October 20th, 2017

DOWNTOWN VITALITY VISION
Saint Paul, Minnesota
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
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)
#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

- Residential & Mixed-Use
- Residential, Arts & Entertainment
- Office & Mixed-Use
- Open Space & Transportation
- Cultural & Entertainment
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

**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
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
Economic Development Projects Along the Riverfront
Economic Development + Civic Space = Economic Driver
5TH STREET & MINNESOTA — ACTIVATED
4TH STREET & WACOUTA — TODAY
4TH STREET MARKET DISTRICT — ACTIVATED

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