Not Another Plan!

EDAM 2020 Winter Conference
January 23, 2020
Session Overview

- Redevelopment is complicated
- Redevelopment often takes more time than expected
- Redevelopment needs City participation
- Change is inevitable
  - Market, City Council, Staff
- Patience is essential
- How do you succeed?
Three case studies on the impact of plans and vision

- Hastings
  - Rusty Fifield - Economic Development Director

- St. Louis Park
  - Tom Harmening - City Manager

- Lakeville
  - Dave Olson - Community and Economic Development Director
The Plan

- Heart of Hastings
- Adopted June 2003
- Replaced 1985 Downtown Plan
Why Did the Plan Work?

- Plan document was useful/usable
- Relevant to Hastings
- Addressed the variety of factors that influence redevelopment
- Led to results
Initiatives

• Specific actions, projects and strategies for achieving the vision
• Break down Plan into doable pieces
  - 37 specific Initiatives
• First page of the Plan
  - Summary
  - Link to vision
  - Location in the Plan
Initiatives

• Some Initiatives happened
  • Implement streetscape enhancements
  • Maintain dialogue with Hudson concerning relocation and reuse

• Some have not
  • Develop a riverboat attraction at Levee Park
  • Redevelop the Post Office Block

• Importance not specific action, but the ideas and intentions
Initiatives

- Description
- Illustration
- Strategies
- Site Design
- Financial Issues
- Contingencies

Explain the Initiative, don’t just describe it.

Ability to adapt qualities of Initiative to future conditions.
Consulting Team

- Wide range of expertise
  - Planning
  - Landscape architecture
  - Economic development
  - Engineering
  - Transportation
  - Market
  - Historic preservation
- Broad perspective
- Address all aspects of redevelopment
Outcomes - Bridge Replacement

- Lose an icon
- Disruption
- Catalyst for change
Outcomes - Riverfront Renaissance

- Multi-year / multi-phase project
- $6,000,000 public investment
- Streetscape
- Parking
- Riverfront park
Outcomes - Riverfront Renaissance

• Pavement Improvements to roadway
• Renovation/replacement of sidewalks
• Rehab of existing lighting fixtures
• Landscaping
• Development of a new park
• Bump-out areas at key intersections
• Streetscape amenities - benches, litter receptacles, bike racks
Outcomes - Riverfront Renaissance

- Signature Pavilion and associated amphitheater
- Physical and thematic connectivity to Downtown
- Increased trail connectivity
- Art Walk sculptural space
- Musical play area
- Labyrinth/fire pit/skating area
- Permanent restroom facilities
- Improved public parking
- Enhanced Veterans Memorial
Outcomes - The Confluence

- Reuse of historic Hudson Manufacturing facility
- 69 hotel rooms
- 22 apartments
- Restaurants
- Event facility
- Retail
- Public park and plaza
- Connected to regional trail
Outcomes

• Vibrant, mixed use district
• Focal point of community activity
• Foundation for continued investment
Takeaways

• A plan for redevelopment is essential
  • Try a jigsaw puzzle without the picture on the box
• Don’t focus on the details, but the ideas
  • Redevelopment takes time
  • Things will change
  • The outcomes you seek may take a different form
• Get broad and qualified guidance in the planning process
Downtown Development Guide(s):
A Long-Term Strategy for Redevelopment

David Olson, Community & Economic Development Director
City of Lakeville
January 23, 2020

Lakeville, Minnesota—Positioned to Thrive
Historic Downtown Lakeville
Strategic Visioning 2006 & 2018

Downtown Development Guide
City of Lakeville
December 2006

LAKEVILLE
Downtown Development Guide Update
August 2018
Market Findings

• More sit-down restaurants
• Spa, wellness, health & beauty
• Art and crafts focus (art galleries, pottery)
• Experience retail (cooking classes / wine + art studios)
• Place-making strategies would enhance marketability of any office developments
• Mixture of housing offerings near Downtown for empty nesters & seniors – walkability & amenities are key
• Infill density near Downtown as area fills out
Community Feedback Received

- General agreement with the market findings
- Additional food and beverage options desired
- New, market-rate housing options desired
- Concerns over impacts of major events on downtown business operations (access, parking and general coordination)
- Opportunities to leverage Lakeville Area Arts Center as an anchor for downtown
- Explore targeted options for additional building height and density
- Enhance pedestrian and bike connections and overall experience
Framework for Ongoing Transformation

- Walkability, bike-ability as key strategy
- Acceptance of density and building height
- Plan for parking needs
- Continue to improve public spaces
- Enhance gateways to north and south
- Position Downtown to be the “main Downtown” for areas south of river
Downtown Initiatives

Four Primary Categories:

1. Districts, Land Use, and Development Character
2. Transportation, Streets, Parking, Signage/Wayfinding and Gateways
3. Parks, Trails, Open Space and Gathering Areas
4. Reinvestment Initiatives
Keys to Implementation

- Patience
- Commitment
- Public-Private Partnerships
- Financial Reality
- Strategic Investments
Market Plaza

Lakeville, Minnesota - Positioned to Thrive
Improve Downtown Parking Lots

BEFORE

AFTER
Lakeville, Minnesota - Positioned to Thrive
Arts Center/ Holyoke Ave Parking Lot

BEFORE

AFTER
Mainstreet Coffee & Wine Bar

Lakeville, Minnesota - Positioned to Thrive
Former Enggren’s Grocery Market

ENGGREN’S

TOTAL HOCKEY

DAKOTA CURLING

Lakeville, Minnesota - Positioned to Thrive
Holyoke Streetscape Improvements

Lakeville, Minnesota - Positioned to Thrive
Former Ben Franklin Block

Lakeville, Minnesota - Positioned to Thrive
New Investments Since 2007

- **Private Investment**
  - $7 million
  - 15-20 new businesses

- **Public Investment**
  - $3 million
New Businesses

Lakeville, Minnesota - Positioned to Thrive
How a community's vision can serve as a catalyst for significant redevelopment

Tom Harmening
City Manager
Excelsior Boulevard: 1990s
Vision St. Louis Park - 1995

Imagine a community so invested in its future that 200 people would sit down on multiple occasions for a dialogue about community-visioning and see their work create, in less than a decade, a new town center and more than 300 innovations and initiatives.
Process

• Vision St. Louis Park
• Charrette
• Task Forces
• Neighborhood meetings
• Individual meetings
• Formal approval process (EAW, Comp Plan/zoning, PUD)
VISION

ST. LOUIS PARK

A special report about our community's future
Park Commons Goals:

1. Improve community identity
   Introduce high-quality site, building design, & amenities

2. Interaction
   Provide civic gathering places - Rec. Center, Town Green, Amphitheater

3. Housing choices
   Improve housing choices - type & cost range
Park Commons Goals:

4. Revitalize area
   Improve jobs/housing link

5. Create a Town Center
   • Improve neighborhood services
   • Improve ped/bicycle/transit facilities
Charrette Concept Plan
Plan Iterations
Sacred Cows

➢ Town Green
➢ Public edge to park
➢ Vertical mixed use / mixed income
➢ Structured parking
➢ Pedestrian & transit friendly
Sacred Cows

➢ Cop Shop & public restrooms
➢ Enduring, high-quality design
➢ Civic events & celebrations
Image Sketch
Excelsior & Grand by the numbers
Excelsior Blvd & Grand Way

• 15-acre award-winning, vertical, mixed-use development
• 5 4 & 5-story buildings
• 337 luxury apartments (319 market rate units and 18 Section 8 units)
• 306 owner-occupied condominiums
• 87,000 SF of ground floor commercial space
• 1.5-acre “Town Green” provides a 60-foot wide connection from Excelsior Blvd to Wolfe Park
• Shared parking below ground, on-street and within two central structures
• 4 phases completed 2003 – 2007
• First LEED for Neighborhood Development in the US
• Developer: TOLD Development Company
4800Excelsior
4760 & 4900 Excelsior Blvd

- 6-story mixed-use building
- 164 apartment units
- 18 units affordable at 60% AMI
- 28,228 sq. ft. *Fresh Thyme* grocery
- Developer: **Weidner Apartment Homes**
Bridgewater Bank Corporate Center
4400 Excelsior Blvd

- 4-story, 84,000 sq. ft. mixed-use commercial building
- 57,000 sq. ft. Bridgewater Bank
- 20,000 sq. ft. leasable office space
- 7,000 sq. ft. ground floor retail
- Developer: Bridgewater Bank
Vision St. Louis Park - 2005

Imagine a community so committed to itself and so engaged in this visioning process that it would stand up and say, “Let’s do it again, bigger and better” and embark on the process again, this time its participants numbering more than 1,000 engaged community members.
The stories were read and distributed at a community celebration.
Promotion

Brochure mailed to every address in the City highlighting:

• Action Area Goals
• Strategic Directions
Initial Phase:
- 350,000 SF “lifestyle” shopping center
- 28,000 sq ft 2nd story office
- 277 upscale apartment units
- Completed in 2009

Final Phase:
- Central Park West (under construction)
Development Summary since E&G

Multi-Family Residential
- 3,000+ housing units
  - 2,400+ apartments
  - 600 condos/townhomes
- completed/under construction
  - including 363 affordable
    - 160 now open
    - 203 approved/under construction
- Multiple projects pending

Hotels
- 700 hotel rooms
  - 600 now open
  - 100 approved

Office/Commercial/Industrial (excluding health care)
- 1.3 million SF of new commercial and industrial completed
- 460,000 SF office and retail under construction/approved
Vision 3.0 St. Louis Park 2017

1. Develop creative housing solutions
2. Develop future-focused transit and mobility
3. Continue to lead in environmental stewardship and ensure access to green space for future generations
4. Prepare our Next Generation
5. Commit to being a leader in racial equity and inclusion
Vision St. Louis Park

“Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.”

Joel Barker
Questions

Tom Harmening
City Manager

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