Joint Meeting
Active Living Hennepin County Partnership & Metro Healthy Comprehensive Plans Work Group

Friday, October 5, 2018
9:00 a.m. – 11:00 a.m., with optional walking tour following
Sign-in and breakfast at 8:50 a.m.
Ridgedale Library, Robert H. Rohlf meeting room,
12601 Ridgedale Dr., Minnetonka 55305

Agenda

Welcome *(Commissioner Marion Greene)* 9:00 AM

Meeting Overview *(Denise Engen)*

Presentations *(introductions by Denise)* 9:10 AM

*Putting it into words series: Local strategies for healthy community & economic development.** Speakers will share examples, tools and ideas about placemaking for vibrant business districts, spotlight innovative strategies around mall redevelopment, projects that take a new look at streets, and Hennepin County’s economic development strategy.*

- Patricia Fitzgerald, Manager, Community and Economic Development *(Hennepin County)*
- Max Musicant, Principal and Founder *(The Musicant Group)*
- Loren Gordon, City Planner, Carol Hejl, Park & Trail Planner, Chris LaBounty, Engineering Project Manager *(City of Minnetonka)*
- Q & A *(facilitated by Denise)*

Wrap Up *(Laura Fredrick & Nadja Berneche)* 10:50 AM

- Partner announcements *(All - as time allows)*

Walking Tour *(Optional)* 11:00 AM

- *Ridgedale Library and Service Center remodel:* Ann Woodson-Hicks, Senior Administrative Manager, Library Capital Projects *(Hennepin County)*
- *Ridgedale Projects,* Loren, Carol and Chris, *(City of Minnetonka).* See the sites of the proposed Ridgedale Active Adults apartments, Ridgedale Drive reconstruction, and a new park.
HENNEPIN COUNTY
MINNESOTA
Hennepin at-a-glance

• Home to 11 Fortune 500 companies
• $129 billion GRP (47% of metro)
• 914,221 jobs (53% of metro)*
• 38,322 business establishments (48% of metro)*
• 5 Hennepin communities named “best places to live” by Money Magazine
• Of 15 highest income metros, only one not on east/west coast
• Hennepin has more than half of the region’s employment in:
  • Financial Services (73%),
  • Info Technology and Analytic Instruments (53%),
  • Medical Devices (68%),
  • Printing Services (51%) and
  • Biopharmaceuticals (67%)

*Source: DEED Quarterly Census of Employment & Wages (QCEW) 2017
What is economic development?

A set of programs and policies that aid in the creation, retention and expansion of jobs; the development of a stable tax base, enhancement of wealth and interruption of generational poverty.
Hennepin County Economic Development Framework

- Enhance livability
- Attract private investment
- Support entrepreneurs and grow businesses
- Tell our story
1. Lead collaborative planning and coordinated public investment along transit corridors

2. Improve access to jobs and destinations through bike/walk/roll connections

3. Support land use planning and redevelopment efforts

Corridor Planning
42 PROJECTS
$1 MILLION INVESTED
Attract private investment

1. Invest in infrastructure and the public realm

$883 million

$89 MILLION
Hennepin County Community Works investment

$94 MILLION
partners and public agencies investment
2. Catalyze transit-oriented development

136 PROJECTS
$39 MILLION INVESTED
OVER $1 BILLION LEVERAGED

TOD Program

TOD Investments (2003-2018)

- Housing
- Mixed Use
- Commercial
- Infrastructure
- Site acquisition
- Other

Data Source: Hennepin County Community Wiki
Map produced on Jun 18, 2018
3. Collaborate with regional partners and connect to resources

4. Assist business attraction/expansion projects

DEED business investment funding in Hennepin 2014-2017

- 31 awards / 28 projects
- 10 communities in Hennepin
- $17 million awarded
- $259 million leverage
- 1975 new jobs
1. Provide technical assistance and access to capital

2. Provide intensive support for second-stage businesses with high growth potential
Diversity of Open to Business participants accessing financing 2013 - 2017

- 43% Women entrepreneurs
- 51% Minority entrepreneurs
- 46% Low income entrepreneurs
3. Enhance business districts and walkable main streets

$241,000 INVESTED

$361,000 LEVERAGE

291 BUSINESSES BENEFITTED

Business District Initiative

Board briefing July 12, 2018
Tell our story

1. Market Hennepin as a place and a partner
2. Highlight entrepreneur success stories

“We see Hennepin County and Open to Business as our literal lifeline. Without them, we simply wouldn’t exist.”

-- Tomme Beevas, Founder of Pimento Jamaican Kitchen
3. Track development and business investment


- Growth in average per-parcel EMV along transit corridors continues to outpace the rest of Hennepin County – by 26%.
Hennepin County Economic Development Framework

- Enhance livability
- Attract private investment
- Support entrepreneurs and grow businesses
- Tell our story
Patricia Fitzgerald
patricia.fitzgerald@hennepin.us, 612-543-0864

Community Works – Public Works
701 Fourth Avenue South, Suite 400
Minneapolis, MN 55415
Programs

- Bottineau Community Works
- Penn Community Works
- Southwest Community Works
- Transit Oriented Development (TOD)
- Economic Development Fund (EDIF)
- Corridor Planning
- Open to Business
- Economic Gardening
- Business District Initiative
- ERF and Coordinated RFP
- DEED* Programs
- MinnPACE

*DEED = State of Minnesota Department of Employment and Economic Development
Why support entrepreneurs?

Businesses by Stage

- **Hennepin County**
  - Self-Employed: 11.78%
  - 2-9 Employees: 69.37%
  - Stage 2 (10-99): 1.21%

- **Twin Cities MSA**
  - Self-Employed: 13.81%
  - 2-9 Employees: 68.26%
  - Stage 2 (10-99): 1.02%

- **Minnesota**
  - Self-Employed: 15.48%
  - 2-9 Employees: 67.62%
  - Stage 2 (10-99): 0.92%

- **United States**
  - Self-Employed: 13.08%
  - 2-9 Employees: 73.34%
  - Stage 2 (10-99): 0.63%
“The research we got through Economic Gardening was invaluable. We refined our business model and are experiencing renewed growth and sustainable success.”

-- Andrew Schmidt, Co-founder of Amek Home Remodeling
Critical economic development partnerships

• Inclusion: an economic imperative
  • Place-based disparities
  • Economic opportunity and inclusion for entrepreneurs

• Maximizing ROI of transit investments

• Redevelopment and revitalization at district / corridor scale
Today’s Objective

1. Give you new tools...

2. To active living and economic benefits by...

3. Delivering a heightened user experience...

4. In our urban and suburban communities
Agenda

1) Macro trends reshaping the communities

2) The process of creating place-based value and activity

3) Case studies
CHAIR EXERCISE

MOVE YOUR CHAIR SO THAT YOU HAVE PRIVACY
CHAIR EXERCISE

MOVE YOUR CHAIR SO THAT YOU HAVE PRIVACY

MOVE YOUR CHAIR SO THAT YOU CAN MEET EXACTLY ONE OTHER PERSON
CHAIR EXERCISE

- Move your chair so that you have privacy
- Move your chair so that you can meet exactly one other person
- Move your chair so that you can have a conversation with a group
CHAIR EXERCISE

MOVE YOUR CHAIR SO THAT YOU CAN BEST LISTEN TO THE PRESENTATION.
MOVABLE CHAIRS AS A METAPHOR
WHY PLACEMAKING MATTERS

MACRO TRENDS AFFECTING COMMUNITIES
MACRO TRENDS RE SHIPPING COMMUNITIES

1. Mobile technology
2. Experience over things
3. The experiences people want are social
4. All inclusive environments
5. The meaning of connected is changing
HOW CAN COMMERCIAL AND COMMUNITY ACTORS ADAPT TO THESE EMERGING DEMANDS?
CREATE PLACES WHERE PEOPLE WANT TO BE

To stay competitive and profitable organizations of all kinds must create places that people seek out and *demand*.

Wherever people want to be, they want to do things nearby: live, work, eat, play, shop, etc.
THE STRATEGY OF PLACE

Value
Relationship
Habits & Routines
More Use
Positive & Useful Experience
What sparks walking and biking?

1. Going between useful destinations
2. Exercise
3. Enjoyment
   • Social
   • Visual
   • Serendipity
   • Entertainment
Pathways as Places
4 elements of walkability

1. Safe
2. Connecting destinations
3. Useful
4. Interesting, pleasurable, and fun! (every 30 ft.)
So how can you make a place?
Following the desire lines
A holistic process

Great Places

- Design and Physical Elements
- Adaptable
- Management and Stewardship
- Meaningful
- Useful
- Events and Activities
- Communication
- Data Collection and Evaluation
A lens
Get the relationships between things right

Semi-Enclosure Feels Good
Think of a good porch or a cozy booth at a restaurant it allows you to choose whether to be social or private.

Have Many Things to Do
If there is nothing to do, you won’t be there. Think about what you like to do and others in your neighborhood.

Daylight and Sunshine
Sun in the morning comes from the east. In late afternoon and evening it is from the west. The sunniest direction is the south. Consider how activity areas interact with the sunny and shady parts of your space.

Add Moveable Seating
If you can’t sit down comfortably you won’t want to stay in your front yard.

Protect Your Back
Having a structure behind you – like a house, ledge or hedge – so as not to be surprised, ideally with a view out to a larger space.

Active Edges Make Active Interiors
If you don’t feel comfortable on the edge of a space, they won’t venture into the middle.
A replicable placemaking process
7 Steps to Create Great Places!
Our process of change and placemaking

1. Establish shared goals
2. Find (initial) resources
3. Engage with users
4. Deploy the 3 relationships
5. Tell the story
6. Evaluate
7. Repeat!

University of Minnesota Physicians playing at the School Yard at McNamara Plaza
Case Studies
Downtown Shakopee

Boosting Main St. by Reconnecting to Recreation
Downtown Shakopee

Short term actions to foster long term change

Goals of the Engagement

1. Draw people back downtown at least once

2. Get people to reconnect to the river its regional trail

3. Create conditions that foster repeat visits that which support new and existing businesses
Produce a one-time event that:
1. Got people downtown
2. Created emotional attachment that fostered ongoing visitation
3. Piloted concepts that could be expanded long term
4. Translate the experiences and lessons from the event into an action plan
Event Attendees Reported:
• 57% were more aware of the proximity and connection between the river and main street
• Over 65% wanted event elements like live music, artisan market, and the parklet/café seating to be repeated on a regular basis

Long Term
• Lessons of event were rolled into a one year action plan
• Event was repeated in following years
• Sidewalk seating added by the café permanently
• Rhythm on Rails outdoor concert series started
Friendly Storefronts

Translating placemaking to the scale of a storefront.

A low cost Incremental way To generate more social and commercial traffic One storefront at a time
Friendly Storefronts
LTD Brewing
Friendly Storefronts
Hopkins Center for the Arts & Library
Friendly Storefronts

Kiddiwampus Toy Store
Hopkins project adds novelty to Mainstreet storefronts

The city hopes 'Friendly Fronts' program proves popular with downtown pedestrians.

By Eric Roper Star Tribune  |  OCTOBER 13, 2017 — 11:53PM

Friendly Storefronts
Health Source Chiropractic
Friendly Storefronts

Results!

 Participating businesses reported:
• 45% saw an increase in the amount of people who stopped and noticed their storefront
• 33% reported new conversations with their customers
• 33% reported people spending more time within their store or facility
• 89% of participants would recommend this program to a fellow business owner
City of New Hope
City of New Hope

Goals
- Foster new walking and biking behavior
- Strengthen social and commercial fabric of downtown long term

Strategies
- Pilot concepts along underused route to foster new behavior and test concepts
- Community partnerships
- Community capacity building
- Fun!
City of New Hope: Data!

examine locations ranging from street corners to metro areas
Lessons

1. Focus on pathways as places

2. Reweave the experiential fabric between places

3. Don’t over capitalize and under manage

4. Use data to improve and communicate to decision makers

5. Doing as planning
Let’s do this!

Max Musicant
Founder + “Chair-man”
The Musicant Group
max@musicantgroup.com
Downtown Robbinsdale Plaza

Creating an Active

• Foster community amongst Robbinsdale residents, businesses, and visitors
• Generate additional pedestrian traffic for area businesses
• Strengthen the brand of West Broadway and Downtown Robbinsdale
Downtown Robbinsdale Plaza

Strategy

Create more things to do, see, enjoy, experience
Downtown Robbinsdale Plaza

Results

“Our customers love the new tables and chairs and use them all the time.” Manager, Woulet Bakery
Vadnais Square
Placemaking a Suburban Strip Mall
Goals
• Increase sales for Vandais Square tenants

Strategy
• Increase the rate that customers walk to and patronize multiple businesses
• Build the brand of Vandais Square

Tactics
• Improve common areas in order to build community and lengthen the stay of customers
• Improve the linkages between the tenants of Vandais Square
Vadnais Square - After
Vadnais Square
Where we went
Results

50%+ of new sandwich shop customers who order food at the counter used the remodeled common area

90% of Cherry Berry customers patronized the remodeled common area

Bike shop owner reported how his customers were more likely to get fro-yo and wait in new seating once it was added

“The seating is fantastic; Vadnais Square is a hub of activity. Customers are eating outside in the revamped patio and then hanging out for hours. Vadnais Square is slowly but surely becoming a gathering place for the community. The only complaint from tenants is that they want more of what we’ve done.”

Jeff Hagan, President/CEO of Platinum Properties
Pathways as Places

*The power of framing the experience*

In less than two months, we will gather as a congregation to observe and celebrate the most sacred days of the Jewish year. As you plan for your time at Temple during the High Holy Days, please review the following.

**YOUR JOURNEY TO TEMPLE ISRAEL for the High Holy Days**

During our High Holy Days, we are reminded that life is a journey, a process of going and growing. No matter our age and stage in life, we always have new opportunities with each step we take.
REIMAGINING THE RIDGEDALE AREA: VISION, GUIDELINES, AND PROJECTS

OCTOBER 5, 2018
CITY OF MINNETONKA STAFF

- Loren Gordon, City Planner
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ANOTHER TWIN CITIES “DALE” EMERGES
ANOTHER TWIN CITIES “DALE” EMERGES
ANOTHER TWIN CITIES “DALE” EMERGES
2012 RIDGEDALE VILLAGE CENTER STUDY: A VISION FOR 2035

Ridgedale: A Vision for 2035
City of Minnetonka
Hello Sue!
I know we grew up here, but wow! How things have changed in Ridgedale.
I just got back from a concert on The Green which I remember as big parking lot between Sears and Penny’s.
Tomorrow we’re going back to see a movie at the Ridgemont Cinema.
Right next door, there’s a great outdoor French café overlooking a beautiful pool of water that is a skating rink in the winter.
I think Sears’ auto store used to be there...but it’s hard to remember now.

Love, Terry

2012 RIDGEDALE VILLAGE CENTER STUDY: A VISION FOR 2035
VISION

Create an identity and sense of place for the Ridgedale district.

Build on past investments and current plans.

Provide an armature for investments and improvements over time.

Develop the public realm as a glue to link various projects and places.

Identify catalyst projects and potential locations.
APPROPRIATE ELEMENTS FOR RIDGEDALE AREA

- Housing – low and mid-rise
- Office & Hotel – mid-rise
- Conference Center
- Restaurants
- Multiplex cinema
- Additional Retail
- Outdoor park/plaza/multi-use
- Expanded YMCA
RIDGEDALE AREA VIGNETTES

East Side of Mall: Expansion

South Side of Mall: Expansion and Renovation

Potential Hotel at Ridgedale Parkway & Plymouth Rd.
PUBLIC REALM CONCEPT & POTENTIAL NEW DEVELOPMENT
CONCEPT PLAN ELEMENTS

- Transform Retail Center into Mixed-Use Community
- Rebuild Ridgedale Drive into a Parkway
- Enhance Natural Features
- Improve Mobility and Circulation
- Encourage Green Practices
RIDGE DALE AREA PUBLIC REALM GUIDELINES

Key Character Areas

These guidelines are intended to coordinate design of the public realm to achieve a character and sense of place that expresses the area’s evolution, its intentions to integrate with Ridgedale Center, and expand and improve the pedestrian facilities within the area.

Elements of Public Realm Guidelines

1. Transform retail to mixed-use development
2. Complete Streets
   - Integrate complete streets and improve connections
   - transform Ridgedale Drive to parkway
   - improve intersections
3. Planting Improvements
   - cohesive street & intersection planting strategy
4. Create public art & gateway opportunities
5. Cohesive & comprehensive site furnishings & lighting*
6. Improve surface parking lots*
7. Screen loading & trash areas*
8. Encourage sustainable practices*

*guidelines integrated throughout the study area
RIDGEDALE DRIVE – TRANSFORMATION INTO A PARKWAY

- Traffic calming
- Landscaped medians
- Reconstructed sidewalks
- Multi-use trail
- Street Lighting
- Roundabouts
- New pavement
Reduced occurrence & severity of crashes

Fewer conflict points:
- 32 vs 8

Reconstructed sidewalks

Lower traffic speeds

Quicker reaction
MIXED USE DEVELOPMENT

Mixed-Use Development Guidelines

An element of the Ridgedale Public Realm Guidelines is to transform this existing retail center into a mixed-use community, with the following guidelines:

- add new uses: upscale cinema, restaurants, range of housing, new hotel, and medical offices
- ensure that each new project adds public amenities and pedestrian connections
- improve streets and sidewalks to encourage walking and bicycle use
- enhance transit service
- over time, replace surface parking with structured parking
WAYFINDING AND BRANDING OPPORTUNITIES

Gateway Opportunities

Establishing Identity in the Public Realm Opportunities
RIDGEDALE AREA TRANSITION TO MIXED USE COMMUNITY

Avidor

- 6 stories, 168 units
- Active Adult apartments
- Aligns with public realm guidelines
- Property dedication for new park space
NEW PARK AT RIDGEDALE

- Approximately 2 acres
- Community level urban park
- Will create an identity for new mixed-use community
- A vibrant and welcoming community gathering place
- Connected to Crane Lake via Ridgedale Drive
CRANE LAKE PRESERVE

- Currently infested with invasive species
- Restoration plan
- Preserve natural resources, open space and visual quality
- Low-impact passive nature based recreation
CRANE LAKE PRESERVE OUTREACH

POTENTIAL SITE PROGRAMMING OPPORTUNITIES

WHICH OF THESE IMAGES DO YOU LIKE AND WHY?
NEW PARK COMMUNITY OUTREACH

Welcoming Shade Trees Friendly Survey Community Sounds Seating Run Events Water Feature Places Signage Access Walking Paths Park Farmers Market Space Picnic Tables Activities Big Ages Spot Splash Pad Inclusive Playground Benches Wide Variety Clean Play Area

Design Minl Golf Not Build Security Water Feature Live Splash Pad Residents Bike Public Walking Picnic Tables Space Winter Park Native Plants Traffic Idea Library Clean Safety Mind Play Area Art Restrooms City Hall Consider Water Fountain
ROCK AT RIDGEDALE