RICE STREET-LARPENETEUR AVENUE GATEWAY VISION PLAN

City of Roseville, Maplewood & Saint Paul
AGENDA

• Introductions 5 min
• Preliminary Market Analysis 30 min
• Preliminary Urban Design Analysis 35 min
• Upcoming Community Workshop #1 10 min
• Schedule 5 min
INTRODUCTIONS
CONSULTANT TEAM

John Slack
Project Manager + Senior Landscape Architect
Perkins+Will

Jay Demma
Senior Planner
Perkins+Will

Mike Lamb
Senior Planner + Urban Designer

Ben Sporer
Senior Landscape Architect
Perkins+Will

Lydia Major
Public Engagement Lead + Senior Landscape Architect
LHB
PRELIMINARY MARKET AND ECONOMIC ANALYSIS
TOPICS

1. Study Area Definition
2. Demographics
3. Market Conditions
4. Development Analysis
STUDY AREA DEFINITION
TRACT 304
TRACT 416.02
TRACT 422.01
TRACT 305
2000 STUDY AREA POP
15,431

TRACT 304
TRACT 416.02
TRACT 305
TRACT 422.01

3,299
1,363
5,188
5,581
2015 STUDY AREA POP

17,559

+2,128 (14%)
2015 STUDY AREA POP
17,559
+2,128 (14%)

Maplewood = 13%
Roseville = 4%
St. Paul = 3%
Ramsey Cty = 3%
Metro Area = 12%
¼-mile walkshed
Pop. 1,300

½-mile walkshed
Pop. 4,000
DEMOGRAPHICS
AGE DISTRIBUTION (2015)

• Very young age profile for the study area AND it continues to get younger while the rest of the region ages

Sources: US Census; Metropolitan Council

Median Age 2000-2015

Sources: US Census; Metropolitan Council; Perkins+Will
• High proportion of single-parent households, which has been increasing in recent years
TENURE (2015)

• There are roughly two renters for every homeowner in the Study Area

• Homeownership has been declining in the Study Area and region for many years

Homeownership 2000-2015

HOUSEHOLD INCOME (2015)

- Incomes are very low in the Study Area and the gap between the County and region has been widening in recent years.
MARKET CONDITIONS
HOUSING
RENTAL MARKET TRENDS

- Buildings built in 1960s and 1970s
- Very tight market in all submarkets

Average Vacancy Rate

Percent Vacant

Metro Total
Ramsey County
Study Area
Equilibrium

Source: CoStar
RENTAL MARKET TRENDS

- Rents have been rising steadily since 2012
- Study area rents are consistently about 13% below the Metro Area average

**Average Monthly Rent**

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Source: CoStar
RENTAL MARKET TRENDS

- Controlling for unit size, Study area rents are about 7% below the Metro Area average.
For-sale market has improved dramatically since 2011.
RETAIL
MACRO RETAIL TRENDS

- Vacancy has declined in recent years, but rents have struggled to rise

Vacancy Trends

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Metro Area

Rent Trends

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Metro Area

Source: CoStar
RICE-LARPENTEUR RETAIL

- 63 Businesses
- ANCHORS: Setzers; Walgreens; myThriftStore

### BUSINESS TYPE

- Non-Retail (7) 11%
- Automotive (10) 16%
- Services (13) 21%
- Shopping (17) 27%
- Restaurant-Ltd Svc (10) 16%
- Restaurant-Full Svc (6) 9%

### OWNERSHIP

- Independent (41) 65%
- Chain (20) 32%
- Local Chain (2) 3%
RICE-LARPENYEUR RETAIL

- 63 Businesses
- ANCHORS: Setzers Walgreens myThriftStore
- 250,000 sq ft of commercial space
- 120,000 sq ft in 3 main strip ctrs
  - 40% of businesses
- 3 vacant spaces
COMPETITIVE RETAIL DISTRICTS

- Study Area proximate to other districts with stronger anchors
- Trade area “leaks” spending to other districts
• Grocery is an important anchor for many of the competitive retail districts
COMPETITIVE RETAIL DISTRICTS

- **6,100** households within 1 mile radius
- **$37,300** is the median HH income
**COMPETITIVE RETAIL DISTRICTS**

- Study Area has good density to support retail
- However, incomes are low, which inhibits national chains
OFFICE
MACRO OFFICE TRENDS

Vacancy has declined in recent years, and rents have increased in response to tightening supply.

Trend toward less square feet per employee driving down demand for space.
DEVELOPMENT ANALYSIS
Development Momentum
• One new building in past 10 years (McDonalds)
• Only 11 new buildings since 1990

New Activity
• Charter school under construction
• Former gas station under development
• Older buildings can be subject to obsolescence or deferred maintenance

• Such buildings may generate developer interest
• Low property values may generate developer interest

• Properties near amenities or along high traffic roadways may generate interest
TAKEAWAYS
KEY FINDINGS

1. Strong market opportunity to capitalize on growing population in the immediate vicinity
2. Children are an important component to the local market
3. Diverse cultural mix of area residents is an opportunity for entrepreneurial activity
4. Strong demand for housing of all types; however, supportable rents/prices would likely require new construction subsidies, though key sites could support market rate product
5. Retail opportunities are constrained as much by competition, parcel sizes, and building stock as they are by trade area incomes
6. Lack of small retail spaces is a barrier to start-ups/mom-and-pop businesses
7. Office demand is limited to local services; area too distant from major highways to appeal to large office users
PRELIMINARY URBAN DESIGN ANALYSIS
VEHICULAR SYSTEMS

- Significant traffic volumes
- Frequency of transit routes
- Experience of transit stops
BIKE + PEDESTRIAN SYSTEMS

- Lack of N/S bike connectivity
- Sidewalk gaps
- Numerous conflict areas at destinations
NATURAL RESOURCES

- Larger connected natural systems
- Regional water systems
BUILT URBAN FORM

- Largely suburban and automobile built form
- Significant areas of surface parking
- Large single-owner sites
OPPORTUNITIES + CONSTRAINTS

• Character N/S of Larpenteur
• Reinforce the core/neighborhood center
• Key opportunity sites
• Numerous stable neighborhoods
• Barriers – RR, grade, natural areas
• Numerous opportunities for improvement focused on access to goods and services, transportation and community spaces/open spaces
COMMUNITY INSTITUTIONS

- Opportunities to improve housing (types, quality, density)
- Community services
ENVIRONMENTAL RESILIENCE

- Enhance air and environmental quality
ECONOMIC SUSTAINABILITY

- Strong opportunities for economic redevelopment
- Opportunities to increase jobs, wages and benefits
HEALTH + SAFETY

- Strong opportunities to improve active living
- Need to improve perception of safety and crime
- Opportunities to provide access to food systems
• Numerous opportunities for improved social equity and enhanced social capital
UPCOMING COMMUNITY WORKSHOP #1
• June 14th
  • Introduction Presentation
  • Breakout Sessions
    • Our Identity
    • Transportation and Safety
  • Buildings/Business
  • Meeting Recap
  • Informational Stations
TEXT

• June 20th

  • Introduction Presentation
  • Design Framework
  • Breakout Sessions
    • Streets + Blocks
    • Public Realm
    • Development + Re-development
  • Meeting Recap
  • Informational Stations
SCHEDULE
SCHEDULE

- GPC Visioning Session (Meeting #2)
  - April 20th
- GPC Meeting #3
  - May 18th
- CAG Meeting #2
  - May 30th

- Town Hall Charrette #1
  - June 14th + 20th
- CAG Meeting #3
  - June 27th
YOU ARE INVITED!

RICE-LARPENTEUR
RICE STREET-LARPENTEUR AVENUE GATEWAY VISION PLAN

Community Workshop #1
Wednesday, June 14th, 2017 • 6:00pm - 8:00pm
Washington Technology Magnet School - 2820 Great Hall
1495 Rice Street, St. Paul, MN 55117

Community Workshop #2
Wednesday, June 21st, 2017 • 6:00pm - 8:00pm
Washington Technology Magnet School - 2820 Great Hall

What is the Rice-Larpenteur Gateway Vision Plan?
The cities of Maplewood, Roseville and St. Paul have initiated a planning process to define common goals to support redevelopment and reinvestment along the Rice Street/Larpenteur Avenue Gateway Corridor. This unique opportunity will cooperatively develop an overall guiding vision for the corridor that will result in a concise set of recommendations and implementation strategies for short- and long-term improvements within the project area.

WORKSHOP #1 AGENDA
6:00 - 6:20 Meet Your Neighbors
6:20 - 7:40 Group Conversations
7:40 - 8:00 Conversation Recap

How can I stay updated?
Please make sure to visit the project website regularly to stay on top of project activities and be informed of opportunities for further input.

www.riceandlarpenteur.com

Who can I contact?
If you have any follow-up questions or concerns throughout the planning process please contact:

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QUESTIONS