



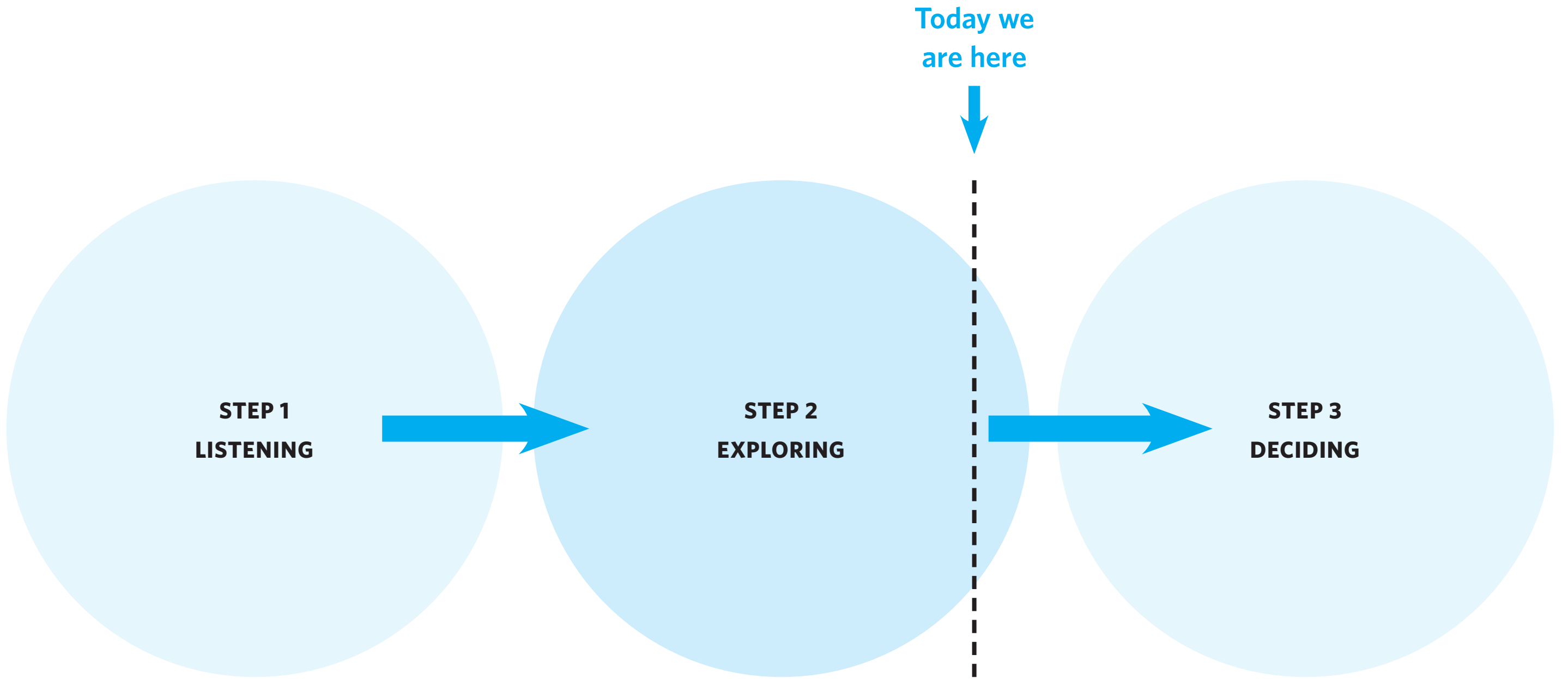
Saint Paul
STREET SCAPE

October 20th, 2017

DOWNTOWN VITALITY VISION

Saint Paul, Minnesota

SAINT PAUL
RIVERFRONT
CORPORATION



WHERE WE'RE AT IN THE PROCESS

In March meetings, and follow up phone interviews, we spoke with over 130+ people with a vested interest in Downtown:

- Property Owners
- Developers
- Young People
- Downtown Residents
- Downtown Business Community (Employers, Employees)
- Retail Business Owners
- Non-Profits
- Artists
- Service Providers
- Police and Youth Ambassadors
- Anchor Institutions
- College Students
- City Departments - PED, Parks, Public Works



PHASE 1 MEETINGS — WHO WE MET WITH

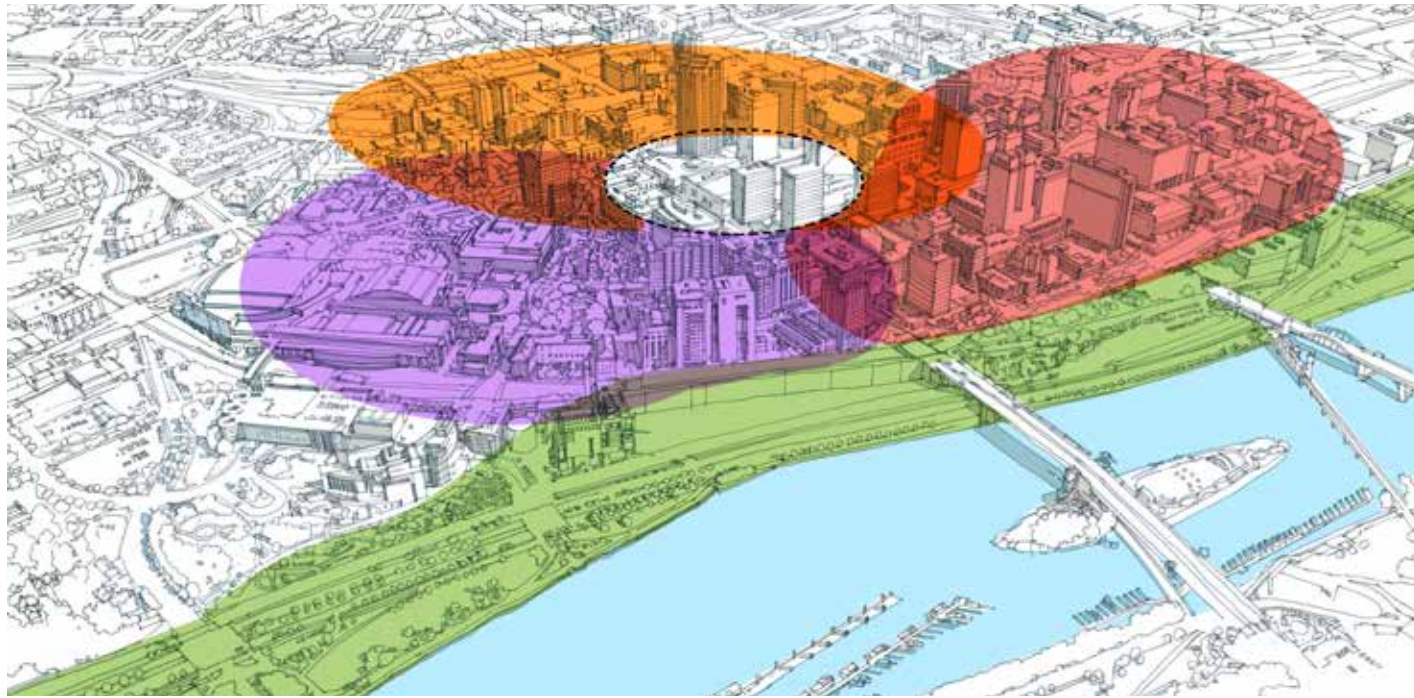
Downtowns: 10 strategies to Ensure Resilience and Vitality*

- **Realize that Image is Everything** — essential for private sector investment
- **Monitor Surrounding Neighborhoods** — understand the dynamics and how to integrate solutions
- **Maintain an Active Daytime Population** — through office and cultural institutions
- **Secure a Residential Population Base** — aim for at least 5% of the city's population
- **Reach out to Immigrants** — celebrate diverse cultures and capitalize on their strengths
- **Cultivate Functional Diversity** — have the maximum number of things going on
- **Leverage Heritage Resources** — reinvest in cultural resources and institutions, this becomes the basis of tourism and authenticity
- **Develop Catalytic Projects** — they should be **Visible**, have immediately **Impact**, and avoid exorbitant **Costs (VIC)**
- **Nurture Quality of Place** — knit downtown development together through public spaces
- **Find your Champion** — a leader or organization to mobilize the community

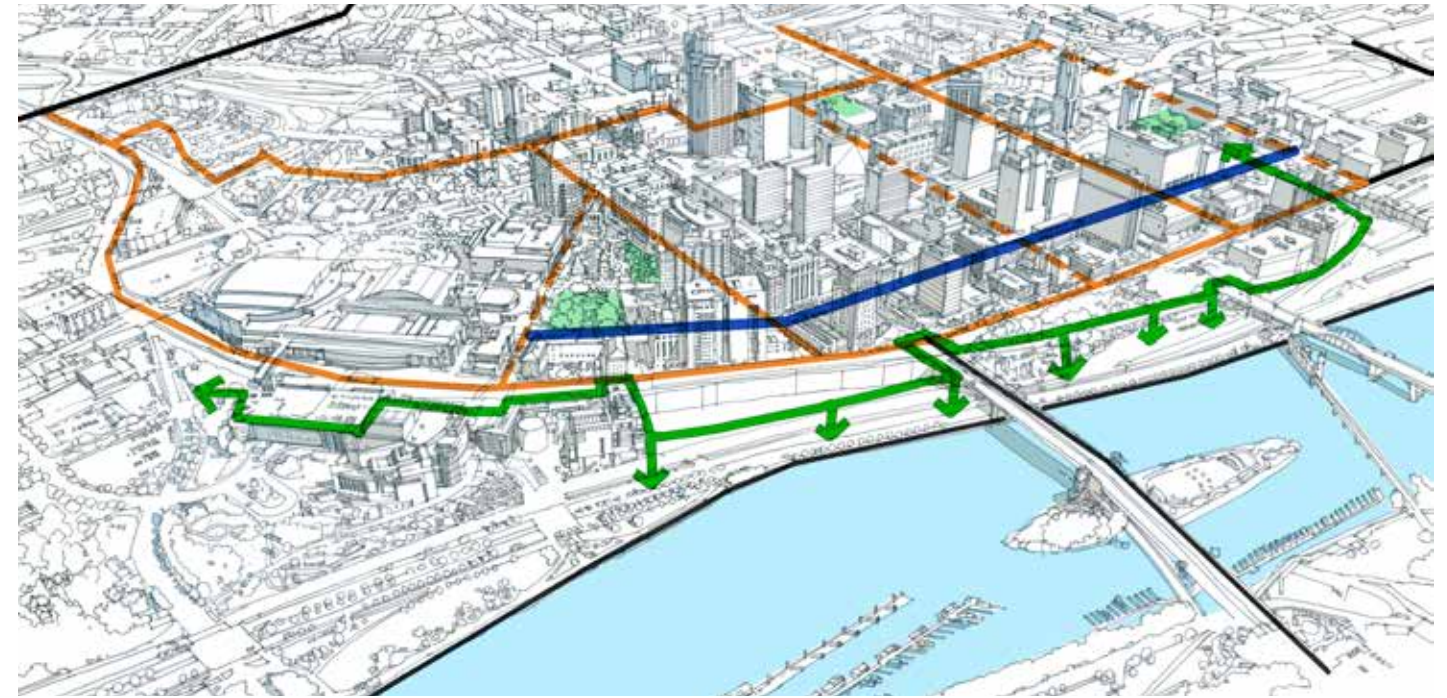


* International City/County Management Association (ICMA)

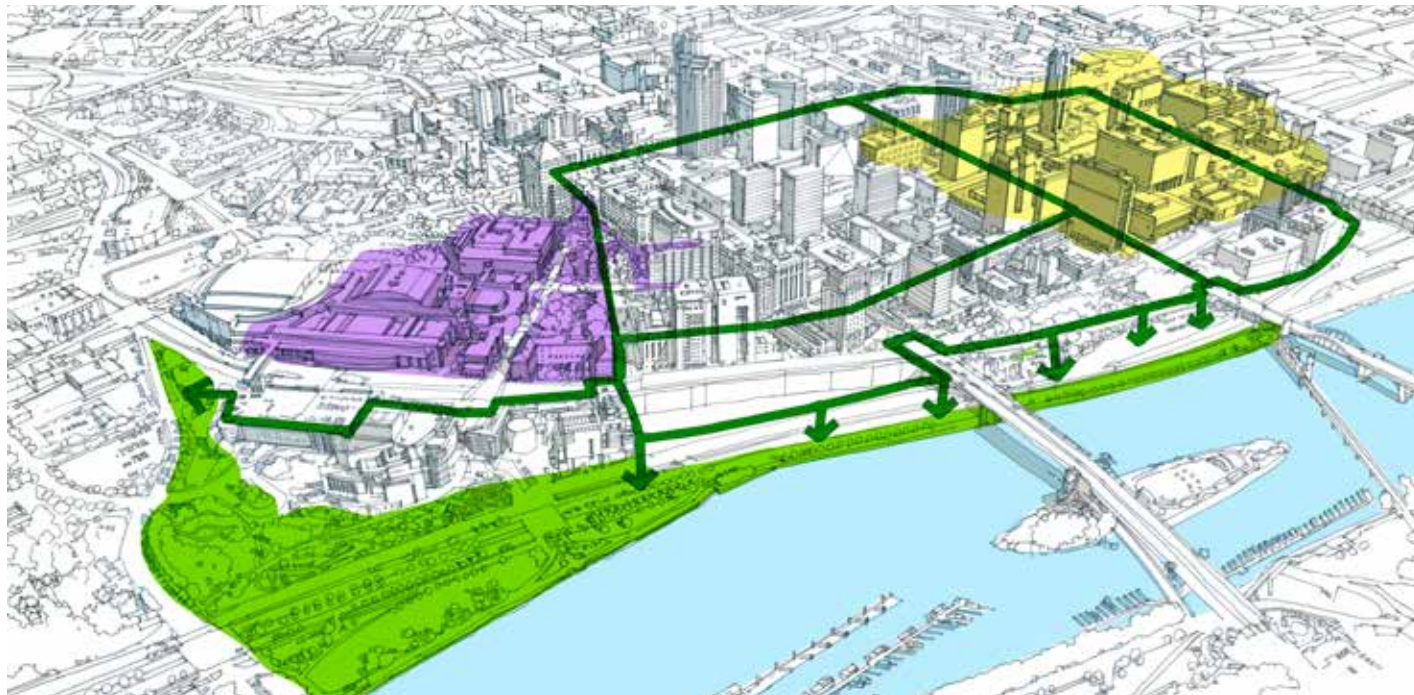
BEST PRACTICES



#1: Approach Economic Development in a smart way to get the Biggest Impact



#2: Focus on Transformative Open Space and Infrastructure Projects



#3: Stitch Downtown together with Experiential Loops

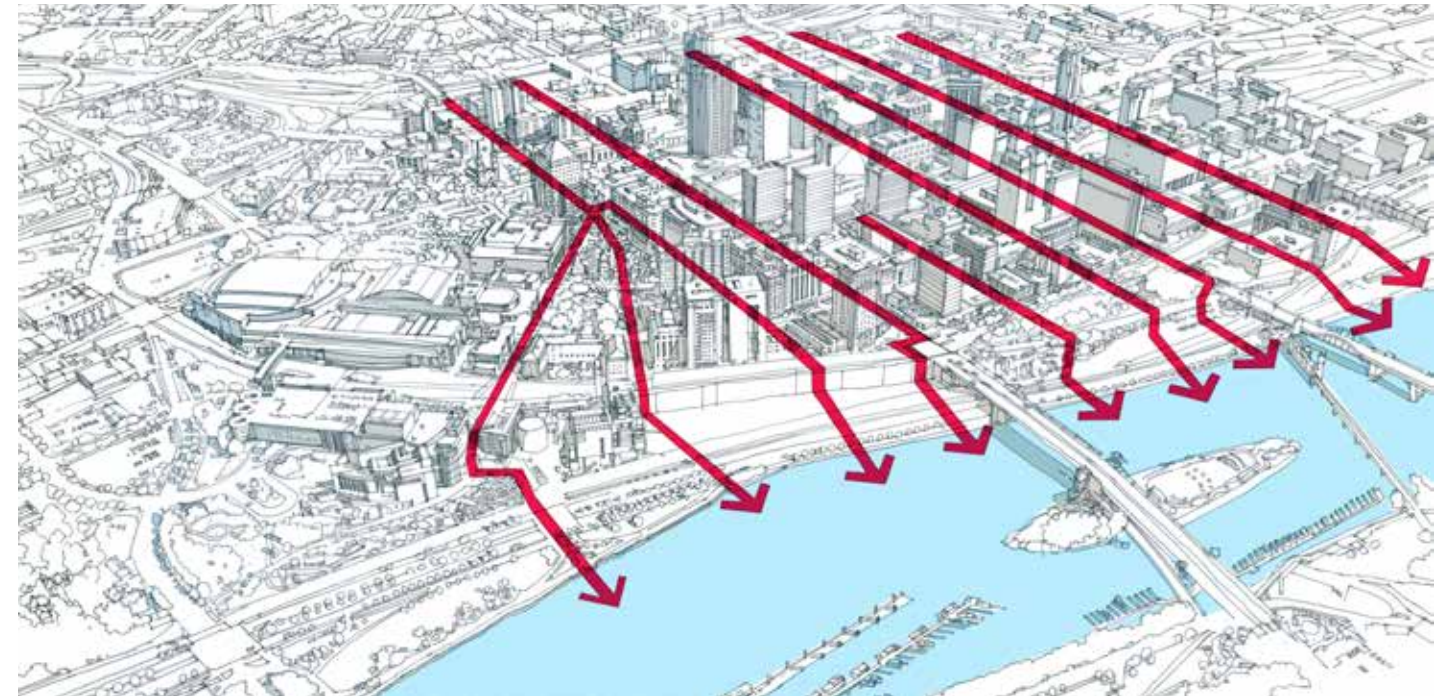


**#4: Create a Collaborative Management Strategy
#5: Approach Safety/Security through a Coordinated Effort**

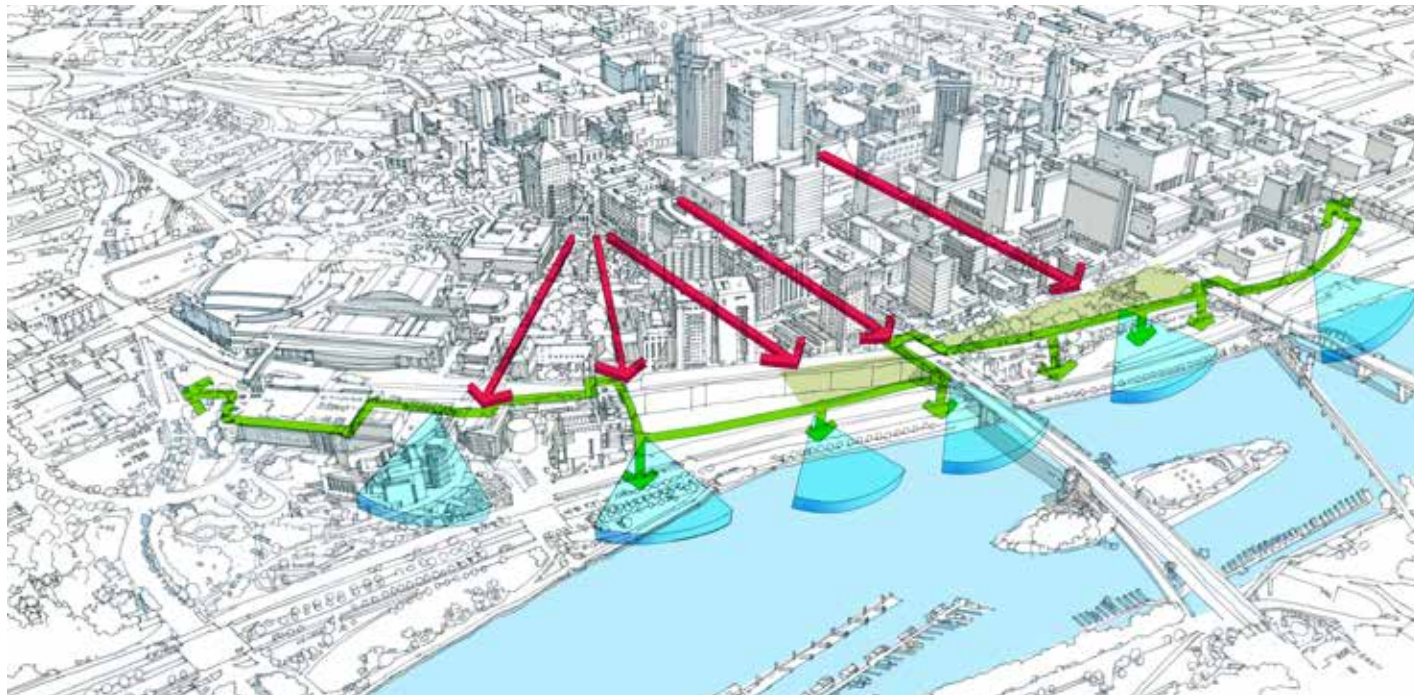
VITALITY PRINCIPLES



#6: Conceive of the Entire Riverfront as a Continuous Park



#7: Better Connect Downtown to the River

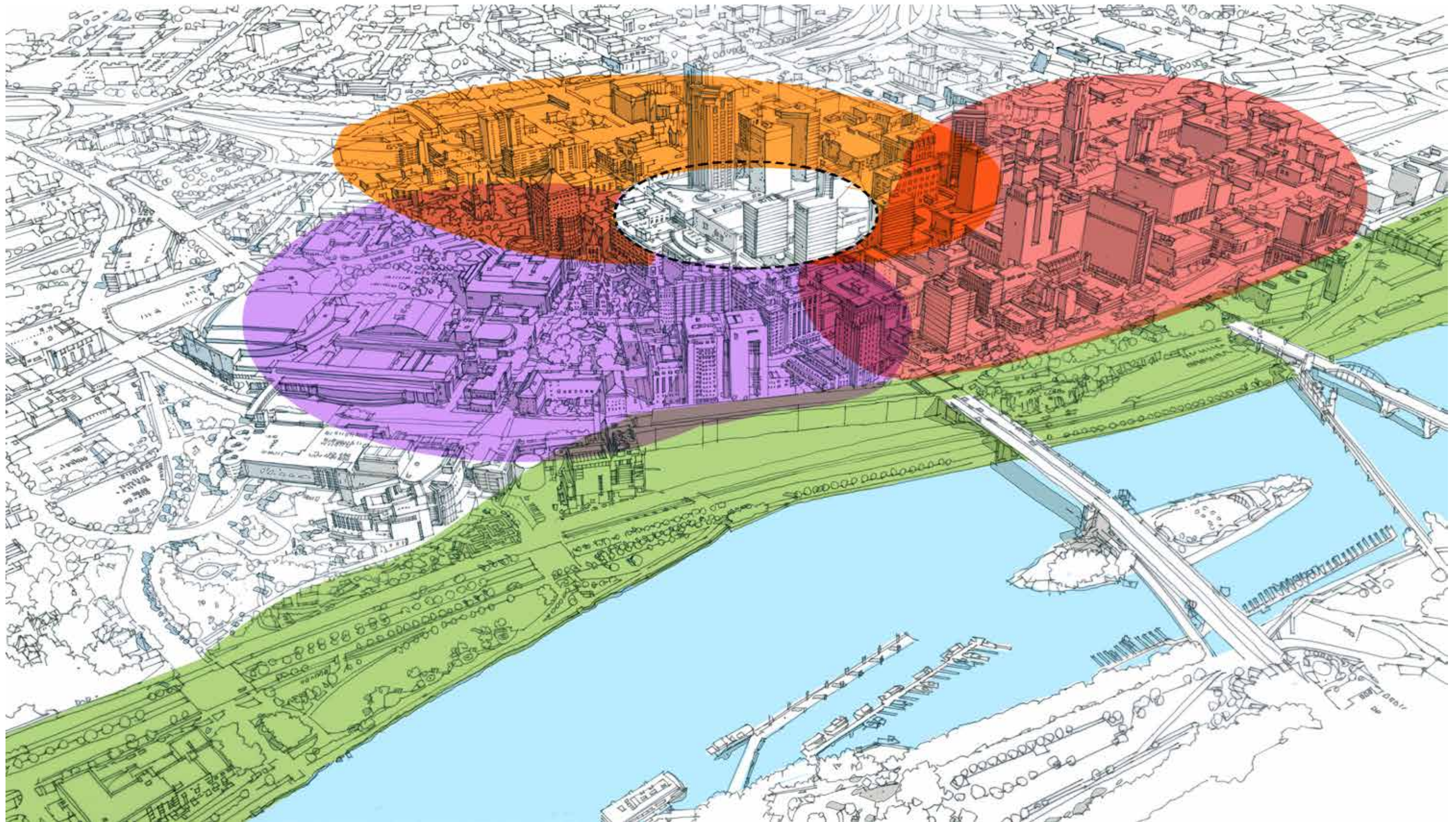


#8: Enhance the way People Experience the River from within Downtown

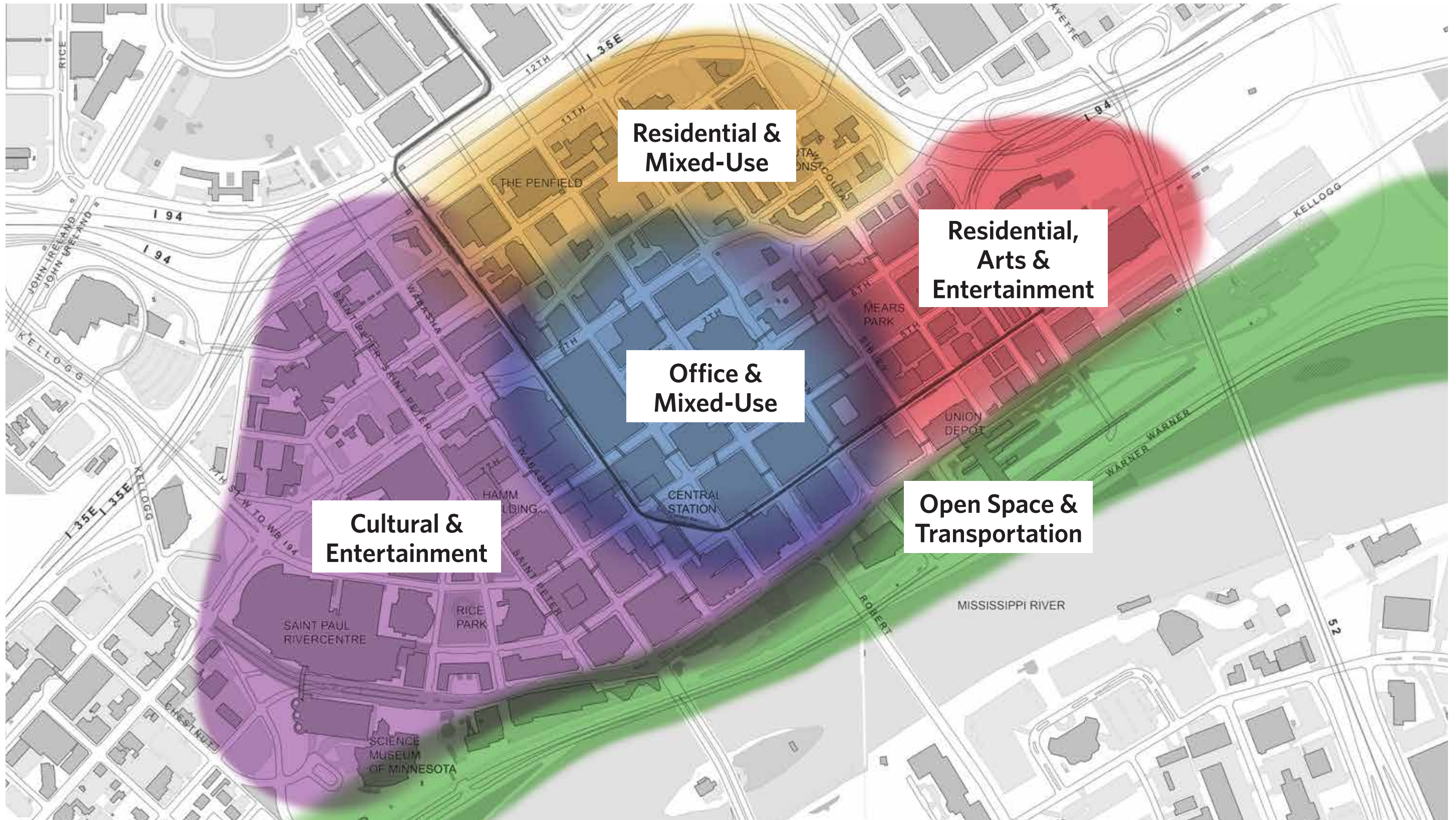


#9: Activate the Riverfront at both the Upper and Lower Levels

VITALITY PRINCIPLES



'THE HOLE IN THE DONUT'




DISTRICTS WITH PREDOMINANT USES

Three Focus Areas


1. Policy
2. Collaborative Management
3. Connections

What are companies looking for in downtowns?

1. **Walkable, live/work/play downtown neighborhood**
2. **Convenient access by a range of transportation options**
3. **The right office space**
 - Open, flexible and creative office space
 - Large floor plates
4. **A welcome mat**
 - Visits & info about amenities and things happening downtown
 - Remove red tape to make permitting and licensing easy
 - Make development decisions fair and predictable
5. **Clean, safe streets (public and private sectors)**
 - Both safety and collaborating the manage the Downtown



Core Values
Why American Companies are Moving Downtown



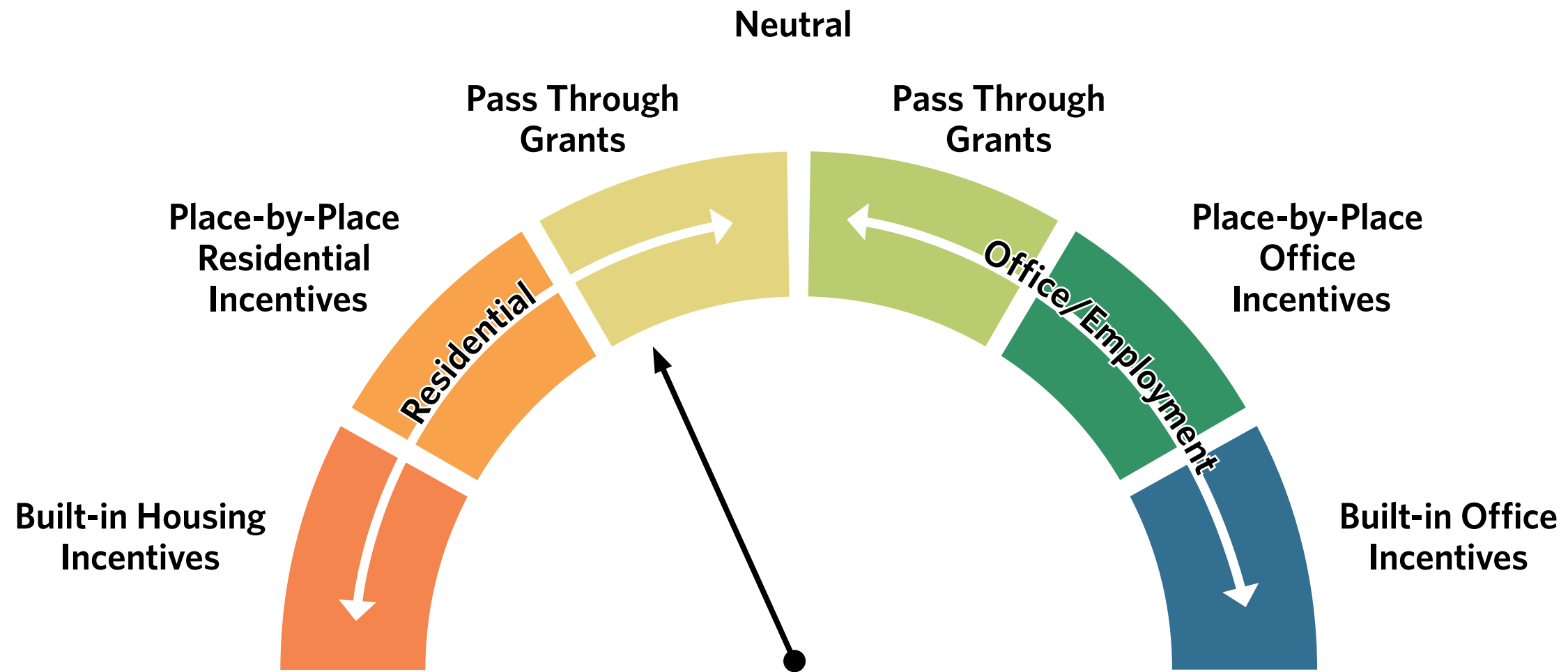
Smart Growth America
Making Neighborhoods Great Together

IN PARTNERSHIP WITH

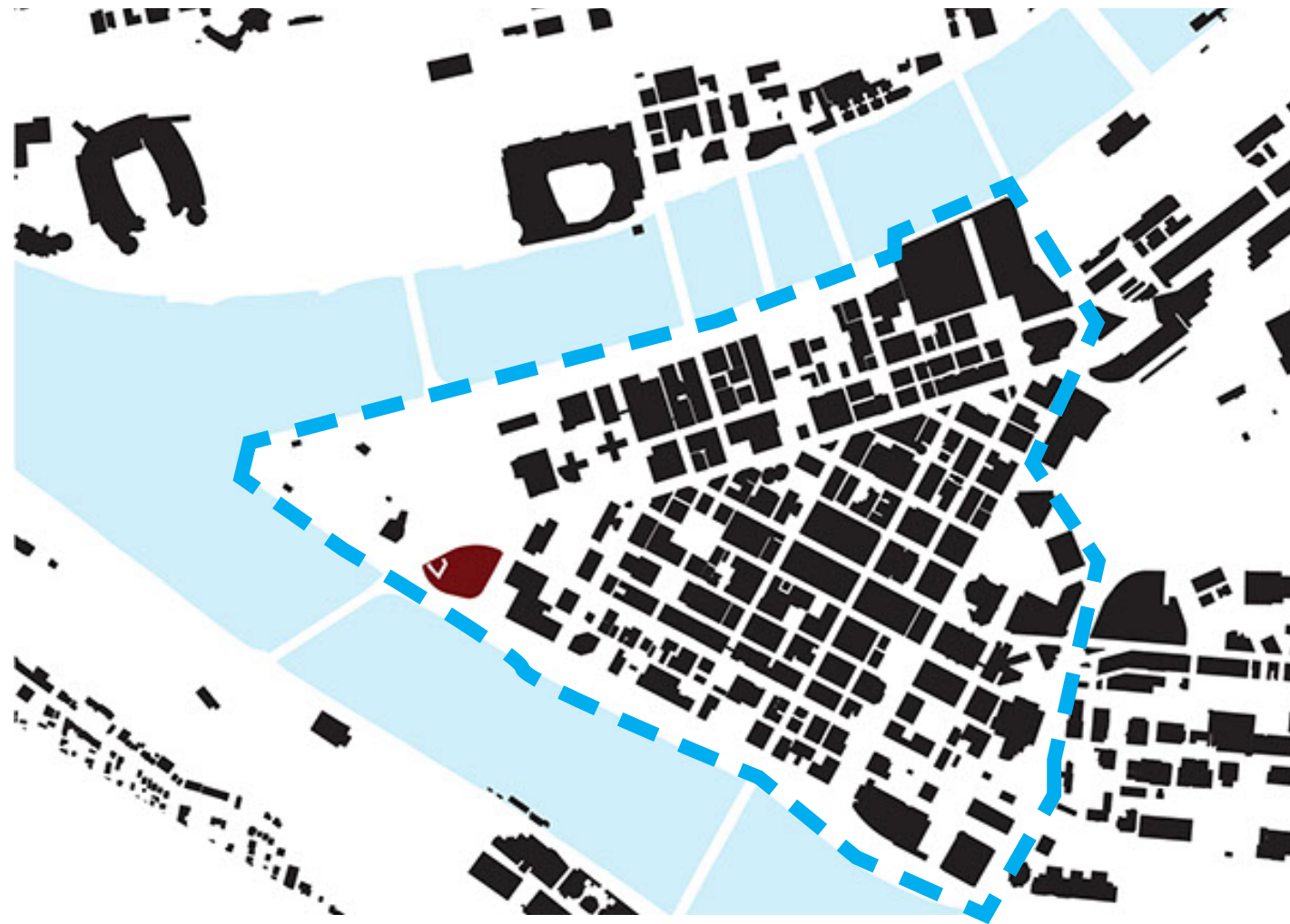
CUSHMAN & WAKEFIELD
Center for Real Estate and Urban Analysis
THE GEORGE WASHINGTON UNIVERSITY

Companies are not looking for the lowest COST, looking for the best VALUE

What does it mean to shift the policy towards office and employment?



#63: Pittsburgh (304,391 residents)



410 Acre area
78,229 Downtown Jobs

#64: Saint Paul (304,442 residents)



547 Acre area
41,758 Downtown Jobs



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Remove barriers and hurdles for uses that are market ready (residential, hotel)

Incentivize uses that aren't market ready (office, certain types of retail)

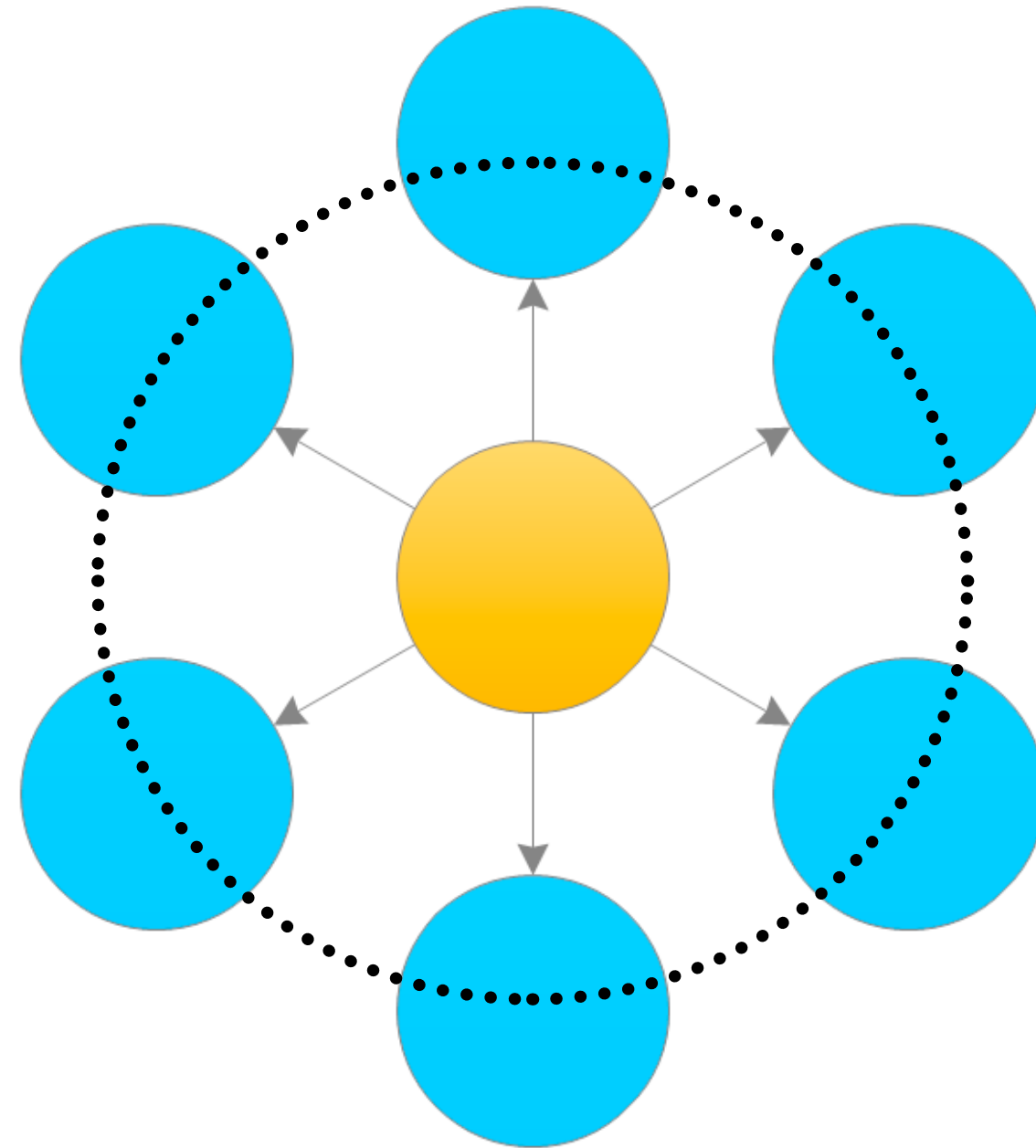


THE RIGHT SPACE — FLEXIBLE, OPEN, COLLABORATIVE, AND GREAT AMENITIES

OCTOBER 2017

SAINT PAUL RIVERFRONT CORPORATION

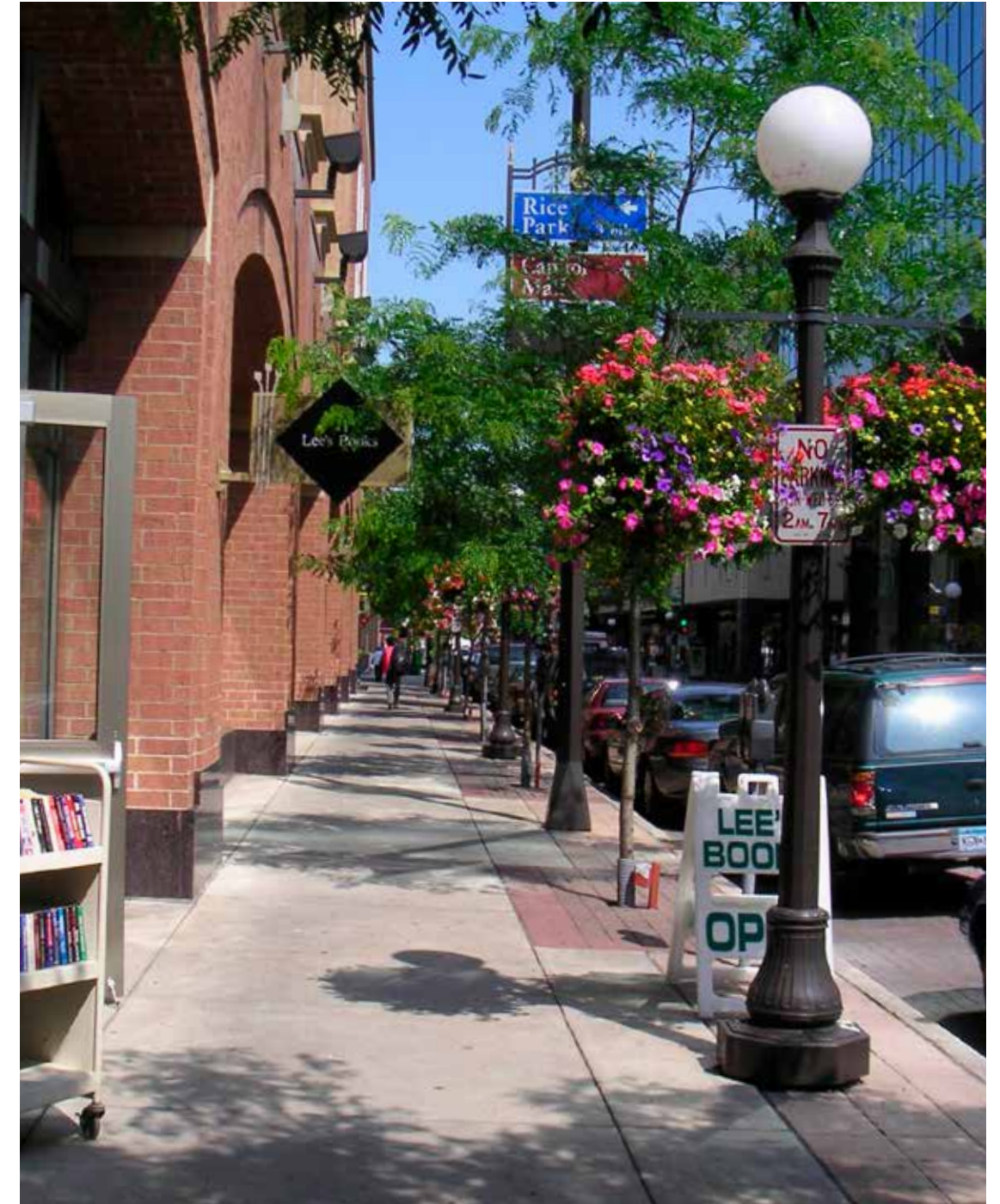
EACH GROUP HAS AN IMPORTANT ROLE. HOW TO COORDINATE THESE EFFORTS?



Create a Special Service District (SSD) that can Implement

What do SSDs do?

- **CENTRALIZE** efforts
- **DECIDE** with the business owners and partners what is most important
- **COORDINATE** investments
- **IMPLEMENT** efforts



What are cities responsible for?

- **Installing and Maintaining Basic Infrastructure**
 - Streets and Public Alleys
 - Sidewalks
 - Street Lighting
 - Neighborhood Parks
 - Bike and Mobility Infrastructure
- **Leading Economic Development**

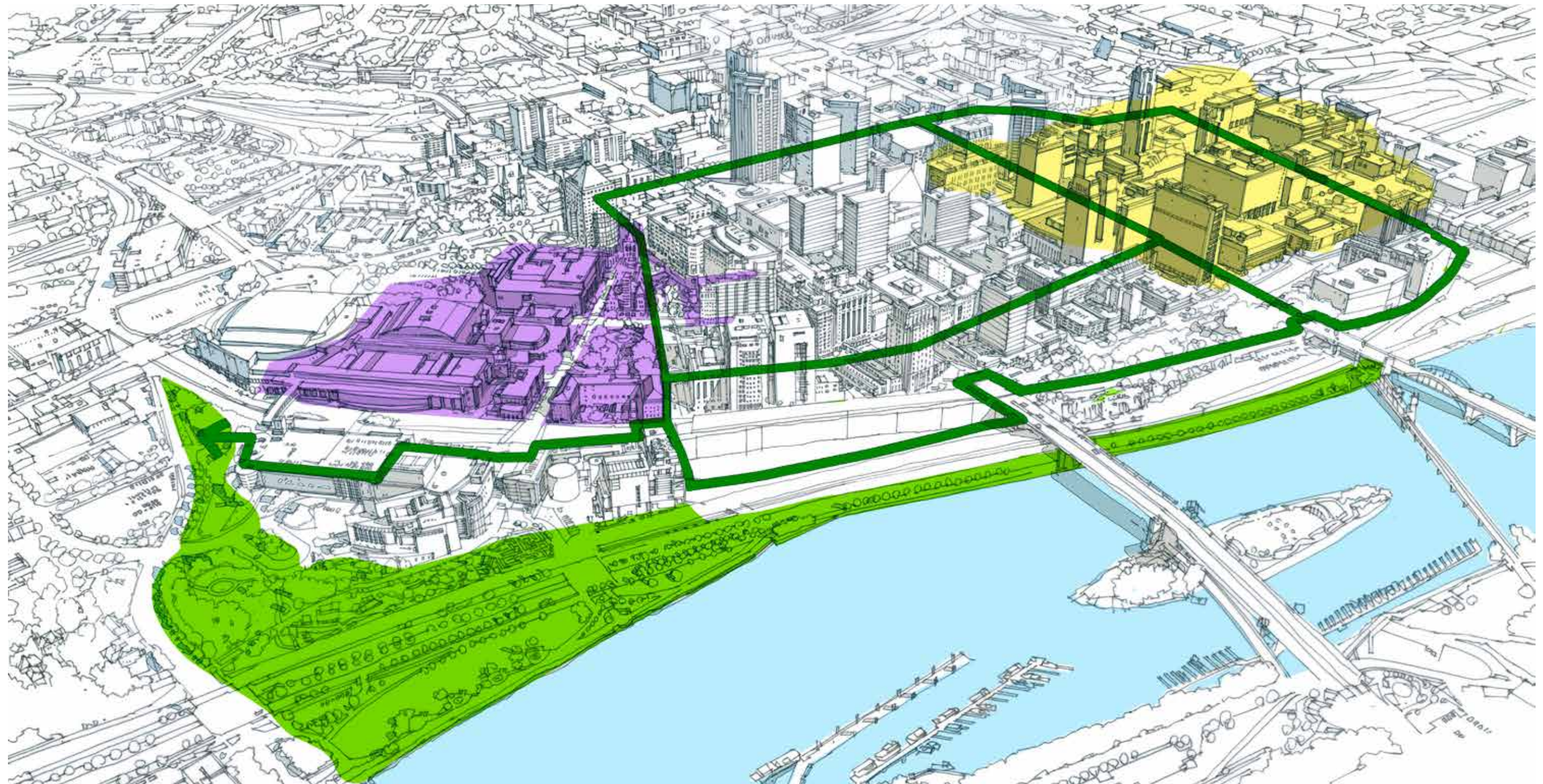


What are SSDs responsible for?

- **Ensuring a HIGHER level of service in the Downtown area**
 - Sidewalk cleaning
 - Special capital improvement projects
 - Beautification (banners, flowers, etc.)
 - Safety and Security Efforts
 - Programming, Events, and Space Activation
- **Owning the Brand of Downtown**
 - Marketing and promoting downtowns
 - Supporting in business recruitment and retention
 - Tracking and publicizing progress

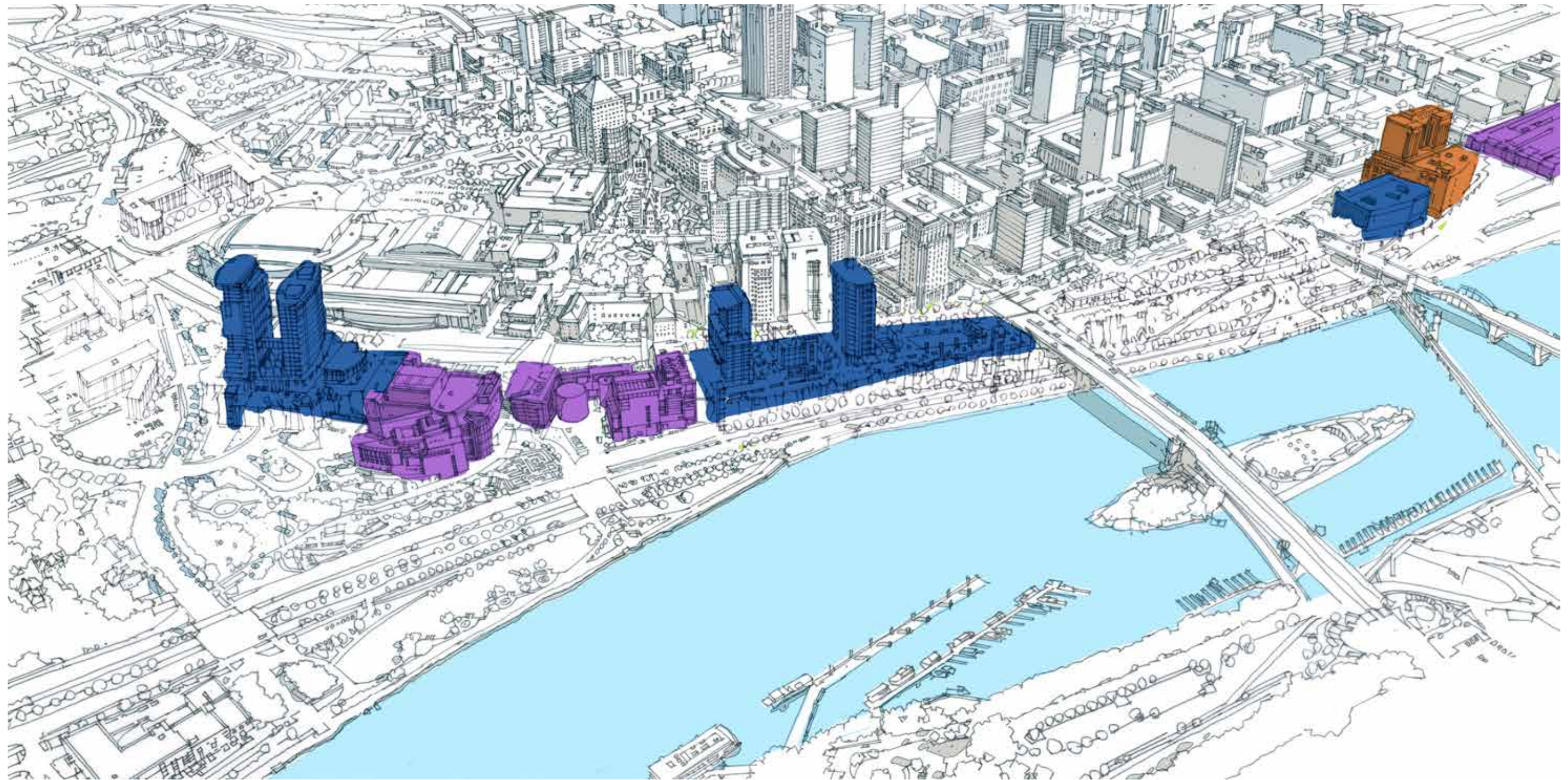


Connections



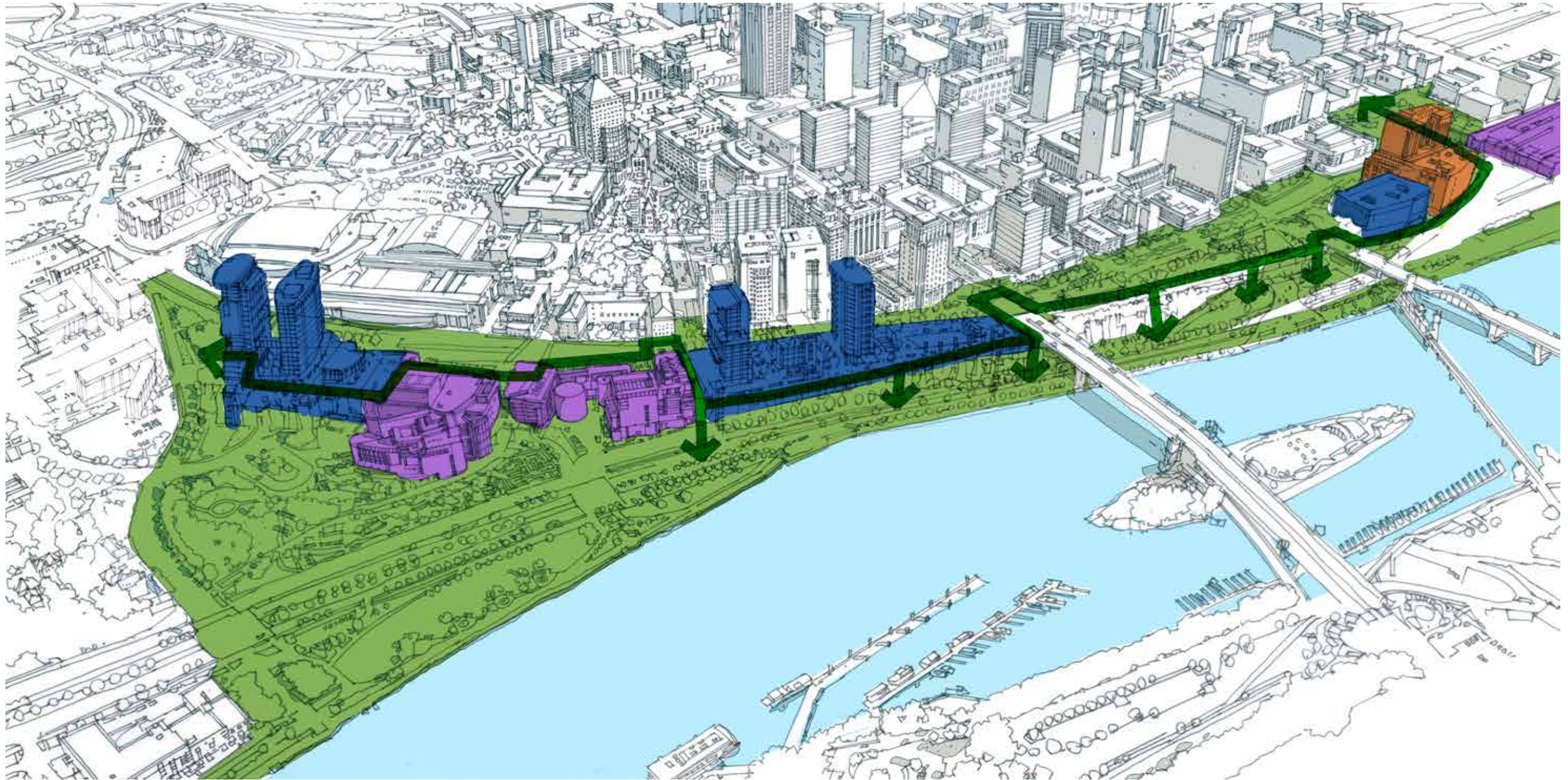
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Economic Development Projects Along the Riverfront



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Economic Development + Civic Space = Economic Driver



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5TH STREET & MINNESOTA — TODAY

OCTOBER 2017

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5TH STREET & MINNESOTA — ACTIVATED

OCTOBER 2017

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4TH STREET & WACOUTA — TODAY

OCTOBER 2017



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4TH STREET MARKET DISTRICT — ACTIVATED

OCTOBER 2017

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SAINT PAUL RIVERFRONT TOMORROW

OCTOBER 2017

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