on Grand across bridge; change physical nature of street surface



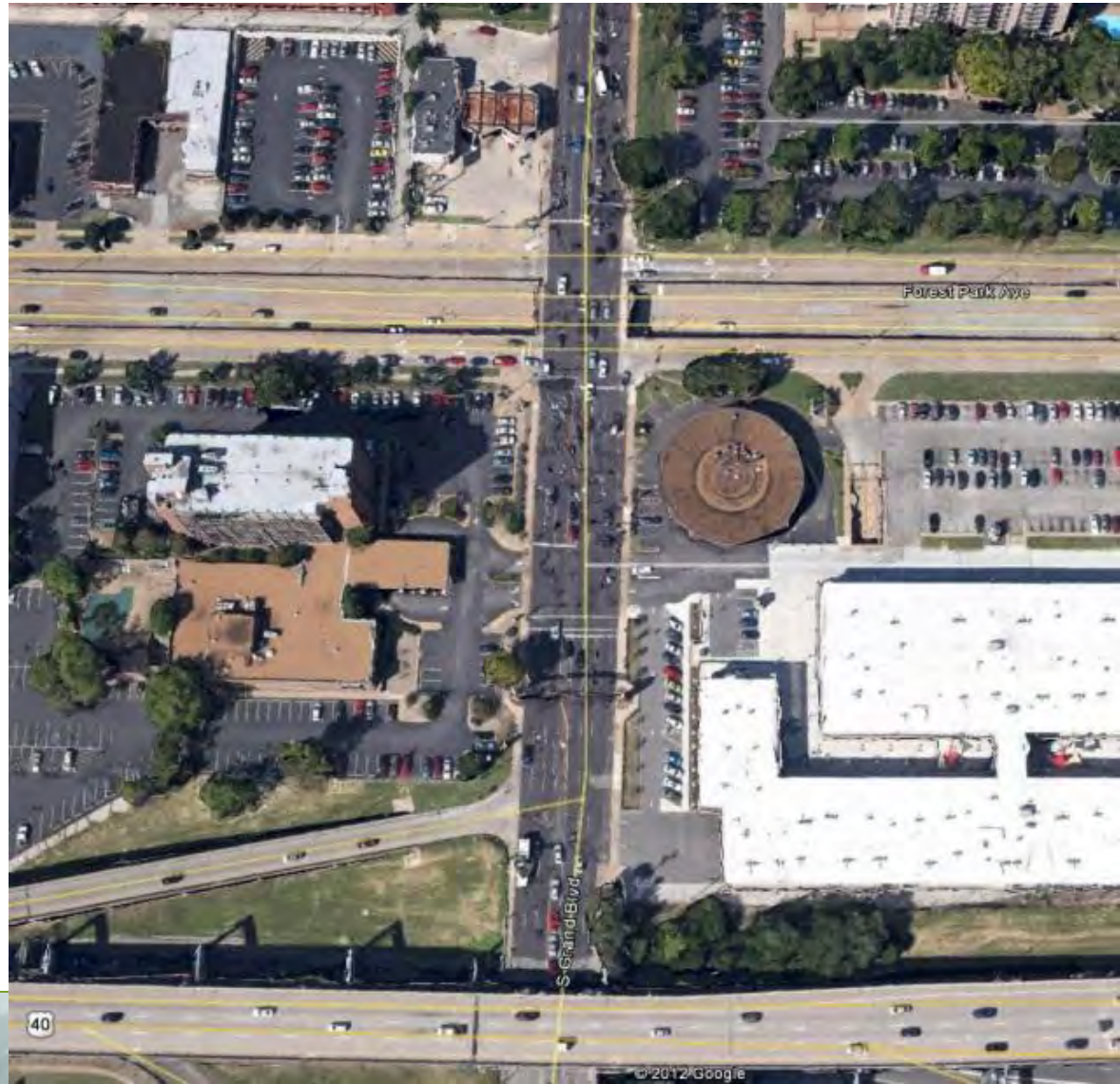
Enhance the linkage between south and north bridge entrances

- Install bike lanes north and south on Grand
- Improve connections between the north and south SLU campuses and the bridge improvements
 - Continue planters, widen sidewalks, install kneewalls
- Eliminate the Grand crosswalk at the I-64 ramp
- Create pedestrian crosswalks over the I-64 ramp (onto Grand from I-64 East) and Forest Park Parkway

Address traffic
flow at
intersection of
Forest Park
Parkway and
Grand Avenue



- Idea #1 –
Consider moving
Parkway to at-
grade status



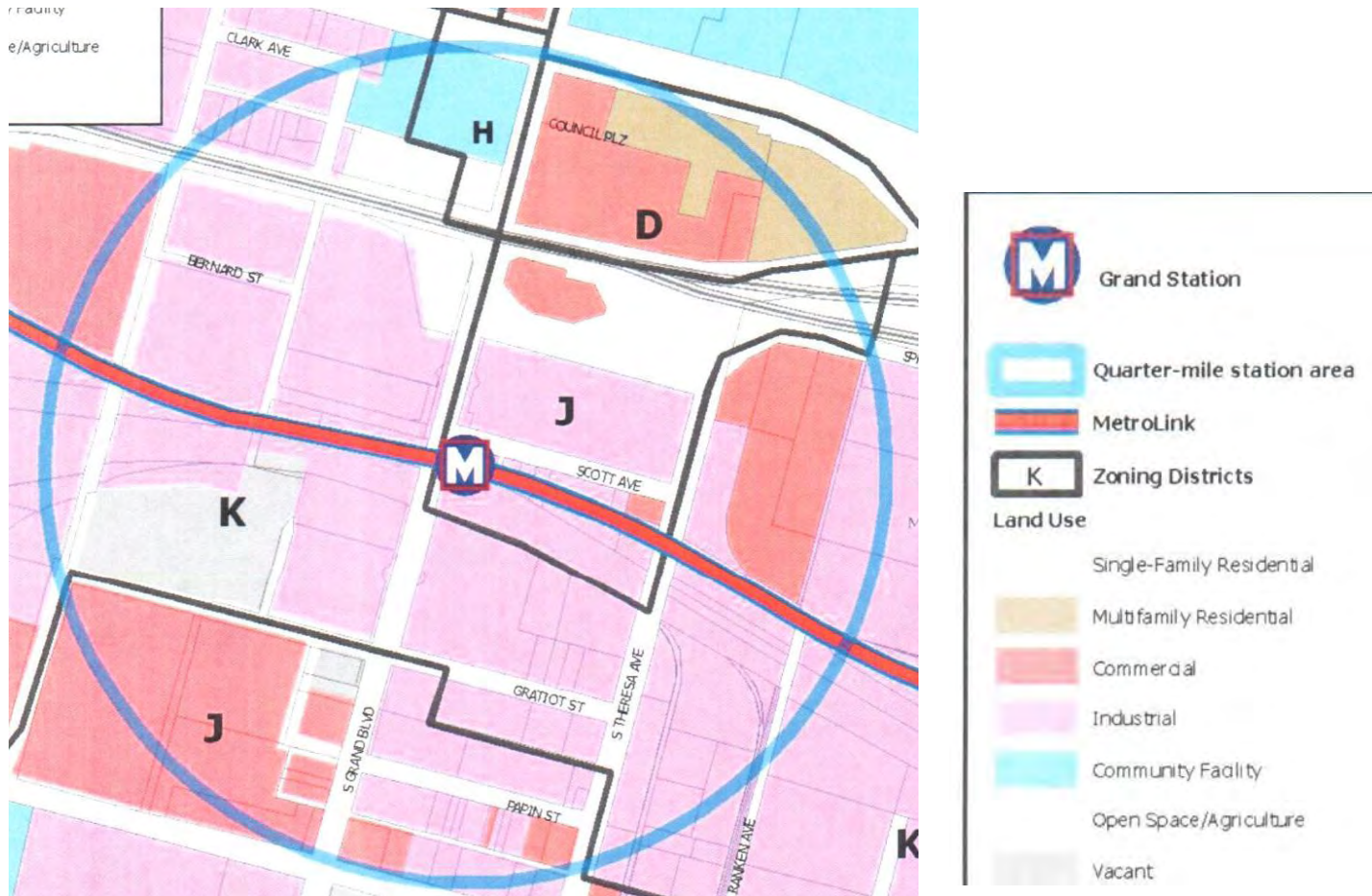
- Idea #2 – Eliminate the on/off ramps to Grand from Forest Park Parkway.
 - Allows Parkway traffic to continue briskly
 - Lessens car vs. pedestrian competition crossing at Grand
 - Moves some Grand traffic to side streets, freeing up Grand for street car or shuttle (Vandeventer & Compton)



GET PROPERTY READY FOR DEVELOPMENT

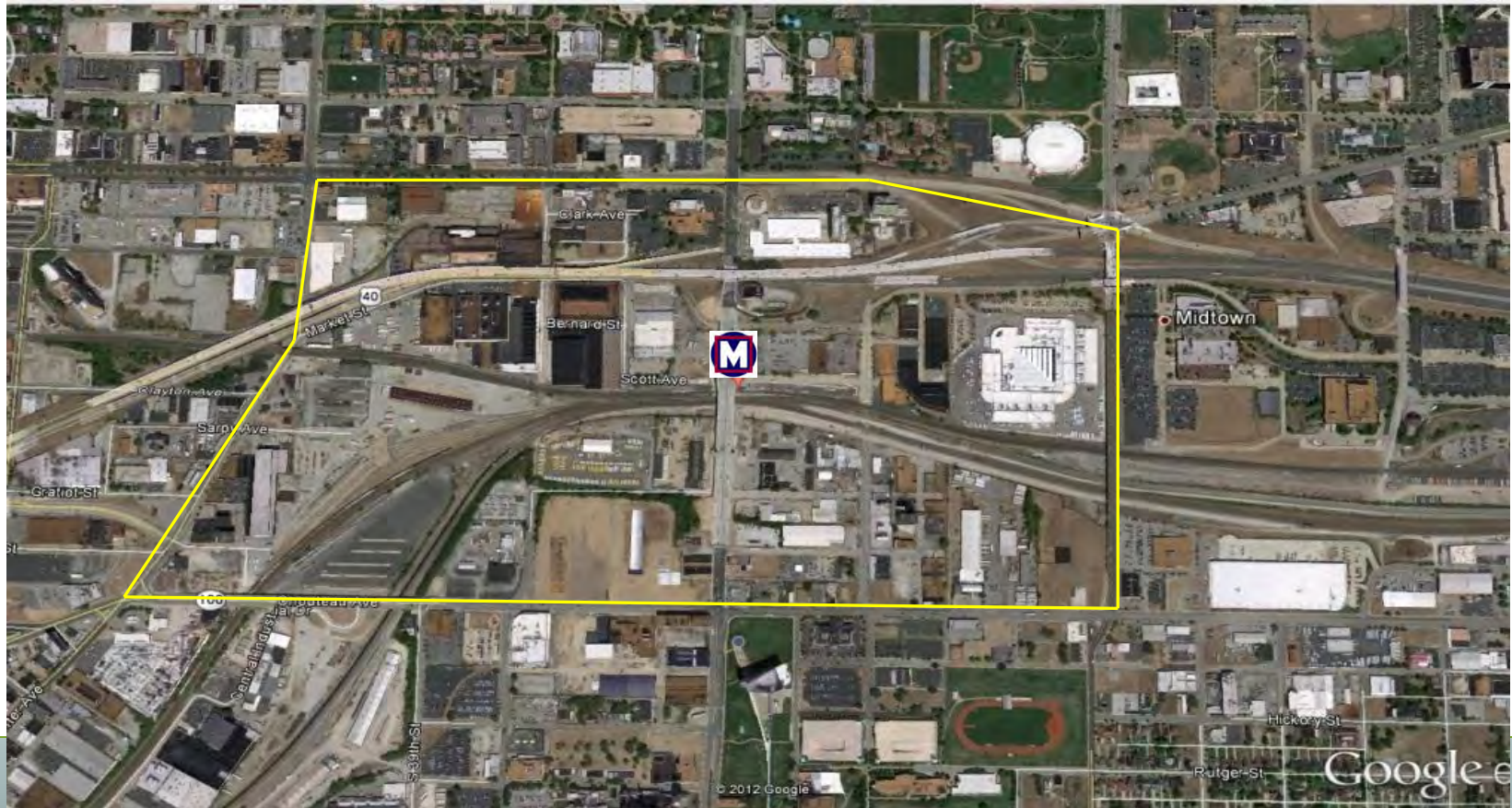
- Assemble land with City's support/assistance, possible land bank/opportunistic acquisitions; coordinate with SLU's land assemblage activities/plans
- Clean up properties – create larger green spaces
- Move users inconsistent with long-term goals to other city properties
- Utilize traditional financial incentives

- Address zoning in the area, form-based code



Chapter 353 – the “Urban Redevelopment Corporation Law”

- Boundaries: Grand Center 353 (north); CORTEX 353 (west); Chouteau Ave (south); Compton Ave (east)



Chapter 353 – the “Urban Redevelopment Corporation Law”

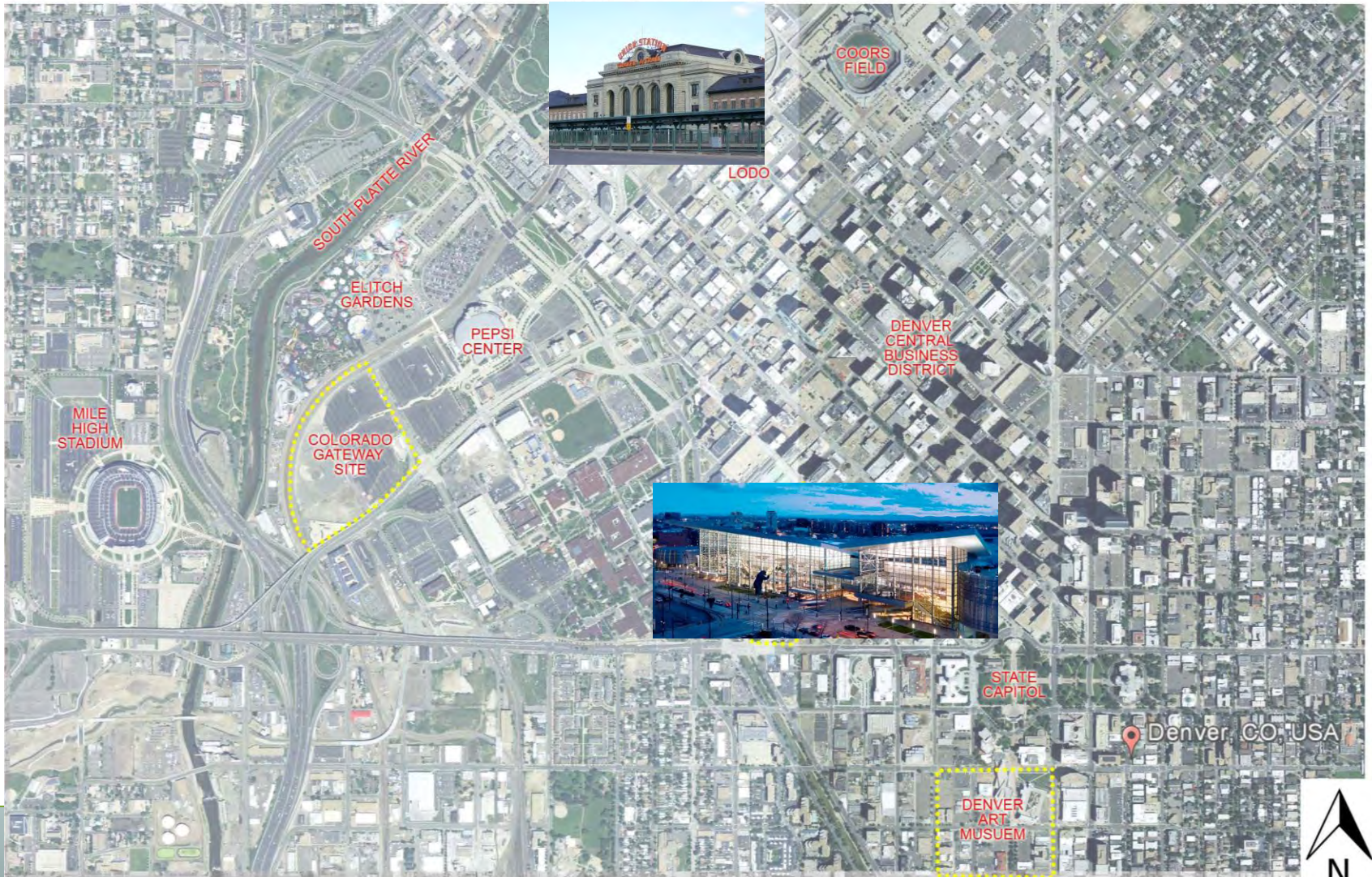
- Sets redevelopment guidelines for district
- Specialized not-for-profit corporation formed to acquire, construct, maintain and operate redevelopment projects per redevelopment guidelines
- Board of Directors of interested constituents
- 25-yr real property tax abatement (100% 10 yrs, 50% 15 yrs) may be granted
- Ability to borrow and mortgage

Long Term Vision The Game Changer

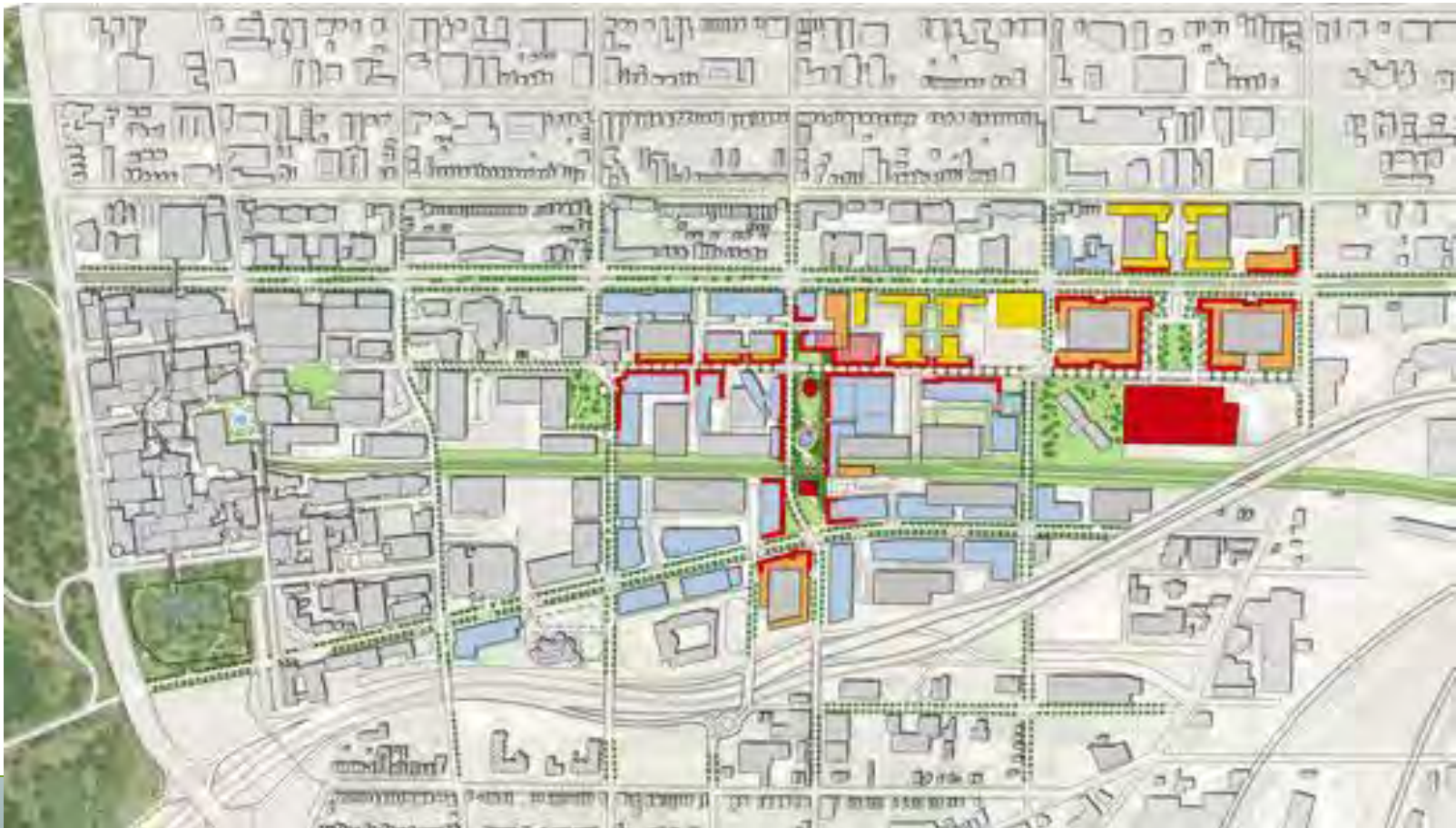
“Transformative change cannot occur in incremental steps here. It needs a bold vision... something to transform the site.”

- ULI St. Louis Grand Station TAP Panelist

Denver Union Station & Convention Center



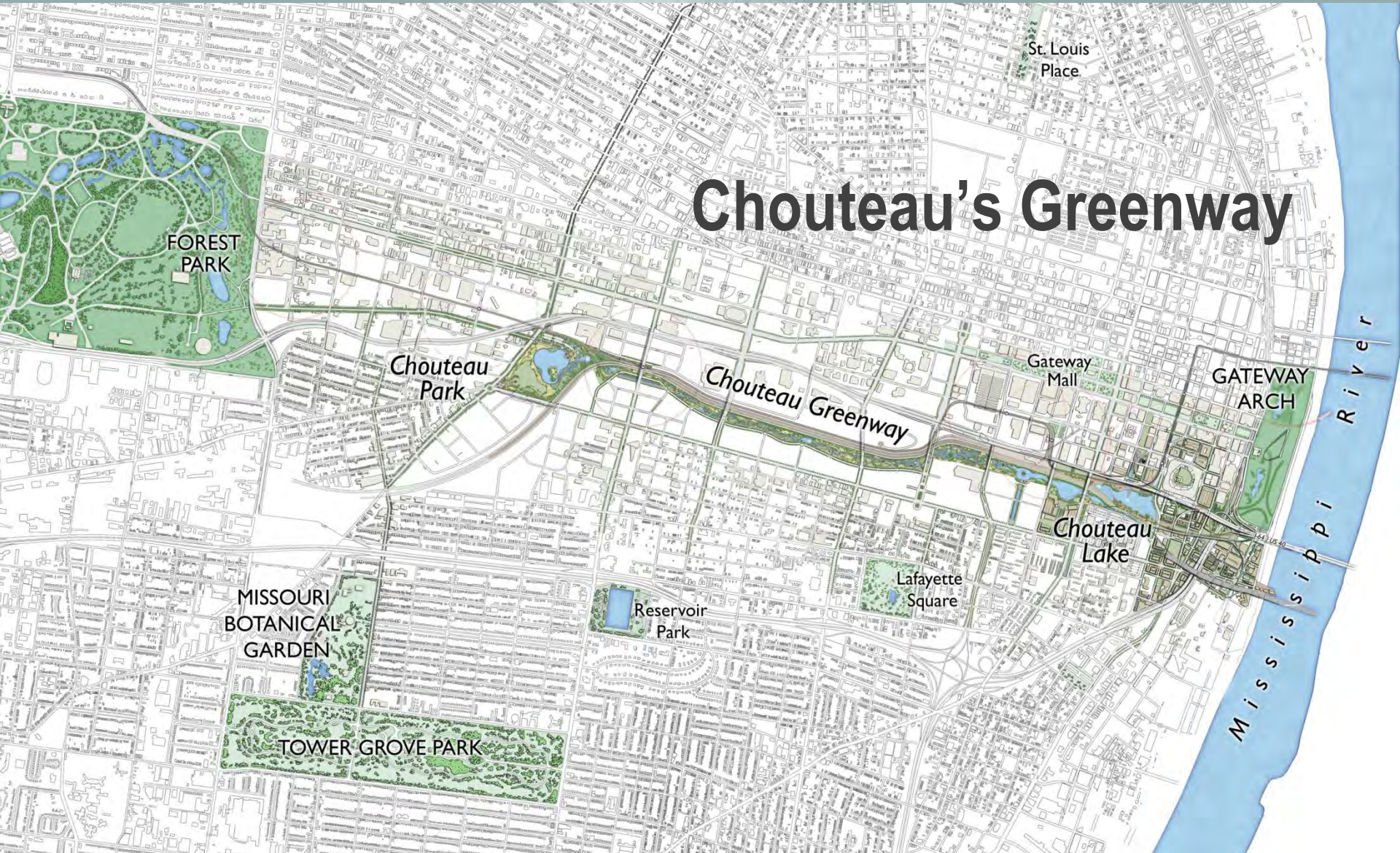
CORTEX – 10+ years in the making,
transforming the area



Three Bold Ideas

Chouteau's Greenway





Chouteau's Greenway

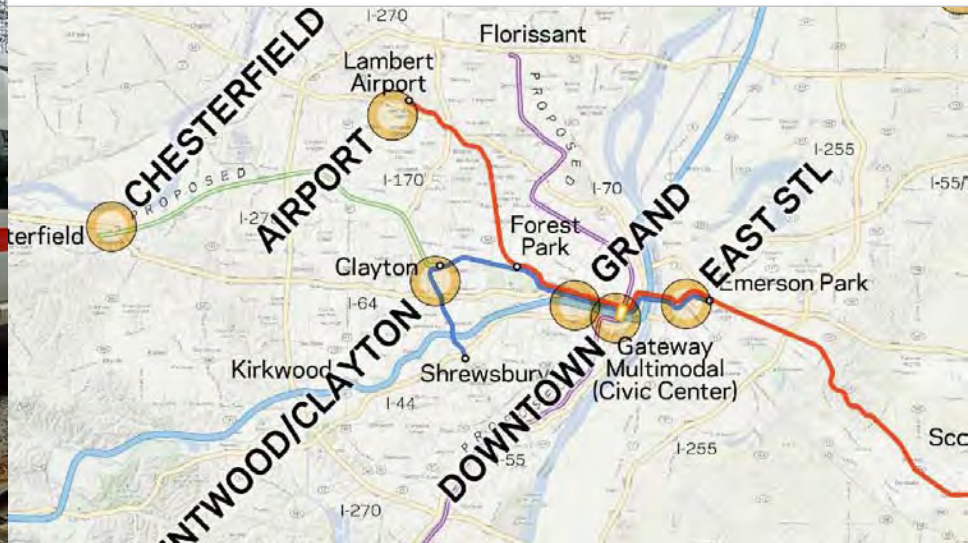


Bold Idea #1 – The Greenway



- Every effort should be made to push the Greenway forward breaking out of plan into progress
- All improvements to Grand Station should keep Greenway plan in mind
- Variety of local, state, federal, philanthropic sources in cooperation with Great Rivers Greenway, MSD (Green infrastructure initiative and funding?), the City, etc.

High-Speed Rail Station at Grand

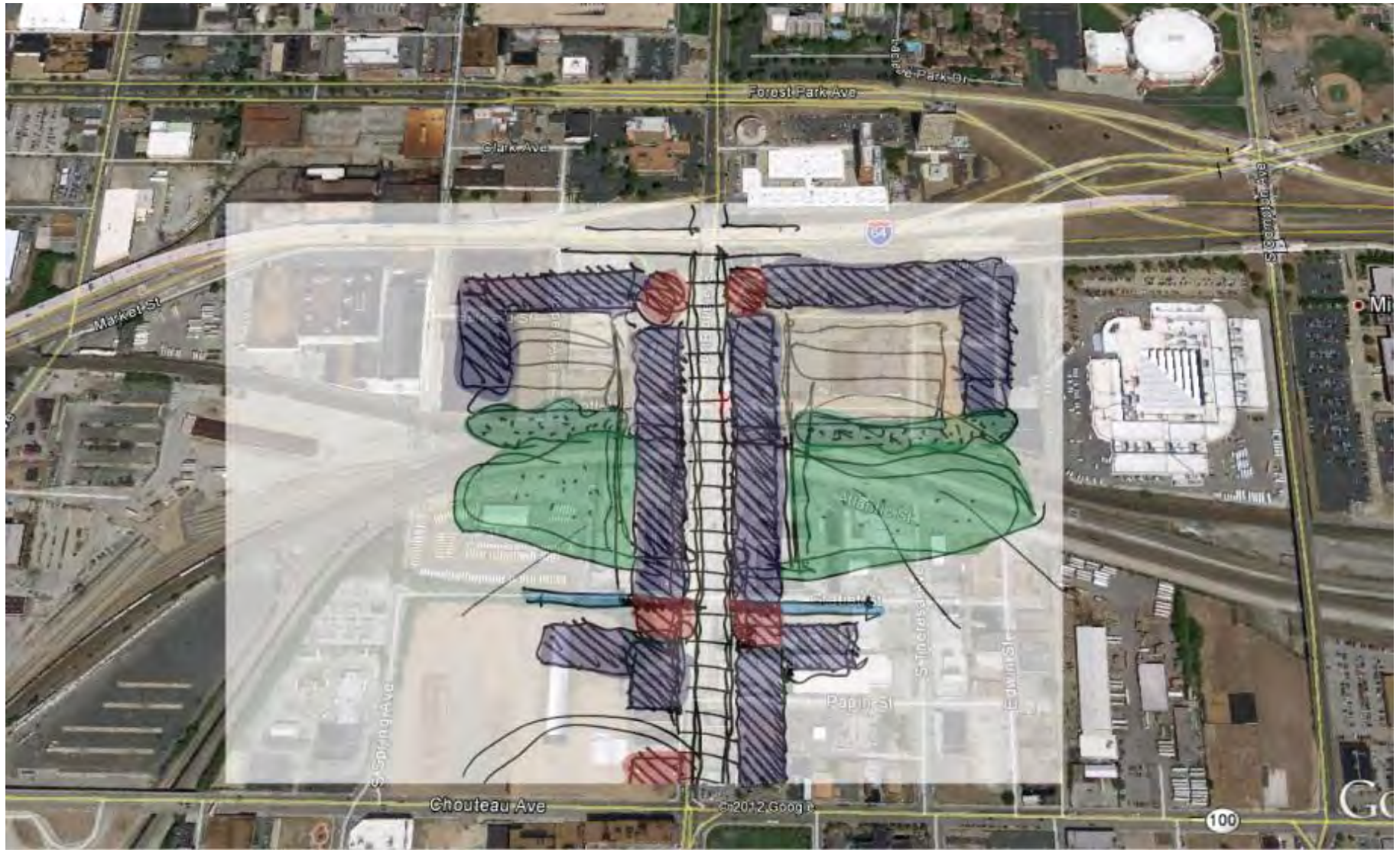


- Connectivity to CBD, CORTEX, BJC, Grand Center
- Station and corresponding building and parking needs could easily be met at Grand Station
- Ample opportunities for further connections to light rail and bus lines traversing city

- Grand Station generally meets many criteria being evaluated by planners of proposed HSR system
- High speed rail station and traffic would support commercial development in study area

Platform Development

- Place parking on first 2-3 stories, easily fitting below bridge
- Place commercial, retail and/or residential on top of parking, level with the bridge platform
- Embraces light rail and bus connectivity
- Builds connection between SLU campuses
- Enhances travel along Grand and encourages pedestrian use







- Address short-term improvements to pedestrian experience at station level and Grand Ave level as well as north and south of new Grand Bridge
- Make ready for development
- Address traffic at Forest Park Parkway intersection
- Form Chapter 353, land bank, relocate, and clean up

- Promote Chouteau's Greenway development effort
- Financing – Variety of local, state, federal, philanthropic sources in cooperation with Great Rivers Greenway, MSD (Green infrastructure initiative and funding?), the City, etc.

- Consider game-changing vision for Grand Station (Greenway, High Speed Rail, Platform development)





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