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.
ULI St. Louis
Technical Assistance Panel

Sponsored by:
METRO
Citizens for Modern Transit
St. Clair County Transit District
• 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 Members

- Andy Barnes, IMPACT Strategies
- Jerry Crylen, GTE Properties, LLC
- Steve Nystrom, US Bank
- Scott Schanuel, Woolpert
- Richard Ward, Zimmer Real Estate Services, LC, TAP Chair
- Aaron Williams, Alberici Constructors, Inc.

Technical Writer & In-coming ULI St. Louis District Coordinator: Kelly Annis, Branch Communications
Panel’s Charge

- What potential uses will attract a developer to the site and add value to Metro, St. Clair County, Belleville and surrounding neighborhoods?
- How can the RFQ/RFP process be improved to attract most qualified developers?
- How can the RFQ/RFP materials be improved and serve as a template for TOD at other sites?
Scheel Street Station
Surrounding Neighborhood (North)
Surrounding Neighborhood (North)
Surrounding Neighborhood (North)
Surrounding Neighborhood (South)
Surrounding Neighborhood (SW)
Stakeholder Meetings

Development Partners
• Metro
• Citizens for Modern Transit
• St. Clair County Transit District
• SWIDA

Real Estate Community
• Developers
• Lenders

City of Belleville
• Elected Leadership, Staff
• Community Stakeholders
• What potential uses might attract a developer to the site and add value to Metro’s development process?

• How can the RFQ/RFP process be improved to attract developers?

• How can the RFQ/RFP materials be improved?
• Revive Historical Land Use—truly original Urbanism
  – Mix of uses, sustainable, walkable
  – Live, Work, Learn, Pray, Play
  – Residential, Industrial, Commercial, Churches, Schools

• Enhance Site & Connect to Community
  – Uses that serve neighborhoods and TOD
  – Extend site to arterial roads
  – Connect site to community
PLANT OF THE ORBON STOVE AND RANGE WORKS,

Truck of the Louisville & Nashville Railroad, Belleville, Illinois.
• Start with the known and controlled – 2.6 acre site
• Multiple development opportunities and priorities
  – St. Clair County Transit District property
  – Metro parking lease development
  – City parcels north of track
  – City parcels, private parcels south along Scheel Street
  – Parcel opportunities extending site to east B Street
  – Parcel opportunities west of MetroLink parking lot
Prime Opportunity Areas (ID by Panel)
Additional Land Use Items

- Development tools available
- Create a sense of place
- Phase development to encourage quality Phase I (Metro property)
- Outline unacceptable uses – then allow for creativity
- Emphasize connection to downtown and possibly Lindenwood (visually, physically – trolley?)
Lingering Land Use Questions

• Are development parcels environmentally “clean,” e.g. foundry, stove plant?
• Can we create greater depth for the SCCTD site at end of Sycamore Street?
• What infrastructure issues remain?
  – Water
  – Sanitary sewers
  – Storm water
  – Electricity, gas
2-Step Process, **RFQ** then RFP

**Timing?**
- *Take the time to get it right the first time* as errors will cause delays and loss of credibility on this and future development projects

**RFQ**
- Lead with RFQ, allow participants 60 days to respond
- At RFQ deadline, Metro has 30 days to develop short list of qualifying firms
- Only most qualified firms invited to advance to RFP
• Simultaneously with RFQ, Metro formalize public collaboration between partners

• RFP
  – Focus on one to five firms selected from RFQ process (three ideal)
  – Include: concept plans; description of how the project will develop; outline and description of resources dedicated to project; demonstration of financial capability to perform; roles and responsibilities of key development team members and consultants
General Characteristics of Solicitation Documents

- Shorten and simplify existing written material
- Material to serve as a template for future RFQ/RFP for TOD development along MetroLink
- Use as a marketing tool as well as a qualifying document
- Sell Belleville and its progress and potential
• Provide description of potential TOD development opportunities adjacent to MetroLink stations

• Describe larger development opportunity and vision for station impact area, include:
  – Parcels owned by issuing entities (City, Metro and SCCTD)
  – Properties not currently owned or controlled by parties issuing the RFQ
• Highlight public-private partnership benefits
• Describe collaborative and clearly define roles of each stakeholder
• Team and organizational structure
• Financial capacity
• Examples of projects
• References
• Promote and solicit investment and risk-taking (don’t *lead* with risks, scaring developers away from potential opportunity)
• Ask for respondents to describe their development team
• Outline financial incentives and offer Metro’s help/facilitation in pursuit those incentives (CDBG, TIF, etc.).
• Development vision and land use for station area
  – Emphasize, clarify corridor and connection to Main Street (streetscape, trolley, signage, lighting and new uses south of the station) Gateway to Downtown
  – Enhance gateways from north, west
  – Important role of city-owned and private property as well as Metro and SCCTD land
  – Primary land use – residential infill plus mixed-use (office, convenience and retail services and institutional uses)
  – Interrelationship between this and other stations
• RFQ/RFP process and materials
  – Process and documents should be inviting as well as prescriptive
  – Marketing the community and site
  – Engage the City as well as SCCTD as primary partners throughout the process
  – Attracting and qualifying the **best** talent
  – Execute community vision and profitable private investment