Downtown Revitalization Strategy Presentation

CITY OF SAINT PAUL
Housing and Redevelopment Authority Meeting
June 24, 2025

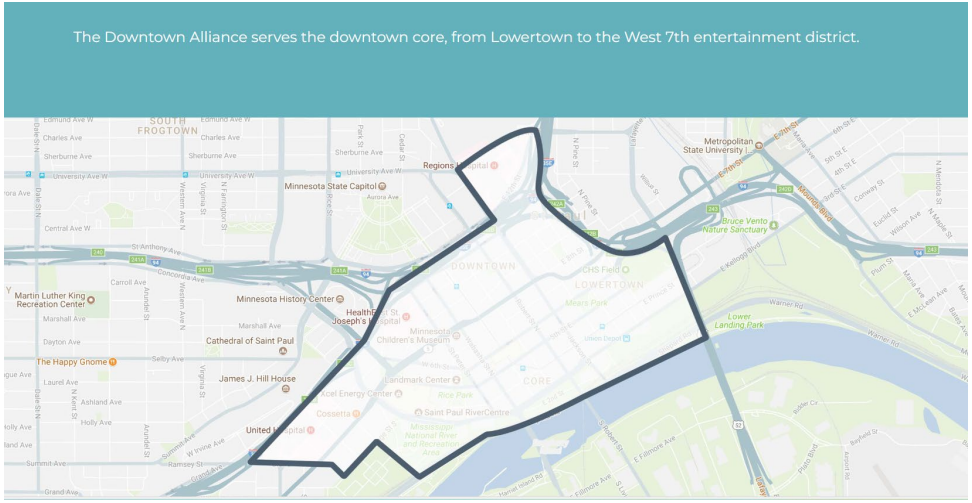
Partnerships: Supporting Our Shared Priorities

Enterprise: Leading Through Alignment

All In for a Strong Saint Paul: Telling Our Story

Partnerships: Supporting Our Shared Priorities

Saint Paul Downtown Alliance



The Saint Paul Downtown Alliance is a nonprofit organization that represents downtown businesses, nonprofits, government entities, residents, and entrepreneurs.

MISSION

The mission of the Saint Paul Downtown Alliance is to create and maintain a vibrant, economically successful, safe, and attractive downtown that benefits the entire city and region by:

- Recruiting new employers
- Attracting new investments
- Creating positive downtown experiences

Downtown Investment Strategy

- The Saint Paul Downtown Alliance, in partnership with public and private stakeholders, created a Downtown Investment Strategy to dramatically increase density, vitality and desirability in downtown Saint Paul.

- Working collaboratively to achieve this vision, the Alliance and its partners are focusing efforts on three priority areas:

  - **Converting under-utilized office space into housing**
  - **Investing in pedestrian-oriented streetscape improvements**
  - **Advancing downtown Saint Paul's most strategic redevelopment opportunities**

Partnerships: Supporting Our Shared Priorities

RAMSEY COUNTY

SAINT PAUL MINNESOTA

METROPOLITAN COUNCIL

Saint Paul Downtown Alliance

Saint Paul PORT AUTHORITY

Visit SAINT PAUL Official Convention & Visitors Bureau

Community-First Public Safety and Downtown Revitalization

- Across departments, **we all serve Saint Paul.**
- Right now, we have an opportunity – and a responsibility – to **focus our energy and capacity (*time and resources*) where it matters most.**
- These aren't just strategic goals – they are **urgent needs that reflect what our city needs to move forward.**

The time is now...

- Budget reductions at state and federal levels
- Lingering fiscal and social impacts from the COVID-19 pandemic
- A critical need to grow our tax base and revitalize our local economy

...to lean into our response-mode strengths.

- Align quickly around a common goal
- Break down silos and collaborate
- Communicate openly
- Deliver results fast

Moving Forward. Together. With Purpose.

- This alignment is not about adding more work – it's about focusing on **what matters most**, and doing it **together**, with urgency and accountability.
- Every member of Team Saint Paul translates strategy into service.
- **We can achieve ALL OUR GOALS.** We cannot do EVERYTHING at the SAME TIME.

4 Types of Work & Lines of Effort: Identifying Priorities and Aligning Capacity

The Priorities

City Leadership's Top-Priority Initiatives

- **Community-First Public Safety**
- **Downtown Revitalization**

The Grind

The Core 9-5 Work. Everyday essential services and operational work

- **Federal Response**
- **Joint Information System (Coordinated Communications)**

The Drive

Strategic, mission-driven, innovative work

- **Climate, Resilience, and Sustainability**

The Vampires

Time and resource drains due to bureaucracy, inefficiencies, or other processes that could be improved.

- **Data Practices Consolidation and Re-alignment**

Community-First Public Safety

A citywide cross-departmental approach to improving public safety

Focuses on addressing root causes of violence and disorder

Brings together enforcement, prevention, intervention, and public health responses

Not a single program — a unifying strategy across city departments and external partners

Quality of Life

Quality of Life refers to the overall well-being, safety, stability, and sense of belonging that individuals and communities experience in the City of Saint Paul.

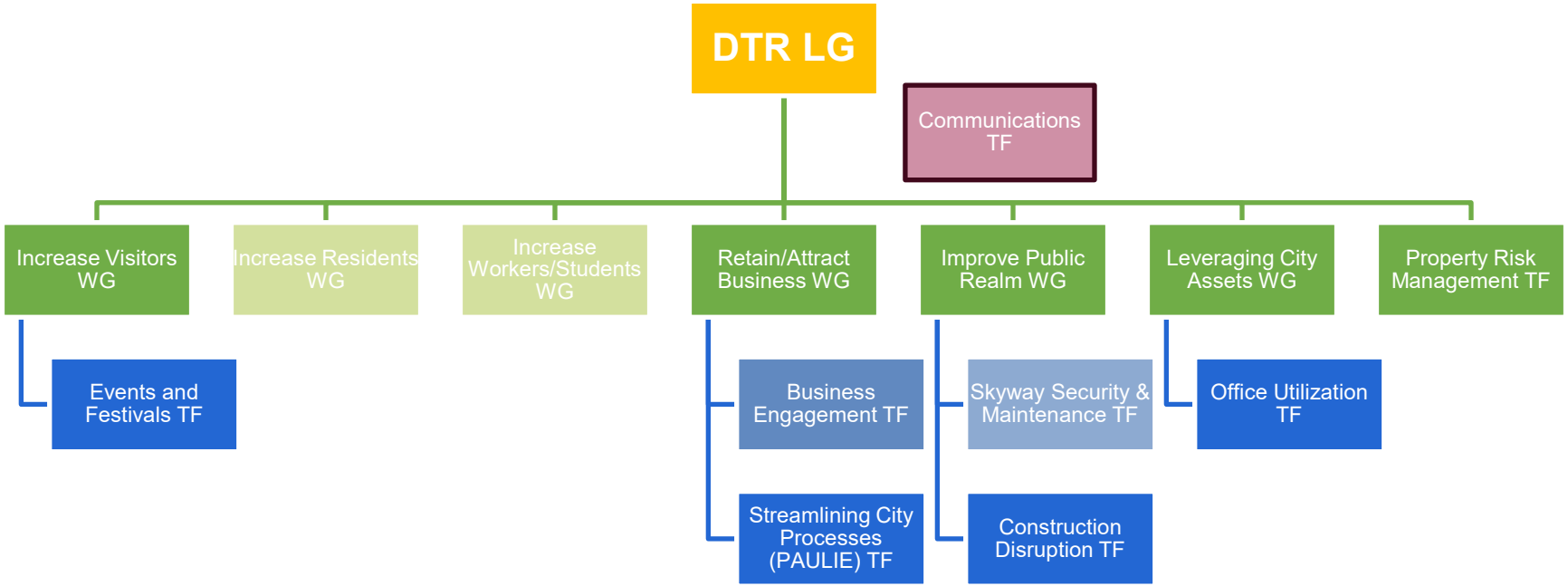
Quality of Life is shaped by social, economic, and environmental factors — including access to safe and affordable housing, public safety, public health, economic opportunity, safe public spaces, and freedom from chronic disorder, violence, or victimization.

Quality of Life includes both **objective conditions** (crime rates, mental health crises, substance use disorder, housing stability, homelessness, environmental health) and **subjective experiences** (feelings of safety, trust in public institutions, and community cohesion).

Quality of Life Focus Areas

QOL Focus Area	Example Issues / Conditions	Role of ONS	Role of SPPD/SFPD	Role of CAO
Community Violence	Gun violence, group-related violence, retaliatory harm	Lead prevention and stabilization strategies (Project PEACE, Familiar Faces)	Targeted enforcement, intelligence, deterrence (SPPD)	Prosecution of violent offenses; civil tools to disrupt violence patterns
Public Disorder	Nuisance properties, drug houses, chronic calls for service	Support stabilization through Custom Coordination Table, community partnerships	Respond to disorder calls, partner with C1PS on chronic issues	Lead Nuisance Property program, civil enforcement
Unsheltered Homelessness	Encampments, unsafe conditions, vulnerable individuals at risk of harm	Trauma-informed outreach, stabilization planning (HART, CARES, Familiar Faces)	Public safety at encampments, emergency response (SPPD/SFPD/ONS)	Civil and legal interventions as appropriate; support rights-based approaches
Behavioral Health	Individuals in crisis, co-occurring substance use and mental health issues	Life coaching, behavioral health support, diversion	Co-response, coordination with ONS and SFPD/SPPD partners	Legal support for diversion pathways, court interventions when needed
Neighborhood Safety & Environment	Environmental blight, vacant buildings, unsafe streets	Support CPTED, place-based interventions	Enforcement of ordinances, blight response	Legal action on code violations, property maintenance enforcement

Downtown Revitalization Line of Effort



Property Risk Management Task Force: A Proven Model

- Focus: Risk management of failing downtown properties
- Cadence: Weekly interdepartmental coordination
- Key Outcomes:
  - Proactive inspections and stabilization
  - Ownership/receivership action through engagement
  - Tenant support and safety
- Lessons Learned:
  - Importance of cross-departmental response and coordination
  - Role clarity and action timelines
  - Transparent public updates

This grew and changed over the last 7 months. Staff now feel organized and supported.

Leveraging City Assets

- Strategy: Activate underutilized city-owned properties, increase private partnerships
  - Example: City Hall Annex redevelopment for housing and workspace improvement
- Actions:
  - Space needs analysis
  - RFP issuance and developer selection
  - Institutionalizing 'Team Downtown' co-location
  - ONS's downtown lease
  - Osborn370 9th floor lease
  - HRA-owned ramps, connecting with downtown businesses
  - Identify and program underutilized spaces
- Impact: Increased tax base, long-term asset alignment, stronger downtown presence

Great work and will now be coordinated with other LOEs.

Public Realm Improvements

- Key Initiatives:
  - Repair sidewalks and lighting
  - Tree and vegetation upgrades
  - Street reconstruction
  - Pocket park enhancements
- Coordination Priorities:
  - Increased spending for sidewalks on key downtown sites
  - Align budgets, contracts, and timelines
  - Common "Investing in Saint Paul" banners at construction sites, with links to more information
  - Activate public spaces with partners
- Goal: Safe, green, inviting downtown

So many efforts are underway – utilize WG to align and maximize efficiency/impact.

Retain and Attract Businesses and Corporations

- Key Initiatives:
  - Intensive Business Outreach Program (priority)
  - Audit of current comms pieces and methods and coordinate/combine
  - Create a "How to" portfolio in conjunction with other departments
  - Create and maintain a "Pitch Deck" (new grocer example)
  - Work with DT Alliance and others to recruit businesses to empty retail spaces
  - Work with Greater MSP and others to recruit companies to downtown
  - Work with our parking ramp operators to offer group rates to office tenants
- Coordination Priorities:
  - C1PS efforts around shoplifting, other crime and QOL issues
- Goal: Through deep relationships with businesses, learn and understand business needs in real time / proactively in order to retain and attract businesses of all kinds.

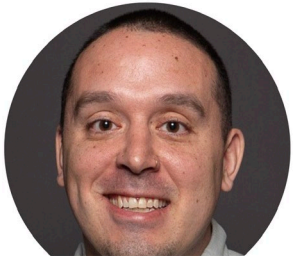
Creating a much more proactive relationship with businesses

All In for a Strong Saint Paul: Telling Our Story

Task. Strategy. Vision

Hire people

Recruit and retain skilled and highly engaged teammates who bring our goals to life



Manage rec centers

Offer enrichment and lifelong learning for all and provide safe, nurturing spaces for youth

Manage libraries

Build passionate readers and ensure open access to knowledge, tech, and opportunity

Make emergency plans

Maximizer; protect life and infrastructure and prepare city to address crises and natural disasters

A CITY THAT WORKS FOR ALL OF US

All In for a Strong Saint Paul: Telling Our Story

The Joint Information System (JIS) Line of Effort is charged with designing and executing a **citywide communications and marketing strategy** that:

- Aligns messaging across departments
- Increases engagement with and visibility of positive news and initiatives
- Secures a posture of readiness to proactively plan and effectively react to crises

Strategy Areas

IMPROVE

Invest in Downtown Experience

PLAN

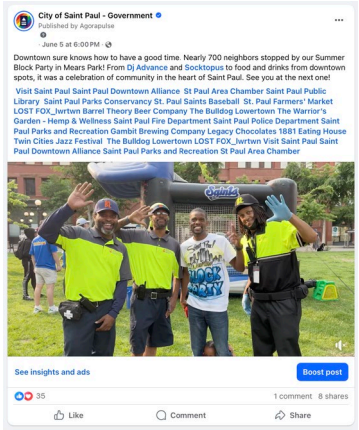
Leverage City Assets for Downtown Revitalization

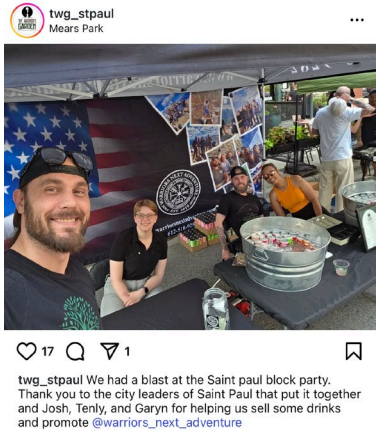
GROW

Increase Number of Downtown Residents, Visitors, Workers, and Students

All In for a Strong Saint Paul: Telling Our Story

Strategically Telling the Story of OUR Saint Paul





Discussion