ULI Advisory Services Panel
Gas Plant Site – Scope
St. Petersburg, FL

The sponsor team has asked The Urban Land Institute to convene an Advisory Services Panel (ASP) to provide recommendations and advice around the long-term governance approach and development agreement for the Historic Gas Plant development. The panel will help identify key priorities for the development agreement and offer potential governance and financing mechanisms to operationalize those priorities over the life of the project. The sponsor team is seeking an approach that will establish clear priorities, reflect community values, and set realistic expectations for how the site is developed, with the goal of supporting the long-term success of both the city and its development partner. The sponsor team seeks recommendations and advice that are grounded in national best practices, focused on maximizing shared value for the community and the developer alike, while allowing room to adapt to changing needs, market conditions, financial realities, and evolving design standards.

Economic Growth
How can the development agreement facilitate a built environment that
drives equitable economic growth and prepares the site for the industries of tomorrow? Are there examples from other cities where major developments successfully planned long term to strengthen their local economies and drive inclusive prosperity? How do they define inclusive prosperity?

Opportunity
How can expanding economic opportunity for all residents, with intentional strategies to address poverty and wealth inequality be prioritized? Are there national models that have built lasting prosperity and generational wealth for historically disadvantaged communities?

Design, Sustainability, and Resilience
What elements or standards should be considered to ensure high-quality design as well as long-term resilience and sustainability? How can the governance approach adapt to evolving environmental standards, and what cities have successfully built major developments with long-term environmental stewardship and climate justice in mind?

Community
What approaches should be prioritized to foster neighborhoods that are welcoming and reflective of the city's diversity? Are there national examples of developments intentionally designed to give diverse populations a sense of ownership — through housing, jobs, entertainment, green space, and amenities that bridge social, economic, age, and racial divides?

What approaches to ensure meaningful community engagement throughout the life of the project should be included in the development agreement? Are there examples of successful multi-decade developments that fostered effective, long-term responsiveness to evolving community needs and capacity?

Long Term Governance Approach
What approach (or approaches) should be considered for the governance of the site that shepherds shared priorities for the development over its life, and that provides accountability for all parties? Are there examples of other large developments that have used this approach that the sponsor team can refer to for inspiration?

Best Practices
What are best practices for financing public infrastructure, offering development subsidies and structuring the potential sale of land over time? What might the best approach be to phasing the development and potentially needed public investment?