



# THE BIG PICTURE PROJECT

Aligning housing plans along  
Central Corridor

# PROGRESS REPORT 2014

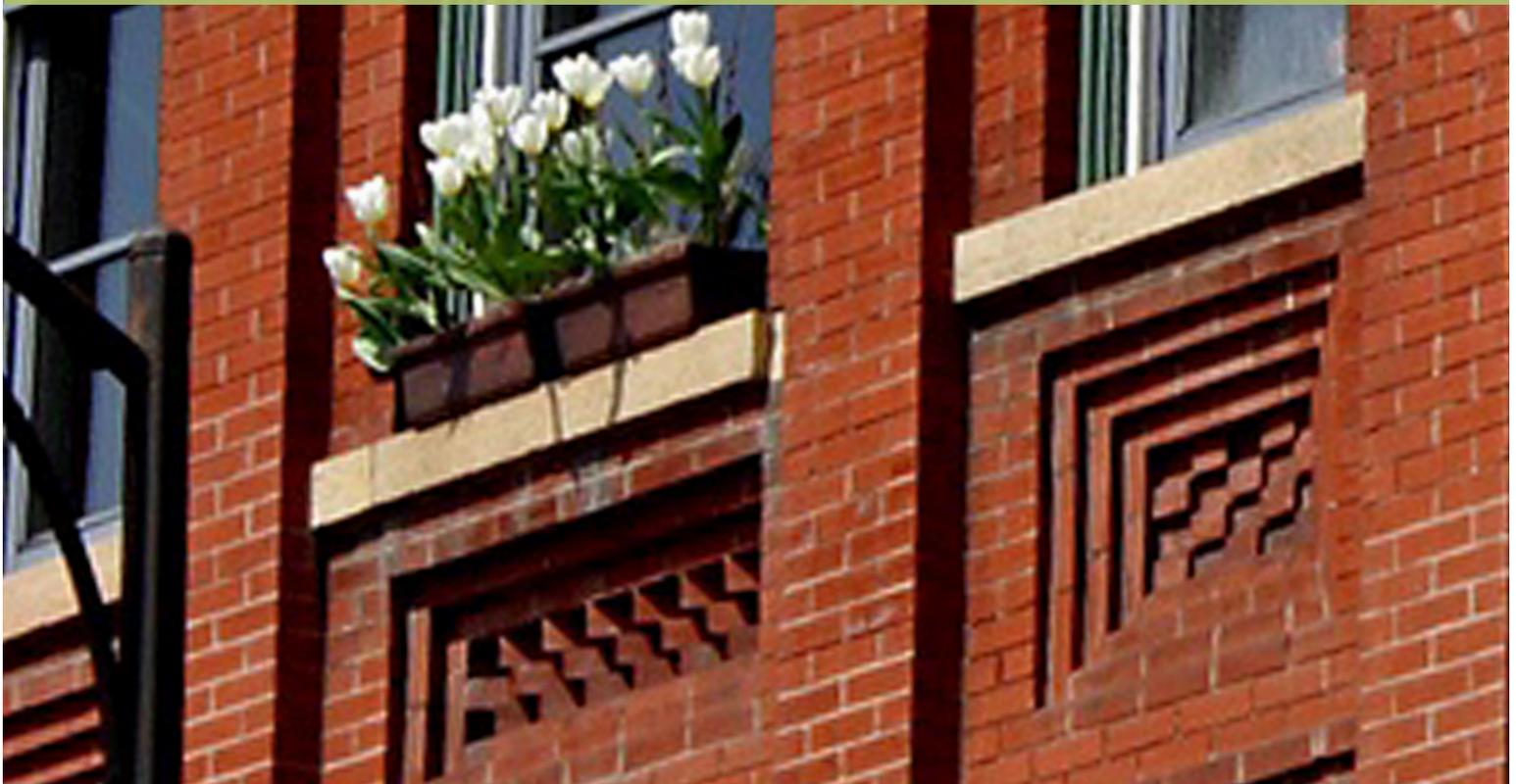
## Twin Cities LISC

“ After working diligently and thoughtfully to create 10-year goals for long-term affordable housing and helping current residents stay in their homes, this next chapter will require all of us involved in the Big Picture Project to monitor progress toward these goals and continuously innovate in how we achieve them.

—Jonathan Sage-Martinson, Director, Central Corridor Funders Collaborative

“ Large-scale change comes from learning together, coordinating across boundaries, and working for collective impact rather than operating in isolation.

—Central Corridor Funders Collaborative 2012 Annual Report



# Dear friends of the Big Picture Project

Two years ago the Big Picture Project rolled out a coordinated plan to create and preserve opportunities for affordable housing along an 11-mile stretch of the Central Corridor. Our intention was to enhance the corridor by providing great places to live, new opportunities, and better access to local and regional destinations and jobs.

## We had three core objectives:

**OBJECTIVE I** Invest in the production and preservation of long-term affordable housing.

**OBJECTIVE II** Stabilize the neighborhood and invest in activities that help low-income people stay in their homes.

**OBJECTIVE III** Strengthen families through coordinated investments.

By tracking key indicators over the past few years, we've recorded how change is happening along the corridor. These indicators will inform us about any mid-course adjustments that need to be made. Over the next seven years we hope to monitor progress to provide transparency—to each other as partners, but also to the broader community. We'll also highlight key initiatives that demonstrate what's happening on the ground, while ensuring that equity, economic stability, culture, and community remain assets of transit-oriented development along the Central Corridor.

This is a 10-year journey we've all embarked on, but we already have much to celebrate—as this report shows—and further to go. Thank you for your partnership in creating communities of choice and opportunity. And thanks to the Central Corridor Funders Collaborative for its continuing support.

Co-Chairs, Big Picture Project Oversight Team

*St. Paul Council Member Russ Stark*

*Minneapolis Council Member Cam Gordon*

The Central Corridor affordable housing coordinated plan, established in 2012, helps align public and private investments, and mobilize all sectors behind strategies and tools that strengthen affordable housing along the corridor. Key to the plan's success are collaboration, new and existing financial resources, and supportive public policies.

## Thanks to the Big Picture Oversight Team Members

Co-Chair Russ Stark, Saint Park City Councilmember, Ward 1  
Co-Chair Cam Gordon, Minneapolis City Councilmember, Ward 2  
Al Carlson, Saint Paul Department of Planning and Economic Development  
Amy Geisler, Minneapolis Community Planning and Economic Development  
Margo Geffen, Hennepin County Community Works  
Kerri Pearce Ruch, Hennepin County Community Works  
Denise Beigbeder, Ramsey County HRA  
Margaret Kaplan, Minnesota Housing Finance Agency  
Beth Reetz, Metropolitan Council  
Elizabeth Ryan, Family Housing Fund  
Eric Muschler, McKnight Foundation  
Judy Jandro, Twin Cities Community Land Bank  
Amy McCullough, Twin Cities LISC  
Vicki Shipley, U.S. Bank  
Lance Smith, Wells Fargo  
Jonathan Sage-Martinson, Central Corridor Funders Collaborative  
Barbara McCormick, Project for Pride in Living  
Brenda Bailey, Model Cities  
Tim Thompson, Housing Preservation Project  
Karen Inman, District Councils Collaborative  
Kate Hess Pace, Isaiah/Healthy Corridor for All  
Bill Lerman, Jewish Community Action/Community Agreements Compact Committee  
Veronica Burt, Preserve and Benefit Historic Rondo

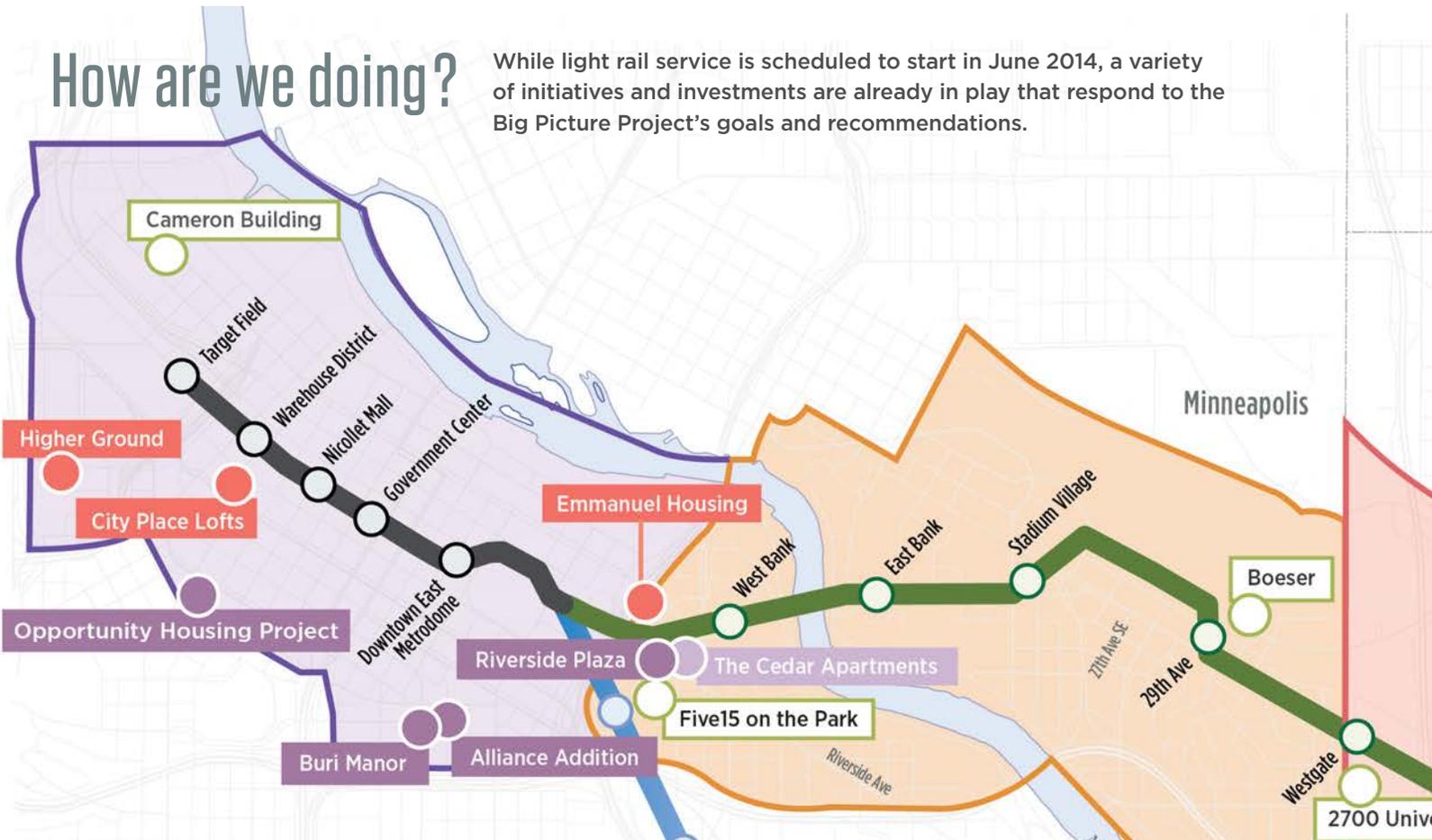
## Staffing

Gordon Goodwin, consultant (MAP for Nonprofits)  
Walter Cox, consultant (MAP for Nonprofits)  
Gretchen Nicholls, Twin Cities LISC  
Kate Speed, Twin Cities LISC



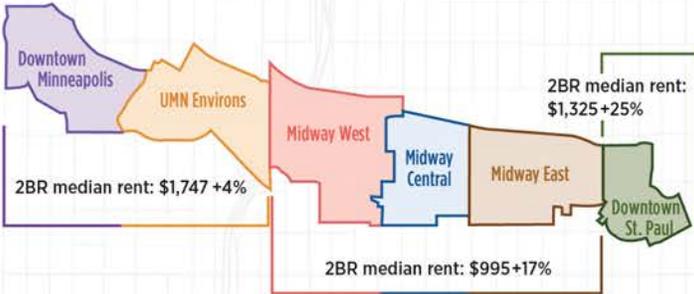
# How are we doing?

While light rail service is scheduled to start in June 2014, a variety of initiatives and investments are already in play that respond to the Big Picture Project's goals and recommendations.



## CONTEXT MEASURES: MEDIAN RENT (Q3 2011-Q3 2013)

Median rent on the Corridor for a 2BR: +24% since Baseline  
 Median rent in MSP for a 2BR: +17% since Baseline

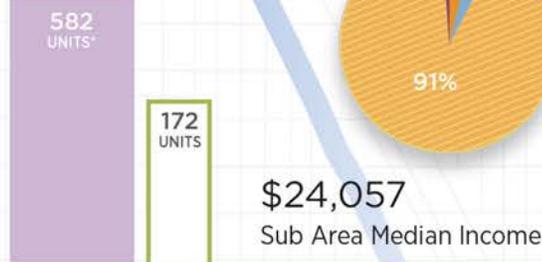


**Prospect Park 2020**  
 U of M Environs

Prospect Park 2020 advances a transit-oriented development vision embraced by the Prospect Park Neighborhood Association. It engages community leaders business/land owners, real estate developers, design professionals, and advisors in health, finance, education, and economic and social justice. Serving as a bridge among stakeholders, Prospect Park 2020 guides redevelopment to align with the community vision of sustainable, high density, mixed-income and mixed-use development that is rich with job opportunities and amenities.



**Downtown Minneapolis**



**University and Environs**



**Midway**

\* This column is doubled in width to account for the volume of units.

**KEY**

**New/Preserved Housing Units**

(Symbols on Map and Bar Charts)  
Based on Averages of Housing Projects

- Preservation (2011-2013)
- Preservation (2008-2010)
- New Construction (2011-2013)
- New Construction (2008-2010)
- Pipeline/Proposed

**Housing Units by Type (Pie Charts)**

Building Type Based on Number of Units  
NOTE: Charts reflect data within 1/2 mile of station boundaries.

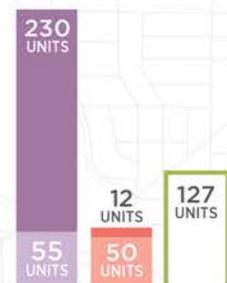
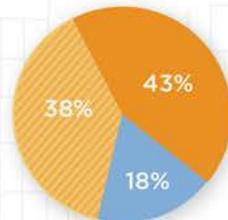
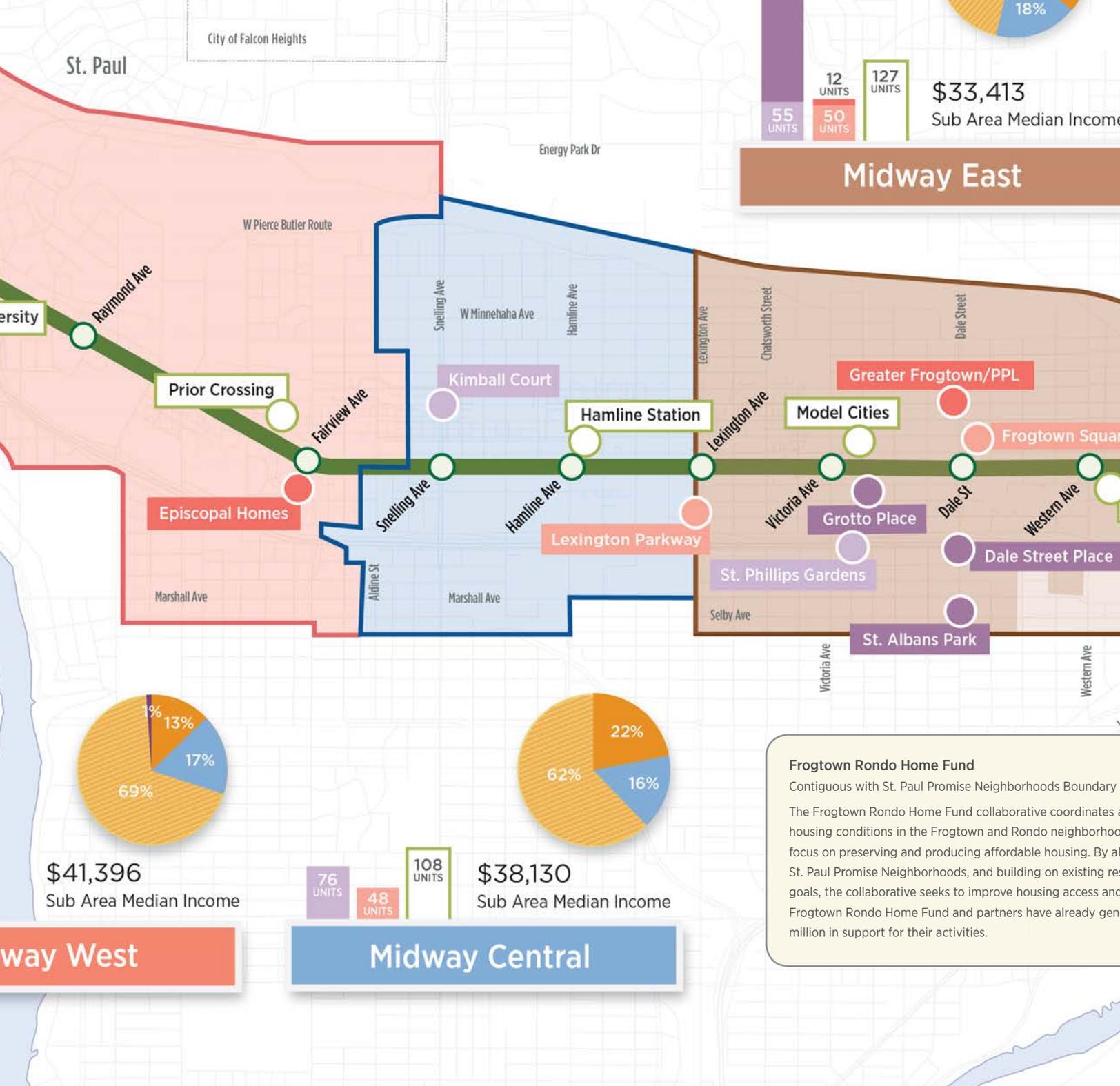
- Single Family or Duplex
- Small Apartment (3-9 Units)
- Large Apartment (10+ Units)
- Other (Townhome/Condo)

**Transit Lines**

- Central Corridor LRT Route
- Hiawatha LRT Route
- Merged Lines

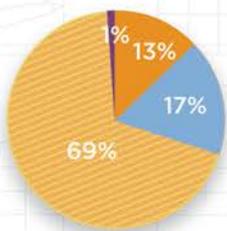
**Additional Boundaries**

- St. Paul Promise Neighborhood



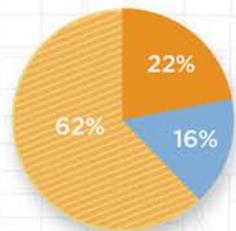
**\$33,413**  
Sub Area Median Income

**Midway East**



**\$41,396**  
Sub Area Median Income

**Midway West**



**\$38,130**  
Sub Area Median Income

**Midway Central**

**Frogtown Rondo Home Fund**  
Contiguous with St. Paul Promise Neighborhoods Boundary

The Frogtown Rondo Home Fund collaborative coordinates housing conditions in the Frogtown and Rondo neighborhoods. The collaborative focuses on preserving and producing affordable housing. By addressing housing needs in St. Paul Promise Neighborhoods, and building on existing resources, the collaborative seeks to improve housing access and quality. The Frogtown Rondo Home Fund and partners have already generated over \$1 million in support for their activities.

# The key initiatives

## Before the Train Report

Covers entire corridor



This 2012 report from HousingLink and Housing Preservation Project provides baseline data to track changes in the Central Corridor's rental housing supply. Specifically, it documents the housing market where lower income residents are most vulnerable to economic change—the private unsubsidized rental market. Private unsubsidized rentals are where lower income tenants are most at the mercy of rising land values and rents.

## St. Paul Fair Lending Coalition—Grassroots Organizing and Policy Response to Foreclosures

Summit-U/D8 and Frogtown/D7



In 2010, the St. Paul Fair Lending Coalition was organized in response to the foreclosure crisis in several St. Paul neighborhoods. The coalition, which includes Jewish Community Action, Summit University Planning Council, Frogtown Neighborhood Association, and ISAIAH, developed an outreach/education plan to help residents deal with foreclosure challenges and to nurture community leaders to help direct those efforts. The coalition is also working to advance a set of city policies on mediation and responsible banking, which hold banks more accountable and helps prevent additional foreclosures.

## High Impact Project “Accelerator”

From Hamline to Rice Street Stations



A \$13 million package of predevelopment loans, grants, and other financing supports were assembled by Twin Cities LISC to accelerate mixed-use projects that are regional examples of catalytic, equitable, transit-oriented development. The Accelerator focuses on strengthening the market on the east end of the Central Corridor/Green Line, encouraging private investment and maximizing community benefits. Priority sites include: Western U Plaza, Hamline Station, Central Exchange/Brownstone, NE corner of Dale and University, and the Saxon Ford site.

## Central Corridor HECUA internships

Union Park and Frogtown



Two summer internships were dedicated to building stronger connections between the Big Picture Project and the work of the District Councils along the Central Corridor. In 2012, an intern joined the Frogtown Neighborhood Association/D7 to help facilitate the creation of the Frogtown Rondo Home Fund, and to document historic properties in the area. In 2013, an intern joined Union Park Community Council to survey residents on their housing preferences, including affordable housing.

## Preserve Frogtown

Midway East



Led by Historic Saint Paul and the Frogtown Neighborhood Association/D7, Preserve Frogtown develops and implements preservation strategies that help stabilize the Frogtown community and improve residents' lives. This work will improve structures and blocks that enhance the neighborhood's unique cultural and architectural heritage, that improve and retain affordable housing, and that leverage investment in community projects.



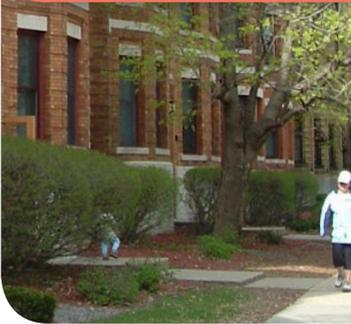
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# The BPP Dashboard

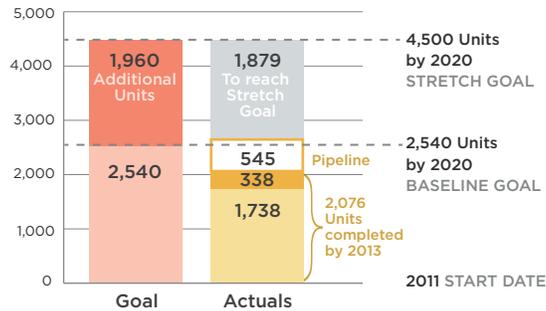
The Big Picture Project will monitor and report progress on the Central Corridor Affordable Housing Coordinated Plan through a dashboard of change indicators that track outcomes, not inputs.\*

## Objective I

Invest in the production and preservation of long-term affordable housing.



### Reaching the Expanded Goal



**Notes:** Newly constructed and preserved units are officially counted at finance closing. In 2009 and 2010 the cities of Minneapolis and Saint Paul invested in 1,132 new or preserved long-term (subsidized) affordable units along the Central Corridor. To reach the expanded goal of 4,500 new or preserved units by 2020, private and public resources must be identified for 346 units per year for the next seven years.

*Pipeline* refers to active development projects that are still seeking financing.

### Comparing new market rate to affordable housing units: 2011-2013\*

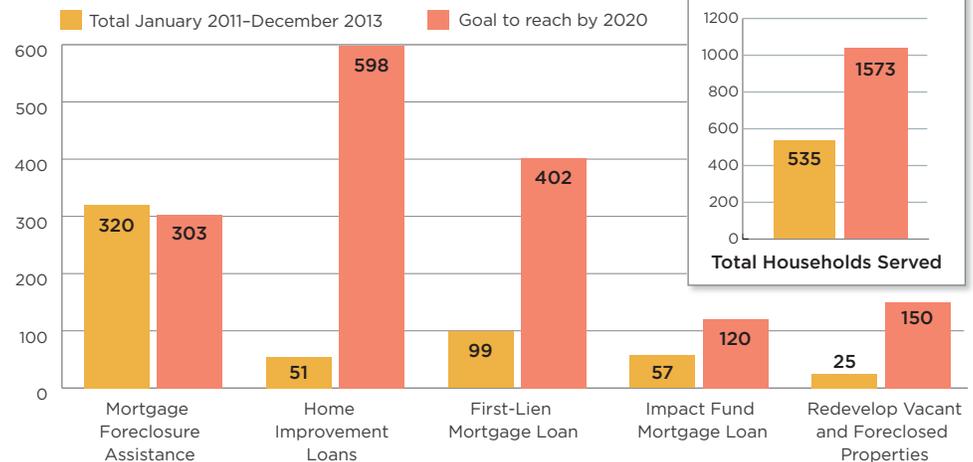


## Objective II

Stabilize the neighborhood and invest in activities that help low-income people stay in their homes.



### Tracking Activities that Help Low and Moderate-Income People Stay in Their Homes



**Notes:** The corridor is on-track to meet the overall goal of 1,573 households served. That goal is made up of several different programs and services, each with their own goal for service. Some have reached their goal (mortgage foreclosure assistance) while others have not.

#### Contact for Data Analysis

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 651-280-2663

#### Acknowledgements for data sources

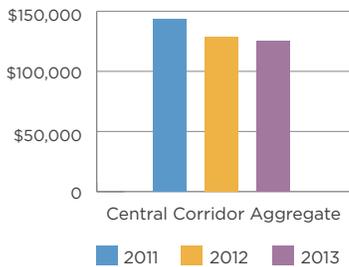
Haila Maze, City of Minneapolis  
 Sarah Zorn, City of Saint Paul  
 Jessica Deegan, Minnesota Housing Finance Agency  
 Josh Dye, Housing Link Rental Review  
 Jason Peterson, Community Neighborhood Housing Services  
 Karen Duggleby, Home Ownership Center of Minnesota  
 Jake Reilly, City of Saint Paul

# Objective III

Strengthen Families through coordinated investments



## Tracking Change in Median Assessed Value for Single Family Homes

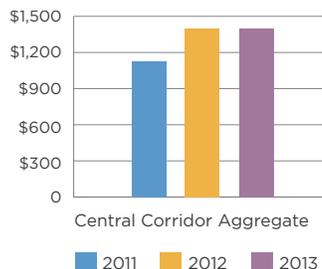


2011—\$147,200 2012—\$131,200 2013—\$128,500

13% decrease across the Corridor compared to a City of St. Paul decrease of about 12%

**Notes:** A decrease in property values is consistent with the slow economic recovery. Increased taxes as the result of higher property values are often cited as concerns for gentrification. Declining assessments of single family homes along the light rail line mean homeowners are less likely to see property tax pressure from increased assessments. Property taxes may increase for other reasons, separate from assessments.

## Tracking Change in Median Rental Rates for Available Two-Bedroom Housing Units



Third Quarter 2011—\$1,225

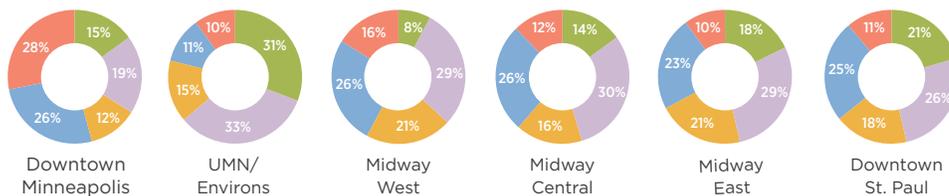
Third Quarter 2012—\$1,400

Third Quarter 2013—\$1,400

24% increase across the Corridor compared to a Minneapolis-St. Paul increase of about 17%

**Notes:** This change likely reflects the increase in luxury apartments located in downtown Minneapolis, and new student housing located near the University of Minnesota. The project will continue to track these changes to see if this is a blip or a longer-term trend.

## Income Levels Across the Corridor by Sub Area (2008–2012)

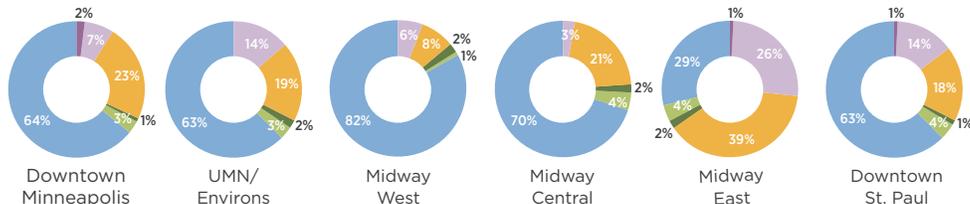


### Income Levels

- Less than \$10,000
- \$10,000–\$29,999
- \$30,000–\$49,999
- \$50,000–\$99,999
- More than \$100,000

62% of corridor households earn less than 60% AMI (\$49,380/year for family of four). Changes in income levels will be tracked over the time period of 2011–2020.

## Racial/Ethnic Mix Across the Corridor by Sub Area (2008–2012)

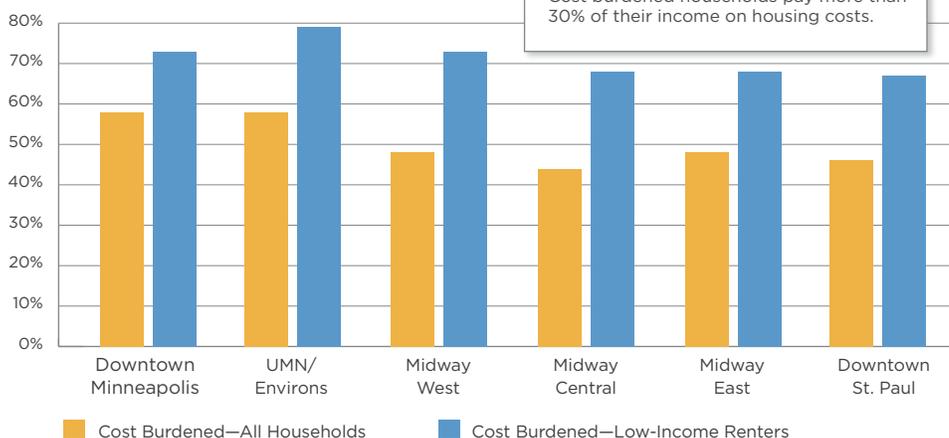


### Racial/Ethnic Mix

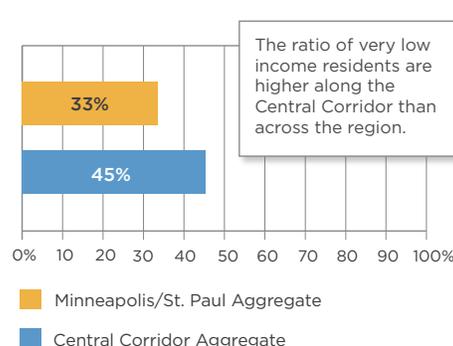
- American Indian
- Asian
- Black
- Other Race
- Two or More Races
- White

42% of households are people of color. Changes in race and ethnicity will be tracked over the time period of 2011–2020.

## Are Households Able to Afford Housing in the Corridor?



## Share of Households with Income Under \$30,000



The ratio of very low income residents are higher along the Central Corridor than across the region.

# Moving forward

**Progress is underway!** The Central Corridor/Green Line transit stations are complete, new construction and preservation projects are evolving, and everywhere you look there are visible changes along University Avenue.

**The place is definitely poised to prosper, but are the residents?**

Two years after Big Picture Project partners outlined its strategies to foster opportunity throughout the Central Corridor, the momentum behind our goals is clear. **But will it be enough to ensure access to opportunities for all?**

In the coming year, key to our success will be **neighborhood-specific strategies** that offer greater focus on where affordable housing options are needed, and **policy options** that strengthen our regional toolkit to preserve and create affordable housing. From booming downtown development spurred by new sports stadiums to the prospects surrounding the University and Creative Enterprise Zone, from the sleeping giant of Midway to the eclectic cultural communities that stretch to the State Capital—each section of this transitway corridor offers unique challenges and opportunities. Of key interest are the **emerging large-scale opportunity sites** of the Bus Barn/Midway Arcade megablock, and the Prospect North district. These efforts are working to create mixed-income, mixed-use destinations that showcase innovations that strengthen equitable transit-oriented development for our region and the 21st century.

*Get ready! The train is coming!!*



**“The opportunity to provide affordable housing along the Central Corridor is so important to the people we serve. We haven’t broken ground, have done no advertising, and I already have 20 names of people interested in housing! The whole effort means even more, knowing our efforts are part of a larger plan and deeper commitment from both cities and many others to provide high-quality, transit-oriented rental housing**

Barbara McCormick, Director of Housing, Project for Pride in Living



**“The vision is strong but partners must consider what trade-offs they make to achieve the vision. Change will occur, shaping it will require holding onto the vision and managing the trade-offs inherent in competing goals within the plan.**

Eric Muschler, Program Officer, McKnight Foundation



**“For the Big Picture Project to be truly successful the communities along the Green Line need to be fully engaged in all areas. Their input is crucial if success is defined as the people who live and work in the area benefitting from the work.**

Bill Lerman, Jewish Community Action, Community Agreements Compact Committee

The Big Picture Project has been endorsed by:

- Corridors of Opportunity Policy Board
- Central Corridor Funders Collaborative
- City of St. Paul Housing Redevelopment Authority (HRA)
- Twin Cities LISC
- Housing Preservation Project (HPP)



The Big Picture Project is hosted by the Cities of Minneapolis and Saint Paul and Twin Cities LISC, and supported by the Central Corridor Funders Collaborative.

For more information please visit:  
[www.funderscollaborative.org/partners/affordable-housing](http://www.funderscollaborative.org/partners/affordable-housing)

or contact:  
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