



FORD SITE

A 21st Century Community

JOBS AND HOUSING

Public Meeting on July 22, 2015

AGENDA

- ❖ 7:00 p.m. Welcome
- ❖ 7:05 p.m. Remarks from Mayor Coleman
- ❖ 7:10 p.m. Priorities & Questions
- ❖ 7:35 p.m. What Do You Think? - Topic Tables Input
- ❖ 8:30 p.m. Adjourn

FORD TOPIC MEETINGS IN 2015



1. Energy Systems – January
2. Parks & Open Space - February
3. Bike, Pedestrians & Transit - March
4. Streets, Traffic & Parking - May
5. Water, Waste, Art & Greenery - June
6. Jobs & Housing - July

Meetings on future zoning and public realm master plan will begin in Fall 2015

PURPOSE OF THE TOPIC MEETINGS

- Share information

- Provide background



- Identify choices and trade-offs



- Seek input on priorities / questions



- Use input to refine priorities



- Inform zoning and public realm plan



**Example
only!**

WELCOME



PRINCIPLES: JOBS AND TAX BASE

- ❖ Significant increase in the tax base over time that strengthens surrounding property values.
- ❖ Increased regional significance and economic value.
- ❖ Range of business and employment opportunities with an emphasis on family supporting jobs.



PRINCIPLES: HOUSING VARIETY

- ❖ Range of housing types and affordability that expand choices in the area and in the city.



75% of retiring baby-boomers prefer mixed-age and mixed-income communities in urban settings. (2009 survey)



JOBS

Ellen Muller
Economic
Development
Manager



PROPOSED JOBS STRATEGY

High Level Goals – Jobs at the Ford site should:

- Fit into the context of the site, recognizing it's amenities and constraints
- Attract local, regional, national and international talent with diverse backgrounds and skills
- Attract businesses that embrace the forward thinking vision for the site – where jobs, people and green space interact in very dynamic way



JOBS – WHO INFLUENCES WHAT?

WHO

Land Owner - decides who to sell to

Market - decides which employers are interested in the site, based on location, site attributes and price

City – sets zoning that determines type of allowed uses, as well as the size, form and design of buildings

State and City – set rules about the operations, such as noise and emissions; can provide incentives

WHAT

Marketing & Recruitment

- Land owner
- Public/Private Partnerships: i.e. City, Chambers, Port, DEED, GreaterMSP)

Sale

- Land Owner

Allowed Uses & Standards

- City
- State

Tools or Incentives?

- City and/or State
- Optional

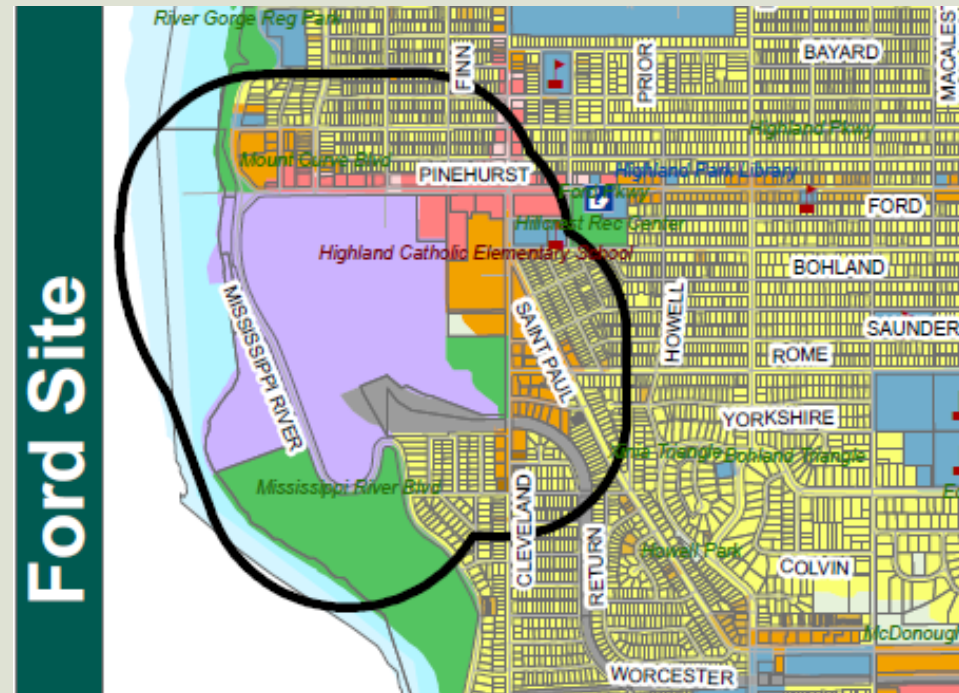
SITE ASSETS FOR JOBS

- Pool of 280,617 employees within a 20-minute commute
- Near educational & research institutions
- 5-7 miles to airport, the downtowns, and the MOA
- Thriving business community
- Proximity to Mississippi River, Minnehaha Park & Grand Rounds
- Transit and rail corridor access
- On-site waste-water treatment facility and steam plant
- Stable power source in adjacent hydroelectric plant
- Potential for underground use
- Active, amenity-rich area - will attract high-quality employees



SITE CONSTRAINTS FOR JOBS

- Limited transportation access, especially for trucks and to freeways
- High land price relative to other available land in metro
- Not a ready-to-go site; full build out will take 10-15 years
- Jobs well suited to the site, like high-tech R&D, often have heavy competition for recruitment
- Site surrounded by residential and neighborhood retail; not suited to heavy industrial uses



WHAT IS A GOOD JOB?

Definition of a Good Job:

- Full Time
- Family Sustaining Wage
 - \$15.15 starting wage
 - (\$12.83 with benefits)
- Career Path for Advancement
- Better Job has Full Benefits

Question

- What are we missing in defining a good job?



RETAIL & SERVICES

Assumptions

- The mix and density of uses envisioned for the site will naturally attract retail and services.
- Existing businesses in Highland Village may seek to relocate to new spaces at this site.
- Retail and service jobs typically do not pay a living wage.
- The City can regulate the general use, size and design of businesses that move in, but it **cannot restrict companies or brands.**



RETAIL & SERVICES

Assumptions

- New development heavily favors national retailers
- Local, independent businesses will have a hard time competing for spaces at the site due to risk-averse lending practices for new development

Questions

- What retail & services are missing from the neighborhood?
- What types and form of retail and services should be added to the Ford site?



RF Moeller – Highland Park

OFFICE, INSTITUTIONAL AND LIGHT INDUSTRIAL

Assumptions

- Employers have specific needs for building design and operations
- The form of buildings and use of space varies widely, from low level warehouses with large lots for trucking to signature office buildings with underground parking
- Certain forms and operations will not be appropriate to this mixed-use, dense urban neighborhood

Question:

- What building forms and operations do you think are appropriate to the Ford site? Why?



OFFICE, INSTITUTIONAL AND LIGHT INDUSTRIAL EXAMPLES



City Hall - London



Cornell University – Ithaca, NY



Warners' Stellian – Saint Paul, MN



Office Building - Roseville, MN



Summit Brewing – Saint Paul, MN

JOB MIX AT THE FORD SITE

The Ford plant provided 1,800 mostly industrial jobs at the site. Creating that many new jobs is unlikely; but more variety is possible.

Questions:

- What's the right balance of job types at the Ford site? Why?
- How important is land for higher paid jobs on the site versus housing, retail and other uses?



Industrial = 500,000 sq. ft. = 500 jobs
Office / Institutional = 250,000 sq. ft. = 750 jobs

WORKER TRENDS TO CONSIDER

- Contractors, temps and self-employed
 - 30% in 2006
 - 40% by 2020, estimated
- Job Mobility
 - Average job tenure
 - 3.7 years in 2002
 - 4.4 years in 2012, for all workers
 - 2.5 years in 2012 for Millennials [Bureau of Labor Statistics]
- Telecommuting and flex
- The “Makers”
- Shared offices-CoCo; Café Inc.



PROPOSED JOBS STRATEGY

Desired job types include:

- ❖ Medical
- ❖ Research and Development (R&D)
- ❖ Small volume, custom manufacturing
- ❖ Educational
- ❖ Office
- ❖ Retail & Services



Questions:

1. Do you think these types of jobs are good for the Ford site? Why or why not?
2. Are there other types of jobs you think are appropriate?
3. How should emerging job trends shape job strategies and planning for the site?



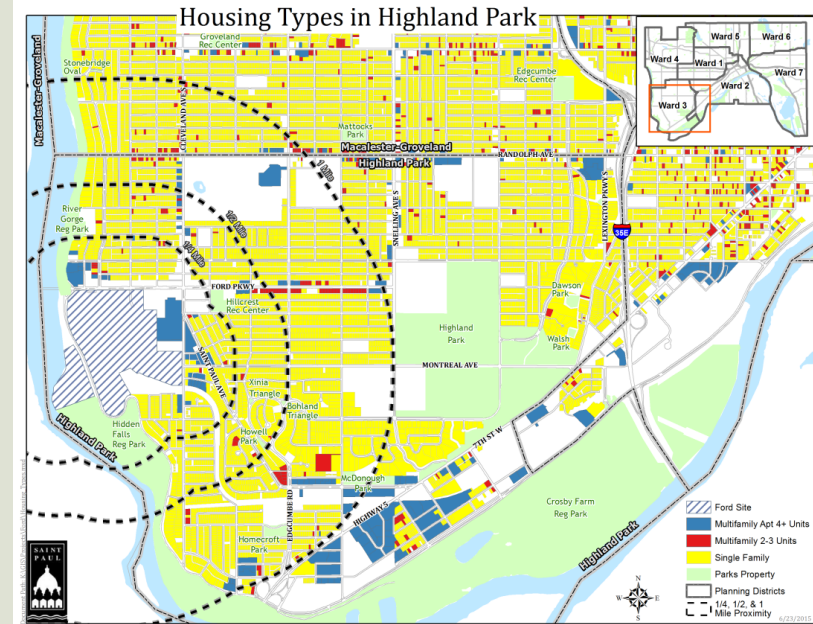
HOUSING

Jennifer Jordan, Housing Project Manager

BACKGROUND: HOUSING REALITIES

- Existing housing stock in Highland Park is primarily single-family homes
- Housing needs and preferences are changing
- More inclusive communities are needed and desired

Source: Maxfield Research, 2015 Twin Cities Apartment Market Snapshot



Housing Chapter of Saint Paul Comprehensive Plan

- Provide affordable housing across city
- Increase housing choices to support economically diverse neighborhoods
- Develop land efficient housing
- Promote cultural sensitivity in housing
- Affirmatively further fair housing

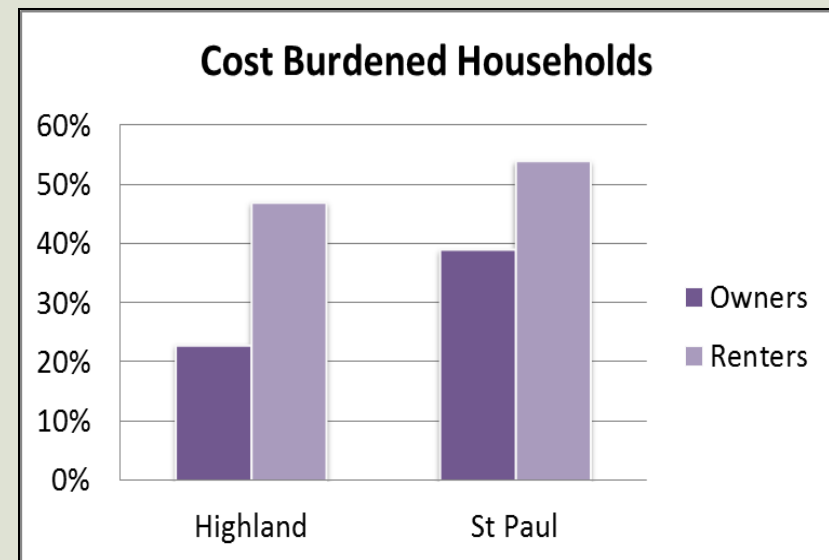
Locational Choice

Policies and programs which encourage the expansion of housing options in all neighborhoods, to meet the housing demand of all ages and incomes.

BACKGROUND: HOUSING TRENDS

- ❖ Today, 38% of Highland Park households are 1-person
- ❖ Rise in single-person households will continue among young & old
- ❖ By 2040, all new housing units will need to be attached to support a trend toward smaller unit types
- ❖ Increasing housing costs – Over 50% of metro renters making up to \$86,600 for family of 4 are “cost burdened”

“Cost Burdened”
Housing costs > 30% of income



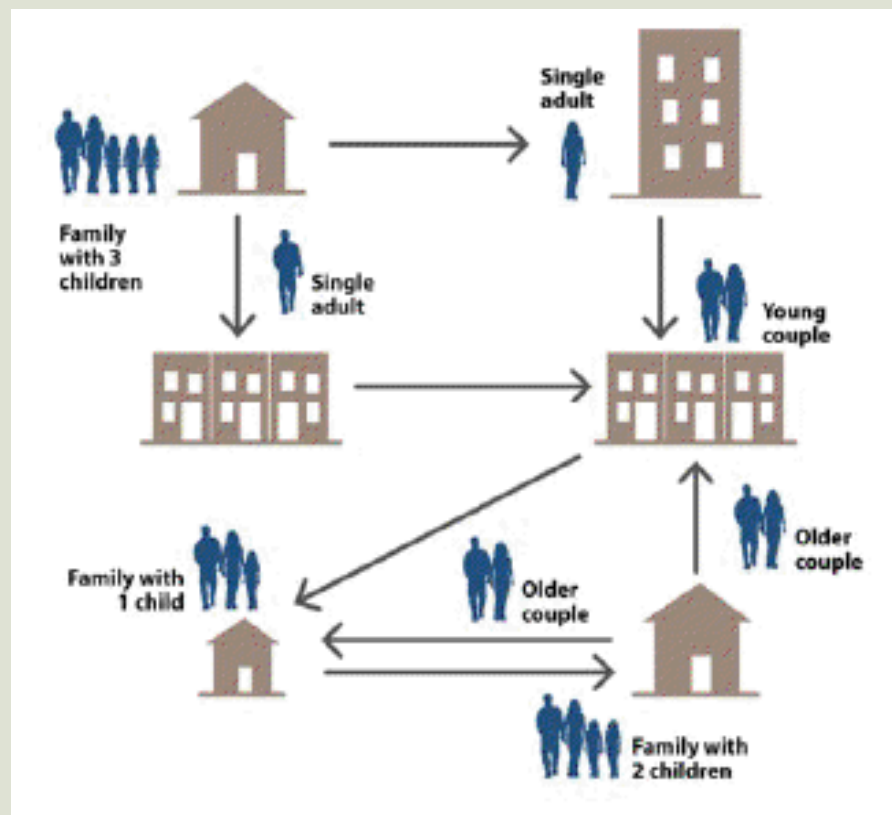
Sources: US Census ACS 5-year estimates 2008 – 2012, gathered from MN Compass (left); Metropolitan Council Area Trends, Preferences, and Opportunities: 2010 to 2040 (right)

HOUSING VARIETY AT THE FORD SITE

- ❖ Ford site should expand housing diversity and options in Highland and the City
- ❖ Environmental site conditions may limit the type and location of land uses, including housing – i.e. single-family housing may not be viable due to environmental, financial, and/or liability reasons

Question:

- What types of housing are most needed to expand options in Highland and in the City?



DESIGN AND FORM MATTER

- ❖ There is a wide range of housing options - varying in style, shape, size, materials, and detailing

Questions:

- What styles and design features are interesting or attractive for residential buildings?
- What is your preference of building forms in low, medium and high density housing and why?

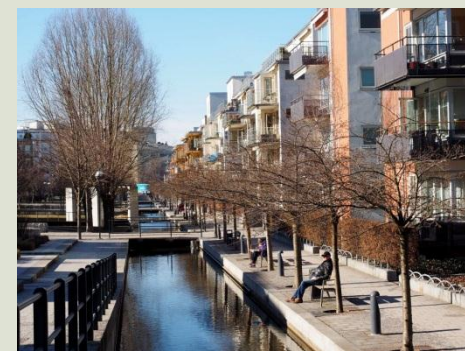


DENSITY = PUBLIC & PRIVATE AMENITIES

- ❖ Market-rate, multi-family can provide residents increased amenities within buildings and in the public realm
- ❖ Higher densities provide the population to attract market-driven amenities and services

“Higher-density housing near places of business can offer these residents short commutes, a high level of amenities, and low maintenance.”

- Karen A. Danielsen & Robert E. Lang, Metropolitan Institute at Virginia Tech



Question:

- Should the Ford site use increased housing density to create and attract more amenities and services?



Increasing Affordability Needs

- ❖ An aging Baby Boom generation increases the demand for affordable housing
- ❖ Younger generations were hit hard by the recession, and still struggle to find affordable housing today
- ❖ Real wages (inflation-adjusted) for most U.S. workers have been declining for 3 decades

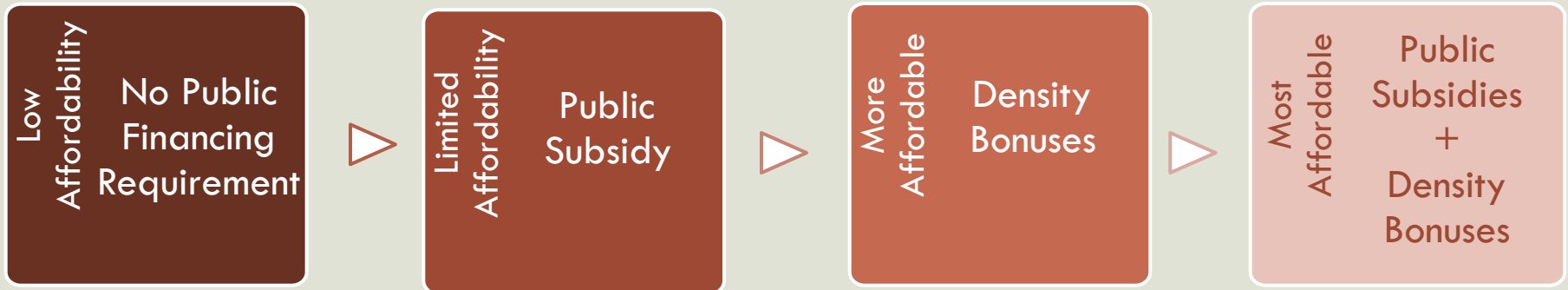


Sources: *Increasing Affordability Needs – Bipartisan Policy Center. (2012). Demographic Challenges and Opportunities for U.S. Housing Markets*

Bureau of Labor Statistics 2014 median employment data for Twin Cities Metro Region, Dept. of Housing & Urban Development Twin Cities Metro Region AMI for 2015, 2015 FMR
Economic Policy Institute, "Raising America's Pay" by Elise Gould, February 19, 2015

HOUSING AFFORDABILITY

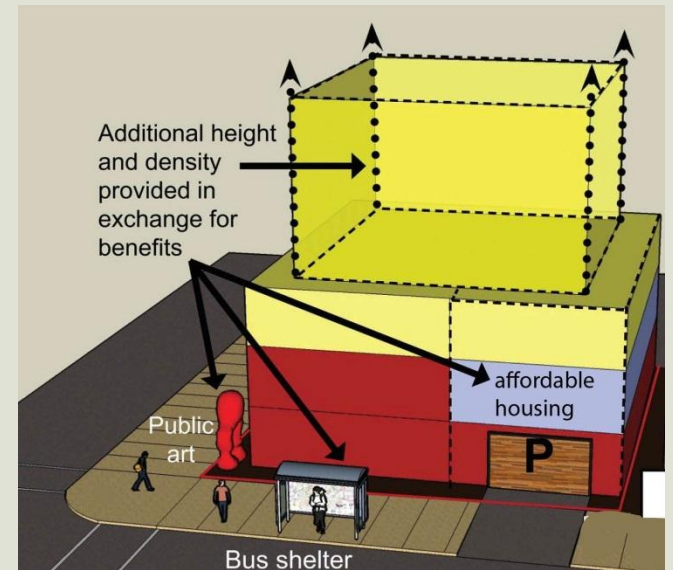
Level of City Encouragement – A Range of Options



❖ Achieving mixed-income housing at the Ford site will require City encouragement

Question:

- How should the City of Saint Paul encourage affordable housing options at the Ford site?



YOUR INPUT – TOPIC TABLES

Input Tables:

1. Jobs – Background and Context
2. What's a "Good Job"?
3. Retail and Services
4. Office, Institutional & Light Industrial
5. Jobs Mix at the Ford Site
6. Proposed Jobs Strategy
7. Housing - Background
8. Housing Variety at the Ford Site
9. Design and Form
10. Density = Increased Amenities
11. Housing Affordability



How to engage:

- Circulate among the tables
- Consider the topic at each
- Ask questions or chat with the table facilitator and others at the table
- Provide input at each table -- notes; 'dot' voting; or drawing on the images

STAY CONNECTED



<http://www.stpaul.gov/open>

Open Saint Paul – provide Ford project input online



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