



# THE BIG PICTURE PROJECT

Aligning housing plans along Central Corridor

**NPSG 2016**

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



# I-94 Construction Splits Rondo



**Credjafawn Co-op Store  
678 Rondo Ave.**

In the 1960s, the construction of Interstate 94 destroyed Rondo Avenue and devastated the historic Rondo neighborhood. 70 businesses were lost and 400 families were displaced.





Ford Foundation  
F.R. Bigelow Foundation  
John S. and James L. Knight Foundation  
Living Cities, Inc.  
McKnight Foundation  
Otto Bremer Foundation  
Jay & Rose Phillips Family Foundation  
The Saint Paul Foundation  
Surdna Foundation



# **Central Corridor / Green Line by the numbers:**

**11 mile LRT corridor that runs between  
downtown Minneapolis and Saint Paul**

**\$1 billion (transit investment - 2014 launch)**

**\$3 billion in development activity since 2009**

**13,700 housing units created or in the pipeline**

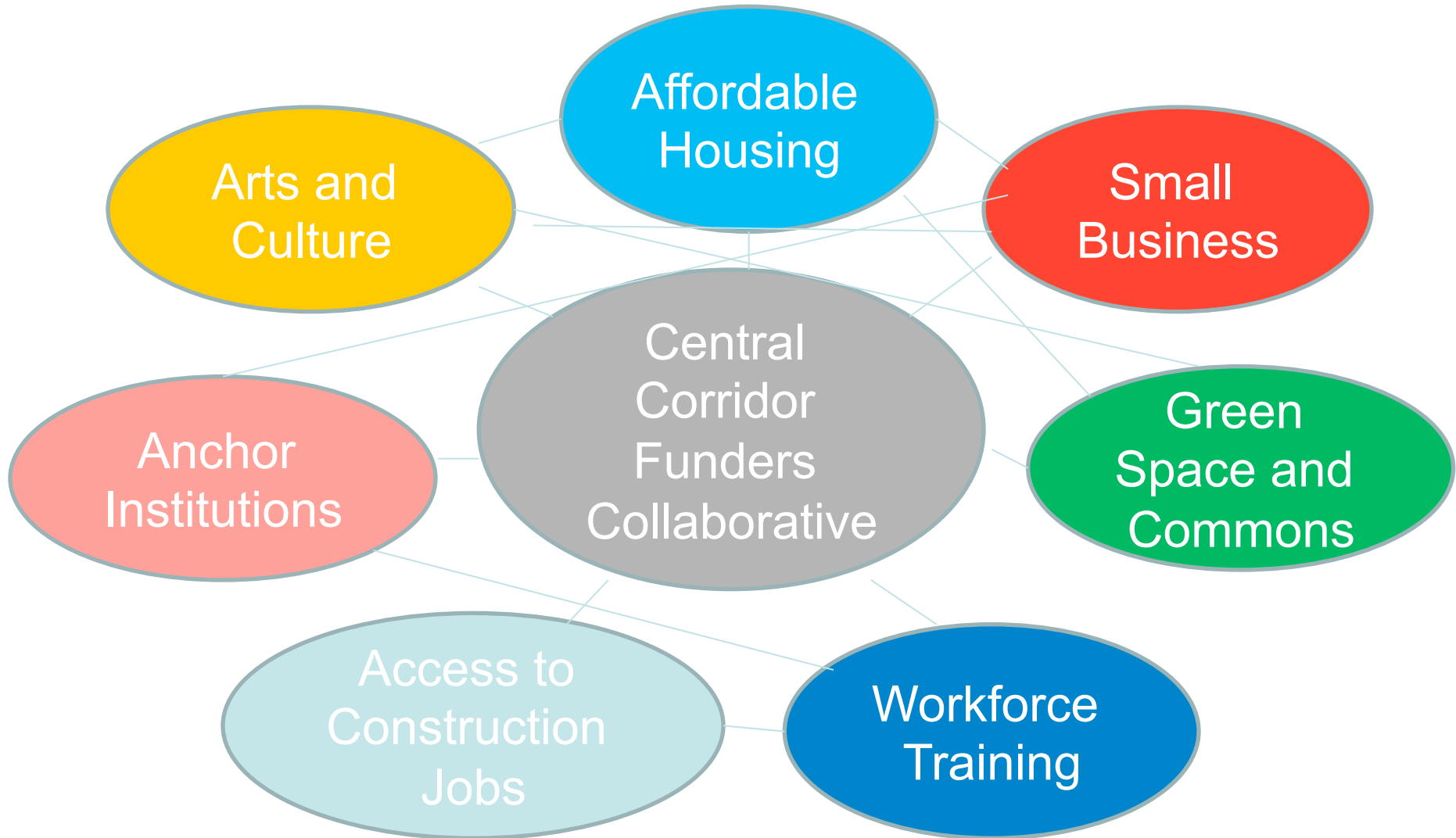
**\$20 million over 10 years – CCFC investments**





- Promoting learning so decisions affecting the Corridor are well informed and far-sighted.
- Building shared solutions through learning, the creation of corridor-wide strategies and goals, innovative thinking, and effective implementation.
- Investing capital in strategies and policies and programs aimed at achieving corridor-wide benefits.

# Collaborative Tables





# W I F BIG PICTURE PROJECT

Aligning housing plans along  
Central Corridor

## *Goal:*

To provide a coordinated set of strategies for the Central Corridor that government, community, finance, and development partners can work toward to achieve affordable housing options, and identify policies that will enable those strategies to succeed.

# Corridors of choice and opportunity

**Positive placemaking** Our investments in affordable housing must integrate anti-displacement and mortgage foreclosure prevention, market rate housing, small business opportunities and jobs, green space, good design principles, and positive placemaking.





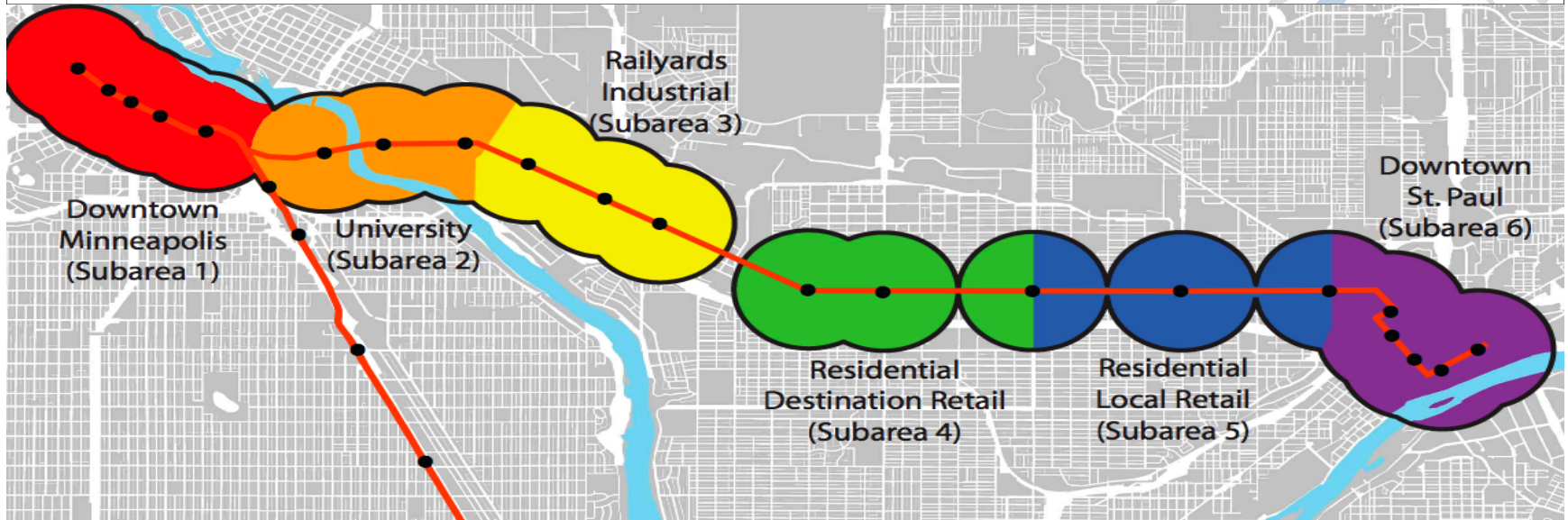
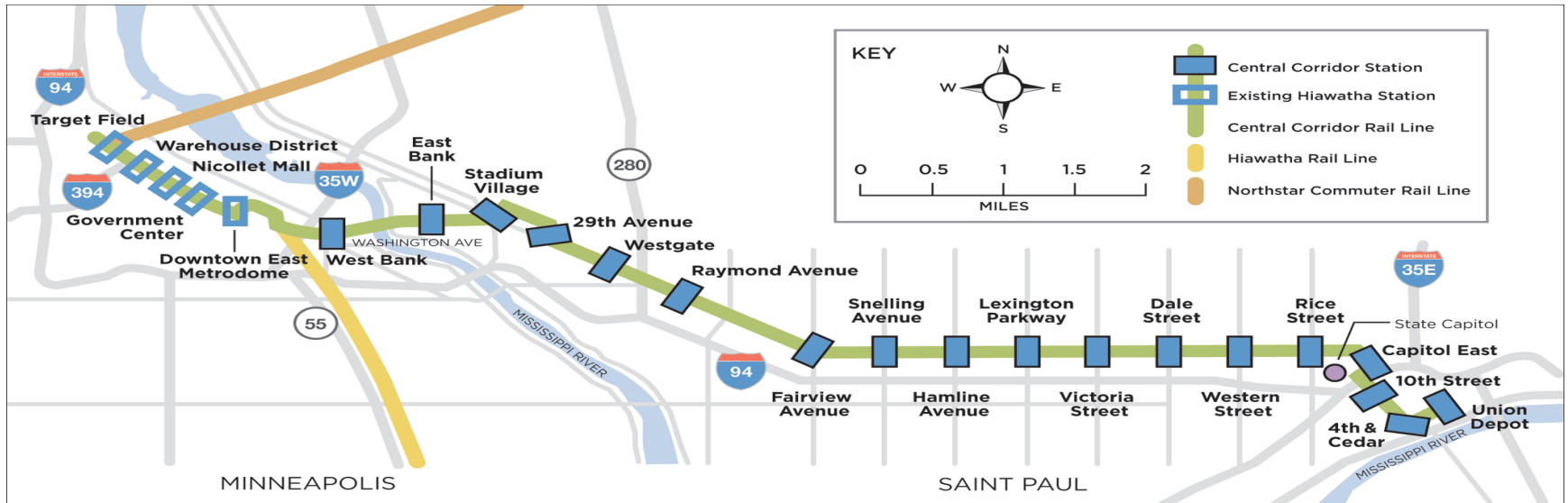
# Definition of Affordable Housing

Calculated in relation to the Twin Cities Area Median Income (AMI)  
which is \$82,900 in 2014

(Family of 4)	<u>Income</u>
60%	\$49,750
50%	\$41,450
30%	\$24,850

**Preservation** – Housing that will maintain affordability requirements for terms between 10- 99 years

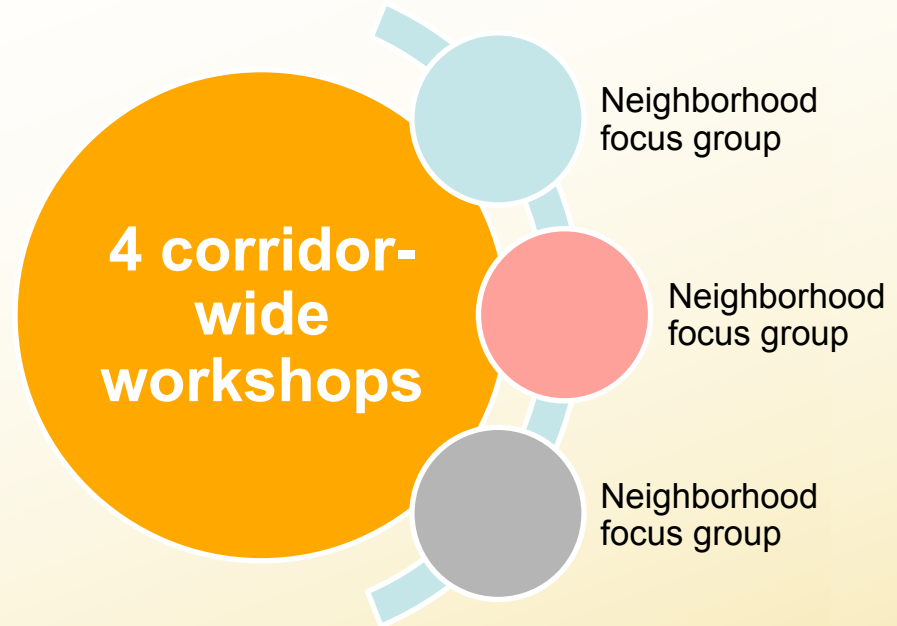
# Central Corridor / Subareas



# Project Team



# Community Engagement



Multiple strategies will be needed to achieve our goals



Key factors for considering affordable housing options



# Central Corridor Affordable Housing Coordinated Plan

**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.**



# Central Corridor Affordable Housing Coordinated Plan

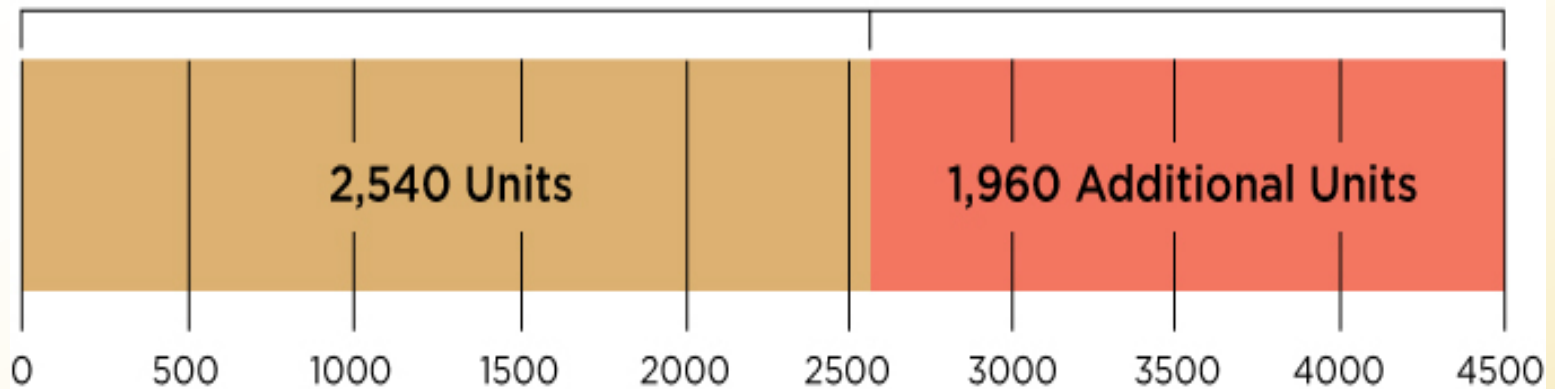
**Objective I: Invest in the production and preservation of long-term affordable housing.**

- 1. Additional transit-oriented development (TOD) resources**
- 2. Value capture and tax incentive strategies**
- 3. Opportunity sites – demonstrate equitable TOD**
- 4. Strengthen nonprofit and public housing developers**
- 5. Non-traditional development models**



# Central Corridor-wide Goals

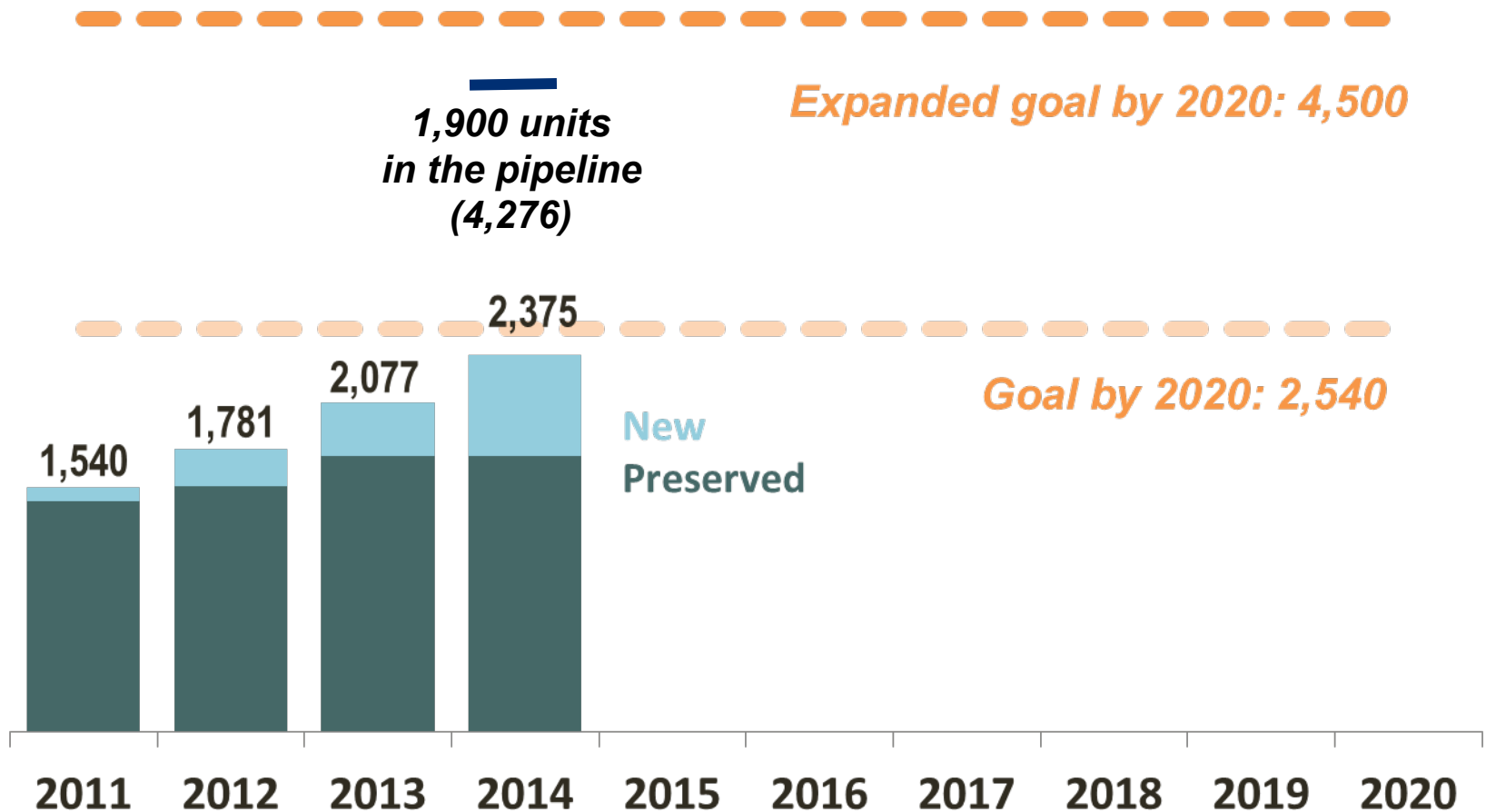
4,500 TOTAL UNITS 2011-2020 (with expanded goal)



 Central Corridor Affordable Housing Baseline<sup>1</sup>

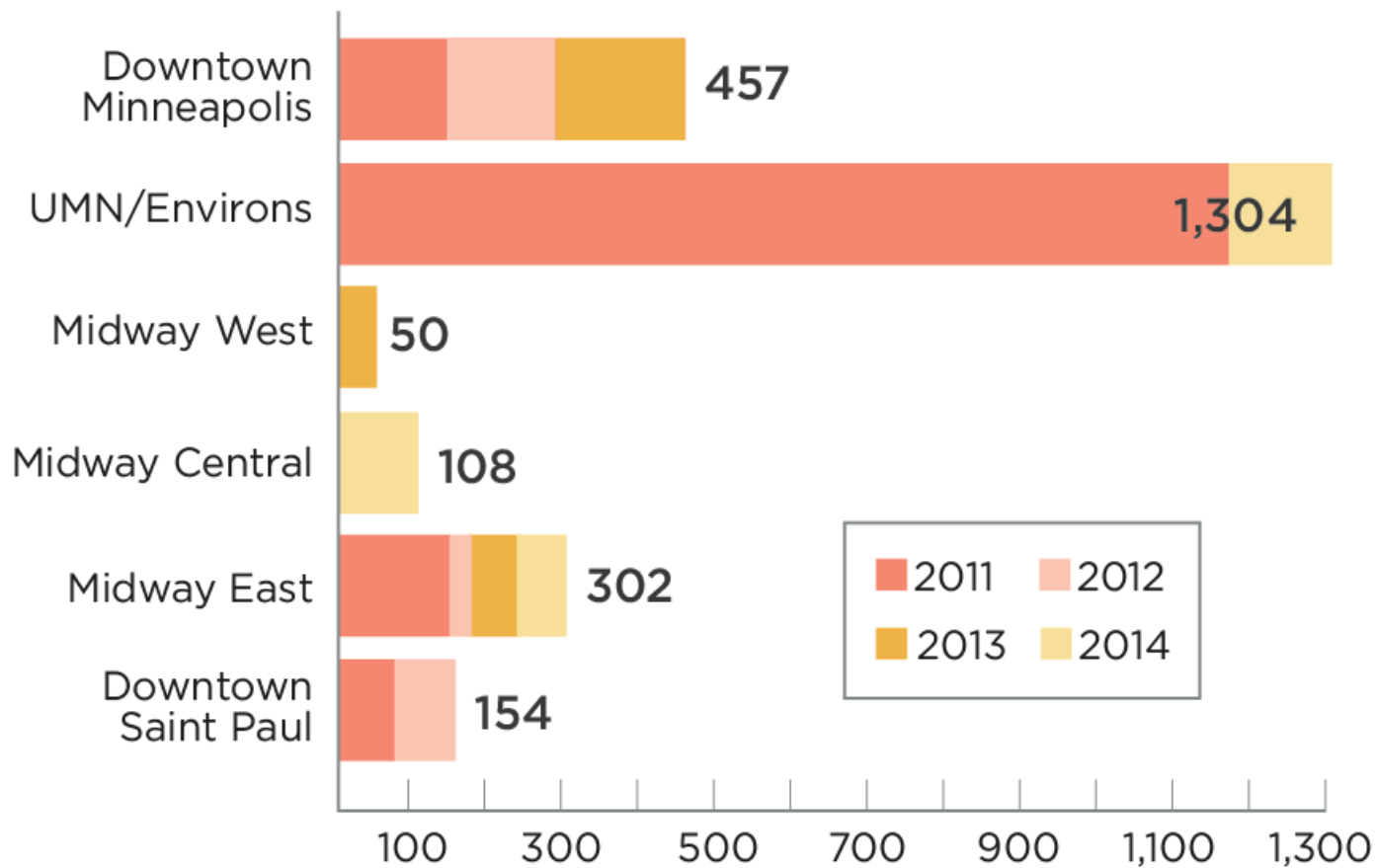
 Central Corridor Affordable Housing Expanded Goal<sup>2</sup>

# Objective 1: Invest in the production and preservation of long-term affordable housing

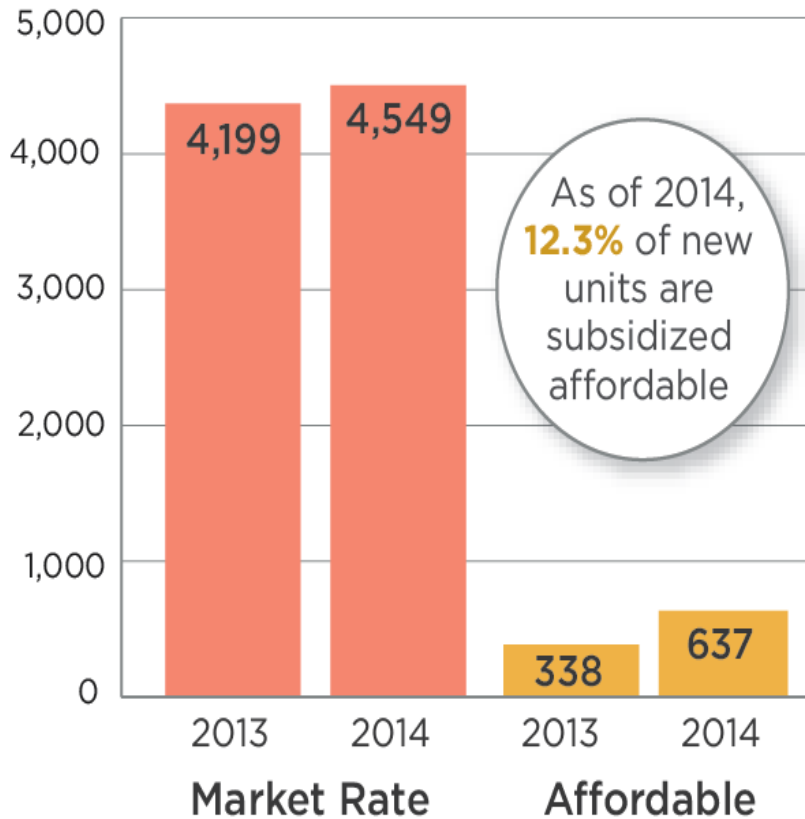


# Objective 1: Invest in the production and preservation of long-term affordable housing

*New and preserved affordable units by sub area:*



# Objective 1: How does new affordable activity compare to new market rate development?\*

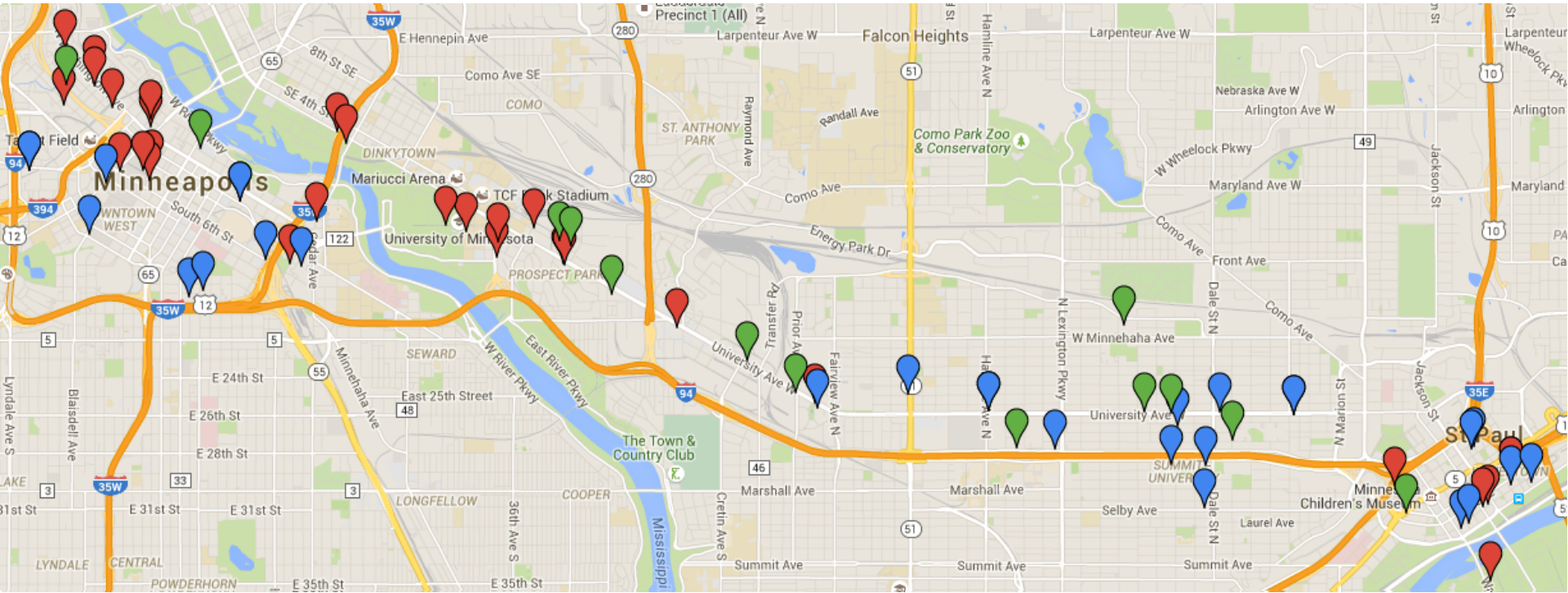


For every **1** subsidized affordable unit added to the Corridor housing stock **7** market rate units were added.



\*Does not include preserved affordable units.  
*Long-term affordability at 60% AMI.*

# Market rate and affordable housing projects: 2011-2014 *with planned affordable housing pipeline*



**Red** = market rate 2011-2014  
**Blue** = affordable 2011-2014  
**Green** = affordable pipeline



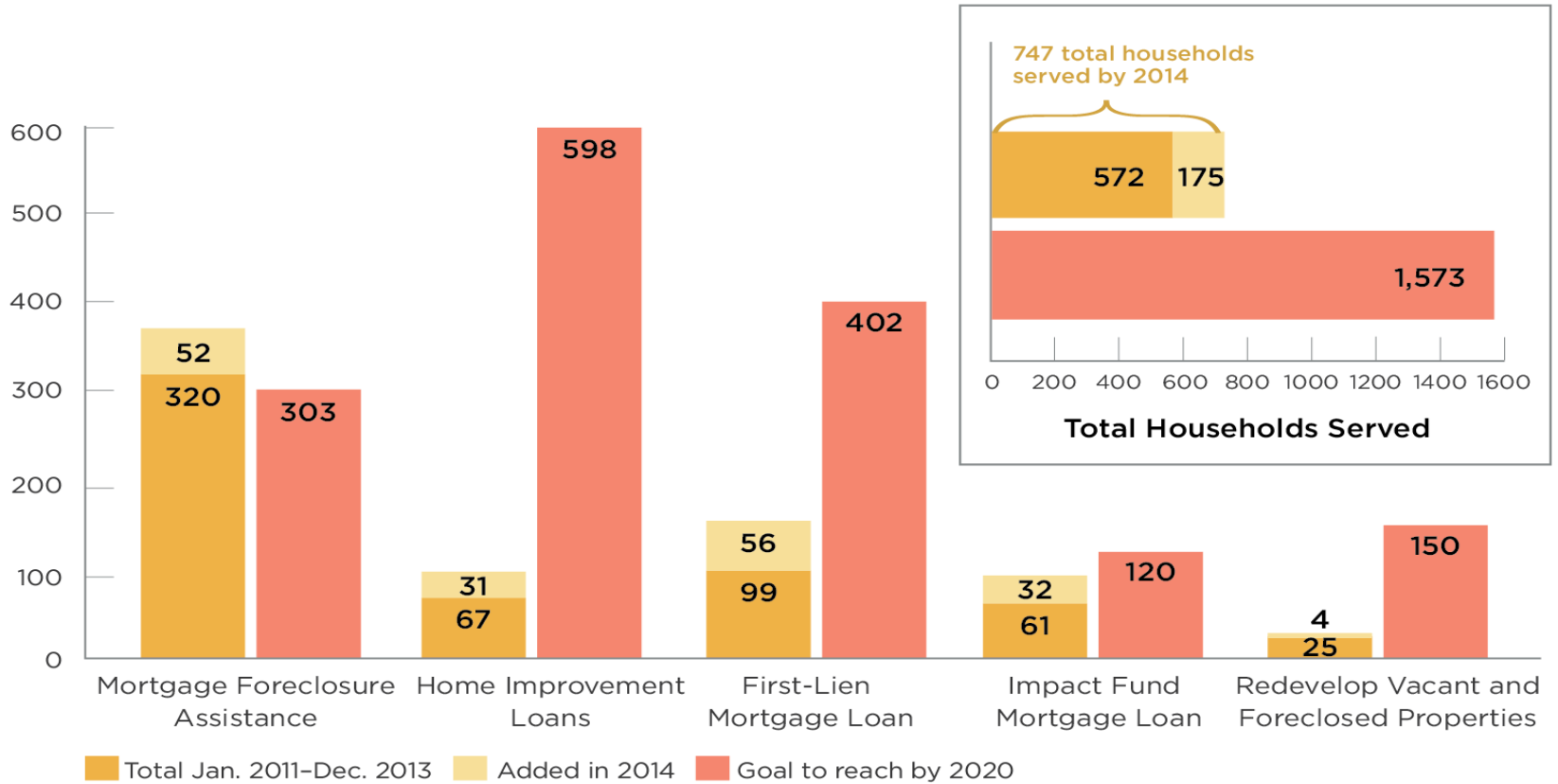


# Central Corridor Affordable Housing Coordinated Plan

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

- 1. Mortgage foreclosure prevention**
- 2. Home improvement loans / energy efficiency and weatherization programs**
- 3. Reuse of vacant and foreclosed properties**

# Objective 2: Stabilize the neighborhood and invest in activities that help people stay in their home.



# Context measures:

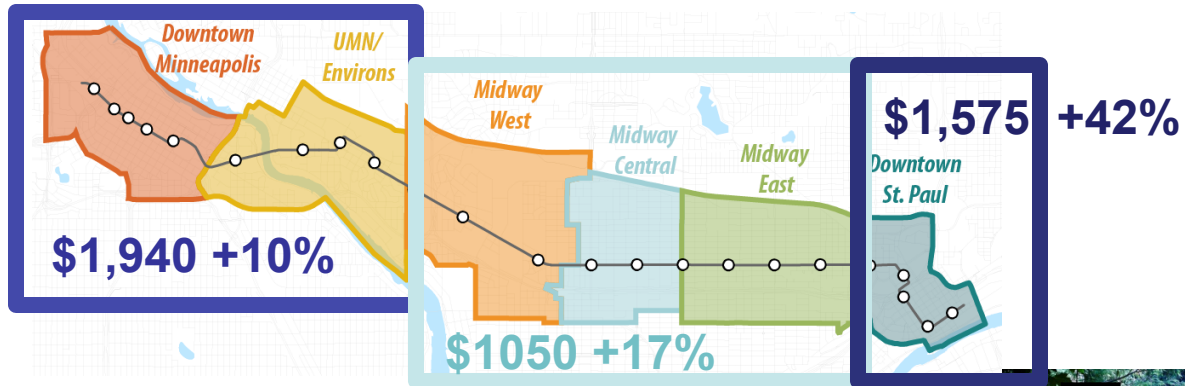
## Median rent, median EMV



\$1,184  
to  
\$1,640

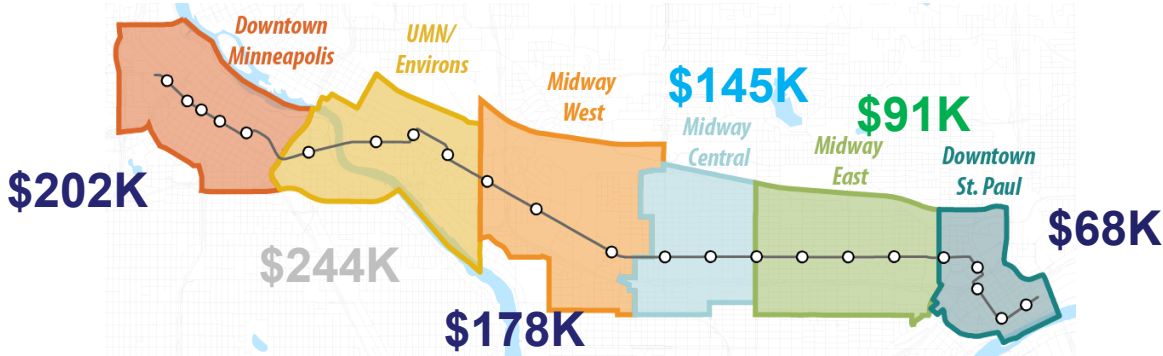
Median rent on the Corridor for listed 2BR: **+39% since Baseline**

Median rent in MSP for listed 2BR: **+13% since Baseline**



Median SF-EMV on the Corridor: **-11% since Baseline**

Median SF-EMV in City of St. Paul: **-15% since Baseline**



\$154,900  
to  
\$138,000



# Central Corridor Affordable Housing Coordinated Plan

**Objective III: Strengthen families through coordinated investments.**

**Leverage affordable housing investments with the creation of jobs, small business opportunities, cultural institutions, public art, green space, and connectivity.**



# Central Corridor Affordable Housing Coordinated Plan

## Elements for further study

- 1. Property tax relief**
- 2. Density bonuses**
- 3. Community engagement and development review processes**



# Overview and Observations

- Importance of “Getting Out Ahead”
- Scale and pace of change
- Rental market vs. Home Ownership
- The Perfect Storm
- “Gentrifiers”
- Who Benefits?





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*Or visit:*

[www.funderscollaborative.org/partners/  
affordable-housing-group/resources](http://www.funderscollaborative.org/partners/affordable-housing-group/resources)