



ULI St. Louis

Technical Assistance Panel

Presented to the Stakeholders in the Development of
TOD Surrounding the UMSL-South MetroLink Station

April 17, 2012

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
The Association of General Contractors

- 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

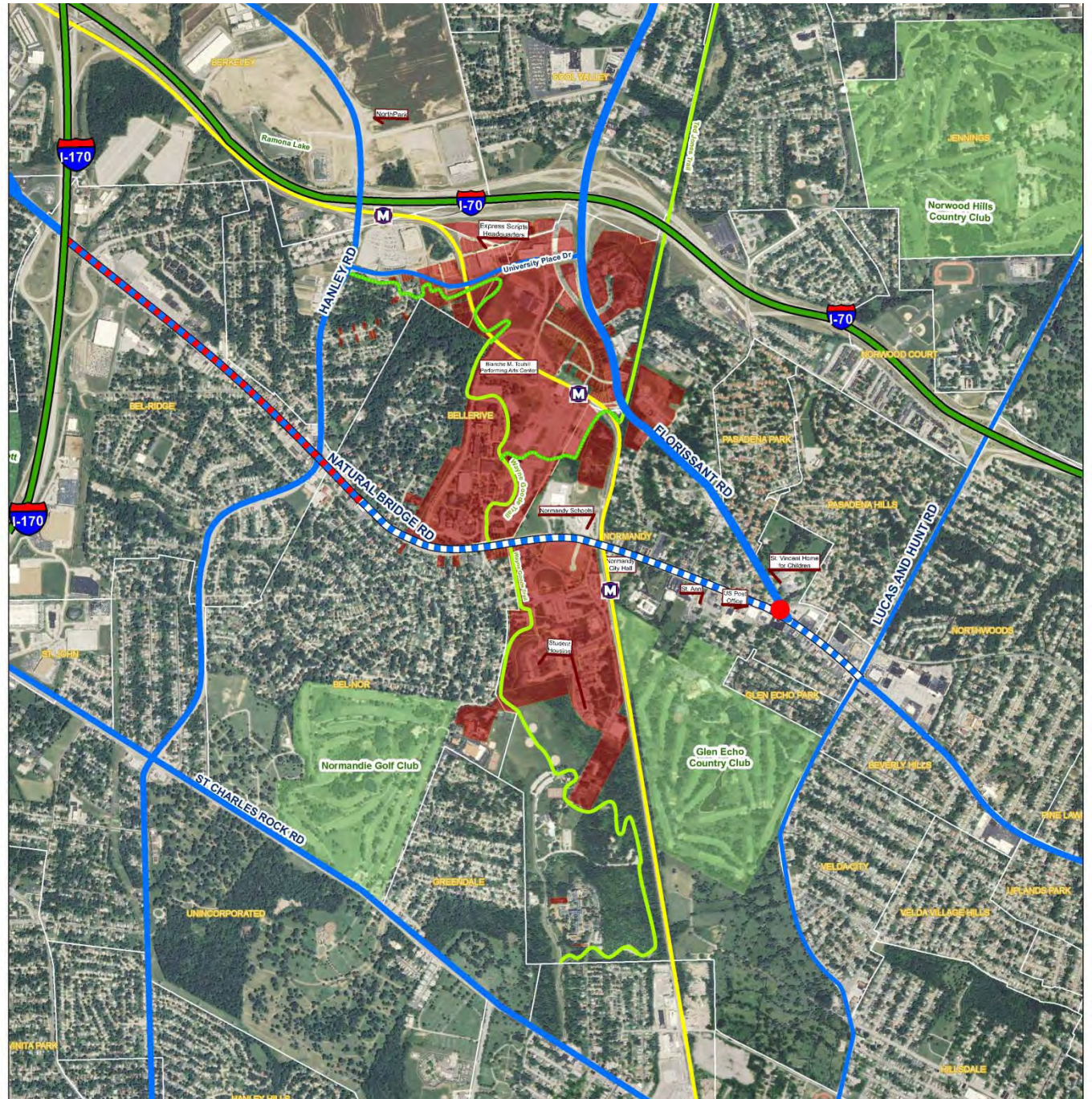
Panel Members

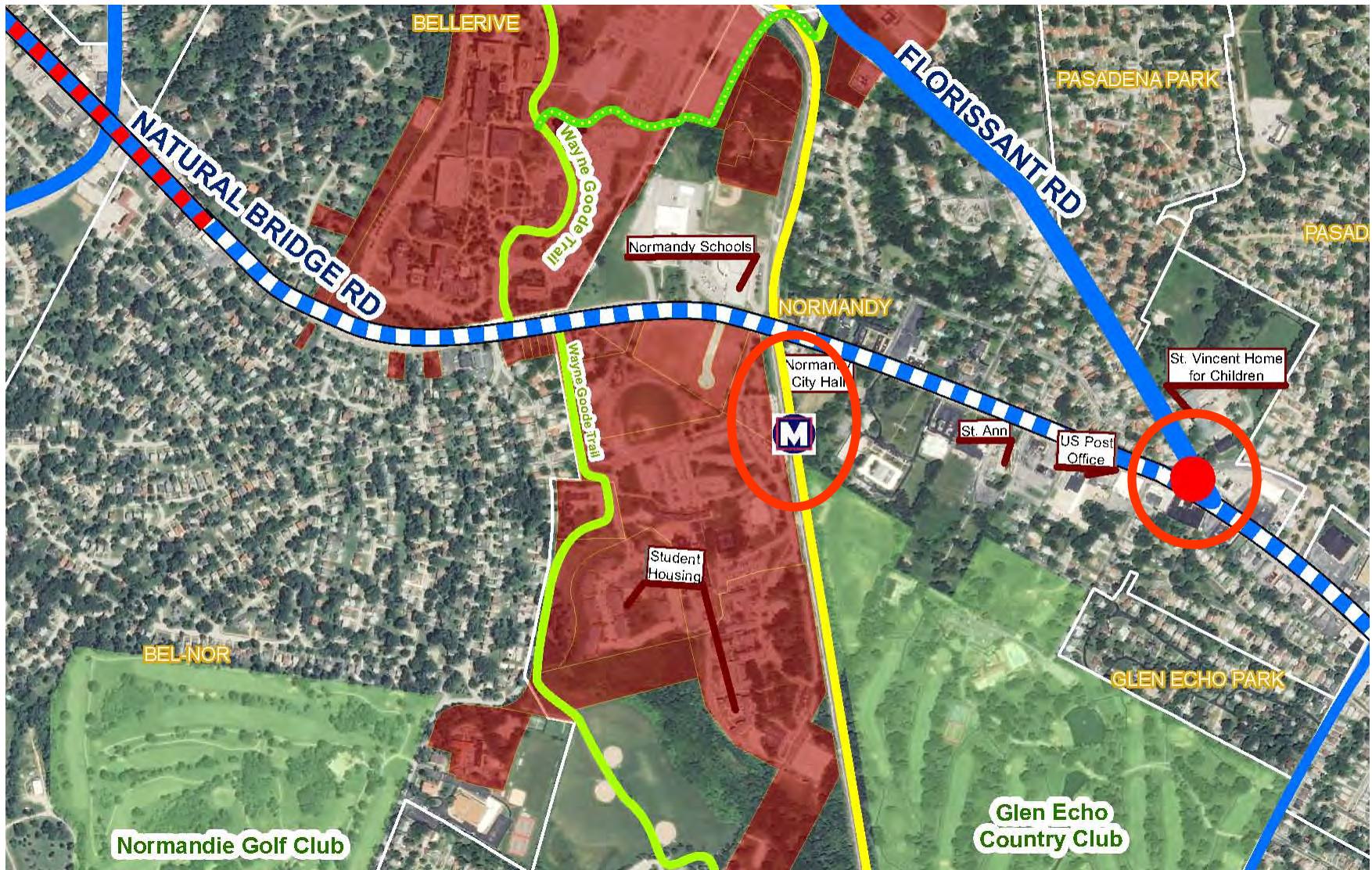
- Andy Barnes, IMPACT Strategies, TAP Chair
- Kent Evans, Intelica Commercial Real Estate
- Andrew Gulotta, Greensfelder, Hemker & Gale
- Amos Harris, Spinnaker St. Louis
- Laura Radcliff, Stifel, Nicolaus & Company
- Rachel Witt, South Grand Community Improvement District

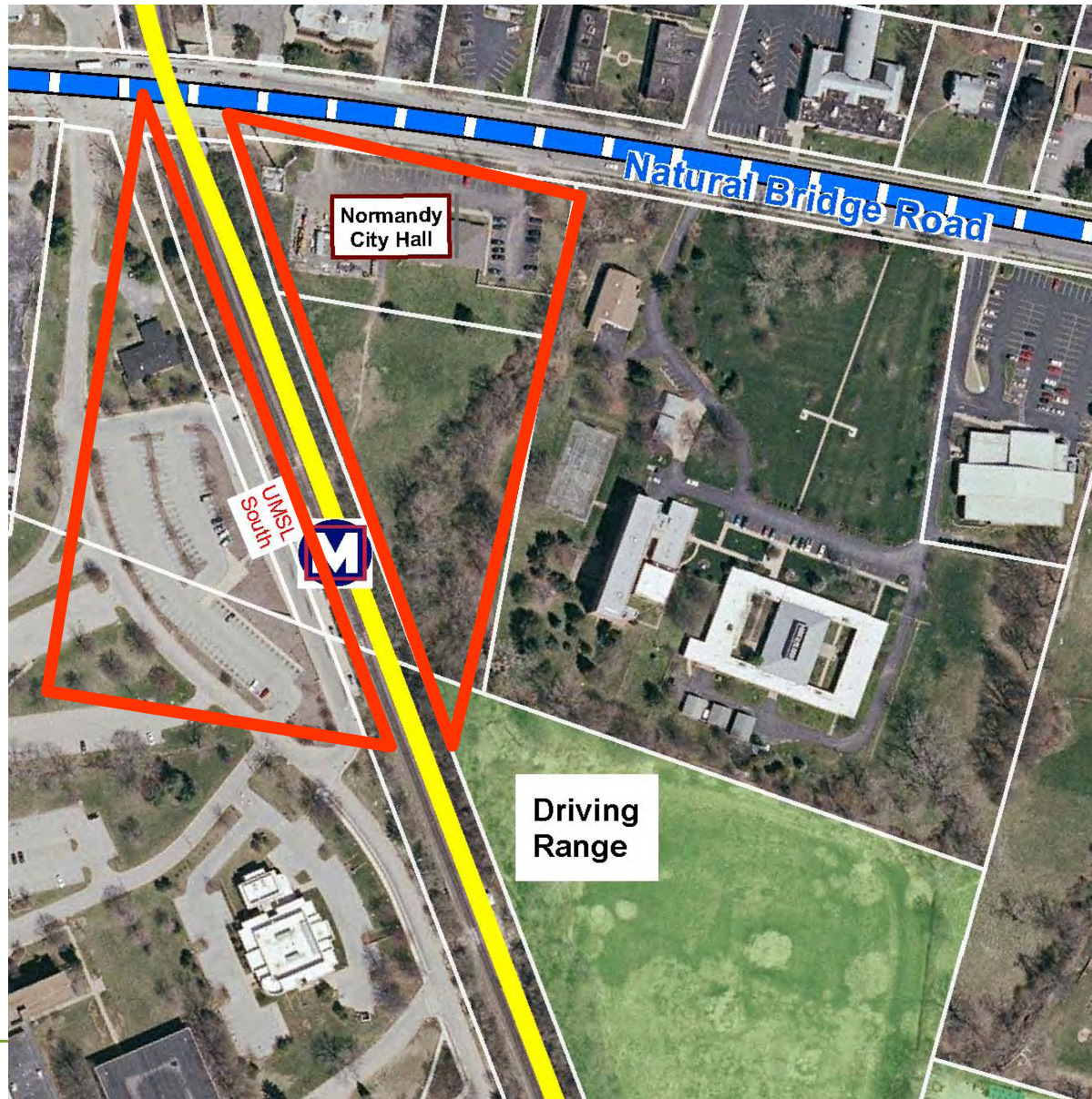
Technical Writer & ULI St. Louis District Coordinator:
Kelly Annis

1. What potential uses will attract development talent and investment capital to the site, building on the area's resident and daytime populations and add value to the University, Metro, and the community?
 2. What is the best strategy for moving development forward – tying the parcels together or pursuing separate development opportunities?
 3. What potential incentives could stakeholders provide to increase the location's desirability?
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Study Area Context













Site Tour – Station Surroundings



City Hall Property & Neighborhood



Golf Course Driving Range (E of Stn)





Partners/Principals

- Metro, Citizens for Modern Transit
- Associated General Contractors
- UMSL
- City of Normandy

Community Leaders

- Community Stakeholders
- UMSL Leadership
- Elected Leadership

Community Partners

- Developers
- Lenders, Professional Advisors



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Question 1: Potential Uses

What potential uses will attract development talent and investment capital to the site, building on the area's resident and daytime populations and add value to the University, Metro and community?

- Housing
- Restaurants
- Business incubator
- Event space
- Medical (urgent) care
- Daycare
- Small, urban footprint grocery

What is the best strategy for moving development forward – tying the parcels together or pursuing separate development opportunities?

- The Panel recommends creating a Master Developer entity to tie the whole district together, then find the other developers to fill in pieces.
 - Within the Master Developer entity, the University plays a key role together with the City of Normandy and North County Inc. (similar to Grand Center Inc.)
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What potential incentives could stakeholders provide to increase the location's desirability?

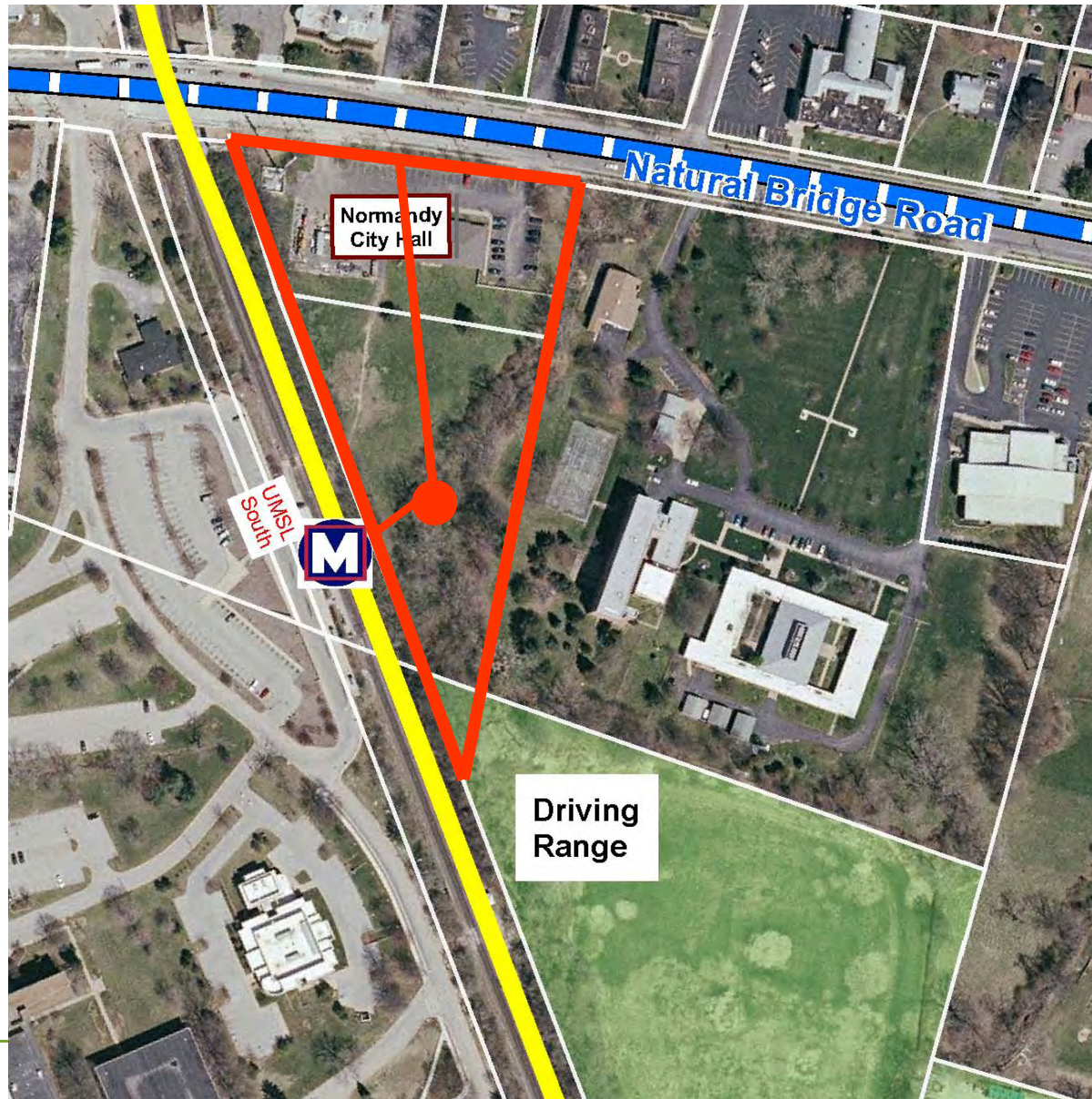
- Need to make use of every available incentive, possibly including TIF, TDD, CID, etc.
 - Need “catalyst” development to spur additional investment in the area
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- Previously subject to considerable planning efforts via the Great Streets Initiative. Area needs additional nurturing by stakeholders, but is already fairly under way.
- Master Developer should control the uses and the design aesthetics for the Wedge.
 - A local governance structure could be implemented to guide/control the addition and mix of uses.
 - A universal zoning code should be put in place or, if one is already in progress, finalized.
 - Example: South Grand Community Improvement District

Example: South Grand CID

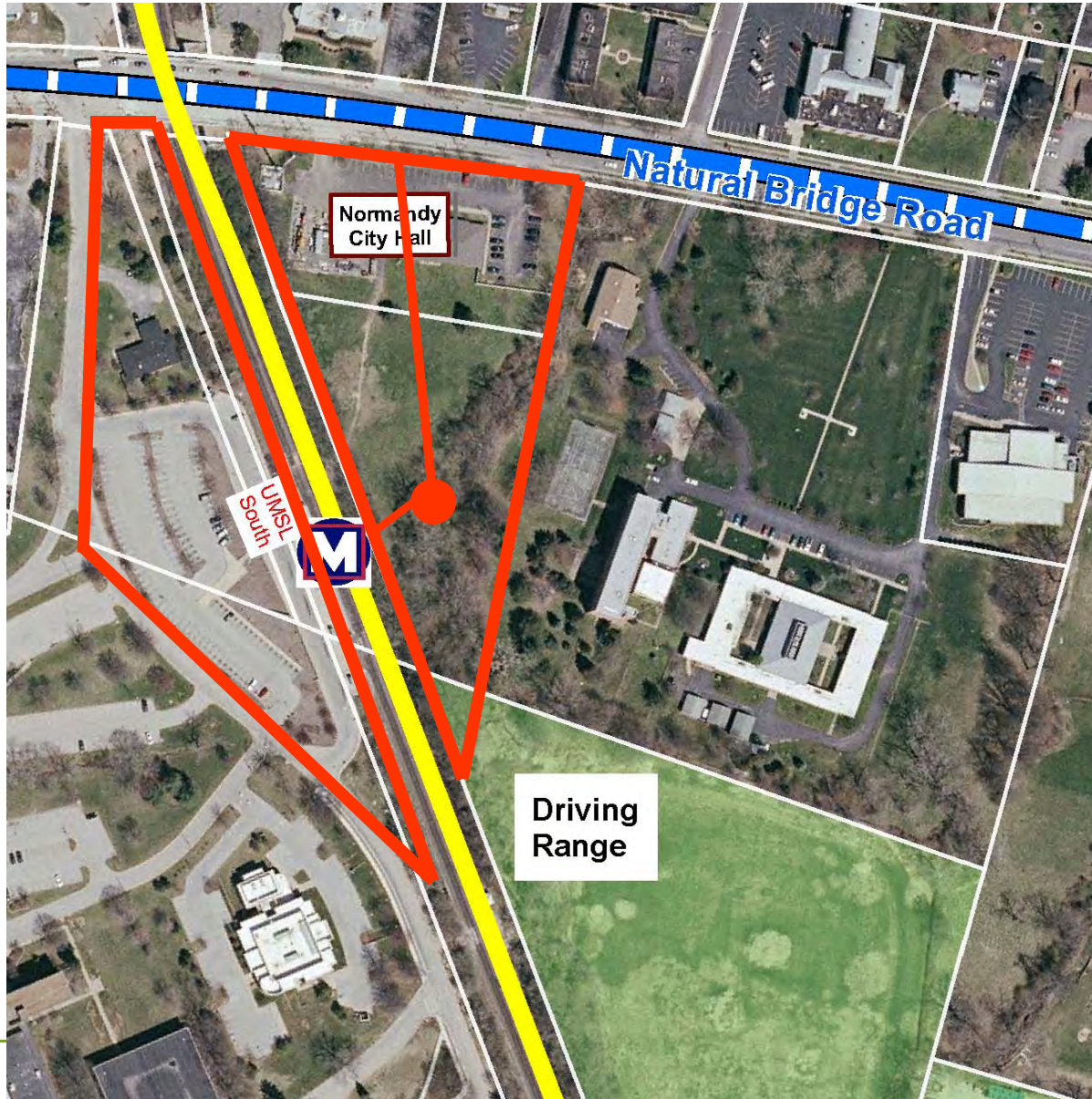


- Area behind City Hall and east of the UMSL South Station is poised for development, particularly **Transit Oriented Development**.
- Combined with the property on which City Hall sits, the area behind becomes exponentially more attractive to development and would serve as a much-needed eastern access point to the UMSL South Station.
- This is the area on which the Panel focused its efforts.



- Corridor of mixed use
- New street south from Natural Bridge Road through the City Hall property
- Event space at terminus of new road (due east of the UMSL South station)
- Connect to the station via a pedestrian walkway or bridge
- Recall history of Natural Bridge Road, name the area **Plank Street Station**
- Rename the UMSL South Station **Plank Street Station**





- Parking for Plank Street Station occurs on-street and in existing MetroLink lot. Utilize land to the north of existing station parking lot for new garage parking.
- Driving range south of Area 2 becomes mix of residential uses and could connect the Glen Echo Country Club to the station.
- Access to residential area via improved Oakmont Street. (Expansion/development of Oakmont allows Glen Echo to realize its goal of new entrance to Club from Natural Bridge Road.)
- Entertainment district becomes an amenity for UMSL:
 - Attracting and retaining students and professional staff
 - Sheltering its student housing flank and investment
- Additional major amenity to the surrounding neighborhoods.

353 Redevelopment Corporation

- Chapter 353 – the “Urban Redevelopment Corporation Law”
- Includes all of the Great Streets Redevelopment area, including Plank Street Station development
- Redevelopment Plan for district
- Specialized not-for-profit corporation can be formed to acquire, construct, maintain and operate redevelopment projects per Redevelopment Plan
- Board of Directors of at least 3 but not more than 13 members
- 25-yr real property tax abatement (100% 10 yrs, 50% 15 yrs) may be granted
- Ability to borrow and mortgage
- Examples include:
 - Ford plant redevelopment into Aviator Business Park in Hazelwood
 - Grand Center
- Coordinate TIF, CID and TDD districts with any existing such districts to overlay the 353 Redevelopment Corporation area to provide long term funding sources

- Redevelopment Corp serves as Master Developer of the new district and major stakeholders (UMSL, City of Normandy, North County Inc., others) serve as board members of Redev Corp
 - Express Scripts – first opportunity to claim sponsorship rights, naming the resulting entertainment plaza.
 - Glen Echo Country Club– conducts offering and establishes a certain percentage of ownership in the district; receives desired new entrance.
 - Metro – consider developing a pedestrian bridge/connection to station from the east; consider new parking garage north and west of station (approx. 300 spaces needed to serve Plank Street Station entertainment district).
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- Development strategy and land use for station area
 - Consider joint venture with City of Normandy to co-develop the City Hall site, relocate operations, and build new mixed-use street and corridor terminating in event space.
 - Create much-needed connection to station from east.
 - Enhance and expand Oakbrook Street to provide access to new residential options south of new corridor and provide new entrance to Glen Echo Country Club.
 - Establish local governance structure to guide new uses.
 - Establish universal zoning code for Great Streets area.
 - Rebrand station and area Plank Street Station.

- Development Vision
 - Form Master Developer partnership to guide investment and uses in the Great Streets area.
 - Establish Chapter 353 Redevelopment Corporation to structure long-term development goals and funding.
 - Develop Plank Street Station as a catalyst site, then address infill between this area and the Wedge.
 - Enhance connections (physical and philosophical) to surrounding institutions.
 - Use Plank Street Station to demonstrate UMSL's "Gateway to Greatness."



Urban Land
Institute

