Strengthened mix of small businesses and new entrepreneurs along the corridor will be the foundation for a re-enlivened Rice Street. How can the government specifically and holistically, within its limits, support exiting small businesses and main street entrepreneurs? Grant or loan programs are suggested as a start.

**Strategies**

1. **SF Shopfront Signage Fund**
   - For property owners or businesses
   - Make eligible (in Capitol Rice District) municipal loan or grant funds to help support improvements to building and business signage which in turn benefits the entire corridor. Prior to implementing, the Minnesota State Capitol Area Schematic Sign Design Manual (CAAPB, 1994) would be reviewed and updated, as needed. In parallel, set timeframe for removal of all out-dated, non-conforming or incompatible signs in the eligible district.
   - Timeline: short-term
   - Responsibility: Manual (CAAPB); Fund administration (TBD)
   - Precedents: Minneapolis or other shop front programs; STAR grant; NEAR (north end area revitalization)

2. **FIP Frontage & Facade Program**
   - For property owners
   - Make eligible (in Capitol Rice District) municipal loan or grant funds to help support building improvements which in turn benefit the entire corridor. Improvements could enhance shopfronts, facades, stoops, porch fronts, etc. throughout the district. Guidelines for frontages and setbacks are outlined in the Rules Governing Zoning and Design for the Minnesota State Capitol Area (CAAPB, 2009).
   - Timeline: short-term
   - Responsibility:
   - Precedents: Minneapolis or other shop front programs; ESDC Payne/Arcade, others?; STAP grant; NEAR (north end area revitalization)

3. **BD Small Business Development Fund**
   - Direct for tenant business and new entrepreneur development
   - Make eligible (in Capitol Rice District) municipal loan or grant funds (micro-scale?) to help support business improvements which in turn benefit the entire corridor. Businesses may apply for funding to help with items such as: marketing, graphic design, business consulting, interns, major asset purchases (ex: new stove), and a large array of code compliance issues. Some cities have developed programs to assist businesses in purchasing their space or the building they are located in. This can also be a good approach to mitigating the impact of rising commercial rents.
   - Timeline: short-term
   - Responsibility:
   - Precedents: see above

4. **SP Shared Parking Strategies**
   - The customer parking issue along Rice Street is a concern of local businesses; however there is extensive surface parking in the area that is underutilized. Shared parking strategies that better promote, utilize and expand current shared parking availabilities at State-owned Lot C (NE corner of University and Rice) and Lot AA (SW corner of University and Rice). Parking behind Christ Lutheran Church could also be investigated for shared parking opportunities, as could other private lots in the area.
   - Timeline: short-term
   - Responsibility:
   - Precedents: Older funding model discontinued by City of Saint Paul; other municipalities

5. **OS Opportunity Sites for Smaller Scale Redevelopment**
   - City and CAAPB Staff will support private sector efforts to build out of a range of smaller sites (~under 2 acres) that are candidates for rehabilitation, reuse, expansion and/or redevelopment. These are often particularly difficult and risky projects for the private sector due to the uncertainties compared to return on investment. Target assistance to small developers and land-owners with projects that have invested in design and that meet or exceed current standards and best development practices in construction. Collaboratively developed city, non-profit and CAAPB staff with private sector grant applications can provide money for bricks and mortar.
   - Timeline: some mechanisms already available or in place informally, some to be implemented in 1-3 years
   - Responsibility: Met Council, CAAPB, City, (private sector)
   - Precedents: Met Council Livable Communities Grants; City of Saint Paul Programs/Tools Small Business & Family Protection
2 Leif Erickson Park: A Landmark Urban Space with Integrated

Transform Leif Erickson Park into a downtown gateway (landmark) urban space in St. Paul; retaining its beauty and stately grandeur while becoming increasingly useful and convenient for the local community, workers, and visitors.

The Leif Erickson Park, a major civic and community asset located within the boundaries of Rice Street and University, is a significant greenspace in the heart of the Capitol area. This prominent campus has evolved since 1910 into a major public open space, serving as a recreational and social focal point for the community.

According to the Leif Erickson Park, the city’s public open space, the park is a vital community asset that supports a variety of activities and events.

Future development of Rice Street should reclaim the mainland feel of its street itself as the heart of the neighborhood. Walkability improvements should encourage residents, area workers and visitors to walk along Rice Street. Increased street activity increases safety and is an economic boon to local businesses.

Supporting policy already on the books

Precedents:

Timeline:

Community Top 10

Strategies

(PPD) New State Buildings and Public/Private Development

(Phase 1) Amend comprehensive plans: for LRT station and development

(Phase 2) Establish public/private development” (see below)

Phenomenal Public Realm

At the heart of this vision is the creation of a pedestrian-friendly corridor with mixed-use developments that support the existing transit system and promote walkability and safety. The transit-oriented development approach aims to create a vibrant and connected urban environment that enhances the overall quality of life in the area.

Current and future policies State, County and City that call for redevelopments to support existing transit

Responsibility: DMC

(Phase 3) Designate site(s) for the development of additional transit-oriented developments

Responsibility: PC

(C) Complete redevelopment of State parking Lot AA (SW corner of University and Rice)

Responsibility: PC

(R) Rice Street Re-Design

Strategies

(2) Leif Erickson Park improvements

At Lighting and public safety improvements

At Victor Center to make the Capitol visitor experience more convenient and legible

Timeframe: short-term

(3) Rice Street Re-Design

Future development of Rice Street should reclaim the mainland feel of its street itself as the heart of the neighborhood. Walkability improvements should encourage residents, area workers and visitors to walk along Rice Street. Increased street activity increases safety and is an economic boon to local businesses.

The County is studying Rice Street for improvements that will add safety and walkability to the existing roadway as an area of continuing interest for future development opportunities. The CAAPB Rice Street Re-Design study supports the need for Rice Street improvements to support walking.

Precedents:

This calls for planning for the improvement of public realm elements and will require collaboration with current property owners, or at the very least the best enhancements of the Rice Street downtown.

Timeframe: short-term

Responsibility: DMC

(M) Develop the Immediate Area as an Integrated Mobility Hub

Recent regional long range planning and Metro Transit Staff has identified Rice Street as a primary corridor for Integrated Mobility Hub. Integrated Mobility Hub create new forms of shared transportation in an area. Typical transportation modes may include, in addition to LRT and bus, access or transfer via bicycle and pedestrian utilities.

Timeframe: long-term

Responsibility: DMC

(G) Proactively locate ideal sites for a new Grocery Store

Full-service grocery stores are important amenities for neighborhoods and often provide a sense of identity. They also can serve as an anchor to the area, serving commuters and supporting local businesses. A full-service grocery store located in Rice Street could serve as an anchor to the area, serving commuters and supporting local businesses.

Timeframe: short-term

Responsibility: PC

(D) Reintroduce a Day Care Center to serve Capitol Area Workforce

Established previously to Capital Rice Planning and through community input, it may be valuable to set up a map of locations for a new grocery store to serve residents and local workers during community and at long time

Timeframe: short-term

Responsibility: PC

(RR) Rice St. Redesign – thoroughfare design (lanes/parking)

In addition to the status of currently under development and in development, the Rice Street redesign plan is being developed in coordination with other city agencies, including the City of Saint Paul, the Minnesota Department of Transportation, and the Metropolitan Council for transportation planning. This plan is intended to provide a comprehensive and cohesive vision for the Rice Street corridor, integrating transportation, land use, and pedestrian considerations.

Timeframe: long-term

Responsibility: PC

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Precedents:

This calls for planning for the improvement of public realm elements and will require collaboration with current property owners, or at the very least the best enhancements of the Rice Street downtown.

Timeframe: short-term

Responsibility: DMC

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Timeframe: long-term

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Timeframe: short-term

Responsibility: PC

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Responsibility: PC

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In addition to the status of currently under development and in development, the Rice Street redesign plan is being developed in coordination with other city agencies, including the City of Saint Paul, the Minnesota Department of Transportation, and the Metropolitan Council for transportation planning. This plan is intended to provide a comprehensive and cohesive vision for the Rice Street corridor, integrating transportation, land use, and pedestrian considerations.

Timeframe: long-term

Responsibility: PC
4 Como Connectivity

Complete the “Main Street” experience of Rice Street through Como Avenue to Scheffer Park and Hmongtown Marketplace. Como Avenue between Marion and Rice is wide and difficult for pedestrians to cross. The street’s adjacency to residences and a city park calls for improved pedestrian access and safety to provide a connection for people from Como Place Apartments to Scheffer Park and Hmongtown Marketplace. Today the street is more of a barrier than a connector.

Community Top 10 (most expressed ideas): #1, #2, #4, #5, #6, #8

Supporting policy already on the books (see policy maps for more detail):
- 2009 Built Form and Land Use Policies:

Strategies

CR Como Redesign – reduce lanes along Como Avenue to slow traffic and create a safer pedestrian environment

Timeline:
- Phase 1: Re-striping Como to test changes to the street, explore lane narrowing and/or reduction to 2 lanes and adding parking (where it can be safely accommodated), while ensuring bicycle accommodations.
- Phase 2: Walkability/Access Study of Como/Pennsylvania/Marion to inform long-term decisions about pedestrian access to Rice Street, Como Place, Hmongtown Marketplace, and Scheffer Park.
- Phase 3: Long Range Land Use Changes - Along with the walkability study, a long-term land use study of NW quadrant and neighboring community to inform future development.

Responsibility:
Precedents:

OM Implement an outdoor market along Como Avenue

Timeline:
- Phase 1: Planning and execution of one temporary event. Using temporary approaches to “test out” the street for market use on a limited basis. This includes identifying an organization willing and able to run the market, establishing participation and access agreements with surrounding property owners.
- Phase 2:
- Phase 3:

Responsibility:
Precedents: Farmer’s Markets (one day per week)

HS Celebrate the rich cultural and immigrant history of the Capitol Area along the entire corridor through diversified businesses and public art

Rice Street is a place of integration and settlement. The strong and diverse immigrant history should be celebrated as a place where a variety of people will feel welcome and at home.

Timeline:
Responsibility:
Precedents:

5 Anti-Displacement

There is a broad trend among metropolitan areas (especially those with large, diverse economies) of rapidly increasing investment in core, urban areas. This is already causing (and will only exacerbate) displacement of low-income and other at-risk populations. We all can brace for change by educating ourselves, educating our neighbors, and planning ahead. While investments and improvements to Rice Street and Capitol Rice District are necessary and desired, and in many ways overdue, the undue economic displacement of small businesses and families is not desired. An important goal in the Capitol Rice planning process is to recognize this community value, plan for orderly economic development and new investment in properties without displacement of those small businesses and families that have been investing in this district over a long period of time.

Community Top 10 (most expressed ideas): #1, #5, #7

Supporting policy already on the books (see policy maps for more detail):
- 2009 Built Form and Land Use Policies: -none-
- 2009 Public Realm Improvement Policies: -none
- City of Saint Paul: (to be researched and listed)

Strategies

AD Study, educate, and implement strategies to help community prepare for both the need for redevelopment and improved image of Rice Street, as well as for potential negative effects of new developments and public realm investments if they are too rapid, done wrong or done without community involvement.

- Home-owners
- Renters
- Small Business Owners

Precedents, approaches and good practices include:
- Community Readiness: Proactive education and awareness/information sharing of business owners and individuals about unintended consequences of rapid improvements or large developments.
- Encourage local businesses and building owners to take responsibility for positive redevelopment and improvements.
- Continue to promote a stabilizing range of diversified housing choices (both size and type).
- Land trust models (Community Housing and Commercial (Mekki Use) and Local business investment (co-op))
- Anti-Displacement Tax Programs (Home-owners) – ie. Westside Future Fund, Atlanta
- Diversify and disperse the menu of new affordable and workplace housing types provided
- Incentives (or set standards) for apartment building owners to discourage precipitous rental rate increases
- Adding housing supply and range (fully develop housing densities within zoning); work toward multi-story redevelopment of Rice Street with housing above commercial
- Create amenities to attract younger workers who seek smaller, affordable housing near reliable transit
- New micro-units for small households (single) desiring higher public or shared amenities
- Owner-occupied businesses: Programs that assist business owners to purchase the property they are located in has been shown to reduce displacement when commercial rents rise due to growth and greater economic activity.

Timeline:
Responsibility:
Precedents: