

Hamm's Brewery Complex Redevelopment Corridor Development Initiative Workshop III: Panel Discussion

Wednesday, February 21, 2024

6:00 – 8:00 pm

HOPE Community Academy

720 Payne Ave, St. Paul 55130

Panel Discussion

Facilitated by Barbara Raye, Center for Policy Planning and Performance

Panel Members (Bios provided on pages 6 – 8):

- **Mihailo (Mike) Temali**, Neighborhood Development Center (Midtown Global Market, Mercado Central)
- **John Wall**, The Wall Companies (Market at Malcolm Yards)
- **Jesse Symynkywicz**, Damon Farber Landscape Architects
- **Max Musicant**, The Musicant Group
- **Heidi Swank**, Rethos

Opening Questions:

1. Provide a brief overview of your organization and development or consultant expertise.
2. What would be the best uses for the Hamm's Brewery site? And how do we ensure long term success?
3. What would you consider to be the greatest challenges and opportunities for the site?
4. What commercial uses and community amenities do you want to see in the marketplace portion of the project?
5. How can this project be connected with and integrated into the surrounding area, and how can we improve access to this site for everyone?
6. Do you have any reactions to the scenarios from workshop 2?

Max Musicant, The Musicant Group (MM)

Max is the founder of The Musicant Group, helping to create places where people want to be, including publicly shared spaces. He partners with East Side Neighborhood Development Center (ESNDC) to manage the business association. Max is currently consulting with JB Vang on the Hamm's Brewery site.

Mihailo (Mike) Temali, Neighborhood Development Center (MT)

Mike is the founder of the Neighborhood Development Center (NDC). NDC provides training, financing, technical assistance to neighborhoods and entrepreneurs in Minneapolis and Saint Paul. In addition, they support real

estate development in partnership with community organizations. Examples include Frogtown Square/Crossroads, Arcade and E 8th small contractor incubator. Mike grew up six blocks from the Hamm's site.

John Wall, The Wall Companies (JW)

Wall Companies is a family-owned real estate company that builds affordable and market rate apartment buildings, mixed use, and commercial properties. One example is The Market at Malcolm Yards in the Prospect Park neighborhood. Originally the 20-acre site was planned to be a MN Innovation Center, a science park related to the University of Minnesota, but we pivoted to a food hall, two apartment buildings, and a park & bike trail. The site is near Surly Brewing and the O'Shaughnessy Distillery.

Heidi Swank, Rethos (HS)

Heidi is the Executive Director of Rethos (serving 7 states), and part of the Preservation Alliance MN with headquarters in St. Paul. Rethos creates an environment in which old buildings reuse can happen. Financing tools like the Historic Tax Credit and rehab loans are critical to achieve these goals. Programs like MN Mainstreet supports small commercial corridor to preserve small businesses. Examples are the Lincoln Park District in Duluth. Doors Open Minneapolis is another civic event with 87 venues and 14K people.

Jesse Symynkywicz, Damon Farber Landscape Architects (JS)

Jesse looks for ways to energize and maximize space to engage a community. How do you remove barriers to be more pedestrian friendly? Providing opportunities to eat and drink through food trucks, places to sit and relax outside, things to and places to gather in. Incorporate artwork, create sculpture walks and temporary art events. Swede Hollow trail could be more. Partner with the Parks Department to better utilize the area.

What would be the best uses for the Hamm's Brewery site? And how do we ensure long term success?

HS To get historic designation the property needs to meet the Secretary of Interior standards (not currently registered). The best use of the site is to serve the community today and make sure that the building continues to be used. My first thought is housing based on the window openings and light. To create a clientele for local businesses. The building on the parking lot is a great idea to reduce the surface parking. I love the open public space where people will want to be. Business incubator is a great idea to try out new businesses. Mixed-use with lots of public spaces.

JW I'm a big fan of mixed use. Malcolm Yards was similar with housing and commercial, and reuse of a historic building. The Market at Malcolm Yards was approved with only 14 parking spaces. We have tremendous parking needs for events, more parking will be needed. The Grain Belt Brewery, in Minneapolis, is a wonderful example of adaptive reuse of a historic brewery.

MT I can't comment on this site, but for a public market you need to look through the perspective of the customer and through the perspective of the entrepreneur. It has to be affordable, covering the upfront costs for build-out isn't cheap. What businesses need the most is a good business mix. If you have one good and nine bad businesses, it won't make it. Keep the mix fresh – quick turnover.

MM Flexibility and a good business mix. Include both daytime and evening food offerings, places to play. Draw traffic to the site through regular events. A series of events are more impactful and gets people to reset habits to come back again and again. Optionality – ability for the space to learn what it wants to be (requires sufficient resources to experiment). Physical features – are interior spaces built to adapt and respond. Try things to see what works. A successful site will include: 1.) Design, 2.) operations, and 3.) activities. What we want to see will be determined after the building is there.

What would you consider to be the greatest challenges and opportunities for the site?

JW Reuse of the building will be a challenge. Parking will be a challenge. For the Market at Malcolm Yards, we were permitted 70 parking spaces, but utilize about 200 parking spaces in the vacant land surrounding the site.

MT Relocating local businesses. How the market interacts will be an interesting challenge. Creating a district to act as a draw. The challenge will be to not cannibalize the businesses. Give opportunities to existing businesses in the area to set up a stall to attract new customers. Examples include Market at Malcolm Yards, Mercado Central, and Lake Street.

HS How do you tell the story of the space? Such a large space, with multiple owners. How does it feel? Tell the story of the brewery from when it started. In the renovation, a challenge will be how to activate the space so that it has the same feel throughout to maintain the historic feeling of one space/one story.

JS Parking is both a challenge and an opportunity. The central courtyard can blend together, or be parking or pedestrian. Also topography – connecting the building to the Bruce Vento trail needs to be smoother, easier, ADA accessible.

How can this project be connected with and integrated into the surrounding area, and how can we improve access to this site for everyone?

MM Getting visual and pedestrian/car access from Arcade to the site. Entice people back in to the site. Connecting the site to Swede Hollow, connecting the site to E 7th area. Design for safe spaces, visual interests, and activities. Make sure the site is well cared for. People will want to get back to the site. Parking on the site is one way but it isn't the only way to solve the problem.

Q & A

Jeff: Has anyone been here on the weekend? The parking is filled to capacity on the weekend. With added uses and little public transit it will be a nightmare.

MM Create a destination strong enough so that people will figure out how to get there. Vandalia is a good example. Customers come at different times – not all at the same peak time. There are daytime operations and nighttime operations.

MT Parking is a significant issue from day one. Markets are mostly daytime, not often evening businesses.

HS Think about how parking can be used to distribute people to other businesses in the area. Incorporate bike shares, easy short distances, easily accessible.

Michelle: The master plan has trail access to the brewery. Would like to see more walkability. Grand Avenue has no parking but people find ways to get there. What is the required parking?

JW Parking isn't required at all by the city. We build it to attract users. For my apartments I typically include one space per unit for market rate, and .4 spaces per unit for affordable housing in the University area. For our apartment project in Dayton's Bluff, we only provided 1 stall for every 2.5 apartments.

Michelle: There should be a water feature in the public area – an observation area, rooftop restaurant.

Robb (St. Paul Brewery): The reality is that this site is an island and not easy to access. The area is too spread out. It's surrounded by an industrial area across the street, Minnehaha, and Hope Community Academy. It's a ten-minute walk to the brewery if you can't park on site. St. Paul is car dependent. We've created a destination that fills the parking lot at peak times. Parking for 260 housing units and 60 spaces for commercial spaces and visitors won't be enough.

City staff: Parking needs will be considered in the Minnehaha redesign planning process. The community will be engaged in that process to inform street redesign options.

Kimberly: We need to think creatively to solve the parking issues. There's a big lot at Arcade that gets half used, and other underutilized parking areas, or trolley service. No one wants to hike the icy hills at night.

Liza: A parking impact study is needed before we decide how to move forward.

Justin Fincher (JB Vang): There will be a traffic management plan. The city has several steps that are needed for the site plan review. All department heads (e.g. traffic, parks, etc.) will comment on the proposal. They will determine if a traffic study is required – traffic engineers will analyze by the use of demand.

Veronica: Question for John Wall about his project, Mill City Quarter Apartments. How interactive has the Mills City Museum been to elevating the history of the building?

JW: Mill City Quarter is actually down the street from the museum. We tried to honor the milling history of the site through historical markers and architectural features.

HS Please don't build another museum that will need to scrape for a living every day. Making a museum pencil is difficult to do. Interactive elements are more sustainable. In the master plan there are interpretive pieces to learn about what's around.

Melissa: Echo Robb that there is a need for housing.

Vong: Community benefits agreement needs to be transparent. Who will be managing the project? What nonprofits? Businesses will be in survival mode – looking for space.

Final comments:

HS The site is a great resource – super exciting that it's in your community. Be excited about it. It's a great part of Saint Paul's history. It's wonderful that that the community comes out and shows up to voice their opinion. It makes the process go better.

Kou Vang (JB Vang): We appreciate the feedback about what the community wants. We don't just develop. We add to the fabric of the community. The site has been deteriorating for 25 years. It's time for something to happen. We don't think it's just a weekend destination. It's a destination for the neighborhood. It's an equity opportunity to provide assets that will stay in the community. The commercial market piece is nonprofit that will be owned by Hmong American Partnership and other East Side organizations. Programming is a community anchor. It will include spaces for vendors to own, not to be tenants. We want ownership to pass on through generational wealth. The project will use New Market Tax Credits to take the weight off entrepreneurs for the buildout of stalls. Using New Market Tax Credits the entrepreneurs will have seven years to recapture the capital, gaining 29% equity. It utilizes national resources to invest in local spaces.

Panelist Bios:

Mihailo (Mike) Temali **Founder, Senior Adviser** **Neighborhood Development** **Center**

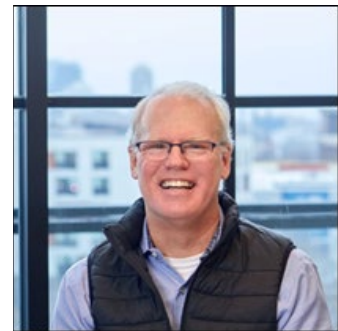
- **Midtown Global Market**
- **Mercado Central**



Mihailo Temali is Founder and President of the Neighborhood Development Center. In partnership with many community groups, NDC has trained 4,500 low-income entrepreneurs since 1993, in a 20-week course. 500 are in business today, 82% owners of color. NDC is a CDFI, SBA and Reba-Free lender, focusing on start-up and growing inner-city businesses, and provides 5000 hours of business assistance annually. NDC is co-owner, developer and manager of six business incubators including Midtown Global Market, Mercado Central and Frogtown Square. Temali is the author of “Community Economic Development Handbook,” and was a Bush Fellow in Boston and Santiago, Chile.

John Wall **President** **The Wall Companies**

- **Market at Malcolm Yards**



Following sales positions with The Pillsbury Company and BEL Thermoplastics in California. John joined his father, Fred Wall, at The Wall Companies in 1996. Since then, he has completed several new construction residential real estate projects including East Side Apartments, Western Row Condominiums and Crocus New Hill in St. Paul, and Flour Sack Flats Condominiums, Stone Arch Apartments, Stone Arch Apartments 2, and Mill City Quarter Apartments, in Minneapolis. Through Wall Development Company, John is leading an exciting transformation of a 20-acre mixed use development adjacent to the Minneapolis Campus of the University of Minnesota, in the Towerside Innovation District. This project, called Malcolm Yards, started with The Market at Malcolm Yards (Urban Food Hall) which opened in 2021, followed by The Flats at Malcolm Yards (143 units) and The Station at Malcolm Yards (210 units), which both opened in 2023.

Jesse Symynkywicz, ASLA
Principle Design Landscape
Architect
Damon Farber Landscape
Architects



As Principal Design Landscape Architect, Jesse creates exceptional, beautiful, sensitive, and inspiring landscapes. His expertise and passion help every project be the best that it can be. He has over 30 years of professional experience, with over 18 years at Damon Farber Associates. He has designed and managed numerous projects in complexity, character, scale, and budget. Jesse received a Bachelor of Arts in Landscape Architecture and Environmental Design from North Dakota State University. Before his tenure with DF/, he served as Director of Landscape Architecture with BKV Group and as Project Landscape Architect with RLK Associates.

Max Musicant
Principal and Founder
The Musicant Group



As Principal, Max (he/him) leads the placemaking practice of The Musicant Group. Under his leadership, the firm has pioneered a holistic and organic approach to the creation of place that integrates design, events, and management systems all through the lens of the user experience. Since its founding the firm has demonstrated that community and commercial interests all benefit from more humane, inviting, and lively places for people.

Prior to founding The Musicant Group, Max began his career at the Greater Jamaica Development Corporation (GJDC) in Queens, NY. While there he worked with one of the early leaders of the Bryant Park Corporation to devise and implement placemaking strategies for the GJDC, one of the oldest and largest community development corporations in New York City. He received an M.B.A. from the Yale School of Management and a B.A. in Political Science from the University of Wisconsin – Madison.

Heidi Swank

Executive Director

Rethos



As the Executive Director of Rethos, Heidi leads a 501(c)(3) nonprofit organization with the mission to inspire people to connect to, maintain, and celebrate historic places. With over 15 years of experience in nonprofit management, community development, and fundraising, she has successfully established and grown multiple organizations and programs that engage diverse stakeholders and foster a culture of collaboration and connection.

Prior to joining Rethos, she founded and led the Nevada Preservation Foundation, the state's first statewide nonprofit dedicated to preserving and celebrating historic resources. Heidi also served as a Nevada State Assemblywoman for four terms, representing over 64,000 constituents and specializing in historic preservation, water, and fire policy issues. She is passionate about using her skills and expertise to advance the cause of historic preservation and heritage tourism and to create positive social and environmental impact in the communities she serves.