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# SAINT PAUL COMPREHENSIVE PLAN 2040

Business Review Council Focus Groups

April 12, 2017

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## Today's Presentation

- What is economic development?
- How does the City address economic development?
- The Comprehensive Plan - what is it and how does it relate to economic development?
- Community engagement – what have we heard to date?
- Three questions for our conversation today

# WHAT IS ECONOMIC DEVELOPMENT?

**“From a policy perspective, economic development can be defined as efforts that seek to improve the economic well-being and quality of life for a community by creating and/or retaining jobs, and supporting or growing incomes and the tax base.”**

***– Salmon Valley Business & Innovation Center, Salmon, ID***

# 2016-2018 CITY OF SAINT PAUL ECONOMIC DEVELOPMENT STRATEGY

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- Short-term, action oriented plan with strategic steps in support of economic development
- Primarily a work plan for the City's Economic Development staff in the Dept. of Planning & Economic Development

# ECONOMIC STRATEGY OVERVIEW

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## Goals

- Increase the number of jobs in Saint Paul, and access to jobs and opportunity for residents
- Grow Saint Paul's tax base
- Lower unemployment among the City's diverse populations with disproportionately high unemployment rates

## Four principles

- Less planning, more action
- Communicate and leverage our strengths
- Focus on specific geographies and sectors
- Support the City's work on the big systems that support a positive business climate



# 2016-2018 ECONOMIC DEVELOPMENT STRATEGY

## *Example Strategies & Action Steps*

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### EXPAND BUSINESS ATTRACTION, RETENTION AND RECRUITMENT

- ✓ Additional staff time for one-to-one outreach

### SUPPORT INNOVATIVE ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT

- ✓ Support all entrepreneurs by providing connections to resources and networks

### BUILD AND MARKET A COMPELLING SAINT PAUL BRAND

- ✓ Market to business leaders, developers and site selectors

### PROACTIVELY DIRECT NEW DEVELOPMENT TO HIGH PRIORITY GEOGRAPHIES AND SITES

- ✓ Attract new businesses that will employ local residents to Midway and East Side neighborhoods

# SAINT PAUL COMPREHENSIVE PLAN 2040

## *A little bit about the Plan*

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- A vision or “blueprint” for guiding future development through 2040
- Focus on the built environment of land, streets, buildings, and the infrastructure that supports them
- Implemented through:
  - ✓ Zoning regulations
  - ✓ Public capital investments
  - ✓ Selective financing of private development

## CHAPTERS OF THE PLAN

- *Transportation*
- *Parks and Recreation*
- *Housing*
- *Historic Preservation*
- *Land Use*
- *Water Resources*

## Example Issues

There isn't enough land for industrial businesses.

- ✓ *Discourage rezoning of industrially-zoned land for other uses.*
- ✓ *Encourage zoning code changes to allow maker-type businesses in commercial zones.*

My employees have trouble getting to work without a reliable car.

- ✓ *Support investments in transit and bike infrastructure.*
- ✓ *Support development of workforce housing close to transit.*



## Examples (cont.)

The truck access to the West Midway industrial area from I-94 is poor.

✓ *Support key infrastructure improvements that will improve access.*

The commercial areas in my part of town look tired and run down.

✓ *Support investments in streetscape improvements in retail areas.*

✓ *Support façade improvement programs for small businesses in targeted areas.*

# CHALLENGES & OPPORTUNITIES FOR THE FUTURE

- **Equity** – reducing racial disparities in jobs, income, home ownership
- **Growth & density** – infill development, resistance to density in fully- developed neighborhoods
- **Economic development** – increased focus on creating jobs
- **Large redevelopment sites** – Ford, Snelling-Midway (soccer), West Side Flats
- **Climate change** – resiliency and reducing carbon footprint
- **Designing a city for all ages** – especially aging baby boomers
- **Fostering the next generation** – future labor force
- **New technologies** – impact on development patterns

- ✓ Meetings with district councils, community-based organizations, etc.
- ✓ Community events – Safe Summer Nights, National Night Out, Frogtown Farm, etc.
- ✓ Pop-up meetings
- ✓ Focus groups with key stakeholders – experts, advocates, passionate citizens
- ✓ Key informant interviews – appointed and elected officials, major business leaders (Ecolab, Securian), ethnic leaders (largest groups - Hmong, Somali, Hispanic)
- ✓ Social media - Open Saint Paul, Facebook, Twitter
- ✓ General community meetings at key points in the process

## COMMUNITY ENGAGEMENT TO-DATE

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- Over 1900 people
- 57+ events – e.g. kick-off meetings, district council board meetings, interest groups, pop-up meetings, Safe Summer Nights, Frogtown Farms grand opening
- Focus groups re: embedded issues (aging in community, access to food, community health, sustainability, equity)
- Good representation across the city
- Age, race diversity reflective of city-wide demographics
- Councilmember briefings
- Comprehensive Planning Committee

# WHAT WE'VE HEARD

## Themes and Priorities

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- **Livability, equity and sustainability**
- **Parks and open space**
- **Sense of community**
- **Public safety**
- **Road safety for non-vehicles**
- **Invest in people**
- **Jobs**
- **Quality affordable housing**
- **Saint Paul is full of opportunity sites**

# NEXT STEPS FOR ENGAGEMENT

## Near term:

- **Advocacy groups & experts**
  - e.g. Friends of the Parks & Trails, St. Paul Bicycle Coalition, Port Authority, MnDOT staff, Business Review Council
- **Focus groups**
  - e.g. affordable housing, impact of the built environment on economic vitality

## Longer term:

- **Open houses, public hearings, and other outreach for the draft plan in 2018**
- **Complete draft by end of 2017, adoption process in 2018**

## Three questions for today:

1. As a member of the downtown business community, what are the key issues affecting your business and/or the occupancy of your building over the next 20 years?
2. How does transportation (including transit, bikes and pedestrian facilities) impact your business – e.g. how does it impact your ability to recruit and retain employees, move product, attract customers?
3. How does the availability of affordable housing choices impact your business? Is there a relationship between transportation and housing costs for your employees or customers?

**KEEP IN TOUCH AND HAVE YOUR SAY!**  
*Visit the project website and sign up for updates*

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**[stpaul.gov/SaintPaul4All](http://stpaul.gov/SaintPaul4All)**

- Learn about Plan activities
- Sign up for e-mail updates

**[stpaul.gov/OpenSaintPaul](http://stpaul.gov/OpenSaintPaul)**

- Review past feedback and look for future questions

