RICE STREET-LARPENTEUR 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

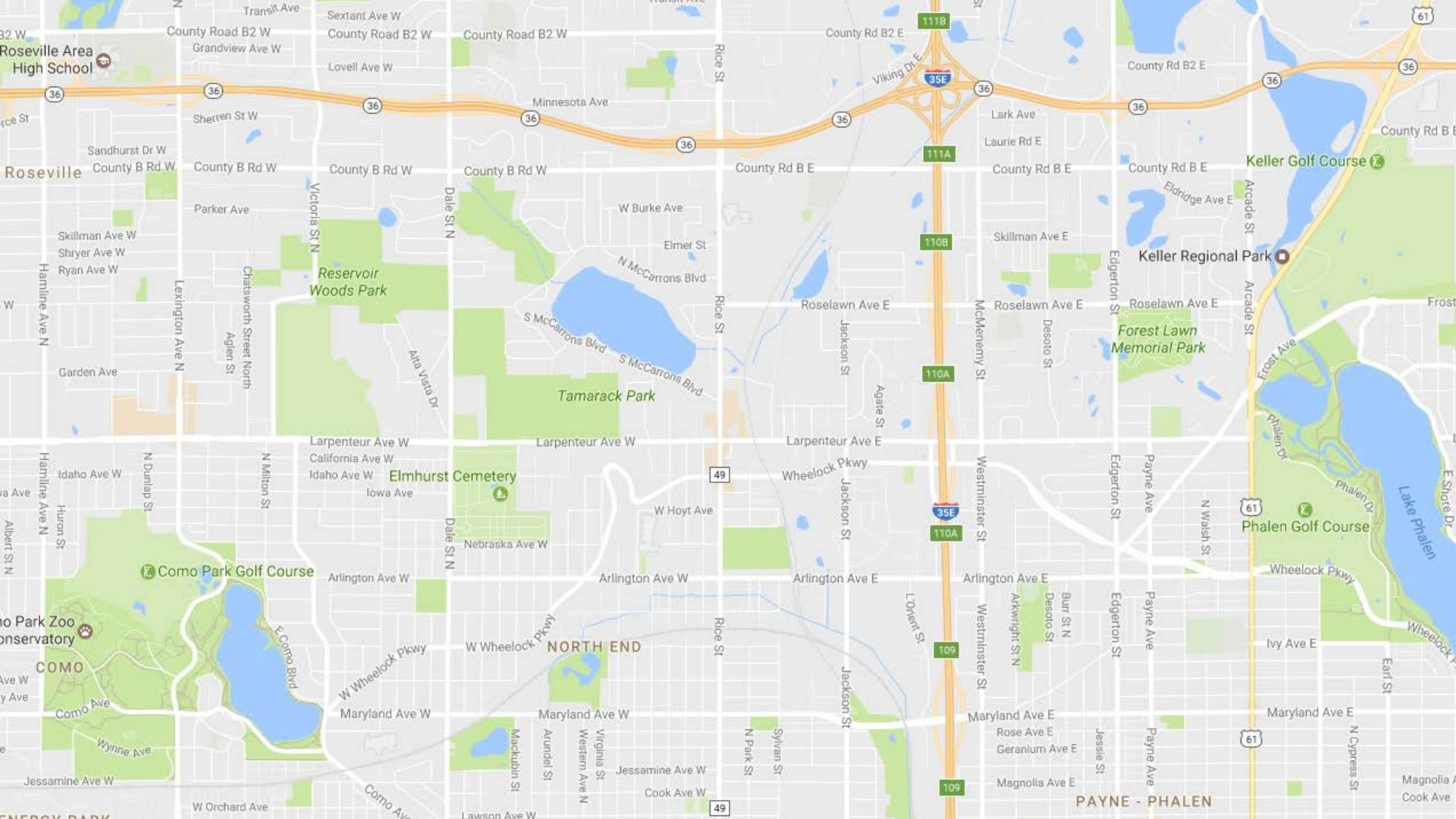
Lydia Major
Public Engagement Lead +
Senior Landscape Architect
LHB

PRELIMINARY MARKET AND ECONOMIC ANALYSIS

TOPICS

1. Study Area Definition
2. Demographics
3. Market Conditions
4. Development Analysis

STUDY AREA DEFINITION


Roseville Area High School
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Grandview Ave W
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Minnesota Ave
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Sandhurst Dr W
County B Rd W
Roseville
Parker Ave
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Shryer Ave W
Ryan Ave W
Hamline Ave N
Lexington Ave N
Victoria St N
Chatsworth Street North
Aglen St
Reservoir Woods Park
Garden Ave
Dale St N
Alta Vista Dr
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S McCarrons Blvd
Tamarack Park
Rice St
Larpenteur Ave W
California Ave W
Idaho Ave W
Iowa Ave
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N Dunlap St
N Milton St
Huron St
Albert St N
W Hoyt Ave
Nebraska Ave W
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Keller Regional Park
Forest Lawn Memorial Park
Frost Ave
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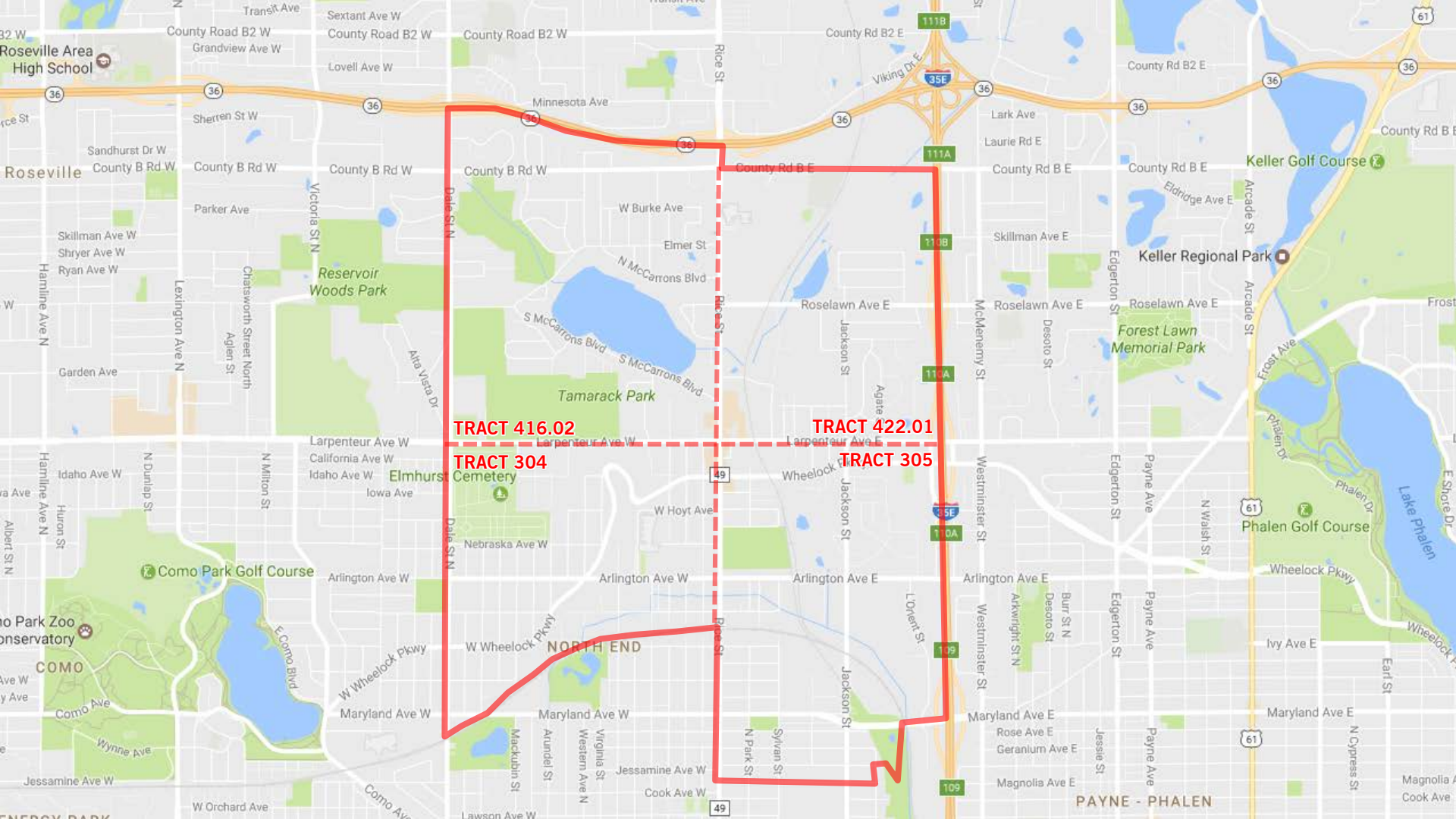
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Roseville Area High School
Roseville
Reservoir Woods Park
Tamarack Park
Elmhurst Cemetery
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Larpenteur Ave W
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Nebraska Ave W
Arlington Ave W
Arlington Ave E
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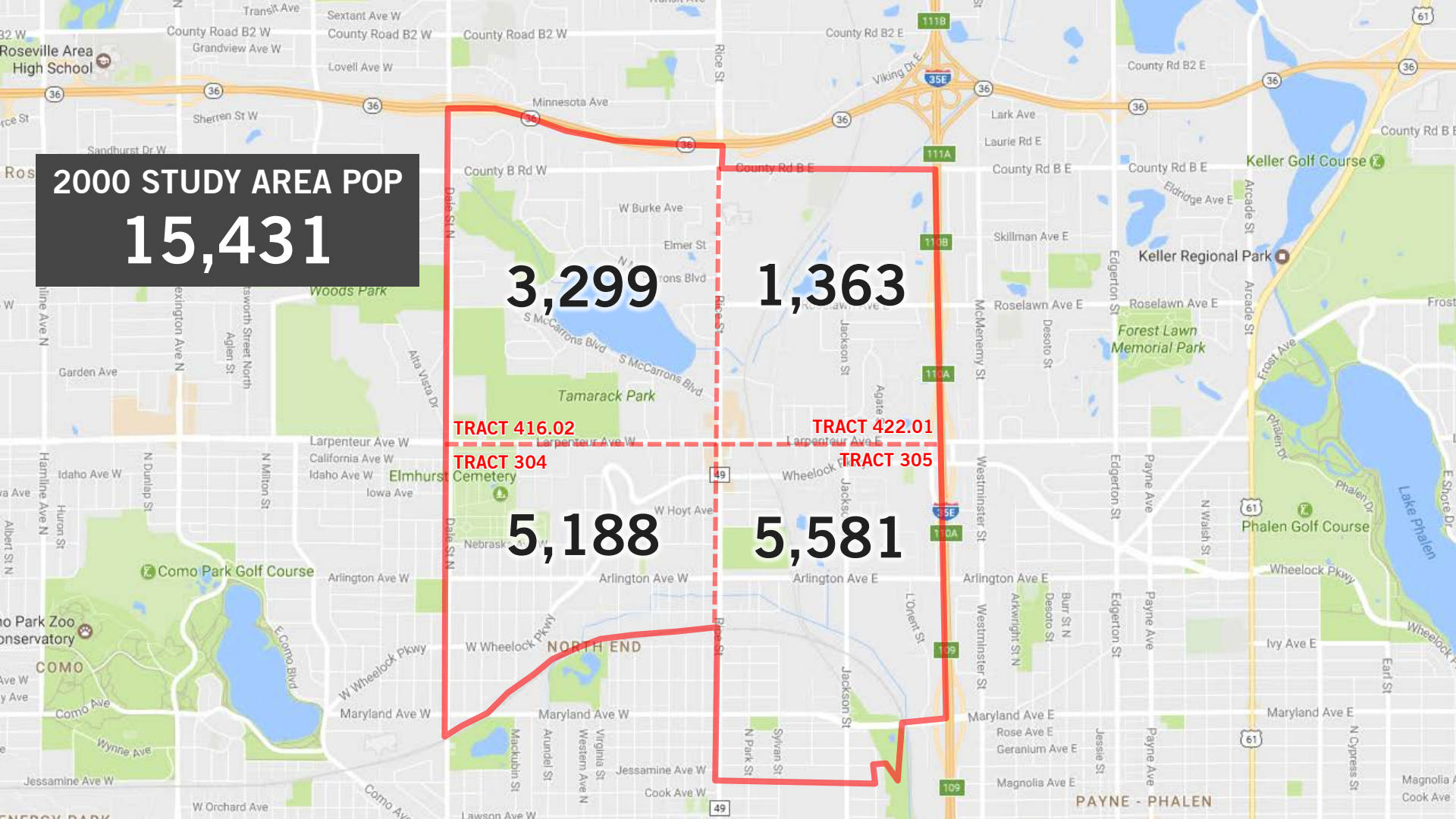
2000 STUDY AREA POP
15,431
3,299
1,363
5,188
5,581
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Roseville Area High School
Keller Golf Course
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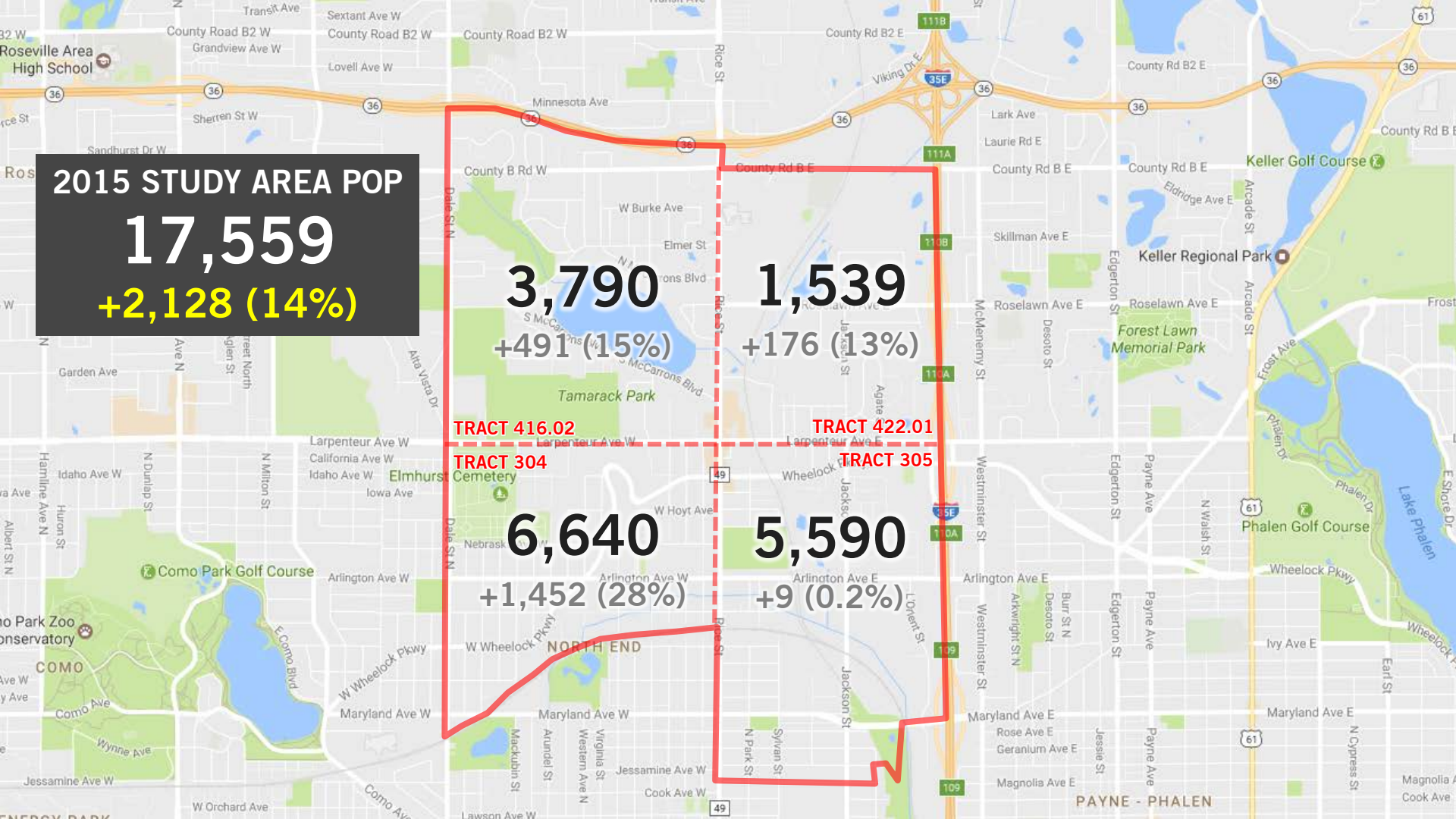
2015 STUDY AREA POP
17,559
+2,128 (14%)
3,790
+491 (15%)
1,539
+176 (13%)
6,640
+1,452 (28%)
5,590
+9 (0.2%)
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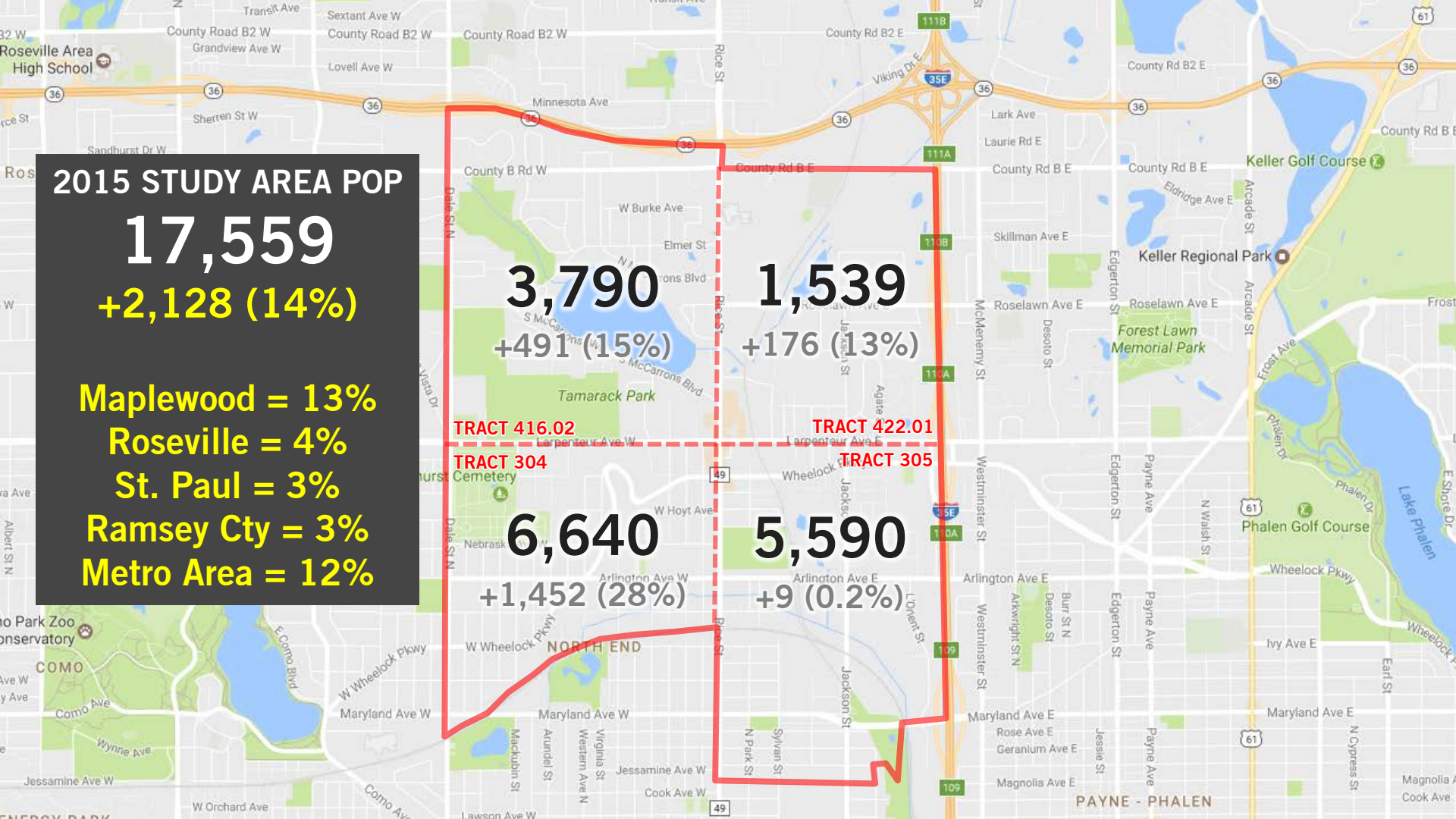
COMO
PAYNE - PHALEN


2015 STUDY AREA POP
17,559
+2,128 (14%)
Maplewood = 13%
Roseville = 4%
St. Paul = 3%
Ramsey Cty = 3%
Metro Area = 12%
3,790
+491 (15%)
1,539
+176 (13%)
6,640
+1,452 (28%)
5,590
+9 (0.2%)
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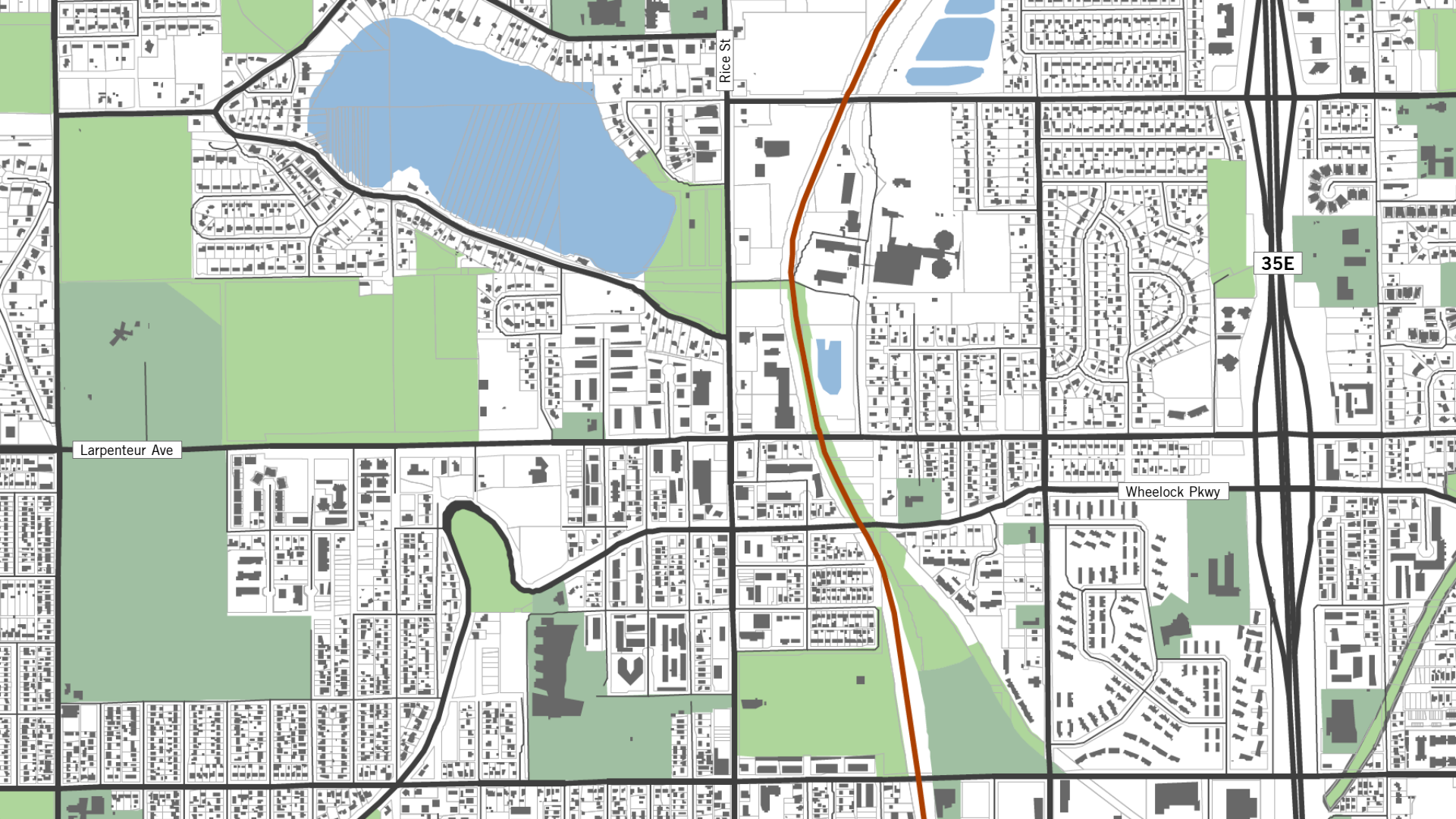
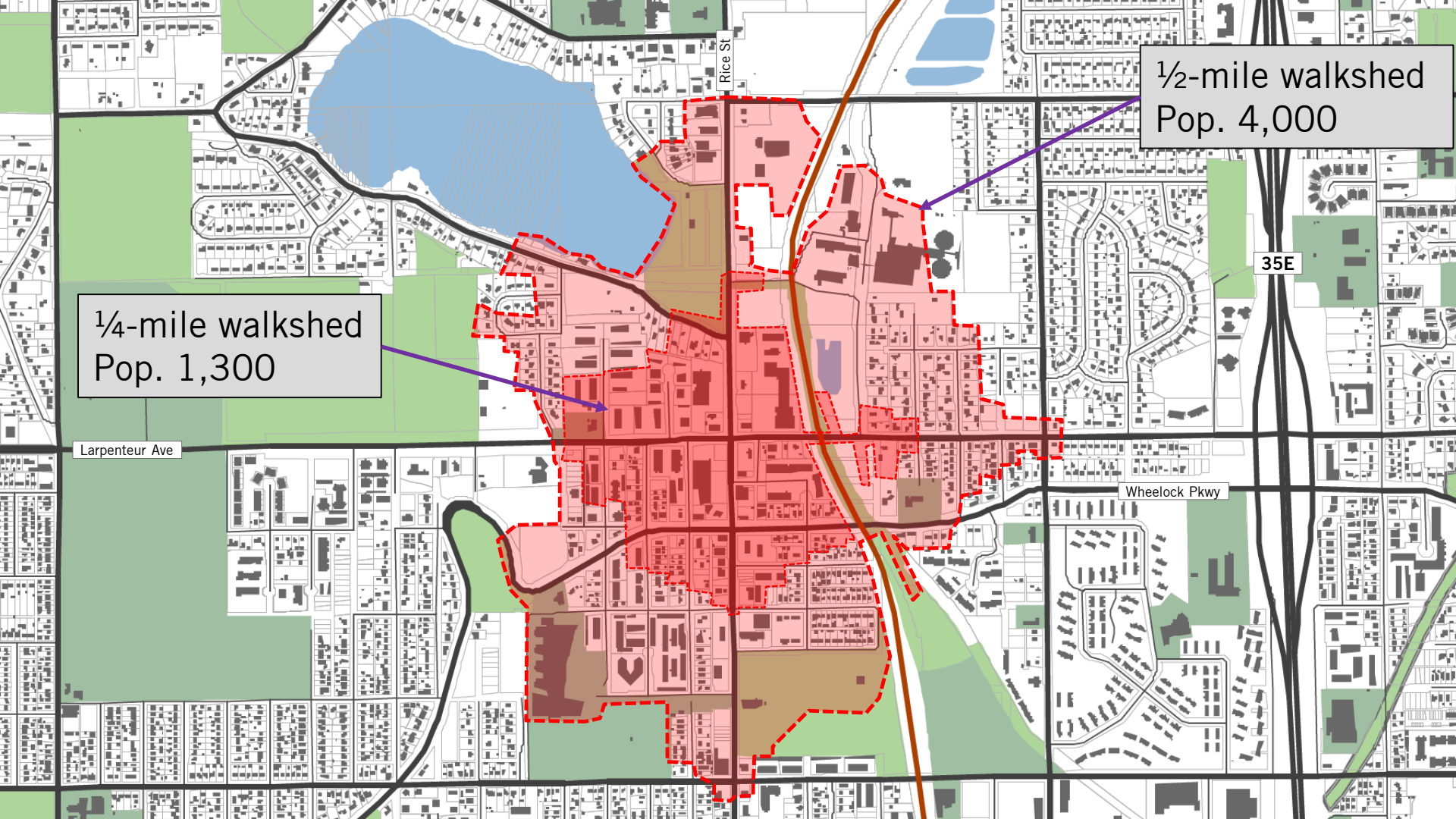
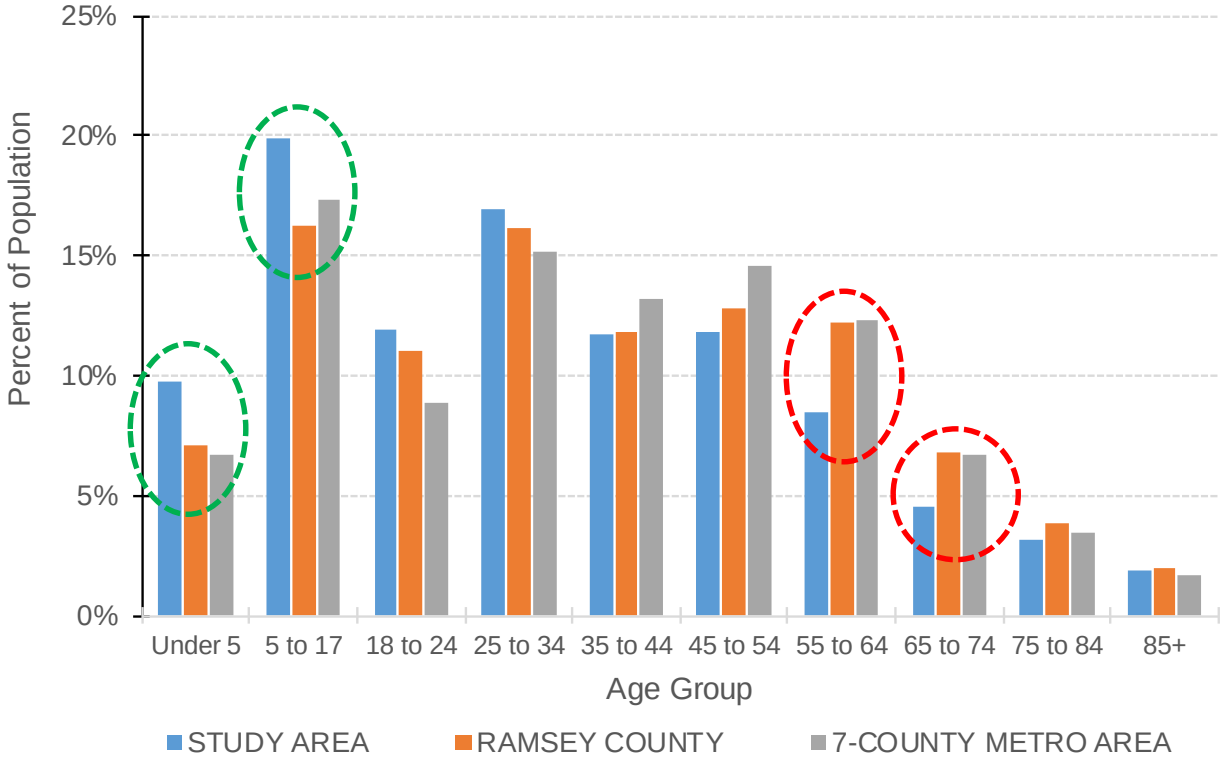

Rice St
35E
Larpenteur Ave
Wheelock Pkwy


½-mile walkshed
Pop. 4,000
¼-mile walkshed
Pop. 1,300
Rice St
35E
Larpenteur Ave
Wheelock Pkwy

DEMOGRAPHICS

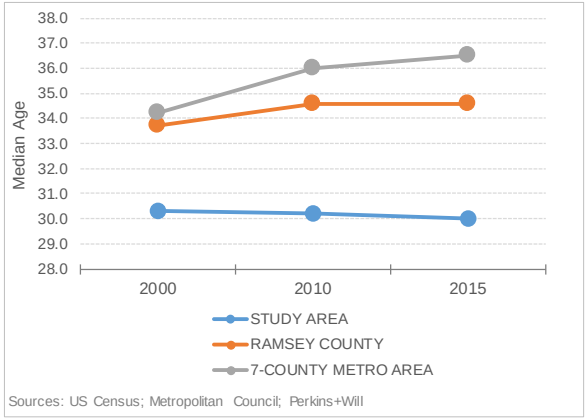
AGE DISTRIBUTION (2015)



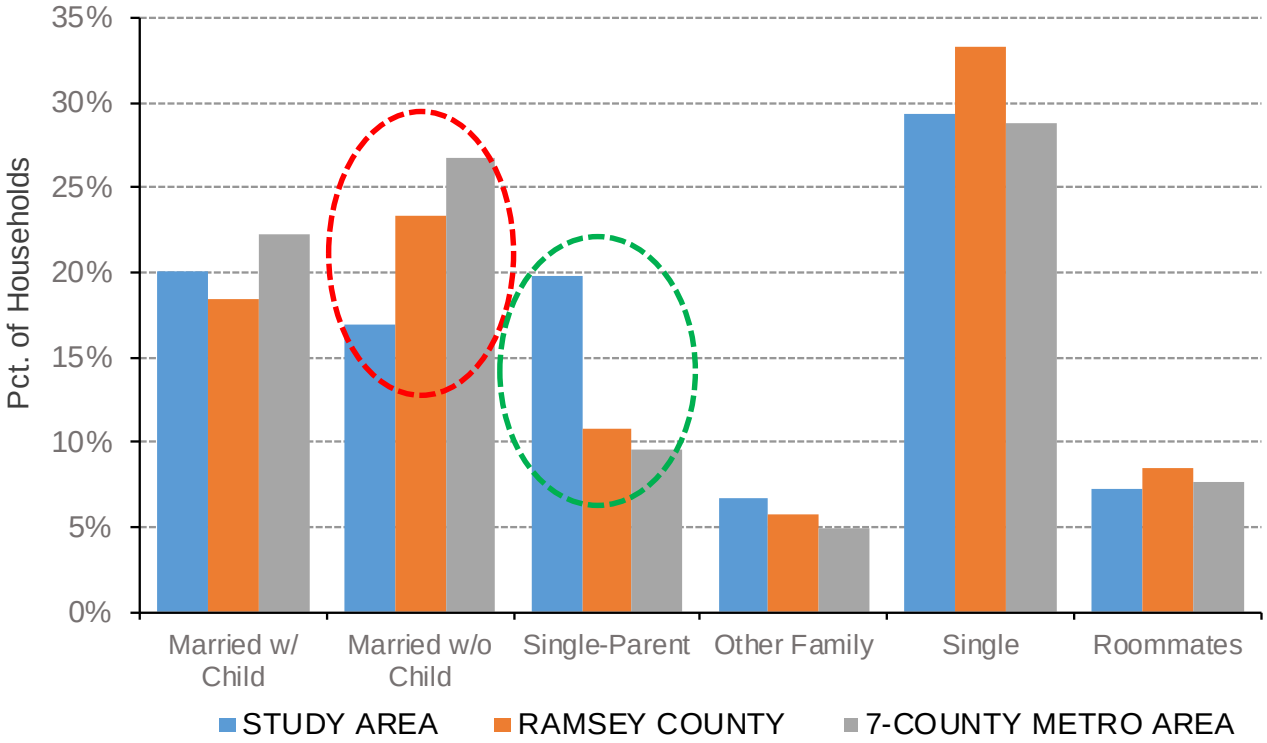
Sources: US Census; Metropolitan Council

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

Median Age 2000-2015



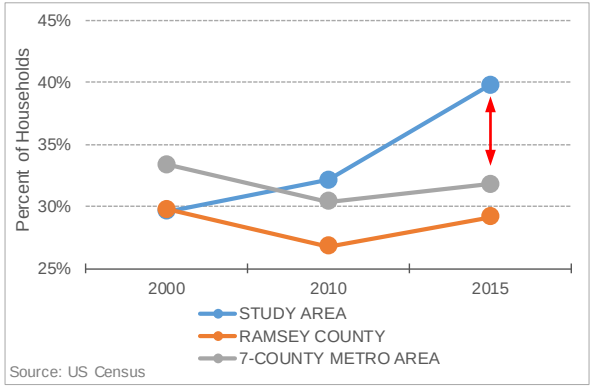
HOUSEHOLD TYPE (2015)



Source: US Census

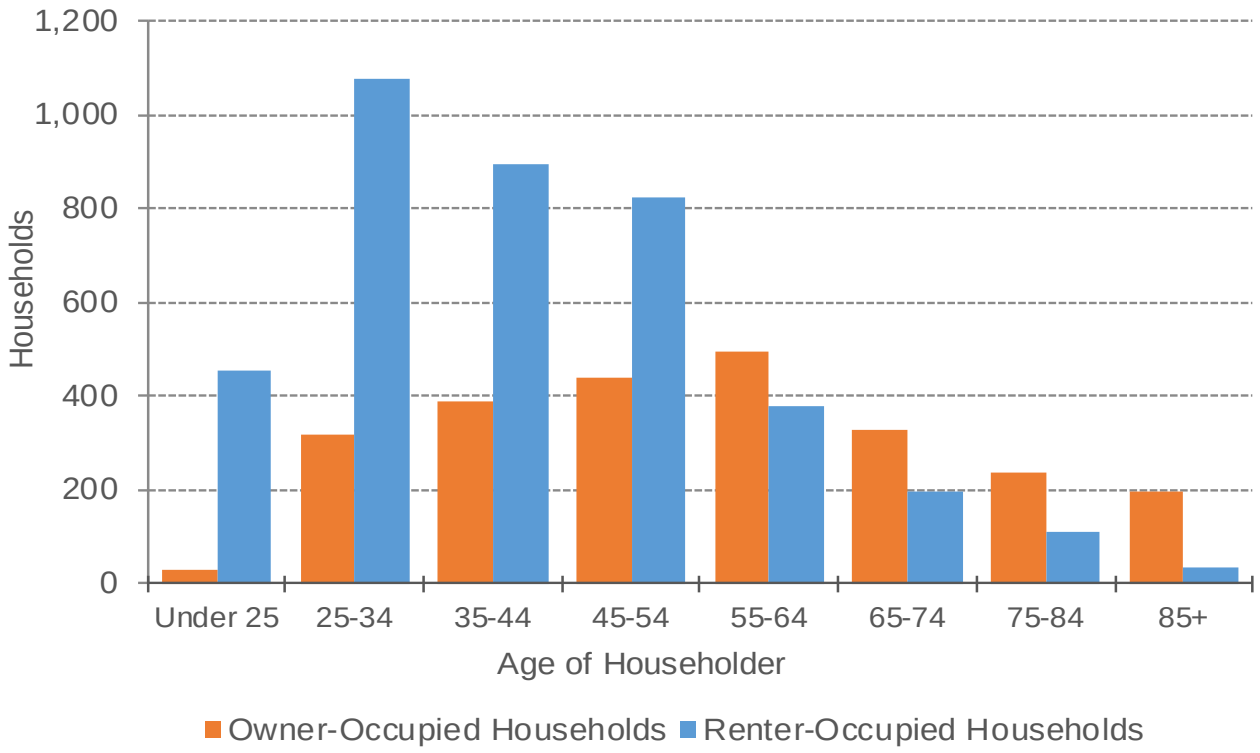
- High proportion of single-parent households, which has been increasing in recent years

Households with Children 2000-2015



Source: US Census

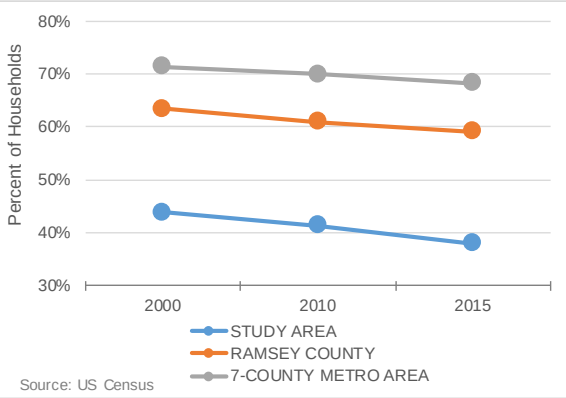
TENURE (2015)



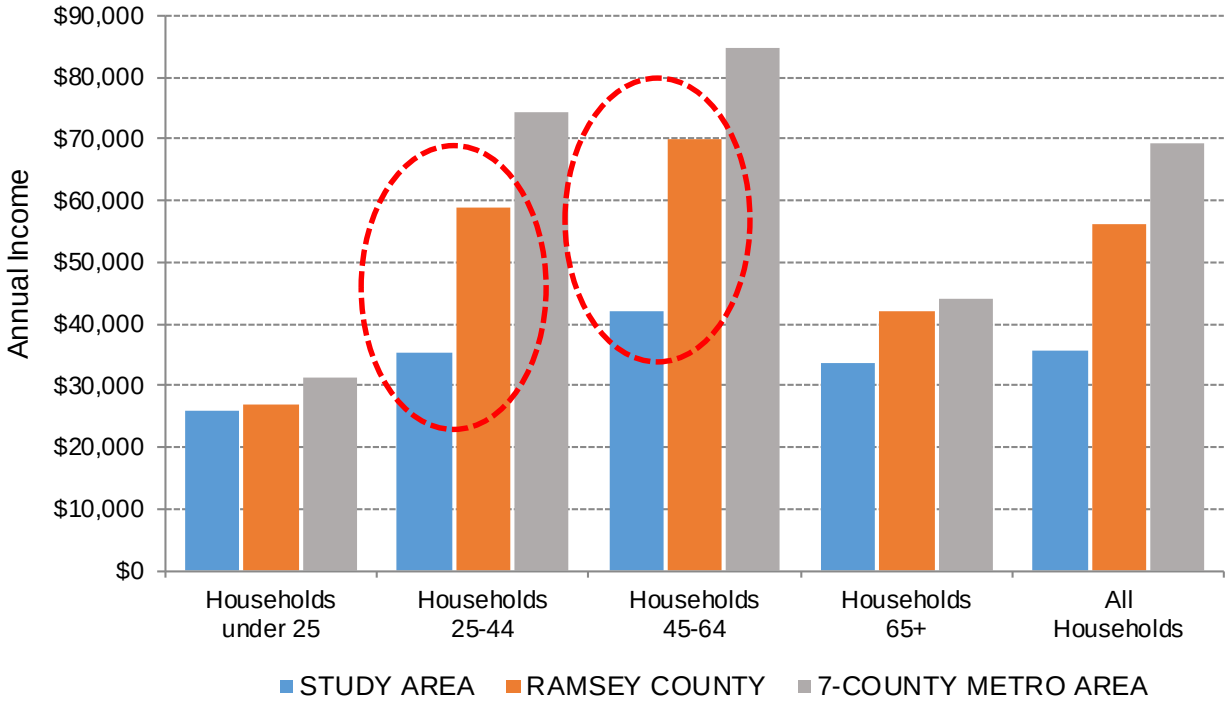
Source: US Census: 2011-2015 American Community Survey

- 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



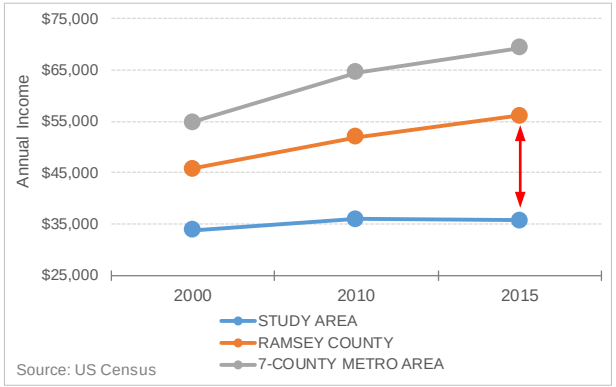
HOUSEHOLD INCOME (2015)



Source: US Census

- Incomes are very low in the Study Area and the gap between the County and region has been widening in recent years

Median Household Income 2000-2015

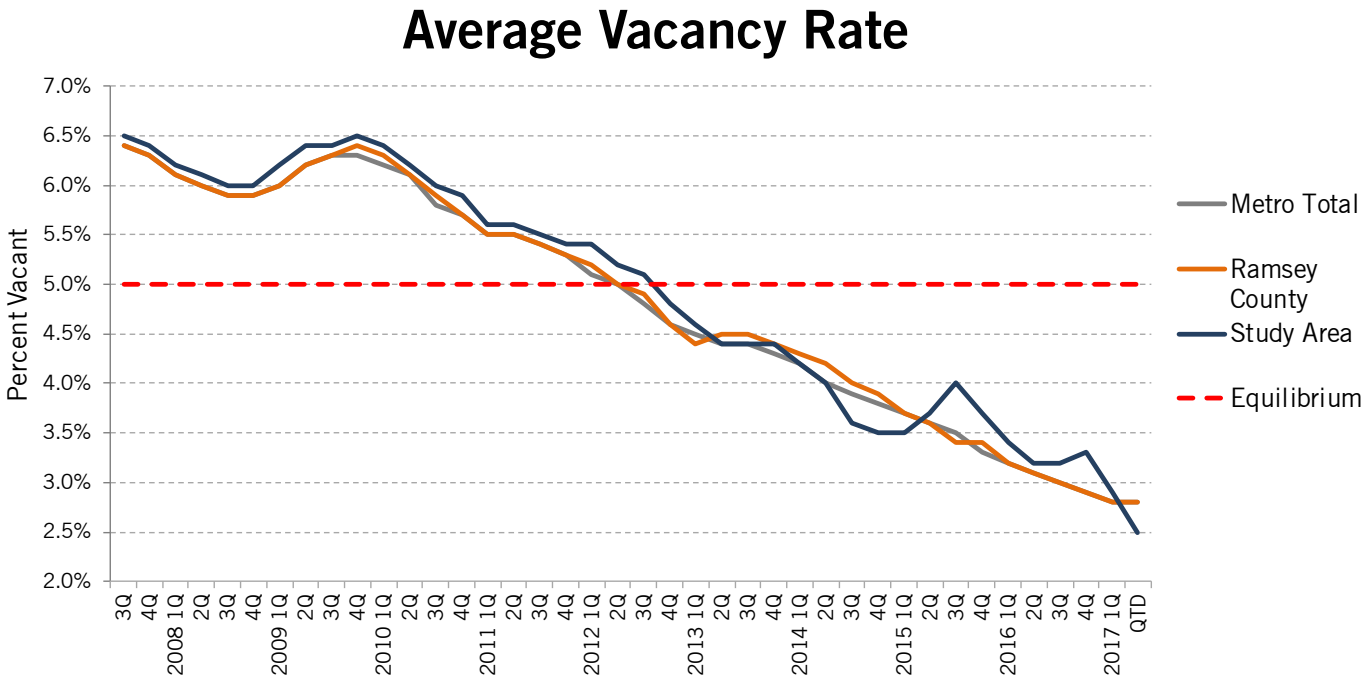


MARKET CONDITIONS

HOUSING

RENTAL MARKET TRENDS

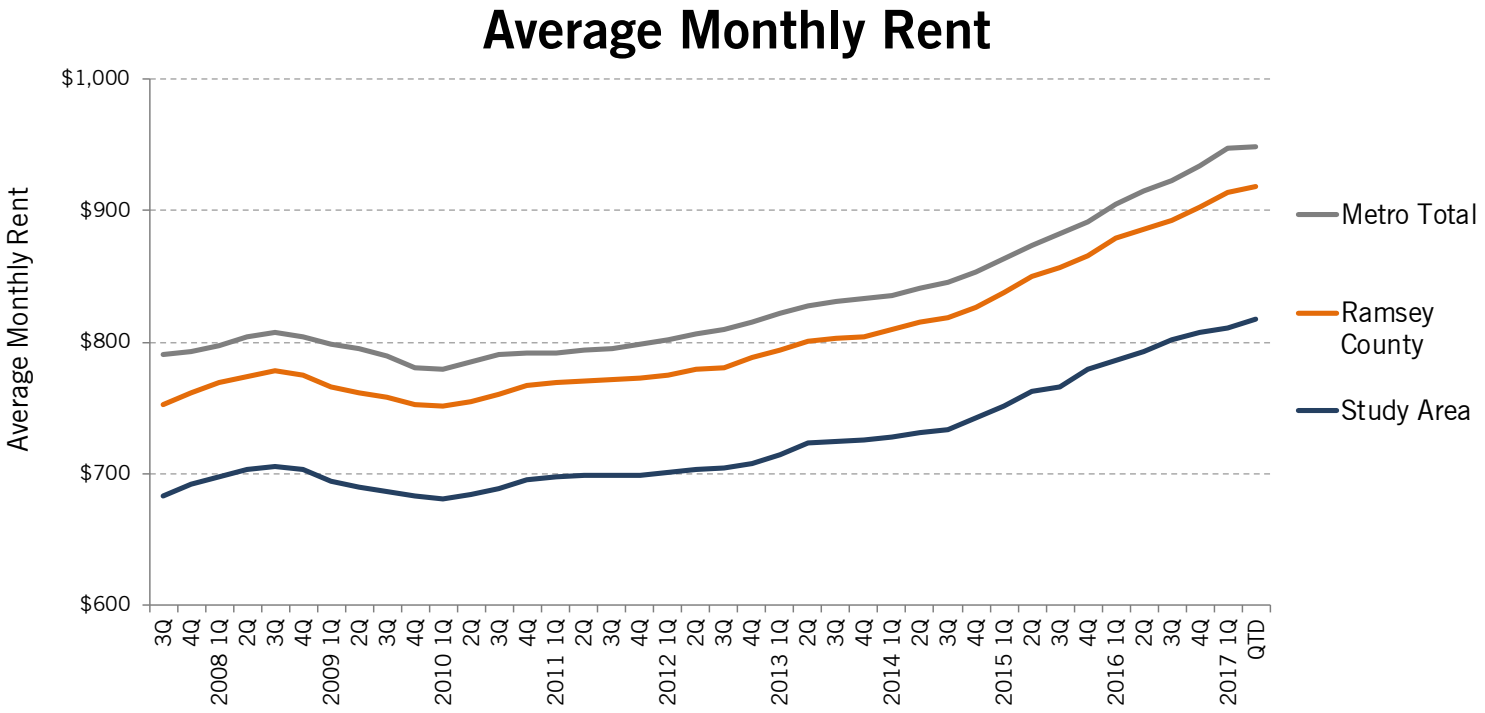
- Buildings built in 1960s and 1970s
- Very tight market in all submarkets



Source: CoStar

RENTAL MARKET TRENDS

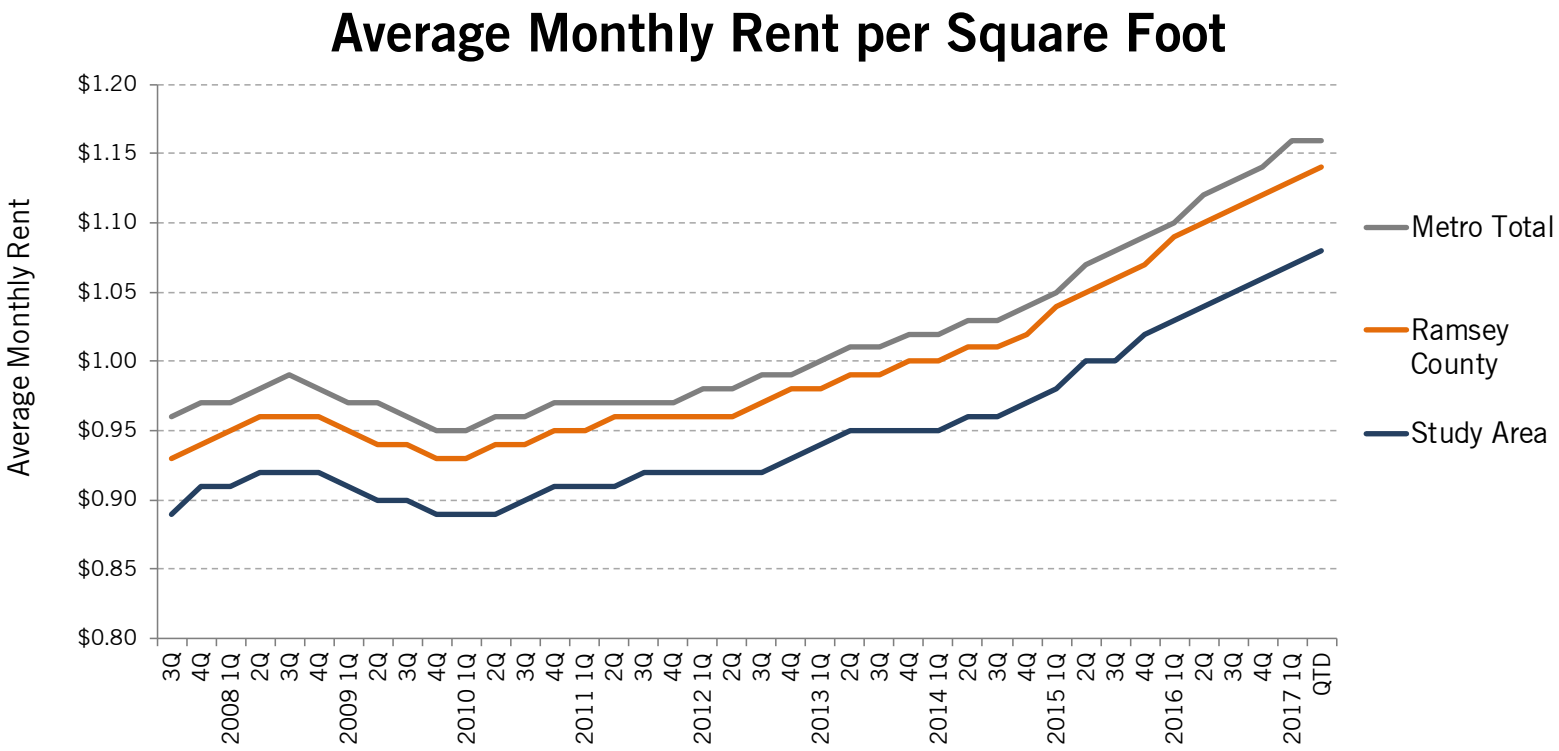
- Rents have been rising steadily since 2012
- Study area rents are consistently about 13% below the Metro Area average



Source: CoStar

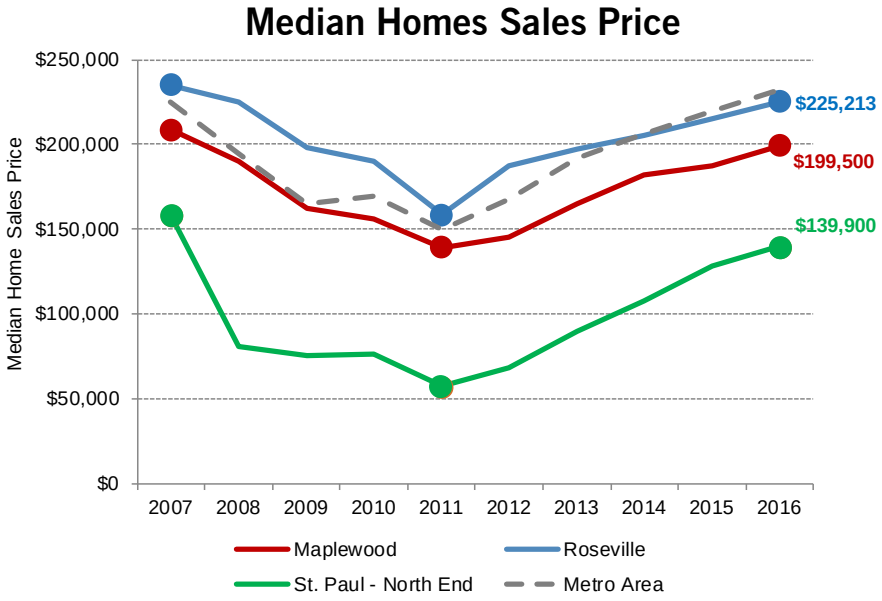
RENTAL MARKET TRENDS

- Controlling for unit size, Study area rents are about 7% below the Metro Area average

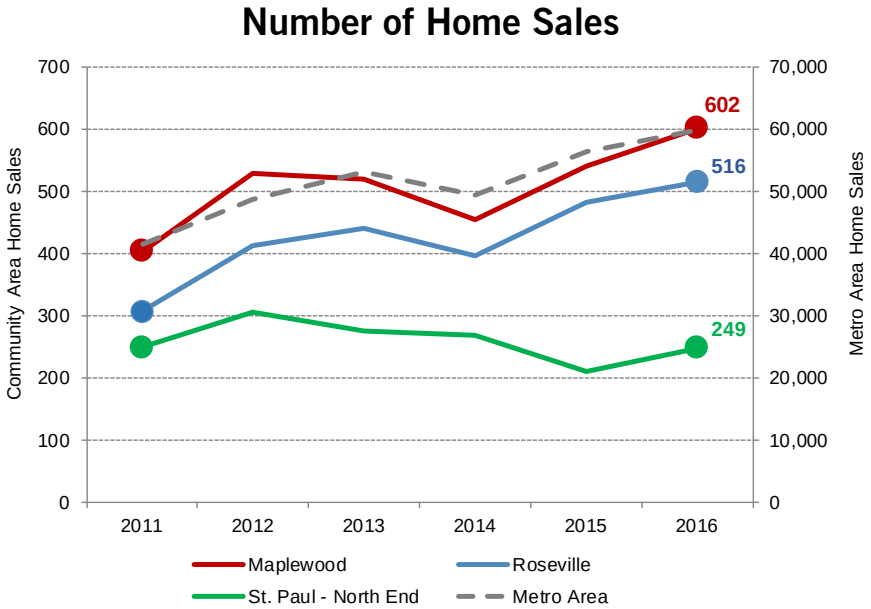


Source: CoStar

FOR-SALE MARKET TRENDS



Source: Minneapolis Area Association of Realtors

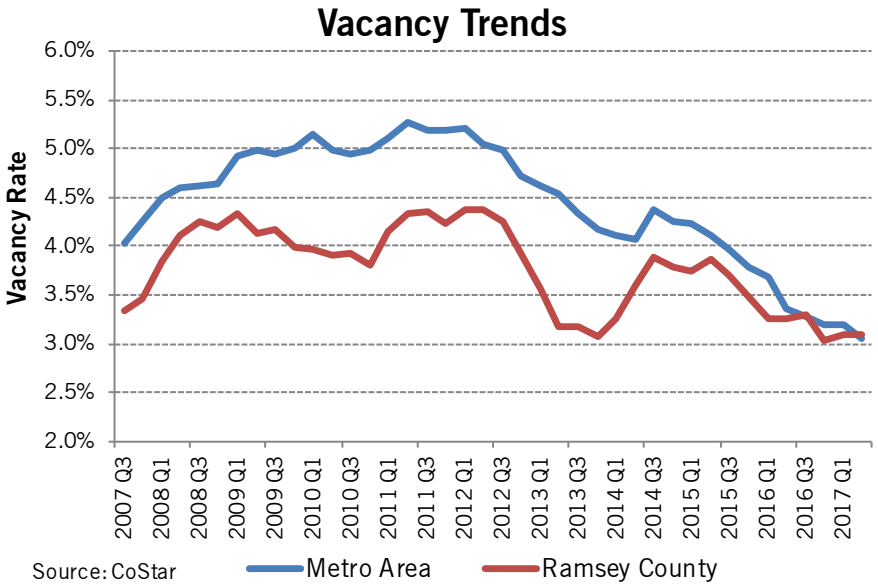


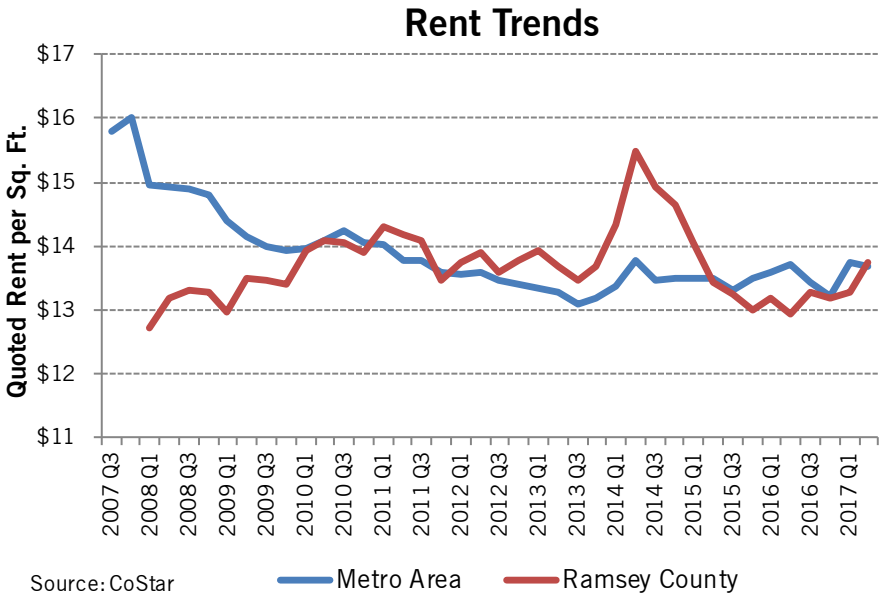
Source: Minneapolis Area Association of Realtors

- For-sale market has improved dramatically since 2011.

RETAIL

MACRO RETAIL TRENDS



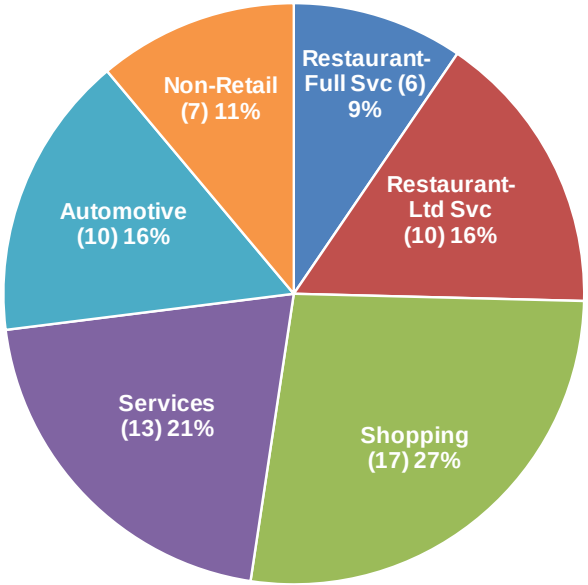


- Vacancy has declined in recent years, but rents have struggled to rise

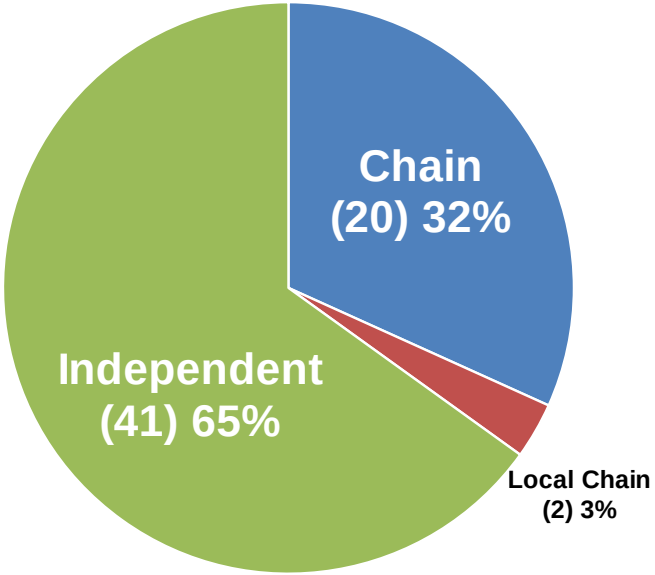
RICE-LARPENTEUR RETAIL

- 63 Businesses
- ANCHORS: Setzers; Walgreens; myThriftStore

BUSINESS TYPE

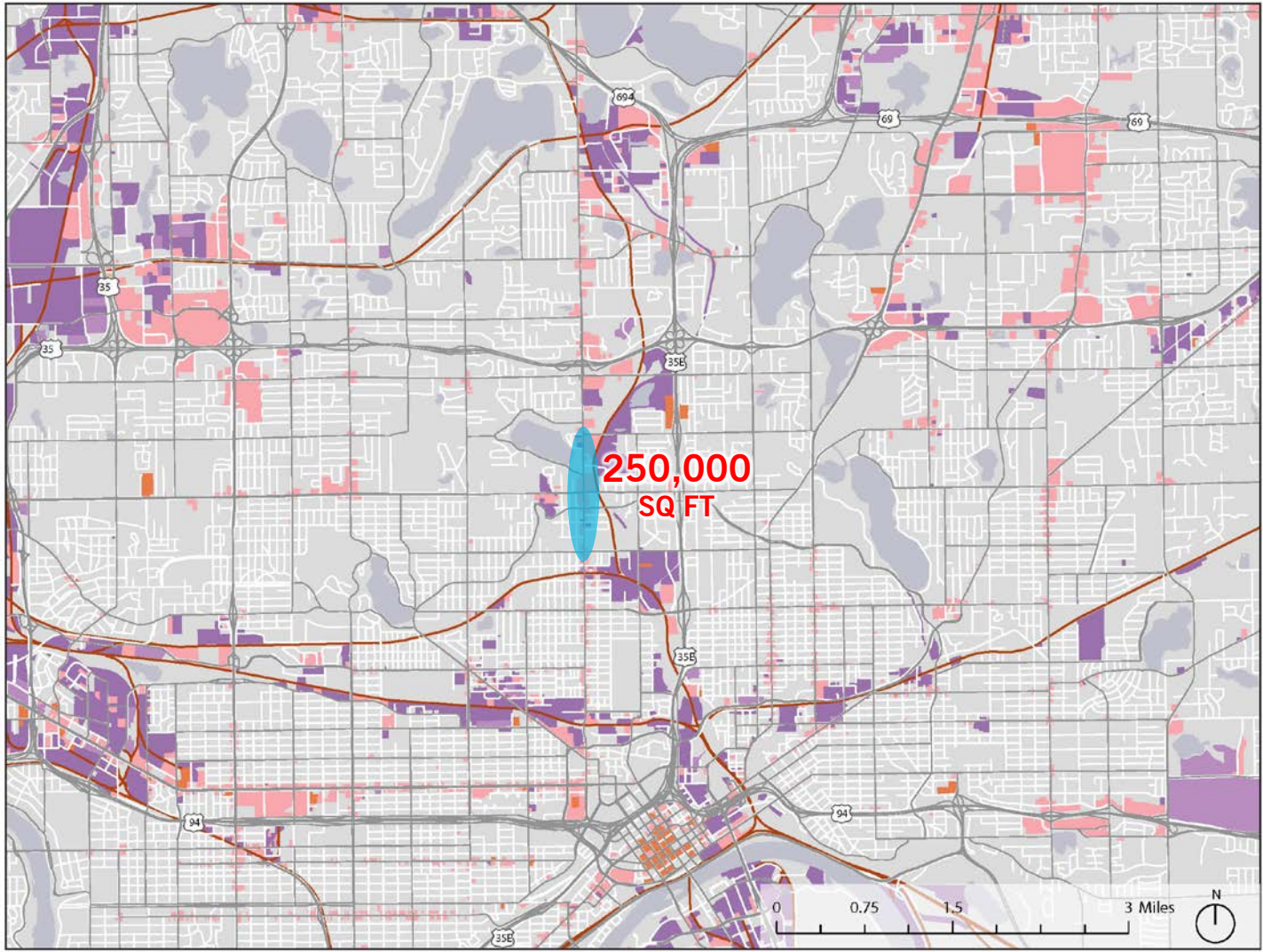


OWNERSHIP



RICE-LARPENTEUR RETAIL

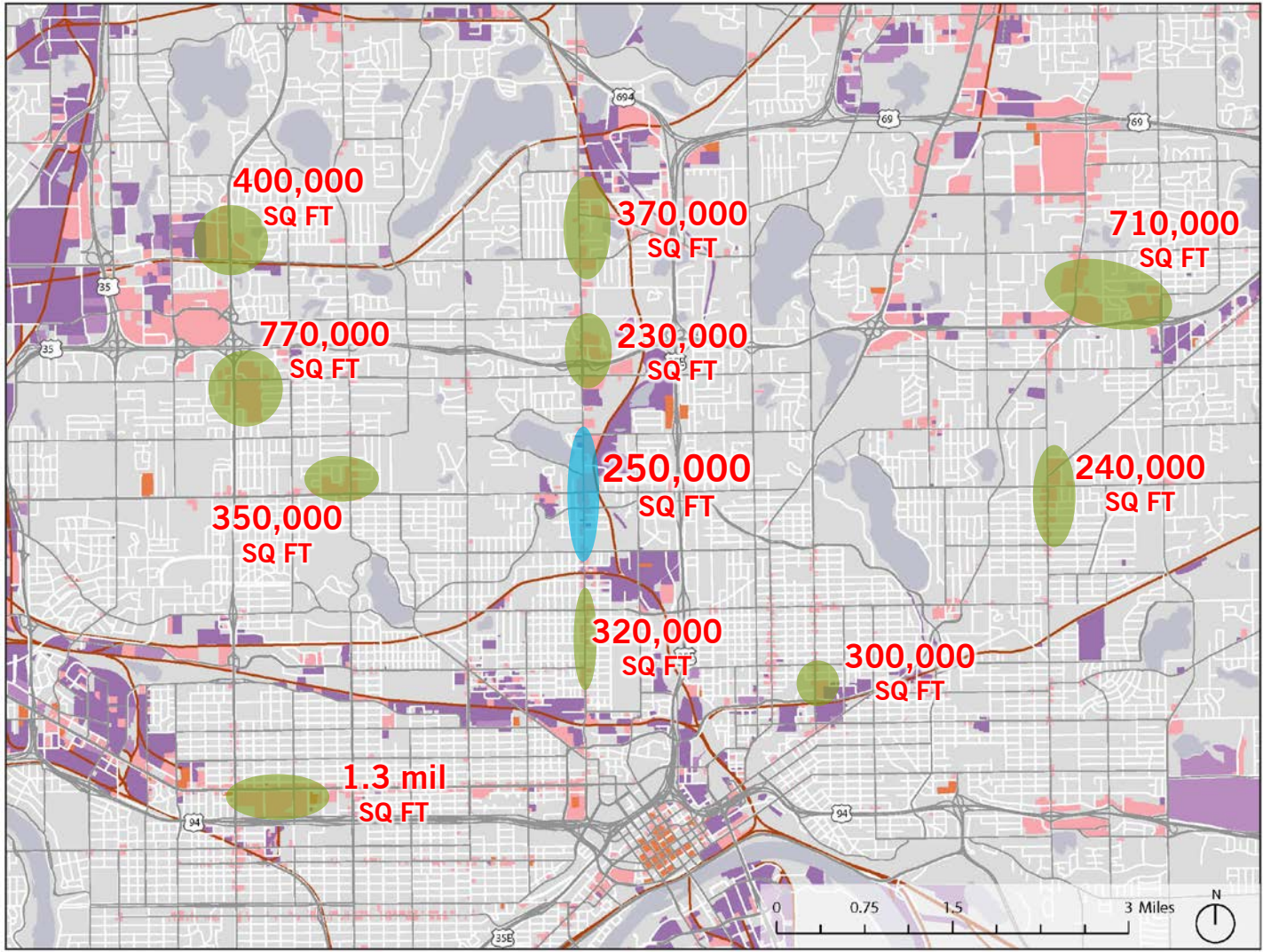
- 63 Businesses
- ANCHORS: Setzers
  Walgreens
  myThriftStore
- 250,000 sq ft of commercial space
- 120,000 sq ft in 3 main strip ctrs
  - 40% of businesses
- 3 vacant spaces



PERKINS+WILL

COMPETITIVE RETAIL DISTRICTS

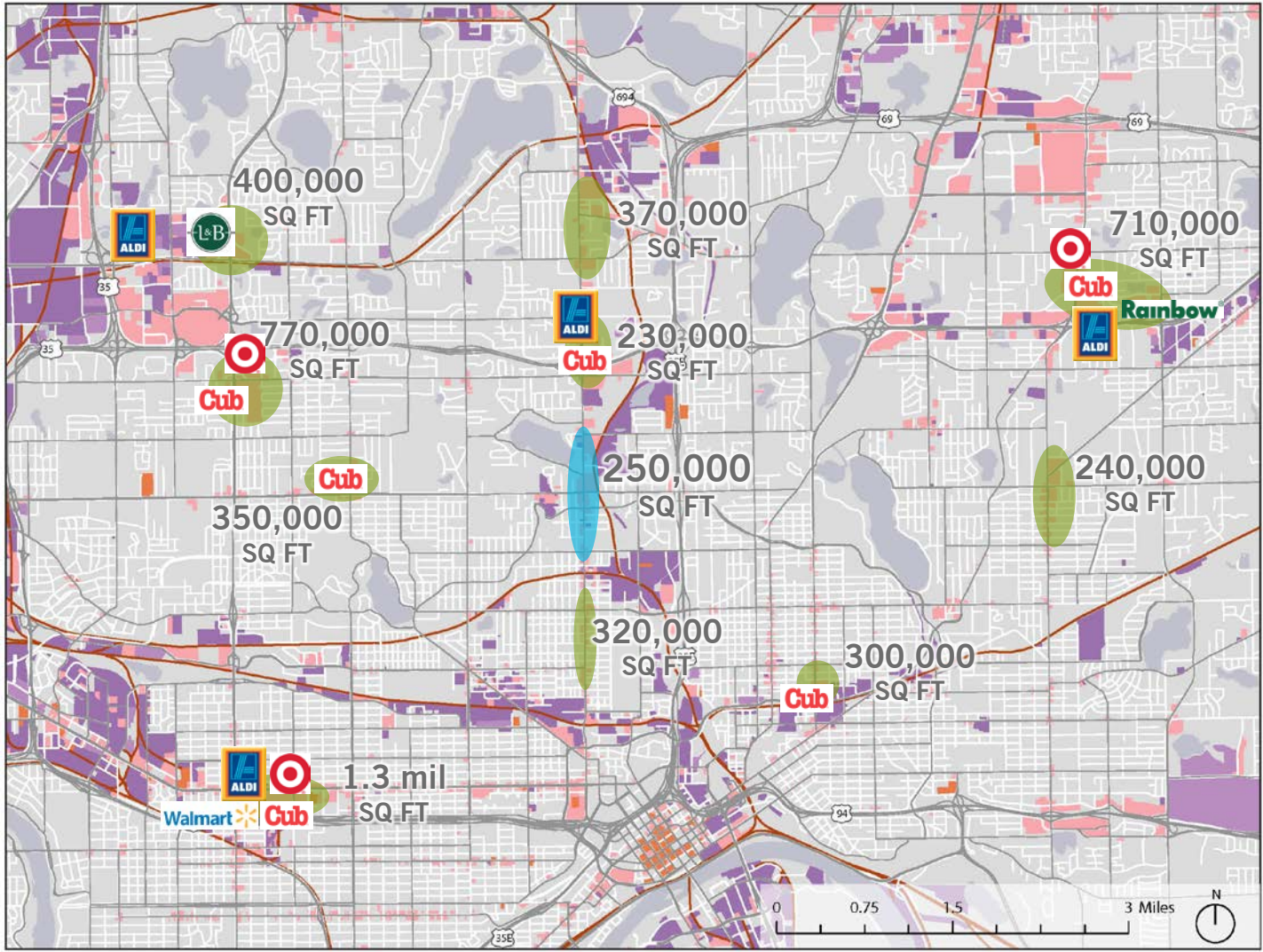
- Study Area proximate to other districts with stronger anchors
- Trade area "leaks" spending to other districts



PERKINS+WILL

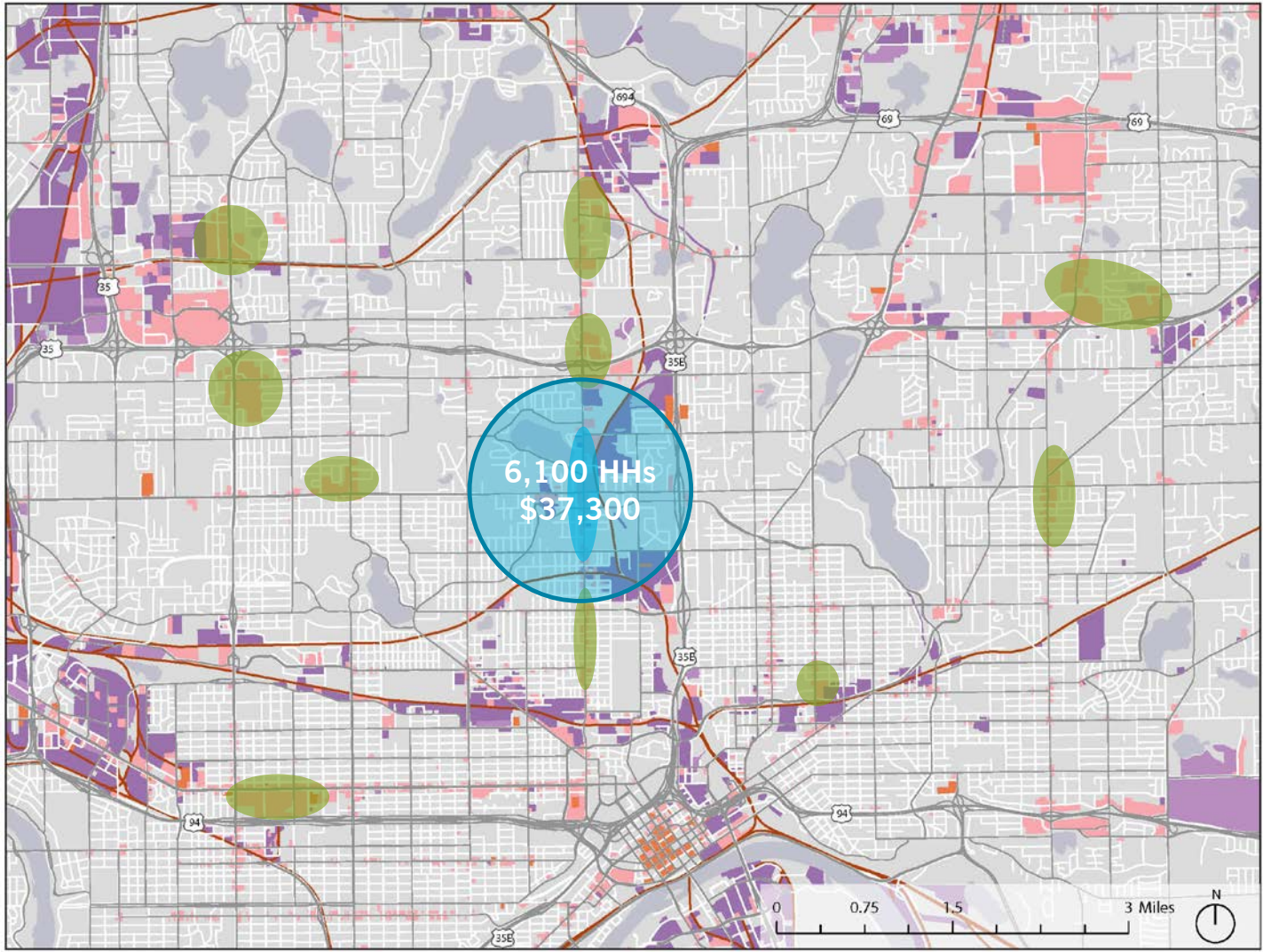
COMPETITIVE RETAIL DISTRICTS

- Grocery is an important anchor for many of the competitive retail districts



COMPETITIVE RETAIL DISTRICTS

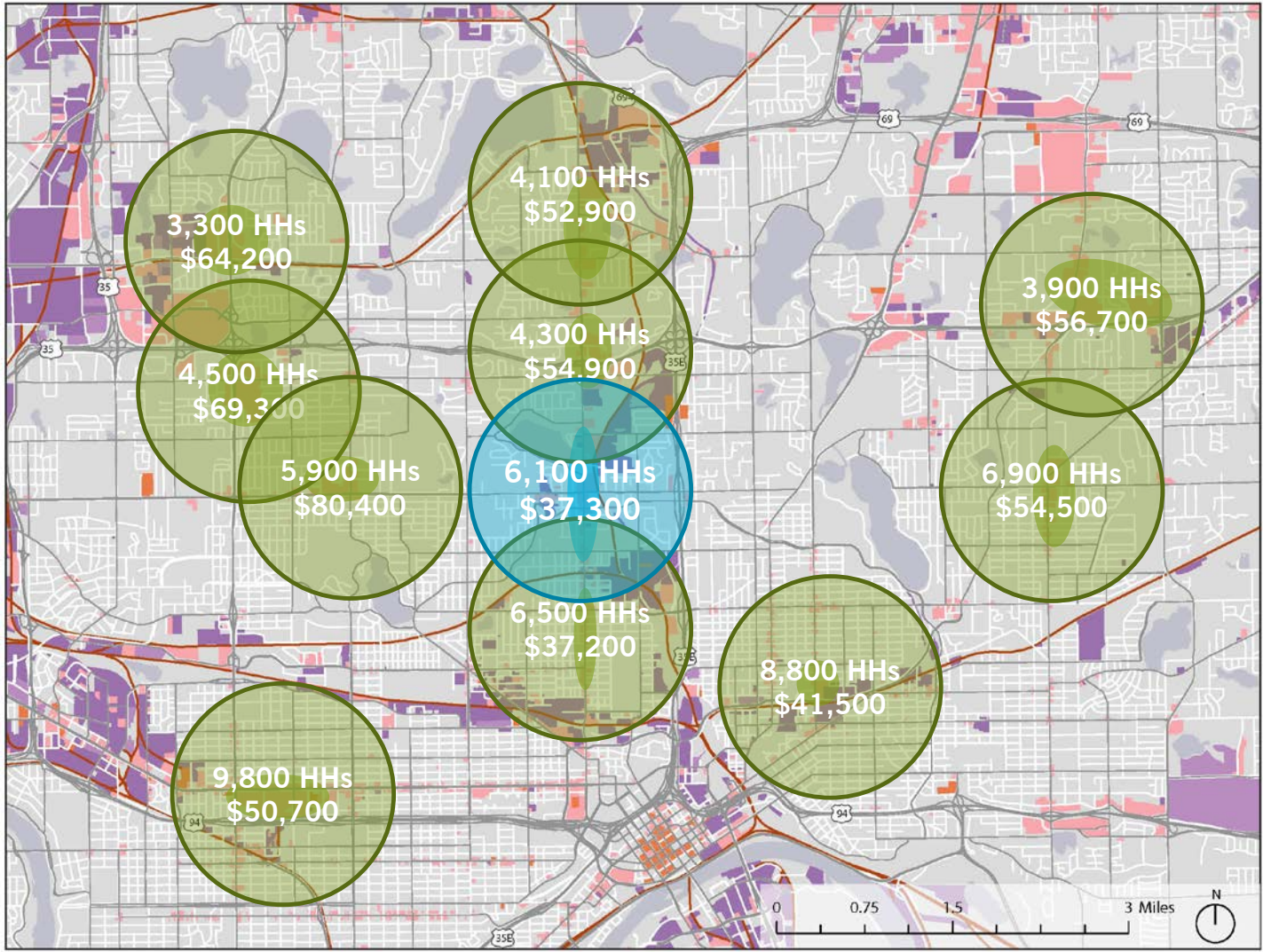
- **6,100** households within 1 mile radius
- **$37,300** is the median HH income



PERKINS+WILL

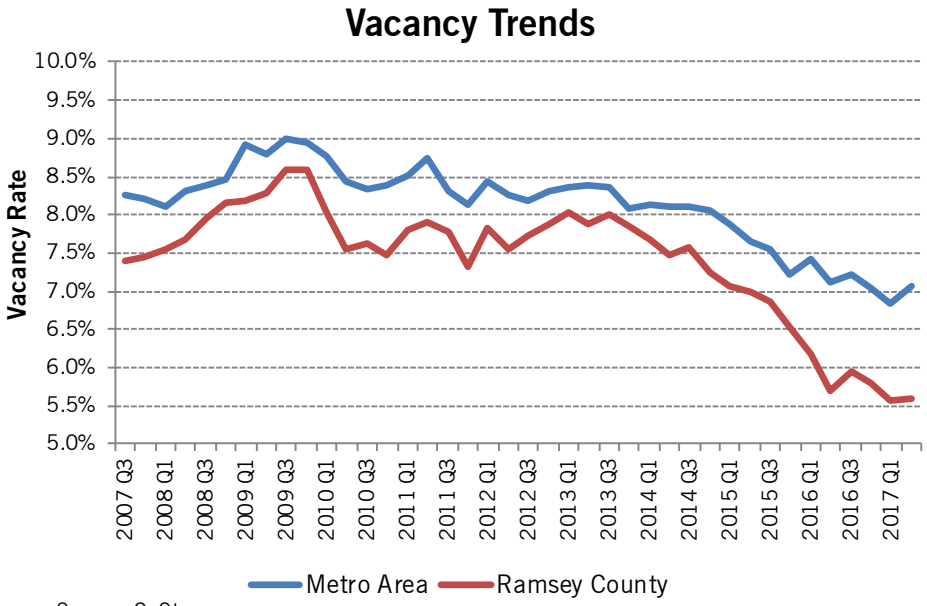
COMPETITIVE RETAIL DISTRICTS

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

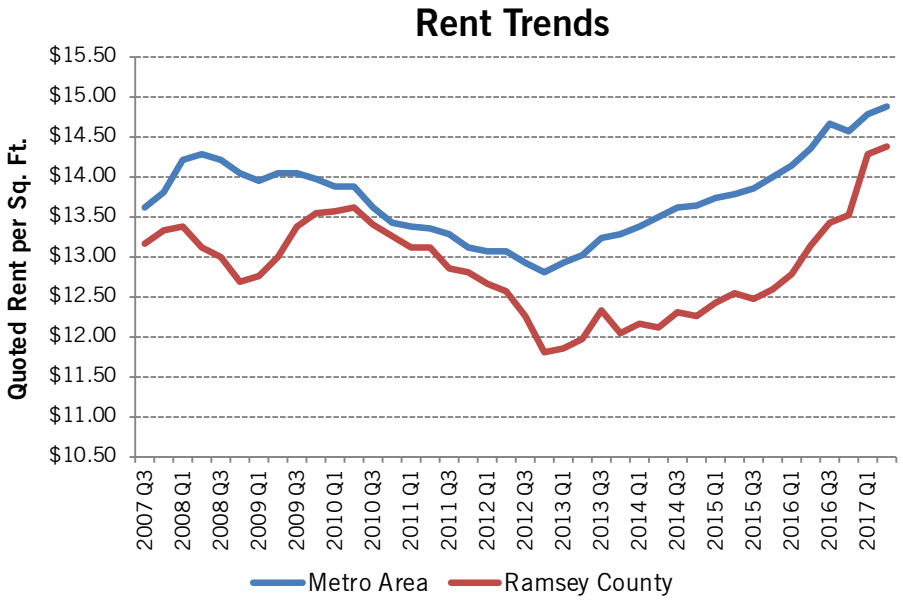


OFFICE

MACRO OFFICE TRENDS



Source: CoStar



Source: CoStar

- 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

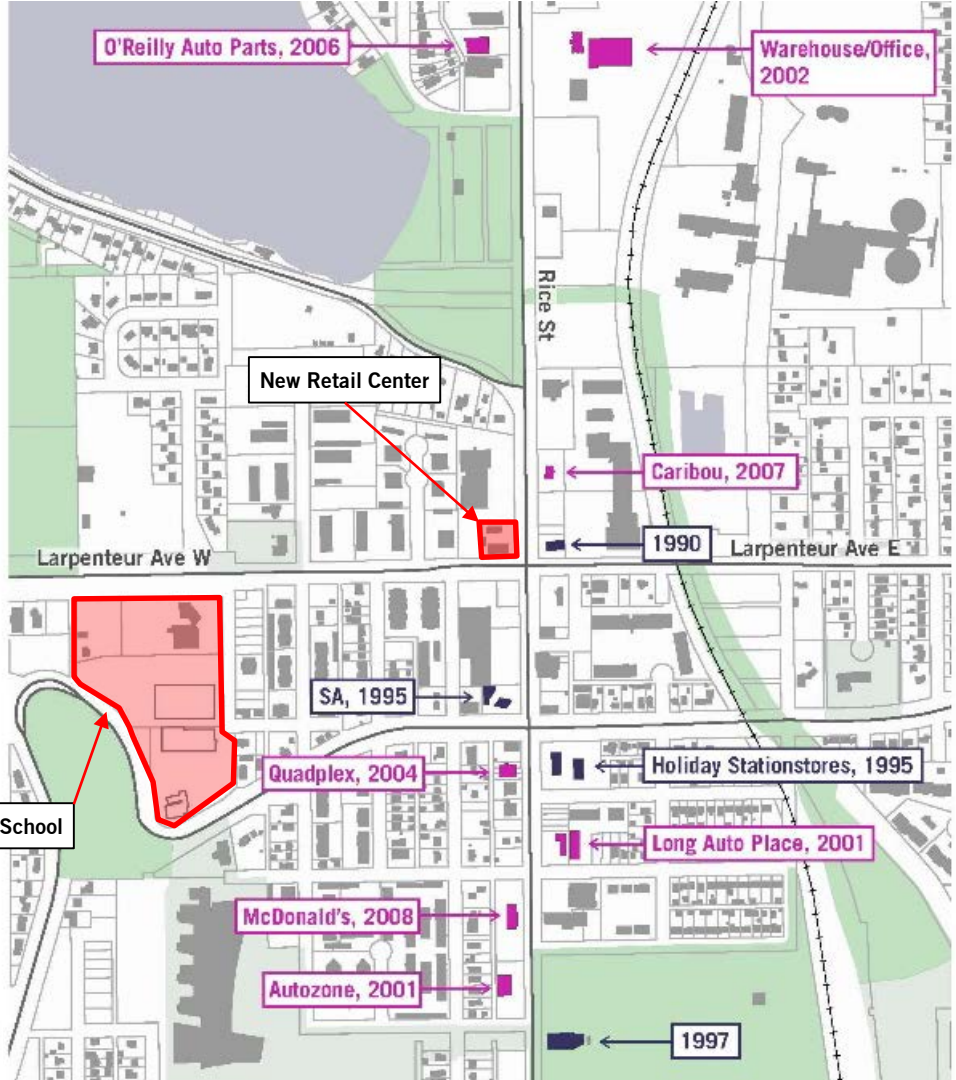
DEVELOPMENT ANALYSIS

Development Momentum

- One new building in past 10 years (McDonalds)
- Only 11 new buildings since 1990

New Activity

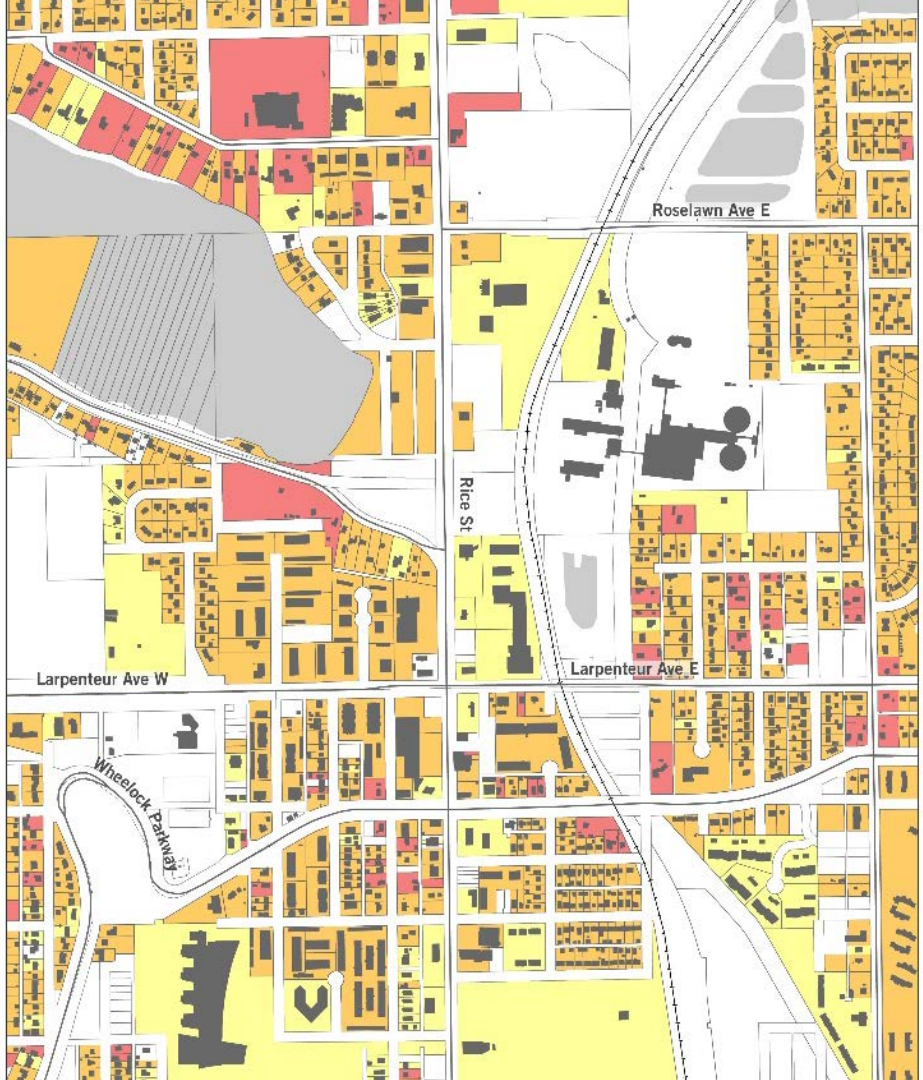
- Charter school under construction
- Former gas station under development



PERKINS+WILL

BUILDING AGE

- Older buildings can be subject to obsolescence or deferred maintenance
- Such buildings may generate developer interest



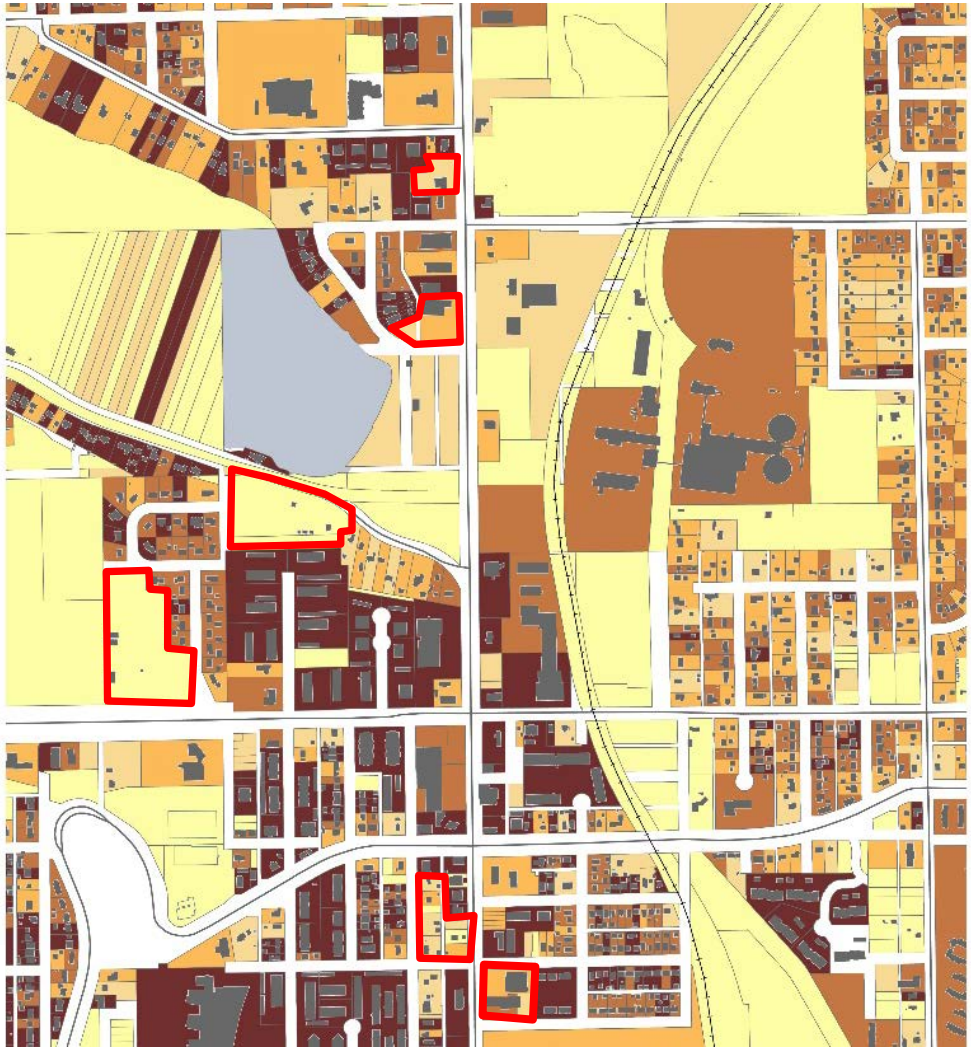
BUILDING AGE
(Ramsey County Assesor)

- Less than 40 years
- 40-80 years
- More than 80 years

PERKINS+WILL

PROPERTY VALUES

- Low property values may generate developer interest
- Properties near amenities or along high traffic roadways may generate interest



2017 ESTIMATED MARKET VALUE PER SQUARE FOOT
(Ramsey County Assesor)

- $20+
- $16-20
- $11-15
- $6-10
- $0-5

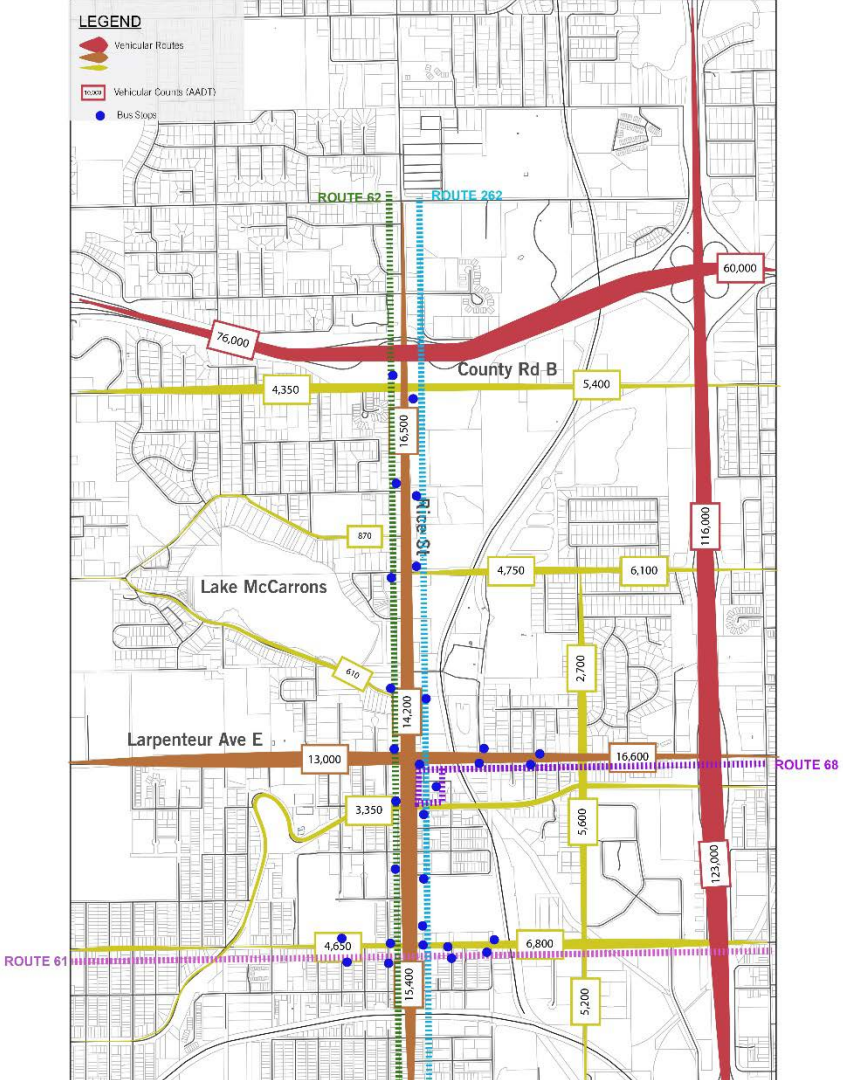
TAKEAWAYS

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



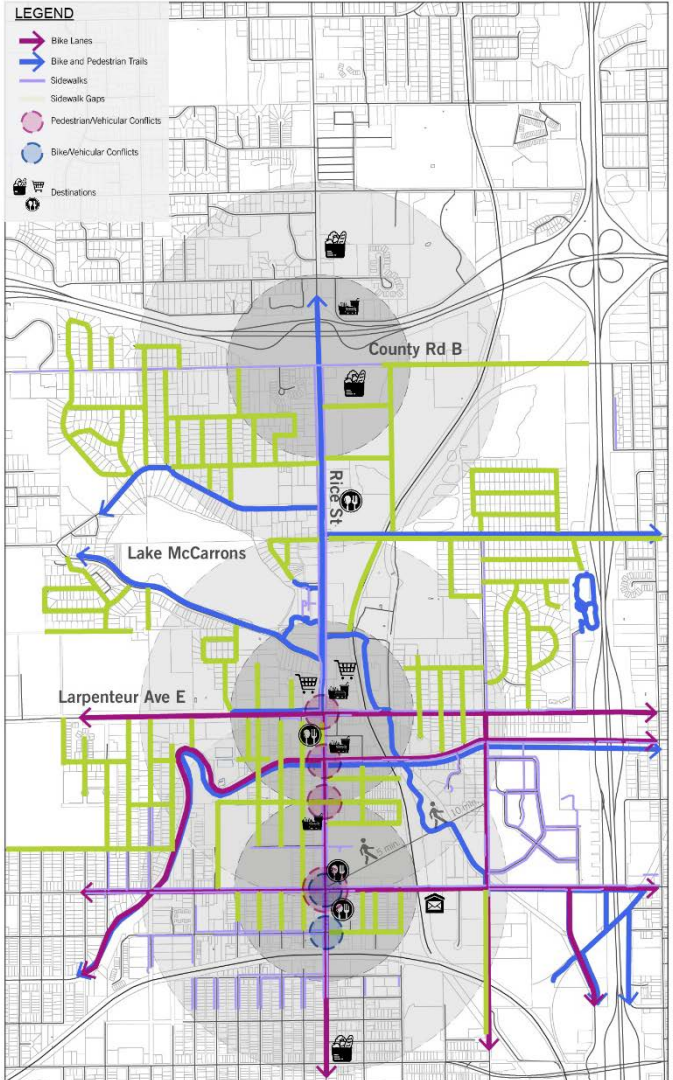
- Significant traffic volumes
- Frequency of transit routes
- Experience of transit stops

ROUTE 62
RICE ST - LITTLE CANADA - SHOREVIEW - SIGNAL HILLS

	APPROX. FREQUENCY IN MINUTES
Rush Hours (weekdays 6-9am and 3-6:30pm)	15-20
Midday	15
Evening	15-60
Owl (1am-5am)	---
Saturday	15-30
Sunday/Holiday	20-60

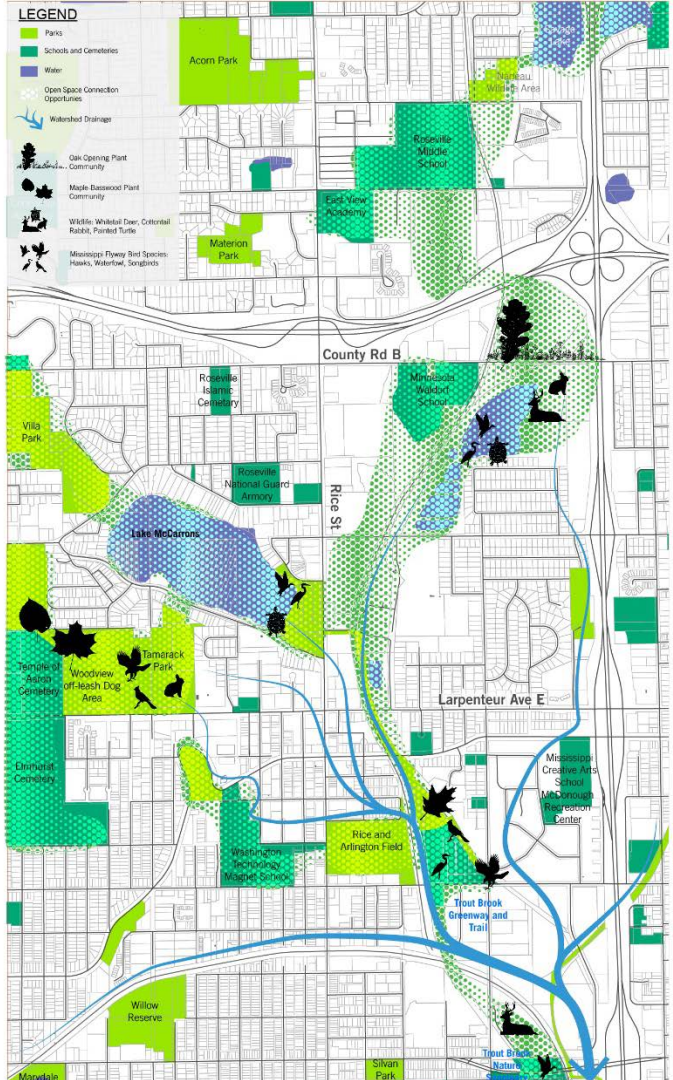
Fewer and less frequently served bus stops north of Rice St and Arlington Avenue by all 62 routes during the week - both PM and AM, southbound & northbound

BIKE + PEDESTRIAN SYSTEMS



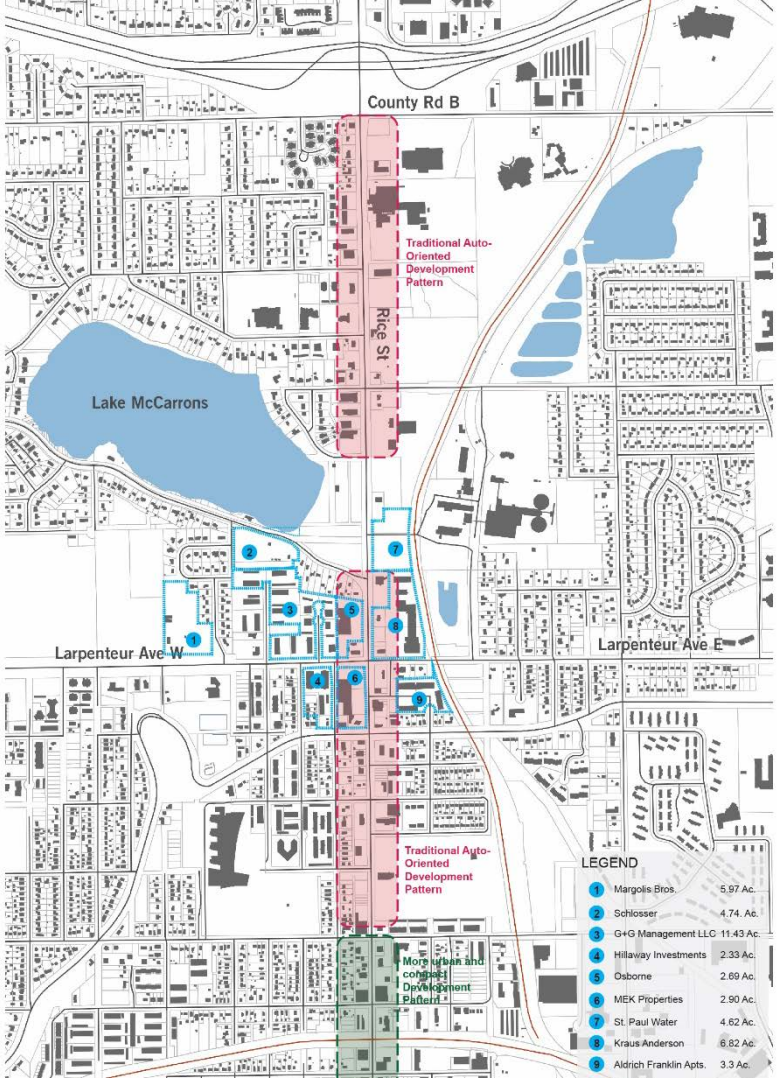
- Lack of N/S bike connectivity
- Sidewalk gaps
- Numerous conflict areas at destinations

NATURAL RESOURCES



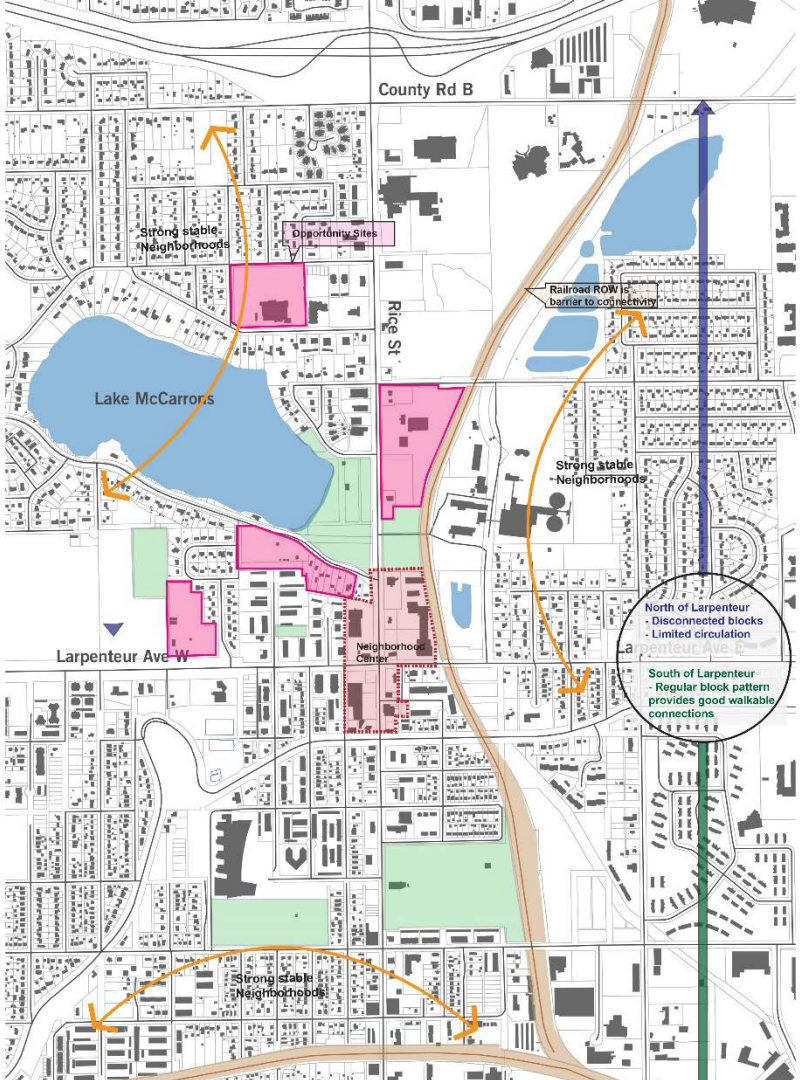
- Larger connected natural systems
- Regional water systems

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

HIA ANALYSIS

CC click here — CONTEXT & CONNECTIVITY

CC 1: Access to Goods & Services
Promoting access or proximity to retail, employment, or related services

CC 2: Incompatible Uses
Placement of sensitive uses (e.g., child care, schools, etc.) near potentially conflicting uses (e.g., interstates, industrial uses)

CC 3: Mixed Use & Density
Proximal location of a variety of uses and/or an increase in density

CC 4: Parks, Open Space, & Recreation
Parks, open space or recreation

CC 5: Transportation
Transportation safety, active transportation, mode of travel, traffic volume, etc.

CI click here — COMMUNITY INSTITUTIONS

CI 1: Community Services
Health care or community services, such as libraries, public art, and other cultural and civic services

CI 2: Education
Education systems, resources, or facilities

CI 3: Housing
Location, quality, density, or affordability of housing

ES click here — ECONOMIC STABILITY

ES 1: Economic Redevelopment
Clean up of contamination, redevelopment, or economic development in the community

ES 2: Jobs, Wages, & Benefits
Increased access to or provision of employment, living wages and employment benefits

ER click here — ENVIRONMENTAL RESILIENCE

ER 1: Air Quality
Improving outdoor and indoor air quality and reducing air pollutants

ER 2: Environmental Quality
Conservation of energy or natural resources, preservation of natural habitats, and water contamination or quality

ER 3: Sustainable Building Design
Sustainable architecture and engineering design, including design, construction and operation of facilities and infrastructure

HS click here — HEALTH & SAFETY

HS 1: Active Living
Promotion of recreation and active travel, including parks, pedestrian and bicycle infrastructure, etc.

HS 2: Crime & Safety
Changes in crime levels and safety (real or perceived)

HS 3: Emotional Well-being
Emotional or mental stress, mental health, etc.

HS 4: Food Systems
Retail food sales, restaurants, or agriculture that addresses access to food

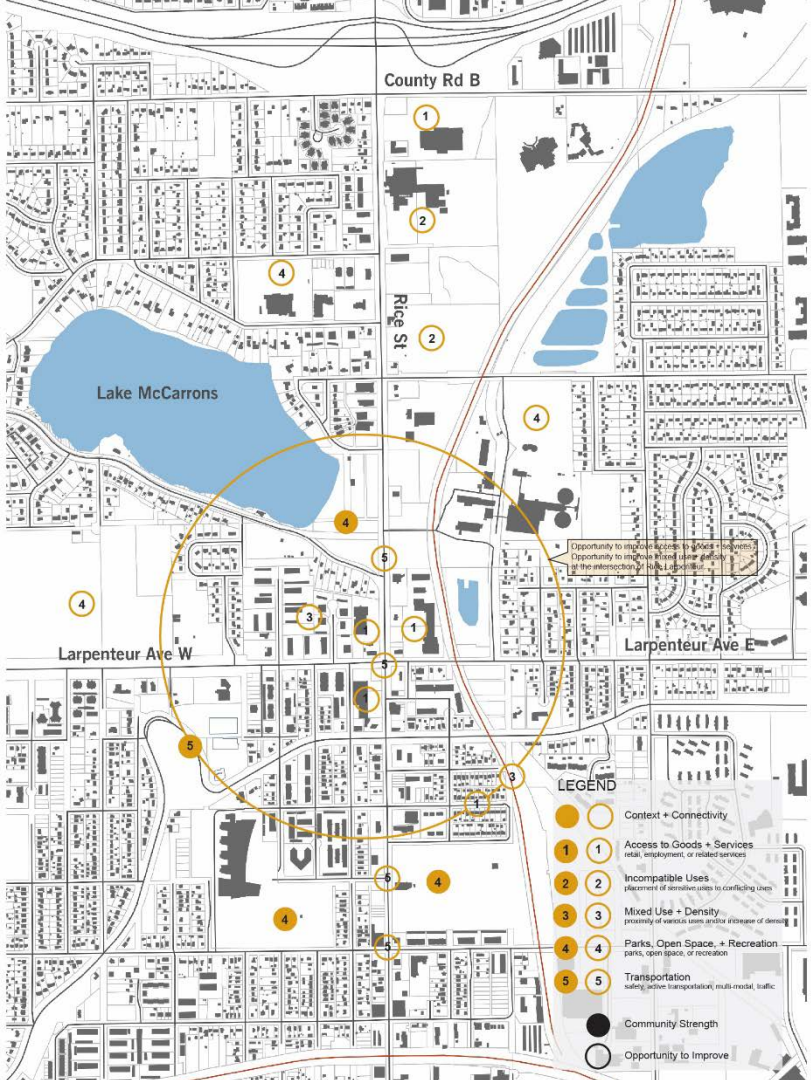
SE click here — SOCIAL COHESION & ENGAGMENT

SE 1: Equity
Equitable treatment of disadvantaged populations and equitable processes that influence displacement of residents, change in wealth or income, or property values or rent

SE 2: Planning Process
Process of developing the plan, such as engagement of the public and stakeholders

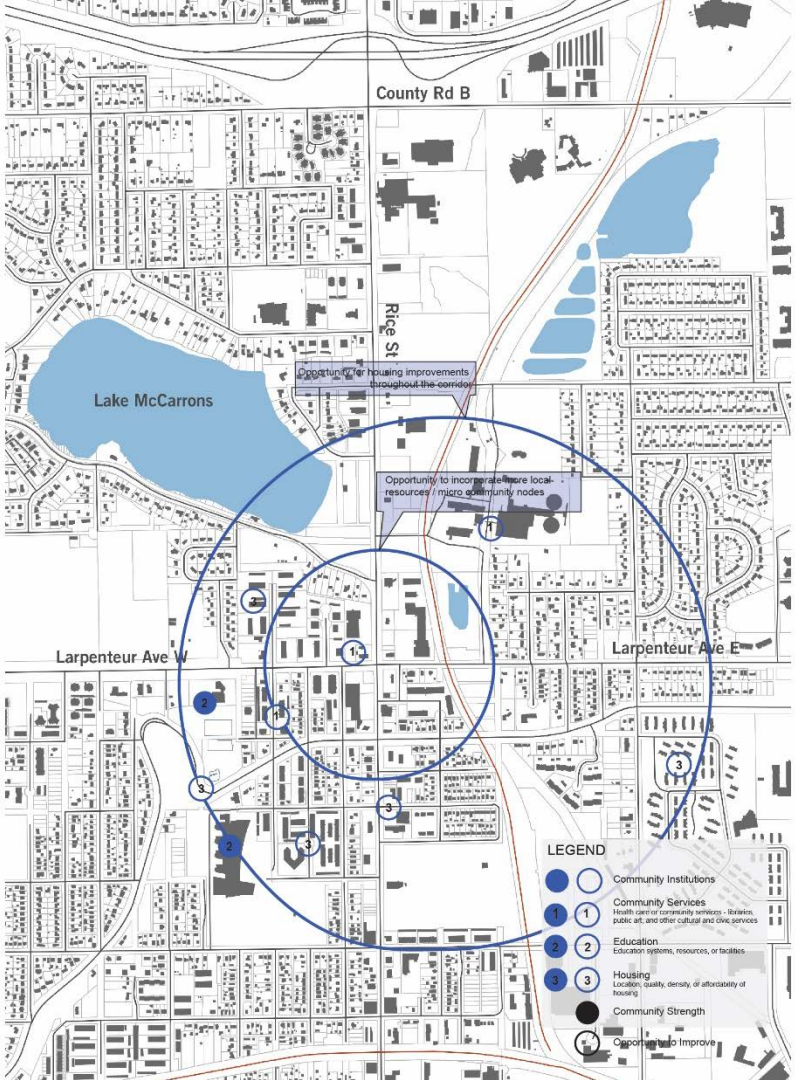
SE 3: Social Capital
Strengthening relationships in the community, reducing inequality, integration, and community engagement or empowerment

CONTEXT + COMMUNITY



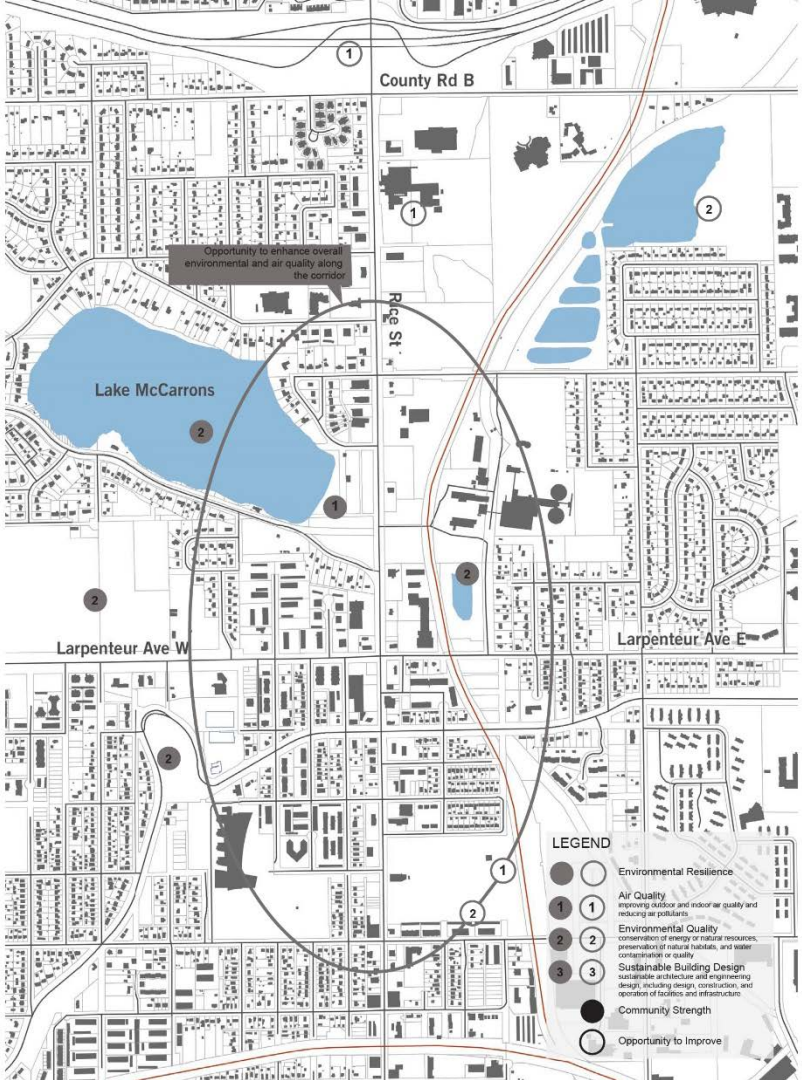
- Numerous opportunities for improvement focused on access to goods and services, transportation and community spaces/open spaces

COMMUNITY INSTITUTIONS



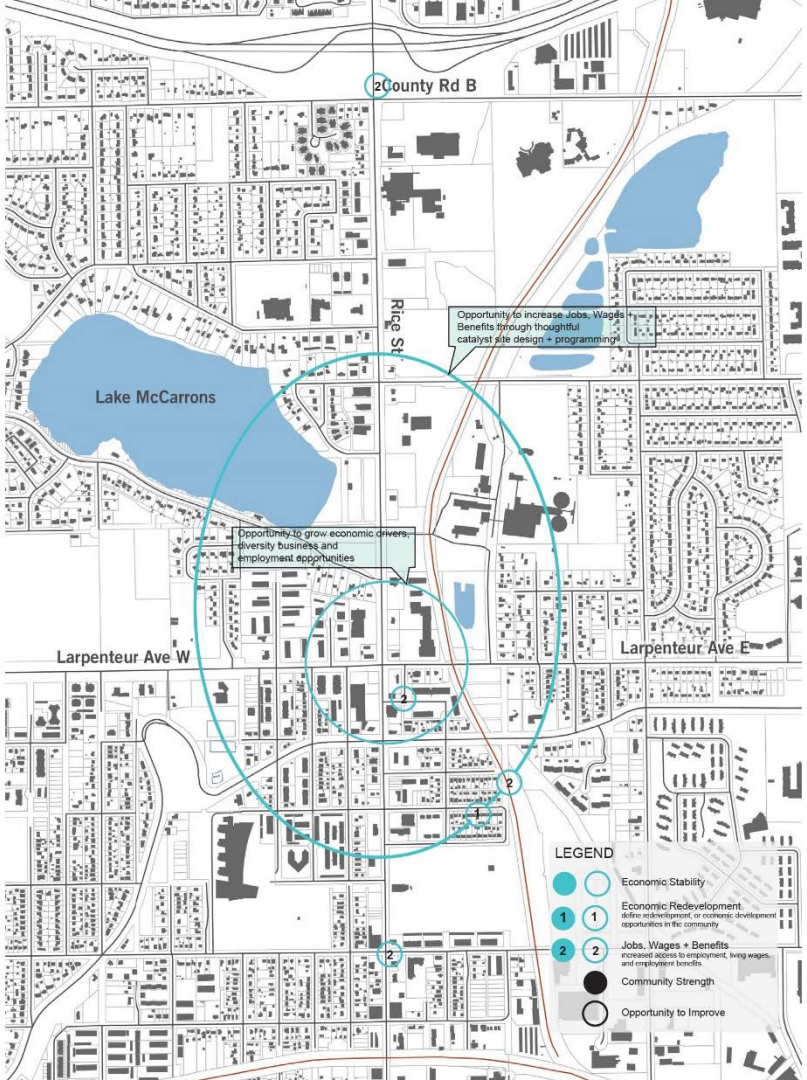
- Opportunities to improve housing (types, quality, density)
- Community services

ENVIRONMENTAL RESILIENCE



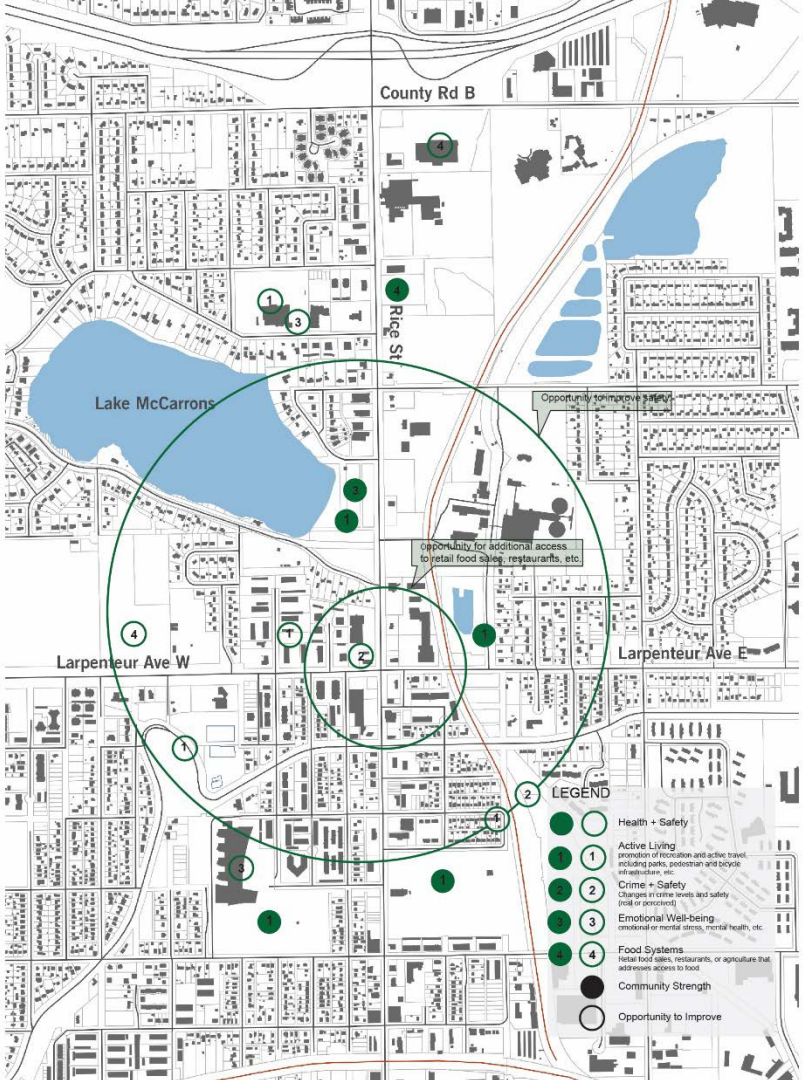
- Enhance air and environmental quality

ECONOMIC SUSTAINABILITY



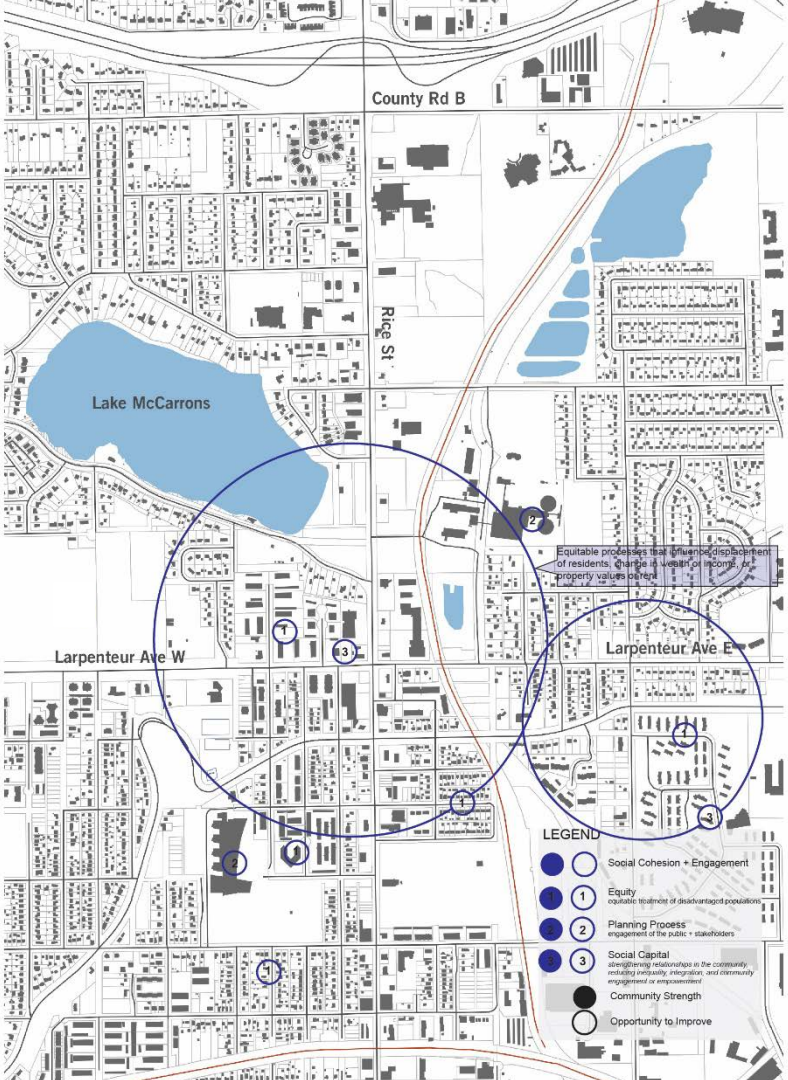
- Strong opportunities for economic redevelopment
- Opportunities to increase jobs, wages and benefits

HEALTH + SAFETY



- Strong opportunities to improve active living
- Need to improve perception of safety and crime
- Opportunities to provide access to food systems

SOCIAL COHESION + ENGAGEMENT



- Numerous opportunities for improved social equity and enhanced social capital

UPCOMING COMMUNITY WORKSHOP #1

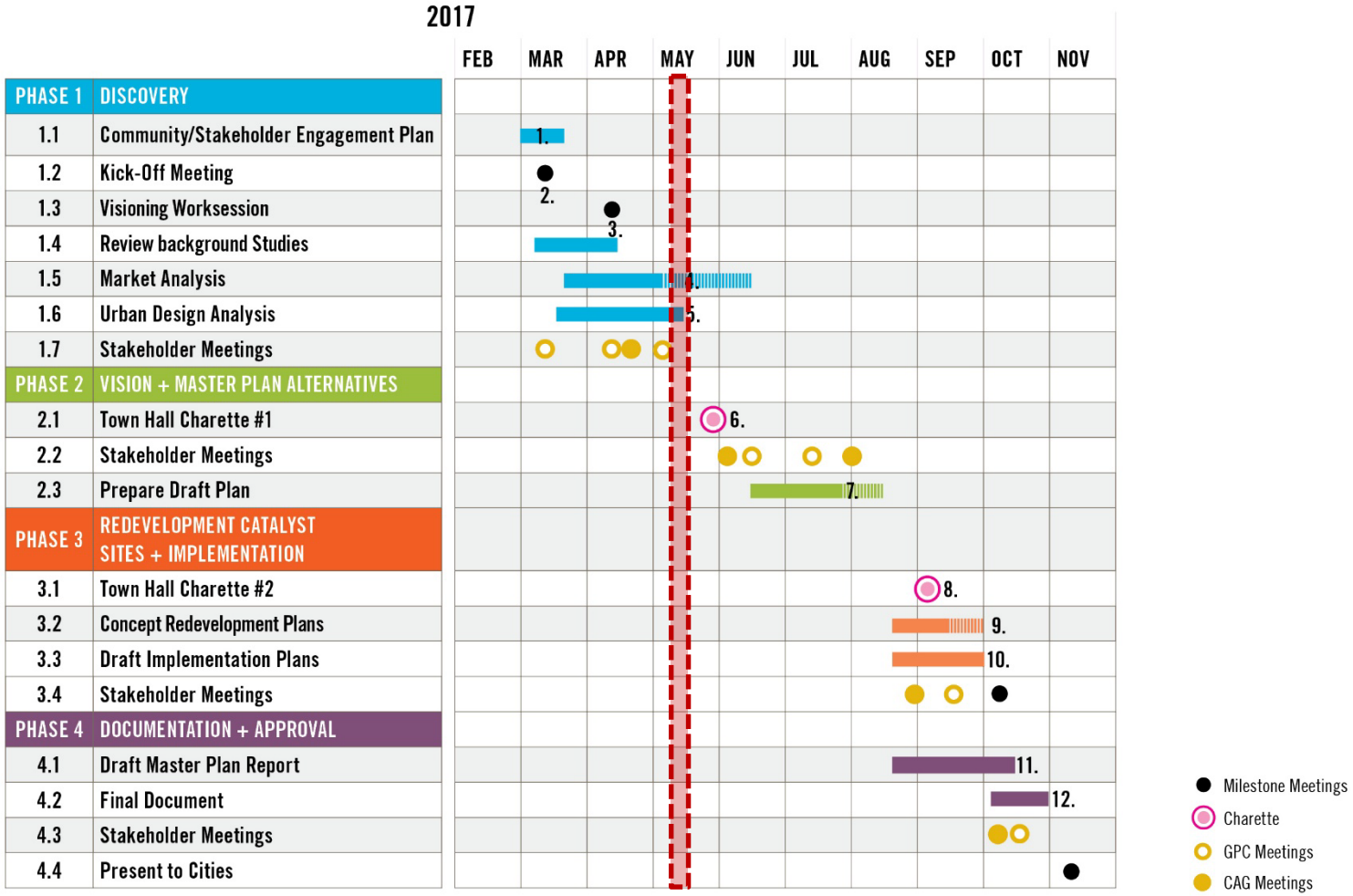
TEXT

- 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


2017
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
PHASE 1 DISCOVERY
1.1 Community/Stakeholder Engagement Plan
1.2 Kick-Off Meeting
1.3 Visioning Worksession
1.4 Review background Studies
1.5 Market Analysis
1.6 Urban Design Analysis
1.7 Stakeholder Meetings
PHASE 2 VISION + MASTER PLAN ALTERNATIVES
2.1 Town Hall Charette #1
2.2 Stakeholder Meetings
2.3 Prepare Draft Plan
PHASE 3 REDEVELOPMENT CATALYST SITES + IMPLEMENTATION
3.1 Town Hall Charette #2
3.2 Concept Redevelopment Plans
3.3 Draft Implementation Plans
3.4 Stakeholder Meetings
PHASE 4 DOCUMENTATION + APPROVAL
4.1 Draft Master Plan Report
4.2 Final Document
4.3 Stakeholder Meetings
4.4 Present to Cities
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
Milestone Meetings
Charette
GPC Meetings
CAG Meetings

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