



Urban Land
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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

- Laura Radcliff, Stifel Nicolaus & Company, Inc.

Panel Members

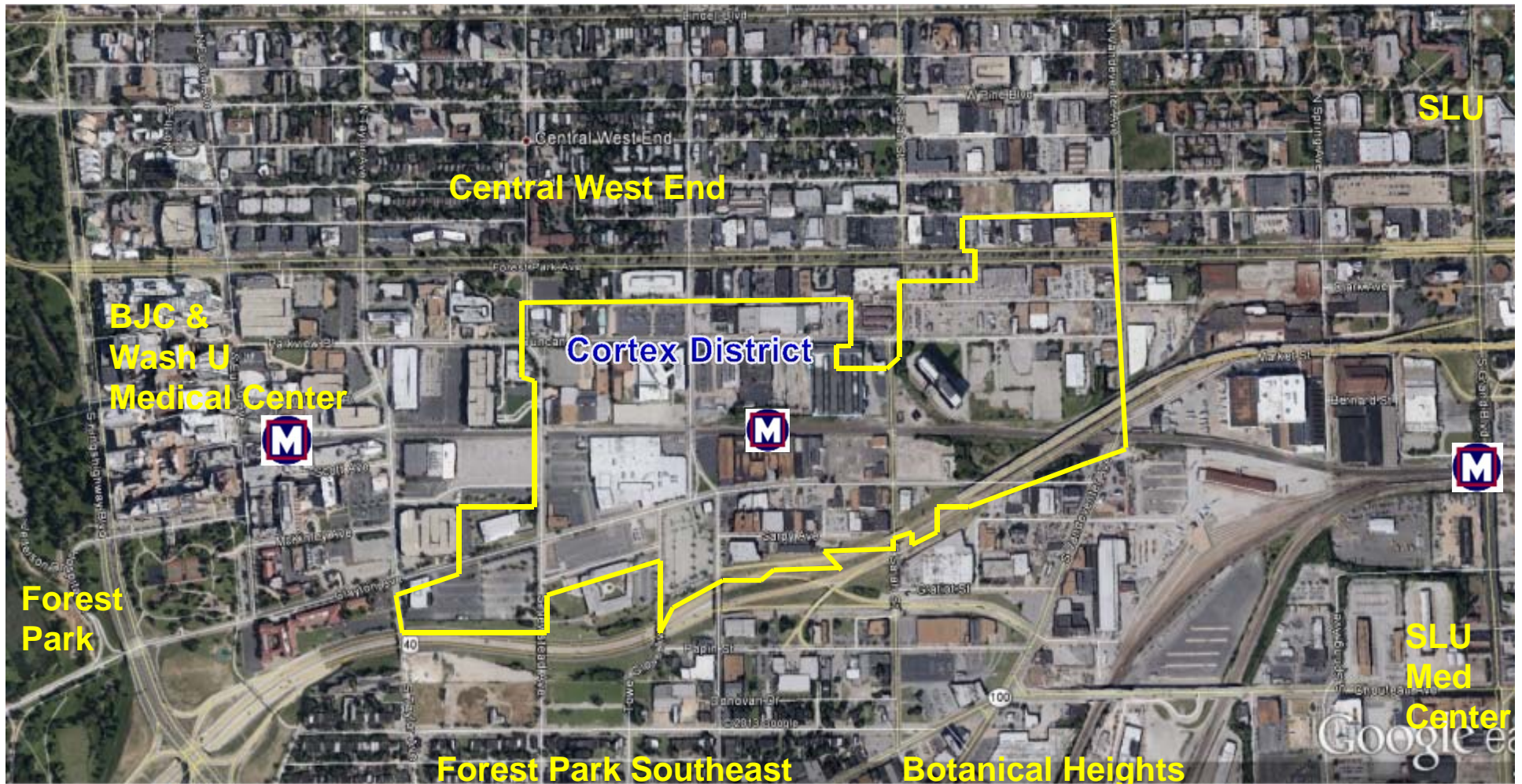
- Natasha Das
- Colleen McNitt Ruiz, Lathrop & Gage LLP
- Brian O'Connell, Hilliker Corporation
- Glenn Powers, St. Louis County Planning
- Brian Pratt, GreenStreet Development Group LLC

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

- TAP was commissioned by Citizens for Modern Transit (CMT), in keeping with goal of TOD education and advocacy
- CMT and Metro charged the panel with three questions relating to the station siting, additional parking options, and incentives for further development

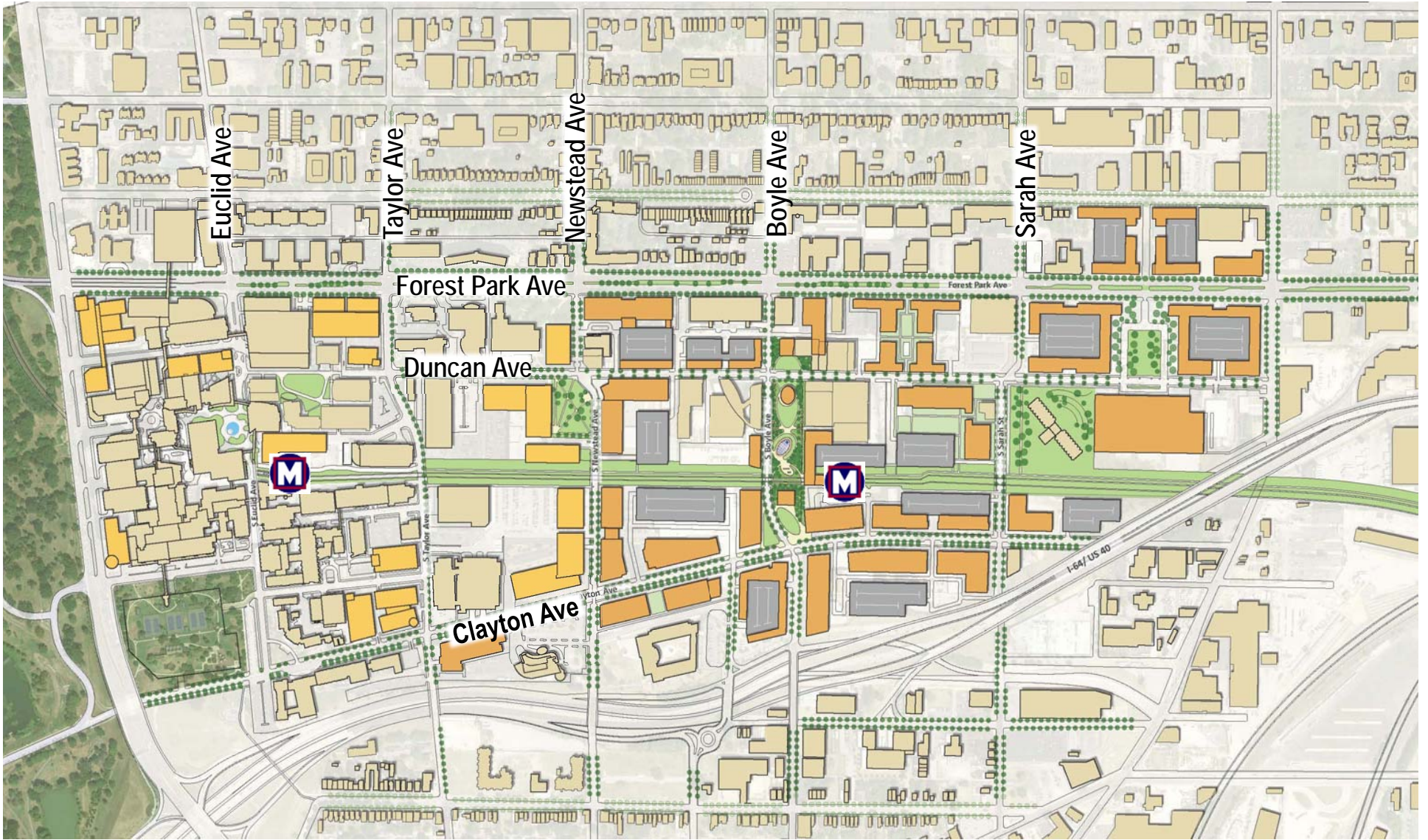
Five educational and research institutions joined forces in 1998 to create Cortex, a not-for-profit organization. With their initiative and ever-expanding community support, Cortex is destined to become the regional and national hub for life science research, development and commercialization.

- BJC HealthCare
- Missouri Botanical Garden
- Saint Louis University
- University of Missouri–St. Louis
- Washington University





Proposed Master Plan



Cortex: 200 acre "Innovation Community"

- Transitioning/transforming former industrial area into vibrant, mixed-use knowledge community
- Phase 1 (1998) – \$155mm invested, 950 jobs, 124 housing units
- Heritage Building (Wexford) – \$73mm, 190,000 sf, 400 jobs
- New Office Building (BJC) – \$45mm, 200,000 sf, 1,000 employees
- Cortex Commons – construction begins Aug. 2013
- Public infrastructure improvements totaling \$40.7mm
- New I-64/40 interchange at south/center of district
- Shriners Hospital acquisition for new hospital building

- Cortex's current employees and potential business tenants desire light rail
- Cortex working with Metro to locate a MetroLink station between Sarah Avenue and Boyle Avenue
- CMT: with Transportation Oriented Development (TOD) education and advocacy goals, how could a light rail station best support TOD and spark further development?
- ULI Technical Assistance Panel

If a MetroLink Station is added to the current system between Boyle and Sarah in Midtown St. Louis, what specific location would maximize the potential benefits for the Cortex development as a whole and best serve residents in the surrounding neighborhoods?

There are four sites identified for a potential parking garage in the CORTEX district. If a MetroLink Station is added to the current system between Boyle and Sarah in Midtown St. Louis, what are the pros and cons of each potential garage site from a TOD perspective? How can specific site design and tenant mix enhance the opportunities?



What incentives could be utilized to bring in even further development at the site?

Sponsors

- CMT in partnership with Metro
- CORTEX Members, City & Elected Officials**
- Washington University, BJC, Saint Louis University, Missouri Botanical Garden
- Aldermen, SLDC

Real Estate Community & Neighborhood

- Developers
- Great Rivers Greenway
- Park Central



What specific station location would maximize the potential benefits for the Cortex development as a whole and best serve residents in the surrounding neighborhoods?







Intersection at Boyle Avenue



Intersection at Sarah Avenue



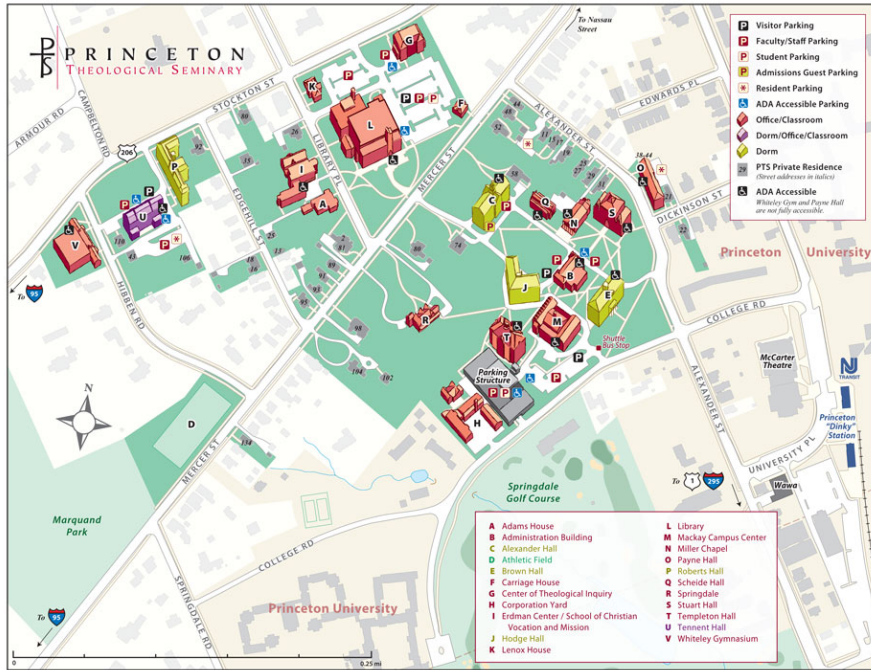
- Between Boyle and Sarah Avenues
- Push to as close to Boyle as possible
 - Open to Commons as ‘front door’ to the district (as opposed to mid-block, opening to possible parking garage)
 - Provides good proximity to possible parking at new BJC building and parking to the district’s southern edge and Forest Park Southeast neighborhood
- Provide pedestrian, bike access from both streets
- Include station signage at Boyle and Sarah
- Push for signature design of station canopy featuring district branding



- Name and brand the station in concert with Cortex/
district branding – first impression for those visiting
the district
- Use art, lighting to make station special
- Use station furniture, billboards to convey
information about district
 - Map: You Are Here
 - Advertising for district businesses
 - Share info re: new innovations at work; tv broadcast
 - Note wifi access points, cafes



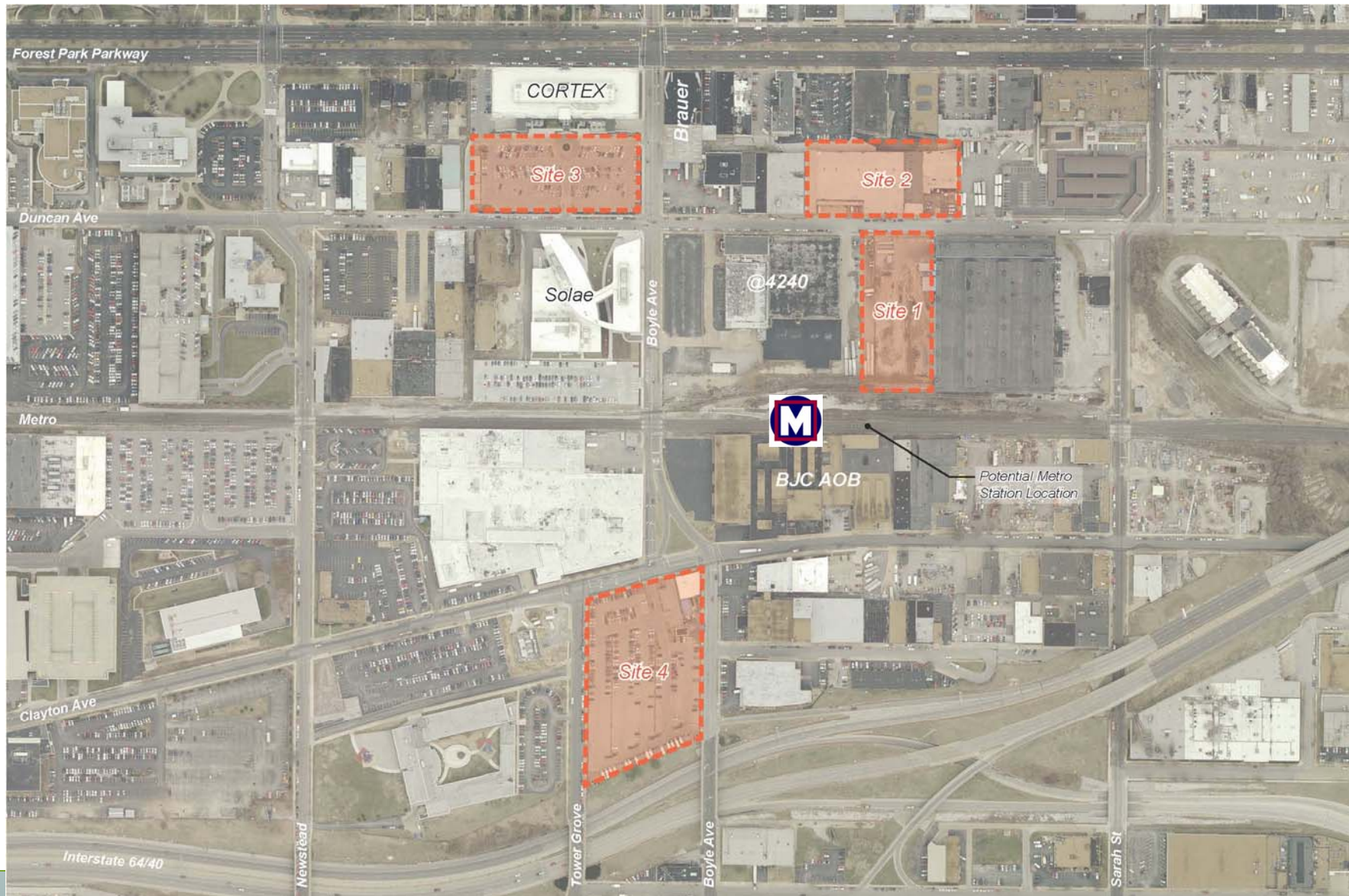
Additional Station Notes



Four potential district parking garages:

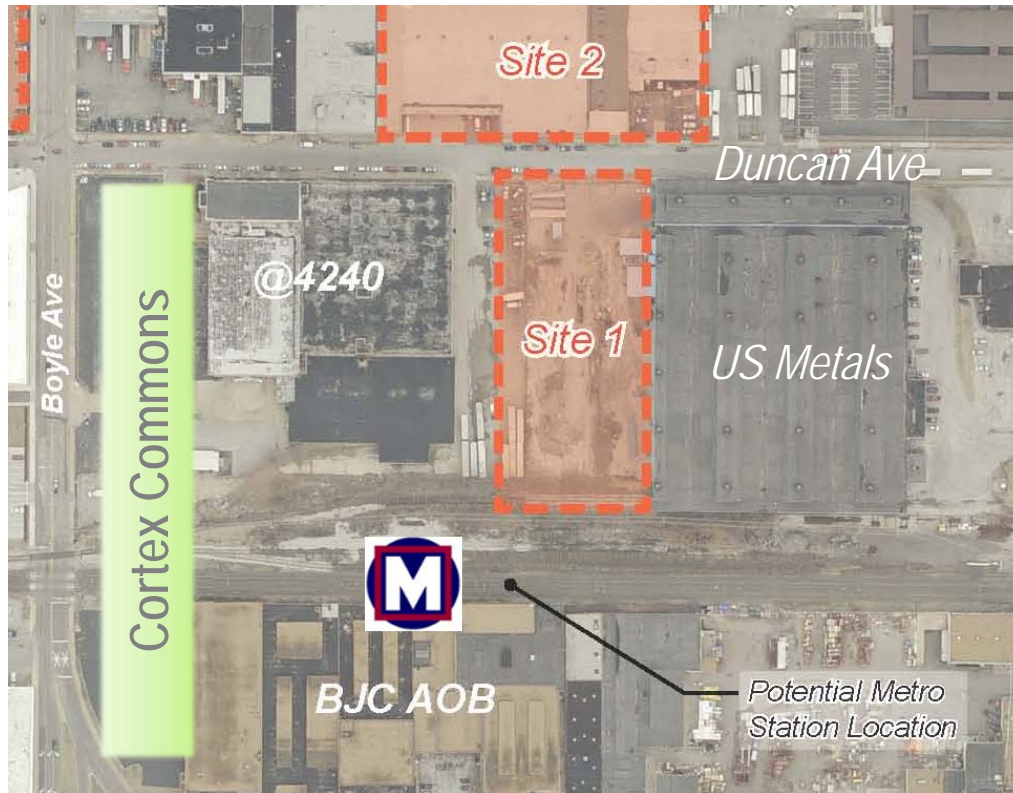
- Pros from TOD perspective?
- Cons?
- How can design and tenant mix enhance the opportunities?

Parking Garage Options



Parking Garage – Site 1

between @4240 and US Metals



Site 1, View from Duncan



between @4240 and US Metals

PROS

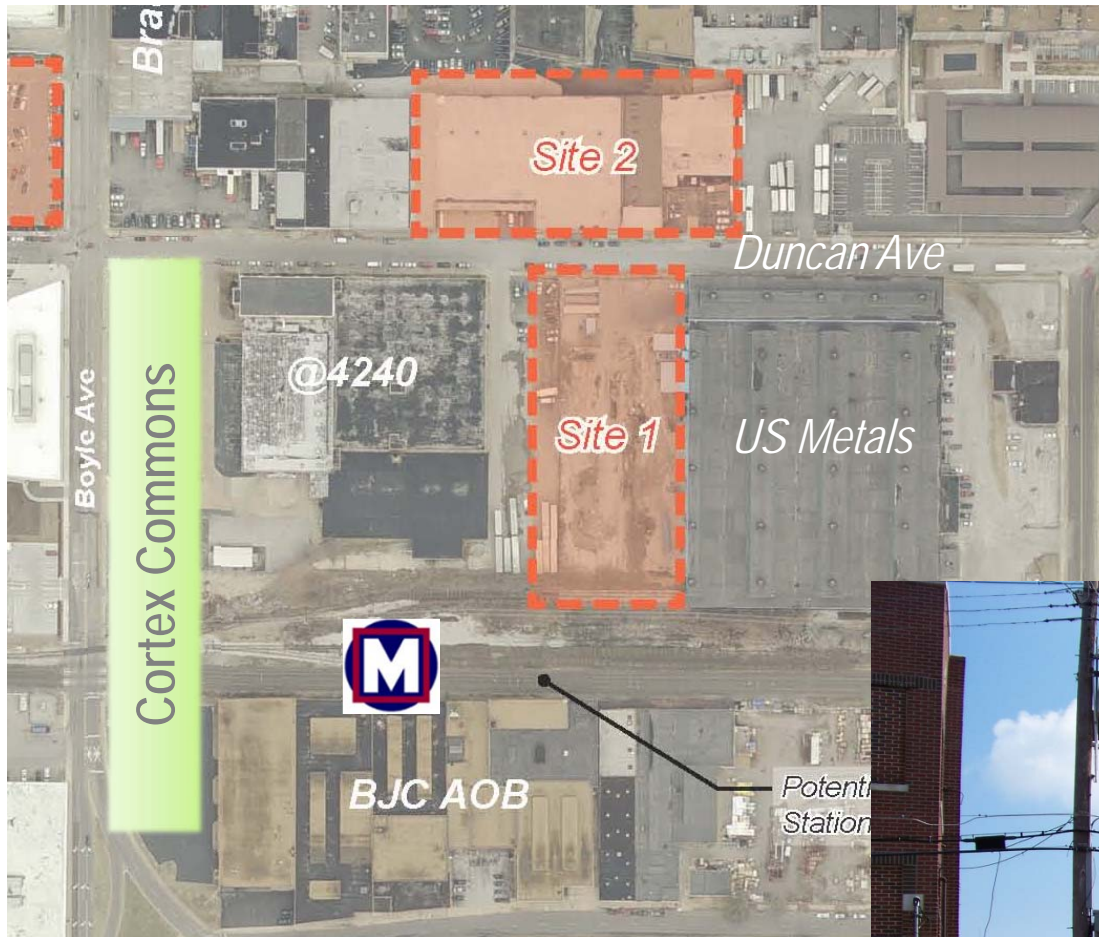
- First floor retail appropriate for Duncan corridor
- Close proximity to current development
- Makes the area feel safer
- Creates a circulator for bikes between Sarah and Boyle and provides signage opportunity off Duncan
- Accommodates additional uses, mixed use
- Perhaps the sliver next to Site 1 could become bike station
- Two possible entrances
- If entire US Metals site is acquired, orient garage east-west and put a different use along Duncan (keeps cars moving directly from Sarah into the garage, away from pedestrians)

CONS

- No current site control over US Metals, relocation costs difficult to determine
- Site is more expensive than others to develop
- Might need to be the location for the bike station given proximity to proposed Great Rivers Greenway trail
- Timing might need to be tied to the greenway improvements
- Draws more traffic into the district – be mindful of how increased traffic will impact the experience

Parking Garage – Site 2

north of Duncan, between Boyle & Sarah



Site 2, View from Duncan



Parking Garage – Site 2

north of Duncan, between Boyle & Sarah

PROS

- Close to everything under development
- Provides additional parking for residential area, encourages pedestrian traffic, and provide opportunity for rooftop community development for nearby residents
- Just as close to the station as Site 4

CONS

- In middle of proposed pedestrian corridor
- Need to enter from Forest Park Avenue, if possible
- Depth of lot is skinnier – would be better oriented north-south instead of east-west
- Should not be built in place of residential
 - Significant demand for residential, particularly apartments, in the area given proximity to SLU, Wash U Med Center, BJC, etc.

Parking Garage – Site 3

current surface lot for Cortex 1



Site 3, View from Duncan & Boyle

current surface lot for Cortex 1

PROS

- Accommodates new development on the adjacent site
- Accommodates current Cortex needs

current surface lot for Cortex 1

CONS

- Does not provide much additional parking beyond current Cortex building and needs of future residential on that site
- Capacity limited by one deck of parking (should not block view of Cortex building)

Parking Garage – Site 4



*between Tower Grove & Boyle,
north of I-64/40*



View FROM Site 4

PROS

- Proximity to new BJC office building and south entrance to Cortex Commons
- Large enough for mixed use
- Good visibility to highway
- Metro envisions moving transfer station to Site 4

CONS

- Potential for cars stacking back onto highway
- Highest and best use of this site?
 - The master plan notes hotel and retail at Site 4 – could be demand for hotel here now
 - Great view into the Commons – for cars?

- Need for a comprehensive parking study, overseen by members of Cortex (currently well-served by plentiful surface lots)
- Periodically review study and district's needs
- Incorporate multi-user options
- Include staging of parking meter integration
- Address:
 - Unified ownership
 - Operation and pricing
 - Use innovative design standards (including height restrictions, new building parking quotas, signage, branding for the district, streetlevel retail, materials lighting)

- Building excess parking now allows for future 'perks' for new businesses locating in district
- Public sector could participate in building, ownership of garage and enjoy income stream
- Special purpose bonds (STL Treasurer's Office)
- MDFB credits – Cortex needs corporate donations (match corporations' needs with Cortex)

- New Markets Tax Credits
- Transportation Development District (TDD) or Community Improvement District (CID) via assessment (at this stage as lacking sales tax in district); possibly use as guarantee which would require building owners to cover gap in event of shortfall
- Use voucher system for transportation for area employees (pricing to encourage transit ridership)
- Great Rivers Greenway funding

- Enhance streetscapes, clean/cut
- ID community attributes in line with “Innovative Community” and publicize
- Provide child care options
- Provide a bike rental station
- Offer district-wide wifi
- Install security stations to call for public safety escort/assistance



- Install electric car charging stations in garages
- Provide CarShare stations
- Use priority parking for green vehicles
- Treat the garage roofs differently – green roofs, patios, beer gardens?
Wrap office and residential around the parking garages.



- Station should be located between Boyle and Sarah, at the western-most point
- Comprehensive parking study should precede any decisions regarding parking garages, locations
- No one potential garage site 'rises to top'
- Incentives to promote development and attract new businesses should include financial incentives as well as amenities for the district



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