Under the Hood of the Twin Cities Urban Regeneration Efforts

Catherine Reid Day
Creative Enterprise Zone

Stephen Klimek
Towerside Innovation District
Under the Hood of the Creative Enterprise Zone
“The 20th century was about getting around. The 21st century will be about STAYING in a place worth staying in.”

—James Howard Kunster via GlobalGrid
In the search for my Creative Recovery I found a place worth staying in. I discovered:

a teacher
an art form
an artist building
a “making” community & city district.

—Catherine Reid Day, artist, producer, instigator, organizer, collaborator & co-founder of Saint Paul’s Creative Enterprise Zone
We want more people to #MakeItHere
Today’s Table of Contents—5 parts

1. Origins & Purpose of Creative Enterprise Zone

2. Case Study—one CEZ Creative Cluster Center

3. Connecting work & places for making

4. What’s Chroma Zone and why a mural festival?

5. Amplifying our community building—The Connector
1—PLACE & PEOPLE BASED

LEADING THROUGH DISRUPTION
Formed During Disruption 2009 through 2014
Grassroots Effort
Focused on ASSETS

- Single strategy not enough.

- 25 community members met with D12 Community Council and consultant Tom Borrup

- Defined assets, strategic advantages, threats, opportunities.

- Formed new vision.

- Advocating for livable mixed use community with cultural and economic development at our center. #MakeItHere
Our theory of change

Adler’s model of Individual psychology

Catherine Reid Day
www.Storyslices.com
Catherine's theory of place and identity
CEZ Boundaries

Looking South and West
Bullseye for creative clustering straddling two international creative cities

Rooftop of new micro apartments
Vision led formation

- Our vision: more PEOPLE make a living by creative capacities

- & to become a recognized creative enterprise district with holistic purpose.

- Honors historic roots, transforms its manufacturing productivity, expands the resilience of its layered transportation hub with district systems.

- While promoting and expanding its power as an engine of creative economic development.
Creative Enterprise Zone
Mission and Goals

- Focused on community-driven cultural economic equitable development
- Attract and retain creative jobs and businesses
- Promote affordable maker spaces for creative entrepreneurs
- Provide support systems that build an interconnected district
- Relationship to Towerside and other civic entities
"The commercial / industrial tax base in the CEZ is greater than downtown Saint Paul."

Source: [Insert Source]
Creative Businesses in the CEZ

Creative Genre
- Dance
- Management & Development
- Literary Arts
- Design
- Marketing & PR
- Media & Communications
- Music
- Performance
- Visual Arts
- Makers
- Multi-Genre Building

Creative Spaces
- 1
- 2-5
- 6-10
- 11-28
- 40

Primary Land Use
- Single Family Detached
- Single Family Attached
- Multifamily
- Retail and Other Commercial
- Office
- Mixed Use Residential
- Mixed Use Industrial
- Mixed Use Commercial and Other
- Industrial and Utility
- Institutional
- Park, Recreational or Preserve
- Golf Course
• 2—A CREATIVE CLUSTER CASE STUDY

EMPTY CANNING FACTORY TRANSFORMS
CEZ introduced Orton Development to this location.
Acquired 2013
440,000 industrial sq. ft.
to revision, reclaim, reuse.

Former Canning Company
AND THE WINNER IS...@NYJABROWN! CONGRATULATIONS ON YOUR AWARD-WINNING SHOT THAT CAPTURED THE SPIRIT OF CAN CAN PERFECTLY. EVERYONE ELSE, KEEP SHOOTING. TAG YOUR PHOTOS WITH #CANCANWONDERLAND FOR YOUR CHANCE TO WIN NEXT WEEK.
Can Can Wonderland

Artist designed indoor entertainment center. In its first year:
- produced 20 events per week
- welcomed 180,000 visitors
- paid $570,000 in wages and
- created 57 FTEs
Once Can Can Wonderland came, so did beer, coffee, tear drop trailers, wood artists, and more.
3—Connecting Work & Places for Making

Clusters for creative work and workers
Funders Collaborative Summary Video

https://www.youtube.com/watch?v=GtolJfP_n4k
Place and Identity - One Model for Transformation

Values
- Inclusion + equity
- Creativity
- Care for people + Earth
- Build resilience

Power of Encouragement
- See More
- Explore Destination
- Chroma Zone
- Mannequin Festiwal
- Inside Out

Community Driven Development
- Coalition + Advocate
- & Policies
- Collective Power
- Agency
- Be More Connected
- Events
- Service people
- Build local
- Equals

Coalition + Collaborative Workforce
- Clustering + Collaboration
- Growth
- Innovation
- Mentors
- Apprenticeship
- Wealth building
- (Transformation your #)

Safe
- Matter
- Belong

Give More Connection
- Curiosity
- Curious

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www.storystreet.com

CEZ Initiatives
# MAKE IT HERE
# CEZ MSP
Destination for creative businesses and entertainment including event center, theater, film, beer, employment

New owner attracted to programmed space
Fastest growing fields include construction.

Urban Boat Builders Apprentice program grows workers
Light industrial growing industry located @ corner of Vandalia and University Aves

Cluster of creative businesses and jobs
Former Nut Processing becomes hub for food, wellness, makers, innovators.
Ethiopian Consulate
Entrepreneurs and Jobs

Count International Center
Mayor of London in 2017

Creative Enterprise Zones a major strategy for a global creative city.
• 4—Place and making—a mural festival

Public Art and its transformative role
Chroma Zone Mural & Art Festival coming to town

12 murals being created on the spot during event Sept. 7-14

By MARGIE O’LOUGHLIN

For eight days in September, St. Paul’s Creative Enterprise Zone (CEZ), and partner Burlesque of North America, will host something that has never been done before in Minnesota.

The Chroma Zone Mural & Art Festival is a week-long event that will showcase the creation of outdoor murals, as well as...
CHROMA
The intensity of a color

ZONE
Our neighborhood, the Creative Enterprise Zone

CHROMOSOME
Threads of genetic information which make up living things

ZONE
A celebration of the CEZ neighborhood, explosive color, and the unique threads of creative energy which join together to create something larger
• Highlight reel for Chroma Zone 2019
  https://vimeo.com/367554311
New CEZ Entertainment District Adopted by City Council—adding vitality to community events
5—Amplifying our community connection

From Circulator to AV Connector
Innovation District, Unified Design Guidelines, District Systems, EcoDistrict, Workforce, Creative Economy
CEZ Connector Project YEAR 1

Phase 0
Preparations
Dec 1, 2019-Mar 31, 2020
• Shuttle Co Contracting
• Storage Set-up
• Site Preparations
• Build Partnerships
• Outreach and Engagement Plan

Phase 1
Meet&Greets
Apr 1, 2020 – Jun 30, 2020
• Olli #1 Arrives
• Meet & Greet Demos
• Closed Course Testing
• Youth Engagement
• Initial CEZ Outreach and Engagement

Phase 2
CEZ Demos
Jul 1, 2020 – Aug 31, 2020
• CanCan modified route demos
• CEZ Partner-led Demos
• Media Days CEZ
• STEAM Camp Engagements
• Artist Contracting

Phase 3
Public Demos
Sep 1, 2020 – Nov 30, 2020
• Olli #2 Arrives
• Artist Engagement
• Youth-led Demo
• CEZ ChromaZone Festival (2 routes)
• Olli #1 and 2 to Duluth for Duluth Catalyst Fest
• Olli #1 to Rochester Jazz Fest

Phase 4
Winter Testing & Year 2 Planning
Dec 1, 2020 – Mar 31, 2021
• Winter Testing
• DSRC Red Light Infrastructure Mgmt on University Ave Installation
• Sign Lease of Olli #3
• Synthesize engagement findings
• Report results

Awareness, Education, and Improving Technical Capabilities
Climate Emergency will call on our humanness, not survivalist skills.

—Chris Begley

• Empathy
• Generosity
• Courage
• Kindness
• Fairness

“Then as now, social and leadership skills will be valued. We will have to work together. We will have to grow food, educate ourselves, and give people a reason to persevere.”
Story + Mastery = More
method and Storyslices
Four Mores

©Catherine Reid Day
Join us @CEZmsp & #MakeItHere

- Sign up for E-news and follow us on Facebook
  info@creativeenterprisezone.org
  @CEZMSP

- Follow us www.chromazone.net
  @chromazonefest

- Thank you!

- Catherine Reid Day, cr4day@gmail.com

- www.storyslices.com
BUILDING 21ST CENTURY URBAN COMMUNITIES

EcoDistricts Summit - Pittsburgh | November 5, 2019

#TowersideMSP
STEPHEN KLIMEK

Project Manager, Towerside Innovation District

Board of Directors, Association for Community Design Enterprise Rose Architectural Fellow 2015-2017
Agenda

1. Origins & Structure of Towerside
2. Innovation Districts & Place
3. Demonstrating District Approach
4. Emerging Ecosystem Curation
How we build cities is the greatest challenge of our lifetime
THE POWER OF DISTRICT DEVELOPMENT
CENTRAL CORRIDOR GREEN LINE

Bridging Cities

- 11mi Green Line LRT connects downtown Minneapolis and downtown St Paul
- Links 12 diverse neighborhoods and 13 higher education campuses
- Accelerating the creative clustering of entrepreneurs, commerce, and community along Central Corridor
- Green Line Southwest LRT and Blue Line LRT Extension opportunities
COMMUNITY PARTNERS

- Aeon
- Blue Cross and Blue Shield of Minnesota
- CenterPoint Energy
- Central Funders Collaborative
- City of Minneapolis
- City of Saint Paul
- The Cornerstone Group
- Creative Enterprise Zone
- Dorsey & Whitney LLP
- Ever-Green Energy
- Family Housing Fund
- Greater MSP
- Hennepin County
- McKnight Foundation
- Metropolitan Design Center
- Minneapolis Public Housing Authority
- Minneapolis Park and Recreation Board
- Mississippi Watershed Management Organization
- Prospect Park 2020
- Prospect Park Association
- Prospect Park Properties
- Ramsey County
- Surly Brewing
- St. Anthony Park Community Council
- Trust for Public Land
- Twin Cities Community Land Bank
- ULI Minnesota
- University of Minnesota Foundation Real Estate Advisors
- United Properties
- University Enterprise Laboratories (UEL)
- The Wall Companies
- Xcel Energy
VISION & VALUES
Urban areas where anchor institutions and companies cluster and connect with start-ups, business incubators, and accelerators. They are dynamic, physically compact, transit-accessible places and cool spaces that bring people together to live, work, and play.
INNOVATION ECOSYSTEM
Elements for Success

Economic Assets

Physical Assets

Networking Assets

Source: Brookings Institution
“The 20th century was about getting around. The 21st century will be about staying in a place worth staying in.”

- James Howard Kunster via GlobalGrid
THEN & NOW
DEMONSTRATING DISTRICT APPROACH

Pilot Projects & Programs
DISTRICT APPROACH TO DEVELOPMENT
• Pedestrian-first enhanced streetscape design featuring innovative stormwater elements, habitat landscape, unique lighting, social spaces, reduced parking, bike lanes, and transit connections

• Green 2.3 acre ‘front yard’ to District and backbone of wider green public realm network connected to LRT stations
COMPLETE STREET DESIGN

4TH STREET CONCEPT LAYOUT PLAN
HABITAT LANDSCAPE DESIGN
FLIPPING THE SCRIPT
Looking Outside the Box & Connecting the Dots

WHERE HEALTH HAPPENS¹

<table>
<thead>
<tr>
<th>Physical Environment</th>
<th>Behaviors (Tobacco use, diet &amp; exercise, etc.)</th>
<th>Social and Economic Factors (Education, employment, family &amp; social support, etc.)</th>
<th>Genetics/Biology</th>
<th>Clinical Care</th>
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</thead>
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<td>30%</td>
<td>40%</td>
<td>10%</td>
<td>10%</td>
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WHERE HEALTH SPENDING HAPPENS²

<table>
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<th>Health Care Systems</th>
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<td>96%</td>
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Source: Blue Cross Blue Shield Center for Prevention
Historic maps of this area show a variety of natural features including creeks, small ponds and wetlands. Most of these features have disappeared as railroads, highways, industry and other new development patterns reshaped this part of the Twin Cities.
Gallons of Rain & Snowmelt Runoff Annually

Study Area Total = 157 Million

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<thead>
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<th>Zone</th>
<th>Total Area (ac)</th>
<th>Impervious %</th>
<th>Gallons of Runoff (millions)</th>
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<td>10.4</td>
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<td>51.0</td>
<td>16.2</td>
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Total 321.09  72.2  157
DISTRICT STORMWATER PHASE 1
Implementation 2016

- Collection, Storage, Treatment & Re-Use of over 1M gallons of stormwater per year
- Private shared system with $1.6M of funding by Watershed & private developers
- Integrated into new network of green space
- Adding UV treatment to reach potable levels
DISTRICT STORMWATER PHASE 1
Implementation 2016
DISTRICT STORMWATER PHASE 1
Implementation 2016
MINNEAPOLIS GREEN SPACE

- Planning for constellation of District and neighborhood green public spaces
- Park Board collaboration for new park prototype
  - First urban agriculture in park
  - First use of park dedication fees from development
- Regional Trail connection opportunity
SAINT PAUL GREEN SPACES
COMMUNITY ENGAGEMENT
PLACEMAKING
EQUITY & DIVERSITY

TOWERSIDE: EQUITY • DIVERSITY • OPPORTUNITY

1. BE INTENTIONAL
   - Diverse Board
   - Desegregate?
   - Look beyond boundaries
   - CONSIDER THE COSTS
   - Connect with others
   - Pop-ups/Incubators

2. HOUSING
   - Affordable and keep it
   - Density
   - Inclusory Zoning
   - Community Land Trust
   - Public Housing
   - Small Business Diversity
   - Sustainability
   - Go to where people are

3. RACIAL DIVERSITY
   - More people at the table
   - Glendale Residents
   - Public Art
   - How do we engage people not yet here
   - One Developer vs multiple partners
   - How do we engage people on the train
   - Inspire workforces to invite, encourage diversity
   - No shortage of black talent, engage them

METRICS ESSENTIAL

COMP PLAN

ALPHA NOW

EQUITABLE DEVELOPMENT SCORECARD

CONTINUE DEVELOPMENT IN HISTORICALLY NON-MINORITY PARTNERS
DISTRICT ENERGY

• Phase I: heating and cooling
  • Aquifer Storage
• More renewables over time
  • Solar PV
  • Co-Gen
  • Sewer Recovery

• Financeable in capital markets – but needs public sector backing
• Reduced Construction Cost (Developer)
• Reduced Footprint for HVAC (Landlord)
• Reduced GHG Emissions and Carbon (up to 40%)
• Reduced Energy Costs (Landlord/Tenant)
INTEGRATED UTILITY HUB

PLANNING 2017-2019

• Holistic single-facility solution integrating industry-leading tech:
  • Resource recovery
  • Water purification
  • Waste-to-energy
  • Food production

• Possibility for community-owned infrastructure that supports vulnerable communities

• International Pilot Project estimated at $21M with profitability after 12yrs
TRANSPORTATION & PARKING

• Multi-modal transit options, micro mobility, and closing first/last mile issues
• Adaptable parking structures with district energy and eye towards future uses:
  • Incubators, Step-up Business Space, & Maker Spaces
  • Affordable Housing & Education Facilities
PLANNING & POLICY

• District Framework for Implementation & Planning
• Blue & Green Infrastructure Plan
• Comprehensive Plan Policies
  • Recognizing and encouraging Innovation Districts and district-scale projects
  • Mixed landuse for residential and 21st C industrial maker space
• Unified Design Standards across neighborhoods

Plan Policies

POLICY 98
Innovation Districts
Establish and support Innovation Districts to employ district-scale infrastructure and systems and to implement flexible policies and practices that allow for experimentation and innovation consistent with City goals.

Innovation Districts are an increasingly common tool in cities used to spur and facilitate growth of quality jobs; to coordinate district approaches to stormwater, energy, parking, place making, green space, and waste management; and to increase the tax base. Innovation Districts deliberately form stakeholder collaborations, bringing businesses, residents, non-profits, academia, government, and major institutions together to organize development, manage district systems, and act as a living laboratory for future-oriented research to make progress on big challenges like inequality and climate change.

The Brookings Institution, Project for Public Spaces, and the U.S. Conference of Mayors, among others, all recognize the importance of innovation districts. To make these districts thrive, they must be walkable, transit accessible, compact, and include a mix of residential, business, cultural, and retail uses—these attributes help facilitate established institutions and businesses clustering around incubator spaces, maker spaces, and start-up hubs.

Innovation districts are opportunities to experiment with, visibly demonstrate, refine, and produce replicable models of best practices in planning and district systems. This innovation results from intersecting ideas, cultures, and income attra. Innovation should also reside in the infrastructure and systems of an Innovation District, which should be designed to tackle Minneapolis’s and the country’s greatest challenges, from inequality to climate change.

ACTION STEPS
The City will seek to accomplish the following action steps in Innovation Districts to support and experiment with new policies, practices and systems and to support and require developments that are consistent with the City’s highest goals as expressed in this plan.

a. Support district approaches to energy, stormwater, parking, waste management, and public realm systems.

b. Allow for and encourage experimentation and innovation – including through changes to City policies and practices – consistent with City goals and expressed priorities of a given Innovation District such as sustainability, job development, production, equity, and affordability.

c. Support funding for redevelopment opportunities including housing, business development, sustainable district infrastructure, and green space, with priority given to affordable housing and/or job creation initiatives and projects.

d. In exchange for redevelopment and district system support, require above-standard developments and systems in energy efficiency and production, stormwater, parking, waste management, and public realm.
INNOVATION ECOSYSTEM

Elements for Success

Economic Assets

Physical Assets

Networking Assets

Source: Brookings Institution
NEXT STEPS

Future Goals
Thank You!
Stephen Klimek
sklimek@towersidemsp.org

Learn More:
www.towersidemsp.org

Connect:
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Under the Hood of the Twin Cities Urban Regeneration Efforts

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