

Chris Tolbert, Chair
City of Saint Paul Housing and Redevelopment Authority
c/o Department of Planning and Economic Development
1300 City Hall Annex, 25 West Fourth Street
Saint Paul, MN 55102

April 29, 2022

Re: Request for Proposals for the Hamm's Brewery Complex

Dear Commissioner Tolbert,

Redevelopment of the Hamm's Complex offers a once-in-a-lifetime opportunity to center revitalization as a catalyst for equity and community benefits. As organizations serving the East Side, we are both excited - and sometimes concerned by - development that takes place in St. Paul. For that reason, we want to be involved in development decisions that affect our community. Together, our organizations have been gathering to create opportunities for community members, businesses, and other organizations to learn more about the priorities in the Comprehensive Plan generally, and the Hamm's RFP process specifically. We've been thinking and talking through how our collective voices and our collective choices can impact the outcome of what gets developed in our neighborhoods and who will be able to access and benefit from those assets. In addition to providing support and input to you, the Housing and Redevelopment Authority (HRA), we hope to be strong allies of the developer selected by the City.

Though we are not happy about it, we reluctantly accept what we've been told by City staff - namely that Minnesota state law does not allow for any among us to be included in the City's review and selection process. For that reason, we took on the effort of working with one another - and with other organizations and members of our East Side communities - specifically because we want the City, the HRA and the development community to know that we whole heartedly support the redevelopment of the Hamm's complex.

That said, ***how the complex is redeveloped matters to us as much as the fact that it is redeveloped.*** We seek a developer or development team who demonstrates their capacity and wherewithal, but also demonstrates that they intend to engage the spaces in and around the Hamm's complex in an authentic way. We seek a developer or development team who will avoid creating an exclusive enclave. We seek a developer or development team who will foster community partnerships in their process in order to recreate the Hamm's complex so that it will foster community access, involvement and partnerships both now and for generations into the future. In the months since the City announced the RFP, our organizations have been meeting with one another, with other East Side community organizations, with the populations we serve. We've also been helping to get the word out to potential developers, and we've met with, listened to and talked with many of them to help them know and understand the community perspectives we represent.

*With this in mind, we recommend to the Housing and Redevelopment Authority (HRA) and to the Planning and Economic Development Department (PED) that together you incorporate the following **community values, aims and objectives** into the City's internal process for review of developer applications and selection for granting development rights:*

Relevance to the East Side:

1. We believe the Hamm's Complex should be redeveloped in way that enhances and extends the benefits of redevelopment throughout our communities. We seek a development partner who understands and is intentional about ensuring opportunities that will help our East Side communities thrive; opportunities where the benefits of growth are shared within the community.
2. The Hamm's complex is a central feature of our communities, an anchor on the East Side. It is fitting that redevelopment of this property should be carried out so that transformation of the property is catalytic, a springboard for further positive redevelopment .
3. We believe that the Hamm's complex should be developed as destination, one filled with businesses and community spaces that attracts locals and visitors alike – and that that in turn will contribute to revitalizing the surrounding corridors and neighborhoods.
4. Redevelopment of the Hamm's complex should bolster existing projects already underway like the Purple Line, the EV Spot Network, and the work of the Lower Phalen Creek Project in daylighting Phalen Creek, creating the Wakan Tipi Interpretive Center and preserving and enhancing the Bruce Vento Nature Sanctuary.

Equity, Social Justice and Community Benefits:

5. We recognize and respect the investments that the City is making on large redevelopment projects at the edges of St. Paul, near the city limits. In the spirit of equity, we call on the City and the HRA to make a commiserate financial development opportunity; one that lies in the heart of the City's Area of Concentrated Poverty (ACP). This project is an opportunity for the City of St. Paul to demonstrate that it will make serious and long-lasting investments that will erase that line of poverty for future generations.

6. Redevelopment of the Hamm's complex should center and reinforce efforts of racial and economic equity for communities on St. Paul's East Side.
7. Redevelopment of the Hamm's complex should not be developed primarily for outsiders coming into the neighborhood; instead, it should benefit the existing community living and working on the East Side.
8. The HRA is encouraged to center equity in alignment with the goals, objectives, and policies adopted in the City's 2040 comprehensive plan, St. Paul for All.
9. We call upon the City to work with East Side communities to develop and use an equity scorecard for the redevelopment of the Hamm's site; such a scorecard should be used for reviewing all proposals submitted.
10. It is important to East Siders that the complex include a mix of uses, a mix of activities, and serves a mixed-income resident, customer, and visitor base. It must not be pitched so that it is exclusive to any one income group. It must include uses and activities that are accessible and affordable for Eastsiders - particularly those who don't have a high level of income.
11. We expect the City and the selected developer to work closely with the network of community partners to ensure that a robust set of efforts are made to connect and include East Side residents to housing, jobs, entrepreneurial opportunities, and other wealth-creation and wealth-building possibilities that may come as part of this redevelopment project.

On the matter of housing:

12. More specifically, we call on the City and the selected developer to build in affordable housing to ease the affordability crisis in St. Paul, particularly the East Side.
13. We call on the City to create, maintain, and abide by a residential linkage policy for this project, with this developer - one that ensures that residential units will be affordable to households living and working on the East Side in the near term as well as the long term.
14. Where housing is built, it should include an ample number of deeply affordable units that are maintained as affordable housing for the long term.
15. Overall, the project should reinforce efforts of racial and economic equity by creating and sustaining wealth-building residential opportunities (such as homeownership) for East Side residents now and in the future.

On the matter of employment, education, and wealth creation:

16. Overall, the project should reinforce efforts of racial and economic equity by creating and sustaining wealth-building employment, work, and entrepreneurial opportunities for East Side residents now and in the future.
17. We call on the City to create and maintain and abide by an employment linkage policy for this project - one that ensures that employment opportunities related to the project are filled by people living on the East Side, both now and in the future.
18. We call on the selected developer to build in affordable commercial space in support of neighborhood based micro and small business development.

Site, Situation, and Prominence of the location within the surrounding area:

19. We call for the City and the selected developer to work closely with our organizations and with other community organizations and partners to fully realize our communities' long-term goal of daylighting Phalen Creek. This should be thought of in two ways. First, we see the opportunity to daylight the full length of Phalen Creek – from Lake Phalen to the Mississippi River – as a cultural, historic, and environmental resource. Hamm's Brewery is but one site along an important stretch of landscape – its geography, hydrology, terrain, and ecosystems. Second, in this very specific location of the brewery there was a specific relationship between the complex and the creek in some manner. It is critical for the City and the selected developer to consider and accommodate this history and these aspirations in a way that is sensitive and meaningful for our communities both now and in the future. Rehabilitation of the Hamm's complex must be mutually beneficial with daylighting Phalen Creek.
20. Likewise, it is imperative that the redevelopment of the Hamm's complex is compatible with the efforts to restore and rehabilitate Swede Hollow Park. In particular, land at the southwest corner of the Hamm's site should be deeded over to the Parks Department or the Lower Phalen Creek Project so that there is ample land available to successfully daylight Phalen Creek and to integrate the creek, the park, and the trails and the complex.
21. This part of the East Side is a prominent location; one the sits high above the topography of the surrounding area. Redevelopment of the complex should include fully accessible, public viewing places at the top of the building - some sort of public observatory so that people can get up to that high place and see up and down the Phalen Creek Valley, the Mississippi River Valley, downtown St. Paul, and the rest of the capital city and surrounding areas. We encourage the developer to create a public place at the top of the building - some sort of public observatory or viewing deck. This way, people can get up to that high place and see across the rooftops, up and down Phalen Creek Valley, the Mississippi River Valley, and over to the downtown skyline.

Restoration and rehabilitation of existing historic buildings, character, and site features:

22. The Hamm's Brewery Complex is eligible for the National Register of Places. The value of this asset should be maximized by rehabilitating original buildings according to the Secretary of Interior Standards for Historic Preservation.
23. We believe that redevelopment of the Hamm's complex should maintain the historic, industrial character of existing buildings, the existing site and landscape features.
24. The design of new buildings and site improvements should complement the historic character of the original complex without trying to mimic the old or create false history. In other words, don't try to make the new look like it's as old as the original buildings.
25. These buildings should have uses that are compatible with the historic character of the existing buildings so that the exterior design and character of each building does not need to be dramatically altered – and the buildings continue to look like themselves into the next 100 years of their life.
26. New construction on the existing parking lot is an opportunity. The design of new structures should maintain the visual continuity of site by designing new construction that reflect and

enhance the historic fabric of the site including massing, window openings, and relationship to other buildings.

27. At the southwest corner of the Hamm's site, the wells should be considered for reuse if they're not being used already. Likewise, the underground wells should be considered an historic feature of the complex that should be preserved and interpreted. It is obvious to many in the community that water once ran past the complex in Phalen Creek, and that water was drawn from wells adjacent to the complex. We look forward to further conversation about the intertwined topics of restoring water to the creek, the uses and cultural relevance of water in this part of the world, the utility of water to heat and cool, and the interpretation of water at this site should be explored and featured prominently in this project.

Land use, building uses, and spaces:

28. We call on the City and the developer to create and maintain a project that is compatible with and has a positive impact on the adjacent park, residential neighborhoods, and businesses already located on and around brewery campus. The Hamm's Development should be inviting, and it should not appear as an insular place within the fabric of the neighborhood. The redevelopment should elevate the complex as a destination place; one that offers programming to draw in neighbors and visitors alike.
29. We encourage creative use of an extraordinary complex of buildings to create a project for which the East Side can be proud. A multi-use complex makes sense. Museum space, cultural space, creative space and community space are all good ideas for this complex and this location. We would also like to see the project include art and history that reflects the neighborhood's diversity and working-class roots.
30. We encourage a strong plan to draw new customers and visitors to the area.
31. It's important to reiterate that there's a strong need for affordable housing on the east side.
32. There's also a need for commercial office space, for commercial maker space, light manufacturing, and space for artist studios. All of these should be considered as viable possibilities that will bring life and energy to the complex while creating employment opportunities for East Siders.
33. There is an opportunity for outward-facing uses along Minnehaha Avenue; retail is one possibility. In both the rehabilitation of existing buildings and in new construction, the mix of uses and the design of spaces should help to activate the public sidewalks and the surrounding area. Insular, inward facing uses and buildings will detract from efforts to add vibrancy to our neighborhood main streets.

Sustainability, connectivity and environmental justice:

34. We call upon the Developer to consider the 2040 Comp Plan's recommendations on fostering environment Resiliency and Sustainability. We ask the Developer to maximize the guidance on Energy Production and Conservation, Building Materials, impact to the nearby water sources (aquifers and creek), and impact to local wildlife and flora. We encourage incorporation of forward-looking possibilities such as solar energy, hydrothermal, and other clean energy options.

35. Beyond its location on Phalen Creek, the Hamm's complex is situated close-by several important main streets on the East Side: East 7th Street, Payne Avenue and Arcade Street. Redevelopment of the complex should be designed and redeveloped in such a way as to look to the future of transportation, not just the present circumstances. More specifically, the redevelopment of the complex should be undertaken with a mind toward reducing single-occupancy vehicle ownership.
36. More specifically, the Hamm's complex is a 5-minute walk from the soon-to-be Purple Line Bus Rapid Transit Station. Likewise, it is a 10-minute walk from the Arcade street BRT Station. It is served by several regularly running city bus routes. Redevelopment of the Hamm's complex should be designed as an addition to the EV Spot network now opened in the Twin Cities. It should be a transportation hub that includes car-sharing, bike-sharing, scooters, and other mobility enhancements.
37. We want the redevelopment of the Hamm's complex to be successful. But we also recognize that it has been evident in the last decade or more an abundance of surface parking in the neighborhood is not the key to success. Some parking may be necessary for the project, but it is important to calibrate the amount of parking spaces, the kind and location of parking structures with the aims of a more vibrant, walkable neighborhood.
38. More importantly, as communities that suffer some of the highest rates of air pollution in Minnesota, we strongly recommend that the City and the selected developer work with us and alongside us to come up with environmentally just solutions for cleaner, healthier air on the East Side.

Improving public use and ensuring ongoing community access:

On a bitterly cold day last November, our organizations hosted a community tour of the Hamm's site in collaboration with our colleagues in Planning and Economic Development. Well over fifty community members showed up to find out more and to see a piece of St. Paul history. As part of that tour, we were granted access to visit one of two dramatic spaces that have rarely been accessed by the general public. Beyond the experience of being in those spaces, there were moments of shared joy in discovering such places with so many members of the community at one time.

39. Through those experiences, we began to understand that a critical component of enhancing equity through the redevelopment of the Hamm's Complex is the necessity to ensure that key spaces in the complex will be recreated for public use and that these spaces will have easy, free, and ongoing public access.
40. Wherever possible other spaces in the buildings should allow for public use particularly if there are uses such as galleries, restaurants, retail and other community spaces.
41. Ideally there would be a collection of public spaces (inside and outside) throughout the complex that do not require someone to pay admission or make a purchase of some kind. Such spaces should be accessible to someone who is visiting the site simply to appreciate the design, architecture, scale and history of the site itself.

A few examples are offered for further consideration:

42. The large, ground floor space in Building 2/Brewhouse should be restored so that it is a public space, one that is accessible to the community without having to pay rent or admission.
43. Likewise, the exterior courtyard at the center of the complex should be rehabilitated as a public space (not parking) so that it can be used and enjoyed by the general public, the community, as well as the new tenants of the complex. It's an ideal spot for community gatherings and group activities.
44. A continuously open, ADA accessible pedestrian path should be created to connect the spot on Minnehaha Avenue (between Building 2/Brewhouse and Building 3/The Grain Dryer) down to Swede Hollow Park, the Bruce Vento Trail and the soon-to-be daylighted Lower Phalen Creek. It should be a continuously open public right of way for pedestrians and bikes. It should be amply lit for security, and it should be considered a new entrance to the park from Minnehaha Avenue.
45. As much as possible the wells that were part of the original complex should be investigated and considered for some sort of public viewing and historic interpretation.
46. To the extent possible, there may be opportunities to better connect the surrounding neighborhoods with pedestrian connections to, through, and around the edges of the site.
47. The redevelopment project should incorporate/strengthen community connections, including the stairway link that once led from the top of the bluff to the Hamm's site in order to improve pedestrian connectivity to the Dayton's Bluff neighborhood.

Moving forward by building upon the community efforts already underway:


48. We strongly encourage the selected developer to build upon existing community engagement and recommendations gleaned from the 2004 Hamm's Brewery Reuse Study and Vision Plan, the 2009 Dayton's Bluff District Plan, the 2012 Near East Side Roadmap, the 2019 Swede Hollow Master Plan, and Saint Paul's 2040 Comprehensive Plan.
49. We believe the Hamm's Complex should be redeveloped in way that strong opportunities to see our community members, businesses, and interests involved in the final outcome.
50. We see the selection of a developer as a new beginning. This project is an opportunity for deepening community engagement and working in partnership with neighborhood-based organizations to elicit the direct input of affected stakeholders. Our expectation is that the selected developer will set up a series of meetings with our organizations, our partner organizations, and the general public - in community - to further develop, elaborate on, and refine their and our ideas to ensure that the project is in alignment with community values and community vision. We would like the developer to engage a working group to solicit feedback and identify and collaborate with community partners in ways that deepen the local impact of development.

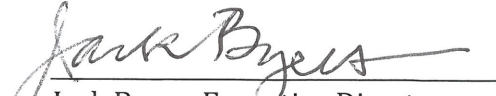
By working together in community, our organizations have taken the initiative to start drawing forth community voices that will help the City and the selected developer shape this project. As this project moves forward, we hope to further engagement within our organizations, across the communities we serve, and to include anyone who wants to be involved in helping shape the final

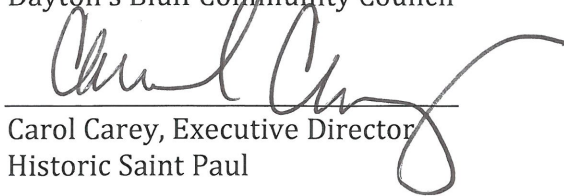
project. We see this as the beginning of a great process, and we look forward to folding our efforts into those of the selected developer or development team.

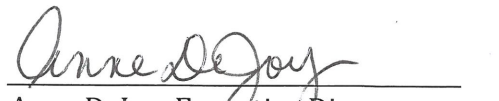
Thank you in advance for your interest and attention to this matter. Please include this letter in the public record for Request for Proposals for the Hamm's Brewery Complex.

Sincerely,


Veronica Burt, Executive Director
Dayton's Bluff Community Council

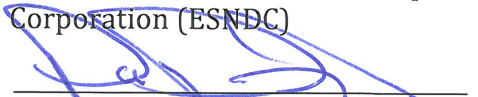

Jack Byers, Executive Director
Payne-Phalen Community Council


Carol Carey, Executive Director
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Donald Lorr & Danfan Schaab, Co-Chairs
Railroad Island Neighborhood Group


Paris Dunning, Executive Director
East Side Area Business Association
(ESABA)

- cc. The Honorable Mayor Melvin Carter
Commissioner Rebecca Noecker, Vice Chair
Commissioner Amy Brendmoen, Secretary
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