



Maplewood

PERKINS+WILL

# MAPLEWOOD

## NORTH END VISION PLAN

09/09/2019

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# 01 EXECUTIVE SUMMARY

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# 01 EXECUTIVE SUMMARY

The North End Vision Plan is a shared community vision that addresses short- and long-term opportunities for change in Maplewood’s North End neighborhood. The Vision Plan is not prescriptive and, therefore, should not be used to determine the exact placement or design of new buildings and infrastructure. Instead, as a vision plan, it is intended to be a guide for how the public and private sectors can make future investments in the North End that are sustainable and resilient while at the same time meet the needs of the community.

## PURPOSE

Anchored by Maplewood Mall and St. John’s Hospital, the North End is a major generator of economic activity for the City of Maplewood and the surrounding region. However, profound changes are impacting the North End – the retail industry is rapidly evolving, the healthcare industry continues to grow by leaps and bounds, and the future Rush Line BRT will significantly enhance transit service to the area. In order for the North End to continue as a thriving district of economic activity well into the future, it is important that on-going change be guided by a clear and actionable community-driven plan that focuses on: 1) opportunities for new development or redevelopment; 2) new or improved connections; 3) new or improved public spaces; and 4) priorities for new investment overall.

## STUDY AREA DEFINITION

The North End neighborhood is a mixed use district in the north central part of Maplewood that includes retail, office, institutional, and residential uses. It is roughly bounded by Interstate 694 on the north, White Bear Avenue on the east, Beam Avenue on the south, and the Bruce Vento Regional Trail on the west.

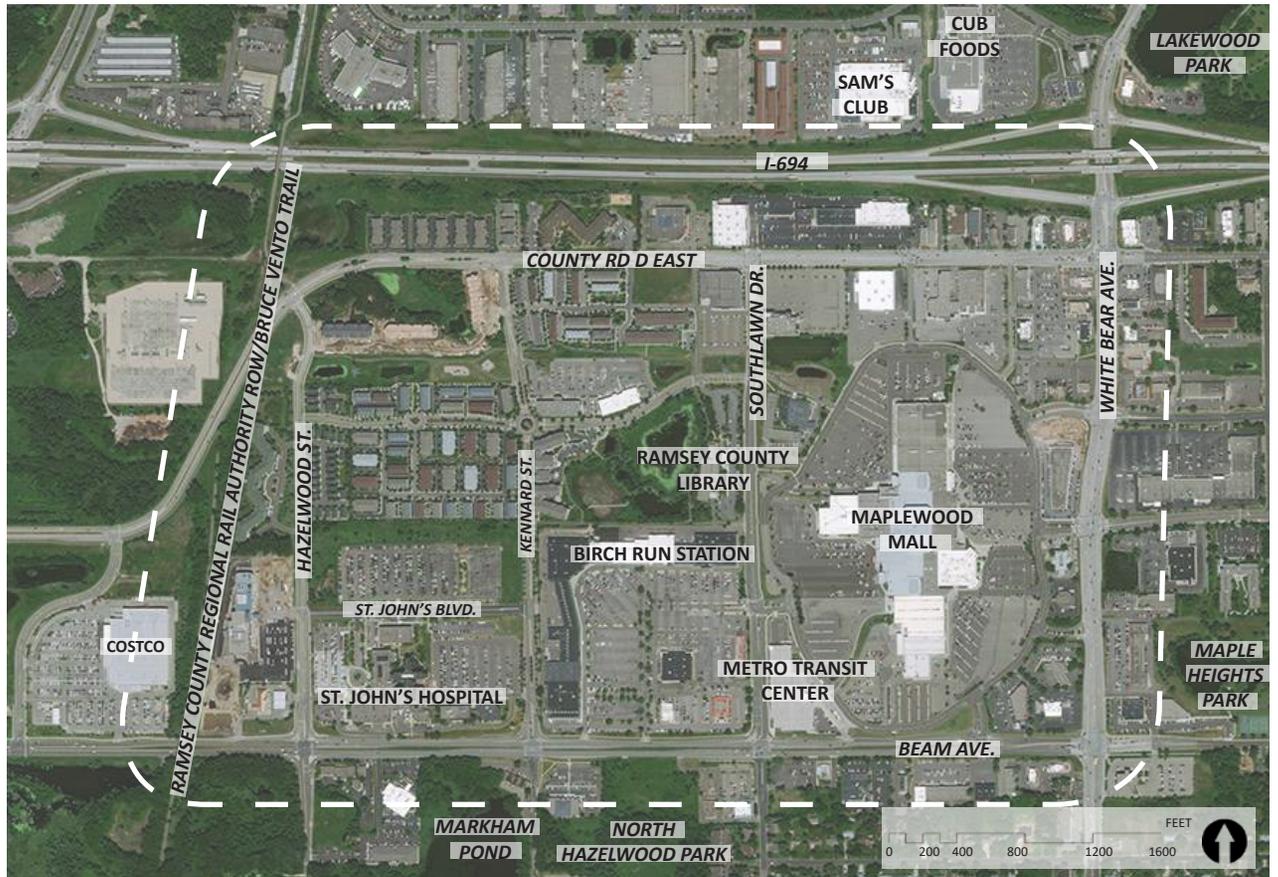


FIGURE 01-1 North End Study Area

### LEGEND

— — North End Study Area Boundary

## TIMELINE

The planning process was initiated in August 2018 and continued through July 2019. The North End Working Group met six times during this period to deliberate on the development of the Vision Plan. The Working Group's process began with analysis of existing conditions, followed by the development of a vision statement and goals, creation and refinement of alternative visions, and ultimately the documentation of a preferred vision supported by design guidelines and implementation strategies. Public engagement efforts informed and supported design and planning efforts throughout the duration of the project.

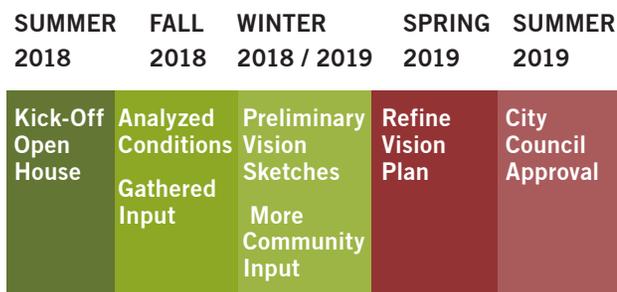


FIGURE 01-2 North End Vision Plan Timeline



Open House #2

## MARKET FINDINGS

Prior to the start of the North End planning process, a market study was prepared that informed the planning process and provided stakeholders with data and analysis of the short- and long-term market trends that will affect development opportunities in the North End. Key findings and conclusions from the study are presented below. The appendix includes the full study with detailed market and demographic data that was gathered and presented during the planning process.

- Based primarily on population, household, and employment forecasts, the North End could potentially support up to 2,200 new units of housing, over 120,000 square feet of new office space, and significant rehabilitation and reconfiguration of its existing retail structures over the next several decades.
- The population of the North End's trade area is simultaneously skewing older and younger. In the near-term, this will increase the demand for both senior housing and entry-level housing for families with school-age children.
- Housing will drive demand for new development in the North End in both the near-term and long-term.
- The primary barriers to housing development in the study area will be availability of sites and the market's ability to support rents that will make projects financially feasible.
- The retail industry is rapidly changing and there is very little consensus as to which brick-and-mortar concepts will survive over time.
- The future of Maplewood Mall will be extremely important to the remainder of the North End and its ability to attract investment and support redevelopment.

- Office uses will not drive development in the study area. However, medical office space is an important niche in the North End and should be evaluated for how the clustering of activities and specialties could be leveraged into new opportunities for growth and/or development.

## COMMUNITY PARTICIPATION

Extensive community engagement was conducted throughout the planning process. From Fall 2018 to Summer 2019, a North End Working Group comprised of 26 individuals who live, work, or own property in the North End met six times to guide the creation of the Vision Plan. Additionally, there were two Open Houses – one in August 2018 and the following in May 2019. Throughout the course of the project, considerable business outreach was conducted as well with over 150 drop-in visits to area businesses, meetings with major property owners, and presentations to various stakeholder groups, such as the Maplewood Business Council.

There were also opportunities for online engagement. The City posted regular updates to the project's website and their social media outlets. An online survey captured the responses of over 100 residents, business owners, visitors, and employees in the area. The project also had a Social PinPoint site, an online engagement platform where people could comment on specific spots for improvement throughout the study area. A final draft of the Vision Plan was also posted to the Social PinPoint site, allowing individuals to give their recommendations for the final Vision Plan.

## VISION STATEMENT & GOALS

The input from community engagement activities and the North End Working Group meetings drove the development of the project Vision Statement and specific project goals, as follows:

### NORTH END VISION STATEMENT:

*The North End is a local and regional economic activity center characterized by a diverse mix of sustainable land uses where people of all backgrounds can safely and easily come from near and far to gather for purposes of obtaining goods and services, wellness, work, recreation, socialization, learning, and living.*

### NORTH END GOALS

1. Promote redevelopment that brings people to the North End
2. Enhance multimodal mobility throughout the North End
3. Better connect the North End to the region
4. Strengthen the North End as a hub for healthcare and wellness
5. Create more unique experiences for visitors
6. Capitalize on an increasingly diverse population
7. Create design guidelines for the North End



Maplewood Mall

## VISION PLAN (NEAR- & LONG-TERM)

The Vision Statement, goals, and design guidelines establish a framework for the North End Vision Plan. The Near-Term and Long-Term Vision Plan is not meant to show specific development recommendations or proposals, as much of the area's development will be contingent on market trends and private development. Rather, these parameters create a vision for the future to inspire new development and revitalization efforts. The Near-Term Vision Plan identifies areas for immediate improvement and those that have high likelihood of redevelopment potential within the next several years. This primarily consists of vacant or underutilized properties. The proposed development shows residential, mixed use, retail, office, and a hotel, with mindful planning of surface lots and improved urban tree canopy. The plan includes plans for the Rush Line Bus Rapid Transit (BRT), development on the former-Sears site, and an extension of St. John's Boulevard through existing Birch Run Station Shopping Center, a recommendation the PMT repeatedly heard throughout the project. Where possible, smaller street grids are proposed with enhanced street crossings to improve pedestrian conditions and trails, in addition to new and enhanced green spaces.

The Long-Term Vision Plan shows the fully-realized vision of what the area could become in future decades. Along with the new built development and green spaces, the Long-Term Vision includes amenities around the proposed BRT stations located by the Metro Transit Center and St. John's Hospital. Proposed development includes residential, mixed use, retail, and office. Additional surface lots are placed mindfully and with improved tree canopy. Parking ramps by Metro Transit Center and the Maplewood Mall supplement the reduced amount of surface parking, while still leaving ample parking opportunities. The Long-Term Vision Plan maintains the Near-Term development on the Sears site and the



North End Working Group Meeting

extension of St. John's Boulevard, and develops northern portion of Birch Run Station. The smaller street grid and enhanced pedestrian crossings continues through northern portion of study area. Additionally, the Long-Term Vision Plan proposes a pedestrian bridge over White Bear Avenue to create a safer, more convenient connection to Maple Heights Park. The vision includes enhanced green space and tree canopy throughout the site, water features and public plaza around the mall, and trail connections to Bruce Vento Regional Trail and overall improvements to pedestrian conditions and trails.

## DESIGN GUIDELINES

The Design Guidelines provide recommendations for future development in Maplewood's North End through several main categories. This includes guidelines for street rights of way and sidewalk easements, street zones, stormwater management, paving and lighting, urban canopy, and car and bike parking. Building Design guidelines include bulk and massing, building articulation and street walls, scale and orientation, overall design, setbacks, entrances, performance and sustainability measures, and lighting and signage. The third category of Open Space Design examines public open space and open space typologies.

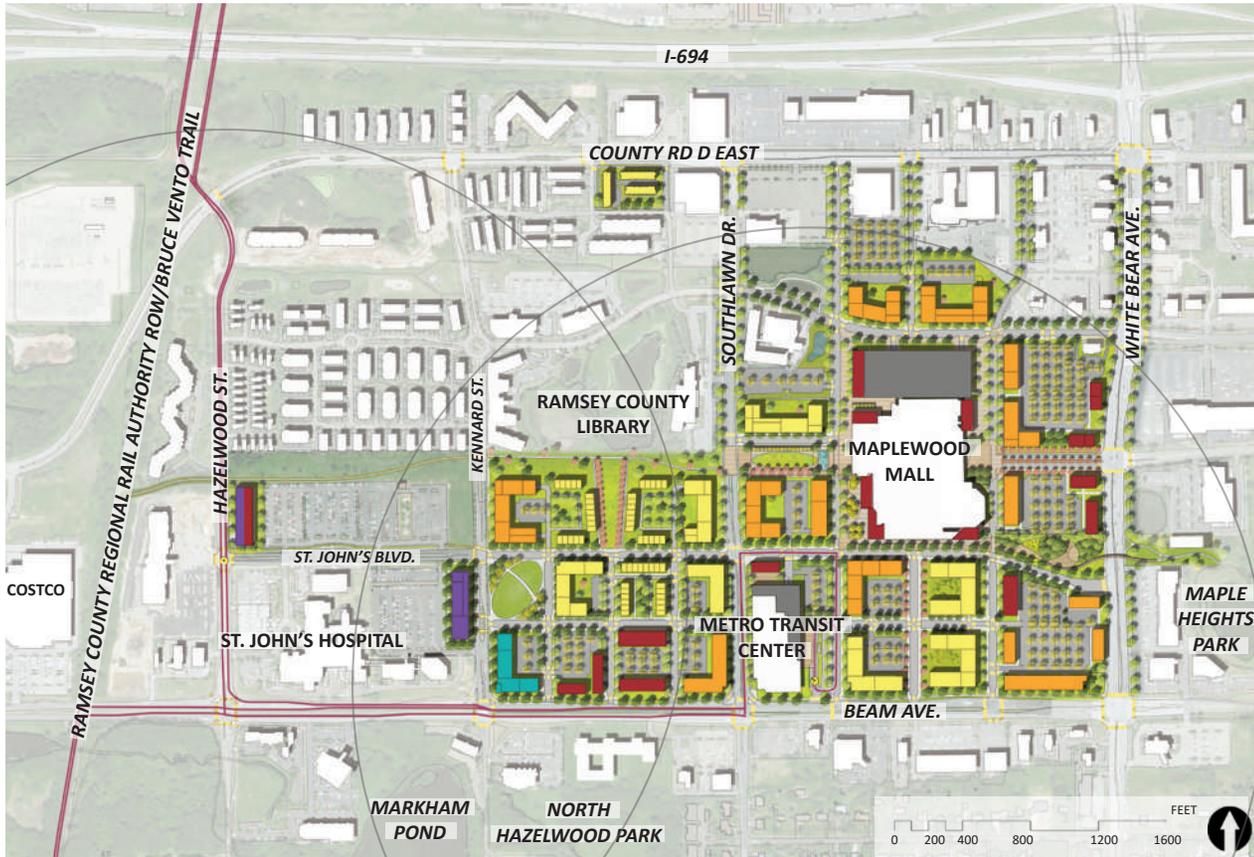


FIGURE 01-3 Long-Term Vision Plan

## IMPLEMENTATION

This section outlines a strategic approach to phasing various parts of the plan and identifying funding sources for constructing public improvements and desirable private development. The first part of the strategy identifies major projects and phasing, divided into the categories of Movement and Accessibility, Public Realm and Open Space, and Development. These are followed by an overview of funding and financing sources/mechanisms applicable to the projects.

### *Immediate Actions*

The rate at which the Vision Plan's recommendations are implemented depends on numerous factors. Therefore, it will likely take many years (potentially decades) before the North End begins to achieve a truly transformative character and feel as outlined in the Vision Plan. Although the path to change is long, there are actions that can be undertaken immediately because they have few barriers associated with them and thus could be characterized as interim or "lighter, quicker, cheaper" strategies.

### *Near-Term Recommendations*

Near-term design recommendations should occur within the next 1 to 10 years. These actions focus on opportunities that will provide long-term momentum for the rest of the Vision Plan, such as extending St. John's Boulevard, open space improvements, and targeted redevelopment around Birch Run Station and the former Sears.

### *Long-Term Recommendations*

Long-term and ongoing actions will need to occur over a longer period of time, 10+ years, as development proposals are submitted, outside grant funding opportunities arise, and growth generates demand for more development. This includes a pedestrian/bike bridge over White Bear Avenue, public plaza space around the Maplewood Mall, and continuing development and redevelopment projects.

### *Funding and Financing Sources and Mechanisms*

A spectrum of potential funding sources and mechanisms exist for implementing the improvements identified in the Maplewood North End Vision Plan. This section describes these sources, mechanisms, and their potential uses in Maplewood. In many cases, multiple funding sources will need to be combined to pay for specific projects.

Implementation of the North End Vision plan will also require more detailed studies and an ongoing management process involving the City, developers/property owners, local utility providers, and other members of the North End community.

# 02 BACKGROUND

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## 02 BACKGROUND

### SITE HISTORY

Prior to Western Settlement, this area was home to the Dakota Sioux, and the landscape was mostly prairie and scrub oak scattered with lakes and wetlands. Around 160 years ago, European and French-Canadians began setting up farmsteads, transitioning the area into farmlands. Over the next century and a half, the landscape continued changing. By the early 20th century, truck farming and dairy farming was the area's main industry, particularly due to the close proximity of the St. Paul Farmers Market and local creameries. After World War II, however, property values began to climb and farmers sold their plots to developers for residential, road, and retail developments.



Bruentrup Heritage Farm / Source: Explore Minnesota

One of the final farms to remain operational was the Bruentrup family farm. In the 1890s, the Bruentrup family built a farm near where Maplewood's North End sits today, and over the years, the family obtained 175 acres of property in the area. Eventually as the area continued developing, they sold parts of their property, which includes much of the land on which the Maplewood Mall is built. In the 1990s, the City purchased the remaining portions of the farm and its buildings, such as the barn and granary, and moved them to city-owned lands east of White Bear Ave. The Maplewood Mall was opened in 1974 and renovated in 1996 and 2011.

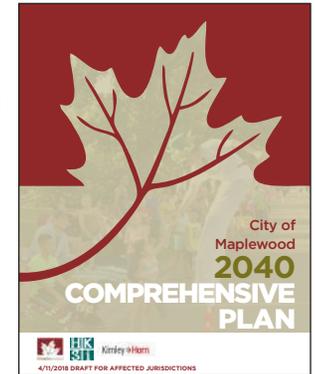
### RELATED PLANNING EFFORTS

All previously prepared reports, studies, and other documents having a bearing on the North End area have been assembled and reviewed to gain an understanding of key findings, objectives, and policies that inform this planning effort. The key findings have been incorporated into the overall project analysis. Below is a summary of the most relevant planning efforts.

#### MAPLEWOOD 2040 COMPREHENSIVE PLAN

The Maplewood 2040 Comprehensive Plan is a holistic approach to how the City of Maplewood can and should grow and evolve. It takes into consideration the City's role within the Twin Cities metropolitan region and how long range planning may impact individual neighborhoods. It is a high level vision with overarching goals and objectives that are meant to inform and guide policy makers as critical community decisions are made over time.

Through the comprehensive planning process, the City identified a strong need to look closely at the North End as a way to meet many of City's most important goals. Below is a summary of key comprehensive plan goals that the North End Vision Plan addresses:



#### Land Use Goals Relevant to North End

- Encourage redevelopment to address gaps in housing
- Increase quality development in Transit Oriented Development (TOD) areas
- Improve condition of Maplewood Mall area
- Strengthen St. Johns area as an employment center
- Encourage sustainable development

#### Housing Goals Relevant to North End

- Promote efforts to enhance and maintain housing and existing neighborhoods
- Ensure a diversity of housing types
- Improve availability of affordable renter- and owner-occupied housing

### Economic Development Goals Relevant to North End

- Promote the retention and redevelopment of commercial areas as quality land uses
- Encourage attractive commercial developments
- Attract and develop a quality labor force that meets the current and future needs of business and industry

### Natural Resources Goals Relevant to North End

- Protect, connect, and buffer ecosystems and other natural resources
- Restore and manage natural areas to ecological quality and diversity of species
- Better managed stormwater runoff

### Sustainability Goals Relevant to North End

- Create healthy, walkable communities by providing healthy food options for all people

### Parks, Trails, & Open Space Goals Relevant to North End

- Provide a comprehensive and connected parks and recreational system
- Maintain athletic fields for practice or youth games in neighborhood parks
- Provide access to natural resources within the parks system
- Develop and maintain an interconnected trail system

### Transportation Goals Relevant to North End

- Maintain a multimodal network as a central facet of safe neighborhoods
- Maintain a citywide transportation network that connects users of all ages to destinations
- Leverage the transportation system to promote sustainability throughout the city

### RUSH LINE BUS RAPID TRANSIT (BRT)

Ramsey County and Metro Transit are currently planning for the Rush Line BRT, which will be a 14-mile high-frequency transit route that will extend from the Union Depot in Saint Paul through Maplewood to downtown White Bear Lake. The Rush Line BRT will include two station stops in the North End. The benefits of BRT are reliable, fast, and frequent service, a higher level of amenity than other transit options, connections to

important destinations, and the potential to support economic development.

The benefits of BRT have been proven to have an important effect on stimulating new development and change in the communities it serves. In particular, the effect can be quite profound within a ¼-mile or even ½-mile of a station stop. As Ramsey County and Metro Transit work with each community along the Rush Line, extra emphasis has been placed on the North End because of its existing role as an employment and retail hub. Therefore, the effort behind the North End Vision Plan and the Rush Line BRT overlap significantly. As a result, additional effort was made throughout the North End Planning process to coordinate with officials from Ramsey County and Metro Transit to make sure the two processes are interrelated and benefit one another.



Rush Line BRT / Source: Ramsey County



Rush Line BRT / Source: Ramsey County

## SUMMARY OF EXISTING CONDITIONS

In order to create a vision for the future, it is essential to understand where one is today. Therefore, this section summarizes pertinent information regarding important physical and regulatory characteristics of the North End that will influence how the area is likely to change.



FIGURE 02-1 North End Regional Context

### STUDY AREA

Located in the north central portion of Maplewood, the North End is roughly 400 acres in size and is generally bounded by Interstate 694 on the north, White Bear Avenue on the east, Beam Avenue, on the south, and the Bruce Vento Trail on the west. It is situated approximately seven miles from downtown St. Paul and 13 miles from downtown Minneapolis.

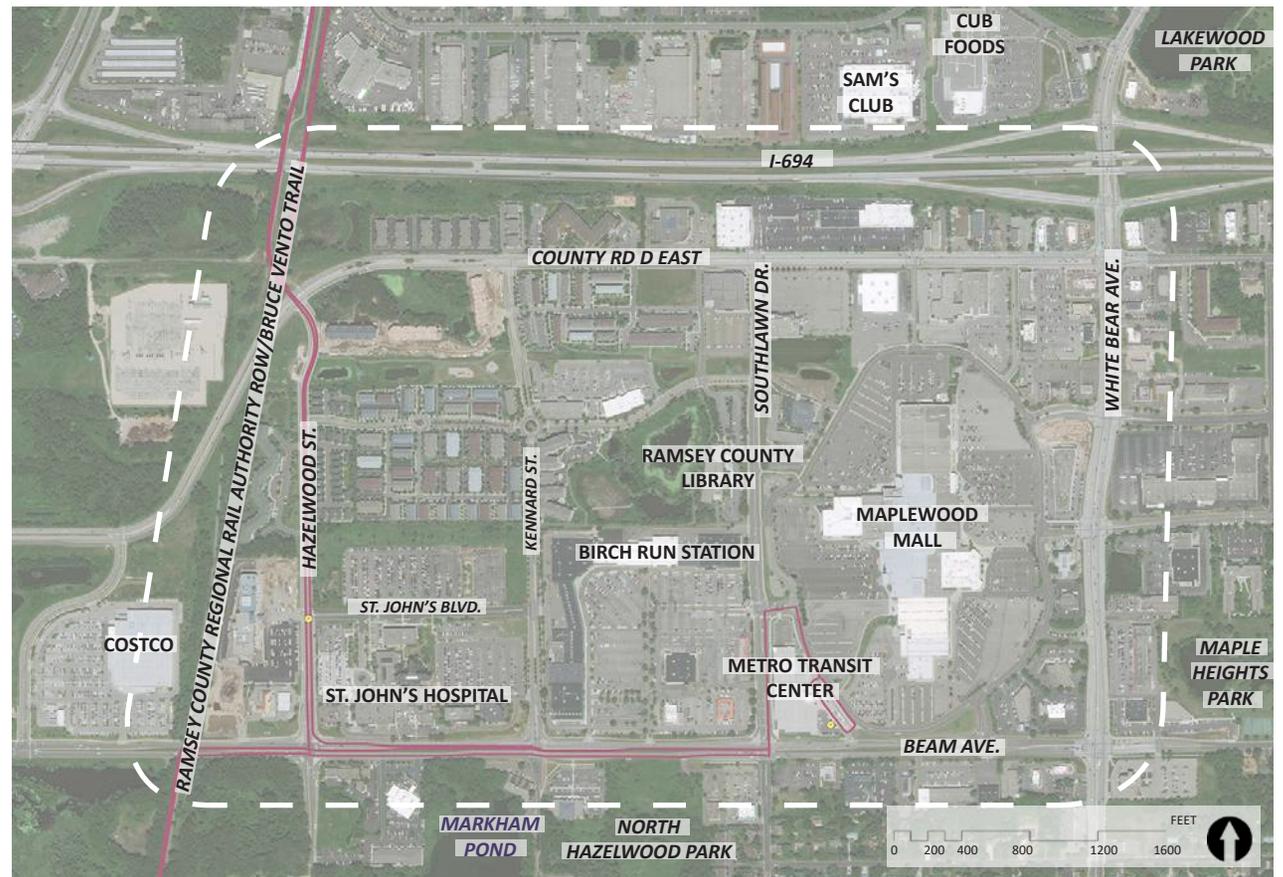


FIGURE 02-2 North End Study Area

- LEGEND**
- Rush Line Bus Rapid Transit (BRT) (Proposed Refined Routing)
  - Potential Rush Line BRT Station
  - - - North End Study Area Boundary

## ZONING

The North End consists of seven zoning districts: Business Commercial, Planned Unit Development, Business Commercial Modified, Multiple Dwelling, Limited Business Commercial, Light Manufacturing, and Open Space/Park. The vast majority of land in the North End is covered by the Business Commercial and Planned Unit Development districts, which allow for a wide variety of land uses and intensity levels. For example, the Business Commercial district allows for many different general commercial uses by right, but can also allow multiple dwellings with a conditional use permit.

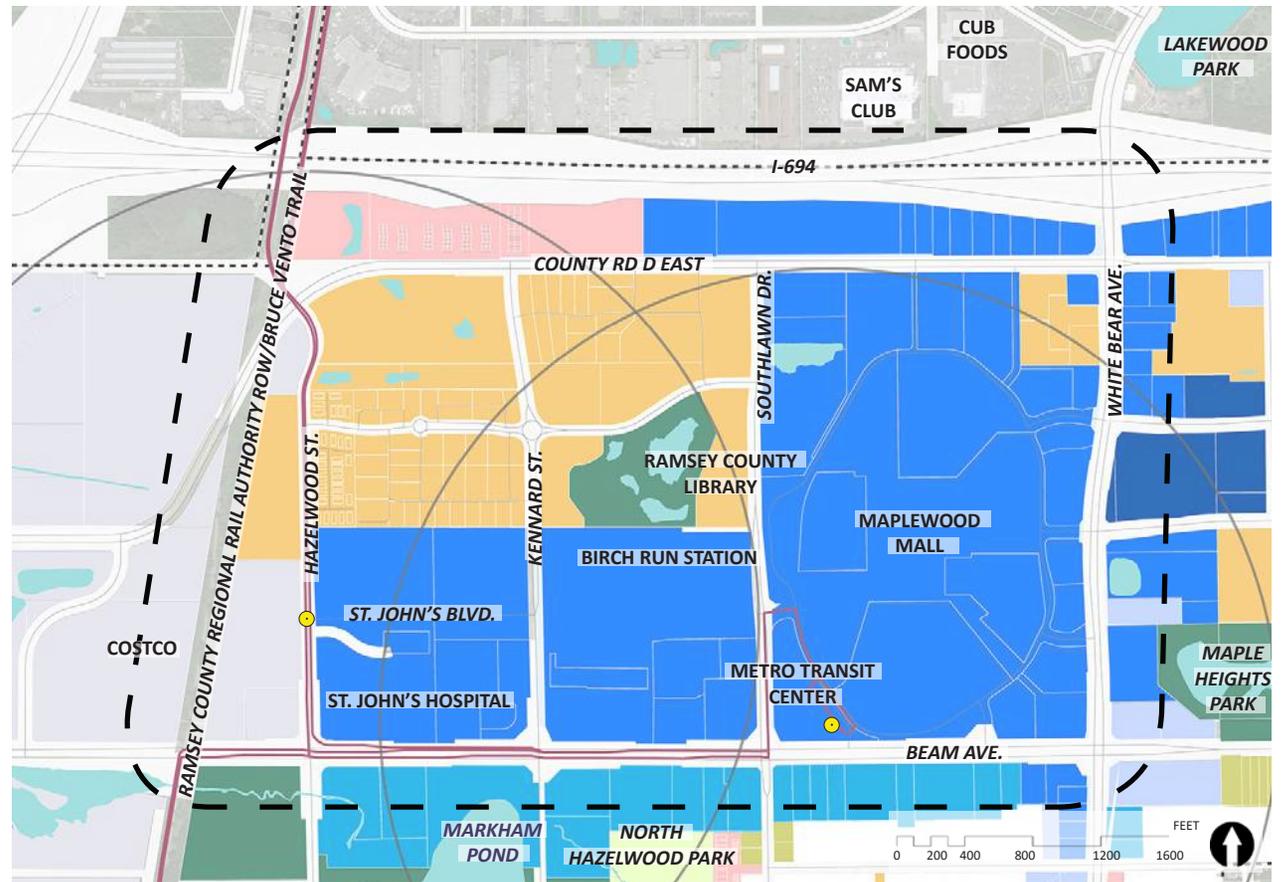


FIGURE 02-3 North End Zoning Districts

### LEGEND

Rush Line BRT (Proposed Refined Routing)	Business Commercial	Limited Business Commercial	Single Dwelling
Potential Rush Line BRT Station	Business Commercial Modified	Multiple Dwelling	Small Lot of Single Dwelling
North End Study Area Boundary	Open Space/Park	Planned Unit Development	Right of Way
0.5 Mile Station Buffer	Double Dwelling	Shopping Center	Waterbody
City Boundary	Farm Residential		
	Light Manufacturing		

## EXISTING LAND USE

The majority of existing land uses in the North End are commercial in nature, meaning people are coming to and from these properties in order to obtain a good or service. The remaining land uses in the North End are multifamily residential, single family residential, Park/Open space, or institutional. The residential uses are concentrated in the northwestern portion of the North End.

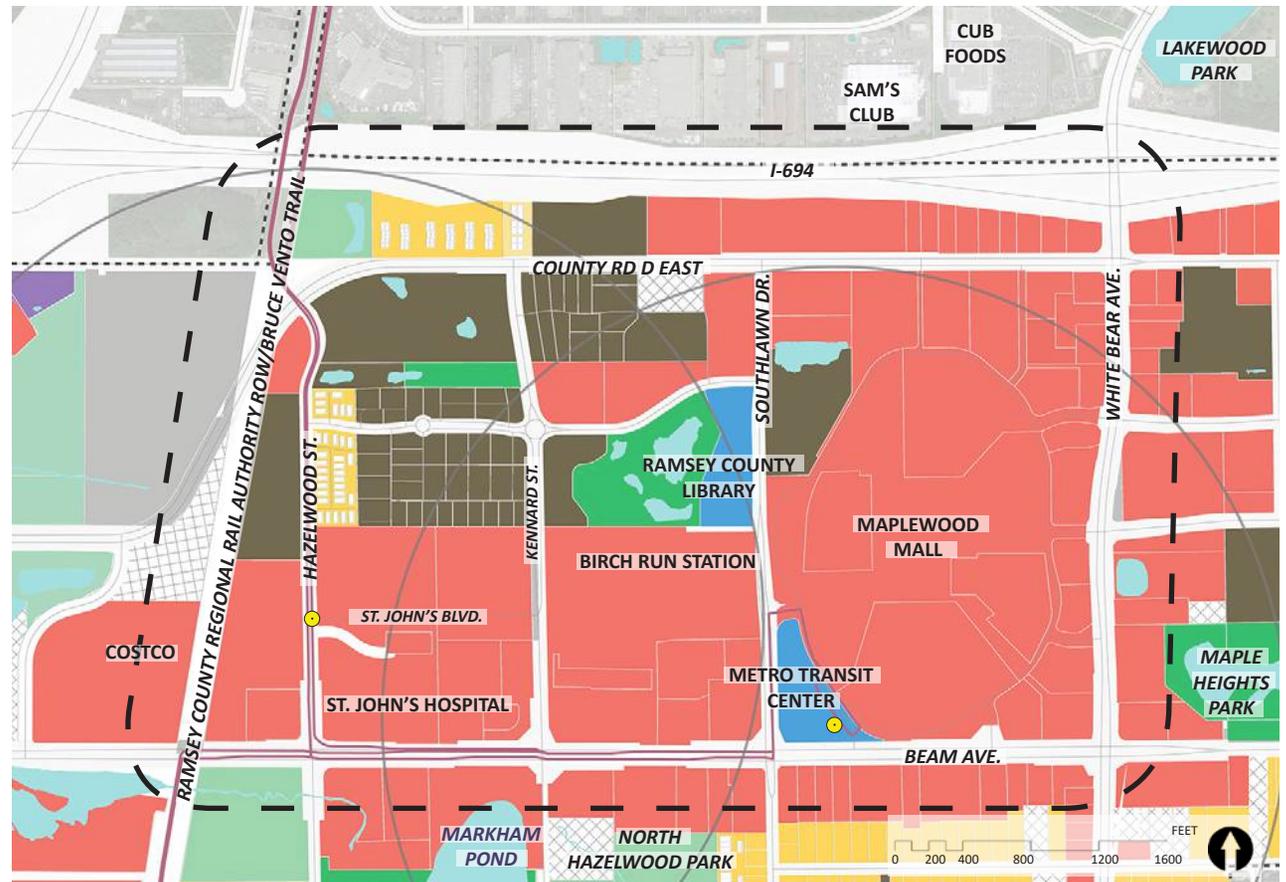


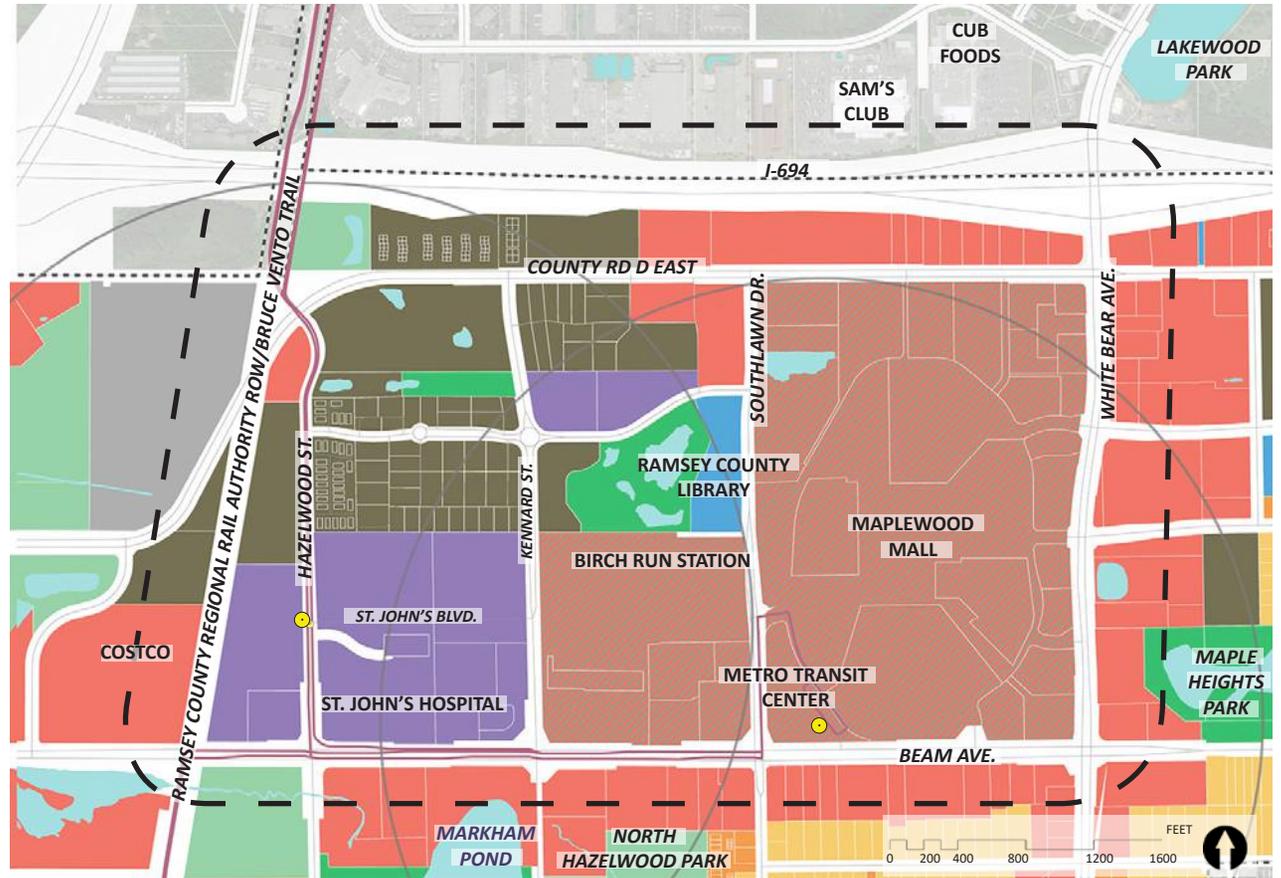
FIGURE 02-4 North End Existing Land Use

### LEGEND

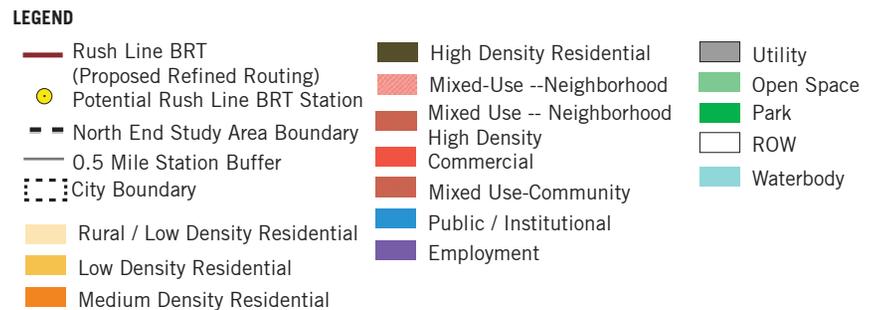
- |  |                           |              |
|--|---------------------------|--------------|
| Rush Line BRT (Proposed Refined Routing) | Vacant                    | Industrial   |
| Potential Rush Line BRT Station          | Agricultural              | Utility      |
| North End Study Area Boundary            | Single Family Residential | Open Space   |
| 0.5 Mile Station Buffer                  | Manufactured Housing Park | Park         |
| City Boundary                            | Commercial                | Right of Way |
|  | Institutional             | Water        |

## FUTURE LAND USE

The Maplewood 2040 Comprehensive Plan identified future land uses throughout the City but also within the North End. Important differences between the existing land uses and the guided future land uses for the North End center are that there is more flexibility for how the major shopping centers will evolve over time. For example, the Maplewood Mall and Birch Run Station are envisioned to be areas with a mixture of uses in the future that will accommodate both neighborhood-oriented uses as well as destination uses. Meanwhile, the primary medical facilities of the North End are guided as employment uses, which will help ensure that these uses not only remain but will not be burdened by future incompatible uses.



**FIGURE O2-5** North End Future Land Use (Maplewood 2040 Comprehensive Plan)



## BUILT FORM

Because almost all of the commercial development in the North End is less than 50 years old, the area is dominated by an automobile-oriented development pattern defined by large blocks, wide streets, and buildings setback from the street with substantial surface parking. The Legacy Village residential area in the northwest portion of the North End is the one exception. This area has a stronger pedestrian orientation with narrower streets, smaller blocks, and numerous sidewalks.

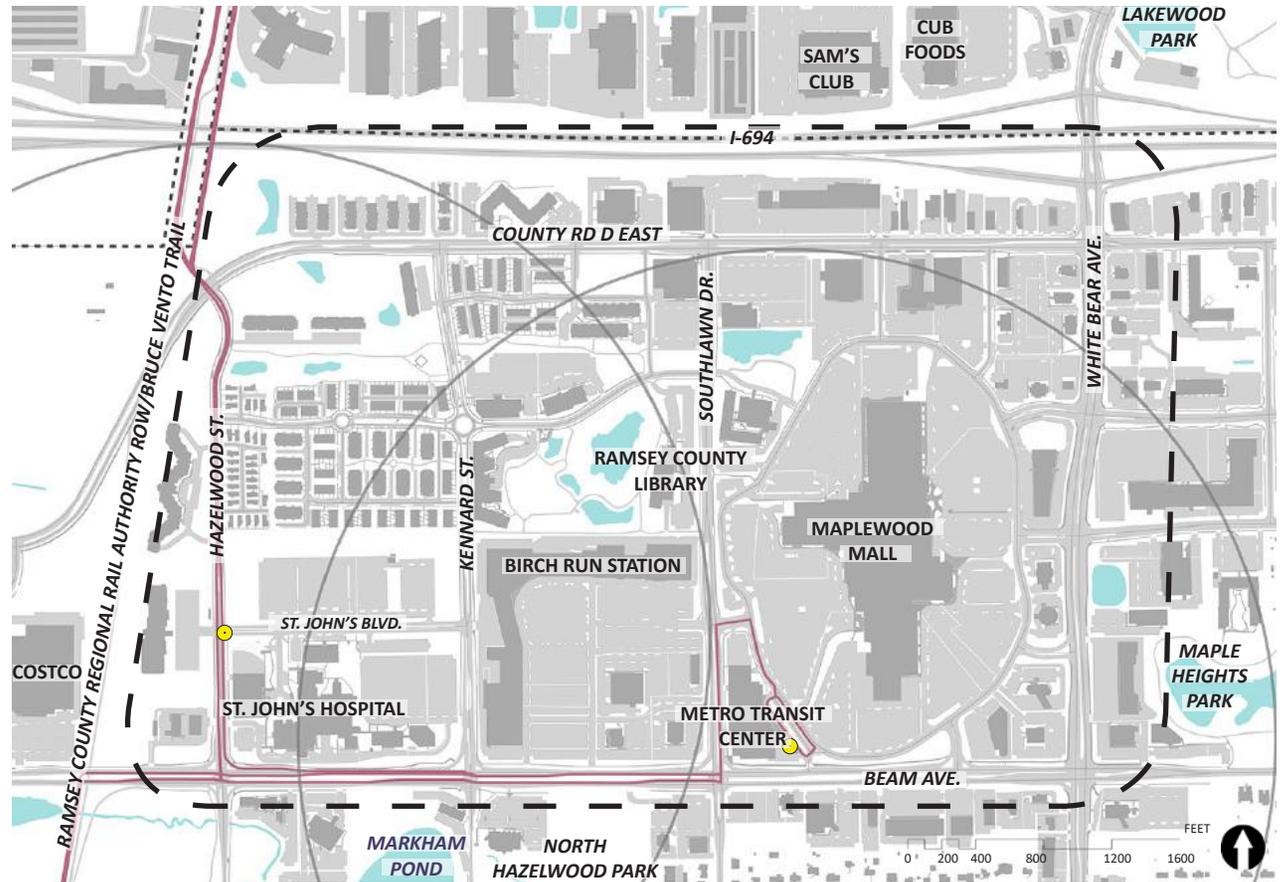


FIGURE 02-6 North End Built Form

### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- North End Study Area Boundary
- 0.5 Mile Station Buffer
- City Boundary
- Sidewalk / Trail
- Building Footprints
- Roadway
- Parking Area
- Waterbody

## YEAR STRUCTURE BUILT

Initial development of the North End began in the early 1970s with the construction of Maplewood Mall. During the 1980s and 1990s, the mall expanded, a number of ancillary shopping centers and freestanding commercial buildings were built surrounding the mall, and St. John's Hospital and associated medical office buildings were constructed as well. In the 2000s, the last remaining large tracts of vacant land in the North End were developed with a range of housing types and styles.

Although there continues to be small scale redevelopment and rehabilitation throughout the North End, the majority of commercial buildings are now more than 30 years old. This is the age when many buildings begin to require significant maintenance in order to remain functional and/or marketable. Therefore, some properties that have experienced deferred maintenance may be candidates for redevelopment or substantial rehabilitation.

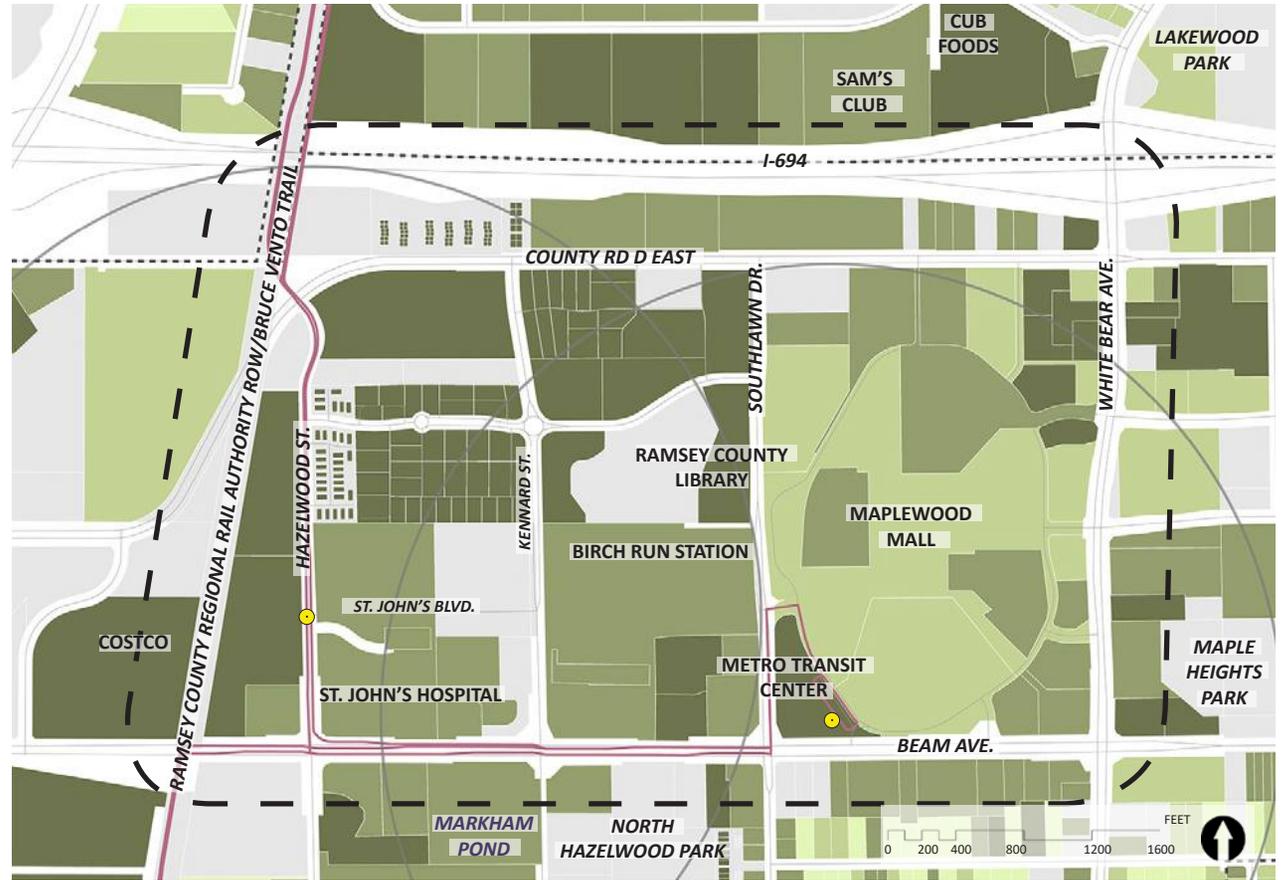


FIGURE 02-7 Year Structure Built

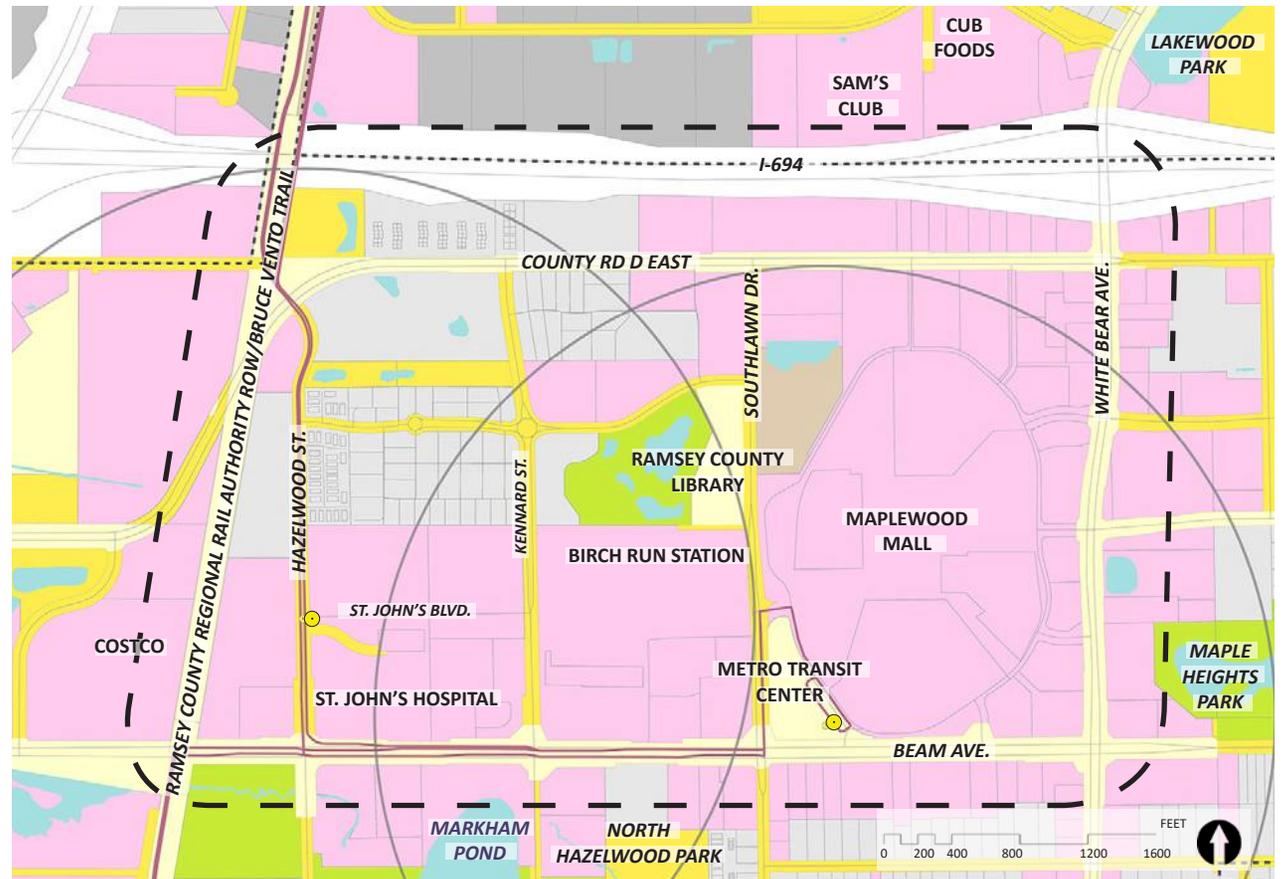
### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- North End Study Area Boundary
- 0.5 Mile Station Buffer
- Before 1960
- 1960-1979
- 1980-1999
- 2000-Present
- No Data / Structure
- City Boundary

## PROPERTY OWNERSHIP

There are several public entities that own land within the North End, which include the City of Maplewood, Ramsey County, and the Metropolitan Council. However, all of these properties are currently used for public purposes (park, library, transit center) and none of them are likely to be candidates for new development or redevelopment. This means that future new development or redevelopment within the North End will be driven almost entirely by private property owners.

There are several large property owners in the North End, which due to the size of these parcels, this could represent an opportunity for new development. However, the largest building in the North End, Maplewood Mall, has five different property owners, which will make redevelopment or rehabilitation of the mall challenging or, at minimum, very complex and complicated at best.



**FIGURE 02-8** North End Public and Commercial Property Ownership

### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- North End Study Area Boundary
- 0.5 Mile Station Buffer
- Private-Commercial
- Private-Industrial
- Private-Residential
- County
- City
- Open Space
- Waterbody
- Charitable Institution
- No Data
- City Boundary

## PROPERTY VALUE

Commercial property values in the North End can vary greatly. This is due to the range of parcel sizes, building types, and building age. Larger properties, bigger buildings, or newer structures often translate to higher property values. With many large properties with significant structures, this suggests that new investment in the form of redevelopment or major rehabilitations will likely need to come from larger businesses with the means to acquire such properties. Although the northwestern portion of the North End has a concentration of properties valued under \$500,000, which may increase the pool of potential investors, the development in this area is mostly residential, relatively new, and on smaller parcels. Therefore, it would be a challenge to redevelop because the cost to acquire so many small properties that when added up would be equal to or more expensive than many of the larger commercial properties in the North End.

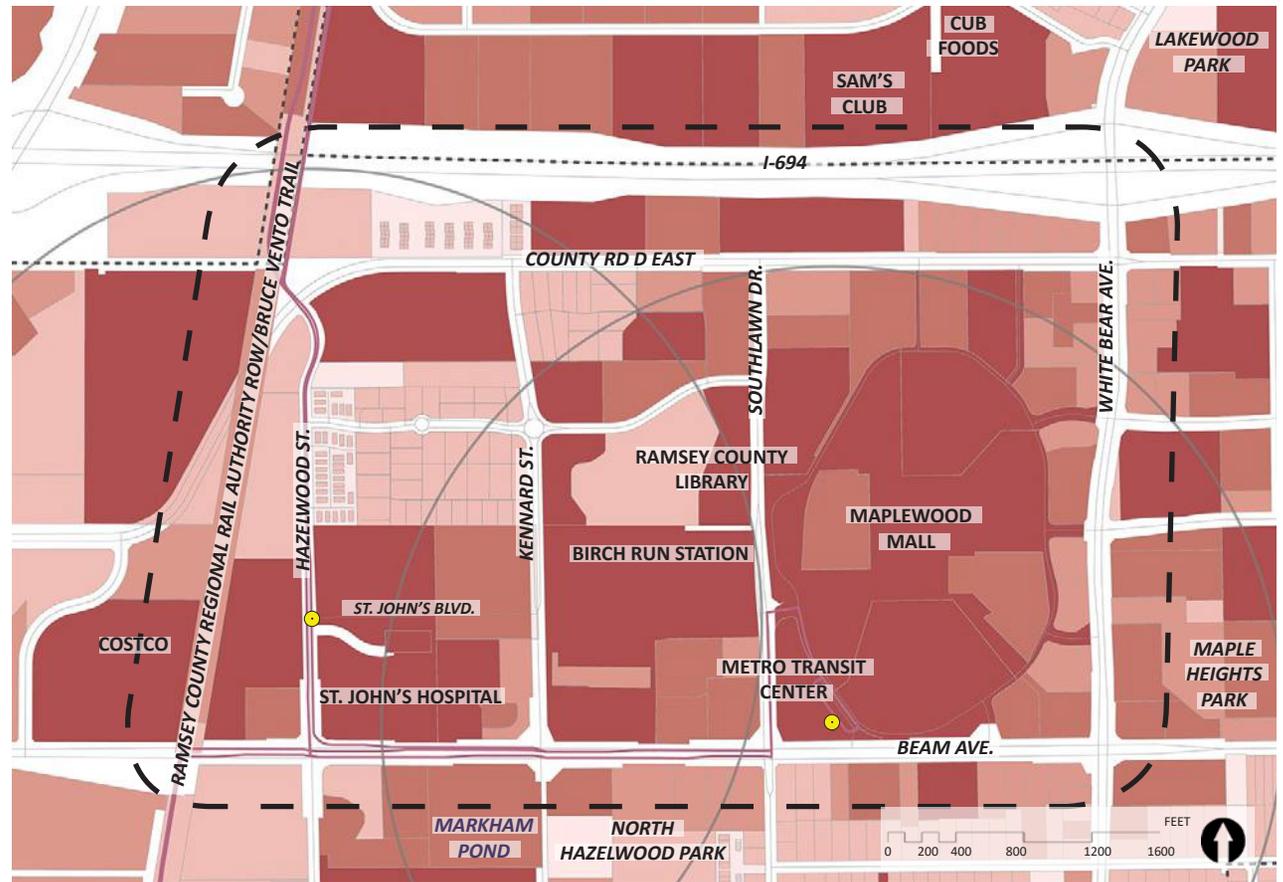
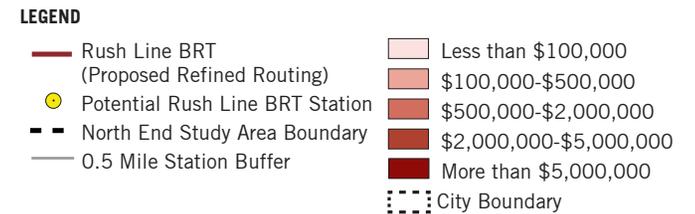


FIGURE 02-9 North End Property Values



## WALKABILITY AND GREEN SPACE ACCESS

The northwestern portion of the North End is well served with sidewalks and trails that allow for convenient and safe travel by pedestrians and bicyclists. However, in the remainder of the North End, pedestrian and bicycle movement is much more challenging as the availability of sidewalks and trails are limited and/or poorly connected, and major roadways are wide with high speeds. The situation is exacerbated by numerous large parcels in which internal circulation is mostly designed for motor vehicles.

There is a public park located immediately west of the Ramsey County Library, which is well used with attractive walking paths. However, it lacks facilities desired by young children and young adults, such as playgrounds and play courts. There are example of small private play areas associated with the multifamily developments, but these are generally restricted to residents of the development. There are several sizable parks and public open spaces located just outside of the North End south of Beam Avenue or east of White Bear Avenue. However, these facilities are difficult to access from the North End due to the challenges of crossing either Beam or White Bear Avenues.

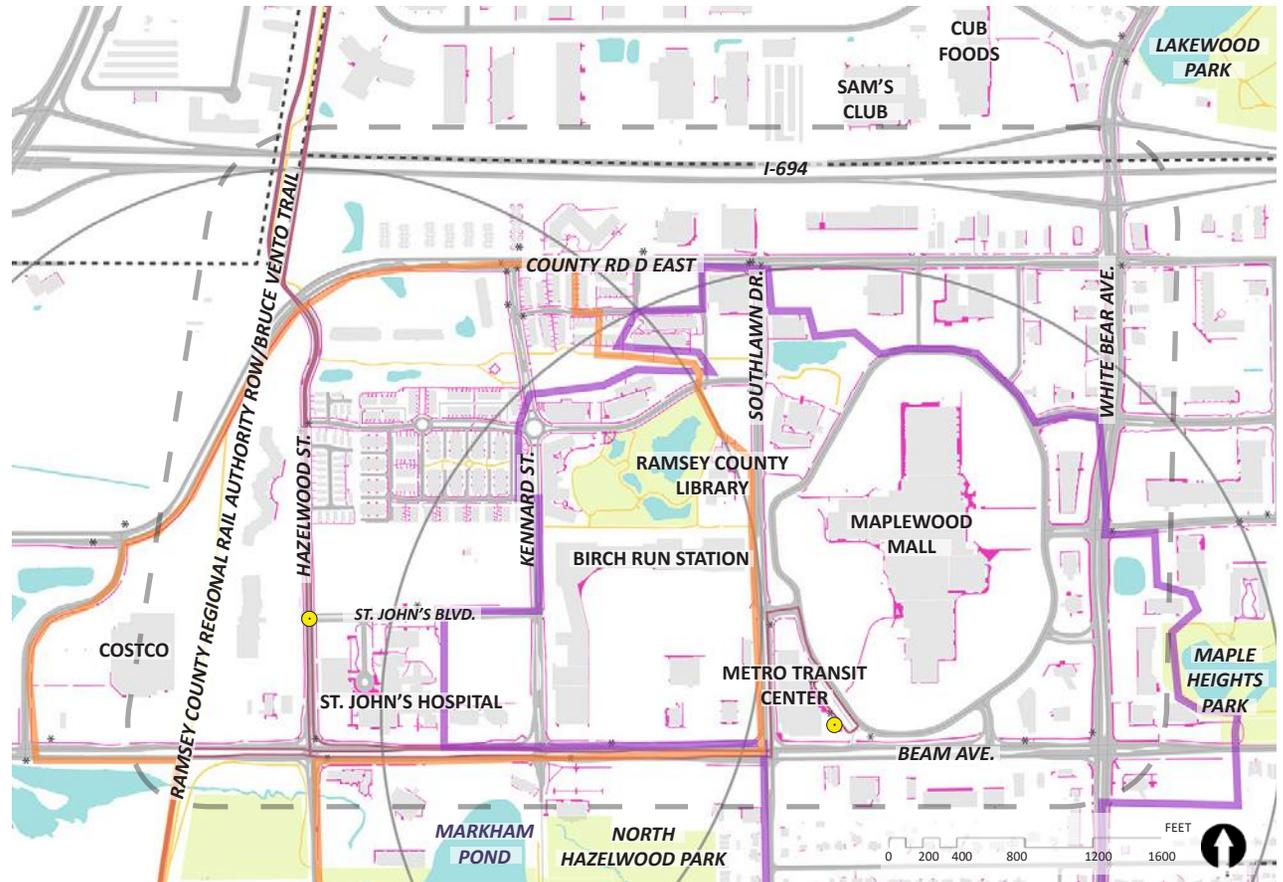


FIGURE 02-10 Walkability and Green Space Access

### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- 10 Minute Walkshed
- 10 Minute Walkshed
- Potential Rush Line BRT Station
- Sidewalk
- Trail
- Waterbody
- Building Footprints
- Open Space / Parks
- Paved Road
- \* Transit Stops
- North End Study Area Boundary
- 0.5 Mile Station Buffer
- City Boundary

## TRANSIT

The North End is currently served by five different Metro Transit bus routes. There are two routes that provide express service to downtown St. Paul (#270) and downtown Minneapolis (#265). The St. Paul express service operates Monday thru Friday with inbound busses in the morning and four outbound busses in the evening. The Minneapolis service consists of 18 inbound busses in the morning and 18 outbound busses in the evening. There are also three local bus routes that connect the study area to Rosedale (#223), the greater east side of St. Paul (#80), and to the suburbs east of St. Paul (#219). Metro Transit operates a transit center with park-and-ride facilities in a structure at the northeast corner of Beam Avenue and Southlawn Drive.

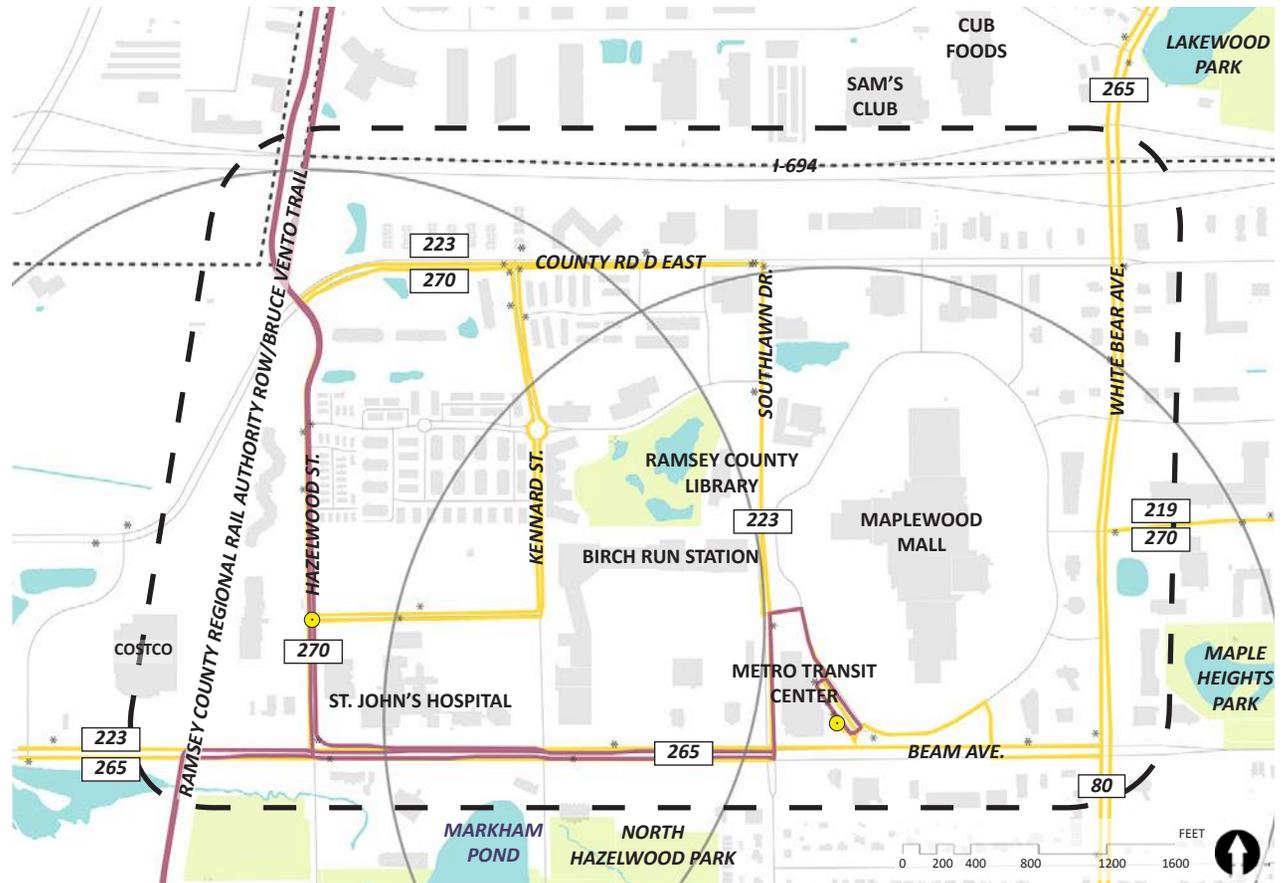


FIGURE 02-11 North End Transit

### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- North End Study Area Boundary
- 0.5 Mile Station Buffer
- City Boundary
- Bus Routes
- \* Transit Stops
- Open Space / Parks
- Waterbody
- Building Footprints

## TRAFFIC VOLUMES

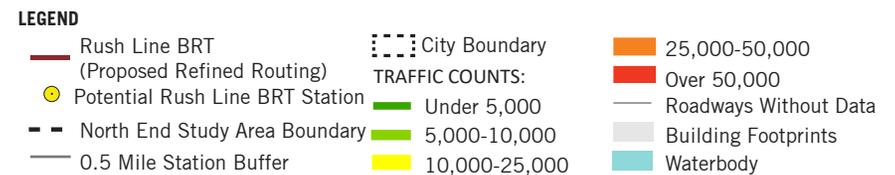
Traffic counts along roadways that serve the North End area are strong and reinforce the retail character of much of the North End. Although these roadways are critical in connecting the North End to the region and supporting uses, such as retail and healthcare, many of them are also barriers to local mobility because of their size and higher speeds, especially for persons traveling by foot or bicycle.

According to the most recent data from MnDOT (2016), White Bear Avenue carries approximately 21,000 vehicles per day, while Beam Avenue carries approximately 15,000 vehicles per day. Other roadways serving the North End carry anywhere from 10,000 vehicles per day (County Road D near Maplewood Mall) to 2,500 vehicles per day (Kennard Street).

Additional data from MnDOT for the year 2000 was analyzed as well to better understand recent traffic trends. Between 2000 and 2016, there was a significant decline in traffic along Southlawn (-41%), County Road D near the Mall (-37%), and along White Bear Avenue at County Road D (-25%). The one stretch of roadway in the North End that experienced a significant increase during this time was along County Road D west of the Mall (+36%). This was likely due to the substantial new residential development that occurred in this area during the early 2000s.



FIGURE 02-12 North End Traffic Counts



## UTILITIES

Water and sanitary sewer service is available throughout the North End and can accommodate significant development without major upgrades or improvements. There are two parallel high-tension power lines that run east-west through the norther tier of the North End just south of County Road D. These power lines currently utilize substantial easements in parts of the North End. Near the Maplewood Mall, the power lines do cross through portions of the parking lot. If redevelopment were to occur in this area, it would need to accommodate the existing power lines.

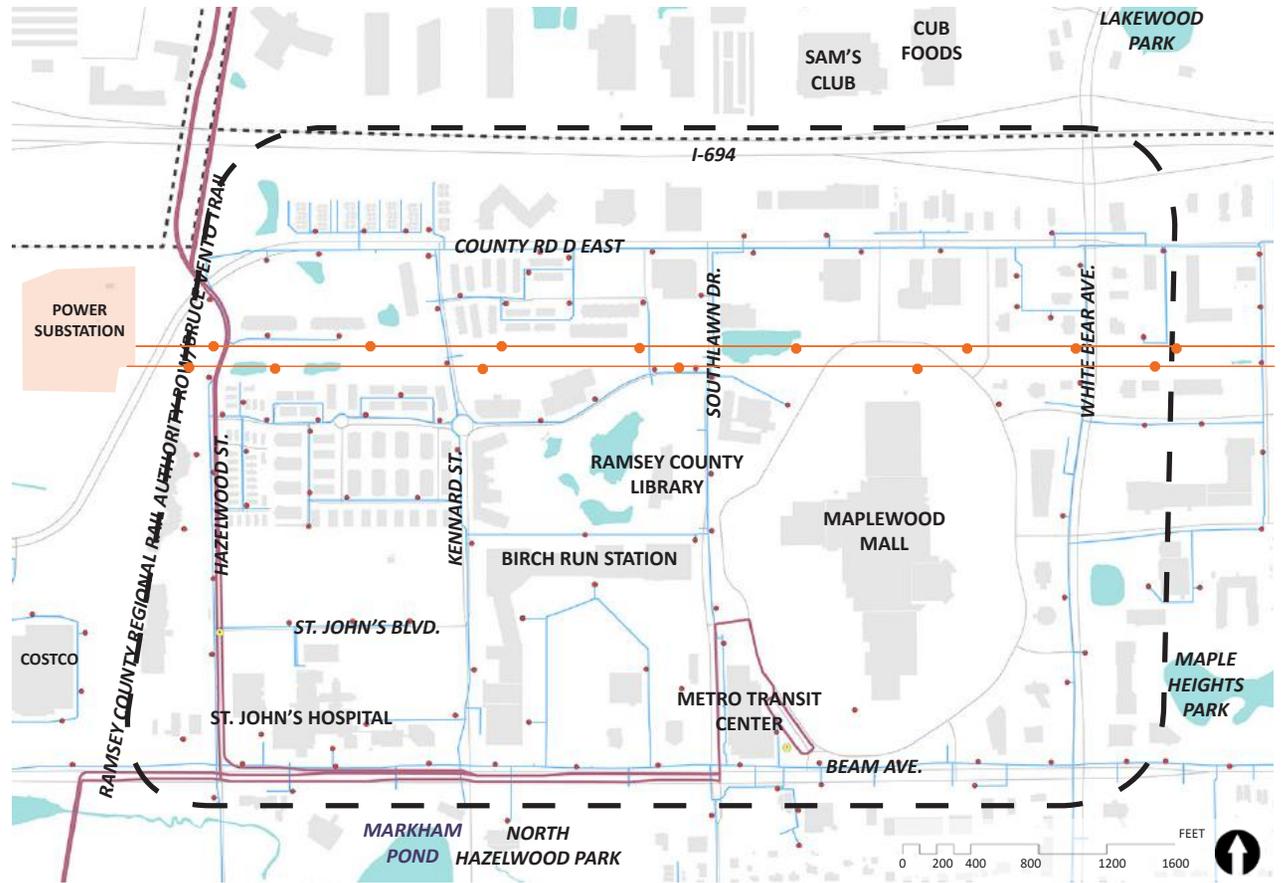


FIGURE 02-13 North End Utilities

### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- North End Study Area Boundary
- City Boundary
- Sewer Interceptor System
- Water Distribution Main
- Water: Service Lateral
- Hydrants
- Power Poles
- Power Lines
- Building Footprints
- Waterbody

## REGIONAL ROAD AND TRAIL SYSTEMS

The North End is well connected to the metropolitan region via Interstate 694, Highway 61, and five different Metro Transit routes. Local arterials, such as White Bear Avenue and Beam Avenue, provide connections to nearby neighborhoods and adjacent cities. Moreover, the Bruce Vento Trail provides a safe off-street option for persons traveling by foot or bicycle to connect to destinations to the south, including Downtown St. Paul, and other regional trails, such as the Gateway Trail.

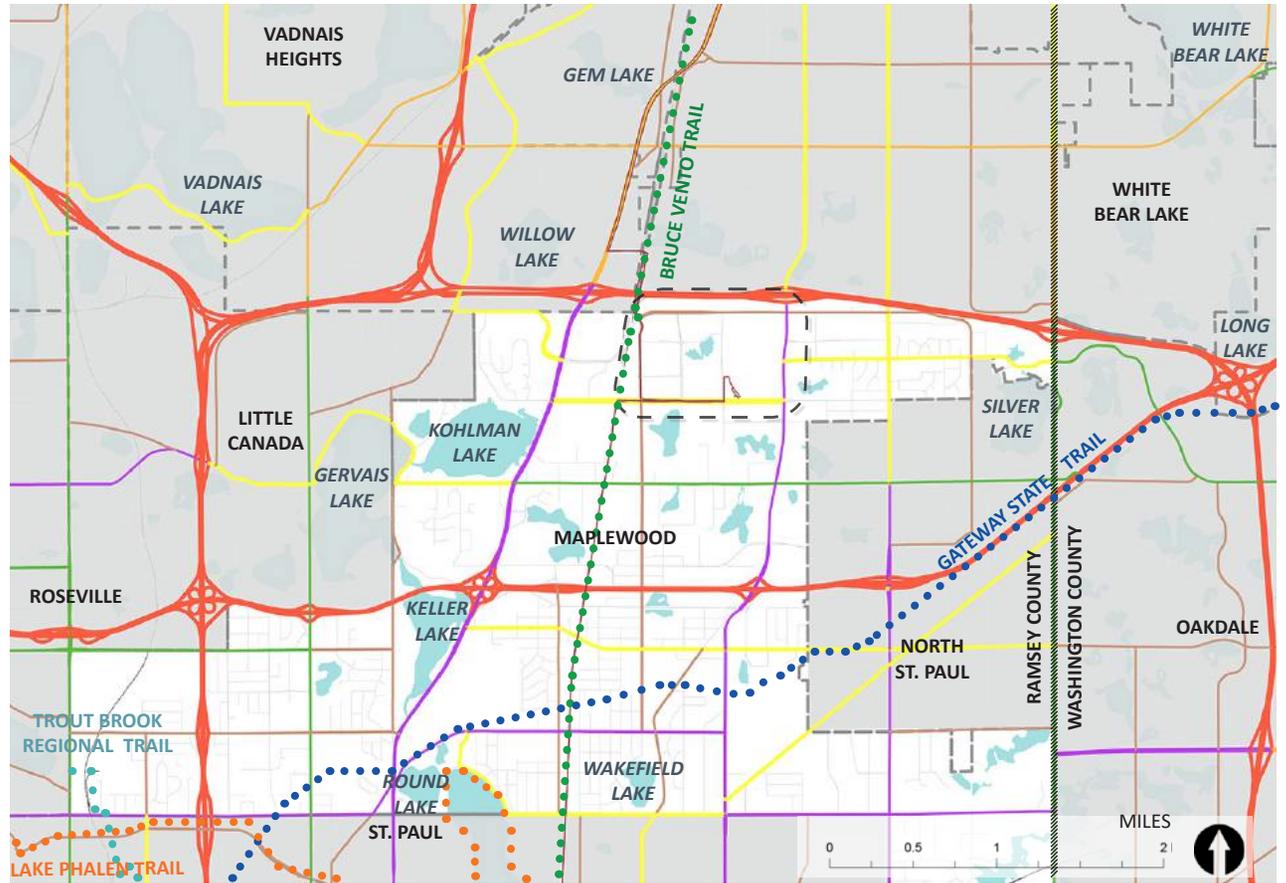
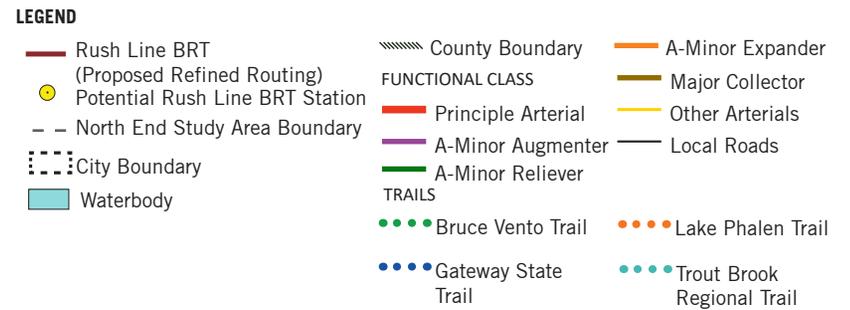


FIGURE 02-14 Regional Road & Trail Systems



## REGIONAL NATURAL SYSTEMS

The North End is located in the Ramsey-Washington Metro Watershed District. There are two small drainage areas that cover the North End. By and large, water does not flow into the North End from outside areas. Water in the southern two thirds of the North End generally flows southward to Markham Pond and then westward toward the Kohlman's, Gervais, and Keller chain of lakes. Water in the northern third of the North End generally flows northward and then westward toward Willow Lake and eventually southward toward into the Kohlman's, Gervais, and Keller chain of lakes.

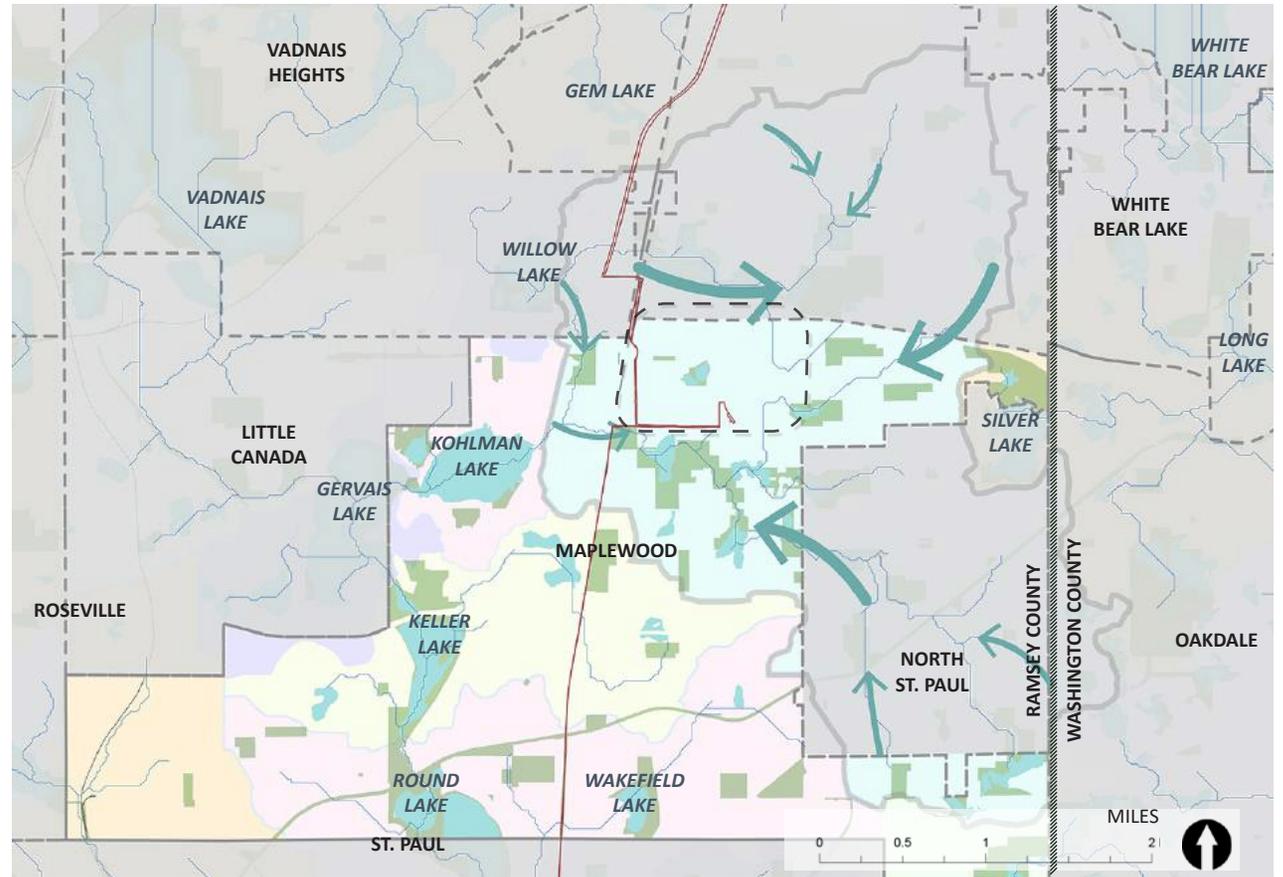


FIGURE 02-15 Regional Natural Systems

### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- North End Study Area Boundary
- Surrounding City Boundaries
- County Boundary
- Open Space
- Waterbody
- Surrounding Watersheds
- Waterbody
- Study Area's Watershed Boundary
- Watershed Drainage
- Main Water Flows in Study Area

## MARKET ANALYSIS

Prior to the start of the North End planning process, a market study was prepared that provides a data-supported understanding of the key market drivers impacting the North End study area and its ability to attract investment and support future development. Findings from the analysis were used to inform project stakeholders throughout the planning process of the potential to prioritize and/or implement elements of the North End Vision Plan based on their market and economic feasibility. Key findings and conclusions from the study are presented below. The appendix includes the full study with detailed market and demographic data that was gathered and presented during the planning process.

### LOCATION AND TRADE AREA

The North End is a strategic location within the metropolitan region. It is situated along I-694, which provides excellent access to the region's highway system. It is served by the Bruce Vento Regional Trail, which connects to the other important regional trails. It is served by five different bus routes that connect the area to the downtowns of Minneapolis and St. Paul. It is being planned for BRT, which will greatly increase the quality and frequency of transit service.

Furthermore, there are other locational attributes that make the North End attractive to residents and employers, which include the rich complement of retail goods and services within the district, access to a variety of healthcare services, proximity to Century College, a large community college within two miles of the North End area, and proximity to a concentration of corporate campuses less than six miles to the west along I-694.

Due to the North End's advantageous location and mixture of uses and activities, businesses located there can easily draw customers from a wide trade area that encompasses much of northern Washington County and northeastern Ramsey County.

The following is a map of the North End's trade area.

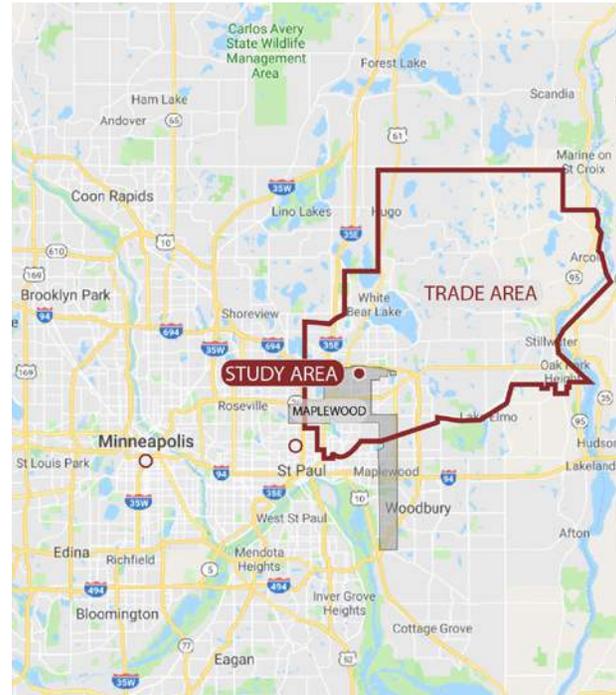


FIGURE 02-16 North End Trade Area

### SOCIO-ECONOMIC CONDITIONS

Socio-economic data pertaining to the potential market demand for new development in the North End was gathered and analyzed. Based on demographic forecasts prepared by the Metropolitan Council, the trade area is anticipated to add 32,000 people and 22,000 new households by 2040. These growth figures will fuel additional demand for new housing, retail, and office space. Given the North End's strategic location, it will be able to capture a good portion of that demand provided redevelopment opportunities are identified and public realm improvements are invested in.

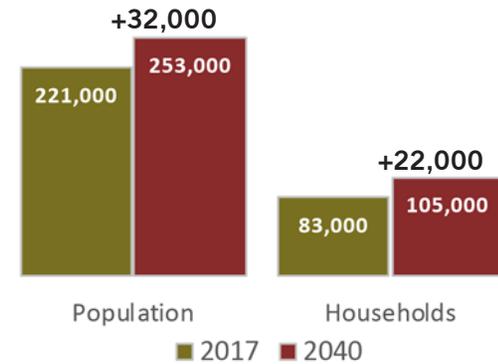
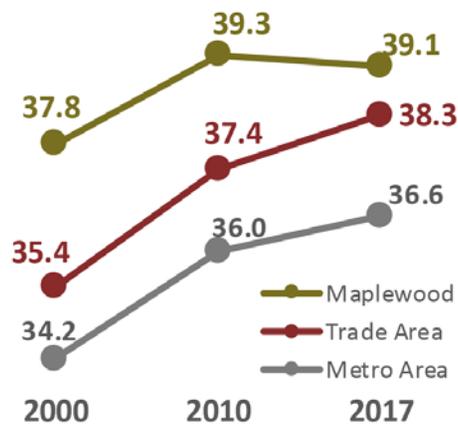


FIGURE 02-17 North End Trade Area Forecasted Growth / Sources: US Census; Metropolitan Council; Perkins+Will

Regardless of the amount of growth, important demographic trends will influence the type of development needed to meet the growing demand. In particular, the population is aging, especially in the Trade Area. This will generate increased demand for multifamily housing, especially senior housing, as well as healthcare services. At the same time, parts of the trade area closest to the North End, such as Maplewood, are seeing growth rates among younger adults, especially those of child bearing age, increase at levels well above the metro area region. This indicates a growing demand for starter or entry-level housing as well as larger housing styles (i.e., 3BR+ units or larger).

Some of the demand for larger housing units generated by more households with children can be met as existing homes are vacated by empty-nesters and retirees who downsize. However, income trends are creating a barrier to this dynamic. Since 2000 younger households (those under age 45) in the trade area have seen their median income lag well behind the overall growth in median income. This means housing price appreciation, which many households rely on to build wealth, will have its limits.

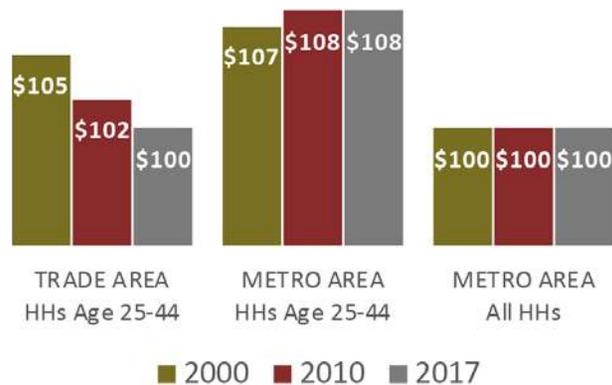


**FIGURE 02-18** Median Age 2000-2017 / Sources: US Census; Perkins+Will

Housing as a means to build wealth is already beginning to change. Since 2000 the homeownership rate in the trade area and across the region has dropped precipitously. The reasons for this are both demographic (more households in their prime renting years – under 35 and over 65) and economic (the recession-driven housing bust of the late 2000s). Nevertheless, homeownership as the primary investment vehicle for most households is waning, which is resulting in increased demand for more multifamily rental housing.

### HOUSING MARKET

The market study evaluated data pertaining to residential construction trends, the rental apartment market, and the for-sale housing market. In terms of construction, there have been two important trends during the last 10-15 years. First, the housing bust resulted in a profound decline in construction of new housing. Although housing construction has begun to increase in the last several years, it is still well below historic patterns, which has resulted in a lack of supply that is currently not meeting demand. Second, there has been a shift away from building single-family units to multifamily units, which

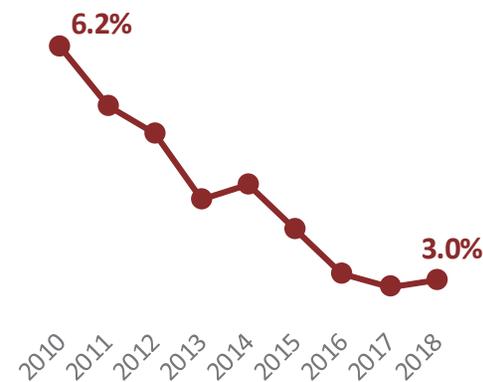


**FIGURE 02-19** Change in Median Household Income in Constant Dollars (\$100 = All Metro Area Household). / Sources: US Census; Perkins+Will

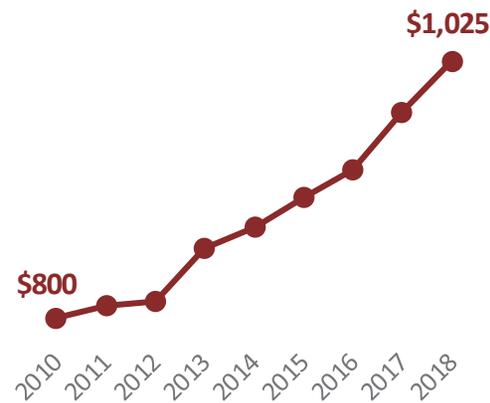
now account for nearly two-thirds of the housing being built.

The rental apartment market is extremely tight with very low vacancy (3% in the trade area) and rapidly rising rents – average asking rent in the trade area has gone up more than \$100 in the past two years. Such favorable market conditions for developers means that construction of market rate apartments is above historic patterns, though overall housing construction remains slow. After focusing in the central cities for many years, new apartment construction is beginning to increase in the suburbs. Within the North End, Conifer Ridge, a 150-unit development, just opened and will be an important test of local market conditions.

On the for-sale side of the market, home prices bottomed out in 2011 after the bust. After seven straight years of year-over-year price increases, the median sales price finally exceeded the previous high from 2006 in 2018. Currently, the market is strong with very low inventory (both existing and new construction), short sales times, and steep price increases. For the North End, rapid price appreciation is creating demand for townhomes and other owner-occupied multifamily product.



**FIGURE 02-20** Trade Area Vacancy Rate (Market Rate Rental Housing). / Sources: CoStar; Perkins+Will



**FIGURE 02-21** Trade Area Average Asking Rent (Market Rate Rental Housing) /Sources: CoStar; Perkins+Will

## RETAIL MARKET

Maplewood Mall anchors a retail district with nearly 2.5 million square feet of space. It is one of 14 retail districts with over two million square feet of space, which includes everything from neighborhood retailers to those with a regional draw. The retail sector is undergoing profound changes as e-Commerce continues to capture and ever increasing share of retail spending. This change is hitting regional shopping centers anchored by major department stores particularly hard. Although vacant retail space across all retail types has been absorbed as the economy has improved in the wake of the recession, construction of new retail space has slowed considerably and rents have not increased appreciably.

***E-commerce, or on-line retailing, now accounts for nearly 10% of all retail sales, which is up from 4% in 2009.***

The uncertainty shrouding the retail sector has definitely led to delayed investments, especially in brick-and-mortar assets. Retail environments that appeared to be bucking the trend are those in which the experience of a shopping visit takes precedence over its convenience. This means integrating other active uses to help draw potential customers, such as fitness centers, food markets, entertainment offerings, and office spaces. In some cases, retail centers are transforming their underutilized parking areas into various types of housing to better utilize the space and help it contribute to an overall sense of vitality.

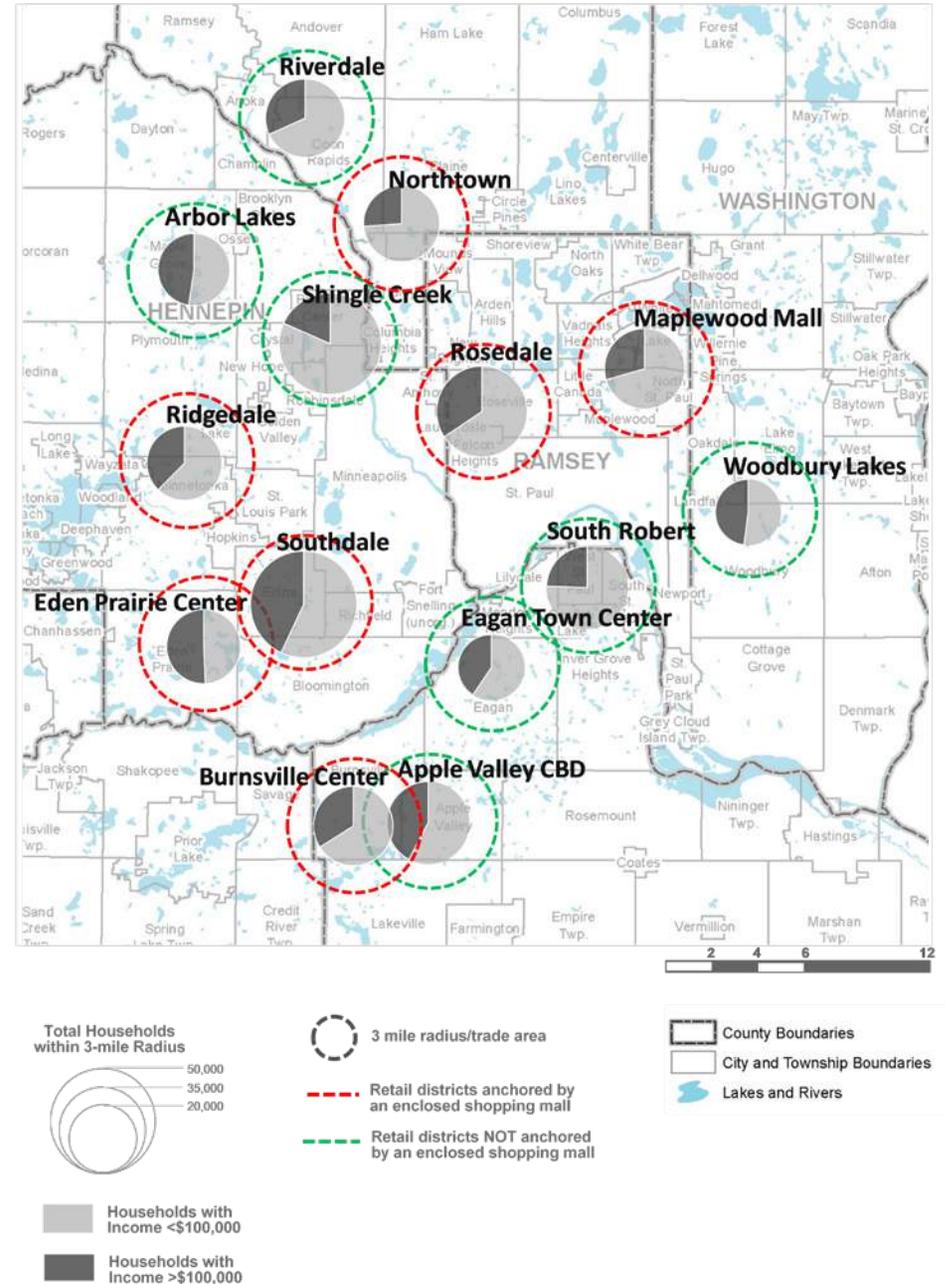


FIGURE 02-22 Demographic Statistics by Competitive Regional Shopping District.

Retail District	Prop- erties	Leasable Sq Ft	Vacant Sq Ft	Vacancy Rate			Average Rent per SF			Const (SF) '10-'18	Under Const (SF)	Avg Prop Sq Ft
				2010 Q2	2014 Q2	2018 Q2	2010 Q2	2014 Q2	2018 Q2			
Maplewood Mall	74	2,291,459	101,154	5.8%	9.7%	4.4%	\$14.93	\$13.81	\$13.50	146,647	0	30,966
Rosedale	41	2,824,208	113,183	6.1%	2.5%	4.0%	\$15.48	\$19.82	--	5,000	141,000	68,883
Burnsville Center	78	3,576,308	190,290	6.4%	3.9%	5.3%	\$14.38	\$15.72	\$15.17	192,737	0	45,850
Southdale	45	2,920,555	28,335	3.0%	1.9%	1.0%	\$23.71	\$18.83	\$22.00	112,822	0	64,901
Eden Prairie Center	64	3,094,729	47,953	0.6%	0.9%	1.5%	\$19.69	\$18.97	\$18.15	12,577	0	48,355
Ridgedale	41	2,480,326	11,179	4.3%	0.1%	0.5%	\$19.95	\$23.09	\$17.75	10,200	0	60,496
Northtown	58	2,428,871	34,169	7.0%	10.6%	1.4%	\$15.41	\$14.67	\$15.28	3,242	0	41,877
Arbor Lakes	102	2,958,497	121,384	6.3%	2.6%	4.1%	\$22.53	\$17.29	\$23.24	73,026	0	29,005
Riverdale	83	2,247,569	13,773	0.7%	0.8%	0.6%	\$20.42	\$19.29	--	15,221	0	27,079
Shingle Creek	50	1,498,217	12,566	19.7%	20.9%	0.8%	\$17.47	\$8.83	\$21.16	285,212	0	29,964
South Robert	121	2,118,776	228,839	2.6%	4.3%	10.8%	\$16.47	\$15.10	\$15.17	101,773	9,100	17,511
Eagan Town Center	87	1,738,101	23,382	1.2%	1.5%	1.3%	\$15.29	\$22.63	\$17.88	380,192	27,789	19,978
Apple Valley CBD	99	2,633,618	88,303	1.2%	0.9%	3.4%	\$9.25	\$15.67	\$17.91	33,310	0	26,602
Woodbury Lakes	69	2,109,394	80,029	12.4%	4.1%	3.8%	\$15.29	\$22.63	\$17.88	303,718	0	30,571
NE Metro	947	11,945,192	373,230	4.8%	3.9%	3.1%	\$14.80	\$12.38	\$14.57	360,223	0	12,614
Metro Area	12,849	174,142,520	5,214,428	4.8%	4.0%	3.0%	\$14.56	\$14.33	\$15.18	8,465,173	--	13,553

FIGURE 02-23 Retail Market Statistics by Competitive Regional Shopping District

## OFFICE MARKET

Although the office market in the trade area is not prominent -- most of the main office districts are located in the west metro -- St. John's Hospital anchors an office submarket with an important concentration of medical office buildings. Due to the recent completion of the HealthEast Office Building immediately west of St. John's Hospital, short-term demand for medical office space is limited. However, the healthcare sector is forecasted to be the primary driver of job growth over the next 10 years in the metro area. Therefore, it is likely that demand for medical office space in the North End will continue to grow.

***The Minnesota Department of Employment and Economic Development (DEED) is forecasting the Healthcare sector in the Twin Cities metro area to be the fastest growing industry sector into the foreseeable future.***

Moreover, given the recent merger of HealthEast and Fairview health systems, it is possible that the combined resources of the two systems will leverage St. John's Hospital's role as a critical healthcare destination in the northeast metro, thus adding to any organic growth driven by demographics and an ever evolving healthcare industry.



St. John's Hospital / Source: Glassdoor



HealthEast Clinic and Specialty Center / Source: Fairview

## CASE STUDIES

The market study also explored examples of how mixed-use districts anchored by large regional shopping centers have adapted to changing market conditions.

### SOUTHDALE MALL - EDINA, MN

The area surrounding the Southdale Center in Edina also includes a regional healthcare center (Fairview Southdale). In recent years, the parking lots of Southdale have been filled in with a variety of new development, including hi-rise housing, lodging, and retail. In addition, the shopping center has transformed former department store spaces into a large-format fitness center, a government services center, and a public library. The surrounding blocks are also evolving. Since 2014, over 1,600 new multifamily units have been built or are under construction.



Southdale Center Redevelopment



Southdale Center Redevelopment / Source: RSP Architects

### BELMAR – LAKEWOOD, CO

The area that once included the Villa Italia Mall in Lakewood, CO has undergone a significant transformation since the 1.4 million square foot mall was razed in the early 2000s. Over a 10-year period (2004 to 2014), the former mall site was subdivided into 22 blocks with pedestrian-scaled streets and 800,000 square feet of new retail space was constructed along with hundreds of new residential units and multiple office buildings.



Villa Italia Mall in 1965



Belmar District in 2015



Belmar District Restaurants / Source: Continuum Partners

## LA GRAN PLAZA – FORT WORTH, TX

La Gran Plaza in Fort Worth, TX is an example of how an aging mall with high vacancy was revitalized through the re-positioning of the mall to better align with the changing demographics of the surrounding community. In 2005, La Gran Plaza had a 15% occupancy rate. New ownership at the time focused on attracting Fort Worth's growing Latino population. Through rebranding, renovation, and new programming, the mall reached 90% occupancy in 2008, and is at 100% occupancy currently. Strategies included the conversion of more interior space into flexible "stalls" that could accommodate small start-up retailers, adding a significant amount of more programming, both inside and outside the mall, and making the environment much more conducive to families with young children.



La Gran Plaza / Source: Boxer Property



La Gran Plaza / Source: Sabor Magazine



La Gran Plaza, Fort Worth, TX / Source: LoopNet

## FINDINGS AND CONCLUSIONS

Based on the data and analysis conducted as part of the market study, the following are key findings and conclusions regarding important market trends affecting the North End.

- The North End study area is the key node of activity in the northeast metro.
- Based primarily on growth forecasts for the trade area, the North End study area could potentially support up to 2,200 new units of housing, over 120,000 square feet of new office space, and significant rehabilitation and reconfiguration of its existing retail structures over the next several decades.
- As the number of older adults continues to grow in the trade area, this will increase the demand for more housing with services, access to medical care, access to healthy activities, yet it will reduce the amount of spending on certain retail categories, such as entertainment, apparel, and fast casual dining.
- Although older adults are increasing in the trade area, persons that are prime child bearing age (25 to 34) grew at a faster rate in Maplewood and the trade area compared to the metro area from 2010 to 2016. This will boost the number of children in the coming years and increase demand for larger housing styles (3BR+) and spending in most retail categories.
- Housing will drive demand for new development in the study area in both the short-term and long-term.
- Housing as a main driver of change can be seen in other suburban activity nodes across the metro area.
- Homeownership has been on the decline since 2000 in the trade area as well as across the region and this trend has and will continue to fuel demand for rental housing.
- Incomes in the trade area are, on average, slightly below those of the metro area. More importantly, since 2000, the rate of increase in the trade area has lagged behind the metro area rate of increase. This will be seen as a barrier to investment among many private developers, especially those that are risk-averse.
- St. John's Hospital is a key employer in the North End and the forecasted growth for the healthcare industry suggests they will continue to be an increasingly important anchor for the area.
- The primary barriers to housing development in the North End will be availability of sites and the market's ability to support rents that will make projects financially feasible.
- The greatest housing need is for workforce and low-income housing.
- The future of Maplewood Mall will be extremely important to the North End and its ability to attract investment and support redevelopment. The enclosed shopping mall is at a crossroads. The business model behind the design is changing. Department stores no longer can serve as the anchors that draw visitors. Therefore, new anchors, new uses, and potentially new designs will be necessary for survival.
- Office uses will not drive development in the study area. However, medical office space is an important niche in the North End and should be evaluated for how the clustering of activities and specialties could be leveraged into new opportunities for growth and/or development.

# 03 COMMUNITY ENGAGEMENT

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included the creation of an overarching vision statement with supporting goals, a Visual Preference Survey to learn what types of development characteristics are most desirable, and a mapping exercise with Legos to determine desirable building locations, uses, and massing.



Visual Preference Survey Example Slide

## VISUAL PREFERENCE SURVEY MAPLEWOOD NORTH END

11/28/18 NORTH END WORKING GROUP  
VISUAL PREFERENCE SURVEY RESULTS



**DESCRIPTION**  
This report displays the results of the North End working group visual preference survey. During the activity, the group evaluated images on a scale of 0 to 6, 0 being strongly negative, and 6 being strongly positive.

The report demonstrates each image's overall average, ordered from the most positive to most negative, and general impressions from each theme.

**STRONGLY NEGATIVE** 0-1 2 3 4 5-6 **STRONGLY POSITIVE**

**01 / RETAIL CHARACTER CONSIDERATIONS**  
Overall impression  
Building type / style  
Materials  
Architectural design  
Roof lines / type  
Features

**GENERAL IMPRESSIONS**  
**WHAT PEOPLE PREFER**

- 2-Story, upscale commercial
- Outdoor dining opportunities
- More density versus spread out

**WHAT PEOPLE DO NOT PREFER**

- 1-Story retail
- Prominent / expansive parking

#4	4.7	#11	4.5	#7	4.3	#1	4.2
#10	4	#12	3.8	#3	3.7	#5	3.5
#2	3.2	#6	3	#9	2.4	#8	2.9

Visual Preference Survey Results



NEWG January Lego Mapping Activity



NEWG February Lego Mapping Activity

## **PUBLIC MEETINGS**

There were two Open Houses that informed the North End Vision plan. The first Open House occurred on August 21st, 2018, at the Ramsey County Library located within the North End. The event kicked-off the planning process and had an attendance of well over 70 people. Attendees were encouraged to identify their favorite places in the North End and describe their “big wish” for the North End. The second Open House occurred on May 29th, 2019, also at the library, to gain feedback on the final Vision Plan concepts. Around 60 members of the public were in attendance, and were able to review and comment on the Vision Plan and proposed street cross sections, as well as discuss the plans for the Rush Line BRT with Ramsey County representatives.



*Open House #1*



*Open House #2*

## **BUSINESS OUTREACH**

Throughout the planning process, significant effort was made to create awareness and garner feedback from the North End business community including employers, employees, and customers. Business engagement involved in a variety of methods and strategies. Employers were represented on the North End Working Group. In this setting, they had a direct link to participating in the project. Representatives of the City of Maplewood conducted over 150 “meet and greets” with North End businesses. This involved a drop in visit with a request to speak to a decision maker at the business, dropping off project materials, and talking to representatives about the project if they were inclined to do so. Rush Line BRT representatives conducted a series of these visits as well. The goal of these visits was to create awareness of



*Open House #2*



*Open House #2*

both the North End Vision Plan and the Rush Line BRT projects and to direct interest to the project website. In addition to extensive meet and greets, additional outreach included the following:

- Promotion of on-line survey via the White Bear Area Chamber of Commerce newsletter and the St. Paul Area Chamber of Commerce
- Several businesses sent out link to the on-line survey to their employees, including Acapulco Restaurant, Bolton Menk, Community Dental, Ecumen, and HealthEast.
- Roaming table / traveling display at Chik-Fil-A, US Bank, St. John's/HealthEast Speciality Clinic, Ramsey County Library, Octapharma Plasma
- Conducted one on one meetings with several area businesses who desired to learn more about the project.
- At the State of Maplewood event, project consulting team was on hand to talk to interested attendees about the project and solicited a Big Wish. Survey sent to all attendees of the event.

#### INTERVIEWS WITH MAJOR NORTH END PROPERTY OWNERS

Several major property owners in the North End were interviewed because of the potential impact their future plans may have on the North End. All four anchors that make up the Maplewood Mall as well as the primary mall owner were contacted. Three of these five entities were interviewed. In addition, the owner of Birch Run Station (ACF Property) and leadership from St. John's Hospital were interviewed as well. The interviews involved soliciting feedback on a set of initial vision sketches of the North End to determine whether they align or conflict with any plans they may have for their properties.

#### COMMUNITY PRESENTATIONS

Other targeted outreach in North End included community presentations with a number of groups and organizations. These presentations typically involved informing attendees of the overall purpose of the planning process, where in the process the plans were, and how attendees could continue to remain involved in the process. Below is a list of groups that were met with:

- Community Engagement Business Breakfast (Nov 1, 2018)
- Fairview/HealthEast Leadership Group (Jan 22, 2019)
- Ecumen Seasons (Feb 26, 2019)
- Maplewood Business Council (Mar 28, 2019)

#### ON-LINE ENGAGEMENT

##### *Project Website*

A project website was created that contained information about the project including notices of upcoming meetings, postings of meeting materials, meeting presentations, draft plans, as well as links to an on-line survey and an interactive social media site that collected feedback from the community about the North End.

##### *Survey*

An on-line survey was administered that included a series of questions about the strengths and weaknesses of the North End, desired changes, and the importance of various factors when considering the future of the North End. The survey was promoted through the City's Facebook page as well as through outreach efforts to area businesses. Well over 100 responses were collected from area residents, employees, visitors/customers, property

Create activities and events, even outside the mall utilizing the dead space. Winter market, ice rink, ice castles, ice sculptures, Christmas/holiday displays for families to come and enjoy.



[View the discussion](#)

a month ago

Like Dislike

A farmer's market would be a fun activity to have around the mall on the weekends.



[View the discussion](#)

a month ago

Like +1 Dislike

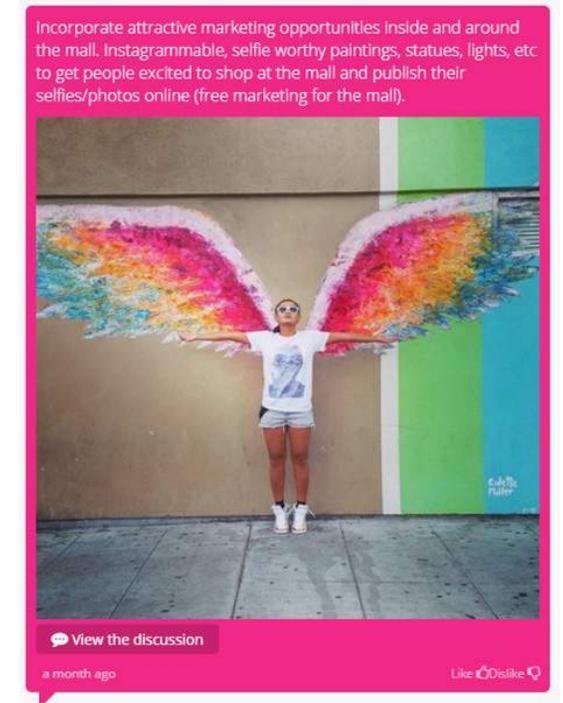
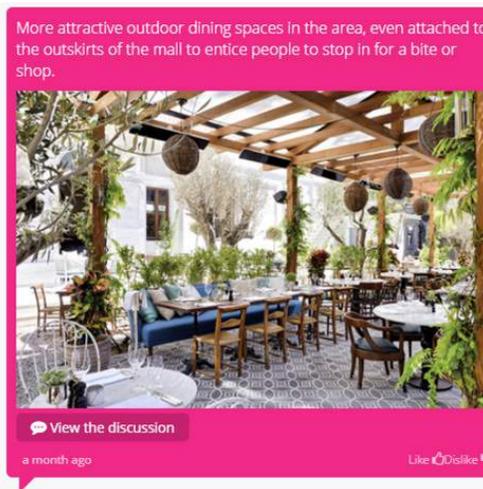
Online Feedback about the project gathered via Social Pinpoint

owners/landlords, and business owners/managers. The following are key findings from the survey:

- North End's Biggest Strength: 1) variety of retail/mall (33%); 2) transportation access/location (22%); 3) St. John's Hospital (9%); 4) variety of land uses (9%)
- North End's Biggest Challenge: 1) keeping retail/mall healthy (53%); 2) crime/safety (12%); 3) weak market for new development (9%); 4) traffic (9%)
- 90% of all respondents consider the redevelopment of underutilized properties as "Extremely Important" or "Very Important"

### Social Pinpoint

The Vision Plan process also received public feedback via the engagement platform, Social Pinpoint. Social Pinpoint is a website that uses interactive mapping to collect input from community members and stakeholders. From early on in the planning process, community members could visit the North End's Social Pinpoint site and post comments about their favorite places in the study area, their desired improvements, and share their knowledge of specific issues, such as safety conditions of certain intersections or areas with a tendency to flood. Community members could assign their comments to specific spots on the base map. NEWG members used the project's Social Pinpoint site to post inspirational images of activities, places, building types, successful "destinations," etc. that they could imagine happening in the North End. Additionally, draft versions of the final vision plan were also posted to the Social Pinpoint site, ensuring that even those who were not part of the NEWG or who could not make it to an Open House could provide their feedback before the Vision Plan was finalized.



Online Feedback about the project gathered via Social Pinpoint

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**04**

**VISION STATEMENT  
& GOALS**

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# 04 VISION STATEMENT & GOALS

Based on goals and policies from the 2040 Maplewood Comprehensive Plan as well as input received from the North End Working Group and numerous community engagement efforts, the following is a vision statement and supporting set of goals specific to the North End Vision Plan. The purpose of the vision statement and the goals are to establish the reason or “why” a vision plan is important and to guide the creation of recommended changes for the North End. Because vision plans often can take many years to implement, a vision statement will help stakeholders persevere over time by serving as a guide for decision making and the implementation of specific action-oriented goals, strategies, and policies.

## NORTH END VISION STATEMENT:

*The North End is a local and regional economic activity center characterized by a diverse mix of sustainable land uses, where people of all backgrounds can safely and easily come from near and far to gather for purposes of obtaining goods and services, wellness, work, recreation, socialization, learning, and living.*

## NORTH END GOALS

### #1. Promote redevelopment that brings people to the North End

Specific strategies would include the following:

- a. Identify market supported near- and long-term opportunities for redevelopment in order to understand the how phasing of development may affect the overall vision.
- b. Work/partner with property owners in the North End on strategies for creating more

destinations in the North End that would increase the number of local and regional visitors.

- c. Promote programs that support small/entrepreneurial businesses that would locate in the North End.
- d. When and where feasible, introduce a street and block pattern that is pedestrian scaled, can accommodate a diversity of building sizes and types, and be accessible to automobiles in the near term.
- e. Support the addition of new housing of all types and prices in order to increase market support for North End retailers, build transit ridership, and help attract/retain employees at area businesses.
- f. Consider opportunities to introduce new educational or training facilities within the North End.



*Pedestrian Planning in Somerville / Source: NJ Bicycle and Pedestrian Resource Center*

### #2. Enhance multimodal mobility throughout the North End

Specific strategies would include the following:

- a. Close the gaps in the existing sidewalk and trail systems.
- b. Address how White Bear Avenue and Beam Avenue are barriers to pedestrian and bicycle movement and, therefore, are opportunities to enhance connectivity to neighborhoods adjacent to the North End.
- c. Consider how new streets and public rights-of-way in the North End can include multi-modal facilities.
- d. Improve the aesthetic quality of street design in order to improve the quality and condition of streetscape elements (e.g., lighting, benches, bus stops, etc.) and sidewalks.



*Cycling Lanes/ Source: UBC News*

### #3. Better connect the North End to the region

Specific strategies would include the following:

- a. Support planning for the Rush Line BRT, especially transit-oriented development in the two North End station areas.
- b. Support increasing ridership along existing transit routes serving the North End.
- c. Identify opportunities for improved access to the regional highway system currently serving the North End via Interstate 694, Highway 61, and Highway 36.

### #4. Strengthen the North End as a hub for healthcare & wellness

Specific strategies would include the following:

- a. Work/partner with Fairview/HealthEast to help them meet their short- and long-term goals for the St. John's campus.
- b. Establish a connected system of multi-purpose green spaces (which could include indoor as well as outdoor green spaces such as the Mall) throughout the North End.

### #5. Create more unique experiences for visitors

Specific strategies would include the following:

- a. Establish a branded identity that reflects the North End's history, its new demographic groups, and its willingness to reinvent itself for the future.
- b. Use wayfinding, public art, iconic buildings/structures, and the community's commitment to preserving natural resources as opportunities to reinforce a brand and/or unique experience.



Rush Line Rapid Transit/ Source: Pioneer Press



Multi-purpose green space / Source: Health Department of Northwest Michigan



Public Art/ Source: City of Melville

## **#6. Capitalize on an increasingly diverse population**

Specific strategies would include the following:

- a. Create spaces that are inclusive, safe, and welcoming for all people, especially areas that are supportive of multigenerational activities (e.g., park areas that accommodate family gatherings).
- b. Promote programs that support small/entrepreneurial businesses that would locate in the North End.

## **#7. Create design guidelines for the North End**



*Family Gathering Opportunities / Source: Red Tricycle*

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**05**

**VISION PLAN  
RECOMMENDATIONS**

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## 05 VISION PLAN RECOMMENDATIONS

This section presents an illustrative vision for how the North End should evolve over time. It identifies recommendations for improving the public realm environment, improving multi-modal connectivity, enhancing mobility, defining strategic redevelopment opportunities, and improving the overall character of the district in order to maintain and strengthen its role as an important location where one can live, work, or play.

The Vision Plan is not meant to prescribe the exact location and type of future development within the North End. This is because almost all of the future development will be contingent on market trends and the decisions of private property owners. Therefore, the Vision Plan must have a degree of flexibility to respond to ever changing market and cultural forces. Nevertheless, a clear Vision Plan supported by succinct goals, informative illustrations, and codified guidelines will mold future public and private investments in a manner that is both inspirational and resilient.



FIGURE 05-1 Illustrative View of Suggested Park & Plaza

## NEAR-TERM VISION PLAN

The Near-Term Vision Plan is intended to show the location of likely development and related infrastructure investments in the near-term (i.e., 0-10 years). Although the concept of a vision is rooted in long range planning, change is constant. Therefore, it is important to identify where change is likely to occur in the near-term so that it can be guided in a manner that does not compromise the long-term vision. This is especially important when one considers that the Rush Line BRT, once operational, may catalyze additional development. Thus, near-term plans should account for how future development opportunities should be in a position to benefit from the BRT and vice-versa.

It is also important to consider a Near-Term Vision as a way to identify catalytic projects that will likely lead to further investment. For example, the extension of St. John's Boulevard to White Bear Avenue on the east would establish a critical connection in the North End while at the same time open up several opportunities for additional development as well as establish a foundation for a new pattern of development.

Finally, the Near-Term Vision also illustrates how redevelopment can occur in an incremental manner for larger sites. For example, the Birch Run Station shopping center is shown as being partially redeveloped. By approaching redevelopment incrementally, it can be phased in accordance with market trends.

The areas identified in the Near-Term Vision Plan were based on interviews with major property owners. For example, the site of the former Sears department store at the south end of Maplewood Mall became vacant in Spring 2019 and the current owner was actively researching how best to reposition the property during this planning process.

The following are some of the key attributes of the Near-Term Vision Plan:

- Introduction of amenities adjacent to existing Metro Transit Center
- Replacement of vacant or obsolete retail and parking space with new residential, retail, office
- Redevelopment on the former Sears site
- Extension of St. John's Boulevard through existing Birch Run Station Shopping Center to White Bear Avenue
- Introduction of smaller, more pedestrian friendly street grid
- Enhanced street crossings
- Enhanced green space and tree canopy
- Improved pedestrian conditions and trails



*Enhanced Crosswalk / Source: Pedestrian Safety Guide and Countermeasure Selection System*



*Maplewood Mall Parking Lot / Source: Google Maps*



FIGURE 05-2 Near-Term Vision Plan

**LEGEND**

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- Existing Buildings
- Enhanced Crosswalks
- Water Feature
- 0.5 Mile Station Buffer
- Green Space / Park
- Plaza
- Residential
- Retail / Commercial
- Mixed Residential - Commercial
- Office
- Hotel
- P Parking Ramp
- Surface Parking

## LONG TERM VISION PLAN

The Long-Term Vision Plan envisions a thorough transformation of the North End in which the development pattern has evolved to become more supportive of a multi-modal transportation system. The majority of the envisioned changes are focused in the eastern and southern portions of the North End. This is primarily due to the presence of many commercial buildings in this area that are more likely to be candidates for redevelopment given their age and condition. It is also because of the desire to better connect St. John's Hospital with the eastern side of the North End, which would necessitate a new street and, thus, opportunities for new development.

Retail is envisioned to remain an important use within the North End. However, the Vision Plan does reflect changes in the retail industry that will likely result in the need to redistribute retail space differently throughout the North End. Housing is an important component of the Vision Plan. Based on the market study prepared for this planning process, over 1,600 new housing units could be supported in the North End over the next 20-30 years, provided viable and feasible sites are available. Moreover, as the development pattern shifts toward smaller blocks and retail is redistributed to be more oriented toward street-fronting properties, there will be opportunities at select locations to support housing located above retail or related commercial uses.

The northwestern portion of the North End is not envisioned to change significantly over the long-term because most of the buildings in this area are relatively new (less than 20 years old), residential, and located on smaller parcels.



FIGURE 05-3 Illustrative View of the North End's Long-Term Vision Plan



FIGURE 05-4 Long-Term Vision Plan

LEGEND					
	Rush Line BRT (Proposed Refined Routing)		Green Space / Park		Mixed Residential - Commercial
	Potential Rush Line BRT Station		Plaza		Office
	Existing Buildings		ENVIIONED DEVELOPMENT		Hotel
	Enhanced Crosswalks		Residential		Parking Ramp
	Water Feature		Retail / Commercial		Surface Parking
	0.5 Mile Station Buffer				

The following are some of the key attributes of how the Long-Term Vision Plan builds on the short-term vision:

- Realigned BRT station by Metro Transit Center
- BRT - adjacent amenities by St. John's
- Residential, mixed use, retail, office, and a hotel, mindful planning of surface lots (with tree canopy), plus parking ramps by Metro Transit Center and Maplewood Mall, dramatically reducing the amount of surface parking, but still leaving ample parking opportunities
- Maintains new development on the Sears site
- Maintains extension of St. John's Boulevard, and redevelops northern portion of Birch Run Station
- Smaller, more pedestrian friendly street grids – continues through northern portion of study area
- Enhanced street crossings
- Pedestrian bridge over White Bear Ave.
- Enhanced green space and tree canopy
- Water features and public plaza
- Trail connections to Bruce Vento and improved pedestrian conditions and trails



**FIGURE 05-5** Illustrative View of Suggested Park & Hotel



*Pedestrian Bridge / Source: Perkins & Will*



**FIGURE 05-6** Illustrative View of Suggested Pedestrian Bridge over White Bear Ave.



*Outdoor Dining Opportunities / Source: DC Tourism*

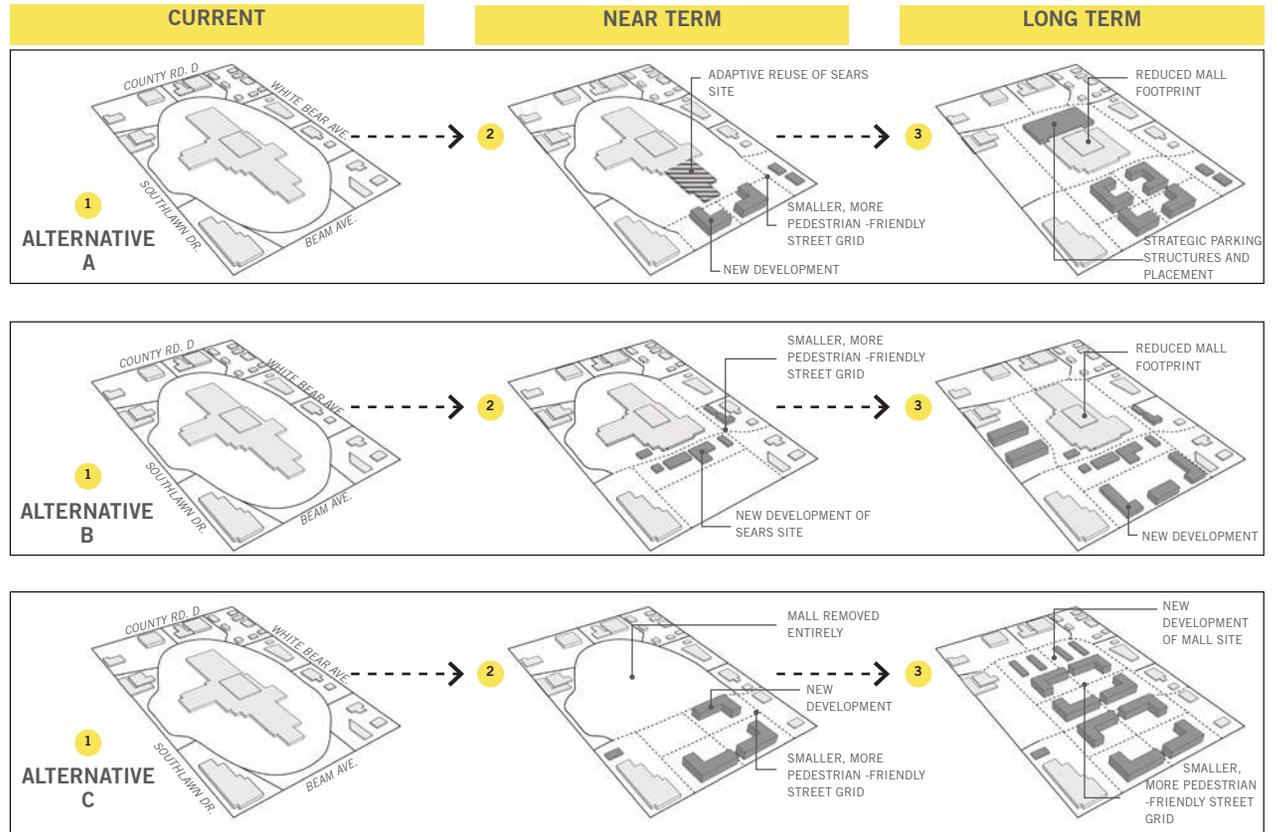


**FIGURE 05-7** Illustrative View of Enhanced North End Streetscape

## EVOLUTION OF A MALL

The retail industry is rapidly changing. New digital technologies are altering how we shop and socialize. This means that large malls like Maplewood Mall will need to evolve in order to remain viable. There are many possible paths to how a mall can remain viable. The Long-Term Vision presented previously is but one possible path for Maplewood Mall. Because Maplewood Mall is actually made up of multiple properties owned by different entities, a single vision is likely not enough. Therefore, shown here are three additional possibilities for how Maplewood Mall could evolve over time and still adhere to the overall vision for the North End. These additional possibilities are based on recent transformations seen at other large mall sites across the country.

Alternative A is meant to show how space within the mall can be used for different purposes that might be complementary with retailing, such as offices, schools, or medical clinics. Alternative B shows how portions of the mall could be replaced, but the building stays primarily intact with other buildings filling in many of the underutilized parking areas. Alternative C shows how the entire mall building could be replaced with new buildings, which could consist of a mixture of retail, offices, residential, or other uses. (See **Figure 05-7**).



**FIGURE 05-8** Potential Mall Evolutions: Possible Paths to an Achieved Vision Plan

## VISION PLAN COMPONENTS

### TRANSIT-ORIENTED DEVELOPMENT

The Rush Line BRT will catalyze development in the North End, especially in the areas within ¼- to ½-mile from each station stop. At a minimum, the North End Vision Plan envisions enhanced pedestrian connections to and from the station stops in order to maximize accessibility. Near the Metro Transit Center stop, significant new development is envisioned, which will enhance ridership of the BRT by bringing more people to the North End and increasing the local population base likely to use transit.

Adjacent to the St. John's Hospital station stop, new development is shown that would take advantage of employees that would use the transit to go to and from the hospital. As parking demand changes for the hospital over time, the current surface parking lots represent a significant amount of "banked" land that could easily be developed into other uses.

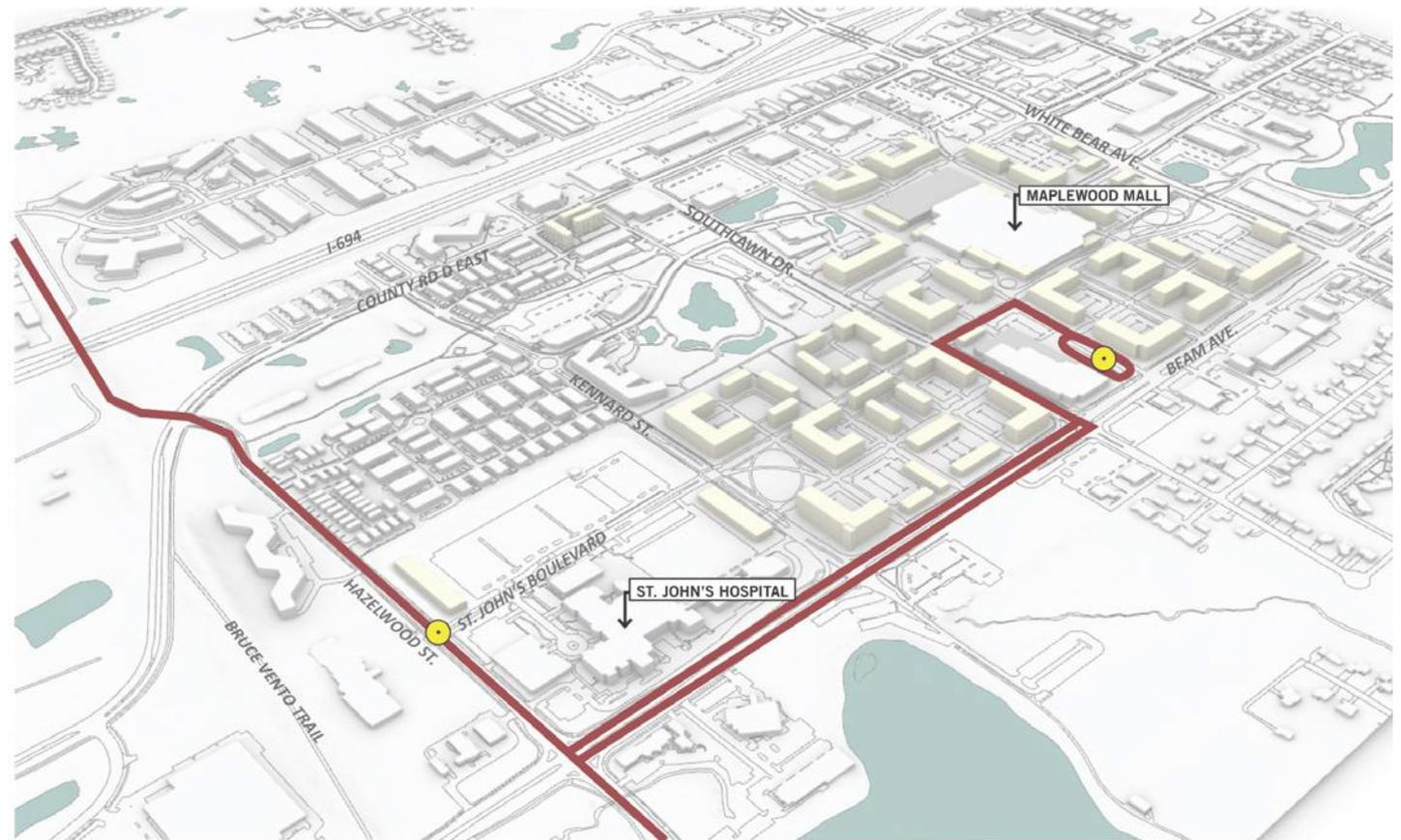


FIGURE 05-9 Transportation and Transit

#### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- Water Body
- Envisioned Development
- Existing Development

## STREET HIERARCHY

The existing street system within the North End is envisioned to remain mostly intact with the possible exception of the Maplewood Mall ring road. However, a number of the existing roads could be modified over time to become more conducive to other transportation modes as well as being beautified in order to make the experience of visiting the North End more inviting and attractive. Most importantly, though, a number of new streets have been proposed that will greatly increase the connectivity within the North End. These additional streets would create smaller blocks and support more development, especially in an around Maplewood Mall and Birch Run Station. Furthermore, new streets should be designed to accommodate multiple transportation modes, have reduced speeds, and have enhanced public realm features that would elevate the pedestrian experience.

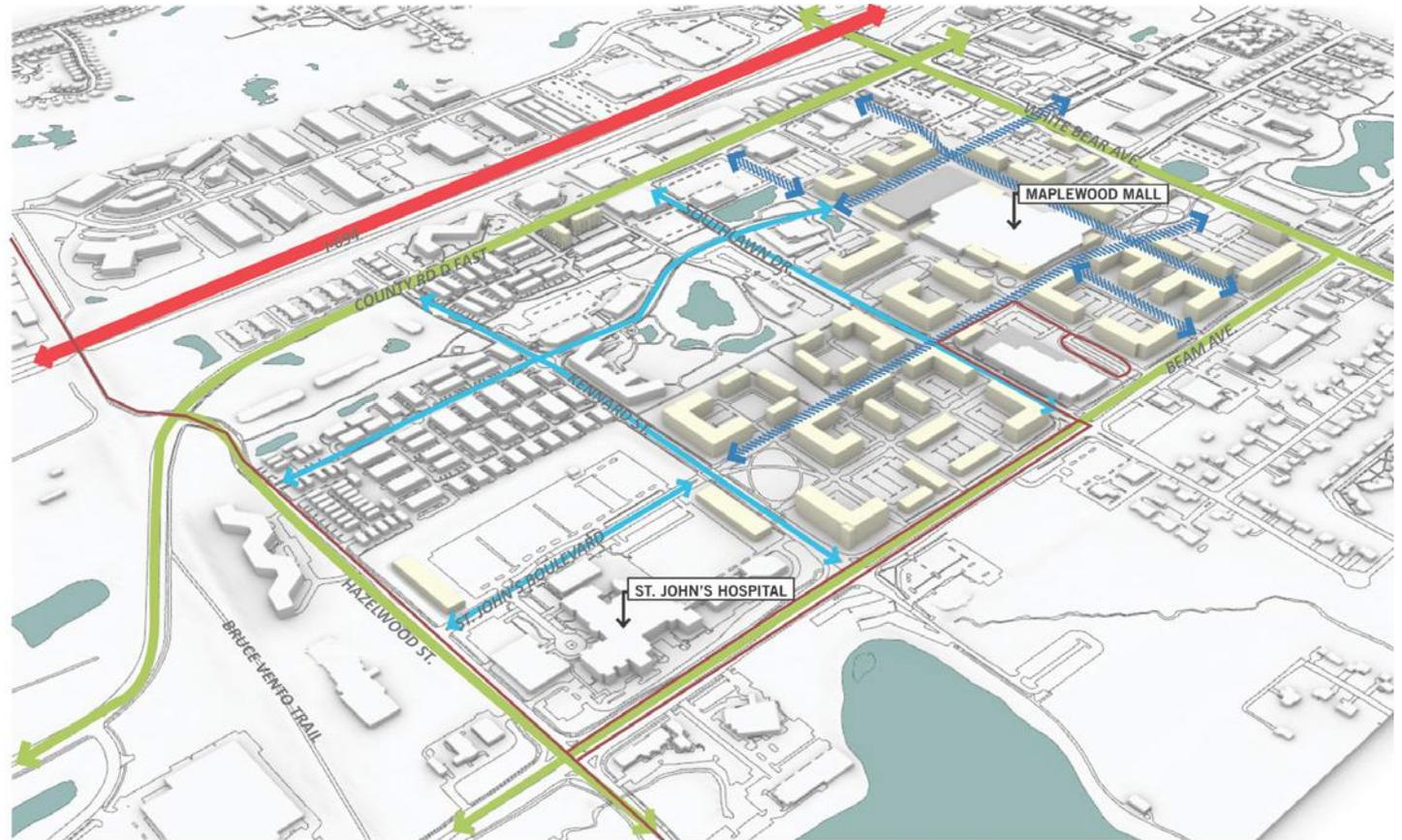


FIGURE 05-10 Street Hierarchy

### LEGEND

- |  |                  |
|--|------------------|
| Rush Line BRT (Proposed Refined Routing) | Major Roadway    |
| Potential Rush Line BRT Station          | Primary Road     |
| Water Body                               | Secondary Road   |
| Envisioned Development                   | Proposed Streets |
| Existing Development                     |                  |

## PEDESTRIAN-BICYCLE CIRCULATION

As important as the changing street grid is the addition of more sidewalks, trails, bike facilities, and enhanced street crossings. These features improve mobility, increase the level of safety, provide connections to transit, and increase the overall quality of the experience of moving through and within the North End. These types of features also help facilitate economic development because more and more people, especially younger generations, actively look for these features when they consider where to work, live, and socialize. Moreover, research conducted as part of the market study supporting this planning process revealed that developers are routinely looking to develop only in areas with plentiful sidewalks, trails, and bike facilities, and accessible to transit.

Significant new facilities have been identified throughout the North End. However, the most prominent proposed feature would be a raised pedestrian/bicycle crossing over White Bear Avenue.

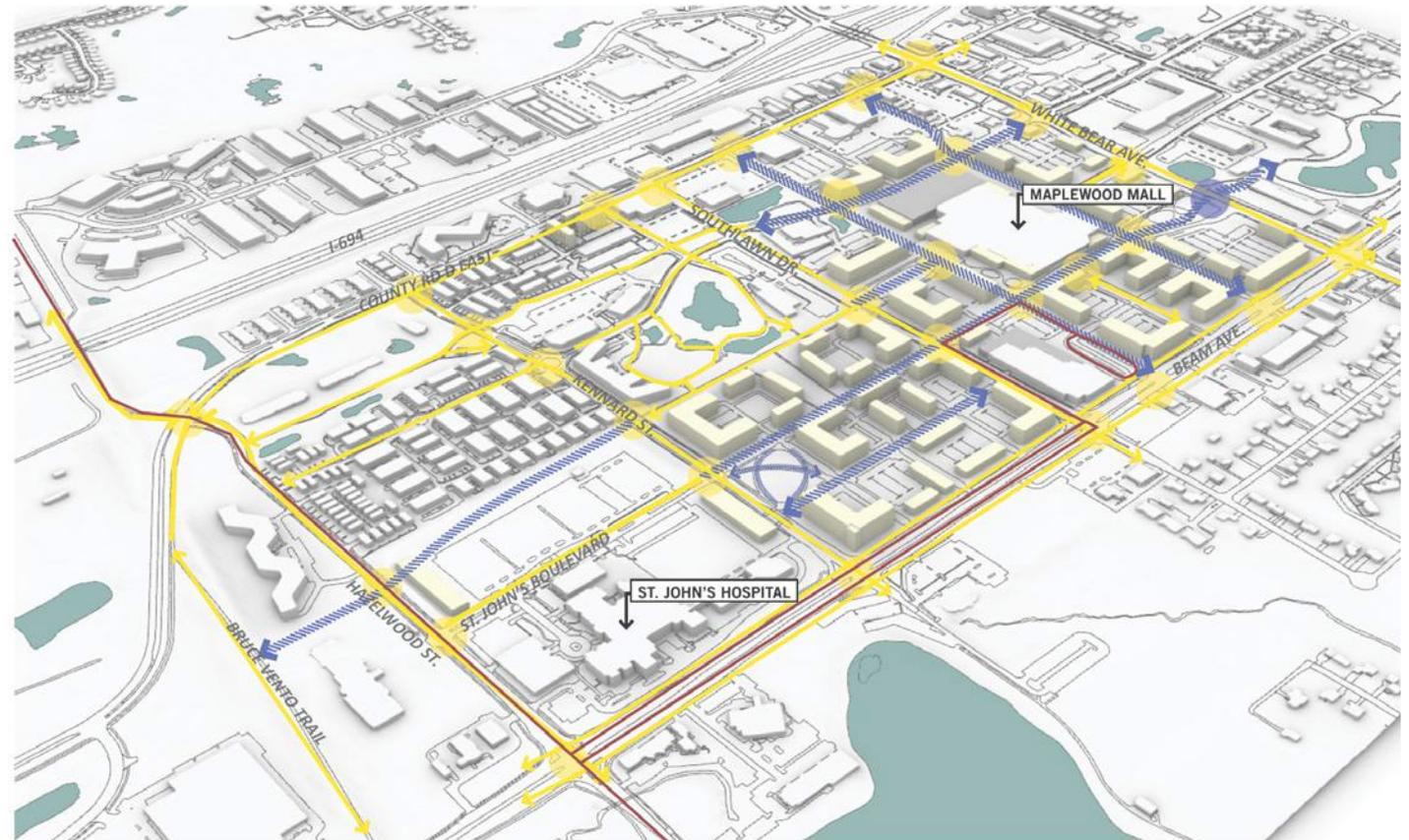


FIGURE 05-11 Pedestrian / Multi-Modal

### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- Water Body
- Envisioned Development
- Existing Development
- ▨ Proposed Walkways / Trails
- Improved Existing Walkways / Trails
- Improved Street Crossings
- Raised Crossing

## GREEN SPACE AND AMENITIES

Green space is an important cornerstone to the North End Vision Plan. The existing green space in the North End is highly regarded and considered a great asset. However, based on feedback received throughout the planning process, it is evident that the North End is still lacking a lot of desired green spaces and the amenities that go along with them. Therefore, the Vision Plan calls for not only connecting existing green spaces to one another but also adding green spaces throughout the North End in a variety of forms, such as pocket parks, an improved public realm with an extensive tree canopy, strategically located water features, arbors, plazas, and various green infrastructure, such as stormwater management. If possible, consideration should be given to conversion of parts of Maplewood Mall into an indoor public park with a connection to outdoor green spaces.

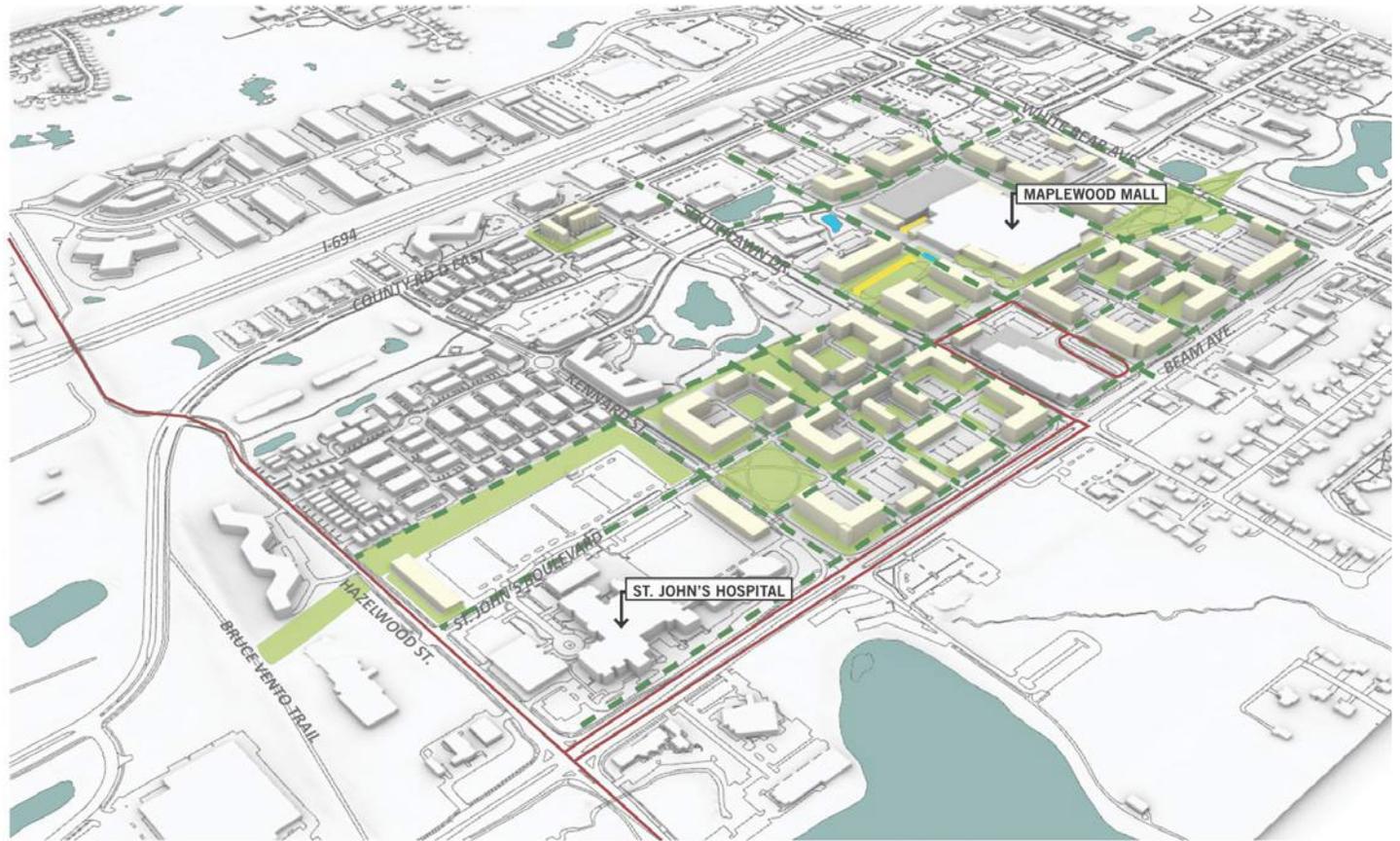


FIGURE 05-12 Green Space & Amenities

### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- Water Body
- Envisioned Development
- Existing Development
- Green Space / Park
- Arbor
- Water Feature
- - - Improved Tree Canopy

## LAND USE AND DEVELOPMENT DENSITY

Most of the areas identified for change in the North End Vision Plan were guided for a mixture of uses in the Maplewood 2040 Comprehensive Plan. This is consistent with the range of uses being shown in the North End Vision Plan. The majority of new development envisioned for the North End would be housing as this the real estate with strongest demand into the foreseeable future. This is followed by retail and related commercial uses. Much of the retail uses shown in the Vision Plan represent a redistribution of existing retail space, which is currently contained in Maplewood Mall or Birch Run Station. The Vision Plan also identifies the need for lodging facilities and medical office space, though the amount needed space for these uses is much smaller than for housing or retail.

The zoning code covering most of the areas likely to change is Business Commercial. The zoning district allows for a wide variety of uses and it does not have a maximum height requirement. However, given the costs associated with constructing buildings over six stories, it is not anticipated that any new structures, with the exception of a hotel, would be over six stories in the North End. Furthermore, it is anticipated that in certain instances buildings would be well under six stories, such as residential structures that would serve as a transition between lower intensity areas and higher intensity areas.

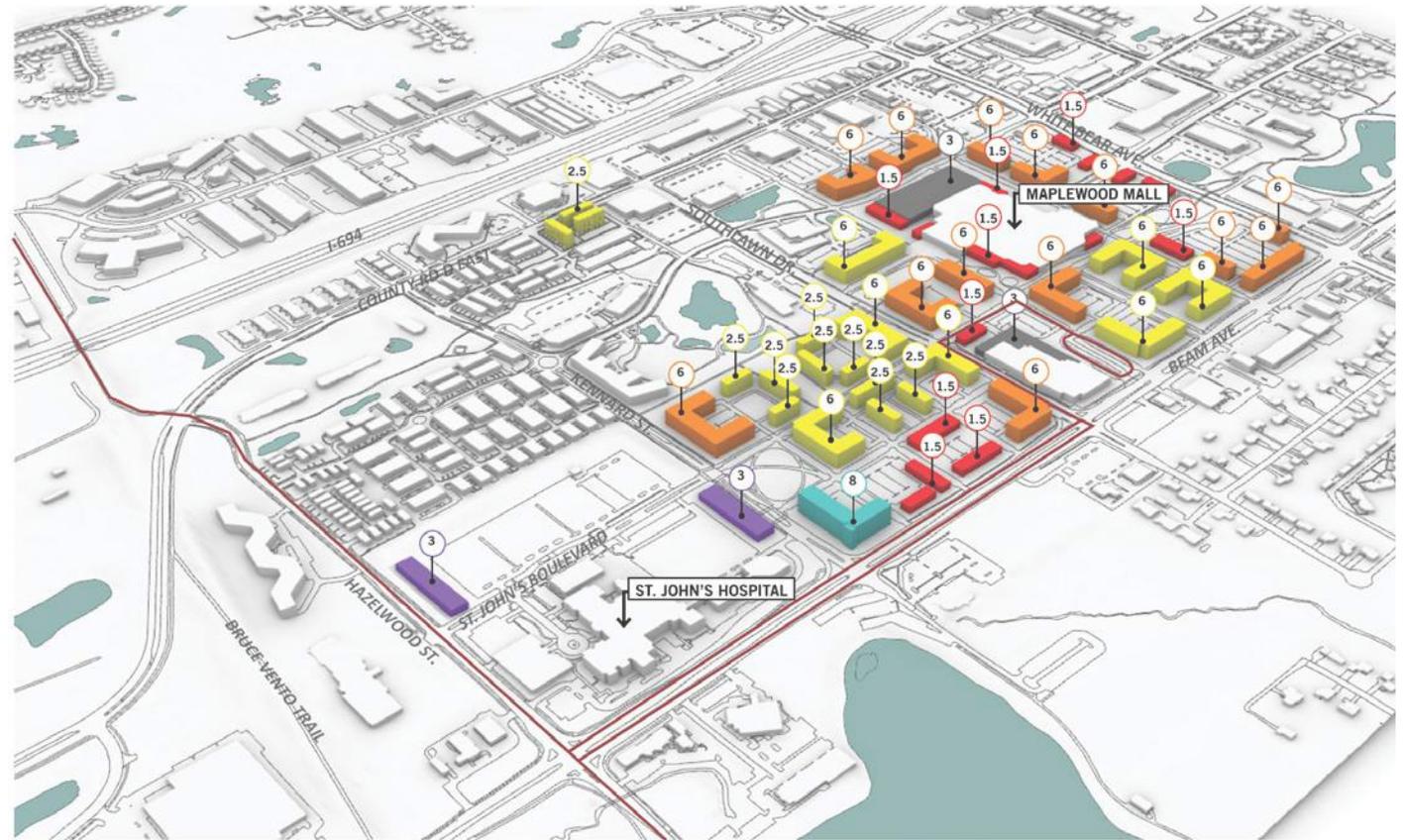


FIGURE 05-13 Land Use and Development Density

### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- Water Body
- Existing Development

### ENVISIONED DEVELOPMENT

- Residential
- Retail / Commercial
- Mixed Residential - Commercial
- Office
- Hotel
- Parking Ramp
- # of Stories

## PARKING

If the North End is going to remain a destination that attracts workers, shoppers, and visitors from outside the immediate neighborhood, there will need to be infrastructure in place to accommodate parking of private vehicles, at least in the near-term. Clearly, the amount of underutilized parking throughout the North End means that significant amounts of this land could be given over to other uses without an impact on the existing need for parking. However, if all of these underutilized parking areas are filled with new development, this has the potential to create new parking issues.

The North End Vision Plan addresses these potential concerns by accommodating future parking needs in a variety of ways. First, any new street in the North End would have on-street parking. Second, many of the residential structures will be designed with underground parking. Third, two potential locations were identified for adding structured parking for public use that would help alleviate the demand for on-street parking. Moreover, these structures should be designed with flat floors so that the structure could more easily be converted into other uses should the demand for parking decrease over time. Fourth, the interior portion of many of the new blocks would be initially design with surface parking that could eventually be developed over time if the demand for parking of private vehicles decreases.

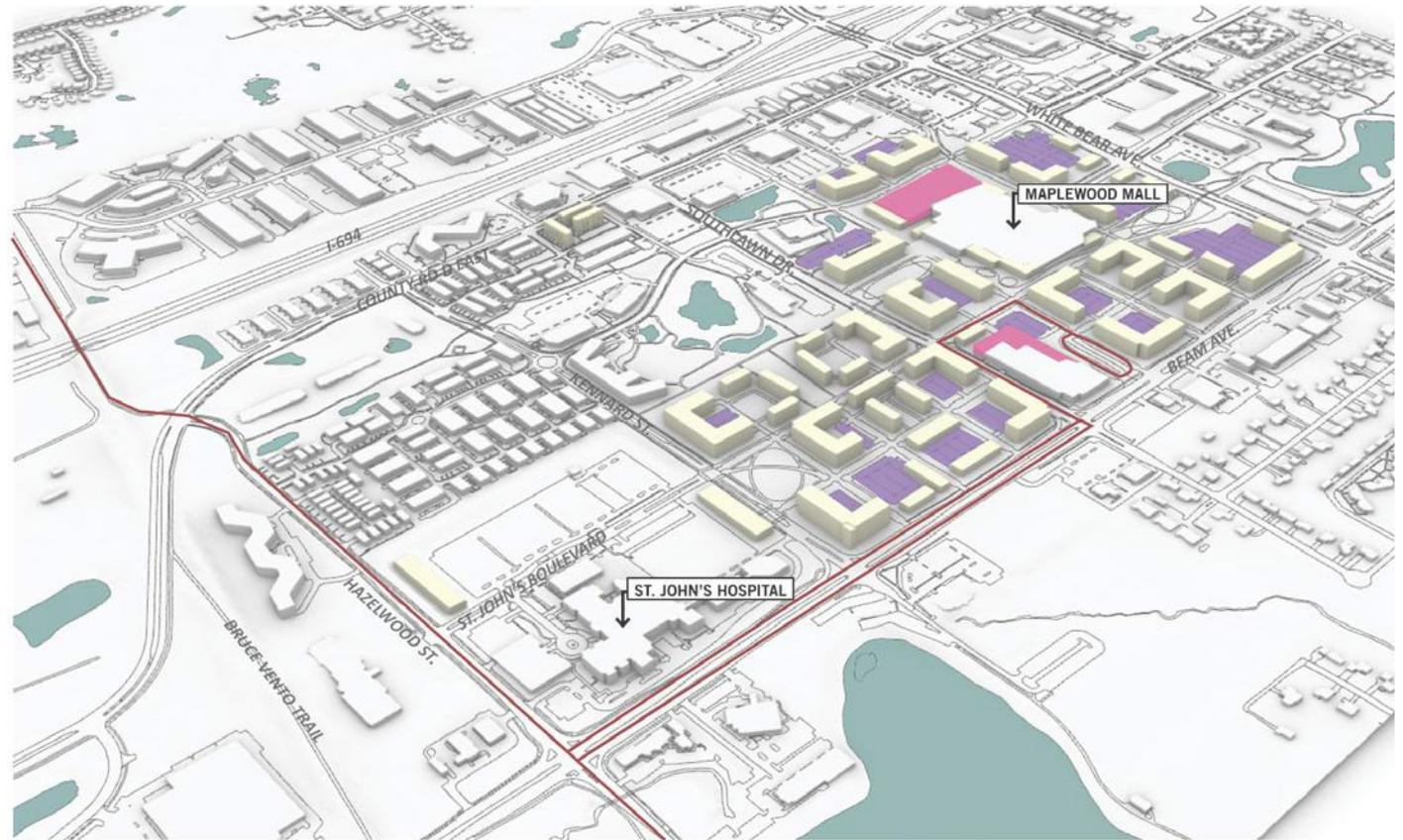


FIGURE 05-14 Ramps & Shared Parking

### LEGEND

- Rush Line BRT (Proposed Refined Routing)
- Potential Rush Line BRT Station
- Water Body
- Envisioned Development
- Existing Development
- Parking Ramps
- Shared Parking

# DESIGN GUIDELINES

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# INTRODUCTION TO DESIGN GUIDELINES

The Design Guidelines provide recommendations for future development in Maplewood's North End through several main categories. This includes guidelines for street rights of way and sidewalk easements, street zones, stormwater management, paving and lighting, urban canopy, and car and bike parking. Building Design guidelines include bulk and massing, building articulation and street walls, scale and orientation, overall design, setbacks, entrances, performance and sustainability measures, and lighting and signage. The third category of Open Space Design examines public open space, typologies, and site amenities.



## DESIGN GUIDELINES

### 06 STREET DESIGN

- 06.1 Related Planning Efforts:  
Living Streets Policy
- 06.2 Rights of Way & Sidewalk Easements
- 06.3 Street Zones
- 06.4 Stormwater Management
- 06.5 Paving & Lighting
- 06.6 Urban Canopy
- 06.7 Car & Biking
- 06.8 North End Street Improvements

### 07 BUILDING DESIGN

- 07.1 Bulk and Massing
- 07.2 Building Articulation  
and Streetwall
- 07.3 Building Scale and Organization
- 07.4 Building Design
- 07.5 Building Setback
- 07.6 Building Entrances
- 07.7 Building Performance & Sustainability Measures
- 07.8 Building Lighting And Signage

### 08 OPEN SPACE DESIGN

- 08.1 Public Open Space
- 08.2 Open Space Typologies
- 08.3 Site Amenities

# 06

# STREET DESIGN GUIDELINES

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06.1 Related Planning Efforts:  
Living Streets Policy

06.2 Rights of Way & Sidewalk Easements

06.3 Street Zones

06.4 Stormwater Management

06.5 Paving & Lighting

06.6 Urban Canopy

06.7 Car & Biking

06.8 North End Street Improvements

## 06.1 RELATED PLANNING EFFORTS: LIVING STREETS POLICY

The City of Maplewood has already implemented extensive improvements to its street design and related efforts due to its Living Streets Policy. The City Council approved the Living Streets Policy on January 28, 2013. The Policy establishes city-wide goals, including:

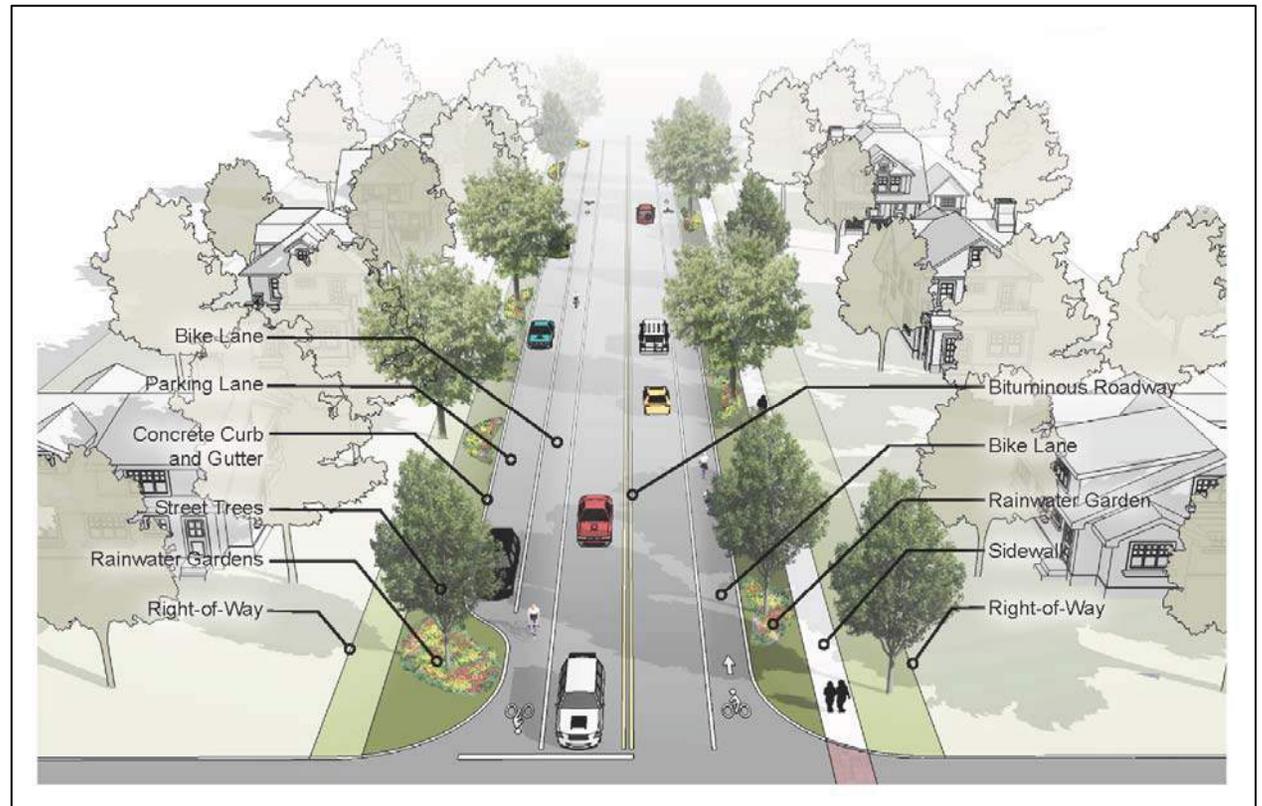
- Enhance biking and walking conditions
- Enhance safety and security of streets
- Calm traffic
- Create livable neighborhoods
- Improve stormwater quality
- Enhance the urban forest
- Reduce life cycle costs
- Improve neighborhood aesthetics

The Policy creates a guide through which the City can achieve these goals, including:

- Setting construction guidelines for rebuilding streets
- Updating the city code
- Creating a city-wide Tree Plan
- Providing additional incentives for participation in the rain garden

(Source: City of Maplewood, Minnesota, Living Streets Policy, 2013).

The Living Streets Policy provides a vision for Maplewood that further enhances its efforts to improve and enhance streets, as well as its rainwater gardens and stormwater treatments. The Design Guidelines included in this document complement and perpetuate the goals present in the Living Streets Policy.



Source: City of Maplewood, Minnesota, Living Streets Policy, 2013

## 06.2 RIGHTS OF WAY & SIDEWALK EASEMENTS

The street network at Maplewood's North End will be improved to create a safe, comfortable, and complete system. A well designed network will promote walking, encourage cycling and slow vehicles as they drive through this proposed mixed commercial – residential neighborhood.

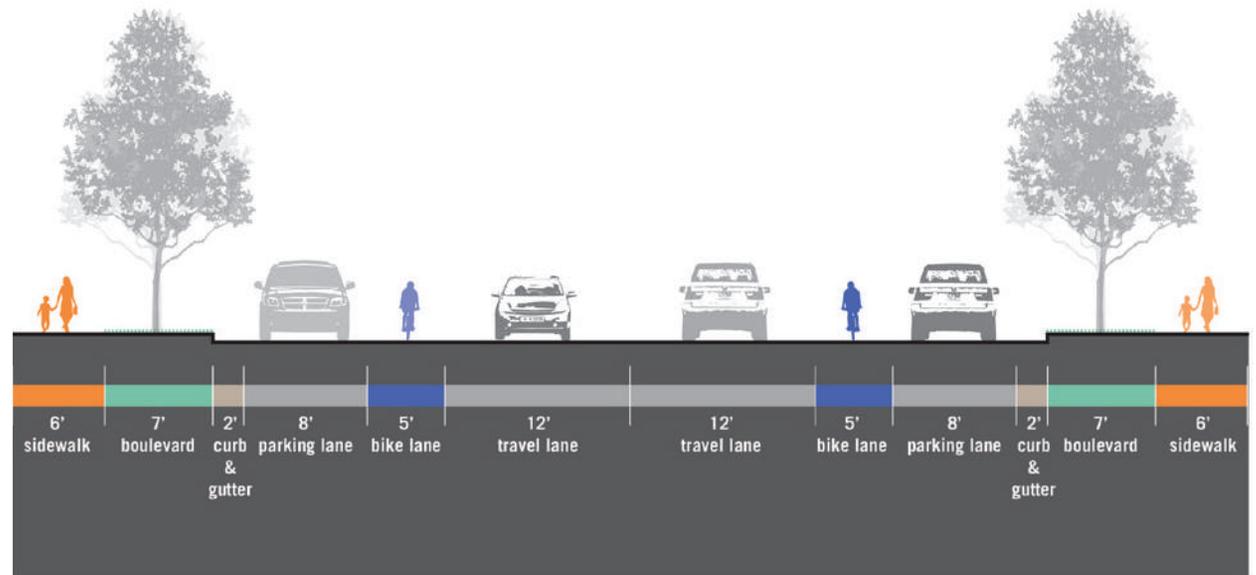
Existing rights of way will remain, but the street network will be expanded to improve connections and increase widths. Substandard sidewalks will be expanded within the right of way, or through easements within adjacent property.

### Standards

- Comfortable sidewalks shall line both sides of every street. A sidewalk easement may be required within a property line adjacent to a right of way to expand the clear walkway of a sidewalk. Dimensions and locations vary, see **Figure 06-2-1**. Sidewalk easements are to be measured as a perpendicular dimension from the edge of the right of way, horizontally into the adjacent property.
- Striped pedestrian crosswalks shall be considered at intersections and mid-block crossings.
- Sidewalk extensions or bulb-outs shall be implemented at crosswalks on streets with parking for traffic calming.

### Guidelines

- Sidewalks should be designed with considerations for universal accessibility to accommodate people with disabilities, children, seniors and adults.
- Sidewalks should be designed with adequate space for street furniture that will provide an enhanced pedestrian environment with opportunities for people to linger, socialize and rest.



**FIGURE 06-2-1** Proposed Street Section for New Streets and Street Improvements

## 06.3 STREET ZONES

Streets in Maplewood’s North End should contain sidewalks and roadways that clearly identify safe, convenient and attractive paths of travel for pedestrians, cyclists and vehicles. Within the roadway there is separation for bicycles, parked cars and moving vehicles. Sidewalks are delineated into zones that allow for spill-out uses from buildings, as well as areas for trees, stormwater planting and street furniture.

Along some rights-of-way there are additional edge conditions that fall within private property lines. These are located and sized to enhance the pedestrian realm either by a contribution of right-of-way or an access and maintenance easement, or frontage elements within a setback that will enliven the sidewalk and contribute to a walkable pedestrian experience.

### Standards

Sidewalks are made up of the following two zones:

- **Clear Walkway:** a continuous, unobstructed and accessible path of travel for pedestrians that must remain clear of obstacles at all times. This zone shall be a minimum of 6 feet in width, or wider as indicated in each street section.
- **Street Life Zone:** This zone organizes the fixed sidewalk elements along the curb into an area that delineates the clear walkway from the roadway. This is the location for street trees, stormwater planting areas and street furniture such as benches, trash cans, bicycle racks, street lighting and street signage. This zone shall be a minimum of 4 feet in width, with an ideal width of at least 5 feet, as indicated in the sections for each street. In some locations the street life zone may alternate with parking spaces.

There is one type of bicycle lane throughout the street network:

- **Bicycle Lane:** A striped, designated zone for the exclusive use of bicyclists, usually adjacent to a vehicle lane. Bicycle lanes shall be a minimum of 5 feet wide.

Vehicle lanes are divided between travel lanes and parking or loading lanes:

- **Travel Lane:** Vehicle travel lanes include provisions for dedicated turn lanes or center turn lanes to support queueing at intersections, where appropriate. Vehicle travel lanes shall be a minimum of 10 feet.
- **Parking or Loading Lane:** Demarcated parallel street parking is provided on certain streets. This lane is also shared by zones for passenger loading and deliveries. Parking lanes shall be between 7 and 8 feet in width.

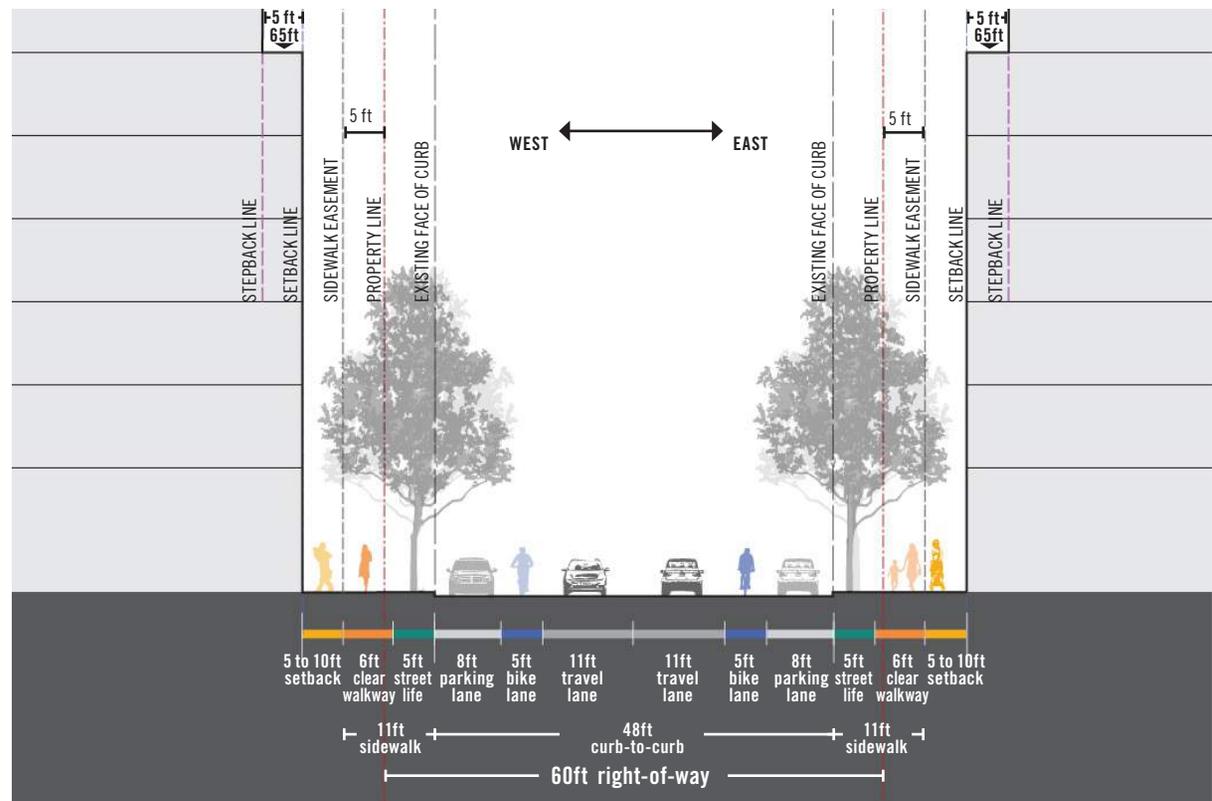


FIGURE 06-3-1 Street Life Zones

## 06.4 STORMWATER MANAGEMENT

The integration of stormwater management in public open spaces lowers infrastructure costs, increases space efficiency, provides ecological benefits, and creates opportunities for public interaction.

Stormwater areas should be designed amenities that function effectively and contribute aesthetically to the site as a whole, integrating with the architecture and streetscape design of the surrounding context. For example, raised planters can function as seating or stormwater treatment can be a feature within the pavement.

### Standards

- Select drought-tolerant plant species in the design of stormwater treatment systems.

### Guidelines

- Creation of subdistrict stormwater management areas is preferred over an approach that treats each space individually.
- Designed treatment systems such as bioswales, flow-through planters, permeable paving, and greenroofs should be utilized as part of a comprehensive approach to stormwater management.
- Developments with more than one building that include greenways and/or parks are encouraged to treat their stormwater management areas in adjacent open spaces. Smaller parcels, if developed concurrently with neighboring parcels, are encouraged to coordinate stormwater design in shared open spaces.

- Select a planting palette that will provide seasonal interest.
- Consider access to sunlight and drainage requirements of selected trees and shrubs when locating and designing treatment areas; provide dry season irrigation to ensure long-term plant health.
- Consider educational or interpretive signage near stormwater treatment areas, to educate the public about the benefits and processes of stormwater treatment areas.



Raised planters can function as seating



Stormwater treatment can be an educational opportunity



Stormwater treatment can be a feature within the sidewalk.

## 06.5 PAVING & LIGHTING

### PAVING

A hierarchy of paving materials helps to create clear wayfinding and contributes aesthetically to the site as a whole.

#### Standards

- All street paving shall meet City of Maplewood Roadway and Sidewalk Standards.

#### Guidelines

The design of paving should consider the following:

- Use special paving or accent materials to visually connect with entry points, linear increments, or adjacent design or program.
- For visual continuity, continue paving patterns across differing conditions, such as pervious or vehicular paving and permeable paving sections.

Park paving should consider the following:

- Use a combination of pavers and concrete that are unique to each park design.
- Meet greenways in a consistent way, using lane paving to clearly show circulation.

### LIGHTING

Adequate lighting should be provided in all dedicated open space and along all streets and greenways to ensure clear wayfinding and safe pedestrian passage.

#### Guidelines

- Pedestrian scale fixtures should be added as needed to increase safety and activate retail areas for evening use.
- Streetscapes should utilize shorter pedestrian scale pole light fixtures to improve pedestrian experience, wayfinding, and safety.
- Bollard lighting should be used to create a consistent and safe passage through greenways at all times.



Bollard lighting allows for safe pedestrian passage without intruding light into residential units



Consider how lane paving meets open space to mark circulation

## 06.6 URBAN CANOPY

Integration of new tree planting and landscape will enhance the urban forest at Maplewood's North End and surrounding area. The urban forest plays important environmental and social roles: it cleans the air, absorbs rainwater, provides habitat and improves health and well-being. Tree planting also reduces the urban heat island effect by increasing shading. Irrigation will be provided by the City's recycled water supply.

### Standards

All trees shall be planted in consideration of utility offsets.

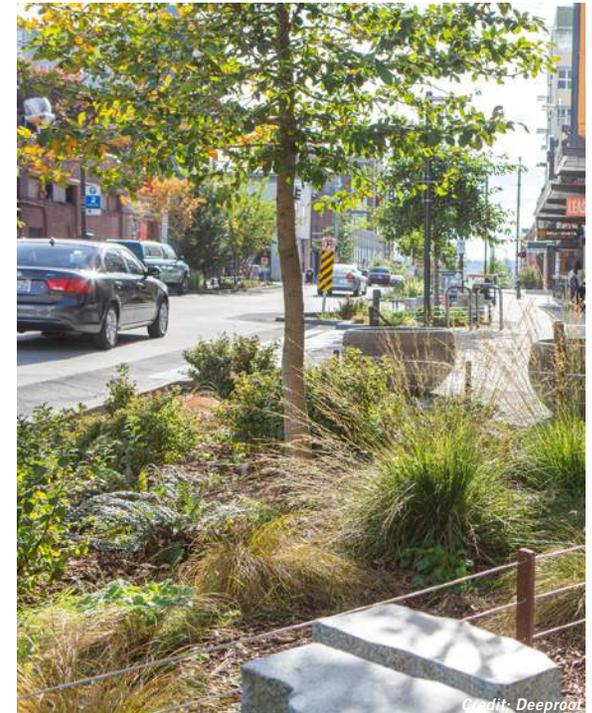
Tree pits shall be a minimum of 4 feet in width, and a maximum of 3 feet in depth. Tree pits shall use planting or granite sets outside of critical root ball zone or may use tree grates to create additional travel width for pedestrians. Refer to tree box size in **Figure 06-6-1** when sizing to ensure sufficient growing space around root ball at installation.

Trees shall be planted in contiguous open planting areas. Where continuous planting is interrupted by curb cuts, use of a modular suspended pavement system (such as Silva Cells) is required.

### Guidelines

Reference **Figure 06-6-1** for recommended options for tree selection and planting .

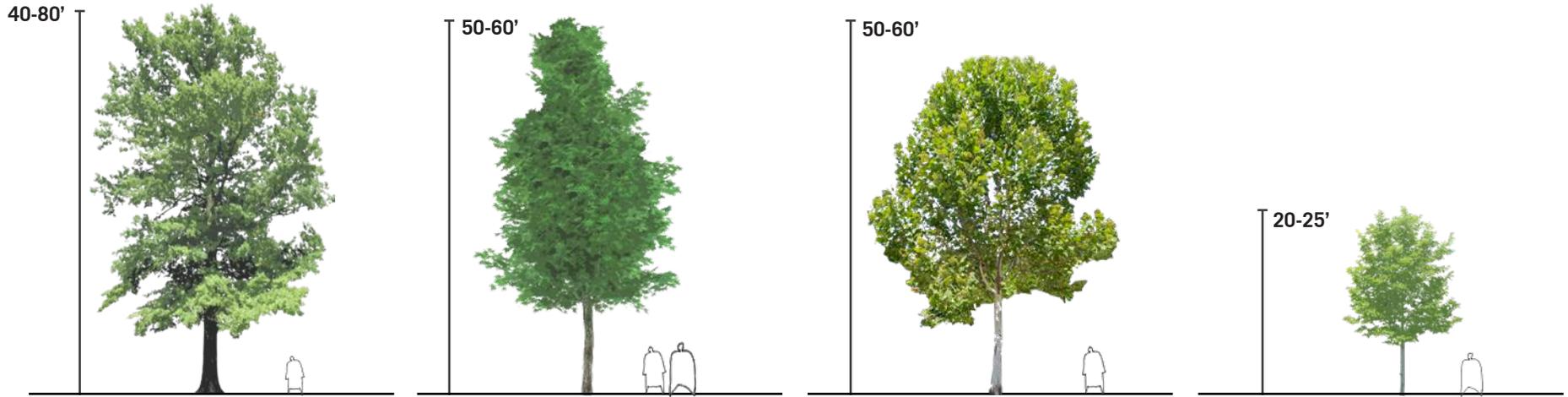
Tree planting areas should target soil volumes listed in **Figure 06-6-1**, and be assigned as per their mature size. Soil volume may be shared between trees co-planted in trench or large planter and below sidewalks.



Provide proper soil volume to allow trees to mature



Maximize shading to mitigate the heat island effect



**PARK TREES**

- Medium to large Evergreen or deciduous tree based on sun/shade and location (40-80 feet tall at maturity)
- Minimum 2" caliper B & B at installation
- Upright/Arching or spreading, graceful form, with special ornamental character
- Soil volume: 1,000 cubic feet
- Tolerances: medium wind tolerance; tolerant of full-sun to part-shade
- Low water use
- Recommended species: Quercus macrocarpa, Acer macrophyllum, Metasequoia glyptostroboides, Quercus rubra, Acer saccharum, Pinus strobus, Tilia cordata

**STREET TREES**

- Large Deciduous tree (50-60 feet tall at maturity)
- Minimum 2" caliper B & B at installation
- Upright form with winter and summer interest; iconic seasonal ornamental character in leaf or flower
- Spacing as uniform as possible
- Soil volume: 1,000 cubic feet
- Tolerant of full-sun to part-shade conditions; healthy in paving, with minimal root disruption at sidewalk
- Salt tolerant
- Low water use
- Recommended species: Gleditsia triacanthos, Quercus alba, Ulmus pumila hybrid, Ginkgo biloba

**ST. JOHN'S BOULEVARD TREES**

- Large Deciduous tree (50-60 feet tall at maturity)
- Minimum 2" caliper B & B at installation
- Rounded Form; showy bark with special ornamental character
- 25 foot spacing on center minimum
- Soil volume: 1,000 cubic feet
- Tolerances: Full-sun to part-shade; drought tolerant; with minimal root disruption at sidewalk
- Low water use
- Salt tolerant
- Recommended: Tilia americana, Gymnocladus dioicus, Celtis occidentalis, Carya cordiformis

**TREES UNDER OVERHEAD WIRES OR ALONG PEDESTRIAN TRAILS**

- Medium Deciduous or Evergreen tree; Deciduous acceptable if other requirements are satisfied (20-25 feet tall at maturity)
- Minimum 2" caliper B & B at installation
- Upright form; fine-textured canopy; showy bark
- 25 foot spacing on center
- Soil volume: 600 cubic feet
- Tolerances: Full-sun to part-shade; drought tolerant; minimal root disruption of paving
- Low water use
- Recommended species: Populus tremuloides, Betula nigra, Prunus spp., Amelanchier canadensis, Syringa reticulata

**FIGURE 06-6-1** Urban Canopy Tree Selection

## 06.7 CAR AND BIKE PARKING

Parking strategies are intended to accommodate expected demand, while fostering a pedestrian focused, transit-oriented district. Visibility of parking structures and light emitted from them is restricted to reduce the visual and physical presence and impact of parking facilities on the pedestrian environment. Every reasonable effort must be made to reduce the adverse impact of loading and servicing facilities on the quality of the pedestrian environment.

**Parking Location:** All off-street, structured parking that fronts a public street must be lined with a minimum of 18 feet of occupied habitable space at the ground floor between the parking area and exterior wall of the building (Figure 06-7-1). All other frontages must visually screen the interior from the exterior under daylighting and night lighting conditions.

**Off-Street Parking:** The number of off-street parking spaces shall not exceed the maximum ratios listed in Figure 06-7-2 Off-Street Parking. No parking minimums are required except for Assembly uses as indicated in Figure 06-7-2 Off-Street Parking.

**Unbundled Parking:** Off-street parking spaces for residential uses shall be located in a central location designed to support multiple uses or multiple units.

**Parking Entrances:** Vehicular entrances and exits to parking facilities shall have a maximum linear width of 11 feet parallel to the street if accommodating one direction of travel, and maximum linear width of 22 feet parallel to the street if accommodating both an exit and entrance at

one opening. Entrances and/or exits that are shared with loading and service access may be 12 feet wide when accommodating one-way traffic and 24 feet wide when accommodating two-way traffic.

**Open Surface Parking:** Open surface parking areas must be limited to no more than 20 percent of total site area for any particular project.

**Shared Facilities** Multiple buildings within the same block should share off-street loading facilities and service areas.

**Combined Entries** Where reasonably feasible off-street loading entrances and exits should be combined with automobile parking access.

**Bicycle Parking:** Off-street bicycle parking must be provided for new buildings in the minimum quantities listed in Figure 06-7-3, Maximum Vehicle Parking Spaces. Office & Convention, Retail & Entertainment, Residential and School uses must provide bicycle parking for residents and employees. All other non-residential uses and all visitor bicycle parking may be provided as bicycle parking.

**On-Street Loading Spaces:** On-street loading spaces may be used as regular vehicular parking spaces and scheduled for loading. On-street loading spaces must be sized to accommodate appropriate vehicles.

**Off-Street Loading Spaces:** Individual off-street loading spaces shall have a maximum width of 10 feet and a maximum vertical clearance of 16 feet. Loading docks shall be screened, both architecturally and with

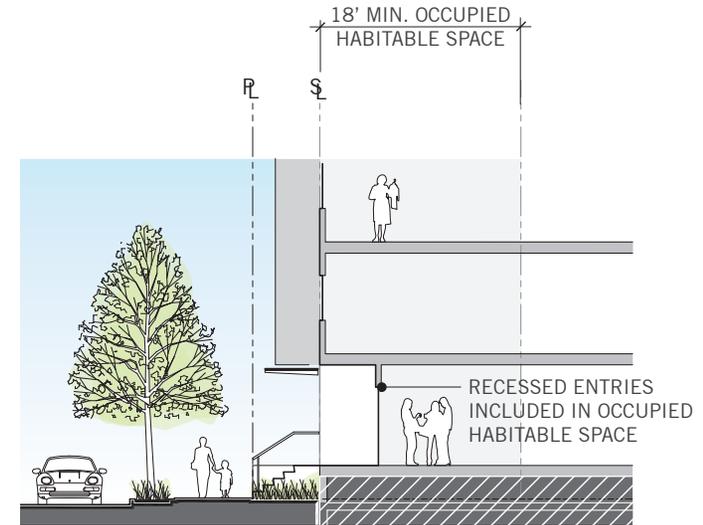


FIGURE 06-7-1 Occupied Habitable Space

LAND USE	MAXIMUM VEHICLE PARKING SPACES
Industrial	3 spaces/1,000 sf
Research & Development	
Office	
Retail & Entertainment	
Hotel	1 space/guest room
Residential	Within 1/4 mile of the BRT station - 1.5 spaces/unit
	Outside 1/4 mile of the BRT station - 2.0 spaces/unit

FIGURE 06-7-2 Maximum Vehicle Parking Spaces

landscaping to minimize visibility from the street and neighboring buildings.

**Loading Access:** A maximum of one curb cut for loading and service is permitted every 600 LF of street frontage.

**Loading Entrances:** Off-street loading entrances are restricted to a maximum linear width of 24 feet for combined entrance and exit areas.

**Visual Impact:** Garage, loading and service entries areas must include either opaque or translucent garage door panels. Loading entries must be well lit at night and obscure views into loading areas under daylight and night light conditions.

**Refuse Storage:** Storage of refuse containers should be accommodated inside the buildings, however, outdoor storage can be provided if adequately screened both architecturally and with landscaping. The locations should minimize visibility from the street and neighboring buildings. No storage is allowed in front of the building, adjacent to the street. All shall comply with Fremont's Waste Handling Guidelines.

**Parking Light spillover** Parapet edges of the parking trays, including the roof, and screening around open surface parking areas must be higher than vehicle headlights in order to screen adjacent properties. All lighting for parking areas must have a low cut-off angle in order to prevent light from casting beyond the parking area boundary.



LAND USE	SHORT TERM (visitor)	LONG TERM (tenant)	SUPPORT FACILITIES
Non-Residential Uses	4 spaces plus 5% of required automobile parking for visitors	1 space plus 5% of required automobile parking for tenants/ occupants	1 shower per gender/ changing facility per 100 employees
Residential Buildings with shared parking facilities	4 spaces plus 0.10/unit	2 spaces plus 0.50/unit	n/a
Residential Buildings with an individual private garage	4 spaces plus 0.10/unit	n/a	n/a

FIGURE 06-7-3 Minimum Bicycle Standards

**Bicycle parking** is an important element of the streetscape, both as an aesthetic aspect of the streetscape and as a functional element for those who travel by bike. Parking should be provided near destinations, such as schools, transit stops, employers, multifamily housing, shopping and anywhere else people bike.



## 06.8 NORTH END STREET IMPROVEMENTS

The design and planning process has also included a careful study to existing streets in the North End, and created recommendations based on the Vision Plan. This includes:

Hazelwood Street

Kennard St.

Southlawn Drive

Beam Avenue

St. John's Boulevard (Private Road)

St. John's Boulevard - Extension to the West

White Bear Avenue

County Road D

New Streets

These proposed street improvements respond to frequent community feedback related to desired pedestrian and cycling amenities and safety, through increased sidewalks, bike lanes, increased tree canopy, and wider building setbacks.



*Existing View of Beam Ave. / Source: Google Maps*



*Existing View of Hazelwood St. / Source: Google Maps*



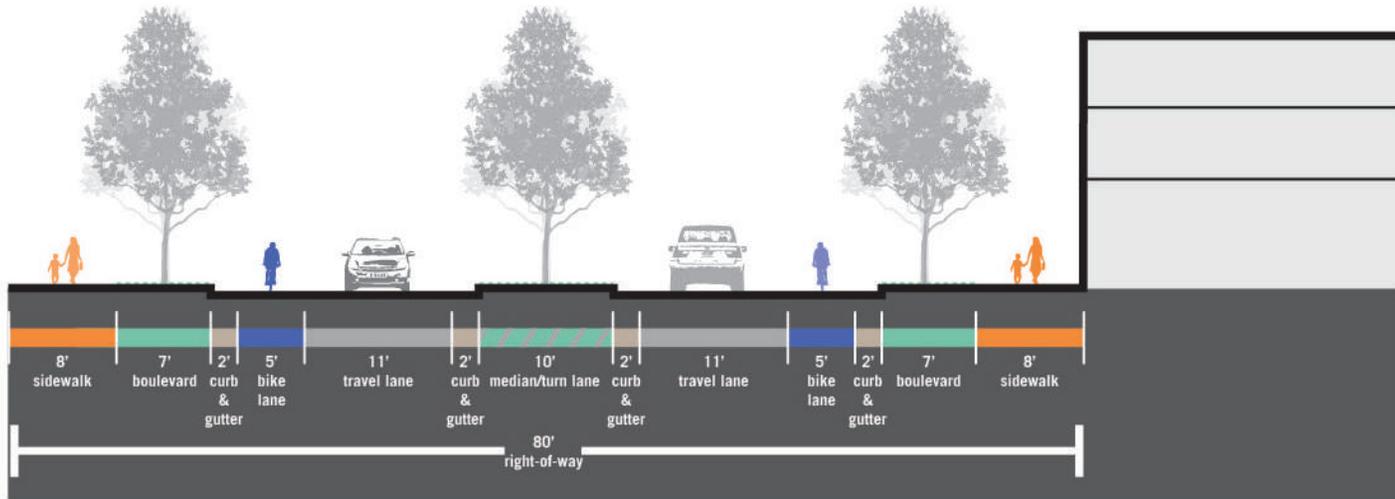
*Existing View of White Bear Ave. / Source: Google Maps*



*Existing View of Southlawn Dr. / Source: Google Maps*

HAZELWOOD STREET

PROPOSED



EXISTING

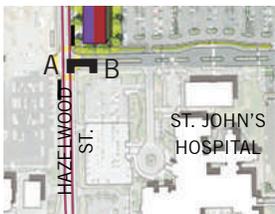
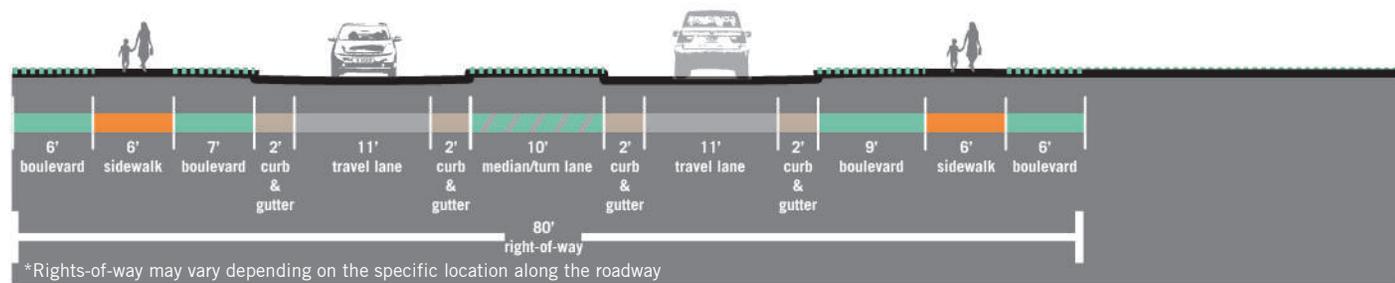
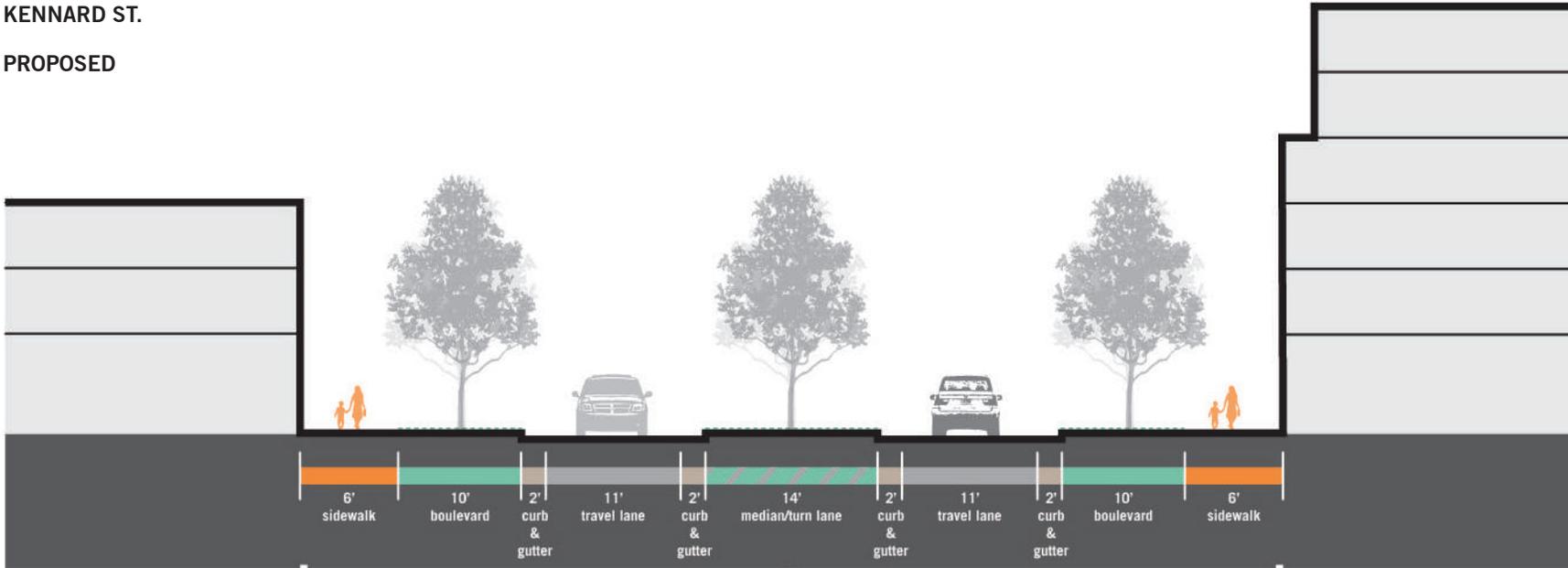


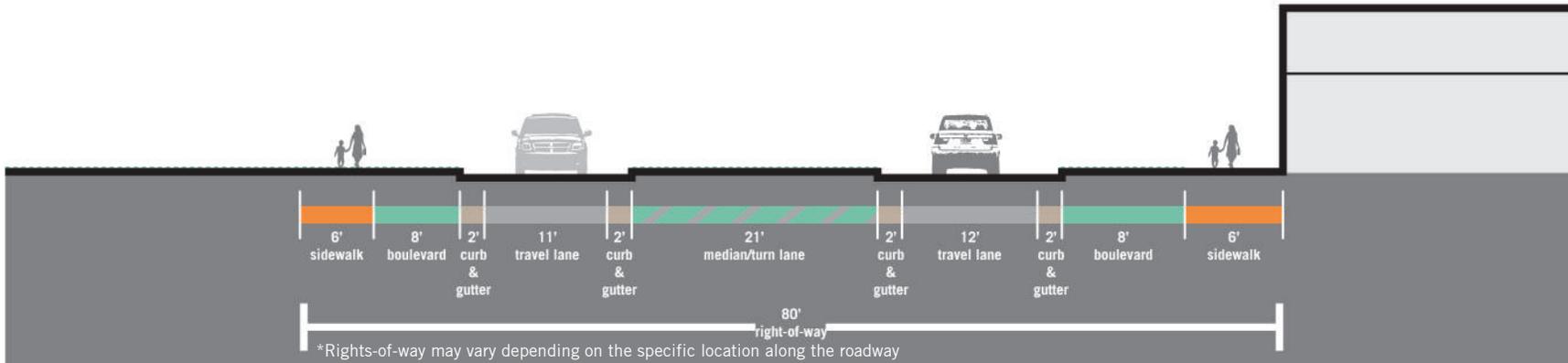
FIGURE 06-8-1 HAZELWOOD STREET

**KENNARD ST.**

**PROPOSED**



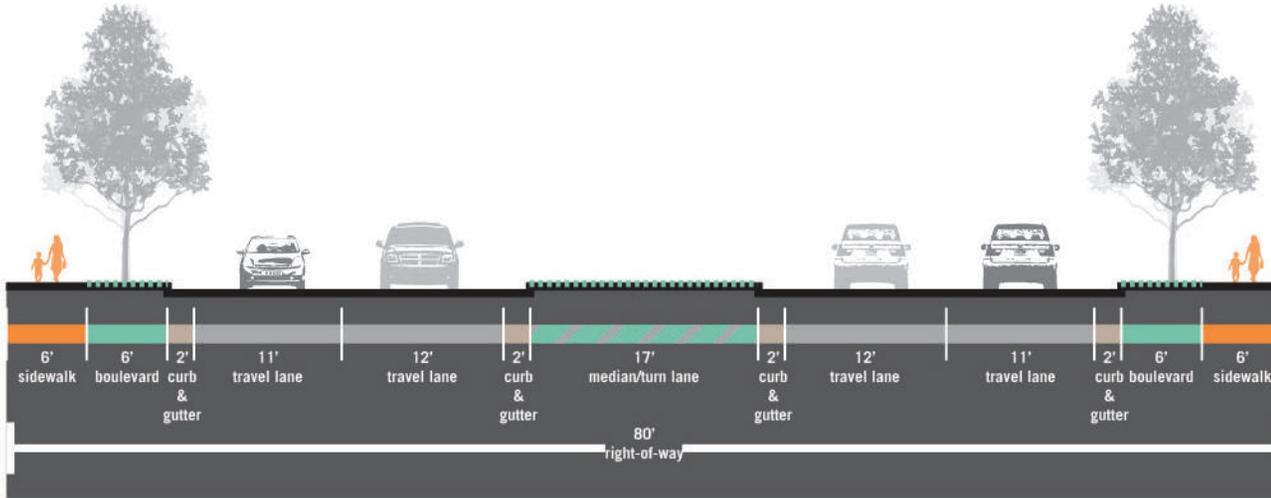
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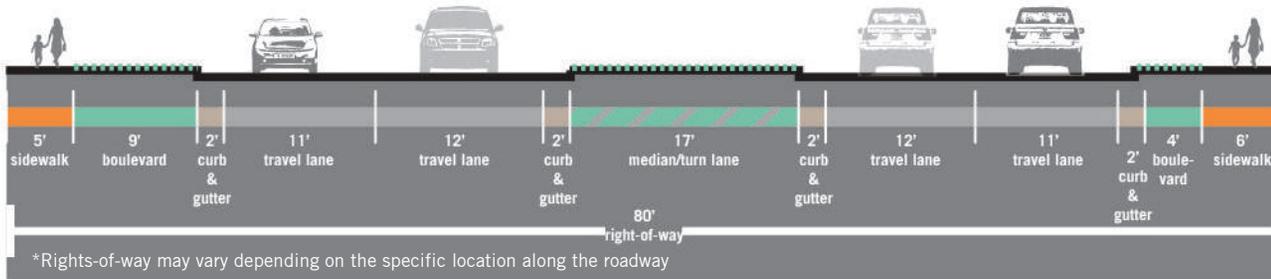
**FIGURE 06-8-2 KENNARD ST.**

**SOUTHLAWN DRIVE**

**PROPOSED**



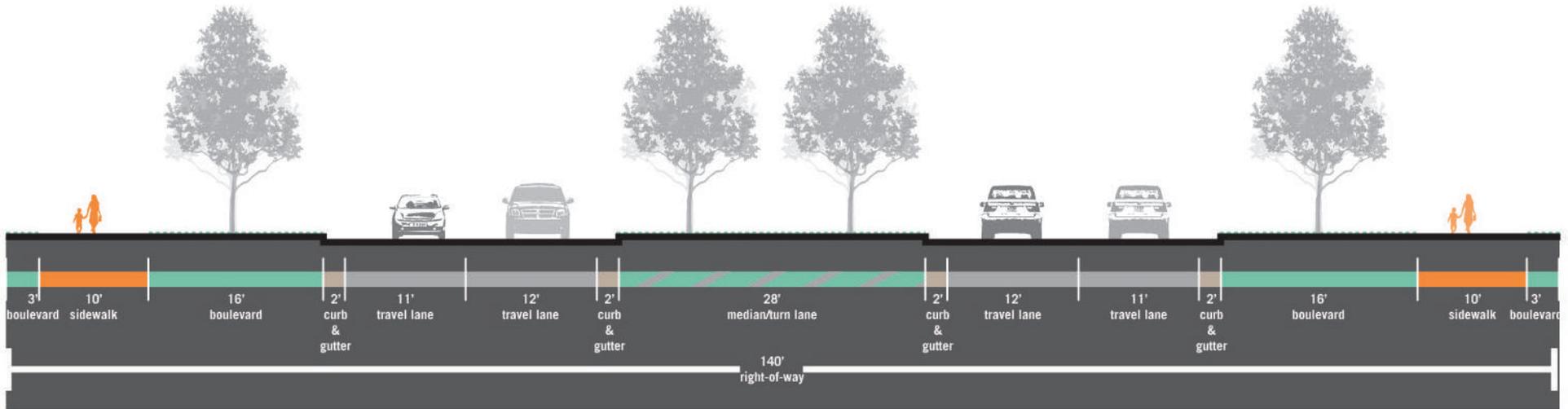
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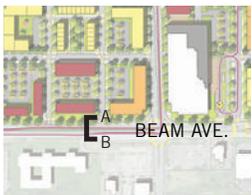
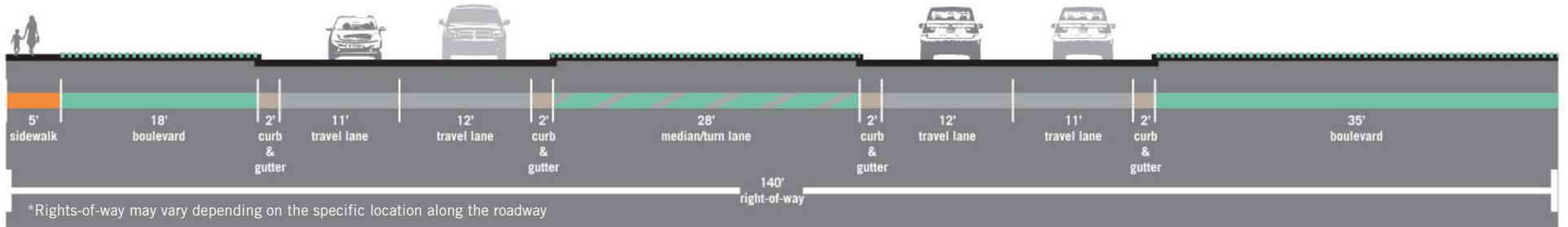
**FIGURE 06-8-3 SOUTHLAWN DRIVE**

**BEAM AVENUE**

**PROPOSED**



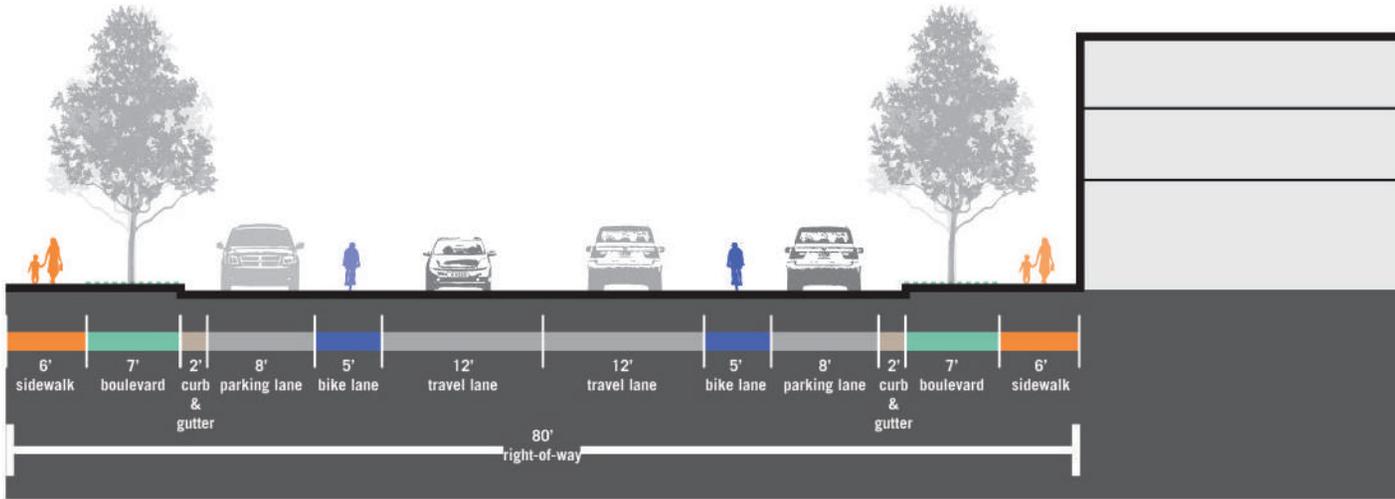
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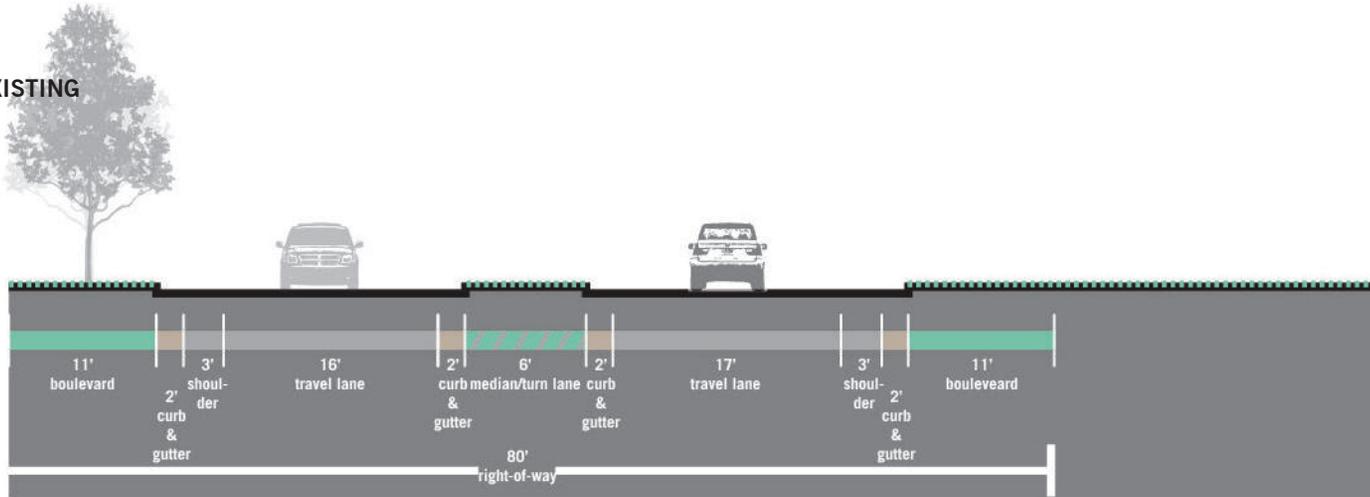
**FIGURE O6-8-4 BEAM AVENUE**

ST. JOHN'S BOULEVARD (PRIVATE ROAD)

PROPOSED



EXISTING



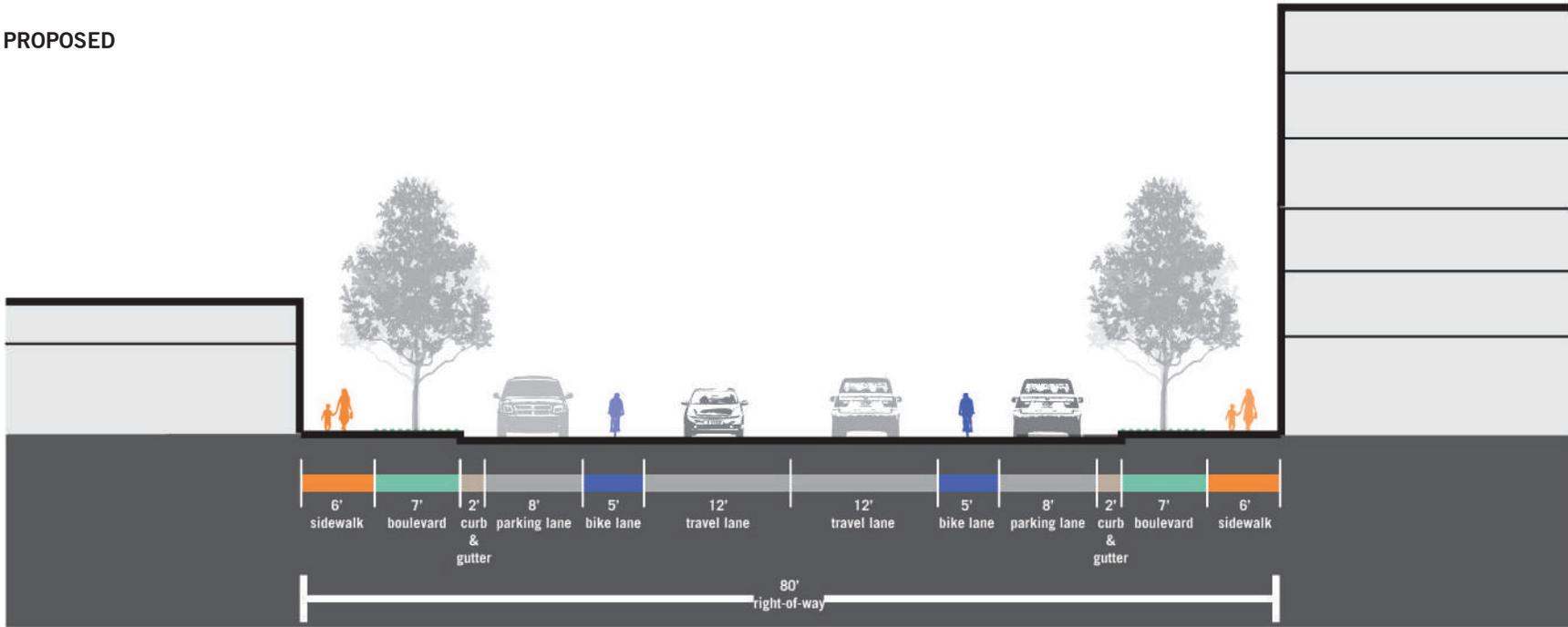
\*Rights-of-way may vary depending on the specific location along the roadway



FIGURE 06-8-5 ST. JOHN'S BOULEVARD (PRIVATE ROAD)

ST. JOHN'S BOULEVARD - EXTENDED

PROPOSED



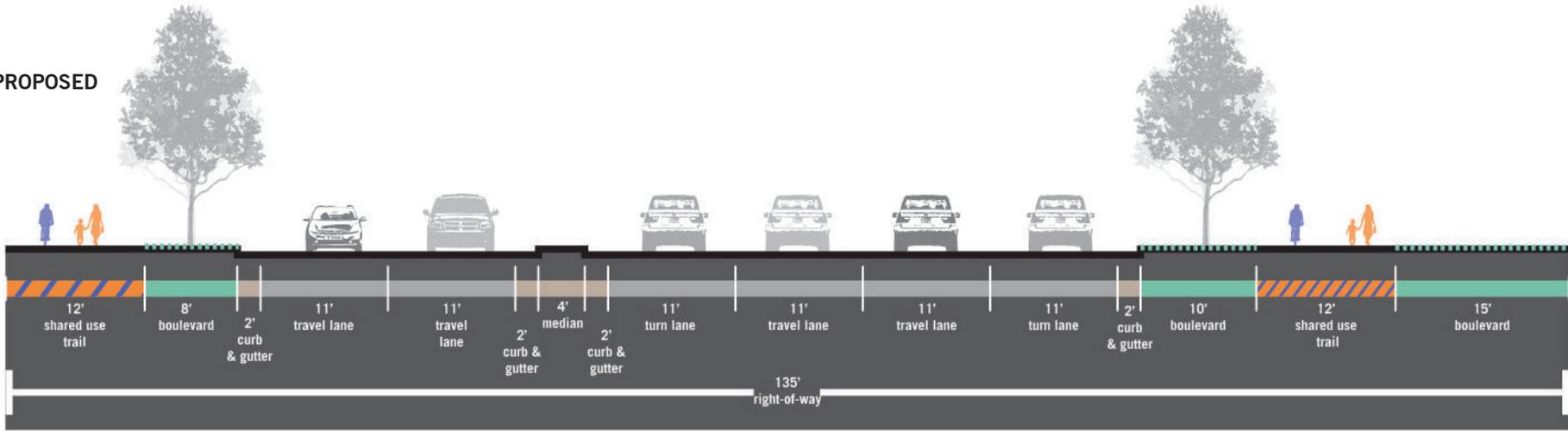
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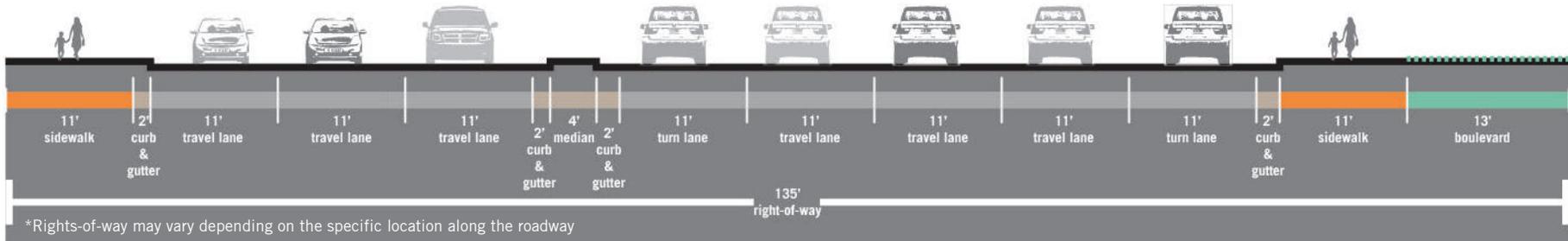
FIGURE 06-8-6 ST. JOHN'S BOULEVARD - EXTENDED

**WHITE BEAR AVENUE**

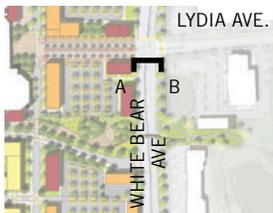
**PROPOSED**



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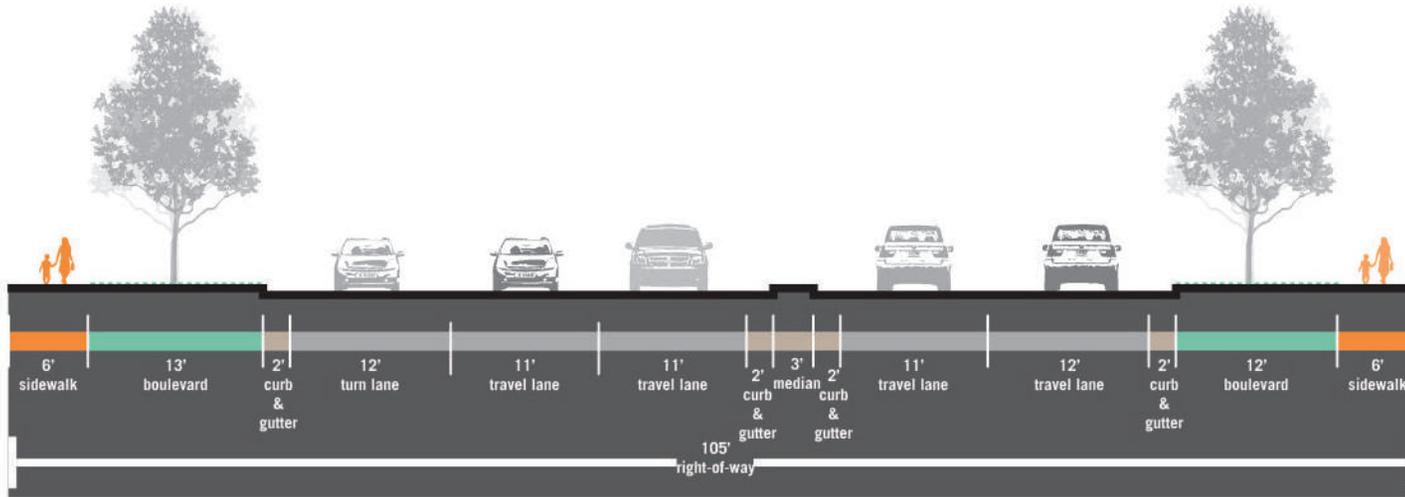
\*Rights-of-way may vary depending on the specific location along the roadway



**FIGURE 06-8-7 WHITE BEAR AVENUE**

COUNTY ROAD D

PROPOSED



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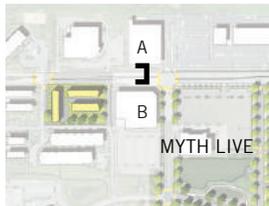
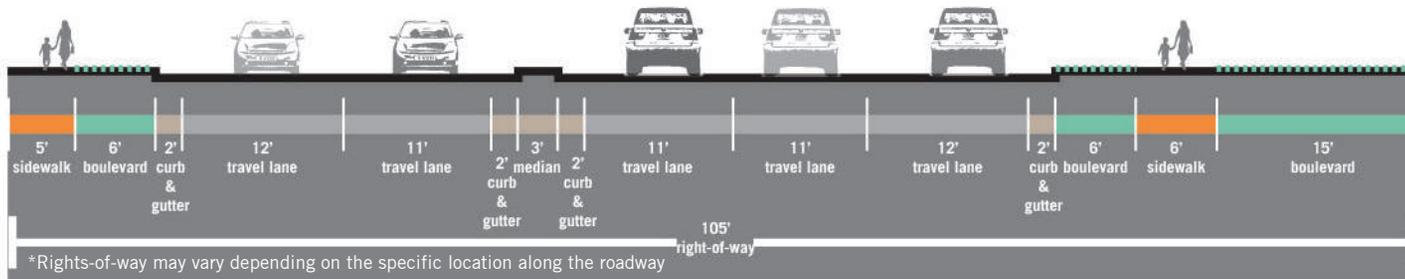
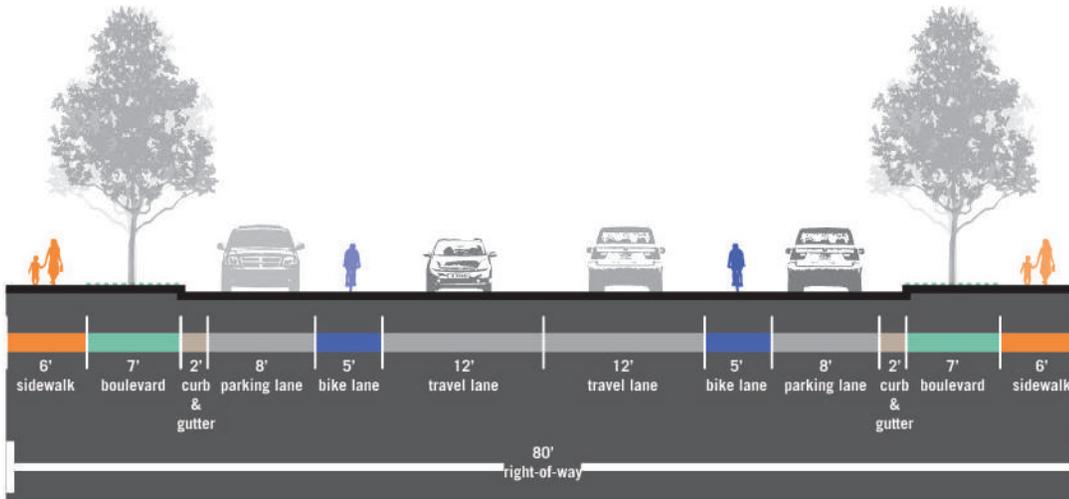


FIGURE 06-8-8 COUNTY ROAD D

## NEW STREETS

### PROPOSED



\*Rights-of-way may vary depending on the specific location along the roadway

The Vision Plan identifies several key connections that would be advantageous to create throughout the study area, particularly an extension of St. John's Boulevard west to create a "green promenade" running the length of the North End. Additionally, the Vision Plan recommends gradual conversion of the Maplewood Mall's parking areas into a more walkable, pedestrian-friendly street grid, which will enable a more vibrant public realm and offer unique opportunities for new forms of retail, residential, and office development.

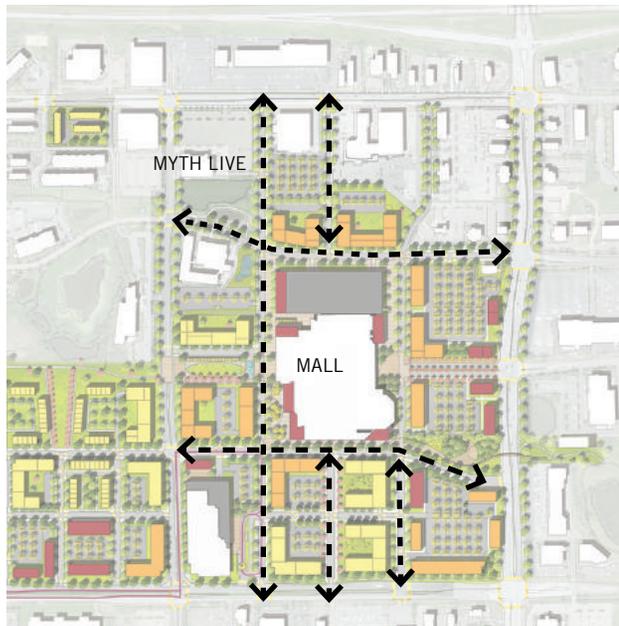


FIGURE 06-8-9 NEW STREETS

# 07

## BUILDING DESIGN GUIDELINES

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07.1 Bulk and Massing

07.2 Building Articulation  
and Streetwall

07.3 Building Scale and Organization

07.4 Building Design

07.5 Building Setback

07.6 Building Entrances

07.7 Building Performance & Sustain-  
ability Measures

07.8 Building Lighting And Signage



## 07.1 BULK AND MASSING

The following standards and guidelines on bulk and massing are intended to support the creation of well-proportioned buildings that contribute to the formation of a fine grain, appropriately scaled environment. Buildings are meant to reinforce a pedestrian focused environment that is visually engaging by controlling: maximum floor plates; maximum plan lengths; maximum diagonals; maximum apparent face; and building design elements that constitute a change in apparent face.

**Standards:** All buildings shall comply with the bulk and massing requirements for their specific building height listed in **Figure 07-1-5 Bulk + Massing Control Matrix**.

**Maximum Plan Dimension:** The maximum plan dimension as described in **Figure 07-1-5 Bulk + Massing Control Matrix** is defined as the maximum linear horizontal dimension of a building or structure, at a given level, between the outside surfaces of its exterior walls. The maximum plan dimension of a building or structure is the greatest plan dimension parallel to the long axis of the building as shown in **Figure 07-1-1 Maximum Plan Length and Diagonal**.

**Maximum Diagonal:** The maximum diagonal as described in **Figure 07-1-5 Bulk + Massing Control Matrix** is defined as the maximum linear diagonal dimension of a building or structure, at a given level, between the outside surfaces of its exterior walls. The maximum diagonal of a building or structure is the greatest distance connecting two opposing points of the building as shown in **Figure 07-1-1 Maximum Plan Length and Diagonal**.

**Maximum Apparent Face 1:** The maximum apparent face width for a building face parallel to the long axis of the

building or a building wing is limited as described in **Figure 07-1-5 Bulk + Massing Control Matrix** and **Figure 07-1-2 Maximum Apparent Face 1**.

**Maximum Apparent Face 2:** To further reduce apparent building mass, the maximum apparent face width for a building face parallel to the short axis of the building or a building wing is limited as described in **Figure 07-1-5 Bulk + Massing Control Matrix** and **Figure 07-1-3 Maximum Apparent Face 2 and Apparent Change in Height**.

**Apparent Change in Height:** All buildings taller than 65 feet shall include a minimum change in height of 10 feet between the distinct building masses or faces generated by Maximum Apparent Face 2, as shown in **Figure 07-1-3 Maximum Apparent Face 2 and Apparent Change in Height**.

**Compound Shape:** Compound shaped buildings comprised of building wings (**Figure 07-1-4**) including, but not limited to, 'L', 'T', 'U' or 'E' shaped plans shall be articulated into a series of smaller, simple discrete volumes in order to reduce their apparent mass. Articulation must include a minimum 6 foot by 6 foot recess at the intersection of two discrete volumes, accompanied by a minimum 5 foot difference in height between the roof of each building wing and the recessed portion of the building as shown in **Figure 07-1-4 Compound Shapes**.

**Tower Separation:** Buildings taller than 85 feet shall maintain a minimum distance of 45 feet clear from any portion of another building taller than the 85 feet.

**Tall Buildings:** Buildings taller than 85 feet shall be designed to accentuate a vertical proportion by expressing a minimum of 25 percent of their perimeter from the ground floor to the top of the building.

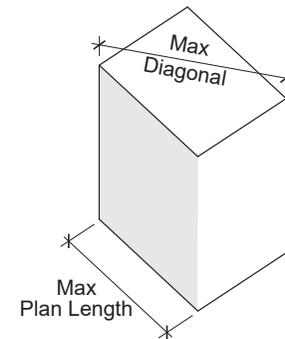


FIGURE 07-1-1 Maximum Plan Length and Diagonal

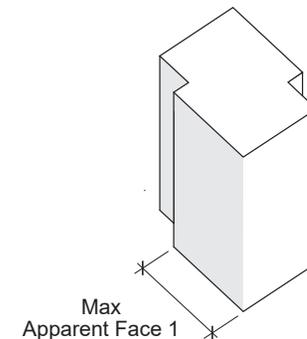
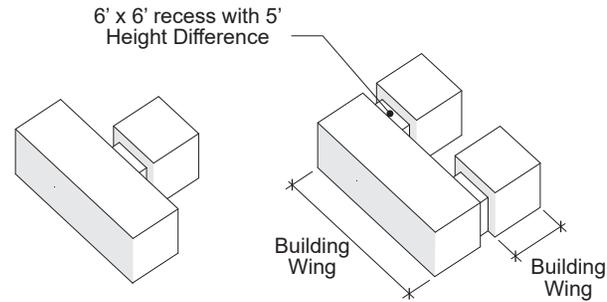
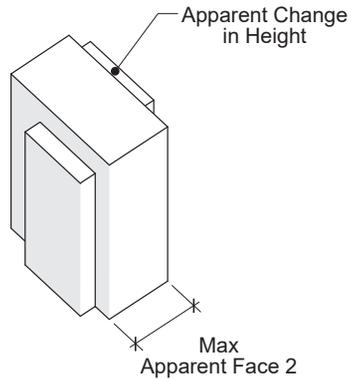


FIGURE 07-1-2 Maximum Apparent Face 1



**FIGURE 07-1-3** Maximum Apparent Face 2 and Change in Apparent Height

**FIGURE 07-1-4** Compound Shapes

BUILDING HEIGHT	MAX FLOOR PLATE	MAX PLAN LENGTH	MAX DIAGONAL	MAX APPARENT FACE 1	MAX APPARENT FACE 2	CHANGE IN APPARENT FACE
UP TO 35'	NA	NA	NA	Non-Residential 35' Residential 20'	NA	Minimum 1' deep x 1' wide notch. or Minimum 2' offset of building massing.
36' - 65'	NA	NA	NA	120'	80'	Minimum 2' deep x 3' wide notch. or Minimum 2' facade setback
65' - 85'	20,000 sf	200'	NA	80'	40'	Minimum 5' deep x 5' wide notch. or Minimum 5' facade setback
86' - 135'	10,000 sf	140'	170'	105'	40'	Minimum 10' deep x 10' wide notch. or Minimum 10' facade setback
135 - 240'	12,000 sf	140'	170'	110'	40'	Minimum 10' deep x 10' wide notch. or Minimum 10' facade setback

**FIGURE 07-1-5** Bulk + Massing Control Matrix

## 07.2 BUILDING ARTICULATION AND STREETWALL

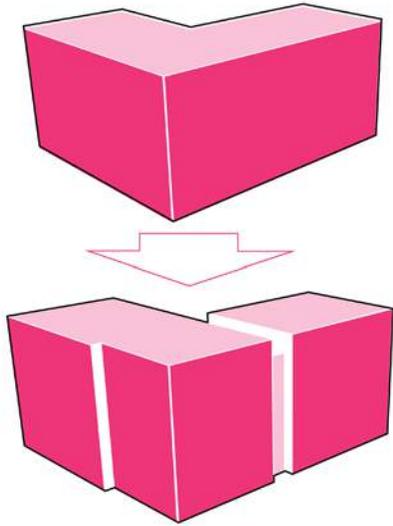
Building facades should be carefully articulated, focusing on: the rhythm of perceived vertical breakups; a distinct hierarchy between lower and higher levels; an orderly variation in fenestration types; consistency in streetwall height and datum lines, and; consistency in ground floor frontage along front line (See Figure 07-2-1).

### Guidelines

- The above factors should be combined and adjusted to create different articulation concepts or effects for different areas of Tunney's Pasture.
- The appropriate scale of articulation is generally a function of the scale of the street, the building size and its responsiveness to adjacent open spaces, streets and built form context. In office and mixed-use areas with high levels of pedestrian traffic for example, street edges should be supported by animated building facades to encourage a level of vibrancy. In residential areas, a more passive approach should be taken to allow for a sense of privacy for residents, while also maintaining a sense of active habitation in such areas.
- The character of individual streets, and their various street types, are defined by the streetwalls that frame them.
- In all cases, the design of the streetwall should ensure that buildings have clearly defined articulation that promotes a visual distinction between residential, non-residential and mixed-use areas to allow for appropriate public realm animation, as well as intuitive identity of key building functions and purpose.

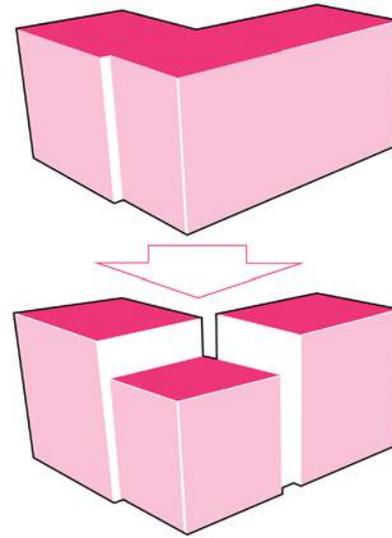
- Long, monotonous frontages; blank walls; scattered fenestration; lack of hierarchy in architectural treatments; and insipid façade design should be avoided.





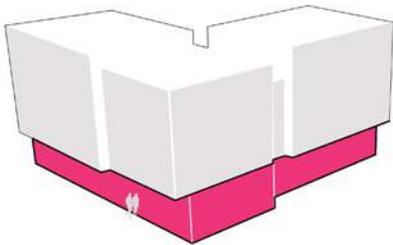
**ARTICULATED FACADES**

Buildings could be articulated into a series of smaller facades in order to minimize the sense of a single continuous street frontage character by providing small building setbacks or notches.



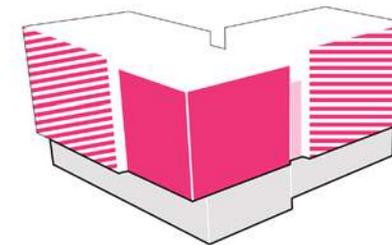
**VARIATION IN HEIGHT**

Buildings could include variations in height by strategically reducing or increasing numbers of building floors in key locations.



**BASE ARTICULATION**

Buildings could articulate the base to better respond to the pedestrian realm and reinforce a human scale by providing a clear distinction between the ground floor and upper floors.



**MATERIAL, COLOR, FENESTRATION**

Buildings could consider the use of material, color, and fenestration to further distinguish the character of the neighborhood and reflect a human scale.

**FIGURE 07-2-1** Building Elements  
09/09/19

## 07.3 BUILDING SCALE AND ORGANIZATION

The following guidelines are general guidance for architecture that is not monolithic, but appropriately scaled to create an interesting pedestrian experience, as well as architecture where the building program is legible and well-organized.

### Guidelines

Building design should use contrast and depth to reinforce massing or programmatic changes. For example, where the tower meets the podium, building entries and building common areas are all logical locations for notches, reveals, and changes in materiality. Buildings should generally be articulated with smaller scaled elements toward the base of the building, and larger, more volumetric elements toward the middle and top of the building.

- Residential buildings should express the scale and proportion of individual residential units through the use of balconies, expression of floorplates, and recesses and projections.
- The streetwalls of buildings should be modulated with insets, notches, and larger scale projections that create shadow lines, conveying a sense of volumetric depth and modulation, and to reduce the apparent building mass;
- The lower floors of buildings should be more highly articulated with elements such as bay windows, inset doorways, terraces, vertical piers, landscape walls, art, and other design elements that reinforce a human scale.

### ROOFTOPS AND OUTDOOR AMENITY AREAS

Podiums of buildings should provide generous common spaces including usable rooftops or podium courtyards. Rooftops of buildings should be considered a “fifth façade” that is designed to be viewed from taller buildings.

### Guidelines

- Courtyards should be designed as welcoming common spaces, incorporating the individual patios of adjacent podium level units, or common indoor amenities where appropriate.
- Courtyards should feature both paved and planted areas. Planted areas must have adequate soil volume to support mature plant growth.
- Courtyards should be designed to integrate any functional elements such as skylights, photovoltaic panels and shading devices elegantly into the design of the space.

### MECHANICAL EQUIPMENT

Screening for mechanical equipment should be incorporated into overall architectural character of the building.

### Standards

To avoid noise and air quality impacts on open space

areas, mechanical ducts or vents, with the exception of residential kitchen and bathroom vents, shall not be located adjacent to areas designated for courtyards or common activity areas.

- Rooftop mechanical equipment greater than 4 feet in height shall be screened in an enclosure that also considers views from above. All screening should be at least of equal height to the mechanical equipment that it screens.
- Where possible, vents for grease and garbage shall be exhausted at the roof level or to a greenway.

### Guidelines

- The location of ducts, vents, and other appurtenances should be integrated into the building design. Where used, fresh air intake grills or exhaust ducts shall be incorporated into wall cladding or fenestration design and should not be conspicuous.
- Carefully consider the wind direction when composing the roofscape, and organize all mechanical equipment to minimize visibility.
- All other mechanical equipment or outdoor storage areas should be screened with architectural detailing equivalent to that of the rest of the building.



*Credit: DSDHA, Luca Miserocchi*

Materials should express their natural qualities.



*Credit: Perkins + Will*

Express the scale and proportion of individual residential units through the use of balconies, vertical notches or projections and contrasting materials or changes in fenestration.



*Credit: Mithun*

The tower should be designed to come to ground in a way that reinforces the human scale at the sidewalk.

## 07.4 BUILDING DESIGN

### RESEARCH & DEVELOPMENT

The focus of these buildings is the research and development of future products and technologies that are at the center of innovation. In order to provide a setting that truly nurtures this innovation, the site design of research and development campuses should create inviting and comfortable semi-public open spaces, reinforce the sense of collaboration and sharing of ideas and provide opportunities to exhibit and promote the ideas and technologies that are being innovated within. Buildings and campuses should be linked to the rest of the district by a network of pedestrian and bicycle paths, landscaped open spaces, shuttles and publicly accessible streets. Master plans for these areas should be phased and reserve land for expansion allowing for future growth and innovation in site planning and development.





**Signature Architecture:** Buildings should be designed as signature pieces of architecture intended to match the ground breaking research and development that is occurring within them and the prestige of the companies that occupy them.



**Well-Landscaped Campuses:** Research and development campuses should include generous semi-public open space that is well-landscaped to provide employees and visitors a comfortable and attractive setting to enjoy time and gatherings outdoors. Landscapes should utilize best practices in sustainable design and water conservation.



**Employee Amenities:** To ensure employee satisfaction and well-being, buildings and campuses should include a variety of employee amenity spaces including recreational facilities. Where feasible campus amenities should be made available to the public in order to increase the variety of engaging spaces and activities throughout the community and to make a more open and collaborative community.



**Paths and Wayfinding:** Campus designs should pay particular attention to providing clear and convenient networks of pedestrian and bicycle paths. Well designed wayfinding systems should be integrated into the building and site design to further increase the legibility of these vital connectors.



**Entries and Signage:** Main entries to research and development facilities should convey a sense of openness and invitation. They should celebrate the daily comings and goings of the employees and make visitors feel welcome. Signage is encouraged to be artful and become an integrated part of the landscape.

## OFFICE

Office and convention buildings should have flexible and technologically-advanced working and meeting environments that are engaging, healthy, comfortable, durable, aesthetically-pleasing, and accessible. They should be able to accommodate the specific space and equipment needs for various meeting sizes, or of an individual tenant. Special attention should be made to the selection of exterior finishes and public art installations, particularly in the setback zone, entry lobbies and other areas with public access.





**Habitable Rooftops:** Include habitable roof tops and light colored roofing to help reduce heating and cooling loads, address 'urban heat island' effects and provide workers a significant private outdoor amenity area.



**Articulated Facades:** Facade design should include high quality exterior materials, windows, sun control devices and other design elements to produce a well articulated building.



**Glazing:** Windows should be well proportioned and operable at the upper levels. Glazing should provide a high degree of light transmittance and be non-reflective.



**Entries and Lobbies:** Buildings should have one main entrance for staff, visitors and the public. Building entries should include an entry lobbies that is inviting, well-lit and secure. Entries and lobbies should be open to and entered from streets. The lobby should be clearly visible from the outside, both day and night.



**Public Space:** Outdoor plazas and public amenity areas should be incorporated into building frontages for employee and visitor uses, and for both planned and passive activities. It may also be possible to incorporate program requirements into these spaces, for example, for use as outdoor dining or meeting spaces. Public art may be included in the design of plazas and public amenity areas, however, art installations should address how people will move to and from other designed areas.

## HOTEL

Hotel facilities present a unique face to the new district. By hosting visitors these facilities have a strong responsibility to be gracious and inviting. Building designs should provide a comfortable opportunity for visitors to get to know the community and engage the public realm. The design of hotel facility provides an exciting opportunity to include special, active uses such as fire pits, swimming and recreation facilities, bars and restaurants and other leisure type entertainment. Buildings should invite the residents and workers in to mingle with visitors, while also providing spaces for much needed rest and contemplation while on a long trip. As a destination for visitors from outside of the community hotel facilities should be designed as landmark buildings.





**Guest Amenities:** A wide variety of guest amenities should be provided and incorporated into the overall design of new hotel facilities. Hotels and other places to provide temporary lodges should leave visitors with a unique and lasting memory of this place.



**Visually and Physically Engaging:** Hotel facilities should locate guest amenities, dining facilities and other active uses along public rights-of-ways and open spaces in order to allow visitors to visually and physically engage the community.



**Neighborhood Services and Amenities:** Uses that can also serve the daily needs of the community as well as temporary visitors are encouraged. These types of uses should be located where they can be easily accessed by residents, workers and visitors alike.

## RETAIL & ENTERTAINMENT

Retail and entertainment uses provide vitality and life for cities and districts. Including ground floor retail and entertainment within office and high density residential buildings nurtures a 7-day, 24-hour population. In response, designs of buildings that include retail and entertainment should directly engage the public realm and include numerous opportunities for people to enliven the building edge, including open storefronts, generous seating areas, private amenity areas facing the public realm and a fine grain rhythm of many individual entries and building bays. The use of vibrant and warm colors is encouraged to enhance the visual character of the buildings especially at the pedestrian level.

### General Guidelines

**Public:** Ground floor retail, entertainment and other commercial uses must be physically and visually oriented towards a public right-of-way or plaza. Retail and entertainment spaces should maintain a strong physical connection to the public realm.

**Prioritize Glazing:** Maximize the usage of transparent and/or translucent surface treatments at grade to encourage visibility and porosity to the street.

**Integrated Signage And Lighting:** Signage and lighting should support retail functions, and be decorative, without overshadowing the architectural character of the building.



**Active Edge:** Outdoor seating areas associated with adjacent retail and entertainment spaces are encouraged. When incorporating outdoor seating and dining, a minimum sidewalk throughway must be maintained.

**Emphasize Entrances:** Architectural articulation of retail entrances should be emphasized through massing, canopies or variations in the materiality of the façade.

**Universal Design:** Access to interior spaces should be level with adjacent boulevards and be fully accessible.

**Rear Servicing:** Rear access for deliveries and servicing should be consolidated for adjacent stores. Loading areas should be connected through internal corridors within the podium of the building.

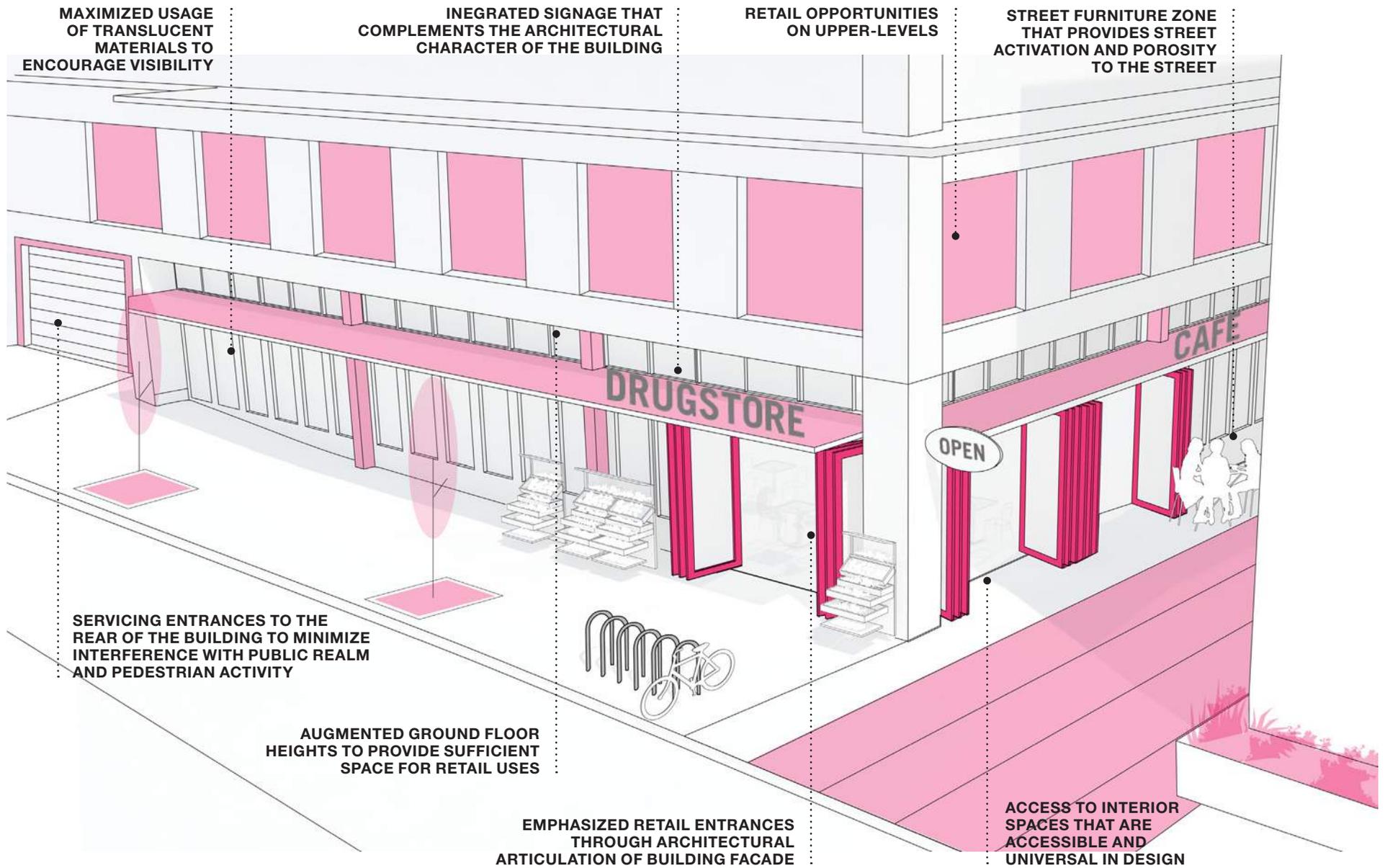


FIGURE 07-4-1 Diagram illustrating best practices for retail developments

## RESIDENTIAL : LOW-RISE

The character of the low-rise residential buildings is established by fine-grain articulation. Building setbacks are intended to be occupied by private uses such as stairs, stoops, garden patios, private outdoor amenity areas and similar uses to provide activities that will bring social life to the public realm. Public Realm streetscapes should have a predominantly residential character where auto traffic is slowed and pedestrians have priority. Walkways that cut through the middle of blocks provide a variety of engaging routes for people to move through the neighborhood. Ground floor units with stoops and stairs must ensure that interior circulation meets universal accessibility standards.

### Guidelines

**Engaging Street Frontage:** Design building elevations to incorporate sufficient variation in façade articulation and building materials to create an engaging street frontage and activation of the public realm. Differentiate individual units with changes in color, materials and/or minor facade articulation.

**Articulated Thresholds:** Units will be setback from the street line to accommodate a landscape buffer or front yard that complement the streetscape while also providing adequate shading and privacy between low-rise buildings and the public street. The buffer will incorporate greening elements, LID features, and building components (porches, stairs, etc.). Fencing solutions that fully block

the visibility of the front yard are highly discouraged, with preference for railing systems, hedges, and terracing

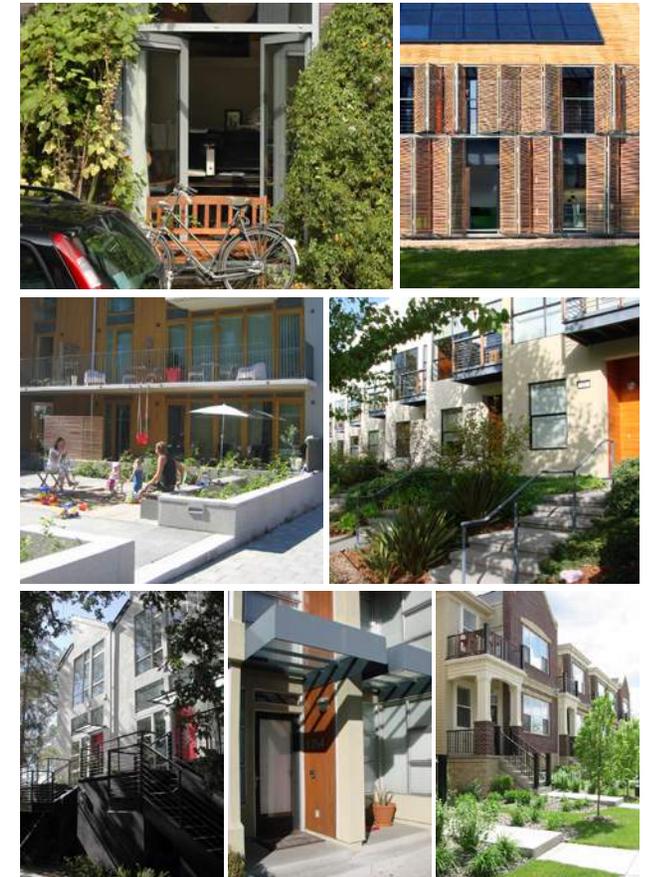
**Integrated Parking:** For those unit types with front parking, the massing of the garage should be harmoniously integrated with the overall built form of the unit, and not eclipse the design of the main entrance. Garage door should be made of durable materials, and fit within the color scheme of the architectural materials.

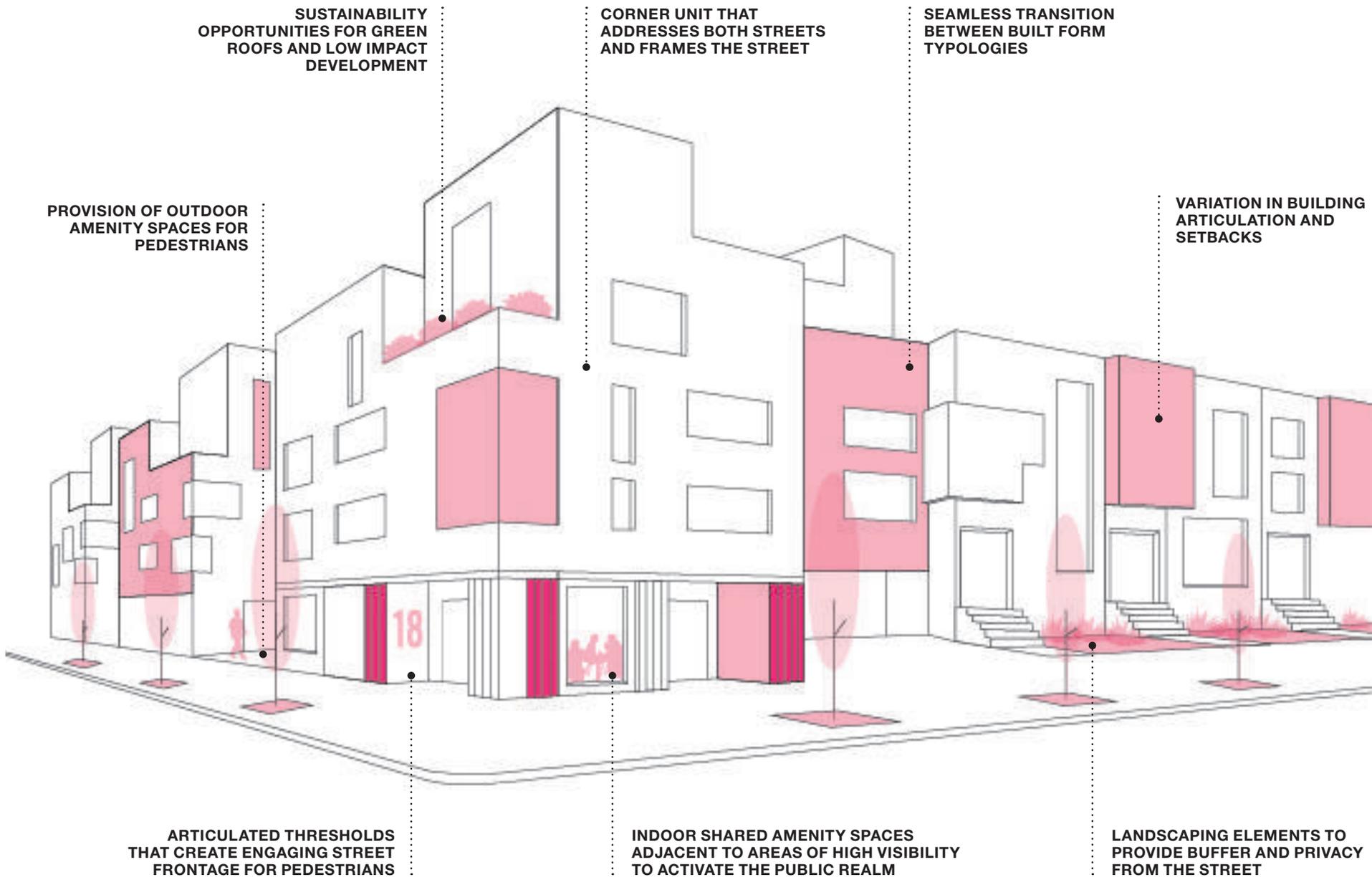
**Active Corner Units:** Orient facades of corner units to frame edges and address both streets. Specifically, fenestration should exist in both street sides; material selection should be consistent for both facades, avoiding sub-standard vinyl siding treatments for the secondary façade. In general, corner properties operate as key view points at the neighborhood scale, and their design should be resolved elegantly in order to establish an active relationship with the street. Design residential ground floor living spaces to directly engage the public realm to activate and add “eyes on the street”.

**Transition between Building Types:** In hybrid blocks where lowrise typologies are adjacent to either midrise or the base of taller buildings, the design of frontage of the ensemble should be unified, as to offer a consistent experience of the street. Elements that are usually different between lowrise typologies and other typologies, and that will require particular attention to transition are: rhythm of the articulation, ground floor height and window height, the granularity of façade elements such as porches and canopies, the height of streetwall, roofline, setbacks,

and buffer treatments.

**Sustainability Opportunity:** When compared with other typologies, low-rise residential buildings generally have a higher amount of open space available for landscaping, which should be profusely planted and use reflecting pavements.





**FIGURE 07-4-2** Diagram illustrating best practices for the low-rise building guidelines

## RESIDENTIAL : MID-RISE

Four-to-eight-story residential buildings should create the primary character of the residential fabric. In order to foster a family-friendly and pedestrian focused environment, building low- and mid-rise buildings should convey a sense of activity and bring building life to the pedestrian level and into the public realm by requiring inviting individual residential entries, a high degree of transparency at the ground floor, direct physical connections to public amenity areas and a comfortable buffer between the street and the interior of residential units. A rich exterior expression is encouraged, facades should be enlivened by balconies decks and architectural articulation.

### Guidelines

#### Animated Ground Floor:

- Active uses should be integrated at the ground level such as retail or commercial uses, as well as lobbies, amenity areas and units at grade.
- Live/work units should also be considered to create active uses at grade along busy streets.
- Building heights at the lower levels should be 4.5m to allow for flexibility in use or conversation over time.

#### Human-Scaled Streetwall:

- Building facades should be well-articulated to 'break-up' the perception of overly long frontages while also maintaining continuity and character of the streetwall.

- Distinct visual breaks should occur every 5m, whether by changes in materials, datum line, vertical elements, protrusions in the façade or projections.

#### Porous Blocks:

- Building lengths should be reduced to allow for frequent pedestrian routes through buildings, whether by means of mews, mid-block connections, public lobbies, or pedestrian-friendly driveways.
- Articulate low- and mid-rise buildings into smaller massing with major breaks in the facade and roof line in conjunction with changes in color and/or materials.

#### Reduced Shadow Impacts:

- Shadow impacts onto the public realm should be minimized through flexible front step-backs that articulate building massing.
- A 1:1 ratio between total building height and planned right-of-way width should be maintained.

#### Appropriate Transition:

- Create context-sensitive development that is appropriately scaled to adjacent neighbourhoods through strategies such as angular planes, setbacks and step-backs.
- The scale of buildings should be responsive to their own lot depth and dimensions, in order to avoid overshadowing or intruding the privacy of neighbours.
- Activate the transition zone between private living spaces and orient primary unit entries on the ground floor towards adjacent public amenity areas, open spaces, lanes or public rights-of-way.

#### Convenient Open Space:

- Ensure associated open spaces, including courtyards, backyards, parkettes and corner plazas, allows for convenient access and visual connection from shared areas. Create a strong relationship between private and public realm by locating decks, porches and patios facing onto dedicated public outdoor spaces.
- Indoor amenities should be located adjacent to the open space as a way of increasing the synergy between both spaces.

#### Concealed Parking:

- With the exception of street parking, all other parking should be tucked away from the street.
- For most mid-rise development, parking should be located in the centre of the block, whether structured or semi-excavated, and wrapped with built form.
- The roof area on top of parking structures should be used for amenity programs, or sustainable measures.

#### Sustainability Opportunity:

- Midrise buildings usually offer plenty of space for low impact development measures in the form of rooftops. When compare with other typologies, these rooftops are usually flat, sheltered from the windy and have good access to sunlight, which makes them great candidates for greening practices beyond extensive green roofs: community gardens, intensive greenroofs, gardens, etc.
- Other opportunities include solar panels and rainwater harvesting equipment.

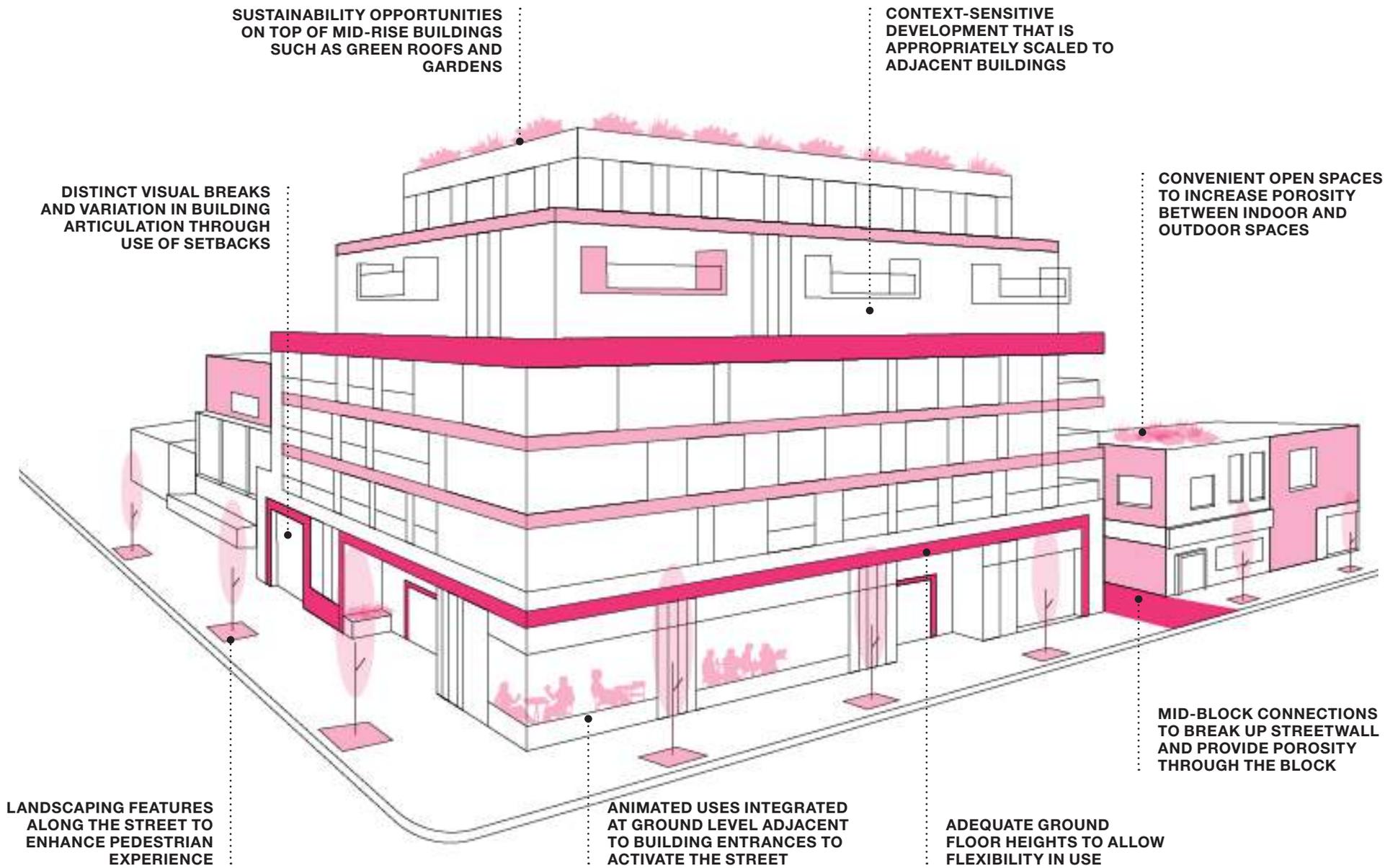


FIGURE 07-4-3 Diagram illustrating best practices for the mid-rise building guidelines

## 07.5 BUILDING SETBACK

Setbacks have been established to provide an appropriate and comfortable buffer between the street and the interior of the ground floor of buildings. As a transition between the public and private realm, the design of setback areas is intended to encourage people to occupy and enliven them and help define the physical and social character of the district. Residential setback areas are intended to include stairs, stoops, private gardens and patios that will foster greater social interaction. Non-residential setback areas are encouraged to incorporate terraces, retail stands, outdoor seating and dining areas that will help activate the edge of the public realm.

In order to nurture a vibrant, pedestrian focused district, buildings are intended to provide opportunities for workers, residents and others to occupy and inhabit the setback area. Intended to be visually appealing, socially engaging and interconnected with ecological systems within the public realm, the setback area includes private or semi-private outdoor spaces directly adjacent to a building. Semi-private campuses and courtyards are intended to play a role in the overall open space system.

### Guidelines

**Setback:** The extent of the setback area of each building or structure shall be taken as the horizontal distance, measured perpendicularly, from the property line to the predominant building wall closest to such property line, excluding permitted projections.

**Common vs. Private:** Building setback areas are divided into common and private setback areas. Private setback

areas are intended for use by adjacent individual residential dwelling units and building occupants. Common setback areas must be treated as a unified, planted landscape buffer area that is required to be implemented and maintained by the building owner or homeowner's association.

**Projections:** Awnings, canopies, marquees, signs, shading devices, cornices and lighting may encroach into the public right-of-way and project into the setback area above a minimum height of 10 feet from sidewalk grade.

**Edge Conditions:** Walls, fences, monument signs, lighting, elevated private outdoor space, stairs leading to residential entries, guardrails, handrails and other similar building and landscape elements are permitted encroachments within the setback area. Utilities, transformers and telecommunications equipment shall, to the extent feasible, not be located in front of a building and shall be architecturally integrated or screened by landscaping.

**Transition:** All buildings shall activate the setback area between private spaces and public rights-of-ways, easements and semi-private courtyards with terraces, retail stands, outdoor seating and dining areas private yards, porches, and primary living spaces.

**Planting:** Regionally appropriate vegetation must be used for landscaping in setback areas. Regional appropriate planting is tolerant to a 4b planting zone, resistant to local pests and is well suited to the specific micro-climate of Maplewood's North End.

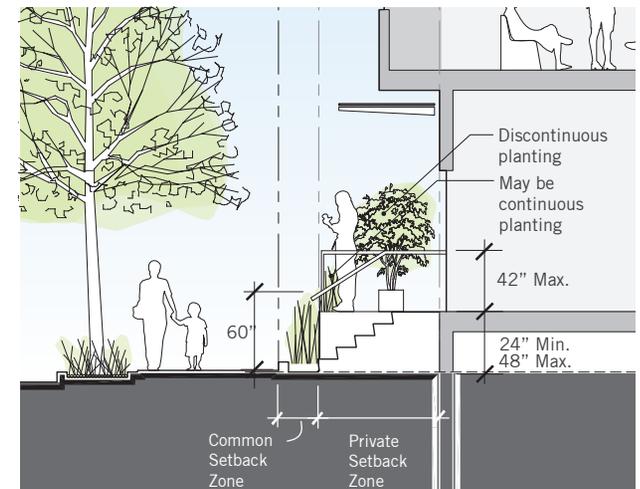


FIGURE 07-5-1 Common vs. Private Setback



**Buffer Planting:** The height of plants and trees within common setback areas shall not exceed 60 inches in height from back of sidewalk grade. Within private setback areas, or other private outdoor spaces, planters containing foliage and trees more than 42 inches in height as measured from the first habitable floor are limited to 50% of the street frontage in segments no greater than 15 feet in length (**Figure 07-5-1**).

**Private Boundary Structures Walls:** Fences and other boundary structures within the private setback area facing a public right-of-way shall not exceed 48 inches average from sidewalk or courtyard grade. Guardrails and handrails within the private setback area may exceed 5 feet in height from sidewalk grade, if they are more than 70% physically and visually permeable.



## 07.6 BUILDING ENTRANCES

Primary building entrances should be clearly visible and directly accessible by pedestrians and cyclists.

### Guidelines

- Entrance features should be prominent to differentiate between the entrance and its relation to the rest of the building.
- Within a building façade, entrances serve as the focal point and should be easily distinguishable from the public realm.
- Entrances should be complementary in color, materiality and articulation to the remainder of the building to maintain a cohesive streetwall.
- Building entrances should incorporate sheltering elements to provide weather protection. Opportunities include awnings, recessed entries, porticos, front porches, and/or verandas. Sheltering elements not only provide weather protection but can also contribute to the overall architectural expression of the building.
- All building entrances should be designed to follow the ADA codes
- Building entrances should be designed in response to the building that they serve. Lobby entrances to office complexes and mixed-use buildings should maximize ground floor height to create aesthetically pleasing, well-illuminated and welcoming entry points into waiting areas.
- Transparency in lobby spaces is important to maximize visibility and encourage interior and exterior connections through the building.

- The usage of glass or transparent materials is encouraged to improve safety at entrance points.
- Primary entrances to multi-unit residential and commercial units should be flush with the sidewalk and located at-grade. The usage of ramps should be encouraged for secondary entrances where at-grade strategies are not available.
- Development with commercial or active retail components at grade should have direct access to the public realm and minimize the obstruction of entrance doors to pedestrian traffic on the street.
- Entrances of low-rise built form should face the street to encourage safety and “eyes on the street”.
- Dark or unrecognizable entrances; entrances obscured by vegetation or other street elements; lack of landing area before and/or after the door; location disconnected from pedestrian routes and destinations; and mundane entries that do not respond to the scale or importance of the building in general should be avoided .





**FIGURE 07-6-1** Diagram Illustrating Best Practices of Entrance Design Guidelines

## 07.7 BUILDING PERFORMANCE & SUSTAINABILITY MEASURES

Buildings are encouraged to seek high levels of performance relative to energy, water use, carbon reductions and waste diversion for buildings regarding more sustainable choices.

### Guidelines

- Buildings should be designed with operable windows and vents that allow for natural ventilation of the building in case of power outages in extreme weather events.
- Buildings that allow for natural ventilation reduce energy consumption for heating and cooling and provide a higher-quality indoor environment. Consideration should be given to optimizing floorplates and unit layouts to allow for cross-ventilation.
- Buildings should be designed to maximize the use of daylighting for all inhabited interior spaces in order to provide a high quality indoor environment, reduce overall energy consumption and reduce exposure to artificial lighting which can negatively impact human health.
- West- and south-facing facades should be designed to balance solar access with the need to control heat gain.
- Building roofs should be designed to include systems such as vegetated roof covers, plants and roofing materials with high albedo surfaces in order to reduce heat island effect and slow rainwater runoff.

- Whenever possible, incorporate visible elements of sustainability – such as green roofs, shading devices or photovoltaic panels – into the fabric of the building, so as to make visible the building's energy saving features.
- Provide interpretive signage to explain the features of the building which promote sustainability, and to educate visitors and occupants how their behavior can make an impact on overall building performance.



A residential roofscape should be considered a "fifth facade".



Stormwater feature.



Sustainable timber used as a visible green design element.

## 07.8 BUILDING LIGHTING AND SIGNAGE

Building designs are encouraged to use lighting and signage in innovative and engaging ways with the aim of making the public realm experience more attractive, legible and more secure, both during the day and at night.

### Guidelines

**Dark Skies:** Use luminaires which direct light downward and towards the intended use areas and sidewalks.

**Light Trespass:** All lighting should be shielded to prevent glare to private and public uses, especially residential units.

**Well-Lit Spaces:** Security should primarily be provided through lighting and increased visibility, in place of armoring of windows and doorways.

**Image:** Signage helps to highlight the identity of businesses while enhancing the appearance of the streetscape.

**Pedestrian Scale:** Signage should primarily address the pedestrian level and should typically not be located above the floor of the second level.

**High Quality:** High quality materials and detailing are encouraged in building signs. Window signs are encouraged, but should maintain a high degree of transparency.

**Unique Identity:** The design of building and site signage should be of a creative and engaging nature. It is also essential that signage types, fonts, contrasts meet the goals for universal accessibility.

**Integrated Signage:** Monument signs should be incorporated into the overall building architecture and landscape design. They should be externally lit with lighting concealed from the public realm.



# 08

## OPEN SPACE DESIGN GUIDELINES

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08.1 Public Open Space

08.2 Open Space Typologies

08.3 Site Amenities



## 08.1 PUBLIC OPEN SPACE

In conjunction with streets, a well-developed network of open spaces establishes a valuable community asset that positively contributes to highly livable and healthy residential and workplace neighborhoods for inhabitants of the North End now and into the future. Requiring that new projects incorporate conveniently located and connected open space guarantees access to a range of outdoor spaces for all workers and residents. A hierarchy of connected open spaces creates a framework to support the various scales of community needs, nurturing a range of outdoor experiences that enrich the social life of the area. Below are critical standards to ensure the design and development of appropriate open space within individual projects that positively contribute to the creation of a complete and connected network of outdoor spaces, without dictating the exact location and character.

### Guidelines

**Convenient and Connected:** Public open space is required to be accessible and conveniently located within comfortable walking distances of all residents and workers, as well as have a high degree of connectivity with regional transit, the city-wide bike network, and provide benefit to all Fremont residents. This strategy integrates public open spaces directly into residential and workplace neighborhoods, requiring great care and respect for the livability, comfort and well-being of those residents and workers that live and work adjacent to these valuable and highly desired public amenities.

**Sustainable Open Spaces:** All new open spaces must incorporate best practices for sustainable landscaping

including, but not limited to: regionally appropriate vegetation, rainwater detention and/or collection and reduced or no potable water usage for irrigation purposes. Regional appropriate planting is tolerant to a 4b planting zone, resistant to local pests and is well suited to the specific micro-climate of Maplewood's North End.

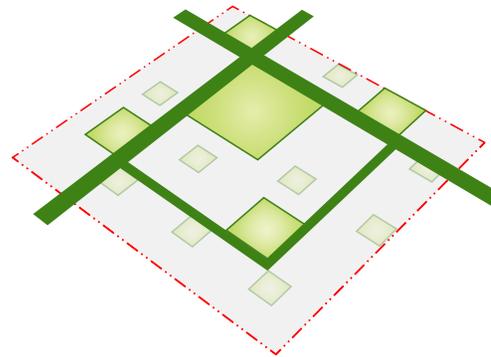


FIGURE 08-1-1 Open Space Connections

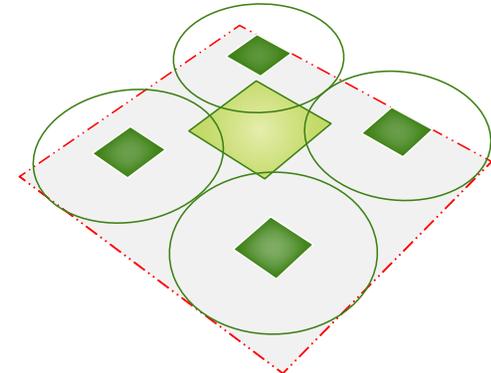


FIGURE 08-1-3 Urban Plaza

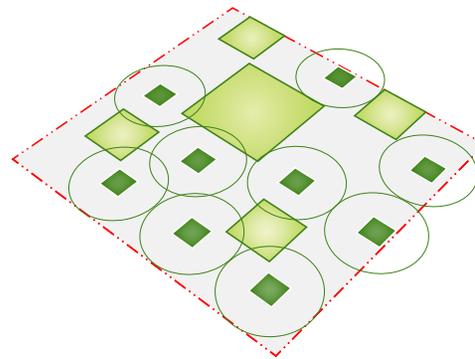


FIGURE 08-1-2 Public and Private Open Space

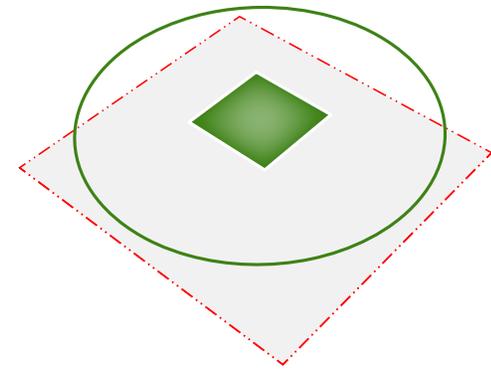


FIGURE 08-1-4 Urban Park: Minimum 4 acres

## 08.2 OPEN SPACE TYPOLOGIES

The North End will be a community unlike any other that exists in Maplewood today. It is intended as a high intensity, mixed-use district that is pedestrian and transit focused. As such, a series of new open space typologies are proposed in order to support the urban nature of this district by allowing for activities such as: sitting, walking, gathering, gardening, play and contemplation.

Below are a series of broad recommendations for the unique programming and character of these new and innovative open spaces.

### Guidelines

**Urban Park:** Urban Parks are a minimum of three acres in size. An Urban Park must be located along a public street, public transit or district shuttle route and be adjacent to or incorporate access to multi-modal circulation. An Urban Park should be located close to the center of the defined project area. They are intended to serve a large part of the outdoor recreational and social needs of the district. These spaces should allow for a range of program elements including, but not limited to: informal playgrounds and fields, tot lots, outdoor fitness equipment, walking tracks, and open areas to accommodate social gatherings. Urban



Parks should be designed to maximize sunlight and public access and may be adjacent to retail and entertainment uses. Other possible uses in Urban Parks, subject to City approval, include outdoor dining areas, art festivals and small informal music events.

**Urban Plaza:** Urban Plazas will form a network of public open spaces throughout the district to provide interesting areas that enhance community interaction and foster the area's urban environment. Urban Plazas should feature artwork and other amenities. Urban Plazas must be connected by public streets or paths that include a minimum 6 foot wide sidewalk or path. Larger Urban Plazas may include opportunities for both passive and active recreation and leisure, while smaller Urban Plazas are meant to have passive recreation and leisure activities. The larger Urban Plazas should allow for a range of program elements including, but not limited to: tot-lots, outdoor fitness equipment, and small outdoor dining areas. Urban Plazas are intended to be centers of activity at both a neighborhood and local scale and to serve the outdoor social needs of the surrounding residents and workers. Urban Plazas should be designed to maximize sunlight and public access. Other possible uses in Urban Plazas, subject to City approval, include outdoor dining areas, art festivals and small informal music events.

**Private Open Space:** Private open space is also required for all new development, residential and non-residential.

Such private open space shall be convenient to all residents and workers of that particular development or building and does not necessarily need to be located on the ground level.

- Residential developments: Private open spaces includes private common areas for use by all residents of that development, as well as a private unit's open space for exclusive use by that unit's residents. Open space is important to provide areas for use by residents outside of the private units, either outdoor or indoor, to provide a semi-private transition area between private residences and the public domain, and to ensure that adequate facilities exist for the use of residents outside of the private units. Open space areas are comprised of common and private open space.
- Non-residential developments: Private open space includes common areas or private areas for exclusive use by the building's occupants and workers.

**Setbacks:** Private setbacks may count towards private open space requirements, at the discretion of the City. The intent of private setback areas, as set forth in section 4.2 of these design guidelines, are for use by adjacent individual residential dwelling units and building occupants.





Credit: Bend & Bloom Yoga

The flexibility of a large lawn allow for informal recreation like group exercise classes



Credit: Carve, Amsterdam- project Osdorp, Oever

Play areas are one of many potential park program uses.



Credit: Jim Campbell, Scattered Light, Northern Spark 2011

Open space and urban plazas can host public art exhibits.



Credit: Rehwaldt Landschaftsarchitekten

Inviting play areas will attract families from the neighboring communities



Credit: Perkins + Will

Plazas become nodes of activity within a district.



Credit: Perkins + Will

Urban plazas can host community events.

## 08.3 SITE AMENITIES

In addition to the previously mentioned site amenities, such as Stormwater Management enhancements (See **Section 6.4**) Paving and Lighting Guidelines (See **Section 6.5**), Building Lighting and Signage (See **Section 7.8**), there are additional site amenities that would contribute to the vibrancy and activation of the North End.

**Wayfinding Signs & Kiosks** : A cohesive system of wayfinding signs and kiosks should be considered to help direct visitors to parks/trails, public parking, amenities, and other places of interest throughout the North End as well as to inform them about community events, history, and other items of interest. The designs of elements, directing people to key destinations and transit stops in the district should be integrated into streetscape elements (e.g. light poles, transit shelters, monuments, signs) and reinforce a desired streetscape theme.

**District Monuments:** Gateway monuments are typically larger structures that denote an entrance into a special area, neighborhood or district. These monuments should function as a major visual element that can be designed to reinforce a desired character or image of a district or neighborhood. Gateway monuments should be located within the amenity area of the public realm, particularly around major street intersections. These monuments should also be located at prominent transit stops to reinforce district Identity and branding.

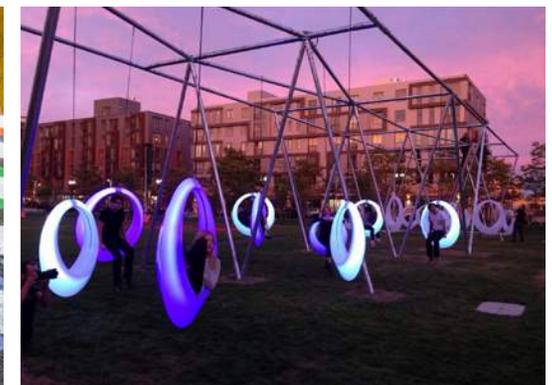


**Site Furnishings:** Site Furnishings provide important amenities for pedestrians by adding functionality and vitality to the pedestrian realm. They include: benches and seating, bicycle racks, bollards, public art, trash and recycling receptacles, wayfinding signage, and other elements.

Site furnishings define the public realm as an area for pedestrians and create a more comfortable and visually interesting environment. Site furnishings should be focused on areas with a large amount of pedestrian activity and in areas where pedestrians may linger and enjoy the public realm.

These should be considered secondary to street trees and lighting. Street tree and lighting placement should define the major rhythm of design elements along the street, and site furnishings should be placed in relation to trees and lighting, after the best locations for these elements have already been located. The benches and trash receptacles should be chosen based upon their compatibility with the overall design theme/branding, ease of maintenance, recycling collection, and durability.

**Public Art and Interpretive Elements:** Consideration should be given to incorporating public art created by local or regional artists to enrich the public realm/streetscape. Interpretive elements such as signage/banners/murals could be included to emphasize unique aspects of the district's history, icons, people and spirit of the place, and could be integrated into the design of gateways, district monuments, signs, kiosks, paving, bike racks, medians, and/or gathering places or transit stops.



# 09 IMPLEMENTATION

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# 09 IMPLEMENTATION

The Maplewood North End Vision Plan specifies new public and private infrastructure and amenities required to support the emergence of a walkable, transit-oriented district with residential and retail uses. The Maplewood North End Vision Plan will require ongoing funding for operation and maintenance costs associated with new infrastructure, amenities, and general population growth. Examples include street maintenance, park maintenance, police and fire services, general government services, and administrative costs for implementation.

This section outlines a strategic approach to phasing various parts of the plan and identifying funding sources for constructing public improvements and desirable private development. The first part of the strategy identifies major projects and phasing, divided into the categories of Movement and Accessibility, Public Realm and Open Space, and Development. These are followed by an overview of funding and financing sources/mechanisms applicable to the projects.

## North End Vision Plan Actions

**Immediate Actions:** The rate at which the Vision Plan's recommendations are implemented depends on a combination of political will, funding availability, and market dynamics. Therefore, it will likely take many years (potentially decades) before the North End begins to achieve a truly transformative character and feel as outlined in the Vision Plan. Although the path to change is long, the first steps in the journey are critical because they not only need to be in the right direction but they also need to be taken right away after the completion of the planning process in order to capitalize on the positive energy and momentum of establishing a vision.

The following are actions that can be undertaken immediately because they have few barriers associated with them and thus could be characterized as interim or "lighter, quicker, cheaper" strategies.

### *Movement And Accessibility*

- Street improvements, such as restriping for crosswalks, bike lanes, modified drive lanes, etc., can be undertaken anytime if the existing roadway conditions are adequate.
- Define a series of interim improvements or pilot projects to enhance the North End. Examples include, but are not limited to, temporary wayfinding signs, parklets, moveable planters, additional/relocated pavement marking, or an organized open street event.
- Improve crosswalks, trails, and pedestrian amenities to enhance pedestrian safety, especially at major street intersections.

### *Public Realm And Open Space*

- Add more programming to the parks and open spaces in the North End
- Beautify road medians throughout the North End
- Enhance the green space and tree canopy on every right-of-way in the North End
- Add more pedestrian-scale streetlighting throughout the North End
- Add additional seating nodes and benches at key locations and along sidewalks and trails in the North End

### *Development*

- While immediate development opportunities are reliant on ongoing coordination with current property owners, the City of Maplewood should continue to reach out and build relationships with North

End property owners. This will ensure that the City remains informed of potential development opportunities that arise in upcoming years. More importantly, though, it will help the City to be a better partner with the private sector by helping them to successfully navigate the development process or financially support catalytic developments.

In addition to the immediate interventions noted above, the City of Maplewood can also take immediate actions that will bolster the policy and regulatory environment for enabling change. Examples are as follows:

- The City of Maplewood should formally adopt the North End Vision Plan as a separate policy plan as part of their overall comprehensive city plan process. Formal adoption of the North End Vision Plan strengthens the City's commitment to the vision, which sends a strong signal to potential project partners (e.g., property owners, developers, other governmental jurisdictions, etc.) that the City is serious about supporting change.
- The City of Maplewood should use the included design guidelines to support the recommendations of the Vision Plan. The design guidelines can be part of a cohesive set of zoning recommendations that can be adopted by the City or as a special set of standards that can be included as part of an overlay district.
- Use the Vision Plan to guide land use and amend the zoning ordinance to best support desired future development in the North End.
- The City of Maplewood should review any infrastructure projects in its CIP slated for the North End to ensure such projects align with the Vision Plan and its recommendations.

**Near-Term Recommendations:** In addition to the more immediate design interventions and process recommendations, the items below identify the additional near-term design recommendations that should occur within the next 1 to 10 years. These actions focus on opportunities that will provide long-term momentum for the rest of the Vision Plan. High priority should be given to acquiring any land needed for later infrastructure and parks projects. These actions also involve recommendations that are already within the City of Maplewood’s purview, such as public realm and street enhancements (See **Figure 09-1**). The relative order of priority (from top to bottom) for both the Near-Term and Long-Term actions were determined based on input from the North End Working Group.

**MAGNITUDE OF COST**

- \$ = <\$100,000
- \$\$ = \$100,000-\$1,000,000
- \$\$\$ = \$1,000,000-\$5,000,000
- \$\$\$\$ = \$5,000,000+

MAP KEY	NEAR-TERM RECOMMENDATIONS	RESPONSIBLE PARTIES	LIKELY BARRIERS	MAGNITUDE OF COST
<b>Movement and Accessibility</b>				
1	Extend St. John’s Boulevard from Kennard Street to White Bear Avenue	- City of Maplewood: Public Works - Property Owners	Securing right-of-way will be dependent on the cooperation four separate private property owners. Two of the four properties currently contained existing commercial buildings that would need to be demolished or significantly altered. Therefore, the project will be dependent on redevelopment of private property.	\$\$\$
2	Improve sidewalk and trail conditions throughout the North End	- City of Maplewood: Public Works - Ramsey County	- Available funding - Prioritizing which sidewalks need improvement and which entity is responsible for the improvement	\$\$
3	Introduce smaller, more pedestrian friendly streets throughout the North End	- City of Maplewood: Public Works - Property Owners	Securing right-of-way will be dependent on the cooperation two separate private property owners. Each property currently contains an existing commercial building that will need to be demolished.	\$\$\$
4	Enhance street crossings throughout the North End	- City of Maplewood: Public Works - Ramsey County	- Available funding - Prioritizing which crosswalks need improvement and which entity is responsible for the improvement	\$\$
<b>Public Realm and Open Space</b>				
5	Add more programming to the parks and open spaces in the North End	- City of Maplewood: Parks & Recreation	- Available funding - Conducting additional community engagement to determine which types of park programming are most needed/desired	\$\$-
6	Beautify road medians throughout the North End	- City of Maplewood: Public Works	- Available funding: capital and operational - Designing enhancements appropriate for harsh conditions and available maintenance equipment	\$
7	Enhance the green space and tree canopy on every right-of-way in the North End	- City of Maplewood: Public Works	- Available funding: capital and operational - Designing enhancements appropriate for harsh conditions and available maintenance equipment	\$\$-
8	Add more pedestrian-scale streetlighting throughout the North End	- City of Maplewood: Public Works	- Available funding: capital and operational	\$\$
9	Add benches on the sidewalks and trails throughout the North End	- City of Maplewood: Public Works, Parks & Recreation	- Available funding	\$\$-
10	Add public realm amenities adjacent to the existing Metro Transit Center	- Metro Transit - City of Maplewood: Public Works	- Available funding - Coordination with Metro Transit regarding the type of amenities most appropriate (i.e., allowed)	\$\$-
11	Create a public park at the southeast corner of Kennard Street and St. John’s Boulevard	- City of Maplewood: Community Development, Parks & Recreation, Public Works - Property owners	Securing land for the development of a new park will require the redevelopment of the Birch Run Station Shopping Center. In addition to costs associated with park design, programming, and maintenance, significant funds will be needed to purchase land when and if it becomes available.	\$\$\$
<b>Development</b>				
12	Redevelop the former Sears site with a mixture of new housing, smaller scale retail, and shared parking areas	- Property owners/developers - City of Maplewood: Community Development	- Market demand for proposed uses - Market feasibility is also tied to the introduction of new streets - Re-use of existing vacant space may be a preferred option for the property owner	\$\$\$\$
13	Redevelop Birch Run Station with a mixture of housing, retail, hotel, and shared parking areas	- Property owners/developers - City of Maplewood: Community Development	- Market demand for proposed uses - Market feasibility is also tied to the introduction of new streets - Re-use of existing building may be a preferred option for the property owner	\$\$\$\$

**FIGURE 09-1** Near-Term Recommendations

## NEAR-TERM RECOMMENDATIONS

13) Redevelop Birch Run Station with a mixture of housing, retail, hotel, and shared parking areas

5) Add more programming to the parks and open spaces in the North End

6) Beautify road medians throughout the North End

1) Extend St. John's Boulevard from the hospital to White Bear Avenue

4) Enhance street crossings throughout the North End

11) Create a public park at the southeast corner of Kennard Street and St. John's Boulevard

3) Introduce smaller, more pedestrian friendly streets throughout the North End

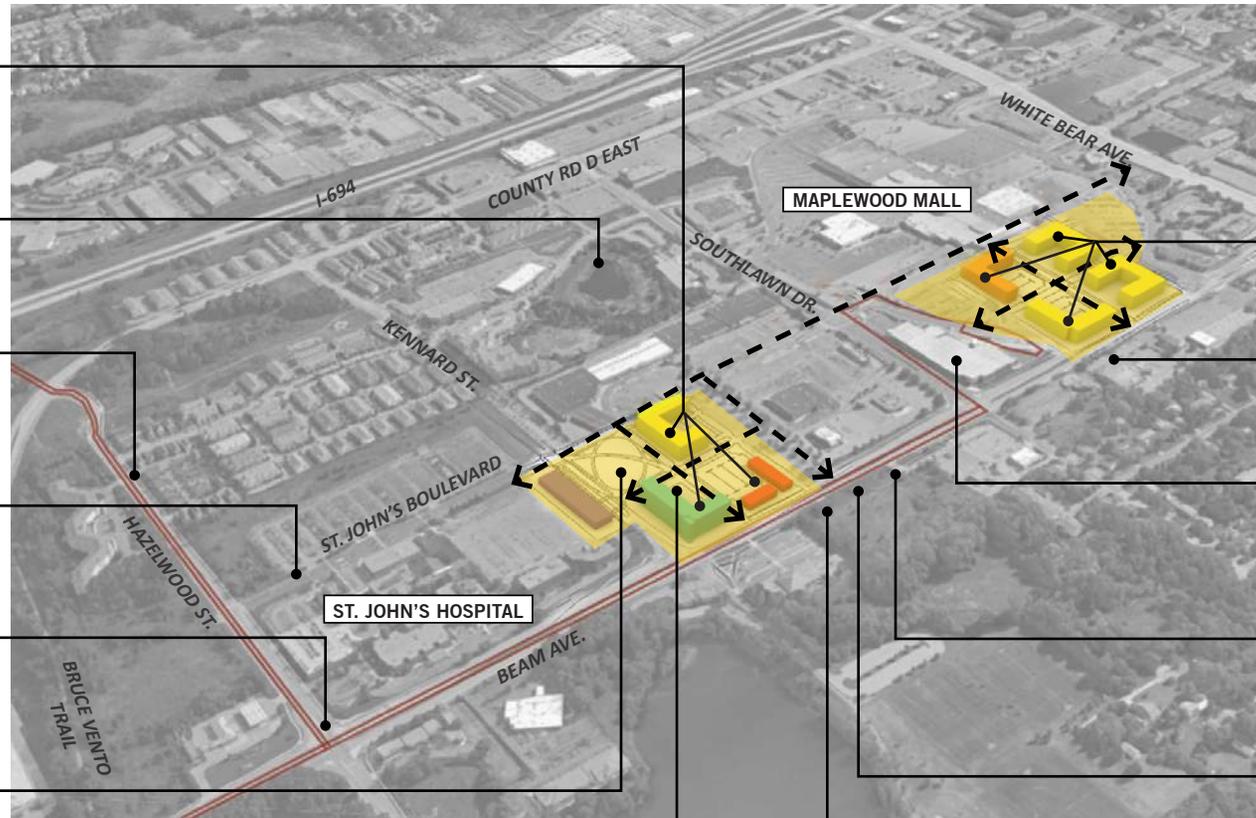


FIGURE 09-2 Near-Term Envisioned Improvements

12) Redevelop the former Sears site with a mixture of new housing, smaller scale retail, and shared parking areas

9) Add benches on the sidewalks and trails throughout the North End

10) Add public realm amenities adjacent to the existing Metro Transit Center

7) Enhance the green space and tree canopy on every right-of-way in the North End

8) Add more pedestrian-scale streetlighting throughout the North End

2) Improve sidewalk and trail conditions throughout the North End

### LEGEND

Type of Improvement		Envisioned Development							
	Development		Residential		Office		New Street		Near-Term Phasing
	Movement and Accessibility		Retail / Commercial		Hotel		Rushline Bus Rapid Transit (BRT)		
	Public Realm and Open Space		Mixed Residential - Commercial		Parking Ramp		Proposed Refined Routing		

### *Strategic Importance of Extending St. John's Boulevard*

Among the near-term recommendations, the extension of St. John's Boulevard has strategic importance. During the planning process, it was identified by numerous stakeholders as the most important improvement for the North End in both the near- and long-term. It is envisioned as the backbone of the North End Vision Plan for the following reasons:

- It creates a critical connection between the North End's two most prominent anchors, Maplewood Mall and St. John's Hospital.
- An extended St. John's Boulevard would provide an amenity-rich, multi-modal east-west alternative to Beam Avenue and County Road D, both of which are currently designed to accommodate faster moving vehicle traffic.
- It would directly connect the two Rush Line BRT stops that will serve the North End.
- It will open up significant opportunities for new development in both the near- and long-term.
- It will open up opportunities to introduce new open spaces that would provide areas for gathering, recreation, or relaxation.

Although St. John's Boulevard is considered a near-term recommendation, it will likely be completed in phases over many years. This is because, it would require acquiring land from four different property owners; two of which have existing commercial buildings on them (the former Sears store and the Birch Run Station). However, the former Sears store is currently vacant, which means there is an opportunity to work with the current property owner to consider how their future plans for site can be integrated with the North End Vision Plan.



**FIGURE 09-3** Illustrative View of an Extended St. John's Boulevard



*Existing St. John's Boulevard, Facing East from Hazelwood St.*

**Long-Term Recommendations:** Long-term and ongoing actions will need to occur over a longer period of time, 10+ years, as development proposals are submitted, outside grant funding opportunities arise, and growth generates demand for more development. Identified on the following page is a summary of the long-term recommendations identified through this planning process (See Figure 09-4).

MAP KEY	LONG-TERM RECOMMENDATIONS	RESPONSIBLE PARTIES	LIKELY BARRIERS	MAGNITUDE OF COST
<b>Movement and Accessibility</b>				
14	Add a pedestrian/bike bridge over White Bear Avenue	- Ramsey County - City of Maplewood: Public Works - Private property owners	- High cost public improvement - Requires obtaining privately owned land for the bridge approaches - Bridge height may impact visibility of nearby commercial properties - Significant coordination with Ramsey County	\$\$\$
15	Add a new trail connection from Kennard Street to the Bruce Vento Trail	- Private property owner - City of Maplewood: Public Works	- Requires securing privately owned land, unless the property owner wants to partner with the City on the project - Available funding	\$\$
<b>Public Realm and Open Space</b>				
16	Add a multi-purpose public plaza on the eastern side of Maplewood Mall	- City of Maplewood: Community Development, Public Works - Private property owner	- Requires securing privately owned property - Requires demolishing existing commercial buildings - Available funding	\$\$-\$\$\$
17	Add a water feature (e.g., fountain, reflecting pool, etc.) and multi-purpose public plaza on the western side of Maplewood Mall	- City of Maplewood: Community Development, Public Works - Private property owner	- Multiple private property owners - Kohl's building would need to be demolished - High cost public improvement	\$\$\$
18	Add public realm amenities to the BRT station by St. John's Hospital	- Ramsey County - Metro Transit - City of Maplewood: Community development, Public Works	- Amenities would be tied to the construction of the Rush Line BRT - If funding for amenities does not come from the BRT project, the City would need to find another funding source	\$\$
<b>Development</b>				
19	Fill in Maplewood Mall parking areas with a mixture of housing, retail, and shared parking	- City of Maplewood: Community Development - Private property owner / developer	- Market demand - Property owners may want to continue using parking areas instead of redevelopment - Requires coordination of multiple property owners	\$\$\$\$
20	Develop the vacant lot on south side of County Road D west of Ashley's Furniture store with lower density housing	- Private Property owner/developer	- Market demand - Under-resourced property owner	\$\$\$
21	Redevelop the Macy's store as structured parking and mixed-use housing/retail	- Private property owner/developer - City of Maplewood: Community Development	- Market demand - Dependent on Macy's closing - Property owner may want to re-use vacant space instead of redevelopment - Shared parking structure will require significant public financial support - Location of high tension powerlines may limit redevelopment options - Requires coordination of multiple property owners	\$\$\$\$
22	Develop intersection of St. John's Boulevard and Hazelwood Street with office and retail	- Private property owner/developer - City of Maplewood: Community Development	- Market demand - Any retail portion of the project would likely require the operation of the Rush Line BRT to achieve market support	\$\$\$\$
23	Redevelop the Kohl's store as public plaza and mixed-use housing/retail	- Private property owner/developer - City of Maplewood: Community Development	- Market demand - Dependent on Kohl's closing - Property owner may want to re-use vacant space instead of redevelopment - Requires coordination of multiple property owners	\$\$\$\$
24	Build new medical office building at southwest corner of St. John's Boulevard and Kennard Street	- Private property owner/developer - City of Maplewood: Community Development	- Market demand	\$\$\$\$

**MAGNITUDE OF COST**

- \$ = <\$100,000
- \$\$ = \$100,000-\$1,000,000
- \$\$\$ = \$1,000,000-\$5,000,000
- \$\$\$\$ = \$5,000,000+

FIGURE 09-4 Long-Term Recommendations

## LONG-TERM RECOMMENDATIONS

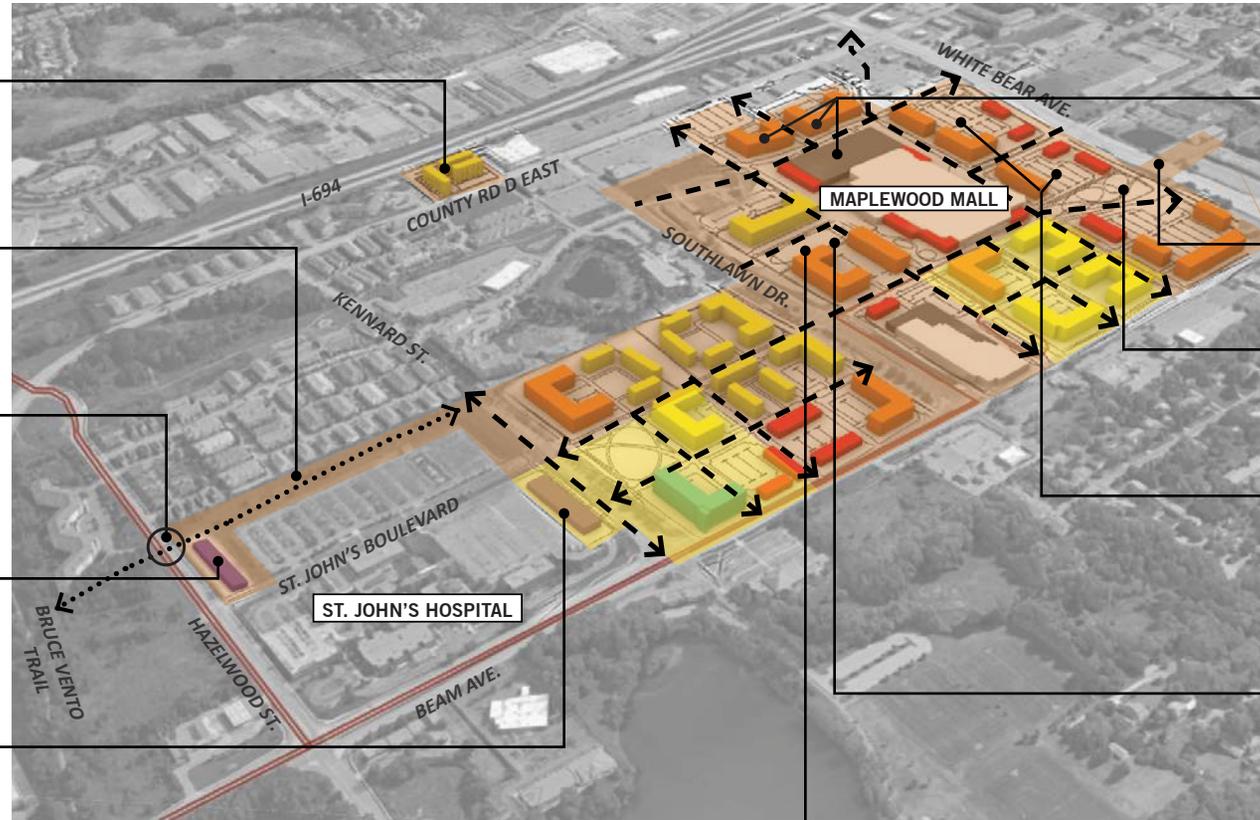
20) Develop the vacant lot on south side of County Road D west of Ashley's Furniture store with lower density housing

15) Add a new trail connection from Kennard Street to the Bruce Vento Trail

18) Add public realm amenities to the BRT station by St. John's Hospital

22) Develop intersection of St. John's Boulevard and Hazelwood Street with office and retail

24) Build new medical office building at southwest corner of St. John's Boulevard and Kennard Street



21) Redevelop the Macy's store as structured parking and mixed-use housing/retail

14) Add a pedestrian/bike bridge over White Bear Avenue

16) Add a multi-purpose public plaza on the eastern side of Maplewood Mall

19) Fill in Maplewood Mall parking areas with a mixture of housing, retail, and shared parking

17) Add a water feature (e.g., fountain, reflecting pool, etc.) and multi-purpose public plaza on the western side of Maplewood Mall

23) Redevelop the Kohl's store as public plaza and mixed-use housing/retail

FIGURE 09-5 Long-Term Envisioned Improvements

### LEGEND

Type of Improvement	Envisioned Development	Proposed Refined Routing
Development	Residential	New Street
Movement and Accessibility	Retail / Commercial	Trail
Public Realm and Open Space	Mixed Residential - Commercial	Rushline Bus Rapid Transit (BRT)
	Office	Near-Term Phasing
	Hotel	Long-Term Phasing
	Parking Ramp	Proposed Refined Routing

## Funding and Financing Sources and Mechanisms

A spectrum of potential funding sources and mechanisms exist for implementing the improvements identified in the Maplewood North End Vision Plan. This section describes these sources and mechanisms and their potential uses in Maplewood. In many cases, multiple funding sources will need to be combined to pay for specific projects. Funding for improvements in the North End will come from a mix of developer contributions (both required and negotiated), city resources, outside grants, and district-based “value capture” mechanisms. The funding responsibilities for private developers and the City are clear in some instances – for example, developers must meet minimum development standards requirements and pay citywide impact fees for infrastructure. However, funding many of the infrastructure improvements in the North End – improvements that are necessary to support the higher-density growth mutually desired by the City and developers – will require negotiations with developers and property owners to clarify funding responsibilities and to establish new mechanisms.

Implementation of the North End Vision plan will also require more detailed studies and an ongoing management process involving the City, developers/property owners, and local utility providers.

### *Developer Contributions:*

- **Development Standards:** Each new development project will contribute to the plan’s implementation by meeting requirements regulating each project’s land uses, height, density, bulk, parking requirements, on-site circulation, on-site open

space, street frontage improvements, and other requirements specified in the design guidelines.

- **Reimbursement Agreements:** If a developer is required to provide additional infrastructure capacity or amenities to serve the entire district, a reimbursement agreement can be established to receive payments from later developers who benefit from these early improvements.
- **Negotiated Agreements:** Community benefits are developer contributions that exceed the baseline features required under development standards, environmental mitigation measures, and impact fees. Community benefits agreements can be negotiated with developers individually, but there may be opportunities to craft a negotiated agreement with main developers in the area simultaneously.

### *City Resources:*

- **General Fund:** General Fund revenues include property tax, sales tax, transient occupancy tax, and other revenues that are primarily used to pay for ongoing municipal services and operations. Both the General Fund and the Capital Improvement Program are likely to be needed to fund the plan’s highest-priority infrastructure improvements.
- **Capital Improvement Program (CIP):** Infrastructure projects identified in the plan are candidates for inclusion in the City’s Capital Improvement Program.
- **User Fees:** User fees and rates include the fees charged for the use of public infrastructure or goods. It may be possible to use a portion of user fee or rate revenue toward financing the costs of new infrastructure, but user fees are unlikely to be a major source of funding for implementation of the

Vision Plan.

- Small Business Development Loan (SBDL)
- Current City’s HRA
- Sale of City owned properties
- Intergovernmental Revenue Sharing
- Lease revenues from City owned properties
- RIF
- RDA
- Housing and Economic Development Authority

### *Outside Grants:*

- Various federal, state, and regional grant programs distribute funding for public improvements. Because grant programs are typically competitive, grant funds are an unpredictable funding source, and the City of Maplewood must remain vigilant in applying for grants to implement the Vision Plan.
- City and County Allocations from Community
- Development Block Grants (CDBG)
- DOT/HUD Partnership for Sustainable Communities, Community Challenge Planning Grant
- Livable Communities Development Account – Development Grants
- Tax Base Revitalization Account
- DEED Contamination Cleanup and Investigation Grant
- PCA’s EPA Area Wide Assessment Grant
- Urbanized Area Formula grants
- Capital investment grants & loans

### *District-Based “Value Capture” Tools:*

- Land-based financing tools are typically associated with new real estate development to generate benefit-based special assessment revenues or

property tax revenues to finance improvements through bond repayment or paying for improvements over time. District-based tools provide a stable revenue stream while ensuring that properties benefitting from improvements also contribute to those public investments.

#### *Public-private partnership programs*

- City special service districts
- Community benefit agreements
- Parking benefit district
- Neighborhood Development Corporation
- Land Trusts
- Business Improvement Districts
- Transfer of development rights
- Business lending or micro-lending
- Crowd sourced development equity
- Corporate Sponsorship
- Philanthropic Endowment

#### *Property Tax Programs*

- Tax increment financing (TIF) districts
- Tax abatement
- Special assessments
- Low Income Housing Tax Credits (LIHTC)

#### *Federal Programs*

- Surface Transportation Program (STP)
- Transportation Alternatives Program (TAP)

#### *Federal Transit Programs*

- Transit Enhancement Activity program

#### *Housing Programs*

- Low-Income Housing Tax Credit

#### *Non-Funding Tools*

- Zoning change
- Form based code
- Strategic placement of new infrastructure
- Code enforcement
- Design guidelines
- Land assembly
- Site preparation such as demolition, grading, platting, rezoning
- Land write-down

# 10 APPENDIX

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