Hamm's Brewery Complex Redevelopment

<u>Community Session 1:</u> Gathering Ideas for the Reuse of the Hamm's Brewery Complex

> **LISC** TWIN CITIES

Corridor Development Initiative

Wednesday, January 24, 2024

AGENDA

- Welcome Overview of the community workshop series
- City of St. Paul: City and Community Goals for the site II. –

- Marie Franchette, City of Saint Paul PED

III. Overview: Redevelopment proposal for Hamm's Brewery Complex

- Justin Fincher, JB Vang Partners

IV. Getting the Conversation Started: Commercial & Community Assets

- Tom Leighton, Stantec

V. Small Group discussion questions:

- 1. What is important or unique about the Hamm's Brewery complex site and surrounding area?
- 2. What types of commercial uses would improve / enhance the area?

- What concerns for the area do you have as future development occurs?
 Are there specific types of amenities that these sites could accommodate?
 What additional information would you like to have to better assess the commercial redevelopment opportunities for the Hamm's Brewery complex?
- VI. Small group report out / Next Steps / Evaluation

Upcoming Workshops 6 – 8pm @ Hope Community Academy, 720 Payne Ave

Wednesday, February 7, 2024

Block Exercise

Join your neighbors in an interactive workshop to create scenarios for the commercial uses at the old Hamm's Brewery site. Design experts will be on hand to share ideas and insights Wednesday, February 21, 2024

Panel Discussion

Explore the opportunities and challenges of potential commercial uses with a panel of market and commercial development experts.

Wednesday, March 13, 2024

Create Final Recommendations

Contribute to the creation of recommendations for the redevelopment of the Hamm's Brewery complex, which will be submitted to JB Vang Partners and the City of Saint Paul.

Hamm's Brewery Redevelopment Project

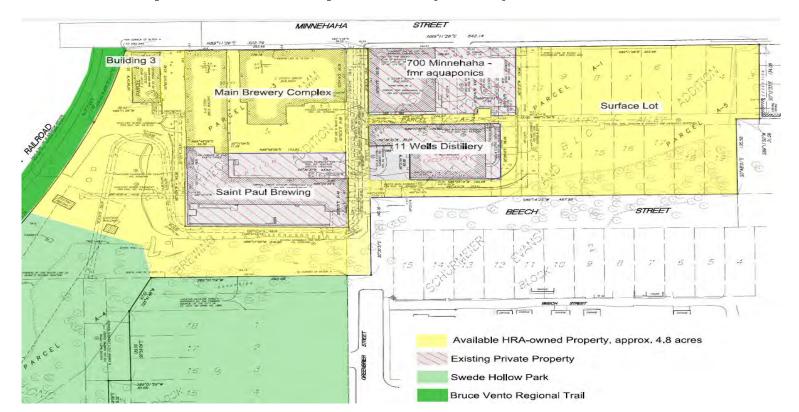
Housing and Redevelopment Authority January 24, 2024



STPAUL.GOV



HRA Request for Proposals (RFP)





HRA RFP Goals

- Rehabilitate and revitalize the site and historic buildings enhancing the vitality of the East Side of St. Paul
- Maximize housing and/or jobs for the community
- Enhance neighborhood connectivity and access to Swede Hollow Park, the Bruce Vento Trail and existing businesses within the Hamm's complex
- Have a plan to engage and involve the community in the project
- Prioritize equitable outcomes in the development process and proposed uses
- Viable, experienced developer



Community Letter April/June 2022

- Dayton's Bluff Community Council, Payne-Phalen Community Council, Historic St. Paul, Eastside Neighborhood Development Corporation (ESNDC), Railroad Island Neighborhood Group, Eastside Area Business Association (ESABA), Eastside FreedomLibrary, Payne-Arcade Business Association, and Friends of Swede Hollow
- There is great alignment between the HRA RFP and community goals.
- The HRA incorporated the community letter in the RFP interviews and selection process.



Community Goals Reflected in JB Vang Proposal

Partnership, Access and Involvement

- Prior to submitting their proposal, JB Vang sought community input from ESABA, ESNDC, Dayton's Bluff Community Council (D4), Hmong American Partnership (HAP), HOPE Community Academy, Indigenous Roots, the Neighborhood Development Center (NDC) and others.
- The JB Vang proposal includes a commitment to implementing community involvement and engagement.



Equity and Community Benefits

- JB Vang is a minority developer. One of their main stated values is to promote and reinforce efforts of racial and economic equity.
- The development provides wealth building ownership opportunities including the 6 townhouses and marketplace entrepreneur spaces.
- The development reflects goals in St. Paul's 2040 comprehensive plan, Hamm's Re-Use Study and Vision Plan, Dayton's Bluff District Plan, Near Eastside Roadmap, and Swede Hollow Master Plan.



Equity and Community Benefits

- The development will serve a mixed-income, customer and visitor base.
- JB Vang intends to create a stakeholder group focused on generating community events and placemaking activities at Hamm's Brewery. This will ensure the site is activated all year to promote the commercial businesses, host community events, and bolster the residential community.



Mix of Uses, Affordable

- The East End Apartment building includes 157 affordable apartments and 6 for-sale townhomes, and the West End historic renovation project includes 84 affordable artist lofts apartments and a commercial marketplace, with ownership opportunities for small entrepreneurs.
- Apartment rents will range from deeply affordable at 30% of AMI to 70% of AMI.
- JB Vang proposes a 50-year commitment to maintain affordability.



Historic Restoration per Secretary of the Interior

• JB Vang plans to renovate the Hamm's brewery buildings to meet the Secretary of the Interior Standards for rehabilitation.



Sustainability, Connectivity and Public spaces

- Public infrastructure and greenspace improvements will link the development to Swede Hollow park and the Bruce Vento Trail.
- Interior and exterior public spaces are planned.
- The development will meet the City of Saint Paul Sustainable Building policy requirements.
- JB Vang is exploring alternative energy systems.



HRA Recommendation: JB Vang Proposal



- Committed to equitable
 outcomes
- Large number and mix of affordable housing types
- Mix of uses
- Ownership opportunities
- Experienced team
- Creates community spaces
- Historic renovation of Brewery



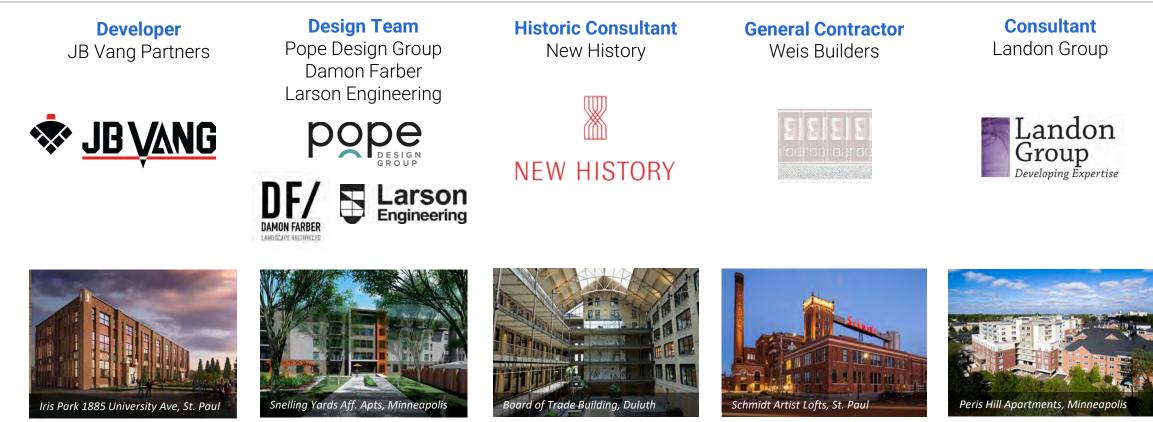
Redevelopment of Former Hamm's Brewery Complex

RFP Proposal Date: August 23, 2022





TEAM INTRODUCTION















PRINCIPLES & VISION



COMMUNITY PLACEMAKING

AFFORDABLE HOUSING

BUILDING EQUITY IN OUR COMMUNITY











ARTIST LOFTS

LIVE-WORK STUDIOS



ROW HOUSES



150 FAMILY FRIENDLY UNITS

6 ROW HOUSES

4 LIVE WORK ART STUDIOS

84 ARTIST LOFTS









COMMERCIAL SPACE

COMMUNITY GATHERING SPACES



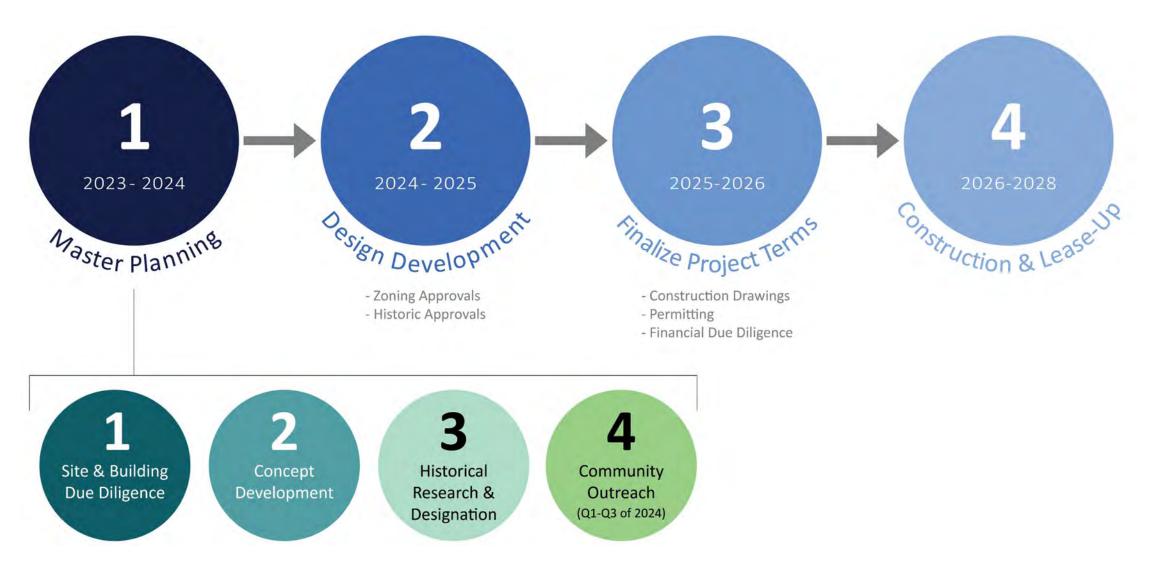


FAMILY FRIENDLY AMENITIES





SCHEDULE





Integrating History

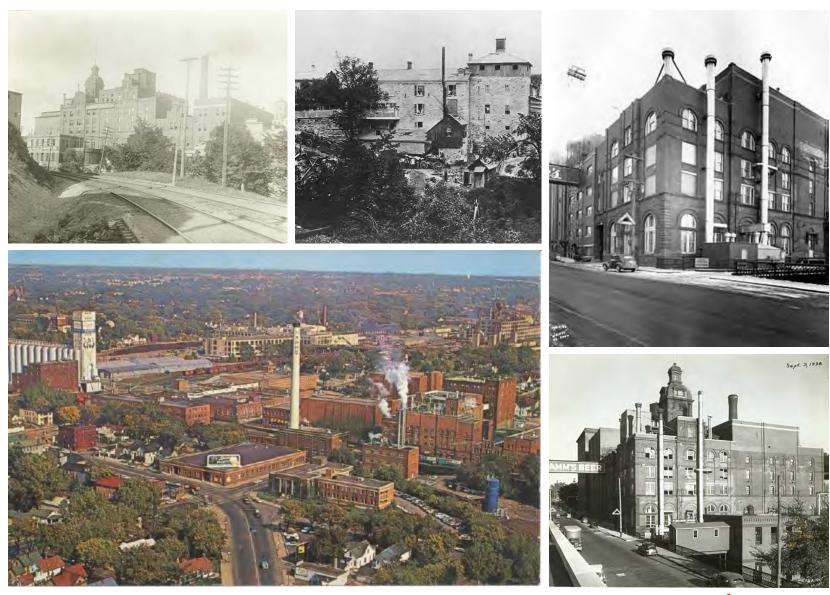




INTEGRATING HISTORY

Leveraging History:

- Community
- Design
- Financial





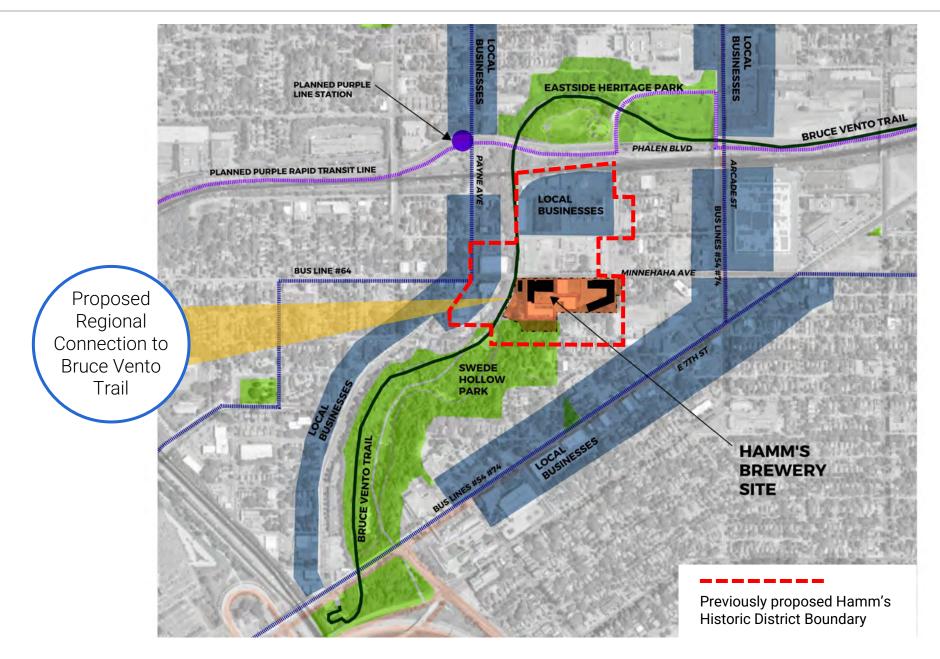
Site Context





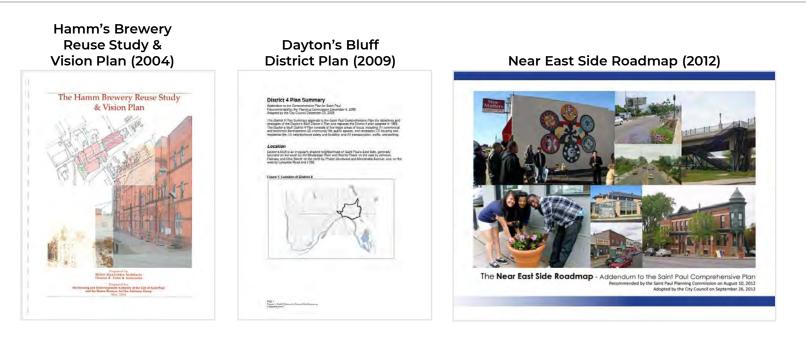


SITE CONTEXT



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SITE DESIGN



Swede Hollow Park Master Plan (2019)



Joint Statement on Community Values (2022)



City of Safety Peak Desering and Redevelopment Astronyp rys Department of Planning and Economic Development 1300 City Balt Annex, 25 West Fourth Stream Baam Prof. MM 50100 April 29, 2020

Re: Request for Prophysics for the Hainer & Brewery Contricts

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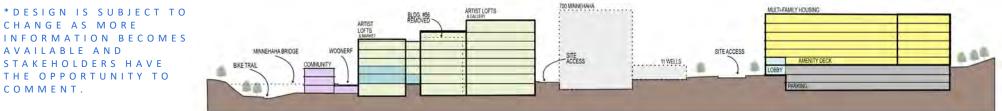
Saint Paul for All Comprehensive Plan (2040)





DEVELOPMENT SITE PLAN / PROJECT OVERVIEW*







East End Apartments MULTI-FAMILY AFFORDABLE HOUSING

Row Houses Affordable ownership housing

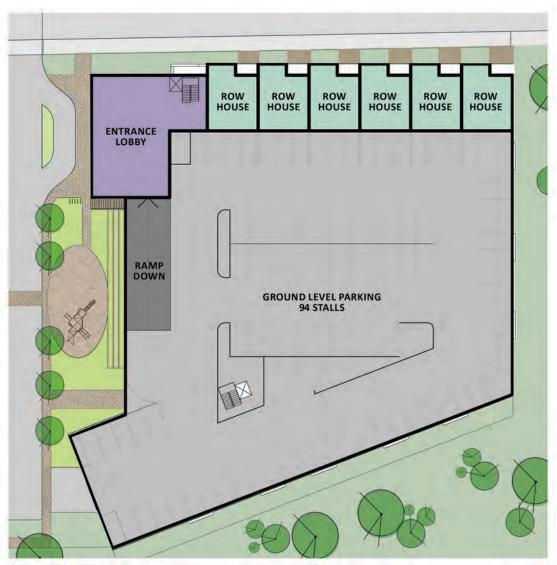




EAST END APARTMENTS & ROW HOUSES*



EAST END APARTMENTS & ROW HOUSES*



GROUND FLOOR



FIRST FLOOR



Artist Lofts & Gallery

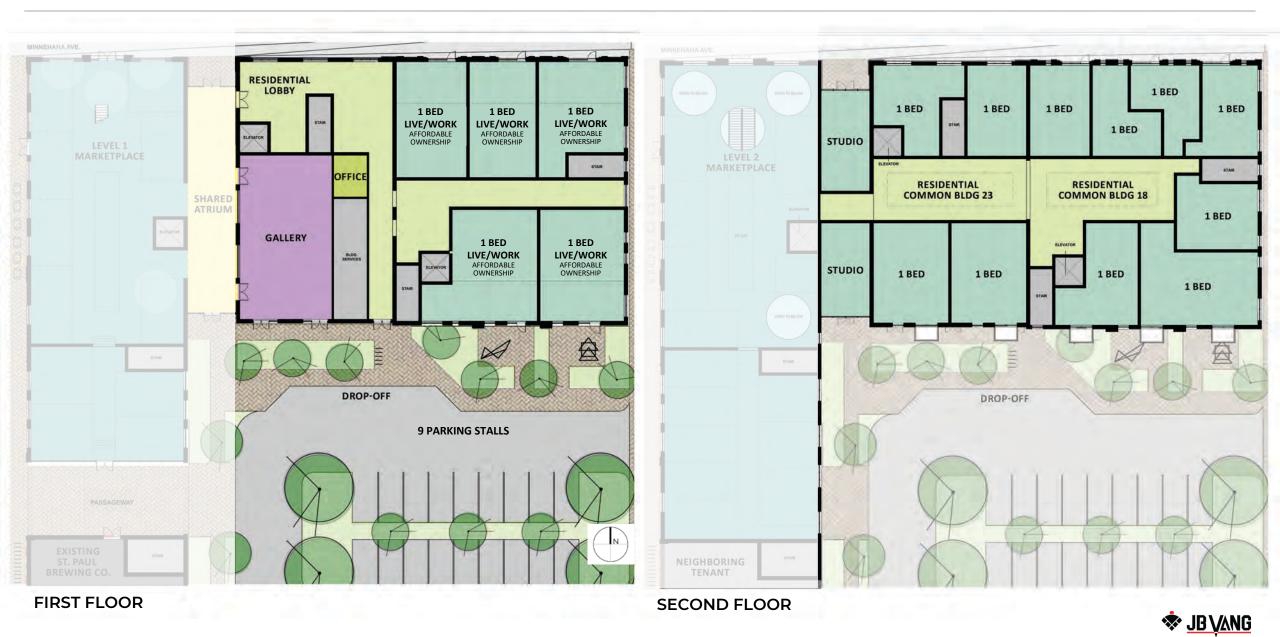




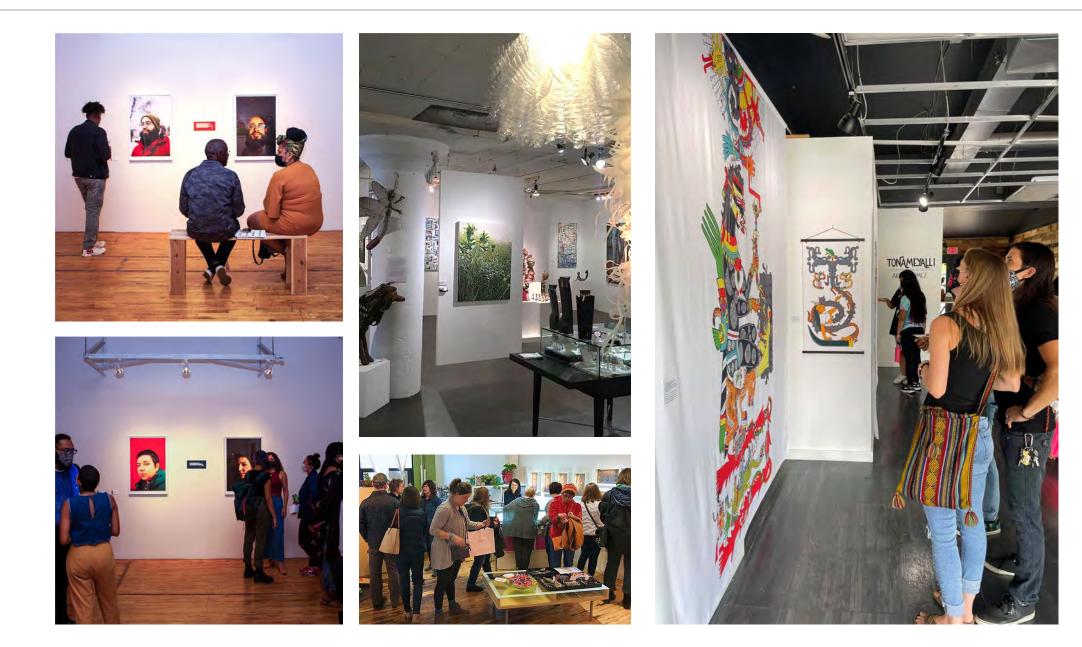
ARTIST LOFTS & GALLERY



LIVE-WORK ART STUDIOS, ARTIST LOFTS & GALLERY*



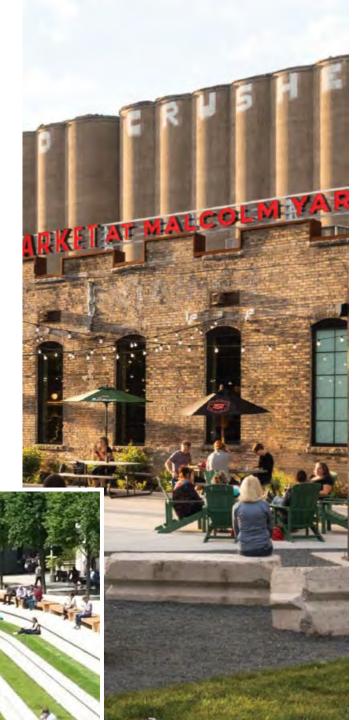
GALLERY





Community & Commerce

THE "COLLECTIVE IMPACT" - A COMMUNITY ASSET



COMMUNITY & COMMERCE



COMMERCIAL SPACE AT HAMM'S HISTORIC BREWHOUSE*



COMMERCIAL SPACE POSSIBILITIES

E-SPORTS & VIDEO GAMING



COMMUNITY EVENTS CENTER







DANCE STUDIO



COFFEE SHOP

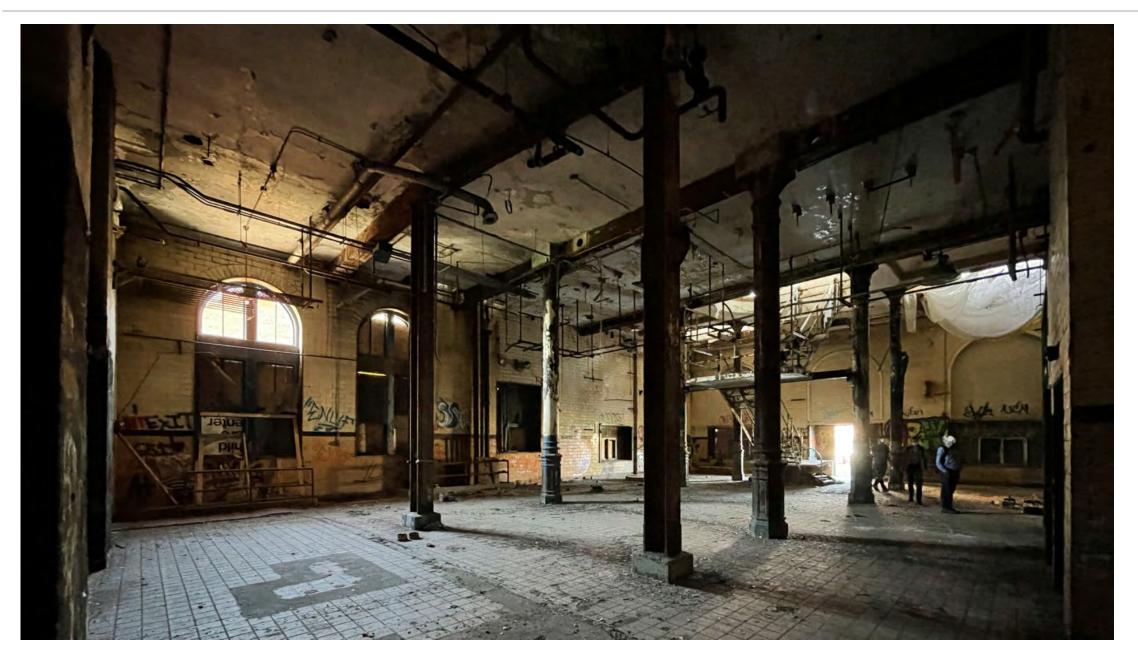
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COMMERCIAL SPACE POSSIBILITIES





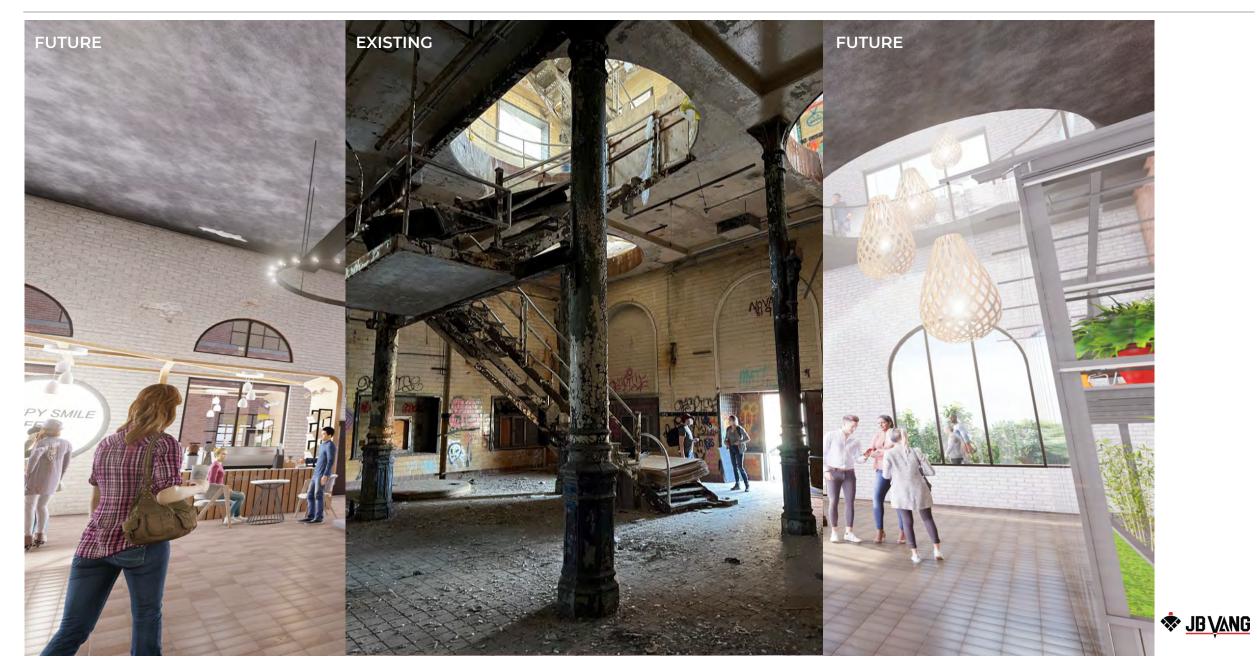
COMMERCIAL SPACE AT HAMM'S HISTORIC BREWHOUSE (EXISTING)







COMMERCIAL SPACE AT HAMM'S HISTORIC BREWHOUSE



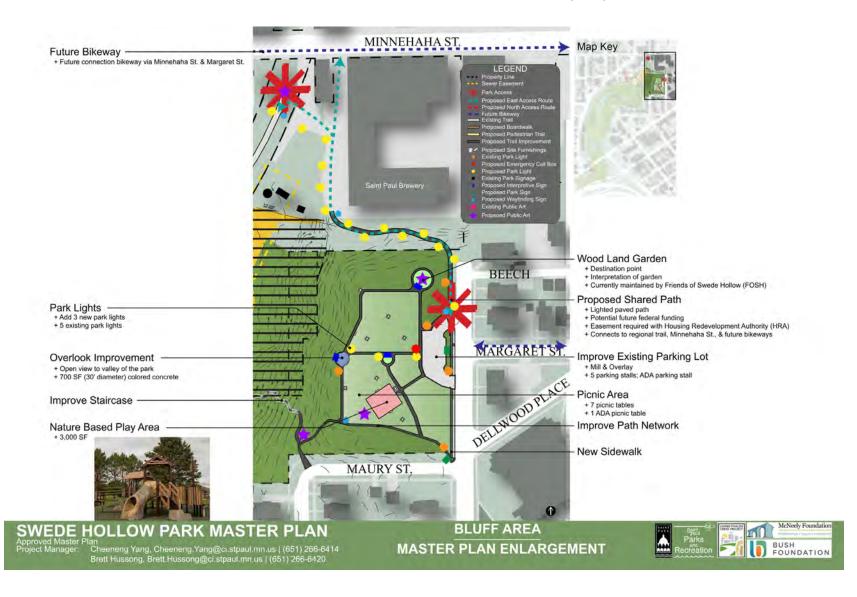
Site Plan Overview







Connections from Swede Hollow Park Master Plan (2019)





SITE DESIGN

Swede Hollow Creek Enhancement Feasibility Study (2023)







Cross Section 7: North of Swede Hollow Park



Cross Section 8: Swede Hollow Park Looking South





Phalen Corridor Reach I, Concept Channel Phalen Blvd

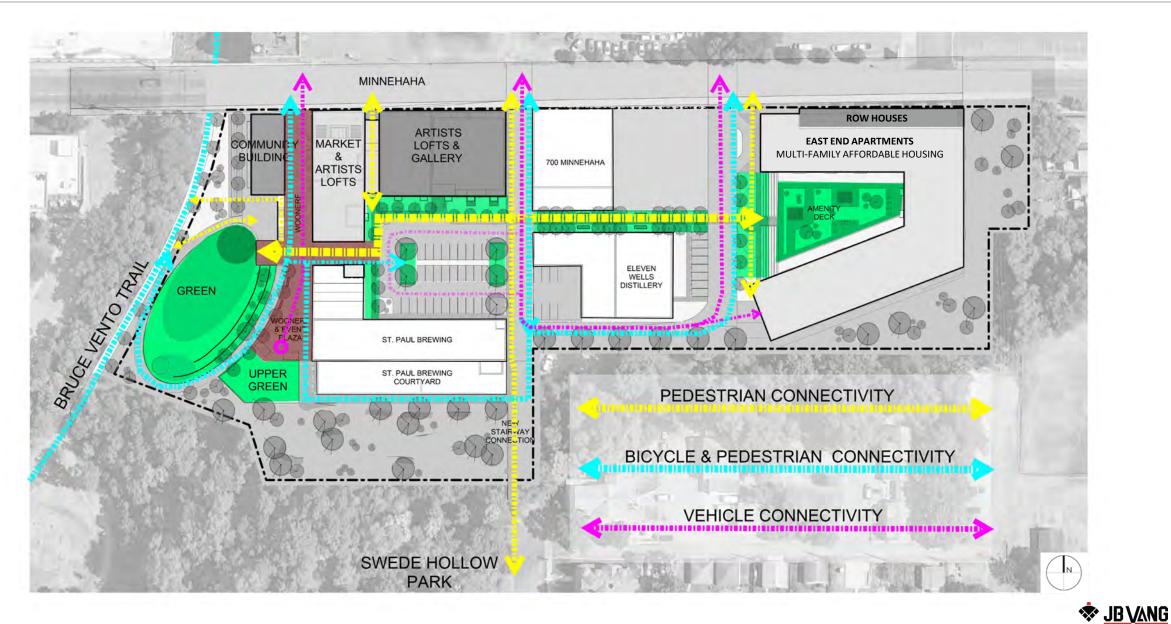
Phalen Corridor Reach I, Concept Channel

Plant Communities from Swede Hollow Park Master Plan (2019)



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CONNECTIVITY & CIRCULATION*



The Public Realm







ONGOING DESIGN*

LANDSCAPE PLAN: October 26, 2023



SYMBOL	LANDSCAPE AMENITY DESCRIPTION DESCRIPTION	PROPOSED DECIDUOUS TREE
		EXISTING SIGNIFICANT TREE
SYMBOL	PAVING DESCRIPTION PEDESTRIAN CONCRETE	LAWN
	BITUMINOUS	MESIC SAVANNA
	ELEVATED WALKWAY	MESIC FOREST
	AGGREGATE	SHRUBS / PERENNIALS
	EXISTING PAVEMENT - MODIFIED	-

THE PUBLIC REALM POSSIBILITIES





THE PUBLIC REALM POSSIBILITIES

What activities would you like to do more of in the neighborhood?







Outdoor Movies



Lawn Games Area



Art Classes





Off-Leash Dog Area



Large Gathering Spaces



Cultural Celebrations



Fitness Classes



Pop-Up Crafts & Markets



Winter Sledding



Bonfire Area



Playground



Outdoor Nature Classes



QUESTIONS





Guiding the Future Redevelopment of the Hamm's Brewery Complex Wednesday, January 24, 2024



Community Context

The households and families in the neighborhood near the Hamm's Brewery complex are larger than average.

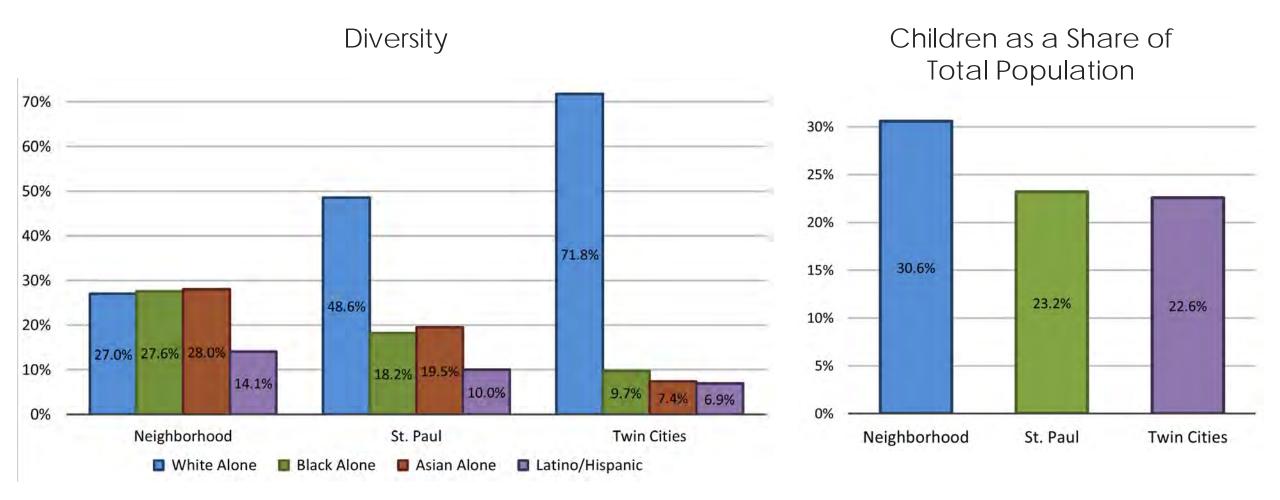
2.6 2.5 2.65 2.4 2.52 2.47 2.3 2.2 Neighborhood St. Paul **Twin Cities**

Average Household Size

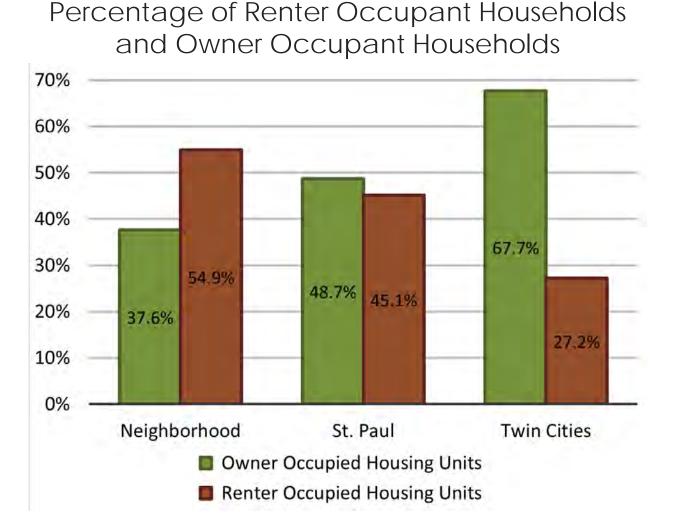


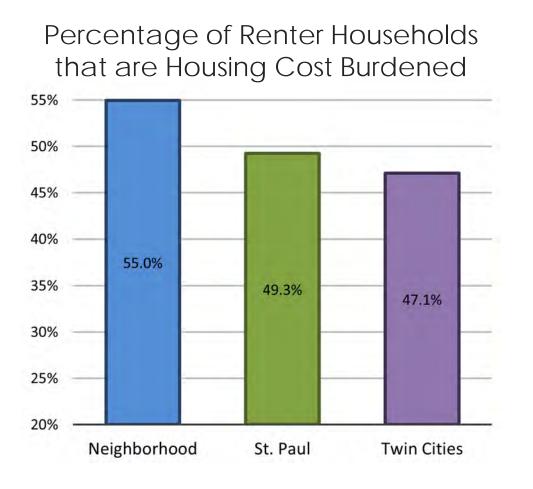


The neighborhood is much more diverse than the City of St. Paul and the Twin Cities metropolitan area as a whole, and it has more children.



More households in the neighborhood are renters than owners, and more are housing cost burdened—paying over 30% of their income on their housing.





Some community values have already been expressed through community organizations, including the following:

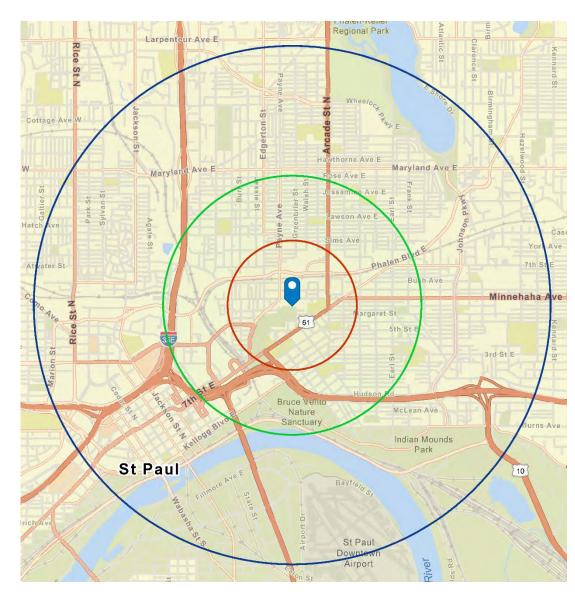
- Advance racial and economic equity
- Develop it as a destination that benefits the local community
- Provide a mix of uses and activities, including some that are affordable to lower income households
- Provide housing that is affordable
- Offer wealth building employment, work
 and entrepreneurial opportunities

- Provide affordable commercial space that can be occupied by local businesses
- Respect and rehabilitate the historic structures
- Develop the property so that it respects and supports daylighting Phalen Creek and further improvements to Swede Hollow Park
- Cultural space, community space and creative space would be compatible elements in the development

Development Context

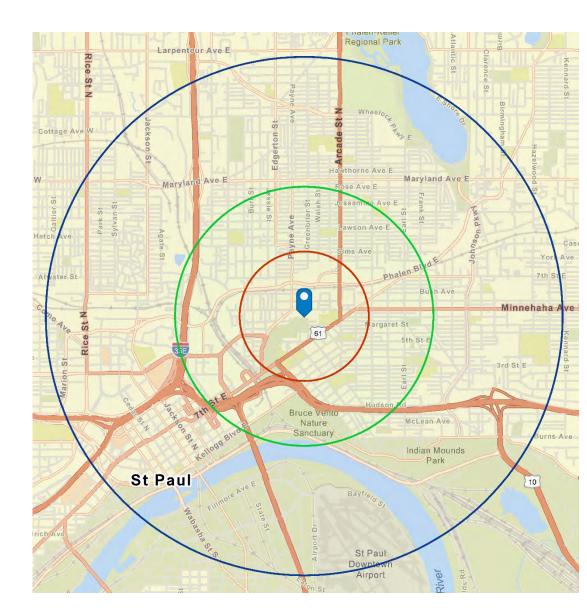
The site offers so many benefits to future residents.

- A wealth of nearby employment opportunities
- Close proximity to downtown St. Paul, the capitol complex, Regions Hospital and other medical providers
- Swede Hollow Park and Bruce Vento Regional Trail
- Local community and business districts on East 7th Street, as well as Arcade Street and Payne Avenue
- An address to be proud of on a signature historic property, with retail and community amenities on site



Housing Development Context

- Affordable housing developments require layers of funding from a broad range of programs.
- This would be one of the largest affordable housing developments that has been done in the Twin Cities.



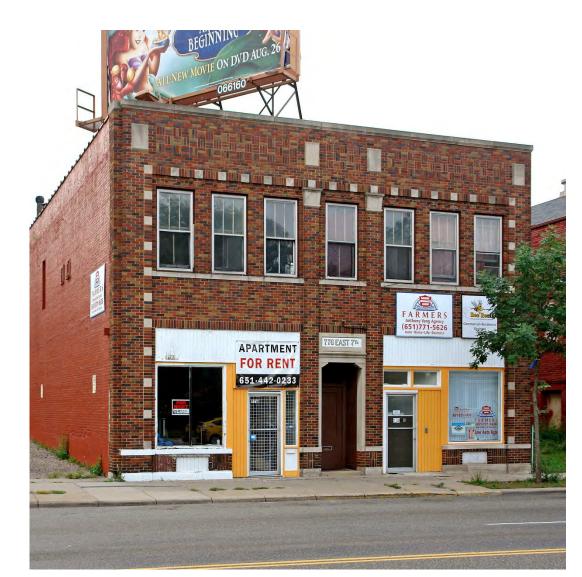
The site has attractive features for a destination retail, arts and cultural location

- The historic buildings are beautiful and distinctive
- Being adjacent to the existing Swede Hollow Park is attractive
- There are already anchor destination businesses at the site – St. Paul Brewing and 11 Wells Spirits Company
- Not ideal: Retailers like traffic. There are 7,000 cars a day on Minnehaha. Compared to 9,000 on Payne, 12,000 on Arcade and 18,000 on 7th Street



Retail Development Context

- There is 550,000 s.f. of neighborhood oriented retail space within ½ mile of the site – That's the equivalent of four Target stores
- That's a lot of retail, but the space is in demand. Vacancy is pretty low.
- Seeger Square, with Sun World Supermarket is the biggest shopping Center in the area
- West 7th Street (180,000 s.f. retail floor area) is the corridor with the most character
- Finding its niche: Retail, restaurants, community and creative venues in the Hamm's Brewery development will need to both <u>compete with</u> and <u>be complementary to</u> these neighborhood oriented districts



Small Group Discussion Questions:

- 1. What is important or unique about the Hamm's Brewery complex site and surrounding area?
- 2. What types of commercial uses would improve / enhance the area?
- 3. What concerns for the area do you have as future development occurs?
- 4. Are there specific types of amenities that these sites could accommodate?
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