

RESOURCE THIS!

SmaPI!

A LIVING DOCUMENT



PRODUCED FOR AND WITH
THE FROGTOWN NEIGHBORHOOD ASSOCIATION
BY MYCHAL BATSON



Smapl

A LIVING DOCUMENT

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Forward

THIS WORK OF COMMUNITY ART WE CALL **SMAPL!** IS A LIVING, BREATHING VISION OF FROGTOWN'S DREAMS AND THE VOICE OF EVERYONE FORTUNATE ENOUGH TO CALL OUR SMALL, VIBRANT, CULTURALLY RICH, COMMUNITY HOME. THIS DOCUMENT REACHES ACROSS SOCIOECONOMIC AND CULTURAL DIFFERENCES, SPEAKING A LANGUAGE EVERYONE WITHIN THE FROGTOWN COMMUNITY CAN UNDERSTAND.

SMAPL! IS BOTH A TOOL AND BLUEPRINT DESIGNED TO INFORM AND EDUCATE THE COMMUNITY ABOUT CITY PROCESSES, WHILE ALSO SERVING AS AN EVER-EVOLVING VISION FOR THE FUTURE OF OUR COMMUNITY.

THIS IS WHAT *CITY PLANNING* LOOKS LIKE WHEN IT IS BASED IN AUTHENTIC RELATIONSHIPS BETWEEN "CITY PLANNER" AND COMMUNITY.

THIS IS WHAT *COMMUNITY ORGANIZING* LOOKS LIKE WHEN AN ORGANIZATION RICHLY RESOURCES NEIGHBORHOOD ARTISTS AND ACTIVISTS OF COLOR, ENABLING THEM TO DEFINE AND ENVISION A PLAN FOR THEIR FUTURE.

THE FROGTOWN NEIGHBORHOOD ASSOCIATION DECLARES **SMAPL!**, OUR NEIGHBORHOOD SMALL AREA PLAN, A **LIVING DOCUMENT** THAT WILL ONLY BE AS IMPORTANT AND POWERFUL AS THE COMMUNITY THAT ENERGIZES IT. USING IT TO DEVELOP POLICY, PROGRAMMING, AND RESOURCES THAT BENEFIT ALL.

A VISION THAT WILL ONLY BE ACTUALIZED IF OUR COMMUNITY IS RICHLY RESOURCED.

AND IF ANY COMMUNITY IN SAINT PAUL DESERVES TO BE SUPPORTED..
DESERVES INVESTMENT..

IT'S FROGTOWN AND THE AMAZING PEOPLE THAT CALL IT HOME.

#ResourceThis



CATY ROYCE

EXECUTIVE DIRECTOR OF
THE FROGTOWN NEIGHBORHOOD
ASSOCIATION

Acknowledgements

THE FROGTOWN NEIGHBORHOOD ASSOCIATION WOULD LIKE TO GIVE A SPECIAL THANK YOU TO:

THE ENTIRE **FROGTOWN COMMUNITY** FOR THEIR CONSTANT PARTICIPATION, ENTHUSIASM, AND IDEAS.

FROGTOWN ARTIST, ACTIVIST, AND EDUCATOR **TOU SAIKO LEE** FOR HIS GENIUS, PASSION, VISION, AND SUPPORT.

CITY PLANNER, TONY JOHNSON, FOR HIS CONTINUED GUIDANCE AND SUPPORT THROUGHOUT THIS PROCESS.

THE SMAPL COMMITTEE -- CORINA SERRANNO, MOHAMED LIBAN, CHRISTINE CHAMPMAN, AND DEBBIE WEINHOLD -- FOR THE ENNUMERABLE AMOUNT OF TIME, ENERGY, AND IDEAS THEY POURED INTO THIS PROJECT.

FROGTOWN STAKEHOLDER AND ARTIST **MEGAN TATE** FOR HELPING EDIT, ILLUSTRATE, AND COLOR THIS DOCUMENT. IT WOULD'VE BEEN NEXT TO IMPOSSIBLE TO COMPLETE IN A TIMELY MANNER WITHOUT HER EFFORT.

THE **FROGTOWN NEIGHBORHOOD ASSOCIATION STAFF, RESIDENT LEADERS, AND COMMUNITY STAKEHOLDERS**. WITHOUT THEIR ENERGY, IDEAS, FEARLESSNESS, AND SUPPORT, THIS DOCUMENT, AND ALL OF THE EVENTS AND OUTREACH SURROUNDING IT, WOULD HAVE NEVER BEEN POSSIBLE.

THE **METROPOLITAN COUNCIL'S COMMUNITY DEVELOPMENT DEPARTMENT** FOR RESOURCING OUR INCREDIBLE COMMUNITY ENGAGEMENT EXPERIENCE.

AND, FINALLY, **MYCHAL BATSON** (@MYCDAZZLE) FOR LISTENING TO THE COMMUNITY AS WELL AS OUR ORGANIZATION'S VISION, AND USING OUR VOICES TO WRITE AND ILLUSTRATE WHAT IS PERHAPS THE MOST CREATIVE PIECE OF CITY PLANNING THE CITY OF SAINT PAUL HAS EVER SEEN.

THANK YOU ALL!

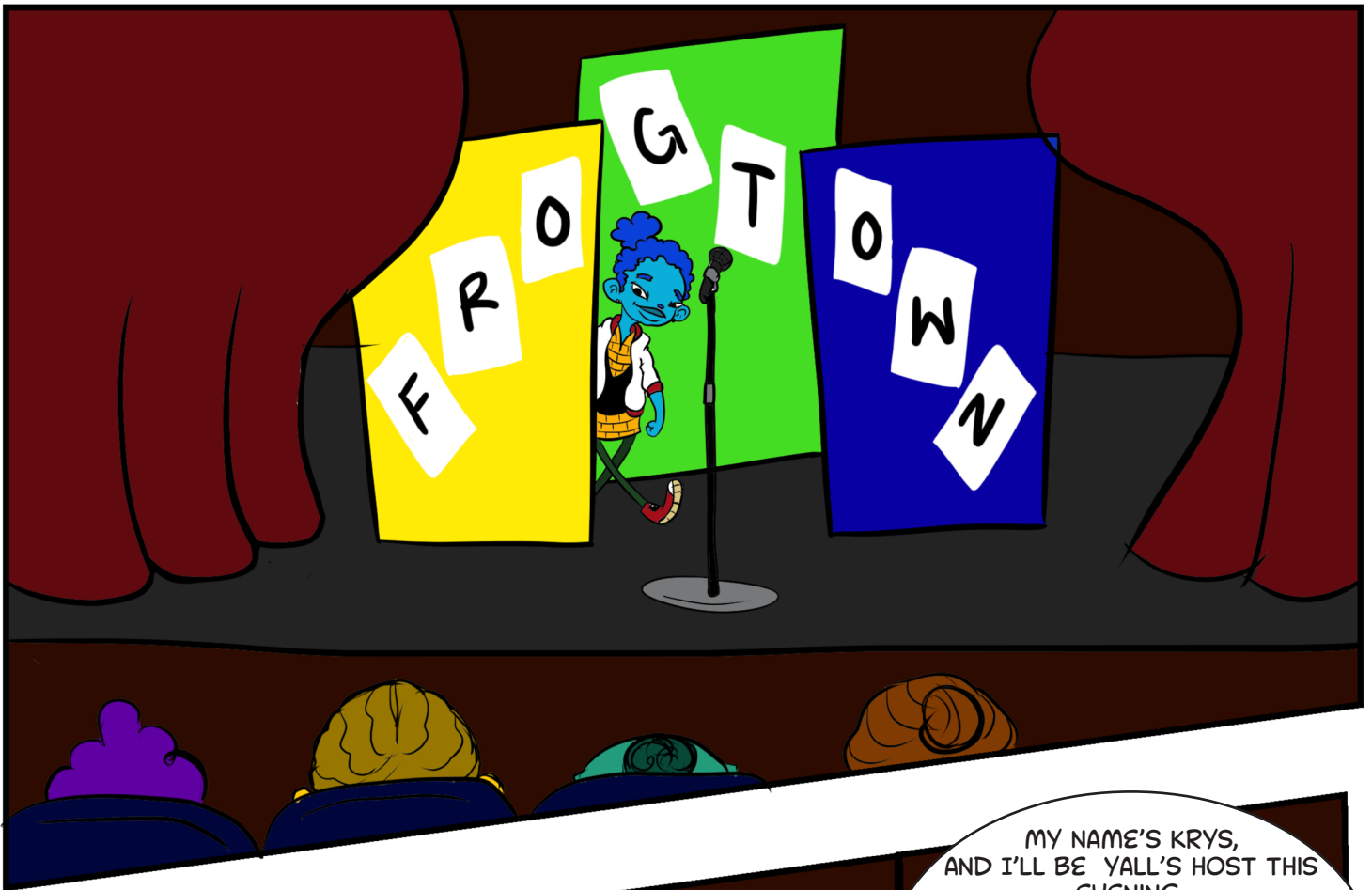
THIS IS FROGTOWN, THIS IS HOME.

**"IT'S IMPORTANT WE TELL THE STORY OF FROGTOWN."
- FROGTOWN RESIDENT**

This is Home

VICTORIA THEATRE..





HEY FROGTOWN! HOW YA DOIN'!?
I WANNA THANK ALL OF YOU FOR COMIN' OUT TO THE
GRAND RE-OPENING OF THE VICTORIA THEATER! GIVE
YOURSELVES A ROUND OF APPLAUSEEEE!
IT WAS A LONG, HARD FIGHT, BUT WE MADE THIS
HAPPEN! CLAP. IT. UP!

MY NAME'S KRY'S,
AND I'LL BE YALL'S HOST THIS
EVENING.

TO KICK THINGS OFF, I'D LIKE TO
SHARE A PIECE
I WROTE ABOUT A PLACE
I LOVE.. A PLACE THAT MADE ME
EVERYTHING I AM..
IT'S TITLED, "HOME".
HOPE YA LIKE IT.

※APPLAUSE※

A TRIBE OF HOOTIN' HOLLERIN' ECLECTIC KIDS KICK FLIP UP CURBS, 808'S BANGIN' FROM BACKPACK, TOO COOL FOR EARPHONES AS THEY SKATE PAST THE HUNCHED BACK AND SWEEPING BROOM OF ELDER.



THE BOOM OF MAMA'S VOICE STOPS HER LITTLE ONES BOUNCIN' PIGTAILS BEFORE CHASING BALL INTO BUSY INNER SECTION.



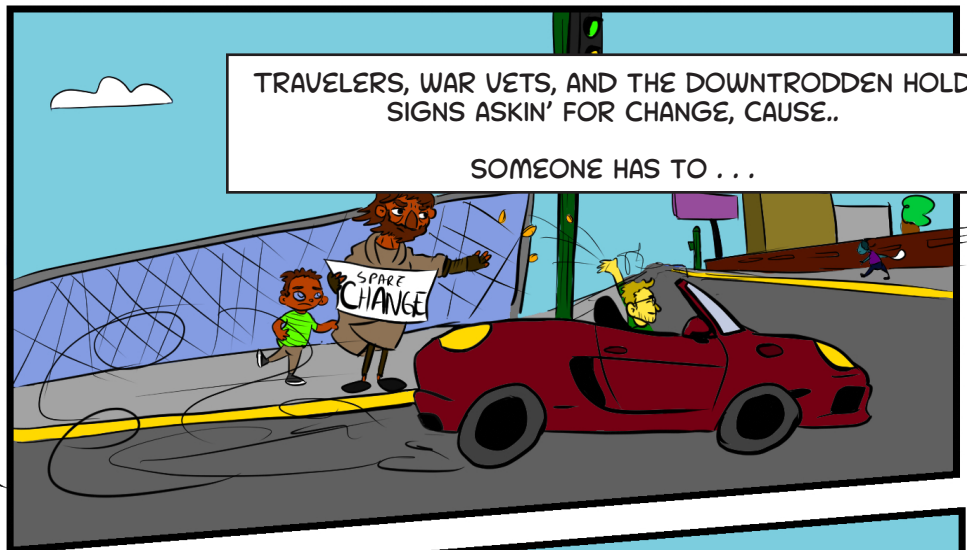
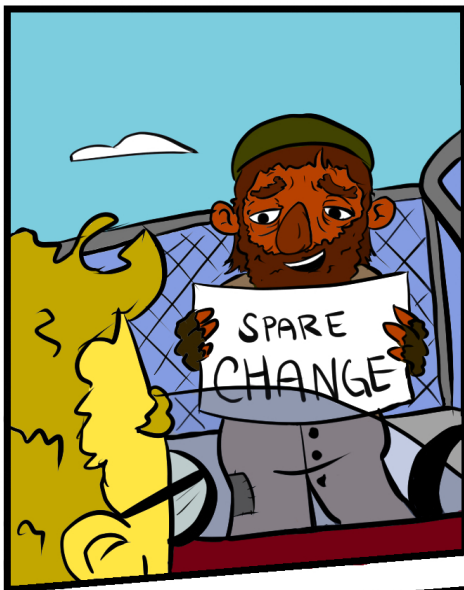
HORDES OF HUMAN SPEAKIN' TONGUE FROM ALL OVER, HUDDLE AROUND CORNER STORE ENTRANCES, COMMUNING OVER CHEESE STEAKS, FRIED CHICKEN, AND CHIC-O-STICKS.





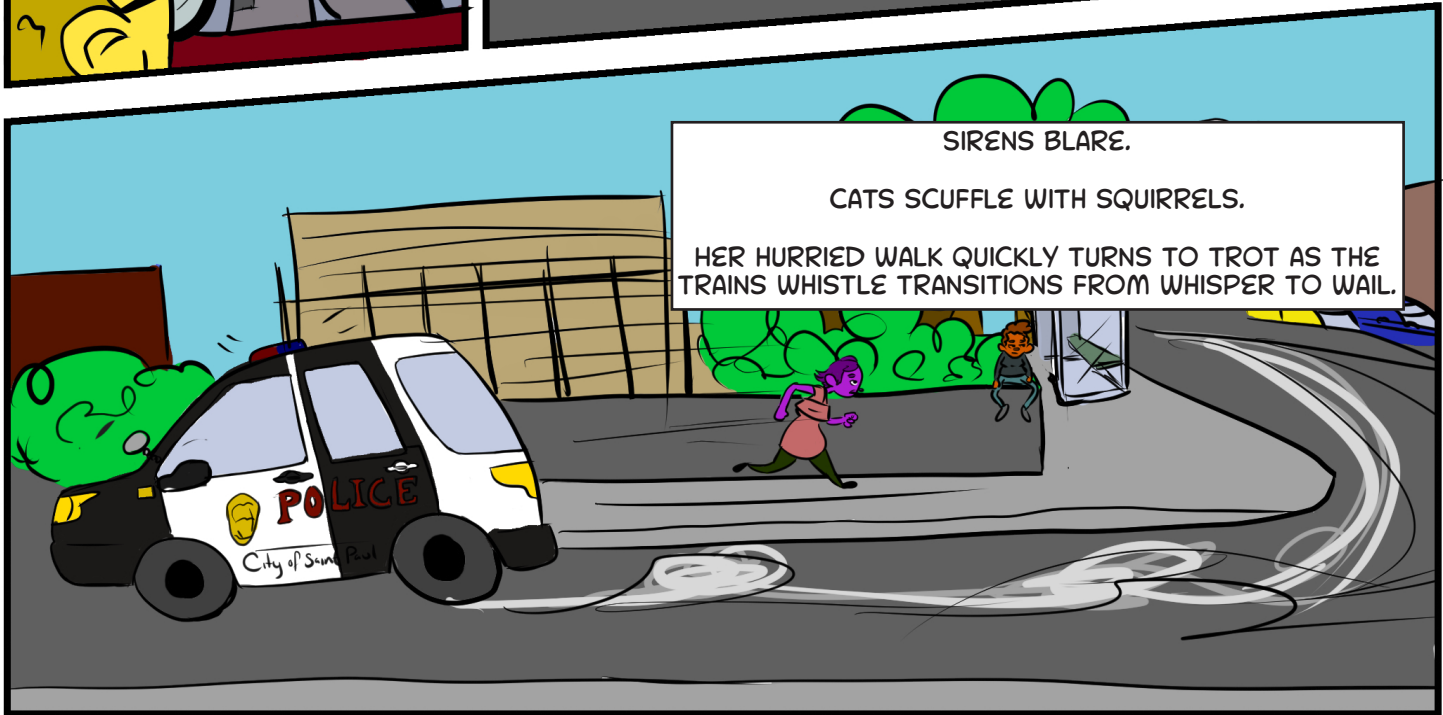
TREES STRETCH FINGERS
ACROSS SKY, AS IF LONGIN' TO RECONNECT,
CREATIN' CANOPY OF GREEN THICK AS AIR ON
SUMMER DAY, BACKED BY SMALL SCALE VICTORIANS
WITH GINGERBREAD TRIM, SOLID SQUARE BRICK
COLONIALS, RUNDOWN DUPLEXES, CRAFTSMAN
BUNGALOWS, DRAB APARTMENT COMPLEXES,
AND WOODEN CAPE CODS

A TORNADO OF SMELLS,
DIVERSE AS COMMUNITY, INCITES THE
SENSES, WAFTIN' FROM SMALL BUSINESSES
WITH BIG DREAMS. OVERWORKED HANDS
AND TIRED EYES FEEDING FAMILY AFTER
FAMILY, YEAR AFTER YEAR.



TRAVELERS, WAR VETS, AND THE DOWNTRODDEN HOLD
SIGNS ASKIN' FOR CHANGE, CAUSE..

SOMEONE HAS TO . . .

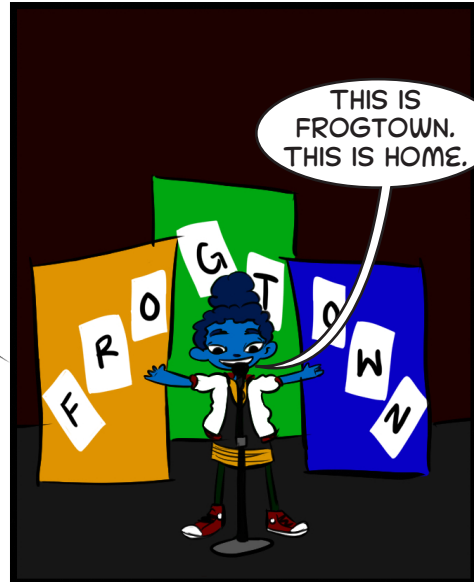
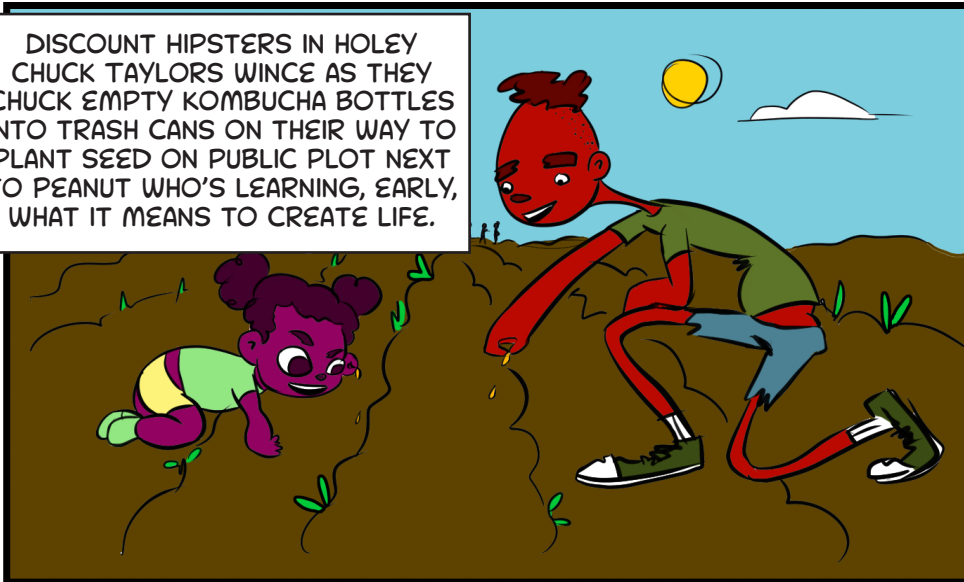


SIRENS BLARE.

CATS SCUFFLE WITH SQUIRRELS.

HER HURRIED WALK QUICKLY TURNS TO TROT AS THE
TRAINS WHISTLE TRANSITIONS FROM WHISPER TO WAIL.

DISCOUNT HIPSTERS IN HOLEY
CHUCK TAYLORS WINCE AS THEY
CHUCK EMPTY KOMBUCHA BOTTLES
INTO TRASH CANS ON THEIR WAY TO
PLANT SEED ON PUBLIC PLOT NEXT
TO PEANUT WHO'S LEARNING, EARLY,
WHAT IT MEANS TO CREATE LIFE.



Frogtown

FROGTOWN; SOMEWHERE ON SHERBURNE..

THIS IS HOME..
..MAN..

SAVING
THE VIC WOULD BE NEXT
LEVEL SURREAL..

WHAT'S HADNIN'?
THE NAME'S DAZZLE AND I'M A CONCERNED
CITIZEN OF FROGTOWN.

A VIBRANT
COMMUNITY SCHMACK DAB
IN THE HEART OF
ST. PAUL.

City of Saint Paul Ward District Councils

THE MOST
LIVEABLE CITY IN
AMERICAAA!!

FOR SOME..

FROGTOWN STRETCHES FROM LEXINGTON AVE TO 35 AND FROM UNIVERSITY AVE TO PIERCE BUTLER.





THE VOID..

BUT MORE SO
PART OF A LOST
GENERATION..

A GENERATION
THAT DIDN'T GET
MUCH OF A RETURN ON
THEIR COLLEGE
INVESTMENT.

SPEEDY REWARDS..?

NAH.. 2011.
JUST REMINDING MYSELF
I'M NOT A CASH
REGISTER.. THAT'LL BE
\$2.22.

NO, THANKS.
YO CONGRATS!
DID YOU JUST GRADUATE ER
SOMETHING?

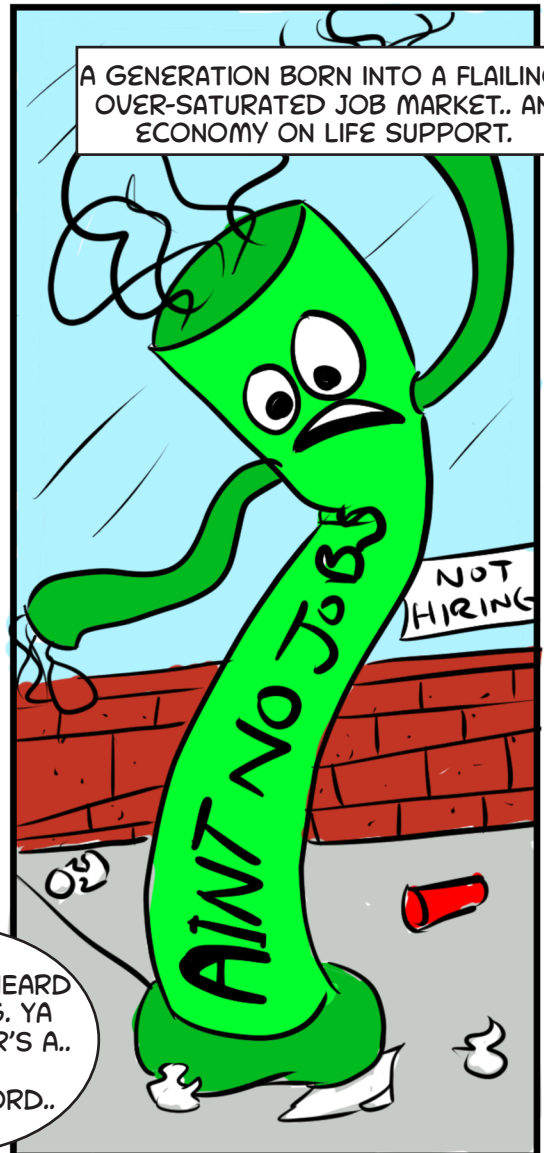
A GENERATION PRICED OUT OF THE
HOUSING MARKET..

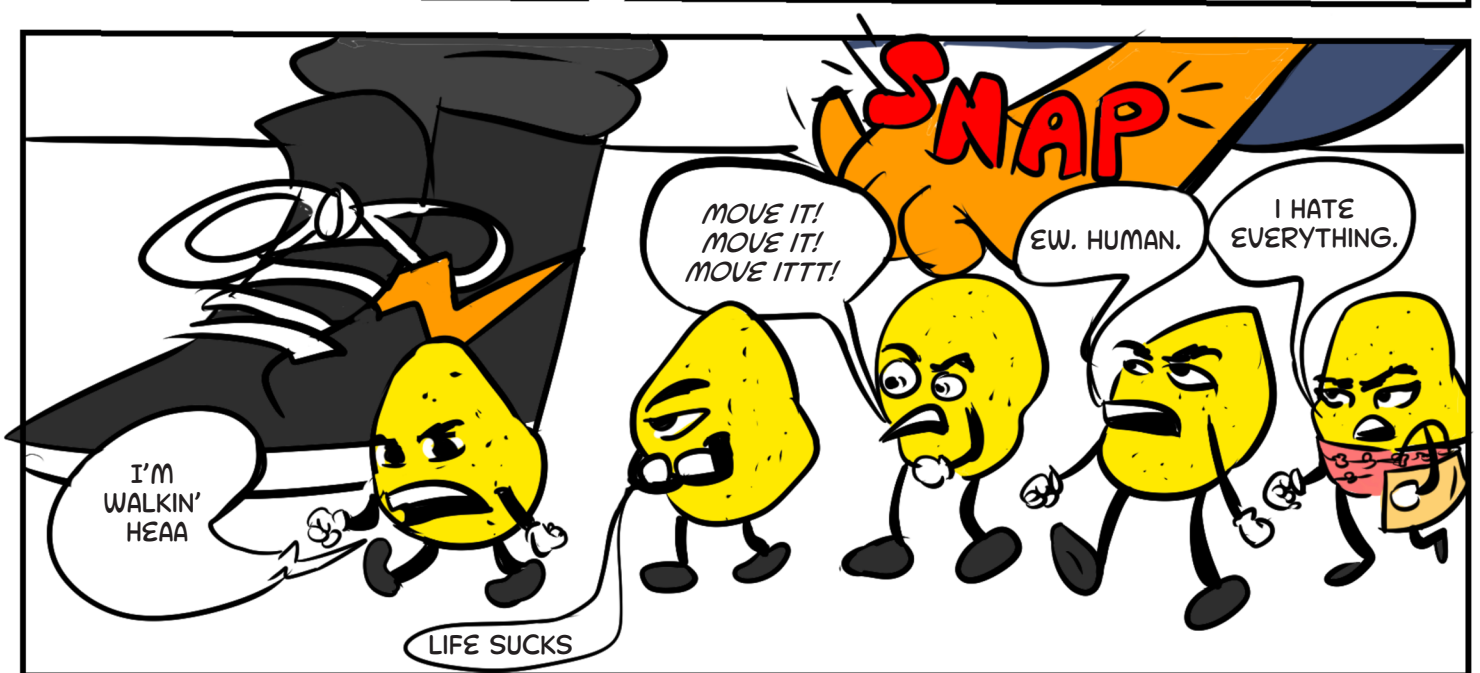
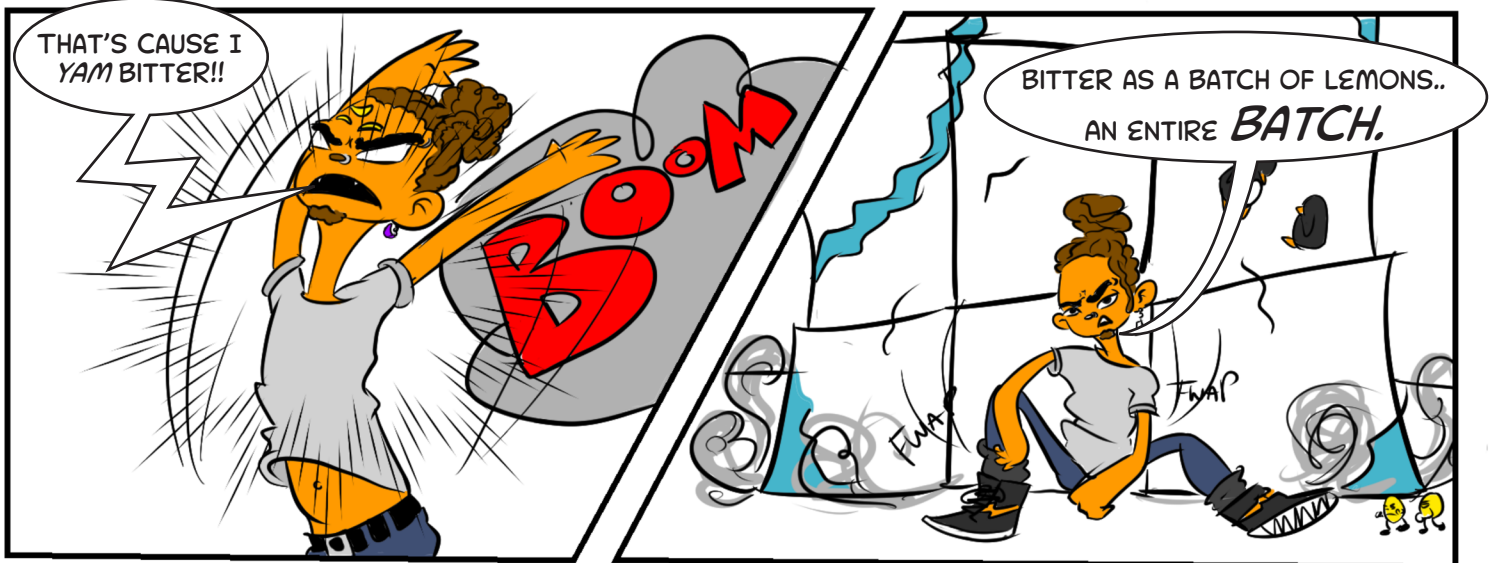
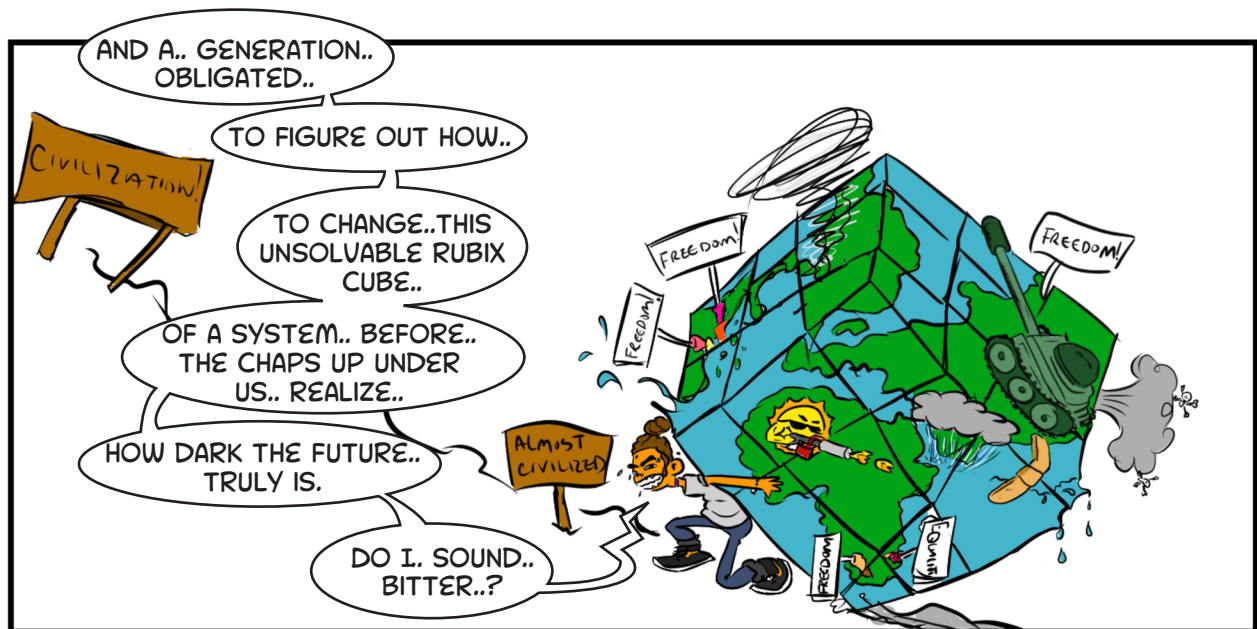
BIG NIKK.. HOW
THAT HOUSE HUNT
COMIN'?

UNCLE EARL..
LIKE I SAID 10
MINUTES AGO.. I'M
NEVER LEAVING.
SU CASA
ES MI CASA.

MY BAD,
THOUGHT I HEARD
YOU WRONG. YA
KNOW.. NEVER'S A..
AHM
STRONG WORD..

A GENERATION BORN INTO A FLAILING,
OVER-SATURATED JOB MARKET.. AN
ECONOMY ON LIFE SUPPORT.





BUT ASIDE FROM BEING
A BITTER, ANGSTY,
MILLENNIAL.



I'M A
DESIGNER

A
CREATIVE



A
FUTURIST



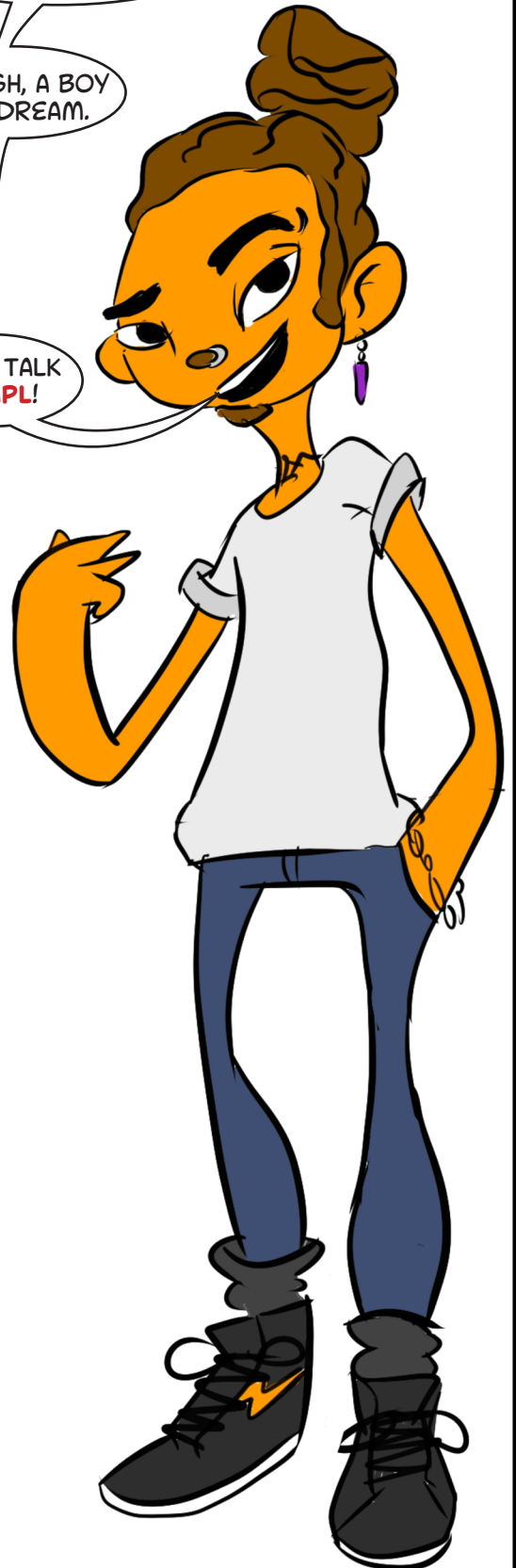
A
RADICAL



AND
SO NOT WHO OR WHAT
YOU'RE HERE FOR.

THOUGH, A BOY
CAN DREAM.

LET'S TALK
SMAPL!



SmaPl

What is that?

SOO.. **SMAPL**. WHAT IN *TARRRNATION* IS THAT?

SMAPL IS AN ACROYNM FOR **SMALL AREA PLAN**.

OUR **SMALL AREA PLAN** IS AN **URBAN PLANNING** DOCUMENT THAT ENVISIONS HOW WE, THE COMMUNITY, WOULD LIKE FROGTOWN TO GROW OVER THE COURSE OF THE NEXT DECADE AND BEYOND.

IT'S PUT TOGETHER BY OUR NEIGHBORHOOD **DISTRICT COUNCIL**, **THE FROGTOWN NEIGHBORHOOD ASSOCIATION**, WITH THE ASSISTANCE AND GUIDANCE OF FROGTOWN COMMUNITY MEMBERS, STAKEHOLDERS, AND **ST. PAUL CITY PLANNERS**.

AFTER OUR **SMALL AREA PLAN** IS COMPLETED..

MEANING WE'VE FINISHED THE OUTREACH AND RESEARCH PORTION OF THE PROCESS, CONSOLIDATED THE MOUNTAIN OF INFORMATION WE'VE GATHERED INTO A NEAT LITTLE PACKAGE, AND COME UP WITH OUR **POLICY RECOMMENDATIONS**..

IT'S GIVEN TO THE CITY, ALONG WITH THE 17 OTHER AREA PLANS, TO BECOME A PART OF THE CITY OF ST. PAUL'S **COMPREHENSIVE PLAN**.. WHICH IS THE WHOLE OF ST. PAUL'S COLLECTIVE VISION FOR THE FUTURE.

THENNN.. WE CROSS OUR FINGERS, HOLD OUR BREATH, AND HOPE THE CITY ADHERES TO THE COMMUNITIES'

POLICY RECOMMENDATIONS ARE STRATEGIES AND CODES WE DEVELOP AS A COMMUNITY AND SUBMIT TO THE ST. PAUL CITY GOVERNMENT FOR CONSIDERATION..



VARIOUS WANTS AND NEEDS.

BECAUSE THAT'S LIKE *TOTALLY* THEIR FAVORITE THING TO DO.

TOTALLY.

BUT THAT'S UBER WACK, RIGHT?

HOPING AND WHAT NOT?

WAITING?

AS IF WE HAVEN'T WAITED LONG ENOUGH?

THIS DECADE'S **SMALL AREA PLAN**, CONCEPTUALLY, IS REALLY NO DIFFERENT THAN THE PREVIOUS, WHICH WAS NO DIFFERENT THAN THE PLAN BEFORE THAT.

WE'VE BEEN ASKING FOR THE SAME CHANGES WITHIN OUR COMMUNITY FOR

OVER 25 YEARS.

AND QUITE FRANKLY, WE CAN'T AFFORD
TO WAIT ANY LONGER.

ACCORDING TO THE **BULLETIN
OF THE ATOMIC SCIENCES**, WE'RE 2.5
MINUTES FROM MIDNIGHT ON OUR
DOOMSDAY CLOCK.

THE LOWEST IT'S BEEN SINCE IT WAS
DEVELOPED BACK IN 1947.

WHICH SOUNDS MORE THAN A BIT
OMINOUS, AMARIGHT? WHAT HAPPENS
AT MIDNIGHT?

WHAT HAPPENS AT MIDNIGHT!?

DOESN'T MATTER.
DOOMSDAY SCHMOOMSDAY.



WHAT MATTERS IS THAT WE
ACKNOWLEDGE THE MAGNITUDE OF
THE PROBLEMS WE'RE FACING AS A
COMMUNITY. THIS DOCUMENT HAS
TO BE MUCH MORE THAN A **SMALL
AREA PLAN** -- MUCH MORE THAN A
CONSIDERATION.

IT HAS TO BE A CALL TO ACTION,
BECAUSE THE STAKES ARE EXTREMELY
HIGH.

THOUGH OUR COMMUNITY'S
PROGRESSED A GREAT DEAL OVER
THE YEARS, ACCOMPLISHING MANY
OF THE GOALS WE'VE MADE FOR
OURSELVES, ACCORDING TO A STUDY
OF FROGTOWN'S PREVIOUS SMALL
AREA PLAN COMPLETED IN 2004 BY
UNIVERSITY OF MINNESOTA GRADUATE
STUDENT, ELA RAASCH, MANY WERE LEFT
UNATTAINED AND STILL ARE TO THIS DAY.

HERE'S A BREAKDOWN:



"THE **DOOMSDAY CLOCK** WAS CREATED BY THE
BOARD OF THE BULLETIN OF THE ATOMIC SCIENTISTS
IN 1947 AS A RESPONSE TO NUCLEAR THREATS. THE
CONCEPT IS SIMPLE - THE CLOSER THE MINUTE HAND
IS TO MIDNIGHT, THE CLOSER THE BOARD BELIEVES
THE WORLD IS TO DISASTER."

UNFULFILLED INITIATIVES

COMMERCIAL DEVELOPMENT AND FACADE IMPROVEMENTS:

- ⊙ DEVELOP MOBILE GROCERY OUTLETS.
- ⊙ EXPLORE THE RE-USE OF CORNER STORE BUILDINGS TO HOUSE NEIGHBORHOOD ARTISTS.

LANDSCAPING AND INFRASTRUCTURE:

- ⊙ ESTABLISH AN "ART PARK" AT THE NORTHWEST CORNER OF UNIVERSITY AND DALE STREET.
- ⊙ COMMISSION LOCAL ARTISTS TO DESIGN TRANSIT STOPS.
- ⊙ ADJUST THE TIMING OF THE TRAFFIC LIGHT AT UNIVERSITY AND DALE STREET TO ALLOW PEDESTRIANS ENOUGH TIME TO SAFELY CROSS THE STREET.
- ⊙ ADD A CROSSWALK TO EACH INTERSECTION ALONG DALE STREET BETWEEN UNIVERSITY AVENUE AND MINNEHAHA AVENUE.
- ⊙ INSTALL PUBLIC BENCHES ALONG DALE STREET.
- ⊙ ELIMINATE THE AWKWARD TERMINUS OF PIERCE BUTLER: THE DISTRICT 7 PLANNING COUNCIL AND THE GREAT NORTHERN CORRIDOR COLLABORATIVE HAVE ADVOCATED FOR A RE-ROUTING OF PIERCE BUTLER UNDER THE DALE STREET BRIDGE ALONG THE BURLINGTON NORTHERN RAILROAD TRACKS TO CONNECT WITH THE PHALEN CORRIDOR AT 35E FOR SEVERAL YEARS.

PARKING AND ALTERNATIVE TRANSPORTATION:

- ⊙ IMPROVE BUS SERVICE IN THE AREA.
- ⊙ PROVIDE CIRCULATOR BUSES THAT RUN THROUGHOUT THE NEIGHBORHOOD.

PARKS, RECREATIONAL FACILITIES, AND MEETING SPACES:

- ⊙ DEVELOP A COMMUNITY WIDE PLAN FOR THE ESTABLISHMENT OF PARKS AND GREEN SPACES.
- ⊙ COMBINE AN EXPANSION OF THE WEST MINNEHAHA RECREATION CENTER WITH DEVELOPMENT OF AN ACHIEVEMENT + SCHOOL AND A NATIONAL GUARD ARMORY COMMUNITY CENTER.

ZONING AND CODE CHANGES:

- ⊙ AMEND THE ST. PAUL ZONING CODE TO SUPPORT THE CONTINUED USE OF HISTORIC ALLEY HOUSES
- ⊙ CHANGE THE ZONING ON THE EAST SIDE OF DALE STREET BETWEEN THOMAS AND MINNEHAHA FROM SINGLE-FAMILY RESIDENTIAL TO MULTIFAMILY.

HOUSING:

- ⊙ SECURE COMMUNITY-BASED, NONPROFIT OWNERSHIP OF RENTAL HOUSING.
- ⊙ DEVELOP A FROGTOWN PROPERTY OWNER ASSOCIATION.

CHILDCARE, YOUTH PROGRAMS, AND AFTER-SCHOOL ACTIVITIES:

- ⊙ SECURE FINANCIAL SUPPORT TO ENABLE YOUNG PEOPLE TO PARTICIPATE IN ENRICHMENT PROGRAMS.
- ⊙ SUPPORT ADDITIONAL RESOURCES FOR HEAD START.
- ⊙ SUBSIDIZE THE DEVELOPMENT OF FAMILY DAYCARES.
- ⊙ STRENGTHEN THE RELATIONSHIP BETWEEN SCHOOLS AND AREA CHILDCARE PROVIDERS.

HEALTHCARE AND SOCIAL SERVICES:

- ⊙ ESTABLISH A REGULAR MEETING OF NEIGHBORHOOD SERVICE PROVIDERS.
- ⊙ ESTABLISH A MOBILE HEALTH CLINIC.
- ⊙ EXPLORE PARTNERSHIPS THAT WOULD BRING PROFESSIONAL SERVICES INTO THE NEIGHBORHOOD AT BELOW MARKET-RATE COSTS.
- ⊙ ORGANIZE A FORMAL HEALTHCARE COALITION TO MEET ON A REGULAR BASIS.
- ⊙ RAISE COMMUNITY AWARENESS OF HEALTH ISSUES TO ENSURE A HIGHER LEVEL OF PREVENTATIVE CARE.
- ⊙ ADVOCATE FOR HIGHER FUNDING OF COMMUNITY HEALTH CENTERS THAT ARE IN NEIGHBORHOODS W/ A HIGH LEVEL OF UNINSURED RESIDENTS.

EMPLOYMENT AND TRAINING:

- ⊙ ESTABLISH A NEIGHBORHOOD IMPROVEMENT AND TRAINING CENTER.
- ⊙ CREATE A CENTRAL CLEARINGHOUSE FOR EMPLOYMENT OPPORTUNITIES
- ⊙ GET COMMUNITY RESIDENTS OUT TO JOB FAIRS
- ⊙ DEVELOP COMMUNITY SERVICE OPPORTUNITIES FOR YOUNG PEOPLE THAT OFFER PAYMENTS TOWARDS HIGHER EDUCATION.

COMMUNITY LEADERSHIP AND INVOLVEMENT:

- ⊙ ESTABLISH A NETWORK OF BLOCK CLUBS, COVERING THE ENTIRE DISTRICT 7 AREA, THAT MEET REGULARLY.
- ⊙ FORMALLY RECOGNIZE THE TALENTS AND CONTRIBUTIONS OF NEIGHBORHOOD RESIDENTS.
- ⊙ ENCOURAGE NEIGHBORHOOD SCHOOL STAFF TO BECOME INVOLVED IN COMMUNITY ORGANIZATIONS.

MANY OF THE GOALS INCLUDED ON THIS LIST CAN STILL BE ACCOMPLISHED AS LONG AS WE HOLD OURSELVES ACCOUNTABLE; WHICH IS WHY WE'VE DECIDED TO MAKE THIS YEAR'S PLAN
A LIVING DOCUMENT!

A Living Document

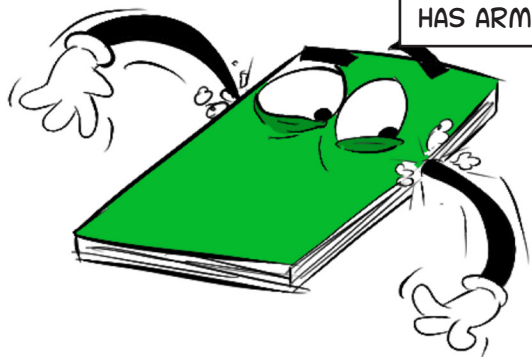
A LIVING DOCUMENT

I KNOW WHAT YOU'RE THINKING:

*WHAT'S WITH ALL THESE TERMS, DAZZLE! HECK IS A **LIVING DOCUMENT**?
I'VE AIN'T NEVER KNOWN A DOCUMENT TO LIVE AND I'D LIKE TO KEEP IT THAT WAY!
NO ONE TALKS LIKE THAT. I APOLOGIZE. LET'S TAKE A MOMENT TO BREAK IT DOWN.*



A **LIVING DOCUMENT** HAS A PULSE..
MEANING IT LIVES OFF THE PAGE.



HAS ARMS..

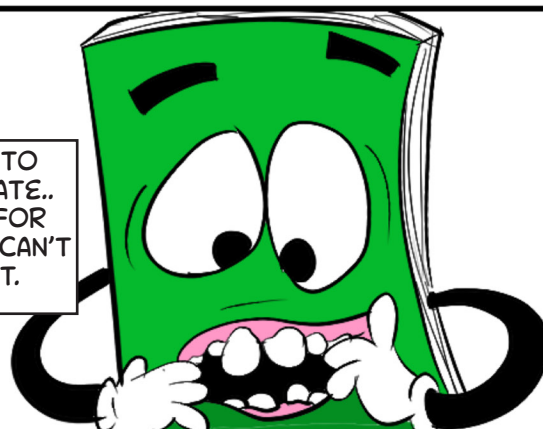


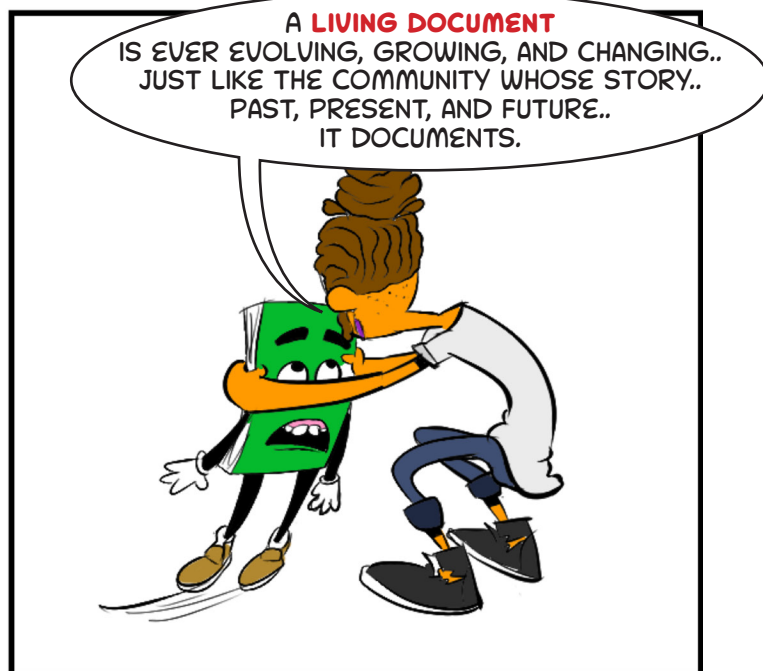
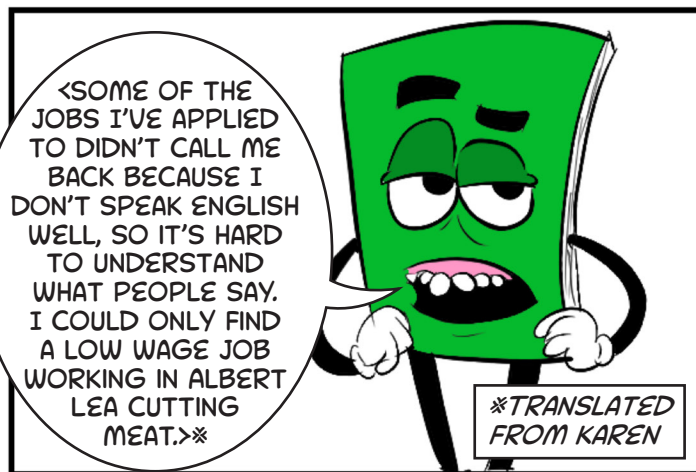
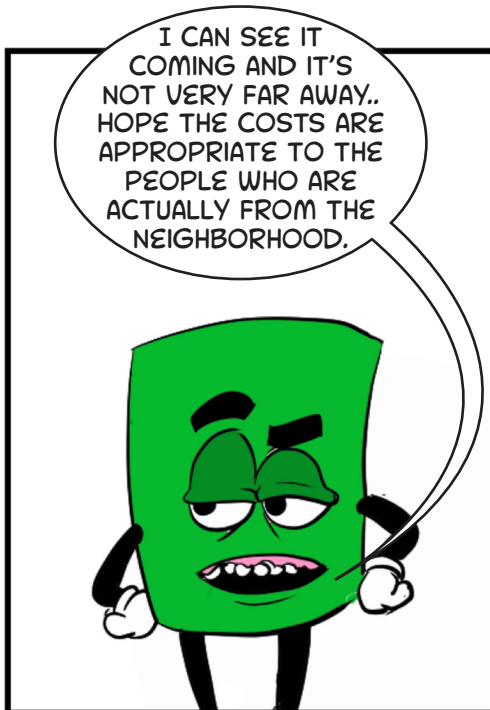
AND LEGS..



SO IT CAN MOVE AROUND AND REACH PEOPLE.

IT'S ABLE TO
COMMUNICATE..
SPEAKING FOR
THOSE WHO CAN'T
OR WON'T.







BY MAKING OUR
SMALL AREA PLAN
A **LIVING DOCUMENT**, WE'RE
DECIDING, AS A COLLECTIVE, TO
TAKE THE FATE OF OUR COMMUNITY
INTO OUR OWN HANDS..
FORCING THE POWERS THAT BE TO
FOLLOW OUR LEAD.

AND THAT'S WHAT WE WANT, RIGHT?

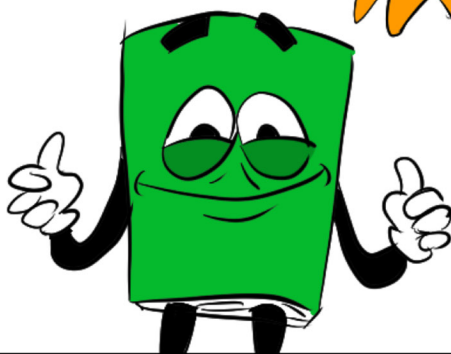
TO EMPOWER OURSELVES?

TO CHANGE OUR COMMUNITY?

JUSTICE?

CONSIDERATION?

OF COURSE IT IS.



The SmaPL Process

SMAPL EVENTS

COMMUNITY HEALING MEALS: 6

FROGTOWN FORUMS: 9

SMAPL STEERING COMMITTEE MEETINGS: 5

FNA BOARD MEETINGS: 5

CREATIVE FROGTOWN ARTS FESTIVAL

FROGTOWN ANNUAL CELEBRATION

DATA COLLECTION

SURVEY

VOICE RECORDING

NOTETAKING

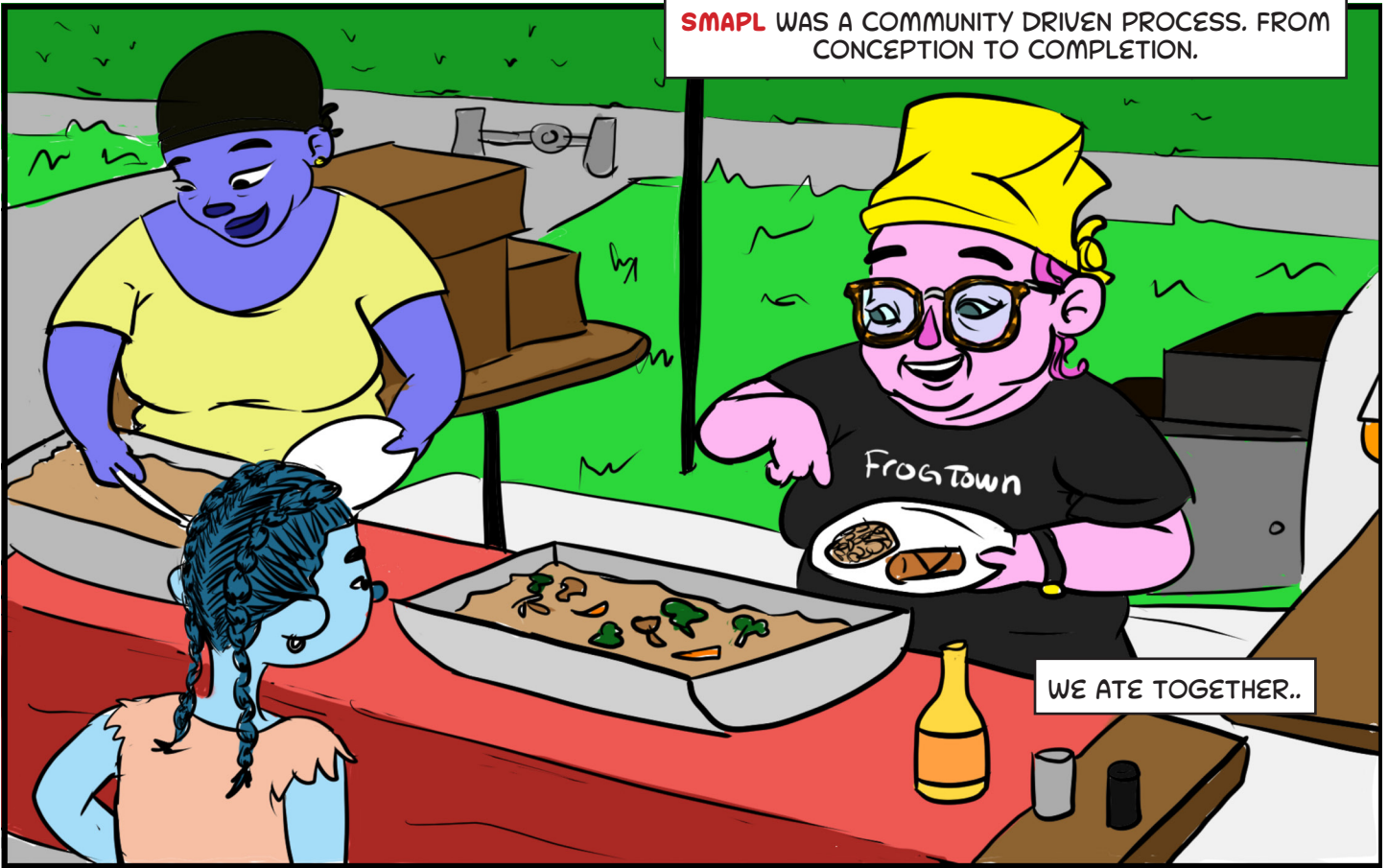
SOCIAL MEDIA

ESTIMATED REACH

2500 FROGTOWN RESIDENTS

THE SMAPL PROCESS

SMAPL WAS A COMMUNITY DRIVEN PROCESS. FROM CONCEPTION TO COMPLETION.



WE ATE TOGETHER..

PLAYED TOGETHER..



SHARED STORIES.. AND INSIGHTS..



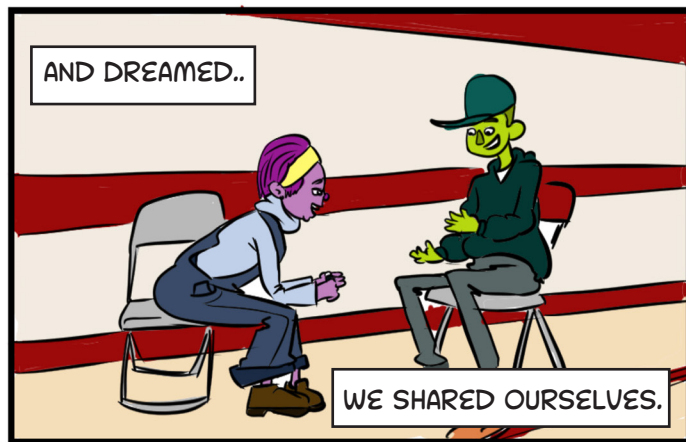
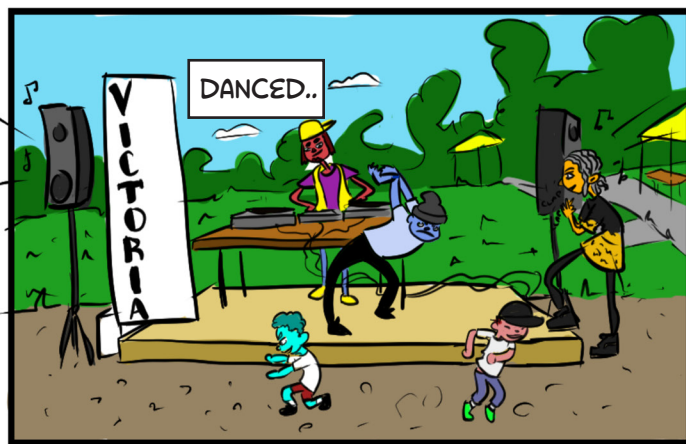
POINTED FINGERS..



HELD HANDS..



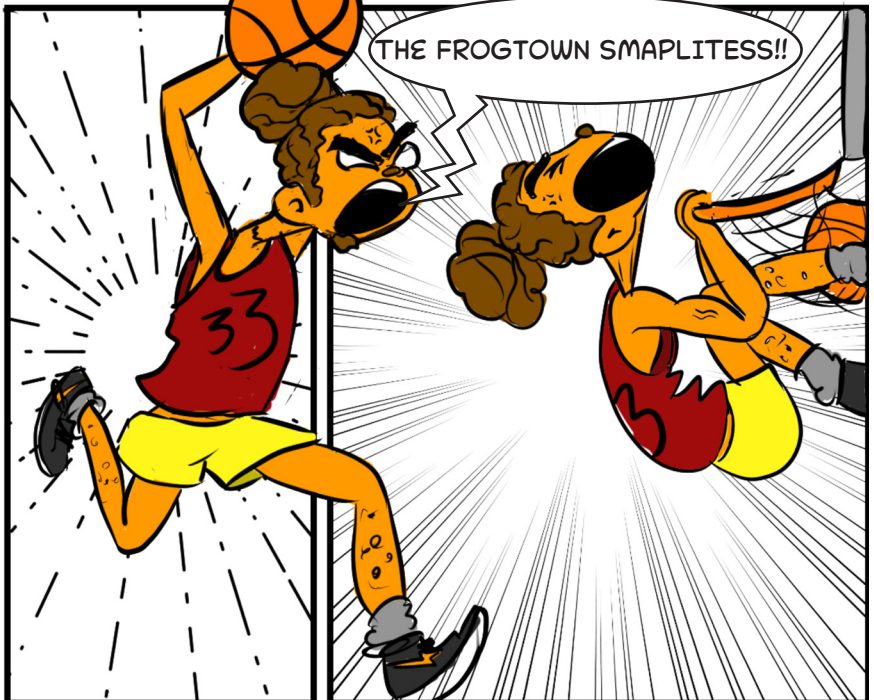
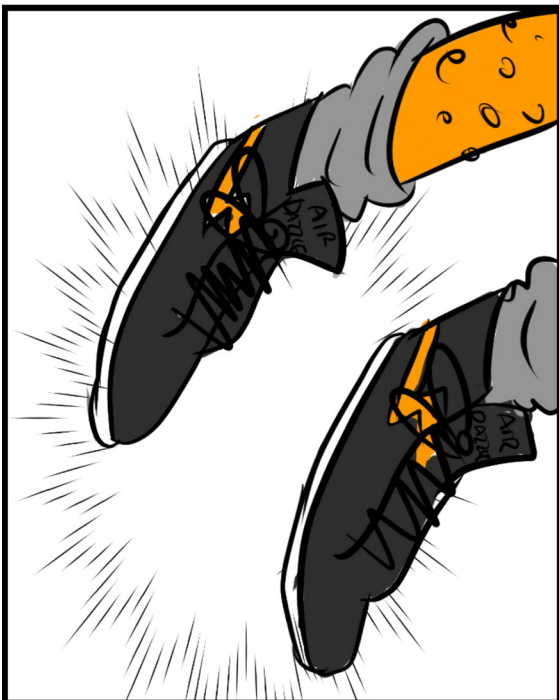
THE SMAPL PROCESS



SMAPL IS MADE BY US. FOR US.
WHICH IS NOT ONLY DOPE, BUT EXTREMELY NECESSARY.
BECAUSE IT'S OUR DIVERSITY..
OF CULTURE, ECONOMIC BACKGROUND, AGE, EXPERIENCE,
WANTS, NEEDS, AND OPINION..
THAT MAKES FROGTOWN AND IT'S ENERGY UNIQUE, AND WHY
SO MANY OF US HAVE DECIDED TO CALL IT HOME.



THE SMAPL PROCESS



Frogtown



Smaplites



LAND USE EXPERT
AND WEEKEND YOGA INSTRUCTOR,
ALLI GARDNERRRR!

RESIDENCE: MINNEHAHA AND AVON
RESIDENT STATUS: RENTER,
3 BEDROOM HOUSE
AGE: 27

MARITAL STATUS: SINGLE
EMPLOYMENT: DESIGN/ NONPROFIT
SECTOR
TIME IN FROGTOWN: 5 YEARS

ALLI IS A VISIONARY.

WHEN IT COMES TO FIGURING OUT HOW TO BEST USE
VACANT LAND AND SPACE IN FROGTOWN,
OL AL PAL'S UP FOR THE JOB!

SHE DOESN'T SEE AN EMPTY LOT;
SHE SEES A GARDEN.
SHE DOESN'T SEE AN ABANDONED BUILDING;
SHE SEES A COMMUNITY EDUCATION CENTER.

ALLI WANTS FROGTOWN'S INFRASTRUCTURE TO WORK *FOR*
FROGTOWNERS, NOT AGAINST.

MORE PARKS AND GARDENS?
BENCHES AND COMMUNITY GATHERING SPACES?
BIKE LANES? CLOSER AMENITIES FOR LESS TRAVEL?
YES. YES. AND MORE YES!

JUST THE *IDEA* OF SOLVING THESE PROBLEMS
MAKES ALLI'S TOES WIGGLE.

HOUSING EXPERT
AND TWO-TIME MN STATE FAIR CHEESE CURD EATIN' CHAMP,
EARRRLLL HOUSE!

RESIDENCE: MILTON AND SHERBURNE
RESIDENT STATUS: HOMEOWNER,
3 BEDROOMS
AGE: 48

MARITAL STATUS: MARRIED
EMPLOYMENT: WELDER/
MACHINIST
TIME IN FROGTOWN: 25
YEARS

EARL KNOWS ALL THERE IS TO KNOW ABOUT THE
HOUSING MARKET.

HE'S BEEN FOLLOWING THE TRENDS DEVELOPING
AROUND THE CITY AND NATION, AND BELIEVES THERE'S
MUCH TO BE EXCITED ABOUT.

FROGTOWNER'S, YOUNG AND OLD, HAVE SHOWN AN
INCREASED INTEREST IN COMMUNAL LIVING, LIVING
SMALLER, AND LIVING AFFORDABLY, WHICH PUTS A
TWINKLE IN THE EYE OF A SUSTAINABILITY AND
AFFORDABILITY BUFF, LIKE EARL.

EARL IS PASSIONATE ABOUT ENSURING NEW
HOUSING DEVELOPMENTS WITHIN FROGTOWN
SERVE THE COMMUNITY CURRENTLY LIVING HERE,
MEANING THEY REFLECT OUR CULTURAL
DIVERSITY, VALUES, AND THE DEPTH OF OUR
POCKETBOOKS.



TRANSPORTATION EXPERT

AND WORLD RECORD HOLDER FOR MOST MILES WALKED AROUND THE MALL OF AMERICA, SAYAMAAA TREKKERRR!

RESIDENCE: LAFOND AND CHARLES
RESIDENT STATUS: HOMEOWNER, 2 BEDROOMS
AGE: 65

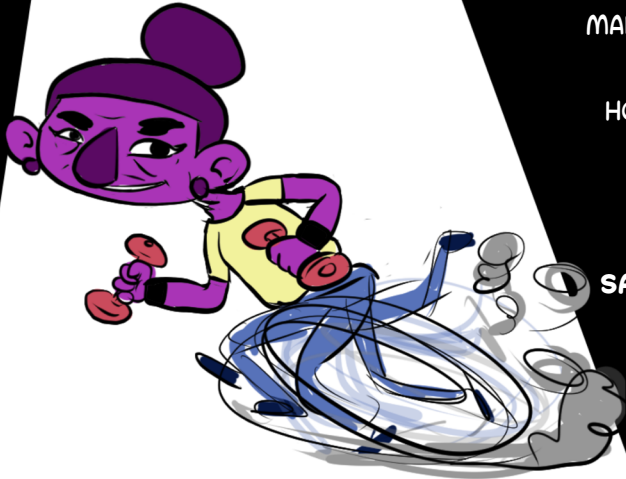
MARITAL STATUS: WIDOW
EMPLOYMENT: SMALL BUSINESS OWNER
TIME IN FROGTOWN: 35 YEARS

SAYAMA WANTS FROGTOWNERS TO BE ABLE TO GET FROM A TO B EASY PEASY LEMON SQUEEZY.

SHE BELIEVES FROGTOWNERS SHOULD BE ABLE TO MANEUVER AROUND THEIR IMMEDIATE COMMUNITY WITHOUT LOSING TOO MUCH TIME OR ENERGY DOING SO.

HOW ABOUT IMPROVING PUBLIC BIKE ACCESS AND TRAILS? OR PERHAPS A MORE AFFORDABLE SHORT-LINE BUS WITH LIGHTNING FAST ROUTES THAT CONNECTS ALL OF CENTRAL SAINT PAUL? HOW ABOUT PUBLIC TRANSIT WITH FREE WIFI?

SAYAMA BELIEVES FROGTOWN'S TRANSIT SYSTEM SHOULD WORK FOR FROGTOWNERS AND SHE'S GOING TO WORK HER TUSH OFF TO ENSURE IT DOES.



EDUCATION EXPERT

AND BOY GENIUS, PAOOO GNOSIS!

RESIDENCE: MINNEHAHA AND VICTORIA
RESIDENT STATUS: RENTER, 2 BEDROOM APARTMENT
AGE: 12

MARITAL STATUS: SINGLE
EMPLOYMENT: ADJUNCT PROFESSOR
TIME SPENT IN FROGTOWN: 12 YEARS

PAO IS A STUDENT AND AN EDUCATOR WHO THINKS HIMSELF SLEEPLESS OBSESSING OVER HOW IT CAN BE DONE BETTER.

HE UNDERSTANDS A COMMUNITY THAT LEARNS TOGETHER, GROWS TOGETHER, AND WANTS TO ASSURE THAT EDUCATION IS ACCESSIBLE TO EVERY FROGTOWNER WHO WANTS IT, REGARDLESS OF AGE OR SOCIOECONOMIC BACKGROUND.

WANT TO LEARN TO BE A PROGRAMMER? TO MANAGE MONEY? TO GRAPHIC DESIGN? KICK THROUGH A BOARD? BUST A GROOVE? BALANCE YOUR CHAKRAS?

PAO BELIEVES YOU SHOULD BE ABLE TO, AND YOUR CHILDREN SHOULD BE ABLE TO... FOR LITTLE TO NO COST.



ARTS EXPERT

AND MULTIDISCIPLINARY ARTIST,
MONICCAA COLOURRSS!

RESIDENCE: BLAIR AND VIRGINIA
RESIDENT STATUS: RENTER, 2 BEDROOM HOME
AGE: 22

MARITAL STATUS: SINGLE
EMPLOYMENT: TEACHING ARTIST
TIME IN FROGTOWN: 18 YEARS



MONICA LIVES AND BREATHES ART.

SHE UNDERSTANDS FROGTOWN HAS JUST AS MANY ARTISTS PER CAPITA AS ANY OTHER ARTS DISTRICT IN SAINT PAUL AND FEELS OUR INFRASTRUCTURE AND ENVIRONMENT SHOULD REFLECT AS MUCH.

FROGTOWN SHOULD HAVE MURALS ON BUILDINGS CREATED BY FROGTOWNERS. POETRY ON OUR SIDEWALKS WRITTEN BY FROGTOWNERS. SPACE TO HOLD GALLERIES, HOST EVENTS, LEARN, AND PRACTICE ARTISTIC CRAFTS. SPACE FOR OUR YOUTH TO EXPRESS THEMSELVES.

ART HAS THE ABILITY TO SAVE LIVES—TO SCULPT AND CHANGE COMMUNITIES.

MONICA IS INVESTED IN BEING A PART OF THAT CHANGE.

HEALTH AND WELLNESS EXPERT
AND AUTHOR OF WELLNESS MATTERS,
ANWARRR COMFORTT!

RESIDENCE: THOMAS AND WESTERN
RESIDENT STATUS: RENTER, 2 BEDROOM DUPLEX
AGE: 33

MARITAL STATUS: SINGLE
EMPLOYMENT: WRITER
TIME IN FROGTOWN: 11 YEARS

ANWAR IS OUR NEIGHBORHOOD ZEN MASTER. HE BELIEVES FROGTOWN SHOULD BE DESIGNED TO CREATE HAPPY PEOPLE.

ARE OUR STREETS CLEAN?
DO PEOPLE FEEL SAFE?
DO WE HAVE ACCESS TO MENTAL AND SPIRITUAL HEALTH CARE?

ARE OUR WAYS OF OBTAINING ENERGY SUSTAINABLE?
ARE OUR TRASH REMOVAL METHODS SUSTAINABLE?

DO LOW INCOME FROGTOWNERS HAVE ACCESS TO HEALTHY FOOD?
THESE ARE QUESTIONS ANWAR BUSIES HIMSELF TRYING TO ANSWER.



ECONOMIC VITALITY EXPERT,
ENTREPRENEUR, AND INVESTOR,
MARIAA CHASE -JOBSS!

RESIDENCE: VANBUREN AND GROTT
RESIDENT STATUS: HOMEOWNER,
4 BEDROOM HOUSE
AGE: 46

MARITAL STATUS: MARRIED
EMPLOYMENT: ENTREPRENEUR
TIME SPENT IN FROGTOWN: 15 YEARS



**MARIA WANTS TO SEE FROGTOWN
AND FROGTOWNERS THRIVE.**

SHE WANTS TO ENSURE THEY NOT ONLY HAVE ACCESS TO MORE
JOBS, BUT BETTER JOBS.
AND THAT ANY JOB CREATED WITHIN FROGTOWN GOES TO
PEOPLE WHO LIVE WITHIN FROGTOWN.

HOWEVER, **MARIA** UNDERSTANDS THAT SIMPLY PROVIDING
PEOPLE WITH WORK ISN'T ENOUGH FOR
A COMMUNITY TO THRIVE.

A COMMUNITY NEEDS ENTREPRENEURS, NEIGHBORHOOD
FOUNDED BUSINESSES, AND RESOURCES
TO FEEL EMPOWERED.

**MARIA WANTS TO CURB FROGTOWN'S DEPENDENCE
ON THE STATE AND CORPORATE INTERESTS WHO AREN'T
INVESTED IN THE WELL BEING OF THE COMMUNITIES
THEY SERVE, AND AIMS TO FOSTER A HEALTHY
DEPENDENCE AMONG THE FROGTOWN
COMMUNITY, ON THE COMMUNITY ITSELF.**

AND LAST, BUT DEFINITELY NOT LEAST,

RESOURCE ALLOCATION EXPERT
AND HUMANITARIAN W/ THE SWEETEST JUMP SHOT THIS SIDE
OF THE MISSISSIPPI, NEXT TO MINE,
NICKKK CHASE!

RESIDENCE: VANBUREN AND
GROTTO
RESIDENT STATUS: HOMEOWNER,
4 BEDROOMS
AGE: 47

MARITAL STATUS: MARRIED
EMPLOYMENT: GOVERNMENT
SECTOR
TIME IN FROGTOWN: 17
YEARS

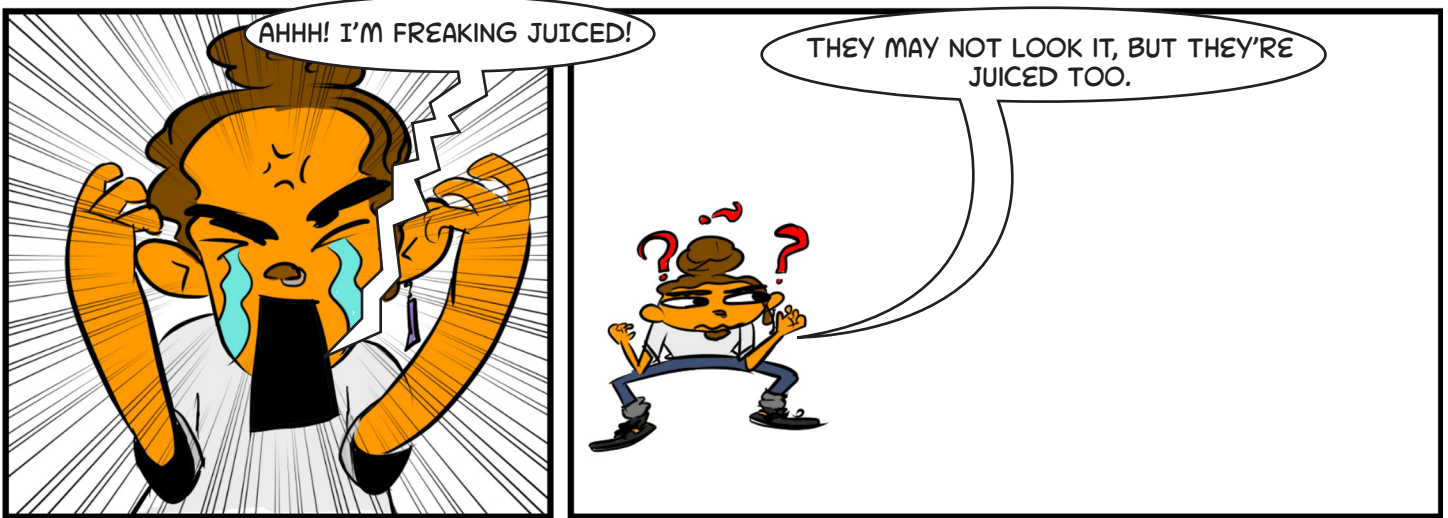
NICK FOLLOWS THE MONEY.

WHO'S GETTING IT AND NOT GETTING IT?
WHO'S GIVING IT AND NOT GIVING IT?
WHO NEEDS IT?
WHO OWNS THE COMMUNITY?

**NICK BELIEVES FROGTOWN AND FROGTOWNERS
SHOULD RECIEVE ADEQUATE INVESTVESTMENT
FROM THE STATE AND CORPORATE INTERESTS
WHO OPERATE WITHIN THE AREA.**

HE'S HERE TO ENSURE US FROGTOWNERS
HAVE STOCK AND LEADERSHIP WITHIN OUR
NEIGHBORHOOD, SO FORCES OUTSIDE
OF FROGTOWN AREN'T THE ONLY ENTITIES
ACTING ON, SHAPING, AND MAKING DECISIONS
FOR OUR COMMUNITY.

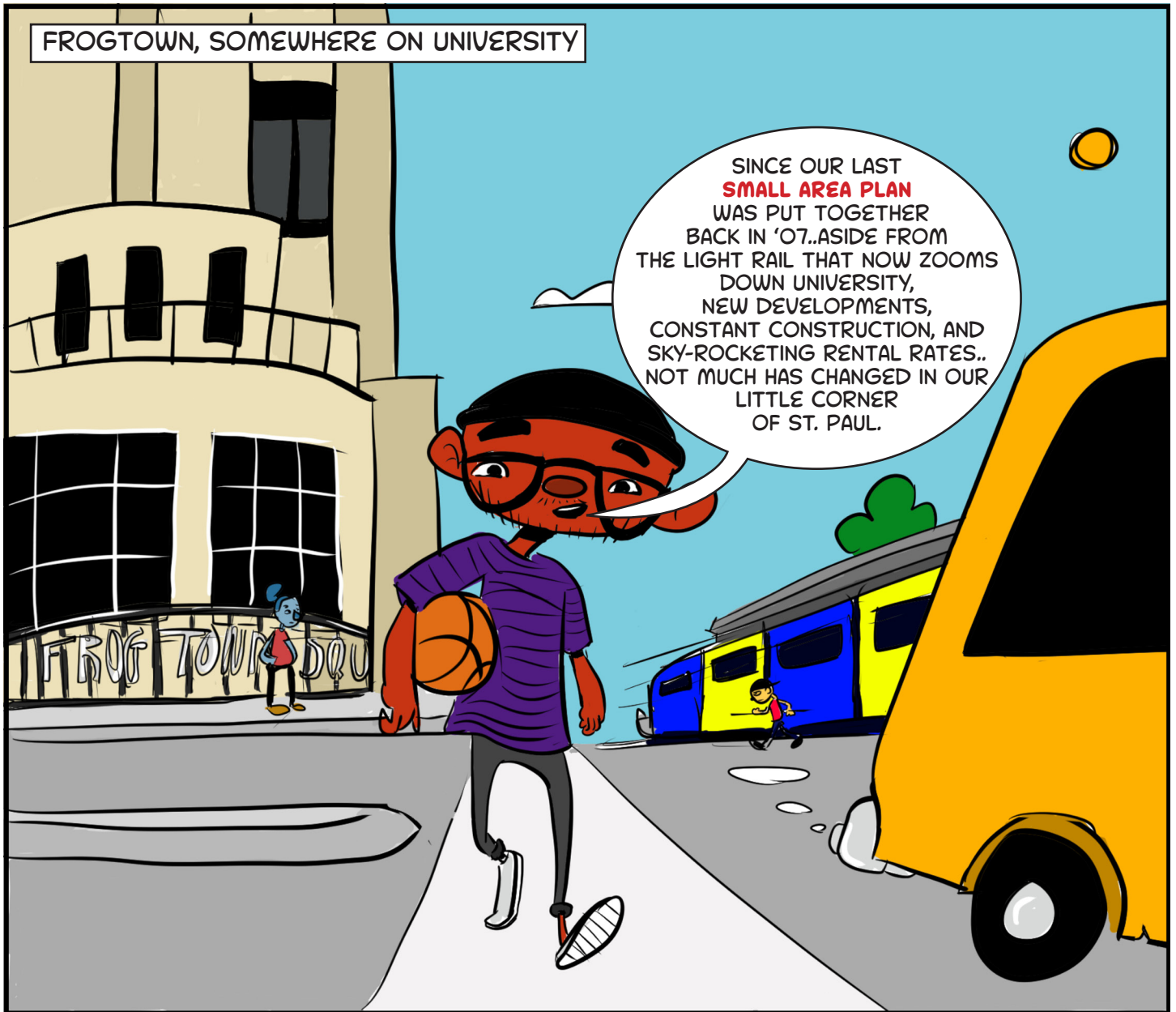


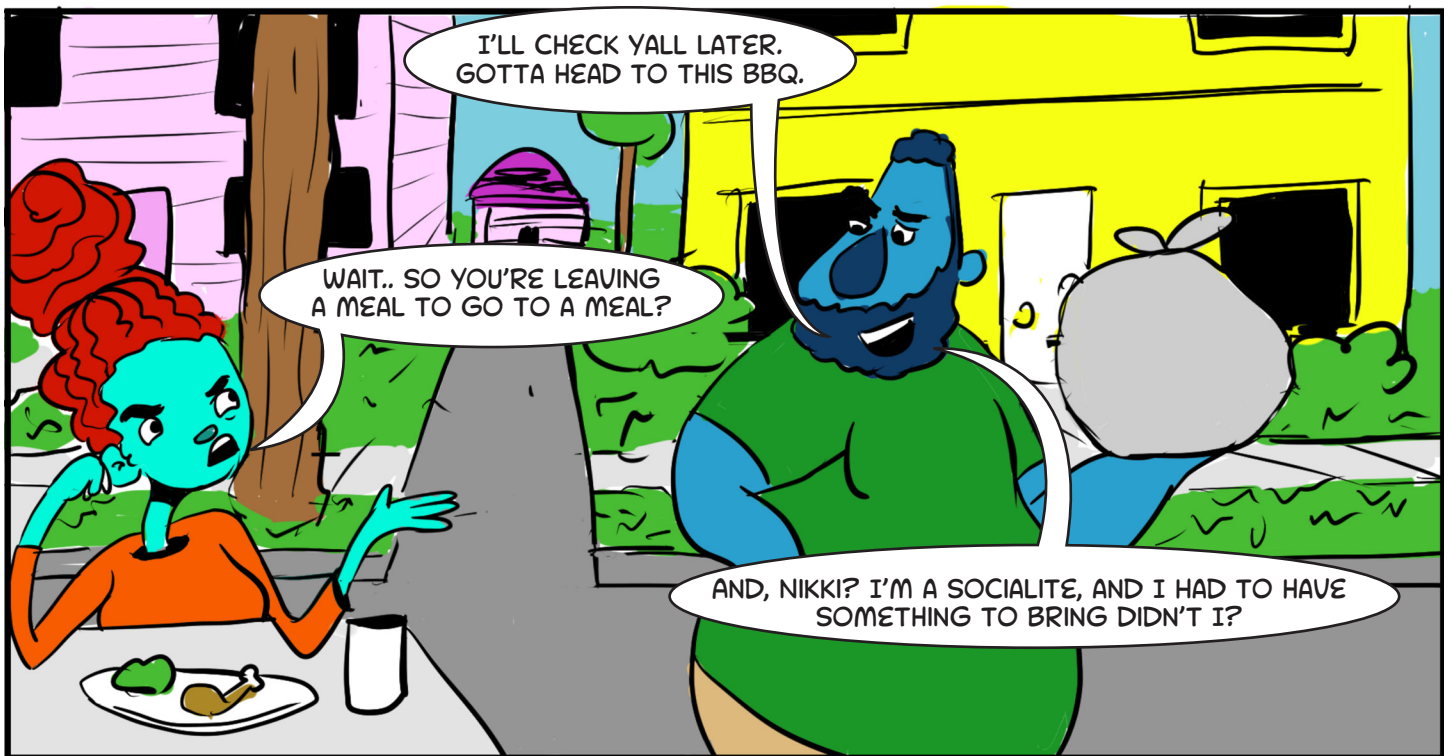
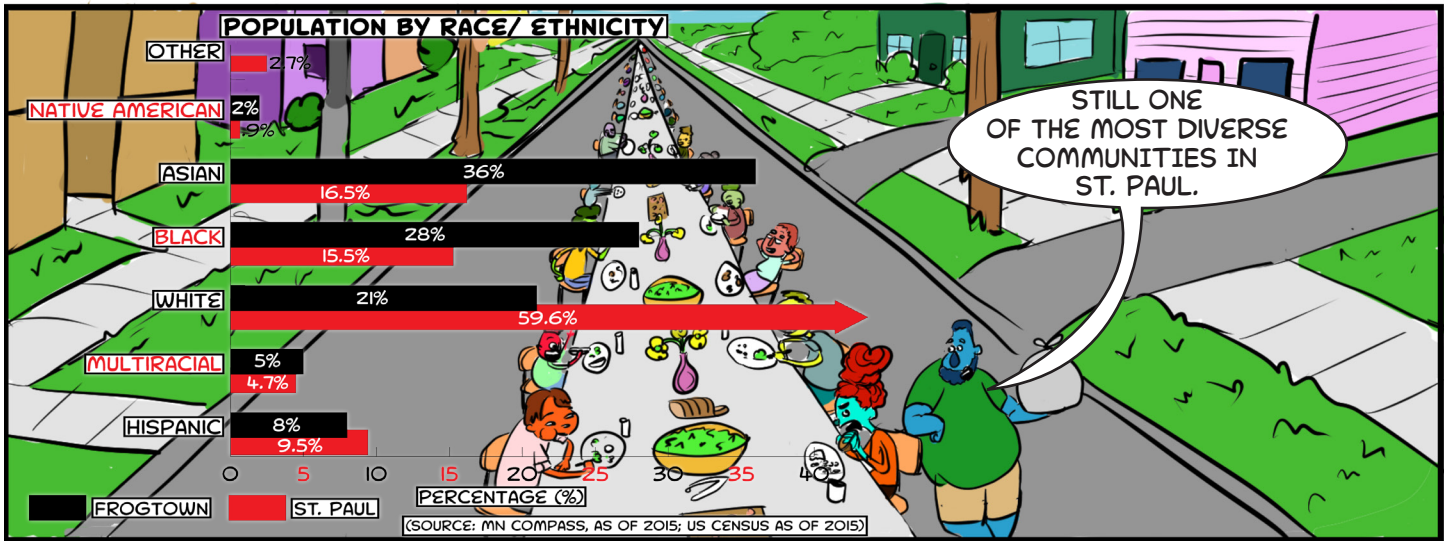
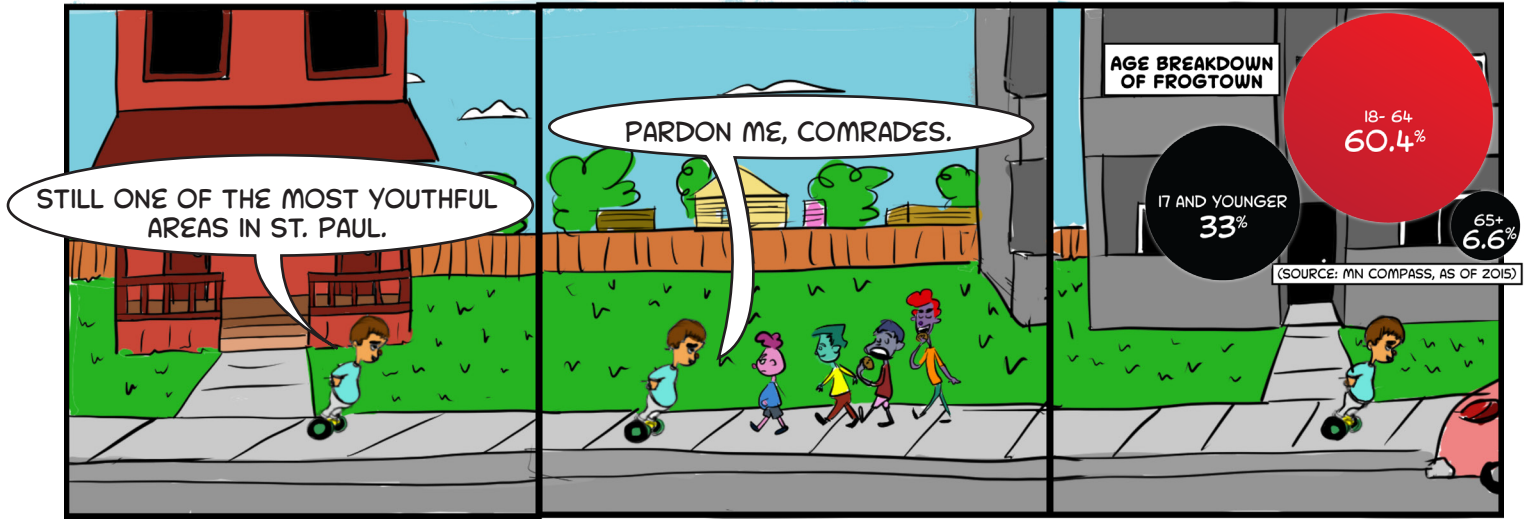


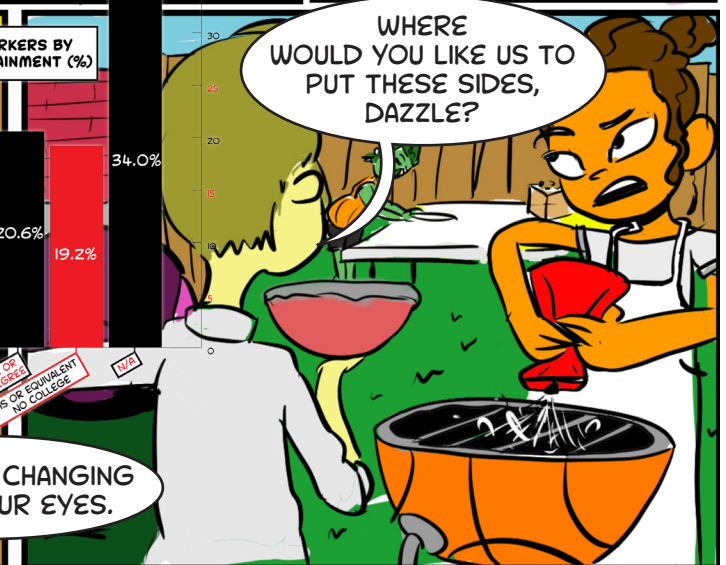
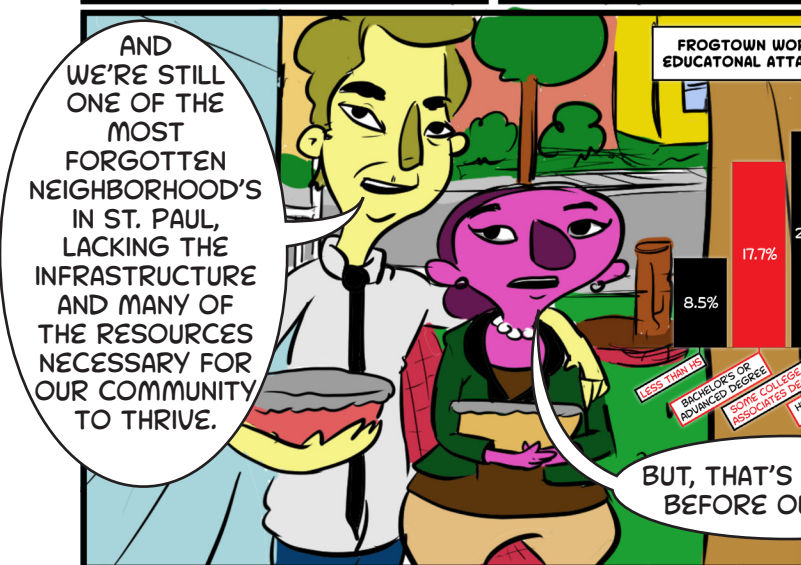
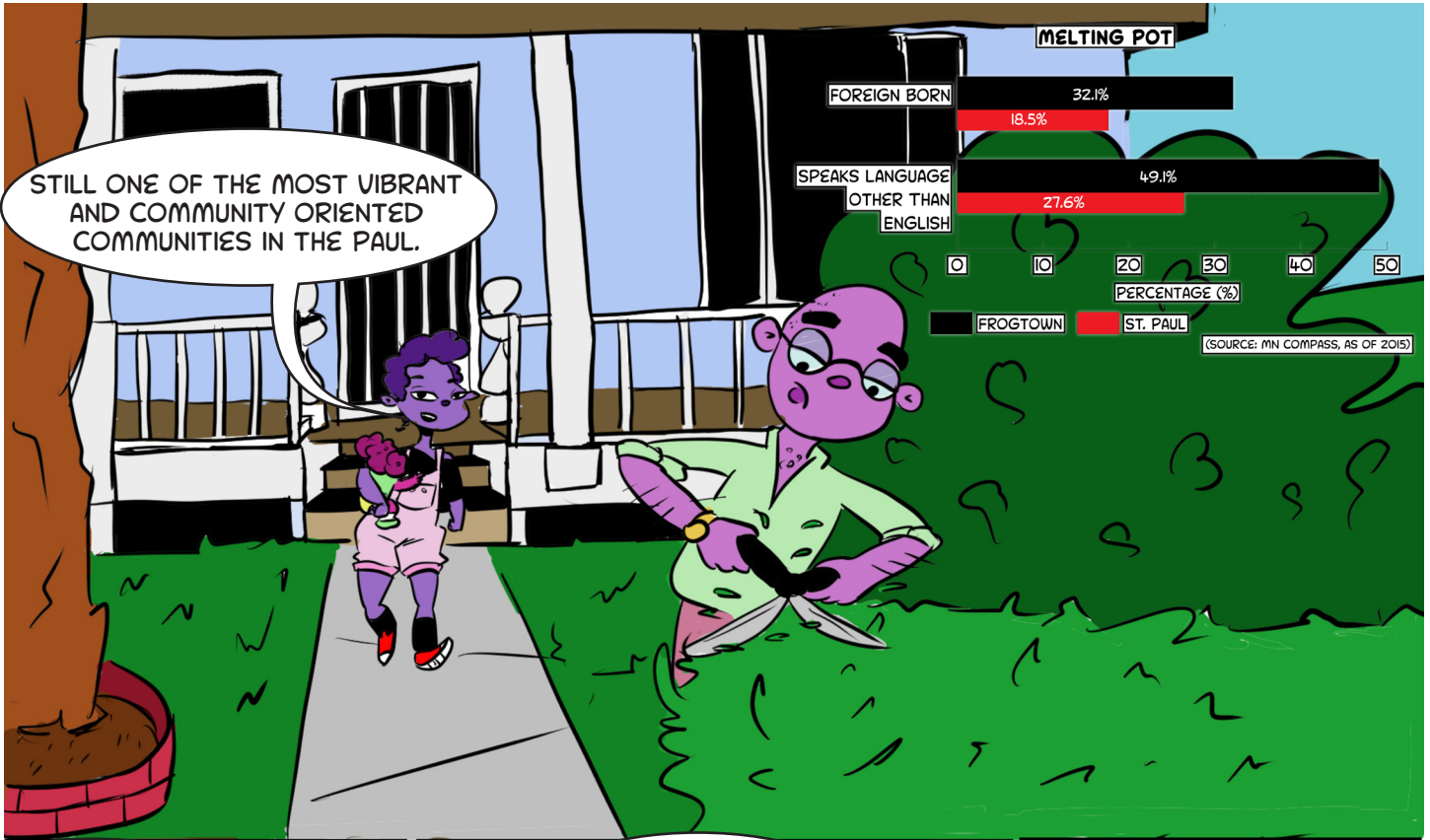
Where Are We NOW?

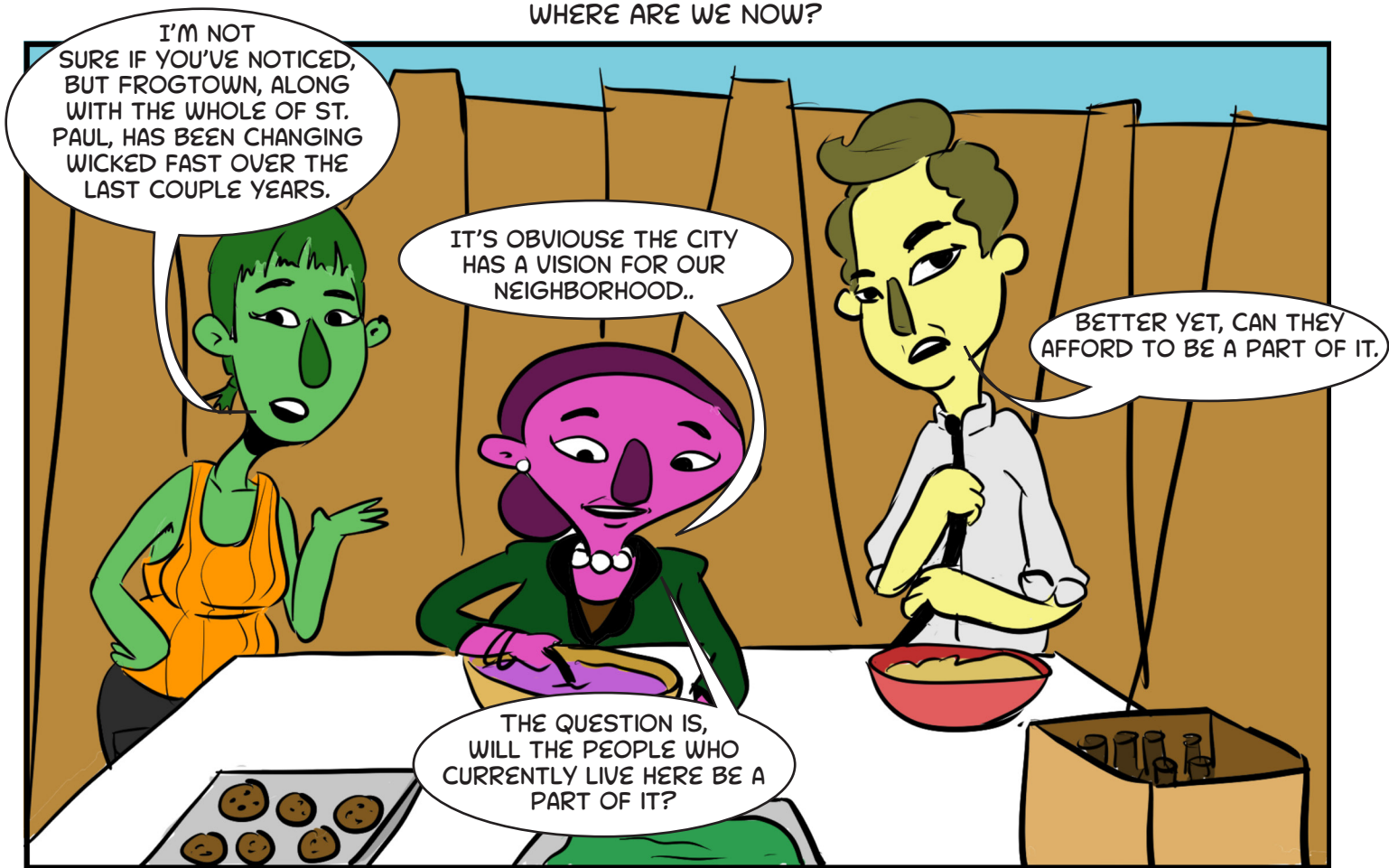
FROGTOWN, SOMEWHERE ON UNIVERSITY

SINCE OUR LAST **SMALL AREA PLAN** WAS PUT TOGETHER BACK IN '07..ASIDE FROM THE LIGHT RAIL THAT NOW ZOOMS DOWN UNIVERSITY, NEW DEVELOPMENTS, CONSTANT CONSTRUCTION, AND SKY-ROCKETING RENTAL RATES.. NOT MUCH HAS CHANGED IN OUR LITTLE CORNER OF ST. PAUL.



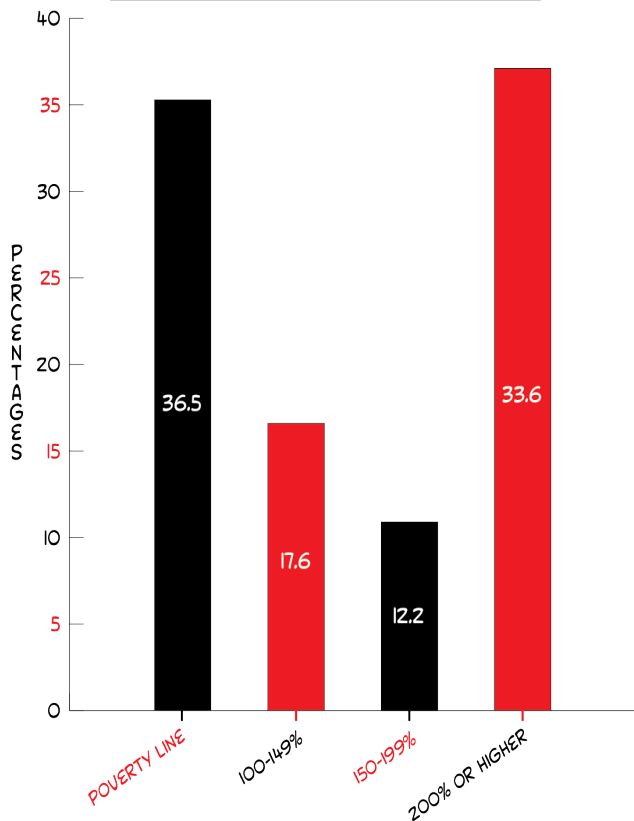






FROGTOWN POVERTY CHART (%)

(SOURCE: MN COMPASS, AS OF 2015)



What is the Poverty Line?

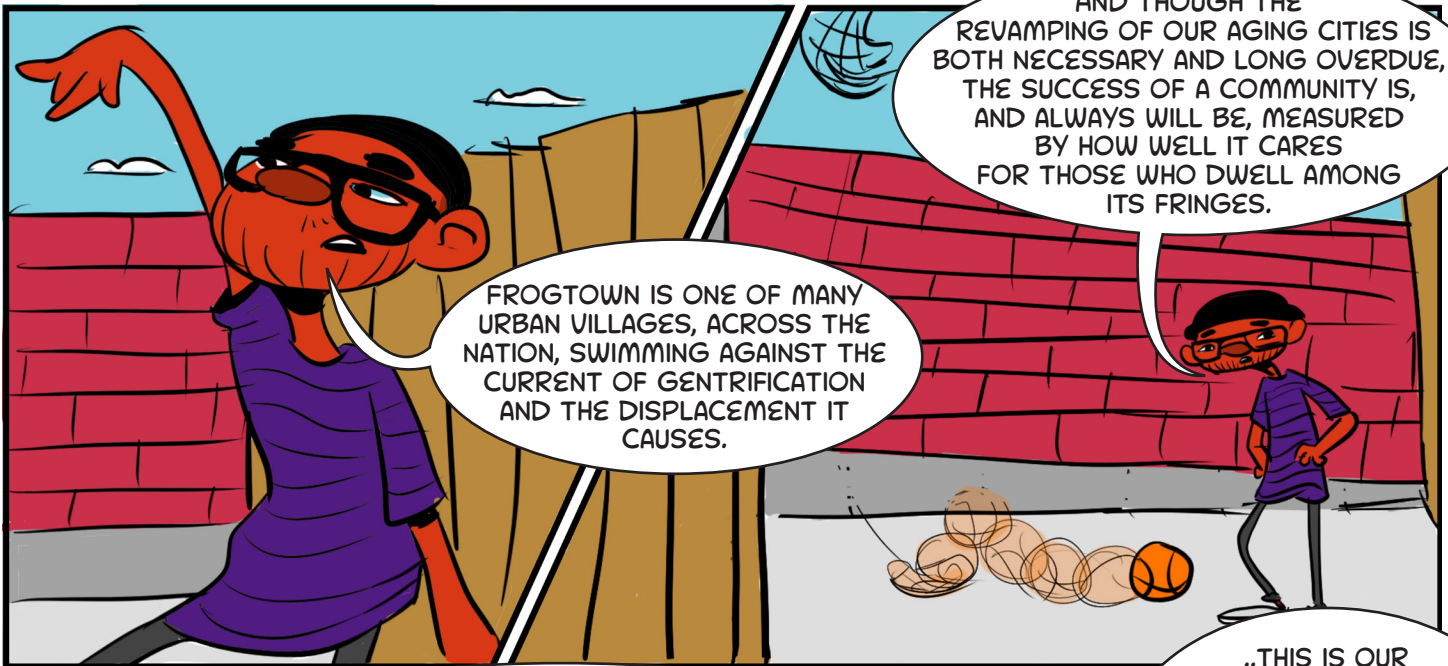
THE U.S. CENSUS BUREAU DETERMINES POVERTY STATUS BY COMPARING PRE-TAX CASH INCOME AGAINST A THRESHOLD THAT'S SET AT THREE TIMES THE COST OF A MINIMUM FOOD DIET IN **1963**. IT'S UPDATED ANNUALLY FOR INFLATION USING THE CONSUMER PRICE INDEX, AND ADJUSTED FOR FAMILY SIZE, COMPOSITION, AND AGE OF HOUSEHOLDER.

FEDERAL POVERTY LINE (2017):

PL: \$24,300 FOR A FAMILY OF 4 IN ST. PAUL
 100-149%: \$36,450 FOR A FAMILY OF 4 IN ST. PAUL
 150-199%: \$48,600 FOR A FAMILY OF 4 IN ST. PAUL
 200% OR HIGHER: MORE THAN \$48,600.

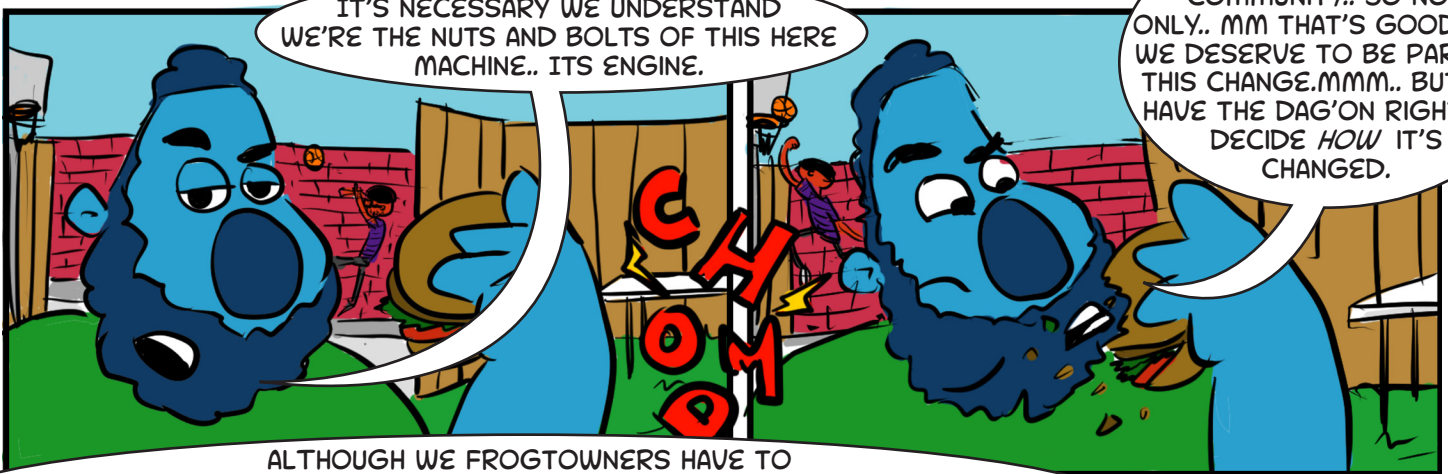
ECONOMIC POVERTY INSTITUTE (EPI) COST OF LIVING CALCULATOR (2017):

69,636 FOR A FAMILY OF 4 IN SAINT PAUL



FROGTOWN IS ONE OF MANY URBAN VILLAGES, ACROSS THE NATION, SWIMMING AGAINST THE CURRENT OF GENTRIFICATION AND THE DISPLACEMENT IT CAUSES.

AND THOUGH THE REVAMPING OF OUR AGING CITIES IS BOTH NECESSARY AND LONG OVERDUE, THE SUCCESS OF A COMMUNITY IS, AND ALWAYS WILL BE, MEASURED BY HOW WELL IT CARES FOR THOSE WHO DWELL AMONG ITS FRINGES.



IT'S NECESSARY WE UNDERSTAND WE'RE THE NUTS AND BOLTS OF THIS HERE MACHINE.. ITS ENGINE.

..THIS IS OUR COMMUNITY.. SO NOT ONLY.. MM THAT'S GOOD.. DO WE DESERVE TO BE PART OF THIS CHANGE.MMM.. BUT WE HAVE THE DAG'ON RIGHT TO DECIDE HOW IT'S CHANGED.

ALTHOUGH WE FROGTOWNERS HAVE TO SHOULDER BLAME FOR OUR LACK OF INVOLVEMENT IN CITY PROCESSES TO SOME DEGREE.. WHETHER DUE TO DISINTEREST, FATIGUE, PRIORITIES, APATHY, LEARNING CURVES, ETC..ETC



THE BURDEN REALLY IS ON THE CITY TO ENSURE THERE'S AN EFFICIENT PROCESS IS IN PLACE FOR US TO BE INVOLVED IN.. A PROCESS NOT SWATHED IN **RED TAPE**.

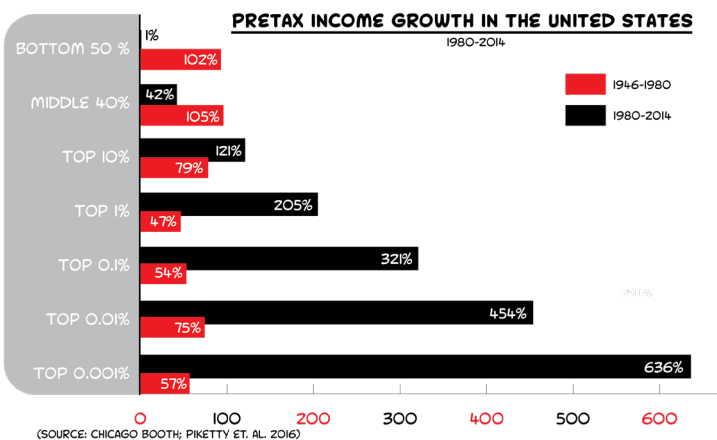
OUR COMMUNITY IS FRUSTRATED. AND CONSIDERING THE TRENDS THAT HAVE DEVELOPED OVER THE COURSE OF THE PAST THREE TO FOUR DECADES, UNDERSTANDABLY SO.

HERE'S A BRIEF FORECAST:



THE GAP BETWEEN THE HAVES AND HAVE-NOTS IS BECOMING DISTURBINGLY WIDE WITH ECONOMIC GROWTH AMONG THE BOTTOM 50 PERCENT OF THE NATION AT AN ABSOLUTE STAND STILL.

ACCORDING TO A STUDY DONE BY THE NATIONAL BUREAU OF ECONOMIC RESEARCH, THE TOP 1 PERCENT OF US ADULTS NOW EARN ON AVERAGE 81 TIMES MORE THAN THE BOTTOM 50 PERCENT OF ADULTS; IN 1981, THEY EARNED 27 TIMES WHAT THE LOWER HALF EARNED.



✱ BLACK, HISPANIC AND NATIVE AMERICAN FAMILIES ALL MAKE LESS TODAY THAN THEY DID IN THE 1970S.

✱ BLACK FAMILIES ARE HARDEST HIT, NOW EARNING MEDIAN ANNUAL INCOMES OF ABOUT \$33,900, COMPARED WITH ABOUT \$81,500 FOR WHITE FAMILIES.

✱ TODAY, MORE THAN 20 PERCENT OF HISPANIC AND 30 PERCENT OF BLACK AND NATIVE AMERICAN FAMILIES ARE POOR. THOSE NUMBERS HAVE GROWN, IN SOME CASES SIGNIFICANTLY.

✱ WHITE POVERTY HAS DECLINED, WITH JUST 5 PERCENT OF WHITE MINNESOTAN FAMILIES NOW LIVING IN POVERTY.

✱ ASIANS ARE THE ONLY MINORITY FAMILIES WHO HAVE SEEN THEIR MEDIAN INCOMES GROW. WITH A 2014 MEDIAN FAMILY INCOME OF ABOUT \$71,500, ASIAN FAMILIES EARN ABOUT \$10,000 A YEAR LESS THAN WHITES. HMONG FAMILIES ARE AN EXCEPTION, HOWEVER, WITH MANY LIVING AT OR NEAR POVERTY AFTER COMING TO MINNESOTA AS REFUGEES.

✱ MINNESOTA IS AN OUTLIER NATIONALLY. WHITE MINNESOTA FAMILIES HAVE HIGHER MEDIAN INCOMES, WHILE MINNESOTANS OF COLOR EARN LESS THAN THEIR PEERS NATIONWIDE.

THESE STATISTICS ARE UNACCEPTABLE.

THE GAP IN MN, ALONE, IS EXTREMELY TROUBLING

COMMUNITY LEADER JEFFRY MARTIN OF THE ST. PAUL NAACP HAD THIS TO SAY ON THE TOPIC:

"IT IS HUGELY DISHEARTENING. YOU ALMOST FEEL LIKE A SNAKE-OIL SALESMAN WHEN YOU TELL YOUNG PEOPLE TO KEEP TRYING," MARTIN SAID.

A **PIONEER PRESS** ANALYSIS OF THE LAST COUPLE DECADES OF CENSUS DATA FOUND FAMILIES OF COLOR HAVE LONG TRAILED WHITE FAMILIES BY SEVERAL MEASURES OF SUCCESS, AND AS THE STATE'S BECOME MORE DIVERSE, THESE GAPS HAVE GOTTEN WORSE, NOT BETTER.

HERE'S HOW IT STACKS UP OVER THE PAST 40 YEARS, IN TODAY'S DOLLARS:

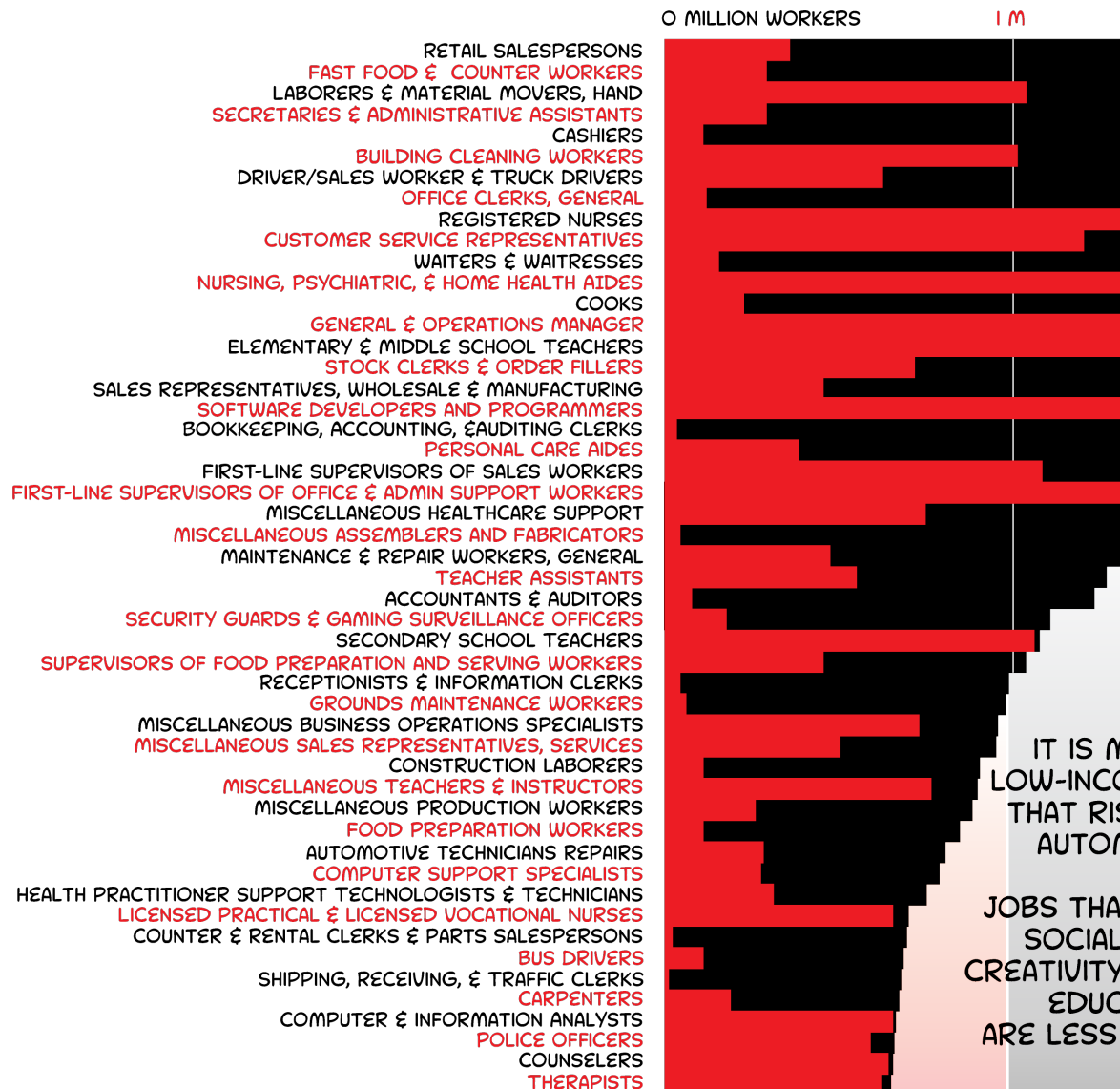


BUT REALISTICALLY, THESE GAPS ARE ONLY PERCHED TO WIDEN. WE'RE IN THE MIDST OF OUR FOURTH INDUSTRIAL REVOLUTION ON THE CUSP OF WHAT EXPERTS HAVE COINED "THE INTERNET OF THINGS". MEANING OUR PHYSICAL AND DIGITAL REALITIES ARE BECOMING FULLY INTEGRATED AT A PACE WE COULDN'T HAVE DREAMED OF PREDICTING..

IT'S FASCINATING, BUT ALSO TERRIFYING CONSIDERING WHAT IT SPELLS FOR OUR ECONOMY AND THE LIVES OF MILLIONS OF WORKING CLASS PEOPLE.

THE FUTURE OF EMPLOYMENT

FREY AND OSBORNE (2013) ESTIMATE THE PROBABILITY OF EACH JOB BECOMING AUTOMATED. HERE ARE HOW THEIR PREDICTIONS APPLY TO 2016 US EMPLOYMENT STATISTICS. **BLACK** FIELDS ARE LIKELY TO BE AUTOMATED AND **RED** FIELDS ARE JOBS THAT ARE LIKELY TO REMAIN.



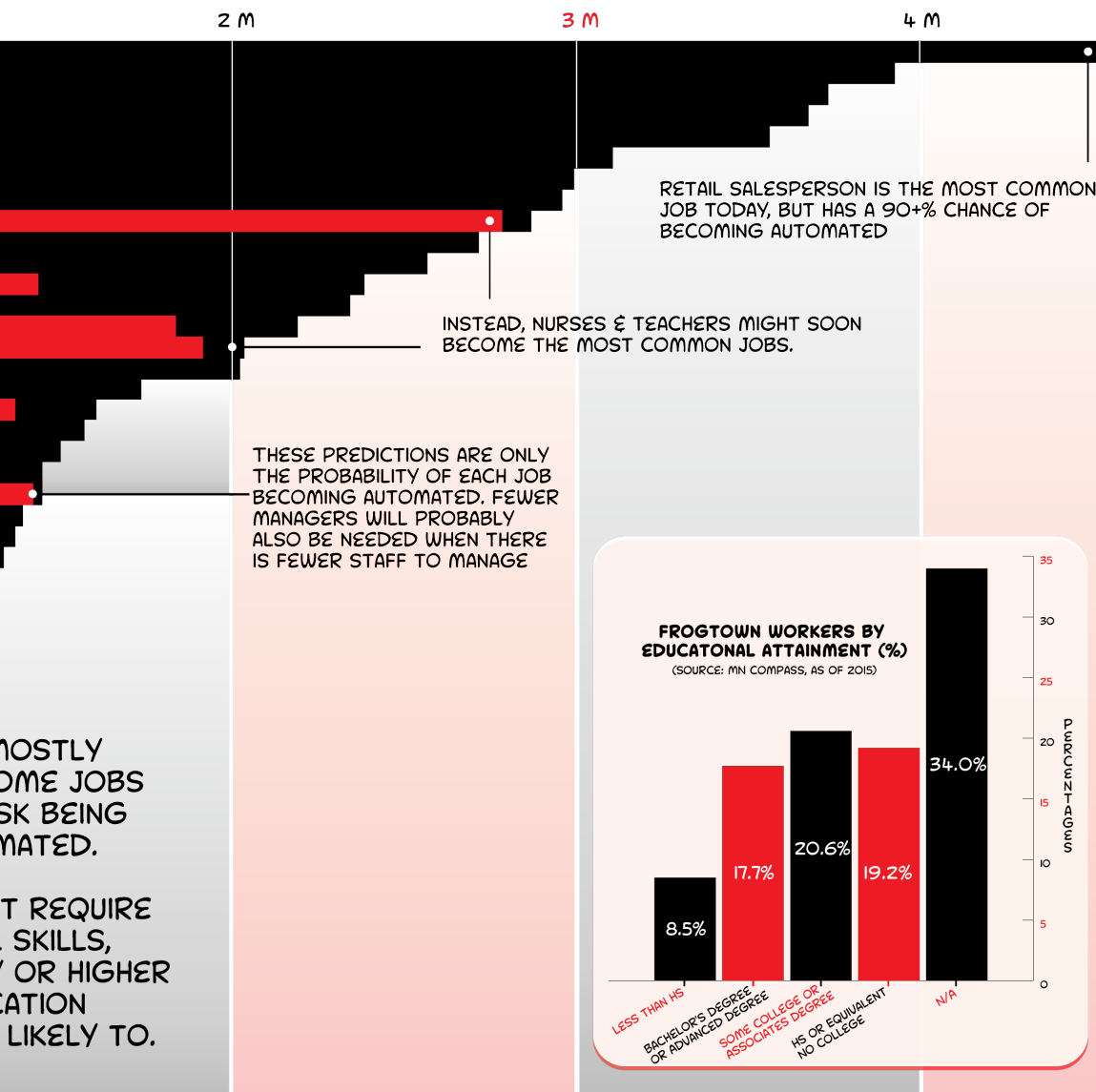
WHERE ARE WE NOW?

AUTOMATION AND ARTIFICIAL INTELLIGENCE WILL SLOWLY, BUT SURELY.. AS THEY ALREADY HAVE.. REPLACE HUMAN WORKERS WHEREVER POSSIBLE.

IT'S NOT ONLY COST EFFECTIVE, BUT BOTS HAVE SHOWN TO INCREASE PRODUCTION AT A RATE HUMANS JUST AREN'T CAPABLE; AS WE'VE SEEN DEMONSTRATED IN THE MANUFACTURING SECTOR, WHERE HUMAN WORKERS HAVE DECLINED BY 29% SINCE 1996, WHILE PRODUCTION'S INCREASED BY 47%.

AS YOU CAN SEE DETAILED IN THE CHART BELOW.. OUR NATION, AND WORKING CLASS COMMUNITIES LIKE FROGTOWN, HAVE MUCH TO BE CONCERNED ABOUT.

D.
DS



(SOURCE: US BUREAU OF LABOR STATISTIC; FREY & OSBORN (2013) THE FUTURE OF EMPLOYMENT)



COMPOUNDING OUR ALREADY UNNERVING PREDICAMENT IS THE FACT THAT INNER CITY SCHOOLS HERE IN THE STATES ARE FAILING MISERABLY TO DO THE ONE THING WE ASK OF THEM; PREPARE OUR CHILDREN FOR THE FUTURE.. WITH THE STATE OF MN AIMING UNFLINCHINGLY TO BE THE BEST AT BEING WORST..

ESPECIALLY WHEN IT COMES TO ADDRESSING OUR LAUGHABLY LARGE ACHIEVEMENT GAP, EXPRESSED, IN PART, IN THE "GRADUATION RATES" GRAPHIC BELOW.

OUR SCHOOLS ARE UNDER-RESOURCED AND OVER-CROWDED..

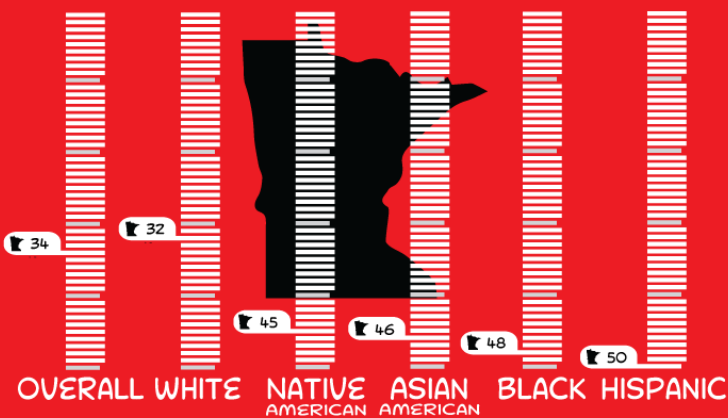
THEIR STUDENTS, UNDER- VALUED AND UNDER-STIMULATED..

THEIR STAFF, OVER-WORKED AND UNDERPAID.. PEDALLING OUTDATED CURRICULUM THAT'S PREPARING OUR YOUTH FOR A WORLD THEY NO LONGER LIVE IN..

WE'RE CREATING AN ENTIRE GENERATION OF HUMANS UNEQUIPPED TO MEET THE NEEDS OF A SOCIETY GROWING IN COMPLEXITY BY THE *SECOND*.. AND WE'RE NOT ADDRESSING THE PROBLEM WITH THE LEAST BIT OF

Graduation Rates

HOW MINNESOTA RANKS AMONG THE 50 STATES



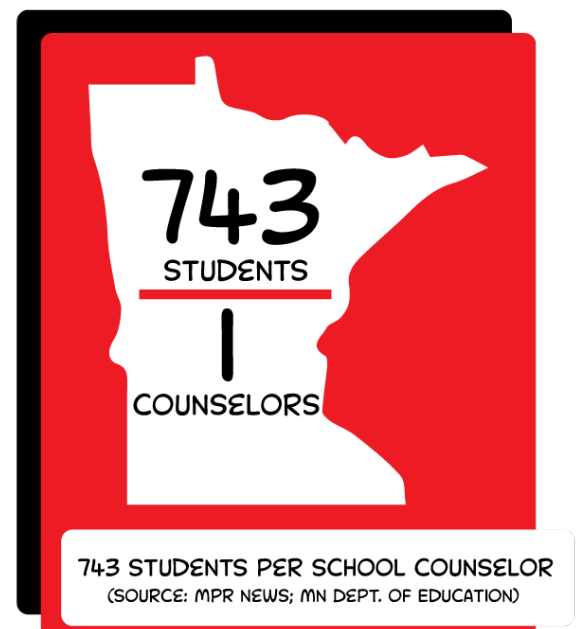
MINNESOTA'S OVERALL ON-TIME GRADUATION RATES FOR STUDENTS OF COLOR, ACROSS RACIAL LINES, PUTS IT DIRECTLY AT THE BOTTOM OF ALL STATES.

(MPR NEWS GRAPHIC: WILLIAM LAGER; US. DEPT. OF EDUCATION)

URGENCY. IT ALMOST FEELS INTENTIONAL:

"BUT IN THIS RELATIVELY CHALLENGING ACADEMIC ENVIRONMENT, WHERE IS THE SUPPORT FOR STUDENTS WHO NEED THE MOST HELP?

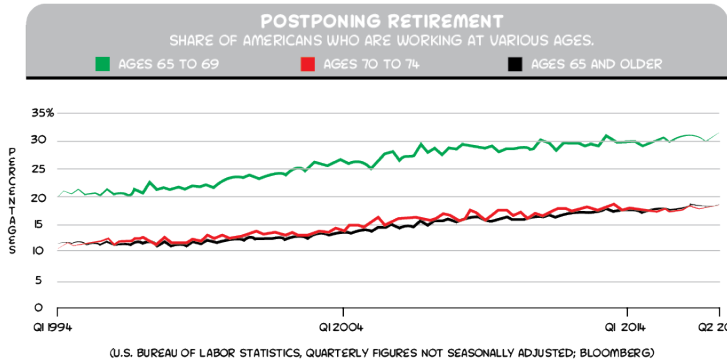
IT'S IN ANOTHER OF THOSE STATE-BY-STATE COMPARISONS WHERE MINNESOTA ALSO FALLS TO THE BOTTOM OF THE LIST: SPENDING ON STUDENT SUPPORT SERVICES. MINNESOTA SPENDS A SMALLER SHARE OF ITS EDUCATION DOLLARS ON STUDENT SUPPORT LIKE SCHOOL COUNSELORS, SOCIAL WORKERS AND ATTENDANCE TRACKERS THAN ANY OTHER STATE IN THE NATION – AND IT'S BEEN THAT WAY FOR AT LEAST A DECADE.." (MPR NEWS)





THE GROWING COMPLEXITY OF OUR WORLD HAS DEFINITELY PLAYED A NUMBER ON US OLDIES, WITH MY DAUGHTER'S GENERATION, THE BABY BOOMERS, TAKING THE BRUNT OF THE BLOW, THE OLDEST OF THEM HAVING JUST REACHED RETIREMENT AGE.

TENS OF THOUSANDS OF US ARE RETIRING BY THE DAY, TAKING A BOATLOAD OF WISDOM AND EXPERIENCE ALONG WITH US.



BUT AN EVEN GREATER PERCENTAGE OF US ARE FALLING VICTIM TO THE *OTHER* KIND OF RETIREMENT.. THE KIND THAT ISN'T ALL THAT ENJOYABLE..

FORCED AND/OR MANDATORY RETIREMENT, DUE TO MEDICAL EMERGENCY OR LAYOFF..

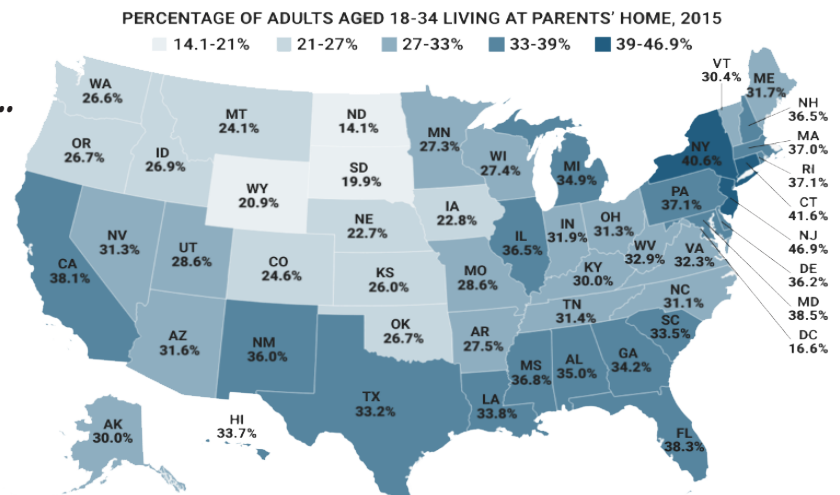
HAPPENED TO ME.. IT'S HAPPENED TO MY FRIENDS.

AND THEN THERE'S THE REST OF US WHO FALL INTO THE " I COULDN'T RETIRE IF I WANTED TO" CATEGORY BECAUSE WE LACKED FORETHOUGHT, OR SAVINGS, OR PENSIONS, AND OTHER GOVERNMENT ISSUED SAFETY NETS.

ALL OF THIS WHILE TAKING CARE OF AGING PARENTS AND AGING CHILDREN..

34% OF WHOM STILL SLEEP ON THEIR CHILDHOOD BUNK BED ALONG WITH THEIR OLDER BROTHER, GARY THE BARISTA, WHO PRIDES HIMSELF ON HIS ABILITY TO MAKE FOAM ART IN YOUR CARMEL MACCHIATO..

MILLENNIALS LIVING AT HOME



SOURCE: US Census Bureau

business Insider/Andy Kiersz, data from US Census Bureau

BUSINESS INSIDER

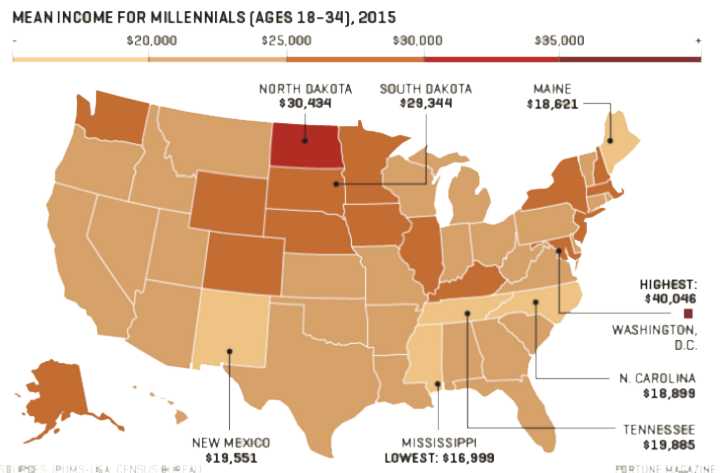


BUT IT'S NOT OUR FAULT SO MANY OF US STILL LIVE AT HOME WITH OUR PARENTS.. WE'RE NOT EXACTLY THRILLED TO BE STUCK AT THE CRIB, LISTENING TO THEIR OUTDATED ADVICE. WE'RE JUST STRUGGLING TO MAKE ENDS MEET.

ACCORDING TO A NEW ANALYSIS OF FEDERAL RESERVE DATA BY THE ADVOCACY GROUP YOUNG INVINCIBLES, WITH A MEDIAN HOUSEHOLD INCOME OF \$40,581, MILLENNIALS EARN 20 PERCENT LESS THAN BOOMERS DID AT THE SAME STAGE OF LIFE, DESPITE BEING BETTER EDUCATED.

A LOT OF US GRADUATED HIGH SCHOOL AND COLLEGE RIGHT AT THE ONSET OF THE **GREAT RECESSION**.. MEANING COMPANIES WERE LAYING PEOPLE OFF BY THE THOUSANDS WHEN WE WERE JUST BEGINNING OUR JOB HUNT; LEAVING US DELAYED, DEMORALIZED, *IN DEBT*, AND GRASPING AT STRAWS.

THE **GREAT RECESSION** BEGAN IN DECEMBER 2007 AND ENDED IN JUNE 2009, WHICH MAKES IT THE LONGEST RECESSION SINCE WORLD WAR II. BEYOND ITS DURATION, THE GREAT RECESSION WAS NOTABLY SEVERE IN SEVERAL RESPECTS. REAL GROSS DOMESTIC PRODUCT (GDP) FELL 4.3 PERCENT FROM ITS PEAK IN 2007 TO ITS TROUGH IN 2009, THE LARGEST DECLINE IN THE POSTWAR ERA (BASED ON DATA AS OF OCTOBER 2013). THE UNEMPLOYMENT RATE, WHICH WAS 5 PERCENT IN DECEMBER 2007, ROSE TO 9.5 PERCENT IN JUNE 2009, AND PEAKED AT 10 PERCENT IN OCTOBER 2009



BECAUSE OF OUR COLLECTIVE LACK OF FUNDS AND OUR COMPREHENSIVE AWARENESS OF THE SHAM THAT IS LIFE, US MILLENNIALS DEVELOPED COMPLETELY DIFFERENT HABITS THAN OUR PARENTS. WE'RE NEARLY A DIFFERENT BREED ALTOGETHER, WHICH IS WHY WE'RE "DESTROYING" ENTIRE INDUSTRIES:

BIG BOX RETAIL STORES LIKE JC PENNY'S, MACY'S, SEARS, AND WALMART ARE CLOSING STORES BY THE 100'S, ENTIRE SHOPPING MALLS ARE SHUTTING DOWN, THE HOUSING MARKET IS STRUGGLING, THE AUTO INDUSTRY, THE DIAMOND INDUSTRY AND ON AND ON AND ON.

I MEAN.. AT THIS POINT WE'RE

PRETTY MUCH BEING BLAMED FOR THE FALL OF THE DINOSAURS.

Millennials are killing the golf industry - Business Insider
 Millennials are obsessed with the 'style of life' — and it's killing retailers
 Millennials are killing the movie business | New York Post
 Millennials are Killing the Golf Industry - the BLITZ agency blog
 Will The Millennial Generation Kill Home Depot? - Forbes
 Millennials are killing relationships and we should be concerned
 Take Two | Are millennials killing the running trend? Maybe. | 89.3 KPCC
 Are Millennials Killing Wine? An exposé. | Quench Magazine
 "Promiscuous" Millennials Are Killing McDonald's: Gothamist
 How Millennials Lack Of Manners Is Killing Class - Unwritten
 Millennials Are Killing Off Paper Napkins | McIntyre in the Morning
 Are Millennials Killing The Car Industry? | DrivingSales News
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brandon sheffield
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Millennials, a generation of MURDERERS

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158 3,118 3,612



AND IT'S MILLENNIALS LIKE MONICA AND MY KNUCKLE HEAD NIECE NICOLE, AND BOOMERS LIKE MYSELF THAT ARE FEELIN' THE FULL EFFECTS OF THIS DECADE LONG AFFORDABLE HOUSIN' CRISIS.

NOT ONLY IS IT CRIPPLIN' OUR ECONOMY BY REDUCIN' THE AMOUNT OF OVERHEAD FAMILIES HAVE PER MONTH, AND THUS THE AMOUNT OF MONEY CIRCULATING THROUGH THE SYSTEM, BUT IT'S ALSO PLACING A BOULDERS WORTH OF STRESS ON THE SHOULDERS OF US EVERDAY PEOPLE.

AS Y'ALL CAN SEE IN THE GRAPHS BELOW, OVER THE PAST DECADE, THE NUMBER OF (ELI) "**EXTREMELY LOW-INCOME RENTERS**", HAVE OUTPACED THE NUMBER OF AFFORDABLE HOMES

INCREASE IN EXTREMELY LOW-INCOME RENTERS OUTPACES INCREASE IN AFFORDABLE HOUSING FROM 2009 TO 2014
IN THOUSANDS

	2009	2014	CHANGE
EXTREMELY LOW-INCOME RENTERS	9,899	11,775	1,876
AFFORDABLE UNITS	4,237	5,375	1,137
NATURALLY AFFORDABLE UNITS	1,680	2,523	843
HUD AFFORDABLE UNITS	2,292	2,573	279
USDA AFFORDABLE UNITS	262	277	15

SOURCES: AMERICAN COMMUNITY SURVEY FIVE-YEAR SAMPLE DATA FROM THE INTEGRATED PUBLIC USE MICRO SERIES MERGED WITH HUD DATA ON INCOME LIMITS AND HUD AND US DEPARTMENT OF AGRICULTURE DATA ON HOUSEHOLDS RECEIVING RENTAL ASSISTANCE.

NOTES: HUD = US DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT.

BEIN' BUILT, WHICH IS BAD NEWS CONSIDERING HOW MUCH A GAP THERE'S ALWAYS BEEN, AND THE FEDERAL GOVERNMENT'S PROPOSED 7.4 BILLION DOLLAR CUTS TO THE US DEPARTMENT OF HOUSING (HUD).

HERE IN MN, THE 21ST MOST EXPENSIVE CITY IN THE NATION - UP FROM 24 IN THE SPAN OF 5 YEARS - THE SITUATION IS ESPECIALLY DIRE 'CAUSE THE HAVES MARIA MENTIONED EARLIER

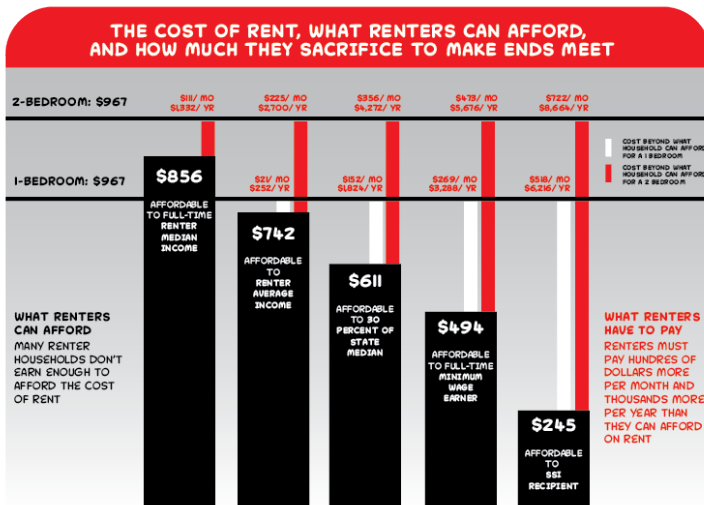
INCREASES IN AFFORDABLE UNITS HAVE NOT KEPT PACE WITH INCREASES IN ELI RENTERS FROM 2001 TO 2004

FEDERALLY SUBSIDIZED UNITS	890,526
NATURALLY AFFORDABLE UNITS	634,112
SUM OF AFFORDABLE UNITS	1,524,638
ELI RENTERS	3,610,190

SOURCES: AMERICAN COMMUNITY SURVEY FIVE-YEAR SAMPLE DATA FROM THE INTEGRATED PUBLIC USE MICRO SERIES MERGED WITH HUD DATA ON INCOME LIMITS AND HUD AND US DEPARTMENT OF AGRICULTURE DATA ON HOUSEHOLDS RECEIVING RENTAL ASSISTANCE.

NOTES: ELI = EXTREMELY LOW-INCOME; HUD = US DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT.

ARE MOVING BACK TO THE CITY.. BACK TO PLACES LIKE FROGTOWN.. TO BE CLOSER TO JOBS AND AMENITIES.. WHILE THE BULK US STRUGGLE JUST TO STAY AFLOAT.



IF MARKET TRENDS CONTINUE, FUNDING FOR HUD AND THE USDA MUST INCREASE TO FILL THE GAP IN SUITABLE UNITS FOR **ELI RENTERS**. IF ADDITIONAL FUNDING IS NOT PROVIDED, ALL COUNTIES, INCLUDING RURAL COMMUNITIES WITH VULNERABLE POPULATIONS AND NATIVE AMERICAN COMMUNITIES, WILL STRUGGLE TO PROVIDE ADEQUATE, AFFORDABLE HOUSING FOR ELI RENTER HOUSEHOLDS.

A BIG IDEA

AND THAT'S NOT EVEN A FRACTION OF THE PROBLEMS WE'RE FACING. JUST THE TIP OF THE ICE BERG..



AND WE'RE THE TITANIC.

BUT IT'S GOING TO TAKE THE DRIVE, INSIGHT, AND ACTION OF WE "COMMON FOLK" TO HELP DIRECT THE MANY ENTITIES THAT CLAIM TO HAVE OUR BEST INTEREST IN MIND.



WE'VE REACHED A FORK IN THE ROAD, MY FRIENDS.



WE'VE GOT PROBLEMS. AND WE'VE GOT SOLUTIONS.

MEANING WE HAVE TO BE AT THE HELM OF THE DECISION MAKING PROCESS.



ADVOCATING FOR OURSELVES LOUDER, STRONGER, AND WITH MUCH MORE INTENTION THAN EVER BEFORE.

BUT WE HAVE FEW BRIDGES THAT ADEQUATELY LINK THE TWO TOGETHER.



WE.. THE PEOPLE.. ARE THAT BRIDGE.

WE HAVE TO EDUCATE. ORGANIZE. AND MOBILIZE.



OTHERWISE, THIS TRAIN, AND THE DESTRUCTION IT CARRIES, WILL CONTINUE TO CHARGE FORWARD.



BUT REALISTICALLY . . . WHAT DOES THIS LOOK LIKE?

THERE'S AN IMMENSE AMOUNT OF CRITICAL THOUGHT AND CREATIVE ENERGY GOING TOWARDS SOLVING OUR PROBLEMS HERE IN FROGTOWN.



A Big Idea



FROGTOWN AN URBAN VILLAGE

WHAT IS AN URBAN VILLAGE?

DAZZLE

THE MOST IMPORTANT PART OF OUR SMAPL PROCESS WAS ENGAGING WITH OUR NEIGHBORS.

FOR MONTHS, WE LISTENED TO FROGTOWNER'S FROM ALL WALKS OF LIFE TELL US ABOUT THEIR WANTS..

COMMUNITY.. NEEDS.. EMPLOYMENT..
HOPES AFFORDABILITY.. AND DREAMS..
A PLACE THEY TAKE PRIDE IN CALLING HOME.

WE THEN TOOK THAT INFORMATION AND TRIED OUR BEST TO SYNTHESIZE IT INTO ONE COMPLETE PICTURE. AND FROM THAT PICTURE, WE CREATED A GOAL AND DIRECTION FOR OUR **SMALL AREA PLAN.**



MONICA (CONT'D)

CAN I GET A DRUM ROLL?

(THE SMAPS BANG ON THE TABLE AND STOMP ON THE FLOOR)

MONICA (CONT'D)

OUR GOAL FOR THIS DECADE'S SMALL AREA PLAN IS TO **SCULPT OUR COMMUNITY INTO A MIXED INCOME - ARTS, ENTREPRENEURSHIP, AND EDUCATION CENTERED - URBAN VILLAGE!!**

DAZZLE

WORD! THANKS MONICA. NOW WHAT IS AN **URBAN VILLAGE?**

ANWAR
I'LL TAKE THIS, ONE.

AN URBAN VILLAGE, AS WE'RE DEFINING IT, IS A HIGHLY COOPERATIVE COMMUNITY THAT REVOLVES AROUND **SELF-SUSTAINABILITY.** AL PAL, MIND DROPPING SOME **LAND USE** TERMINOLOGY ON US?

ALLI

DON'T MIND IF I DO!
FROM AN **URBAN PLANNING** AND **DESIGN** STANDPOINT, AN **URBAN VILLAGE** IS AN URBAN DEVELOPMENT TYPICALLY CHARACTERIZED BY **MEDIUM-DENSITY HOUSING, MIXED-USE ZONING,** AWESOME **PUBLIC TRANSIT** WHILE EMPHASING THE **PEDESTRIANIZATION** OF **PUBLIC SPACE!**

A SHIFT

DAZZLE

DOPE. SO ULTIMATELY, BASED OFF OUR ENGAGEMENT WITH COMMUNITY, IT SOUNDS LIKE US FROGTOWNERS ARE LOOKING TO SHIFT OUR CULTURE.

PAO

FROM ONE ROOTED IN LACK AND **COMPARTMENTALIZATION..**

MARIA

TO ONE THAT'S MUCH MORE **HOLISTIC..** GROUNDED IN EMPOWERMENT, PRIDE, AND COOPERATION.

NICK

HOWEVER, TO MAKE THIS SHIFT.. OF COURSE WE HAVE TO MAKE INTENTIONAL CHANGES WITHIN OURSELVES AND OUR COMMUNITY, BUT MORE IMPORTANTLY, WE HAVE TO WORK TO CHANGE THE INFRASTRUCTURE AND SYSTEM IN WHICH WE OPERATE, AND THE INTERESTS THEY SERVE. BECAUSE AT THE END OF THE DAY, US HUMANS ARE NOTHING MORE THAN PRODUCTS OF OUR ENVIRONMENT.

DAZZLE

WHICH, YA KNOW, IS A BIG IDEA.. BUT NOT TOO BIG.

PAO

NOT IN THE SLIGHTEST. IT IS WE WHO SHAPE OUR COMMUNITY.. WITH OUR ENERGY, IDEAS, AND CREATIVITY. IF WE REMAIN PASSIVE, DECISIONS WILL ALWAYS BE MADE FOR US.

ANWAR

WE ALL HAVE A ROLE TO PLAY.

PAO

AND UNDERSTANDING OUR RESPECTIVE ROLES WILL BE THE GAME CHANGER.

WHAT IS DESIGN THINKING?

DAZZLE

AN IDEA THAT WILL SURFACE TIME AND TIME AGAIN THROUGHOUT THIS DOCUMENT IS THE IMPORTANCE OF USING A PROCESS WE IN THE DESIGN FIELD HAVE COINED **DESIGN THINKING**. ANYBODY CARE TO BREAK DOWN WHAT THAT MEANS?



NICK (CONT'D)

APPLE DIDN'T CREATE THIS PHONE IN A VACUUM AND RELEASE IT TO THE PUBLIC LIKE.. *I SURE HOPE THEY LIKE THIS THING..* THERE WAS A PROCESS. THEY CONDUCTED RESEARCH AND ENGAGED WITH THEIR TARGET MARKET TO BETTER UNDERSTAND HOW THEIR

PRODUCT WOULD BE USED I.E. WHAT THEIR CUSTOMERS WANTED AND NEEDED.. THEY CREATED A PROTOTYPE.. TESTED IT.. SAW WHAT WORKED AND WHAT DIDN'T.. TESTED IT AGAIN.. AND TESTED IT AGAIN.. UNTIL THEY FOUND SOMETHING.. *HUMAN*.

MEANING THEY AIMED TO FIND THE SWEET SPOT WHERE ALL PARTIES INVOLVED, BUSINESS AND CONSUMER, WERE SATISFIED.

IT'S MORE OF A BOTTOM UP, PEOPLE FIRST **METHODOLOGY**.

DAZZLE

THANK YA, NICK. WELLL SAID. THE KEY IS TO FAIL AND FAIL FAST, SO SOLUTIONS CAN BE FOUND QUICKLY.

MARIA

WHICH IS DEFINITELY IN DIRECT OPPOSITION TO THE SNAILS PACE THAT IS CITY PROCESSES.

ANWAR

COUGH **RED TAPE** *COUGH*

DAZZLE

BUT NECESSARY TO EMPLOY, IF THE CITY IS TRULY DEDICATED TO SERVING COMMUNITY.

MONICA

EVERY STEP OF THE WAY. WE *HAVE* TO BE AT THE TABLE. WE *HAVE* TO PUT PEOPLE FIRST OR ELSE MONEY IS WASTED AND MISALLOCATED.

EARL

AND THE **DESIGN THINKING** PROCESS HAS ALREADY PROVED SUCCESSFUL WHEN APPLIED TO URBAN PLANNIN' AND DESIGN. THERE'S NOT A DOUBT IN MY MIND THAT IT'D WORK WONDERS IN A SMALL, ACTIVE, COMMUNITY LIKE FROGTOWN.

THE FLOW

ALLI

WITH OUR ENERGY, IDEAS, AND CREATIVITY FROGTOWN CAN TRULY BECOME AN **ARTS, ENTREPRENEURSHIP, AND EDUCATION CENTERED - URBAN VILLAGE**, WHERE WE'RE ABLE TO WORK, PLAY, LEARN, AND CHILLAX, ALL WITHIN OUR OWN BACK YARD.

DAZZLE

MREOW MREOW, KAPOW!
THAT'S OUR PLAN IN A NUTSHELL.
TO BUILD THE HEALTHY, FULLY
FUNCTIONING, COMMUNITY WE ALL WANT
AND DESERVE TO LIVE IN.

ANWAR

BUT AGAIN, ALL OF THIS SOUNDS SUPER COOL, BUT REALISTICALLY . . . WHAT DOES ALL OF THIS, LOOK LIKE?

THE FLOW



DAZZLE

BECAUSE TO REACH OUR GOAL OF SCULPTING FROGTOWN INTO THE **ARTS, EDUCATION, AND ENTREPRENEURSHIP CENTERED URBAN VILLAGE** WE'D LIKE IT TO BE, WE HAVE TO APPROACH IT FROM TWO VERY DIFFERENT DIRECTIONS:

THAT IS TO SAY, ONE THAT'S MORE PEOPLE CENTRIC AND ONE THAT'S MORE SYSTEM CENTRIC.

ON ONE HAND WE'VE GOT..



DAZZLE

THE **DREAM** SECTION IS WHERE WE ALLOW OURSELVES TO IMAGINE WHAT'S POSSIBLE.. TO THINK OUTSIDE THE BOX.. TO ASK QUESTIONS.. TO PLAY.. TO PLAN.

AND ON THE OTHER HAND WE'VE GOT!



DAZZLE

THE **MACHINE** SECTION IS WHERE WE FIGURE OUT HOW TO BRING OUR **DREAM** TO FRUITION BY CRAFTING POLICY, AND PUTTING ALL OF OUR IDEAS INTO A LANGUAGE THAT **CITY PLANNERS** AND **OFFICIALS** CAN UNDERSTAND..

ALSO KNOWN AS, THE BORING PART.

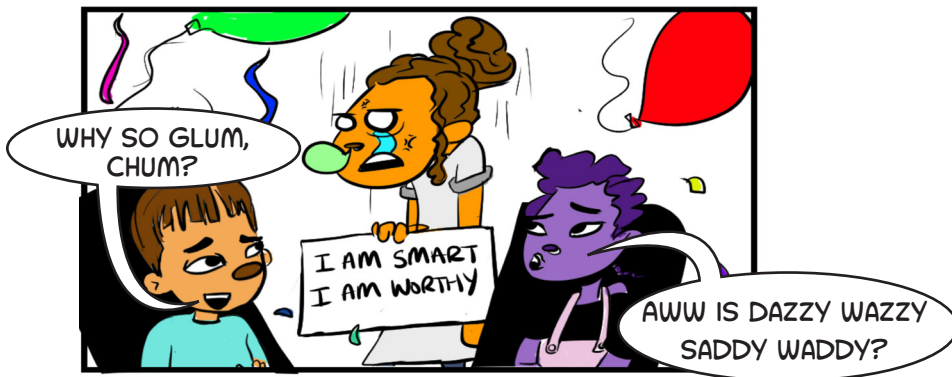
AFTER I'M DONE YAPPING, THESE COOL CATS TO THE LEFT AND RIGHT OF ME WILL TALK A BIT ABOUT THEMSELVES AND THEIR PASSIONS, CHAT WITH COMMUNITY MEMBERS, DREAM WITH YOU, PLAY WITH YOU, AND PLAN WITH YOU..

HOPEFULLY, BY THE END, YOU'RE INSPIRED, CHARGED UP, AND READY TO JOIN US IN TRULY MAKING THIS

A LIVING DOCUMENT!

AND THAT, MY FURRY FRIENDS, IS THE
FLOW. I'M DONE YAPPING.

(THE SMAPS BREAK INTO AN
UPROARIOUS ROUND OF APPLAUSE.
EXCHANGE HIGH FIVES/ HUG. CONFETTI
FALLS, HORNS BLARE)



DAZZLE
GET TO WORK. ALL OF YAS!

AND I'M NEVER THROWING A BBQ IN
YOUR HONOR, AGAIN!

YOUS GUYS COULD NEVER EAT AGAIN
FOR ALLS I CARE.

The Dream

Land Use



ALLI (CONT'D)

GENTRY IS SHORT FOR GENTRI..FIER. WHICH IS COOL, BECAUSE, YA KNOW, THAT'S WHAT I AM.

THOUGH.. I'M MUCH MORE FOND OF BEING ADDRESSED BY MY *NAME*.

GENTRIFIER STEMS FROM **GENTRIFICATION**, THE BUZZWORD EVERYONE'S TALKING ABOUT.

BUT JUST IN CASE YOU'VE BEEN UNDER A ROCK FOR THE PAST DECADE, GOOGLE DEFINES **GENTRIFICATION** AS:

THE PROCESS OF RENOVATING AND IMPROVING A HOUSE OR DISTRICT SO THAT IT CONFORMS TO MIDDLE-CLASS TASTE.

WHEREAS PEOPLE WHO LIVE IN GENTRIFYING NEIGHBORHOODS LIKE FROGTOWN DEFINE IT AS:

YOUNG WELL TO DO HIPSTER TYPES JOGGING AND WALKING DOGS NAMED

TERRENCE DOWN NEWLY CONSTRUCTED FANCY SCHMANCY SIDEWALKS TO GRAB COFFEE AND TOFFEE TOPPED GOURMET TREATS FROM TRENDY CORPORATIONS LIKE STARBUCKS AND WHOLEFOODS.

SO YAH.. MY NEIGHBORS CALL ME, GENTRY.

ANYWHO.

I MOVED TO FROGTOWN NOT TOO LONG AFTER COLLEGE.

GO PIPES!

(ALLI'S ROOMIES, AS IF CUED, CHIME IN)

ROOMMATES

GO, HAMLINE, GO! FAIR HAMLINE GO!

ALLI

I DID MOST OF MY GROCERY SHOPPING AT **DRAGON STAR**, VOLUNTEERED AT **ST. PAUL CITY SCHOOL**, AND STUDIED AT **RONDO**

LIBRARY WHEN I NEEDED A BREAK FROM CAMPUS LIFE.

IT WASN'T LONG BEFORE I FELL IN LOVE WITH THE PEOPLE, THE CULTURE, AND THE OVERALL CHARM OF THE AREA. THERE'S A VIBE HERE I HAVEN'T FELT IN MANY PLACES, SO AFTER I GRADUATED, I SAUNTERED ON DOWN THE ROAD AND FOUND A PLACE.

NOT YET A HOMEOWNER, CAUSE YA KNOW.. LIFE. BUT I'M RENTING WITH MY GALS, AND WE'RE LOOKING TO BUY A HOME IN THE AREA EVENTUALLY.. HOPEFULLY SOONER THAN LATER.

(ALLIE SNAPS HER FINGERS)



ALLI (CONT'D)

OUTSIDE OF ACADEMIA, THESE SUBJECTS WERE MY ABSOLUTE *JAM*. WHILE MY FRIENDS WERE OUT RAGING AND WHAT NOT, I WAS IN THE SCHOOL OF HARDKNOCKS..

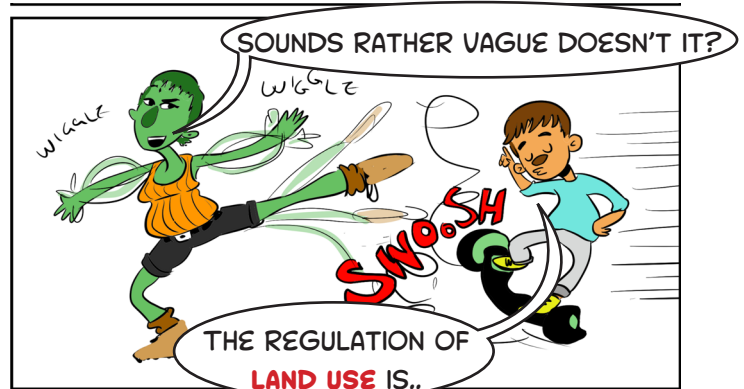
BINGE PLAYING SIMCITY, **FENG SHUI**'ING EVERYTHING I COULD GET MY HANDS ON, DIGGING MY FINGERS IN DIRT, PLANTING SEEDS, TRAVELING, AND STUDYING PEOPLE -- WHICH IS MY *JAMMIEST* OF JAMS.

SO IT'S TRULY SERENDIPITOUS THAT I'VE GOTTEN THE CHANCE TO WORK ON SMAPL. IT'S AFFORDED ME THE OPPORTUNITY TO FINALLY DIVE FACE FIRST INTO THE MACHINERY THAT IS

CITY PLANNING, AND I'M UBER EXCITED TO SHARE EVERYTHING I'VE DISCOVERED WITH YOU GUYS!

WHAT IS LAND USE?

OKIES..SO FIRST THINGS FIRST, WHAT THE FRICK DO I MEAN WHEN I SAY **LAND USE**?



PAO (CONT'D)

A PRIMARY FUNCTION OF LOCAL GOVERNMENTS. PLANNING DEPARTMENTS OVERSEE AND SHAPE MUCH OF THE REGULATION RELATED TO LAND USE AS THEY ADDRESS ISSUES..

ALLI

BLEHH BLEH MREHH MREHHH!

STICK TO YOUR SECTION, *PAO*. I'VE GOT THIS COVERED. IF YOU GUYS WANT THE OVERLY WORDY AND COMPLICATED DEFINITION, CHECK OUT THE GLOSSARY IN THE BACK OF THE BOOK.

PAO

OH HOW I DEPLORE BEING DISMISSED.

ALLI

OH HOW I DEPLORE BEING INTERRUPTED, YA KNOW IT ALL!

(PAO EXITS MUMBLING UNDER HIS BREATH)

OK SO, LAND USE IS.. WAIT FOR IT..

HOW THE CITY USES IT'S *LAND!*
(SLAPS KNEE)

AND EVERY INCH OF LAND THAT MAKES UP OUR GREAT CITY IS BROKEN INTO ZONES, WHICH ARE CATEGORIZED AS FOLLOWS:

RESIDENTIAL ZONES:

RESIDENTIAL ZONES ARE WHERE PEOPLE GET THEIR LIVE ON. THESE ZONES ARE MEANT TO ACCOMODATE A VARIETY OF HOUSING TYPES AND 'SPOSED TO ENCOURAGE THE PROVISION OF HOUSNG FOR ALL PEOPLE.

COMMERCIAL ZONES:

COMMERICAL ZONES ARE WHERE I, PERSONALLY, SPEND MOST OF MY TIME. THEY PROVIDE EMPLOYMENT, SHOPPING, SERVICES, RECREATION AND LODGING NEEDS FOR RESIDENTS AND VISITORS OF THE CITY.

CIVIC ZONES:

CIVIC ZONES ARE RESERVED FOR THE IMPORTANT STUFF: CITY HALL, CHURCHES, SCHOOLS, LIBRARIES AND PUBLIC SPACES LIKE PLAZAS, AMPHITHEATERS AND TOWN SQUARES.

INDUSTRIAL ZONES:

INDUSTRIAL ZONES ACCOMMODATE A WIDE RANGE OF INDUSTRIAL AND MANUFACTURING ACTIVITIES USUALLY AWAY FROM PEOPLE BECAUSE THEY'RE.. ER INDUSTRIAL.. AND TYPICALLY EYE SORES.

OPEN SPACE ZONES:

OPEN SPACE ZONES ARE MY ABSOLUTE FAVE ZONES. THEY PROTECT LANDS FOR OUTDOOR RECREATION, EDUCATION, AND SCENIC AND VISUAL ENJOYMENT. ALL THINGS I LOVES.

AND LAST, BUT DEFINITELY NOT LEAST BECAUSE IT'S QUITE LITERALLY THE FOUNDATION OF OUR ENTIRE SYSTEM..

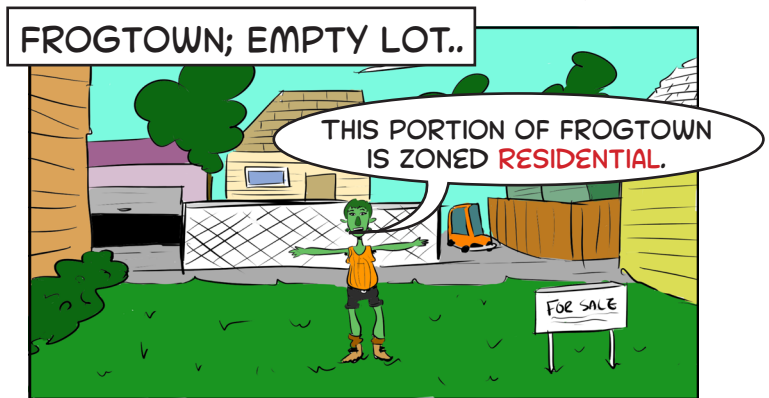
AGRICULTURAL LAND ZONES:

AGRICULTURAL LAND ZONES ARE TYPICALLY OUT IN THE MIDDLE OF NO PLACE, OR LANDS WHERE AGRICULTURAL USES ARE CURRENTLY DESIRABLE.

THERE ARE TONS MORE, BUT THESE ARE THE MAIN ZONES.

NOW TO PUT ALL OF THAT THERE INTO CONTEXT.

(ALLIE SNAPS HER FINGERS)



ALLI (CONT'D)

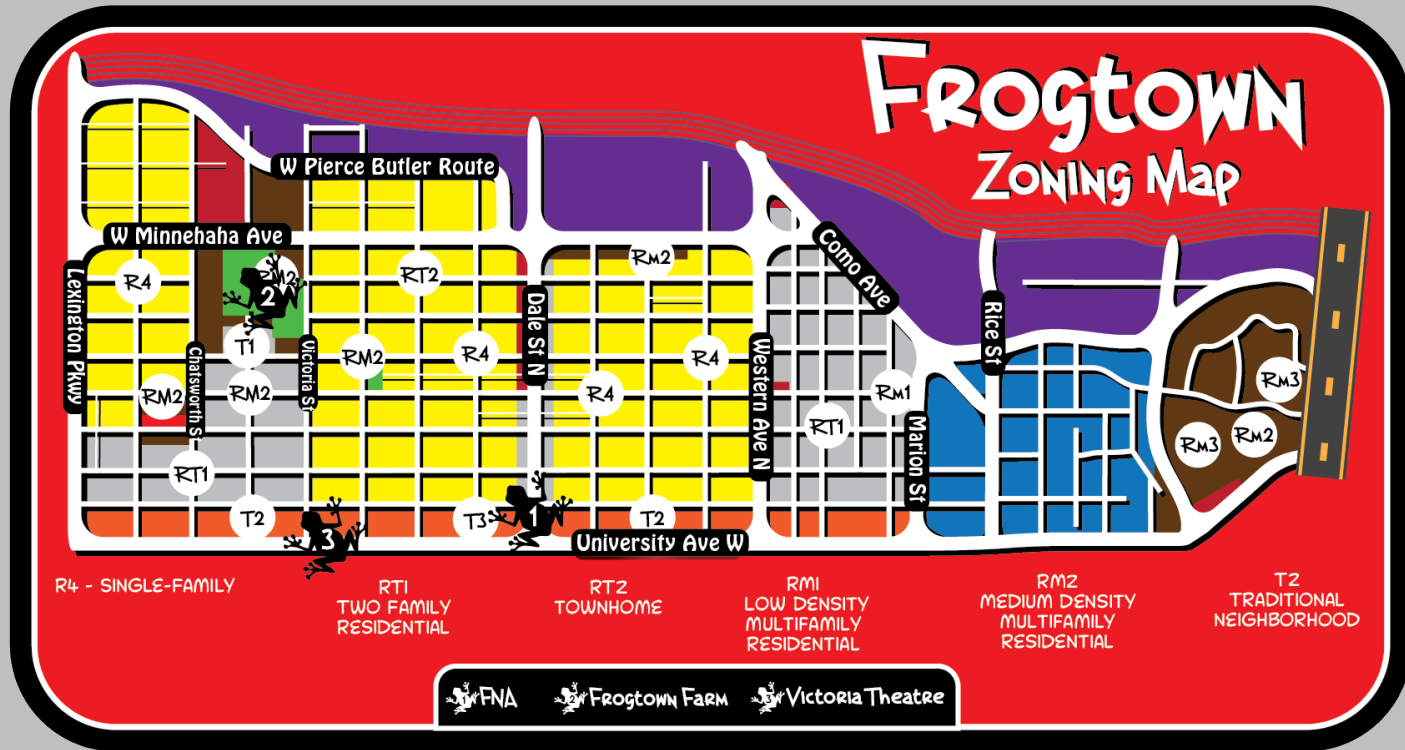
MEANING ON THIS EMPTY PLOT, WE COULDN'T PUT SAY -- A SMALL BUSINESS (**COMMERCIAL**), OR AN AMPHITHEATRE (**CIVIC**). WE GOTSTA PUT A RESIDENCE HERE.

BUT WAIT.. THE PLOT THICKENS.

THERE ARE LAYERS TO THE ZONING PROCESS.

FOR INSTANCE..

THIS PORTION OF THE NEIGHBORHOOD IS ZONED **SINGLE-FAMILY**, SO WE GOTSTA PUT A SINGLE FAMILY HOUSE HERE. NO DUPLEX'S OR APARTMENT COMPLEXES OR ANYTHING LIKE THAT.



THAT SAID, **HOUSING**, IN A RESIDENTIAL CENTRIC AREA LIKE FROGTOWN, IS A BIG HUNK OF A SUBJECT ALL IT'S OWN, SO OUR BIG HUNK OF A SMAP, EARL, WILL HANDLE THAT PORTION OF **LAND USE** ONCE I WRAP UP.

MY PORTION OF THE GAMEPLAN WAS TO THINK ABOUT HOW FROGTOWN'S ZONING AND INFRASTRUCTURE COULD BE CHANGED AND/OR REVITALIZED TO REACH OUR **ARTS, ENTREPRENEURSHIP, AND EDUCATION CENTERED - URBAN VILLAGE** VISION.

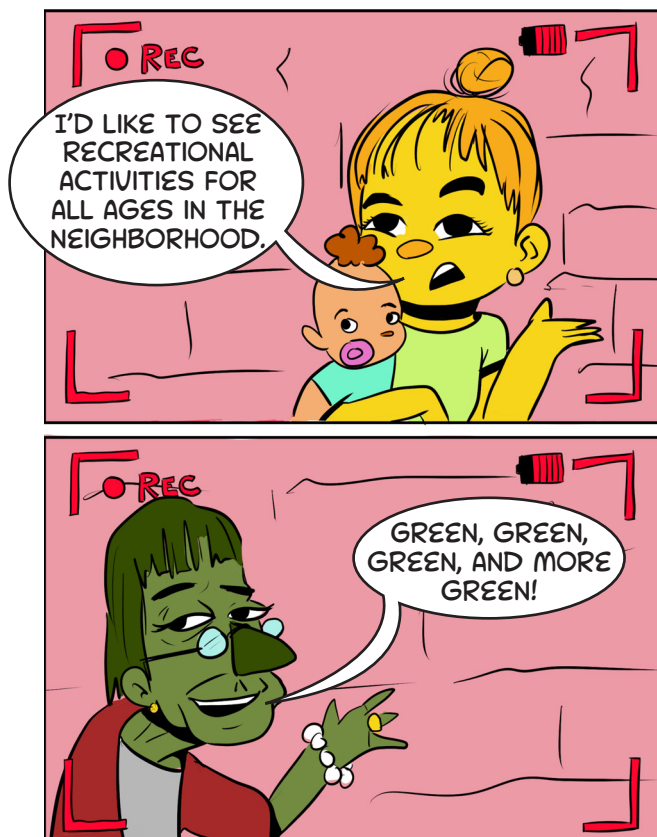
KEEP IN MIND WE'RE A DIVERSE BUNCH HERE IN FROGTOWN, SO I HOPE I DID A DECENT ENOUGH JOB SUMMARIZING THE VARIETY OF ANSWERS WE HEARD DURING OUR COMMUNITY OUTREACH.

DEF LET ME KNOW IF I LEFT ANYTHING OUT!

HERE ARE THE GOALS I'VE COME UP WITH:

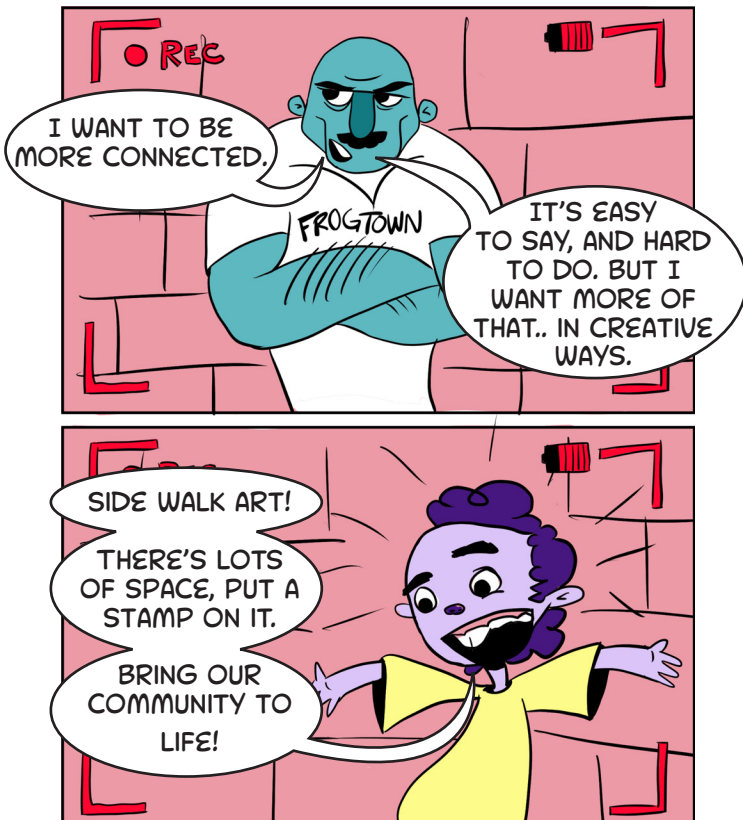
LAND USE GOALS

I. INFUSE MORE GREEN SPACE AND PARKS GEARED TOWARD CULTIVATING COMMUNITY, HEALTH, AND WELLNESS INTO FROGTOWN.



THOUGH ST. PAUL HAS MORE PARKS PER CAPITA THAN MANY OTHER CITIES ACROSS THE NATION (2ND, BEHIND MINNEAPOLIS- GO MN!), FEW OF THESE PARKS EXIST WITHIN FROGTOWN, HAVING ONLY .006 ACRES OF GREEN SPACE PER CHILD WHILE BOASTING THE HIGHEST CONCENTRATION OF CHILDREN IN ST. PAUL (WITH OVER 30% OF RESIDENTS BEING UNDER 17). WE INTEND ON BALANCING OUR HIGHLY URBAN AND CULTURE RICH ENVIRONMENT WITH BEAUTIFULLY LANDSCAPED GREEN SPACE FOR RESIDENTS TO ENJOY.

2. WE'D LIKE TO TAKE A FLEXIBLE, FUNCTIONAL, AND HOLISTIC APPROACH TO THE DESIGN OF PUBLIC SPACE, ENSURING THAT IT REFLECTS OUR NEIGHBORHOOD'S HISTORY, ITS STORIES, THE CULTURES OF ITS INHABITANTS, AND OUR PRIDE OF PLACE, ART, AND COMMUNITY, ALL WHILE MEETING OUR SUSTAINABILITY GOALS.



STREETS, SIDEWALKS, ALLEYS, AND PARKING LOTS MAKE UP THE BULK OF OUR SPACE HERE IN FROGTOWN, YET VERY LITTLE THOUGHT HAS BEEN PUT INTO HOW THEY'RE DESIGNED.

THESE SPACES ACTIVATE OUR NEIGHBORHOOD. THEY NOT ONLY NEED TO BE ATTRACTIVELY DESIGNED, BUT FUNCTIONALLY DESIGNED SO THEY'RE ABLE TO SERVE AS EXTENSIONS OF OUR HOMES.. UTILIZED TO BETTER BRING COMMUNITY TOGETHER.

AND LASTLY..

3. MAKE FROGTOWN A MORE WALKABLE COMMUNITY.



THOUGH WE'D LIKE OUR NEIGHBORHOOD TO BE MORE WALKABLE FOR PRACTICALITY'S SAKE, MANY OF US FROGTOWNERS ARE WELL AWARE OF CLIMATE CHANGE AND WOULD LIKE TO WORK TOWARDS REDUCING OUR COLLECTIVE FOOTPRINT.

WE ALSO UNDERSTAND WE'D BE MUCH HEALTHIER HUMANS IF WE WERE ENCOURAGED TO MOVE OUR BODIES A BIT MORE.



BUT WHAT ARE GOALS WITHOUT SOLUTIONS, RIGHT?

NOTHING, THAT'S WHAT.

I RACKED MY BRAIN FOR WEEKS COMING UP WITH THESE BABIES.

SOME ARE PRETTY COOL, SOME A BIT.. *EXPERIMENTAL*.. BUT TRY AND KEEP AN OPEN MIND. WE'VE BEEN DOING A WHOLE LOT OF THINGS WRIGGITY WRONG FOR TOO LIGGITY LONG, SO I THINK IT'S ABOUT TIME WE TRIED SOMETHING DIFFERENT.

IN THE NAME OF PROGRESS!

SOLUTIONS

SOLUTION 1: TAKE A RECREATIONAL APPROACH TO ASSESSING POTENTIAL USE OF EMPTY LOTS.



AFTER THE INFAMOUS HOUSING BUBBLE OF '08, FROGTOWN'S HOUSING STOCK WENT KA PUT.

HOMES WERE FORECLOSED, BOARDED UP, AND DEMOLISHED.. LEAVING EMPTY LOT AFTER EMPTY LOT DISPERSED THROUGHOUT THE NEIGHBORHOOD.

OVER THE YEARS, SOME HAVE BECOME HOMES, EXTENDED YARDS, AND GARDENS.

BUT FEW HAVE BECOME USEABLE GREEN SPACE OR PARKS.

AND MANY HAVE REMAINED NOTHING MORE THAN A PATCH OF MOWED GRASS WITH A SIGN ON IT OR A FENCE AROUND IT.

WOULDN'T LITTLE **INFILL** PARKS EMBEDDED WITHIN OUR NEIGHBORHOOD TO LIVEN THINGS UP A BIT BE GREAT?

WE *LOVE* PARKS.

KIDDOS FROLICKING TO AND FRO. GRANDMA'S FEEDING BIRDS. BEESA BUZZING. SWINGSA SWINGIN. DOGSA BARKING ANDA POOPING. FOLKSA BEING RESPONSIBLE ANDA PICKING UP AFOREMENTIONED POOPA.

GREEN SPACE AND PARKS GIVE US A *FREE* PLACE TO GO WHEN WE DON'T WANT TO BE COUPED UP IN THE HOUSE, AND A *FREE* WAY TO TOUCH BASE WITH FRIENDS AND FAMILY, FACE TO FACE, WHICH HAS BECOME MORE AND MORE RARE THESE DAYS.

PARKS. ARE. *FRIPPIN*. AWESOME!

BUT THEY CAN ALWAYS BE AWESOMER. AWESOMETASTIC, EVEN.

PICTURE THIS!

A POCKET SKATEPARK WHERE KIDDOS CAN SCRAPE KNEES, BUMPS FISTS, AND LEARN TO BE THE NEXT TONY HAWK!



ORRR

A MULTIGENERATIONAL PLAYGROUND WHERE CHILDREN AND ADULTS ALIKE CAN BREAK A SWEAT AND GET THEIR PLAY ON!



OR, OR, OR

OR A NICE QUIET PLACE TO RELAX UNDER THE SUN.. HAVE TEA WITH A NEIGHBOR.. MAYBE KICK YOUR SHOES OFF AND GET SOME MUCH NEEDED ONE ON ONE TIME WITH MOTHER EARTH!



THE POSSIBILITIES ARE ENDLESS!

THESE PLACES COULD SERVE AS NEIGHBORHOOD NODES, UNIQUE TO THE CULTURES, IDEAS, AND CREATIVITY OF THOSE WHO LIVE AROUND THEM!

SOLUTION 2: DALE STREET AS A MAIN STREET CREATIVE CORRIDOR



DALE STREET (FROM UNIVERSITY TO PIERCE BUTLER) IS ONE OF THE BUSIEST **CORRIDORS** IN FROGTOWN.

IT'S HOME TO THE **FROGTOWN NEIGHBORHOOD ASSOCIATION, NEIGHBORWORKS, COMMUNITY STABILIZATION PROJECT, GREAT NORTHERN BUSINESS CENTER**, PUBLIC AND GARDENS, AND SO MUCH MORE.

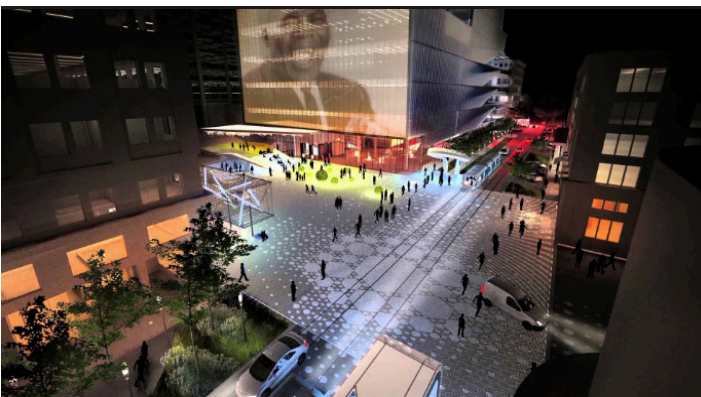
BUT IT'S ALSO HOME TO EMPTY LOTS, ABANDONED HOMES, OUTDATED LANDSCAPING, HALFHEARTED ATTEMPTS AT BRANDING, AND BOATLOADS OF TRAFFIC.

US FROGTOWNERS WOULD LIKE TO WORK TOWARDS MAKING DALE STREET THE HEARTBEAT OF OUR NEIGHBORHOOD BY TRANSFORMING IT INTO A

WAIT FOR IT..

MAIN STREET CREATIVE CORRIDOR!

THOUGH I'D LOVE TO TAKE CREDIT FOR THE IDEA IT WAS A NEIGHBORHOOD IN LITTLE, ROCK ARKANSAS WHO TRAILBLAZED THE MOVEMENT.



THE MAYOR OF LITTLE, ROCK PROPOSED TRANSFORMING THEIR MAIN STREET, AN UNDERUTILIZED, BLIGHTED CORRIDOR INTO A "CREATIVE CORRIDOR," THAT'D PROVIDE:

"AFFORDABLE HOUSING TO ARTISTS AND A VIBRANT MIXED-USED, CULTURE- AND ARTS-BASED EXPERIENCE FOR RESIDENTS AND VISITORS."

THE CITY RAN WITH IT AND NOW THEY'RE WORKING TOWARDS BRINGING THE VISION TO FRUITION.

THIS IS EVERYTHING WE'D LOVE FOR DALE STREET TO BE.

A COUPLE MONTHS BACK, I READ A PIECE IN **GREENING FROGTOWN** ABOUT REDEVELOPING DALE STREET INTO A MORE PEDESTRIAN FRIENDLY CORRIDOR. THE VISIONING WAS PUT

TOGETHER BY LANDSCAPE ARCHITECT **DUSTIN KLEINGARTNER** AND CURATED BY **FROGTOWN GREEN**.

IT ENVISIONED A BEAUTIFULLY LANDSCAPED CORRIDOR WITH A CANOPY OF GREEN DOWN THE MEDIAN, BIKE LANES, LESS LEFT TURNS FOR SAFETY, AND A MULTI-USE POCKET PARK ON THE CORNER OF EDMUND AND DALE -- ALL SUPER COOL AND NECESSARY ADDITIONS TO THE **CORRIDOR**.

AND THAT'S JUST ONE OF INFINITE POSSIBILITIES.

WITH A BIT OF INTENTION, DALE STREET ALONG WITH UNIVERSITY COULD BE A CALLING CARD FOR FROGTOWN. IT BOASTS SOME OF THE BEST AND MOST ECLECTIC EATS THE TWIN CITIES HAS TO OFFER AND IS DEVELOPING INTO QUITE THE ARTSTIC HUB.

WE COULD HAVE OUR OWN LITTLE VERSION OF **EAT STREET!**

SOLUTION 3: DESIGN THINKING



"ENGINEERING, MEDICINE, BUSINESS, ARCHITECTURE, AND PAINTING ARE CONCERNED NOT WITH THE NECESSARY BUT WITH THE CONTINGENT--NOT HOW THINGS ARE BUT HOW THEY MIGHT BE--IN SHORT, WITH DESIGN...EVERYONE

DESIGNS WHO DEVICES COURSES OF ACTION AIMED AT CHANGING EXISTING SITUATIONS INTO PREFERRED ONES."

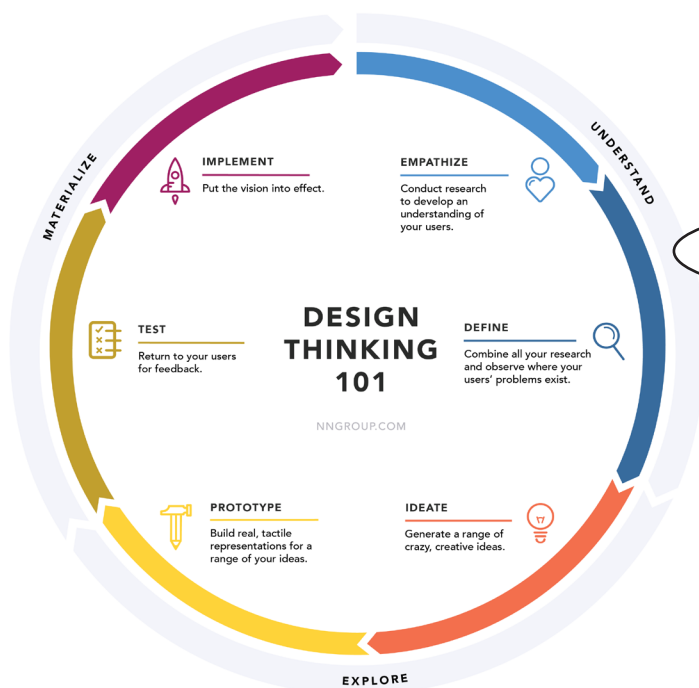
—HERBERT ALEXANDER SIMON, NOBEL PRIZE LAUREATE (1969)

AS DAZZLE SAID A LITTLE BIT AGO, WE'RE GOING TO USE THE PHRASE, **DESIGN THINKING**, QUITE A BIT THROUGHOUT THIS DOCUMENT 'CAUSE, YA KNOW.. IT COULD TOTES SOLVE EVERY PROBLEM ON THE PLANET.

AND THOUGH NICK EXPLAINED IT EARLIER, I'M GOING TO RUN THE DEFINITION BY YOU ONE MORE TIME TO MAKE SURE IT STICKS.

LINDA NIAMAN, FOUNDER OF "CREATIVITY AT WORK", DEFINES **DESIGN THINKING** AS:

"A METHODOLOGY USED BY DESIGNERS TO SOLVE COMPLEX PROBLEMS, AND FIND DESIRABLE SOLUTIONS FOR CLIENTS. A DESIGN MINDSET IS NOT PROBLEM-FOCUSED, IT'S SOLUTION FOCUSED AND ACTION ORIENTED TOWARDS CREATING A PREFERRED FUTURE."



DESIGN THINKING DRAWS UPON LOGIC, IMAGINATION, INTUITION, AND SYSTEMIC REASONING, TO EXPLORE POSSIBILITIES OF WHAT COULD BE—AND TO CREATE DESIRED OUTCOMES THAT BENEFIT THE END USER (THE CUSTOMER)."

AND IN OUR CASE, THAT END USER WOULD BE US FROGTOWNERS. NOW, DON'T GET ME WRONG. I LOVE FROGTOWN. LOVE IT LIKE I LOVE WALKING BAREFOOT.. BUT ASIDE FROM A FEW BRIGHT SPOTS, FROGTOWN.. IN MY ADMITTEDLY PRIVELDGED OPINION, IS A HOMELY PLACE.

(ANWAR ROLLS UP ON SKATES.)



ANWAR (CONT'D)

BUT YOU'RE RIGHT, FROGTOWN IS A BIT ROUGH AROUND THE EDGES. THE CITY'S INVESTED VERY LITTLE INTO WHAT THIS AREA LOOKS LIKE, AND WE CAN'T DOWNPLAY HOW MUCH THAT MATTERS. PEOPLE TAKE BETTER CARE OF THEIR COMMUNITY WHEN IT'S JAZZED UP.

(CONSOLING A FLUSTERED ALLI)
YOU'RE DOING GOOD WORK.

ALLI
THANKS..

ANWAR(SKATING AWAY)

BUT WATCH HOW YOU SAY THINGS..
WE SENSITIVE.

ALLI (DEFLATED)

SO YAH . . . WE.. FROGTOWNERS
DESERVE INVESTMENT.. I GUESS.

MARTHA SHWARTZ, ONE OF THE
LEADING LANDSCAPE ARCHITECTS IN
THE WORLD, AND DESIGNER OF THIS
BABY OUTSIDE OF THE COURTHOUSE IN
MINNEAPOLIS:



HAD THIS TO SAY ABOUT OUR URBAN
LANDSCAPE:

"THE SPACES AND PLACES THAT WE
ACTUALLY TRAVEL ON AND SPEND OUR
TIME ON ARE THE STREETS. PEOPLE
SPEND MAYBE EIGHT TO TEN TIMES
MORE TIME ON THE STREETS THAN
THEY DO IN A PARK..

JAN GEHL, A GREAT URBANIST FROM
COPENHAGEN, HAS PROMOTED THE USE
OF STREETS AND THE AWARENESS THAT
THESE ARE OUR MAJOR PUBLIC SPACES.
BUT THEY DON'T JUST FUNCTION TO
BEAUTIFY. HE CONVINCED THE CITY
THAT IF THEY INVESTED IN BIKE LANES
THE COST OF HEALTHCARE IN GENERAL
FOR THE POPULATION WOULD GO
DOWN. AND THAT'S EXACTLY WHAT'S
HAPPENED."

ALLI

DESIGN CAN BE USED TO NOT ONLY
IMPROVE OUR ENVIRONMENT, BUT TO
IMPROVE OUR VITALITY, OUR HEALTH,
INTERACTIONS, BEHAVIOR, SAFETY,
ENERGY EFFICIENCY, WASTE WATER
REUSE, AND ON AND ON AND ON. WE
JUST HAVE TO BE INTENTIONAL. AND
FROGTOWNERS HAVE TO BE A PART OF
THE CONVERSATION.
MARTHA CONTINUED:

"THERE ARE MANY PEOPLE WHO
ARE ON THE TRACK OF BEING
ABLE TO EVALUATE WHAT THE
OUTCOME IS OF CREATING SPACES
THAT WORK SPIRITUALLY, VISUALLY,
ENVIRONMENTALLY.. BUT IF YOU DON'T
REALLY UNDERSTAND PEOPLE'S
CULTURAL VALUES, YOU'LL GET
IT WRONG.. HOW YOU ACTUALLY
TRANSLATE YOUR IDEAS, HOW YOU GET
THEIR INPUT. ALL OF THIS ACTUALLY
IS MORE IMPORTANT THAN THE
TECHNOLOGIES. THE TECHNOLOGIES
HAVE TO FUNCTION. BUT THE
TECHNOLOGIES ALONE DON'T ACTUALLY
CREATE VALUE FOR A SPACE. AND IF
PEOPLE DON'T VALUE IT, THEN IT WILL
BE WASTED. IT WON'T BE MAINTAINED.
PEOPLE WON'T USE IT. IT'LL GO AWAY."

ALLI

WHICH IS THE ESSENCE OF **DESIGN
THINKING**.. ENSURING THAT WE'RE
NOT CHANGING FOR CHANGING'S

SAKE, BUT THAT WE'RE ACTUALLY CREATING VALUE FOR COMMUNITY MEMBERS. I KNOW THINGS LIKE LANDSCAPING AND INFRASTRUCTURE SOUND LIKE BIG BUCKS, BUT WITH A LITTLE CREATIVITY AND COMMUNITY POWER WE CAN TRANSFORM OUR COMMUNITY FOR AN ABSOLUTE BARGAIN!

CAPITAL BETWEEN CITIZENS, AND THE BUILDING OF ORGANIZATIONAL CAPACITY BETWEEN PUBLIC/ PRIVATE INSTITUTIONS, NON-PROFIT/ **NGO'S**, AND THEIR CONSTITUENTS.

SO, PRETTY MUCH EVERYTHING A COMMUNITY LIKE FROGTOWN NEEDS.

OUR FRIENDS OVER IN NORTH MINNEAPOLIS ARE DOING AN OUTSTANDING JOB OF INCORPORATING **TACTICAL URBANISM** AND **CREATIVE PLACEMAKING** INTO THEIR COMMUNITY. LARGELY THANKS TO ORGANIZATIONS LIKE **JUXTAPOSITION FOR THE ARTS**, AN ORG THAT "DEVELOPS COMMUNITY BY ENGAGING AND EMPLOYING YOUNG URBAN ARTISTS IN HANDS-ON EDUCATION INITIATIVES."

SOLUTION 3-A: TACTICAL URBANISM

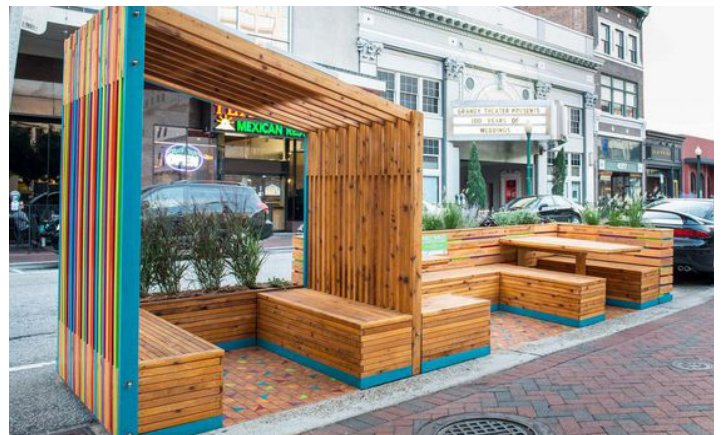


ACCORDING TO "THE PLANNER'S GUIDE TO TACTICAL URBANISM" BY LAURA PFEIFER, **TACTICAL URBANISM**, ALSO KNOWN AS **GUERRILLA URBANISM**, IS A TERM USED TO DESCRIBE LOW COST, TEMPORARY CHANGES TO THE **BUILT ENVIRONMENT**. IT'S SOLE PURPOSE IS TO IMPROVE LOCAL NEIGHBORHOODS AND INSPIRE LONG TERM CHANGE.

IT'S DEFINED BY THESE FIVE CHARACTERICS:

1. A DELIBERATE, PHASED APPROACH TO INSTIGATING CHANGE;
2. AN OFFERING OF LOCAL IDEAS FOR LOCAL PLANNING CHALLENGES;
3. SHORT-TERM COMMITMENT AND REALISTIC EXPECTATIONS;
4. LOW RISKS, WITH POSSIBLY A HIGH REWARD, AND;
5. THE DEVELOPMENT OF SOCIAL

SOLUTION 3-B: ACTIVATING OUR SIDEWALKS



IF YOU TAKE A WALK THROUGH FROGTOWN, ONE THING YOU'LL NOTICE MISSING ALMOST IMMEDIATELY, ARE PLACES TO POP A SQUAT.

WE HAVE ZERO BENCHES.

YOUR NEIGHBORHOOD CAN'T BE WALKABLE IF YOU DON'T HAVE PLACES TO REST.

IT'S NICE TO BE ABLE TO SIT DOWN AFTER A LONG WALK OR BECAUSE THE

SUN IS SHINING, AND WE DON'T HAVE TO WAIT FOR THE CITY TO DO IT.



IF WE SHOWCASE A NEED, BY MAKING SEATS OURSELVES, PERHAPS THE CITY WILL JUST GIVE US WHAT WE WANT.

OR HOW ABOUT SIDEWALK POETRY OR AFFIRMATIONS MADE WITH STENCIL?

WE HAVE SOME PRETTY COOL GROUPS IN FROGTOWN WORKING ON BEAUTIFYING OUR STREETS. **FROGTOWN GREEN**, THE **FRIENDLY STREETS INITIATIVE**, AND THE **FROGTOWN NEIGHBORHOOD ASSOCIATION** TO NAME A FEW.

BUT THERE COULD DEF BE MORE!

SOLUTION 3-C: ACTIVATING OUR ALLEYWAYS



ALLEY'S HAVE BECOME SELDOM USED WASTELANDS OF URBAN ENVIRONMENTS. FULL OF OLD TV'S, COUCHES, BROKEN

GLASS, AND STREETWISE KITTIES.

BUT THEY WEREN'T ALWAYS THIS WAY. 100 YEARS AGO THEY WERE USED AS SOCIAL HUBS AND PLACES OF COMMERCE. WE HAVE HUNDREDS OF ALLEY'S IN FROGTOWN ALONE, AND THEY CAN ALL STAND TO BE REENERGIZED AND REIMAGINED.

THERE'S A GROWING TREND ACROSS THE NATION TO REACTIVATE OUR ALLEYWAYS AND RETURN THEM TO PUBLIC SPACE.

WHAT IF WE GREENED OUR ALLEYS? EQUIPPED THEM WITH FLOWER AND GARDEN BEDS, TREES, AND **PERMEABLE PAVEMENT**?



WHAT IF WE ACTIVATED THEM WITH ENTERTAINMENT? GARAGE CONCERTS, "BLOCK PARTIES", OR LOCAL MARKETS?

THERE ARE SO MANY AWESOMELY CREATIVE THINGS WE CAN DO, SO LET'S RECLAIM OUR ALLEYWAYS!

AND THAT WRAPS UP THE LAST OF.. WAIT FOR IT.. ALLI'S WAYS! HA!

NEXT I'LL BE PASSING THE TORCH TO EVERYONE'S FAVE ELDER AND OFG, SAYAMA, TO CHAT A BIT ABOUT THE TRANSPORTATION LEG OF OUR VISIONING. THANKS FOR HEARING ME OUT, FROGTOWN!

Transportation

FROGTOWN; SOMEWHERE ON CHARLES..

HELLOO! I AM SAYAMA. THE OFG..

ORIGINAL FROGTOWN GRANNY.
OF ALL THE SMAPS, I'VE BEEN HERE THE LONGEST.
THIS IS MY 'HOOD.. MY HOME.

LIVE WITH MY DAUGHTER AND
THIS HEADACHE TO THE LEFT OF ME.

SAYAMA (CONT'D)

WHEN DAZZLE FIRST ASKED ME TO BE
A PART OF THIS VISIONING COMMITTEE,
I HAD MANY MANY RESERVATIONS..
BECAUSE IN THE 30-40 YEARS I'VE
BEEN HERE, FROGTOWN, THROUGH
SMALL AREA PLAN AFTER SMALL
AREA PLAN, A FRACTION OF WHAT THE
COMMUNITY ACTUALLY WANTED'S GOT
ACCOMPLISHED..

TO ME, THIS YEAR WAS GONNA BE MUCH
OF THE SAME, SO WHEN HE SHOWED
ME A DRAFT OF THIS DECADE'S PLAN, I
LAUGHED. I WAS RIGHT.

WASN'T NOTHING NEW. SAME OL THING.
HOUSING WE CAN AFFORD. RESOURCES
FOR PEOPLE WHO LACK RESOURCES.
ECONOMIC DEVELOPMENT..
INVESTMENT.

SAME STUFF, DIFFERENT PLAN.

SO, I LAUGHED AGAIN.

HA! YOU YOUTH AN YOUR MISGUIDED

OPTIMISM!

IT WASN'T UNTIL HE BROUGHT UP THE
IDEA OF IT BEING **A LIVING DOCUMENT**
THAT MY EARS PERKED UP. TO ME,
THAT SOUNDED A LOT LIKE ACTION. AND
ACTION IS EXACTLY WHAT AN OLD BIRD
LIKE ME NEEDS BECAUSE I'M TIRED.

TIRED OF WAITING FOR THINGS TO GET
BETTER YEAR AFTER YEAR, DECADE
AFTER DECADE, WAITING.

WATCHING MY NEIGHBORS.. MY FAMILY,
MY PEOPLE, STRUGGLING.. HURTING.

I'VE ASKED MYSELF TIME AND TIME
AGAIN, WHAT IS THIS "SUCCESS"
EVERYBODY'S BUSYING THEMSELVES
TRYING TO OBTAIN?

WHAT IS THIS "PROGRESS"?

AND WHO DECIDED THIS WAS HOW WE
WAS MEANT TO LIVE?

THAT WE WERE BUILT TO LIVE IN BOXES
SURROUNDED BY CONCRETE?

TO STAND OR SIT ALL DAY?

WHO DECIDED OIL FILLED CARS, THAT
PUFF SMOKE INTO THE LUNGS OF US
AND OUR CHILDREN, SHOULD REPLACE
THE TROLLY AND TRAIN LINES THAT
PREDATED THEM? THAT TRACKS
SHOULD BE RIPPED UP TO BECOME
STREETS?

I'VE BEEN REFLECTING A LOT ON LIFE..
AS WE IN OUR TWILIGHT DO.
REFLECTING AND ASKING QUESTIONS..
I THINK IT'S HEALTHY TO DO SO.

TRANSPORTATION GOALS

I WAS CHOSEN TO HEAD UP THE
TRANSPORATION LEG OF SMAPL
BECAUSE I HAVE NEVER OWNED A CAR.
I'M A BIKING, WALKING, JOGGING, BUS
AND TRAIN TAKING FOOL.



I CAN'T SAY FROGTOWN HAS EVER
BEEN A FRIENDLY PLACE FOR A PERSON
LIKE ME. IT'S TOO DANGEROUS TO BIKE.
IT'S A NUISANCE TO WALK AND JOG. AND
PUBLIC TRANSIT IS ONLY SOMEWHAT
CONVENIENT..

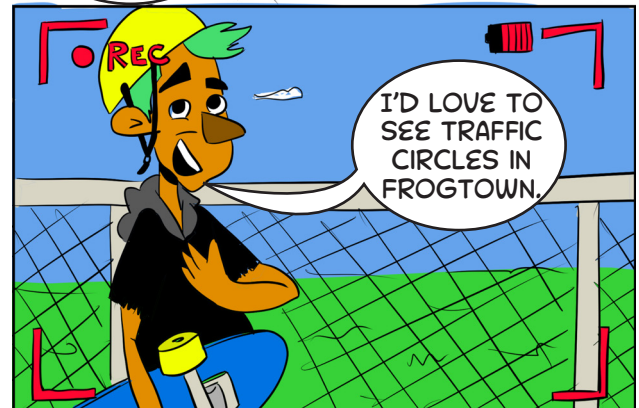
BUT IT'S GETTING BETTER, AND
THE **PEDESTRIANIZATION** OF CITY
CENTERS IS BECOMING A NATIONAL
CONVERSATION, SO WE'VE GOT SOME
MOMENTUM ON OUR SIDE!

THE VOID

OUR GOALS FOR THE
TRANSPORTATION SECTION
OF OUR SMALL AREA PLAN
ARE:



1. REDUCE OUR DEPENDENCE ON
MOTOR VEHICLES BY MAKING
FROGTOWN A MORE WALKABLE,
BIKABLE, AND PUBLIC TRANSIT
CENTRIC NEIGHBORHOOD.



SAYAMA

THIS YEAR WE WITNESSED PERHAPS
THE WORST HURRICANE SEASON TO
EVER BE RECORDED. HALF OF THE US
IS ON FIRE. FLOODING AND DROUGHT
RAMPANT AROUND THE WORLD.. THINGS
AREN'T LOOKING TOO HOT. WE HAVE TO
PLAY SOME SERIOUS CATCH UP WHEN IT

COMES TO REDUCING OUR FOOTPRINT.

OUR ADDICTION TO CARS IS GOBBLING UP ALL OUR SPACE AND ENERGY AND COSTING US AN ARM AND A LEG IN THE PROCESS.. 'SPECIALLY HERE IN THE LAND OF INFINITE SNOW, CONSTANT CONSTRUCTION, AND LONG COMMUTES.

2. TO WORK WITH OTHER COMMUNITIES AROUND FROGTOWN (MIDWAY, NORTH END, SUMMIT U/ RONDO, CAPITAL HEIGHTS) TO IMPROVE TRANSIT CONNECTIONS BETWEEN ONE ANOTHER.

IT'S ALL THE SAME THING! I LIVE ON FULLER, MY KID GOES TO BEN MAYS AND DOES REC CHECK AFTER SCHOOL AT JIMMY LEE, MY COUSIN LIVES ON SHERBURNE AND DALE, MY BEST FRIEND, MY NEPHEW AND HIS LADY LIVE OFF MARSHALL, MY BEST FRIEND LIVES OVER BY ST. AGNES, MY AUNTIE LIVES BY GOLDEN THYME. I WALK UP AND DOWN THESE STREETS SMILING AND SAYING HI TO EVERYBODY. IT'S ALL THE SAME THING.. I DON'T GET IT. I DON'T GET THIS SEPARATION.



SAYAMA

I'VE LIVED IN FROGTOWN MOST OF MY LIFE, BUT IT WASN'T TIL I STARTED WORKING ON THIS PROJECT THAT I LEARNED ITS BOUNDARIES AND.. IT DOESN'T MAKE DOG SENSE. NONE AT ALL.

THE COMMUNITY MEMBER ABOVE ISN'T ALONE.. NEARLY EVERYONE I'VE SPOKE TO ABOUT THIS SEES THE WHOLE OF "CENTRAL ST. PAUL" AS ONE THING, SO IT SHOULD OPERATE LIKE IT.

WE SHOULD BE ABLE TO ZIP ALL AROUND OUR IMMEDIATE COMMUNITY WITHOUT A HASSLE, BUT AS OF RIGHT NOW, IT'S MORE DIFFICULT THAN IT NEEDS TO BE.

3. FOSTER A HEALTHIER, GREENER, AND MORE ACTIVE LIFESTYLE IN THE COMMUNITY.



SAYAMA

AN ACTIVE COMMUNITY, IS A HEALTHY COMMUNITY, IS A SAFE COMMUNITY.

SOLUTIONS

SOLUTION 1: A CIRCULATOR BUS THAT CONNECTS THE 4 DISTRICTS WITHIN CENTRAL ST. PAUL (FROGTOWN, NORTHEAST, MIDWAY, SUMMIT U).



OUR **METRO TRANSIT** SYSTEM IN ST. PAUL ISN'T HALF BAD.

IT'S ACTUALLY PRETTY DARN GOOD. WE'VE GOT THE LIGHT RAIL.. BUSES THAT GO DOWN OUR MAJOR STREETS.. A NEW **RAPID BUS** SYSTEM.. **METRO MOBILITY**.. A DIAL-TO-RIDE OPTION

VIA **TRANSIT LINK**.. AND IF YOU TOSS IN THESE NEW APP OPTIONS LIKE **UBER** AND **LYFT** YOU'RE DEFINITELY COOKING WITH GREASE. BUT, AS WITH EVERYTHING, IT COULD ALWAYS BE BETTER.

HOW ABOUT A **CIRCULATOR BUS**? ONE THAT CONNECTS PEOPLE TO HOT SPOTS/ AND COMMUNITY NODES THROUGHOUT CENTRAL ST. PAUL?

I COULD WALK TO VICTORIA, HITCH A RIDE TO SELBY AND NAB A CUP A COFFEE AT **GOLDEN THYME**. HOP BACK ON, GRAB MY GRAND SON FROM **JIMMY LEE**. AND GET BACK HOME ALL WITHIN AN HOURS TIME. THE CITY OF LOS ANGELES HAS A **CIRCULATOR BUS** CALLED A **DASH**.



IT PROVIDES FREQUENT, INEXPENSIVE, AND CONVENIENT BUS SERVICES TO 27 NEIGHBORHOODS ACROSS THE CITY.

EACH ROUTE IS DESIGNED TO TRAVEL AROUND THE NEIGHBORHOOD AND CONNECT PATRONS TO OTHER, MORE MAJOR, ROUTES AND MODES OF PUBLIC TRANSIT.

FARE IS ONLY FIFTY CENTS. AND 25 CENTS FOR US OLDIES, THE DISABLED, AND LOW INCOME TRAVELERS.

OUR COMMUNITY COULD DEFINITELY BENEFIT FROM SUCH A SERVICE. 'SPECIALLY DURING THE COLDER

MONTHS WHEN JUST GOING TO GET THE MAIL IS A CHORE. THEY COULD EVEN BE *ELECTRIC*, LIKE THE BUSES BEING MADE BY **PROTERRA**, AND DESIGNED TO LOOK LIKE THE TROLLEYS THAT USED TO CONNECT FROGTOWN BACK IN THE EARLY 1900'S! HOW NEAT WOULD THAT BE?

SOLUTION 2: BUS AND TRAIN STOPS DESIGNED WITH WINTER USE AND FUNCTION IN MIND.



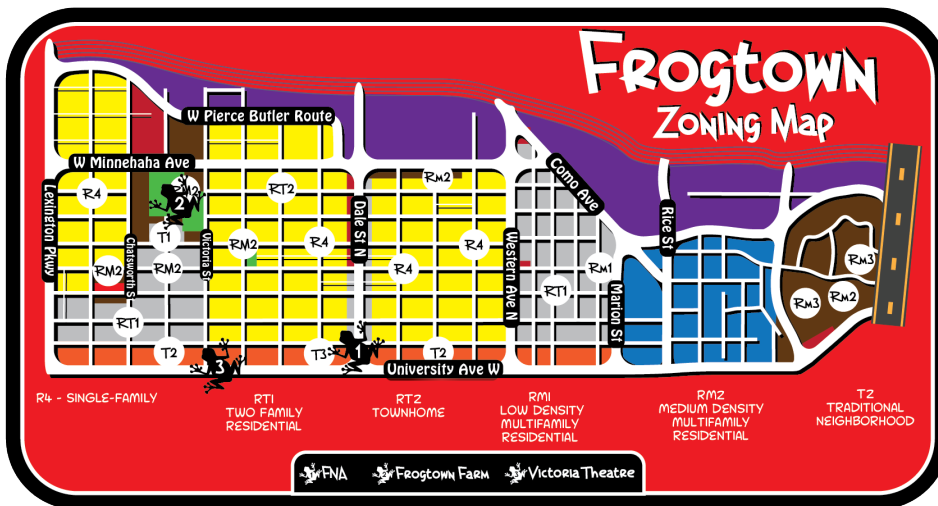
ST. PAUL HAS FRIGID WEATHER FOR AT LEAST 14 MONTHS OUT THE YEAR. AT LEAST THAT HOW IT FEELS TO THE OFG'S KNEES, BUT THAT'S BESIDE THE POINT. WHY WOULD OUR BUS STOPS LOOK LIKE THIS (PICTURED ABOVE)? NO ENCLOSURES? NO SEATING? NO HEAT? IN A PLACE LIKE MN. PUBLIC TRANSIT USE WOULD SKYROCKET IF MORE THOUGHT WAS PUT INTO THE DESIGN OF THESE STRUCTURES, NOT A DOUBT IN MY MIND. BACK IN 2011 CARIBOU GIFTED MPLS WITH A BUS STOP OVEN



TO PROMOTE THEIR NEW SANDWICHES. IT WASN'T ONLY AN EYE CATCHER; IT SERVED A GENUINE PURPOSE. WITH HEAT COMES COSTS, BUT MAYBE CORPORATIONS WOULD FOOT THE BILL IN EXCHANGE FOR ADVERTISING. WE HAVE TO BE WILLING TO INVEST IN THINGS THAT MAKE SENSE.

SOLUTION 3: PUMP UP THE ZONING DIVERSITY OF THE INTERIOR OF FROGTOWN.

THE WAY FROGTOWN IS ZONED CURRENTLY, ALL OF OUR **MIXED USE** ZONES.. ZONES THAT ALLOW FOR SAY, **COMMERCIAL** SPACES & **HOUSING** TO BE SIDE BY SIDE, LIE AROUND THE EDGES OF OUR COMMUNITY, WHILE



ALL OF OUR HOUSING LIES WITHIN. SO UNLESS WE'RE WALKING TO A NEIGHBOR'S HOUSE, OR A NEIGHBOR OF A NEIGHBOR'S HOUSE, WE HAVE NOT A SLIVER OF INCENTIVE TO WALK AROUND OUR NEIGHBORHOOD.

BUT IF WE LITTERED FROGTOWN WITH MORE LOCALLY OWNED SHOPS, GREEN SPACES, AND PARKS MAYBE WE'D GET UP AND WALK 'ROUND. MAYBE EVEN ENGAGE WITH OUR NEIGHBORS SOME.

OUR ENVIRONMENT HAS TO BE DESIGNED TO CONNECT PEOPLE, NOT SEPARATE.

SOLUTION 4: LIMITED CAR USE AND/OR PEDESTRIAN ONLY ZONES



WE NEED STREETS IN OUR COMMUNITY WHERE CAR USE IS LIMITED.

WITH LESS HUNKS OF METAL HURLING 'ROUND, STREETS BECOME AN EXTENSION OF THE FRONT YARD, CLOSING THE GAP BETWEEN NEIGHBORS.

WHAT IF IT BEGAN AS SOMETHING THAT HAPPENED PERIODICALLY?

LIKE **NATIONAL NIGHT OUT**, EXCEPT MORE FREQUENT? SAY EVERY FIRST WEDNESDAY SOME DESIGNATED STREET ISN'T AVAILABLE FOR CAR USE?

OR MAYBE DURING A CERTAIN TIME OF DAY?

IF WE CAN DO IT FOR STREET CLEANING? WHY CAN'T WE DO IT TO FOSTER COMMUNITY?

JUST IDEAS..

THE CHARLES AVENUE BICYCLE BOULEVARD IS AN EXAMPLE OF WHAT THIS COULD LOOK LIKE ON A SMALL SCALE, BUT IT'S BEEN STALLED FOR NEARLY THREE YEARS DUE TO A LACK OF FUNDING.

I'M NOT TOO SURE HOW MANY COMMUNITY MEMBERS EVEN KNOW OR ACKNOWLEDGE CHARLES AVENUE AS A **BICYCLE BOULEVARD**..

IF I DIDN'T LIVE ON CHARLES, MYSELF, I'M POSITIVE I WOULDN'T KNOW THAT'S WHAT IT WAS. HOW DO WE GET THE WORD OUT?

SOLUTION 5: ENCOURAGE BIKING.



NOW, I KNOW WE LIVE IN THE TUNDRA AND SUMMER'S ONLY THIRTY THREE SECONDS LONG, BUT I SEE THAT AS EVEN MORE OF AN EXCUSE TO BE A BIKING COMMUNITY; WE GOT WINTER WEIGHT TO PEDAL OFF!

I SEE THE CITY TRYING. THOUGH I'VE NEVER RIDDEN THEM MYSELF, I'M A HUGE FAN OF **NICE RIDE MN**. BUT THEY NEED TO BE MORE STRATEGICALLY PLACED.

WE HAVE NOT ONE **NICE RIDE** STAND ON THE INTERIOR OF FROGTOWN. THEY'RE ALL LOCATED ALONG THE EDGES NEAR TRAIN STOPS.

IF PEOPLE HAD THEM NEAR THEIR HOMES, THEY WOULD USE THEM, GUARANTEED; IF ONLY TO BRING THEM CLOSER TO MAJOR TRANSIT LINES. AND THE CITY WOULD BENEFIT GREATLY BECAUSE AS OF RIGHT NOW, THEY'RE RARELY, IF EVER, RIDDEN BY

COMMUNITY MEMBERS. BETTER YET, WHAT IF WE CREATED A PROGRAM THAT ENSURED EVERY FROGTOWNER OWNED OR HAD ACCESS TO A BIKE? THE CITY WOULD BE FORCED TO BUILD AN INFRASTRUCTURE THAT COULD HANDLE A **BOTTLENECK** OF BIKERS.

CYCLES FOR CHANGE IS ATTEMPTING TO ADDRESS THIS NEED, BUT WE COULD USE A MORE POCKETBOOK FRIENDLY MODEL CONSIDERING MANY FROGTOWNERS CAN'T AFFORD TO PAY OVER 100 DOLLARS FOR WHEELS. 'SPECIALLY NOT AN ENTIRE FAMILY.

THERE ARE A HANDFUL OF **START UPS** IN CHINA WHO'VE CREATED PUBLIC BIKE SHARE PROGRAMS, MAKING BIKES CHEAP AND ACCESSIBLE FOR EVERYONE WITH HOPES OF REDUCING THEIR CAR USE AND GREENHOUSE GAS EMISSIONS.



AND IT'S WORKING.

SOME ARE "DOCKLESS" - THINK **CAR 2 GO**, BUT FOR BIKES. WHILE SOME ARE DOCKED AT KIOSKS LIKE **NICE RIDE MN**, WITH ADVERTISING COVERING MUCH OF THEIR COSTS.

COULD WE DO SOMETHING SIMILAR?

COULD THIS BE A TREND WORTH GETTING BEHIND?

SOLUTION 5 - A: BIKE INFRASTRUCTURE, ROUNDABOUTS, AND VISIBLE BIKE LANES/ PATHS THROUGHOUT FROGTOWN IN ADDITION TO THE CHARLES BICYCLE BOULEVARD.



HAVE YOU BEEN TO THE **UNIVERSITY OF MINNESOTA**, LATELY? OR DOWNTOWN ST. PAUL?

THESE AREAS ARE DESIGNED HOW EVERY URBAN COMMUNITY IN THE WORLD SHOULD BE DESIGNED, IF YOU ASK ME.

THEY GOT EVERYTHING YOU NEED WITHIN WALKING, BIKING, OR TRANSIT DISTANCE. YOU NEVER HAVE TO LEAVE!

THAT'S HOW A VILLAGE NEEDS TO BE ORGANIZED. AND THEIR BIKE LANES ARE THE KITTEN'S CABOODLE.

WE WANT THIS LEVEL OF INTENTION PUT INTO FROGTOWN. I WANT TO FEEL COMFORTABLE LETTING MY GRANDSON BIKE AROUND THE NEIGHBORHOOD. PSH, I WANT TO BE COMFORTABLE WALKING AROUND THE NEIGHBORHOOD.

THESE LANES DON'T JUST NEED TO BE IN FROGTOWN. THEY NEED TO CONNECT THE WHOLE OF ST. PAUL.

THAT'S PUTTING YOUR MONEY WHERE YOUR MOUTH IS AS FAR AS SUSTAINABILITY AND REACHING OUR **8-80 VITALITY FUND GOALS**.

OTHERWISE WE'RE JUST TALKING.. AND WE'VE DONE ENOUGH OF THAT.

SOLUTION 5 - B: SPEED BUMPS AND BUMP OUTS.



LOOK AT THESE 3D SPEED BUMPS! HOW CREATIVE IS THAT? DIDN'T COST ANYTHING BUT A BUCKET OF PAINT, TIME, AND ENERGY.

I'D LOVE TO SEE THIS IN MY NEIGHBORHOOD. I SEE CARS ZIP DOWN MY STREET LIKE A BAT OUT OF HELL EVERY DAY. IF I HAD IT MY WAY THERE'D BE SPEED BUMPS ON EVERY STREET IN THE CITY.

WHERE ARE WE RUSHING TO?
WHERE ARE WE GOING?
BALLS GO INTO THE STREET, DAILY, WITH KIDS RUNNING AFTER THEM.

CHILDREN PLAYING.

NO ONE READS SIGNS.
YOU HAVE TO SLOW DOWN TO READ SIGNS. WHAT IS THIS SIGN DOING?
NOTHING. WE DON'T CHANGE BEHAVIOR WITH SIGNS.

WE CHANGE IT WITH DESIGN. HA!
(SHAKING HEAD)
I'VE BEEN INDOCTRINATED BY DAZZLE..
ANYWAY, THAT'S THAT. I'VE SPOKEN MY PIECE. THANK YOU ALL FOR LISTENING.
OFF TO, EARL.

Housing

FROGTOWN; SOMEWHERE ON SHERBURNE..

WHAT'S HAPPENIN', YALL?
NAME'S EARL.
AKA BIG MAN ON CAMPUS.
AKA THE MAN OF STEEL.
AKA ROYAL RUMBLE.
MAN FROM THE LAND WHERE THE
BEES DON'T BUMBLE AND THE
CRUMBS DON'T CRUMBLE!

I LIVE OFF CHATSWORTH AND
SHERBURNE OVER HERE BY
THE **JOHNNY BABY'S**. BEEN IN
FROGTOWN TWENTY..
TWENTY-FIVE YEARS NOW.



BOUGHT ME A HOME. RAISED ME A
FAMILY. GREW ME A BEARD AND BELLY.

SLURPED DOWN A RIVER'S WORTH OF
PHO AT **SAIGON**, AND INHALED A SMALL
FARMS WORTH OF WINGS DOWN THERE
AT THE **HICKORY HUT**. I'M FROGTOWN
THROUGH AND THROUGH.

OVER THE YEARS, I'VE SEEN THE
LANDSCAPE OF THIS NEIGHBORHOOD
CHANGE LIKE THE SEASONS.
BUSINESSES COME AND GO. HOMES
BUILT, REMODELED, AND TORN DOWN.
DEMOGRAPHICS SHIFT..

I THINK THAT'S WHY I'VE STUCK AROUND
THIS PLACE. IT'S ALWAYS EVOLVIN'..
BECOMIN' MORE AND MORE OF A
MELTIN' POT. AND I'M A SUCKER FOR
DIVERSITY. HOW MANY PLACES CAN
YOU GO WHERE 6+ COUNTRIES CAN BE
REPRESENTED ON ANY GIVEN BLOCK?

THAT'S WHAT MAKES OUR COMMUNITY
SPECIAL.

SINCE I WAS A SMALL EARL, I'VE
BEEN A BUNDLE OF CURIOSITY.



WHAT IS A HUMAN THING? AND HOW ARE
WE S'POSED TO INTERACT? COEXIST?
AND LIVE WIT ONE ANOTHER.

IN HARMONY?

COMIN' FROM THE WEST SIDE OF
CHICAGO.. FROM A CRAZY FAM'LY.. AND
AN EEM CRAZIER NEIGHBORHOOD, I
KNEW THERE HAD TO BE A BETTER WAY.

I BEGAN TO OBSESS OVER THE IDEA..

HOW DO INDIVIDUALS BECOME FAM'LY,
AND HOW DO FAM'LIES BECOME

COMMUNITY?
AND HOW DO WE MAKE SURE ER'BODY'S
TAKEN CARE OF? THAT THEY'RE HAPPY
AND HEALTHY..?

..'CAUSE ALL AROUND ME IT SEEMED
NOBODY WAS. WE'S ALL JUST GOING
THROUGH THE MOTIONS.

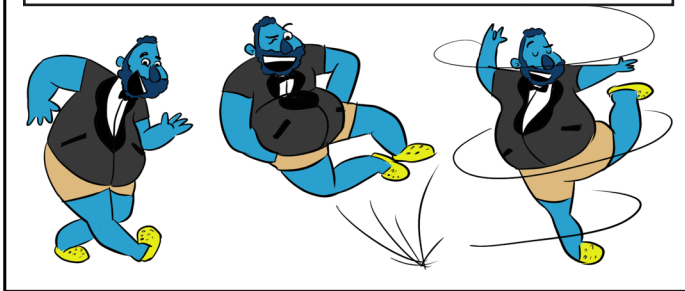
AS I GOT OLDER AND MY
UNDERSTANDING OF THE WORLD
DEEPENED, I BEGAN TO REALIZE HOW
CLOSELY TIED THE DESIGN OF SPACE IS
TO OUR OVERALL WELL BEING..

'SPECIALLY WHEN IT COMES TO WHERE
WE LAY OUR HEAD AT NIGHT. IT CAN
WORK FOR US OR AGAINST US.

AND UNFORTUNATELY, UP TO THIS POINT
IN OUR LIL COMMUNITY, IT'S ONLY
WORKED AGAINST US.

BUT, WE FROGTOWNER'S JUST AS
RESILIENT AND PRIDEFUL AS WE'VE
EVER BEEN, 'CAUSE..

FROGTOWN IS JAZZ. AN ORCHESTRA OF CULTURE
THAT DIPS AND TWISTS, ALIVE WITH A HEARTBEAT
ALL ITS OWN.



HOME TO CURIOUS KIDS AND
MEANDERIN' MILLENNIALS.

MOTHERS AND FATHERS, HUSTLIN' AND
BUSTLIN'.

BOOMERS AND EMPTY NESTERS,
MOVIN' AND GROOVIN'.

DREAMERS AND SCHEMERS.

STRIVERS AND SURVIVORS.

ALL BOPPIN' TO THEIR OWN RHYTHM
TO CREATE THE ENERGY -- THE MUSIC..
THAT IS FROGTOWN.

AND THE HOUSING AVAILABLE WITHIN
OUR COMMUNITY SHOULD REFLECT
THAT DIVERSITY.. THAT ENERGY.. THAT
JAZZ.. 'CAUSE THIS IS HOME.

AND HOME ADJUSTS TO US..
NOT THE OTHER WAY AROUND.

HOUSING GOALS



WE GOT THE TRAIN HERE. WE GOT
THE STADIUM COMING IN THE MIDWAY.
UNIVERSITY AVENUE, AS A WHOLE, IS
UNDER A HEAP OF REDEVELOPMENT,
AS IS DALE STREET AND RICE. SO,
INEVITABLY, PRICES ARE GOING TO
SOAR..

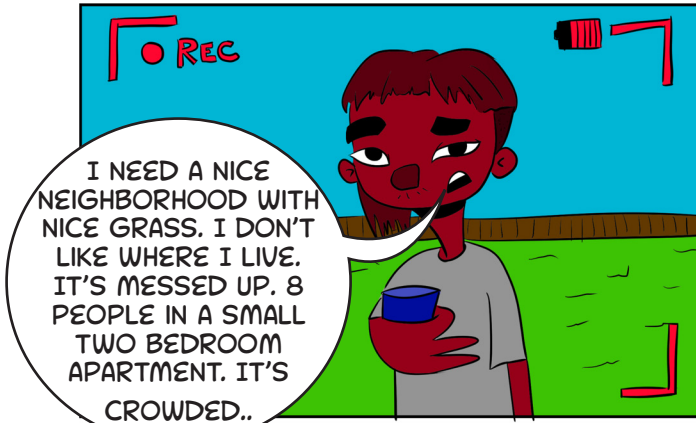
THEY ALREADY HAVE.

AND WE FROGTOWNERS ARE WELL
AWARE OF THE STAKES.

WE SEE IT. WE FEEL IT.
AND WE'RE NOT HAVING IT.

HERE'S A LIST OF HOW WE EXPECT THE
HOUSING IN FROGTOWN TO DEVELOP
OVER THE NEXT DECADE:

I. QUALITY HOUSING THAT SERVES FROGTOWNERS FROM ALL WALKS OF LIFE.



REC



REC

EARL

FROGTOWN IS A WILDLY DIVERSE COMMUNITY AND DOG-ON-IT, WE'D LIKE TO KEEP IT THAT WAY. IN ORDER FOR AN **UNDER-RESOURCED** COMMUNITY LIKE OURS TO THRIVE WE NEED *RESOURCES*.

AND OUR BEST RESOURCE IS, AND ALWAYS WILL BE, EACH OTHER.. AND THE CULTURES, VALUES, AND PERSPECTIVES ATTACHED TO US.

2. HOUSING THAT CREATES AND NURTURES COMMUNITY.



REC

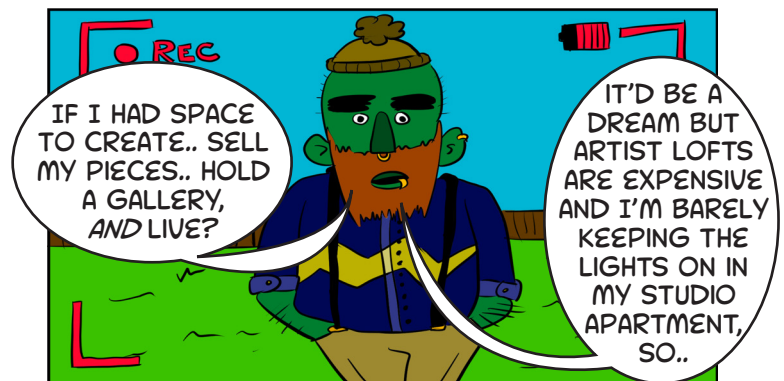


EARL

WE WANT FROGTOWN TO BE A VILLAGE. A PLACE WHERE WE KNOW OUR NEIGHBORS, CAN HANG OUT, AND FEEL SAFE. WE WANT FROGTOWN.. OUR HOME..TO FEEL LIKE A PLACE WE WANT TO BE.

AND LASTLY:

3. HOUSING THAT ENCOURAGES ENTREPRENEURSHIP.



EARL

THE **LIVE-WORK** SPACES OF OLD ARE BACK IN STYLE. ARTISTS, EDUCATORS, ENTREPRENEURS, AND TECHIES NEED SPACE AND TIME TO DO WHAT THEY DO. IF WE MADE **LIVE-WORK** SPACES READILY AVAILABLE IN FROGTOWN IT'D EMPOWER THE RESIDENTS THAT CRAVE THEM, SERVE AS A MUCH NEEDED BOOST TO OUR LOCAL ECONOMY, AND BRING A HEAP OF CREATIVITY AND INNOVATION TO OUR COMMUNITY.

IF WE ACHIEVE THESE THREE GOALS, WE CAN BETTER WORK TOWARDS BECOMING THE **ARTS, ENTREPRENEURSHIP, AND EDUCATION CENTERED URBAN VILLAGE** WE'VE SET OUT TO BE.

AND WHO KNOWS, MAYBE THE VITALITY AND CULTURE OF OUR LIL COMMUNITY WILL RUB OFF ON THOSE THAT SURROUND US.

SOLUTIONS

SOLUTION 1: AFFORDABLE AND ATTRACTIVELY DESIGNED HOUSING OPTIONS FOR FROGTOWNER'S INTERESTED IN LIVING SMALL AND/OR AMONG COMMUNITY



ACCORDING TO OUR MOST RECENT CENSUS (2009-2013), 'ROUND 33% OF FROGTOWNERS LIVE BY THEMSELVES.

AND I'M SURE THIS NUMBER WOULD BE MUCH HIGHER IF IT INCLUDED PEOPLE WHO *WANT* TO LIVE ALONE BUT CAN'T..

LIKE MY KNUCKLEHEAD NIECE, NICOLE, WHO'S BEEN SQUATTIN' AT MY HOUSE FOR OVER A YEAR NOW.



OR MY MOMMA WHO JUST FOUND A PLACE ON THE EDGE OF MINNEAPOLIS. MUCH FURTHER THAN SHE'D LIKE TO BE FROM THE PLACE SHE CALLED HOME FOR THE PAST 20 SOME ODD YEARS.

AND I KNOW WHAT YOU'RE THINKIN', WHY COULDN'T YA MOM LIVE WIT YOU, EARL?

THREE WORDS: OIL AND WATER.

BESIDES NICOLE ALREADY TAKEN UP MUH EXTRA SPACE.

LOSE A POUND OR TWO UNC AND THERE'D BE MORE SPACE FOR EVERYONE.



GET OUT.

SOLUTION I - A: CONSTRUCT MICRO COMMUNITIES THROUGHOUT FROGTOWN.



FROM MY TALKS WITH MY NEIGHBORS, MANY FROGTOWNERS, YOUNG AND OLD, WANT TO LIVE SLOWER, SMALLER, AND CLOSER TO FRIENDS AND FAMILY.

HIGH INNER CITY RENTS AND JOB SCARCITY HAVE LOVED ONES LIVING FURTHER FROM EACH OTHER THAN EVER BEFORE; WE'RE A DISJOINTED TRIBE. BUT THERE'S SOME EXTREMELY CREATIVE WAYS TO ATTACK THIS HERE PROBLEM.

FOR INSTANCE, THE **TINY HOUSE** MOVEMENT IS ALIVE AND WELL WITH **MICRO COMMUNITIES** POPPING UP ALL OVER THE NATION.

A **TINY HOUSE VILLAGE**, COMPLETE WITH SHARED SPACES.. FIREPITS, GARDENS, LARGE FAMILY STYLE KITCHENS, WORK SPACES ETC.. WOULD BE A BOMB SOLUTION TO OUR AFFORDABLE HOUSING NEEDS.

ALREADY IN ST. PAUL. **ALCHEMY ARCHITECTS** AND THE **EAST YARD COOPERATIVE** HAVE PROJECTS UNDERWAY ON THE EAST SIDE, BUT THEY'LL BOTH START OFF AT 100 PLUS

THOUSAND DOLLARS A UNIT, WHICH IS.. WAY TOO DOG-ON EXPENSIVE TO LIVE *TINY*, IF YOU ASK ME.

IT'S THE SAME ISSUE PRESENT WITHIN THE GROWIN' **MICRO-APARTMENT** TREND POPPIN' UP ALL OVER THE COUNTRY. ONE BEING **RAY** ON THE EDGE OF MINNEAPOLIS AND ST. PAUL JUST OFF HIGHWAY 280.



THEY GOT 372 SQUARE FOOT APARTMENTS STARTING AT A LIL OVER A 1000 DOLLARS A POP.

FOR A CUBICLE WITH AMENTIES? (SHAKING HEAD) UHN UHN.

AND THEY GOT THE NERVE TO MARKET THESE BOXES AS AFFORDABLE OPTIONS. HOW ARE THEY AFFORDABLE WHEN THEY'RE ALL WELL ABOVE MARKET RATE?

THOUGH I'M AN ADVOCATE OF THE MOVEMENT.. I MEAN, I LOVE THE IDEA OF MIXING UP OUR HOUSING OPTIONS. BUT ONLY IF WE'RE BEING PRACTICAL.

WE'D LIKE **MICRO-COMMUNITIES** IN FROGTOWN TO MAKE ECONOMIC SENSE AND REALLY BE SOMETHIN' SOMEONE WORKING FULL-TIME AT MINIMUM WAGE COULD AFFORD WITHOUT GASPIN' FOR AIR.

THAT'S AFFORDABLE HOUSIN'.

SOLUTION 2: SLICKLY DESIGNED AFFORDABLE AND/OR SUBSIDIZED SOCIAL HOUSING.



WE FROGTOWNERS SEE THE NEW FANGLED, FANCY DANCY LUXURY APARTMENTS POPPIN' UP EVERY WHICHAWAY; APARTMENTS WITH BELLS AND WHISTLES--

SPACES TO COMMUNE WITH YOUR NEIGHBORS, WORKOUT, DO YOGA, PLAY GAMES, GARDEN -- I MEAN THEY EVEN GOT DOG PARKS ON THE ROOF. *DOG PARKS ON THE ROOF!*

BUT THESE APARTMENTS ARE ONLY CONSTRUCTED AT MARKET RATE OR ABOVE. MEANING YOUR AVERAGE FROGTOWNER, WHO MAKES LESS THAN 40,000 DOLLARS A YEAR, CAN'T AFFORD TO LIVE IN ONE.

2/3 OF THE PEOPLE LIVING IN FROGTOWN, RENT. AND IF TRENDS CONTINUE AS THEY ARE, THAT NUMBER'S ONLY GOING UP.

I DON'T KNOW WHAT THE CITY'S GAME PLAN IS, BUT WE'RE GONNA NEED PLACES TO LIVE.. IN OUR AREA.. THAT MAKE ECONOMIC SENSE.

WE'D LIKE TO SOLVE THAT PROBLEM THROUGH.. YOU GUESSED IT! *DESIGN, DOG-ON-IT.*

ANNA BERGREN MILLER, FREELANCE WRITER, HARVARD GRAD AND ARCHITECTURE PHD HAD THIS TO SAY ABOUT SOCIAL HOUSING:

"WELL-DESIGNED AFFORDABLE HOUSING IS NOT AN OXYMORON. TO THE CONTRARY, THE BEST SOCIAL HOUSING BEING DESIGNED AND BUILT TODAY FEATURES A COMBINATION OF CREATIVE SOCIAL PROGRAMMING, CUTTING-EDGE SUSTAINABILITY STRATEGIES, AND A KEEN AESTHETIC AWARENESS TO RIVAL ANYTHING AVAILABLE ON THE PRIVATE MARKET"



EARL

AND THAT'S ALL WE WANT: LOW-COST, SLICKLY DESIGNED HOUSIN' FOR PEOPLE WHO NEED IT.. HOUSIN' RESIDENTS CAN BE PROUD OF.

THERE ARE A GANG OF MODELS THAT COULD BE DUPLICATED OR SERVE AS A FOUNDATION FOR AN ENTIRELY NEW MODEL LIKE **STAR APARTMENTS** LOCATED IN THE HEART OF **SKID ROW** OUT IN LA (PICTURED ABOVE) WHICH "[OFFERS] PERMANENT SUBSIDIZED HOUSING...FEATURES AN ON-SITE WELLNESS CENTER, MEDICAL CLINIC, AND COMMUNITY AREAS FOR SOCIALIZING, MAKING ART, USING COMPUTERS, AND EXERCISING.' THERESA HWANG, COMMUNITY ARCHITECT AT THE TRUST NOTES. THESE ADDITIONS TO THE RESIDENCES

REPRESENT A UNIQUE ARCHITECTURAL INVESTMENT IN COMMUNITY-BUILDING ACTIVITIES. 'IT'S REALLY PUSHING THE TYPOLOGY OF PERMANENT SUPPORTIVE HOUSING'"

ALL WE HAVE TO DO IS INNOVATE.

SOLUTION 3: DORMITORY STYLE PUBLIC HOUSING WITH LOCAL AND/OR RESIDENT OCCUPIED SHOPS BENEATH.



THE ORIGINAL FROGTOWN GRANNY, SAYAMA, TOUCHED ON HOW MUCH SHE DIGS **THE U** A LIL BIT AGO AND I HAVE TO SAY, I'M IN LOVE WIT **THE U** MYSELF.

AND NOT JUST CAUSE THEY GOT MORE TASTY TREATS THAN ONE EARL COULD EVER ENJOY. I DIG **THE U** FOR THE SAME REASON I DIG ALL COLLEGE CAMPUSUS; THEY'RE DESIGNED TO BE SOCIAL EPICENTERS, FULL OF MULTIPLE MODES OF TRANSPORTATION, WALKABILITY, AND CONVENIENCE.

SINCE GRADUATING FROM COLLEGE, ME AND MY BUDDIES ALWAYS WONDERED WHY SOCIETY -- "THE REAL WORLD" -- DID AWAY WITH INTEGRATIN' A MODEL THAT OBVIOUSLY WORKS SO WELL?

WHY AREN'T CITIES DESIGNED LIKE COLLEGE CAMPUSES IF THEY SERVE A SIMILAR PURPOSE? WHICH IS ORGANIZING HUMAN? **DORM STYLE**

HOUSING HAS BEEN A GROWING TREND 'ROUND THE NATION IN RESPONSE TO OUR AFFORDABLE HOUSING CRISIS, SPURRED BY START-UPS LIKE **WE LIVE, COMMON**, AND A HANDFUL OF OTHERS.



BUT LIKE THOSE *LUXURY* TINY HOUSE VILLAGES BEING BUILT OVER ON THE EAST SIDE, AND THOSE *LUXURY* MICRO APARTMENTS, THESE DORMS AREN'T BEING MADE FOR FOLKS AROUND AND BELOW POVERTY.

SEEMS NOTHIN' IS.

AGAIN, AND I CAN'T STRESS THIS ENOUGH, WE WANT EVERY NEW DEVELOPMENT BUILT IN FROGTOWN TO ADHERE TO OUR **MIXED-INCOME** GOAL. WE NEED ELI RENTERS ON UP TO HOMEOWNERS ADEQUATELY SERVED AND REPRESENTED IN OUR COMMUNITY.

SOLUTION 3: LIVE/ WORK SPACES THAT ENCOURAGE ENTREPRENEURSHIP I.E. RESIDENTIAL UNITS ABOVE OR ADJACENT TO OFFICE AND/OR RETAIL SPACES.



A VERY IMPORTANT PART OF THE CULTURE WE'RE TRYNA SCULPT IN FROGTOWN IS BECOMIN' LESS A COMMUNITY OF CONSUMERS, AND MORE A COMMUNITY OF PRODUCERS.

IN ORDER TO MAKE THIS SHIFT, ENTREPRENEURSHIP NEEDS TO BE EMBEDDED INTO THE VERY DESIGN OF OUR COMMUNITY. DESIGNER, **LARRY W. GARNETT** HAD THIS TO SAY ABOUT THE SUBJECT:

"IN THE LAST FEW YEARS, THE MARKETPLACE HAS WITNESSED THE RE-EMERGENCE OF BUILDINGS THAT HAVE RESIDENTIAL UNITS ABOVE OR ADJACENT TO OFFICE AND RETAIL SPACES. THIS IS ACTUALLY AN OLD CONCEPT OF 'LIVING ABOVE YOUR STORE' FOUND IN MANY SMALL TOWNS ALL OVER THE COUNTRY. AS YOU TAKE A CLOSER LOOK AT THIS TYPE OF PRODUCT, YOU'LL FIND A GREAT DEAL OF FLEXIBILITY INHERENT IN THE DESIGNS. A RETIRING PROFESSIONAL MIGHT CONTINUE A LIMITED PRACTICE OF LAW OR CONSULTING, UTILIZING AN AREA THAT IS EASILY ACCESSIBLE TO THE PUBLIC WHILE ACTUALLY BEING AN EXTENSION OF THE HOME. A YOUNG ENTREPRENEUR COULD USE ONE OF THESE SPACES AS A LOW COST LOCATION TO START THEIR BUSINESS. THE OPTIONS ARE ALMOST ENDLESS."



EARL

WE HAVE A HANDFUL OF BUILDINGS DESIGNED TO BE **LIVE/WORK** SPACES HERE IN FROGTOWN, BUT THEY'RE RARELY, IF EVER, OWNED BY THE RESIDENT(S) ABOVE.

WE'D LIKE TO CHANGE THAT 'CAUSE LIKE I SAID BEFORE.. ARTISTS, EDUCATORS, ENTREPRENEURS, AND TECHIES NEED SPACE AND TIME TO DO WHAT THEY DO. AND FROGTOWN WOULD BENEFIT GREATLY BY NOT LOSING OUR CREATIVES, OUR TEACHERS, AND OUR INNOVATORS TO OTHER COMMUNITIES.

NOW I KNOW THIS DON'T SEEM LIKE MUCH IN THE WAY OF SOLUTIONS, BUT THE REALITY IS, MOST OF OUR WORK IN THE HOUSING DEPARTMENT HAS TO BE DONE ON THE POLICY END OF THINGS.

MORE **COOPERATIVE HOUSING** OPTIONS WOULD DO FROGTOWN SOME GOOD.

A **COMMUNITY LAND TRUST** WOULD DO FROGTOWN SOME GOOD.

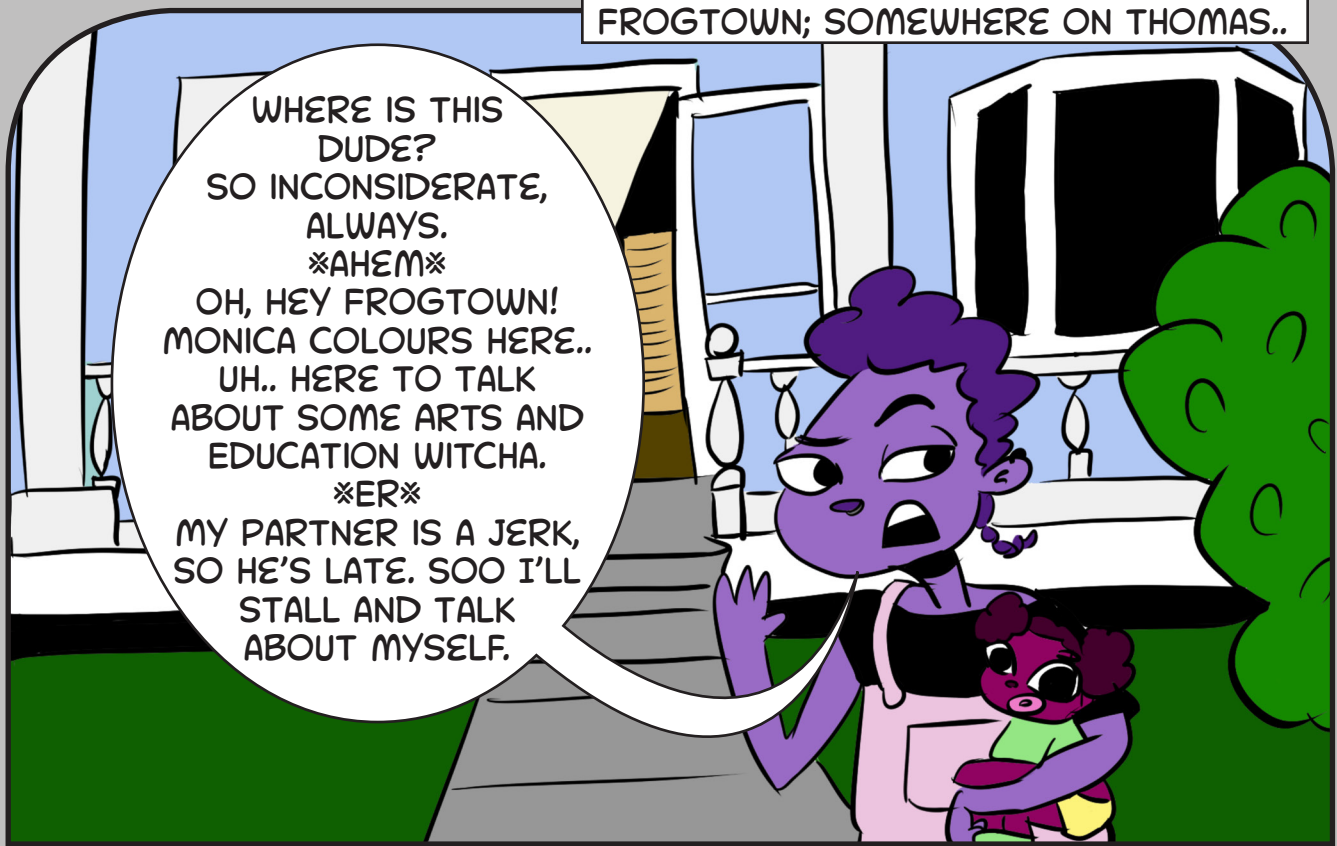
BUT WE'LL JUST HAVE TO WAIT AND SEE HOW SERIOUS THE CITY OF ST. PAUL IS ABOUT ATTACKING OUR AFFORDABLE HOUSING CRISIS, AND HOW MUCH THEY'RE WILLING TO DO TO EASE THE RAMIFICATIONS OF GENTRIFICATION.. MAKIN' SURE OUR CITY IS ONE BUILT ON INCLUSIVITY.

AT THAT'S THAT.

BIG MAN ON CAMPUS AKA THE MAN OF STEEL AKA ROYAL RUMBLE MAN FROM THE LAND WHERE THE BEES DON'T BUMBLE AND THE CRUMBS DON'T CRUMBLE, OUT!

OVER TO LIL PAO AND MS. COLOURS.

Arts & Education



WHERE IS THIS
DUDE?
SO INCONSIDERATE,
ALWAYS.
AHM
OH, HEY FROGTOWN!
MONICA COLOURS HERE..
UH.. HERE TO TALK
ABOUT SOME ARTS AND
EDUCATION WITCHA.
ER
MY PARTNER IS A JERK,
SO HE'S LATE. SOO I'LL
STALL AND TALK
ABOUT MYSELF.

MONICA (CONT'D)

KEWL.. SO UM, YEAHH.. I LIVE WIT MY
DAD AND THIS LITTLE PEANUT, HERE.
MY PRIDE AND JOY. MY BAHAMA MAMA
SUNSHINE!

(MONICA BLOWS ON HER STOMACH,
PEANUT LAUGHS AND COOS)

I MOVED BACK HOME LAST YEAR ON
ACCOUNT OF YAH KNOW.. THIS ONE
(NODS TOWARD PEANUT).

ANDD.. IT'S BEEN PRETTY DOPE. POP'S
SUPER KEWL. AN ARTIST, ACTIVIST,
AND ALL AROUND GREAT GUY. HE'S
PRACTICALLY FAMOUS AROUND HERE,
SO I HAVE SOME ENORMOUSLY LARGE
SHOES TO FILL. BUT I'M AS KEWL, IF
NOT KEWLER (HAIR FLIP), SO I'M REALLY
NOT TRIPPIN'.

MR. COLOURS (OFF SCREEN)
DON'T YOU LIE TO THEM PEOPLE.

MONICA
GET OUT MY CONVERSATION!

POP'S THE REASON I'M SUPER
INVESTED IN TRYING TO MAKE
FROGTOWN DOPE, SO I GUESS HE'S
GOOD FOR SOMETHING..

AHM
ANDD STILL NO PAO IN SIGHT.
AWESOME.

UMM.. SO.. ART'S MY THING. I LIVE
TO CREATE AND EXPRESS MYSELF.
MAKING SOMETHING OUT OF NOTHING
HAS SAVED MY LIFE TIME AND TIME
AGAIN; IT'S MY MEDICINE.. HELPING
ME CONNECT WITH MYSELF AND THE
WORLD AROUND ME IN WAYS I CAN'T
EVEN PUT INTO WORDS.. WHICH IS WHY
I THINK IF WE'RE REALLY TRYING TO
CHANGE THIS AREA, ART HAS TO BE AT
THE FOREFRONT. EDUCATION HAS TO BE
AT THE FOREFRONT. *COMMUNITY* NEEDS
TO BE AT THE --

DAZZLE
(WALKING TOWARDS THE PORCH)
OL BROKEN RECORD FACE HEAD.
SUP LIL HOMIE! (DAZZLE EXTENDS
HIS HAND TO GIVE PEANUT, **DAP**. SHE

CLINCHES CLOSER TO MONICA) FORGET YOU THEN, KID! CHECK YOUR CHILD.

MONICA

BE QUIET. WHAT ARE YOU DOING HERE? HAVE YOU SEEN, PAO?

DAZZLE

I'M HERE TO POLITIC WITH YOUR, DAD. DANG, PAO STOOD YOU UP?

MONICA

SMACKS TEETH THERE HE IS.



DAZZLE

I'M OUT. GOOD LOOK, YAWLS.

(DAZZLE WALKS TOWARDS THE DOOR)

MONICA

(HANDING DAZZLE HER BABY) HERE, TAKE PEANUT.

DAZZLE (OFF SCREEN)

AYYYE, MR. COLOURSS!

MR. COLOURS (OFF SCREEN)

DAZZLE, MY MAINEST OF MAN!

MONICA

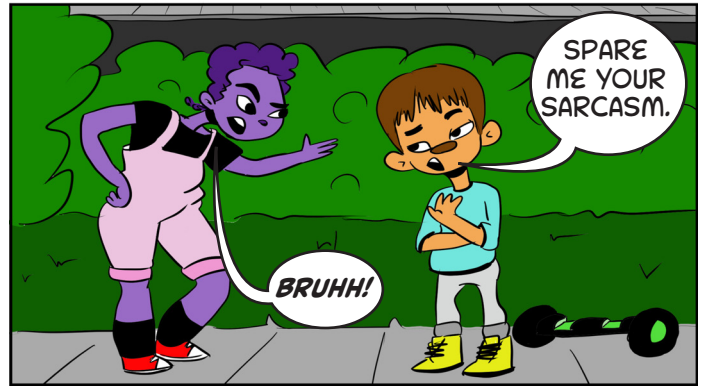
SEE. POP'S MORE POPULAR THAN ME.
SIGH
HI. PAO.

PAO

HELLO, MONICA.

MONICA

HOW NICE OF YOU--



PAO (IGNORING MONICA)

HELLO, FROGTOWN. I APOLOGIZE FOR MY TARDINESS. MY CLASS RAN LATE AND I ALWAYS NEED A BIT OF TIME, AFTERWARD, TO DECOMPRESS..

MONICA (ANNOYED)

YEAH.. YOU HEARD RIGHT.. HE *TEACHES A CLASS.*

PAO

OH SEV'RAL. AT THE UNIVERSITY AND HERE IN FROGTOWN - -PARDON.. JUST OUTSIDE OF FROGTOWN. RONDO LIBR'RY. BUT LET'S NOT FRET OVER PARTICULARS, WE HAVE NOT TIME TO WASTE. THE GREAT MONICA *COLOURS* AND I WERE TASKED WITH THE--

MONICA

WOW, YOU'RE REALLY ON A ROLL TODAY. TELL THEM ABOUT YOURSELF AND DITCH.. WHATEVER THAT IS YOU'RE DOING WITH YOUR VOICE.

PAO

AGHAST WELL I NEVEERR?

(PAO ADJUSTS HIMSELF.)

I APOLOGIZE.. IT'S A NERVOUS TICK.

MONICA

WHATEVER, BOY GENIUS. CONTINUE.

PAO

MY NAME'S PAO. I'M 12. I KNOW A

LOT ABOUT A LOT. A COUPLE YEARS AGO, I CREATED A PROJECT BASED CURRICULUM THAT REVOLVES AROUND THE SYNERGIZING OF SCHOOL SUBJECTS. THAT IS TO SAY, INSTEAD OF TEACHING MATH SEPARATE FROM READING, OR SCIENCE SEPARATE FROM HISTORY, WE FIND CREATIVE WAYS TO FUSE THEM TOGETHER.. IT'S A MORE NATURAL AND LESS PASSIVE WAY OF LEARNING. MAKES IT EASIER TO HOLD ON TO INFORMATION, CONNECTING MORE SYNAPSES IN THE BRAIN AND WHAT HAVE YOU.

MONICA

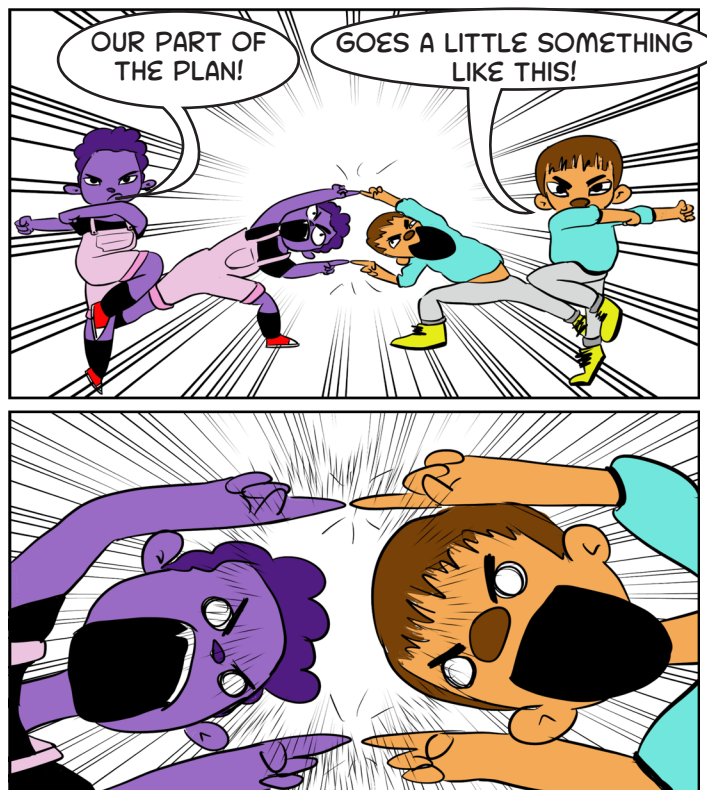
YEAH, HE'S KEWL AS A CUCUMBER AND THE RIGHT LITTLE MAN FOR THIS JOB. I EVEN KIND OF LIKE HIM SOMETIMES.

PAO (DRAMATICALLY)

OH THANK YOU, MY LOVE. YOUR WORDS ARE LIKE VIOLINS TO MY EARS.

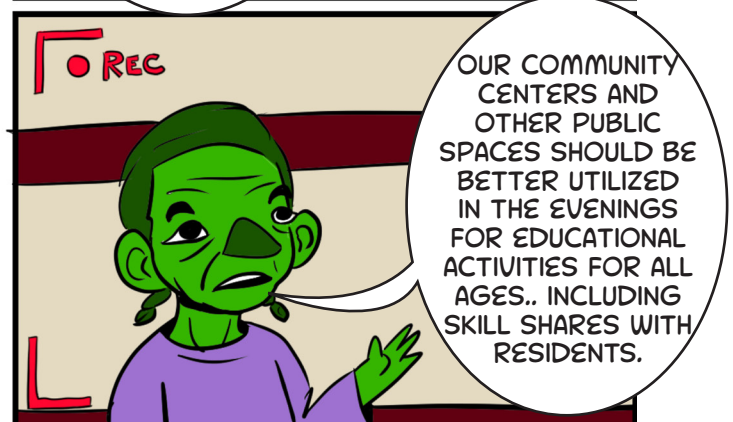
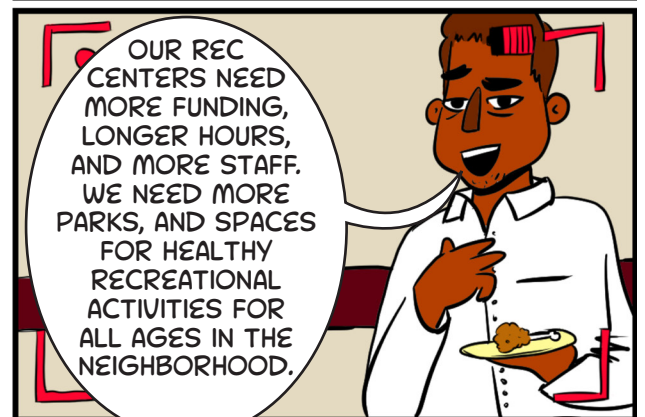
MONICA

AND HE SWEARS UP AND DOWN HE'S A THESPIAN, BUT THAT'S YET TO BE DETERMINED.



ARTS AND EDUCATION GOALS

I. WE WANT ART, EDUCATION, AND WELLNESS INCORPORATED INTO THE PHYSICAL AND SOCIAL INFRASTRUCTURE OF FROGTOWN.



MONICA

THE ARTS HAVE BEEN MAD ESSENTIAL TO CULTURAL AND CIVIC ENGAGEMENT WITHIN FROGTOWN FOR DECADES. AND IT'S LEAD TO A LOT OF CREATIVE ENERGY, MOMENTUM, AND AN INFLUX OF ARTISTS WHO'VE DECIDED TO CALL FROGTOWN HOME.

WE WANT TO SHOWCASE, CELEBRATE, EDUCATE, INSPIRE AND HEAL EACH OTHER THROUGH ART, BUT TO DO SO WE NEED FERTILE SOIL.

2. WE WANT TO EMPOWER EACH OTHER AND FUTURE GENERATIONS TO BE COMMUNITY LEADERS, USING ART AND EDUCATION AS A VESSEL.

WE DON'T GET AN EDUCATION TO GET OUT OF OUR COMMUNITY.

WE GET AN EDUCATION TO LEARN THE LANGUAGE OF THE SYSTEM AND WORK WITHIN THE SYSTEM SO THAT NO OTHER CHILD IN OUR COMMUNITY HAS TO GROW UP WITH THE SAME STRUGGLES AS WE DID.

COMMUNITY PROGRAMMING.. LEARN A TRADE, GET COMMUNITY INVOLVED, SO THEY HAVE A PLACE TO GET CULTIVATED - LOOK AT OUR CHANGING DEMOGRAPHICS - ARE WE CATERING TO THE RIGHT AGE GROUP? ARE WE DOING ENOUGH FOR ADULTS?

LEARNING OPPORTUNITIES FOR EVERYONE!

AN ART CENTER! THEN WE COULD MAKE THINGS TO SELL.

MORE STUDIOS AND GALLERY SPACES!

LEARN ABOUT DIFFERENT CULTURES, TEEN ADVENTURES.. GARDENING.. STUFF THAT CATERS TO OUR COMMUNITY AND WHAT WE WANT, BUT ALSO MAKES PEOPLE WANT TO VISIT.

REVITALIZE THE VICTORIA..

"EDUCATION IS NOT SOMETHING YOU CAN FINISH" - ISAAC ASIMOV

PAO
FROGTOWN IS BRIMMING WITH

EAGER LEARNERS, AND PEOPLE SEARCHING FOR OPPORTUNITY AND A BETTER LIFE. MANY HAVE TRAVELED THOUSANDS OF MILES TO DO SO. THE VERY FOUNDATION AND HISTORY OF THIS AREA IS ROOTED IN SUCH PURSUITS. RICH IN STORY AND EXPERIENCE WE MUST PRESERVE, OWN, AND RETELL FOR GENERATIONS TO COME.

WE AIM TO ENCOURAGE LIFE LONG LEARNING AND SKILL BUILDING WITHIN FROGTOWN BY ENSURING A VARIETY OF EDUCATION AND SKILLS TRAINING OPTIONS ARE ACCESSIBLE AND READILY AVAILABLE TO FROGTOWNERS FROM ALL WALKS OF LIFE. BY DOING SO, WE'LL GUARANTEE A BRIGHTER MORE FULFILLING FUTURE FOR FROGTOWN AS A WHOLE.

3. WE WANT THE ARTS AND EDUCATION TO BE AN ECONOMIC DRIVING FORCE WITHIN OUR COMMUNITY.

MONICA

WHEN AN AREA IS KNOWN FOR SOMETHING KEWL AND POSITIVE, IT BECOMES A DESTINATION AREA. RESOURCES AND MONEY FLOOD IN. AND PEOPLE DEVELOP A SENSE OF PRIDE.

THERE'S NOT A DOUBT IN MY MIND HOW MUCH FOCUSING ON THE ARTS, EDUCATION, AND BECOMING A COMMUNITY OF CREATORS AND PRODUCERS WILL EMPOWER FROGTOWNERS.

SOLUTIONS

SOLUTION 1: A YOUTH/ EARLY ADULT OR INTERGENERATIONAL CENTRIC ARTS CENTERED CO-OP OR NONPROFIT

**PAO**

MONICA, DEAR CHILD. WHAT WOULD YOU SAY NEEDS TO BE OUR FIRST COURSE OF ACTION HERE IN FROGTOWN IF WE WANT TO BRING OUR GOALS TO FRUITION?

MONICA

THE VIC! FROGTOWNERS HAVE BEEN FIGHTING FOR THE **VICTORIA THEATER** FOR NEARLY A DECADE AND WE'VE JUST RECENTLY BEGAN TO GAIN SOME TRACTION, THANKS IN LARGE PART, TO THE **FROGTOWN NEIGHBORHOOD ASSOCIATION**.

PAO

BUT IT'S NOT REALLY ABOUT THE **VICTORIA THEATER**, PER SE. IT'S ABOUT WHAT IT'D REPRESENT, ALONG WITH THE NECESSITY OF THE SPACE AND CAPITAL IT WOULD BRING TO THE COMMUNITY.

INTERMEDIA ARTS ON THE SOUTH SIDE OF MINNEAPOLIS, AND **JUXTAPOSITION FOR THE ARTS** ON THE NORTH SIDE ARE EXTREMELY ACTIVE WITHIN THEIR COMMUNITIES. THEY'RE PILLARS. EMPLOYING, EDUCATING, AND PROVIDING RESOURCES AND CREATIVE SPACE FOR COMMUNITY MEMBERS YOUNG AND OLD.



CURRENTLY, FROGTOWN IS SOMEWHAT DEVOID OF SUCH ORGANIZATIONS.

MONICA

WE HAVE **IN-PROGRESS**, AN ARTS AND EDUCATION CENTERED NON-PROFIT OFF RICE AND FRONT STREET BUT, TECHNICALLY, THAT'S NOT FROGTOWN,

PAO

IT'S NORTH END.

MONICA

SCHEFFER COMMUNITY CENTER WILL BE KNOCKED DOWN AND REBUILT BY 2019, WHICH IS BEYOND KEWL BECAUSE I'VE SEEN THE PLANS AND THEY ARE BEA-U-TI-FUL, AND WILL BE EVERYTHING THE COMMUNITY NEEDS AND THEN SOME. IT'LL BE A RECREATION CENTER

WITH INTERGENERATIONAL SPACES AND PROGRAMMING, MEETING ROOMS, A KITCHEN, CULTURE SPECIFIC GAMES, WORKOUT FACILITIES -- THE FREAKING WORKS.

PAO

BUT IT'S STILL ONLY ONE BUILDING, SO THERE WILL STILL BE A SUBSTANTIAL VOID WITHIN THE COMMUNITY.

MONICA

WHERE WILL OUR YOUNG THESPIANS, LIKE PAO HERE, GO TO LEARN ABOUT SHAKESPEARE OR EX RONDO RESIDENT AND LEGEND, **AUGUST WILSON**?

PAO

WHERE WILL DANCERS, YOUNG AND ANCIENT, LIKE SIR EARL, GO TO DANCE THEIR JIG?

MONICA

WHERE WILL OUR VISUAL ARTISTS, OUR NOVELISTS, AND OUR POETS GO TO TELL THE STORY OF FROGTOWN? OF ST. PAUL? AND THE MANY CULTURES THAT LIVE HERE? ALL THAT TO SAY..

PAO

WE NEED SPACES. AND ONE OF THOSE SPACES CAN, AND PROBABLY SHOULD BE, THE **VICTORIA THEATRE**.

MONICA

I MEAN.. IT'S JUST SITTING THERE.

SOLUTION 2: CONNECT WITH OWNER(S) OF LARGE, COMMERCIAL SPACES THAT ARE VULNERABLE TO MARKET FORCES.



PAO

I'M POSITIVE MOST FROGTOWNERS DRIVE BY PLACES LIKE **SUNRISE PLAZA** WITHOUT GIVING IT SO MUCH AS A SECOND GLANCE.

MONICA

WHICH IS CRAZY, SINCE IT LITERALLY TAKES UP AN ENTIRE CITY BLOCK.

PAO

I USED TO TAKE KARATE CLASSES THERE, TAUGHT BY **MASTER LIEN**, BUT OUR SPACE WAS RUINED DUE TO A LEAKY CEILING FORCING HER TO BREAK HER LEASE.

MONICA

MY HOMEGIRL HAD A SHOW ON **WFNU FROGTOWN RADIO**, WHICH USED TO BE RAN OUT OF THERE, AND SHE SAID THE SPACE IS FALLING A PART.

PAO

THAT SAID, IT'S CURRENTLY A CULTURAL EPICENTER FOR FROGTOWNS SOUTHEAST ASIAN COMMUNITY, WHICH IS TERRIFIC. HOWEVER, WITH A LITTLE TLC, INTENTION, AND REIMAGINING IT HAS THE POTENTIAL TO BE OUR OWN LITTLE GLOBAL MARKET PLACE, HONORING THE MANY CULTURES THAT CALL FROGTOWN HOME; WHICH IS MORE THAN NECESSARY CONSIDERING FARMERS MARKETS AND CULTURE CENTERED EVENTS ALL BUT DISAPPEAR DURING OUR WINTER MONTHS.

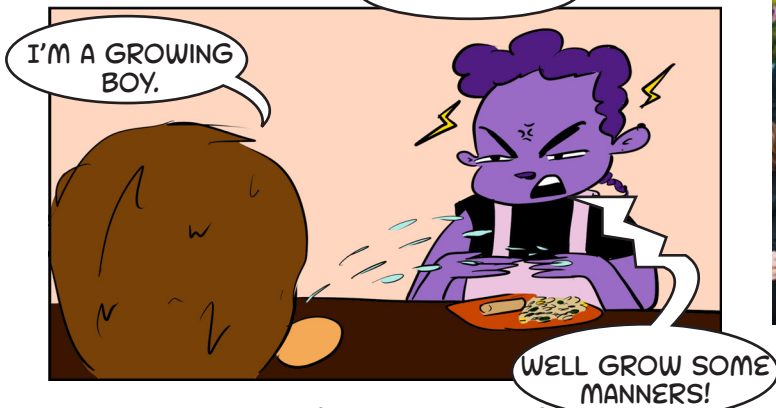
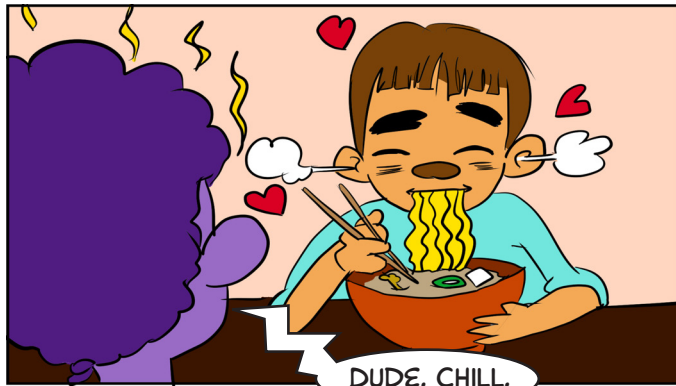
MONICA

BUT ALL OF THIS IS VOID IF **SUNRISE** IS BOUGHT OUT. IT'S SITTING ON SOME EXTREMELY PRIME REAL ESTATE.

PAO

VERY TRUE.. WHICH IS WHY IT'S NECESSARY WE ACT FAST. **SUNRISE** IS JUST ONE OF MANY SPACES IN FROGTOWN CURRENTLY VULNERABLE MARKET FORCES.

SOLUTION 3: PARTNER WITH LOCAL BUSINESSES WHO ARE INTERESTED IN USING ART AS A VESSEL TO INCREASE TRAFFIC WITHIN THEIR ESTABLISHMENTS.



PAO (MOUTH FULL)

FROGTOWN IS HOME.. TO A SLEW OF BUSTLING BUSINESSES.. BUSINESSES.. MM.. THAT WOULD LOVE.. TO BUSTLE EVEN MORE..SO *DELICIOUS*.

(FOOD SHOOTS OUT OF PAO'S MOUTH ALL OVER MONICA)

MONICA (WIPING HER FACE)

I. REALLY WANT YOU TO MAKE IT TO YOUR 13TH BIRTHDAY.. BUTCHEAH.. BUSINESSES WANT TO BUSTLE.

WHAT IF WE PARTNERED WITH LOCAL BUSINESSES TO BRING ART INTO THEIR SPACES?

PAO

OPEN MIC'S.. GALLERIES.. WINE AND PAINTING CLASSES..

MONICA

ESTABLISHMENTS GET MORE TRAFFIC AND WE CREATE OPPORTUNITIES FOR ARTISTS IN THE AREA. TWO BIRDS, ONE STONE.

PAO (MOUTH FULL)

IT'S.. A WIN, WIN!

MONICA

I'M LEAVING.

SOLUTION 4: UTILIZE OUR LOTS



MONICA

FROGTOWN IS LITTERED WITH LOTS.

PAO

AND THEY CAN, AND WILL BE, UTILIZED. **RYAN PLUMBING** LENDS THE LOT NEXT TO THEIR ESTABLISHMENT TO THE **FROGTOWN NEIGHBORHOOD ASSOCIATION**.

MONICA

ALL THEY DID WAS ASK.

PAO

OUR ABUNDANCE OF EMPTY LOTS CAN BE USED FOR EVENTS, LIKE THE **CREATIVE FROGTOWN** EVENT HOSTED EVERY OCTOBER (PICTURED ABOVE). OR FOR MARKETS WHERE ARTISANS AND LOCAL ENTREPRENEURS CAN SELL THEIR PRODUCTS.

MONICA

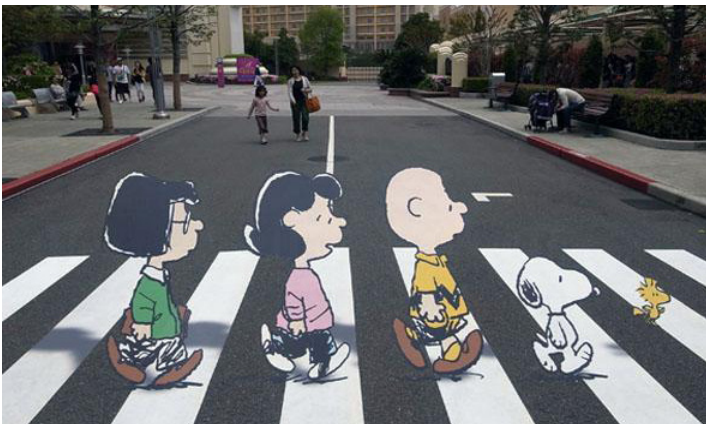
IF WE HOLD SPACE ON THESE LOTS,

OFTEN, IT PAINTS A PICTURE TO THE CITY THAT THIS INFRASTRUCTURE IS NECESSARY IN OUR AREA.

PAO

AND IN THE MEAN TIME, WE GET TO DO CREATIVE AND INTERESTING STUFF WITHIN OUR COMMUNITY AND MEET AND SUPPORT OUR NEIGHBORS.

SOLUTION 5: CREATE OPPORTUNITIES FOR FROGTOWN ARTISTS TO PARTNER WITH THE CITY AND LOCAL BUSINESSES ON PROJECTS THAT REVOLVE AROUND THE BEAUTIFICATION OF FROGTOWN.



MONICA

OK, SO AS YOU'VE HEARD THROUGHOUT THIS DOCUMENT, FROM FROGTOWNERS AND SMAPS ALIKE, WE WANT FROGTOWN JAZZED UP.

PAO

WITH THE AMOUNT OF CREATIVES, ARTISTS, AND ORGANIZORS WITHIN OUR DISTRICT, WHY WOULD WE NOT TAKE IT UPON *OURSELVES* TO BEAUTIFY OUR NEIGHBORHOOD?

MONICA

SURE, THE CITY *SHOULD* BE PARTNERING WITH US WHEN IT COMES TO CREATIVE DECISION MAKING WITHIN OUR COMMUNITY.

PAO

YES, BUSINESSES THAT OPERATE WITHIN FROGTOWN *SHOULD* BE PARTNERING

WITH US WHEN IT COMES TO CREATIVE DECISION MAKING WITHIN OUR COMMUNITY.

MONICA

BUT FOR THEM TO DO SO, A PROCESS NEEDS TO BE SET UP FOR ARTISTS TO BE SYSTEMATICALLY BROUGHT TO THE TABLE.



PAO

IN THE STATE OF MINNESOTA, UP TO 1% OF PUBLIC DEVELOPMENT BUDGETS HAVE TO BE ALLOCATED TO PUBLIC ART IN, OR AROUND THE DEVELOPMENT. THAT MAY NOT SOUND LIKE MUCH, BUT ON AN 8 MILLION DOLLAR DEVELOPMENT, THAT 1% BECOMES SUBSTANTIAL FAIRLY QUICKLY.

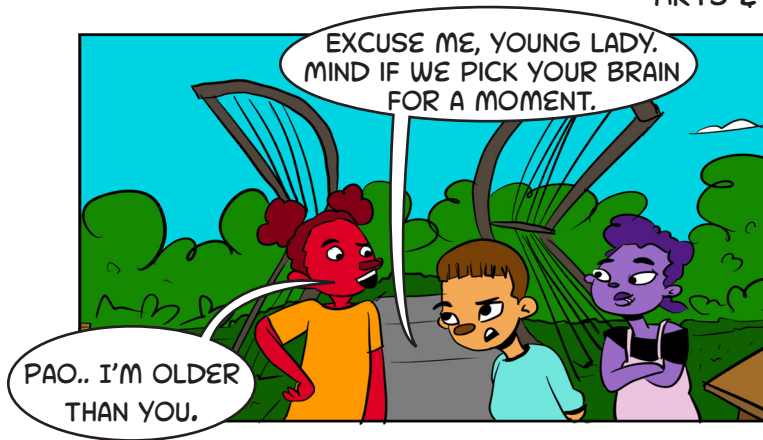
MONICA

AND HOW MANY ARTISTS KNOW ABOUT THAT?! I DIDN'T.. LIKE.. I FOUND OUT JUST NOW..

PAO

ALSO, WHO DECIDED WE HAVE TO ASK TO CHANGE OUR COMMUNITY? IF WE WANT TO MAKE OUR COMMUNITY BEAUTIFUL, THAT'S ENTIRELY UP TO US. AS AL PAL MENTIONED EARLIER, **TACTICAL URBANISM** HAS PROVED EFFECTIVE FOR COMMUNITIES LIKE OURS ACROSS THE NATION AND AROUND THE WORLD.

WE SIMPLY HAVE TO ACT.



PAO

BESIDE THE POINT. WHAT KIND OF ART WOULD YOU LIKE TO SEE IN FROGTOWN.

YOUNG WOMAN

MORE MURALS. IT'D BRING MORE PEOPLE HERE IF THEY SAW THIS GIGANTIC PAINTING. THEY'D GO GET A CLOSER LOOK, WONDER ABOUT IT'S MEANING, WHY IT'S THERE..



OLDER WOMAN (CONT'D)

IT CAN BE DISTRACTING AND ATTRACT GANGSTERS. FLOWERS.. BEAUTIFUL LANDSCAPING.. ARE GREAT IDEAS FOR ALL.

MONICA

WELL, I MEAN.. HOW WOULD A MURAL OF SAY.. I DON'T KNOW, A GROUP OF KIDS GARDENING ATTRACT GANGSTERS?

OLDER WOMAN

WELL..

MONICA

LIKE I SEE WHAT YOU'RE SAYING. BUT

I DON'T SEE WHY WE COULDN'T HAVE FLOWERS, BEAUTIFUL LANDSCAPING, AND SUPER DOPE MURALS.

YOUNG WOMAN
I LOVE MURALS..

OLDER WOMAN

WELL.. I STILL BELIEVE FLOWERS AND LANDSCAPING ARE BETTER FOR ALL.

PAO

I FAVOR A CLEANER AESTHETIC MYSELF, MA'AM. WE APPRECIATE YOUR OPINION. IT'S GOING TO HELP WITH OUR WORK.

OLDER WOMAN

AND THANK YOU, FOR ALLOWING ME TO VOICE IT.

(OLDER WOMAN CONTINUES ON HER WAY)

YOUNG WOMAN

I KNOW SOME GOOD ARTISTS. WE JUST NEED MORE ART, BECAUSE SEEING PEOPLE DOING THEIR ART IS IMPORTANT.

MONICA

WE'RE ON THE SAME PAGE, LIL MAMA.

(YOUNG WOMAN PUSHES PAO, STICKS HER TONGUE OUT, AND WALKS AWAY)

MONICA

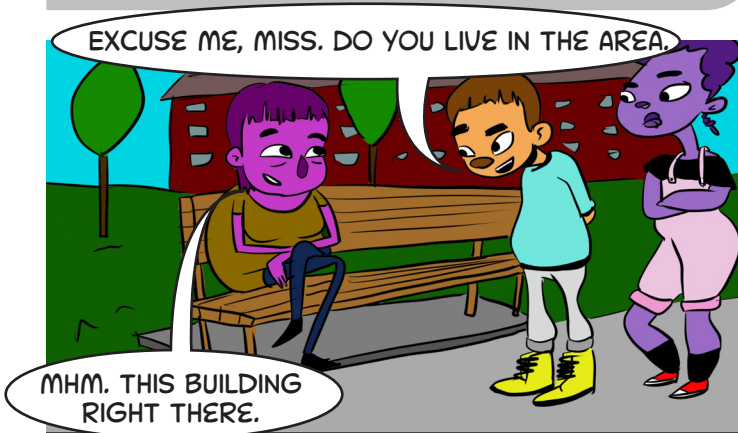
HOKAYY, WHO GOTTA CRUSH!?

PAO (IGNORING MONICA)

WE HAVE A VARIETY OF SENSIBILITIES WITHIN OUR COMMUNITY. THERE'S NO SUCH THING AS ONE SIZE FITS ALL. HOWEVER, I AM A BELIEVER IN HAPPY MEDIUMS.. IN COMPROMISE.

MONICA

IF WE'RE GOING TO LIVE TOGETHER. WE HAVE TO LEARN TO WORK WITH EACH OTHER.

SOLUTION 6: ASK THE RIGHT QUESTIONS AND LISTEN.**MONICA**

DO YOU MIND IF WE ASK YOU A COUPLE QUESTIONS?

MISS

NO, NOT AT ALL. SHOOT.

PAO

WHAT ONE THING WOULD MOST DIRECTLY IMPROVE YOUR LIFE?

MISS

OH.. WOW.. WASTED NO TIME GETTIN' TO THE HEAVY STUFF, HUH? HM.. I GUESS A BETTER JOB?

MONICA

AND WHAT'S STOPPING YOU FROM GETTING A BETTER JOB?

MISS

UM. EDUCATION.. I DIDN'T GET MY TWO YEAR DEGREE, NOW EVERYWHERE YOU GO -- I'M 47 -- THEY WANT ME TO LEARN COMPUTERS AND STUFF.

SEEMS THEY ONLY CATER TO THE YOUNGER GENERATION. WHAT ABOUT US? I WANT TO WORK, I CAN WORK..

BUT THEY WANT YOU TO KNOW STUFF.. YOUR MATH, YOUR READING, YOUR WRITING, HOW TO TYPE.. BUT IT'S HARD. PEOPLE GET EMBARRASSED.. PRIDE GETS IN THE WAY.

THAT'S HOW YOU END UP IN THE STREET.. HOMELESS.. THAT'S WHY THE OLDER GENERATION IS GOIN' DOWN.

HOW YOU GONNA HELP ME? HOW YOU GONNA HELP ME GET A BETTER JOB? HOW YOU GONNA TEACH ME?

MONICA

..I HATE THAT THIS IS SUCH A COMMON STORY.. YOU JUST DESCRIBED MY MOM'S ENTIRE LIFE..

PAO

AND MY FATHER'S.. WHAT WOULD YOU DO IF YOU COULD DO WHATEVER YOU WANT?

(HER FACE LIGHTS UP)

MISS

BECAUSE I TALK TOO MUCH, EVERYBODY COMES TO ME LIKE I'M A SOCIAL WORKER, OR FAMILY ADVOCATE. BUT I DON'T HAVE THOSE TITLES.. I GOT THE EXPERIENCE. I JUST DON'T HAVE THAT TITLE.. THAT PAPER.. THAT BARRIER.

IT STOPS ME FROM DOING WHAT I WANT TO DO, SO I CLEAN HOUSES.. BUT I COULD DO MORE STUFF.. I COULD HELP OTHERS.

MONICA

THERE'S NO DOUBT IN MY MIND THAT YOU COULD, AND ALREADY ARE. WE'RE SO MUCH MORE THAN OUR JOB, YA KNOW? THANK YOU FOR YOUR TESTIMONY. THIS IS EXACTLY THE KIND OF STORY THAT NEEDS TO BE TOLD.

MISS

THANK YOU FOR LISTENING. IT WAS GOOD FOR MY SOUL. WHAT WILL YOU DO WITH IT?

PAO

WE'RE USING THE VOICE OF

FROGTOWNERS TO SPUR ACTION AND CHANGE WITHIN OUR COMMUNITY. IT'S STORIES LIKE YOURS THAT SPEAK TO THE CORE OF WHERE WE NEED TO PUT OUR ATTENTION.

SOLUTION 7: CREATE A FRAMEWORK THAT ALLOWS FROGTOWNERS TO BETTER SHARE KNOWLEDGE WITH ONE ANOTHER.

PAO

ALTHOUGH WE'VE SAID A GREAT DEAL ABOUT THE NEED FOR COMMUNITY AND CREATIVE SPACE IN FROGTOWN, THERE ARE ALREADY A DECENT NUMBER OF FACILITIES WITHIN AND AROUND OUR COMMUNITY.

MONICA

AS WE MENTIONED BEFORE, WE GOT **SCHEFFER RECREATIONAL CENTER.**

PAO

WEST MINNEHAHA.. OBER COMMUNITY CENTER..

MONICA

OXFORD ACROSS THE WAY. **ARTS US. HUBB CENTER.. RONDO LIBRARY..** AND THAT'S JUST TO NAME A FEW. WE HAVE SO MANY SPACES IN THE AREA THAT PROVIDE EDUCATIONAL AND ARTISTIC SERVICES. SOME ARE IN BETTER SHAPE THAN OTHERS. SOME LACK PROGRAMMING. SOME LACK FUNDING.. STAFF.. MARKETING..

PAO

NONETHELESS, THEY'RE ALL HERE WAITING TO BE UTILIZED. AND WE OBVIOUSLY HAVE A TREMENDOUS WANT FOR INTERGENERATIONAL EDUCATION WITHIN FROGTOWN, SO IF WE, AS A COMMUNITY, MADE A CONCERTED EFFORT TO ACTUALLY USE, CELEBRATE, AND POINT COMMUNITY MEMBERS IN THE DIRECTION OF THE RESOURCES

WE ALREADY HAVE, WE COULD FILL SOME OF THE HOLES PLAGUING OUR COMMUNITY BY TOMORROW.

SOMETIMES IT'S NOT ABOUT CREATING MORE SERVICES, WHICH CAN UNINTENTIONALLY STEP ON THE TOES OF PEOPLE AND ORGANIZATIONS ALREADY DOING GOOD WORK.

SOMETIMES IT'S MORE SO ABOUT ADEQUATELY SUPPORTING ONE ANOTHER AND COLLABORATION.

MONICA

FOR INSTANCE, PAO. A REGULAR SCHMEGULAR OL COMMUNITY MEMBER, TOOK IT UPON HIMSELF TO OFFER CLASSES AT MINNEHAHA REC. HIS MOM RENTS THE SPACE, CAUSE YA KNOW, HE'S A KID.. AND HE CREATES THE CURRICULUM AND ADVERTISES AROUND THE COMMUNITY. WHAT ARE YOU TEACHING RIGHT NOW?

PAO

ER, THIS QUARTER'S COURSE IS ON SOCIAL MEDIA OPTIMIZATION FOR ENTREPRENEURS AND SMALL BUSINESSES. 5 DOLLARS. MY AIM ISN'T FOR THE VENTURE TO BE LUCRATIVE. I'M ONLY INTERESTED IN COVERING THE COST OF RENTING THE SPACE.

MONICA

AND THAT'S WHAT I CALL CULTIVATING COMMUNITY!

PAO

WE ALL HAVE TO DO OUR PART.

MONICA

AND THAT'S A WRAP! THANK YOU ALL FOR TAKING THE TIME TO HEAR US OUT.

PAO

ALL WE HAVE ARE OUR IDEAS. NOW TO THE BORING PART, BY THE MOST BORING SMAPS, NICK AND MARIA!

The Machine

Policy Recommendations



MARIA

THE POINT OF THIS SECTION IS TO **1.** SUMMARIZE EVERYTHING WE'VE SAID IN OUR AREA PLAN, BREAKING IT DOWN INTO SMALLER MORE MANAGEABLE PARTS.

NICK

AND **2.** TO TRANSFORM THE GOALS AND SOLUTIONS WE'VE COME UP WITH IN EACH SECTION INTO **POLICY RECOMMENDATIONS** THAT THE CITY CAN THEN ABSORB INTO THEIR **COMP PLAN**.

MARIA

IN OTHER WORDS, "THE DREAM" SECTION WAS ABOUT PLANTING SEEDS.

NICK

AND THIS SECTION IS ABOUT WATERING THEM. FIRST WE'LL PUT OUR PLAN INTO A LANGUAGE THE CITY CAN UNDERSTAND. THE CITY BEING **CITY PLANNERS**..

MARIA

CITY COUNCIL MEMBERS.. THE MAYOR..

NICK

BUREAUCRATS AND THE LIKE. AND THEN ANWAR WILL TAKE THE BATON AND TALK ABOUT NEXT STEPS.

MARIA

IT'S IMPORTANT TO TAKE YOUR TIME WHEN LOOKING THROUGH OUR RECOMMENDATIONS BECAUSE **1.** IT INCLUDES IDEAS WE WEREN'T ABLE TO SQUEEZE INTO OUR **DREAM** SECTION, AND **2.** IT'S IMPERATIVE YOU LEARN THE LANGUAGE THE GOVERNMENT USES TO SHAPE OUR COLLECTIVE REALITY.

NICK

WE CAN'T STRESS THAT ENOUGH. KNOWLEDGE AND UNDERSTANDING IS, AND ALWAYS WILL BE, POWER.

MARIA

AND NOW, FROGTOWN, YOUR **SMAPL POLICY**

FROGTOWN POLICY RECOMMENDATIONS

FRAMEWORK

THE KEY GOALS OF OUR FROGTOWN SMAPL (DISTRICT 7 SMALL AREA PLAN) INCLUDE:

1. THE LAND IN FROGTOWN WILL BE USED TO REFLECT THE HISTORY OF THE AREA, THE ROLE IT PLAYS AS A CULTURAL AND ARTS DISTRICT IN THE CITY OF ST. PAUL, AND THE RESIDENT'S PRIDE OF PLACE.
2. OUR INFRASTRUCTURE WILL BE UPDATED TO REACH FROGTOWN'S GOAL OF BEING GREENER, CLEANER, AND ENERGETICALLY SUSTAINABLE.
3. A CONCERTED AND COMMUNITY DRIVEN EFFORT WILL BE PUT TOWARDS IMPROVING THE FROGTOWN BRAND. COMMUNITY MEMBERS WILL BE EXPECTED TO CARE FOR EACH OTHER AND THEIR SHARED SURROUNDING, AND TO ACTIVELY ENGAGE IN COMMUNITY PROCESSES, WHICH WILL INEVITABLY CONTRIBUTE TO THE DIVERSITY, SAFETY, AND VITALITY OF THE DISTRICT.
4. A VARIETY OF QUALITY, WELL DESIGNED, AFFORDABLE HOUSING OPTIONS WILL ENSURE OUR COMMUNITY IS A DIVERSE AND AN INCLUSIVE PART OF ST. PAUL.
5. A VARIETY OF TRANSPORTATION OPTIONS WILL INCREASE THE MOBILITY OF OUR RESIDENTS. A REVAMPING OF OUR TRANSPORTATION INFRASTRUCTURE WILL ENSURE THAT FROGTOWN IS A WALKABLE AND BIKABLE COMMUNITY. AND EFFORT WILL BE PUT TOWARDS CREATING A NEIGHBORHOOD CONNECTOR BUS.
6. ART WILL BE USED AS A VESSEL TO FACILITATE COMMUNITY HEALING AND EDUCATION.
7. EDUCATION WILL BE A LIFETIME PROCESS THAT FOCUSES ON CAPACITY-BUILDING SKILLS, PERSONAL DEVELOPMENT, CITIZENSHIP AND CIVIC ENGAGEMENT, ENTREPRENEURSHIP, AND WORKFORCE DEVELOPMENT.
8. A MIX OF BUSINESSES WILL FULFILL THE NEEDS OF RESIDENTS AND CONTRIBUTE TO MEANINGFUL EMPLOYMENT IN THE AREA. ENTREPRENEURSHIP WILL BE BOTH FOSTERED AND ENCOURAGED. AND A COMMUNITY PROCESSES WILL BE DEVELOPED TO ENSURE CORPORATE INTERESTED DON'T CONTRIBUTE TO ECONOMIC WOES WITHIN THE AREA.

VISION

OUR GOAL FOR THIS DECADES PLAN IS TO SCULPT FROGTOWN INTO A MIXED USE AND MIXED INCOME ARTS, EDUCATION, AND ENTREPRENEURSHIP CENTERED URBAN VILLAGE. AN URBAN VILLAGE, AS WE'RE DEFINING IT, IS A HIGHLY COOPERATIVE COMMUNITY THAT REVOLVES AROUND SELF-SUSTAINABILITY.

FROM AN URBAN PLANNING AND DESIGN STANDPOINT, AN URBAN VILLAGE IS AN URBAN DEVELOPMENT TYPICALLY CHARACTERIZED BY MEDIUM-DENSITY HOUSING, MIXED-USE ZONING, EXCELLENT PUBLIC-TRANSIT, AND AN EMPHASIS ON THE PEDESTRIANIZATION OF PUBLIC SPACE.

FROGTOWN WILL CONTINUE TO BE RACIALLY, ECONOMICALLY AND CULTURALLY DIVERSE. THE COMMUNITY WILL WORK TO MAINTAIN AND ATTRACT HIGH-QUALITY DEVELOPMENT THAT PROVIDE JOBS FOR RESIDENTS, ENSURE SAFETY, PROTECT GREEN SPACE, AND INCREASE HOUSING CHOICES AND SERVICES, WHILE ALSO CREATING THE PHYSICAL AND SOCIAL INFRASTRUCTURE TO HELP OUR PLAN COME FRUITION.

NEW CONSTRUCTION AND/OR REHABILITATION WILL BE COMPATIBLE WITH EXISTING NEIGHBORHOOD CHARACTER.

SPECIFIC ACTION STRATEGIES AND IMPLEMENTATION STEPS

THE FROGTOWN (DISTRICT 7) PLAN RECOMMENDS ACTION STRATEGIES IN SEVEN AREAS: LAND USE, HOUSING, TRANSPORTATION, ARTS AND EDUCATION, HEALTH AND WELLNESS, ECONOMIC VITALITY, AND RESOURCE ALLOCATION.

LAND USE GOALS

- ⊙ INFUSE MORE GREEN SPACE AND PARKS GEARED TOWARD CULTIVATING COMMUNITY, HEALTH, AND WELLNESS INTO FROGTOWN.
- ⊙ TAKE A FLEXIBLE, FUNCTIONAL, AND HOLISTIC APPROACH TO THE DESIGN OF PUBLIC SPACE. ENSURING THAT IT MEETS ARE SUSTAINABILITY GOALS AND REFLECTS OUR NEIGHBORHOODS HISTORY, STORIES AND CULTURES OF ITS INHABITANTS, AND THE RESIDENT'S PRIDE OF PLACE, ART, AND COMMUNITY.
- ⊙ MAKE FROGTOWN A MORE WALKABLE AND BIKABLE COMMUNITY.

LI. INITIATE A FORTY-ACRE STUDY TO DETERMINE THE APPROPRIATE ZONING IN URBAN NEIGHBORHOODS AND ALONG MAJOR THOROUGHFARES THROUGHOUT THE DISTRICT.

LI.1 STUDY THE PROS, CONS, AND FEASIBILITY OF TI ZONING IN FROGTOWN'S URBAN NEIGHBORHOODS, SPECIFICALLY IN REGARDS TO ITS ABILITY TO CULTIVATE THE URBAN VILLAGE VISION EMBEDDED WITHIN OUR PLAN.

LI.2 DETERMINE THE APPROPRIATE ZONING FOR NON-CONFORMING COMMERCIAL USES IN FROGTOWN'S URBAN NEIGHBORHOODS.

L2. SUPPORT THE DEVELOPMENT OF NEW URBAN GARDENS, FARMS, AND PARKS THROUGHOUT THE DISTRICT, IN AN EFFORT TO ENSURE THAT ONE OR MORE OF THESE USES ARE WITHIN A QUARTER MILE OF EVERY RESIDENT IN FROGTOWN.

POLICY RECOMMENDATIONS

L3. SUPPORT AGRICULTURAL USES, PUBLIC ART, AND SMALL OR TINY HOUSE DEVELOPMENT ON SUB-STANDARD OR SPLINTER LOTS THROUGHOUT THE DISTRICT.

L4. PROMOTE THE DEVELOPMENT OF TRANSITIONAL OR PERMANENT URBAN GARDENS ON PUBLICALLY OWNED VACANT LOTS THROUGHOUT THE DISTRICT.

L5. SUPPORT THE RETENTION AND DEVELOPMENT OF NEW MISSING MIDDLE HOUSING TYPES IN FROGTOWN'S URBAN NEIGHBORHOODS, SUCH AS DUPLEXES, TOWNHOMES, AND MEDIUM DENSITY RESIDENTIAL APARTMENTS THAT ARE COMPATIBLE WITH THE SCALE OF EXISTING DEVELOPMENT.

L6. TAKE A "DESIGN THINKING" APPROACH WHEN DEVELOPING NEW INFRASTRUCTURE AND PUBLIC SPACE (DESIGN THINKING IS A BOTTOM-UP, HUMAN-CENTERED DESIGN AND RESEARCH METHODOLOGY THAT'S HINGED ON COMMUNITY PROCESS).

L7. SUPPORT THE INCORPORATION OF PUBLICALLY ACCESSIBLE OPEN SPACE INTO NEW MULTIFAMILY RESIDENTIAL AND MIXED USE DEVELOPMENTS.

L8. LEAD AND SUPPORT EFFORTS TO MINIMIZE THE POTENTIAL DISPLACEMENT OF EXISTING RESIDENTS AND BUSINESSES NEAR TRANSIT LINES.

L8.1 EXPLORE THE FEASIBILITY OF DEVELOPING AN INCLUSIONARY ZONING OVERLAY AS A MEANS TO COUNTERACT POTENTIAL DISPLACEMENT.

L8.2 WORK TO DEVELOP A FROGTOWN LAND TRUST AS A MEANS TO COUNTERACT POTENTIAL DISPLACEMENT OF EXISTING RESIDENTS AND BUSINESSES.

L9. SUPPORT THE DEVELOPMENT AND REHABILITATION OF COMMERCIAL, MIXED USE, AND MULTIFAMILY RESIDENTIAL USES ALONG ARTERIAL AND COLLECTOR STREETS THAT ARE SERVED BY PUBLIC TRANSIT.

L10. ENSURE THAT THERE IS A TRANSITION OF BUILDING MASSING AND HEIGHT FROM HIGHER DENSITY DEVELOPMENT ALONG ARTERIAL AND COLLECTOR STREETS TO LOWER DENSITY USES IN URBAN NEIGHBORHOODS.

L11. PROMOTE A 1:2 RATIO OF WALL HEIGHT TO STREET WIDTH FOR NEW MIXED USE AND MULTIFAMILY RESIDENTIAL DEVELOPMENT ALONG ARTERIAL AND COLLECTOR STREETS.

L13. DISCOURAGE THE ESTABLISHMENT OF NEW DRIVE-THROUGH USES PROXIMATE TO RESIDENTIAL LAND USES.

L14. EXPLORE THE FEASIBILITY OF DEVELOPING AN INCLUSIONARY ZONING OVERLAY, OR A CITYWIDE ORDINANCE, AS A MEANS TO COUNTERACT POTENTIAL DISPLACEMENT

AND INCREASE THE NUMBER OF AFFORDABLE UNITS.

L15. WORK TO DEVELOP A FROGTOWN LAND TRUST AS A MEANS TO COUNTERACT POTENTIAL DISPLACEMENT OF EXISTING RESIDENTS AND BUSINESSES AND TO INCREASE THE AMOUNT OF AFFORDABLE UNITS AND COMMERCIAL SPACES.

L16. DEVELOP "DO NO HARM" POLICIES IN CENSUS TRACTS DESIGNATED AS OPPORTUNITY ZONES IN FROGTOWN.

HOUSING GOALS

⓪ QUALITY HOUSING THAT SERVES FROGTOWNERS FROM ALL WALKS OF LIFE.

⓪ HOUSING THAT CREATES AND NURTURES COMMUNITY.

⓪ HOUSING THAT FOSTERS ENTREPRENEURSHIP.

H1. SUPPORT THE REESTABLISHMENT AND REHABILITATION OF NON-CONFORMING DUPLEX AND MULTIFAMILY RESIDENTIAL USES IN FROGTOWN'S URBAN NEIGHBORHOODS.

H2. SUPPORT AMENDMENTS TO THE ZONING CODE TO ALLOW ACCESSORY DWELLING UNITS IN FROGTOWN.

H3. ENCOURAGE AMENDMENTS TO THE BUILDING CODE AND THE ZONING CODE THAT WILL LESSEN THE REGULATORY BARRIERS FOR THE DEVELOPMENT OF TINY HOMES.

H4. ENCOURAGE A REDUCTION OF FEES AND A SIMPLIFICATION OF THE PERMITTING PROCESS FOR HOUSING REPAIRS, ADDITIONS, AND THE DEVELOPMENT OF NEW HOUSING.

H5. UTILIZE THE GENTRIFICATION STUDY BY THE CENTER FOR URBAN AND REGIONAL AFFAIRS TO INFORM FUTURE HOUSING POLICIES IN FROGTOWN.

H6. ENCOURAGE AND SUPPORT THE DEVELOPMENT OF MORE HOUSING COOPERATIVES.

H7. PROMOTE THE DEVELOPMENT OF QUALITY MICRO-APARTMENTS IN FROGTOWN AS A VIABLE AFFORDABLE HOUSING OPTION.

H8. SUPPORT SHORT-TERM RENTALS AND BED AND BREAKFASTS THROUGHOUT THE DISTRICT.

H9. PROMOTE THE DEVELOPMENT OF NEW COHOUSING AND ECO-VILLAGES THROUGHOUT THE DISTRICT.

H10. ENCOURAGE NEW MULTIFAMILY HOUSING DEVELOPMENTS TO INCORPORATE FEATURES IN THEIR DESIGNS THAT FOSTER SHARING, AND RESIDENT INTERACTION.

POLICY RECOMMENDATIONS

H11. SUPPORT HOME OCCUPATIONS, LIVE WORK UNITS, ARTIST STUDIOS, AND OTHER HOME BASED COMMERCIAL ENTERPRISES THROUGHOUT THE DISTRICT.

H12. SUPPORT THE DEVELOPMENT OF TINY HOUSE CLUSTER DEVELOPMENTS..

H13. WORK TO INCREASE THE NUMBER OF OWNER OCCUPIED SINGLE FAMILY HOUSES AND MULTIFAMILY FAMILY STRUCTURES.

TRANSPORTATION GOALS

- ⊙ REDUCE OUR DEPENDENCE ON MOTOR VEHICLES BY MAKING FROGTOWN A MORE WALKABLE, BIKABLE, AND PUBLIC TRANSIT CENTRIC NEIGHBORHOOD.
- ⊙ WORK WITH OTHER COMMUNITIES AROUND FROGTOWN (MIDWAY, NORTH END, SUMMIT U/ RONDO, CAPITAL HEIGHTS) TO IMPROVE TRANSIT CONNECTIONS BETWEEN THE DISTRICTS.
- ⊙ FOSTER A HEALTHIER, GREENER, AND MORE ACTIVE LIFESTYLE WITHIN THE COMMUNITY.

T1. ADVOCATE FOR THE CONSTRUCTION OF TRAFFIC-CALMING AND PEDESTRIAN SAFETY IMPROVEMENTS SUCH AS MEDIANS, PEDESTRIAN REFUGE ISLANDS, NEIGHBORHOOD TRAFFIC CIRCLES, SPEED BUMPS, FLASHING BEACON, LEADING PEDESTRIAN INTERVALS, AND BUMP-OUTS THROUGHOUT THE DISTRICT ALONG MAJOR CORRIDORS AND BICYCLE BOULEVARDS, SUCH AS CHARLES AVENUE.

T2. REDESIGN RICE STREET TO PRIORITIZE PEDESTRIANS OVER AUTOMOBILES.

T2.1 EXPLORE REINTRODUCING ON-STREET PARKING TO RICE STREET WITHIN THE CAPITOL RICE DISTRICT.

T2.2 EXPLORE ELIMINATING OR REDUCING THE LANE WIDTHS ON RICE STREET AND EXPANDING THE WIDTH OF THE SIDEWALKS.

T2.3 EXPLORE PLANTING NEW STREET TREES, INSTALLING PLANTERS, NEW BENCHES, AND INSTALLING PEDESTRIAN SCALE LIGHTING ON RICE STREET.

T3. ADVOCATE FOR BIKE SHARING FACILITIES, SUCH AS LIME OR NICE RIDE KIOSKS, THROUGHOUT THE INTERIOR OFFROGTOWN AND NEIGHBORING DISTRICTS, AS OPPOSED TO SOLELY NEAR LIGHT RAIL STOPS, TO ENCOURAGE BIKING LOCALLY.

T4. IMPROVE AND EMBED BIKE LANE/TRAIL MAPS AND SIGNAGE ALONG BIKE PATHS.

T5. ADVOCATE FOR THE CREATION OF A NEIGHBORHOOD CONNECTOR BUS WITH SURROUNDING DISTRICTS (NORTH END, MIDWAY, SUMMIT U).

T6. DESIGN SIDEWALKS, ALLEYWAYS, AND PARKING

LOTS TO BE SPACES WHERE COMMUNITY MEMBERS ARE ENCOURAGED TO ENGAGE WITH ONE ANOTHER.

T7. REDESIGN DALE STREET TO BECOME A FOCAL POINT WITHIN THE DISTRICT THAT EMPHASIZES PEDESTRIAN USE OVER AUTOMOBILES.

T8. EXPLORE THE CONCEPT OF TRANSFORMING VICTORIA INTO A GREEN STREET THAT WOULD INCORPORATE STORM WATER MANAGEMENT FEATURES AND EDIBLE PLANTS IN THE STREET DESIGN, FROM FROGTOWN FARMS TO THE PROPOSED RONDO LAND BRIDGE.

T9. SUPPORT CONSTRUCTION AND IMPLEMENTATION OF NEW MULTIMODAL CONNECTIONS, INCLUDING BUILDOUT OF THE SAINT PAUL BICYCLE PLAN AND PURSUING SIDEWALK INFILL OPPORTUNITIES.

ARTS AND EDUCATION

- ⊙ INCORPORATE ART, EDUCATION, AND WELLNESS INTO THE PHYSICAL AND SOCIAL INFRASTRUCTURE OF FROGTOWN.
- ⊙ EMPOWER EACH OTHER AND FUTURE GENERATIONS TO BE COMMUNITY LEADERS, USING ART AND EDUCATION AS A VESSEL.
- ⊙ MAKE ARTS AND EDUCATION AN ECONOMIC DRIVING FORCE WITHIN OUR COMMUNITY.

AE1. CREATE A FRAMEWORK TO STREAMLINE CONNECTIONS BETWEEN RESIDENTS AND EDUCATION PROVIDERS TO ENSURE THEY HAVE THE SKILLS REQUIRED FOR EMPLOYMENT.

AE1.1 BETTER UNDERSTAND AND UTILIZE THE SKILLS AND KNOWLEDGE OF FROGTOWNERS, AND ENCOURAGE COMMUNITY SKILL SHARES.

AE2. SUPPORT THE EXPANSION OF TECHNOLOGICAL RESOURCES, SUCH AS COMPUTERS IN SCHOOLS AND LIBRARIES AS WELL AS AFFORDABLE CITYWIDE WIFI, TO ENSURE EVERY FROGTOWNER HAS ACCESS TO A COMPUTER AND/OR THE INTERNET.

AE2.1 STUDY OVERALL INTERNET ACCESS IN FROGTOWN AND THE TECHNOLOGICAL BARRIERS THAT EXIST WITHIN THE COMMUNITY.

AE3. ADVOCATE FOR THE CREATION OF MORE COMPREHENSIVE INTERNSHIPS, ON-THE-JOB TRAINING, AND AFTER-SCHOOL PROGRAMS.

AE4. INTEGRATE TOPICS RELATED TO ENTREPRENEURSHIP, COOPERATIVES, SUSTAINABILITY, AND DESIGN INTO PUBLIC EDUCATION PROGRAMS.

AE5. IMPROVE PROGRAMMING, CAPACITY, AND STAFF OF AREA RECREATION CENTERS TO BETTER, MORE ADEQUATELY UTILIZE FACILITIES, INCREASE RECREATIONAL OPTIONS, AND PROVIDE COMMUNITY MEMBERS ADDITIONAL EDUCATION OPPORTUNITIES.

POLICY RECOMMENDATIONS

AE6. SUPPORT THE REVITALIZATION OF THE VICTORIA THEATRE SO IT CAN SERVE AS A HUB FOR ARTS BASED EDUCATION/ PROGRAMMING, PERFORMANCES, AND COMMUNITY ENGAGEMENT WITHIN FROGTOWN.

HEALTH AND WELLNESS

- ⊙ HEALTH AND WELLNESS I.E. PHYSICAL, MENTAL, SPIRITUAL, AND SOCIAL HEALTH IS AT THE FOREFRONT OF OUR COMMUNITY'S AGENDA.
- ⊙ 2. EMPHASIZE SUSTAINABILITY IN THE FORM OF RENEWABLE ENERGY, AS WELL AS THE GREEN AND INTENTIONAL DESIGN OF SPACE AND STRUCTURES.

HW1. INCREASE THE NUMBER OF RECREATIONAL OPPORTUNITIES THAT REFLECT THE DIVERSITY OF CULTURES, RESOURCES, AND AGES WITHIN THE DISTRICT. THIS WOULD INCLUDE MORE SPORTS FIELDS, PROGRAMMED ACTIVITIES FOR YOUTH AND ADULTS, AND HOLISTIC HEALING/ WELLNESS-CENTERED SPACES.

HW1.I. BETTER CONNECT COMMUNITY MEMBERS WITH RESOURCES AND OPPORTUNITIES THAT WILL ENABLE THEM TO HOLD SPACE, COMMUNE, LEARN FROM, AND HEAL WITH ONE ANOTHER.

HW2. CONNECT FROGTOWN TO SAINT PAUL'S PARK SYSTEM BY EXTENDING EXISTING BICYCLE LANES AND PATHS.

HW2.I. CONNECT THE CENTRAL CORRIDOR TO COMO PARK AND THE RIVER WITH BIKE AND PEDESTRIAN TRAILS.

HW3. BUILD UPON SUCCESSES—SUCH AS GREENING FROGTOWN, WFNU, THE FROGTOWN NEIGHBORHOOD ASSOCIATION WEBSITE, AND FROGTOWN NEIGHBORS GROUP—AND CONTINUE TO EXPLORE METHODS BY WHICH RESIDENTS CAN BECOME AWARE OF COMMUNITY ACTIVITIES AND MORE SYSTEMATICALLY INVOLVED IN THE DECISIONS MADE ON THEIR BEHALF BY GOVERNMENT ENTITIES.

HW4. LIMIT THE NUMBER OF FORMULA AND QUICK SERVICE RESTAURANTS ESPECIALLY NEAR SCHOOLS, SENIOR HOUSING, RECREATION CENTERS, HOSPITALS AND CHURCHES.

HW5. ENCOURAGE THE DEVELOPMENT OF NEW SHARED RENEWABLE ENERGY SYSTEMS SUCH AS SOLAR GARDENS, WIND TURBINES, COMMUNITY SOLAR PROGRAMS, AND DISTRICT WIDE ENERGY SYSTEMS.

HW6. SUPPORT THE ECOLOGICALLY AND FISCALLY SUSTAINABLE REHABILITATION OF EXISTING BUILDING STOCK BY INCREASING ENERGY EFFICIENCY AND INCORPORATING RENEWABLE ENERGY SYSTEMS.

HW7. SUPPORT THE CREATION OF PROGRAMS TO FINANCE THE DEVELOPMENT OF RENEWABLE ENERGY SYSTEMS TO ENSURE THAT THESE

SYSTEMS CAN BE DEVELOPED AT LOW INITIAL COSTS TO RESIDENTS AND BUSINESSES IN THE DISTRICT.

HW8. SUPPORT THE WORK OF TREE FROGS TO INCREASE THE AMOUNT OF TREE CANOPY IN THE DISTRICT.

HW9. SUPPORT THE WORK OF TREE FROGS AND OTHER ENTITIES IN DEVELOPING HEALTHY SOILS TO SUPPORT URBAN AGRICULTURE AND URBAN FORESTRY.

ECONOMIC VITALITY

- ⊙ CREATE A "DEMOCRATIZED ECONOMY" IN FROGTOWN IN EFFORT TO BECOME LESS A COMMUNITY OF CONSUMERS AND EMPLOYEES, AND MORE A COMMUNITY OF PRODUCERS AND LEADERS.
- ⊙ REBRAND FROGTOWN, CREATING A COMMUNITY DRIVEN PROCESS TO SHAPE OUR IDENTITY.
- ⊙ EXPLORE UNCONVENTIONAL INNOVATIVE METHODS OF SPURRING ECONOMIC DEVELOPMENT WITHIN FROGTOWN.

EVI. MAKE A CONCERTED EFFORT TO REBRAND FROGTOWN AS A VIBRANT, LIVABLE, CULTURE-RICH COMMUNITY IN ORDER TO ATTRACT COMMUNITY ORIENTED RESIDENTS AND BUSINESSES TO THE AREA, IN HOPES OF SPURRING ECONOMIC VITALITY.

EVI.I EXPLORE A BOTTOM-UP APPROACH THAT IS COMMUNITY LEAD AND ORGANIZED TO DESIGNATE FROGTOWN AS A CULTURAL DISTRICT.

EV2. ENCOURAGE COMPANIES THAT LOCATE INTO THE DISTRICT TO HIRE DIRECTLY FROM THE COMMUNITY.

EV3. DEVELOP A COMMUNITY PROCESS OF WORKING WITH RESPONSIBLE ENTITIES TO DETERMINE HOW UNDER UTILIZED COMMERCIAL PROPERTY CAN BE RESTORED TO PRODUCTIVE USES.

EV4. WORK WITH BUSINESSES AND LOCAL ORGANIZATIONS TO INITIATE A "BUY LOCAL" CAMPAIGN TO HIGHLIGHT THE GOODS AND SERVICES AVAILABLE WITHIN THE DISTRICT.

EV5. CREATE AN ENTREPRENEURSHIP POLICY FRAMEWORK AND ENTREPRENEURSHIP POLICY TOOLKIT TO IDENTIFY BEST PRACTICES FOR CULTIVATING AN ECOSYSTEM OF ENTREPRENEURSHIP IN FROGTOWN.

EV6. PROVIDE TAX CREDITS TO PROPERTY OWNERS WHO FARM VACANT OR UNDER-UTILIZED LOTS, AS SUCH ACTIVITIES CREATE FOOD SOURCES, ECONOMIC OPPORTUNITY, AND CIVIC ENGAGEMENT IN OTHERWISE BLIGHTED AREAS.

POLICY RECOMMENDATIONS

EV7. ALLOW LICENSED PRODUCE VENDORS TO SELL "WHOLE AND UNCOOKED AGRICULTURAL, PLANT-BASED ITEMS, INCLUDING, BUT NOT LIMITED TO, FRUITS, VEGETABLES, LEGUMES, EDIBLE GRAINS, NUTS, SPICES, HERBS AND CUT FLOWERS" ON MOVEABLE STANDS.

EV7.1 ALLOW VENDORS WITHIN FROGTOWN MORE FLEXIBILITY WHEN DECIDING WHERE THEIR FOOD STANDS ARE LOCATED AND THE LENGTH OF TIME IN WHICH THEY'RE ABLE TO OPERATE.

EV8. CREATE AND/OR SUBSIDIZE COMMERCIAL KITCHENS IN FROGTOWN SO THEY CAN BE ECONOMIC INCUBATORS FOR BUDDING FOOD ENTERPRISE.

EV9. FACILITATE THE TEMPORARY USE OF EMPTY COMMERCIAL SPACES AND LOTS BY OFFERING INCENTIVES FOR TEMPORARY LEASES AND BY PENALIZING PROPERTY OWNERS AND BANKS FOR ALLOWING SPACES TO REMAIN VACANT.

EV10. BETTER EQUIP PED WITH THE KNOWLEDGE AND RESOURCES TO SUPPORT COOPERATIVES AND OTHER COMMUNITY ENTERPRISES.

EV10.1 PROVIDE FUNDING FOR AND WORK WITH EXISTING NON-PROFITS THAT HAVE KNOWLEDGE OF AND CONNECTION TO COMMUNITIES WHERE COOPERATIVES ARE LIKELY TO BE SUCCESSFUL IN AN EFFORT TO INCUBATE NEW COOPERATIVES.

EV10.2 PROVIDE GRANTS, LOANS, AND IN-KIND SUPPORT TO COOPERATIVES, AND FACILITATE OR ACT AS INTERMEDIARIES TO SECURE OTHER FINANCING OPPORTUNITIES FOR COOPERATIVES.

EV11. PROMOTE THE EQUITABLE DISTRIBUTION OF PUBLIC FUNDING BY WORKING TO CREATE A JOB TRAINING PROGRAM FOR LOCAL RESIDENTS FOCUSED ON SOLAR INSTALLATION AND SALES.

EV12. SUPPORT EFFORTS TO CREATE MORE LIVING WAGE JOBS IN FROGTOWN THAT ARE FOCUSED ON PROVIDING MORE EMPLOYMENT AND TRAINING OPPORTUNITIES FOR MEMBERS OF THE COMMUNITY.

EV13. PRIORITIZE LOCAL HIRING AND TRAINING FOR PROJECTS THAT RECEIVE PUBLIC FINANCING SUCH AS THE DEVELOPMENT OF NEW INFRASTRUCTURE AND SUBSIDIZED CONSTRUCTION PROJECTS.

RESOURCE ALLOCATION

RA1. AMEND DISTRICT COUNCIL FUNDING POLICY TO PUT MORE EMPHASIS ON POVERTY, NON-ENGLISH SPEAKING RESIDENTS, AND ACCESS TO EMPLOYMENT WITHIN DISTRICT, SO MORE ACTIVE COUNCILS WITHIN RESOURCE DEFICIENT DISTRICTS, LIKE FROGTOWN, ARE BETTER ABLE TO INCREASE CAPACITY WITHOUT RELYING SO HEAVILY ON GRANT FUNDING.



MARIA (CONT'D)

PLEASE, CONTACT US. ANWAR'S GOING TO GIVE YOU A RUN DOWN OF HOW TO GO ABOUT DOING SO.

AFTERALL, THIS IS A **LIVING DOCUMENT**. MEANING IT'S MEANT TO BE AMENDED, AND OFTEN, TO FIT THE NEEDS AND CONCERNS OF OUR COMMUNITY MEMBERS.

NICK

THANKS FOR HEARING US OUT! YOU'RE ALMOST TO FINISH LINE. WE PROMISE.

Next Steps

Where Do We Go from Here?



NOW THAT YOU'VE HEARD OUR LIL SCHPILL, I'M SURE YOU'RE LIKE, *BUT SMAPS. ALL OF THESE SOLUTIONS SOUND CRAZY DOPE, BUT YOU STILL HAVEN'T TOLD US WHAT WE HAVE TO DO TO MAKE THEM A REALITY.*

AND YOU'RE RIGHT.
TO BE HONEST, WE'RE NOT REALLY SURE OURSELVES.

I MEAN.. HOW DOES ONE RAGE AGAINST THE MACHINE, IF THEY'RE A PART OF THE MACHINE? IT'S REALLY THE **PARADOX** OF OUR TIMES.

EARLIER THIS YEAR AT A **FROGTOWN FORUM**, A MONTHLY EVENT WHERE FROGTOWNERS GATHER, COMMUNE, AND DISCUSS THINGS HAPPENING WITHIN THE NEIGHBORHOOD, ST. PAUL CITY COUNCIL MEMBER, **DAI THAO**, STOPPED BY TO FIELD QUESTIONS FROM FRUSTRATED FROGTOWNERS ABOUT THE DECISION MAKING PROCESS.

AND PEOPLE WEREN'T TOO ENTHUSED ABOUT WHAT HE HAD TO SAY.

IN RESPONSE TO HOW THE CITY GOES ABOUT DOLLING OUT ITS **CAPITAL IMPROVEMENT BUDGET (CIB)** DOLLARS, A BUDGET THAT FUNDS LARGE INFRASTRUCTURE AND IMPROVEMENT PROJECTS IN ST. PAUL, THE COUNCIL MEMBER HAD THIS TO SAY:

"THE MAYOR MAKES THE [FINAL] DECISION OF WHERE TO PUT THE MONEY.. ALL THE **CIB COMMITTEE** CAN DO IS MAKE RECOMMENDATIONS.. [AND] ALL A COUNCILMAN CAN DO IS ADVOCATE FOR THEIR COMMUNITY."

ANWAR
..ALL THE COMMUNITY CAN DO IS MAKE RECOMMENDATIONS..

AND ALL A COUNCIL MEMBER CAN DO IS ADVOCATE..

SOUNDS ABOUT RIGHT.

CONSIDER THIS DOCUMENT, FOR
INSTANCE.

WE DID OVER A YEARS WORTH OF
WORK.. OUTREACH, RESEARCH.. MEETING
AFTER MEETING AFTER TWO TO FOUR
HOUR MEETING.. TO ULTIMATELY MAKE..
RECOMMENDATIONS.

WHICH, TO ME, IS JUST A STRONGER
WAY OF SAYING *MAKING A SUGGESTION*.

WHO, IN THE HISTORY OF HUMAN,
HAS EVER TAKEN A SUGGESTION
SERIOUSLY?

RANDOM PERSON

HEY ANWAR, I THINK YOU SHOULDN'T
WHERE THAT HAT ALL THE TIME. MAYBE
YOUR HAIR WOULD GROW.

ANWAR

UH..THANKS? (CONTINUES WEARING HAT)
SEE WHAT I MEAN?

NO, FROGTOWN.
YA BOY, ANWAR, ISN'T AS BRIGHT EYED
AND FUZZY TAILED AS THE OTHER SMAP
HOMIES ABOUT THE EFFECTIVENESS
OF THIS LIL PROCESS WE GOT GOING
HERE.

BUT PERHAPS, I'M IGNORANT.

PERHAPS THERE'S A VERY GOOD
REASON FROGTOWN HASN'T BEEN
DEVELOPED AT THE SAME RATE AS THE
COMMUNITES AROUND IT.

REGARDLESS, DOING ALL THIS WORK
TO MAKE A *SUGGESTION* SOUNDS LIKE
WHOLE LOT OF TIME, ENERGY, AND
MONEY WASTED.

SOUNDS LIKE **PACIFICATION**.
ANOTHER FROGTOWNER WENT ON
TO ASK IF FLOODING THE MAYOR
WITH CALLS AND EMAILS WOULD BE A

GOOD COURSE OF ACTION IF WE WANT
OUR VOICES HEARD, TO WHICH HE
RESPONDED:

**"ANY KIND OF ACTION, IS GOOD
ACTION."**

AND YA KNOW WHAT? OL DAI HIT THE
NAIL ON THE HEAD HERE. *ANY*KIND OF
ACTION, IS *GOOD* ACTION.

IF WE WANT ANY OF OUR GOALS TO
COME TO FRUITION, WE *HAVE* TO
ACT BECAUSE A COMMUNITY IS ONLY
AS VIBRANT AND AS STRONG AS THE
PEOPLE WHO LIVE WITHIN IT.

BOTH FROGTOWN AND RONDO ARE
ALREADY ONE OF THE MOST ACTIVE
COMMUNITIES IN ST. PAUL:

SEITU JONES PUT A TABLE DOWN
SEVERAL BLOCKS OF FROGTOWN AND
FED US.

TOU SAIK LEE HAS TAUGHT WORKSHOPS
ON THE IMPORTANCE OF CREATIVE
EXPRESSION AT NEARLY EVERY SCHOOL
IN ST. PAUL, AND WAS THE BRAINS
AND ENERGY BEHIND SMAPL'S MOST
SUCCESSFUL FORM OF OUTREACH,
COMMUNITY HEALING MEALS.

TISH JONES CREATED **TRUARTSPEAKS**,
AN ORGANIZATION THAT'S HELPED
THOUSANDS OF TEENAGERS AND
COMMUNITY MEMBERS FIND THEIR
VOICES.

BRITTANY LYNCH CREATED **VISIONS
MERGING** AND ALONG WITH **FRIENDLY
STREETS** AND **AURORA ST. ANTHONY** AIM
TO **RECONNECT RONDO**.

DR. DARLENE FRY ESTABLISHED THE
IRRIDUCIBLE GRACE FOUNDATION AND
WITH THE HELP OF **JAN MANDELL** HAVE
DEVELOPED A POWERHOUSE OF AN

ORGANIZATION THAT EMPLOYS YOUNG ARTISTS TO SHED LIGHT ON THE TRIALS AND TRIUMPHS EXPERIENCED BY THE THOUSANDS OF PEOPLE WHO'VE SPENT TIME IN THE FOSTER CARE SYSTEM.

FROGTOWN GREEN CREATED **GREENING FROGTOWN** A MONTHLY NEWSPAPER THAT FOCUSES ON EVERYTHING HAPPENING WITH OUR DISTRICT.

THE **FROGTOWN NEIGHBORHOOD ASSOCIATION (FNA)** HAS BEEN THE INCUBATING ENERGY FOR FROGTOWN FARM AND THE VICTORIA THEATER.

THE **ASIAN ECONOMIC DEVELOPMENT ASSOCIATION (AEDA)** CURATE THE **LITTLE MEKONG NIGHT MARKET**: A TWO DAY EVENT THAT HONORS SOUTH EAST ASIAN CULTURE AND INFLUENCE IN FROGTOWN.

AND THIS IS ONLY A *SLICE* OF WHAT THESE AMAZING PEOPLE AND ORGANIZATIONS ARE DOING WITHIN OUR COMMUNITY.

OUR PROBLEMS WILL BE SOLVED BY COMMUNITY MEMBERS AND ORGANIZATIONS LIKE THE ONES I'VE MENTIONED.

COMMUNITY STAKEHOLDERS WHO ARE PASSIONATE AND CONFIDENT ENOUGH TO MOVE BEYOND DREAMING AND PLANNING.

STAKEHOLDERS WILLING TO ACT, ORGANIZE, AND COLLABORATE.

AS WE'VE MENTIONED THROUGHOUT THIS PLAN, IF WE WANT OUR WORDS TO LIVE OFF THE PAGE, **SMAPL** HAS TO BE **A LIVING DOCUMENT**, ENERGIZED BY THE COMMUNITY.

I'M NO STRATEGIST. BUT HERE'S A GENERIC PLAN OF ACTION I'VE COME UP

WITH OFF THE TOP OF MY HEAD USING THE **DESIGN THINKING** METHODOLOGY.

NEXT STEPS: AN ACTION PLAN

1. IDENTIFY AND CULTIVATE COMMUNITY STAKEHOLDERS
2. IDENTIFY THEIR STRENGTHS AND INTERESTS.
3. IDENTIFY PROBLEMS WITHIN THE COMMUNITY.
4. ALIGN STRENGTHS AND INTERESTS OF STAKEHOLDERS WITH THE PROBLEMS IDENTIFIED WITHIN THE COMMUNITY.
5. BRAIN STORM SOLUTIONS TO IDENTIFIED PROBLEMS.
6. NARROW THE LIST, BASED ON FEASIBILITY (**IS IT POSSIBLE**), IMPACT/ REACH (**HOW MANY PEOPLE WILL IT AFFECT AND TO WHAT DEGREE**), AND CREATIVITY (**IS IT INNOVATIVE/ COMPELLING**), COMPARING **OPPORTUNITY COSTS**.
7. ALLOW STAKEHOLDERS TO SCULPT PROJECTS AROUND PROPOSED SOLUTIONS.
8. IDENTIFY PROJECT LEADER(S) AND ROLES TO ENSURE ADEQUATE CHECKS AND BALANCES.
9. CHOOSE A PROJECT AND MOCK THE PROJECT.
10. PRESENT MOCK TO COMMUNITY; ADJUST PROJECT BASED ON COMMUNITY FEEDBACK.
11. CREATE TIMELINE FOR IMPLEMENTATION.
12. IDENTIFY RESOURCES, AND REACH OUT TO COMMUNITY PARTNERS THAT CAN AID IN BRINGING PROJECT TO FRUITION.
13. DOT I'S AND CROSS T'S
14. *ACT*.

NEXT STEPS

US SMAPS AND THE **FROGTOWN NEIGHBORHOOD ASSOCIATION** WILL DO EVERYTHING WITHIN OUR POWER TO MAKE SMAPL TANGIBLE, BUT WE'RE GOING TO NEED ALL THE ASSISTANCE WE CAN GET FROM FROGTOWN COMMUNITY MEMBERS, BUSINESSES, AND ORGANIZATIONS.

THE QUESTION BECOMES:

WHAT ARE YOU GOING TO DO TO HELP?



GET INVOLVED

IF YOU'RE INTERESTED IN BEING INVOLVED IN THE SMAPL PROCESS IN ANY WAY, FOLLOW THE DIRECTIONS BELOW:

STOP BY THE FNA FACEBOOK PAGE (WWW.FACEBOOK.COM/FROGTOWNMN).

VISIT THE FNA WEBSITE (WWW.FROGTOWNMN.ORG).

GIVE US A CALL @ **651-236-8699**

OR, STOP BY THE FNA OFFICE LOCATED @ **501 DALE ST N, SUITE 300.**

WE LOOK FORWARD TO BUILDING WITH YOU!

Glossary

8-80 VITALITY FUND: IN 2014, THE CITY CREATED THE 8 80 VITALITY FUND, A \$42.5 MILLION INVESTMENT FOCUSED ON IMPROVING INFRASTRUCTURE AND CREATING VIBRANT PLACES AND SPACES. THE FUND WAS INSPIRED BY THE WORK OF RENOWNED URBAN PLANNER GIL PENALOSA AND 8 80 CITIES, WHICH PROMOTES LIVABLE CITIES WHERE PEOPLE OF ALL AGES, BACKGROUNDS AND ABILITIES ARE SAFE, INVIGORATED AND WELCOMED BY THEIR COMMUNITY.

A LIVING DOCUMENT: ALSO KNOWN AS AN EVERGREEN DOCUMENT OR DYNAMIC DOCUMENT, IS A DOCUMENT THAT IS CONTINUALLY EDITED AND UPDATED.

AUGUST WILSON: AN AMERICAN PLAYWRIGHT WHOSE WORK INCLUDED A SERIES OF TEN PLAYS, THE PITTSBURGH CYCLE, FOR WHICH HE RECEIVED TWO PULITZER PRIZES FOR DRAMA.

BICYCLE BOULEVARD: SOMETIMES REFERRED TO AS A NEIGHBORHOOD GREENWAY, NEIGHBORWAY, NEIGHBORHOOD BIKEWAY OR NEIGHBORHOOD BYWAY IS A TYPE OF BIKEWAY COMPOSED OF A LOW-SPEED STREET WHICH HAS BEEN "OPTIMIZED" FOR BICYCLE TRAFFIC.

BOTTLENECK: A POINT OF CONGESTION OR BLOCKAGE, IN PARTICULAR.

BUILT ENVIRONMENT: THE HUMANITARIAN-MADE SPACE IN WHICH PEOPLE LIVE, WORK, AND RECREATE ON A DAY-TO-DAY BASIS.

BULLETIN OF THE ATOMIC SCIENTISTS: A NONTECHNICAL ACADEMIC JOURNAL, PUBLISHED BY TAYLOR AND FRANCIS THAT COVERS GLOBAL SECURITY AND PUBLIC POLICY ISSUES RELATED TO THE DANGERS POSED BY NUCLEAR THREATS, WEAPONS OF MASS DESTRUCTION, CLIMATE CHANGE,[2] AND EMERGING TECHNOLOGIES[3] AND BIOLOGICAL HAZARDS.[4] IT HAS BEEN PUBLISHED CONTINUOUSLY SINCE 1945, WHEN IT WAS FOUNDED BY FORMER MANHATTAN PROJECT PHYSICISTS AFTER THE ATOMIC BOMBINGS OF HIROSHIMA AND NAGASAKI AS THE BULLETIN OF THE ATOMIC SCIENTISTS OF CHICAGO.

CAPITAL IMPROVEMENT BUDGET (CIB): A PROCESS DESIGNED TO ENGAGE THE PUBLIC IN EVALUATING CAPITAL NEEDS IN THE CITY. DECISIONS REGARDING THE BUDGET ARE DELIBERATING ON BY COMMITTEE MEMBER (A MIX OF GOVERNMENT OFFICIALS AND COMMUNITY STAKEHOLDERS). THEIR DUTIES INCLUDE REVIEWING AND RANKING ALL PROPOSALS FOR PHYSICAL IMPROVEMENTS TO PUBLIC LAND AND BUILDINGS. RECOMMENDING A BI-ANNUAL BUDGET TO FUND CAPITAL IMPROVEMENTS SUCH AS STREET RECONSTRUCTION, PARK IMPROVEMENTS, AND THE RENOVATION OF LIBRARIES AND RECREATION CENTERS. AND REVIEWING ALL PROPOSED AMENDMENTS TO THE APPROVED BUDGET.

CAR 2 GO: A GERMAN CAR RENTAL COMPANY. IT IS A SUBSIDIARY OF DAIMLER AG PROVIDING CARSHARING SERVICES IN EUROPEAN AND NORTH AMERICAN CITIES.

CIRCULATOR: ROUTES ARE GENERALLY CONFINED TO A SINGLE COMMUNITY, WITH INTERCOMMUNITY TRIPS OFFERED VIA TRANSFERS TO OTHER BUS OR RAIL SERVICES.

CITY PLANNING: THE PLANNING AND CONTROL OF THE CONSTRUCTION, GROWTH, AND DEVELOPMENT OF A CITY OR TOWN.

COMMON COOPERATIVE HOUSING: IS A SHARED HOUSING, DORMITARY STYLE COMPLEX THAT" KEEPS THE GOOD PARTS OF SHARED HOUSING WHILE REMOVING THE ANNOYANCES. COMMON MEMBERS KNOW THEIR NEIGHBORS, MEET NEW PEOPLE, AND SAVE MONEY."

COMMUNITY HEALING MEALS: A BIWEEKLY GATHERING OF FROGTOWN RESIDENTS CURATED BY TOU SAIK LEE. THE GOAL WAS TO FEED AND COMMUNE WITH NEIGHBORS OVER SUBJECTS THAT REVOLVED AROUND DISTRICT 7'S SMALL AREA PLAN.

COMMUNITY LAND TRUST: A NONPROFIT CORPORATION THAT DEVELOPS AND STEWARDS AFFORDABLE HOUSING, COMMUNITY GARDENS, CIVIC BUILDINGS, COMMERCIAL SPACES AND OTHER COMMUNITY ASSETS ON BEHALF OF A COMMUNITY.

COMPARTMENTALIZE: DIVIDE INTO SECTIONS OR CATEGORIES.

COMPREHENSIVE PLAN: ALSO KNOWN AS A GENERAL PLAN, MASTER PLAN OR LAND-USE PLAN, IS A DOCUMENT DESIGNED TO GUIDE THE FUTURE ACTIONS OF A COMMUNITY. IT PRESENTS A VISION FOR THE FUTURE, WITH LONG-RANGE GOALS AND OBJECTIVES FOR ALL ACTIVITIES THAT AFFECT THE LOCAL GOVERNMENT.

COOPERATIVE HOUSING: A DIFFERENT TYPE OF HOME OWNERSHIP. INSTEAD OF OWNING ACTUAL REAL ESTATE, WITH COOPERATIVE HOUSING YOU OWN A PART OF A CORPORATION THAT OWNS THE BUILDING. COOPERATIVE HOUSING USUALLY INCLUDES AN APARTMENT BUILDING OR BUILDINGS.

CORRIDOR: 1. A NARROW TRACT OF LAND FORMING A PASSAGEWAY, AS ONE CONNECTING TWO MAJOR CITIES . 2.A USUALLY DENSELY POPULATED REGION CHARACTERIZED BY ONE OR MORE WELL-TRAVELED ROUTES

CREATIVE FROGTOWN: AN EVOLVING VISION THAT SEEKS TO ENGAGE THE COMMUNITY IN A VARIETY OF DIFFERENT ART BASED PROGRAMS AND EVENTS.

CREATIVE: A PERSON WHO IS CREATIVE, TYPICALLY IN A PROFESSIONAL CONTEXT.

CREATIVE PLACEMAKING: AN EVOLVING FIELD OF PRACTICE THAT INTENTIONALLY LEVERAGES THE POWER OF THE ARTS, CULTURE AND CREATIVITY TO SERVE A COMMUNITY'S INTEREST WHILE DRIVING A BROADER AGENDA FOR CHANGE, GROWTH AND TRANSFORMATION IN A WAY THAT ALSO BUILDS

GLOSSARY

CHARACTER AND QUALITY OF PLACE.

CYCLES FOR CHANGE: IS A NON-PROFIT ORGANIZATION WORKING AT THE INTERSECTION OF SOCIAL JUSTICE AND THE BICYCLE MOVEMENT.

DAI THAO: ST. PAUL CITY COUNCIL MEMBER AND FROGTOWN RESIDENT.

DESIGN THINKING: A HUMAN-CENTERED APPROACH TO INNOVATION THAT DRAWS FROM THE DESIGNER'S TOOLKIT TO INTEGRATE THE NEEDS OF PEOPLE, THE POSSIBILITIES OF TECHNOLOGY, AND THE REQUIREMENTS FOR BUSINESS SUCCESS.
DESIGN: THE CREATION OF A PLAN OR CONVENTION FOR THE CONSTRUCTION OF AN OBJECT, SYSTEM OR MEASURABLE HUMAN INTERACTION
DESIGNER: A PERSON WHO PLANS THE FORM, LOOK, OR WORKINGS OF SOMETHING BEFORE ITS BEING MADE OR BUILT, TYPICALLY BY DRAWING IT IN DETAIL.

DISTRICT COUNCIL: THE DISTRICT COUNCIL SYSTEM IN ST. PAUL IS COMPRISED OF 17 AUTONOMOUS SOI(C) (3) NON-PROFIT AGENCIES THAT PROVIDE RESIDENTS IN EACH NEIGHBORHOOD AN OPPORTUNITY TO BECOME INVOLVED IN CITY PLANNING

DOOMSDAY CLOCK: CREATED BY THE BOARD OF THE BULLETIN OF THE ATOMIC SCIENTISTS IN 1947 AS A RESPONSE TO NUCLEAR THREATS. THE CONCEPT IS SIMPLE - THE CLOSER THE MINUTE HAND IS TO MIDNIGHT, THE CLOSER THE BOARD BELIEVES THE WORLD IS TO DISASTER. *FACTORS THAT MAY HAVE INFLUENCED THE CHANGE IN TIME INCLUDE A DARKENING GLOBAL SECURITY LANDSCAPE, THE US PRESIDENT DONALD TRUMP'S COMMENTS ON NUCLEAR ARMS, HIS VIEWS ON CLIMATE CHANGE, AND THE RISE OF STRIDENT NATIONALISM WORLDWIDE.

DORM STYLE HOUSING/ COLIVING: SHARED HOUSING DESIGNED TO SUPPORT A PURPOSE-DRIVEN LIFE. A MODERN, URBAN LIFESTYLE THAT VALUES OPENNESS, SHARING, AND COLLABORATION.

DRAGON STAR ORIENTAL FOODS: A SOUTH EAST ASIAN RUN AND INFLUENCED SUPERMARKET ON THE CORNER OF DALE AND MINNEHAHA AVENUE.

EAST YARD COOPERATIVE: A TINY HOME VILLAGE THAT WILL BE LOCATED ON ST. PAUL'S EAST SIDE AT BUSH AND PAYNE AVE. WE HOPE TEY WILL PROVIDE A COOL, SAFE, AFFORDABLE, ECO-FRIENDLY URBAN LIVING OPTION TO PEOPLE OF ALL AGES AND ETHNIC BACKGROUNDS.

EAT STREET: RUNNING FROM NORTH TO SOUTH - OR SOUTH TO NORTH DEPENDING ON WHICH WAY YOU LOOK AT IT - ON NICOLLET AVENUE, BETWEEN DOWNTOWN, APTLY NAMED EAT STREET IS ONE OF THE BEST SPOTS TO GRAB A BITE IN THE TWIN CITIES. THE RESTAURANTS ARE DIVERSE, FROM TINY, FAMILY OWNED JOINTS WITH 15 TABLES - TO HIGHER-END RESTAURANTS. IT'S AN ECLECTIC STREET IN AN ECLECTIC NEIGHBORHOOD

EXTREMELY-LOW INCOME: FAMILIES WHOSE INCOMES DO NOT EXCEED THE HIGHER OF:THE FEDERAL POVERTY LEVEL; OR 30 PERCENT OF AREA MEDIAN INCOME.

FENG SHUI: A CHINESE PHILOSOPHICAL SYSTEM OF HARMONIZING EVERYONE WITH THE SURROUNDING ENVIRONMENT. IT IS CLOSELY LINKED TO TAOISM.

FRIENDLY STREETS INITIATIVE: THE FRIENDLY STREETS INITIATIVE EMPLOYS A VARIETY OF CREATIVE AND INTERACTIVE METHODS AND TOOLS TO ENGAGE NEIGHBORS IN CONVERSATION, BRAINSTORMING AND DEBATE ABOUT THE FUTURE OF THEIR STREETS AND OTHER PUBLIC SPACE IN THEIR COMMUNITY.

FROGTOWN FORUM: A MONTHLY GATHERING OF COMMUNITY MEMBERS CURATED BY THE FROGTOWN NEIGHBORHOOD ASSOCIATION. THE FORUM'S AIM IS TO OPEN LINES OF COMMUNICATION AMONGST COMMUNITY MEMBERS AND TO SERVE AS A BRIDGE BETWEEN CITY OFFICIALS AND THE DISTRICT OF FROGTOWN.

FROGTOWN GREEN: FROGTOWN GREEN IS A VOLUNTEER-POWERED, RESIDENT-LED GROUP THAT BEGAN WITH FROGTOWN PARK & FARM. FROM 2009 TO 2012, WE CAMPAIGNED FOR THE PRESERVATION OF 13 VACANT ACRES IN THE MIDDLE OF OUR NEIGHBORHOOD AND ITS CONVERSION INTO A PUBLIC PARK WITH AN URBAN FARM. SINCE THAT SUCCESS, WE HAVE CREATED SIX MORE PARKLETS AND GARDENS; SPONSORED DOZENS OF EVENTS, AND COLLABORATED WITH FRIENDS AND GROUPS ALL OVER ST. PAUL.

FROGTOWN NEIGHBORHOOD ASSOCIATION: DISTRICT 7 NEIGHBORHOOD COUNCIL. THEY BUILD COMMUNITY THROUGH OUTREACH, CREATIVITY, AND HEALING. LOCATED 501 DALE N
FUTURIST: A PERSON WHO STUDIES THE FUTURE AND MAKES PREDICTIONS ABOUT IT BASED ON CURRENT TRENDS.

GENTRIFICATION: THE PROCESS OF RENOVATING AND IMPROVING A HOUSE OR DISTRICT SO THAT IT CONFORMS TO MIDDLE-CLASS TASTE.

GOLDEN THYME CAFÉ: EASYGOING PLACE WITH A WARM VIBE OFFERING COFFEE DRINKS NAMED AFTER JAZZ ARTISTS & CAFE FARE.
GREAT NORTHERN BUSINESS CENTER: AN EXTENSION OF THE ST. PAUL PORT AUTHORITY, THE 13 ACRE CENTER HOUSES FOUR BUSINESSES, AND 401 EMPLOYEES WITHIN FROGTOWN. LOCATED ALONG MINNEHAHA AVENUE AND DALE STREET.

GREENING FROGTOWN: A NEWSPAPER THAT CELEBRATES PEOPLE, EVENTS AND PROJECTS THAT HELP MAKE FROGTOWN A BETTER PLACE TO LIVE. THEY BELIEVE THAT A CRITICAL INGREDIENT OF ANY GREAT NEIGHBORHOOD IS GREEN SPACE - PLACES WHERE PEOPLE CAN PLANT THINGS, WATCH THEM GROW, GET IN TOUCH WITH THE BOUNTY AND BEAUTY

OF THE NATURAL WORLD, AND BE COMFORTED BY IT.

HICKORY HUT: MODEST COUNTER-SERVE JOINT DISHING UP WINGS, RIBS & BBQ SANDWICHES, PLUS SEAFOOD & DOWN-HOME SIDES.

HOLISTIC: CHARACTERIZED BY COMPREHENSION OF THE PARTS OF SOMETHING AS INTIMATELY INTERCONNECTED AND EXPLICABLE ONLY BY REFERENCE TO THE WHOLE.

HOUSING PLANNING: A LAND USE IN WHICH HOUSING PREDOMINATES, AS OPPOSED TO INDUSTRIAL AND COMMERCIAL AREAS. HOUSING MAY VARY SIGNIFICANTLY BETWEEN, AND THROUGH, RESIDENTIAL AREAS. THESE INCLUDE SINGLE-FAMILY HOUSING, MULTI-FAMILY RESIDENTIAL, OR MOBILE HOMES. ZONING FOR RESIDENTIAL USE MAY PERMIT SOME SERVICES OR WORK OPPORTUNITIES OR MAY TOTALLY EXCLUDE BUSINESS AND INDUSTRY. IT MAY PERMIT HIGH DENSITY LAND USE OR ONLY PERMIT LOW DENSITY USES.

JAN GHEL: A DANISH ARCHITECT AND URBAN DESIGN CONSULTANT BASED IN COPENHAGEN WHOSE CAREER HAS FOCUSED ON IMPROVING THE QUALITY OF URBAN LIFE BY RE-ORIENTING CITY DESIGN TOWARDS THE PEDESTRIAN AND CYCLIST. HE IS A FOUNDING PARTNER OF GEHL ARCHITECTS.

JUXTAPOSITION ARTS: ENVISIONS THE YOUTH OF NORTH MINNEAPOLIS ENTERING THE CREATIVE WORKFORCE AS DYNAMIC INNOVATORS AND PROBLEM SOLVERS WITH THE CONFIDENCE, SKILLS AND CONNECTIONS THEY NEED TO ACCOMPLISH THEIR EDUCATIONAL AND PROFESSIONAL GOALS, AND TO CONTRIBUTE TO THE REVITALIZATION OF THE COMMUNITIES WHERE THEY LIVE AND WORK.

LADOT DASH: DASH PROVIDES FREQUENT, INEXPENSIVE AND CONVENIENT BUS SERVICE IN DOWNTOWN LOS ANGELES AND IN 27 NEIGHBORHOODS ALL ACROSS THE CITY OF LOS ANGELES.

LAND-USE PLANNING: SEEKS TO ORDER AND REGULATE LAND USE IN AN EFFICIENT AND ETHICAL WAY, THUS PREVENTING LAND-USE CONFLICTS. THE GOAL OF LAND-USE PLANNING IS TO FURTHER THE WELFARE OF PEOPLE AND THEIR COMMUNITIES BY CREATING CONVENIENT, EQUITABLE, HEALTHFUL, EFFICIENT, AND ATTRACTIVE ENVIRONMENTS FOR PRESENT AND FUTURE GENERATIONS.

LARRY GARNETT: A RECOGNIZED EXPERT ON INNOVATIVE YET PRACTICAL HOME DESIGNS SINCE 1977. LARRY IS THE AUTHOR OF HOME PLAN DOCTOR, IN WHICH HE EXPLAINS HOW TO SELECT A HOME PLAN THAT FITS YOUR LIFESTYLE, HOW TO READ A BASIC FLOOR PLAN, AND HOW TO NAVIGATE EVERY STAGE OF THE PROCESS. HIS HISTORICALLY-INFLUENCED PLANS HAVE BEEN FEATURED IN A NUMBER OF MAGAZINES, INCLUDING SOUTHERN LIVING, BETTER HOMES AND GARDENS, AND COUNTRY LIVING. HE HAS ALSO ADDRESSED ISSUES REGARDING HOME

DESIGN AND URBAN DESIGN AT SUCH PRESTIGIOUS VENUES AS HARVARD UNIVERSITY AND THE NATIONAL ASSOCIATION OF HOMEBUILDERS, IN ADDITION TO A NUMBER OF TELEVISION AND RADIO APPEARANCES.

LITTLE MEKONG: THE ASIAN BUSINESS AND CULTURAL DISTRICT IN ST. PAUL, MINNESOTA. LOCATED BETWEEN MACKUBIN AND GALTIER STREETS ALONG UNIVERSITY AVENUE, THE DISTRICT BOASTS A DIVERSITY OF CULTURES, TOP RATED RESTAURANTS AND UNIQUE SHOPPING EXPERIENCES. VISITORS COME TO LITTLE MEKONG TO EXPERIENCE THE UNIQUE CULTURE AND FLAVORS OF SOUTHEAST ASIA.

LITTLE MEKONG NIGHT MARKET: LITTLE MEKONG NIGHT MARKET IS THE TWIN CITIES' UNIQUE STREET MARKET FESTIVAL LOCATED IN THE HEART OF THE LITTLE MEKONG DISTRICT. INSPIRED BY THE NIGHT MARKETS IN SOUTHEAST ASIA, THE MISSION OF OUR NIGHT MARKET IS TO OFFER UNIQUE PRODUCTS, SERVICES, AND ARTS & CRAFTS FOR AN EXCITING COMMUNITY EXPERIENCE.

LIVE-WORK: DENOTING OR RELATING TO PROPERTY THAT COMBINES RESIDENTIAL LIVING SPACE WITH COMMERCIAL OR MANUFACTURING SPACE.

LYFT: A TRANSPORTATION NETWORK COMPANY BASED IN SAN FRANCISCO, CALIFORNIA. IT DEVELOPS, MARKETS AND OPERATES THE LYFT CAR TRANSPORTATION MOBILE APP.

MAIN STREET CREATIVE CORRIDOR: THE CREATIVE CORRIDOR IS AN AREA ALONG MAIN STREET WHERE ARTS AND CULTURE ANCHOR A VIBRANT, MIXED-USE PLACE IN THE CENTER OF LITTLE ROCK, ARKANSAS. THE LITTLE ROCK MAIN STREET CREATIVE CORRIDOR IS REVITALIZING MAIN STREET ONE BLOCK AT A TIME, USING ECONOMIC DEVELOPMENT STIMULATED BY THE ARTS RATHER THAN A TRADITIONAL RETAIL BASE. THE CREATIVE CORRIDOR IS RAPIDLY BECOMING A MIXED-USE, WORK-LIVE ENVIRONMENT THAT IS ALSO SENSITIVE TO THE HISTORICAL CONTEXT OF MAIN STREET IN LITTLE ROCK.

MARTHA SCHWARTZ: MARTHA SCHWARTZ, IS AN AMERICAN LANDSCAPE ARCHITECT. HER BACKGROUND IN FINE ARTS AND LANDSCAPE ARCHITECTURE HAS CONTRIBUTED TO THE RISE OF MORE EXPRESSIVE LANDSCAPES AND PUBLIC SPACES IN CITIES AROUND THE WORLD.

METHODOLOGY: A SYSTEM OF METHODS USED IN A PARTICULAR AREA OF STUDY OR ACTIVITY.

METRO MOBILITY: A SHARED PUBLIC TRANSPORTATION SERVICE FOR CERTIFIED RIDERS WHO ARE UNABLE TO USE REGULAR FIXED-ROUTE BUSES DUE TO A DISABILITY OR HEALTH CONDITION.

METRO TRANSIT: THE TRANSPORTATION RESOURCE FOR THE TWIN CITIES, OFFERING AN INTEGRATED NETWORK OF BUSES, LIGHT RAIL AND COMMUTER TRAINS AS WELL AS RESOURCES FOR THOSE WHO CARPOOL, VANPOOL, WALK OR BIKE.

MICRO-APARTMENT: ALSO KNOWN AS AN APODMENT OR MICROFLAT, IS A ONE-ROOM, SELF-CONTAINED LIVING SPACE, USUALLY PURPOSE BUILT, DESIGNED TO ACCOMMODATE A SITTING SPACE, SLEEPING SPACE, BATHROOM AND KITCHENETTE WITHIN AROUND 150-350 SQUARE FEET

MICRO-COMMUNITIES: HIGH-DENSITY RESIDENTIAL COMMUNITIES BUILT ON SMALL PLOTS OF LAND (APARTMENT BUILDINGS, TINY HOUSES). AS APARTMENT RENTS CLIMB, TINY RENTAL UNITS ARE FINDING A NICHE – THEY CAN COST LESS TO BUILD THAN TRADITIONAL UNITS AND THE RENTS CAN BE LOWER. SOME PEOPLE ARE ALSO CHOOSING TO LIVE IN “MICRO-HOUSING” FOR ITS SMALLER ENVIRONMENTAL FOOTPRINT, A BENEFIT THAT SHOULDN’T BE OVERLOOKED.

MIXED-USE: A TYPE OF URBAN DEVELOPMENT THAT BLENDS RESIDENTIAL, COMMERCIAL, CULTURAL, INSTITUTIONAL, OR INDUSTRIAL USES, WHERE THOSE FUNCTIONS ARE PHYSICALLY AND FUNCTIONALLY INTEGRATED, AND THAT PROVIDES PEDESTRIAN CONNECTIONS.

NATIONAL NIGHT OUT: AN ANNUAL COMMUNITY-BUILDING CAMPAIGN THAT PROMOTES POLICE-COMMUNITY PARTNERSHIPS AND NEIGHBORHOOD CAMARADERIE TO MAKE OUR NEIGHBORHOODS SAFER, MORE CARING PLACES TO LIVE.

NEIGHBORWORKS HOME PARTNERS: THERE MISSION IS TO REVITALIZE NEIGHBORHOODS BY CREATING AND SUPPORTING SUCCESSFUL HOMEOWNERSHIP. LOCATED, 533 DALE ST N.

NICE RIDE MN: A FAST, EASY, AFFORDABLE BIKE RENTAL SERVICE OPEN TO EVERYONE. SIMPLY TAKE A BIKE WHEN YOU NEED ONE, AND RETURN IT TO ANY STATION IN THE SYSTEM WHEN YOU ARRIVE AT YOUR DESTINATION.

PARADOX: A SEEMINGLY ABSURD OR SELF-CONTRADICTORY STATEMENT OR PROPOSITION THAT WHEN INVESTIGATED OR EXPLAINED MAY PROVE TO BE WELL FOUNDED OR TRUE.

PEDESTRIANISATION: AN AREA OF A CITY OR TOWN THAT AIMS TO PROVIDE BETTER ACCESSIBILITY AND MOBILITY FOR PEDESTRIANS, TO ENHANCE THE VOLUME OF SHOPPING AND OTHER BUSINESS ACTIVITY IN THE AREA AND/OR TO IMPROVE THE ATTRACTIVENESS OF THE LOCAL ENVIRONMENT IN TERMS OF AESTHETICS, AIR POLLUTION, NOISE AND ACCIDENTS INVOLVING PEDESTRIANS

PERMEABLE PAVING: A RANGE OF SUSTAINABLE MATERIALS AND TECHNIQUES FOR PERMEABLE PAVEMENTS WITH A BASE AND SUBBASE THAT ALLOW THE MOVEMENT OF STORMWATER THROUGH THE SURFACE. IN ADDITION TO REDUCING RUNOFF, THIS EFFECTIVELY TRAPS SUSPENDED SOLIDS AND FILTERS POLLUTANTS FROM THE WATER.

PHO: A TYPE OF VIETNAMESE SOUP, TYPICALLY MADE FROM BEEF STOCK AND SPICES TO WHICH NOODLES AND THINLY SLICED BEEF OR CHICKEN ARE ADDED.

POLICY RECOMMENDATIONS: THE KEY MEANS THROUGH WHICH POLICY DECISIONS ARE MADE IN MOST LEVELS OF GOVERNMENT.

R3 MEDIUM DENSITY: RESIDENTIAL. ZONE R3 IS A ZONE WHERE MULTI DWELLING HOUSING IS APPROPRIATE AND ENCOURAGED. MULTI DWELLING HOUSING CAN TAKE THE FORM OF TOWNHOUSES OR VILLAS, BUT RESIDENTIAL FLAT BUILDINGS ARE PROHIBITED.

RADICAL: A PERSON WHO ADVOCATES THOROUGH OR COMPLETE POLITICAL OR SOCIAL REFORM; A MEMBER OF A POLITICAL PARTY OR PART OF A PARTY PURSUING SUCH AIMS.

RAPID BUS SERVICE: A PACKAGE OF TRANSIT ENHANCEMENTS THAT ADDS UP TO A FASTER TRIP AND AN IMPROVED EXPERIENCE.

RED TAPE: EXCESSIVE BUREAUCRACY OR ADHERENCE TO RULES AND FORMALITIES, ESPECIALLY IN PUBLIC BUSINESS.

RONDO LIBRARY: A PUBLIC LIBRARY ON THE CORNER OF DALE AND UNIVERSITY.

SAIGON (IPHO): EASYGOING COUNTER-SERVE JOINT OFFERING A VARIETY OF PHO, BANH MI & OTHER STANDARD VIETNAMESE EATS.

SELF-SUSTAINABILITY: A SYSTEM IS SELF-SUSTAINING (OR SELF-SUFFICIENT) IF IT CAN MAINTAIN ITSELF BY INDEPENDENT EFFORT. THE SYSTEM SELF-SUSTAINABILITY IS: THE DEGREE AT WHICH THE SYSTEM CAN SUSTAIN ITSELF WITHOUT EXTERNAL SUPPORT.

SINGLE-FAMILY RESIDENTIAL ZONING: A SINGLE-FAMILY (HOME, HOUSE, OR DWELLING) MEANS THAT THE BUILDING IS A STRUCTURE MAINTAINED AND USED AS A SINGLE DWELLING UNIT.

SKID ROW: AN AREA OF DOWNTOWN LOS ANGELES. AS OF THE 2000 CENSUS, THE POPULATION OF THE DISTRICT WAS 17,740. SKID ROW WAS DEFINED IN A DECISION IN JONES V. CITY OF LOS ANGELES AS THE AREA EAST OF MAIN STREET, SOUTH OF THIRD STREET, WEST OF ALAMEDA STREET, AND NORTH OF SEVENTH STREET.[1] SKID ROW CONTAINS ONE OF THE LARGEST STABLE POPULATIONS (BETWEEN 5,000 AND 8,000) OF HOMELESS PEOPLE IN THE UNITED STATES.

SMALL AREA PLAN: ANY PLAN THAT ADDRESSES THE ISSUES OF A PORTION OF THE CITY. SMALL AREA PLANS CAN COVER THREE DIFFERENT GEOGRAPHIC SCALES -- NEIGHBORHOOD, CORRIDOR, AND DISTRICT REGARDLESS OF THE SIZE OF THE AREA. SMALL AREA PLANS COVER A SPECIFIC GEOGRAPHY THAT OFTEN HAS A COHESIVE SET OF CHARACTERISTICS.

SMAPL: ACRONYM FOR SMALL AREA PLAN, COINED BY FROGTOWN ARTIST, TOU SAIK LEE

ST. PAUL CITY SCHOOL: A PRIMARY SCHOOL THAT PARTNERS WITH FAMILIES TO PREPARE STUDENTS TO EMBRACE THEIR FULL POTENTIAL AND PURSUE HIGHER EDUCATION: LOCATED ON EDMUND AVENUE WEST.

ST. PAUL PIONEER PRESS: A NEWSPAPER BASED IN ST. PAUL, MINNESOTA, PRIMARILY SERVING THE TWIN CITIES METROPOLITAN AREA.

STAR APARTMENTS: A PURPOSE-BUILT RESIDENTIAL HOUSING COMPLEX ON LOS ANGELES' SKID ROW THAT CATERES TO THE NEEDS OF THE LONG-TERM HOMELESS.

TACTICAL (GUERRILLA) URBANISM: AN UMBRELLA TERM USED TO DESCRIBE A COLLECTION OF LOW-COST, TEMPORARY CHANGES TO THE BUILT ENVIRONMENT, USUALLY IN CITIES, INTENDED TO IMPROVE LOCAL NEIGHBOURHOODS AND CITY GATHERING PLACES.

COMMUNITY STABILIZATION PROJECT (CSP): AN ORGANIZATION THAT HELPS LOW INCOME TENANTS AND PEOPLE OF COLOR LIVING IN UNSERVED /UNDER REPRESENTED COMMUNITIES IN THE TWIN CITIES METRO AREA. LOCATED 501 DALE ST, N.

THE GREAT RECESSION: A PERIOD OF GENERAL ECONOMIC DECLINE OBSERVED IN WORLD MARKETS DURING THE LATE 2000S AND EARLY 2010S.

THE U: A NICKNAME UNIVERSITY OF MINNESOTA.

TRANSIT LINK: THE TWIN CITIES DIAL-A-RIDE SMALL BUS SERVICE FOR THE GENERAL PUBLIC, WHERE REGULAR ROUTE TRANSIT SERVICE IS NOT AVAILABLE. TRANSIT LINK IS FOR TRIPS THAT CAN'T BE ACCOMPLISHED ON REGULAR TRANSIT ROUTES ALONE, AND MAY COMBINE REGULAR ROUTE AND TRANSIT LINK SERVICE.

TRANSPORTATION PLANNING: THE PROCESS OF DEFINING FUTURE POLICIES, GOALS, INVESTMENTS AND DESIGNS TO PREPARE FOR FUTURE NEEDS TO MOVE PEOPLE AND GOODS TO DESTINATIONS.

UBER: AN AMERICAN TECHNOLOGY COMPANY HEADQUARTERED IN SAN FRANCISCO, CALIFORNIA, UNITED STATES, OPERATING IN 633 CITIES WORLDWIDE. IT DEVELOPS, MARKETS AND OPERATES THE UBER CAR TRANSPORTATION AND FOOD DELIVERY MOBILE APPS

UNDER-RESOURCED: HAVING INSUFFICIENT RESOURCES; UNDER-FUNDED; LOW-INCOME.

UNIVERSITY OF MINNESOTA: TWIN CITIES: ALSO KNOWN AS "THE U" IS A PUBLIC RESEARCH UNIVERSITY WITH CAMPUS' IN MINNEAPOLIS AND ST. PAUL, MINNESOTA. IT'S MOST WIDELY KNOWN CAMPUS BEING "DINKYTOWN", A LIVELY AND PEDESTRIAN FRIENDLY URBAN VILLAGE.

URBAN DESIGN: THE PROCESS OF DESIGNING AND SHAPING CITIES, TOWNS AND VILLAGES. URBAN DESIGN IS AN INTER-DISCIPLINARY SUBJECT THAT UTILIZES ELEMENTS OF MANY BUILT ENVIRONMENT PROFESSIONS, INCLUDING LANDSCAPE ARCHITECTURE, URBAN PLANNING, ARCHITECTURE, CIVIL AND MUNICIPAL ENGINEERING.

URBAN PLANNING: THE STUDY OR PROFESSION DEALING WITH THE GROWTH AND FUNCTIONING OF CITIES AND TOWNS, INCLUDING ENVIRONMENTAL CONCERNS, ZONING, THE INFRASTRUCTURE, ETC.

VICTORIA THEATER: OR "THE VIC" IS A HISTORIC BUILDING LOCATED IN FROGTOWN. VTAC (VICTORIA THEATER ARTS COALITION) IS A NEW ORGANIZATION GROWN FROM A LONG CAMPAIGN BY FROGTOWN AND RONDO COMMUNITY MEMBERS TO RECLAIM THE LONG-VACANT VICTORIA THEATER AT 825 UNIVERSITY AVENUE AS A RESOURCE FOR THE COMMUNITY - TO BE REPURPOSED AS A COMMUNITY OWNED AND MANAGED ARTS CENTER.

WELIVE: A NEW WAY OF LIVING BUILT UPON COMMUNITY, FLEXIBILITY, AND A FUNDAMENTAL BELIEF THAT WE ARE ONLY AS GOOD AS THE PEOPLE WE SURROUND OURSELVES WITH. FROM MAILROOMS AND LAUNDRY ROOMS THAT DOUBLE AS BARS AND EVENT SPACES TO COMMUNAL KITCHENS, ROOF DECKS, AND HOT TUBS, WELIVE CHALLENGES TRADITIONAL APARTMENT LIVING THROUGH PHYSICAL SPACES THAT FOSTER MEANINGFUL RELATIONSHIPS.

WFNU FROGTOWN RADIO: A COMMUNITY-BASED LOW POWER FM RADIO STATION SERVING THE GREATER FROGTOWN AREA. WE PRODUCE CONTENT THAT AMPLIFIES THE VOICES OF OUR DIVERSE COMMUNITIES.

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