ULI Healthy Corridors National Study Visit

Rice and Larpenteur Gateway Corridor, Minnesota

November 8-10, 2017
Mission: Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide

Membership: 40,000 members globally, comprised of real estate industry professionals (developers, design, financial services, public sector)

Convenings | Research | Best Practices | Education
The Building Healthy Places Initiative advances the ULI mission and promotes **healthy, thriving communities** by **engaging, informing, and inspiring** ULI members.

ULI members and all land use professionals can promote health:

- Through their organizations
- Through their investment and project decisions
- Through their influence in communities

[uli.org/health](http://uli.org/health)
Why Corridors?
Healthy Corridors Project

uli.org/healthycorridors
Healthy Corridors Project: Phase I Corridors

Vista Avenue (ULI Idaho)

Charlotte Avenue (ULI Nashville)

Van Nuys Boulevard (ULI Los Angeles)

Federal Boulevard (ULI Colorado)
Healthy Corridors Project: Phase II Corridors

Grey’s Ferry Avenue (ULI Philadelphia)

Highway 71B (ULI NW Arkansas)

Rice & Larpenteur Gateway (ULI Minnesota)

South Broadway (ULI Colorado)
Healthy Corridors Project: Goals
Reimagining the future of urban and suburban arterials

1. Advance a new, healthier vision for urban and suburban corridors
2. Working with “Demonstration Corridors” throughout the country, via ULI District Councils, develop and implement healthy corridor strategies
3. Define typologies for holistically healthy corridors
4. Nurture a new community of practice, by sharing knowledge – change the conversation and expectations around what corridors can be
National Study Visit Participants

Michael Banner (Chair) | Los Angeles Local Development Corporation, Los Angeles, CA
JJ Folsom | Progressive Urban Management Associates (PUMA), Denver, CO
Calvin Gladney | Mosaic Urban Partners, Washington, DC
Sheila Lynch | Tri-County Health Department, Greenwood Village, CO
James Rojas | Place It!, Los Angeles, CA
Ben Stone | Smart Growth America, Baltimore, MD
Gary Toth | Project for Public Spaces, Lambertville, NJ
Local Leadership Group

David Higgins (Chair) | McGough Companies
Councilmember Amy Brendmoen | City of St. Paul
Councilmember Kathleen Juenemann | City of Maplewood
Mayor Dan Roe | City of Roseville
Commissioner Janice Rettman | Ramsey County
Commissioner Mary Jo Maguire (Alternate) | Ramsey County
Joseph Bergman | Exeter Realty
Kathy Hedin | Ramsey County Public Health
Joan Pennington | Fairview/Healtheast
Sam Rockwell | University of Minnesota Foundation
John Slack | Perkins + Will
Scott Thompson | Metro Transit
National Study Visit: The Study Area
National Study Visit Process

- Collaboration with Local Leadership Group
- Briefing materials, including Perkins+Will study
- Site tour of corridor
- Stakeholder interviews
- Development of recommendations
National Study Visit: First Impressions

- Strong stakeholder energy
- Lack of distinct identity
- Predominantly automobile-oriented
- Underutilized surface parking hiding jewels
- Room for additional infill (housing, commercial)
- Empty on-street parking contributes to speeding
- Unsafe to walk/missing pedestrian infrastructure/lack of lighting
- Not a lot of traffic
- Wide and high speeds
- Great natural assets (McCarrons Park, community garden, trails)
- Strong educational anchors
- Variety of small markets/bodegas
- Topography
- Contrast in character north of Arlington
- Huge potential to function as a “main street”
National Study Visit: The Assignment

1. How can a sustainable ecosystem be created to harness the cultural assets and identity, and grassroots efforts evident along the corridor?

2. What are the best methods to mitigate resident and business displacement while encouraging new development and investment?

3. What are national examples of short term/temporary pedestrian improvements that can be implemented while the long term hard investments are being determined? What are best practices or innovative multi-jurisdictional collaboration methods and models to ensure the implementation of necessary improvements along the corridor and ensure the engagement of the community is supported over the long term?

4. What innovative public or public/private partnership financing and strategic steps are needed to systematically implement and fund infrastructure and redevelopment improvements?
The Rice and Larpenteur Gateway Corridor Phasing

R-LG Corridor Revitalization Phasing

- Public Vision
- Inter-Jurisdictional Collaborative
- Holistic Community Engagement
- Study Area Brand
- Short Term Wins
- Ecological Systems
- Long Term Priority Projects
- LT Entity
Form an Interjurisdictional Collaborative

The Rice and Larpenteur Gateway Collaborative (RLGC)

Diagram:

The RLGC

- Community Advisory Group
- Technical Advisory Group
- City of St. Paul
- City of Roseville
- City of Maplewood
- County
- Community
- 3 County Representatives
- ** Community representative TBD
The Rice and Larpenteur Gateway Collaborative (RLGC)

Key Tasks:
1. Establish a partnership structure
2. Seek philanthropic funding
3. Hire a dedicated staff person
4. Build capacity among community members
5. Prioritize and build public infrastructure improvements to attract developers to the neighborhood
6. Lead with health

Goal of this group is to “put themselves out of a job”
A legal entity needs to take this group over once it is established
Partners:

- Universities (JHU, MICA, UB)
- Union Memorial Hospital
- Neighborhood Associations
- Real Estate Developers
- City & State Agencies
- Business Associations

Priorities & Strategies:

1. Public Safety And Quality Of Life
2. Housing Creation And Blight Removal
3. Education
4. Retail And Commercial Development
5. Hiring, Purchasing & Workforce Development

Precedent: Central Baltimore Partnership
The Central Baltimore Partnership pursues its mission by:

• Formulating a Shared Vision for the Development of Central Baltimore

• Helping Coordinate Between Partners

• Securing Resources for Partners

• Serving as a Cheerleader For Central Baltimore
Central Baltimore: Vibrant, Diverse, & Growing Neighborhoods

Projects, Plans, & Major Developments

Central Baltimore is rapidly changing and revitalizing, with dozens of major development and infrastructure projects underway, and hundreds of millions of dollars invested in recent, in-progress, and planned developments, from block-level to large-scale redevelopment projects.

2. Oakland Ave Vision Statement (2011)
3. Parks, Recreation, & Library Improvements
   - The area boasts large and small parks, community gardens and community and recreation centers.
4. Charles Street Reconstruction
   - A project area with the goals of creating more balanced traffic patterns, increasing pedestrian and bicycle safety, and upgrading aging infrastructure.
5. Charm City Circulator
   - The Charm City Circulator will be extended from Penn Station to University Parkway.
6. Waverly Main Street
   - The local historic shopping district that facilitates revitalization and economic development, commercial building and streetscape improvements, and promotions and entrepreneurial development.
7. Waverly Commons Master Plan (2011)
8. Waverly Main Street Master Plan (2013)
9. Miller's Square
   - A series of newly renovated homes offering financial benefits and grants for home ownership.
10. Miller's Court
    - Affordable apartments and office space for teachers and non-profits to facilitate collaboration.
11. Saint Paul & Calvert Streets 2-Way Traffic
    - A study to evaluate the impacts, advantages, and disadvantages on the neighborhood street grid for all modes of travel if St. Paul and Calvert streets were converted to two-way operations.

Street Survey

Urban Land Institute Building Healthy Places Initiative
Embrace Holistic Community Engagement
Pursue Authentic and Meaningful Community Engagement
Pursue Authentic and Meaningful Community Engagement

Health Planning
Build Your favorite Childhood Memory
Pursue Authentic and Meaningful Community Engagement

Health Planning

Build a healthy San Diego
Study Branding of Rice & Larpenteur
We heard:
• No one knows what to call this intersection
• People see it as the edge of their community, not the center

The lack of a name or brand is a mental barrier to treating this intersection as the community center.

We propose **a branding exercise that focuses conversation on the values and assets** in the study corridor.

The brand should **drive civic participation** among those living and working in the area to create an ecosystem of engaged citizens that attracts positive outside attention.
Precedent: Nashville’s International Corridor
– Nolensville Pike, Nashville, TN

**Why?** South Nashville’s Nolensville Pike is home to the fastest growing immigrant community in the United States.

**How?** Through a year-long planning process involving storytelling, interviews, creative engagement that led to the Envision Nolensville Pike Plan.
Precedent: Station North – Baltimore, MD

**Why?** A simple, literal brand was needed to bring together three disparate communities who had turned their backs on each other and fought over a unifying name.

**How?** Station North was developed through community meetings to apply to a competitive process to become a state-designated arts district.
Why? This neighborhood had no recognition in the greater Baltimore consciousness other than being the undesirable space between other neighborhoods.

How? Through the creation of a volunteer-run community association who used the iconic buildings from the old Goucher College campus as their brand.
Pursue Short Term Wins
Precedent:
Ben’s Chili Bowl
BEFORE... Ben’s Chili Bowl (1958)
How did Ben’s Survive & Thrive?
Anti-Displacement Strategies: Businesses

- Outside
- Ownership
- Offerings
Residential Displacement Mitigation Strategies

• **First Step:** Inventory nonprofit, for profit, and home-owner ownership rates of housing stock to determine appropriate strategy:
  
  • Promote home ownership
  
  • Preserve existing affordable housing
R-LG Corridor Revitalization Phasing

INTER-JURISDICTIONAL COLLABORATIVE

P+W vision

INTER-JURISDICTIONAL COLLABORATIVE

FULLY COMMUNITY ENGAGEMENT

STUDY AREA BRAND

LONG-TERM STRATEGIES

P3 STRATEGIES

LT ENTITY

SHORT-TERM WINS

ECO SYS
# Implementation Timeline

<table>
<thead>
<tr>
<th>Activity</th>
<th>Completion Timing</th>
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<tr>
<td>Execute Memorandum of Understanding (MOU) for RLGC</td>
<td>December 2017</td>
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<tr>
<td>Create action plan for the RLGC</td>
<td>Q1 2018</td>
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<tr>
<td>Select 3 priority projects (low cost + short term)</td>
<td>Q1 2018</td>
</tr>
<tr>
<td>Identify lead community partner and community and technical advisory group members</td>
<td>Q1 2018</td>
</tr>
<tr>
<td>Raise philanthropic and government support to fund action plan + 3 projects</td>
<td>Q2 2018</td>
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Precedent: ULI Colorado

ULI Colorado Convening – MOU for corridor coordination

Westminster Invest Health – Working toward community health beyond the corridor

Robert Wood Johnson Foundation and Reinvestment Fund = $60,000 collaboration capacity building grant 5-partner organization:
- City of Westminster
- Adams County
- Tri-County Health Department
- Regis University
- Mile High Connects

Project identification process
Sustainable Collaboration model
Lead with Health
Rice and Larpenteur Gateway Corridor, Minnesota

Discussion, Comments, and Questions