All In for a Strong Saint Paul

All-In for Saint Paul

Partnering with the Saint Paul Downtown Alliance, the City of Saint Paul helped launch a bold Downtown Investment Strategy in March 2024—marking a significant step forward in reimagining and revitalizing our city's core. Developed through deep collaboration between public agencies, private sector leaders, and community stakeholders, the strategy reflects a shared commitment to building a safer, more vibrant downtown that works for everyone. **This public-private framework outlines targeted investments in housing, public spaces, streetscapes, and key redevelopment and under-utilized sites**, with the goal of attracting more residents, visitors, and businesses to downtown. By aligning resources and efforts, the Saint Paul and the Downtown Alliance are delivering on a clear, coordinated vision for recovery and long-term growth in the heart of the capital city.

Public-Private Partnership in Action for a Stronger Downtown

The expanded **Downtown Improvement District (DID)** now encompasses the entirety of downtown as of January 1, which is funded by property owners and supported by the city to enhance safety, beautification, and activations. This strategic action plan builds on our primary goals of supporting vibrancy, occupancy, and investment.

The DID operates with "street team ambassadors" and a Safety Communications Center that coordinate with Saint Paul Police, private security, and social service to best serve all who come downtown. The mission is simple but powerful: fund enhanced services like trash and graffiti removal, pedestrian assistance, wellness checks, and public safety coverage. The 2025 expansion broadened coverage to Lowertown and key parks, including Pedro Park and Wacouta Commons, and extended services to seven days a week.

GOAL #1 A Safe, Welcoming, Vibrant Downtown Experience

STRATEGY – ADDRESS CRIME AND QUALITY OF LIFE ISSUES

Reduce crime and improve the overall quality of life in downtown through a combination of targeted interventions, enhanced support services, and increasing community engagement and visible security, with the goal of creating a safer, more welcoming environment for all.

TASKS

- Fixing and maintaining existing light poles to keep lights on and prevent copper wire theft
- Expanded Saint Paul Police foot patrols and beat officers
- Modernizing downtown security camera infrastructure
- Support Saint Paul Downtown Alliance's expanded Downtown Improvement District and Street Team Ambassadors
- Implementing coordinated shoplifting deterrence and enforcement
- Deploy and partner with on-the-ground engagement teams who connect vulnerable individuals to support
- Partner with Metro Transit on "Safe and Strong" public transportation safety pilot

STRATEGY – INVEST IN, MAINTAIN, AND IMPROVE THE PUBLIC SPACES

Revitalize the public spaces by enhancing the quality of life for current residents and making the area more appealing to potential residents, workers, visitors, and developers, ultimately increasing investment in housing, retail, and commercial spaces.

TASKS

- Beautifying downtown spaces by trimming trees, potting flowers, and managing vegetation
- Installing new trash receptacles
- Fixing and maintaining existing light poles to properly light spaces and prevent copper wire theft
- Installing new signage and wayfinding markers to ensure safe and confident navigation
- Increased routine cleaning
- Major road reconstruction projects that improve safety of streets and bridges

ONGOING EXPERIENCE STRATEGIES

- Improve skyways security and maintenance
- Minimize disruption and impacts of construction projects
- Address the transit experience
- Retain and attract businesses and services

GOAL #2 Maximized Use Of City Assets and People

STRATEGY – COMPREHENSIVE REVIEW OF PUBLIC ASSETS
Unlock full potential of city-owned properties through strategic, effective usage and integrating city employees into downtown spaces

TASKS
- Evaluating current status us city-owned properties and office spaces through a space utilization and needs assessment
- Exploring repurposing underutilized city-owned office buildings into residential units
- Reintegrating city employees into spaces downtown, we can help catalyze downtown revitalization

GOAL #3 A Busy, People-focused Urban Core Where Residents, Visitors, Workers, and Students Want To Be

To do this, we are creating more housing and density at all price ranges. Increased population in the downtown area will boost and stimulate the local economy by creating demand for services, retail, and housing, as well as generating new jobs in education, retail, technology, and other industries.

STRATEGY – INCREASE THE SUPPLY OF HOUSING DOWNTOWN
Saint Paul has a bold goal of attracting 20,000 new residents to downtown. Increase the stock of housing across the entire spectrum, from deeply affordable to market-rate, through new construction and reuse of vacant buildings.

SUCCESSES
- April Landmark Tower (4th and St. Peter streets) – 187 units, approx. 400 new market-rate tenants [complete]
- Balsam on Broadway (540 Broadway Street) – 128 units, approx. 250 new tenants earning 30-80% AMI [complete]
- Eco Lab University/The Stella (386 Wabasha Street) – 174 units, approx. 400 new market-rate tenants; additional 2,800 square feet of retail space [expected open spring 2026]
- Central Station Block (5th and Minnesota streets) – 130 units, approx. 250 new market-rate tenants; additional 10,000 square feet of ground floor retail space [expected open date TBD]

STRATEGY – PROMOTE VIBRANT DOWNTOWN SPACES AND AMENITIES
Investing in public spaces, activating storefronts, and supporting arts, culture, and nightlife, to create a dynamic downtown that reflects the energy and diversity of the city.

TASKS
- Activation of parks and public art
- Support projects that maintain and improve public spaces (Xcel Energy Center Complex, downtown plazas, Central Library, etc.)
- Partner with local businesses and organizations to host events (concerts, food trucks, block parties)
- Leverage partnership with Visit Saint Paul and Downtown Alliance to signal boost events and activities
- Support arts, culture, and entertainment initiatives
- Lift up downtown as a social and cultural hub

SAINT PAUL MINNESOTA

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