



JOBS BACKGROUND

FORD SITE
A 21st Century Community

Principles

- 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.

Who Influences What?

Land Owner

Decides who to sell to

"The Market"

Decides which employers are interested in 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 & City

Set rules about operations, such as noise and emissions; can provide \$ incentives

Site Assets for Jobs

- Pool of 280,617 employees within a 20-minute commute
- 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



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DEFINING A "GOOD JOB"

FORD SITE
A 21st Century Community

- Full Time
- Family Sustaining Wage
- Career Path for Advancement
- Better Job has Full Benefits

\$15.15/hour*
(\$12.83 with benefits)

*Minimum starting per adult based on St. Paul Living Wage Ordinance for family with two working adults and two children



What are we missing in defining a good job?

*\$15/hr minimum wage policy
(A safe location)*

**SYNERGY WITH EXISTING ACADEMIC INSTITUTIONS*

*. mix of NGO/non-profit w/ for-profit
↳ possible*

Do you think it's important for good jobs to be available in every neighborhood of the city? If yes, why? If not, where should good jobs be located and why?

- Not with good transit!
- Yes, we need a better WalkScore
- Yes! I'm convinced after tonight... have to admit I didn't imagine the possibility of good jobs (non-service/retail) on the Ford site

- If they were, it would be "greener" - less driving + time/expenses to travel to + from work. People will drive to a job if it's what's available (I travel 75 miles one way to work 3x/wk - can't find anything closer)
- If you can't put jobs where people live, we better be prepared to spend big \$ on transit
- This shouldn't be a destination to visit, it should be where people live & work

*Good Jobs
→ there are options for people to work and advance, without having a degree*

*JOBS CHANGE.
MORE IMPORTANT IS
TRANSIT ACCESS TO
JOBS IN THE REGION*
Yes. We should be encouraging people to think of neighborhoods as places people can live. Build community.



DEFINING A "GOOD JOB"

FORD SITE
A 21st Century Community

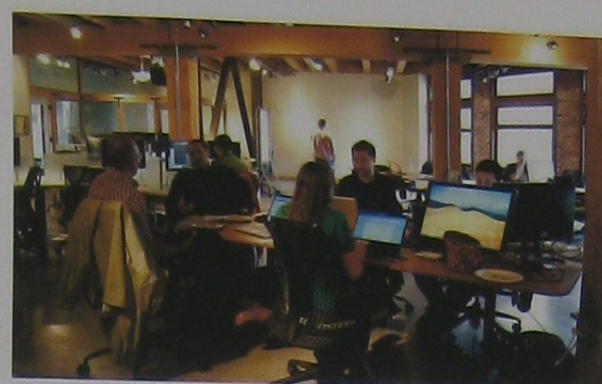
- Full Time
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- Better Job has Full Benefits

NOT NECESSARILY!
PART-TIME AT \$60K/YR w/ BENEFITS WOULD BE GREAT!

\$15.15/hour*
(\$12.83 with benefits)

BUT IT'S ANNUAL INCOME THAT REALLY MATTERS!

*Minimum starting per adult based on St. Paul Living Wage Ordinance for family with two working adults and two children



What are we missing in defining a good job?

THE ABILITY TO JOIN A UNION ^{maybe}

Living Wage ^{if}

Job workers can feel good about beyond wage considerations

- ethically sound
- environmentally safe
- responsive to the community
- support of the community

PROVIDES HEALTH INSURANCE!
(THIS IS CRUCIAL!)

Mandatory earned sick and family leave

Yes, ability to live where you work - yes.
ability to live where you work.
A \$15/hr job probably won't allow someone to live in HP. Would need to live elsewhere

A better job allows the worker to have greater autonomy in direction of initiative.

Provide childcare near employment. Perhaps "childcare" shared cost by employers in the area. Benefit to working in the area.
Access to fitness/health facility in area of work - could be shared by employers... considered a "benefit" to working in the area.

RESIDENTIAL
NO - THERE CAN BE POCKETS WITHOUT ANY JOBS AT ALL.

Do you think it's important for good jobs to be available in every neighborhood of the city? If yes, why? If not, where should good jobs be located and why?

"LABOR PEACE AGREEMENT"
NO WAIVERS ON LIVING WAGE ORDINANCE
COMMUNITY BENEFITS AGREEMENT x 2

NOT TOO FAR AWAY!

?? what do these mean?

Yes, would like good jobs here.

No. You just need high-density clusters of jobs in varying locations 10-15-30 minutes apart, along transit corridors

Where with centers of high concentration of FT jobs near existing B/O/I zones

More FT Retail & Services centered through out remainder of site.

5-10 min walking dist from B/O/I zones



RETAIL & SERVICES

FORD SITE
A 21st Century Community

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.
- 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.
- The City can regulate the general use, size and design of businesses that move in, but it cannot restrict companies or brands.



What retail & services are missing from the Highland Village area?

Dance & liquor retail/services on walkable front. No car hire/stopovers!

*Small businesses that aren't franchises
Higher end / mid-range bar/restaurants*

Good restaurants

Attractive design

liquor licenses in ward 3

Services = Police (local office), Fire/ambulance (quick response)

What types and form of retail and services should be added to the Ford site?

Please indicate with a dot and provide comments below.



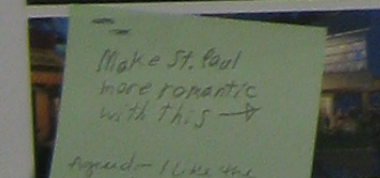
Empty box for dot marking



Box with 8 colored dots (blue, pink, orange) and handwritten note: *Indoor/outdoor seating*



Empty box for dot marking



Box with 4 colored dots (blue, pink) and handwritten note: *Make St. Paul more porous with this ->*

Agreed - like the visual diversity, aesthetic.

Comments
*... park! (there is one downtown Mpls by having
Park that wouldn't take too much space)
Build retail with large openings to make the street walkable through winter*



Box with 1 blue dot



Box with 8 colored dots (blue, pink, orange) and handwritten note: *Main street feel*



Empty box for dot marking



Empty box for dot marking

Comments
*Love green space combined with retail & services
make it walkable. No car oriented retail please.
grocery*
Keep retail density concentrated toward existing village to preserve walkability

*Urban Village
Walkable*



RETAIL & SERVICES

FORD SITE
A 20' Community Community

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What retail & services are missing from the Highland Village area?

"higher end" salon
hardware store
more small scale unique services & retail
basic mass clothing store - children's clothing + toys (e.g. Creative Kids)

eclectic vintage
whatsoever we can do to avoid
Barnes & Noble, Target, etc.
Home Depot
Tractor Supply

blacked out
shaded (pop) up
"gals"
small shops
cafes
bookstore
T-shirt shop

What types and form of retail and services should be added to the Ford site? Please indicate with a dot and provide comments below.

mission friendly commercial services and retail please not suburban oriented

I would love an off leash dog park!! Yipho!

condominium business
kitchenware store
cafe for music lessons
for kids & adults
Barnes & Noble or
other major bookstore
(they didn't have
a purpose)
candy/plant shop

Food for instance for small businesses - (financial, loan, etc)
to avoid having to become completely large featured businesses

captain area site -
also shopping area around 3pm closed like rd - so parking/loop

-CHOAS-
Mix of use
w/ various retail
services
[Local + Global =
anyway]



OFFICE, INSTITUTIONAL, & LIGHT INDUSTRIAL

FORD SITE
A 21st Century Community

ASSUMPTIONS

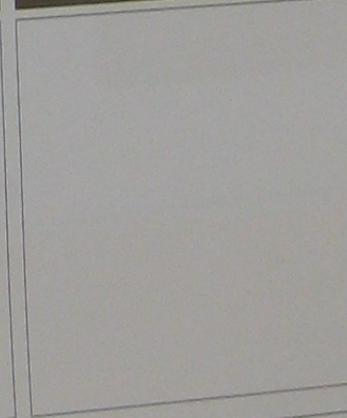
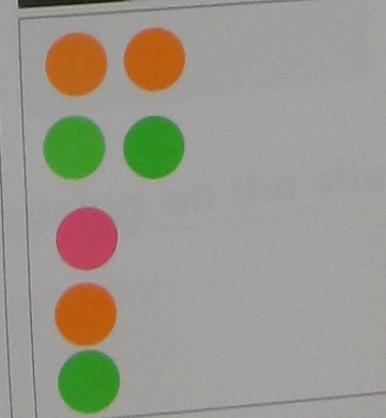
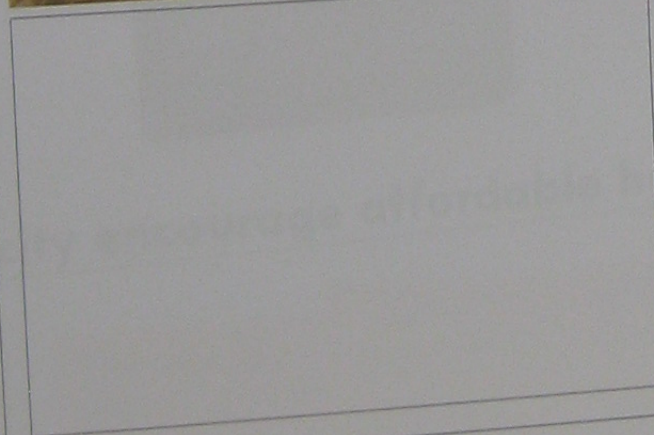
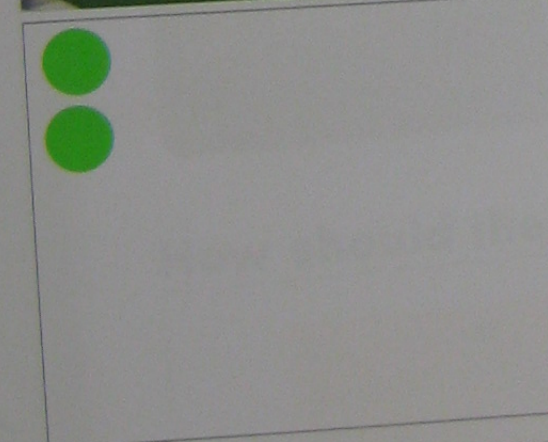
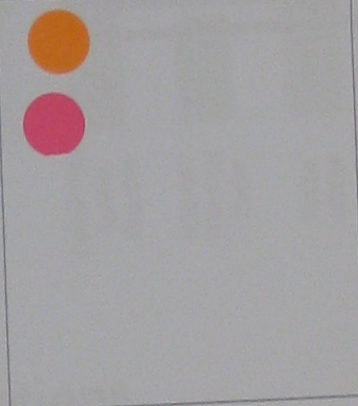
- Employers have specific needs for building design and operations
- The form of buildings and use of space varies widely, from low level warehouses with large lots for trucking to signature office buildings with underground parking
- Certain forms and operations will not be appropriate to this mixed-use,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

What building forms and operations do you think are appropriate to the Ford site?
Why? Please indicate with a dot and provide comments below.



None!

None!



Comments

The river is an asset. The building should echo/connect to the river
Do not saturate the river view "land by buildings" - leave open areas for
other tenants/residents to view river.
Multi level buildings having staggered floors like riverfront is desirable
Education, Technology (light), commercial?

Co-located hi-tech/start-up space
Could pair medical facilities with senior housing

Need office space
for small companies
1 or 1-2 persons
e.g., consultants
who don't want to set
up an office in their home
Example 150, 200ft²
plus
Perks: ability to get into
space 24/7
weekends & evenings, too
another perk
maybe use of common
space e.g., conference
rooms, lunch room, etc.



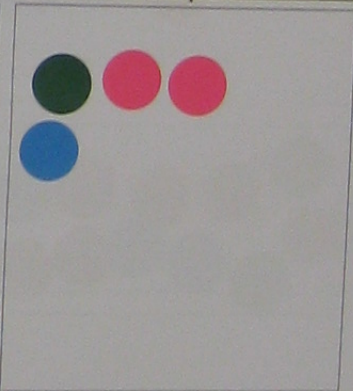
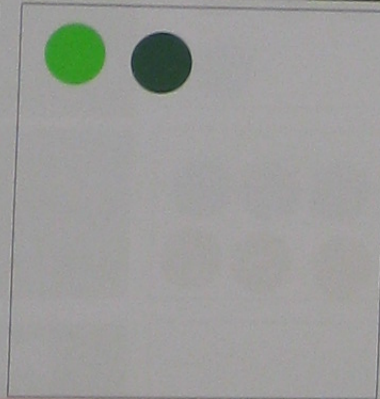
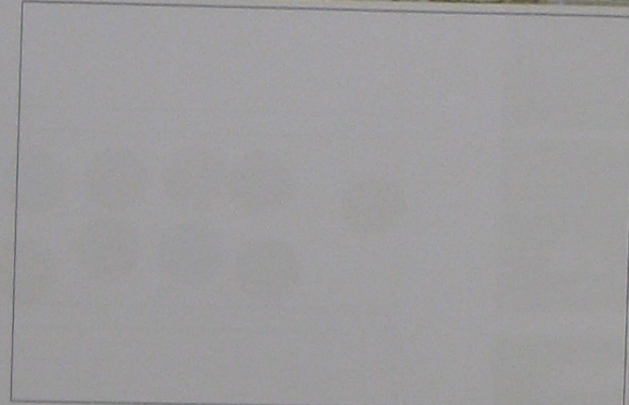
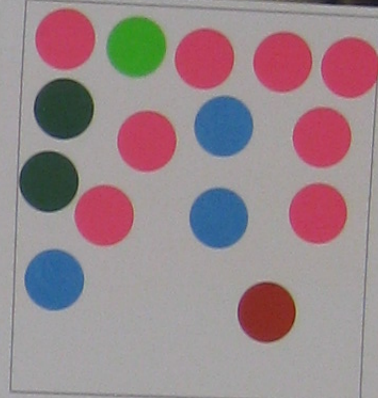
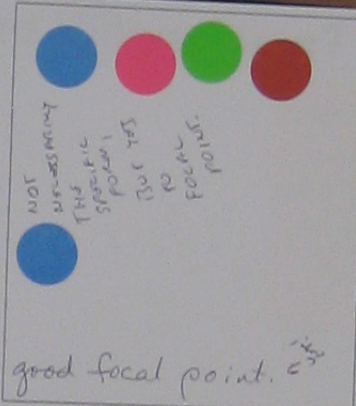
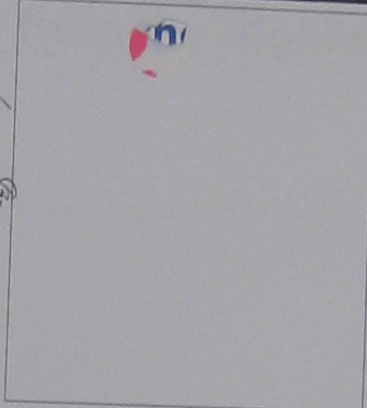
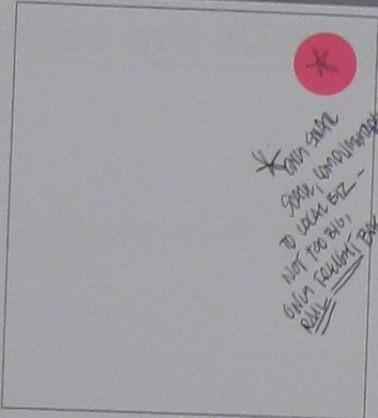
OFFICE, INSTITUTIONAL, & LIGHT INDUSTRIAL

FORD SITE
A 21st Century Community

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
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all

Comments

all of these are outside the appropriate range of types. Highland is a successful small community. Big bit of boring buildings not Highland

None of above especially affecting or appropriate See University - Raymond area for inspiration

Forms that relate to some of village "village" types
• Larger office that can have green courtyard
40/50 or small green spaces

The Shopping Center on around 3700 Silver Lake Rd - St Anthony/Highway - is a good example

Need a library on campus

You don't want to change the sky line, so nothing higher than what the Ford plant was.

Openly Environmental Friendly - Solar. Creative - keep open space around parts

Please watch noise, sound!

rebuild Sustainable materials Creative designs

need some focal points, as well as varieties in form, texture, color, etc.

New Urbanism quality mixed use traditional development.



JOBS MIX AT THE FORD SITE

FORD SITE
A 21st Century Community

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

Space & Education Needs by Job Type

Office and Institutional Jobs

- College degree or higher
- 3 jobs per 1,000 square feet

Industrial Jobs

- High school diploma or higher
- 1 job per 1,000 sq ft

Retail and Service Jobs

- Variety of education levels
- 2 jobs per 1,000 sq ft

Example: Phase 1 Report, Scenario 2



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

Tax and Revenue Implications

- Residential taxpayers use more in city services than industrial (\$1.08-\$1.16 VS \$.60-\$.70 for every \$1 generated)
- Industrial property tax rates are approximately double that of residential

What's the right balance of job types - office, institutional, light industrial, retail or service - at the Ford site? Why?

Handwritten notes on sticky paper:

- 80% family sustaining
- Don't let the "city decision makers" look at this opportunity as revenue generation - this is a quality of life in the urban city opportunity.
- LIMITED RETAIL SERVICE
- OFFICE/INSTITUTIONAL/ACADEMIC JOBS
- AEROPOLIS (BIRDMARK PARK HIGH SCHOOL NEARBY)
- Office 50%
- Retail 10%
- LT 0%
- Rebal 20%
- Service 20%

If only housing and retail is developed, few family sustaining jobs will be created. How important is land for higher paying jobs on the site versus housing, retail and other uses?

Handwritten notes on sticky paper:

- Investment in production jobs - all a family sustaining industry, will support a stable affordable local economy. There are not many jobs & land available to support light manufacturing.
- Needs support family sustainability jobs available need to do this - Not just retail! Need office/institutional (perhaps some light industrial). SUSTAINING.
- Core of jobs, but retail/light should be the focus.
- Creating housing commensurate with the jobs created on the site makes sense - helps encourage walking to work, less traffic, sustainability, etc.



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not heavy wfg.
light, medium term

Light industrial only
for new product development
Small Area distribution

Job Types:
Office - 20%
Institutional - 20%
Light industrial - 40%
Retail - 10%
Service - 10%

Offices must be on family sustaining jobs. Offshore needs to support jobs like those at Ford that provided good wages to support a family.

If only housing and retail is developed, few family sustaining jobs will be created. How important is land for higher paying jobs on the site versus housing, retail and other uses?

The site is huge - Should be room for a lot -
 Area's more high end jobs being created in technology fields; can't there an option for better paying jobs that are not industrial?
 Educational and medical facilities provide family sustaining jobs and fit w/ housing development

Very important - 20 min working radius
 10 min working radius
 need Fr + Pt jobs close to home

This is really important stake a neighborhood where an entire local market can stay in the same area for more advanced jobs, rather than moving to the suburbs for better jobs.

"Clean" businesses
MAKER industry

Balancing needs must include high end and low end jobs... (from report) we should be able to do these jobs in smaller buildings

You need to have office/workshop/book store etc combined with a garage or job metropolitan parks in duplex - town houses

Mix of use
Build for long term. New space today = affordable tomorrow



PROPOSED JOBS STRATEGY & TRENDS

FORD SITE
A 21st Century Community

JOBS STRATEGY GOALS

- 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 where jobs, people and green space interact in very dynamic ways

Subsidy for small business start ups? Engage score CEOs

DESIRED JOB TYPES (Per Ford Jobs Work Group)

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

Do you think these types of jobs are good for the Ford site? Why or why not?

The creative class, will attract investments.

This all makes sense. Would be great to get educational use (higher ed)

Yes, these job types seem appropriate. What about use of caves - cheese, wine, other food products that rely on climate control.

ASK students at Highland what kind of jobs they want to see here

WORKER TRENDS TO CONSIDER

Contractors, temps and self-employed

- 30% in 2006
- 40% by 2020, estimated

Telecommuting and flex hours

The "Makers"

"The people who create, build, design, tinker, modify, hack, invent, or simply make something...They are moving the economy."
- Forbes

Shared offices-CoCo; Café Inc



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

How should emerging job trends shape job strategies and planning for the Ford site?

What about child development?

It seems that designing this area for jobs without noting at where trends in parking buses. Also, relying on unreliable operators and for people to both live & work at site could be great

Variety in light manufacturing types / business provides flexibility with market change

Using population assessment of retirement homes. You can buy up to 1000 sq ft from place being demolished. Will be creating a neighborhood. Buy space of 1000 sq ft. Use location on half block. Will (P) use this in retirement home neighborhood in the community. Use the old school (one of your 2000 sq ft) as a community center. Use the old school as a community center. Use the old school as a community center.

I'd like to live in an area where I can walk, bike or take public transit to most places I need to go.



PROPOSED JOBS STRATEGY & TRENDS

FORD SITE
A 22nd Century Community

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yet - building size, traffic to & from and noise produced are all major considerations.

Need a school building that can be adapted to changing student body or programs without undue expense yet substantial

Library, Rec Center, adaptable theater (backstage for props etc) adjacent to housing suitable for kids and employment

Establish 6 of MN, U.S. Thomas Mayo Clinic & satellites

NO Home Depot

Bring Creative Art People Here!!

Attract the creative class.

Health Care Critical

Library - Book store

Coop food stores

← Live/work space

Not only for artists need "MAKER" space

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Diverse Selection of job types

FT, part, or PT, some remote

High Tech

Bicycle repair

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MEDICAL MANUFACTURING

FOOD PROCESSING - VALUE ADDED

INDUSTRIAL HEMP - FOOD, FIBER, OR FUEL

Twin Cities should be attractive to Microsoft, Google, Apple, etc.

Would there be any employment options (ie daycare)

Co-op office space to share

Make sure there's a mix of industry so if a sector tanks we don't end up with empty buildings

More list, industry & service and less retail

high tech/office and parttime/telecomm

Fit some emphasis on "maker" type space to help with this use and dump

Allow for 24/7 access communication types

No IT logjams due to ↑ demand usage

Promote green/sustainable mfg companies

Look to the future of work, not the past.

Similar to Uptown idea - with some more progressive businesses such as apartments / 3-5 parking

Also - the Natl. Mississippi River & Recreation plan - should relocate to a part of this site.

To attract millennials you need to mix use of space in providing space for them i.e. creative space, tinker, coop space

AND encourage brand to site - brand all of them will live within walkable range

Don't think Big useless you really need Big. Housing for office or workshop as well as family - Housing for studios and studios to help family stay in area

Highland needs workspaces for creating people

I think we need to invest in Highland area for young and younger people - Highland just family area.

Build for long-term special-use affordable in 20 years

Mixed use

NETSC

think about how to attract businesses that give employees the synergy of being able to move from entry-level to more advanced jobs within this area, rather than making

JOBS WORK IF THERE IS TRUST (ET), Everyone who plans here to work is likely to change their jobs.



HOUSING - BACKGROUND

FORD SITE
A 21st Century Community

- 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



POLICIES AND DIRECTION

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.

HOUSING TRENDS

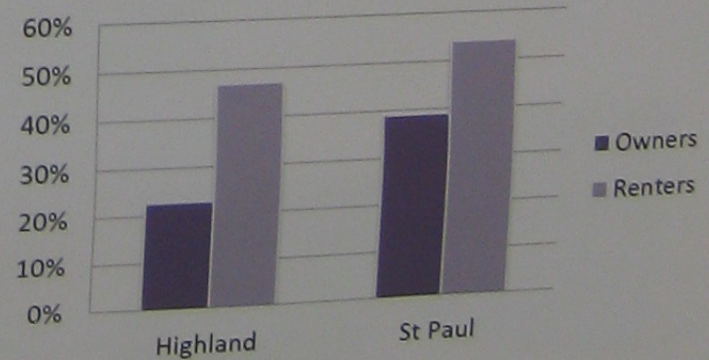
- Today, **38%** of Highland Park households are 1-person
- Rise in single-person households will continue among young & old
- By 2040, all new housing units will need to be attached to support a trend toward smaller unit types
- Increasing housing costs – **Over 50%** of metro renters making up to \$86,600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

GET MANY OF THESE 1-2-BEDROOM APARTMENTS?

Age of Residents 2008-2012



Cost Burdened Households





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- Increase housing choices to support economically diverse neighborhoods
- Develop land efficient housing *Does not all have to be @ Ford*
- Promote cultural sensitivity in housing
- Affirmatively further fair housing

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HOUSING TRENDS

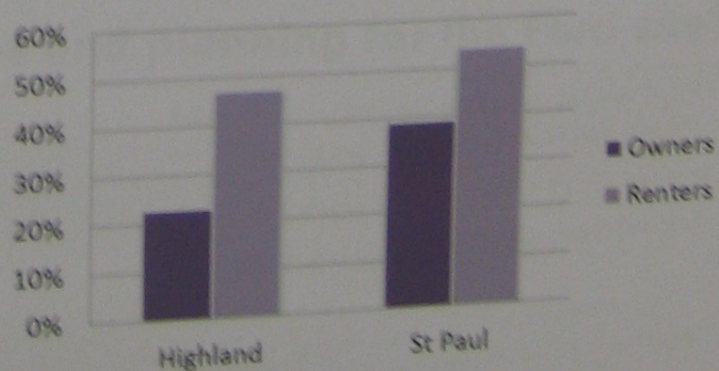
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both houses and apartments?

Age of Residents 2008-2012



Cost Burdened Households





HOUSING VARIETY

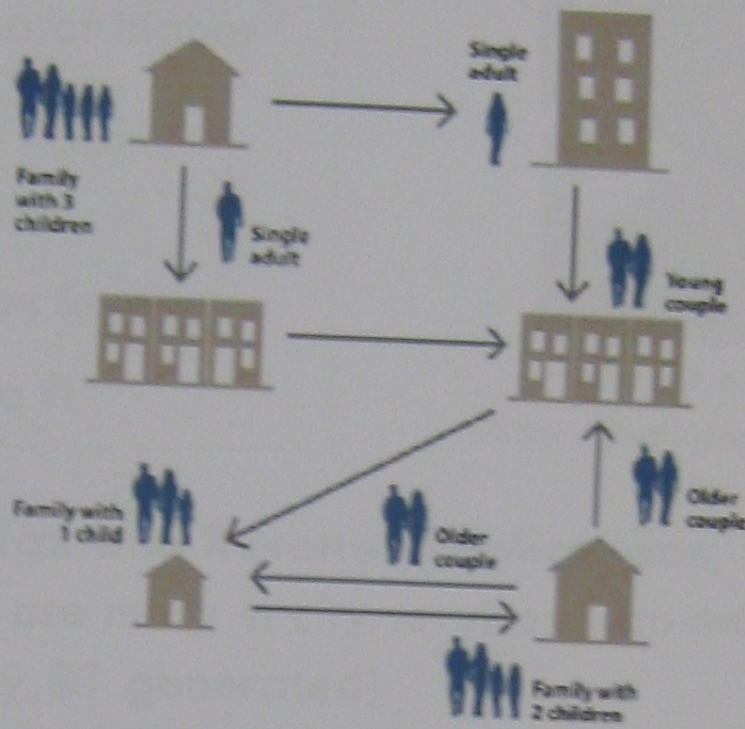
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A 21st Century Community

ASSUMPTIONS

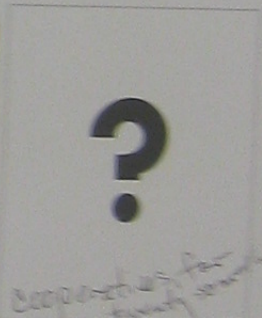
- Ford site should expand housing diversity and options in Highland and the City
- Environmental site conditions may limit the type and location of land uses, including housing – i.e. single-family housing may not be viable due to environmental, financial, and/or liability reasons



Changing Housing Needs



Which of the following types of housing do you think are needed to expand housing options in the Highland community and the City?



Townhomes/ Row Houses	Mansion Homes (3-6 units)	Apartments	Condominiums	Senior Housing	Other (Please List)
	<p>NO More needed</p> <p>NO</p> <p>40% of the 3-6 units in the area is not needed from the 10-15 T. area</p>			<p>with some room for more</p> <p>4/11/22</p>	<p>Town Homes 2-3 bedrooms 1 1/2 baths</p> <p>single level</p> <p>Town Homes</p> <p>Single level</p> <p>with some room for more</p> <p>we need a lot of more</p> <p>we need a lot of more</p> <p>Single Family Attached Homes</p> <p>we need a lot of more</p>

Townhomes and
condos with
single level
living

showed a design
of a 3-4 unit
townhome
with a lot
of space for
parking

we do
affordable
housing

10



DESIGN AND FORM MATTER

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A 21st Century Community

There is a wide range of housing options - varying in style, shape, size, materials, and detailing. Design and form significantly impact how the site will function and feel.



What styles and design features are interesting or attractive for residential buildings?

Provide solar exposure as well as other environmentally sound features (e.g. green roofs)

The area is beautiful - keep areas for grass, gardens, water features. Do not make this a concrete jungle. Use more than the minimum requirement of undeveloped space for this site. (By city code)

If parking needs to be underground.

Gardens around, on + near bldgs.

Use a zig-zag shape concept with the highest building being the one that blocks the least amount of sunlight.

more elevated gardens & terraces (roof-top or stepped-back upper floors)

more clusters of housing facing a central park or square (Savannah) or walkable corridors (Vancouver)

— wood/brick + stone, not fancy concrete or metal slabs

— I think it should echo/blend with the river (curves, etc.) Avoid concrete, industrial, Soviet style public housing

Avoid huge complex Make sure there is open space near/in large complex Be sensitive to character of surrounding already built part of the park.

What is your preference of building forms for low, medium and high density housing and why?

Low	Medium	High
		
		
		
		
<p>Comments: NOTHING THAT CHANGES THE SKYLINE - NO 7th River Drive x 2. We need outdoors so some tall buildings with large buildings need a variety of sizes - 1, 2, 3 stories to break the monotony. Also varied exterior materials. Design and form will be better with higher cost housing. Limit "affordable" units on block.</p>	<p>Comments: Medium density 3 story townhomes with only 4 rows then a change of width/height/repeat with 2 or 4 story</p>	<p>Comments: Range of choices & types. Ideally design options that will gracefully let market determine price. All units should have some outside space (deck, balcony, patio). Entrance ARCHITECTURE ON-SITE</p>

Prevent the river from being a/ limited building height.

Invited: WHEN: OCTOBER 28, 1990 AT 9:00 AM RSVP TO SUZANNE WERNER, SOUTHVIEW COMPUTER CENTER, BRANDFORD #2061



DENSITY & AMENITIES

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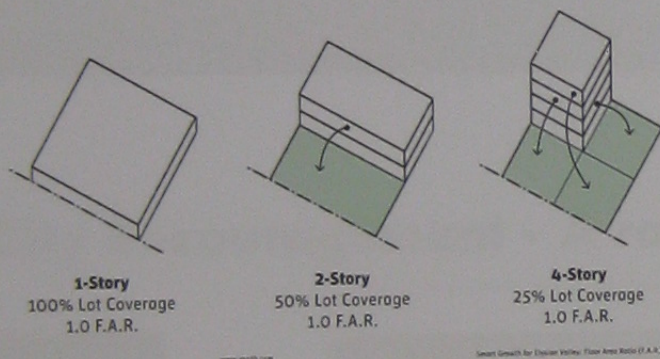
- Market-rate, multi-family can provide residents increased amenities within buildings and in the public realm
- Higher densities provide the population to attract market-driven amenities and services

“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



This is how a 1.0 F.A.R. building looks when stacked:



Increasing height potentially allows additional space for amenities

Should the Ford site use increased housing density to create and attract more amenities and services? Why or why not? How?

Preserve access to River & nature

We are not lacking in amenities.

Yes. Highland Park needs more diversity in building styles to give more balance to the community. Do not disrupt river view - less high density

Yes. New people - nice stuff to do. Do not do "tower in a park" density in residential, but with green space and quality of high quality.

Yes - this is appealing

Strive to keep buildings to 3-4 stories at a max. Try to preserve walkable network and green space.

Have places for community gardens

Housing design should allow all units to enjoy river views not solely these units closest to the river.

What additional amenities do we need? Some of these are pretty

CONDO UNITS RIVER VIEWS FULL AMENITIES WALK TO DOWN SIZE TO THIS SITE

Yes - increased density would allow for diverse use of (affordable) housing options, community open space, etc.). A diverse mix would be ideal to also maintain aesthetic & visual diversity.

Some high rise with river views

Would need higher density in order to provide some affordable options. Also would allow for more green space - not just open space but high quality green space.

ASSUMPTIONS

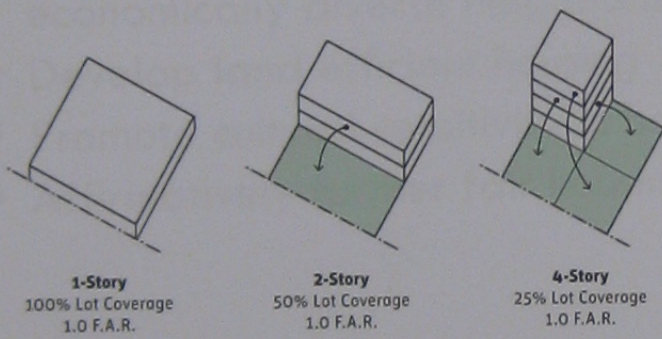
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Should the Ford site use increased housing density to create and attract more amenities and services? Why or why not? How?

Yes - this can become a community within the larger community if building design is appropriate

YES

Wonderful, large sites for us to enjoy! Well-planned public spaces should allow for density that would be quite livable.

Yes, as long as the amenities & services help to further build community

Some, but thoughtful & intentional to give. Don't want too much density. Need green space & not a lot of traffic.

I think yes - the more miles of use the more appealing it will be. However I am concerned about traffic & parking not having some green space

Yes! But please don't have some higher density upscale housing; many 65+ people want to live urban

High density very necessary. Any way to avoid high rises however?

Need to increase density to expand the city's tax base & support increased housing/amenities.

Not accommodating the entire St Paul. Need for High Density

nothing over 3 stories

Density = urbanism

or 2 things STP needs more of. I support density, added retail, jobs, etc. mid-rise (6-10) density is preferred

Yes - but a few 4-5 stories or so.

Yes - Housing needed for these 1-person households - both seniors and 20-somethings. Just make sure amenities attract both groups - need a variety of amenity

Build housing that includes all ages - young and old. Perhaps the include amenities should accommodate all ages.

While density has its benefits, we should focus on creating a mix of housing types (apts, townhouses, etc.) with a mix of 1-2 and 2-3 story residential

all livable

creative community space - public art placemaking ideas

We should have a mix of all these but not in monolithic blocks - keep the heights & widths varied and allow a few very usable amenities - a town square, highrise park of some type to give a sense of neighborhood

This area should not be packed w/ people to obtain a magic density at. Beauty of river will attract high end housing

Yes - but a few 4-5 stories or so.

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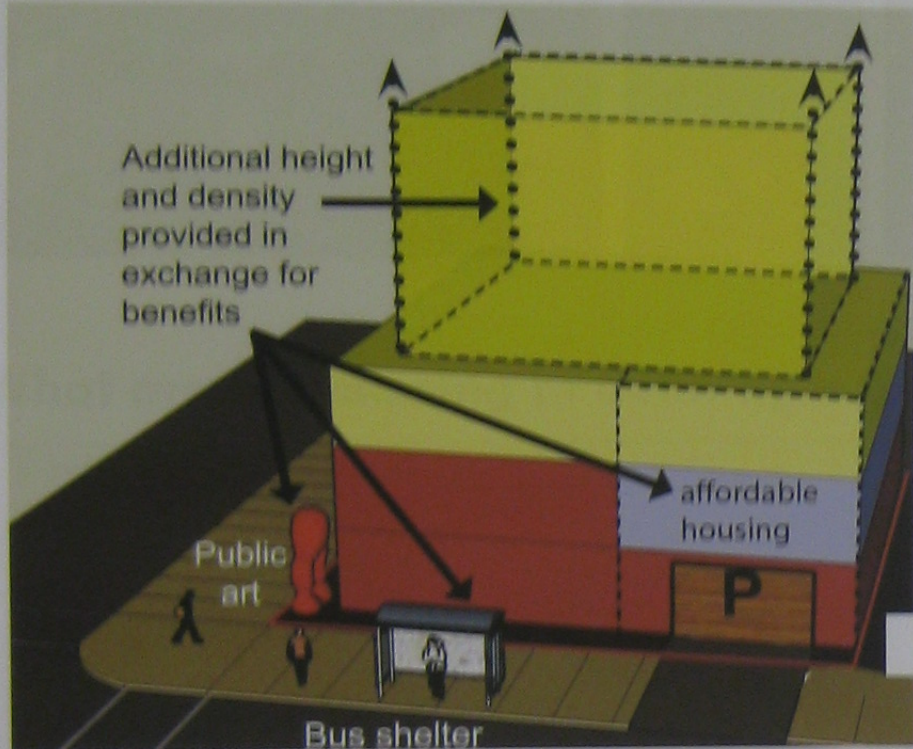
HOUSING AFFORDABILITY

FORD SITE
A 230' Community Community

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, reducing income available for housing

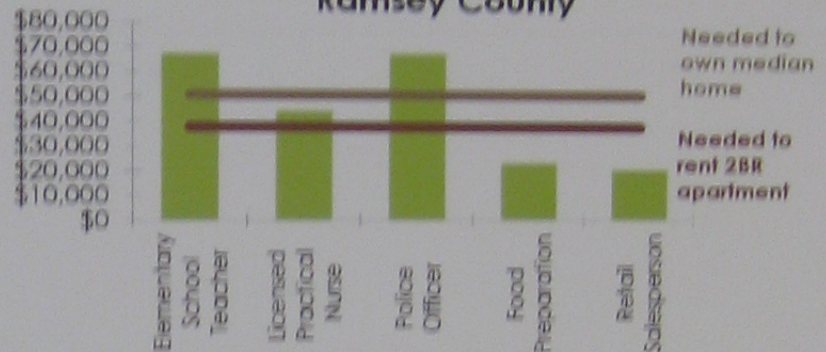
How Density Bonus Works



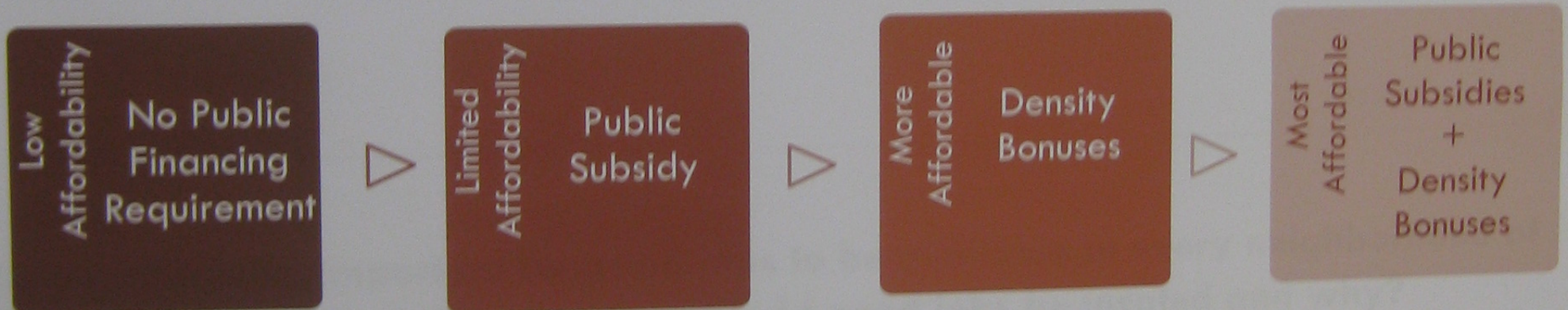
What's affordable in the Twin Cities?

A 'Fair Market' rent in the Twin Cities for a 1-bedroom unit is \$796/month; this is equal to 30% of a \$30,000/yr income

Housing Affordability by Occupation, Ramsey County



Level of City Encouragement - A range of options



How should the city encourage affordable housing on the site?

- Pls included incentive range of options including low income bonuses
- Let the market determine structure
- Communicate density bonus incentives to developers early
- City could encourage affordable housing by addressing highway highland park - doesn't think of them as low income - already to some extent already in "highland"
- Have high end housing bonus on Riverhead (good too large)
- Communicate effectively the financial tools available to developers to encourage local affordable development early
- Yes! incentives for affordable housing - not segregated
- many MBTHD baby boomers would be happy to sell their homes to new young families given a smaller market situation - incentives to encourage them to do so
- Senior Housing
- Need to support affordable housing for seniors - this could be done on site - needed for seniors on site - look at all spaces in building - not all spaces are required to be provided
- "Retail incentives" - there are a lot of incentives for retail & commercial - other incentives are not needed
- With mixed housing options include daycare centers

Sources: Increasing Affordability Needs - Bipartisan Policy Center. (2012). Demographic Challenges and Opportunities for U.S. Housing Markets; Bureau of Economic Analysis. (2014). 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

GOV's AMI not affordable unless you consider the broader region beyond highland park



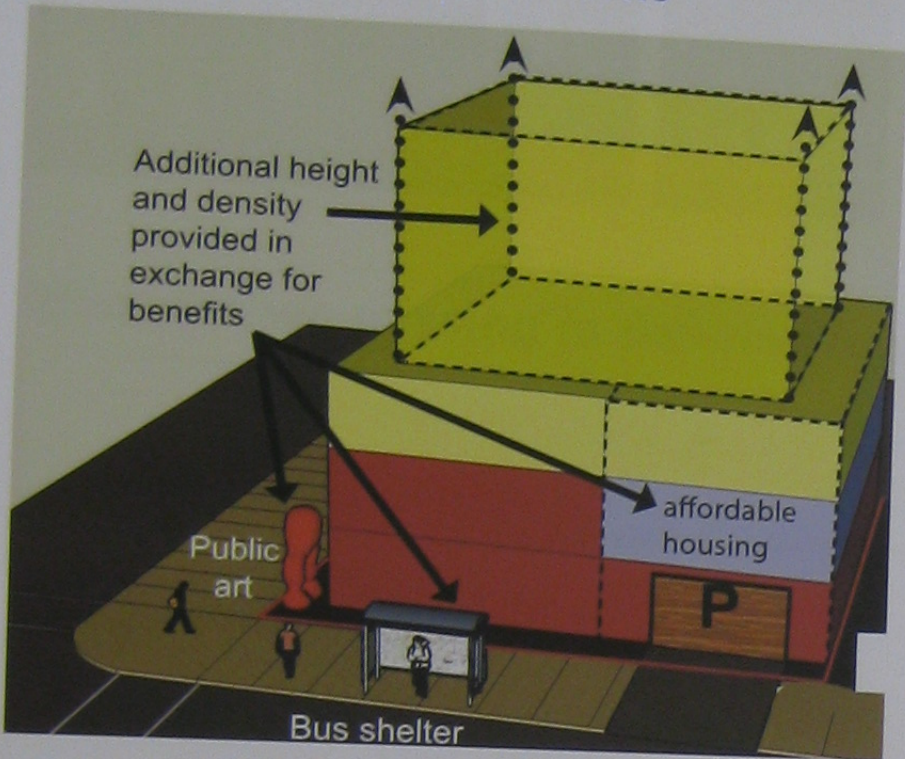
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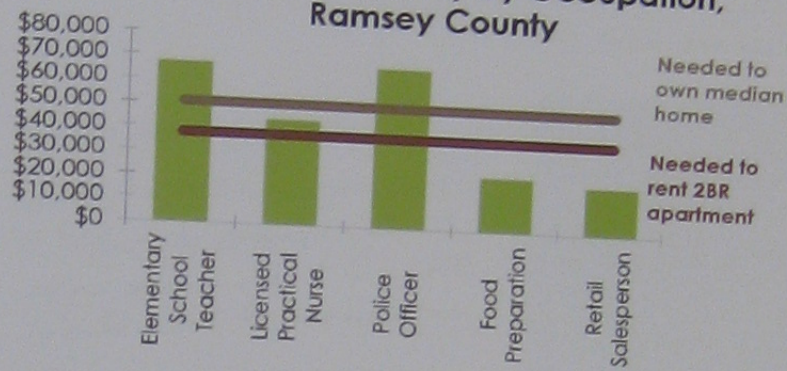
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Housing Affordability by Occupation, Ramsey County



Level of City Encouragement - A range of options



How should the city encourage affordable housing on the site?

Any public subsidy going into the site should include an affordable housing requirement/component.

Affordable Housing should reflect adjustment in salary to (ie not consume any salary go to W value T)

Housing - one level for older-disabled people (at least 20-30 units)

Have only market price housing on the Ford site
Luxury housing on River Road (Good Tax base)

Market based housing w/ city input for some affordable
Some subsidized

Much should reflect neighborhood -> market rates and nice some subsidized

Ensure that the zoning is inclusionary

What about child-care (daycare) as benefit to consider -> developer build day care facility in housing

MARKET BASED HOUSING ON SITE

On such a large site there should be deeply affordable units mixed with market. City needs to be prepared to subsidize to get to some deep affordability

* Look to best practice models in the US & elsewhere -> ideally do so w/out public subsidies. I'm fine w/ density bonuses - just make sure it works for where labels/in hand, etc.

There should be a mix of market based housing with affordable housing that reflects our city and Highland.

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

More Affordable
More City Encouragement
is more challenging to developers
Density, not over concentration

Density Bonus = preferred method