



# ULI St. Louis Technical Assistance Panel

Presented to the Board of Directors, Citizens for Modern Transit  
November 15, 2011

# 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.*

# 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 Work Day: November 10, 2011

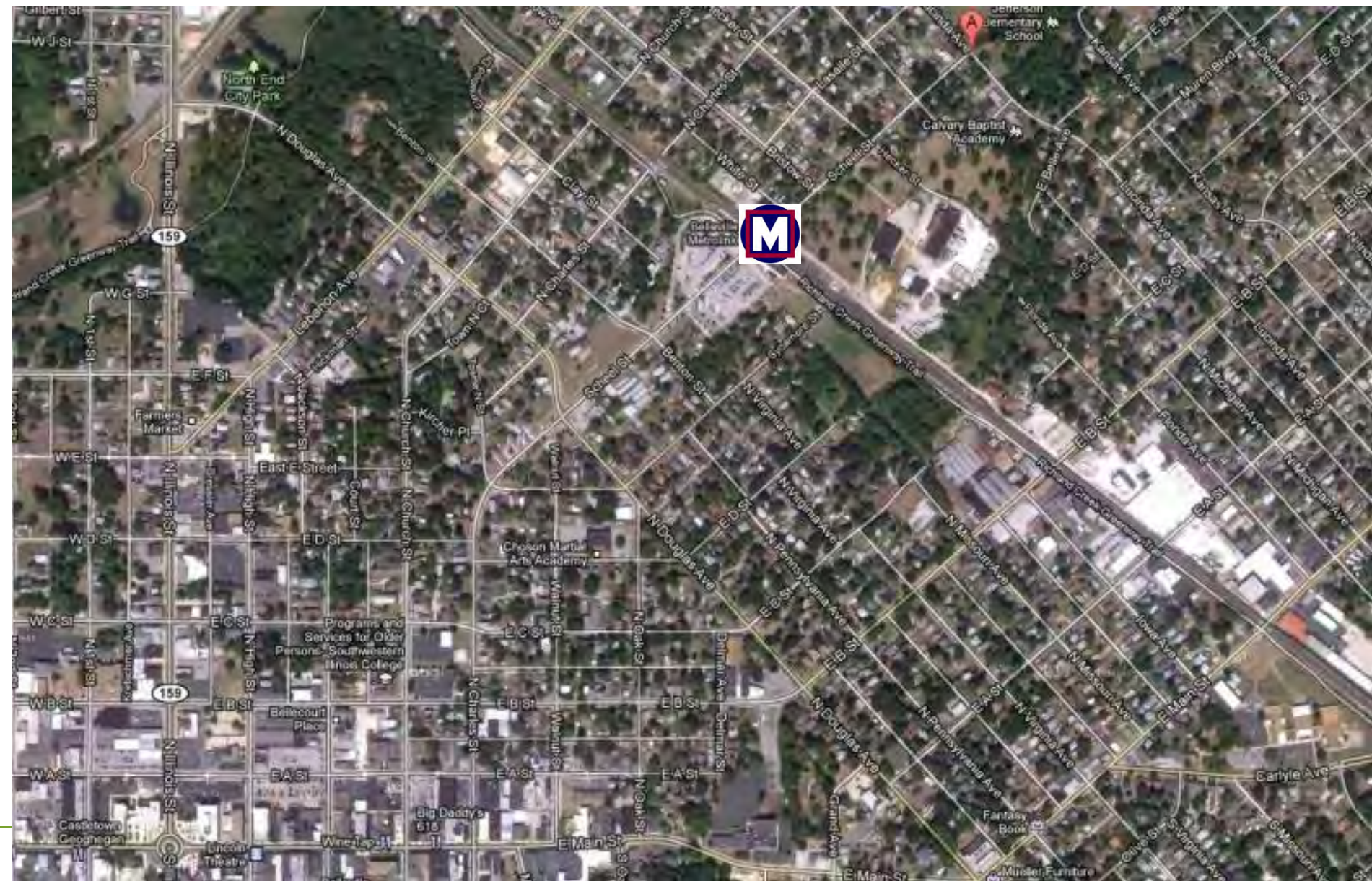
## Panel Members

- 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.

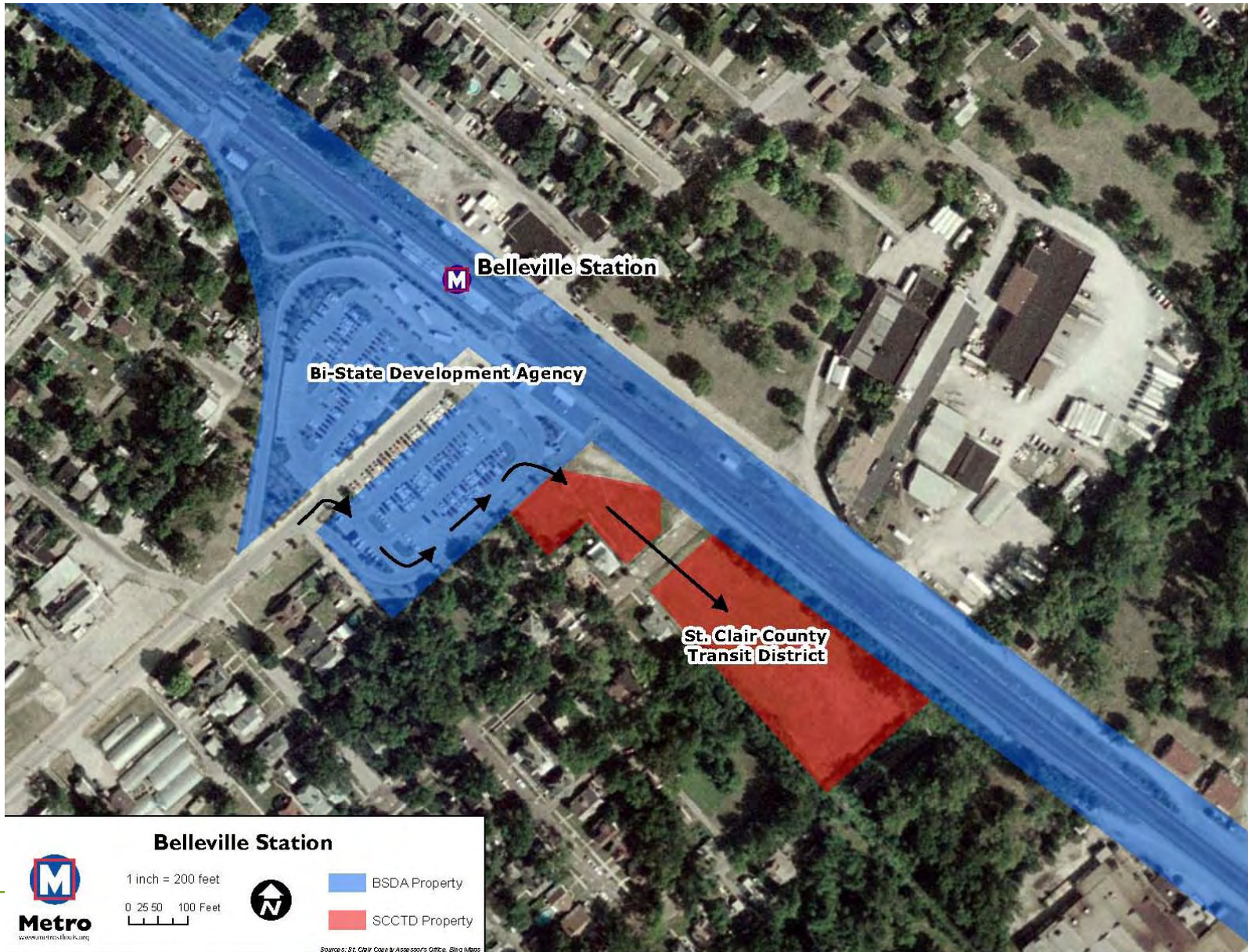
Technical Writer & In-coming ULI St. Louis District Coordinator:  
Kelly Annis, Branch Communications

- 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 (South)





# Surrounding Neighborhood (SW)



## 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,  
Trucks 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







- 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?)



- 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

- 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





Urban Land  
Institute

