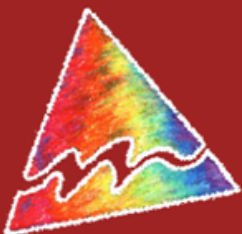


2024



PHYSICAL ACTIVITY

To increase policies, plans and community design changes through Minneapolis Blue Line Extension and St. Paul Sears Redevelopment to better connect residents to everyday destination to live/work/play, and provide safe, culturally based places for increasing physical activities.



Asian Media Access

Preface

Project SUPPORT (Supporting Under-served through Produce Prescription, and Opportunities to Recreation-activity & Tobacco-control), is led by Asian Media Access (AMA), collaborated with Multi Cultural Community Alliance (MCCA), Project SUPPORT is a cross-cultural, cross-generational, and cross-sectoral initiative, aims to improve health, prevent chronic disease, and reduce health disparities among Black, Indigenous, and People of Color (BIPOCs) who face the highest risk, and bear the highest burden of chronic disease, named: African American/Black, Asian American and has put a special focus on young people from the two poorest but most diverse neighborhoods in MN – North Minneapolis, and Midway St. Paul.

Supported by CDC's REACH funding, AMA has leveraged our extensive network of trusted community partners who provide subject matter expertise and have a history of successful engagement with the respective cultural and geographic communities. All partners have been involved in co-designing this Initiative – Project SUPPORT, through below 4 culturally tailored strategies to promote Bicultural Healthy Living, especially for immigrant and refugee communities:



1) Nutrition: Increase healthy cultural food access by implementing Food Service Guidelines (FSG) at area Asian Temples and Black Churches, and establishing Produce Rx at area clinics/hospitals.

2) Physical Activity: Increase policies, plans and community designs through North Minneapolis Blue Line and St. Paul Sears Redevelopment to better connect residents with activity friendly routes to everyday destination to live/learn/work/play, and provide safe, culturally based places for increasing physical activities.

3) Tobacco Control: Support a Media Campaign to educate BIPOC communities about the potential statewide tobacco flavor ban, and work with area sports teams to find out what people/youth know and feel about flavored tobacco products. Focus groups and media message testing will be done to determine what the community needs to know and what messages related to flavored tobacco would appeal to which cultural groups. We will focus on young athletes from pan-Asian and pan-African communities, and a media campaign featured the young athletes based on what the message testing reveals.

4) Vaccination for Adults: Increase education, demand for, and access to flu, COVID- 19, and other adult vaccinations via pop-up community clinics at the places that cultural groups feel comfortable and connected, and increase regularity of vaccine promotion in priority communities; and increase the percentage of pan- Asian and pan-African seniors who are up-to-date with recommended adult vaccinations.



Project SUPPORT

(Supporting Under-served through
Produce/Park Prescription, and
Opportunities to Recreation-activity &
Tobacco-control)

Physical Activity



Increase policies, plans, and community designs, including implementing routes to promote more physical activity for resident through the North Minneapolis Blue Line and St. Paul Sears Redevelopment.

1 Location: Focus on former St. Paul Sears site at the Frogtown/Rondo neighborhood

30,168 BIPOC members reached about the Sears Redevelopment

Conclusion

We engaged the Frogtown and Rondo neighborhoods, which have historically faced challenges from the Highway 94 construction and intergenerational poverty, inviting residents to help shape the Master Plan for the St. Paul Sears site. The plan promotes diverse transportation options, encourages active living, and supports inclusive economic development opportunities.

Project SUPPORT is led by Asian Media Access, collaborated with Multi Cultural Community Alliance, for more information at 612-376-7715 * amamedia@amamedia.org

Successful Physical Activity Engagement

01

140+ neighborhood surveys revealed barriers like: lack of time and motivation to physical activity. It should be noted that 18% of the total participants pointed to not having facilities nearby as the third most challenging barrier. Respondents expressed strong interest in more accessible parks, walking paths, and group fitness programs. The survey results underscore the need for targeted infrastructure improvements and community initiatives to promote active living.



02

The community engagement process for the Sears redevelopment, utilized a 3D interactive demo to gather local residents' visions and concerns about the site's future. Participants emphasized the need for affordable housing, accessible public spaces, and diverse economic opportunities to reflect the community's needs. The process fostered collaboration and provided valuable inputs to ensure the redevelopment aligns with the neighborhood's priorities and promotes inclusivity.



03

Applied ACT Module 1: Street Design and Connectivity to assess the physical roadway network around Sears site in promoting physical activity. The module emphasized the importance of designing Completed Streets in supporting walking, biking, and other forms of active transportation. Participants identified key opportunities to incorporate active living features into the site's development, supporting a healthier and more engaged community.



04

Applied ACT Module 4: Land Use Planning to assess the Sears site focusing on everyday destinations to transform the area into a vibrant, multi-use space that meets daily community needs. Participants discussed incorporating the mixed use with essential services, housings, cultural businesses, and recreational spaces to create a hub where residents can live, work, shop, and gather. Participants recommended of making the site an accessible and attractive destination that enhances cross-cultural connections and supports local economic growth.



Learn more at -
<https://ballequity.amamedia.org/project-support/>

Chapter 1

Insights with ACT Modules' Reports for the Historic Sears Site at 425 Rice St., St. Paul, MN 55103

The historic Sears site at 425 Rice St. in St. Paul, Minnesota, presents a significant opportunity for urban redevelopment that aligns with the CDC's physical activity strategies. Once a bustling commercial hub, the site has become an empty building that contributes to urban blight, serving as a hotspot for crime and a gathering place for the homeless. The lack of activity-friendly infrastructure, recreational spaces, and everyday destinations has made it a place with limited networks and inequities, posing risks for pedestrian and bicyclist injuries or fatalities. Redeveloping this site into a mixed-use environment focused on housing, retail, office spaces, and community hubs can address these challenges and enhance the overall vitality of the surrounding neighborhoods.

A. Current Challenges:

The Sears site is situated on a vast lot occupied by a single retail store, failing to create everyday destinations that foster community engagement. The absence of recreational places and green spaces further detracts from the area's livability. Without homes, workplaces, grocery stores, schools, libraries, parks, restaurants, cultural landmarks, or healthcare facilities within easy reach, residents lack the amenities that support daily life and encourage physical activity.

The site's current state contributes to several pressing issues:

- **Limited Activity-Friendly Infrastructure:** The area lacks sidewalks, bike lanes, and safe crossings, discouraging walking and cycling.
 - **Safety Risks:** Poorly lit streets and insufficient traffic calming measures increase the risk of accidents for pedestrians and cyclists.
 - **Inequities:** The site's neglect disproportionately affects low-income and minority residents in nearby neighborhoods, exacerbating social and economic disparities.
-

1) Frogtown and Rondo Neighborhood Context:

Adjacent to the Sears site are the Frogtown and Rondo neighborhoods, known for their vibrant cultural celebrations and diverse cuisine. Over 75% of the residents are Black, Indigenous, and People of Color (BIPOC), with significant populations of Asian Americans (34%), Blacks (26%), Hispanics/Latinx (11%), and American Indians and Multiracial residents (6%). Historically, these neighborhoods have been immigrant gateways, starting with German, Irish, and Scandinavian settlers in the 19th century, followed by Southeast Asian, African, and Central and South American families in the late 20th century.

2) Despite their rich cultural heritage, residents face challenges:

- **Economic Disparities:** Over 60% of residents are renters, and increasing rents threaten to displace long-term community members.
- **Lack of Investment:** Historically underserved, the neighborhoods suffer from inadequate infrastructure and services.
- **Cultural Preservation:** The demolition of Rondo Avenue in the 1960s for Interstate 94 construction devastated the African-American community, a trauma that still resonates today.

Please refer to the Attachment - **AMA's Landscape Report: Barriers to Physical Activity in Frogtown/Thomas Dale Neighborhood** for more details.

Chapter 2

Findings from ACT Module 1 and 4

With the above context in mind, Project SUPPORT has utilized CDC's "The Active Communities Tool (ACT): An Action Planning Guide and Assessment Modules to Improve Community Built Environments to Promote Physical Activity," to assess the St. Paul former Sears site. We have chosen to focus on two Modules – Module 1: STREET DESIGN AND CONNECTIVITY, and Module 4: LAND USE PLANNING. Below is a summary report, Project SUPPORT has been working with Frogtown/Rondo community members to reflect former St. Paul Sears site, and its geographic specialties, and City/County/State current policies for the area.

A. Module #1: Street Design and Connectivity

Using Module 1 for CDC Focus - Active Living – walk and bike beyond car to support active living . This module assesses the plans, policies, and resources your community uses to design the physical roadway network, for example, regulations or zoning codes, street connectivity, and plans for existing and future streets constructed by the community and through future development.

SECTION I. Plans

The historic Sears site at 425 Rice Street is a prominent landmark in St. Paul, Minnesota. Located just north of downtown and adjacent to the Minnesota State Capitol, the site encompasses a large former retail building and an expansive parking lot. The parking lot, once bustling with shoppers, now presents significant access problems due to its sheer size and layout. It acts as a physical barrier, disrupting the natural flow of pedestrian and vehicular traffic in the area.

The site's location is strategic yet challenging. Bordered by major streets like Rice Street to the east and University Avenue to the south, it sits at the crossroads of several key neighborhoods. The surrounding area includes public housing apartments, low-income residential communities, and essential public services. However, the vast parking lot hinders connectivity, making it difficult for residents—especially those from low-income backgrounds—to access public transportation, local businesses, and government services safely. Below are the key points for the Module 1 assessment questions:

1.1 Does the community have a Plan that identifies high- and low-stress streets? Yes

The streets surrounding the Sears site vary in terms of traffic stress levels. Rice Street is a major north-south artery with heavy vehicular traffic, creating a high-stress environment for pedestrians and cyclists. To the south, University Avenue serves as a major east-west corridor, also contributing to higher stress levels due to traffic volume. Smaller streets like Charles Avenue and Aurora Avenue offer lower-stress environments but lack adequate infrastructure for safe pedestrian and bicycle movement.

Ensuring safer, low-stress routes is crucial for connecting key destinations such as the State Capitol, public housing complexes, and community centers. The absence of dedicated bike lanes and pedestrian pathways means residents often have no choice but to navigate high-stress streets or cross through the expansive parking lot, which lacks proper sidewalks and crossings.

1.2 Does the community have a Plan that prioritizes higher street connectivity in neighborhoods with high stress streets? Yes

The Sears parking lot significantly blocks connectivity in the area. It disrupts the grid pattern of the city, forcing pedestrians and cyclists to take longer, less direct routes. Redevelopment plans should prioritize breaking up this large parcel into smaller, more navigable blocks. Introducing new streets and pathways can reconnect the north-south and east-west axes, facilitating easier and safer movement for all modes of transportation.

1.3 Does the community have a Major and Collector Street Plan—either as a stand-alone document or as part of a Transportation System Plan or Comprehensive Plan—which describes existing and future streets constructed by the community and through future development? Yes, and it is 0–<5 years old * Yes, and it is 5–<10 years old

Overall, the City of St. Paul and CAAPB have developed plans to guide the area development, known as:

- CAAPB's 2040 Comprehensive Plan
- Capitol Rice Development Framework
- Downtown St. Paul Development
- Planning Commission Annual Report – Saint Paul Minnesota (2021)
- Rice Station Area Plan

These Plans call for a comprehensive strategy for addressing street connectivity and transportation infrastructure. These Plans identify high- and low-stress streets throughout the city and prioritize improving street connectivity, particularly in neighborhoods with higher stress levels. These Plans outline both existing and future street development, ensuring these efforts align with community growth.

These Plans are actively used by city officials and developers to inform decisions and incorporate goals for enhancing street connectivity and multimodal transportation options, including walking, biking, and public transit. Although some connectivity goals have yet to be fully accomplished, these Plans serve as a crucial framework for guiding future development and improving overall accessibility.

Given that the site is bordered by major streets, the redevelopment should integrate a comprehensive street plan that connects these arteries to smaller, local streets. Enhancing connections to Rice Street and University Avenue can improve access to public transportation options like bus routes and the Green Line light rail on University Avenue. Incorporating traffic calming measures and pedestrian-friendly designs on collector streets can further enhance safety and accessibility.

1.4 In the past year, about how often was this Plan consulted by groups or individuals, such as elected officials, the planning department or local developers when making relevant decisions? Always

1.5 Does this Plan have street connectivity goals? Yes

Setting measurable goals is essential for improving street connectivity. Objectives could include:

- Reducing block lengths to promote walkability.
 - Increasing the number of intersections to improve accessibility.
 - Adding dedicated bike lanes and pedestrian pathways.
 - Ensuring ADA-compliant crossings and sidewalks.
-

1.6 In the past year, were any of the street connectivity goals or priorities specified in this Plan accomplished? No

Regular assessments should be conducted to track progress toward these goals, ensuring alignment with St. Paul's transportation and urban development objectives.

1.7 Does the Plan consider modes of transportation other than automobiles (such as walking, biking, public transportation)? Yes

Although many area Plans have included Transit Oriented Development elements, currently, the area lacks infrastructure for modes of transportation other than cars. Redevelopment plans will incorporate:

- **Bike Lanes:** Establish dedicated lanes to promote cycling as a safe and viable transportation option.
- **Pedestrian Walkways:** Build wide, well-lit sidewalks with adequate crossing signals.
- **Public Transit Access:** Improve connections to existing bus stops and light rail stations, possibly adding new stops closer to the site.

By accommodating various transportation modes, the redevelopment will enhance accessibility and promote sustainable urban living.

Section II. Policies

These section include below policy questions about the community's residential or commercial regulations and/or zoning codes, which includes land use codes, zoning codes/regulations, subdivision ordinance/regulations, overlay district regulations, and special use district regulations. Mostly the area policies have the correspondent zoning codes, few are not relevant to the site. Please refer to the Module 1 Assessment Form for details. Below are brief summaries:

Zoning Codes and Regulations

The Sears site falls under Mixed Zoning, combining commercial, residential, and possibly light industrial uses. Revising zoning codes can facilitate redevelopment that promotes maximum connectivity. Strategies include:

- Encouraging mixed-use developments that integrate residential, commercial, and public spaces.
- Implementing regulations that limit block lengths and discourage superblocks.
- Requiring developers to include pedestrian pathways and bike lanes in their plans.

Subdivision Regulations

The site's large lot size poses challenges for redevelopment and the integration of green spaces. Current regulations should be adjusted to:

- Discourage the creation of cul-de-sacs and dead-end streets that impede connectivity.
- Promote a grid-like street pattern that enhances movement.
- Require the inclusion of public green spaces and parks within new developments to improve livability.

By addressing these regulatory barriers, the site can be transformed into a more connected and community-friendly environment.

Section III. Resources

Although the area has clear policy guidelines, but do lack of performance measures and resources for implementation. While the community's residential and commercial zoning codes include required policies to support street connectivity, such as setting maximum block lengths, connectivity index standards, and requiring stub-outs for future developments, there is a lack of visibility on performance measures and resources to fully implement these standards. Specifically, it is unclear if the community has established performance measures to track street connectivity progress, or if there is active investment of transportation funding to improve connectivity. Although the regulations are in place, without clear resources and performance tracking, the effectiveness of these policies remains uncertain.

Funding for Connectivity Improvements

Improving street connectivity requires substantial investment. Potential funding sources include:

- **Municipal Budgets:** Allocating city funds specifically for infrastructure improvements in redevelopment areas.
- **Grants:** Seeking federal and state grants aimed at urban development and transportation enhancements.
- **Public-Private Partnerships:** Collaborating with developers who are willing to invest in public infrastructure as part of their projects.

Investing in connectivity not only benefits the Sears site's redevelopment but also has a positive ripple effect on the surrounding communities.

SECTION IV. Conclusion

The redevelopment of the historic Sears site at 425 Rice Street presents a significant opportunity to enhance street design and connectivity in St. Paul. By addressing current access problems caused by the expansive parking lot and prioritizing multimodal transportation options, the area can be transformed into a vibrant, well-connected hub. Improving north-south and east-west connections, adding bike lanes, and enhancing pedestrian access will not only benefit future developments but also serve the needs of existing residents—especially those from low-income communities who rely on safe, accessible routes for daily activities. Integrating the site into the existing street network is crucial for its long-term success as a mixed-use development that fosters community growth and connectivity.

B. Module #4: Land Use Planning

Using Module 4 for CDC Focus - Everyday Destination – mixed development, like housing, schools to support neighbors' needs to learn, live, play, work. This module assesses the plans, policies, and resources that specify and determine development and future land use, for example, mixed land use, proximity to destinations, residential density.

SECTION I. Plans

The "Plans" section focuses on the presence of formal, local, or regional plans that guide future land use, development, and growth within the community. It assesses whether the community has adopted plans, such as Land Use or Comprehensive Plans, Growth Management Plans, and housing density plans, which incorporate goals around health, equity, job-housing balance, and infrastructure. This section also looks at how frequently these plans are consulted and how effectively they address the community's development needs. Below are the key points for the Module 4 assessments:

1.1 Does the community have a Land Use or Comprehensive Plan? Yes

1.2 Does the community's Land Use or Comprehensive Plan.....

a) Strive for jobs/housing balance by promoting development of new residences near existing employment centers? Suggest

b) Set targets for affordable housing? Suggest

The redevelopment of the Sears site is directly tied to the Land Use or Comprehensive Plan assessment, focusing on mixed-use development, health, and health equity. The project's goals include:

- **Affordable Housing:** Establishing residential units that meet diverse income levels to prevent displacement.
 - **Mixed-Use Spaces:** Combining residential, commercial, and community spaces to create a vibrant, walkable neighborhood.
 - **Mitigating Urban Sprawl:** Utilizing infill development to make efficient use of existing urban land.
-

These objectives align with ACT's emphasis on evaluating Growth Management Plans and Housing/Residential Density Plans, aiming to balance housing supply, job creation, and sustainability. Project SUPPORT's Sears Redevelopment Master Plan will align with such objectives.

1.3 Does the community's Land Use or Comprehensive Plan.....

c) Direct growth to areas with existing infrastructure? Suggest

d) Have disincentives for sprawl development? Suggest

The Project SUPPORT has utilized planning documents, assessment, and guidelines to develop the Sears Redevelopment Master Plan, which will guide land use, housing, and growth with a focus on health, equity, and a balanced job-housing ratio. The plan prioritizes development in areas with existing infrastructure, meaning the current Sears building will be preserved and redeveloped from its existing structure. Additionally, the plan discourages sprawl and promotes mixed-use development. It aims to create accessible public spaces and transportation options, including walkable environments for everyone, while ensuring that growth leads to positive environmental, economic, and social outcomes. These plans are actively referenced in decision-making to ensure sustainable and inclusive development.

SECTION II. Policies

The "Policies" section examines specific zoning measures and policies that local authorities adopt to encourage development patterns like mixed-use development, pedestrian and transit-oriented areas, and dense urban growth. It looks at whether the community's zoning regulations facilitate walkability, encourage diverse housing types, and discourage sprawl. Below are the key points for the Module 4 analysis:

2.1 What zoning measures does the community use separately or include in the Master Plan to encourage dense, mixed-use development? (Note: If there are multiple districts with their own zoning, do any of the districts have the following policies?)

a) Mixed-use development, districts, or zones. Suggest

b) Transit-oriented development (TOD) Suggest

2.2 For residential density, does the community have policies in place that:

c) Allow set-asides for green space? Suggest

The site is already designated as mixed-use zoning, eliminating the need for rezoning and expediting the redevelopment process. Therefore, Project SUPPORT's Sears Redevelopment Master Plan will focus on:

- **Transit-Oriented Development:** Leveraging proximity to public transit to reduce car dependency.
- **Walkability and Bikeability:** Designing streetscapes that encourage walking and cycling, including the addition of bike lanes and pedestrian pathways.
- **Green Spaces:** Incorporating parks and recreational areas to enhance environmental quality and provide community gathering spots.

In summary, the Project SUPPORT will employ zoning measures that promote dense, mixed-use development and incentivize infill development. Currently the site's Mixed Zoning policies also support varied housing options like multi-family dwellings, micro-homes, and live-work zones to address affordability and accessibility.

SECTION III. Environment

This section assesses the built environment, focusing on how mixed land use is incorporated into the community, such as easy access to daily services like grocery stores, parks, and schools without relying heavily on cars. It also examines commercial development patterns and whether the community prioritizes infill development over new suburban sprawl. Please refer to the Module 4 Assessment Form for details.

In summary, the area has already established (but not implemented yet) policies with mixed land uses, encouraging a more walkable, convenient environment where residents have close access to daily services. Additionally, there is a focus on concentrating commercial development in nodes and centers to support sustainable growth patterns.

Additionally, Project SUPPORT has developed below Land Use Principles for the Sears Redevelopment Master Plan. The draft outlines five development principles to guide the project:

- **Connectivity:** Enhancing links between the site and surrounding neighborhoods to integrate the community.
 - **Sustainability:** Implementing eco-friendly designs and materials to minimize environmental impact.
 - **Inclusivity:** Ensuring the development meets the needs of all residents, regardless of income or background.
 - **Economic Vitality:** Attracting businesses that provide jobs and services to the community.
 - **Cultural Preservation:** Honoring the historical significance of Frogtown and Rondo through design elements and community spaces.
-

SECTION IV. Resources

This section evaluates whether the community provides financial and regulatory support for the successful implementation of plans and policies, such as tax incentives for mixed-use development, affordable housing, and healthy food retail. It also looks at the involvement of health representatives in the planning process to ensure that land use decisions consider public health impacts.

In summary, the Project SUPPORT's Sears Redevelopment Master Plan will seek out financial incentives for the site to promote mixed-use and infill development, as well as affordable housing. However, it is unclear if there is active participation by public health officials in zoning and planning decisions.

For sure, the Project SUPPORT will benefit from financial tools like Market Tax Fund, Tax Increment Financing (TIF) to support its objectives, particularly in affordable housing and infrastructure improvements. Success hinges on:

- **Collaboration:** Ongoing partnerships between city planners, developers, community organizations, and residents.
- **Community Engagement:** Involving local stakeholders in decision-making to ensure the project reflects community needs.
- **Transparent Governance:** Maintaining open communication channels to build trust and accountability.

V. Conclusion

Redeveloping the historic Sears site offers a transformative opportunity to address longstanding challenges in the Frogtown and Rondo neighborhoods. By focusing on mixed-use development, affordable housing, and enhanced infrastructure, the project aligns with Module 4 of the Active Communities Tool. It aims to create an environment that promotes active living, reduces inequities, and fosters economic growth. Through thoughtful land use planning and community collaboration, the Sears redevelopment can serve as a model for sustainable urban revitalization that honors the past while building a brighter future.

Chapter 3

Lessons Learned from Year One with Community Engagement Effort for the Sears Redevelopment

Since last year, Asian American Business Resilience Network, Asian Media Access and partners have collaborated and demonstrated an impressive community outreach and engagement events and continuously work on interacting with diverse communities to support Project SUPPORT. These events can be grouped into five main activities: 1) neighborhood meetings, 2) door knocking, 3) survey distribution, 4) summer multicultural events, and 5) community center visits.

A. Overview. Our Community Engagement Activities have included:

1) Neighborhood Meetings

Over the past months, more than a hundred meetings were held, including virtual weekly Zoom sessions and in-person gatherings. These meetings provided an opportunity for community members to come together, learn about the project, and share their opinions. In addition, several open houses with concept drawings were hosted to support area African Americans/Blacks, Asian Americans, and Somali American residents.

2) Door Knocking:

Door knocking campaigns in Frogtown and Rondo neighborhoods were initiated to gather support for keeping the Sears building. During these efforts, staff members from AMA, AABRN, and their partners walked through neighborhood blocks, met residents, shared information about the project, and collected support pledges. Door knocking is an ongoing effort with the help of volunteers, along with other engagement activities.

3) Survey Distribution

- **Community Surveys:** This survey asked community members for their opinions on facilities. Among the options presented, the “Center for Wellness Technology with Holistic Care” and the “Community Service Center”—offering business training, social services, and IT training—were the most popular choices, reflecting a strong community interest in health, well-being, and access to support services.
- **Physical Activity Survey:** The survey was administered during multicultural summer events, where staff engaged directly with community members in attendance. It was designed to identify barriers to physical activity and collect input on what resources and facilities would most effectively encourage active living around the Sears Redevelopment. The results highlighted key challenges, such as a lack of accessible spaces and the high cost of programs, providing valuable insights to guide the planning of future health and wellness initiatives within the redevelopment project.
- **Sears Development Survey:** Sears Development Survey focused on the current ways people access the site, what improvements would encourage walking, biking, or using public transportation, and what features or services they would like to see provided at the site.

4) Summer Multicultural Events:

The project actively participated in multicultural summer events like the Asian Street Food Festival, Juneteenth, Fortune Tales Music Festival, National Night Out, and Imagine Rondo, where the team shared project updates, connected with residents, and gathered feedback.

5) Interactive 3D Model Discussion

During the summer multicultural events, the project team collaborated with Juxtaposition to create an interactive 3D model of the Sears site. Community members engaged with the model, easily visualizing how the site looks, and expressed their hopes for the redevelopment by rearranging various design elements. For example, they were able to adjust the design by placing model elements such as housing, roads, and libraries.

6) Communities Center Visits:

- AMA, Frogtown/Rondo Black Church Alliance, and AABRN organized visits to local Black churches, Hmong senior centers, and the Vietnamese Community of Minnesota to broaden the engagement effort.
- The project remains committed to working with BIPOC communities and ensuring their voices are reflected in the planning process. Please refer to the Section #5 for the full list.

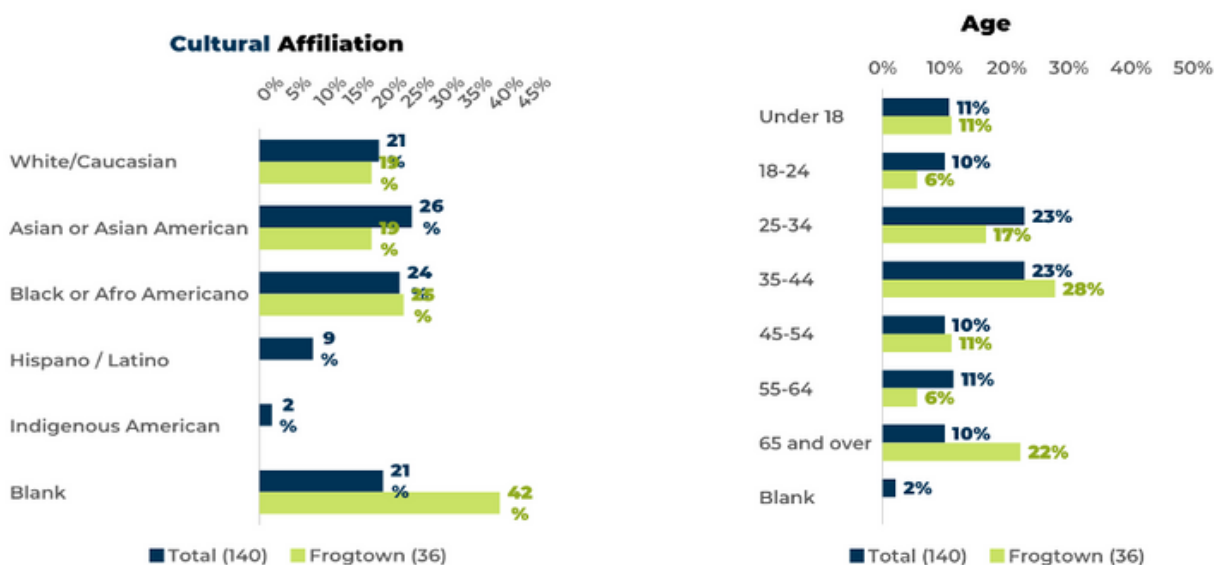
B. Physical Activity Survey:

A survey examining barriers and access to physical activity was administered by Asian Media Access (AMA) staff and Juxtaposition Arts staff during in the city of St. Paul, Minnesota in 2024. This survey had 140 participants, of which 36 were residents of the Frogtown neighborhood. During community events, AMA and Juxtaposition Arts staff interviewed community members who attended the events, regardless of their race, age, or background.

The data was collected at the following events:

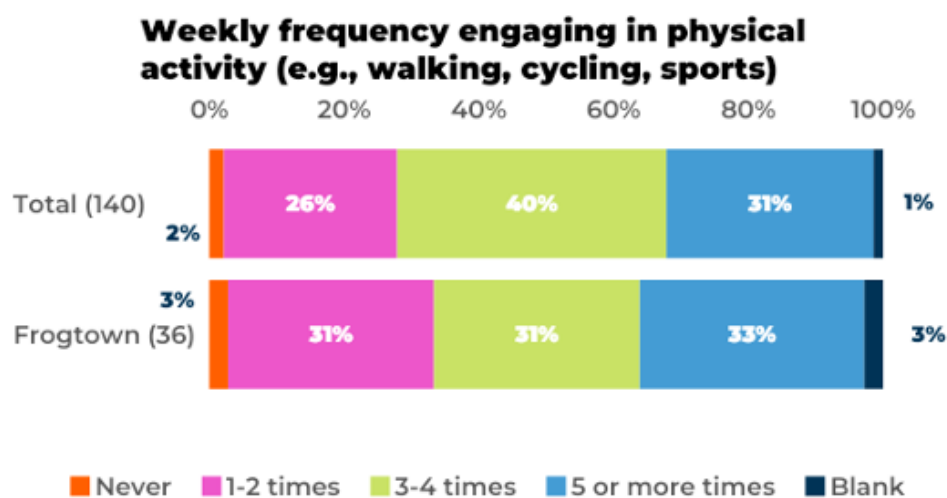
- Asian Street Food Festival, on June 8, 2024.
- Asian Street Food Festival, on June 9, 2024.
- Sears Juneteenth event: held on June 15, 2024.
- Fortune Tales Music Festival: held on June 21, 2024.
- Imagine Rondo Event: celebrated on July 14, 2024.

1) Demographics:The most represented age group among the participants in the survey was 25-44 years old (56%), with 35-44 years old being the most prevalent age range for Frogtown residents (28%).

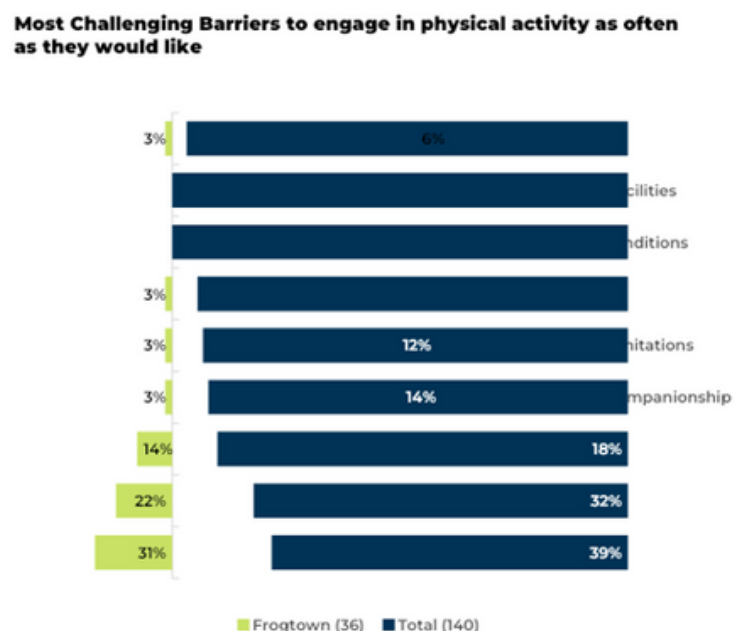


In terms of cultural affiliation, 26% of all participants self-identified as Asian or Asian American (19% from Frogtown), 24% as Black or African American (25% from Frogtown) and 21% as White/ Caucasian (19% from Frogtown).

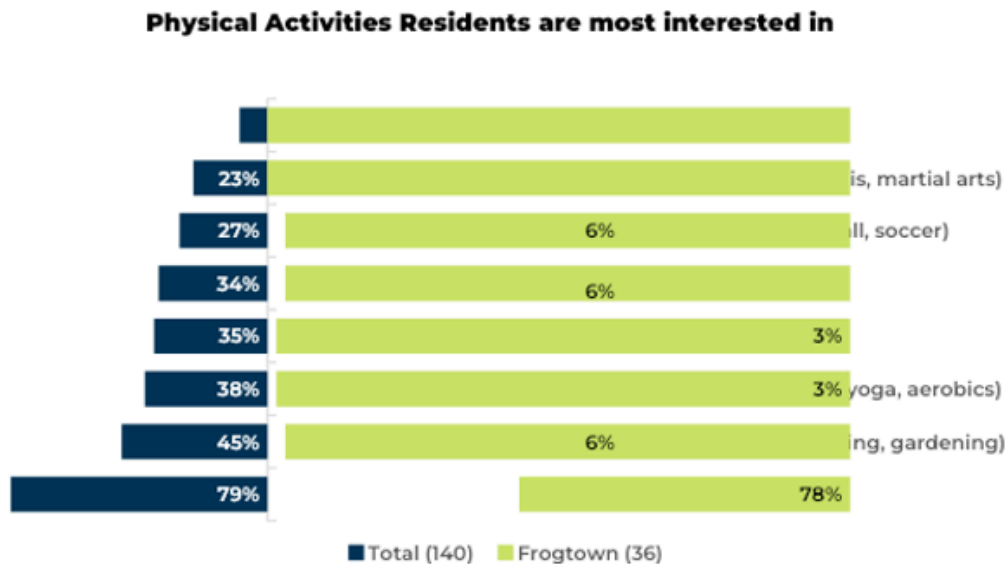
2) Findings: Of all those surveyed, 40% stated that they exercise 3-4 times a week, compared to 31% of Frogtown respondents. However, 31% of total respondents compared to 33% of Frogtown neighborhood participants reported engaging in some form of physical activity five or more times a week.



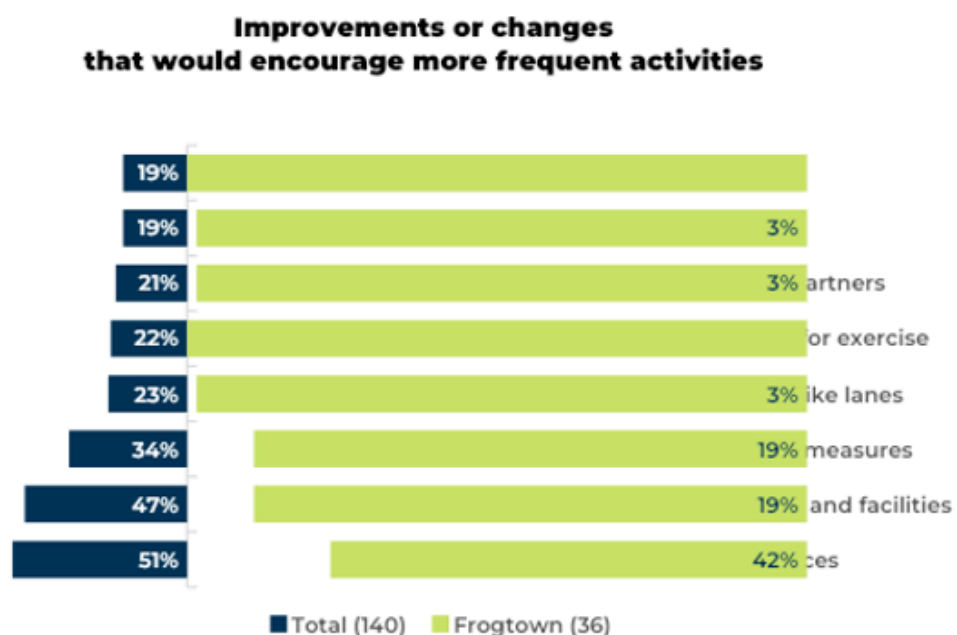
Participants pointed to lack of time and motivation as the main barriers to physical activity. It should be noted that 18% of the total participants (14% of Frogtown residents) pointed to not having facilities nearby as the third most challenging barrier to engaging in physical activity.



When asked about what physical activities are most interesting to them, about 80% of both the total participants and residents of the Frogtown neighborhood chose walking or jogging. Other activities that participants found interesting were outdoor activities, group fitness classes, biking and swimming.

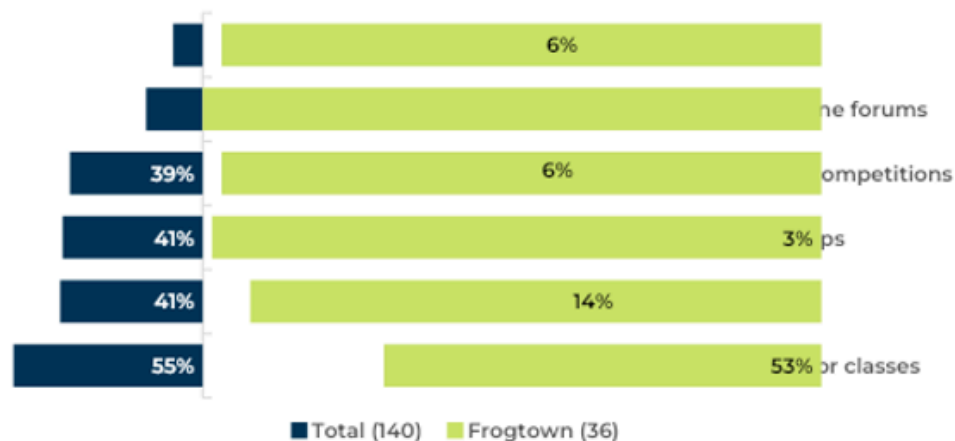


Regarding improvements or changes that would motivate participants to engage in more frequent physical activity, 42% of Frogtown residents said having more parks and green spaces as the top improvement or change, followed by more affordable programs and facilities and better lighting and safety measures.



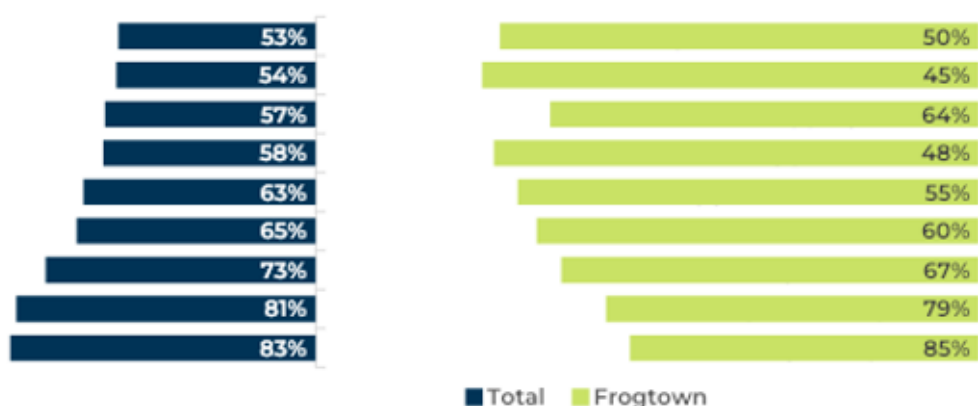
Most participants, 83% of the total and 85% Frogtown participants, considered parks and green spaces as the facilities they most need access to for physical activity. The other two facilities that all participants considered very important for physical activity were the walking and biking trails and the community centers.

Type of Community Support that would help residents be more active



Finally, when participants were asked about the type of community support that they would find most help for them be physically active, 55% of the total (53% of Frogtown residents) pointed to organized group activities or classes as the preferred type of community support. Other types of support that respondents preferred were partner or buddy systems, health and fitness workshops and community challenges or competitions.

"Somewhat Important" + "Important" to have access to these facilities or amenities for physical activity



Chapter 4

Analysis of the Community Engagement Results in relationship to Module #1, and #4

A. Module #1 Analysis

Overall the Barriers for Active Living – Big parking lot is not a pleasant experience nor safe experience for the neighbors:

- Need to better define area needs for walkability
- Need to design accessible transportation ways = Culture of Active Transportation with strategies like: Transit Oriented Development and Open Street
- Need to have more green space = encouraging physical activities and sustainability

1) Understanding the Current Situation of the Space:

As mentioned above, the existing parking lot surrounding the Sears site is vast and not optimized for pedestrian and vehicular flow. Its large, open layout can feel uninviting and inconvenient for pedestrians, especially for those who rely on walking as their primary mode of transportation. Without designated walkways or proper crossings, navigating the space can be challenging, leading pedestrians to take longer routes to reach public services, transportation, and businesses.

While the parking lot serves its purpose for vehicles, the lack of pedestrian-friendly design can make the area feel less accessible and welcoming, particularly during quieter times. Enhancing the layout to include clear walkways and safer crossings would greatly improve the overall experience for those on foot.

2) Unlocking the Potential of the Sears Site:

Beyond the immediate safety risks, the current design also limits the potential of the space. A large, open parking lot has the capacity to be much more than a car-centric area. With thoughtful redesign, this space could be transformed into a more dynamic, pedestrian-friendly environment that fosters community engagement. The addition of green spaces, walkways, and seating areas would not only make it safer but also more inviting, turning it into a hub that encourages people to gather, shop, and utilize public services. By incorporating elements such as bike paths, clear pedestrian crossings, and better lighting, the lot could become a space that serves both vehicles and pedestrians equally well, enhancing the area's accessibility, safety, and overall vibrancy.

Low-income communities, many of whom live in nearby public housing, face the most significant challenges. These residents are more likely to walk or use public transit to meet daily needs. The site's lack of pedestrian-friendly design disproportionately affects them, making access to essential services, jobs, and government facilities more difficult and unsafe.

3) Enhancing Accessibility and Connectivity:

The community faces pressing challenges that require improvements in pedestrian accessibility and street connectivity around the Sears site. The project SUPPORT aims to implement clearly marked walkways, safe crossings, and improved lighting to create a more inviting environment for all residents, particularly those in low-income public housing who rely on walking or public transit. Enhancing street connectivity will facilitate smoother routes to essential services, jobs, and transportation options, making navigation easier for residents.

These improvements will reduce travel times and promote safer interactions between pedestrians and vehicles, fostering a greater sense of security. As the community becomes more integrated and accessible, this initiative has the potential to significantly enhance overall conditions, leading to increased foot traffic, stronger neighborhood ties, and a more vibrant public space.

The site's large, unbroken parking lot disrupts the city's natural grid pattern, making navigation difficult for pedestrians. To improve accessibility and encourage movement, the redevelopment should subdivide the area into smaller, walkable blocks. This approach would create pedestrian-friendly pathways, facilitate easier access to key locations like the State Capitol and surrounding neighborhoods, and foster a vibrant urban environment that promotes community interaction.

4) Identified Transportation Gaps:

The report underscores a significant gap in the local transportation infrastructure, which overwhelmingly favors car travel while largely overlooking alternative modes like cycling, walking, and public transit. This car-centric focus limits mobility for residents who do not own vehicles, contributing to an area that is less inclusive and sustainable. The absence of robust multimodal transportation options creates barriers to accessibility, especially for low-income individuals, the elderly, and people with disabilities, exacerbating inequities in the community.

Additionally, the car-centric infrastructure contributes to environmental and public health concerns. The reliance on automobiles increases traffic congestion and carbon emissions, undermining the area's sustainability efforts. It also discourages more active forms of transportation, such as walking or cycling, which could contribute to healthier lifestyles.

Furthermore, the lack of safe and accessible options for pedestrians and cyclists raises safety risks, particularly in areas with inadequate sidewalks or bike lanes. This gap in multimodal transportation ultimately creates an inequitable and unsustainable system that disproportionately impacts vulnerable populations and hampers broader urban sustainability goals.

5) Strategies for Enhancing Mobility and Accessibility

After recognizing the gap, project SUPPORT is hoping to address the identified gaps. One approach is to expand the cycling infrastructure by introducing dedicated bike lanes, separated from vehicular traffic.

These lanes would connect key destinations such as local businesses, public housing, and the Green Line light rail station, while integrating into St. Paul's existing bike network.

Additionally, installing secure bike racks and parking facilities at transit stops would further promote cycling as a practical transportation option. This infrastructure shift could help reduce the community's dependence on cars, while encouraging healthier, more active lifestyles.

The other approach could be Improving Pedestrian and Transit Access. Improving pedestrian walkways and public transit access is another essential strategy. Developing wide, well-lit sidewalks can enhance pedestrian safety and comfort, especially in high-traffic areas. Installing high-visibility crosswalks and pedestrian signals at intersections would make walking safer for all residents, particularly at night or during inclement weather. To strengthen public transit connections, creating sheltered bus stops with seating, weather protection, and real-time arrival information would enhance the overall transit experience. These improvements would benefit residents without personal vehicles, fostering a more equitable and accessible transportation system for all.

B. Module 4 Analysis

Overall the Barriers for Everyday Destination – No other facilities around, need more connectivity:

- Need a Community Center
- Need Recreational amenities
- Need Housing

1) A Comprehensive Approach to Inclusive Community Development:

As highlighted previously, Rondo and Frogtown face several challenges despite their rich cultural heritage and diverse needs. The Sears Redevelopment project SUPPORT aims to create an inclusive process that centers the voices of residents in these neighborhoods. By tailoring activities to engage the community, listen to their perspectives, and incorporate their input into the planning process, the project SUPPORT addresses the unique needs of this multicultural population.

This approach prioritizes the preservation of the area's cultural heritage while fostering opportunities for economic growth and neighborhood revitalization. Through collaboration with local leaders, businesses, and community members of various backgrounds, the redevelopment respects the historical significance of the neighborhoods and promotes a future focused on equity, inclusivity, and shared prosperity.

2) Preserve the history and diverse culture of the community:

Beyond the immediate safety risks, the current design also limits the potential of the space. A large, open parking lot has the capacity to be much more than a car-centric area. With thoughtful redesign, this space could be transformed into a more dynamic, pedestrian-friendly environment that fosters community engagement.

The addition of green spaces, walkways, and seating areas would not only make it safer but also more inviting, turning it into a hub that encourages people to gather, shop, and utilize public services. By incorporating elements such as bike paths, clear pedestrian crossings, and better lighting, the lot could become a space that serves both vehicles and pedestrians equally well, enhancing the area's accessibility, safety, and overall vibrancy.

Low-income communities, many of whom live in nearby public housing, face the most significant challenges. These residents are more likely to walk or use public transit to meet daily needs. The site's lack of pedestrian-friendly design disproportionately affects them, making access to essential services, jobs, and government facilities more difficult and unsafe.

3) Addressing Diverse Community Needs through Mixed-Use Development:

Mixed-use development, as defined by the CDC's Active Communities Tool Assessment Modules, refers to a cohesive blend of residential, commercial, cultural, institutional, and entertainment functions. This approach fosters vibrant communities by enhancing interaction among residents and businesses, while improving accessibility and mobility within the area.

The project SUPPORT aims to connect communities through various housing options, offering diverse lifestyle choices, senior housing, and mixed-use residential spaces that accommodate a range of densities and are affordable for a broad spectrum of income levels. Additionally, the development will include amenities that support urban lifestyles, such as green spaces, entertainment areas, and commercial uses, creating a holistic environment that meets the diverse needs of the community.

4) Sears Facilities Ranking Survey:

Sears facilities ranking survey gathered responses from 213 participants. Not all participants voted for a fourth and fifth place option, and only a handful of participants selected the “other” option. The survey asked for feedback to make Sears a World Cultural Heritage HUB, and participants chose their top 5 features that best meet their needs. The Community Service Center received the most first-priority votes with 42, while both the Community Service Center and Food Court were tied for second priority with 30 votes each.

In the overall voting results, the Community Service Center emerged as the clear favorite, securing the highest number of votes at 131. Close behind, the Center for Wellness Technology with Holistic Care garnered significant support with 107 votes, while the Event Center followed closely with 114 votes. The Kids' Zone also proved popular, receiving 109 votes, with the Food Court rounding out the selections with a total of 105 votes.

Additionally, participants proposed several innovative features, including affordable living options for seniors, affordable or low-rent apartments/housing, and the inclusion of a skate rink. Below are the innovative ideas suggested by community members through the survey.

Suggestions from the participants included:

- Affordable Living for Seniors (*2)
- Affordable/Low Rent Apartments/Housing (*3)
- A Place For Senior Activity
- Commercial Outlet Store For All Suppliers
- Event Center + Food Court Combination
- Event Center That Embraces Small LLCs
- Farmer's Market
- Food Court Specification: should be foods from the ethnic groups in St. Paul
- Museum
- Pool/Park
- Permanent Home for Hmong 40 Exhibit
- Retail + Food (mini mall with games)
- Return of SEARS (*2)
- Teen Community Center with Resources (Mentoring, Job Training, Tutoring)
- Youth Center
- Giant Anime Store
- Performance space for non-professionals
- Kids needs, martial art, facility of practice and learn safely
- Resource center
- Shelter/ housing for houseless (*2)
- Go-cart race track
- Recovery cafe
- Affordable entertainment for kids/teens/ adults
- Drug recovery classes
- Skating rink (*2)

*Number of times the idea was mentioned

CHAPTER 5

Key Activities Planned for Year 2

Overall, for the Sears Redevelopment Plan is to use World Cultural Heritage Corridor concept – serving as a connector to the neighborhoods, State Capitol, and downtown St. Paul, with below approaches:

A. Human Assets

- Leverages local BIPOC entrepreneurs for Economic Vitality
- Leverages an engaged local neighborhood for Neighborhood Pride
- Leverages Hwy 94 traumatic experience to secure commitment from Rondo neighbors

B. Heritage Assets

- Leverages Cultural and Historical Aspects for Community Well-beings
- Leverages the build environments for Better Design, ex. close to State Capitol, and Little Mekong, Little Africa Cultural Districts, and Creative Zone
- Leverages Sears current building to be preserved as a Historical Memorial Site for Hwy 94 traumatic experience

C. Design Principles

- Local Breaking the empty large parking lot
 - Serve as Area Center
 - Public Spaces
 - Green Spaces
 - Beautification
 - Thinking about the Complete Street concepts
 - Human-scale
 - Proximity to transit
 - Appealing/Cleanliness
 - Perceived Safety
 - Amenities that Neighbors needs
 - Multicultural and Multigenerational Opportunities
-

D. 2nd Year Work Plan

With the above recommendations and Design Principles in mind, we are looking forward for the continuation of the Sears Redevelopment Plan Development as our Project SUPPORT's 2nd year effort.

- **Vision:** To create a vibrant, culturally enriched, and sustainably designed community hub at the former Sears site that honors the legacy of the Rondo neighborhood, fosters economic opportunity, and promotes health, safety, and well-being for all residents.
- **Goal:** Develop a community-centered Master Plan for the Sears redevelopment that integrates everyday destinations, cultural heritage, sustainable infrastructure, and accessible transportation modes, in collaboration with the City of St. Paul, CAAPB, the Department of Transportation, and Rondo community stakeholders.
- **Final Deliverable:** Sears Redevelopment Master Plan – a comprehensive blueprint combining community needs, cultural vision, infrastructure improvements, and environmental sustainability to guide future development.

1) Activity #1:

Enhanced Community Engagement Effort: To incorporate community feedback into the redevelopment by presenting and refining Sears site design concepts that reflect survey results and CDC priorities.

- Collaborate with community members to co-design a temporary Cultural Plaza concept, featuring flexible outdoor spaces that reflect Rondo's cultural heritage while fostering health and connection (e.g., interactive AR displays, adaptable seating, and green spaces).
 - Organize pilot events at the site, including weekend markets, heritage celebrations, and health-focused gatherings, to gather qualitative and quantitative feedback on design elements.
 - **Evaluation:** Measure success and functionality of the Cultural Plaza by conducting user surveys at events and tracking attendance and engagement levels.
-

2) Activity #2:

Infrastructure, Traffic, and Environmental Planning: To align redevelopment plans with city regulations, historical, and accessibility goals through multi-stakeholder collaboration.

- Form a working group with representatives from the City of St. Paul, CAAPB, Department of Transportation, and community leaders to facilitate ongoing communication and decision-making.
- Host regular meetings to discuss traffic flow, pedestrian access, environmental considerations, and cultural integration.
- **Evaluation:** Evaluate alignment through stakeholder surveys, tracking the incorporation of each partner's priorities in the master plan's infrastructure elements.

3) Activity #3:

Host Community Collaborative Workshops: To define the vision, goals, and objectives collaboratively, with a special focus on transportation and personal safety.

- Collaborate with the Department of Transportation to conduct a comprehensive traffic analysis, focusing on pedestrian safety, parking, transit needs, and the division of Sears into smaller lots for diverse traffic modes.
- Complete a watershed study to guide stormwater management, sustainable drainage, and environmental protection strategies.
- **Evaluation:** Evaluate integration of findings by tracking implementation of traffic safety recommendations and environmental resilience strategies in the master plan.

4) Activity #4:

Conduct Traffic Engineering Analysis and Watershed Study: To ensure transportation safety, parking solutions, and environmental resilience are embedded in the redevelopment.

-
- Collaborate with the Department of Transportation to conduct a comprehensive traffic analysis, focusing on pedestrian safety, parking, transit needs, and the division of Sears into smaller lots for diverse traffic modes.
 - Complete a watershed study to guide stormwater management, sustainable drainage, and environmental protection strategies.
 - **Evaluation:** Evaluate integration of findings by tracking implementation of traffic safety recommendations and environmental resilience strategies in the master plan.

5) Activity #5:

Finalize Vision, Goals, and Site Plan with Infrastructure Considerations: To unify goals across mix development, safety, sustainability, and historical preservation in the final site plan.

- Work with transportation and environmental teams to finalize goals that align with community needs, such as sustainable transit options, walkability, and reduced congestion.
- Coordinate with CAAPB to incorporate Rondo's historical legacy, ensuring cultural objectives are met in infrastructure plans.
- Update the vision and goals document to reflect these integrated objectives for a holistic master plan and architectural drawings.
- **Evaluation:** Review final site plan drafts with community representatives and partners, conducting a feedback survey to gauge alignment with community values and infrastructure goals.

6) Activity #6:

Unified Implementation Strategy and Timeline in the Master Plan: To establish a phased approach prioritizing community-driven elements, sustainability, and safety, with room for adaptive timelines.

-
- **Phase 1:** Focus on immediate needs such as dividing smaller lot design, road design, pedestrian-friendly pathways, and foundational aspects of housing and cultural economic development.
 - **Phase 2:** Plan long-term improvements, including transit hubs, permanent cultural installations, and green infrastructure.
 - **Phase 3:** Develop a flexible timeline that allows for funding cycles and partner input, facilitating community and infrastructure goals' seamless integration.
 - **Evaluation:** Assess progress through milestone reviews with partners, adjusting timelines based on funding and community input, and documenting outcomes for community-driven spaces, infrastructure, and environmental resilience.

7) Final Outcome:

The Sears Redevelopment Master Plan - provide a blueprint for the Sears site redevelopment, guiding the creation of:

- **Community-Driven Spaces:** Flexible gathering areas, cultural plazas, and adaptable spaces to celebrate Rondo heritage and foster connection.
 - **Infrastructure Improvements:** Sustainable transit, pedestrian pathways, and green spaces to enhance accessibility, reduce congestion, and support community health.
 - **Environmental Resilience:** Stormwater management, environmental protection, and sustainable design principles.
 - **Historical and Cultural Integration:** Preservation of Rondo's legacy through art installations, interactive storytelling, and public education elements.
 - **Mixed Development,** focus on Everyday Destinations, such as: wellness center, school, gym, housing, etc.
 - This unified master plan will serve as a guide to creating a vibrant, resilient, and inclusive community hub at the former Sears site.
-

Chapter 6

Attachments

- **Module #1 Assessment Form**
- **Module #4 Assessment Form**
- **AMA's Landscape Report: Barriers to Physical Activity in Frogtown/Thomas Dale Neighborhood**
- **Sears Site Landscape Report from TA - Safe Routes Partnership**



The Active Communities Tool Assessment Modules

The Active Communities Tool (ACT): An Action Planning Guide and Assessment Modules to Improve Community Built Environments to Promote Physical Activity



<https://www.cdc.gov/physicalactivity/community-strategies/active-communities-tool>





MODULE 1:

STREET DESIGN AND CONNECTIVITY

- » This module assesses the plans, policies, and resources your community uses to design the physical roadway network, for example, regulations or zoning codes, street connectivity, and plans for existing and future streets constructed by the community and through future development.
- » Who should be involved – technical experts with knowledge of the community's zoning policies and codes and subdivision regulations; specifically experts in planning, transportation, and public works.
- » Approximate time to complete – 30 minutes.

Community/Municipality: _____

Term	Definition
Arterial roads	High-capacity roads that primarily deliver traffic from collector roads to freeways/ expressways and between urban centers.
Collector roads	Roads that gather traffic from local roads and deliver traffic to arterial roads.
Comprehensive Plan	The adopted official statement of a governing body of a local government that sets forth (in words, maps, illustrations, and/or tables) goals, policies, and guidelines intended to direct the present and future physical, social, and economic development that occurs within its planning jurisdiction and that includes a unified physical design for the public and private development of land.
High-stress and low-stress streets	Refers to the level of stress the street segment imposes on cyclists. The classification is based on traffic characteristics such as road width, traffic speed, the presence of a parking lane, and whether bikes are in mixed traffic, in bike lanes, or on segregated paths.
Local ordinances	Policies passed by local governing authorities, such as a city council or board of commissioners. They include, but are not limited to zoning regulations, subdivision ordinances, and street design guidelines.
Major and collector street plan	A comprehensive plan and implementation tool for guiding public and private investments in the major streets (Arterial roads and Collector roads) that make up the backbone of the city's transportation system.
Performance measures for connectivity	Quantitative metrics used to evaluate active transportation projects and/or the transportation system. Examples include percent of network constructed, intersection density, or facility miles.
Shared-use paths	Paths that include paved or unpaved accommodations for both pedestrians and bicyclists for transportation or for recreation.
Street connectivity	Refers to the directness of links and the density of connections in a street network. A well-connected network has many short links, numerous intersections, and minimal dead ends.

Please answer these questions based on the community / municipality selected.

PLANS

The **Plans** referred to in this module are those written and adopted by a local authority. Plans can stand alone (topic specific) or be part of a Comprehensive Plan (e.g., Master Plan, General Plan). “Plan” is capitalized to indicate it is adopted by a local authority. These can often be accessed on local government websites or by contacting planning officials within the community or regional transportation/ planning agency (e.g., Metropolitan Planning Organization).

1.1 Does the community have a Plan that identifies high- and low-stress streets?

- Yes
- No
- Not applicable
- Don't know

1.2 Does the community have a Plan that prioritizes higher street connectivity in neighborhoods with high stress streets?

- Yes
- No
- Not applicable
- Don't know

1.3 Does the community have a Major and Collector Street Plan—either as a stand-alone document or as part of a Transportation System Plan or Comprehensive Plan—which describes existing and future streets constructed by the community and through future development?

- Yes, and it is 0–<5 years old
- Yes, and it is 5–<10 years old
- Yes, and it is 10 years or older
- No → skip to #1.8
- Not applicable → skip to #1.8
- Don't know → skip to #1.8

1.4 In the past year, about how often was this Plan consulted by groups or individuals, such as elected officials, the planning department or local developers when making relevant decisions?

- Always
- Usually
- Sometimes
- Rarely
- Never
- Not applicable
- Don't know

1.5 Does this Plan have street connectivity goals?

- Yes
- No
- Not applicable
- Don't know

1.6 In the past year, were any of the street connectivity goals or priorities specified in this Plan accomplished?

- Yes → Describe: _____
- No
- Not applicable
- Don't know

1.7 Does the Plan consider modes of transportation other than automobiles (such as walking, biking, public transportation)?

- Yes
- No
- Not applicable
- Don't know

POLICIES

The **Policies** referred to in the following questions are those written and adopted by a local authority. Policies include local ordinances which are passed by local governing authorities. Policy documents can often be accessed on local government websites or by contacting local government administrators or planning officials within the community.

This section includes questions about the community's residential or commercial regulations and/or zoning codes, which includes land use codes, zoning codes/regulations, subdivision ordinance/regulations, overlay district regulations, and special use district regulations.

1.8 Community residential or commercial regulations or zoning codes

Does the community's residential or commercial regulations or zoning codes:	Yes	No	Not applicable	Don't know
a. Set maximum block lengths or block size requirements?				
b. Set connectivity index standards?				
c. Require stub-outs to ensure connectivity to future developments?				
d. Encourage alleyways?				
e. Allow for or encourage greenways or paths alongside creeks/streams?				
f. Allow for or encourage greenways or paths alongside utility easements?				

1.9 Community subdivision regulations or zoning codes

Does the community's subdivision regulations or zoning codes:	Yes	No	Not applicable	Don't know
a. Discourage cul-de-sacs?				
b. Regulate cul-de-sac length and size?				

1.10 Community subdivision regulations or zoning codes

Does the community's subdivision regulations or zoning codes require or suggest:	Require	Suggest	No	Not applicable	Don't know
a. Pedestrian and street connectivity between neighborhoods?					
b. Cul-de-sacs connect to other destinations via multi-use paths or other pedestrian/bicycle easements?					
c. Residential developments connect by sidewalks or pathways to other neighborhoods?					
d. Residential developments connect by sidewalks or pathways to schools or other community destinations?					

1.11 Community subdivision regulations

Does the community's subdivision regulations require or suggest that all newly constructed or redeveloped streets connect to adjacent neighborhoods and community amenities via:	Require	Suggest	No	Not applicable	Don't know
a. Streets in residential areas?					
b. Streets in commercial areas?					
c. Sidewalks or shared-use paths in residential areas?					
d. Sidewalks or shared-use paths in commercial areas?					

1.12 Does the community have performance measures for street connectivity?

Yes → Describe: _____

No

Not applicable

Don't know

RESOURCES

This question asks about resources to support plans, policies, and built environments that impact physical activity.

1.13 Does the community actively invest transportation funding to improve street connectivity?

Yes → Describe: _____

No

Not applicable

Don't know

Notes



US Department of Health and Human Services
Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
Division of Nutrition, Physical Activity, & Obesity

CS302848



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<https://www.cdc.gov/physicalactivity/community-strategies/active-communities-tool>





MODULE 4:

LAND USE PLANNING

- » This module assesses the plans, policies, and resources that specify and determine development and future land use, for example, mixed land use, proximity to destinations, residential density.
- » Who should be involved – technical experts with knowledge of the community's planning, transportation, and engineering plans, policies, and processes (for example, comprehensive/master plans, subdivision regulations, and zoning codes); specifically experts in land use and transportation planning and engineers.
- » Approximate time to complete – 60 minutes.

BROOKLYN
SPECTACLES

Community/ Municipality: _____

Term	Definition
Cluster housing	A development in which homes are situated in groupings relatively close together, while larger areas of open space within the development form a buffer with adjacent land uses.
Comprehensive plan	The adopted official statement of a governing body of a local government that sets forth (in words, maps, illustrations, and/or tables) goals, policies, and guidelines intended to direct the present and future physical, social, and economic development that occurs within its planning jurisdiction and that includes a unified physical design for the public and private development of land.
Crime Prevention Through Environmental Design	An approach to reducing crime by altering elements of the built environment ranging from the small-scale to the overarching, including the building form of an entire urban neighborhood and the opportunity for “eyes on the street.”
Density bonuses	Allowances for developers to increase housing density that will help communities achieve walkability, bikeability, transit, and/or affordable housing goals.
Empowerment zones	Federally- designated highly distressed urban and rural communities that may be eligible for a combination of grants, tax credits for businesses, bonding authority, and other benefits.
Form-based or design-based codes	Codes that emphasize physical form rather than separation of uses as the organizing principle, with a lesser focus on single-use land development. May include form-based overlay codes.
Greyfield redevelopment	Redevelopment and adaptive reuse of existing development that takes advantage of existing infrastructure to reduce overall development costs in economically declining, outdated, failing, inactive, or underused real estate assets or land (e.g., older retail malls or strip centers that no longer attract adequate investment or tenants).
Growth Management Plan	A plan that sets forth the long-term goals and objectives of a locality related to growth and development. It influences how growth occurs and usually addresses density, availability of land, mixture of uses, and timing of development.
Health disparities	Particular types of health differences closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health and/or a clean environment based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.
Health equity	When everyone has the opportunity to be as healthy as possible.
Inclusionary zoning	An affordable housing tool that links the production of affordable housing to the production of market-rate housing. These policies either require or encourage new residential developments to make a certain percentage of the housing units affordable to low- or moderate-income residents.
Infill	Redevelopment that optimize prior infrastructure investments and consume less land than is otherwise available. It refers to the development of vacant parcels within previously built areas already served by public infrastructure.
Live-work zones	Zones in which residents can operate businesses on the ground floor of the building where they live.
Land use plan	A plan that regulates the use of land, specifically the occupation or use of land or water area for any human activity or purpose.

Term	Definition
Microunit	A small studio apartment, typically less than 350 square feet, with a fully functioning and accessibility compliant kitchen and bathroom.
Mixed use	Development that blends residential, commercial, cultural, institutional, or entertainment uses, where those functions are physically and functionally integrated, and that provides pedestrian and bicycle connections.
Nodes	Places where people congregate and transportation routes converge or intersect.
Pedestrian-oriented districts (POD)	A distinct designation that preserves and encourages the pedestrian character of commercial areas and promotes street life and activity by regulating building orientation and design and accessory parking facilities; focusing on pedestrian friendly uses.
Planned-unit development (PUD)	A type of building development of both varied and compatible land uses, such as housing, recreation, commercial centers, and industrial parks, all within one contained development or subdivision.
Promise zones	Federally designated high-poverty communities where the federal government partners with local leaders to increase economic activity, improve educational opportunities, leverage private investment, reduce violent crime, enhance public health and address other priorities identified by the community.
Single room occupancy units	Typically a 160- square foot unit that relies upon communal kitchen or bathroom facilities.
Special improvement districts	An area of land within which property owners pay an additional tax or fee designated for specific services or improvements within the district's boundaries.
Tax-increment financing	A public financing method used as a subsidy for redevelopment, infrastructure, and other community-improvement projects within a defined area or district toward economic development or public improvement project(s).
Traditional neighborhood development (TND)	A development, which includes a variety of housing types, a mixture of land uses, an activity center, a walkable and bikeable design, and often a transit option within a compact neighborhood scale.
Transit-oriented development (TOD)	A type of urban development that maximizes the amount of residential, business, and leisure space within walking distance of public transportation.
Urban growth boundary	A land use planning border which controls urban expansion into farm and forest land.
Urban-to-rural transect	A zoning system that replaces conventional separated-use zoning. Transect zones provide the basis for walkable streets, mixed use, transportation options, and housing diversity.

Please answer these questions based on the community/municipality selected.

4.1 Does your state have planning or policy guidance/ requirements that affect local or regional products or processes related to the planning, design, and regulations that specify and determine development and future land use?

Yes → describe: _____

No

Not applicable

Don't know

PLANS

The **Plans** referred to in the following questions are those written and adopted by a local or regional authority. Plans can stand alone or be part of a Comprehensive Plan (e.g., Master Plan, General Plan). “Plan” is capitalized to indicate that it is a document adopted by a local or regional authority.

4.2 Does the community have a Land Use or Comprehensive Plan?

Yes

No → skip to #4.4

Not applicable → skip to #4.4

Don't know → skip to #4.4

4.3 Land Use or Comprehensive Plan

Does the community's Land Use or Comprehensive Plan:	Require	Suggest	No	Not applicable	Don't know
a. Address health?					
b. Address health equity?					
c. Strive for jobs/housing balance by promoting development of new residences near existing employment centers?					
d. Strive for jobs/housing balance by promoting development of new employment centers near existing high-density residential?					
e. Allow developers to provide fewer parking spaces for mixed use and higher density projects?					
f. Allow new off-street parking to be located behind street-fronting buildings or in parking structures?					
g. Set targets for affordable housing?					
h. Set goals for proximity of new development to destinations, such as schools and grocery stores?					
i. Direct growth to areas with existing infrastructure?					
j. Have disincentives for sprawl development?					
k. Include mixed-use projects as preferred type of development in commercial centers?					
l. Incorporate Crime Prevention Through Environmental Design principles?					

The next several questions ask about a Growth Management Plan. A Growth Management Plan sets forth the long-term goals and objectives of a locality related to growth and development. It influences how growth occurs and usually addresses density, availability of land, mixture of land uses, and timing of development. It could be a separate plan or included as part of the Comprehensive Plan.

4.4 Is the community bound by a Growth Management Plan?

- Yes
- No
- Not applicable
- Don't know

4.5 Does the community have a Plan focused on housing/residential density?

- Yes, and it is 0–<5 years old
- Yes, and it is 5–<10 years old
- Yes, and it is 10 years or older
- No → skip to #4.9
- Not applicable → skip to #4.9
- Don't know → skip to #4.9

4.6 In the past year, about how often was the Plan consulted when making relevant decisions?

- Always
- Usually
- Sometimes
- Rarely
- Never
- Not applicable
- Don't know

4.7 In the past year, were any of the housing/residential density goals or priorities specified in this Plan accomplished?

- Yes → describe: _____
- No
- Not applicable
- Don't know

4.8 Does the Plan project the amounts and types of housing needed over the next 10 years?

- Yes
- No
- Not applicable
- Don't know

POLICIES

The **Policies** referred to in the following questions are those written and adopted by a local or regional authority. Policies include local ordinances (such as zoning regulations, subdivision ordinances, street design guidelines, etc.) which are passed by local or regional governing authorities, such as a city council or board of commissioners.

4.9 Zoning measures to encourage dense, mixed-use development

What zoning measures does the community use separately or include in the Master Plan to encourage dense, mixed-use development? (Note: If there are multiple districts with their own zoning, do any of the districts have the following policies?)	Require	Suggest	No	Not applicable	Don't know
a. Mixed-use development, districts, or zones					
b. Vertical and horizontal mixed uses (i.e. vertical stacking land use)					
c. Pedestrian-oriented districts (POD)					
d. Transit-oriented development (TOD)					
e. Developers allowed to provide fewer parking spaces for mixed-use and higher-density projects					
f. Urban-to-rural transect allowed, creating distinct patterns from compact centers to lower-density outward areas					
g. Developers required to orient main entrances toward the street/sidewalk for retail buildings					
h. Building lot coverage that reserves space exclusively for green space					

4.10 Other measures to encourage mixed-use development

What other measures does the community use to encourage mixed-use development? (Note: If there are multiple districts with their own zoning, do any of the districts have the following policies?)	Require	Suggest	No	Not applicable	Don't know
a. Special improvement districts or overlay zones					
b. Tax increment financing					
c. Empowerment zones					

What other measures does the community use to encourage mixed-use development? (Note: If there are multiple districts with their own zoning, do any of the districts have the following policies?)	Require	Suggest	No	Not applicable	Don't know
d. Promise zones					
e. High-density residential uses allowed and encouraged in central business/commercial districts					
f. Planned unit development (PUD) zones to promote dense mixed-use development					
g. Traditional neighborhood development (TND) zones					
h. Live-work zones					
i. Form-based or design-based codes					
j. Retail/commercial uses on the ground floor of residential buildings in mixed-use corridors or districts					
k. Density bonuses to developers to enhance walkability and bikeability					
l. A policy that encourages or rewards reuse/rehabilitation of existing buildings					
m. Other policies, requirements, or incentives for infill development					

4.11 Residential density

For residential density, does the community have policies in place that:	Require	Suggest	No	Not applicable	Don't know
a. Allow accessory dwelling units for single family lots (i.e., mother-in-law or garage apartment)?					
b. Encourage multi-family dwellings?					
c. Allow diverse housing types in a single residential district (large family homes, cottages, boarding houses, duplexes and small apartments, town homes, condominiums)?					
d. Allow local zoning flexibility in housing sizes, allowing for small single-family homes such as micro or tiny homes (under 500 sq ft)?					

For residential density, does the community have policies in place that:	Require	Suggest	No	Not applicable	Don't know
e. Encourage minimum lot-sizes that are small enough to accommodate all income groups?					
f. Allow greyfield redevelopment for housing?					
g. Allow brownfield redevelopment for housing?					
h. Encourage mixed income housing development?					
i. Discourage sprawl-generating subsidies?					
j. Allow micro-units in multi-family dwellings?					
k. Allow single-room-occupancy units in multi-family dwellings?					
l. Encourage cluster housing?					
m. Allow re-zoning of commercial or industrial property to residential for revitalization?					
n. Allow set-asides for green space?					

4.12 New multi-unit housing development projects

For new multi-unit housing development projects, does the community have policies in place that address affordability and accessibility for families in the following ways:	Require	Suggest	No	Not applicable	Don't know
a. Residential density?					
b. Proportion of rental units?					
c. Project distributes unit size appropriately to accommodate housing needs of the community population?					
d. Minimum project set aside of units for affordable housing?					

4.13 Does the community have an inclusionary zoning policy?

Yes, and it is required for all new residential developments

Yes, and it is suggested for all new residential developments, but not required

No

Not applicable

Don't know

4.14 Does the community have a policy to build new schools in or near existing neighborhoods?

- Yes
- No
- Not applicable
- Don't know

4.15 Does the community have an urban growth boundary?

- Yes
- No
- Not applicable
- Don't know

ENVIRONMENT

The following questions ask about the built environment infrastructure in the community. Mixed-land uses in the community refer to areas that offer residents easy, convenient access to places and services they use daily—including grocery stores, restaurants, schools, and parks—without relying heavily on a car.

4.16 Does the community have areas with mixed land uses?

- Yes
- No
- Not applicable
- Don't know

4.17 Infill

What percentage of development in the community has been infill during the last five years?	Percent	Not applicable	Don't know
a. Commercial			
b. Residential			

4.18 Does the community have commercial development concentrated in nodes or centers?

- Yes
- No
- Not applicable
- Don't know

4.19 Does the community have commercial development concentrated in residential or non-residential neighborhood settings?

- Yes
- No
- Not applicable
- Don't know

4.20 Does the community have a downtown district?

Yes

No → skip to #4.24

Not Applicable → skip to #4.24

Don't know → skip to #4.24

4.21 Does the community have retail and services located on lower levels in downtown?

Yes

No

Not applicable

Don't know

4.22 Does the community have residential space located on upper levels (i.e., above ground floor) in downtown buildings?

Yes

No

Not applicable

Don't know

4.23 Considering new residential development in downtown, what is the required:

a. Minimum density?

_____ units/acre

Not applicable

Don't know

b. Maximum density?

_____ units/acre

Not applicable

Don't know

RESOURCES

The next set of questions ask about resources to support plans, policies, and built environments that impact physical activity.

4.24 Financial incentives

Does the community provide tax or other financial incentives:	Yes	No	Not applicable	Don't know
a. For mixed-use development?				
b. Or infill development?				

Does the community provide tax or other financial incentives:	Yes	No	Not applicable	Don't know
c. To increase healthy food retail in or near residential areas (e.g., healthy food financing, tax breaks, or other subsidies for retail in food deserts or underserved neighborhoods)?				
d. To support affordable housing?				
e. To invest in the revitalization of areas historically designed to accommodate multi-modal transportation?				

4.25 Does the community's local government have a planning and/or zoning commission?

Yes

No → End of Module 4

Not applicable → End of Module 4

Don't know → End of Module 4

4.26 Is there a health/public health representative on the planning and/or zoning commission?

Yes

No

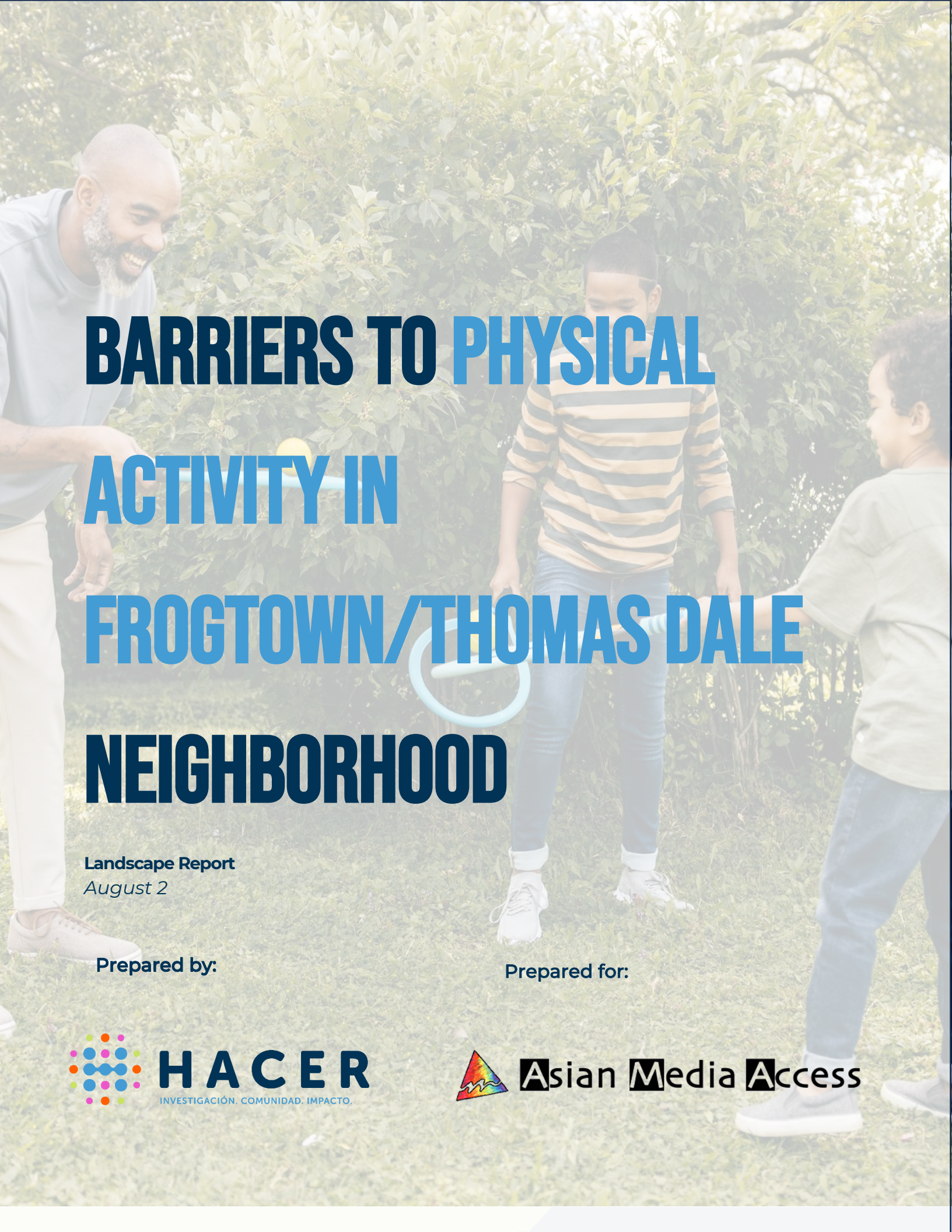
Don't know

Notes



US Department of Health and Human Services
Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
Division of Nutrition, Physical Activity, & Obesity

CS302848



BARRIERS TO PHYSICAL ACTIVITY IN FROGTOWN/THOMAS DALE NEIGHBORHOOD

Landscape Report
August 2

Prepared by:

Prepared for:



Asian Media Access

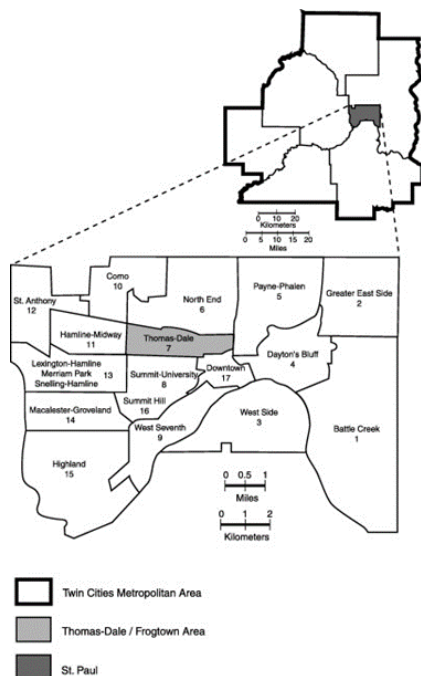
PROJECT BACKGROUND

I. About the Frogtown/Thomas Dale Neighborhood

Frogtown/Thomas Dale is a neighborhood of St. Paul, Minnesota known for being one of the city's succession neighborhoods, where generation after generation of families have become a part of it. Among the most common immigrant groups in Frogtown are Hmong, Karen, Somali, and Latino people. Diversity becomes evident when you look at the neighborhood's civic organizations, religious groups, businesses, schools, and neighborhood industries. Important community locations in Frogtown include the Rondo Library and Community Center, Fire Station No. 18, and the Hmong American Farmers Market at Unidale.

The construction of the Green Line, completed in 2014, has turned the University's route, through Frogtown, into one of the busiest, liveliest and booming shopping districts in the Twin Cities, although it has also had a negative impact on the flow of traffic through the area¹. Unfortunately, in 2020 many businesses along University Avenue, including businesses in the Frogtown neighborhood along University Avenue, were damaged during the George Floyd riots.

II. Frogtown/Thomas Dale Community Description:



A. Geography: The Frogtown/Thomas Dale community has the Burlington Northern Santa Fe (BNSF) railroad tracks, Interstate 35E, University Avenue, and Lexington Parkway as the boundaries of St. Paul's Frogtown planning district. However, the neighborhood's historic boundaries extend south of University Avenue several blocks, all the way to Interstate 94. Located northwest of downtown St. Paul, the area historically known as Frogtown includes five smaller neighborhoods: Mount Airy, Capitol Heights, Rondo, Lower Rice Street and East Midway which house an estimated population of 15,593 residents².

University Avenue was established as the main route connecting St. Paul to Minneapolis, prior to the creation of Interstate 94. Thus, it became the neighborhood's key commercial center, with traffic between the Twin Cities helping businesses thrive along this busy route.

Figure 1. "Place-Framing" as Place-Making: Constituting a Neighborhood for Organizing and Activism - Scientific Figure on ResearchGate. Available from 222https://www.researchgate.net/figure/Frogtown-Thomas-Dale-and-the-citizen-planning-districts-in-St-Paul-Minnesota_fig1_229789106 [accessed 12 Sept 2024]

¹ Script by Jane McClure, edited by Tony Andrea. Video produced and directed by East End Productions.

² Frogtown/Thomas-Dale | MN Compass.

B. Demographics: The Frogtown/Thomas Dale neighborhood in St. Paul is one of the most racially diverse communities in the city and one of the poorest. Frogtown has a diverse total population of 15,593. In 2022,

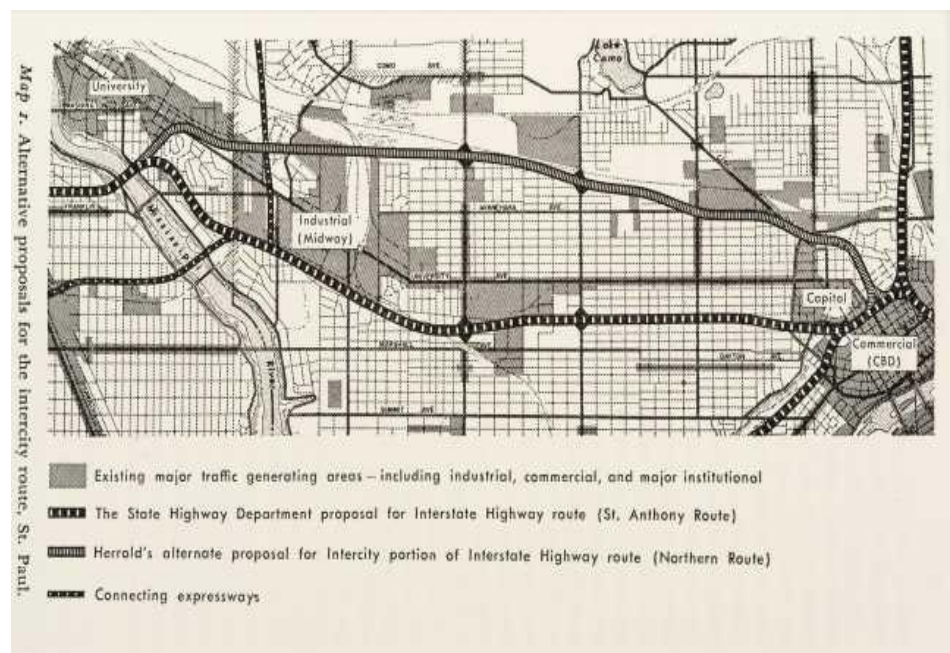
- 28.8% of the residents were Asian,
- 24.6% were African American,
- 25% of the population was White, and
- 13.5% were Latino².

The median household income was \$51,692 in 2022, while the median household income for the city of St. Paul was \$69,919 for the same year. About 49% of all households are renters, and 70.1% moved in 2010 or later. In addition, the Frogtown neighborhood is home to one of the largest concentrations of foreign-born residents, with 29.1% of its population born outside the United States².

Compared to the statewide poverty rate in 2022 (9.6%), Frogtown's poverty rates are noticeably higher, with 23.9% of residents living below the poverty line. In addition to this, almost 12% of its population under 65 does not have health insurance coverage. The characteristics of impoverished areas in Frogtown show that they are more likely to be home to immigrants and refugees, people of color, and people without a high school diploma or GED. All this situation of poverty and historical trauma has made substance use a prevalent problem in communities such as Frogtown².

Rondo Neighborhood

Rondo neighborhood ran roughly between University Avenue to the north, Selby Avenue to the south, Rice Street to the east, and Lexington Avenue to the west. African American people set down roots with their churches, businesses, and schools, creating a strong community. However, with the construction of the Interstate 94 between 1956 and 1968 the neighborhood was cut in half and more than 600 African American families lost their homes. At the same time numerous businesses and institutions were also lost, fracturing its identity as a cultural center³.



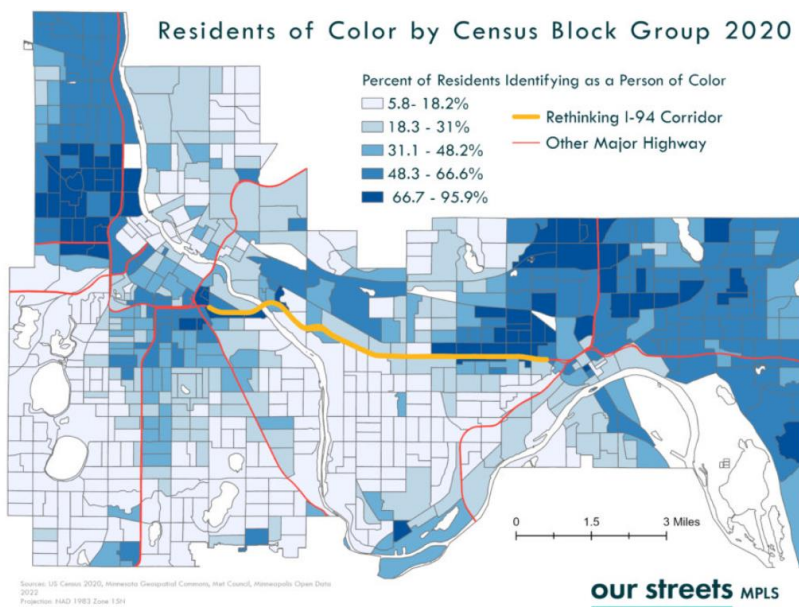
³ Rondo Neighborhood, St. Paul. Rondo Neighborhood, St Paul/MNopedia

Interstate 94 W & Rondo Ave, St Paul, MN 55103

With the construction of I-94 in 1960, great and persistent damage was caused to the residents of the Rondo neighborhood. This road not only divided the community in two, but also destroyed part of it. Many homes and businesses were demolished to make way for the freeway, and, according with the article "Conectando pasado, presente, futuro" de Reconnect Rondo, more than 700 African American families had to sell their homes, many of them at unfair prices. The same happened to 300 small businesses and institutions, adding to Rondo's economic destruction.

The impact of urban highways like I-94 on communities of color was undeniably severe and because of this, the Rondo neighborhood lost 61% of its population.

The Devastating Impacts of I-94 on Communities of Color



*Source: <https://www.twincitiesboulevard.org/learn-more/i-94-harms-our-communities/#:~:text=I%2D94%20tore%20through%20the,scars%20across%20the%20city%20landscape.>

In Minneapolis, according to the Twin Cities Boulevard website, 80% of black residents lived in the area where I-94 was built. Similarly, in St Paul, more than 6,000 people and many businesses, including the historic Rondo neighborhood, were displaced due to the construction of this highway.

What becomes obvious is that these communities of color did not have the leverage to stop construction projects, which made them vulnerable to decisions that were made without consulting their input. The deliberate design of I-94 not only destroyed family homes and businesses, but also perpetuated racial segregation and social inequities.

The communities along I-94 have endured decades of negative impacts from the highway. For example, increased traffic and noise pollution are obvious, while others remain hidden but equally harmful. The community has been facing harsh realities, ongoing challenges, and injustices for many years.

Another article written on Twin Cities Boulevard called "I-94 Harms Minneapolis and Saint Paul Communities," describes how the Minnesota Department of Transportation attempted to silence opposition voices by offering promises of the freeway's benefits. For example, they offered solutions to congestion and traffic deaths as well as an increase in property values. However, the same article mentions how those promises were not fulfilled for more than 60 years, as communities along I-94 continued to endure the negative effects of this highway, such as increased environmental and noise pollution.

The reality is that this community has been facing harsh realities and injustices for many years. Even with the intervention of leaders such as Reverend Floyd Massey and Timothy Howard, who worked hard to lessen the effects of the construction of the highway, the underground construction of Interstate 94 could not prevent the division of the Rondo neighborhood and the subsequent evacuation and relocation of hundreds of people and businesses. It is estimated that 1-in-8 African Americans in St. Paul lost their homes to the construction of the freeway and many businesses never reopened⁴. The displaced families moved to other areas of the Twin Cities such as Maplewood, Brooklyn Center, Robbinsdale, and Crystal. Those who remained living in Rondo had to suffer the consequences of the decline of the community and the geographical disruption of the neighborhood next to the highway. Even though the Rondo neighborhood would never be the same, it continues to keep its spirit alive. Every year since 1983, its inhabitants celebrate the Rondo Festival in July to commemorate the history and legacy of the community.

What happened to the Rondo neighborhood due to Interstate 94 is frequently cited and discussed as a warning against future constructions, including the Metro Transit Green Line service that connects St. Paul with Minneapolis⁴.

Hamline-Midway Neighborhood

Hamline-Midway is a neighborhood and Planning District #11. Its boundaries are Transfer Road on the west, University Avenue on the south, Lexington Parkway on the east, and by railroad tracks just north of the Pierce Butler Route in the north. Its name "Midway" is because it is halfway between downtown St. Paul and downtown Minneapolis⁵.

In the 1850s settlers began to live in this neighborhood and in 1880 Hamline University moved to the area. However, it was not until 1890 that its development accelerated due to the University Avenue streetcar service. Like the rest of the city of St. Paul, this neighborhood experienced significant growth in the population of people of color between 1990 and 2000⁵.

The Metro Transit Green Line opened in 2014, while the bus rapid transit line, Metro Line A, opened in 2016 along Snelling Avenue. Allianz Field⁶ opened in 2019 on the site of a former bus garage in downtown St. Paul, but redevelopment of the surrounding area has been slow since it opened.

Downtown St. Paul

Downtown St. Paul is the central business district. Its boundaries are the Mississippi River to the south, University Avenue to the north, US 52 to the east, and Kellogg Boulevard to the west. It is made up of the neighborhoods of Dayton's Bluff, Summit-University, West Seventh, Frogtown, West Side,

³ Rondo Neighborhood, St. Paul. Rondo Neighborhood, St Paul/MNopedia

⁴ Minnesota Historical Society Library: Rondo Neighborhood & I-94: Overview.

⁵ Twin Cities Daily Planet. Looking to the future with an eye on the past – Hamline Midway Coalition – District 11 Planning Council

⁶ A soccer stadium in St. Paul

and Payne-Phalen. The West Side neighborhood is across the river while Interstate 35E and Interstate 94 run through the north side of the neighborhood, providing a separation between the State Capitol and other state government buildings from the rest of downtown.

According to U.S. Census data, the population of Downtown St. Paul in 2020 was 9,621, of which⁷:

- 69.6% were White,
- 11% were Asian or Pacific Islander, and
- 9.7% were African Americans.

Only a small percentage (3.3%) of the Latino population lives in this neighborhood. The total of its foreign-born residents is close to 12%⁷.

The median household income in 2022 was \$ 64,243 and about 62% of all households in the neighborhood were renters. A portion (14.8%) of downtown's residents live below the poverty line, just around five points above the national median (12.9%). Of Downtown St. Paul residents, 95.2% have at least a high school diploma and 58.4% have a bachelor's degree or higher⁷.

⁷Minnesota Compass. Downtown neighborhood data. Downtown | MN Compass.

PROJECT OBJECTIVE

This project will seek to increase policies, plans and community designs through North Minneapolis Blue Line and St. Paul Sears Redevelopment to better connect residents with activity friendly routes to everyday destination to live/learn/work/play, and provide safe, culturally based places for increasing physical activities.

Historical Perspectives on the Impacts of I-94

Our project is not only interested in addressing the current needs of the community, but also recognizes the traumatic effects left by the construction of I-94. Because the old Sears building was built during that time and is located off I-94, we have formed a partnership with Elluminance Era and the Frogtown/Rondo Black Church Alliance to document the stories of the neighborhood through audio and video recordings.

As a result, we will be able to deepen our understanding of residents' experiences, as well as position the Sears Building as a historic and memorial landmark that reflects the significant impacts of transportation development on the neighborhood's prosperity and connectivity.

Use public policies to mobilize community members to exercise more

Cultural diversity has evolved over the years around the world, as communities continue to be shaped by the mobility of people and their aspirations. Biculturalism is a philosophy that refers to how people can master the rules and norms of a new culture without abandoning their own values, language and social support. It refers to a sense of belonging to a culturally larger community and promotes cultural resilience.

Considering the integration aspect of biculturalism, this project proposes a bicultural healthy living framework with a holistic approach to maximize the benefits of the different cultures living in this community. This bicultural framework of healthy living will be applied to all activities in this proposal, recognizing the resilience and creativity of all communities, their families and individuals, which is demonstrated in their success and abilities to navigate the often tedious and confusing government systems.

Events and Surveys shaping the SEARS Redevelopment Plan

Engaging the Community Through Outreach Activities:

Since June 2023, Asian American Business Resilience Network (AABRN), Asian Media Access (AMA) and partners have collaborated and demonstrated an impressive community outreach and engagement events and continuously work on interacting with diverse communities. These events can be grouped into five main activities:

- **Neighborhood meetings:** More than 100 meetings were held, including weekly sessions via Zoom and face-to-face meetings.

- **Door knocking:** More than 180 residents engaged via door knocking activities to engage them in safeguarding the Sears building. This face-to-face approach allowed project managers to hear first-hand the concerns, suggestions, and expectations of residents.
- **Summer Multicultural Events:** Participated in multicultural summer events such as the Asian Street Food Festival, Juneteenth, the Fortune Tales Music Festival, National Night Out, and Imagine Rondo, where it connected with residents to share project updates and gather their opinions and feedback.
 - **Sears Interactive 3D Model Discussion:** This was carried out during the multi-cultural events of the summer and had the collaboration of Juxtaposition. Community members were actively involved, visualizing what the site would look like and voicing their opinions for the redevelopment by rearranging various elements of the design. This activity increased awareness of the project and ensured that the input provided by residents was taken into account in the development process. This activity was attended by more than 100 participants of various races, genders, ages and backgrounds, some of whom also answered the Sears Development Survey on the ways in which people are currently accessing the site. This survey also asked about changes that would motivate residents to walk, bike, or use public transportation. Finally, participants were also able to give their opinions on what services they would like to see provided at this location.
- **Community Center Visits:** AMA and AABRN organized visits to area Black churches, Hmong senior centers, and Minnesota's Vietnamese community. Additionally, open houses were held to support Black/African American, Asian American, and Somali American residents in the area, thus maintaining the project's commitment to working with BIPOC communities to ensure that their voices are reflected during the planning process.
- **Survey Distribution**
 - **Community Surveys:** Survey designed to gather opinions and feedback on the transformation of the Sears site into a World Cultural Heritage Center. These surveys were mostly conducted during door knocking and community meetings, which ensured the direct and personal engagement of the participants. More than 200 community members participated in these surveys, selecting their five preferred characteristics that would best suit their needs; The top two preferred characteristics were the "Wellness Technology Center with Holistic Care" and the "Community Service Center".
 - **Physical Activity Survey:** Physical activity survey was also carried out in which more than 250 residents in the community participated. This survey collected information on barriers to physical activity and the resources and facilities that would most effectively encourage physical activity around Sears Redevelopment. Results are shown below.



PHYSICAL ACTIVITY SURVEY

A survey examining barriers and access to physical activity was administered by Asian Media Access (AMA) staff and Juxtaposition Arts staff during in the city of St. Paul, Minnesota in 2024. This survey had 140 participants, of which 36 were residents of the Frogtown neighborhood. During community events, AMA and Juxtaposition Arts staff interviewed community members who attended the events, regardless of their race, age, or background.

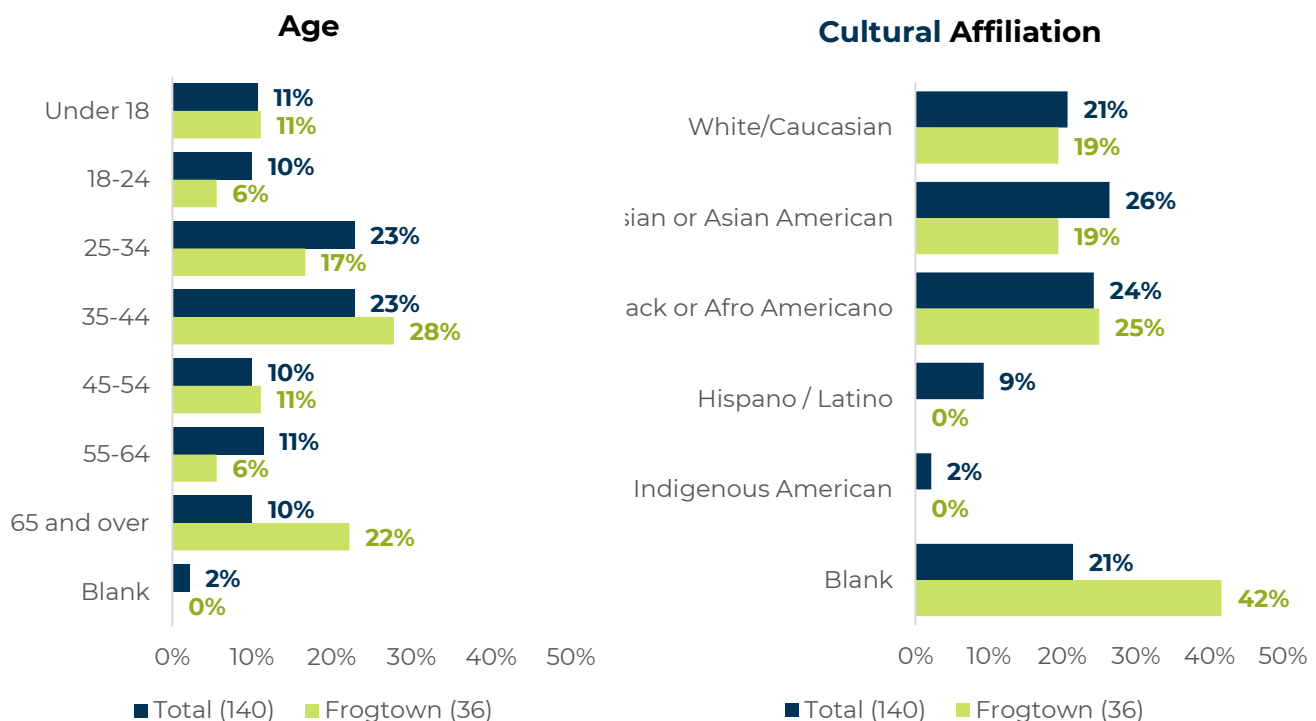
The data was collected at the following events:

- 1) Asian Street Food Festival, on June 8, 2024.
- 2) Asian Street Food Festival, on June 9, 2024.
- 3) Sears Juneteenth event: held on June 15, 2024.
- 4) Fortune Tales Music Festival: held on June 21, 2024.
- 5) Imagine Rondo Event: celebrated on July 14, 2024.

Demographics

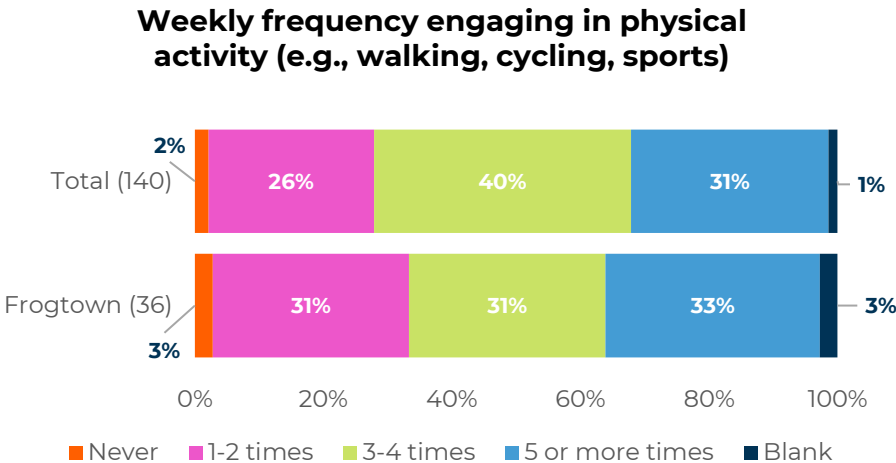
The most represented age group among the participants in the survey was 25-44 years old (56%), with 35-44 years old being the most prevalent age range for Frogtown residents (28%).

In terms of cultural affiliation, 26% of all participants self-identified as Asian or Asian American (19% from Frogtown), 24% as Black or African American (25% from Frogtown) and 21% as White/ Caucasian (19% from Frogtown).



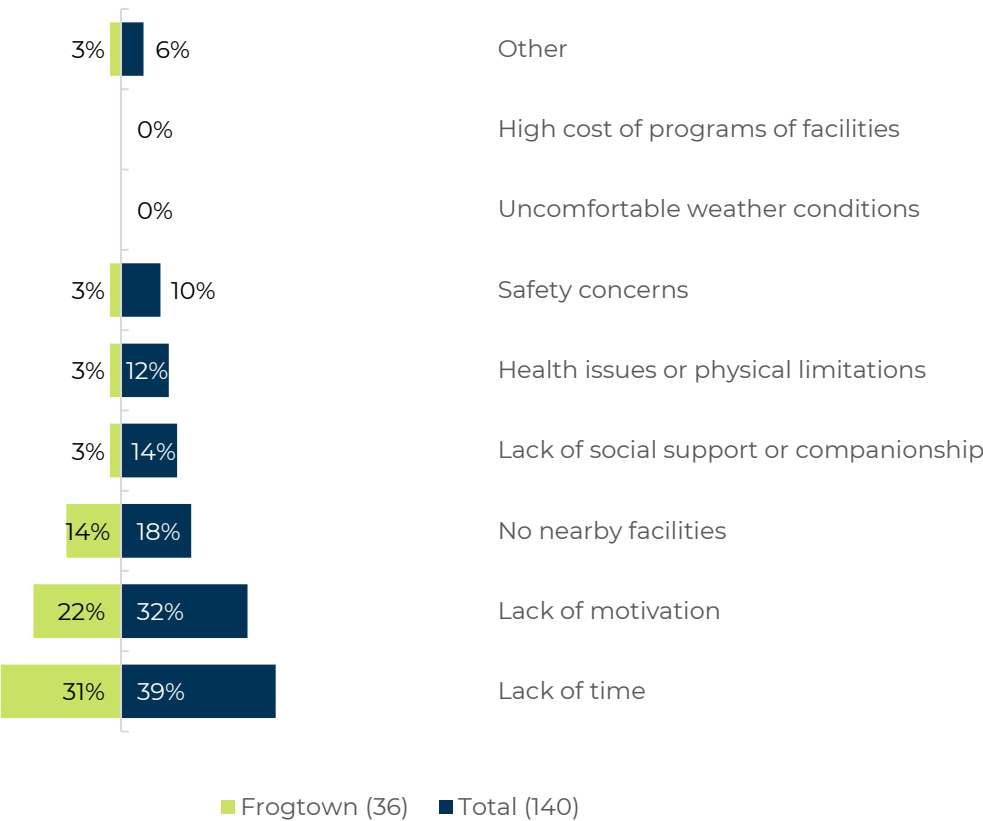
Findings

Of all those surveyed, 40% stated that they exercise 3-4 times a week, compared to 31% of Frogtown respondents. However, 31% of total respondents compared to 33% of Frogtown neighborhood participants reported engaging in some form of physical activity five or more times a week.



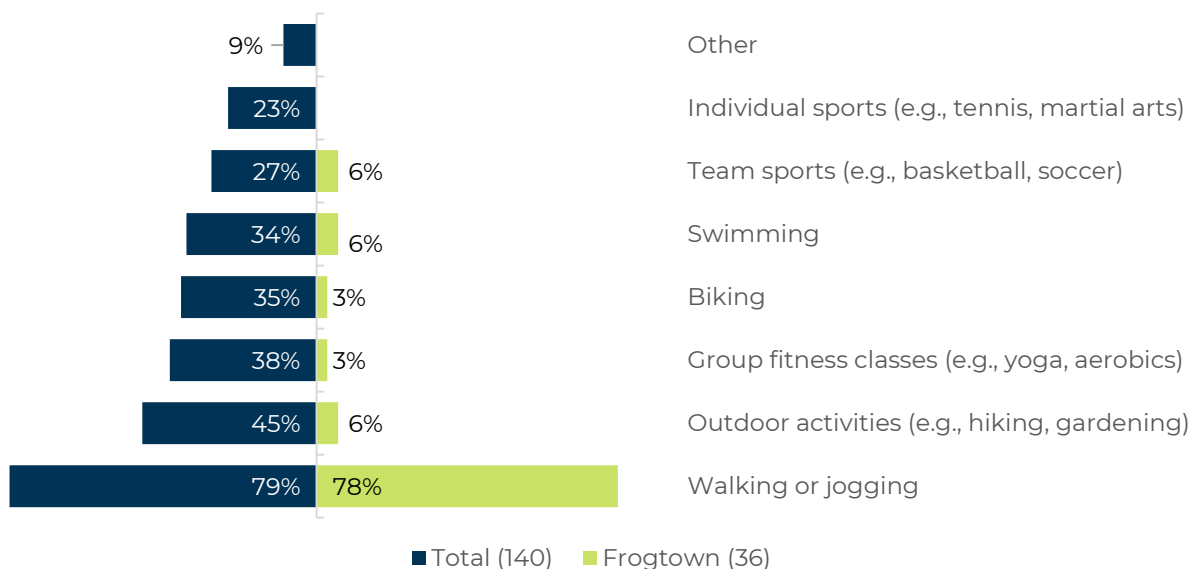
Participants pointed to lack of time and motivation as the main barriers to physical activity. It should be noted that 18% of the total participants (14% of Frogtown residents) pointed to not having facilities nearby as the third most challenging barrier to engaging in physical activity.

Most Challenging Barriers to engage in physical activity as often as they would like



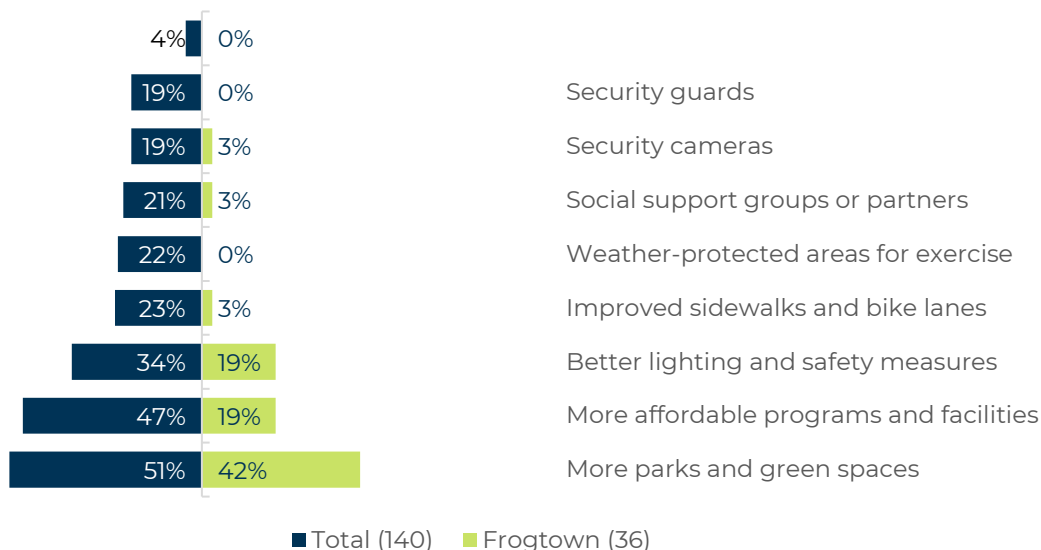
When asked about what physical activities are most interesting to them, about 80% of both the total participants and residents of the Frogtown neighborhood chose walking or jogging. Other activities that participants found interesting were outdoor activities, group fitness classes, biking and swimming.

Physical Activities Residents are most interested in



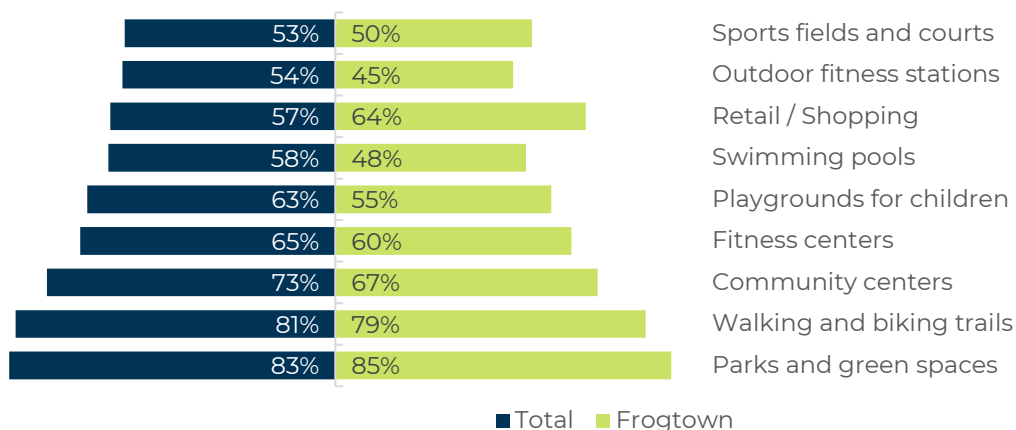
Regarding improvements or changes that would motivate participants to engage in more frequent physical activity, 42% of Frogtown residents said having more parks and green spaces as the top improvement or change, followed by more affordable programs and facilities and better lighting and safety measures.

Improvements or changes that would encourage more frequent activities



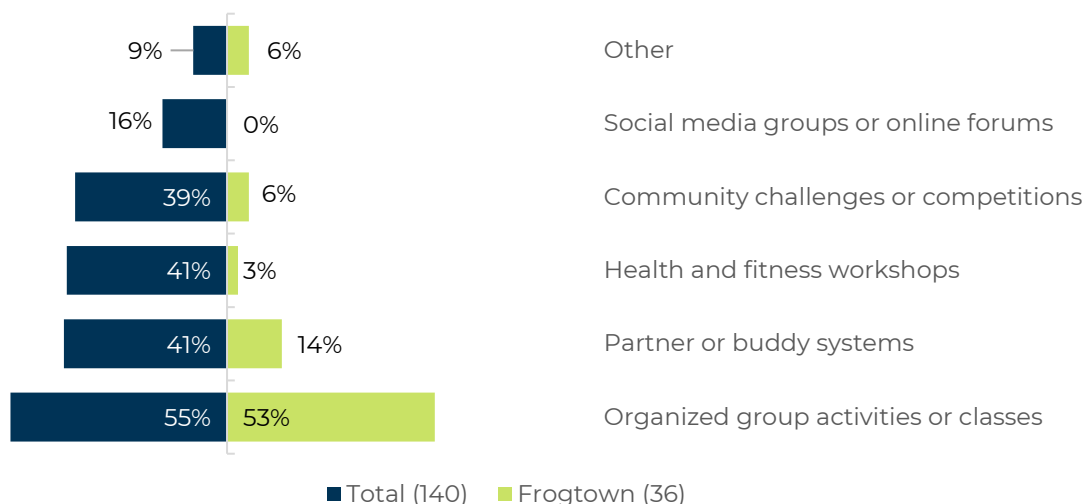
Most participants, 83% of the total and 85% Frogtown participants, considered parks and green spaces as the facilities they most need access to for physical activity. The other two facilities that all participants considered very important for physical activity were the walking and biking trails and the community centers.

**"Somewhat Important" + "Important"
to have access to these facilities or amenities
for physical activity**



Finally, when participants were asked about the type of community support that they would find most help for them be physically active, 55% of the total (53% of Frogtown residents) pointed to organized group activities or classes as the preferred type of community support. Other types of support that respondents preferred were partner or buddy systems, health and fitness workshops and community challenges or competitions.

**Type of Community Support
that would help residents be more active**



REDEVELOPMENT OF SEARS SITE

Building Community Foundations and Trust

Our efforts have generated impressive levels of participation and have significantly shaped the direction of the project, ensuring that the redevelopment aligns with the diverse needs and aspirations of the community. Through our interactions we have established a strong foundation of trust and collaboration, fostering a sense of shared ownership over the future of the Sears site. The information provided by community members highlights the critical need to create environments and opportunities that promote connection, health, and physical activity. AABRN and AMA will incorporate this input into the Sears Redevelopment Master Plan, focusing on Active Living and Everyday Destinations to transform the site into a vibrant World Cultural Heritage Corridor.

Additionally, Asian American Business Resilience Network (AABRN) and Asian Media Access (AMA) have been actively collaborating with partners on the Sears Redevelopment Project. The Sears Redevelopment Project is supported by an impressive network of more than 30+ partners, all of whom are making significant strides in fostering collaboration and community development.

Transit-Oriented Development: Enhancing Connectivity and Accessibility

Enhancing Urban Connectivity as Ways Encouraging Physical Activities:

Street connectivity is an integral part to urban planning and influences accessibility, transportation, and public health. A properly connected network should facilitate efficient travel routes and promote pedestrian and cyclist safety. Community subdivision regulations require that new or reconstructed streets have connections to adjacent neighborhoods and services. This policy is focused on fostering vibrant and interconnected communities that prioritize friendly environments and physical activity for passersby.

Promoting Street Connectivity through Sears Redevelopment

Sears' large empty parking lot worsening the venue's connectivity issues, becoming a physical barrier to pedestrian and bicycle traffic. The redevelopment of this space offers the opportunity to improve neighborhood connectivity, through the creation of mixed-use developments with pedestrian-friendly design and amenities.

This project is working to develop solutions for this area and improve connectivity within the neighborhood to ensure seamless access throughout the site. Our primary goal is to effectively reconnect communities and facilitate access to key destinations such as Western Sculpture Park, the State Capitol, the Rice Street Corridor, downtown, and others.

Considering the Transit-Oriented Development

We are considering the continued pursuit of transit-oriented development, aligning closely with community subdivision regulations and zoning codes to improve connectivity and accessibility. We are exploring options for everyday destinations through multi-use trails for pedestrians and bike riders. In addition, we are in the process of planning how residential developments can connect to neighboring communities and other essential destinations through sidewalks or paths.

Embracing Sustainable Transportation Beyond Automobiles

This project will prioritize modes of transportation beyond cars, highlighting walking, biking, and the use of public transportation. It is also intended to encourage communities to participate in healthy activities such as outdoor gardening, walking, and cycling.

Community-Oriented Development: Creating Safe, Educational, and Creative Opportunities

The former Sears building is located along Highway 94, at 425 Rice St, nearby to Rondo and Frogtown neighborhoods. The goal of this project is to provide educational and creative opportunities for African American, Indigenous, and People of Color (BIPOC) individuals and families.

Safety

A primary goal of the World Cultural Heritage Corridor is to provide additional safe spaces, such as a Zen Garden and a children's area, for the enjoyment of BIPOC youth. In addition, they plan to include an Event Center to present concerts and dance recitals to embrace Asian and Black cultural music, and a Cooking Center to rent and provide teaching and learning opportunities for cultural dishes. All this is intended to enrich and to appreciate the heritage of these neighborhoods.

Education

Another important aspect of this redevelopment plan is to implement a SMART Pathway school, which will focus on BIPOC youth combining creativity, athleticism and IT skills (such as social media and web design). The specialization in sports will set it apart from the currently existing charter schools in the surrounding areas, enriching the possibilities through this unique aspect. Through the implementation of a BIPOC-focused charter school with a specialization in sports, arts, and IT activities, the redesign is aimed to encourage families and strengthen future career opportunities.

Creativity

Finally, this site will benefit the creative zone that already exists through features that are not found in the current creative space, such as 3D virtual reality and the immersive theme park. These features will provide a space for multimedia art where artists and residents will be able to tell their stories in many different formats, combining past heritage with the cultural experiences of modern art.



Memorandum

To: Asian Media Access

From: Safe Routes Partnership

Date: April 11, 2025

Re: Sears Site Landscape Analysis - engagement and planning review and recommendations

This memo supports Asian Media Access's (AMA) REACH program work in the Capitol Rice area of Saint Paul, Minnesota. The Safe Routes Partnership reviewed transportation and community planning documents relevant to the Sears Site redevelopment plan. The purpose of this scan was to develop a baseline understanding of the Sears Site and surrounding areas, synthesize community feedback from prior engagement, and identify opportunities to engage new audiences through REACH-related initiatives. Part I of this memo provides an overview of the existing Sears Site. Part II gives a basic site analysis, including its connectivity to the surrounding neighborhoods and parks. Part III provides a brief synopsis of some of the community plans and engagement related to the Sears Site and the area surrounding. Part IV discusses possible partners and collaborators to engage in the site redevelopment planning process. Part V outlines strategies and recommendations for integrating existing plans and community engagement efforts into AMA's REACH work plan. The Appendix lists all relevant content from existing planning documents from the Capitol Rice area to demonstrate alignment with the Sears Site redevelopment.

Part I: Sears Building AMA Site Plan Analysis

Asian Media Access initiated the planning and design process for the future redevelopment of the Sears Site. Their 2024 Physical Activity report discusses the strengths and limitations of the site, outlines possible design options, and summarizes community engagement efforts. The current Sears Site presents ample opportunity to boost physical activity among local residents and visitors to the Capitol Rice area. This includes access to green space, bike and pedestrian infrastructure, and connectivity to other community destinations. Enhancing walkability and bikeability to, and through, the Sears site will also increase access to housing and commercial space, create links to the Capitol Rice transit station, and prime the site for future mixed-use development.

Despite these opportunities, there are still many barriers to people walking, biking, and rolling to and through the Sears site. Limited active-friendly infrastructure, lack of traffic safety countermeasures, and a disconnect between the Sears Site and the Frogtown/Rondo neighborhoods present ongoing challenges. Chapter One of AMA's 2024 Physical Activity report notes that the Sears site area lacks sidewalks, bike lanes, safe crossings, and green spaces. Poorly lit streets and insufficient traffic calming measures increase the risk of crashes, fatalities,

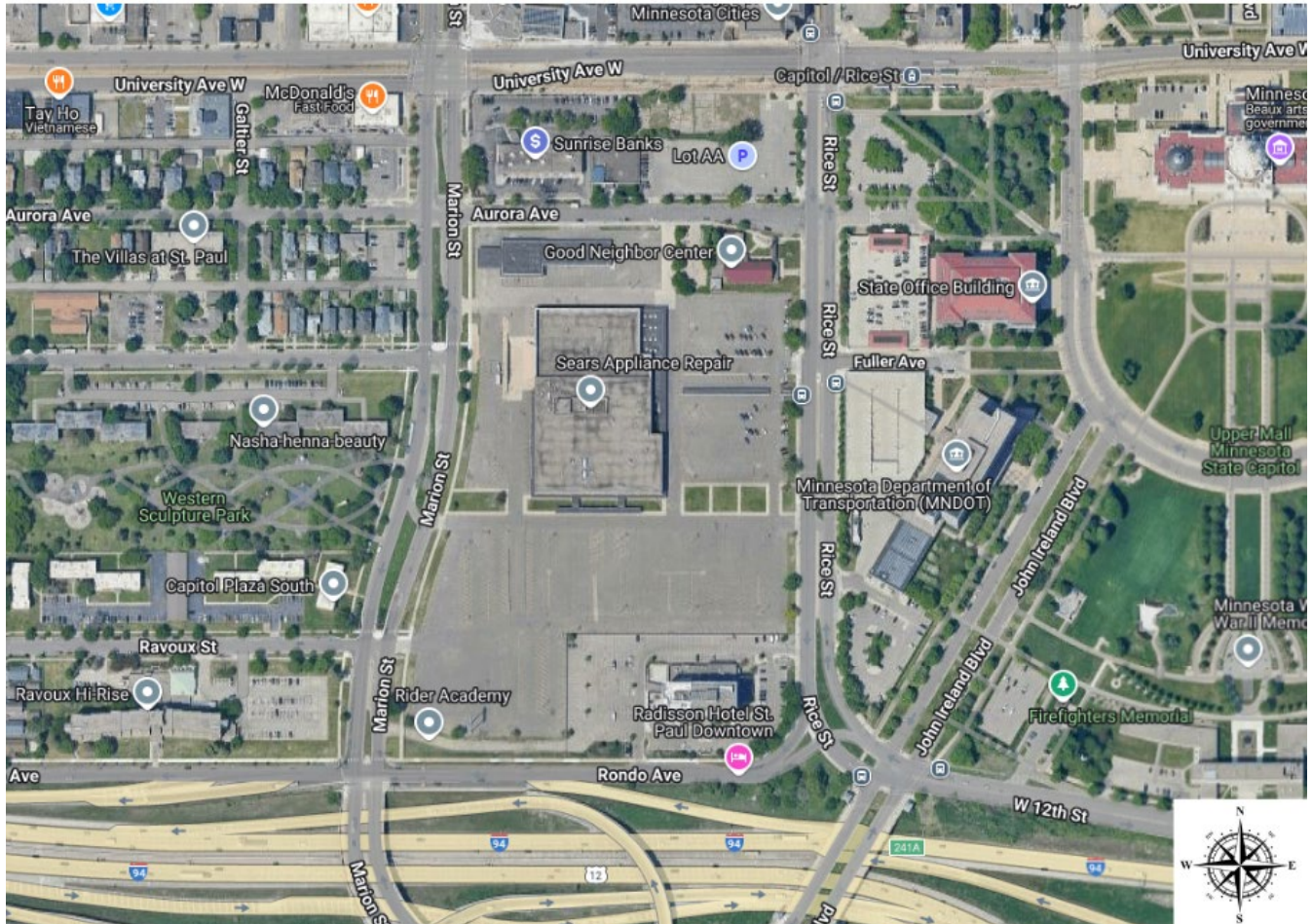


and serious injuries for people walking, biking, and rolling. These barriers reflect a history of disinvestment and discriminatory planning practices in low-income communities of color. One example is the Interstate 94 construction project of the 1960s that demolished Rondo Avenue and devastated African American families in the community. The long-term impacts have resulted in significant health and economic disparities that still exist today.

Beginning in 2023, Asian Media Access, the Asian American Business Resilience Network, and other project partners led several engagement experiences to gather community feedback about the Sears Site redevelopment. AMA hosted over 100 neighborhood meetings for African American, Asian American, and Somali residents to learn about the site redevelopment and share their ideas. AMA also led a door-knocking campaign in Rondo and Frogtown to build resident support and increase momentum. Through surveying residents, AMA found that community members were interested in health and well-being but faced several challenges to being more physically active, including a lack of accessible spaces and high costs of programs that support physical activity. AMA continued engagement throughout Summer 2024, attending local multicultural festivals and using 3D modeling technology to further connect with residents.

Part II: Areas Surrounding the Site

The Sears Site is nestled in the center of the Capitol Rice District of Saint Paul, Minnesota. It lies within an ethnically and economically diverse part of the city and is included as a part of the [St Paul 2040 Comprehensive Plan](#). The site is a connector between the Summit University/ Rondo neighborhood, the Capitol area, and the University/Rice transit development area. Here is an image with detailed descriptions of the site and how it connects to surrounding areas.



Sears Site Map with adjacent roads and neighborhoods. Source: Google Maps 2025

West:

To the west of the site is the Summit University neighborhood, also known in part as the “Rondo” neighborhood. This neighborhood consists of single-family homes, multi-family housing, and the Ravoux Hi-Rise housing units, which are a part of the St. Paul Housing Authority. In addition, the Western Sculpture Park sits to the west of the Sears site. The site is separated from the neighborhood by Marion St, a four-lane minor arterial street with parking lanes on both sides. The street lacks bike infrastructure and has two marked pedestrian crossings at the intersections of Marion St and Fuller Ave and Marion St and Ravoux St.

North:

To the north of the site lies some commercial development, including businesses and a community center, as well as the University Ave corridor. University Avenue is a main east/west thoroughfare that connects downtown St. Paul to the east and Minneapolis to the west and serves as the Southern boundary of the



Frogtown or Thomas Dale neighborhood. This is also the site of the Capital Rice Transit station and future plans for more Transit Oriented Development, which will be mixed-use commercial and residential. Just south of the Transit Station is Leif Erikson Park, which has been identified as a key component of the Capital Rice neighborhood.

East:

To the east of the site lies the Capitol campus that includes state office buildings, the state capitol building, and the Minnesota Department of Transportation office building. The site is separated from the Capitol campus by Rice St, a four-lane minor arterial street with a boulevard with no parking on either side. The street lacks bike infrastructure and has one marked midblock crossing inline with the MNDOT building and curb cuts, but no painted crossing at the intersection with Fuller Ave. There are bus stops on both the east and west sides of Rice St midblock, aligned with the Sears building and State parking garages for MetroTransit routes 3, 62, and 67.

South:

The Radisson St. Paul Downtown shares the southern end of the Sears Site parking lot. To the south of the full site lies the I-94 corridor, which, when constructed, split the Summit University neighborhood down the middle. There are conversations and planning processes currently underway that look at how to “reconnect” the neighborhood. Rondo Ave is the street that separates the site from I-94 and is a one-way roadway that lacks bike infrastructure. There is a sidewalk that runs along the north side of the road.

Part III: Existing Plans

The City of Saint Paul, the Capitol Area Architectural and Planning Board, Metro Transit, and the Minnesota Department of Transportation conduct planning processes through community engagement, surveying, stakeholder coordination, and key informant interviews that lead to planning documents. These documents help lay the groundwork for future development and construction, shaping the future growth and change of the community. The Sears Site is a vital connector piece in many of the local and regional plans. Each plan that directly relates to the Sears Site or relates to connectivity and area development is listed and described in detail in Appendix A. Here are a few key plans and engagement highlights from the planning process.

The Capitol Rice 2040 Development Plan

This plan lays out a vision for the neighborhood that encompasses the Sears Site, focuses on future growth and development, and outlines how it enhances connectivity and community. Some key components of the plan relate directly to the Sears Site include:

- District-Wide Policy
 - a. Street-Level Connectivity to Surrounding Neighborhoods: New development and street improvements should connect Capitol Rice to the existing surrounding neighborhoods.



- b. North-South Connectivity Through the District: New development and street improvements should enhance north-south connectivity in the district.

The Saint Paul Bicycle Plan

This plan lays out the current bicycle network and infrastructure, existing gaps, and the location of future improvements. Some key components of the plan relate to the Sears Site and the surrounding neighborhoods:

- Current Route Network - There is a lack of existing marked on or off-street bicycle facilities immediately adjacent to the Sears site. The closest marked bicycle facilities, an on-street bicycle lane, are located on John Ireland and Park Street.
- Future Route Networks - Future routes have been identified on both Rice St and Marion St - streets on both the East and West side of the property are planned for separated bikeways & paths. In addition, a Capital Improvement Project (CIP) project on Rice in 2027 will lead to repaving the roadway and provide an opportunity to install new features.
- Opportunities for low-cost demonstration-style installations - This plan encourages demonstration-style projects that can be quickly implemented using lower-cost or short-term materials, which aligns with REACH action planning.

The Saint Paul Pedestrian Plan

This plan was developed as an addendum to the St Paul Comprehensive Plan and is designed to help guide a focus towards improving accessibility for all residents. The Sears Site is included in three main goals laid out in the plan:

- Goal #1 - Make Walking Safe for Everyone - This goal focuses on identifying areas that were traditionally underserved and working to improve walkability there
- Goal #2 - Connect Vibrant Communities in All Parts of Saint Paul - This goal
- Goal #3 - Get it done - This goal works to make sure that projects are planned and that improvements happen, including using low-cost temporary installations when needed

These are a small sampling of plans relevant to the Sears Site redevelopment. For all the plan details, see Appendix A.

Part IV: Possible Partners/Collaborators & Connectors

AMA has already collaborated with several partners on the Sears Site redesign. Active transportation planning brings opportunities to engage new community partners who can offer additional guidance on increasing physical activity and enhancing connectivity. Businesses, non-profits, community groups, and local government agencies all have a vested interest in building active neighborhoods. Walkable, bikeable, and rollable neighborhoods can lead to positive economic impacts for local businesses, facilitate interactions between nonprofits and the communities they serve, and contribute to overall livability and community well-being. In



addition, residents of the local neighborhoods need to be actively engaged throughout the entire process of the project.

The Safe Routes Partnership has identified potential project collaborators and community partners located within a 0.5-mile radius of the Sears Site. This is not an exhaustive list, but is a starting point for those who need to be involved and engaged throughout the process.

Businesses:

- Radisson Hotel St Paul Downtown
- AFL-CIO Midwest Region
- Sunrise Banks
- Avis Rent-a-Car

Community-Based Organizations:

- Berean Church of God in Christ
- Reconnect Rondo
- Rondo Community Land Trust
- Rondo Center of Diverse Expressions
- The Good Neighbor Center
- St Paul Housing Authority
- ACT Center for Disability Leadership

Neighborhood Associations/Residences:

- Summit University Neighborhood Residents
- Summit University Neighborhood Association
- Frogtown Neighborhood Association
- Ravoux Hi-Rise
- Capital Plaza Apartments

Government:

- City of St Paul
 - Planning Department
 - Parks & Recreation
- Minneapolis State Government
 - Minnesota Department of Transportation
 - Minnesota State Office
 - MetroTransit



Part V: Recommended Strategies

Based on our review of existing planning documents and community engagement efforts, the Safe Routes Partnership recommends that AMA take the following steps to advance the Sears Site redevelopment process and align with their REACH action plan and program goals.

1. Conduct a neighborhood walk and roll audit
2. Design, implement, and evaluate a local pop-up demonstration project
3. Develop a supplemental site-specific active transportation and neighborhood connectivity plan

Conduct a neighborhood walk/roll audit with residents and stakeholders from Rondo and Frogtown.

Walk and roll audits effectively engage community members, collect data, and inform planning processes. Organizing a walk and roll audit around the Sears Site will help AMA address the barriers to walking, biking, and rolling and create opportunities to increase physical activity. The first step in organizing a walk audit is to determine your goals. Sample goals might include:

- Engaging a new audience
- Assess walking and rolling barriers along specific routes that connect to and through the Sears Site
- Identify locations for a pop-up demonstration project
- Keep up the momentum during the redevelopment process

Walk audits can also engage specific demographic groups that experience barriers to physical activity (children, older adults, people with disabilities, and low-income individuals). Use these questions to help identify target audiences:

- Who has already been engaged?
- Who has not been engaged or not engaged enough?
- Who can offer a new or different perspective on increasing access to the Sears Site?

There are several walk audit tools that AMA can use or adapt:

- [AARP Walk Audit Toolkit](#)
- [Safe Routes to Parks Walk Audit Toolkit](#)
- [Neighborhood Walk Audit Fact Sheet](#)

AMA can also take a different approach and organize community walks that are less structured than walk audits but still provide helpful information. Previous REACH recipient Healthy Savannah (Chatham County, Georgia) started their [Healthy Walks program](#) during COVID as a community engagement tool. The group invited community members to join weekly walks where they explored different parts of their community while being physically active. This more informal structure might work for community members who have already engaged



in local planning processes but want to provide more feedback or just engage with friends and neighbors. It also positions AMA as a group that brings people together, creates opportunities to be physically active, and is responsive to community needs.

Coordinate with the local road authority to design and implement a pop-up demonstration project to increase access to and through the Sears Site via active travel modes.

Pop-up demonstration projects test temporary changes to the built environment that increase physical activity. They incorporate low-cost, temporary materials that are typically installed for a short period, from a few hours to a few days. Pop-up parklets, walk and roll lanes, crosswalks, and wayfinding are all examples of demonstration projects. These activations allow community members to try out new ideas and provide valuable feedback to inform future projects.

AMA can pilot demonstration projects on and around the Sears Site that align with prior community engagement efforts. The Capitol Rice 2040 Development Plan Area notes that district-wide street-level connectivity is key. Pop-up demonstration projects can show the potential for future street-level connectivity in the Capitol Rice area and increase access to the Sears Site via active travel modes. Locations can be determined based on feedback from walk-and-roll audits or by aligning with existing plans and projects. For example, the City of Saint Paul recently installed extensions to the medians and bump-outs along Marion Street, including one at the [intersection of Marion and Fuller Avenue](#). These modifications create a safer crossing for people walking and rolling to the Sears Site. Similar projects can be implemented at different access points along Marion, such as the [intersection of Marion and Aurora](#). Pop-up demonstration projects will also provide further opportunities to engage residents, government agency staff, and community partners, as well as collect both quantitative and qualitative data to move future projects forward.

Use data from this Landscape Analysis, past plans, and engagement from walk audits and demonstration projects to develop a supplemental site-specific active transportation and neighborhood connectivity plan.

This plan would build upon ideas from the 2024 Physical Activity document to craft a long-term vision for improving access to the Sears Site, increasing physical activity, and connecting to key destinations in the Capitol Rice area. The plan could also include short-term solutions to address some of the walkability challenges that residents face. For example, AMA could create a comprehensive strategy for implementing additional pop-up demonstration projects for different audiences. AMA could also incorporate placemaking and cultural elements into the strategy by considering wayfinding, signage, and public art along travel routes. Both pop-ups and placemaking align with the goals of REACH and set up AMA for a more robust, community and partner-responsive redevelopment process.

Appendix: Relevant Planning Documents:

The Sears Site is an important connector between some of the city's most diverse neighborhoods and the Capitol area. The City of Saint Paul has multiple planning documents that direct the current and future development of land, transportation, parks, and other community resources on or adjacent to the Sears Site. Understanding the context of existing plans is important to help identify short and long-term goals for site development. It is also important to understand what community engagement has already taken place so AMA's strategy moving forward is focused and intentional and increases opportunities for participation.

The following chart lists local and regional plans that have been developed, that either directly name the Sears Site or impact roads, streets, parks, and areas adjacent to the site. The chart lists the plan by name, and how specific areas of the plan relate to the Sears site and the area around it. It also offers examples of the community engagement undertaken as a part of the plan and recommendations for advancing AMA's REACH grant goals.

Plan	Relevant Content or Evaluation	Community Engagement
<u>Capitol Rice 2040 Development Plan</u>	<p>Existing Policy</p> <ul style="list-style-type: none">- Defines the Sears site as a future urban village with a new community park at the center of the urban village.<ul style="list-style-type: none">- Moved the center of the urban village designation from the Sears Site to the Capitol Rice Station - integrated mobility hub- Names the Rice Station Area as a Neighborhood Node<ul style="list-style-type: none">- Pushes for mixed-use development- Rice street restored as a "Mainstreet" corridor <p>District-Wide Policy</p>	<p>Community engagement was done during 2017/18 and looked like</p> <ol style="list-style-type: none">1. 7 different community survey stations in different locations around the city2. Community design event3. Staff design and idea mapping <p><u>From that came Top 10 Community Ideas:</u></p> <ol style="list-style-type: none">1. (100 ideas) More businesses and support existing local businesses on Rice Street: restaurants bike/skate shop convenience store sporting goods store coffee shop grocery clothing store dollar store furniture store beauty salon2. (61 ideas) Improve pedestrian safety3. (53 ideas) Smart police enforcement, improve lighting and safety on the street

	<p>c. Street-Level Connectivity to Surrounding Neighborhoods: New development and street improvements should connect Capitol Rice to the existing surrounding neighborhoods</p> <p>d. North-South Connectivity Through the District: New development and street improvements should enhance north-south connectivity in the district.</p> <p>Open Space & Public Art</p> <ul style="list-style-type: none"> - B-2 Greenway Connection from Western Park to Mall A Complete Street connection from the Western Sculpture Park to the Capitol Mall through the Sears site has long been envisioned. This connection provides a two-way support of movement across the Capitol Rice District, providing a pathway for residents to Rice Street and beyond; and for Capitol workers and visitors to access the significant public art amenity in Western Park. - B-2.1 Support the development of a Complete Street greenway connection through the Sears site to connect Western Park to the Mall and to break up the scale of the superblock. - B-3 Community Green Space in Sears Site Redevelopment A new public community park at the heart of the redevelopment of the Sears site was envisioned in the Central Corridor Development Strategy (2007) and Rice Station 	<p>4. (48 ideas) More parks, green space, trees, vegetation and park amenities</p> <p>5. (44 ideas) Improve neighborhood identity through signage and art representing the community</p> <p>6. (26 ideas) Improve bicycle safety and more bicycle lanes</p> <p>7. (20 ideas) Re-use and re-development of buildings and vacant lots (Ford Building, Sears site)</p> <p>8. (19 ideas) A place for the community to gather</p> <p>9. (18 ideas) Programs for youth</p> <p>10. (14 ideas) Decrease vehicular speed on University Ave and Rice Street</p>
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	<p>Area Plan (2008). This flexible green space will be an active gathering space for the community with a range of activities serving the nearby land uses.</p> <ul style="list-style-type: none"> - B-3.2 Include an open, flat, low maintenance programmable space (minimum of .25 acres with a minimum width of 50 ft), to serve a variety of activities. - B-3.3 Include a range of dedicated active and passive community activities, such as community gathering spaces, places to sit, public art, designated dog park, and artful, attractive stormwater management. - B-3.4 Provide walkable (well-lit, protected, accessible, safe and interesting with engaging frontages) connections from the park to: 1) Western Sculpture Park, 2) the south end of the Capitol Mall and 3) Leif Erickson Park and the Capitol Rice LRT station. - B-3.6 Public right-of-way along the entire perimeter of the park dominated by pedestrians (allowing vehicular and emergency access to front doors and building facades). <p>Street Design & Block Pattern</p> <ul style="list-style-type: none"> - C-10.1 At the time of redevelopment of the Sears site, comprehensively redesign the 	
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	<p>thoroughfares, intersections and bridges connecting the Capitol Rice District and downtown, including careful reconsideration of the intersection of John Ireland Boulevard, Rice Street and 12th Street.</p> <p>Land Use & Mix Opportunity Sites</p> <ul style="list-style-type: none">- New uses that will be encouraged include:<ul style="list-style-type: none">- Local Services, Evening Dining and Entertainment Destinations (limited number/size), Grocery Store, Diversity of New Housing (-types, sizes, and price-points), Workplaces, Visitor Center, Mobility Hub & Welcoming Center, Day Care, Other missing goods and services supportive of the above, such as a copy center and hardware store- D-4 Sears Site Redevelopment of the Sears site (approximately 17 acres), along with the underutilized block to the north, will have a major impact on the Capitol Rice District. This area makes up the entire southwest quarter of the district. Redevelopment will break up the scale of the superblock, establish a substantial population at the doorstep of the Capitol and act as a catalyst for the mixed-use regeneration of the district.<ul style="list-style-type: none">- D-4.1 Support Sears site redevelopment as the core and largest element of the Capitol Rice Urban Village.- D-4.2 Encourage a master plan that introduces of a broad mix of uses, such as	
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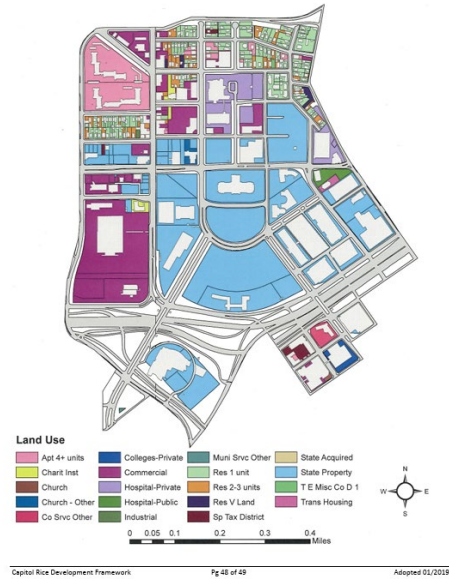
	<p>office, residential, retail, services and limited entertainment and dining destinations. Refer to the general policies above.</p> <ul style="list-style-type: none"> - D-4.3 Development must follow the principles of transit-oriented development. Refer to Section G: Mobility and Parking Planning. - D-4.4 Organizing design principles for a site master plan: <ul style="list-style-type: none"> - Provide east-west street corridors through the site to break up the superblock and encourage movement between Marion and Rice Streets. The street and block pattern should be based on an organizing design principle, such as water management, maintaining key views, or restoration of the historic grid. Refer to Section C. Street Design and Block Pattern. - Encourage at least one north-south connection within the site. Refer to Section C. Street Design and Block Pattern - Establish walkable connections to Leif Erickson Park, Western Park and the Mall. Refer to Section A. Capitol Rice Relationship - Protect important view sheds and visual relationships. Refer to Section A. Capitol Rice Relationship 	
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	<ul style="list-style-type: none">- Incorporate a community park in the site. Refer to Section B. Open Space and Public Art- Create a greenway street connecting Western Park through the site across Rice Street to the Capitol Mall. Refer to Section B. Open Space and Public Art <p>Mobility & Parking Planning</p> <ul style="list-style-type: none">- G-3 Sears Parking Lots Before Redevelopment Careful planning by site property owners and the State of Minnesota will be required to support commuters currently parking on the site that may be displaced by site redevelopment.- G-3.1 Ahead of the Sears site redevelopment, proactively plan for options to support displaced commuters. Consistent with District-wide policy C, above, complete a Traffic Study which includes impact analysis of traffic and on-street parking in adjacent neighborhoods, including Capitol Heights.- G-4 Sears Site Redevelopment Connection to Mobility Hub<ul style="list-style-type: none">- G-4.1 Establish protected, safe, comfortable and clear pedestrian routes to and through the development to the Mobility Hub and Leif Erickson Park.- Mobility and Parking Plan Boundaries (for southern Capitol Rice District): This parking	
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	<p>district assumes coordination between the large stakeholders of the area, likely driven by redevelopment of the Sears site or similar large development. Completion of the district mobility and parking plan can serve as the master plan requirement for the participating land owners.</p> <ul style="list-style-type: none">- *Barring timely cooperation of other larger land owners and/or necessary parties, the developers of smaller properties under review will still be asked to complete a MaPP according to specifications above in a) and b) at the time of MX Master Plan application and as they apply for their building-scale (single parcel) Zoning Permit.- **Alternative to district and building scale MaPPs is to proceed with traditional parking, traffic and TDMPs separately, and complying separately with CAAPB parking standards one building at a time. See Appendix A: Mobility and Parking Plan Requirements. <p>Current Land Use Designation</p>	
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APPENDIX E: LAND USE IN THE CAPITOL AREA

(updated 2018 by City of Saint Paul)



Capitol Mall Design Framework

Ten Bold Design Moves:

1. Right size the roads and reinforce them with trees.
2. Reinvigorate nodes that connect the community to the Capitol Mall in each direction.
3. Enhance and streamline the user experience.

Connectivity Pieces

1. Transit stations - Rice & University Lines
2. Improved pedestrian connectivity across Rice St

Community Engagement Recap

- Robust engagement between December 2023 to May 2024
 1. 13,982+ points of engagement
 2. Stakeholder engagement
 - a. Those who work on/near, own a business, or a historically underrepresented
 3. Pop-up style events - May 1, 13, 15 in-person engagement

	<p>3. Integrate Rice St as a green corridor by promoting pedestrian-friendly crosswalks and landscape buffers</p>	
<p><u>Saint Paul Comprehensive Plan</u></p>	<p>Key Goals as Identified by Community Members</p> <ul style="list-style-type: none"> ● Livability, equity and sustainability ● Parks and open space ● Sense of community ● Road safety for pedestrians and bicyclists ● Invest in people ● Jobs ● Quality affordable housing ● Saint Paul is full of opportunity sites <p>Land Use</p> <ul style="list-style-type: none"> - Policy LU-1. Encourage transit-supportive density and direct the majority of growth to areas with the highest existing or planned transit capacity. - Policy LU-2. Pursue redevelopment of Opportunity Sites (generally sites larger than one acre identified as having potential for redevelopment) as higher-density mixed-use development or employment centers with increased full-time living wage job intensity, and the appropriate location for community services that are completely absent in the surrounding area (Map LU-3). - Policy LU-3. Prioritize equitable public investments relative to areas of concentrated 	<p>Community Engagement</p> <ul style="list-style-type: none"> ● Extensive community outreach was done as a part of the process in multiple settings ● Connected with over 2700 residents

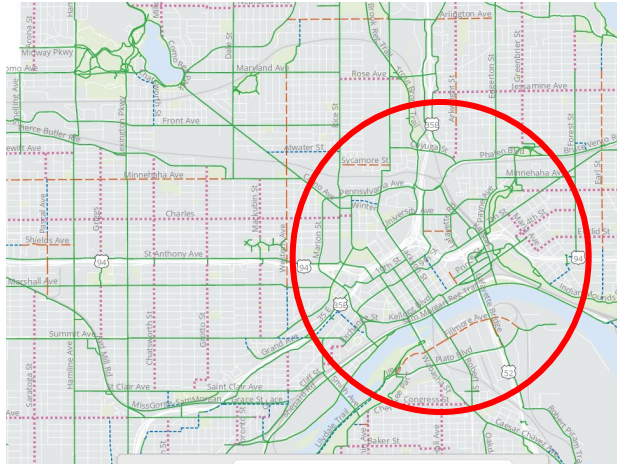
	<p>poverty as defined by the Metropolitan Council.</p> <ul style="list-style-type: none"> - Policy LU-4. Invest in measures that minimize displacement in neighborhoods where the proximity to high-frequency transit has increased redevelopment pressure and/or housing costs. - Policy LU-5. Encourage flexible building design to ensure ongoing functionality and viability, and to respond to new market opportunities. <p>Mixed-Use</p> <ul style="list-style-type: none"> - Policy LU-27. Provide for land use change and rezoning of land adjacent to Mixed-Use areas to allow for commercial redevelopment and/or expansion fronting arterial and collector streets - Policy LU-28. Support pedestrian-friendly streetscapes and visual interest through commercial building design - Policy LU-29. Ensure that building massing, height, scale and design transition to those permitted in adjoining districts. <p>Neighborhood Node Locations - wanting areas with amenities within 20-minute walk</p> <ul style="list-style-type: none"> - Rice Park Urban Village - Rice Station Area <p>Transportation</p> <ul style="list-style-type: none"> - Policy T-1: . Prioritize safety and racial and social equity benefits in project selection, 	
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	<p>followed by support of quality full-time, living wage jobs – both through business support and connection of residents to job centers. Priorities will also be informed by specific modal plans, such as the Bicycle Plan or the forthcoming Pedestrian Plan</p> <ul style="list-style-type: none"> - Policy T-3: Design hierarchy <ol style="list-style-type: none"> 1. Pedestrians, with a focus on safety 2. Bicyclists, with a focus on safety 3. Transit 4. Other vehicles - Policy T-21. Reduce vehicle miles traveled (VMT) by 40% by 2040 by improving transportation options beyond single-occupant vehicles. - Policy T-22. Shift mode share towards walking, biking, public transit, carpooling, ridesharing and carsharing in order to reduce the need for car ownership - Policy T-24: Implement the Bicycle Plan to make bicycling safe and comfortable throughout the city, and to increase bicycling mode share. - Policy T-30. Design holistically for all modes, especially pedestrians and bicycles, in any bridge reconstruction or maintenance project such as for bridges (or lids) over interstate highways or the Mississippi River. Ensure that the project scope incorporates adjacent intersections as necessary. 	
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<p><u>Saint Paul</u> <u>Pedestrian Plan</u></p>	<p>Developed as an addendum to the comprehensive plan to help guide a focus towards improving accessibility for all residents</p> <ul style="list-style-type: none"> - Goal #1 - Make Walking Safe for Everyone <ul style="list-style-type: none"> - Strategies: <ul style="list-style-type: none"> - Reduce the number of pedestrian crashes and eliminate traffic-related fatalities and injuries - Prioritize pedestrian safety in street design - Teach and reinforce safe walking and driving behaviors - Be proactive, consistent and transparent in installing prioritized pedestrian safety improvements at street crossings - Improve peoples' sense of personal safety by increasing the total number of people walking - Goal #2 - Connect Vibrant Communities in All Parts of Saint Paul <ul style="list-style-type: none"> - Strategies: <ul style="list-style-type: none"> - Make walking a joyful experience that connects people with their community and with destinations - Focus investments in places with the greatest needs to reduce disparities in accessible and safe walking environments 	
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	<ul style="list-style-type: none"> - Improve snow and ice removal so people of all ages and abilities can travel year-round - Accelerate completion of the sidewalk network in areas where potential for use is highest - Increase the rate of sidewalk and curb ramp reconstruction - Maximize impact of existing public investments and pursue new opportunities to enhance walking - Improve community health through increased rates of walking - Goal #3 - Get it Done <ul style="list-style-type: none"> - Strategies: <ul style="list-style-type: none"> - Spark a culture shift: everybody plays a part in making Saint Paul a safe and appealing place to walk - Maximize impact within existing capital investments and pursue new funding sources - Pursue opportunities for low-cost, interim solutions as well as creative maintenance solutions • Communicate, coordinate and integrate activities across city departments and partner agencies - Update the Pedestrian Plan every five years 	
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Future Route Networks - Rice and Marion - streets on both the East and West side of the property are planned for separated bikeways & paths

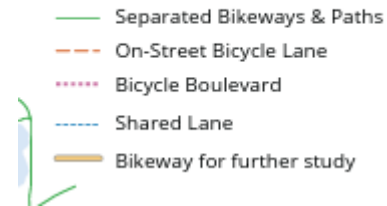


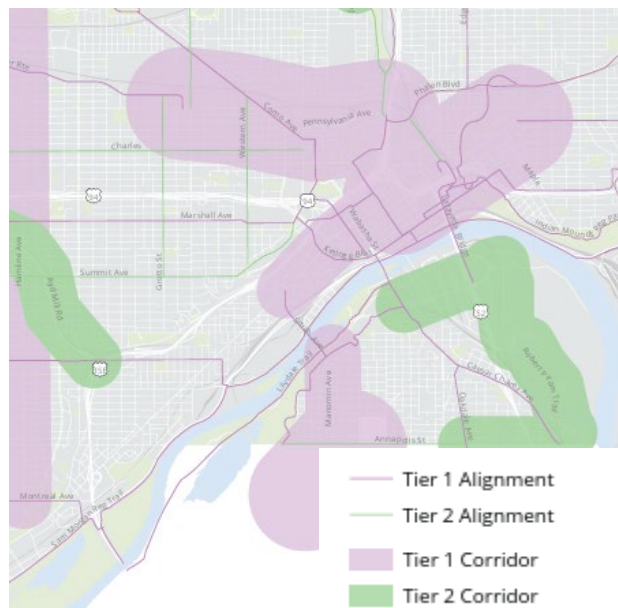
The four bikeway facility type groups discussed in this plan are as follows:

- Group 1: Shared Lane
- Group 2: Bicycle Boulevard
- Group 3: On-Street Bicycle Lane
- Group 4: Separated Bikeways and Paths

Existing barriers - I-94 is a barrier to the south of the site as identified by the bicycle plan
Tiers of priority - this area is in the Tier 1 priority area as well as part of the Tier 1 alignment

Planned Bicycle Network





Bicycle Parking - an important function of the usable community space. Current minimum bicycle parking requirements:

- General: one bicycle parking space for every 20 motor vehicle parking spaces
- Multiple-family residential: one bicycle parking space for every 3 dwelling units
- General retail: 2 spaces or 1 space per 4,000 sq. ft. GFA, whichever is greater

Amenities to add

- Bicycle tune-up stations
- Wayfinding
- Shared mobility

Opportunities for low-cost demonstration-style installations

	<p>Using Lower-cost or Short-term Materials - While the long-term vision of the planned bicycle network is to build spaces for biking separated from drivers by things like curbs and tree-lined boulevards, those street elements are expensive and take months and years to plan, design, and fund. For several years, the City of Saint Paul has used and experimented with lower-cost materials to implement bikeways across the city. These materials include flexible plastic delineators, bollards, form-in-place curbs, and jersey barriers.</p> <p>Things to consider with these types of bikeways:</p> <ul style="list-style-type: none"> • Installations using these materials require ongoing and unique maintenance (e.g. replacement of delineators), especially during and after the winter plow season • Installations using these materials are significantly cheaper than a comparable reconstruction, but they are not inexpensive on their own • Though sometimes thought of as “temporary”, some installations using short-term materials may be left on the street for years as funding for a permanent project is prioritized and secured 	
<p><u>Metro Transit Network Now Plan 2025</u></p>	<p>Metro Transit has just completed an update to its transit plan to be implemented through 2027. The goal of the plan is to look at improving routes and improving services to align with the following five principles:</p>	

	<ol style="list-style-type: none"> 1. Adapt service to changes in transit markets and travel patterns. 2. Prepare for new METRO and high-frequency routes. 3. Maintain the reliability of scheduled service consistently over time. 4. Build on success to grow ridership by adding service where people use transit the most.. 5. Provide access to opportunities and services with a focus on advancing equity and reducing regional disparities. <p>Areas of the plan</p> <ul style="list-style-type: none"> ● Route 3 which runs along Rice St will see an increased evening frequency from 60 minutes to 30 minutes ● Extension of the METRO green line which services the University Ave corridor will expand the reach of that transit option 	
<p><u>Rethinking I-94</u> <u>Phase 1 Report</u></p>	<p>Goals of the Plan</p> <ul style="list-style-type: none"> ● GOAL 1: Develop a comprehensive, long-term, and community-based approach to address I-94 study area transportation and transportation-related needs. ● GOAL 2: Gain a better understanding of who uses I-94, how they use it, and what parts of the study area do, or do not, require 	

	<p>improvements to better serve residents, users, and businesses.</p> <ul style="list-style-type: none"> ● GOAL 3: Gain a stronger understanding of the condition of I-94 assets in the study area. ● GOAL 4: Determine how to best address mobility and safety needs on I-94. <p>Common Themes</p> <ul style="list-style-type: none"> ● Congestion issues ● Safety issues - bicycle, pedestrian, motorist ● Improved health and environment - noise, air quality ● No identity or sense of place ● Need for more job opportunities ● Better connections across the freeway ● More inclusivity in planning needed <p>5.1 Non-motorized Opportunities</p> <ul style="list-style-type: none"> ● Improvements to the non-motorized crossings of I-94 and the opportunity for parallel pedestrian and bicycle facilities both enhance multimodal transportation options across and parallel to I-94 <p>5.1.1 Non-motorized Crossings</p> <ul style="list-style-type: none"> ● The engagement process brought to light the degree of stakeholder interest in crossings. The original construction of I-94 severed a regularly spaced grid of pedestrian-scale streets through many residential neighborhoods and replaced it with a much less frequent spacing of streets that cross the freeway and often carry considerable volumes 	
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	<p>of motor vehicle traffic. As a result, walking and bicycling trips became longer and required crossing the freeway on facilities that were often less comfortable for the users.</p> <p>5.1.2 Parallel Pedestrian and Bicycle Facility Opportunities</p> <ul style="list-style-type: none">• The parallel bikeway opportunities analysis is provided in Appendix T13. While the concept of improved pedestrian and bicycle facilities parallel to the freeway was not assumed at the beginning of Rethinking I-94, this idea was suggested by stakeholder agencies in response to general discussions about the future of I-94. Consistent with the adaptive approach to Rethinking I-94, the study team incorporated this consideration into their work.	
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