



# MARKET ASSESSMENT

MARCH 2020

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# 1. INTRODUCTION

The Rush Line Bus Rapid Transit (BRT) Project is a proposed 15-mile long BRT route connecting Union Depot in Lowertown Saint Paul with downtown White Bear Lake and communities in between. The purpose of the Rush Line BRT Project is to provide transit service that satisfies the long-term regional mobility and accessibility needs for businesses and the traveling public and supports sustainable development.

As currently proposed, Rush Line BRT will:

- Run seven days a week from early morning to late at night.
- Arrive every 10 minutes during rush hour and every 15 minutes other times.
- Provide fast and reliable transit service.
- Operate primarily in dedicated bus lanes.
- Have stations with amenities like shelter, light, heat, fare payment machines and real-time departure signs.
- Conveniently connect to METRO Green Line, local and intercity buses and AMTRAK® service at Union Station.
- Connect people to jobs, education, healthcare and recreation destinations.
- Support economic development.

BRT was selected as the transit mode as a result of the pre-project development study, which began in 2014 and ended in 2017. The preferred BRT route follows roadways and a dedicated guideway to be co-located with the Bruce Vento Trail through the portion of the route that utilizes the Ramsey County rail right-of-way. The current phase of work for the Rush Line BRT Project includes:

- Environmental review.
- Preliminary engineering.
- Preliminary station area planning.
- Communication and public engagement.

As part of the preliminary station area planning efforts for the proposed Rush Line BRT Project, this initial market assessment combines quantitative demographic, economic and real estate data with best practices and case study research to identify future opportunities within the station areas. Encouraging transit-supportive land use requires a solid understanding of the economic conditions around stations. This data-driven process analyzes baseline and historical conditions; the location, direction and outcomes of investment decisions; and the use of real estate by various sectors of the local economy.

The assessment is comprised of several tasks that set the stage for understanding future potential surrounding the station areas:

1. **Existing Conditions:** Provides a high-level overview of communities along the route, as well as comparisons of the demographic and economic characteristics of the station areas. Key components of the existing conditions analysis include understanding economic influencers or anchors, determining the market baseline and describing key opportunities. Detailed profiles of each station area are provided in Appendix A.

2. **Peer System Case Studies:** Describes best practices and strategies from three existing BRT systems comparable to the Rush Line BRT.
3. **Affordable Housing Considerations:** Reviews key considerations and relevant best practices for affordable housing provision and retention surrounding transit stations. This task reviews the opportunities and challenges of providing housing affordable to residents living within a short walk of a transit station.
4. **Station Area Planning:** Ultimately, data presented in this initial market assessment can be leveraged throughout the preliminary station area planning effort to provide a real estate perspective when considering land use and development recommendations for the Rush Line BRT Project. Future planning and economic development studies for the BRT route can also use this data as a baseline for analysis.





## 2. STATION AREA PROFILE SUMMARY

This section provides an overview of the municipalities most influenced by the proposed route and station locations. Comparisons of demographic and economic characteristics of the half-mile areas surrounding the proposed stations within the communities are also provided. Detailed profiles of each half-mile station area are provided in Appendix A.

The proposed Rush Line BRT Project stretches from Union Depot in Lowertown Saint Paul to White Bear Lake, traversing several neighborhoods and communities along the way. Twenty-one stations are proposed along the route, all within Ramsey County. The route serves neighborhoods on the East Side of Saint Paul as well as the communities of Maplewood, White Bear Township, Vadnais Heights, Gem Lake and White Bear Lake.

### 2.1. COMMUNITY OVERVIEW

The following pages include high-level profiles of the five municipalities primarily served by the proposed Rush Line BRT Project, providing a comparative baseline for individual station areas. While the route also passes briefly through White Bear Township, the following communities are likely to be the most influenced by the proposed BRT investment:

- Saint Paul.
- Maplewood.
- Vadnais Heights.
- Gem Lake.
- White Bear Lake.

The profiles overview key demographic and economic characteristics of each community and provide comparisons with Ramsey County. Demographic metrics cover population, age, household income and size. To measure an area's racial and ethnic diversity, ESRI's Diversity Index is used. The Diversity Index provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). Economic indicators include job total, commuting patterns, and largest industries. A jobs-to-households ratio is also provided to indicate whether an area is more of an employment center (high ratio), predominantly residential (low ratio), or evenly split between employment and residential uses (ratio of 1.0).

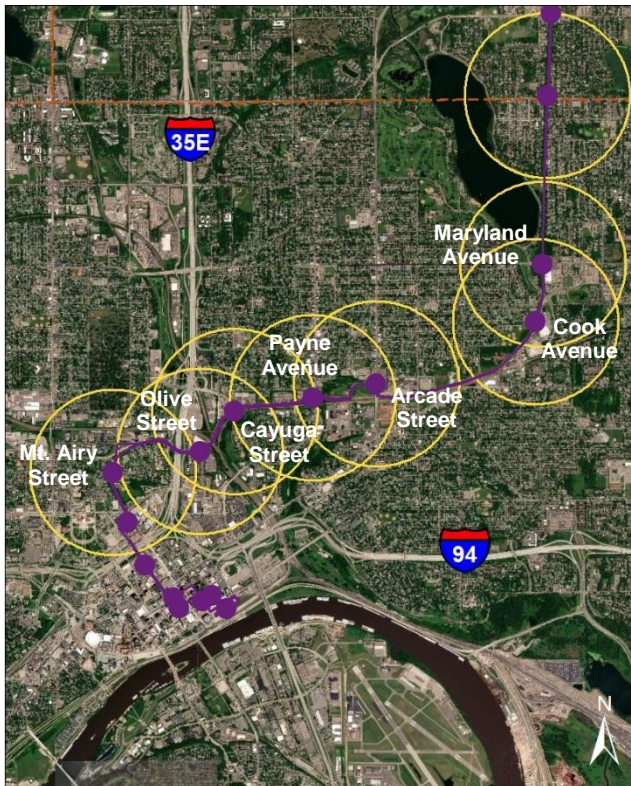
**Map 1: Proposed Rush Line BRT Project**



## Saint Paul

Located in the southern half of Ramsey County, the city of Saint Paul is the state capital of Minnesota and forms the “Twin Cities” with the neighboring city of Minneapolis. There are 11 proposed station locations within the city of Saint Paul, seven of which are profiled in this report. The others, located in downtown Saint Paul, have been excluded because the station areas are already influenced by existing transit and have previously been studied as part of past projects.

### Saint Paul Station Areas



### Population Characteristics

Saint Paul had **305,840** residents in 2018, making up 56.2% of Ramsey County's population.

The city's median age of **32.6** years is lower than Ramsey County's median of 36.1.

**53.8%** of residents are under age 35.

Median household income of **\$51,808** is lower than Ramsey County's median of \$59,221.

**33.7%** households earn less than \$35,000.

Saint Paul's Diversity Index of **70.4** is higher than Ramsey County's score of 60.9.

**30.4%** of households have children at home, compared with 29.1% in Ramsey County.

Average household size is **2.50**, slightly larger than Ramsey County's average of 2.45.

**13.9%** of households do not have access to a vehicle, compared with 10.7% in Ramsey County.

### Economic and Commuting Characteristics

Saint Paul hosted **~200,069** jobs in 2018.

Jobs-to-households ratio of **1.69**.

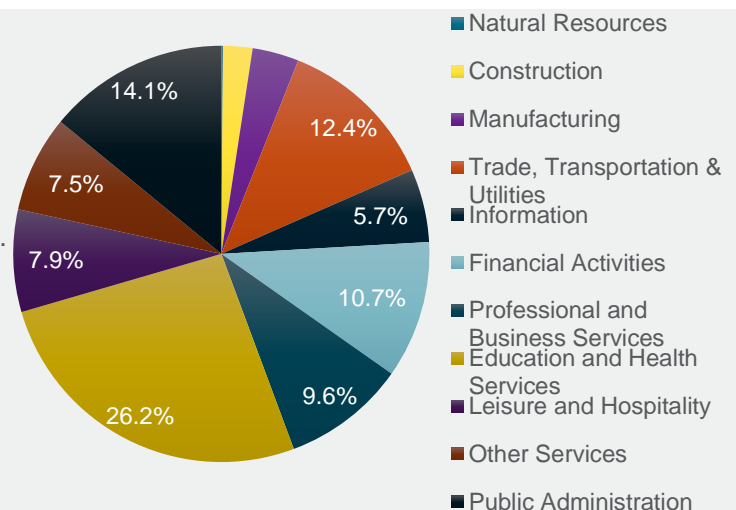
**In-commuting** is the predominant pattern.

**77.1%** of workers commute in.

**68.7%** of employed residents commute out.

**22.9%** of residents live and work there.

Key employment sectors: **Education & Health Services** and **Public Administration**.

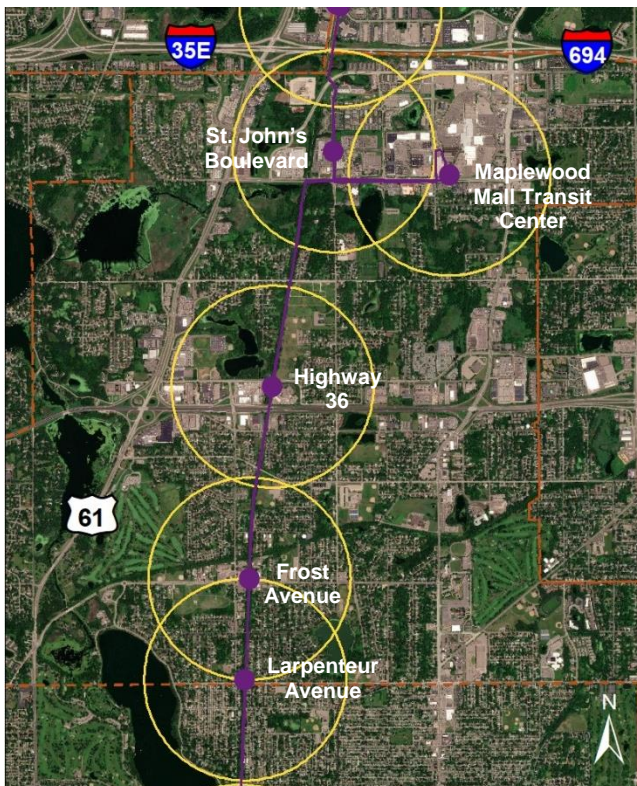


Source: LEHD On the Map; Environmental Systems Research Institute (ESRI); Kimley-Horn

## Maplewood

The city of Maplewood stretches along the northern and eastern borders of Saint Paul. The BRT route traverses the northern section of Maplewood, which is north and east of downtown Saint Paul. Maplewood contains five of the proposed BRT stations. Although roughly half of the Larpenteur Avenue station area is within Saint Paul, the station has been included with the Maplewood set of stations because the station platforms associated with that station will be located in Maplewood.

### Maplewood Station Areas



### Population Characteristics

Maplewood had **40,403** residents in 2018, making up 7.4% of Ramsey County's population.

The community's median age is **40.0** years, higher than Ramsey County's median of 36.1.

**43.4%** of residents are under age 35.

Median household income of **\$64,551** is higher than Ramsey County's median of \$59,221.

**23.7%** households earn less than \$35,000.

Maplewood's Diversity Index of **56.2** is lower than Ramsey County's score of 60.9.

**30.3%** of households have children at home, compared with 29.1% in Ramsey County.

Average household size is **2.52**, larger than Ramsey County's average of 2.45.

**9.2%** of households do not have access to a vehicle, compared with 10.7% in Ramsey County.

### Economic and Commuting Characteristics

Maplewood hosted **~32,248** jobs in 2018.

Jobs-to-households ratio of **2.06**.

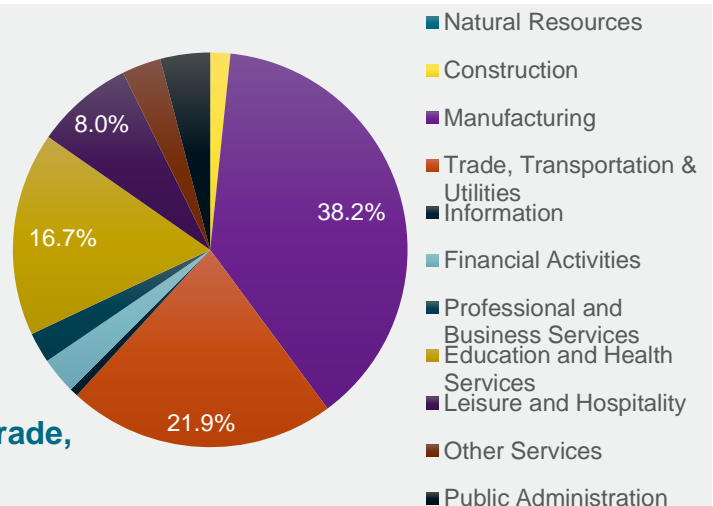
**Out-commuting** is the predominant pattern.

**92.2%** of workers commute in.

**93.4%** of employed residents commute out.

**6.6%** of residents *LIVE* and *WORK* there.

Key employment sectors: **Manufacturing, Retail Trade,** and **Education and Healthcare Services.**



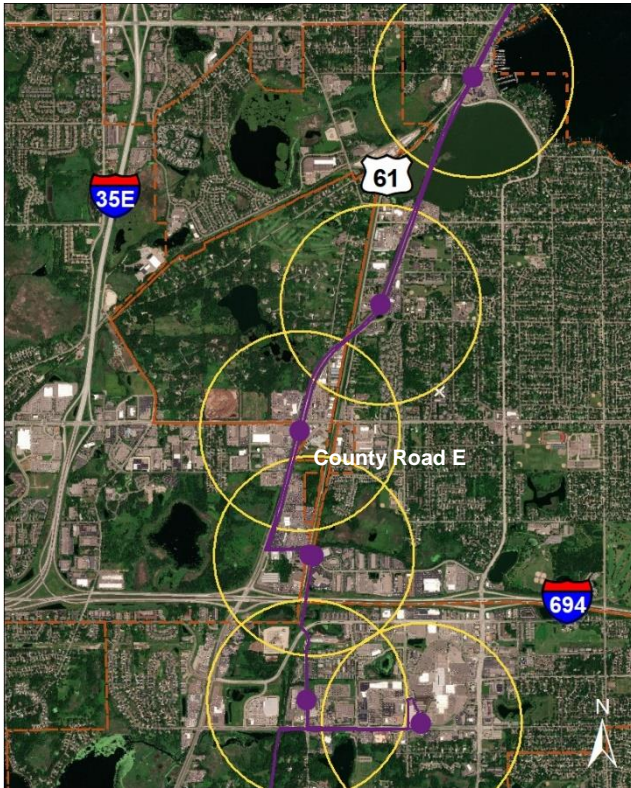
Source: LEHD On the Map; ESRI; Kimley-Horn



## Vadnais Heights

Located northwest of Maplewood, the city of Vadnais Heights has evolved from an agricultural area to a suburb of the Twin Cities. There is one proposed station location, County Road E, entirely within the eastern portion of Vadnais Heights along Highway 61. A portion of the Buerkle Road station area is also in Vadnais Heights.

### Vadnais Heights Station Areas



### Population Characteristics

Vadnais Heights had **13,198** residents in 2018, making up 2.4% of Ramsey County's population.

The community's median age is **42.4** years, higher than Ramsey County's median of 36.1.

**39.8%** of residents are under age 35.

Median household income of **\$79,934** higher than Ramsey County's median of \$59,221.

**13.8%** households earn less than \$35,000.

Vadnais Heights' Diversity Index of **39.4** is notably lower than Ramsey County's score of 60.9.

**29.2%** of households have children at home, nearly the same as 29.1% in Ramsey County.

Average household size is **2.45**, the same as Ramsey County's average.

**1.9%** of households do not have access to a vehicle, compared with 10.7% in Ramsey County.

### Economic and Commuting Characteristics

Vadnais Heights hosted **~10,341** jobs in 2018.

Jobs-to-households ratio of **1.93**.

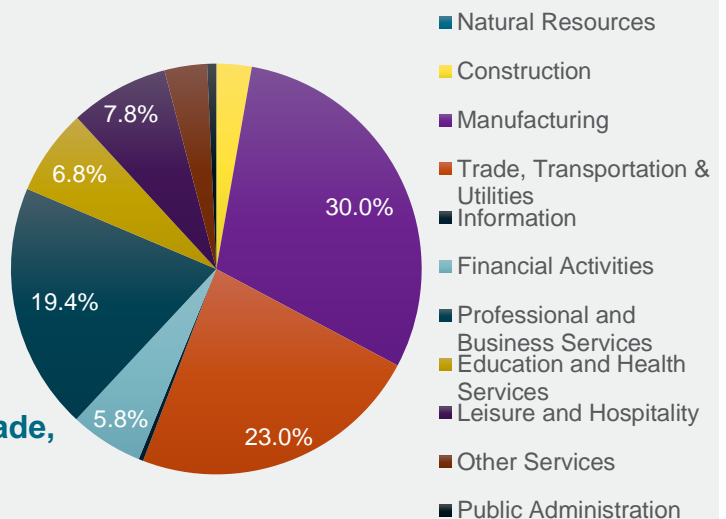
**In-commuting** is the predominant pattern.

**96.0%** of workers commute in.

**95.1%** of employed residents commute out.

**4.9%** of residents *LIVE* and *WORK* there.

Key employment sectors: **Manufacturing** and **Trade, Transportation and Utilities**.

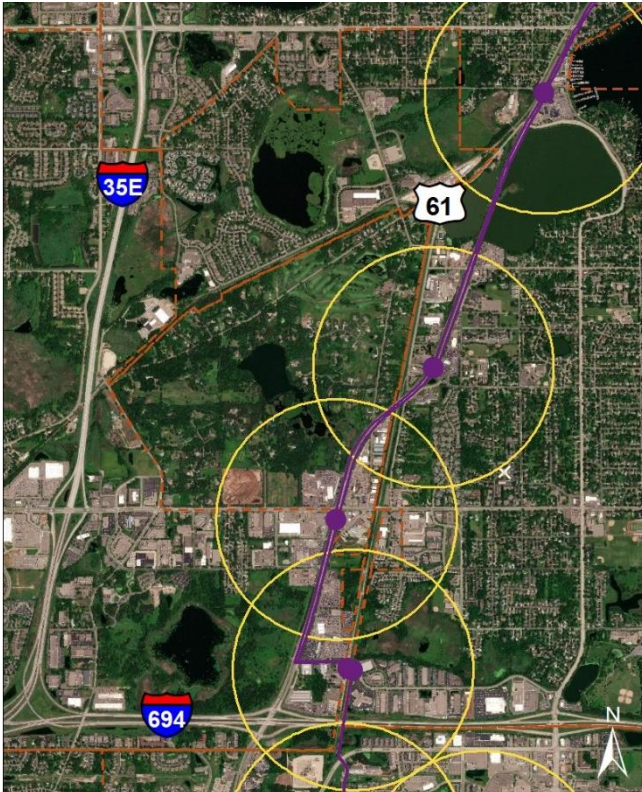


Source: LEHD On the Map; ESRI; Kimley-Horn

## Gem Lake

The city of Gem Lake is located between I-35E, Highway 61, Vadnais Heights and White Bear Lake. The proposed route traverses southeast of Gem Lake along Highway 61. While no stations are proposed within the city limits, nearly half of the station areas for the County Road E and Cedar Avenue stations and a very small portion of the Buerkle Road station area are within Gem Lake.

### Gem Lake Station Areas



### Population Characteristics

Gem Lake had **456** residents in 2018, making up less than 0.1% of Ramsey County's population.

The community's median age is **40.7** years, higher than Ramsey County's median of 36.1.

**39.1%** of residents are under age 35.

Median household income of **\$119,375** is notably higher than Ramsey County's median of \$59,221.

**7.9%** households earn less than \$35,000.

Gem Lake's Diversity Index of **33.5** is significantly lower than Ramsey County's score of 60.9.

**27.1%** of households have children at home, compared with 29.1% in Ramsey County.

Average household size is **2.58**, larger than Ramsey County's average of 2.45.

**1.1%** of households do not have access to a vehicle, compared with 10.7% in Ramsey County.

### Economic and Commuting Characteristics

Gem Lake hosted **~868** jobs in 2018.

Jobs-to-households ratio of **4.90**.

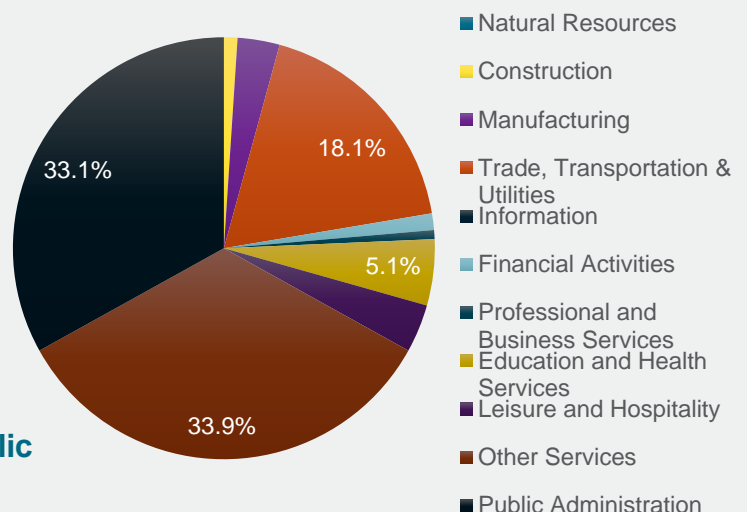
**In-commuting** is the predominant pattern.

**99.7%** of workers commute in.

**99.0%** employed residents commuted out.

**1.0%** of residents live and work there.

Key employment sectors: **Other Services, Public Administration** and **Retail Trade**.

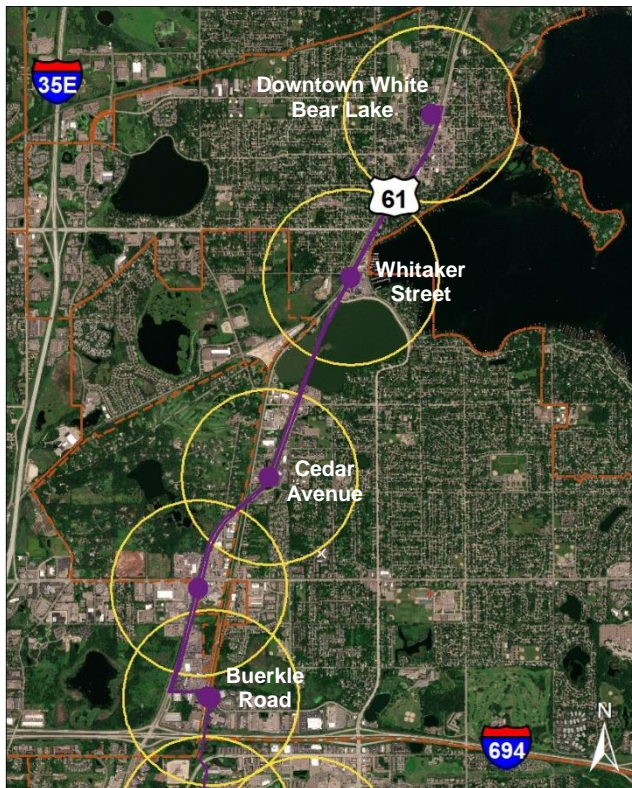




## White Bear Lake

The city of White Bear Lake is in the northeastern corner of Ramsey County along Highway 61, approximately 13 miles northeast of downtown Saint Paul. The community contains White Bear Lake, one of the largest lakes in the Minneapolis-Saint Paul metropolitan area. There are four proposed BRT stations within the city limits.

### White Bear Lake Station Areas



### Population Characteristics

White Bear Lake had **25,015** residents in 2018, making 4.6% of Ramsey County's population.

The community's median age is **42.1** years, higher than Ramsey County's median of 36.1.

**40.9%** of residents are under age 35.

Median household income of **\$67,844** is higher than Ramsey County's median of \$59,221.

**20.6%** households earn less than \$35,000.

White Bear Lake's Diversity Index of **29.9** is significantly lower than Ramsey County's score of 60.9.

**27.9%** of households have children at home, compared with 29.1% in Ramsey County.

Average household size is **2.38**, smaller than Ramsey County's average of 2.45.

**6.2%** of households do not have access to a vehicle, compared with 10.7% in Ramsey County.

### Economic and Commuting Characteristics

White Bear Lake hosted **~11,096** jobs in 2018.

Jobs-to-households ratio of **1.07**.

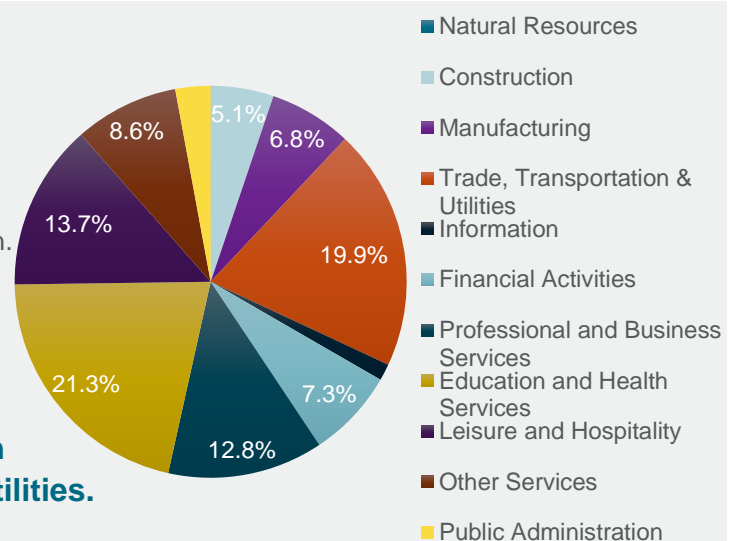
**Out-commuting** is the predominant pattern.

**86.0%** of workers commute in.

**86.5%** of employed residents commute out.

**11.5%** of residents live and work there.

Key employment sectors: **Education and Health Services** and **Trade, Transportation and Utilities**.



Source: LEHD On the Map; ESRI; Kimley-Horn

## 2.2. STATION AREA COMPARISON BY COMMUNITY

This section presents summaries of key demographic and economic metrics for the proposed station areas along the Rush Line BRT route. Station areas are defined by a half-mile radius around the proposed station platform.

### Saint Paul Stations

#### DEMOGRAPHIC CHARACTERISTICS

Since station areas in downtown Saint Paul are already influenced by transit accessibility and have been studied previously, this analysis focuses on the seven stations outside of downtown. The Larpenteur Avenue station area, which is partially within Saint Paul, is discussed in the next section on Maplewood.

The base population totals in each half-mile station area are relatively consistent, ranging from roughly 4,700 to nearly 6,200 residents (see Table 1). These areas are home to young and diverse populations, with median ages ranging from 26.6 in the Arcade Street station area to 28.6 in the Maryland Avenue station area. The median ages in the seven station areas are all lower than the aggregate Saint Paul and Ramsey County measures of 32.6 and 36.1 years, respectively.

**Table 1: Comparison of Demographic Characteristics. Saint Paul Station Areas. 2018**

STATION NAME	TOTAL POPULATION	MEDIAN AGE	AVERAGE HOUSEHOLD SIZE	MEDIAN HOUSEHOLD INCOME	DIVERSITY INDEX
<b>Saint Paul, MN</b>	<b>305,840</b>	<b>32.6</b>	<b>2.50</b>	<b>\$51,808</b>	<b>70.4</b>
<b>Mt. Airy Street</b>	3,943	26.1	2.90	\$26,287	73.6
<b>Olive Street</b>	4,759	27.5	3.23	\$20,050	74.9
<b>Cayuga Street</b>	4,713	28.1	3.21	\$26,662	79.1
<b>Payne Avenue</b>	6,134	27.3	3.19	\$29,198	80.5
<b>Arcade Street</b>	6,195	26.6	3.43	\$35,461	79.9
<b>Cook Avenue</b>	4,706	28.3	3.05	\$37,231	80.9
<b>Maryland Avenue</b>	5,818	28.6	2.97	\$36,190	83.2

Source: ESRI; Kimley-Horn

In general, the median household incomes within station areas increase as one travels north along the proposed route. Relatively low median household incomes are associated with younger station area populations, due in part to their recent entrance into the labor force, as well as higher shares of

people of color, who, on average, experience poverty at higher levels than whites. Incomes range from a high of \$37,231 in the Cook Avenue station area to a low of \$20,050 in the Olive Street station area. Median household incomes within all seven station areas are notably lower than the Saint Paul and Ramsey County averages.

There is a large share of Asian residents in the area immediately north of downtown Saint Paul, as well as on the East Side. Up to 40 percent of total Saint Paul station area residents identify as Asian. The large concentrations of Hmong residents, many of whom reside in multi-generational households in single-family units, elevate the average size of station area households.

## ECONOMIC CHARACTERISTICS

As shown in Table 2, Public Administration and Healthcare & Social Assistance industries are the largest employers in all seven Saint Paul station areas. Of the stations considered in this analysis, the Mt. Airy Street station area has the most jobs and is home to several state, county and local government offices, as well as Bethesda Hospital. It also has the largest jobs-to-households ratio with more than 13 jobs per household. Although the 14<sup>th</sup> Street station was excluded, it should be noted that there is overlap between its station area and the Mt. Airy Street station area. The presence of several medical facilities in and around the Phalen Boulevard corridor drives the large number of Healthcare jobs in several of the station areas.

**Table 2: Comparison of Economic Characteristics, Saint Paul Station Areas, 2018**

STATION NAME	TOTAL EMPLOYMENT	LARGEST INDUSTRY	JOBS/HOUSEHOLD RATIO	PRIMARY COMMUTING PATTERN
<b>Saint Paul, MN</b>	<b>200,069</b>	<b>Healthcare</b>	<b>1.69</b>	<b>In-Bound</b>
<b>Mt. Airy Street</b>	17,297	Healthcare	13.07	In-Bound
<b>Olive Street</b>	13,152	Public Administration	10.29	In-Bound
<b>Cayuga Street</b>	2,529	Healthcare	1.92	In-Bound
<b>Payne Avenue</b>	3,342	Healthcare	1.83	In-Bound
<b>Arcade Street</b>	2,858	Healthcare	1.65	In-Bound
<b>Cook Avenue</b>	1,891	Public Administration	1.23	In-Bound
<b>Maryland Avenue</b>	1,742	Public Administration	0.89	In-Bound

Source: ESRI; Kimley-Horn

Each with a significant concentration of jobs, the Saint Paul station areas have more people commuting in for employment than residents commuting out, resulting in an increase in population



beyond those that just live there. The share of residents who live and work in the station area is low, ranging from 0.2 to 2.1 percent.

## Maplewood Stations

### DEMOGRAPHIC CHARACTERISTICS

The character of the Maplewood station areas ranges from heavily residential to major employment centers, as evidenced by the variation in the total populations living within one-half mile of each proposed station (see Table 3). Most new development is influenced by established land use patterns and takes the form of infill or redevelopment. Median household incomes within station areas vary widely, from \$74,234 in the Larpenteur Avenue station area, which is partially located in Saint Paul, to \$45,080 in the Maplewood Mall Transit Center station area.

Dominated by single-family homes, the Larpenteur Avenue station area has the largest average household size within the Maplewood portion of the corridor with more than three people per household, as well as the youngest median age. This indicates a strong family presence in this station area. Overall, the five station areas located within Maplewood are less diverse than those located in Saint Paul.

**Table 3: Comparison of Demographic Characteristics. Maplewood Station Areas, 2018**

STATION NAME	TOTAL POPULATION	MEDIAN AGE	AVERAGE HOUSEHOLD SIZE	MEDIAN HOUSEHOLD INCOME	DIVERSITY INDEX
<b>Maplewood, MN</b>	<b>40,400</b>	<b>40.0</b>	<b>2.52</b>	<b>\$64,551</b>	<b>56.2</b>
<b>Larpenteur Avenue</b>	4,200	33.8	3.13	\$74,234	66.3
<b>Frost Avenue</b>	2,589	38.5	2.69	\$60,103	56.2
<b>Highway 36</b>	1,547	40.2	2.82	\$61,122	54.5
<b>Maplewood Mall Transit Center</b>	1,200	37.6	2.50	\$45,080	59.2
<b>St. John's Boulevard</b>	1,340	39.1	2.48	\$51,831	56.0

Source: ESRI; Kimley-Horn

### ECONOMIC CHARACTERISTICS

The two northernmost station areas within Maplewood, Maplewood Mall Transit Center and St. John's Boulevard, are major employment centers. The Highway 36 station area is a blend of residential, employment and recreation uses. The other two Maplewood station areas to the south are primarily residential in nature. The half-mile area surrounding the Maplewood Mall Transit Center has the largest jobs-to-household ratio with 10 jobs per household (see Table 4). As more multi-family developments, which often seek locations with easy access to jobs, dining and retail amenities, are completed near the mall, the ratio of jobs-to-households in the station area is expected to decrease.

Unlike the rest of Maplewood, Educational Services, Retail Trade and Healthcare & Social Assistance industries are the largest job bases within the station areas. Highway 36, Maplewood Mall Transit Center and St. John's Boulevard station areas all have more workers commuting into the area, while the highly residential nature of the Larpenteur Avenue and Frost Avenue station areas results in out-commuting of employed residents. Of the five station areas, the Maplewood Mall Transit Center is home to the highest share of residents who live and work in the area at 3.3 percent, based on 2015 travel patterns.

**Table 4: Comparison of Economic Characteristics. Maplewood Station Areas. 2018**

STATION NAME	TOTAL EMPLOYMENT	LARGEST INDUSTRY	JOBS/HOUSEHOLD RATIO	PRIMARY COMMUTING PATTERN
<b>Maplewood, MN</b>	<b>32,248</b>	<b>Manufacturing</b>	<b>2.06</b>	<b>Out-Bound</b>
<b>Larpenteur Avenue</b>	276	Educational Services	0.21	Out-Bound
<b>Frost Avenue</b>	419	Educational Services	0.44	Out-Bound
<b>Highway 36</b>	1,132	Retail Trade	2.08	In-Bound
<b>Maplewood Mall Transit Center</b>	4,772	Healthcare	10.00	In-Bound
<b>St. John's Boulevard</b>	2,871	Healthcare	5.35	In-Bound

Source: ESRI; Kimley-Horn

## White Bear Lake, Gem Lake and Vadnais Heights Stations

Three of the stations described in this section have station areas that include parts of multiple local jurisdictions. While the Buerkle Road station platforms are proposed to be in White Bear Lake and White Bear Township, the station area for Buerkle Road covers parts of Vadnais Heights, Gem Lake, White Bear Lake and Maplewood. The County Road E platforms are proposed to be in Vadnais Heights, and the station area includes parts of Vadnais Heights, Gem Lake, White Bear Township and White Bear Lake. The proposed Whitaker Street platform and most of the station area is within White Bear Lake, but a portion of the half-mile station area is within White Bear Township. The Cedar Avenue and Downtown White Bear Lake station areas are entirely within White Bear Lake.

## DEMOGRAPHIC CHARACTERISTICS

The median ages of proposed station area populations in White Bear Lake, Gem Lake and Vadnais Heights vary widely, ranging from 50.9 for the Downtown White Bear Lake station to 35.4 for the County Road E station (see Table 5). As a primarily commercial and industrial center, the proposed County Road E station area has a relatively small residential population when compared to the other four station areas in Vadnais Heights, Gem Lake and White Bear Lake. Average household sizes for the station areas range from 2.50 people per household in the Buerkle Road station area to 2.08 in

the proposed Cedar Avenue station area. The northernmost station areas have comparably higher median household incomes when compared to other segments of the proposed Rush Line BRT route.

**Table 5: Comparison of Demographic Characteristics. White Bear Lake/Gem Lake/Vadnais Heights Station Areas. 2018**

STATION NAME	TOTAL POPULATION	MEDIAN AGE	AVERAGE HOUSEHOLD SIZE	MEDIAN HOUSEHOLD INCOME	DIVERSITY INDEX
White Bear Lake, MN	25,015	42.1	2.38	\$67,844	29.9
Gem Lake, MN	456	40.7	2.58	\$119,375	33.5
Vadnais Heights, MN	13,198	42.9	2.45	\$79,934	39.4
Buerkle Road	1,243	37.6	2.50	\$52,113	52.7
County Road E	582	35.4	2.14	\$54,272	51.8
Cedar Avenue	2,252	39.9	2.08	\$61,899	33.5
Whitaker Street	1,323	46.0	2.38	\$65,993	24.4
Downtown White Bear Lake	2,507	50.9	2.09	\$59,298	20.8

Source: ESRI; Kimley-Horn

## ECONOMIC CHARACTERISTICS

As shown in Table 6, the five station areas in White Bear Lake, Gem Lake and Vadnais Heights are home to a variety of leading employment industries. Downtown White Bear Lake offers many Leisure & Hospitality industry jobs. The two southernmost station areas (Buerkle Road and County Road E) have the greatest ratios of jobs to households in White Bear Lake, Gem Lake and Vadnais Heights and are the third and fourth highest among all the station areas profiled as part of this market assessment.

While overall, White Bear Lake has a higher share of employed residents leaving the area for jobs, more workers commute into Gem Lake, Vadnais Heights and the station areas than those traveling out for employment. Buerkle Road, County Road E and Downtown White Bear Lake all demonstrate

more in-bound than out-bound commuting, while Cedar Avenue and Whitaker Street are balanced with similar numbers of people traveling in and out for work.

**Table 6: Comparison of Economic Characteristics. White Bear/Gem Lake/Vadnais Heights Station Areas, 2018**

STATION NAME	TOTAL EMPLOYMENT	LARGEST INDUSTRY	JOBS/HOUSEHOLD RATIO	PRIMARY COMMUTING PATTERN
White Bear Lake, MN	11,096	Retail Trade	1.07	Out-Bound
Gem Lake, MN	868	Other Services	4.90	In-Bound
Vadnais Heights, MN	10,341	Manufacturing	1.93	In-Bound
Buerkle Road	3,173	Manufacturing	6.42	In-Bound
County Road E	2,185	Manufacturing	8.06	In-Bound
Cedar Avenue	1,112	Retail Trade	1.03	Balanced
Whitaker Street	728	Healthcare	1.49	Balanced
Downtown White Bear Lake	2,495	Leisure & Hospitality	2.09	In-Bound

Source: ESRI; Kimley-Horn

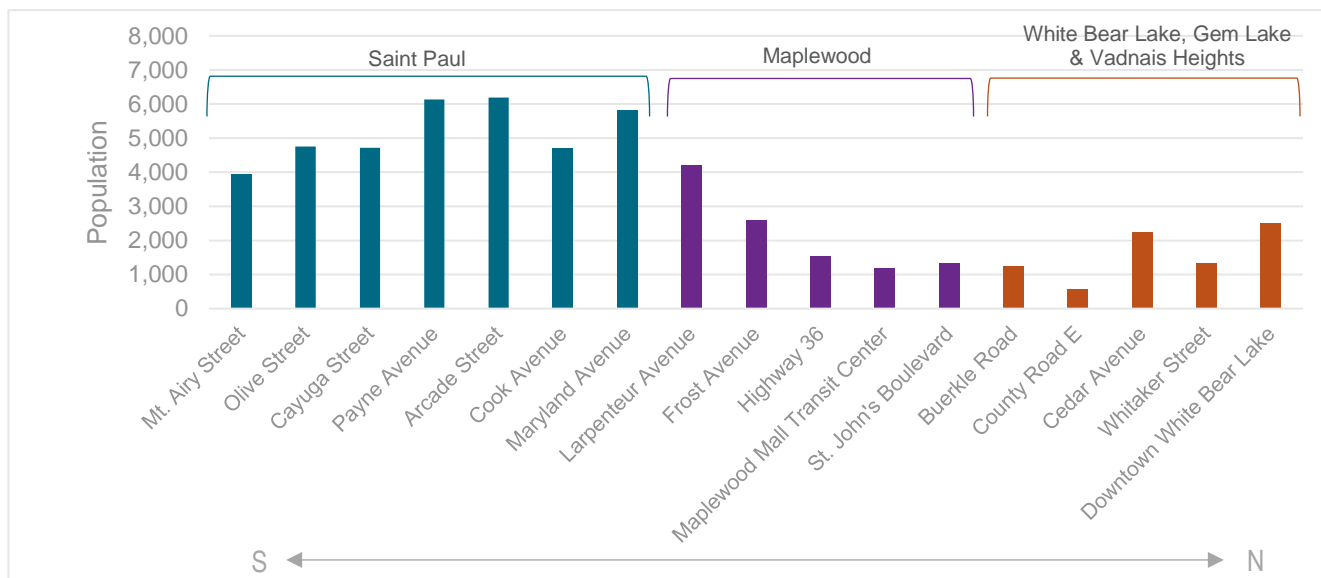
## 2.3. STATION AREA COMPARISON

This section presents a high-level comparison of each of the profiled one-half mile station areas and contrasts with Ramsey County as a whole. Demographic metrics include base 2018 population, 2010-2018 growth rates, median age, diversity and household income. Economic considerations include total 2018 jobs, jobs/household ratio and number of non-residents commuting into the station area for employment. Detailed profiles of the station areas are provided in Appendix A.

### Demographic Comparison

A review of station areas beginning in Saint Paul and traveling north to White Bear Lake reveals clear patterns between total station area populations. Higher population densities result in higher station area population measures for the seven station areas in Saint Paul, ranging from nearly 4,000 to over 6,000 residents (see Graph 1). In general, total population measures decline moving north along the corridor as the land use pattern becomes more suburban.

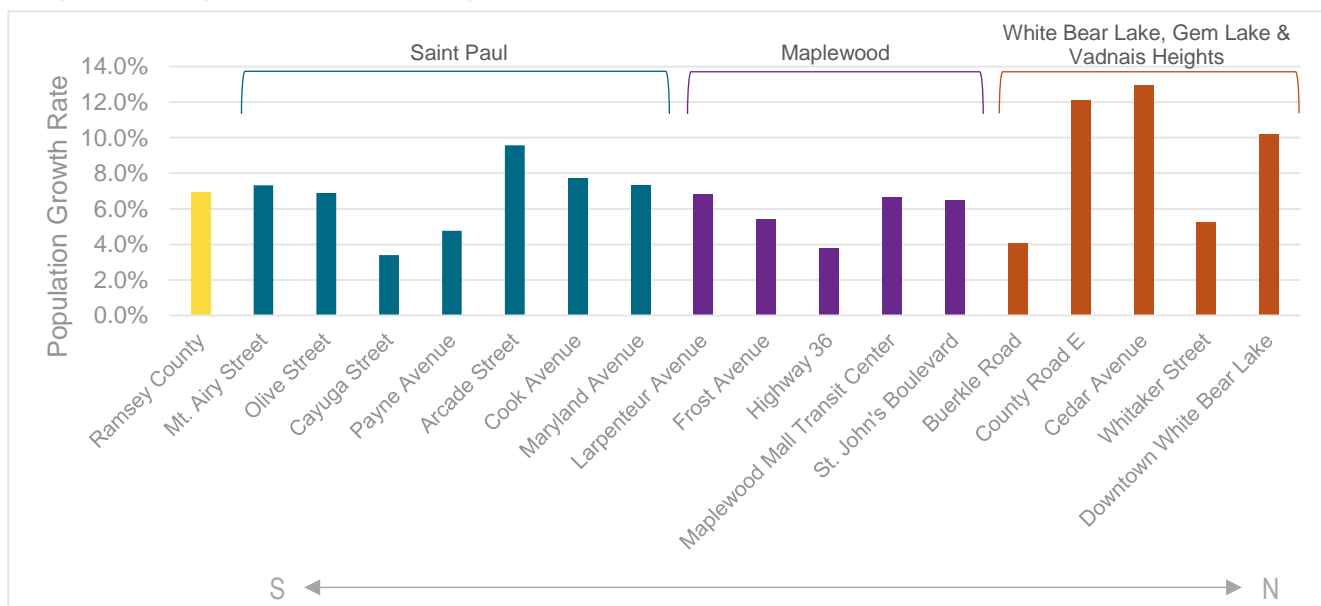
**Graph 1: Comparison of Total Population, 2018**



Source: ESRI; Kimley-Horn

As shown in Graph 2, all the station areas along the proposed route experienced increases in population between 2010 and 2018. Growth rates ranged from 13.0 percent for the Cedar Avenue station area to 3.4 percent for the Cayuga Street station area. Ramsey County grew by 6.9 percent during the same period. Generally, the strongest growth rates were demonstrated in the station areas in the northern section of the BRT route.

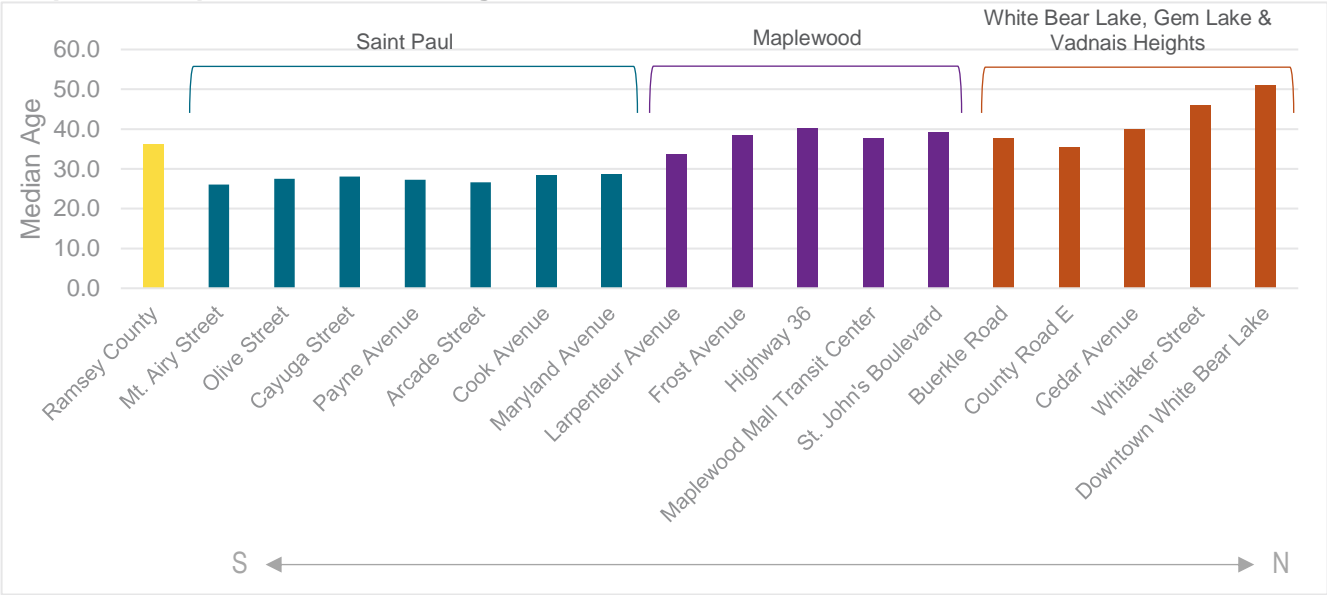
**Graph 2: Comparison of Total Population Growth Rates, 2010-2018**



Source: ESRI; Kimley-Horn

The station areas located in Saint Paul have the lowest median ages, with measures that are below those of other station areas and Ramsey County as a whole (see Graph 3). Median ages generally increase moving north along the route, with a median age over 50 years old in the White Bear Lake station area. The median age of residents is one of many measures that will influence demand for real estate development, based in part on housing and shopping preferences that vary across age ranges.

**Graph 3: Comparison of Median Age, 2018**

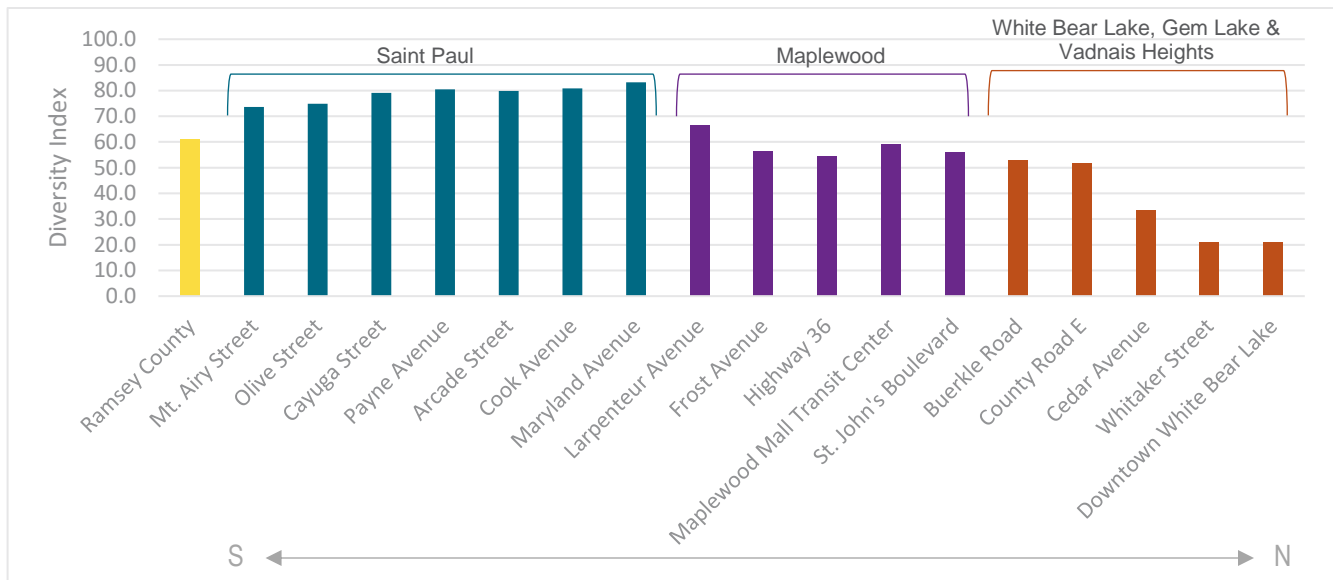


Source: ESRI; Kimley-Horn

ESRI's Diversity Index is used throughout this document to measure an area's racial and ethnic diversity. The Diversity Index provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented).

Graph 4 compares the Diversity Index scores for each profiled station area and Ramsey County. The Saint Paul station areas included in this assessment have greater racial and ethnic diversity than the Maplewood, White Bear Lake, Gem Lake, and Vadnais Heights stations. Many of the Saint Paul station areas, which have historically been home to immigrant communities, have large shares of Asian and black residents. The Maryland Avenue station has the highest Diversity Index at 83.2. Diversity declines when traveling north along the proposed Rush Line BRT corridor, with the Whitaker Street and Downtown White Bear Lake station areas having the lowest scores of 24.4 and 20.8, respectively.

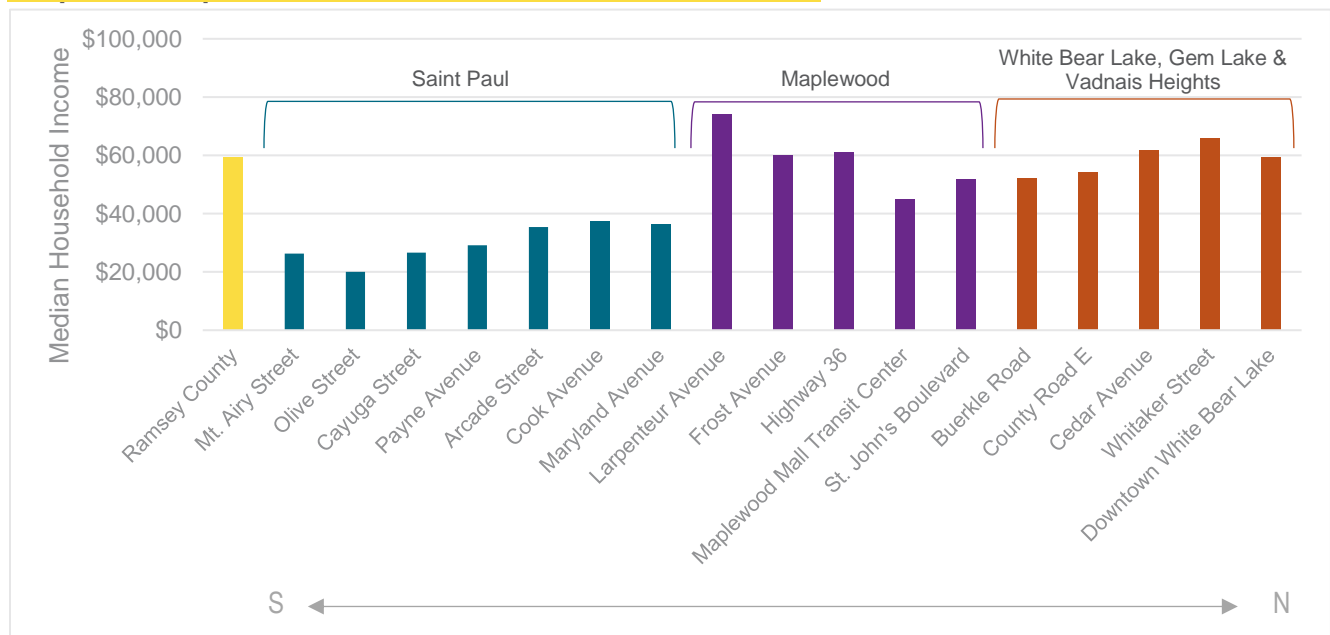
**Graph 4: Comparison of Diversity Indices. 2018**



Source: ESRI; Kimley-Horn

All but four of the proposed station areas have median household incomes above the countywide median of \$59,221 (see Graph 5). The four with median household incomes below \$30,000 are the southernmost station locations in Saint Paul. The highest median incomes are in the station areas in the cities of Maplewood and White Bear Lake. The Larpenteur Avenue station area, which is divided between Saint Paul and Maplewood, has the highest median household income of \$74,234.

**Graph 5: Comparison of Median Household Incomes. 2018**

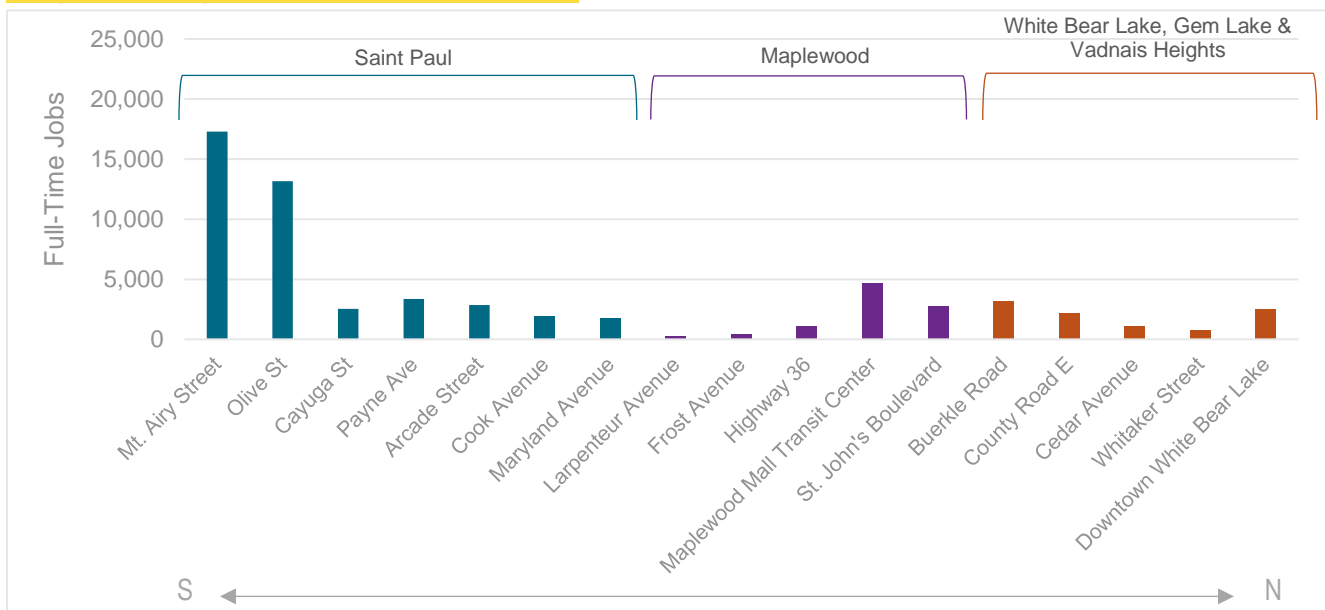


Source: ESRI; Kimley-Horn

## Economic Comparison

As shown in Graph 6, the Mt. Airy Street and Olive Street half-mile station areas had the most jobs by far in 2018 at over 13,000 and 17,000, respectively. Other key employment centers include Cayuga Street, Payne Avenue and Arcade Street in Saint Paul; Maplewood Mall Transit Center and St. John's Boulevard in Maplewood; and Buerkle Road, County Road E and Downtown White Bear Lake in White Bear Lake. Larpenteur Avenue and Frost Avenue host the fewest jobs within the station areas, with fewer than 1,000 each. These station areas are heavily residential. It should be noted that the Saint Paul stations located south of the proposed Mt. Airy Street station, which were excluded from this analysis, are also major employment centers.

**Graph 6: Comparison of Total Jobs, 2018**

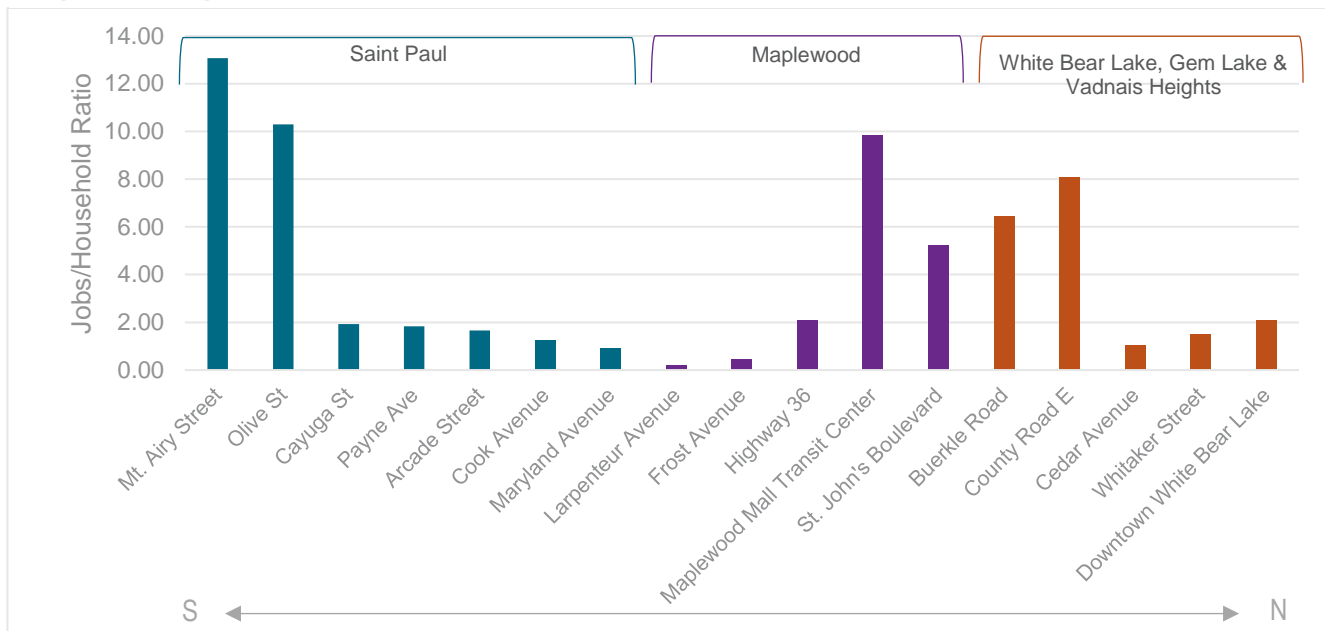


Source: ESRI; Kimley-Horn

The station areas considered in this analysis with the largest jobs-to-household ratios are Mt. Airy Street and Olive Street in Saint Paul, Maplewood Mall Transit Center and St. John's Boulevard in Maplewood, and Buerkle Road and County Road E in the White Bear Lake area (see Graph 7). Excluding those in downtown Saint Paul, these station areas represent the most significant employment centers along the proposed route. The station areas with ratios lower than 1.0 are primarily residential.



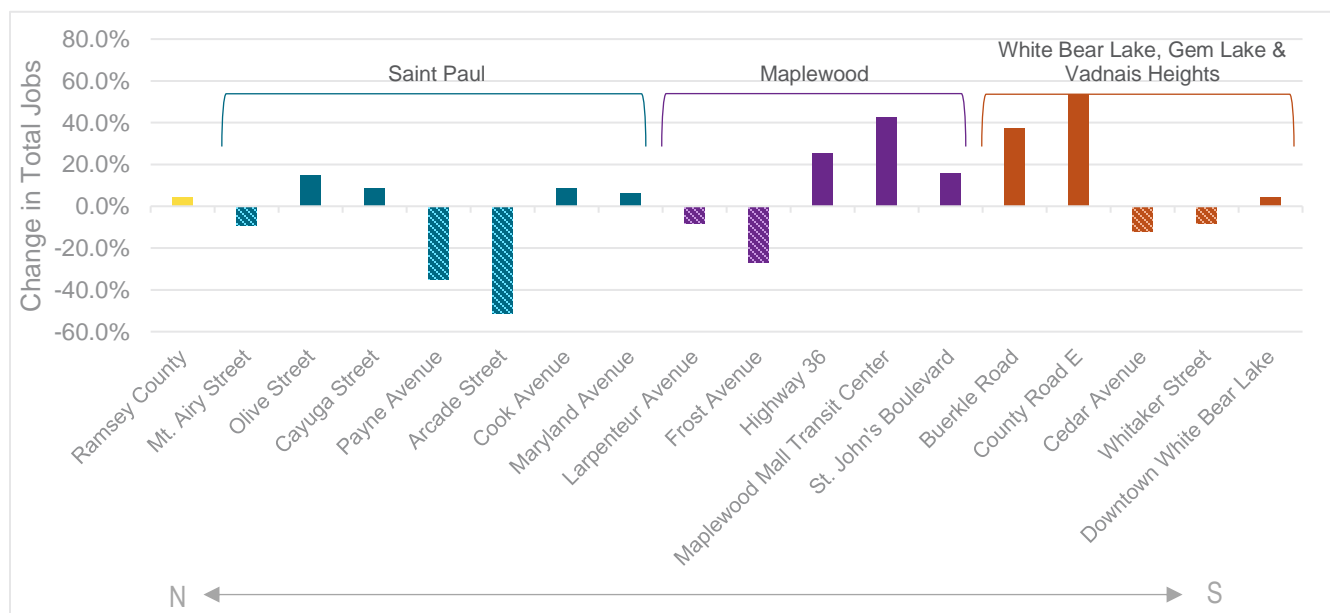
**Graph 7: Comparison of Jobs-to-Household Ratios. 2018**



Source: ESRI; Kimley-Horn

The changes in total number of jobs per station area between 2010 and 2015, the most recent five-year period for which trend data is available, varied widely along the proposed Rush Line BRT route (see Graph 8). The station areas between the proposed Highway 36 station and the proposed County Road E station experienced the largest growth in both gross number of jobs and rate of change during this period, increasing by 16.0 to 53.4 percent. The station areas at Arcade Street and Payne Avenue experienced the largest declines in jobs, decreasing by 51.4 and 35.1 percent from 2010 to 2015, respectively.

**Graph 8: Comparison of Change in Total Number of Jobs. 2010-2015**



Source: LEHD On the Map; Kimley-Horn

### 3. PEER SYSTEM CASE STUDIES

In addition to expanded mobility options for residents, communities where new transit systems are implemented have also been successful in attracting increased levels of private investment near station platforms. To demonstrate common experiences of peer BRT systems that utilize similar types of facilities, three case studies of corridors containing station areas with similar development patterns as station areas along Rush Line are presented:

- CTfastrak in Connecticut.
- GRTC Pulse in Richmond, Virginia.
- South Bay Rapid in San Diego, California.

**Table 7: Peer Systems Summary Comparison**

BRT SYSTEM	FACILITY TYPES	OPENING YEAR	CORRIDOR LENGTH	NUMBER OF STATIONS	DEVELOPMENT PATTERN(S)
<b>Rush Line</b>	<b>Dedicated busway, mixed traffic</b>	<b>2026</b>	<b>15.0 miles</b>	<b>21</b>	<b>Urban &amp; Suburban</b>
<b>CTfastrak</b>	Dedicated busway, mixed traffic	2015	9.4 miles	10	Urban & Suburban
<b>South Bay Rapid Transit</b>	Dedicated busway, HOV lanes, mixed traffic	2019	26.0 miles	12	Urban & Suburban
<b>GRTC Pulse</b>	Dedicated bus lanes, mixed traffic	2018	7.6 miles	14	Urban

The case studies in this section seek to document best practices that can be employed to leverage public investment to attract private development. Supporting opportunities for transit-oriented development near BRT stations through a variety of policy strategies has become a popular approach for communities interested in increasing transportation options for residents to access jobs, retail, and recreation amenities. This section provides a high-level review of the history of each system, how each BRT route has influenced local land use patterns, particularly around the stations, and local implementation tools that have been used to attract development.

Additionally, a deeper dive into at least one specific station area along the subject corridors is provided. Specific station investigations were based on areas that have similar land use attributes to places along the Rush Line BRT route.

## 3.1. CTFASTRAK – CONNECTICUT

### Corridor Background

CTfastrak is Connecticut's first BRT system and the second in New England. It is operated by Connecticut Transit, a division of the Connecticut Department of Transportation (ConnDOT) and connects downtown New Britain with downtown Hartford. CTfastrak is a system of bus routes that utilize a 9.4-mile grade-separated, limited access roadway for all or a portion of the bus routes. The dedicated busway was constructed in current and former railroad rights-of-way owned by the state and Amtrak. It includes 10 stations and supports 12 bus routes (eight local and four express).

Planning for CTfastrak began in 2001 with the mission of relieving congestion on I-84. Construction started in 2012, and the dedicated busway opened for service in 2015. There was existing bus service along the corridor between New Britain and Hartford before CTfastrak was implemented, which averaged 8,000 to 9,000 passenger trips on weekdays. As of April 2019, the average number of weekday local and express passenger trips totaled nearly 11,500, an increase of approximately 35%. ConnDOT has projected more than 16,000 daily riders by 2030. The system uses a proof-of-payment system that allows for all-door boarding at stations to reduce dwell times and improve efficiency.

Improving transit in Connecticut was a leading priority of the previous governor's administration. In addition to alleviating roadway congestion, promoting economic development was another primary motive for constructing CTfastrak. The state has made \$15 million available in grants through its Responsible Growth and Transit-Oriented Development Grant program for projects meant to catalyze growth. This competitive grant program provides pre-development and acquisition financing for transit-oriented development projects within a half-mile of a station or stop along transit lines and include residential uses with a minimum percentage of affordable housing that is based on the specific demographics of each site. Some communities along the CTfastrak busway, including the southern terminus New Britain and West Hartford, have leveraged these funding opportunities to successfully attract private investment in new development projects located near the BRT stations. A profile of station areas that have received elevated investment in response to the arrival of CTfastrak is provided in the next section.

Although it has spurred new development and kept track with ConnDOT ridership projections, it is worth noting that CTfastrak has been a relatively contentious and partisan issue at the state level, with opponents largely critical of the cost and prioritization of the public transit investment.

### Corridor Overview

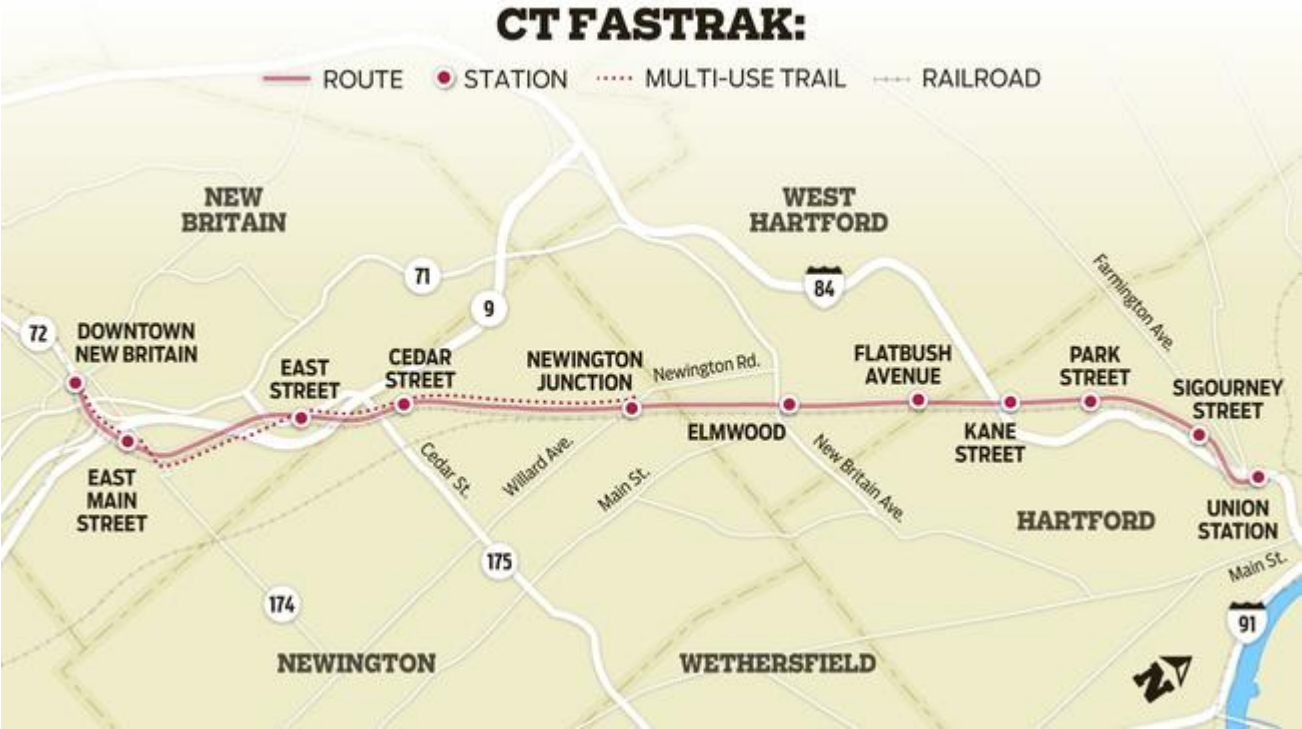
CTfastrak's dedicated guideway connects a comparatively small downtown in New Britain with the downtown of the state's capitol, Hartford. The various bus routes that utilize the busway provide direct service to several communities and popular destinations, including UConn Health, Westfarms Mall, and Manchester Community College. CTfastrak's southern terminal station, located in the city of New Britain, is situated in a traditional urban downtown setting with a historic stock of commercial and mixed-use buildings that is currently undergoing revitalization. The alignment travels northeast through a more suburban environment to the cities of Newington and West Hartford. Commercial and mixed-use continue as the primary land uses along the corridor as the busway skirts residential

### Key Facts

- Dedicated busway and mixed traffic operations.
- Service began in 2015.
- 9.4-mile corridor.
- 10 stations serving 12 routes.
- Urban and suburban development patterns.

neighborhoods on the edge of New Britain and Newington. The corridor crosses through a formerly industrial area before entering the city of Hartford, the state capital. The alignment terminates on the eastern edge of downtown Hartford to Hartford Union Station, where Amtrak service is also available.

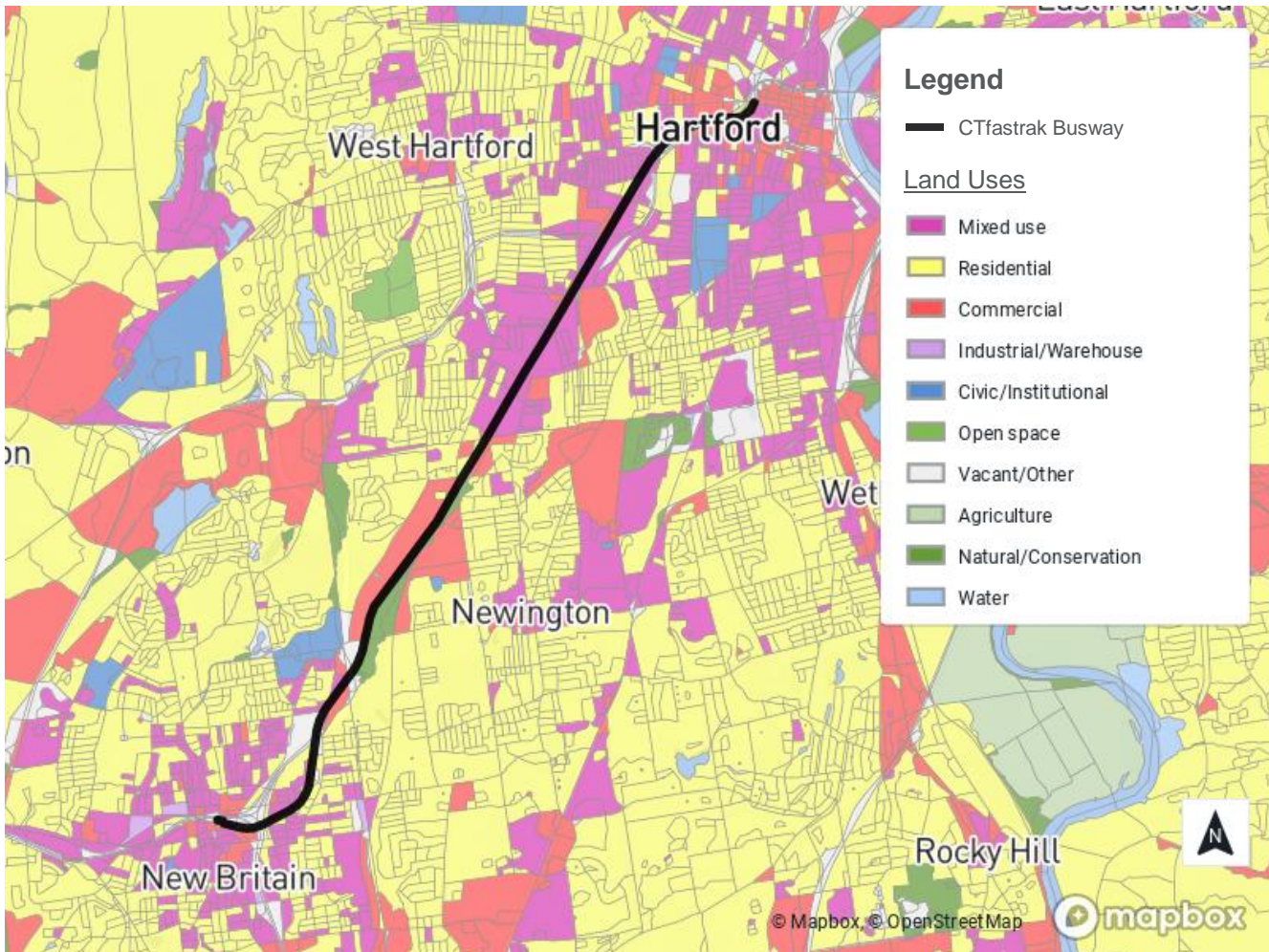
**CTfastrak Station Map**



Source: Hartford Courant



## Land Use Map, CTfastrak Corridor, 2019



Source: Urban Footprint; Kimley-Horn

## Individual Station Area Analysis

### FLATBUSH AVENUE AND ELMWOOD STATIONS, WEST HARTFORD, CT

In anticipation of CTfastrak stations, West Hartford applied for a planning grant through the state's Office of Policy Management in 2014 and received \$75,000 for the New Park Avenue Transit Area Complete Streets Study, which focuses on the Flatbush Avenue and Elmwood CTfastrak stations. These two stations are approximately one mile apart and are located along New Park Avenue, a primarily auto-oriented corridor in a formerly industrial neighborhood with several underutilized properties nearby. These stations were selected for the study due to New Park Avenue's potential to become a multimodal corridor in West Hartford. Land uses surrounding the stations include retail, warehousing and distribution, self-storage, surface parking lots and single-family housing. The final Complete Streets Study provided concept alternatives and short- and long-term recommendations for implementing Complete Streets measures that aim to enhance the area and make it more attractive to private investment. Recommended infrastructure improvements include possible road diet sections, traffic calming techniques, improved bicycle facilities, and pedestrian and streetscape enhancements.

In addition to the Complete Streets Study, West Hartford has pursued several zoning policy changes to encourage new transit-oriented development. Efforts include a change to the city's zoning code to allow mixed-use development within industrial and business zones. This change allows for the development of residential uses near the Flatbush Avenue and Elmwood Stations. Additional zoning updates were adopted in 2017, including an incentive-based zoning ordinance that encourages higher-density development, as well as a zoning ordinance that allows food, alcohol and arcade-style entertainment under one roof. Developers may seek an increase in density if they provide one of six amenities: affordable housing, historic preservation, infill development, public space, private parking garages, or public art. Another zoning change made it possible for food trucks and food truck parks to be located in industrial zones. Together, these actions have encouraged the development of entertainment-related uses to activate station areas and turn them into destinations.

The city of West Hartford received additional funding from the state's Responsible Growth and Transit-Oriented Development Grant Program in 2018 for the implementation of the Complete Streets study and recommended improvements to New Park Avenue, including a road diet with center turn lane, landscaped medians, protected bike lanes, new street trees, lighting, wayfinding and a pocket park.

The first residential project planned in response to the opening of the CTfastrak stations was completed in 2018. The mixed-income apartment community, 616 New Park, was financed in part by low-income housing tax credits and contains 54 apartments and ground floor commercial space. It is located less than 1,000 feet from the Elmwood Station. 616 New Park was also the first development in West Hartford to utilize the zoning overlay allowing mixed-use developments in an industrial zone. Previously, the property was a car dealership and had been vacant for the past decade.

#### **616 New Park**



A similarly sized multifamily development located in between Flatbush Avenue and Elmwood Stations called 540 New Park was recently announced. It is expected to contain ground floor commercial space and 52 apartment units, a portion of which will be affordable housing. As with 616 New Park, 540 New Park is being touted as an economic catalyst that will encourage more new investment along New Park Avenue. Existing commercial buildings near the Elmwood Station have also received renewed interest and investment in renovations that have attracted new businesses, such as New Park Brewing.



## DOWNTOWN NEW BRITAIN STATION, NEW BRITAIN, CT

City officials in New Britain have also used a multi-pronged strategy for encouraging transit-oriented development. The Downtown New Britain Station provides a case study for planning for a terminal station in the context of a small downtown. The city of New Britain, with the mayor as a leading champion, has aggressively pursued grants to fund efforts to study and, ultimately, encourage transit-oriented development. In preparation for the Downtown New Britain Station, the city undertook a planning effort aimed at improving accessibility for pedestrians that culminated in the 2013 Complete Streets Master Plan for Downtown New Britain. Recommendations from the plan have been implemented over phases, including road diets, landscaped medians, improved crosswalks, wayfinding signage and enhanced pedestrian amenities.

In addition to redesigning the built environment to be more supportive of transit-oriented development, the city has also received funding from the state's Transit-Oriented Development Planning Grant Program to lead the development of detailed station area plans to assess the existing conditions, analyze existing development controls and incentives, identify opportunities and constraints, and provide specific recommendations. The plans also included a thorough market analysis to identify opportunities for commercial and residential development that could be absorbed over a seven-year period. Recommendations for the Downtown New Britain station area called for significant new development through enhancement of underperforming properties and new construction to accommodate mixed-income housing and create a hub of food and entertainment uses. Fostering linkages between the Downtown New Britain Station and new developments is strongly emphasized. The plan provides an overview of projects to be delivered in six phases.

The city has executed a deliberate marketing campaign for priority properties that are well-positioned for redevelopment. Renewed interest in the area has spurred residential projects due to its proximity to the Downtown New Britain Station. Raphael Building Apartments, one of the first of these residential projects, was completed in 2017 and is located in a historic building within a quarter-mile of the Downtown New Britain Station. This 16-unit development was partially funded by state historic tax credits. Columbus Commons, another apartment project spurred by the opening of the Downtown

### Downtown New Britain CTfastrak Station



### Raphael Apartment Building



### Columbus Commons



New Britain Station, is the city's largest residential project in several years approximately 160 units planned. The first phase is expected to be completed in early 2020 with the delivery of 80 units. State economic development aid and brownfields cleanup grants assisted in making this new development possible.

### Key Takeaways

- Successful redevelopment around new stations requires strong leadership from the local government and proactive and intentional planning and policy change.
- Complete Streets studies and other planning efforts should be leveraged to identify public infrastructure improvements that foster a more transit- and pedestrian-friendly environment and help attract private investment.
- Support from the federal- and state-level, including funding grants and promoting successful new developments, has been key for enabling transit-oriented development in the station areas.
- Taking advantage of publicly-owned right-of-way minimized the cost and contention associated with the taking of private land.

## 3.2. SOUTH BAY RAPID – SAN DIEGO, CA

### Corridor Background

The South Bay Rapid provides service along a 26-mile corridor from the Otay Mesa Port of Entry to downtown San Diego. The route includes 12 stations that connect employment and activity centers in downtown San Diego and South County.

Service is operated by the San Diego Metropolitan Transit System via a combination of bus-on-shoulder, high-occupancy vehicle lanes and a 6-mile dedicated guideway in the medians of East Palomar Street and Eastlake Parkway in Chula Vista. The final segment of the guideway was completed in 2019.

Construction began in 2016, and service launched in January 2019. In total, the project cost \$139 million and was funded through a combination of local and state sources.

Future improvements for the corridor include three in-line (freeway level) transit stations along I-805, two park-and-ride lots, freeway-to-freeway direct high-occupancy vehicle connector ramps and a three-year bus-on-shoulder pilot program that will be scheduled as funding becomes available.

### Corridor Overview

The route provides service to a number of key activity nodes along its length, including the Otay Mesa Port of Entry (17 million individual crossings in 2016), the Sharp Chula Vista Medical Center, various retail and commercial districts, Petco Park and the San Diego Waterfront. The corridor passes through three major land use zones over its 26-mile alignment, beginning at a large commercial/industrial employment center near the Otay Mesa Port of Entry.

### Key Facts

- Dedicated busway, bus-on-shoulder, high-occupancy vehicle lanes and mixed traffic operations.
- Service began in 2019.
- 26-mile corridor.
- 12 stations.
- Urban and suburban development patterns.



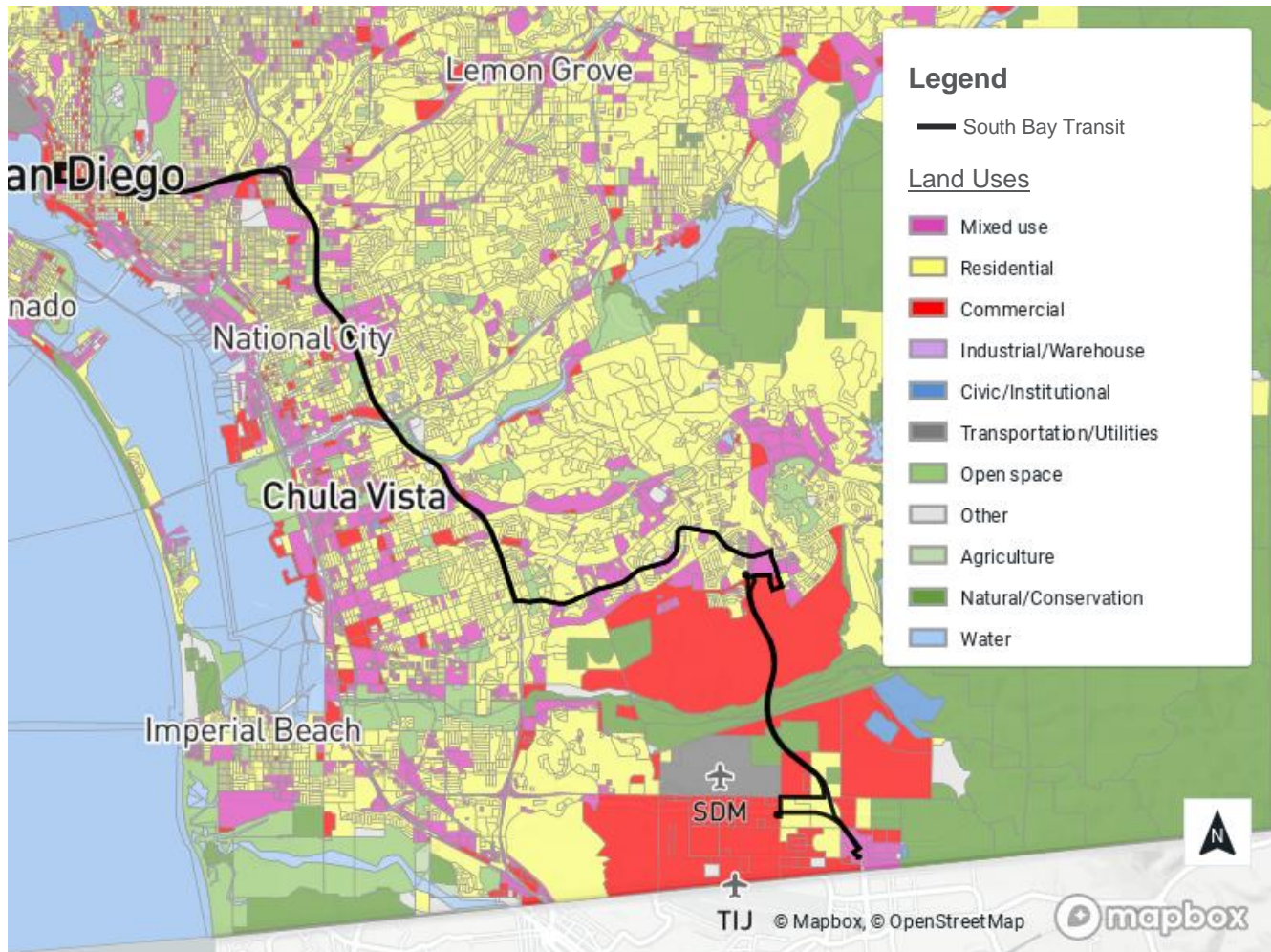
After departing the South Bay Expressway, the alignment makes its way through several miles of suburban development, dominated by commercial and mixed-use activity centers surrounded by single-family residential. This development pattern largely continues along I-805 to downtown San Diego, though no transit stops allow access along the interstate corridor. More intense land use patterns take over as the corridor enters downtown San Diego, including multi-family mixed-use, employment centers and civic centers.

**South Bay Rapid Station Map**



Source: Metropolitan Transit System

## Land Use Map, South Bay Rapid Transit Corridor, 2019



Source: Urban Footprint; Kimley-Horn

## Individual Station Area Analysis

### EAST PALOMAR STATION

The East Palomar Station is located near the interchange of East Palomar Street and I-805 in Chula Vista. It includes a park-and-ride facility and acts as a transit hub for the surrounding area with connecting bus service for the nearby Sharp Chula Vista Medical Center. The larger city of Chula Vista is densely populated and growing.

The East Palomar Station and park-and-ride facilities were completed in 2014. The facility features a direct access ramp connecting express lanes on I-805 to the transit station,

### East Palomar Station



which provides a seamless connection between the local street system and express lanes, easing congestion and improving travel times. In addition to acting as a transit hub for the BRT line and two local bus routes, the facility also features fully-lit, shared pedestrian and bike paths, privacy walls, upscale hardscape and softscape and bike lockers.

The East Palomar Station is closely tied to an existing medical facility. The station is also situated within an established suburban neighborhood, which has limited potential for transit-oriented development. The area is dominated by single-family residential developments and neighborhood institutions, which limit opportunities for large-scale multi-family projects or new retail, office or industrial developments.

The area surrounding the East Palomar Station is characteristically suburban and consists of mostly single-family detached residential homes, including a few nearby schools and open space/parks and recreational areas. It is directly adjacent to the Sunbow Valley residential development constructed in 1988. The Sharp Chula Vista Medical Center is roughly one mile from the station and is the fourth largest employer in Chula Vista. Bus service from the East Palomar Station to a stop on a different route closer to the medical center's entrance is currently available. Today this station provides service close to the medical center; however, plans for a BRT station will create a more direct connection in the future.

The East Palomar Station has not been prioritized for station area planning, nor is it designated as a transit-oriented development area eligible for any development incentives. New development near the station has been limited since the station opened, likely due to the lack of proactive planning and encouragement to densify the existing single-family residential neighborhoods. At the Sharp Chula Vista Medical Center, a new expansion was recently completed with a \$185 million, 170,000-square-foot tower. This expansion is likely more related to the rapidly growing population of Chula Vista than the increased transit access nearby.

## OTAY RANCH STATION

Like the East Palomar Station, the Otay Ranch Station is situated in the eastern region of Chula Vista, directly adjacent to the master planned Otay Ranch Town Center. It is the second station traveling northbound from the Otay Mesa Transit Station terminus of the South Bay Rapid route. The station was built in 2016 to accommodate the new BRT line and local bus services. The station is anchored by a mall and features park-and-ride facilities.

### Otay Ranch Station



Source: ESRI

### Otay Ranch Town Center





Like the greater Chula Vista, the area surrounding Otay Ranch Town Station area is densely populated and diverse. The *Regional Mobility Hub Implementation Strategy*, a 2017 report by the San Diego Association of Governments (SANDAG), identified this station among seven other regional transit centers as a future mobility hub. In this document, SANDAG defined mobility hubs as “smart growth areas served by high frequency transit service” and predicted a population of over 50,000 people living within a five-minute drive from the station and over 10,500 jobs within this same radius.

The station is anchored by the directly adjacent Otay Ranch Town Center shopping center, built in 2016. It is surrounded by several existing or planned residential villages that provide a mix of townhomes and single-family residences. A variety of bike and pedestrian facilities provide access to the site.

The city of Chula Vista has encouraged development in the Otay Ranch area. In 1993, an initial General Development plan was approved by the city, which separated Otay Ranch from two other future development parcels. It was then amended in 2013 to revise village boundaries within Otay Ranch and create town centers that considered rapid transit for these separate villages. The changes in boundaries provided land for the future development of the University and Innovation District planning area. An additional amendment allowed for an increase in density and the number of residential units adjacent to the planned transit facility, which would become Otay Ranch Station.

A variety of development projects encouraging greater density and transit-oriented development are underway near the station. As recently as June 2019, approval was granted to a new sustainable, transit-oriented development called Promenade, just north of the Otay Ranch Town Center. The development includes 15,000 square feet of ground floor commercial space, a 2-acre public park, two hotels and 900 new multi-family units. Just south, a 206-acre multi-phase development called Millenia is under construction, anticipating 2,983 multi-family housing units, 1.5 million square feet of retail space and 2 million square feet of office space. Once complete, the development will be served by the existing Millenia Station on the South Bay Rapid, although there is likely overlap in populations served by both stations due to their proximity.

## Key Takeaways

- Similar to the experience of CTfastrak, station areas along the South Bay Transit corridor that were not proactively planned have attracted lower levels of investment and interest in new development.
- The strategy of planning the alignment to serve ‘villages’ where residential and commercial development are concentrated allows for greater connectivity between stations and surrounding destinations.
- Since the alignment crosses multiple jurisdictions, intentional and collaborative partnerships between government entities, as well as with the private sector, was key for securing funding and efficient implementation.

## 3.3. GRTC PULSE – RICHMOND, VA

### Corridor Background

GRTC Pulse is a BRT line in central Virginia that is operated by the Greater Richmond Transit Company (GRTC) and opened for service in 2018. The 7.6-mile route follows Broad and Main Streets from Rocketts Landing in the city of Richmond to Willow Lawn in Henrico County. The system contains 2.6 miles that are separated from vehicular traffic using median-aligned, bus-only lanes and 0.6 miles that use curbside bus-only lanes. The Pulse has traffic signal priority at all but one intersection along the 7.6-mile alignment.

GRTC Pulse is a collaboration between GRTC, the Virginia Department of Rail and Public Transportation, the Virginia Department of Transportation, the city of Richmond and Henrico County, all of which contributed funding. Planning for GRTC Pulse began with the *Broad Street Corridor Rapid Transit Study*, published in 2014. The US Department of Transportation awarded the project a \$24.9 million TIGER Grant that year. State and local sources provided the rest of the \$64.9 million capital cost. Preliminary design began in 2014 as well, with full design and construction taking place between 2016 and 2018.

In 2017, the Richmond City Council and City Planning Commission adopted *The Pulse Corridor Plan*, which includes a survey of existing conditions along the corridor, station area plans and corridor-wide and station-specific recommendations. Following the plan's top recommendation, the city rezoned areas to match the future land use plan, focusing on six priority station areas as well as two neighborhoods and creating a new transit-oriented development zoning district to accommodate denser development.

### Corridor Overview

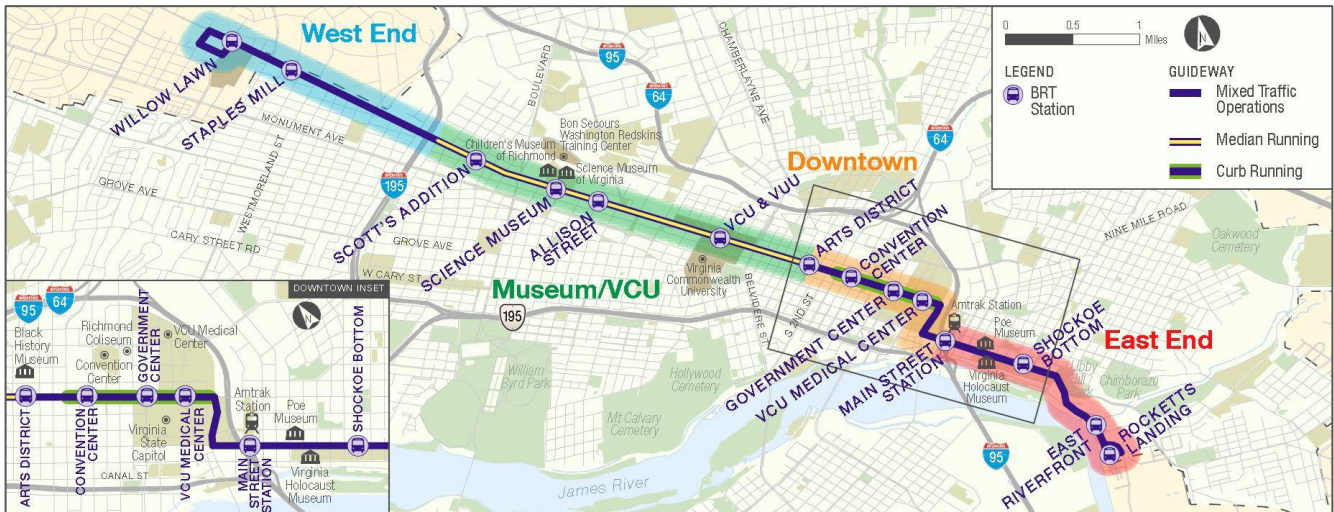
The GRTC Pulse corridor stretches from a retail and office center at the west end through downtown Richmond to its eastern terminus in a mixed-use development called Rocketts Landing that was formerly an industrial district. The Pulse provides convenient access to several popular destinations and activity and employment centers, including the Willow Lawn Shopping Center, Museum District, Science Museum of Virginia, The Fan District, Virginia Commonwealth University (VCU) and Virginia Union University, Arts District, Richmond Convention Center, state and local government centers, VCU Medical Center, Main Street Station and Shockoe Bottom. The development pattern along the corridor is primarily urban. The most dominant surrounding land uses are commercial, mixed-use and low- to mid-rise multifamily residential. There is a concentration of civic/institutional uses in the city center where the state capitol building is located.

### Key Facts

- Dedicated bus lanes and mixed traffic operations.
- Service began in 2018.
- 7.6-mile corridor.
- 14 stations.
- Urban development pattern.

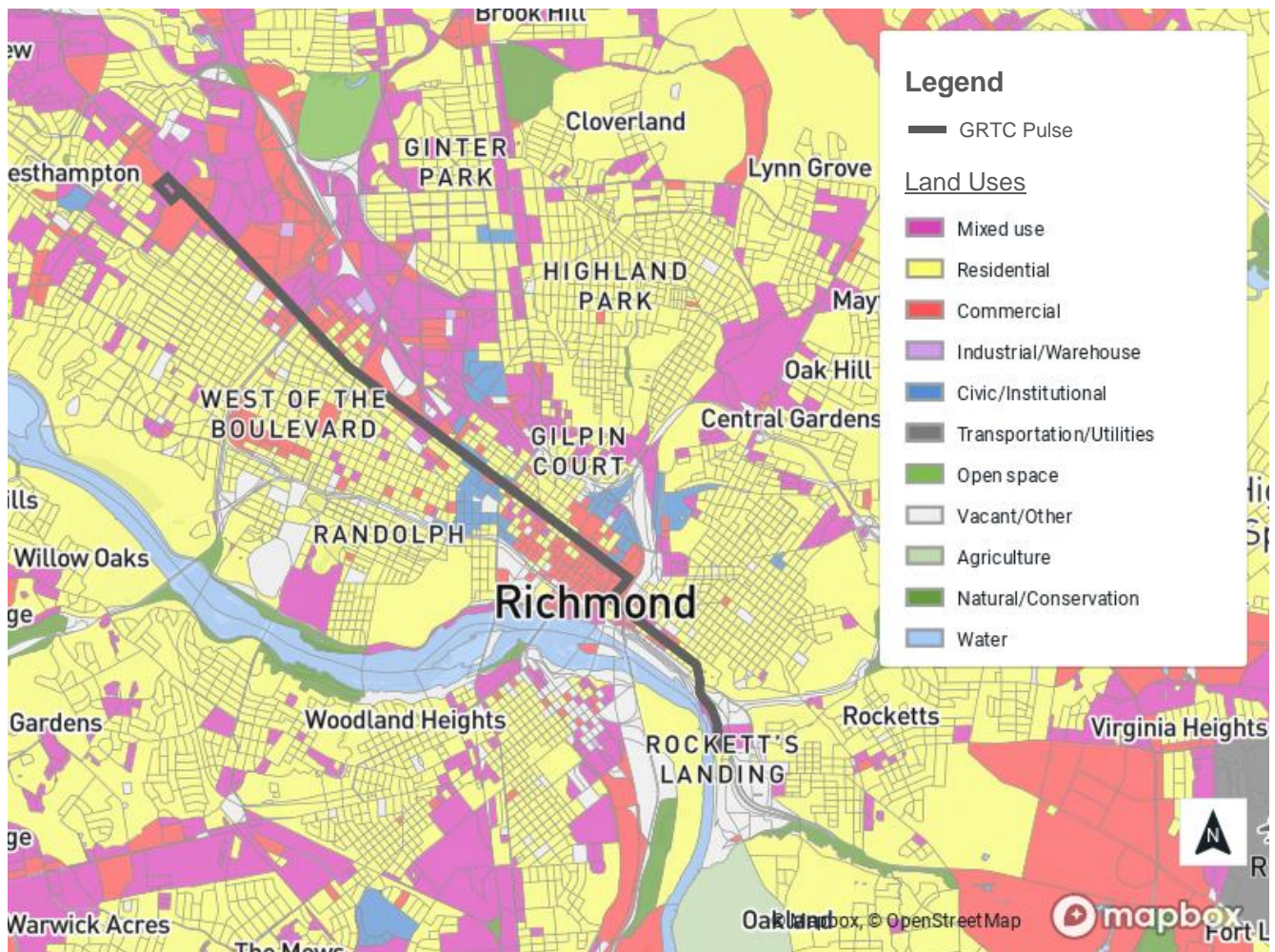


## GRTC Pulse Station Map



Source: GRTC

## Land Use Map. GRTC Pulse Corridor. 2019



Source: Urban Footprint; Kimley-Horn



## Individual Station Area Analysis

### ARTS DISTRICT STATION

The GRTC Pulse Arts District Station is located in Monroe Ward, a neighborhood within downtown Richmond between VCU's Monroe Park Campus and the Richmond Convention Center that has been prioritized for transit-oriented development by city officials. City planners aim to incentivize the redevelopment of underutilized surface parking lots, which are estimated to make up 25 percent of the station area, to better complement GRTC Pulse. The leading recommendation for this area in *The Pulse Corridor Plan* was to rezone Monroe Ward to Downtown Mixed-Use to encourage the redevelopment of the vacant parking lots and underutilized buildings into high-density buildings that focus on creating walkable environments with active ground floors.

The GRTC Pulse design phase initiated several notable projects that helped set the tone for future momentum in the corridor. Many cite the BRT investment as a major contributing factor to attracting the new development. Key projects included Deco at CNB (a 23-story residential tower), Quirk Hotel, Gather Arts District (co-working space) and Marshall Lofts and Atrium on Broad (two mid-rise residential projects). These projects were all underway or complete prior to the city's Arts District zoning change in 2019.

#### Arts District Station



In July 2019, the city council unanimously approved a slate of zoning changes that prohibit surface parking as a primary use, decrease parking requirements and encourage denser development. Additionally, new projects that are greater than 1,000 square feet and within the 73-block area must go through a special review process to ensure they are consistent with The Pulse Corridor Plan's design guidelines. Guidelines recommended in the plan focus on creating a highly walkable corridor that is compact and mixed, connected, and thriving and equitable. They include main building entrances that front the street to foster pedestrian activity, facades that are human-scale and allow visibility to and from the street especially on the ground floor, appropriate setbacks, and screened parking.

Due to the established development pattern in this area, infill development is a high priority for the city. Given the recent successful launch of GRTC Pulse service and approval of the zoning changes surrounding the Arts District Station in Monroe Ward, no new projects have been completed yet; however, developers have signaled interest in redevelopment opportunities in the station area. A

developer has proposed a townhome community containing 21 units at a vacant parking lot three blocks south of the Arts District Station on East Main Street. In addition, a group of developers are seeking to rezone 13 contiguous lots in Monroe Ward to the new transit-oriented development zoning classification and are currently planning an apartment project for the site.

## Key Takeaways

- Adoption of a land use plan along the proposed BRT corridor before the line opened helped communicate the goals, expectations and guidelines to the private sector, allowing potential investors to get a head start on exploring development possibilities that met The Pulse Corridor Plan's vision for transit-oriented development.
- Prioritizing key station areas to target for short-term redevelopment allowed public officials to focus and test aggressive changes to zoning policies that encourage more density before rolling out on a wider scale.
- Due to strong and unified leadership at the city level, there was enough political will to enact the aggressive policy changes, including prohibiting surface parking as a primary use and decreasing parking requirements.



## 4. AFFORDABLE HOUSING CONSIDERATIONS

This section synthesizes research on the provision and retention of affordable housing within a short walk of a transit station. It is well documented that the presence of a transit station can make an area more desirable for development given increased mobility options and ease of accessibility to jobs, services and amenities. However, the benefits associated with private investment can also bring challenges, particularly with respect to housing affordability. More amenities, better transit access and higher property values can more disproportionately impact low-income households by increasing their housing costs. This section shares best practices local governments can use to implement transit-oriented development while still promoting and preserving affordable housing.

### Opportunities

According to the Center for Transit-Oriented Development, “development of housing adjacent to transit presents opportunities to meaningfully address the nation’s continued need for affordable housing.” The cost of transportation is second only to housing as a monthly expenditure. The American Public Transportation Association has found that households using transit instead of driving can save almost \$9,500 per year, an amount equivalent to the cost of groceries, childcare or community college tuition for two kids over the same period.

Neighborhoods within walking distance of a transit station typically have lower household expenses because they spend less on personal vehicles. This benefit of transit-oriented development is expected to contribute to a continued strong desire to live in these types of neighborhoods in the future. In fact, according to the Center for Transit-Oriented Development, the demand for transit-adjacent housing will nearly triple in the next 20 years. The fastest growing demographic groups, including singles, couples without kids, low-income households and older empty-nesters, are all likely to seek housing options near transit. Expanding and protecting affordable housing in transit-oriented development zones can provide access to a wider job market, a critical component of supporting economic mobility.

To ensure that all residents have equal access to the potential benefits attributable to a major public investment, like the Rush Line BRT, local governments need to be proactive in adopting policies and protections that preserve and expand affordable housing options. Transit-oriented development typically allows for increased density, which is often critical to the creation of affordable units. For this reason, the areas around stations are prime candidates for expanding housing options.

### Why focus affordable housing near transit?

- Improves access to jobs, schools and quality neighborhoods for low- and moderate-income families.
- Supports the ability to accomplish daily activities like shopping and socializing without relying on a personal vehicle.
- Reduces household income spent on transportation, which can be reallocated to other needs.
- Provides an alternative to suburban sprawl while reducing transportation costs, traffic congestion, air pollution and emission of greenhouse gases.

## Challenges

Neighborhoods surrounding transit stations are often attractive for mixed-use development, driven in part by the opportunity for enhanced mobility. Additionally, these projects often have elevated property values that can be useful in generating new tax base to support the initial public transportation investments. However, high-density, mixed-use projects are often more complicated than a single-use development, with a higher level of financial risk for private developers. Building near transit stations can be particularly expensive because land values are elevated and higher-density, mixed-use projects are often challenging to build and finance. Incorporating affordable units can further increase project complexity.

Regardless of access to transit, urban developers are responding to widespread demand from high-income market segments, particularly young and childless professionals and aging Baby Boomers. Income streams generated by luxury housing projects are well-suited for absorbing the additional time, uncertainty and risk inherent in urban, infill and transit-oriented development. Elevated land costs and zoning classifications that require a mixture of uses can exasperate the focus on luxury residential units in and around transit stations.

Government agencies often need to be proactive in encouraging or requiring the inclusion of affordable housing to meet community goals, particularly around transit stations. In many situations, transit-oriented development is not supported by appropriate zoning codes, leading to lengthy and costly permitting processes. Parking standards are often more in line with development patterns that are not transit-oriented, which tend to require more spaces than are needed given the walkability to transit, stores and other destinations. Permitting delays and unnecessary parking requirements both increase construction costs, which can diminish returns for the private sector, and raise the barrier for those willing to take on risk.

## Common Tools for Supporting Affordable Housing in Transit-Oriented Development Zones

Many of the tools needed to create and sustain affordable housing in transit neighborhoods already exist but need to be tailored to the specific issues facing a given community. It should be noted that many of the financial tools currently available are underfunded relative to the need. Policies, programs and financing tools that support the creation and preservation of affordable housing near transit stations can be used to ensure that the benefit of the new transit investments is experienced equitably. This section highlights common tools that have been used by other communities in promoting the development of new, or protection of existing, affordable housing in areas around transit stations.

### ZONING CODE UPDATES

Updating zoning codes is one of the first steps a community can take to prepare for growth and development around a transit station to promote a mixture of uses with appropriate densities. There is not a one-size-fits-all formula, and codes should be right-sized for a community's location and appetite for growth. The National Multifamily Housing Council estimates that regulation and entitlement accounts for more than 30 percent of the cost of housing development. Having modern and efficient zoning policies in place before private development momentum begins can reduce the carry costs for developers, making inclusion of affordable units in a project more feasible.

### PARKING REQUIREMENTS

Reducing or eliminating parking requirements for new developments can lower development costs, allowing affordable housing to be developed more easily.

## INCENTIVE POLICIES

Local governments can establish policies that incentivize developers to include affordable housing units as part of multifamily residential developments. The following could be considered as part of a comprehensive package to encourage the development of low-income units near transit:

- **Inclusionary zoning.** Policy that requires private development to set aside a portion of newly constructed housing to be affordable. The set-aside should be determined at the local level and calibrated to the market. It is a popular tool to get private development to subsidize affordable housing.
- **City financial incentives or reduction in permitting/development fees.** Local governments can choose to provide financial incentives to projects that include affordable housing. Financial incentives could come in the form of low-interest loans, grants, funds from established trusts or reduction in required permitting or development fees.
- **Density bonuses.** Local policy that would allow for higher densities than allowed under current zoning regulations in exchange for the inclusion of affordable units.
- **Expedited processing/permitting.** For projects that meet established goals of an area, including affordable housing provision, guarantees of faster entitlement and permitting processes can reduce carrying costs for developers, making projects more financially feasible.
- **Tax-increment financing.** This financing method can be used to subsidize redevelopment, infrastructure and other community-based goals, like affordable housing. Future increases to property tax revenue within a defined area are diverted towards a common goal (infrastructure, housing, economic development, etc.).

For all the examples above, formulated policies need to be community-specific. Particularly for permitting cost reduction, density bonuses and inclusionary requirements, incentives must be specifically calibrated for the market to be implemented successfully. Communities need to ensure that affordability requirements remain attractive to developers and do not completely offset added incentive value. In the same vein, tax-increment financing policies need to be carefully considered so communities provide benefit to attract development that meets goals without over-surrendering tax base.

## PUBLIC FUNDING FOR AFFORDABLE HOUSING

To encourage affordable housing around transit stations, government agencies may need to leverage public funding sources to support development. As previously noted, many of these sources are underfunded when compared to the relative need for them. Public funding programs, including tax credits, bonds and grants, vary by state, but often proximity to transit is a key scoring criterion in awarding money.

These summaries are not intended to be an exhaustive list of resources that are available to support the construction and preservation of affordable housing. Local municipalities are encouraged to inventory the pool of potential funding sources, particularly those that align best with community goals as it relates housing provision.

### Land Banking and Housing Trusts

Some communities are proactively establishing a land banking policy, which is defined as the public-purchase of key parcels for future development. These properties can then be leveraged, largely

through public-private partnerships, to meet community goals, including the development of affordable housing.

The use of housing trusts can be leveraged to help protect existing affordable housing. Housing trusts, which are dedicated public funds to support the development of affordable housing, can preserve the existing housing stock through buy-outs and provide services focusing on rental assistance and mediation between tenants and landlords. Housing trust funds operate best with a dedicated funding stream.

As of 2016, more than 400 state, local and county trust funds existed across the United States. The Minnesota Housing Trust Fund (HTF) provides capital loans and grants to finance the construction and rehabilitation of multifamily rental units. Funding priority is given to housing proposals serving extremely low-income households and proposals serving households experiencing long-term homelessness. The Minnesota Housing Trust Fund has been in existence since 1989 and has provided rental assistance since 2002.

## Common Federal Funding Sources

Two common federally-sponsored funding sources are Low-Income Housing Tax Credits and the HOME Investment Partnership Program. Low-Income Housing Tax Credits are a common tool that can be leveraged to support the development and preservation of affordable housing units through subsidizing construction costs. Since the mid-1990s, the Low-Income Housing Tax Credits program has supported the construction or rehabilitation of about 110,000 affordable rental units each year. The program leverages tax credits issued to states by the federal government. State housing agencies then award the credits to private developers through a competitive process. Competition for the credits is high, and properties with access to jobs, retail and services typically score well. Developers typically sell the credits to private investors to obtain funding. Once the housing project is complete, investors can claim the Low-Income Housing Tax Credits over a 10-year period.

The HOME Investment Partnership Program is the largest federal block grant to state and local governments designed exclusively to create affordable housing for low-income households. It provides grants to states and localities that communities use, often in partnership with local nonprofit groups, to fund building, buying and/or rehabilitating affordable housing for rent or homeownership or providing direct rental assistance to low-income people.

## Summary of State Funding Sources

In 2014, the National Low-Income Housing Coalition researched housing funding programs offered by states across the United States. A total of 242 active state programs were identified, including rental assistance and development funding streams. Active programs are a mixture of bonds, loans, tax relief/abatements and grants. Many of the programs are directly tied to housing trust funds, as described above. Statewide ballots for the development of affordable housing are rapidly becoming more common, including several options per state that target different populations (families, elderly, general, etc.). One of the largest comprehensive programs was passed in 2018 by the State of California: Proposition 1 allocated \$4 billion in bonds for housing programs supporting low-income residents across the state.

The State of Minnesota had 15 active affordable housing funding programs at the time of the National Low-Income Housing Coalition survey. Six of the statewide programs that provide support for development and preservation target the general low-income population, including:

- Economic Development and Housing Challenge program (loan, grant).
- Low- and Moderate-Income Rental Program (loan).

- Preservation Affordable Rental Investment Fund (loan).
- Property Tax Refund (tax relief).
- Publicly Owned Housing Program (loan).
- Rental Rehab Deferred Loan Program (loan).

## Summary of Local Funding Sources

Additionally, local agencies can be important partners in supporting planning and implementation efforts to expand and protect affordable housing. Despite evidence of extensive need for more rental housing that is affordable for low-income households, the low-income housing resources provided by the federal government help only about 25 percent of eligible households. Additionally, many of these programs have been subject to budget cuts in recent years.

Local programs can vary from smaller versions of state initiatives, including bonds, loans, grants and tax relief for affordable housing development and rental assistance, to planning and implementation grants that target specific community goals. For example, the Metropolitan Council of the Twin Cities offers four types of Livable Communities grants that can be leveraged to achieve goals, one of which is affordable housing provision.

## PUBLIC-PRIVATE PARTNERSHIPS

Partnerships between local governments and the private sector, including the business sector and community-based non-profit housing providers, can help communities develop affordable housing by bringing additional resources and skills to the development process. There are a variety of public-private partnership approaches: affordable housing task forces, operating support collaboratives, developer partnerships, program-based partnerships and public sector-partnerships. The public funding sources highlighted above could be leveraged as the public portion of a public-private partnership to achieve community goals.

## Protecting Existing Affordable Housing

New or enhanced transit service has the potential to displace nearby residents by increasing their housing costs. As long-term residential property owners sell to capture higher land values and/or the growing appeal of walkable transit districts drives renovations that support higher rents, low-income households can be in danger of being priced out of transit zones. In a time when public subsidies for affordable housing are declining, protecting naturally-occurring affordable housing is critical in expanding housing options that allow people to live near where they work. Naturally-occurring affordable housing is housing that is affordable without public subsidy.

An early, but critical, step in the protection of existing stock, both subsidized and naturally-occurring, is to develop a clear inventory of these units. An inventory of US Department of Housing and Urban Development-assisted or -insured projects, Low-Income Housing Tax Credit properties and unsubsidized housing can be useful in identifying types of properties and strategic locations to target.

Inventorying naturally-occurring affordable housing can be more challenging. Common methodology to inventory naturally-occurring affordable housing incorporates analyzing property age (typical targets are units built more than 40 years ago) and reviewing the level of amenities (focusing on properties that have no or limited offerings). Using this methodology, CoStar, a third-party real estate data source, estimates that approximately 36 percent of all rental product in the United States can be classified as naturally-occurring affordable housing.



Once an inventory is created, several strategies can be leveraged to help preserve existing affordable housing, including:

- Proactive acquisition of naturally-occurring affordable housing by public or non-profit entities to preserve it. Acquisition strategies can be developed to target key geographies that are in jeopardy of experiencing gentrification, including transit station areas.
- Acquire public subsidy properties that have expiring income restrictions (i.e., older US Department of Housing and Urban Development properties). US Department of Housing and Urban Development limits on income targets are tied to a timeframe. Creating an inventory and tracking those properties that are nearing expiration could help identify priority properties for acquisition.
- Leverage property records and local neighborhood organizations to identify long-term owners of naturally-occurring affordable housing. As appropriate, facilitate exit strategies for owners seeking to sell subsidized housing projects.

Local governments have also found success in establishing affordable housing protection districts to help preserve existing units. For example, Arlington County, VA has instituted a Special Affordable Housing Protection District. This district protects affordable housing sites along transit corridors by requiring that removal of affordable units must be replaced on a one-for-one basis. If a new development involves demolition of affordable units, the project's developer must include at least that many new affordable units in the new project.

Additionally, the city of Denver has instituted an Early-Warning System that requires owners of US Department of Housing and Urban Development-assisted properties to notify the city at least one year before opting out of subsidy contracts. This provides the community with additional time to establish a strategy and attempt to work with owners to preserve these units.

## **Sample of Equitable Transit-Oriented Successes**

Three brief case studies are provided below to demonstrate successful implementation of affordable housing policies within transit-oriented development areas.

### **EVANS STATION LOFTS, DENVER, CO**

As previously noted, Denver experienced a wave of development near new light rail stations. Much of the new development was completed at price points affordable only to high-income households. Denver has used several tools that have proved successful in attracting development that includes affordable units. According to a study by Eleini Bardaka and John Hersey, the Enterprise Community Loan Fund partnered with a number of other public- and private-sector investors to create the Denver Regional Transit-Oriented Development Fund. One investor, the Colorado Housing Finance Authority, has used its low-income housing tax credit program to benefit both mixed- and low-income projects, while the city and county of Denver have used a large toolbox, including a development fund, parking reduction and land acquisition, to create or preserve affordable housing in station areas and reduce parking requirements in station areas.

The non-profit Urban Land Conservancy, which aims to protect against displacement and gentrification through affordable development, buys key parcels and partners with private developers to create affordable units. Urban Land Conservancy partnered with a private developer to complete the Evans Station Lofts project near the 48<sup>th</sup> and Race Station. In 2011, the non-profit purchased a former industrial site for \$1.2 million with the help of a loan from the city's economic development department and a local foundation. Urban Land Conservancy partnered with affordable housing

developer Medici Consulting Group, who received low income housing tax credits to finance the development. The five-story multi-family development opened in 2013 and includes 50 units of affordable housing units and 7,100 square feet of commercial space.

### Evan Station Lofts



The 48<sup>th</sup> and Race site is one of several transit-oriented development projects spearheaded by Urban Land Conservancy. Others include developments near Blake Street Station, Evans Station and 40<sup>th</sup> and Colorado Station. In the case of Blake Street Station, more than 65 new units reserved for households making only 30 percent of the area median income were completed using a strategy similar to the one used at 48<sup>th</sup> and Race.

### Key Tools Used

- Creation of a regional development fund to support affordable housing goals.
- Reduction in parking standards for affordable projects near transit to reduce development costs.
- Strategic land acquisition.
- Public-private partnerships.

### PATTON PARK APARTMENTS, PORTLAND, OR

Located only one block away from the Killingsworth Street MAX light rail station, Patton Park is a 54-unit affordable housing project in Portland, Oregon. The project was completed in 2009 and had a total development cost of \$12.2 million. The five-story project also has more than 3,000 square feet of ground-level commercial space, capitalizing on proximity to the transit station. Only 32 surface parking spaces are offered at a ratio of 0.6 spaces per unit, leveraging reduced parking requirements in Portland's transit-oriented development zoning.

The 0.55-acre site formerly hosted a dilapidated motel and was initially purchased by TriMet, the local transportation agency, and then developed by REACH Community Development. The project was financially supported by Metro (a regional planning body), the city of Portland, Enterprise and Network

for Oregon Housing, among others. Affordability requirements restrict 45 of the units to residents earning less than 50 percent of the area median income, while the remaining 12 units are for resident earning less than 30 percent of the area median income.

### **Patton Park Apartments**



This project's strategic blend of planning, investment and political will was instrumental in supporting the development of new, affordable housing with access to fixed transit. During the planning phases of the MAX Yellow Line, which serves lower income and minority neighborhoods, residents expressed concerns about gentrification, challenging the local government to develop policies and programs to prevent displacement. When the Yellow Line was completed under budget, TriMet used surplus Federal Transit Administration money to acquire properties to keep them affordable. As part of the project's construction, TriMet's real estate team procured properties, which included right-of-way for stations and railways as well as several properties for construction staging areas that would have no permanent transit use. Many of the properties, particularly construction staging sites, were strategically identified so that TriMet could acquire vacant, underutilized or blighted sites where future development could aid local economic development and support affordable housing goals.

The Interstate Corridor Urban Renewal area, created in part to fund the light rail, was established with a goal of ensuring renewal benefited the existing community. After REACH was selected to develop properties acquired by TriMet in the competitive process, it received an additional \$4.5 million in tax increment financing from the city, due to its location in the Urban Renewal area. Finally, tax abatement and exemption programs at the city and state level also helped support the development of affordable housing along the corridor.



## Key Tools Used

- Reduction in parking standards for affordable projects near transit to reduce development costs.
- Proactive policy development to protect existing affordable housing stock, including strategic purchasing of properties.
- Tax-increment financing options for developers that supply affordable housing units.

## ATLANTA LAND TRUST (BELTINE), ATLANTA, GA

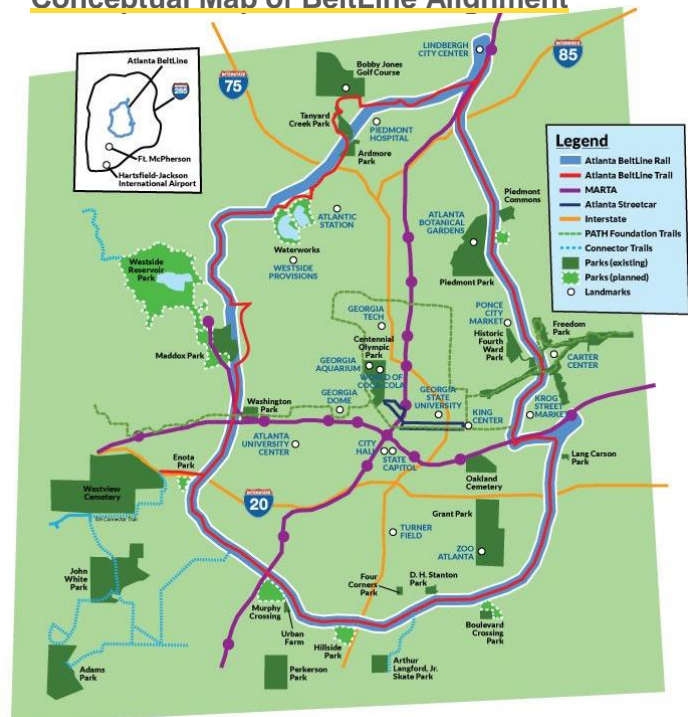
The Atlanta Land Trust has played a vital role in preserving and promoting affordability in areas near the city's BeltLine. The Atlanta BeltLine is a plan for a 22-mile loop of modern streetcar (an expansion of the Atlanta Streetcar), a 33-mile multi-use trail and up to 2,000 acres of parks. It is opening in phases through its anticipated completion in 2030. The BeltLine currently consists of five trails and seven parks. Intensive planning for modern streetcar expansion is underway in conjunction with the Metropolitan Atlanta Rapid Transit Authority (MARTA). More than \$4.1 billion has been generated in private economic development along the BeltLine since opening in 2008.

Under the leadership of The Atlanta BeltLine Partnership, the Atlanta Civic Site created the Atlanta Land Trust Collaborative to maintain affordability in neighborhoods at risk of gentrification and displacement due to the Atlanta BeltLine and throughout the city of Atlanta. The Atlanta Land Trust Collaborative is targeting the creation of community land trusts. Community land trusts are typically non-profit, community-based organizations designed to proactively ensure long-term land strategies that align with a community's goals. They can be used for many types of development but are most commonly utilized to ensure long-term housing affordability. Atlanta Land Trust Collaborative is using these trusts to:

- Provide low- and moderate-income residents access to land and housing.
- Increase long-term community control of neighborhood resources.
- Empower residents through involvement and participation in the organization.
- Permanently preserve the affordability of housing.

The community land trust model helps low- and moderate-income families benefit from the equity built through homeownership, while preserving affordability for future residents. More than 200 communities across the US currently operate or are forming community land trusts.

## Conceptual Map of BeltLine Alignment



The Atlanta Land Trust Collaborative has built or preserved over 2,500 affordable homes within walking distance of the Atlanta BeltLine. In fact, the Atlanta Land Trust Collaborative has recently announced the development of a 23-unit affordable housing project in the Oakland City neighborhood, between the MARTA station and the Atlanta BeltLine's Westside Trail. The project is planned for an underutilized site at 1091 Tucker Avenue, about four blocks south of the Westside Trail, and will include a mix of modular housing in four buildings. The modular-style of construction allows for fast completion, which lowers carrying costs for the developer. Several living options will be offered, designed for varying family sizes and needs, from condos up to three-story residences. Construction began during the end of 2019 and all 23 homes will be finished within 90 days, or sometime in early 2020.

The land trust maintains ownership of the land while homeowners hold titles to the residences. This model allows families to purchase homes and build wealth through homeownership without paying for the cost of the land while also preserving affordable opportunities for future homeowners. Units will target residents earning less than 80 percent of the area median income.

### Key Tools Used

- Creation of a community land trust to support the development of affordable housing units along the BeltLine.
- Proactive approach of lowering carrying costs for affordable housing developers to make projects more financially feasible.
- Promotion of affordable homeownership programs.





## **APPENDIX A:**

# ***INDIVIDUAL STATION AREA PROFILES***

# 1. PROFILE OVERVIEW

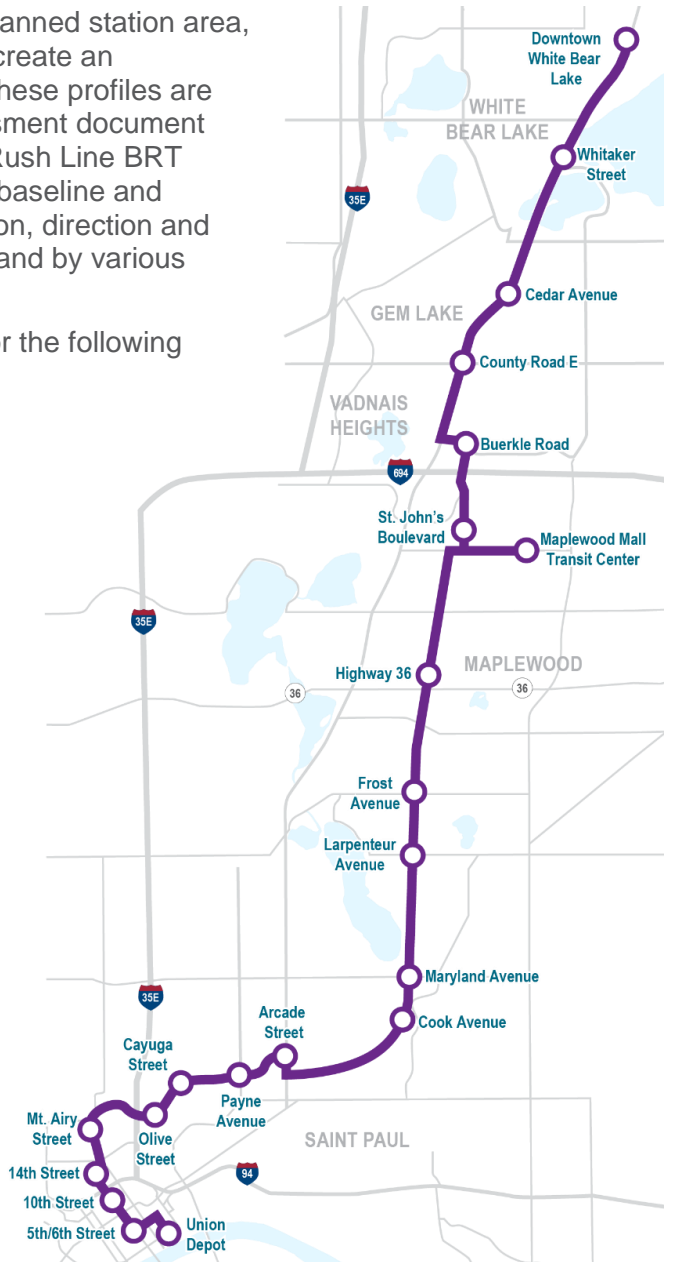
This appendix presents detailed profiles for each planned station area, synthesizing quantitative and qualitative factors to create an assessment of future opportunities. Findings from these profiles are summarized in the main body of the Market Assessment document that precedes this appendix. The approach to the Rush Line BRT Project market assessment involved analyzing the baseline and historical conditions of each station area; the location, direction and outcomes of investment decisions; and the use of land by various sectors of the local economy.

Detailed baseline condition profiles were created for the following stations:

- Mt. Airy Street.
- Olive Street.
- Cayuga Street.
- Payne Avenue.
- Arcade Street.
- Cook Avenue.
- Maryland Avenue.
- Larpenteur Avenue.
- Frost Avenue.
- Highway 36.
- Maplewood Mall Transit Center.
- St. John's Boulevard.
- Buerkle Road.
- County Road E.
- Cedar Avenue.
- Whitaker Street.
- Downtown White Bear Lake.

Profiles were not created for the station areas in downtown Saint Paul as they are already influenced by accessibility to a wide array of mobility options. This includes all stations south of Mt. Airy Street (14<sup>th</sup> Street, 10<sup>th</sup> Street, 5<sup>th</sup>/6<sup>th</sup> Street and Union Depot). The areas surrounding these stations have also been studied as part of previous projects.

The profiles include detailed demographic and employment metrics for a half-mile radius around each planned station location. They are formatted to be easily removed from this document individually for quick reference. Additionally, data presented is intended to provide foundational background for future phases of study that are more focused on implementation. The summary provided in the main portion of the market assessment document is a culmination of findings from each individual profile.



*Note: There is potential for future bus connections north to Forest Lake*

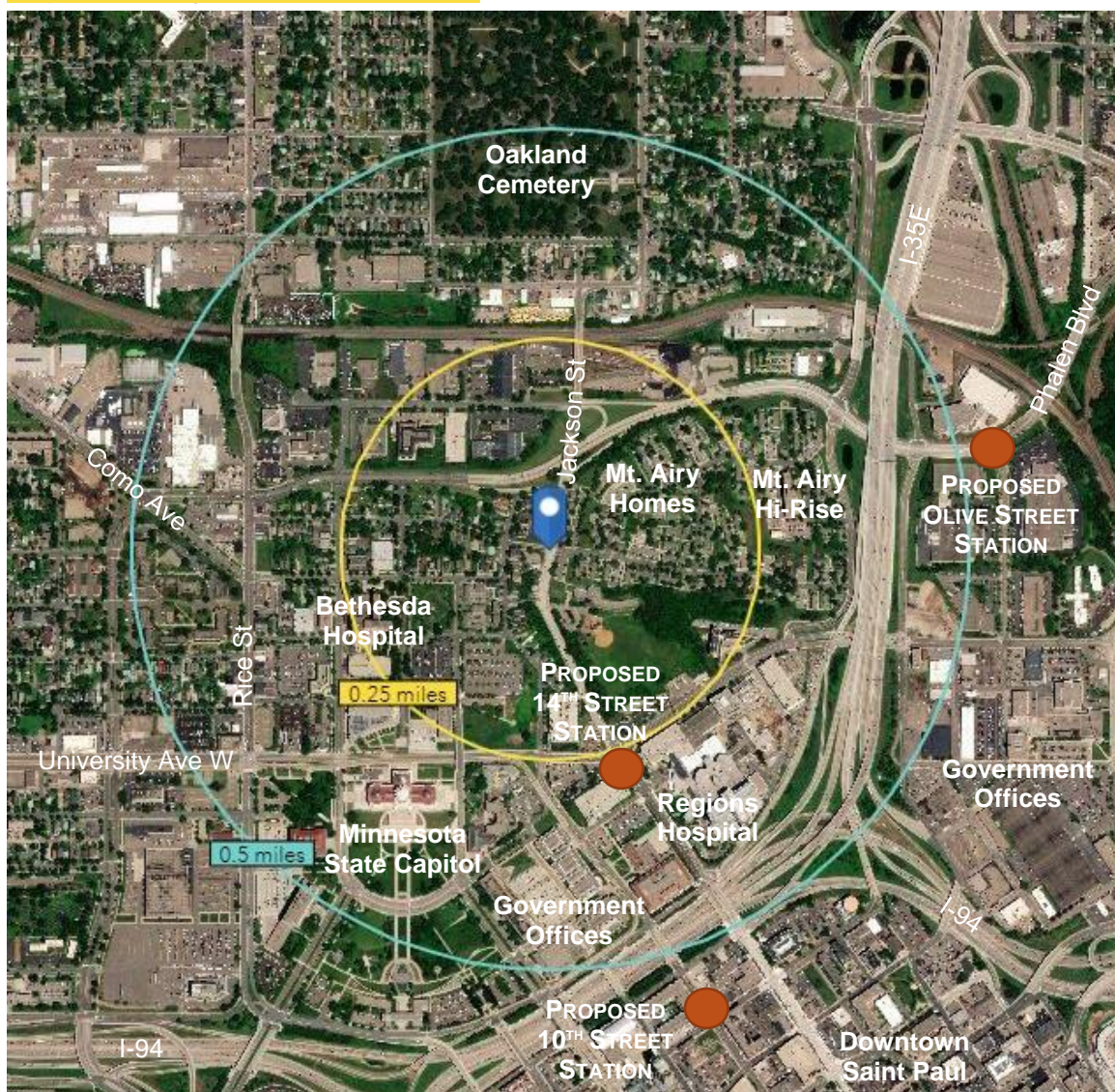


## 2. MT. AIRY STREET STATION

### 2.1. STATION AREA CONTEXT

The proposed location of the Mt. Airy Street station is just north of downtown Saint Paul, west of I-35E and north of I-94 at the intersection of Jackson and Mt. Airy streets. The proposed station would expand transportation options for residents in surrounding single- and multi-family homes. The northern half of the station area includes several employers, such as the Minnesota Secretary of State, J&J Distributing and St. Paul Federation of Educators, as well as the Oakland Cemetery. The primary uses south of the Mt. Airy Street station are governmental and medical, including the Minnesota State Capitol, Bethesda Hospital and Regions Hospital. Nearby Rush Line BRT stations include the proposed 14<sup>th</sup> Street station nearly one-quarter mile south on Jackson Street and the proposed Olive Street station approximately one-half mile east.

**Map 1: Mt. Airy Street Station, 2018**

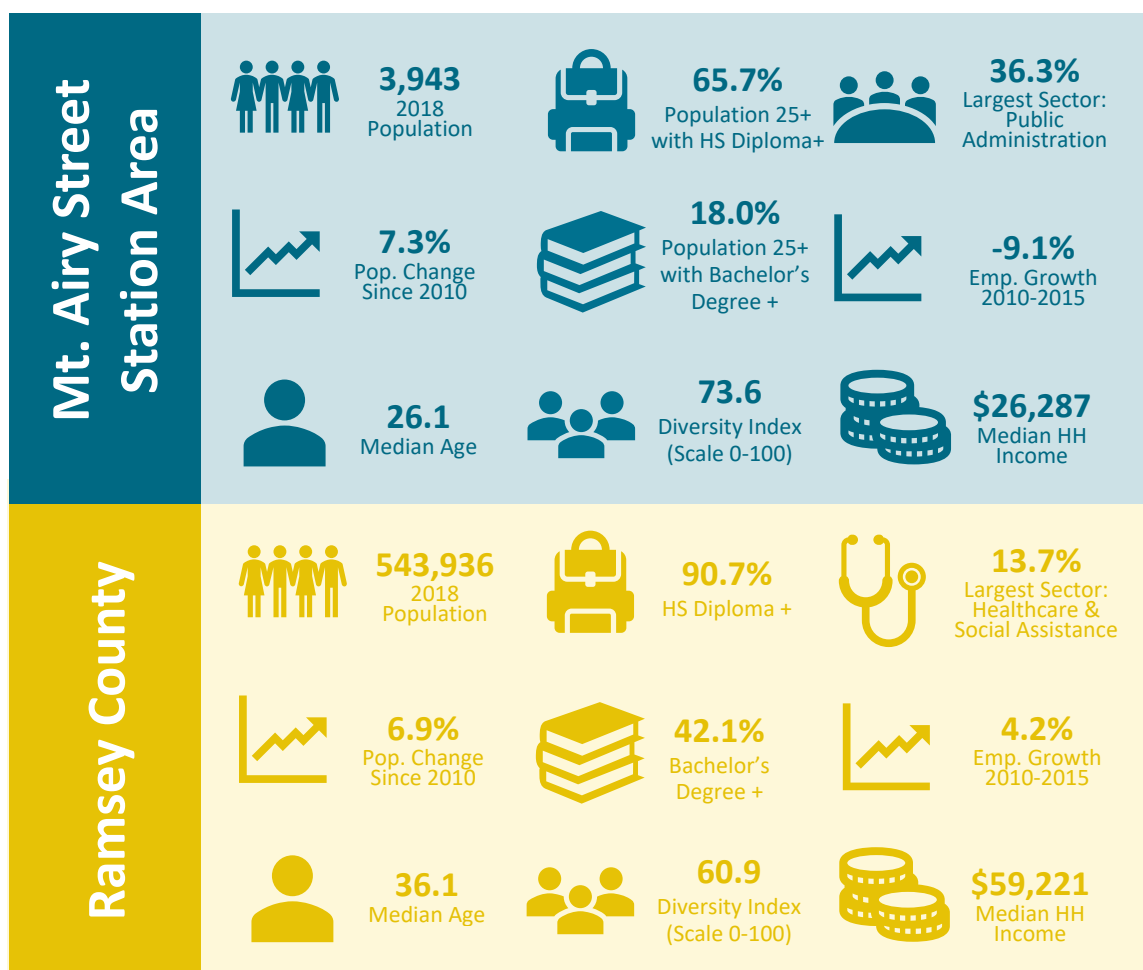


Source: ESRI Business Analyst Online (BAO); Kimley-Horn

## 2.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

Located between the Capitol Heights and Mt. Airy neighborhoods of Saint Paul, the half-mile area surrounding the proposed Mt. Airy Street station is home to approximately 3,943 residents. As is typical with this area of Saint Paul, residents in the Mt. Airy Street station area tend to be younger, less educated and more diverse than the countywide average. As a result, the station area's median household income of \$26,287 is significantly lower than the overall measure reported for Ramsey County. Since 2010, the area's population has increased 7.3 percent, slightly faster than the countywide rate.

While there are several neighborhoods near the proposed platform location, the station area is primarily an employment center with an estimated 17,297 employees. These employees increase the daytime population to over 19,500 and outnumber residents who commute out of the area for work. Public Administration and Healthcare & Social Assistance are the largest employment sectors, driven by the presence of the Minnesota State Capitol and supporting offices, as well as Regions and Bethesda Hospitals. The total number of jobs in the Mt. Airy Street Station Area declined by 9.1 percent between 2010 and 2015, the most recent years for which data is available. During the same timeframe, the total employment base in Ramsey County grew by 4.2 percent.



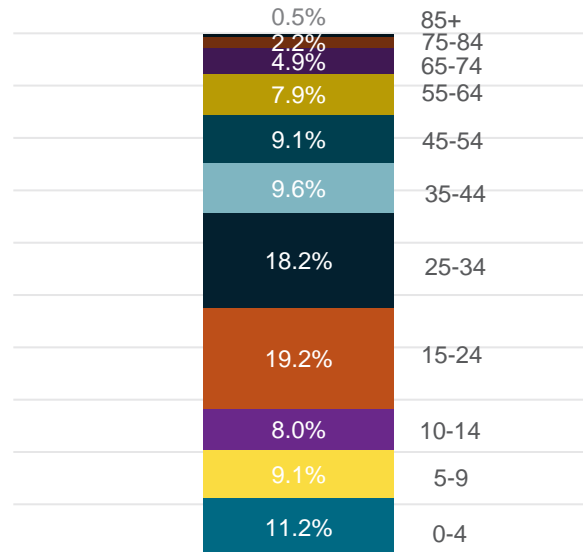
Source: ESRI BAO Market Profile Report; US Census Bureau Longitudinal Employer-Household Dynamics (LEHD) OnTheMap; Kimley-Horn

## Demographics

The Mt. Airy Street station area is young and diverse, with residents under the age of 35 representing over 65 percent of the total population (see Graph 1). Environmental Systems Research Institute (ESRI) provides a Diversity Index, which measures an area's racial and ethnic diversity using a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). ESRI reports a score of 73.6 for the Mt. Airy Street station area. This station area is more diverse than the county, which scored a 60.9. The largest self-reported racial categories include Asian/Pacific Islander and black, which each make up approximately 37 percent of the population. Nearly 17 percent of residents within one-half mile of the proposed station identified as white.

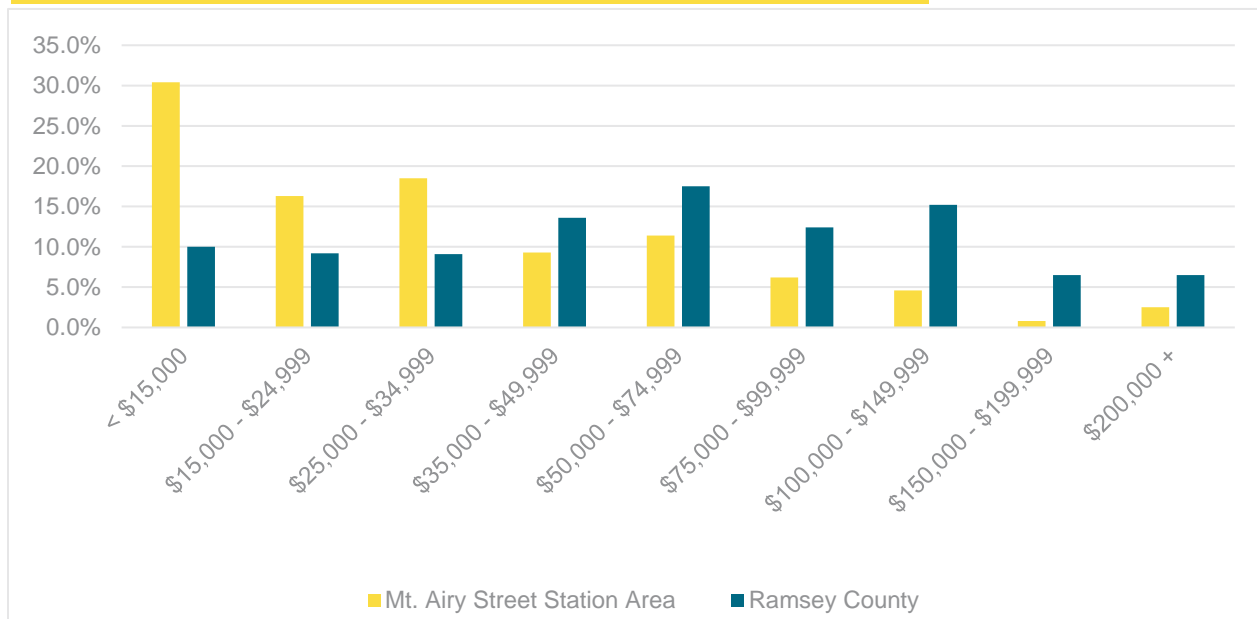
In 2019, the median household income within one-half mile of the planned Mt. Airy Street station was \$26,287, significantly lower than the countywide median of \$59,221. 30 percent of households earn less than \$15,000 annually, representing the most prevalent income cohort in the station area (see Graph 2). Approximately 65 percent of households in the station area have an annual income below \$35,000 while less than 30 percent of total Ramsey County households fall within this category.

**Graph 1: Population by Age Cohort, Mt. Airy Street Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 2: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn



# Employment and Economics

In 2018, there were approximately 17,297 jobs in the half-mile area surrounding the planned Mt. Airy Street station, the most of any of the profiled station areas along the Rush Line corridor. Given the station's proximity to the Minnesota State Capitol, the Public Administration industry employs the most people, representing approximately 36.3 percent of the total job base. Other state government offices in the area include the Minnesota Department of Transportation, Department of Health, Department of Revenue and Secretary of State.

Healthcare & Social Assistance is the second largest industry, making up 30.1 percent of the area's job base. This industry is driven by the presence of Regions and Bethesda Hospitals within one-half mile of the planned station location.

As of 2015, the Mt. Airy Street station area experienced very high shares of commuting, resulting in a significant shift in daytime and evening populations. Based on 2015 commuting patterns applied to 2018 employment and resident estimates, only 1.7 percent of station area residents are also employed in the station area, meaning only 25 residents are estimated to both live and work within the station area. This indicates that there is a mismatch in resident labor skills and job classifications in the Mt. Airy Street area.

Approximately 21 percent of employees commuted from elsewhere in Saint Paul and another 9.7 percent from Minneapolis. Smaller shares commuted from Woodbury, Eagan and other locations. The most common locations that residents commuted to include Saint Paul, Minneapolis and Bloomington.

## Top Employment Sectors



**Public Administration**  
+/- 6,285 full-time jobs  
36.3% total job base

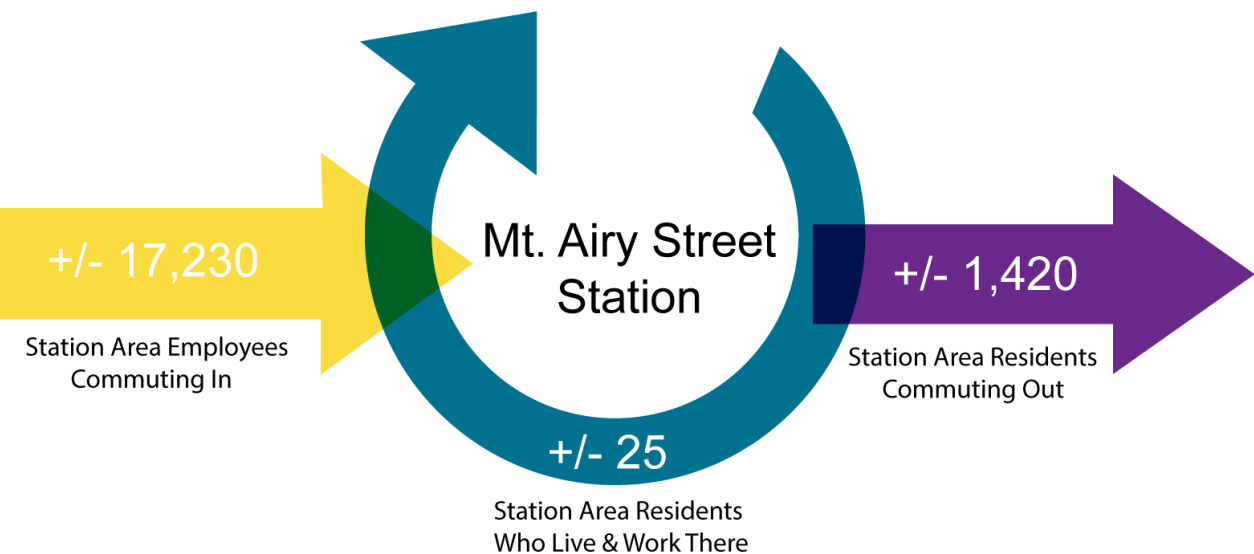


**Healthcare & Social Assistance**  
+/- 5,200 full-time jobs  
30.1% total job base



**Prof. & Business Services**  
+/- 2,220 full-time jobs  
12.8% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn

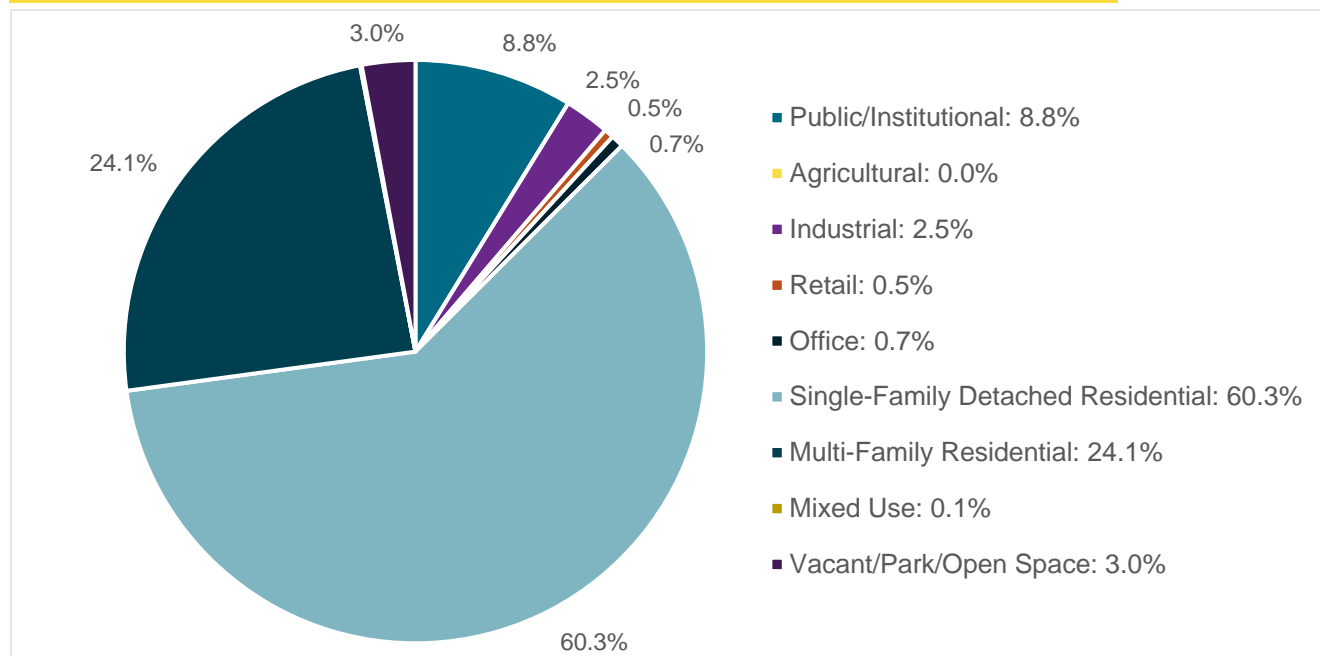


Source: ESRI BAO Business Summary Report; US Census Bureau Longitudinal Employer-Household Dynamics (LEHD) OnTheMap; Kimley-Horn

## 2.3. REAL ESTATE CONSIDERATIONS

Despite having a job to household ratio of 13:1, non-residential, developed land makes up only 12.6 percent of the total acreage in the Mt. Airy Street station area (see Graph 6). More than 60 percent of the land in the half-mile area surrounding the planned station is single-family residential with another 24.1 percent is dedicated to multi-family developments. Land categorized as public/institutional makes up the largest non-residential, occupied use at 8.8 percent. This includes the Minnesota State Capitol and other governmental offices.

**Graph 3: Share of Total Acreage by Land Use, Mt. Airy Street Station Area, 2018**



Source: Ramsey County; Kimley-Horn

According to parcel data provided by Ramsey County, only two properties were developed within one-half mile of the planned Mt. Airy Street station between 2010 and 2019. This includes the new Minnesota Senate Building, which was completed in 2014, and a single-family home near Oakland Cemetery that was built in 2011.

### Market Considerations

- The Mt. Airy Street station area's proximity to downtown Saint Paul is likely to increase development pressure, especially with the addition of Rush Line BRT as a reliable transit option.
- Residential development will likely target smaller-scale urban infill projects and higher-density multi-family projects. Although there has been no new multi-family development in this area in recent years, its significant concentration of jobs presents a promising opportunity to diversify the housing stock. Mt. Airy's proximity to downtown Saint Paul makes it an attractive area for multi-family residential development, particularly with enhanced transit accessibility.
- There are two subsidized housing developments in the Mt. Airy Street station area: Mt. Airy Homes and Mt. Airy Hi-Rise. The long-term financing arrangements of these communities will protect their status as income-targeted housing options in the short- and long-term. Station area planning efforts should consider enhancing connectivity for these residents to the BRT station, as well as to future development that occurs in the area.
- The Mt. Airy Street station area could support a modest amount of convenience retail that caters to the existing daytime population commuting in for jobs in healthcare and government. Convenience retail would provide area residents and employees with greater access to food and other necessities. Development of retail will likely be done in collaboration with residential projects.
- The area's proximity to healthcare providers will attract support office uses, including medical office space. Public administration will continue to be the largest employment sector in the area and will drive demand for other professional office spaces that seek nearby locations.
- The urban nature of the Mt. Airy Street station area, coupled with its proximity to downtown Saint Paul, would support mixed-use development patterns. The station area has good visibility and access to major transportation corridors and the addition of BRT service with connections to other job centers would increase attractiveness.

## 2.4. STATION AREA MARKET OPPORTUNITIES

Station-area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports are included in Appendix B of this document. Qualitative factors such as station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Aside from small-scale urban infill projects, residential opportunities in the Mt. Airy Street station area will primarily focus on higher-density multi-family projects. These units would be attractive to the significant employment base in the area. The station area's proximity to key transportation corridors, downtown Saint Paul and eventual BRT station would support mixed-use development with ground-level retail.



While the station area hosts two large subsidized communities (Mt. Airy Homes and Mt. Airy Hi-Rise), the station area also hosts residential units that represent naturally-occurring affordable housing. Proactive policies that support the expansion and protection of naturally-occurring affordable housing will be important for future development in the Mt. Airy Street station area.

It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that job growth in the Twin Cities region could result in demand for more than 176,000 new housing units through 2038. Locations like the Mt. Airy Street station area that will offer access to a variety of transportation options are well positioned to capture some of the demand.

## Retail

An analysis of retail gaps in the corridor indicated modest demand for convenience-based retail. The significant employment concentration and associated increase in daytime population near the planned Mt. Airy Street station could attract future retail development. In the short-term, retail would likely target locations that are accessible from the healthcare and government employment nodes, but long-term growth of higher-density residential could expand offerings to markets beyond the daytime population. New retail would most likely be accommodated in ground-floor suites as part of mixed-use developments. Some out-parcel retail targeting daytime population of the station area could also be accommodated.



## Office

As previously noted, future opportunities in office development are likely to support uses for existing job sectors, including healthcare and public administration. Medical office users or professional and technical service companies seeking locations close to the node of state and local government offices in the station area are likely tenants.



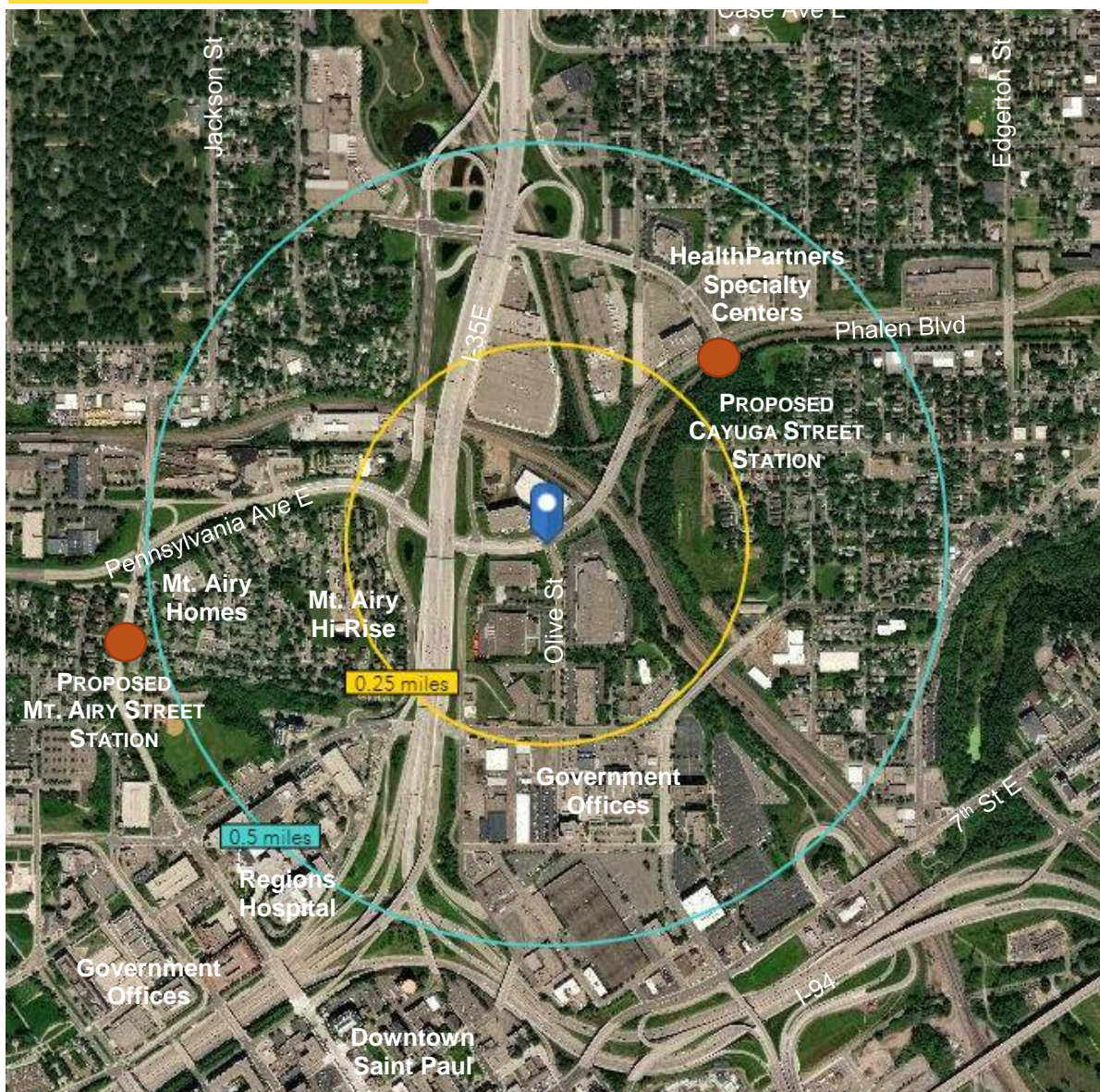


## 3. OLIVE STREET STATION

### 3.1. STATION AREA CONTEXT

Located on the western edge of the Payne-Phalen neighborhood near downtown Saint Paul, the proposed Olive Street station is surrounded by a diverse mixture of land uses. Anchors within one-half mile of the planned station include several state and local government offices and specialty medical centers, as well as established residential neighborhoods. The station area is bisected north-south by the I-35E corridor, as well as northwest-southwest by the BNSF railroad, which presents a challenge for connectivity and access.

**Map 2: Olive Street Station, 2018**

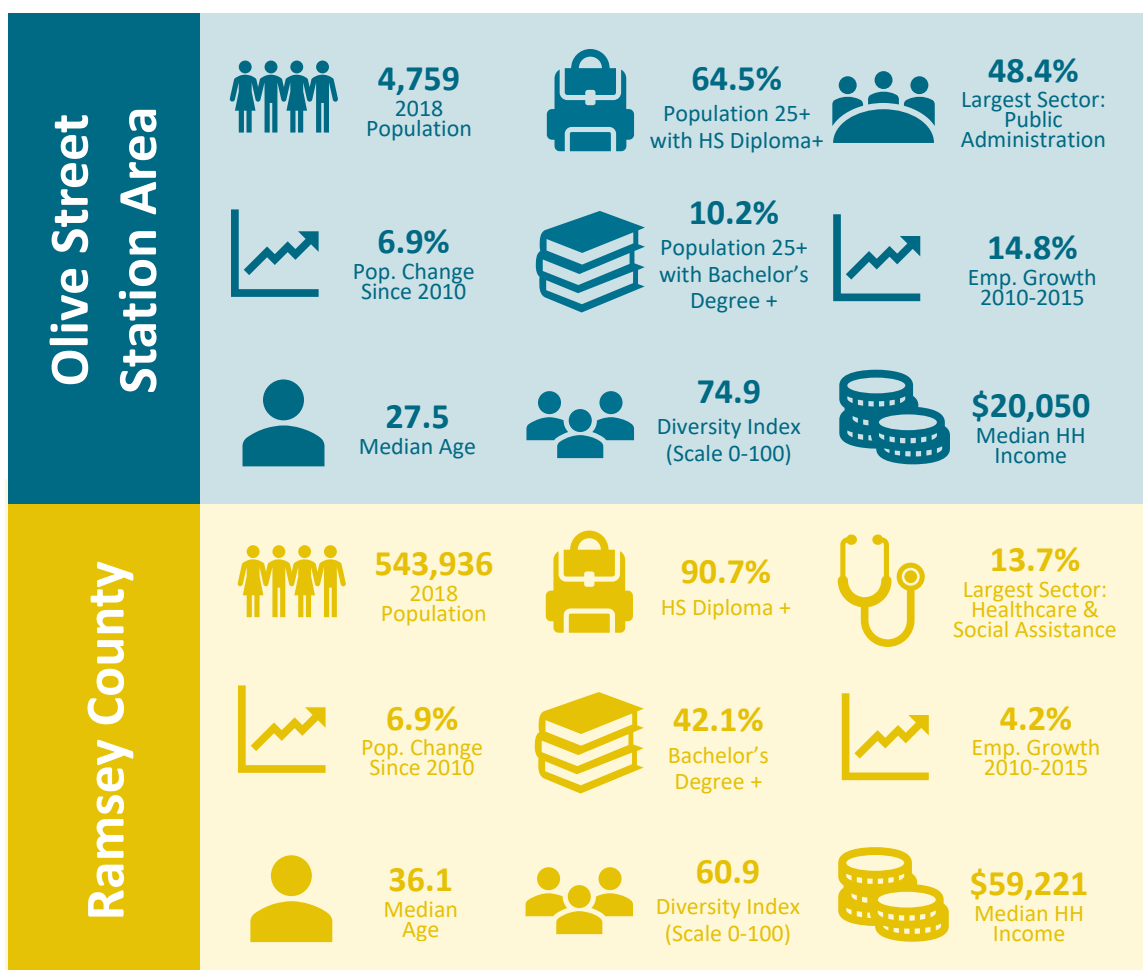


Source: ESRI BAO; Kimley-Horn

## 3.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

There are approximately 4,759 residents within one-half mile of the planned Olive Street station. The surrounding area has a high share of non-residential uses and represents one of the strongest concentrations of jobs along the planned BRT route. There is also a notable share of vacant land. In keeping with the characteristics of the Payne-Phalen neighborhood, residents in the Olive Street station area tend to be younger and more diverse than the countywide average. The median household income of \$20,050 is significantly below the overall measure reported for Ramsey County; this is influenced by the presence of two public housing developments, Mt. Airy Homes and Mt. Airy High Rise, which have higher shares of minority residents who are more commonly disadvantaged and a concentration of young adults who are early in career progression.

There are more than 13,150 employees in the station area who increase the daytime population to approximately 17,550 people and outnumber area residents that commute elsewhere for work. Public Administration is the largest industry within one-half mile of the station, employing nearly half of the workers in the station area. This is due to the presence of public employers such as the Minnesota Department of Natural Resources, Minnesota Pollution Control Agency, St. Paul Police Department and Ramsey County Emergency Communications. Healthcare & Social Assistance make up another 40 percent of the job base. The area's total employment base expanded by nearly 15 percent between 2010 and 2015, the last five years for which data is available.



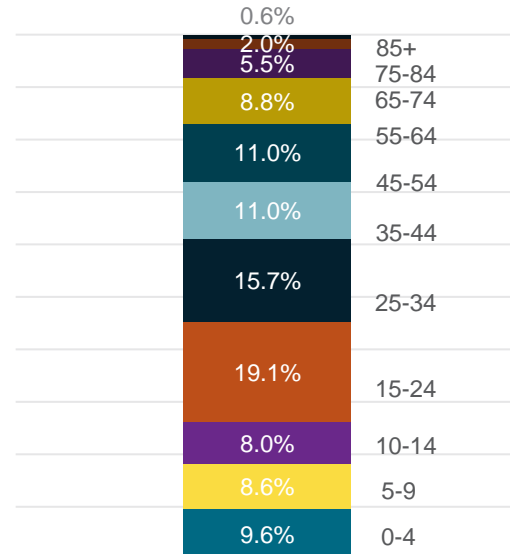
Source: ESRI BAO Market Profile Report; US Census Bureau LEHD OnTheMap; Kimley-Horn



## Demographics

The Olive Street station area is home to a young and diverse population (see Graph 4). Nearly half of residents within one-half mile of the proposed station are under the age of 35. ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). The Olive Street station area scored a 78.5, indicating significant racial and ethnic diversity. Nearly one-third of the area population identified as black, the largest racial category living within one-half mile of the proposed station. This measure is much higher than Ramsey County's overall share of black residents, which is 12.1 percent. Another 27.5 percent of the station area population identifies as Asian/Pacific Islander. Many of these residents are Hmong. Residents who identify as Hispanic make up 10.1 percent of the station area's population, which is more than the 7.6 percent countywide share.

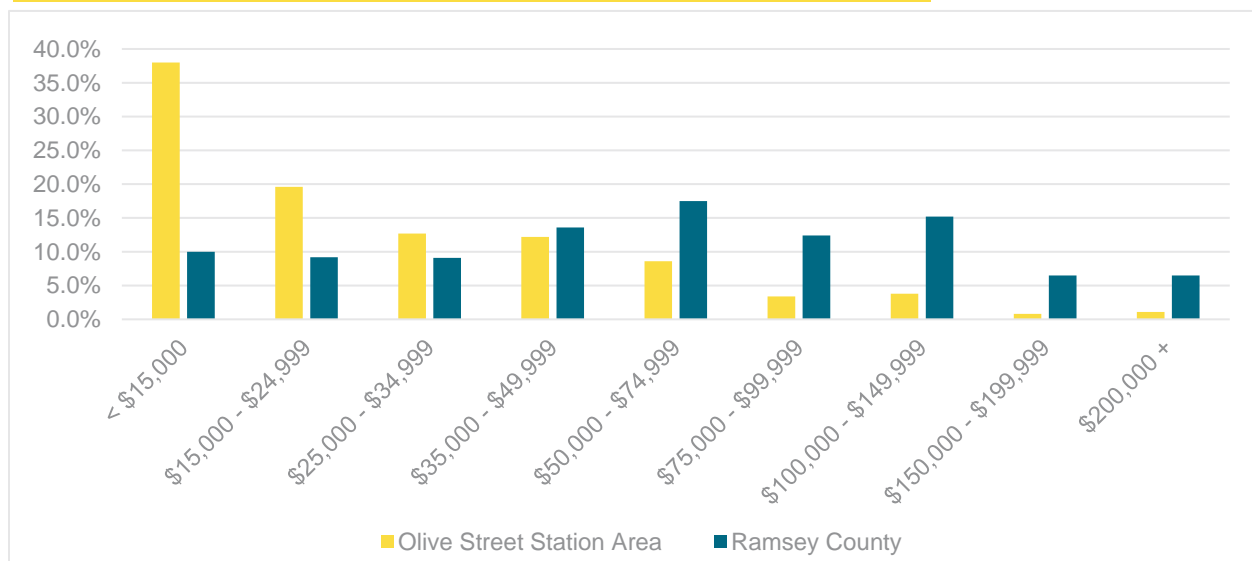
**Graph 4: Population by Age Cohort, Olive Street Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

In 2018, the median household income within one-half mile of the planned Olive Street station was \$20,050, the lowest measure reported of all the station areas along the proposed BRT route. It is also significantly lower than the countywide measure of \$59,221. Households earning less than \$15,000 annually represent the most prevalent income cohort in the Olive Street station area (see Graph 5). Nearly 40 percent of households in the station area have an annual income of less than \$15,000, whereas the share is only 10 percent for Ramsey County overall. This high rate of lower than average income is influenced by the presence of two low-income housing developments near the station, Mt. Airy Homes and Mt. Airy Hi-Rise.

**Graph 5: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

## Employment and Economics

There were approximately 13,152 jobs within the half-mile area surrounding the proposed Olive Street station in 2018. The station area has a heavy concentration of government and medical facilities and Public Administration and Healthcare & Social Assistance makes up 88.3 percent of the area's job base. The large share of Public Administration jobs is driven by the presence of several state, county and local government offices, including the Minnesota Department of Natural Resources, Minnesota Department of Human Services, Ramsey County Law Enforcement Center and the Saint Paul Police Department.

Major healthcare employers within one-half mile of the station area include the HealthPartners Neuroscience Center, HealthPartners Specialty Center, Gillette Children's Specialty Healthcare and part of the Regions Hospital complex. Beyond the Public Administration and Healthcare sectors, Manufacturing, Wholesale Trade, Retail Trade, Leisure & Hospitality and Other Services each have more than 100 employees within the station area.

As of 2015, nearly all employees within one-half mile of the Olive Street station commuted into the area and most area residents were employed outside of the station area. For this analysis, 2015 travel patterns were applied to 2018 population and employment counts to develop commuting estimates. Employment in the station area has grown since 2015, the most recent year for which data on commuting patterns is available for the US Census' Longitudinal Employer-Household Dynamics survey. As a result, it is possible that the patterns may have evolved slightly. New commuting data will likely be released once the 2020 Census is complete.

Approximately 20 percent of employees commuted from elsewhere in Saint Paul and another 10 percent from Minneapolis. Smaller shares commuted from Woodbury, Maplewood, Cottage Grove and other locations. The most popular locations that residents commuted to include Saint Paul, Minneapolis and Bloomington.

### Top Employment Sectors



**Public Administration**  
+/- 6,365 full-time jobs  
48.4% total job base



**Healthcare & Social Assistance**  
+/- 5,245 full-time jobs  
39.9% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



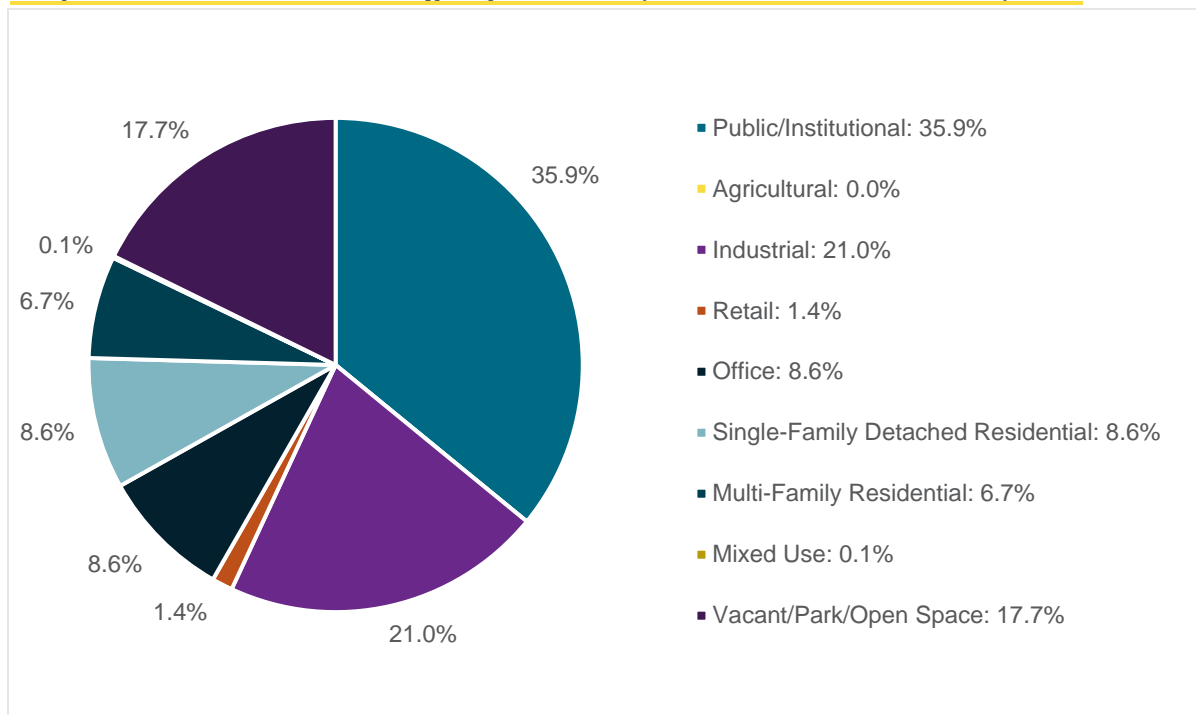
Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn



### 3.3. REAL ESTATE CONSIDERATIONS

As shown in Graph 6, the primary use in the half-mile area surrounding the proposed Olive Street station is public/institutional (35.9 percent) followed by industrial (21.0 percent). There is also a significant share of land classified as vacant (17.7 percent), approximately one-third of which is parkland, including Weida Park and Cayuga Park, or preserved open space. As mentioned previously, anchoring land uses include office buildings housing both state and local government agencies, labor union headquarters and specialty medical centers. Part of the Regions Hospital complex is also within one-half mile of the proposed station.

**Graph 6: Share of Total Acreage by Land Use, Olive Street Station Area, 2018**



Source: Ramsey County; Kimley-Horn

All new construction within the station area over the last decade was completed after 2015, according to parcel data provided by Ramsey County. This includes approximately 20 single-family infill projects. The HealthPartners Neuroscience Center, which opened in 2016, represents a significant investment in the Olive Street station area and is located directly north of the proposed station. Before 2015, the most recent new construction occurred in 2006.

### Market Considerations

- The Olive Street station area's proximity to downtown Saint Paul is likely to increase development pressure, especially with the addition of Rush Line BRT as a new transit option.
- The I-35E corridor presents a challenge in the Olive Street station area, bisecting employers and neighborhoods. Pedestrian access will be limited for residents and employees west of I-35E.
- Residential development will likely target smaller-scale urban infill and high-density multi-family projects. Although there has been no new multi-family development in this area in recent years, it presents a strong opportunity to diversify the housing stock in an area with a significant concentration of jobs. Olive Street's proximity to downtown Saint Paul makes this an attractive area for multi-family residential development, particularly with enhanced transit accessibility.
- Given the presence of two large affordable housing developments near the Olive Street station, enhancing connectivity and accessibility to transportation options and retail goods and services should be a consideration in future planning efforts. These developments, first built in 1959, will be influential in the development pattern on the west side of I-35E.
- The Olive Street station area could support a modest amount of convenience retail that caters to the existing daytime population commuting in for jobs in healthcare and government. Inclusion of convenience retail would provide greater access to food and other necessities for residents and employees in the area.
- The area's proximity the Regions Hospital campus and other healthcare nodes will attract support office uses, including medical office space, will be attracted to this area. The significant investment in the HealthPartners Neuroscience Center completed in 2016 is an example of momentum in this area.
- The urban nature of the Olive Street station area, coupled with its proximity to downtown Saint Paul, would support mixed-use land use patterns. The station area has good visibility and access to major transportation corridors; the addition of BRT service with connections to other job centers would increase attractiveness.

## 3.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports have been included as Appendix B of this document. Qualitative factors such as station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Aside from small-scale urban infill projects, residential opportunities in the Olive Street station area will be focused on higher-density multi-family projects. These units, whether for sale or rent, would attract the significant employment base in the area. The station area's proximity to transportation corridors, downtown Saint Paul and eventual BRT station would support mixed-use development with ground-level retail. Residential units would likely be a key anchor for any mixed-use developments in the Olive Street station area.



While the station area hosts two large subsidized communities (Mt. Airy Homes and Mt. Airy Hi-Rise), the station area also hosts residential units that represent naturally-occurring affordable housing. Proactive policies that support the expansion and protection of naturally-occurring affordable housing will be important for future development in the Olive Street station area.

It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that job growth in the Twin Cities region could result in demand for more than 176,000 new housing units through 2038. Locations like the Olive Street station area that will offer access to a variety of transportation options are well positioned to capture some of the demand.

## Retail

An analysis of retail gaps in the corridor indicated modest demand for convenience-based retail. The significant employment concentration and associated increase in daytime population near the planned Olive Street station could attract future retail development. In the short-term, retail would likely target locations that are accessible from the healthcare and government employment nodes, but long-term growth of higher-density residential could expand offerings to markets beyond the daytime population. New retail would most likely be accommodated in ground-floor suites as part of mixed-use developments. Some out-parcel retail targeting the daytime population of the station area could also be accommodated.



## Office

As previously noted, future opportunities in office development are likely to support uses for existing job sectors, including healthcare and public administration. Medical office users or professional and technical service companies seeking locations close to the node of state and local government offices in the station area are likely tenants, in addition to existing employers seeking to expand.



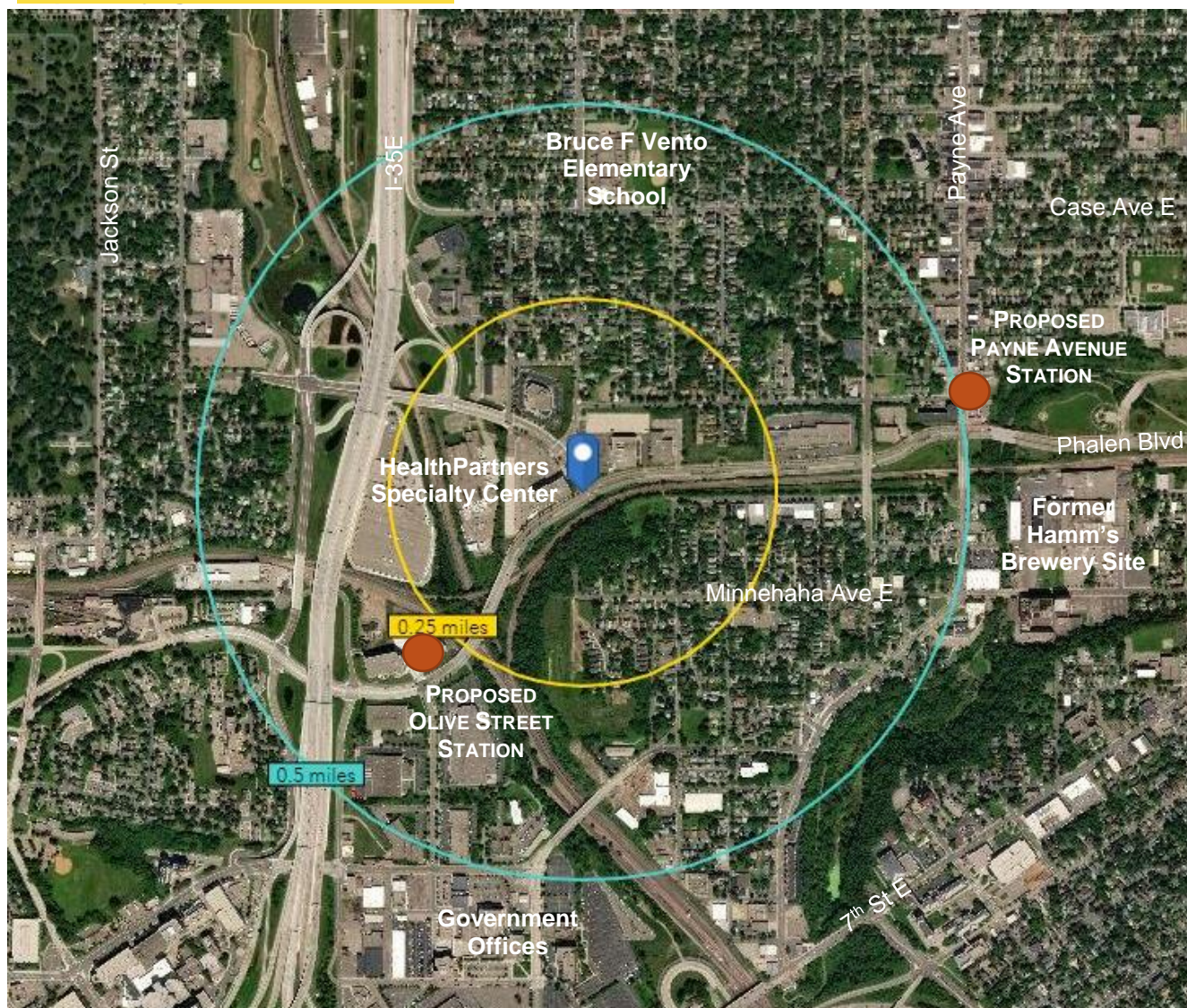


## 4. CAYUGA STREET STATION

### 4.1. STATION AREA CONTEXT

The Cayuga Street station is planned at the intersection of Cayuga Street and Phalen Boulevard, near the western edge of the Payne-Phalen neighborhood. The Olive Street station is one-third of a mile southwest, resulting in significant overlap between the two station areas. The Cayuga Street station location offers accessibility to the I-35E and I-94 corridors and downtown Saint Paul, located approximately 1.5 miles south. Surrounding land uses include single-family residential neighborhoods to the north and east of the planned station location and a significant concentration of state and local government offices and medical centers to the west and south. The BNSF and Union Pacific railroads also run through the station area, creating a major barrier between the proposed station and areas to the south.

**Map 3: Cayuga Street Station, 2018**



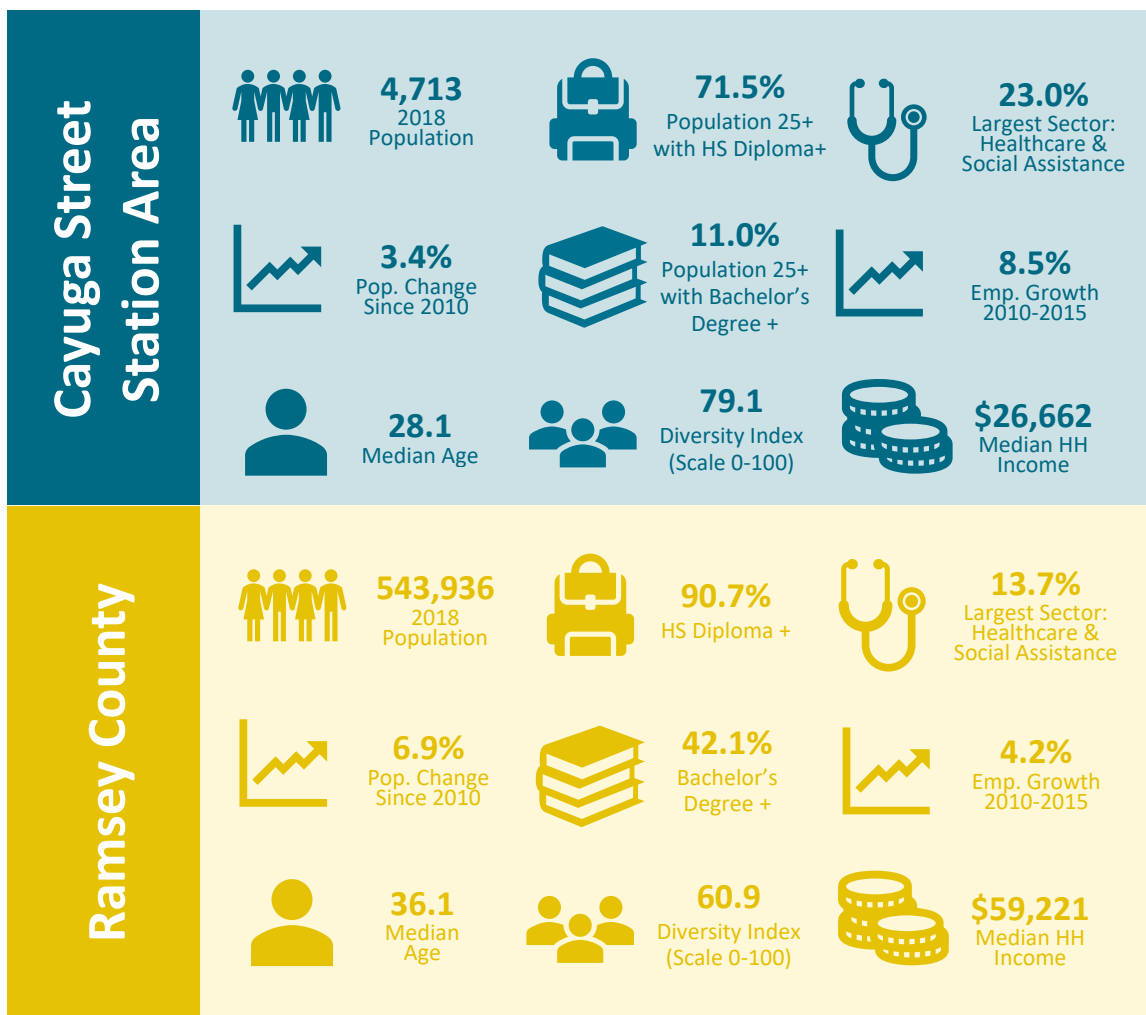
Source: ESRI BAO; Kimlev-Horn



## 4.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

Situated near the edge of the Payne-Phalen neighborhood, approximately 4,713 residents live within one-half mile of the planned Cayuga Street station. The surrounding area has a very high share of residential uses. Residents in the Cayuga Street station area tend to be younger, less educated and more diverse than the countywide average. As a result, the station area's median household income of \$26,662 is significantly lower than the overall measure reported for Ramsey County. Since 2010, the station area's population grew by 3.4 percent, slower than the 6.9 percent rate reported countywide.

There are over 2,500 employees in the Cayuga Street station area. In-commuting for employment increases the daytime population to nearly 5,775, and in-bound commuters outnumber area residents that commute elsewhere for work. Healthcare & Social Assistance, anchored by HealthPartners Specialty Center, is the largest employment sector in the area. Total employment increased by 8.5 percent from 2010 to 2015, the most recent years for which data is available. Ramsey County expanded its job base at half this rate during the same period.



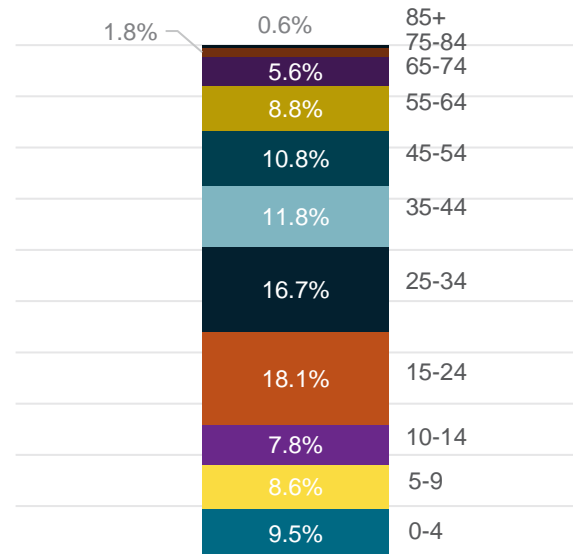
Source: ESRI BAO Market Profile Report; LEHD OnTheMap; Kimley-Horn

## Demographics

The half-mile area surrounding the planned Cayuga Street station has a relatively balanced mix of residents of all ages (see Graph 7). The largest age cohort includes residents between the ages of 15 and 24, making up 18.1 percent of the total population. ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). The Cayuga Street station area scored a 79.9, indicating significant racial/ethnic diversity, which is to be expected given the area's history as an immigrant neighborhood. This measure is higher than Ramsey County's score of 60.9. Nearly 32 percent and 30 percent of residents within one-half mile identified as Asian/Pacific Islander and black, respectively. Comparatively, a respective 11.7 percent and 12.1 percent of the countywide population identify as Asian/Pacific Islander and black.

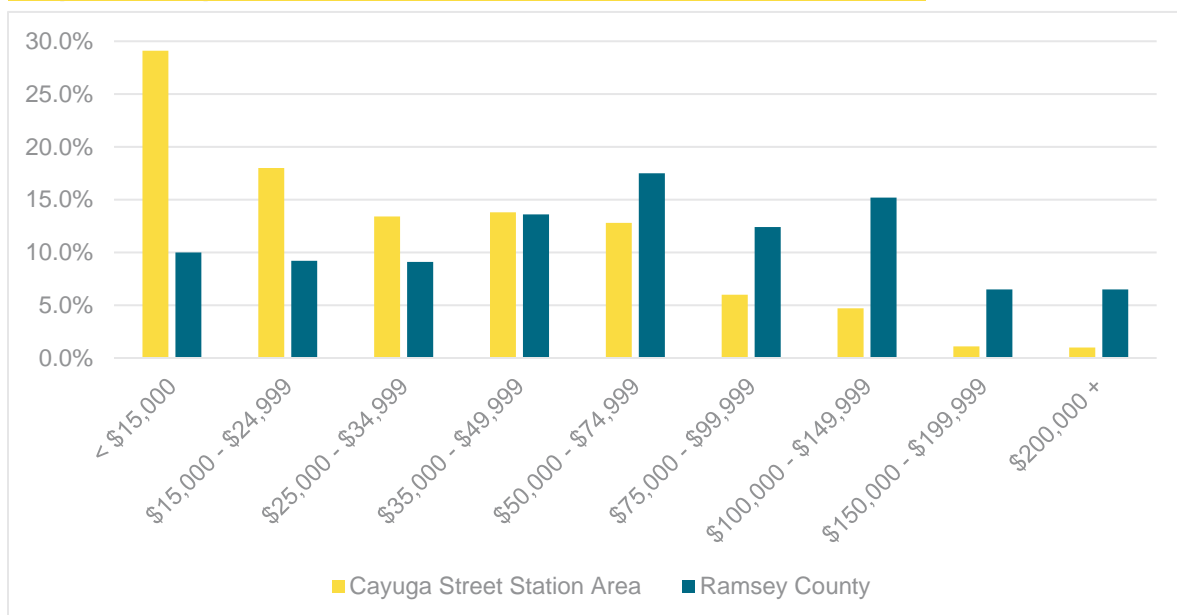
Households within one-half mile of the planned Cayuga Street station have a median income of \$26,662, significantly lower than the countywide measure of \$59,221. Nearly 30 percent of households earn less than \$15,000 per year, representing the most prevalent income cohort in the station area (see Graph 8). Nearly three-quarters of households within one-half mile of the planned station earn an annual income less than \$50,000, compared to only 41.9 percent in Ramsey County.

**Graph 7: Population by Age Cohort, Cayuga Street Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 8: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

## Employment and Economics

Based on the most recent employment data available, there were more than 2,500 estimated jobs in the half-mile area surrounding the Cayuga Street station in 2018. The Healthcare & Social Assistance industry employed the most people, representing approximately 23.0 percent of the total job base. This industry is driven by the presence of HealthPartners Specialty Center, just west of the planned station location. It should be noted that several state and local government offices are located to the south of the planned station location, just outside the half-mile radius. These workers are not included in the total station area job estimation but would increase the employment base within a reasonable walk by approximately 2,500 additional jobs.

Transportation & Utilities is the second largest industry in the area, making up 6.6 percent of the area's jobs. The presence of jobs in this sector is influenced by the station area's accessibility to the I-35E corridor. The next two largest industries are Other Services (4.7 percent) and Construction (4.4 percent). Other Services is defined as companies that are not easily classified into the other major industry sectors.

According to 2015 commuting patterns, the Cayuga Street station area experiences a significant shift between daytime and nighttime population. Nearly all the people employed in the station area commute in and, conversely, 99.4 percent of the employed population commute out. Given the base of non-residential uses, more employees commute in than residents commute out. It is important to note that employment in the station area has changed since 2015, the most recent year for which data on commuting patterns is available from the US Census' Longitudinal Employer-Household Dynamics survey. As a result, it is possible that the patterns have also shifted.

### Top Employment Sectors



#### Healthcare & Social Assistance

+/- 970 full-time jobs  
23.0% total job base



#### Transportation & Utilities

+/- 275 full-time jobs  
6.6% total job base



#### Other Services

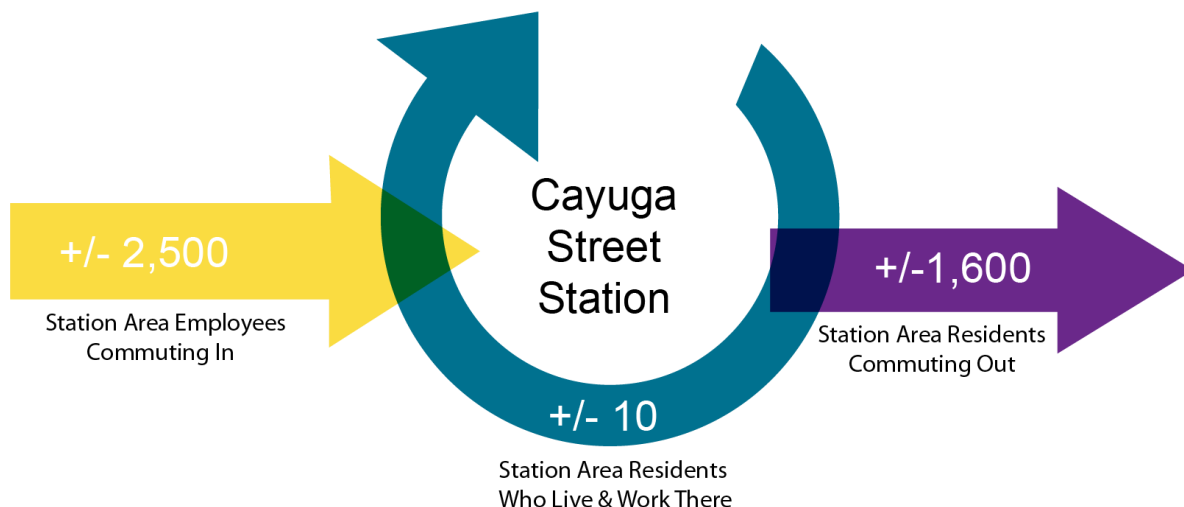
+/- 200 full-time jobs  
4.7% total job base



#### Construction

+/- 185 full-time jobs  
4.4% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



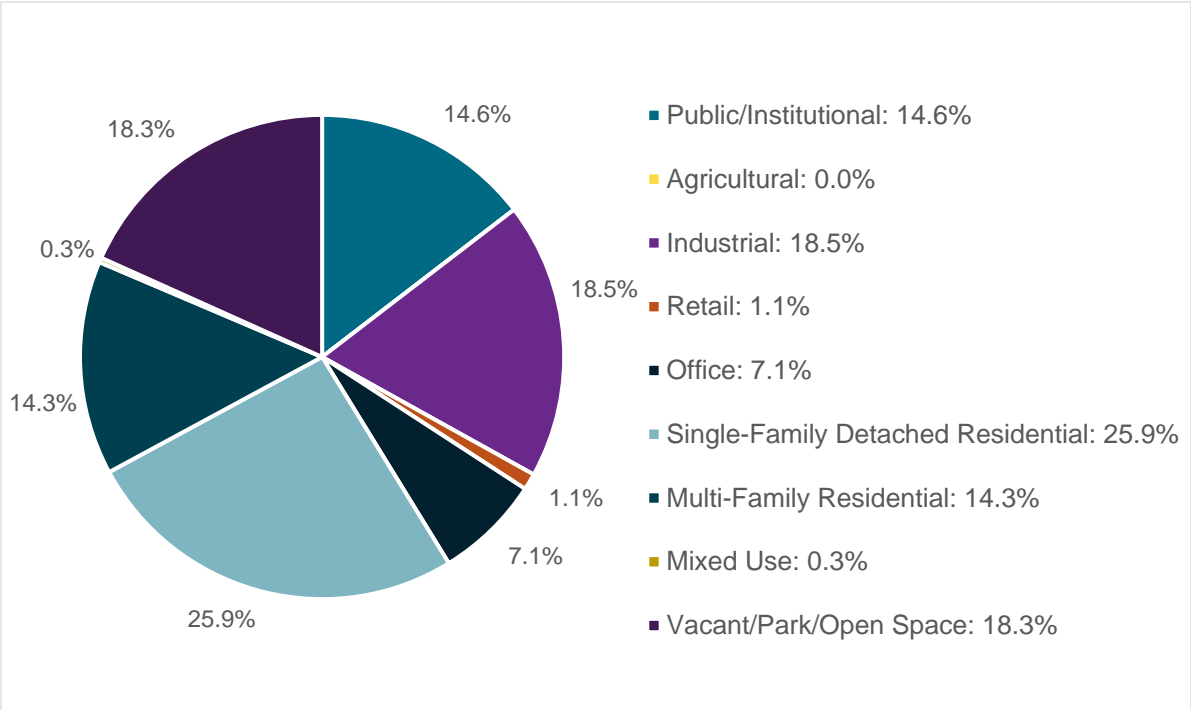
Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

In 2015, approximately 24.2 percent of area employees commuted from Saint Paul and another 6.9 percent from Minneapolis. Smaller shares commuted from Woodbury, Maplewood, Eagan and other locations. The most popular locations that residents commuted to include Saint Paul, Minneapolis and Eagan.

### 4.3. REAL ESTATE CONSIDERATIONS

Situated along the I-35E corridor, the planned Cayuga Street station is surrounded by a diverse mix of uses within one half-mile (see Graph 9). Single-family residential is most prevalent (25.9 percent), followed by industrial (18.5 percent) and land classified as vacant (18.3 percent). More than half of the vacant land is preserved open space, including a portion of the Trout Brook Nature Sanctuary. There is no agricultural land in the station area and a minimal amount of retail and mixed use. Approximately 40.2 percent of the area's land is classified as residential. Anchoring land uses include HealthPartners Specialty Centers, Univar USA distribution service, North Central States Regional Council of Carpenters and Bruce F. Vento Elementary School.

**Graph 9: Share of Total Acreage by Land Use, Cayuga Street Station Area, 2018**



Source: Ramsey County; Kimley-Horn

Parcel data provided by Ramsey County shows that there were new construction projects in the station area every year since 2011, a majority of which were single-family infill units within the nearby existing residential neighborhoods. Development activity has ramped up in recent years: there was only one project completed in 2012 compared with 12 completions in 2017. This is likely a reflection of the improving economy following the 2007-2009 Great Recession.



### Market Considerations

- The Cayuga Street station area's proximity to downtown Saint Paul is likely to increase development pressure, especially with the addition of Rush Line BRT as a reliable transit option.
- Historically an attractive area for immigrant communities, neighborhoods in the Cayuga Street station area offer key opportunities for first-time homebuyers. Like other station areas in the Payne-Phalen neighborhood, housing affordability should be a critical consideration in future developments.
- New multi-family residential development would be an attractive addition to the area given the large concentrations of employment in the Healthcare & Social Assistance sector (within the station area) and state and local Public Administration (just outside the station area).
- Concentrations of medical services and public administration are also likely to drive demand for associated office and retail uses. These uses would serve those employed in these industries as well as customers visiting the area.
- Accessibility to the I-35E corridor could attract transportation, warehouse and distribution uses. Proximity to transportation infrastructure and significant population bases is especially relevant as online retail continues to prioritize enhanced delivery speeds. However, the BNSF and Union Pacific railroads also run through the station area, posing a major barrier south of the proposed station.

## 4.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports are included in Appendix B of this document. Qualitative factors such as station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Residential product in the Cayuga Street station area is largely comprised of single-family detached units in existing neighborhoods. Single-family units have moderate asking prices, generally ranging from \$150,000 to \$250,000, offering relatively affordable housing close to job centers in downtown Saint Paul. Given the area's proximity and accessibility to major job concentrations in and near downtown, future residential development will likely be comprised of infill residential, as current activity demonstrates. Additional demand would gravitate toward multi-family opportunities especially as a reliable transit option is available to enhance connectivity.



It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to

employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that job growth in the Twin Cities region could result in demand for more than 176,000 new housing units through 2038. Locations like the Cayuga Street station area that will offer access to a variety of transportation options are well positioned to capture some of the demand.

**Retail**

Retail has modest potential in the Cayuga Street station area. In its current form, demand for convenience retail would be driven by area residents and employees and visitors for the healthcare uses anchored by HealthPartners Specialty Center. Proximity to the concentration of Public Administration offices, both state and local, could also drive some demand for retail in this area. New opportunities for ground-level retail near the Cayuga Street station could be accommodated within mixed-use projects serving future transit riders.



**Office**

The Cayuga Street station area’s proximity to the major healthcare and public administration employers will likely drive new office development. This could include medical office space seeking to capitalize on momentum established by HealthPartners Specialty Center, ancillary uses seeking proximity to government agencies, or existing employers seeking to expand.



**Flex Space or Light Industrial**

Retailers and other warehouse occupants are driving nationwide growth in the number of distribution centers by seeking locations near urban centers to facilitate rapid deliveries. With easy access to I-35E, the Cayuga Street station area presents an opportunity for light industrial uses including transportation, warehousing and distribution. However, land cost and availability could be a challenge in development of distribution space in the Cayuga Street station area.

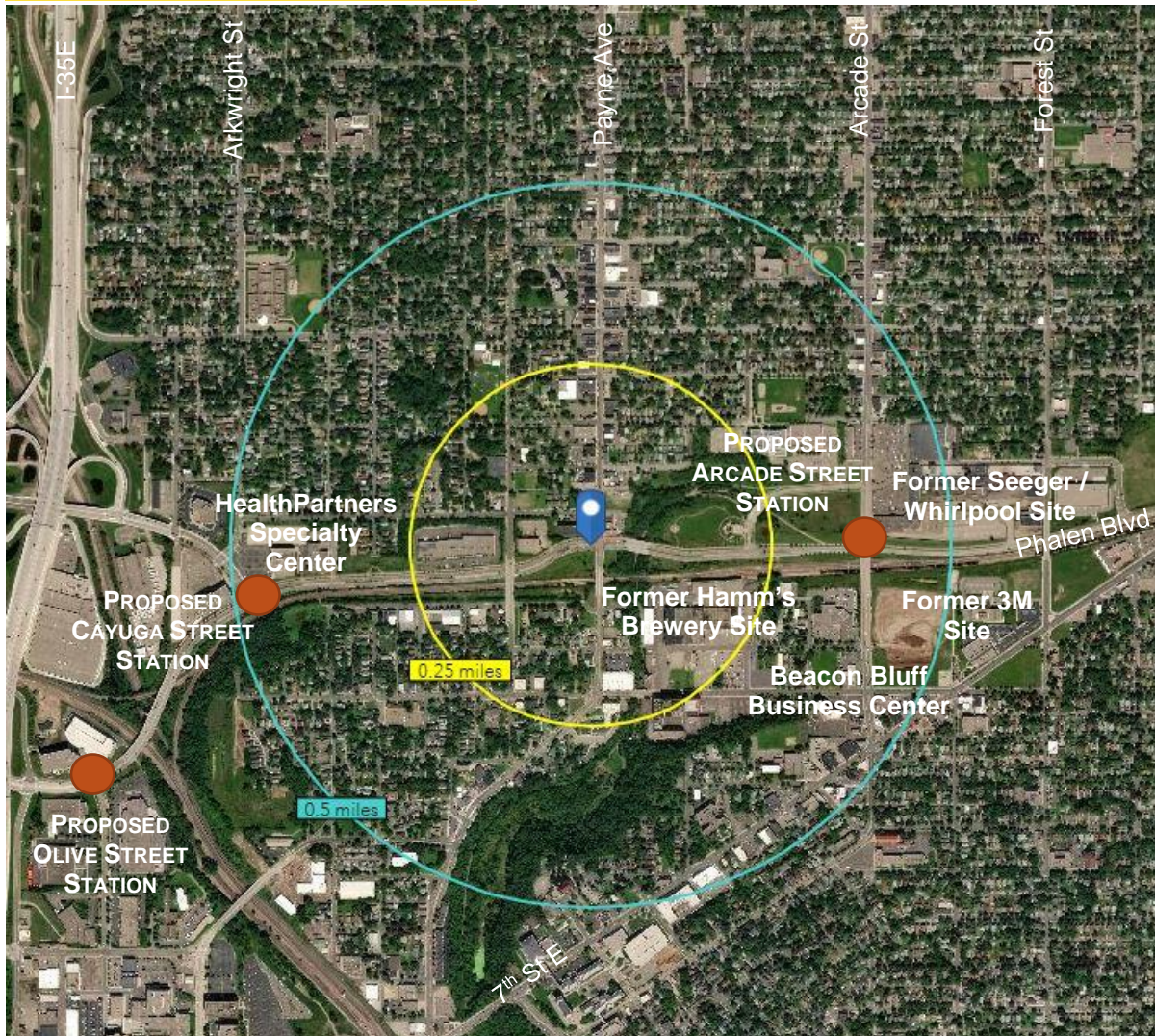


## 5. PAYNE AVENUE STATION

### 5.1. STATION AREA CONTEXT

There is a notable amount of overlap of the one-half mile areas between the proposed Payne Avenue station and the proposed Cayuga Street and Arcade Street stations. Situated on a commercial corridor, the planned Payne Avenue station is surrounded by a diverse mixture of land uses, including several medical facilities, industrial sites adapted for reuse and residential neighborhoods. The area was previously home to several major industrial users, including 3M, Seeger/Whirlpool and Hamm's Brewery. All these employers have since closed or relocated. Although their former facilities have experienced some level of reuse, there are additional opportunities for redevelopment. Environmental contamination of the former industrial properties could present a challenge for redevelopment in the future and will require additional study.

**Map 4: Payne Avenue Station, 2018**



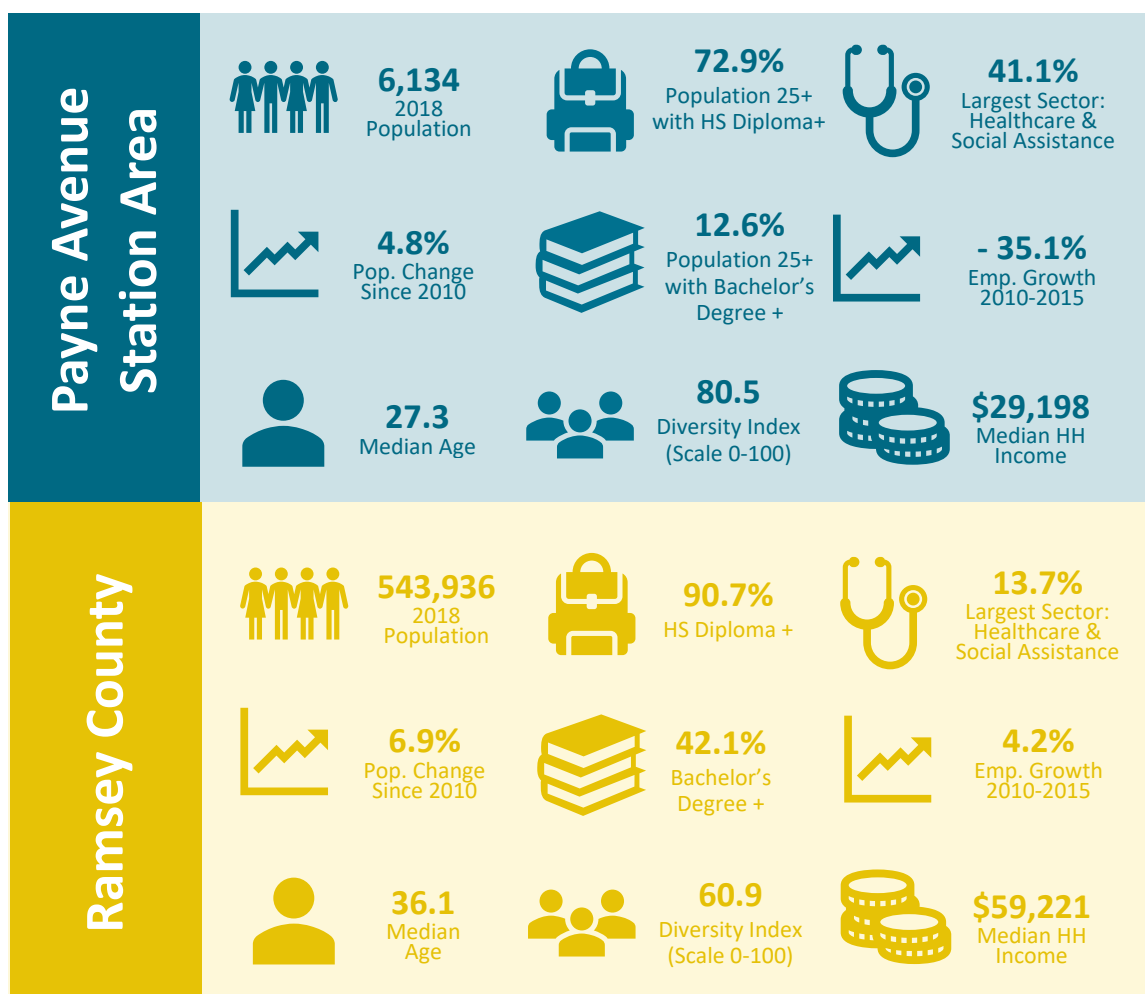
Source: ESRI BAO; Kimley-Horn



## 5.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

Nearly 6,150 people live within one-half mile of the planned Payne Avenue station. The station area has a high share of residential uses, as well as public/institutional and retail uses. There is also a notable share of vacant and underdeveloped land. Residents in the Payne Avenue station area tend to be younger, less educated and more diverse than the countywide average. As a result, the median household income of \$29,198 is significantly below the measure reported for Ramsey County. The population growth rate in the station area has been slower than demonstrated at the county level since 2010.

There are nearly 3,350 employees in the station area who increase the daytime population to over 7,000 and outnumber area residents who commute elsewhere for work. Healthcare & Social Assistance is the largest employment sector, driven by a variety of medical facilities located near Phalen Boulevard. The total number of jobs in the Payne Avenue station area declined by 35.1 percent from 2010 to 2015, the most recent years for which data is available, whereas the county expanded its base during the same period. A loss of more than 1,000 jobs in the Administrative and Waste Services sector was primarily responsible for the station area's net job loss during this period.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap; Kimley-Horn

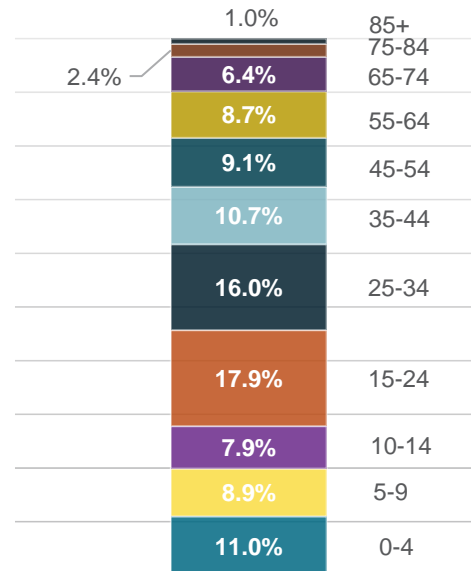


## Demographics

The Payne Avenue station area is home to a young and diverse population (see Graph 10). It has a relatively balanced mix of age groups, with residents aged 14 to 24 making up the largest cohort at 17.9 percent of the total population. ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). The Payne Avenue station area scored an 80.5, indicating significant racial and ethnic diversity. In 2018, 33.6 percent of the area population identified as Asian or Pacific Islander, representing the largest racial category living within one-half mile of the proposed station. This measure is higher than Ramsey County's 11.7 percent share. Residents who identify their origin as Hispanic make up 12.7 percent of the station area's population, which is more than the 7.6 percent share reported for the county.

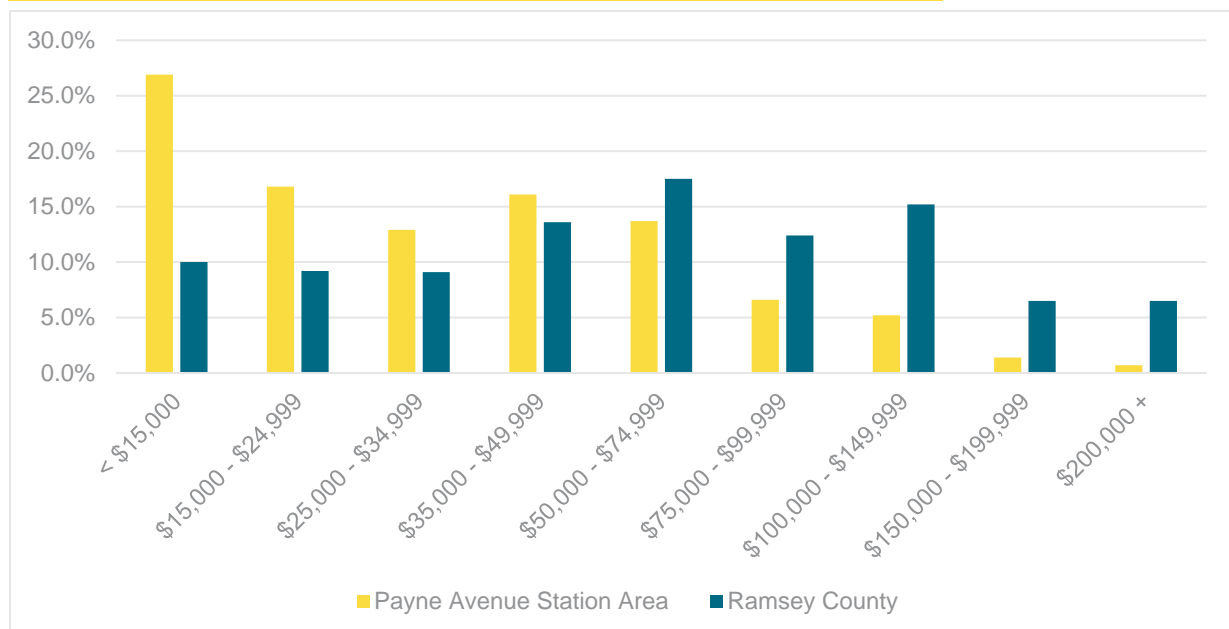
The median income of households within one-half mile of the Payne Avenue station in 2018 was \$29,198, significantly lower than the countywide measure of \$59,221. Households earning less than \$15,000 annually represent the most prevalent income cohort in the Payne Avenue station area (see Graph 11). Nearly 44 percent of households in the station area have an annual income of less than \$25,000, whereas the share is less than 20 percent for Ramsey County overall.

**Graph 10: Population by Age Cohort, Payne Avenue Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 11: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

## Employment and Economics

Once anchored by major industrial sites for 3M, Hamm's Brewery and Seeger/Whirlpool, the Payne-Phalen neighborhood catered to thousands of shift workers and their families throughout the twentieth century. By 2008, all three major employers had closed operations, also impacting many small businesses that depended on workers' patronage.

As of 2018, there were approximately 3,350 jobs in the half-mile area surrounding the Payne Avenue station. The industry employing the most people is Healthcare & Social Assistance, representing approximately 41.1 percent of the total job base. This industry is driven by the presence of HealthPartners Specialty Center and Medical Supply Store, Regions Digestive Care, Gillette Lifetime Specialty Healthcare and HealthEast Care Center within one-half mile of the planned station location.

Other key industries include Information (11.4 percent), Other Services (8.3 percent) and Leisure & Hospitality (7.9 percent). The higher than typical share of Other Services, or jobs that do not fit into typical sector categories, could be driven by the prevalence of businesses focused on laundry services, repair and maintenance and civic and social advocacy organizations.

As of 2015, the Payne Avenue station area experienced a significant shift in daytime and evening populations, with very high shares of commuting. Based on 2015 commuting patterns applied to 2018 employment and resident estimates, 43.5 percent more employees commute into the Payne Avenue station area than residents commuting out for work.

### Top Employment Sectors



#### Healthcare & Social Assistance

+/- 1,375 full-time jobs  
41.1% total job base



#### Information

+/- 380 full-time jobs  
11.4% total job base



#### Other Services

+/- 279 full-time jobs  
8.3% total job base



#### Leisure & Hospitality

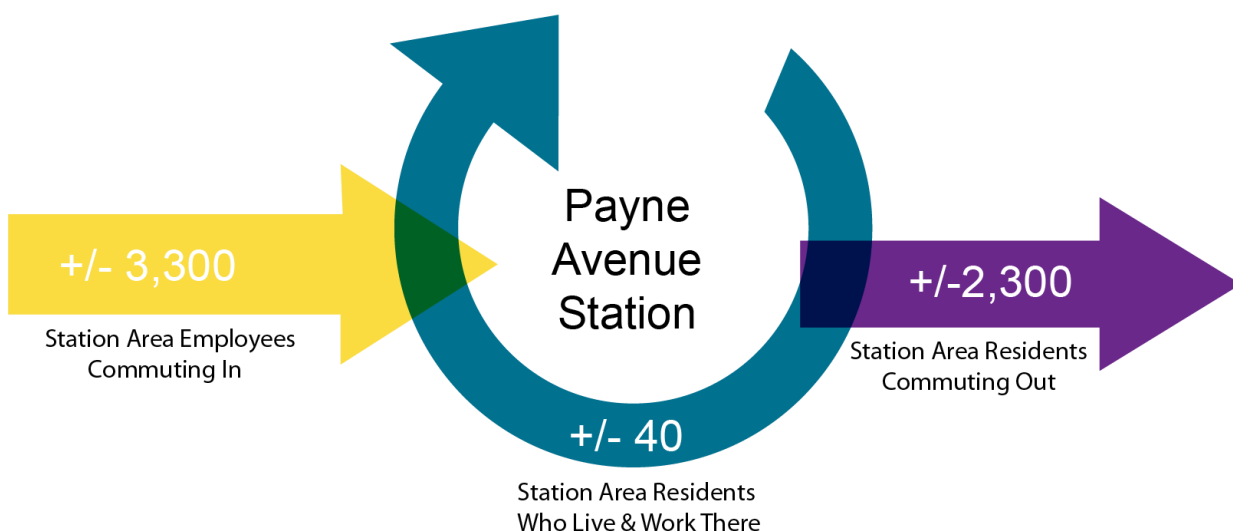
+/- 265 full-time jobs  
7.9% total job base



#### Educational Services

+/- 233 full-time jobs  
7.0% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



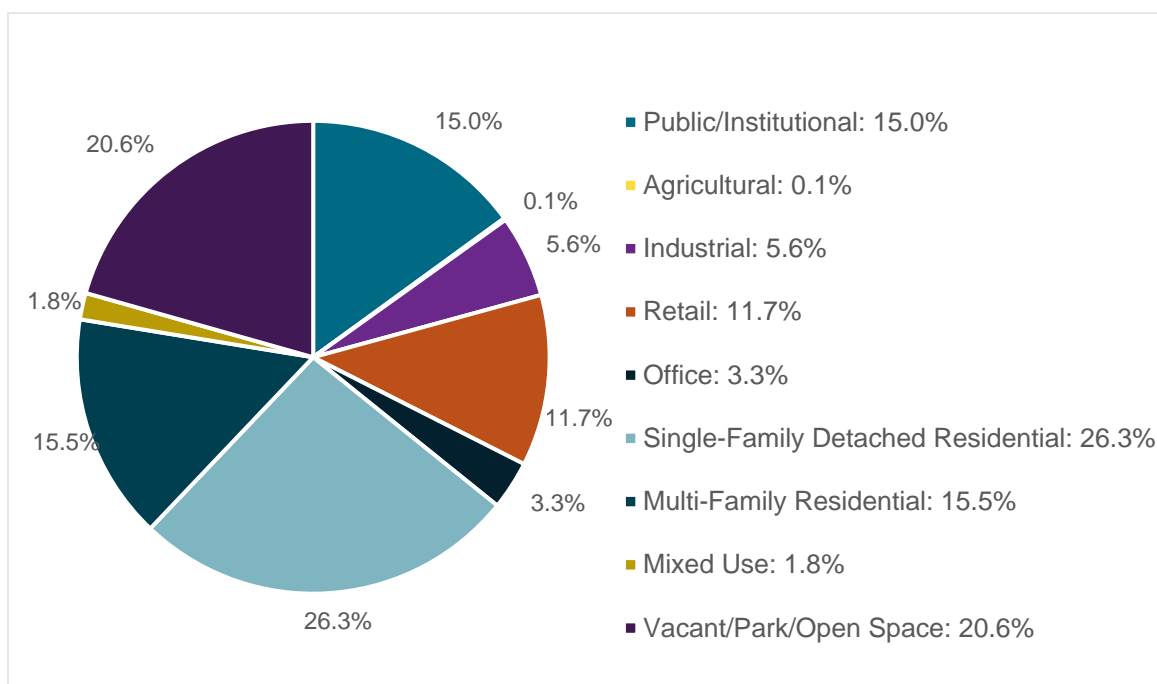
Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

The most common places that employees in the station area commute from include Saint Paul, Minneapolis, Woodbury and Oakdale. These four municipalities represent approximately one-half of total commuter home locations.

### 5.3. REAL ESTATE CONSIDERATIONS

The Payne-Phalen neighborhood has changed significantly since the East Side's Industrial Age during the twentieth century. As shown in Graph 12, the current primary use in the half-mile area surrounding the planned station on Payne Avenue is single-family detached residential (26.3 percent), followed by vacant land (20.6 percent), multi-family residential (15.5 percent) and public/institutional (15.0 percent). Approximately one-third of the land classified as vacant is preserved open space and parkland, including the Bruce Vento Regional Trail in Ramsey County rail right-of-way, Swede Hollow Park and Weida Park. Anchoring land uses include Eastside Heritage Park and HealthPartners Specialty Center. The former sites of Hamm's Brewery, 3M and Seeger/Whirlpool, which have been adapted for reuse by a diverse mix of businesses, are also nearby.

**Graph 12: Share of Total Acreage by Land Use, Payne Avenue Station Area, 2018**



Source: Ramsey County; Kimley-Horn

According to parcel data provided by Ramsey County, infill single-family residential projects make up most new construction in the station area completed in recent years. Non-residential new construction built between 2010 and 2019 includes a hardware store constructed directly east of the proposed station in 2012 and the HealthEast Medical Transportation facility off Arcade Street that was completed in 2010. Phalen Senior Lofts, a 73-unit age- and income-restricted independent living community located north of the proposed Payne Avenue station location was completed in 2007.

### Market Considerations

- Historically an attractive area for immigrant communities, neighborhoods in the Payne Avenue station area offer key opportunities for first-time homebuyers. Like other station areas in the Payne-Phalen neighborhood, housing affordability, particularly the preservation of naturally-occurring affordable housing, should be a critical consideration in future developments.
- Redevelopment and/or revitalization of former industrial properties presents a significant opportunity for investment in the Payne Avenue station area that increases the housing stock and creates potential for economic development.
- This station area was formerly anchored by large industrial uses; however, healthcare has evolved as a leading sector in recent years. This growing concentration can create secondary opportunities for residential, office and retail/service.
- Large redevelopment opportunities near a BRT station could be leveraged for job creation, particularly in the light industrial, warehouse and technology sectors that are often attracted to redevelopment.
- Destination and convenience retail uses could be incorporated into continued redevelopment or renovation plans of the former industrial sites; this would most likely be part of mixed-use projects.

## 5.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports have been included as Appendix B of this document. Qualitative factors such as station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Existing homes within a half-mile of the planned station location offer affordable price points, representing opportunities for first-time home buyers. The Payne Avenue station area will be attractive for development of a variety of residential product types, including infill single-family detached and attached units, as well as multi-family development.



It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that job growth in the Twin Cities region could result in demand for more than 176,000 new housing units through 2038. Locations like the Payne Avenue station area that will offer access to a variety of transportation options are well positioned to capture some of the demand.



## Retail

The Payne Avenue corridor currently hosts a variety of retailers. Traveling north along Payne Avenue, the corridor includes several local restaurants, small groceries and markets serving nearby neighborhoods. New retail has modest potential in the Payne Avenue station area. In its current form, retail businesses cater to residents and employees or visitors of healthcare facilities, anchored by HealthPartners Specialty Center. Payne Avenue hosts several retailers that are known to draw people from a broader area. Continued redevelopment or renovation of formerly industrial sites could also incorporate convenience or destination retail uses.



## Office

The Payne Avenue station area presents limited opportunity for office development in the short term as most users will seek locations already occupied by established employers. However, continued momentum in the healthcare sector could drive demand for new medical office space close to the HealthPartners Specialty Center. Longer-term redevelopment of formerly industrial sites could incorporate office uses into mixed-use nodes. As the area evolves over time, momentum could be leveraged to attract creative workspaces, co-working or incubation spaces.



## Light Industrial

Leveraging the area's history as an employment center, the Payne Avenue station area could be attractive for light industrial, warehouse or flexible workspaces. Flexible workspaces, also known as flex space, are typically described as a front offices or showrooms with attached warehouse, manufacturing or distribution space. These spaces could serve a wide variety of uses and be incorporated into creative workspaces, which commonly operate in buildings that have been redeveloped or host multiple tenant types. A focus on light industrial spaces could revitalize the area with a more diverse base of jobs. However, land cost and availability could be a challenge in development of distribution space in the Payne Avenue station area.

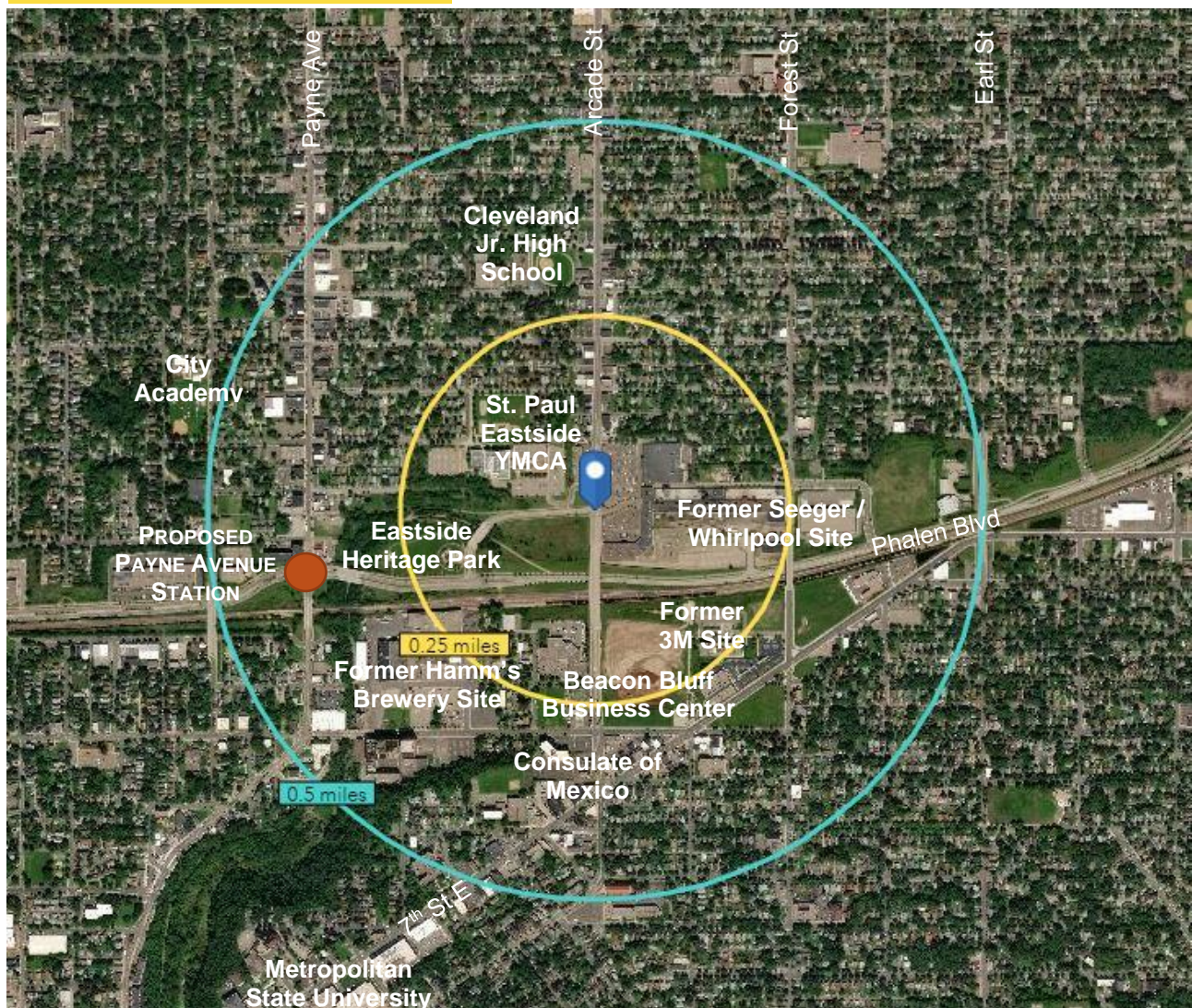


## 6. ARCADE STREET STATION

### 6.1. STATION AREA CONTEXT

The proposed Arcade Street station in the Payne-Phalen neighborhood of Saint Paul is located at the intersection of Arcade Street and Neid Lane. The half-mile area surrounding the Arcade Street station overlaps with the station areas of the Payne Avenue and Olive Street stations. It hosts a diverse mixture of land uses, with more than one-quarter of land reported as vacant, which includes non-occupied properties as well as parks and open space. The area is home to densely developed residential neighborhoods, the three former industrial sites of Seeger/Whirlpool, Hamm's Brewery and 3M, several public and private schools, and older retail shopping centers that could provide opportunities for redevelopment in the future.

**Map 5: Arcade Street Station, 2018**

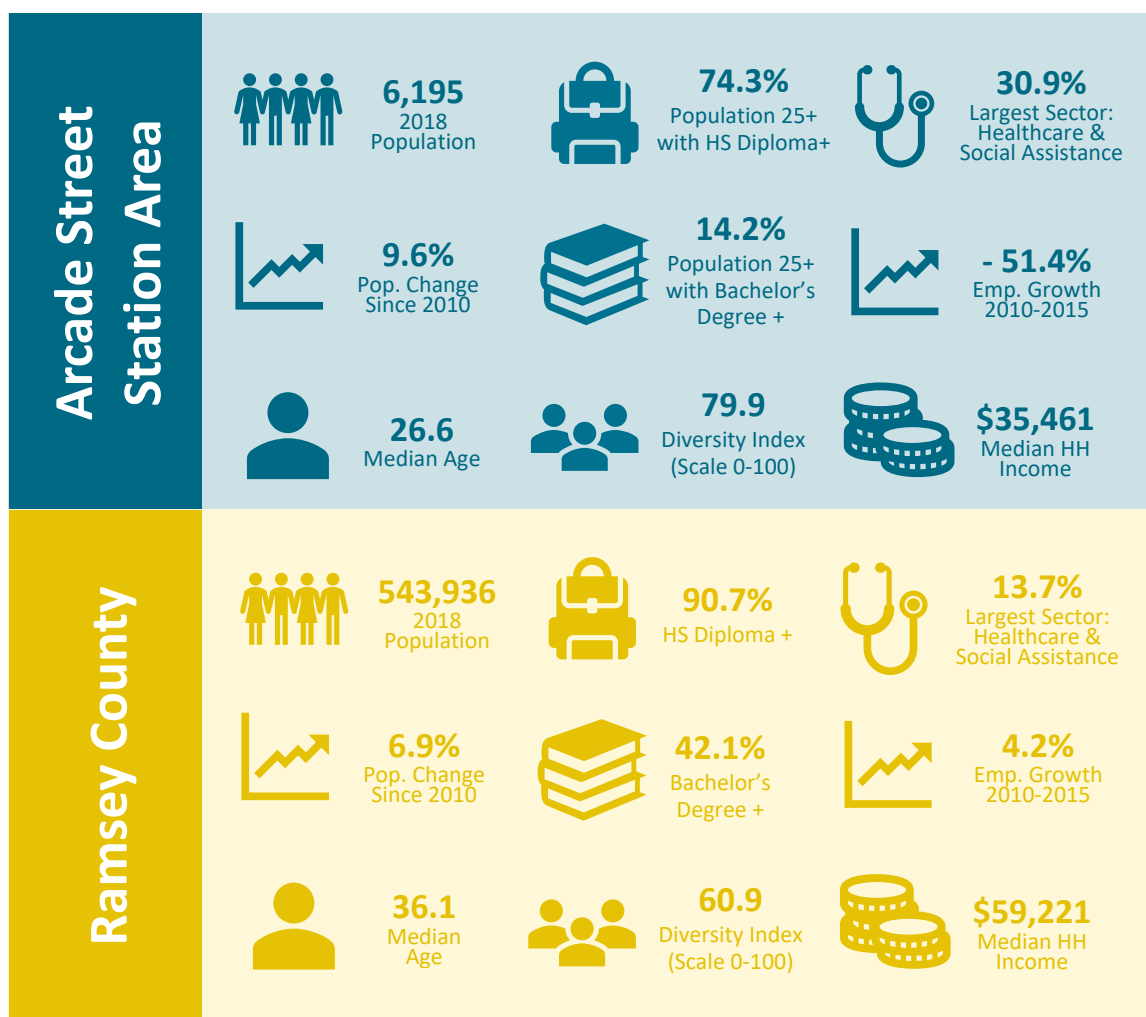


theSource: ESRI BAO; Kimley-Horn

## 6.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

Situated within the Payne-Phalen neighborhood, the planned Arcade Street station area is home to nearly 6,195 residents. The station area has a high share of residential property, as well as some industrial and institutional uses. Residents in the Arcade Street station area tend to be younger, less educated and more diverse than the countywide average. As a result, the median household income of \$35,461 is significantly lower than the overall measure reported for Ramsey County. The station area's population grew by 9.6 percent since 2010, faster than the 6.9 percent growth rate countywide.

There are approximately 2,860 employees in the station area who increase the daytime population to nearly 7,000 and outnumber area residents who commute elsewhere for work. Healthcare & Social Assistance is the largest employment sector, driven by a variety of medical facilities that have been established near the Phalen Boulevard corridor. Employment declined by more than 50 percent in the station area between 2010 and 2015. The closure of several large manufacturing facilities in the late-1990s and early-2000s, including Hamm's Brewery, 3M and Seeger/Whirlpool, resulted in a repositioning of this area, which was formerly a major job center on the east side of Saint Paul. While these facilities have attracted new users, the total number jobs have not been fully replaced.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn

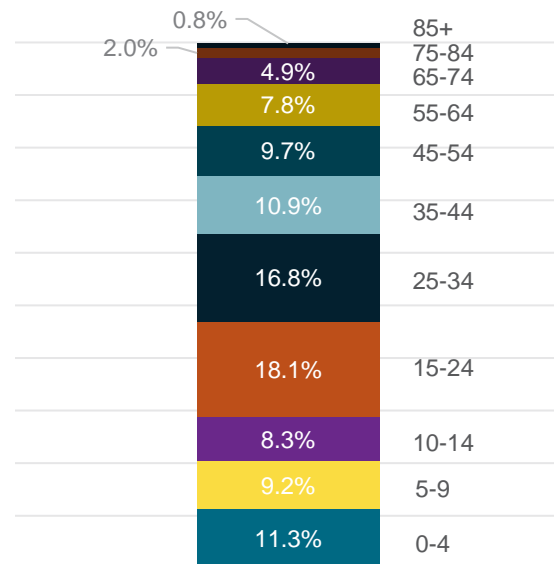


## Demographics

The Arcade Street station area has a relatively young and diverse population. Nearly 64% of residents are under the age of 35 (see Graph 13). ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). The Arcade Street station area scored a 79.9, indicating significant racial/ethnic diversity. This measure is much higher than Ramsey County's overall score of 60.9. The Payne-Phalen neighborhood has historically been an immigrant community and most recently has become home to a large Asian population that represented nearly 40 percent of the station area's residents in 2018.

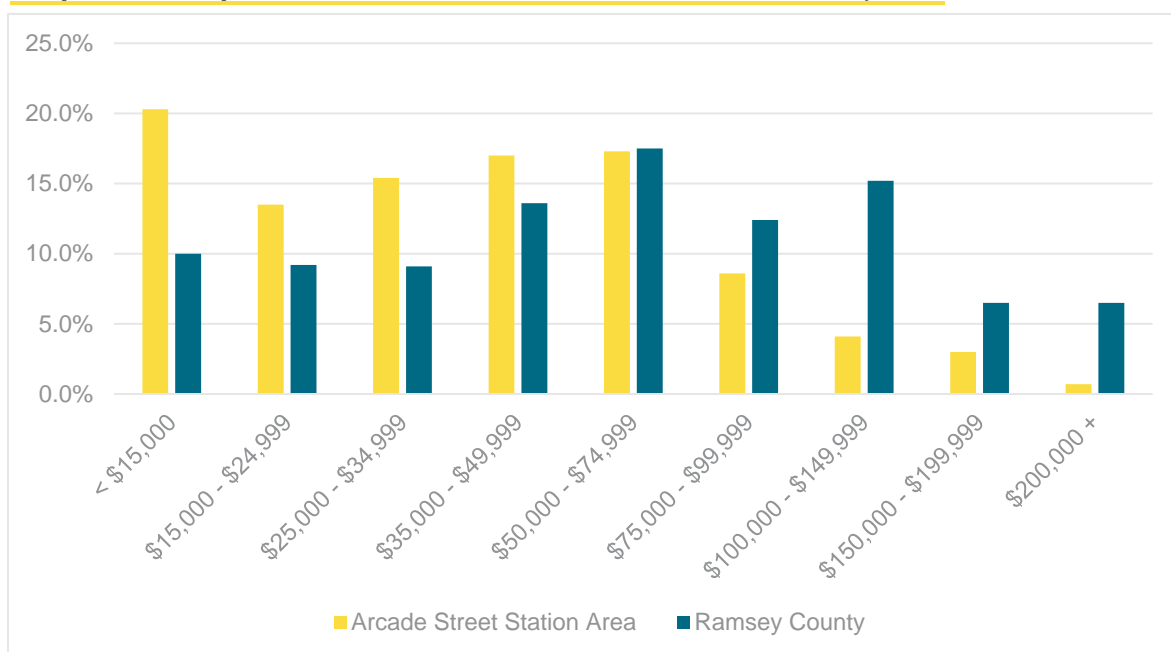
Households within one-half mile of the planned Arcade Street station earn a median income of \$35,461, which is significantly lower than the countywide measure of \$59,221. The most prevalent income cohort in the station area are households earning less than \$15,000 annually (see Graph 14). When compared with Ramsey County, the station area has higher shares of households earning an annual income less than \$50,000.

**Graph 13: Population by Age Cohort, Arcade Street Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 14: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn



## Employment and Economics

Based on the most recent place-of-work employment data available, there were nearly 2,860 estimated jobs in the half-mile area surrounding the Arcade Street station in 2018. The industry with the most employees is Healthcare & Social Assistance, representing approximately 30.9 percent of the total job base. This industry is driven by the presence of the East Side Family Clinic, HealthEast Care Center and HealthEast Medical Transportation & EMS Campus within one-half mile of the planned station location.

Other key industries include Retail Trade (13.4 percent), Other Services (12.7 percent) and Information (11.0 percent). Jobs in Retail Trade are mostly located in several strip mall shopping centers along Arcade Street. The largest, Seeger Square, contains 165,000 square feet and is anchored by Sun World Supermarket, AutoZone and Dollar Tree.

Like the Cayuga Street and Payne Avenue station areas, significant shares of residents commute out daily for employment. Conversely, a high share of employees traveled in for their jobs. An estimated 2,800 employees commute into the station area for jobs, while 2,300 employed residents commute out. The Arcade Street station area offers a more balanced commuting pattern than other parts of the Payne-Phalen neighborhood. However, given the shifting nature of employment in the Arcade Street station area in recent years, it is likely that the patterns have evolved since 2015.

### Top Employment Sectors



#### Healthcare & Social Assistance

+/- 885 full-time jobs  
30.9% total job base



#### Retail Trade

+/- 380 full-time jobs  
13.4% total job base



#### Other Services

+/- 365 full-time jobs  
12.7% total job base



#### Information

+/- 315 full-time jobs  
11.0% total job base



#### Leisure & Hospitality

+/- 230 full-time jobs  
8.1% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



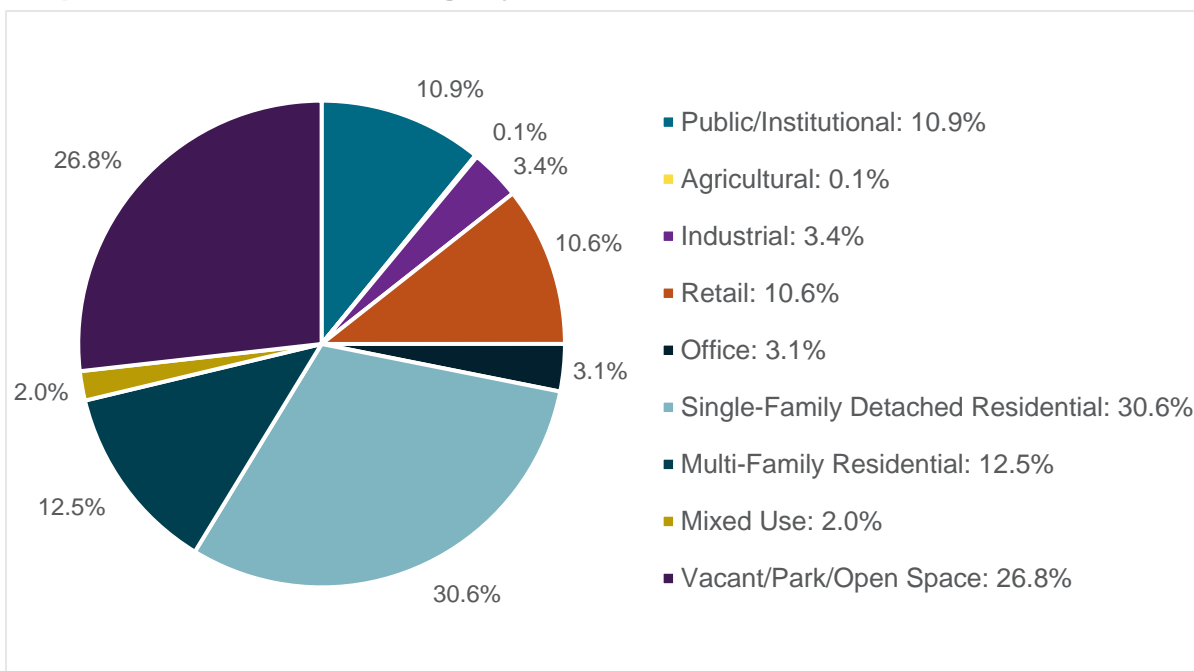
Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

Approximately 37 percent of employees commuted from Saint Paul and 8 percent came from Minneapolis. Smaller shares commuted from Woodbury, Inner Grove Heights, Eagan, Oakdale and other locations. The most popular locations that area residents commuted to include Saint Paul, Minneapolis and Eagan.

## 6.3. REAL ESTATE CONSIDERATIONS

Located in Saint Paul's former center of industry, the most prevalent use in the half-mile area surrounding the planned Arcade Street station is single-family detached residential (30.6 percent), followed by land classified as vacant (26.8 percent). More than one-quarter of the land categorized as vacant is not available for development because it is designated as parkland and open space, including the Bruce Vento Trail, or is already in process of being developed. Popular destinations in the station area include Seeger Square shopping center, which is located between the former Seeger/Whirlpool facility and Arcade Street, John A. Johnson Elementary School, Cleveland Junior High School, St. Paul Eastside YMCA, and Eastside Heritage Park.

**Graph 15: Share of Total Acreage by Land Use, Arcade Street Station Area, 2018**



Source: Ramsey County; Kimley-Horn

In between 2010 and 2019, there were 30 new construction projects within the Arcade Street station area according to parcel data provided by Ramsey County. The majority of new construction consisted of infill single-family development, but a few duplexes were developed as well. No multi-family developments with more than three units have been constructed since the mid-2000s. Recent non-residential development includes two medical facilities, two stand-alone retail stores and a facility for Loomis, the money transfer service. Additionally, the Saint Paul Port Authority is redeveloping the Beacon Bluff Business Center, which contains 11 parcels on nearly 40 acres south of Phalen Boulevard that include the site of the former 3M headquarters. The Port Authority has been actively marketing shovel-ready sites for industrial use. The first building, which was a speculative project containing more than 86,000 square feet, was completed in early 2019. A 300,000-square-foot building constructed by a printing company was also completed in 2019.

### Market Considerations

- The station platform is well-positioned at the intersection of Neid Lane and Arcade Street, providing desirable access to nearby destinations and visibility from well-traveled corridors.
- Large vacant properties in proximity of the planned station location offer opportunities to attract new development to an urbanized area with access to existing transportation corridors, pedestrian amenities and utilities.
- Although current residential development has focused on small-scale infill units, this area is likely to attract new multi-family developments following development of the BRT line. Multi-family housing could serve people employed nearby in healthcare fields, as well as those commuting in to downtown Saint Paul. Providing housing at a variety of price points is key.
- Well-positioned, available land makes the Arcade Street station area ripe for new construction of mixed-use projects that could include residential, convenience retail and office land uses.
- Aging strip retail centers along Arcade Street could also offer opportunities for redevelopment of existing non-traditional uses such as medical office space that are showing signs of obsolescence.

## 6.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports are included in Appendix B of this document. Qualitative factors such as station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Like the other planned stations in the Payne-Phalen neighborhood, residential development offers a short- and long-term opportunity for the Arcade Street station area. Several large but vacant tracts of land in the station area are well suited for higher-density development near a planned BRT station. These development opportunities would likely be anchored by a multi-family residential component. Additionally, infill single-family detached and duplex housing would work well in surrounding established neighborhoods.



It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that job growth in the Twin Cities region could result in demand for more than 176,000 new housing units

through 2038. Locations like the Arcade Street station area that will offer access to a variety of transportation options are well positioned to capture some of the demand.

### Retail

There are several strip retail centers located along Arcade Street. The mix of tenants at existing centers near the planned station indicates that they may be outdated in their current form. It is likely that existing centers, which are no longer serving modern retail tenants, are physically obsolete. Given proximity to the planned BRT station, as well as access to and visibility from Phalen Boulevard, these centers offer an opportunity for redevelopment. As part of an already established retail node, demand for convenience retail remains strong in this area, especially with if new or revitalized spaces are offered.



### Office

Of the four stations planned in the Payne-Phalen neighborhood, Arcade Street is the most disconnected from the healthcare and government anchors that could spur demand for ancillary office uses. Demand for new office space in this station area is extremely limited in the short-term. Longer-term, small-scale office space could be incorporated into a mixed-use development on one of the key vacant or underutilized parcels in the station area.



### Light Industrial

Three former manufacturing sites are located within one-half mile of the planned Arcade Street station. The former Seeger/Whirlpool facility is less than one-tenth of a mile from the station. Further reuse or redevelopment of this site could attract light industrial, warehouse or flexible work spaces. These spaces could serve a wide variety of uses and be incorporated into creative workspaces mentioned previously. Distribution facilities, particularly those seeking access to major transportation corridors, may be attracted to this area as well. However, land prices could limit the development of new facilities within proximity of the BRT station. Additionally, likely environmental contamination at the former Whirlpool site could also represent a hurdle for redevelopment.



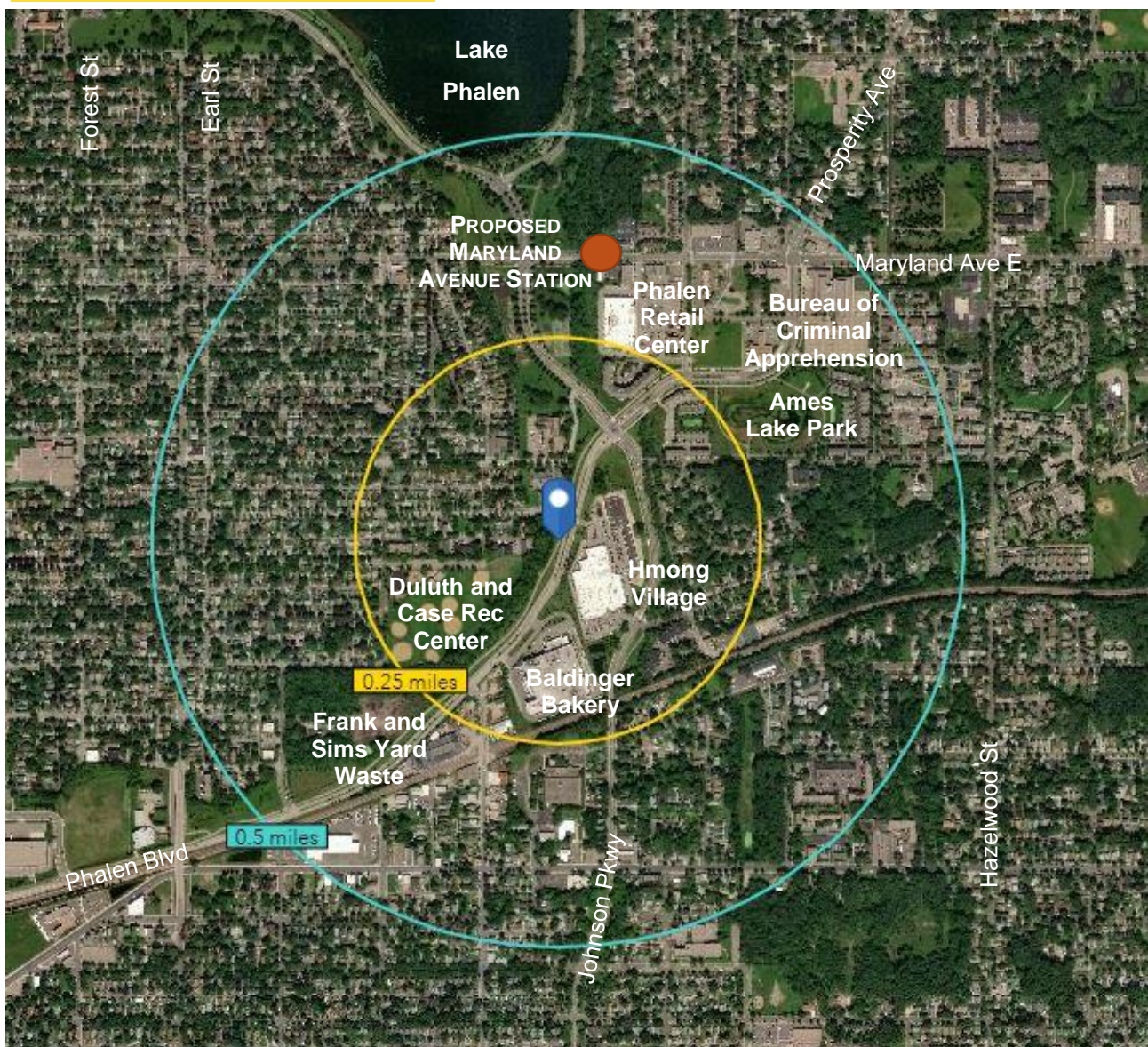


## 7. COOK AVENUE STATION

### 7.1. STATION AREA CONTEXT

The proposed Cook Avenue station is located on Phalen Boulevard near Cook Avenue and Hmong Village Shopping Center, nearly one-third of a mile south of the proposed BRT station on Maryland Avenue. The half-mile area surrounding the proposed Cook Avenue station contains established single- and multi-family residential communities, several of which are affordable housing, as well as public/institutional uses and a significant share of vacant land. The station area spans four neighborhoods: Payne-Phalen, Dayton's Bluff, Parkway-Greenbrier and Roosevelt-Phalen Center.

**Map 6: Cook Avenue Station, 2018**

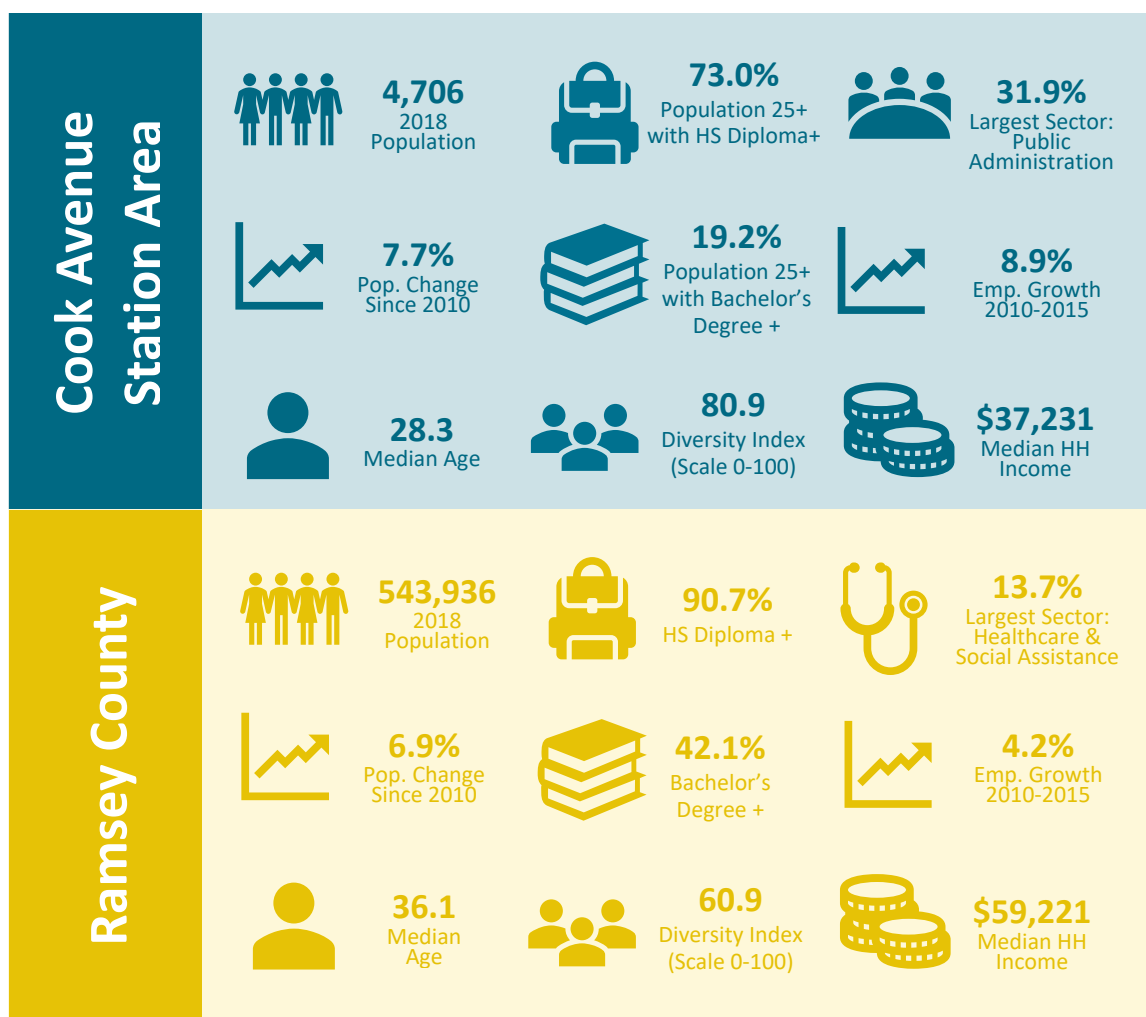


Source: ESRI BAO; Kimley-Horn

## 7.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

Situated in northeast Saint Paul near the southern tip of Lake Phalen, the planned Cook Avenue station area is home to approximately 4,700 residents. Nearly half of the surrounding area is residential, primarily single-family but there are also several federally-subsidized affordable housing communities, including Roosevelt Homes. The station area's median household income of \$37,231 is lower than the overall measure reported for Ramsey County, likely because residents within one-half mile of the Cook Avenue station tend to be younger, less educated and more diverse than the countywide average. Since 2010, the station area's population increased by 7.7 percent.

There are more than 4,700 employees in the area and the Public Administration is the largest employer in the area anchored by the Minnesota Bureau of Criminal Apprehension. Consistent with countywide trends, the Cook Avenue station area experienced both population and employment growth in recent years. Employment growth in the station area between 2010 and 2015, the most recent years for which data is available, was 8.9 percent, nearly double the county increase.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn

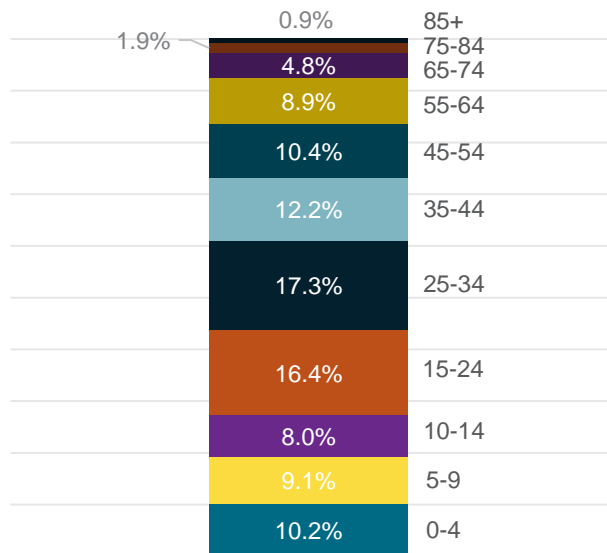


## Demographics

With 61.0% of residents under the age of 35, the Cook Avenue station area population is relatively young (see Graph 16). ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). ESRI reports a score of 80.9 for the Cook Avenue station area, indicating significant racial/ethnic diversity. This measure is notably higher than Ramsey County's overall score of 60.9. Nearly 35 percent of residents in the Cook Avenue station area identified as Asian or Pacific Islander in 2018. Those who identified as white made up nearly 34 percent of the surrounding population, and those identifying as black made up another 16 percent. The rest are a mix of other or multiple races.

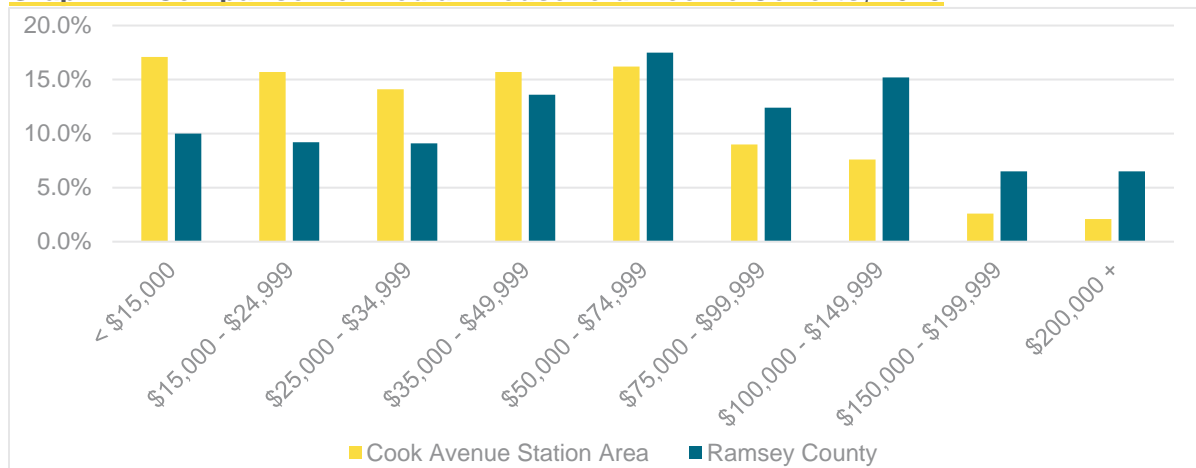
Households within one-half mile of the planned Cook Avenue station earn a median income of \$37,231, lower than the countywide measure of \$59,221. An estimated 17.1 percent of households earn less than \$15,000 per year, representing the most prevalent income cohort in the station area (see Graph 17). Approximately 62.6 percent of households within one-half mile of the planned station earn an annual income less than \$50,000, compared to only 41.9 percent in Ramsey County.

**Graph 16: Population by Age Cohort, Cook Avenue Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 17: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

Like the Mt. Airy Street and Olive Street station areas, the presence of public housing has influenced average area household incomes. Roosevelt Homes, a 320-unit public housing complex on Hazelwood Street, and several other affordable housing complexes are in this area, making income-targeted housing a permanent economic fixture in the area. The proposed Cook Avenue station will provide convenient access to an affordable transportation option for these and other residents in the station area.

## Employment and Economics

The most recent place-of-work employment data from 2018 estimates nearly 1,900 jobs in the half-mile area surrounding the Cook Avenue station. The Public Administration has the most employees and represents approximately 31.9 percent of the station area's total job base. This industry is driven by the presence of the Bureau of Criminal Apprehension, a division of the Minnesota Department of Public Safety.

The second largest industry in the area is Other Services, which makes up nearly one-fifth of the area's jobs. This higher-than-average share of Other Services, representing jobs that do not fit into typical sector categories, is likely driven by the presence of repair and maintenance businesses, such as Moua Auto Repair and Certified Collision Center, as well as religious and social organizations such as Midwest Special Services Inc. and the church Elim Minnesota. Retail Trade is anchored by the Phalen Retail Center, a 74,000-square-foot shopping center containing Cub Foods, a retail bank, firework store, Subway and Dairy Queen. Hmong Village, a market of more than 300 vendors with offerings that range from food and clothing to pharmacy and legal services, also provides many retail jobs.

The Cook Avenue station area has a roughly balanced share of residents commuting out for employment and workers commuting in. Based on 2015 commuting patterns applied to 2018 population and employment estimates, approximately 2,100 employed residents in the station area left for work elsewhere. Approximately 1,900 employees commuted in daily. Only an estimated 0.3 percent of residents both live and work in the station area. While it is possible these patterns have evolved since 2015, due to the high share of residential land uses in the station area, it is believed that the dynamics are generally constant.

### Top Employment Sectors



#### Public Administration

+/- 605 full-time jobs  
31.9% total job base



#### Other Services

+/- 375 full-time jobs  
19.8% total job base



#### Retail Trade

+/- 235 full-time jobs  
12.4% total job base



#### Educational Services

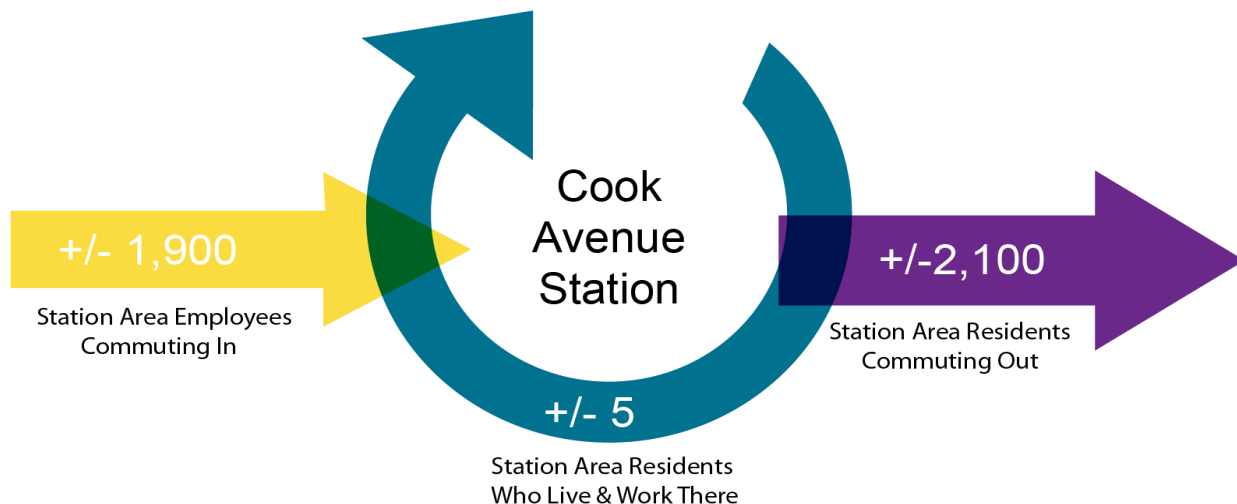
+/- 135 full-time jobs  
7.1% total job base



#### Finance & Insurance

+/- 115 full-time jobs  
6.1% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn



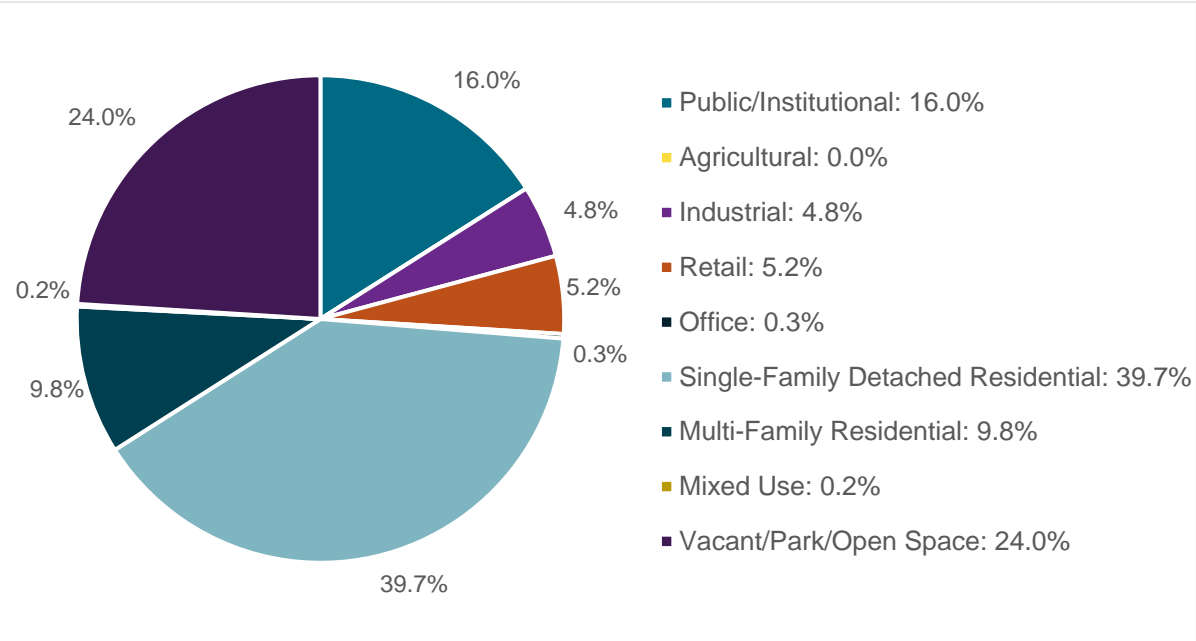
Approximately 27 percent of employees commuted from Saint Paul. Smaller shares commuted from Maplewood, Minneapolis, Cottage Grove and other locations. The most popular locations that residents commuted to include Saint Paul, Minneapolis and Bloomington.

### 7.3. REAL ESTATE CONSIDERATIONS

The most prevalent land use in the half-mile area surrounding the planned Cook Avenue station is single-family detached residential (39.7 percent), followed by land categorized as vacant (24.0 percent) and public/institutional uses (16.0 percent). Approximately 81 percent of the land classified as vacant includes Ames Lake Park, open space, public easements and wetlands. There is no agricultural land in the station area and a minimal amount of office and mixed use.

Organizations and businesses located in the station area include the Bureau of Criminal Apprehension, Phalen Retail Center, Baldinger Bakery and Duluth and Case Recreation Center. Hmong Village, an Asian shopping center with hundreds of vendors that offer a range of items and services, is also located near the proposed station. Situated in a former warehouse building, the market primarily caters to local Hmong and other Southeast Asian populations and also draws visitors from the larger region. In addition, there are several mid-rise and townhouse-style multi-family developments in the station area that make up 9.8 percent of the total area land use. A notable share of area multi-family units are part of affordable housing developments such as Roosevelt Homes, a 320-unit public housing community near Sackett Playground originally constructed in 1952.

**Graph 18: Share of Total Acreage by Land Use, Cook Avenue Station Area, 2018**



Source: Ramsey County; Kimley-Horn

Seven properties, most of which are single-family homes, were developed within the Cook Avenue station area in between 2010 and 2019 according to parcel data provided by Ramsey County. Notable non-residential development completed during the past decade includes facilities for the MacQueen Equipment Group, a distributor of heavy municipal and contractor equipment, and Baldinger Bakery. Baldinger Bakery, a long-established business in Saint Paul, moved into the Phalen Boulevard facility in 2011.

## Market Considerations

- Hosting 4,700 jobs, the Cook Avenue station area doesn't have the same level of employment concentration exhibited in the four Payne-Phalen neighborhood stations. The area around the planned station has a more balanced mix of residential neighborhoods, employers and retail services. This will influence future development around the station as real estate demand will be driven by a balanced mixture of residents, employees, and visitors to the area.
- Established residential neighborhoods are primarily single-family in nature. Future patterns are likely to continue to include infill single-family development. The demographic profile is also supportive of multi-family offerings, as evidenced by the concentration of denser development patterns between the Union Pacific rail line and Maryland Avenue.
- Hmong Village represents a culturally significant retail destination in the station area that attracts visitors from across the region. Hmong Village customers travelling long distances to shop represent additional future spending potential that exists outside of the immediate neighborhood.
- Other retail offerings are primarily neighborhood-serving businesses, the largest being the 74,000-square-foot Phalen Retail Center, anchored by a Cub Foods and an Aldi. Neighborhood-serving businesses are smaller in scale, drawing demand from nearby households. Retail vacancy in this area is healthy; however, current lease rates are likely cost prohibitive to new development.
- Private multi-tenant office space is limited in this station area. However, the Bureau of Criminal Apprehension, a government building, could generate some limited demand by businesses seeking proximity to this facility.

## 7.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports are included in Appendix B of this document. Qualitative factors such as station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Existing neighborhoods within a one-half mile radius of the planned station location are largely include single-family houses with price points typically ranging from \$150,000 to \$250,000. The concentration of existing multi-family projects largely located between the UP rail line and Maryland Avenue could be expanded through development of new properties. This area offers connectivity to local amenities, including parks and playgrounds, as well as nearby retail services. Given the existing land use pattern and the distribution of available land, additional residential development will likely focus on smaller-scale infill, single-family and duplex units throughout established neighborhoods.

The presence of the Roosevelt Homes and several other subsidized housing complexes in the station area should be taken into account as these publicly-owned units will likely remain affordable. Connectivity between residential neighborhoods and transportation options and retail services should be carefully considered in future planning efforts for this station area.



It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that job growth in the Twin Cities region could result in demand for more than 176,000 new housing units through 2038. Locations like the Cook Avenue station area that will offer access to a variety of transportation options are well positioned to capture some of the demand.

## Retail

Future retail will likely continue to offer community services, capitalizing on high-traffic corridors and proximity to dense residential neighborhoods. Retail will likely gravitate toward sites with superior access and visibility from major transportation corridors. In the case of the Cook Avenue station area, this is likely along Phalen Boulevard, Maryland Avenue or Johnson Parkway. Retail rental rates in the area have been depressed due to the older nature of existing product. Lower price points may delay new retail development in the short term.



## Office

Market potential for new office development in the Cook Avenue station area is limited. Office users are more likely to be attracted to areas with established employment bases or station areas that offer strong opportunities for mixed-use projects. In the longer-term, office tenants seeking proximity to existing anchors could seek smaller-scale developments close to retail services.



## Light Industrial

Opportunities for light industrial or manufacturing are available, mostly along the Phalen Boulevard corridor. This would be consistent with the recent relocation of the Baldinger Bakery to the area in 2011. Demand could develop for a wide variety of uses ranging from manufacturing to light industrial to flexible work spaces. Distribution facilities, particularly those seeking access to major transportation corridors, may be attracted to this area as well. However, land prices and the limited availability of adequately-sized vacant properties could limit the development of new facilities within proximity of the BRT station.



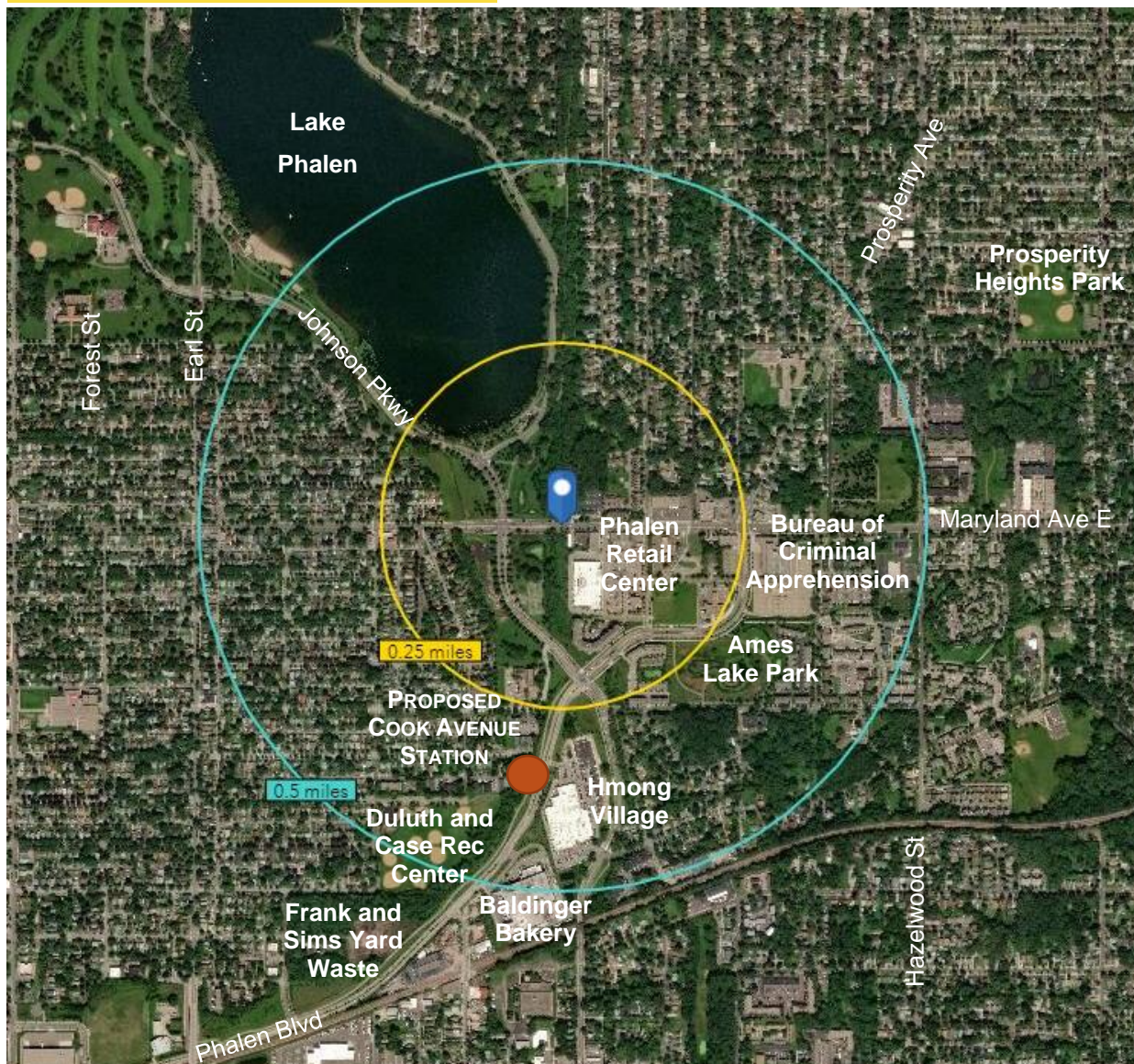


## 8. MARYLAND AVENUE STATION

### 8.1. STATION AREA CONTEXT

Located on Maryland Avenue between Johnson Parkway and Clarence Street, the proposed Maryland Avenue station is in northeast Saint Paul. There is significant overlap between the Maryland Avenue and Cook Avenue station areas. The proposed Maryland Avenue station location is near the Phalen Retail Center. Other places located within one-half mile of the planned station include Hmong Village, the Minnesota Bureau of Criminal Apprehension and Ames Lake Park. A portion of Phalen Regional Park is also within the station area. Phalen Regional Park, located along the western shore of Lake Phalen, is a popular attraction that includes a swimming beach, public golf course and paved trails.

**Map 7: Maryland Avenue Station, 2018**



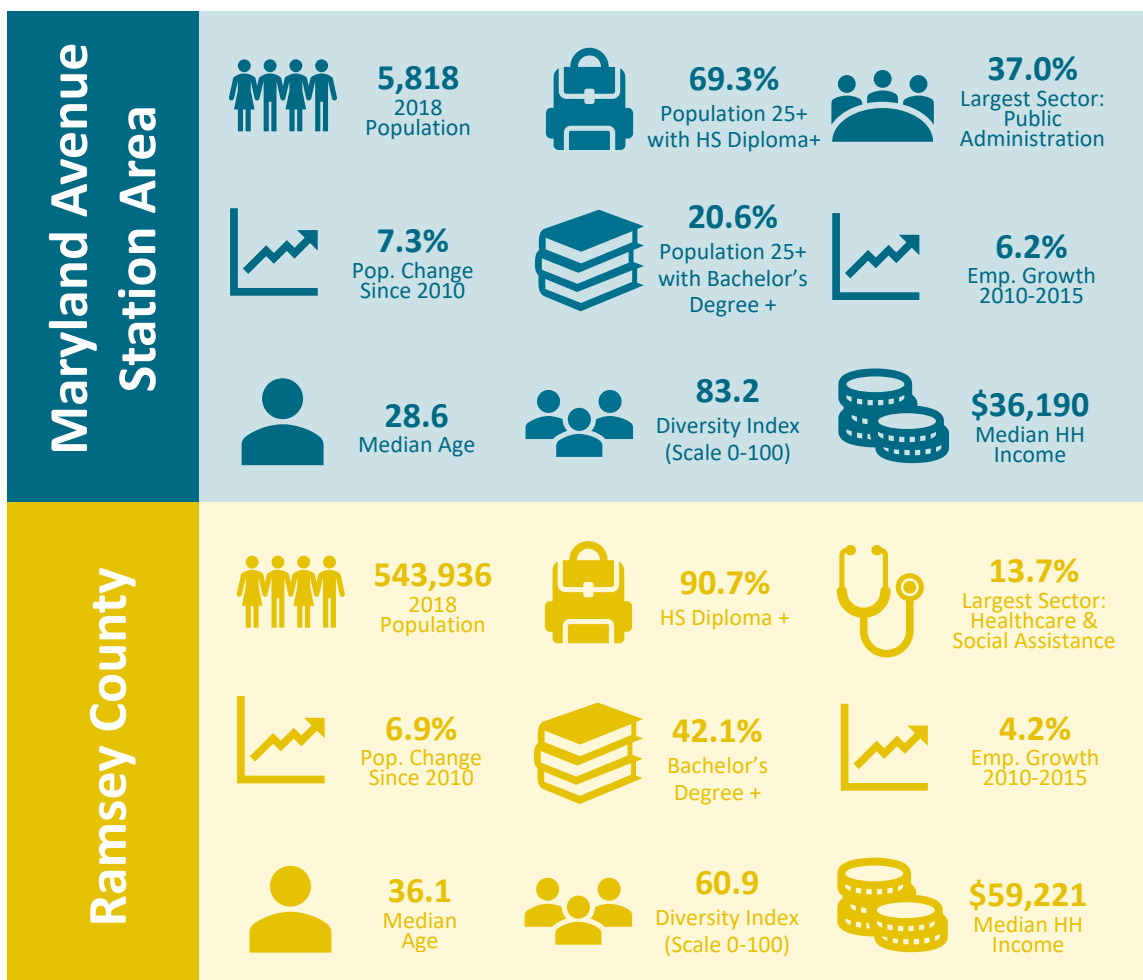
Source: ESRI BAO; Kimley-Horn



## 8.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

Approximately 5,818 residents live within one-half mile of the proposed Maryland Avenue station. Most of the surrounding area is residential. At nearly 20%, there is also a notable share of vacant land, which includes properties that are not occupied as well as parks and open space. The total population living in the station area has increased by 7.3 percent since 2010, outpacing the countywide rate of 6.9 percent. Residents in the station area tend to be younger, more diverse and less educated than the countywide average. As a result, the median household income of \$36,190 is below the overall measure reported for Ramsey County.

There are nearly 1,750 employees who commute into the station area. However, most employed residents living in the station area travel elsewhere for employment. Therefore, the daytime population is actually smaller than the total permanent residential population. Public Administration is the largest industry within one-half mile of the station, employing 37.0 percent of workers in the station area and bolstered by the presence of the Minnesota Bureau of Criminal Apprehension. The area's total employment base grew by an estimated 6.2 percent from 2010 to 2015, the most recent years for which data is available, outpacing the growth rate of 4.2 percent reported by Ramsey County over the same period.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn

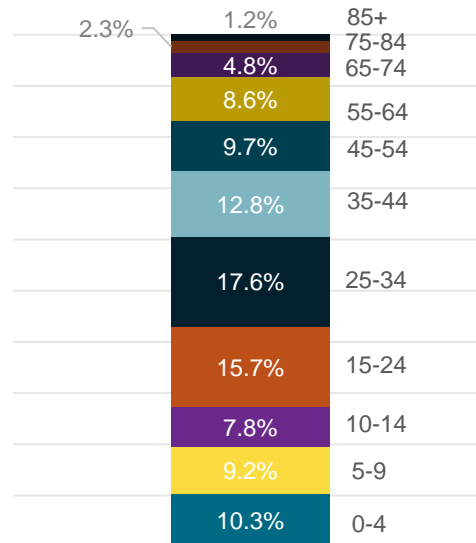
## Demographics

Consistent with station areas to the south, Maryland Avenue has a large share of younger residents. In fact, approximately 60.6 percent of residents within one-half mile of the proposed station are under the age of 35 (see Graph 19). However, other age cohorts also have established bases and this station area has a more balanced range of age groupings than those further south.

ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). The Maryland Avenue station area scored an 83.2, indicating significant racial and ethnic diversity. More than one-third of the area's population identified as white, representing the largest racial category living within one-half mile of the proposed station. Asian or Pacific Islander and black were the second and third largest racial categories, reporting shares of 28.4 percent and 17.0 percent, respectively. These levels are higher than those reported for Ramsey County overall. Residents who identify their ethnicity as Hispanic make up 20.5 percent of the station area's population, which is notably more than the 7.6 percent countywide share.

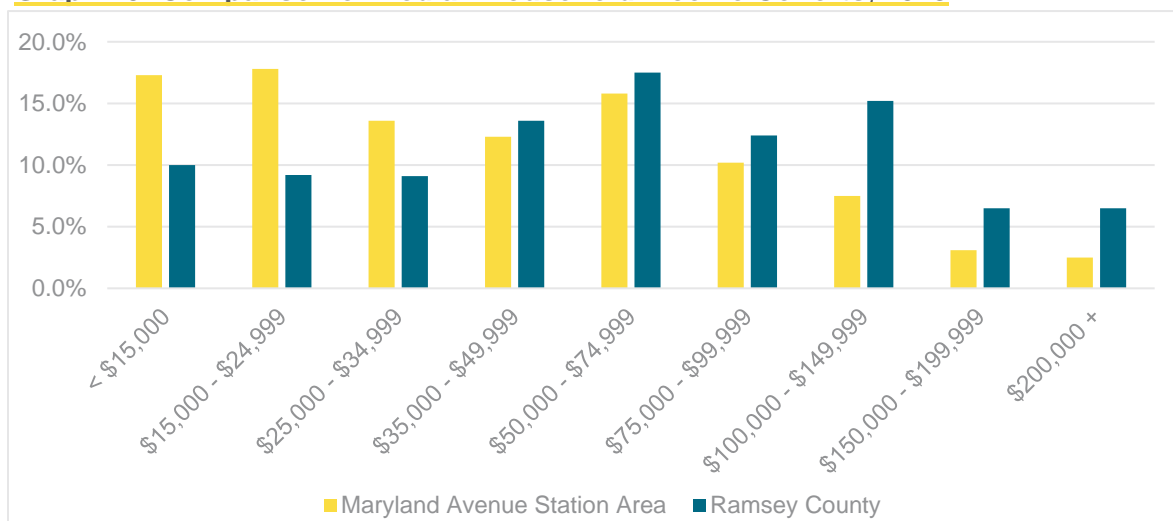
In 2018, the median household income within one-half mile of the planned Maryland Avenue station was \$36,190, significantly lower than the countywide measure of \$59,221. Households earning annual incomes between \$15,000 and \$24,999 represent the most prevalent income cohort in the station area, followed closely by those earning under \$15,000 annually (see Graph 20). Approximately 17 percent of households in the station area have an annual income of less than \$15,000, whereas Ramsey County only has a 10 percent share.

**Graph 19: Population by Age Cohort, Maryland Avenue Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 20: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

## Employment and Economics

There were approximately 1,742 jobs in the half-mile area surrounding the proposed Maryland Avenue station in 2018. Public Administration provides the largest share of jobs in the station area, making up 37 percent of the area's employment base. This large share is driven by the presence of the Minnesota Bureau of Criminal Apprehension.

Other key industries include Other Services (15.6 percent) and Retail Trade (13.7 percent). The higher than average share of Other Services is likely driven by the presence of dry-cleaning and laundry businesses, such as Phalen Park Laundry & Dry Cleaning and Coin Laundry, as well as religious organizations such as the church Elim Minnesota.

Employment in Retail Trade is boosted by the presence of two shopping centers. Phalen Retail Center, a 74,000-square-foot shopping center, is anchored by Cub Foods and contains a retail bank, firework store, Subway and Dairy Queen. Hmong Village, a large Asian market located between Phalen Boulevard and Johnson Parkway, offers many different goods and services.

Based on 2015 commuting patterns, approximately 2,800 employed residents in the Maryland Avenue station area commute out for work daily. The most popular locations that residents commute to include Saint Paul (31.5 percent) and Minneapolis (12.2 percent).

### Top Employment Sectors



**Public Administration**  
+/- 645 full-time jobs  
37.0% total job base



**Other Services**  
+/- 270 full-time jobs  
15.6% total job base



**Retail Trade**  
+/- 240 full-time jobs  
13.7% total job base

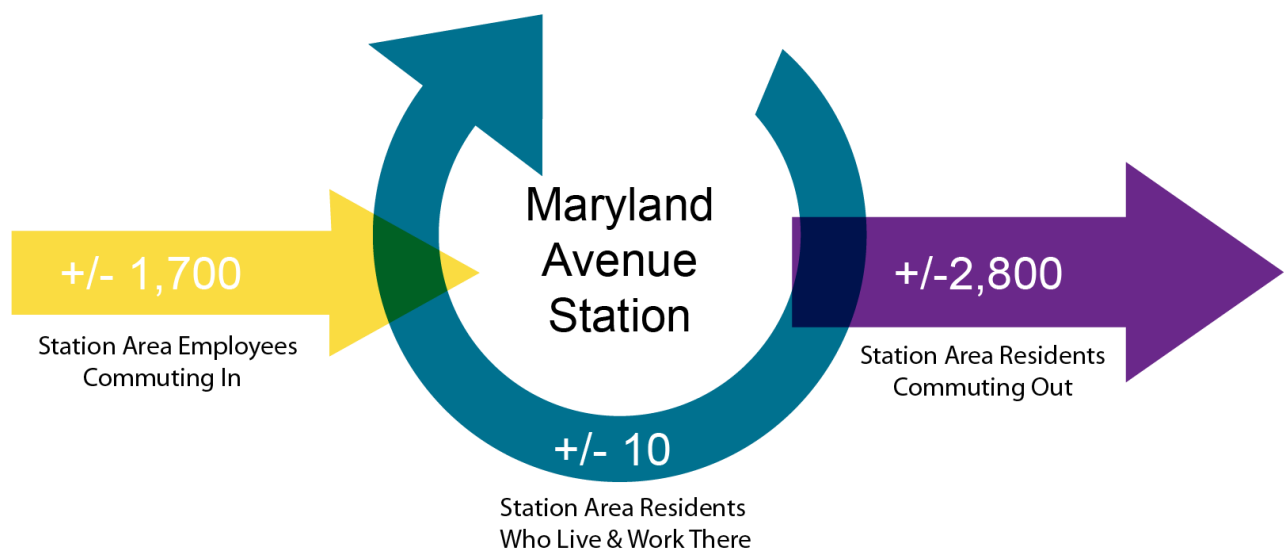


**Finance & Insurance**  
+/- 105 full-time jobs  
5.9% total job base



**Leisure & Hospitality**  
+/- 100 full-time jobs  
5.7% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



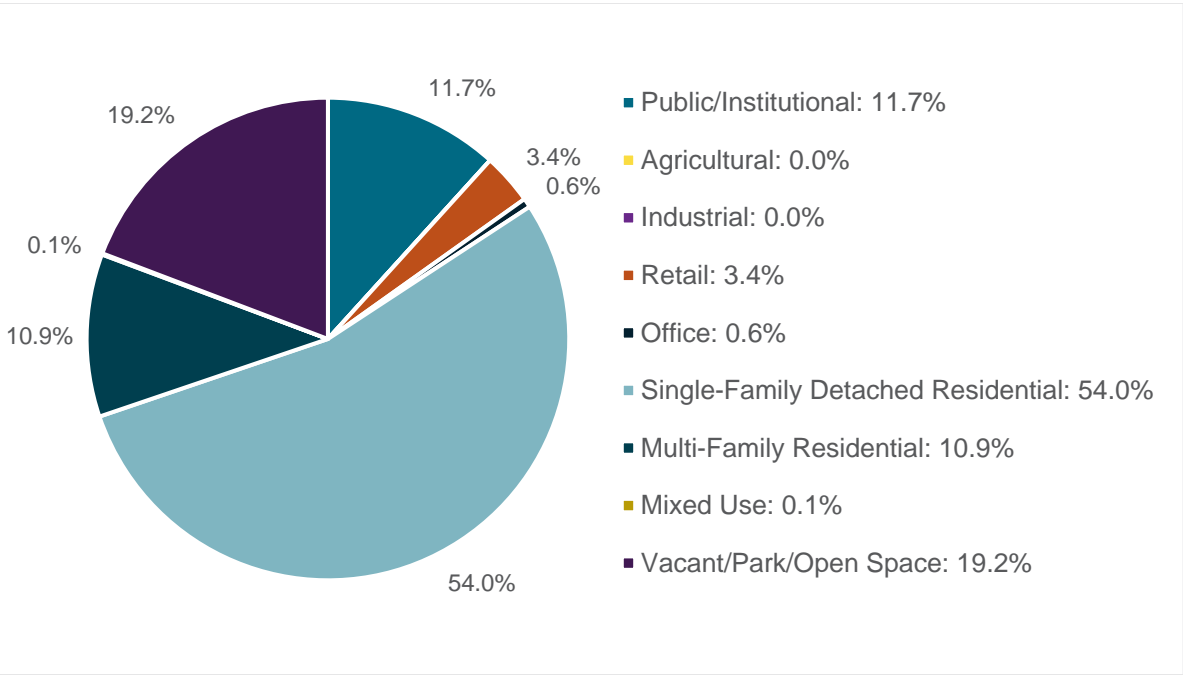
Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

An estimated 1,700 people travel into the station area for work. Since residents leaving for work elsewhere outnumber those commuting in, the total number of people in the station area declines during the day from over 5,800 residents to a working population of approximately 4,700 people. Approximately 25 percent of employees commute from Saint Paul. Smaller shares commute from Minneapolis, Maplewood, Cottage Grove and other locations. Only 0.4 percent of residents both work and live in the area.

### 8.3. REAL ESTATE CONSIDERATIONS

Non-residential, developed land makes up only 15.8 percent of the total acreage in the station area. More than half of the land in the half-mile area surrounding the planned Maryland Avenue station is single-family residential (54.0 percent) with another 10.9 percent hosting multi-family developments. Land classified as vacant, which includes parkland and open space, represents the second-largest land use share (19.2 percent). Ames Lake Park, the Bruce Vento Trail in Ramsey County rail right-of-way, public easements and other parkland make up approximately 80 percent of vacant land within the station area. As mentioned previously, anchoring land uses include the Minnesota Bureau of Criminal Apprehension, Phalen Retail Center, Hmong Village Shopping Center and part of the Duluth and Case Recreation Center.

**Graph 21: Share of Total Acreage by Land Use, Maryland Avenue Station Area, 2018**



Source: Ramsey County; Kimley-Horn

Based on parcel data provided by Ramsey County, there have been only two new construction projects completed within one-half mile of the proposed station location in the past decade. One was as a single-family home in 2017 and the other was Baldinger Bakery, which is only partially within the half-mile station area. A new grocery store, Aldi, was recently completed.



## Market Considerations

- Maryland Avenue is the southernmost station location within the Ramsey County rail right-of-way alongside the Bruce Vento Trail.
- Surrounding residential neighborhoods are primarily single-family in nature. A pocket of multi-family development is located within one-half mile of the station location, and the demographic profile of area residents is supportive of future demand for multi-family development.
- The planned Maryland Avenue station location can leverage an existing retail node anchored by Cub Foods and Aldi. This retail node is neighborhood-serving, with a customer base primarily within a five- to 10-minute drive. Retail vacancy in this area is healthy; however, lease rates may be cost prohibitive for a significant amount of new development in the short-term.
- Private multi-tenant office space is limited in this station area. However, the Bureau of Criminal Apprehension, a government building, could attract businesses seeking proximity to this facility. Professional office users, like lawyers and financial/insurance agents, may find this area attractive.

## 8.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports are included in Appendix B of this document. Qualitative factors such as station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Like the Cook Avenue station area, existing residential product within a one-half mile radius of the planned station location includes single-family neighborhoods with price points in line with regional averages. Short- and long-term residential development is likely to consist of smaller-scale infill, single-family and duplex units throughout the surrounding neighborhoods, as well as larger multi-family developments that offer easy access to retail services, jobs and transportation infrastructure. The introduction of a transit stop is likely to drive demand for newer multi-family development, which is often attractive to residents who rent by choice and seek higher-end interior features and community amenities.



It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region*, 2019). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that job growth in the Twin Cities region could result in demand for more than 176,000 new housing units

through 2038. Locations like the Maryland Avenue station area that offer access to a variety of transportation options are well positioned to capture some of the demand.

**Retail**

Existing community-serving offerings will likely continue with future retail capitalizing on high-traffic corridors like Phalen Boulevard, Johnson Parkway and Maryland Avenue, and proximity to dense residential neighborhoods. Retail will gravitate toward sites with superior access and visibility from Phalen Boulevard, Maryland Avenue and Johnson Parkway. As previously noted, retail rental rates in the area may be unable to support new construction in the short-term.



**Office**

Market potential for new office development in the Maryland Avenue station area is limited. Office users are more likely to gravitate toward areas with established employment bases. In the longer-term, office tenants looking for locations near customers could drive demand for smaller-scale developments close to retail services.

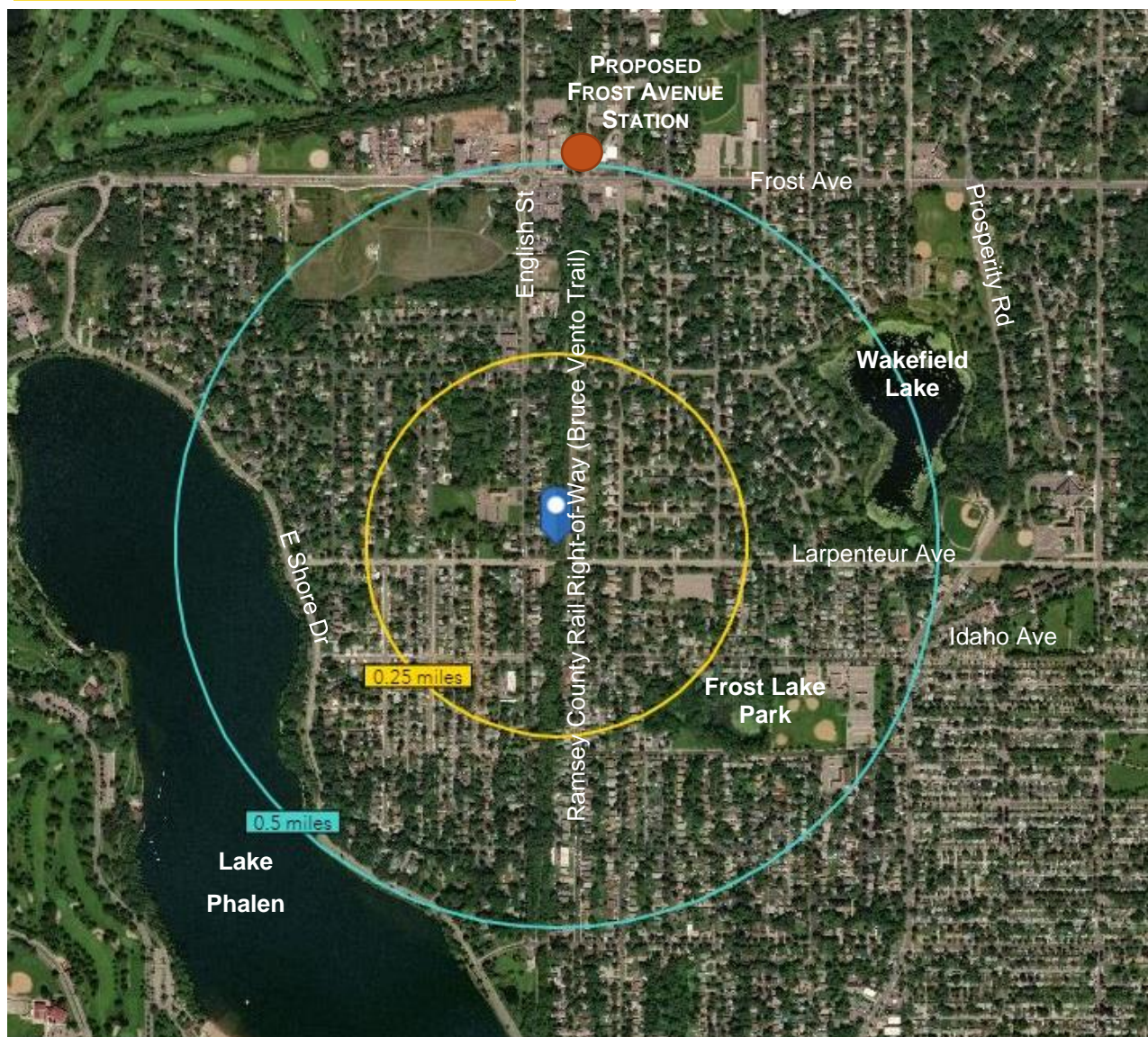


## 9. LARPENTEUR AVENUE STATION

### 9.1. STATION AREA CONTEXT

The Larpenteur Avenue station is in a heavily residential neighborhood on the border of Maplewood and Saint Paul. The station will be located within the Ramsey County rail right-of-way between Lake Phalen and Wakefield Lake, and is surrounded by an older single-family neighborhood developed in the mid-20<sup>th</sup> century. Several churches and parks anchor the neighborhood, along with Frost Lake Elementary School. The proposed Frost Avenue station is located approximately one-half mile north of the planned Larpenteur Avenue station, resulting in a notable share of overlap between the two station areas.

**Map 8: Larpenteur Avenue Station, 2018**

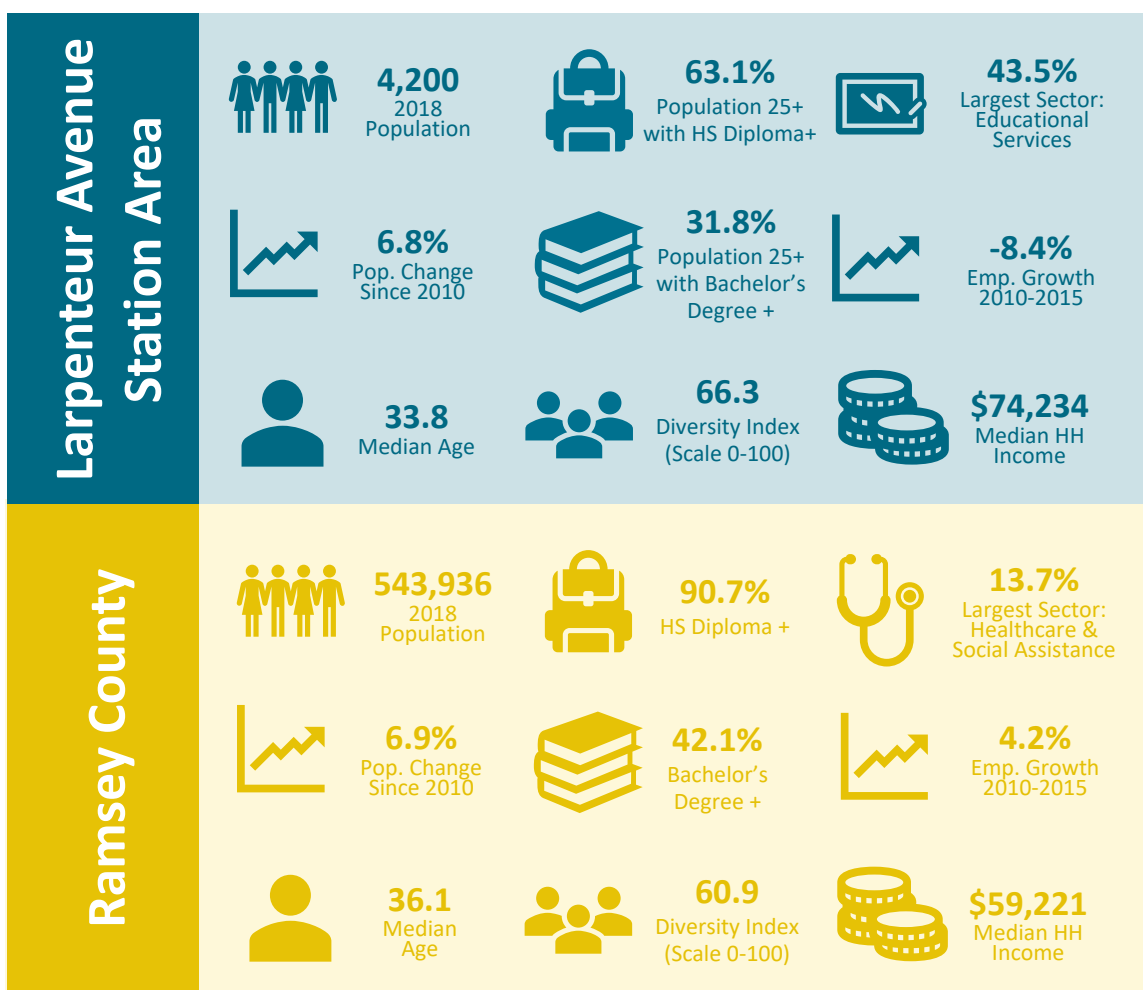


Source: ESRI BAO; Kimley-Horn

## 9.2 BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

The half-mile area around the planned Larpenteur Avenue station hosts a residential population of 4,200, most of which live in single-family homes. Over 75 percent of residents within one-half mile of the station own their homes. The neighborhood is younger than the county average and more diverse, with a large Asian population (a majority of which are Hmong). Residents in the area also have higher than average household incomes.

This area only has an estimated 276 jobs, the lowest of all the planned stations. The limited number of at-place jobs and a demonstrated pattern of out-commuting results in a daytime population of just over 2,300, which discounts area residents that commute elsewhere for work. Educational Services is the largest industry within the station area, hosting around 120 workers for 43 percent of the total workforce. This share is driven by the Frost Lake Elementary School at the southeastern edge of the study area. The station area's total employment base declined by over 8 percent from 2010 to 2015, the most recent years for which data is available. This is a departure from countywide trends, which show job growth during the same timeframe.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn

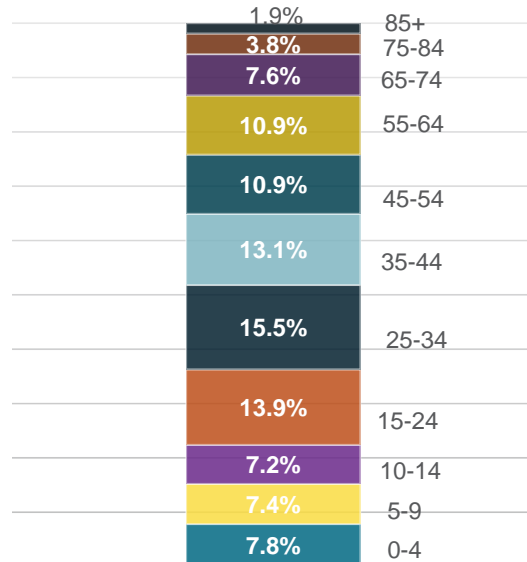


## Demographics

The Larpenteur Avenue neighborhood is relatively young, with residents under the age of 35 representing over 50 percent of the total population (see Graph 22). ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). ESRI reports a score of 66.3 for the Larpenteur Avenue station area. This station area is slightly more diverse than the county as a whole, which scored a 60.9. Just under 49 percent of the population within one-half mile of the proposed station identified as white in 2018. The second largest self-reported racial category was Asian/Pacific Islander at 38 percent of the population.

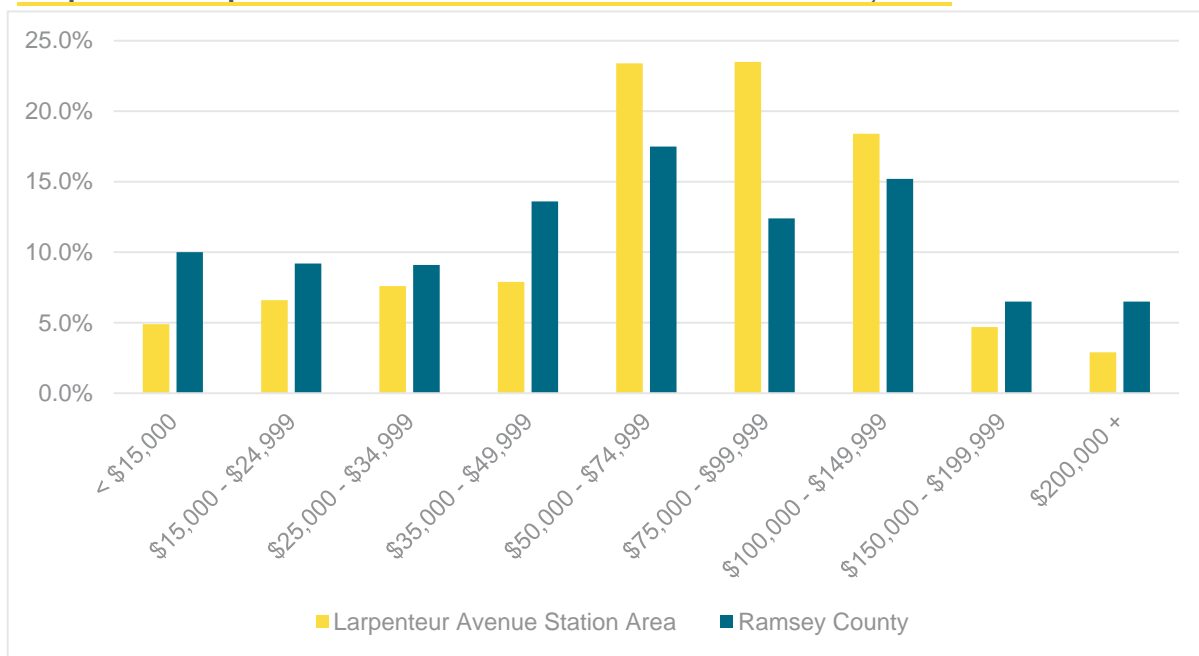
The median household income within one-half mile of the planned Larpenteur Avenue station in 2018 was \$74,230, higher than the county median of \$59,221. Households earning annual incomes between \$75,000 and \$99,999 represent the most prevalent income cohort in the station area, followed closely by those earning between \$50,000 and \$74,999 annually (see Graph 23). Approximately 50 percent of households in the station area have an annual income in this range, whereas only 30 percent do in Ramsey County.

**Graph 22: Population by Age Cohort, Larpenteur Avenue Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 23: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

## Employment and Economics

As of 2018, the station area hosted 276 jobs within one-half mile. This is the lowest number of jobs near any of the planned stations profiled in this analysis, emphasizing the residential emphasis of the surrounding neighborhood. Educational Services is the largest industry in the area, with 120 total jobs. This is driven by the presence of Frost Lake Elementary School.

While other industries in the area do not make up a significant number of jobs, some employers include the Friendly Map Camper Rentals and several area churches.

As of 2015, nearly all residents within one-half mile of the Larpenteur Avenue station were employed outside of the station area. Consistent with areas of strong residential concentrations with a limited economic base, significantly more people commuted out for work than traveled in. Only 0.1 percent of residents worked in the area.

The most popular locations that residents commuted to include Saint Paul (29.3 percent) and Minneapolis (13.3 percent). Approximately 25 percent of the station area employees commuted from Saint Paul. Smaller shares commuted from Minneapolis, Maplewood, Cottage Grove and other locations. Though commute data may be slightly outdated, development patterns and employment trends are stable in this area.

### Top Employment Sectors



**Educational Services**  
+/- 120 full-time jobs  
43.5% total job base



**Leisure & Hospitality**  
+/- 35 full-time jobs  
12.0% total job base

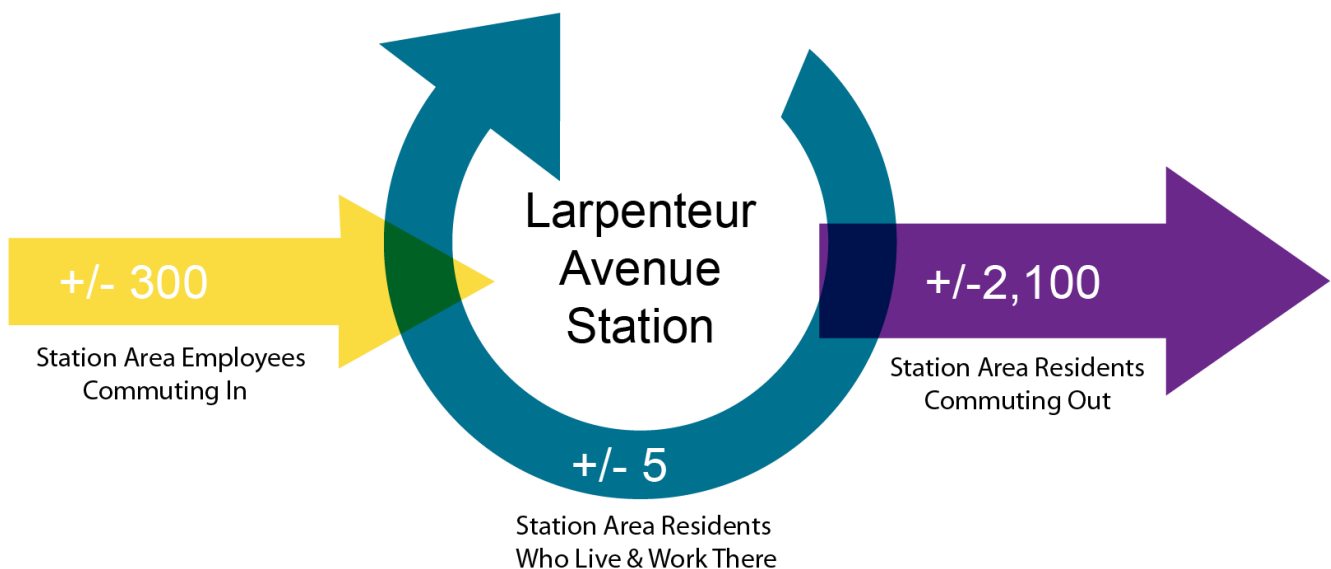


**Other Services**  
+/- 30 full-time jobs  
11.6% total job base



**Public Administration**  
+/- 30 full-time jobs  
10.5% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn

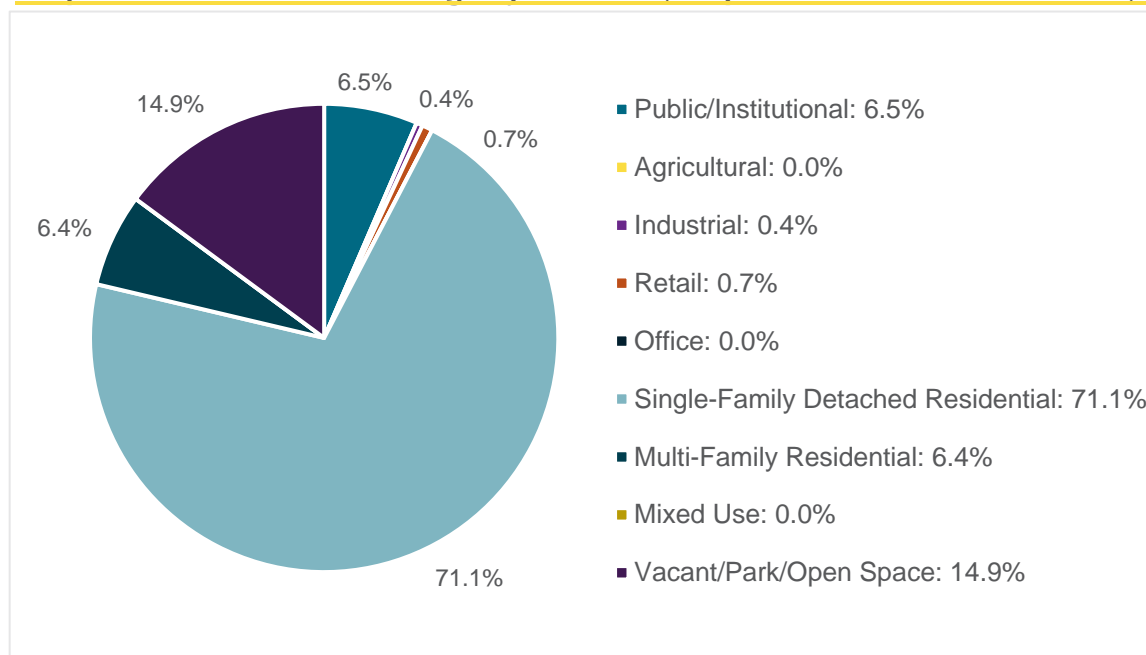


Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

## 9.3. REAL ESTATE CONSIDERATIONS

Land use in the station area is overwhelmingly residential, with single-family residential covering over 71 percent of the total land area. Vacant land is the second most common use at just under 15 percent of the area. Approximately 82 percent of the land categorized as vacant is parkland and open space, including the Gladstone Savanna, Frost Lake Park and Wakefield Lake. There is no agricultural, office or mixed-use land within one-half mile of the station. Because of the largely residential nature of the neighborhood, there are not many large-scaled uses present. Lake Phalen Community Church, Our Redeemer Lutheran Church and Frost Lake Elementary School are several community anchors for the area. According to parcel data from Ramsey County, only one building was constructed during the decade from 2010 to 2019, a single-family home that was built in 2015.

**Graph 24: Share of Total Acreage by Land Use, Larpenteur Avenue Station Area, 2018**



Source: Ramsey County; Kimley-Horn

### Market Considerations

- The Larpenteur Avenue station area is located along the Ramsey County rail right-of-way and embedded in a heavily residential area. Adding a permanent transit option to this area will offer an enhanced amenity to existing and future residents.
- Access to and visibility from major transportation corridors is limited, which is likely to present challenges for the development of non-residential uses.
- New development in the area has been limited, delivering only one single-family detached infill house in the last decade.
- Nearby recreational amenities such as Lake Phalen and the Frost Lake Elementary School are attractive features for families with young children.
- Existing retail is focused along White Bear Avenue, nearly 1 mile east of the station.

# 9.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports have been included as Appendix B of this document. Qualitative factors like station location, area access, visibility and quality of life are also incorporated to define future opportunities.

## Residential

Existing houses within a half-mile radius of the planned station location are part of older neighborhoods with price points generally ranging from \$200,000 to \$300,000. Opportunities for large-scale residential development are limited due to land availability, but small infill projects would be attractive in this area in the short- and long-term. Small multi-family developments, including townhouse and duplex units, would be appropriate and could help diversify existing housing stock, which is largely single-family detached.



It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that growth in jobs in the Twin Cities region could result in demand for more than 176,000 new housing units through 2038. Locations, like the Larpenteur Avenue station area, that will offer access to a variety of transportation options would be particularly attractive to capture some of the demand.

## Retail

Demand for retail in the Larpenteur Avenue station area is limited by lack of access, visibility and significant traffic near the station. Neighborhood retail currently serving the community is largely located along White Bear Avenue. In the long-term, there may be some demand for a small amount of convenience-based retail near the station location.



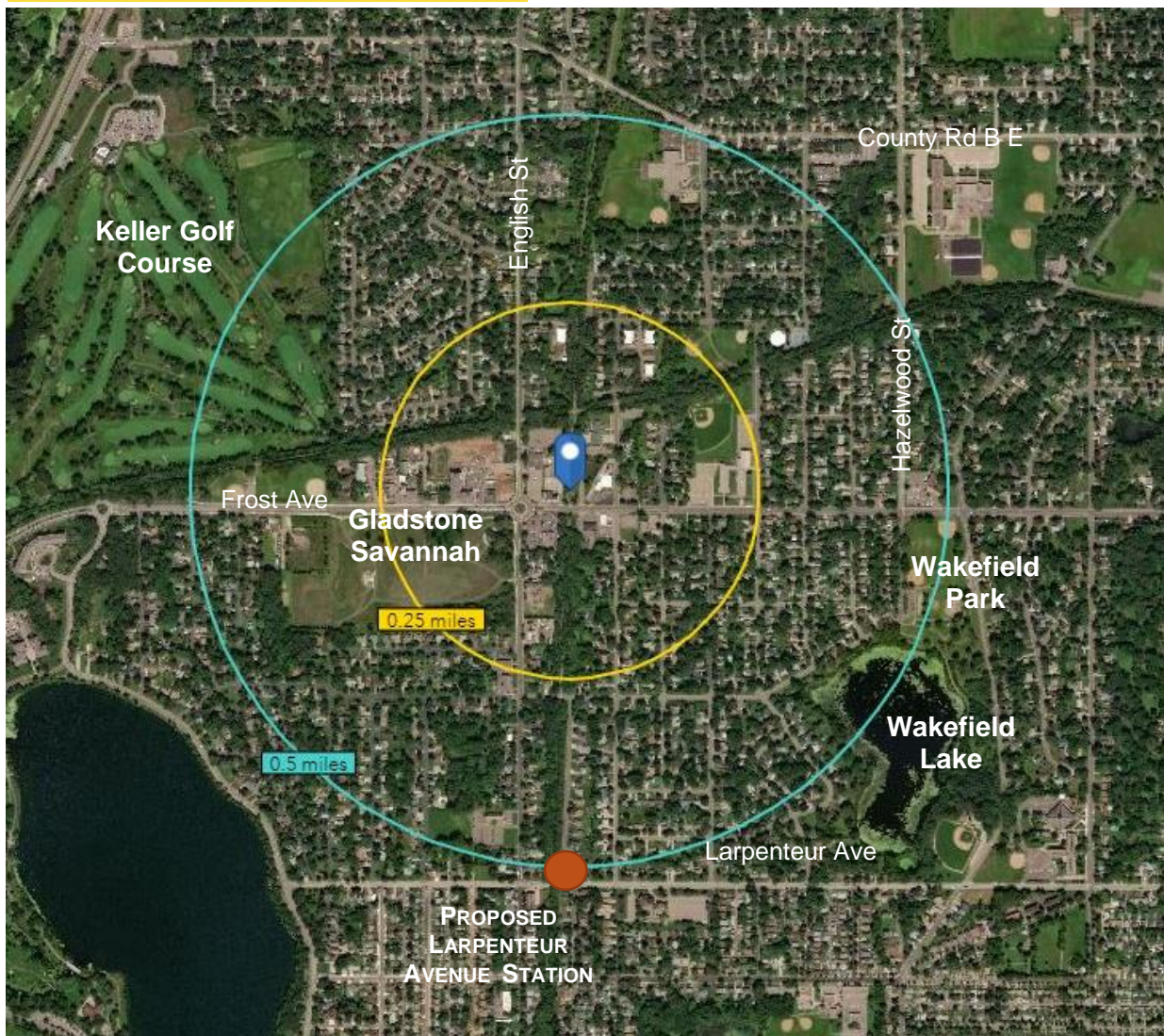


# 10. FROST AVENUE STATION

## 10.1. STATION AREA CONTEXT

The planned Frost Avenue station is in a heavily residential area of Maplewood, surrounded by single-family neighborhoods. The station is located near the intersection of the Bruce Vento Trail and the Gateway State Trail, which provides direct access to downtown Saint Paul. Gladstone Savannah, a 23-acre nature preserve, is in the southwest quadrant of the station area just south of Frost Avenue. The station is approximately one-half mile north of the Larpenteur Avenue station. Several small industrial and commercial uses line Frost Avenue, including a funeral home, liquor store, auto body shop, butcher and a fire station. A new senior apartment community, Frost English Village, was also recently completed. Maplewood recently invested in streetscape and infrastructure improvements along Frost Avenue, including a new roundabout. The roadway improvements are intended to improve conditions for people walking and biking and support future growth in the area.

**Map 9: Frost Avenue Station Area, 2018**

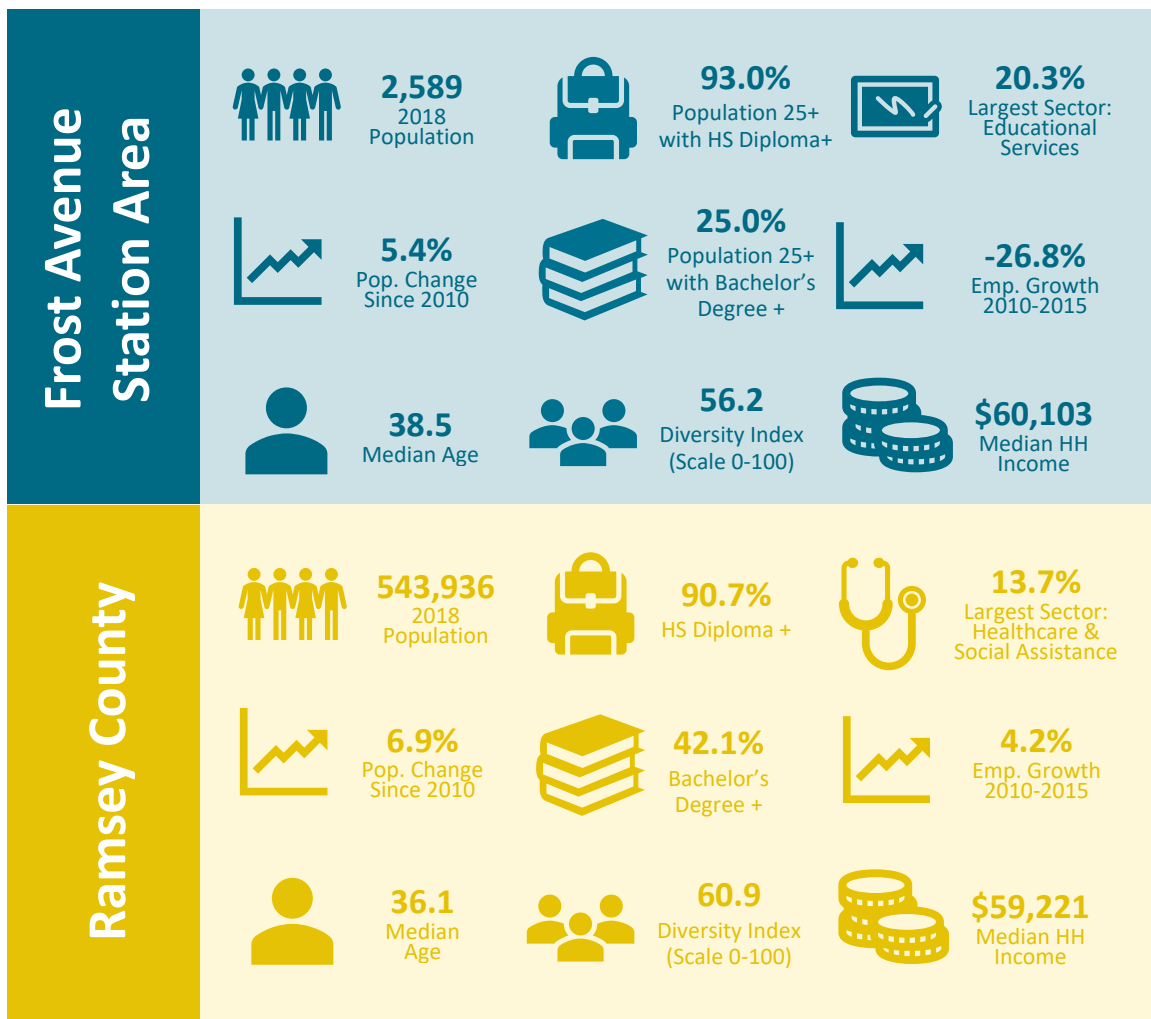


Source: ESRI BAO; Kimley-Horn

## 10.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

With a residential focus, the Frost Avenue station area has more than 2,500 residents, one of the highest populations of the Maplewood station areas. Residents in this area were more likely to have a high school diploma than the Ramsey County average, but less likely to have a bachelor's degree. With a median age of 38.5, the area is also slightly older than the county on average. Median incomes are roughly comparable between the two geographies.

In 2018, the area around the station was host to 428 jobs. Just inside a half-mile radius from the planned Frost Avenue station location, Weaver Elementary School anchors the Educational Services sector, making it the largest in the area. Since the residential population of the area is mostly of working age and these residents commute elsewhere for jobs, the daytime population around the station hovers around 1,700. Between 2010 and 2015, the most recent years for which data is available, employment in the station area decreased by over 26 percent; however, recent developments will likely stabilize this trend. The comparatively larger countywide job base grew by 4.2 percent during the same period.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn

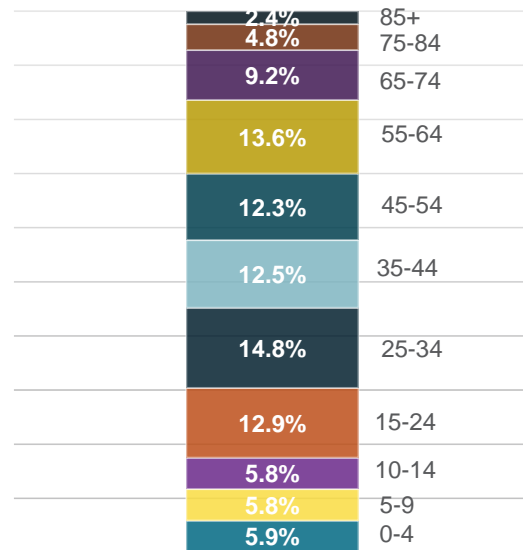
## Demographics

The Frost Avenue station area represents a comparably balanced mixture of residents of all age groups (see Graph 25). The largest age cohort, those between age 35 and 44, makes up 14.8 percent of the total population, followed by those age 55 to 64.

ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). The Frost Avenue station area scored a 56.2, indicating the presence of some racial/ethnic diversity. In 2018, 67.5 percent of the area population identified as white, slightly lower than Ramsey County's 70.1 percent share. Consistent with other station areas along the southern portion of the route, the area is home to a concentration of Asian residents (likely largely made up of Hmong refugees), at 21.5 percent of the total population.

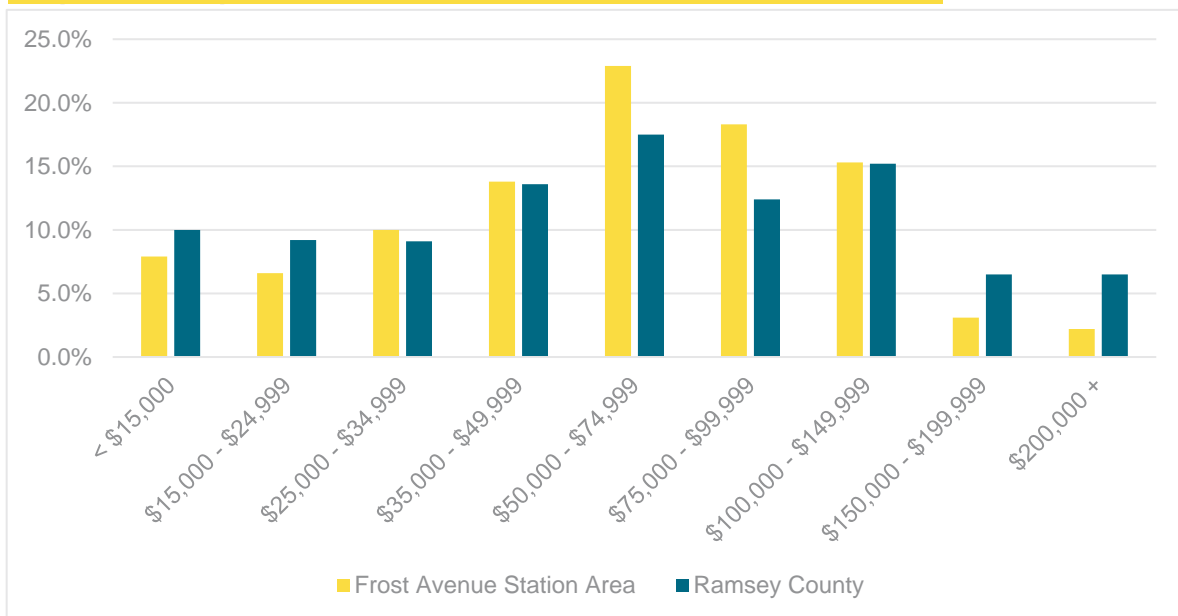
Households within one-half mile of the Frost Avenue station earn a median income of \$60,103, consistent with the county average of \$59,221. The area incomes follow a relatively normal distribution, with 55 percent of households earning between \$35,000 and \$99,999 per year (see Graph 26). Ramsey County has comparatively higher shares of the lowest- and highest-earning households as a whole.

**Graph 25: Population by Age Cohort, Frost Avenue Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 26: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn



## Employment and Economics

According to the most recent data available, there are 419 jobs within one-half mile of the station. This is the second lowest amount of employment in all planned stations areas (only greater than Larpenteur Avenue), reflecting the neighborhood's residential focus.

Educational Services is the top employment industry in the half-mile area surrounding the station, accounting for around 20.3 percent of the total jobs. Weaver Elementary School is located approximately one-half mile northeast of the station location, driving the concentration of the Educational Services jobs. Other industries supporting jobs in the station area include Healthcare & Social Assistance, Wholesale Trade and Other Services.

Based on 2015 commuting patterns, significantly more residents commute out for employment than workers traveling in for work. This is consistent with the residential nature of the station area. Note that commuting patterns provided by the US Census' Longitudinal Employer-Household Dynamics dataset lag behind more recent job reports. It is possible that more recent development has attracted slightly more in-commuting, but, overall, the strong outflow is expected to remain unchanged.

The most common places that residents in the station area commute to include Saint Paul, Minneapolis and other areas of Maplewood. Over 25 percent of all out-commuting residents go to Saint Paul for work.

### Top Employment Sectors



#### Educational Services

+/- 85 full-time jobs  
20.3% total job base



#### Healthcare & Social Assistance

+/- 62 full-time jobs  
14.8% total job base



#### Wholesale Trade

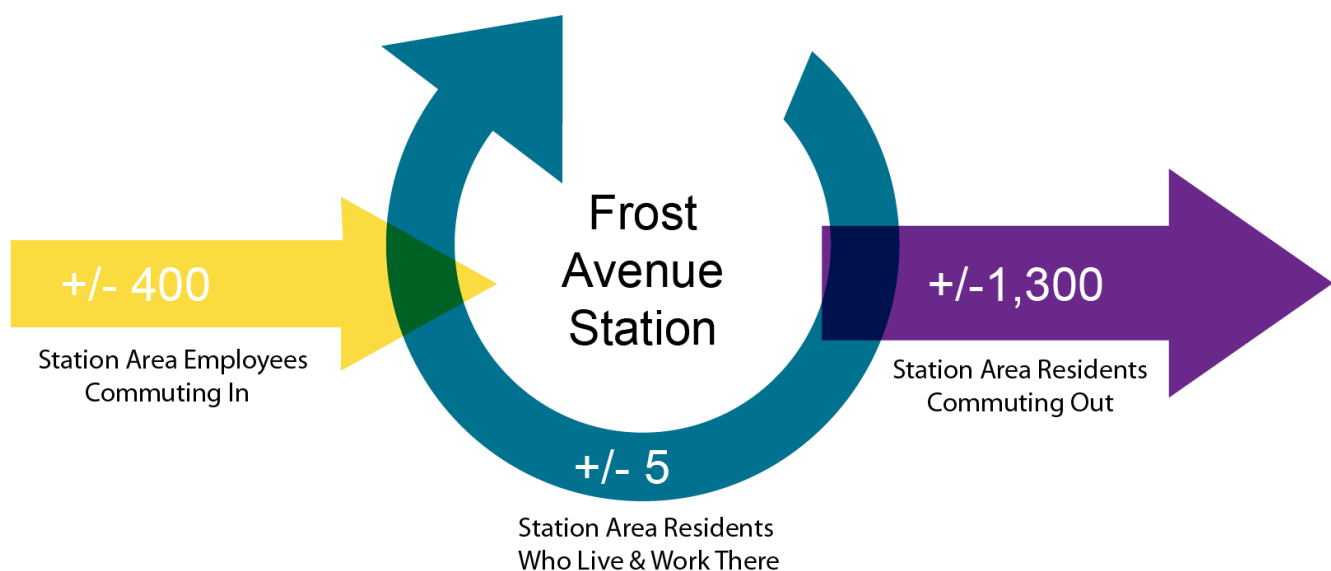
+/- 55 full-time jobs  
13.1% total job base



#### Other Services

+/- 42 jobs  
10.0% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



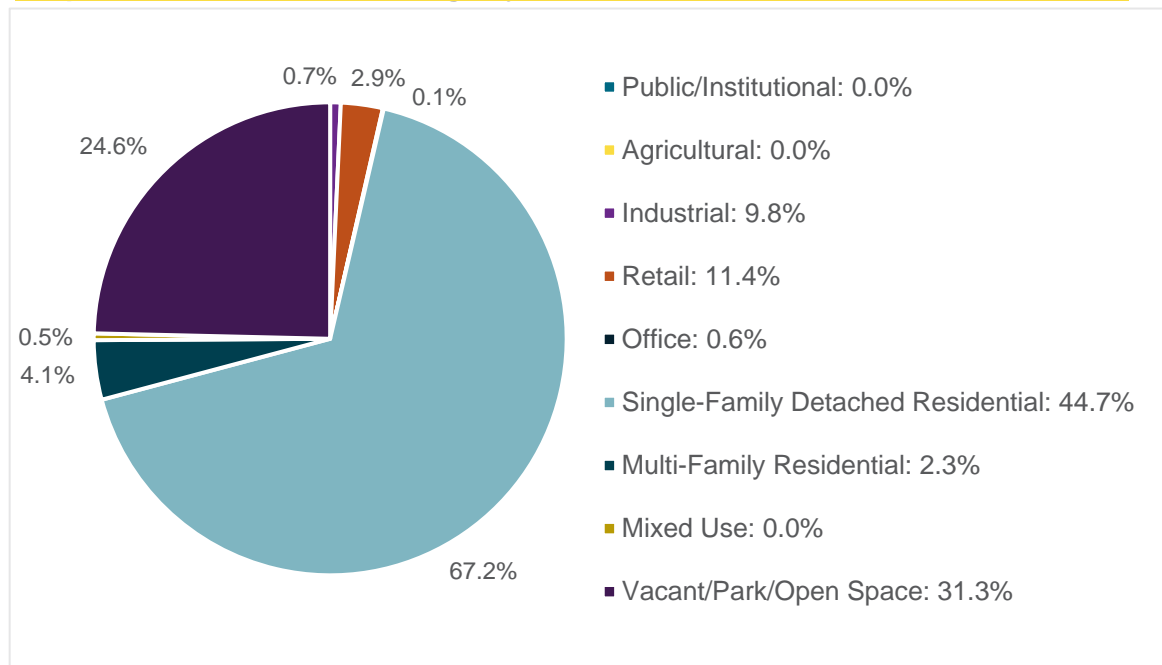
Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn



## 10.3. REAL ESTATE CONSIDERATIONS

The Frost Avenue station area is dominated by single-family residential, which accounts for over two-thirds of the total land area. Another quarter of the area is denoted as vacant; however, Gladstone Savannah and Gloster Park, a nature preserve and large neighborhood park to the southwest of the station, comprise nearly 30 percent of the land classified as vacant. Select retail and commercial establishments along Frost Avenue make up less than 5 percent of the total land area.

**Graph 27: Share of Total Acreage by Land Use, Frost Avenue Station Area, 2018**



Source: Ramsey County; Kimley-Horn

In the past decade from 2010 to 2019, three new construction projects have been completed, all of which were residential, according to parcel data provided by Ramsey County. The most recent was a 107-unit senior market-rate apartment community, Frost English Village, delivered in 2016. An additional phase of Frost English Village is planned to include a 6,500-square-foot commercial building. Two other recent developments include a single-family home and duplex built in 2016 and 2013, respectively.

A portion of the Frost Avenue station area was included in a master planning exercise completed by the city of Maplewood in 2007. Long-term, the plan envisioned the area along Frost Avenue west of the planned station location as a concentration of integrated mixed-use. The development of Frost English Village is seen as an initial investment supporting the master plan.



Source: Gladstone Redevelopment Master Plan, City of Maplewood

It should be noted that a market study was completed as part of the Gladstone Village Master Plan and was updated in 2012. Since the updated market analysis (2012) is more than five years old, this assessment incorporated updated market dynamics when establishing market considerations and opportunities.

The city of Maplewood is actively working to acquire property to implement the vision established in the Gladstone Village Master Plan. Additionally, the city is contemplating moving the existing fire station, which would allow for more intense development patterns close to public roadway and streetscape improvements, as well as the future station location.

### Market Considerations

- Recent public investments into streetscape and transportation infrastructure, coupled with well-located tracts of vacant and developable land, offer opportunities for private development near the Frost Avenue station.
- Although existing residential patterns are largely single-family detached, multi-family could be a competitive offering in the area. The recent addition of a senior apartment community demonstrates potential in this area. Existing and future residents will benefit from accessibility to a fixed-transit offering, increasing accessibility to points to the north and south and providing options for mobility.
- Small-scale, neighborhood-serving convenience retail could be supported in the area in the long-term. In addition to an active transit stop, new rooftops or employers would likely need to be completed first, spurring demand.
- Other non-residential uses are likely to be small-scale, seeking a location near customers. This could include professional office space or light industrial/flex uses.

## 10.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports have been included as Appendix B of this document. Qualitative factors like station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Residential infill opportunities will take many forms in the Frost Avenue station area, including single-family detached, townhouse or attached and multi-family products. A key opportunity for development in this station area is the availability of vacant and developable land along Frost Avenue. This could take the form of vertically or horizontally mixed-use development, anchored by residential units. Additionally, infill development, either single-family or multi-family, throughout the existing neighborhoods would also be viable.



It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that growth in jobs in the Twin Cities region could result in demand for more than 176,000 new housing units through 2038. Locations, like the Frost Avenue station area, that will offer access to a variety of transportation options would be particularly attractive to capture some of the demand.

### Retail

While an analysis of retail gaps in the corridor indicated that there is limited demand for convenience-based retail, a small amount of retail could be supported in this station area. It is possible that retail could be integrated into a mixed- or multi-use project with proximity of the station.



### Office

Office demand in the Frost Avenue station area is likely to be limited to professional services seeking a small-scale suite near clientele. This would largely be focused on service-sector office users like finance and insurance, lawyers or specialty medicine (ophthalmologists, dentists, etc.).



### Light Industrial

Like office opportunities, light industrial uses may seek locations close to clients. This could include auto repair shops or small machinery or warehouse space for lawn maintenance companies. Demand for these spaces would be limited in the station area and are likely to avoid the planned station location due to land cost.



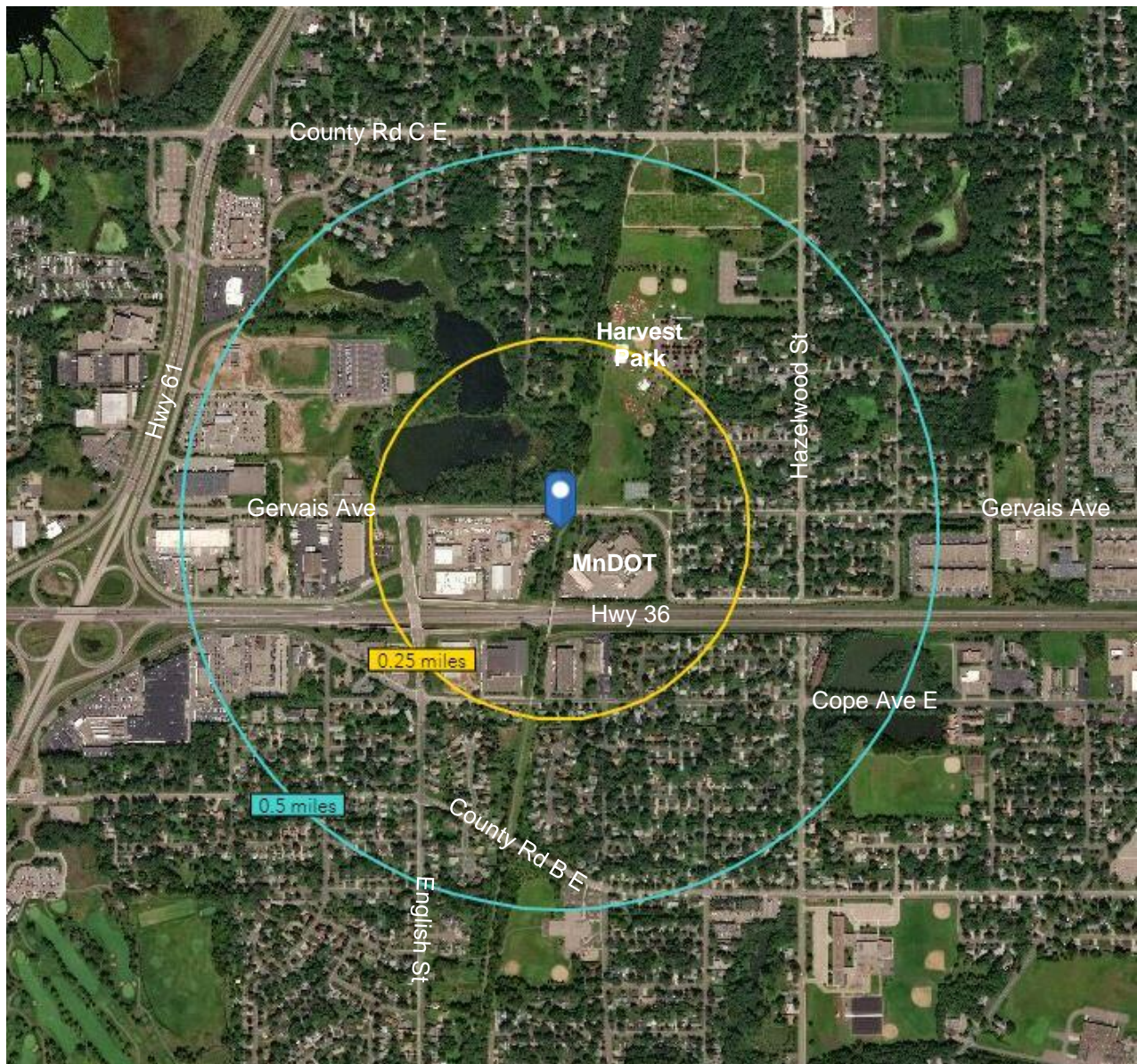


# 11. HIGHWAY 36 STATION

## 11.1. STATION AREA CONTEXT

The Highway 36 station is in a mixed commercial and residential area centered on Gervais Avenue. The area is anchored by Harvest Park and bisected by the Ramsey County rail right-of-way. Single-family residential surrounds industrial and commercial development near the proposed station, including a Minnesota Department of Transportation office, freight and storage facilities and other commercial developments near the intersection of Highway 36 and Highway 61. A small portion of the southern Highway 36 station area overlaps with the Frost Avenue station area.

**Map 10: Highway 36 Station, 2018**



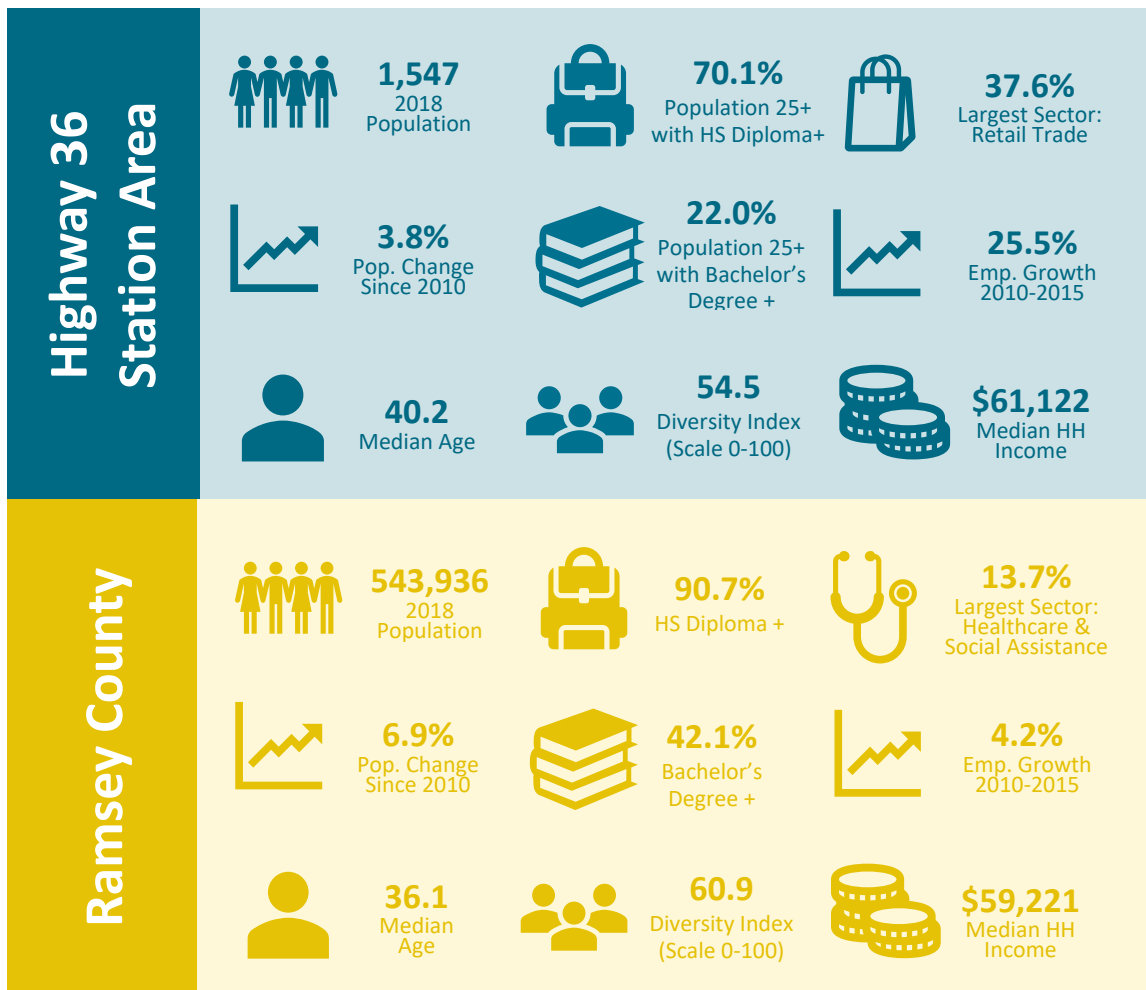
Source: ESRI BAO; Kimley-Horn



## 11.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

Just over 1,500 residents live within one-half mile of the planned Highway 36 station, most residing in single-family homes. Residents in this area tend to be older and slightly less diverse than the countywide averages. Population growth near the station has lagged Ramsey County since 2010. The median household income of residents in this area is slightly higher than for Ramsey County.

More than 1,100 people work in the station area, increasing the daytime population to approximately 2,200, which discounts area residents that commute elsewhere for work. Retail Trade is the largest industry within a half-mile radius, employing over one-third of local workers. The area's total employment base grew by over 25 percent from 2010 to 2015, the most recent years for which data is available, outpacing the growth rate of the larger county during the same timeframe. Employment near the station is anchored by a Minnesota Department of Transportation office, various warehouses and distribution centers, light manufacturing and various commercial developments near the interchange of Highway 36 and Highway 61.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn

## Demographics

There is a relatively balanced mix of age groups in the Highway 36 station area. Over 15 percent of the station area are children under the age of 14, reflecting a strong family market. ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). The Highway 36 station area scored 54.5, indicating an area with some racial and ethnic diversity. Approximately 70 percent of the area population identified as white, on par with Ramsey County as a whole. The largest minority group is Asian, which comprises 15.6 percent of the station area population.

The median household income within one-half mile of the planned Highway 36 station in 2018 was \$61,122, slightly higher than the countywide median of \$59,221.

Households earning between \$50,000 and \$74,999 are the most prominent, comprising 22.0 percent of the total.

There is also a significant grouping of households earning between \$100,000 and \$149,999 (see Graph 29).

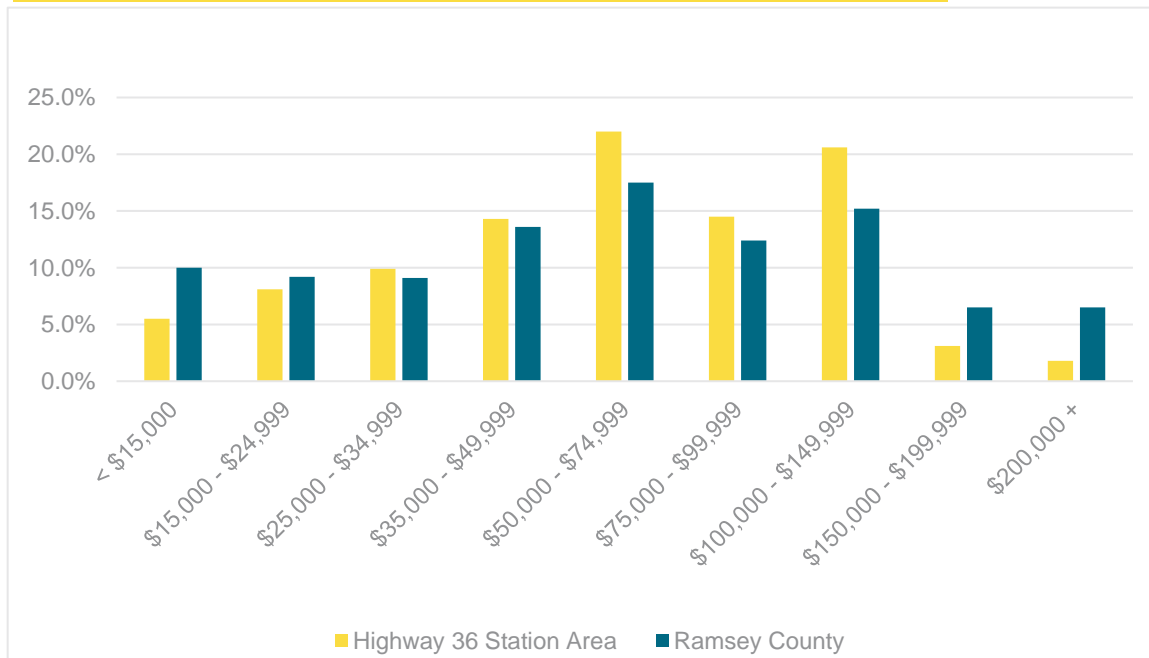
This group makes up over 20 percent of the population, compared to just 15 percent for Ramsey County.

**Graph 28: Population by Age Cohort, Highway 36 Station, 2018**

4.0%	85+
6.0%	75-84
8.1%	65-74
13.4%	55-64
13.8%	45-54
10.7%	35-44
14.4%	25-34
13.3%	15-24
5.5%	10-14
5.1%	5-9
5.6%	0-4

Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 29: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

## Employment and Economics

There were approximately 1,132 jobs in the half-mile area surrounding the proposed station in 2018. The station area hosts heavy concentrations of Retail and Manufacturing jobs, with those two sectors making up 55 percent of the area's total jobs.

The concentration of retail jobs is driven mainly by the presence of several auto dealerships near the Highway 36/Highway 61 interchange, as well as Menards, a home improvement store. Manufacturing employers within one-half mile of the station include Imprint Enterprises and Valve Check, Inc. Wholesale Trade, the third-largest sector, is anchored by The Original Mattress Company, S.P. Richards, Second Harvest Heartland and Truck Utilities.

In 2015 (the last year for which commuting data was available), nearly all employees within one-half mile of the station commuted into the area, and nearly all working residents were employed outside the station area. The overall commuting pattern results in an inflow of workers into the area, increasing the daytime population by 43.5 percent. Approximately 750 of the employed residents in the station area commuted out for jobs. Less than 1 percent of local residents also worked within the station area.

Workers mostly commuted from Saint Paul, other areas of Maplewood and Minneapolis. Residents were mostly likely to commute to Saint Paul or Minneapolis, with 8 percent of residents commuting to other areas of Maplewood. While employment trends in the area have not changed dramatically, it is important to keep in mind that commuting patterns may have shifted since 2015. However, given the small amount of population change and development over the past three years, it is likely that these commuting patterns remain fairly static.

### Top Employment Sectors



#### Retail Trade

+/- 425 full-time jobs  
37.6% total job base



#### Manufacturing

+/- 200 full-time jobs  
18.0% total job base



#### Wholesale Trade

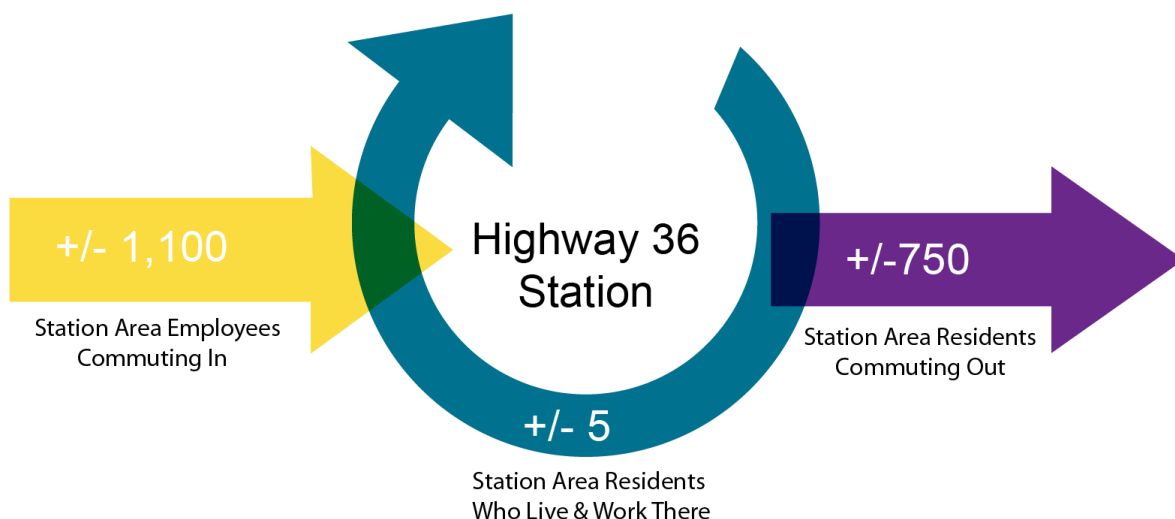
+/- 143 full-time jobs  
12.6% total job base



#### Healthcare & Social Assistance

+/- 117 full-time jobs  
10.3% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn

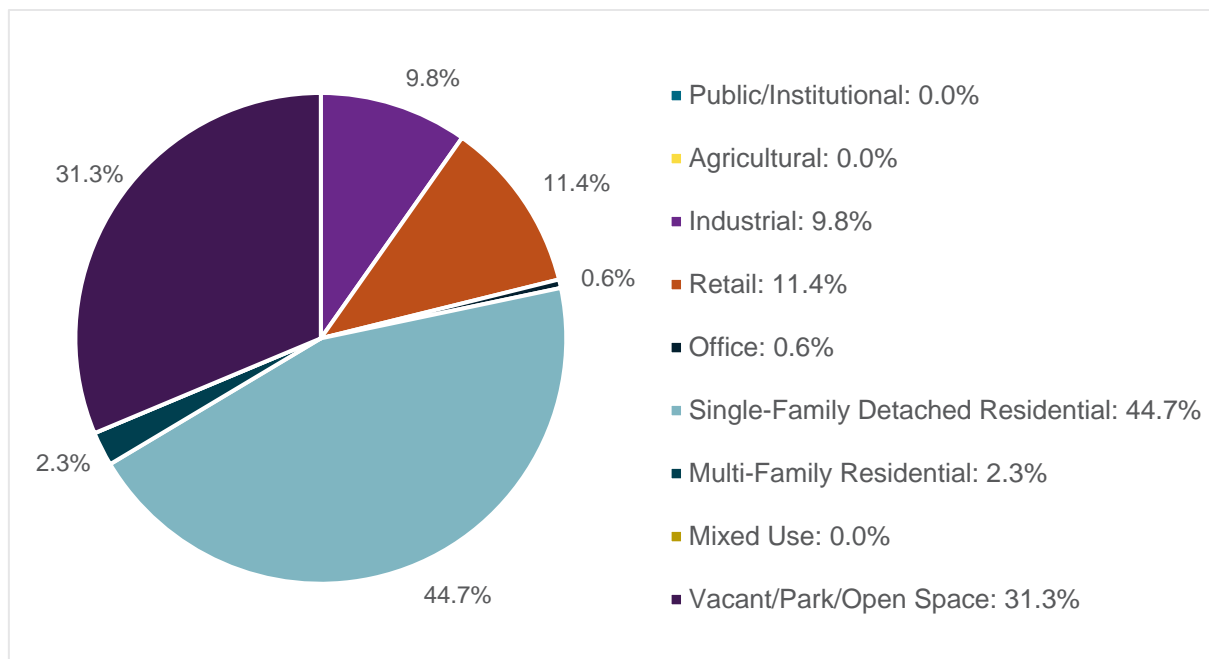


Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

## 11.3. REAL ESTATE CONSIDERATIONS

The primary land use in the Highway 36 station area is single-family detached residential, which accounts for nearly half of the total area within one-half mile of the station. Land classified as vacant, which also includes parkland and open space, represents the second largest concentration at nearly 20 percent. More than three-quarters of the vacant property is made up of wetlands, parkland and open space, leaving only a small share of land as vacant and developable. Though many of the anchor land uses in the area are industrial and retail, they are highly concentrated along Highway 36 and make up a comparatively small portion of the total area. There is a minimal amount of multi-family residential and office uses and no public/institutional, agricultural or mixed-use land in the station area.

**Graph 30: Share of Total Acreage by Land Use, Highway 36 Station Area, 2018**



Source: Ramsey County; Kimley-Horn

In the decade from 2010 to 2019, there have been five new construction projects within one-half mile of the proposed Highway 36 station based on parcel data provided by Ramsey County. Four of the recent new developments were single-family homes. The most recent structure to be completed and only non-residential project was a self-storage facility built in 2017.



### Market Considerations

- Single-family detached residential is the dominant land use in the area, comprising more than half of the land uses within one-half mile of the planned station; it also represents most of the recent development activity.
- Vacant tracts of land, whether they are dedicated public parks or environmentally-sensitive open space, provide an outdoor amenity to nearby neighborhoods.
- Retail in the area has historically been represented by highway-oriented businesses. While the area offers high visibility, the interchange configuration limits accessibility between Highway 61 and Highway 36.
- Office use is currently anchored by the Minnesota Department of Transportation; long-term demand for professional service spaces will likely continue to be limited because of the disconnect to retail services and amenities.
- Light industrial land uses comprise the second highest share of land uses after vacant land/greenspace/parks. Access to Highway 61 and Highway 36 make this an attractive area for additional light industrial development.

## 11.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports have been included as Appendix B of this document. Qualitative factors like station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Existing residential neighborhoods within one-half mile of the planned Highway 36 station offer opportunity for infill single-family detached and smaller-scale multi-family development. Nearby neighborhoods benefit from the ample amount of preserved public space and environmentally-sensitive greenspace in the area. Pedestrian connectivity is currently limited, and households are largely auto-centric.



### Retail

Retail in the Highway 36 station area is largely anchored by auto-centric uses and car dealerships. Menards, a home-improvement store, is in the southeast quadrant of Highway 61 and Highway 36. Retail will likely remain limited due to challenges with accessibility created by the interchange.



# Office

Aside from the Minnesota Department of Transportation facility, there is a limited amount of office space in the Highway 36 station area. Trends in office development are increasingly focused on sites that offer connectivity to amenities and retail services. Given the highly auto-centric nature of the Highway 36 station area and disconnected land uses, demand for office space is likely to be limited in the short- and long-term.



# Industrial/Light Industrial

Industrial land uses comprise nearly 20 percent of the total acreage in the station area. As available land permits, other industrial, light industrial and warehouse/distribution land uses will also be attracted to this area due to proximity to both Highway 36 and Highway 61.



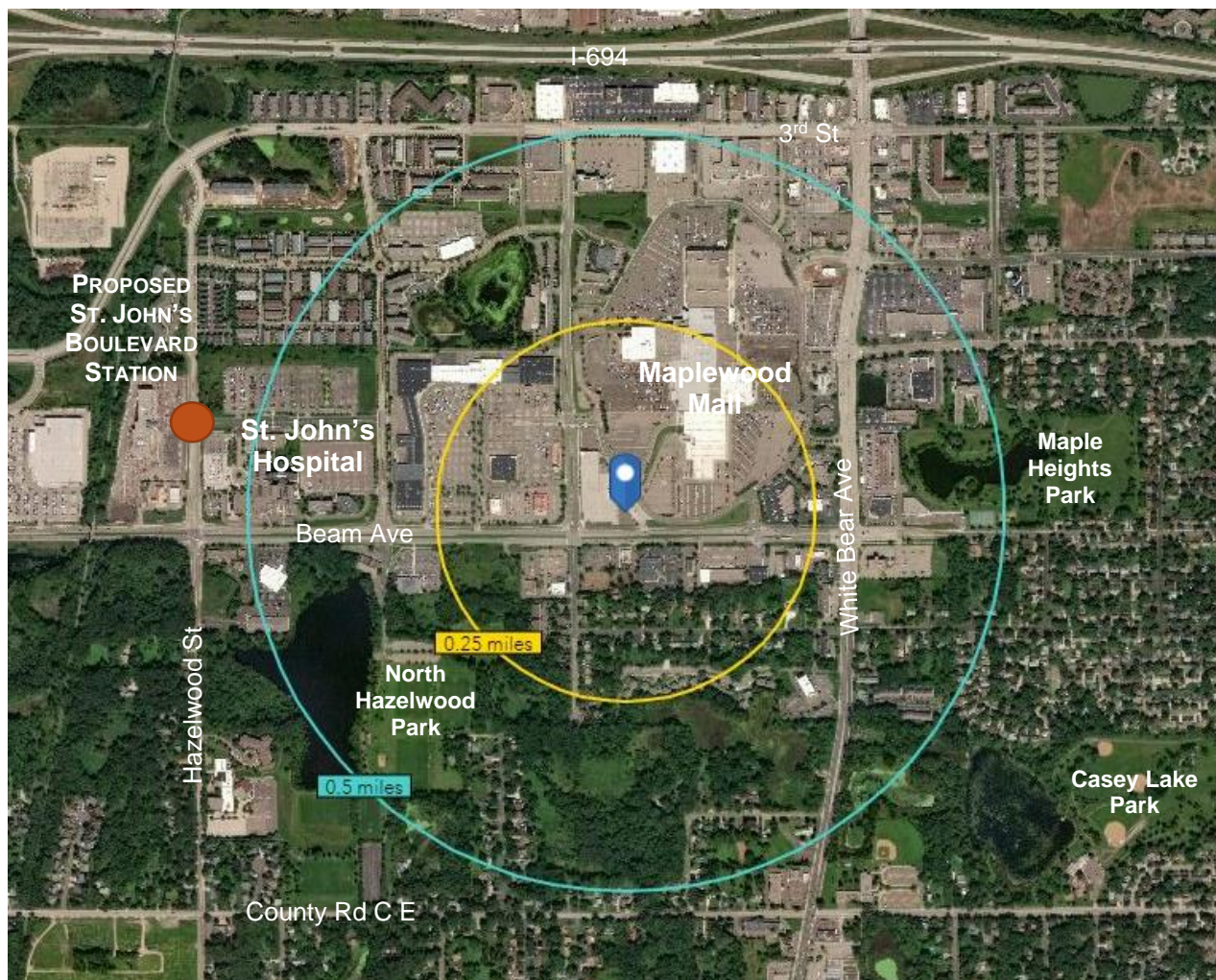
# 12. MAPLEWOOD MALL TRANSIT CENTER

## 12.1. STATION AREA CONTEXT

This station is located on the property of the Maplewood Mall, a major retail anchor for Ramsey County. The station area is dominated by retail and commercial uses, including the mall and several auxiliary retail establishments, plus a county library and St. John's Hospital, where another station is proposed. The stations are approximately one-half mile apart. South of Beam Avenue, the development pattern changes to mixed residential, with several parks and greenways easily accessible from the station area. The proposed station location is currently home to a regional transit center and park-and-ride facility with approximately 1,000 parking stalls.

The Maplewood Mall Transit Center station area is experiencing significant change in the retail landscape due to the closing of several national retail chains. This includes Sears, one of the major anchors of the mall. In response, the city of Maplewood recently conducted a detailed market analysis for the area, the Maplewood North End Market Study, which is discussed in more detail later in this profile.

**Map 11: Maplewood Mall Transit Center Station Area, 2018**

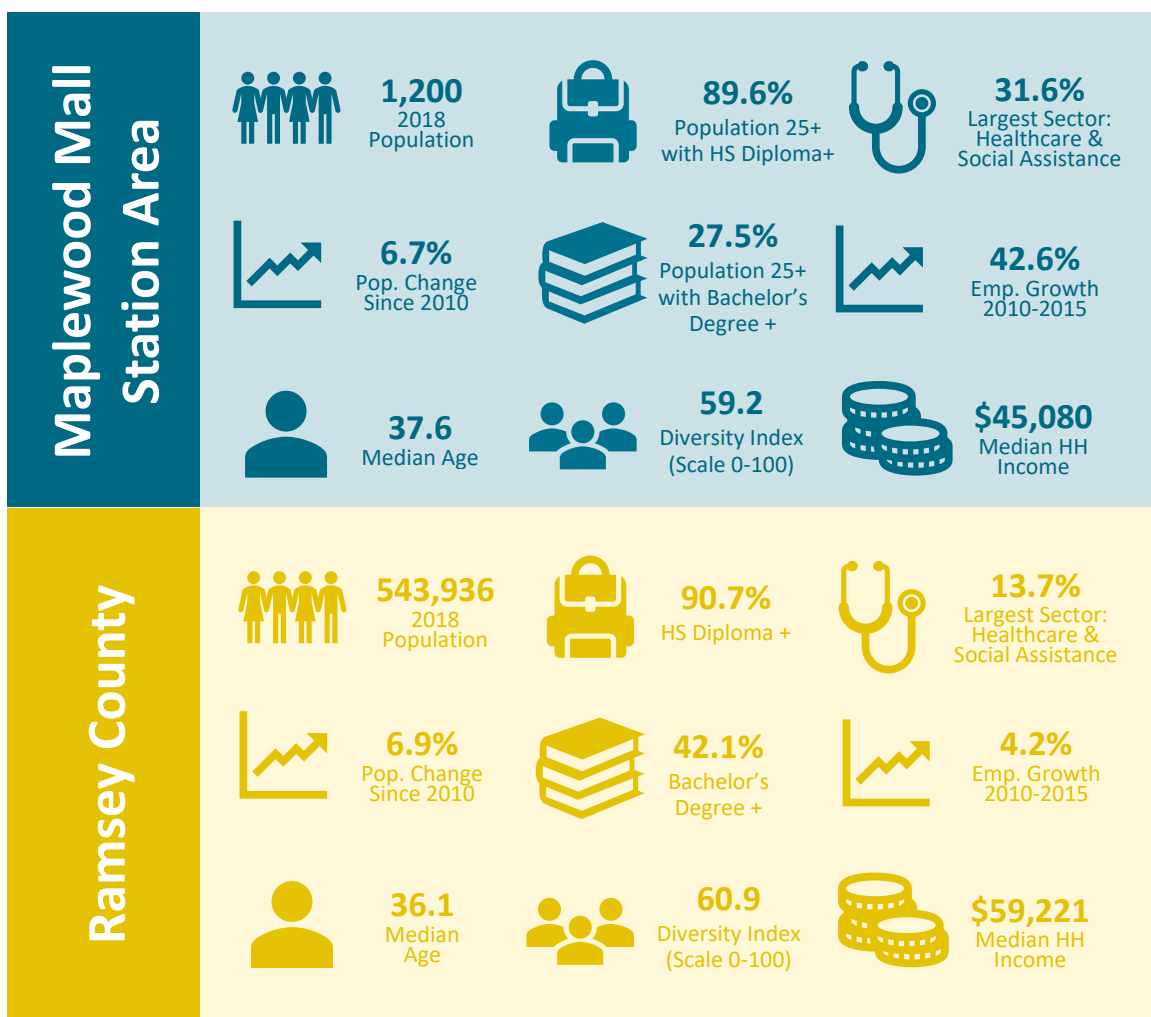


Source: ESRI BAO; Kimley-Horn

## 12.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

Despite its heavy commercial focus, the Maplewood Mall Transit Center station area is home to approximately 1,200 people within a half-mile radius. Residents in this area tend to be slightly older and have lower household incomes than the county average and are also less likely to be college educated. The area has experienced population growth since 2010, on par with the county average. Although the median age is slightly higher in the station area than that of Ramsey County, over 32 percent of the neighborhood's residents are under the age of 25. The elevated median age is likely influenced by the presence of several senior housing communities in the station area.

There are over 4,700 employees in the area, increasing the daytime population to over 6,000, which discounts area residents that commute elsewhere for work. Healthcare & Social Assistance and Retail Trade represent the most common employment sectors, driven by jobs associated with St. John's Hospital and the mall itself. Employment in this area experienced an explosive growth, increasing 42 percent between 2010 and 2015 (the latest period for which data is available). Prominent job sectors offer a wide range of wages, with Healthcare & Social Assistance typically above the area average and Retail Trade below.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn



## Demographics

The Maplewood Mall Transit Center station area has a relatively balanced mix of residents of all ages (see Graph 31). Approximately 45.7 percent of residents are under age 35. The largest age cohort, those between 35 and 44, represent 14.6 percent of the total population.

ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). ESRI scored the Maplewood Mall Transit Center station area at a 59.2, slightly lower than the county measure of 60.9. In 2018, 63.5 percent of the area population identified as white, slightly lower than Ramsey County's 70.1 percent share. The largest minority group is Asian/Pacific Islander at 16.9 percent of the population.

Households within one-half mile of the Maplewood Mall Transit Center earn a median income of \$45,080, lower than the county average of \$59,221. However, almost 24 percent of households in the area earn between \$100,000 and \$149,999, comprising the largest concentration of households by income cohort. The dispersion of households by income cohort demonstrates a high disparity of incomes within the station area (see Graph 32).

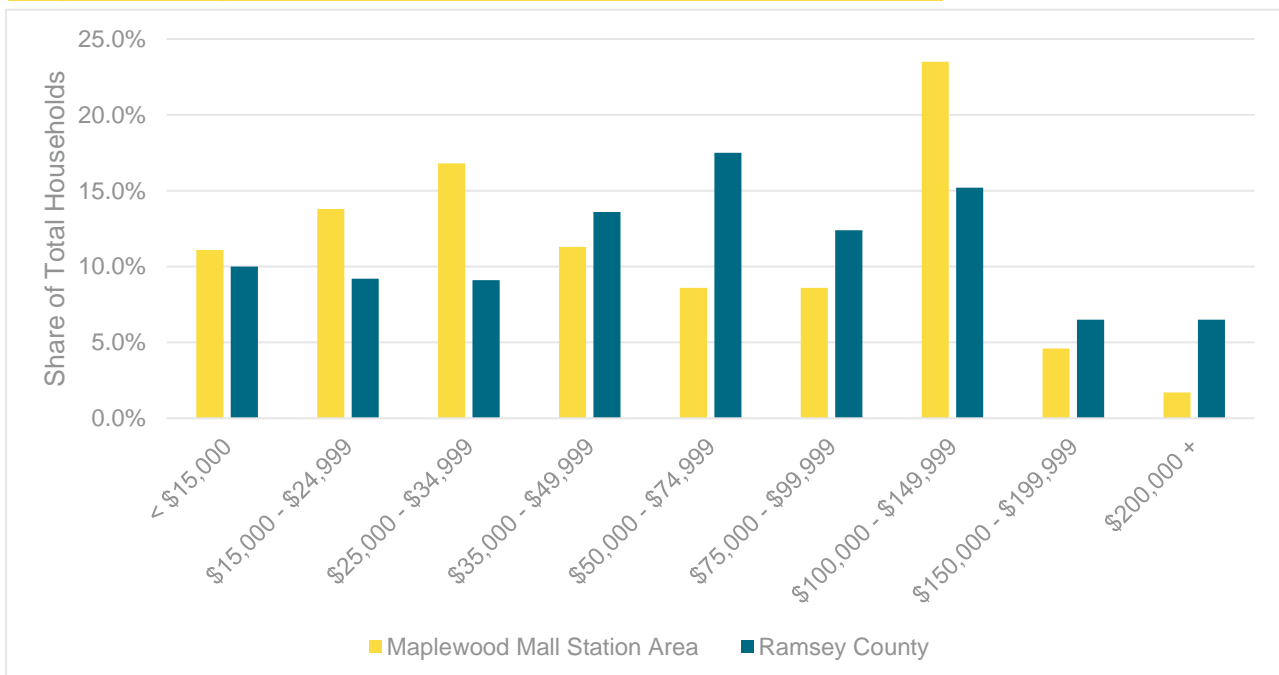
Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 31: Population by Age Cohort, Maplewood Mall Transit Center Station Area, 2018**

4.8%	85+
5.1%	75-84
8.2%	65-74
11.1%	55-64
10.6%	45-54
14.6%	35-44
13.6%	25-34
12.8%	15-24
6.1%	10-14
6.4%	5-9
6.8%	0-4

Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 32: Comparison of Median Household Income Cohorts, 2018**



## Employment and Economics

Based on the most recent data available, there were over 4,700 jobs within one-half mile of the Maplewood Mall Transit Center in 2018. Healthcare & Social Assistance is the largest employment sector, representing 31.6 percent of the total job base. This industry is mostly driven by St. John's Hospital, as well as a senior living home and a stand-alone urgent care facility.

As expected, the other major employment sector in the station area is Retail Trade, representing 30.6 percent of the total employment. This sector is driven not only by the mall but also by several auxiliary retail developments located throughout the area, including Best Buy, Marshall's, Michael's and DSW.

The other key industry includes Leisure & Hospitality (21.5 percent), driven by the many restaurants located throughout the area. Leisure & Hospitality and Retail Trade sectors are bolstered by the Maplewood Mall in this station area. On average, these industries typically pay comparatively lower wages, which can impact commuting patterns as employees may live further from work in search of housing that is within their spending means. In fact, for Ramsey County, the Leisure & Hospitality and Retail Trade sectors have annual wages that are 61.2 percent and 36.5 percent lower than the countywide average, respectively.

As of 2015, significantly more employees were commuting into the half-mile station area around the Maplewood Mall Transit Center than residents were commuting out. Applying these trends to updated population and employment counts estimates that there are approximately 4,800 people commuting in for work and 500 leaving daily. An estimated 3.3 percent of employed area residents also work in the station area, one of the highest shares along the planned BRT route.

### Top Employment Sectors



#### Healthcare & Social Assistance

+/- 1,510 full-time jobs  
31.6% total job base



#### Retail Trade

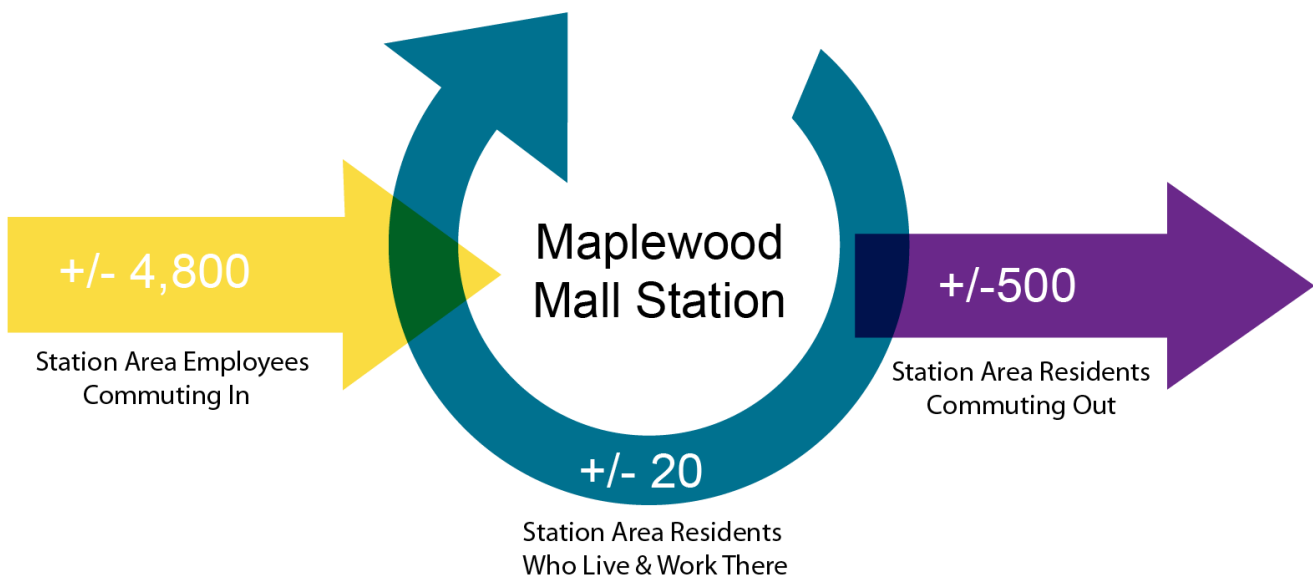
+/- 1,460 full-time jobs  
30.6% total job base



#### Leisure & Hospitality

+/- 1,025 full-time jobs  
21.5% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



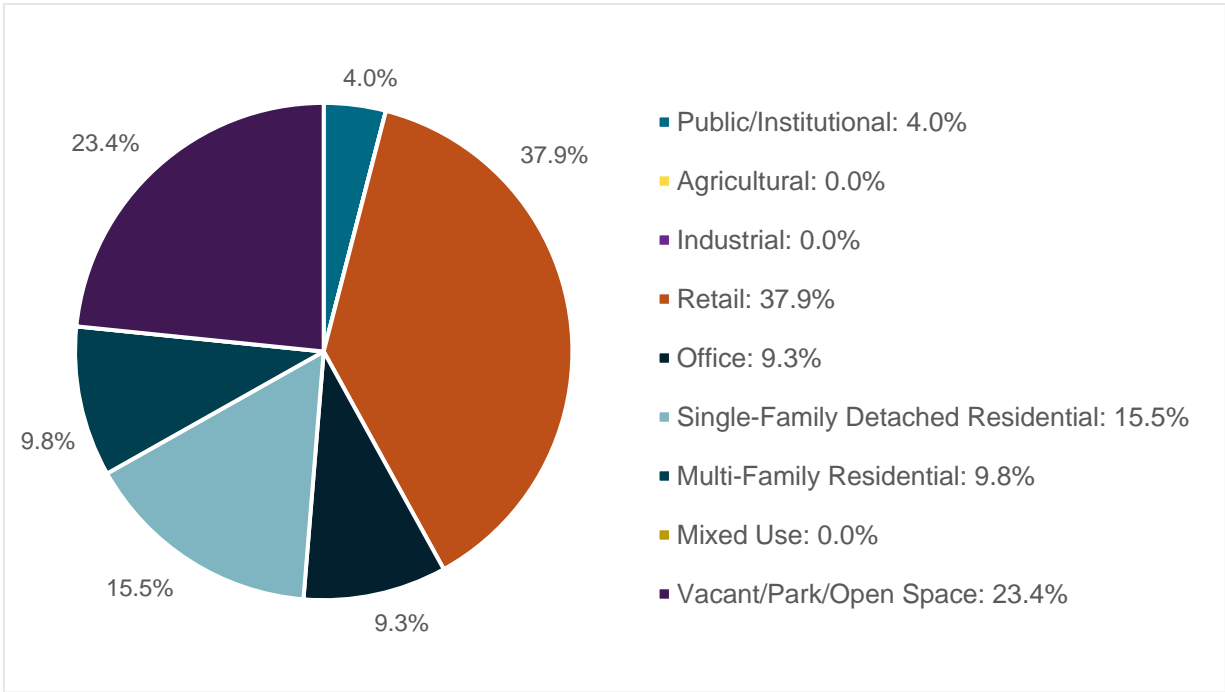
Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

The most common places that employees in the station area commute from include Saint Paul, other addresses in Maplewood, Oakdale and Woodbury. Saint Paul alone represented approximately 16 percent of all in-commuters in 2015.

### 12.3. REAL ESTATE CONSIDERATIONS

The Maplewood Mall Transit Center is surrounded by a variety of land uses. As expected, the primary use in the half-mile area surrounding the planned station is retail (37.9 percent), followed by a large amount of vacant land (23.4 percent). An estimated 68.0 percent of the vacant land is publicly owned, including portions of Maple Heights Park and North Hazelwood Park. Residential uses in the area are evenly split between multi- and single-family. There is no agricultural land or mixed-use in the area. Anchoring land uses include Maplewood Mall, St. John’s Hospital, the Maplewood Library, North Hazelwood Park and Maple Heights Park.

**Graph 33: Share of Total Acreage by Land Use, Maplewood Mall Transit Center Station Area, 2018**



Source: Ramsey County; Kimley-Horn

According to parcel data from Ramsey County, seven properties with a variety of uses have been developed in the Maplewood Mall Transit Center station area within the decade from 2010 to 2019. New residential development includes two single-family homes, as well as an age-restricted multi-family community called Ecumen Seasons at Maplewood that offers a continuum of care. Non-residential properties recently developed within one-half mile of the proposed station include the Maplewood Mall Transit Center, a Chik-fil-A restaurant and Prairie Care medical center.

The city recently engaged a consultant to conduct a market analysis for the north central area of Maplewood, roughly bounded by I-694 on the north, White Bear Avenue on the east, Beam Avenue on the south and the Ramsey County rail right-of-way on the west. The market analysis was prepared in anticipation of a visioning process that will create a plan for future growth and development in the area surrounding Maplewood Mall and St. John’s Hospital. Findings from the Maplewood North End

Market Study, dated June 2018, were incorporated in the considerations outlined below. This assessment defers to the 2018 market analysis for future opportunities in the Maplewood Mall Transit Center station area.

### **Market Considerations**

- The Maplewood Mall Transit Center station area has an integrated roadway system; although the area is largely auto-centric, it is internally connected via a series of main thoroughfares and connector streets and offers regional access via I-694.
- In addition to automobile access, the area also offers transit and regional greenway connectivity through the Bruce Vento Trail situated in the Ramsey County rail right-of-way.
- Retail is the dominant land use anchored by the 800,000-square-foot Maplewood Mall; the station area has nearly 2 million total square feet of retail space, making it a major regional commercial node.
- Nationally, retail product offerings are in flux, largely impacted by the increasing use of online shopping. Existing retailers are focusing more on experience to maintain their market share.
- Retail is supported by a variety of other land uses, including higher-density residential and medical-related buildings seeking proximity to St. John's Hospital.
- Increasing public amenities and open space, as well as pedestrian and bicycle accommodations, will be attractive to a rapidly evolving marketplace surrounding Maplewood Mall. Accessibility to enhanced transit will be particularly influential for this area, increasing mobility for residents, workers and visitors alike.



# 13. ST. JOHN'S BOULEVARD STATION

## 13.1. STATION AREA CONTEXT

The St. John's Boulevard station serves a growing medical campus centered around St. John's Hospital in the North End of Maplewood. A major job center for the county, the half-mile area surrounding the proposed station hosts a 184-bed full-service hospital, as well as many medical clinics and services surrounding the main facility. Farther away, multi-family residences and major retail developments make this area a growing destination and major transportation draw. Several existing greenways provide access to the area, and it is well served by major highways, including the I-694/Highway 61 interchange. The St. John's Boulevard station area is also incorporated into the Maplewood North End Market Study. There is overlap with the Buerkle Road and Maplewood Mall Transit Center station areas to the north and east, respectively.

**Map 12: St. John's Boulevard Station Area, 2018**

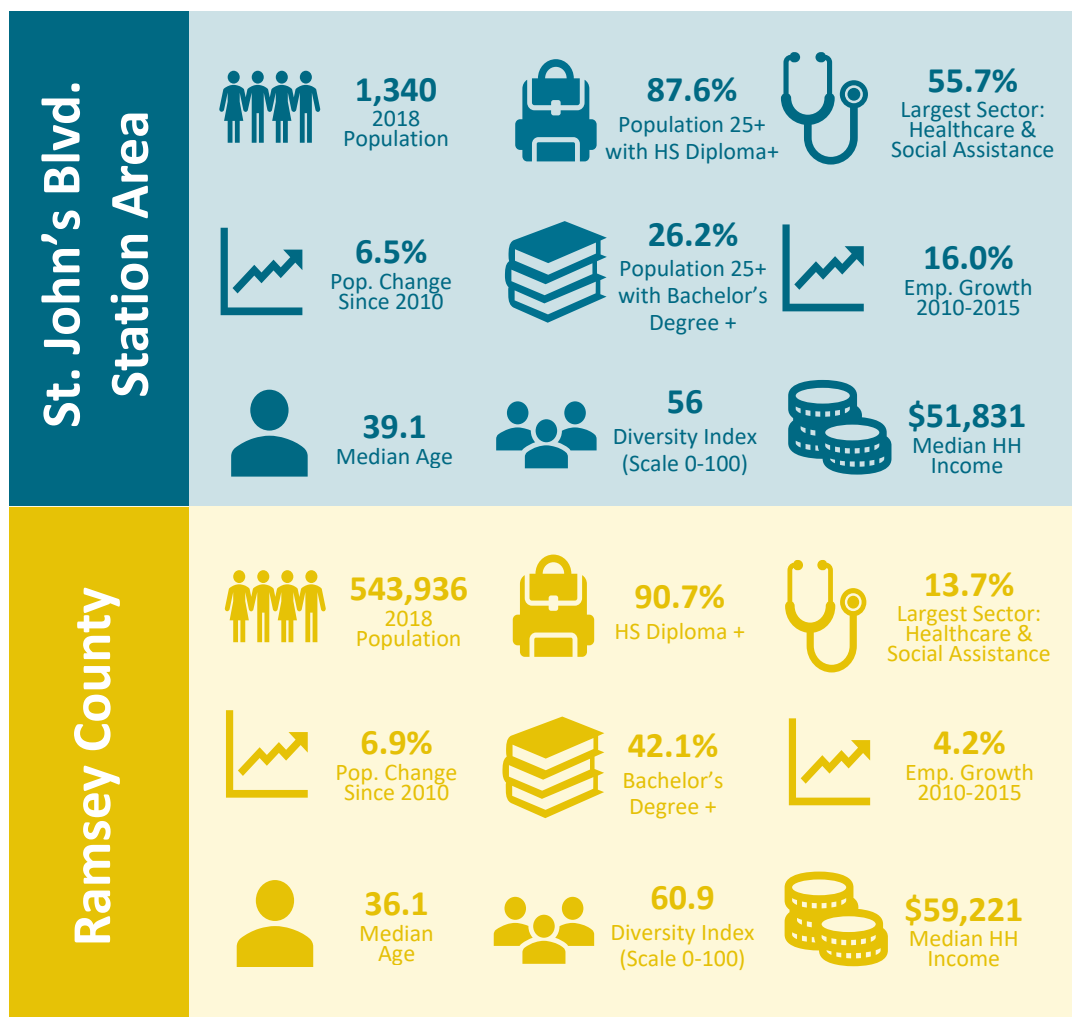


Source: ESRI BAO; Kimley-Horn

## 13.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

Despite the dominating presence of the hospital, the St. John's Boulevard station area is also home to a robust residential population, hosting just over 1,300 residents. Residents in this station area are comparably older than the county average, with means of 39.1 and 36.1, respectively. Residents are also less likely to be college educated and tend to earn less than the county. The station area's total population has grown 6.5 percent since 2010, a slightly lower rate than the county's measure of 6.9 percent.

There are over 2,800 employees in the area, increasing the daytime population to over 3,500, which discounts area residents that commute elsewhere for work. Healthcare & Social Assistance is the largest employment sector, driven by jobs associated with St. John's Hospital. Although the Maplewood Mall falls outside the half-mile radius around the planned station, jobs in the Retail Trade still comprise approximately 20 percent of total employment, partially due to the presence of Birch Run Station shopping center. Employment in this area experienced a high growth rate compared to the county overall, increasing 16.0 percent between 2010 and 2015 (the latest period for which data is available).



Source: ESRI BAO Market Profile Report; Kimley-Horn

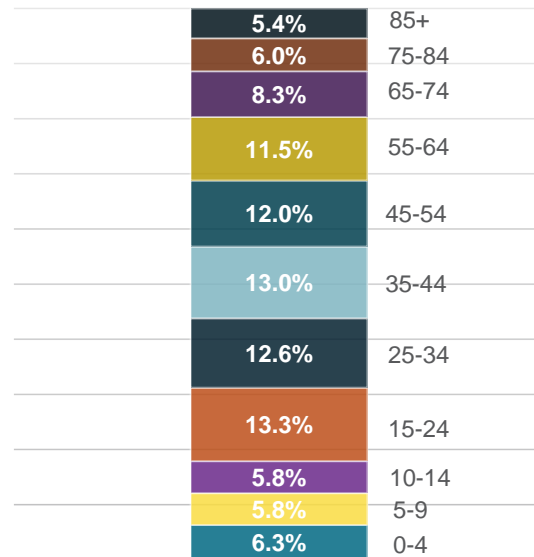
## Demographics

The area around this station has a relatively balanced mix of age groups, likely due to the blend of residential development found here (see Graph 34). Residents over the age of 65 also make up a high proportion of the population (19.7 percent), likely due to the presence of two nearby retirement communities.

ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). The St. John's Boulevard station area scored a 56, lower than the county measure of 60.9. In 2018, 66.4 percent of the area population identified as white, slightly lower than Ramsey County's 70.1 percent share. The largest minority group is Asian/Pacific Islander at 16.4 percent of the population.

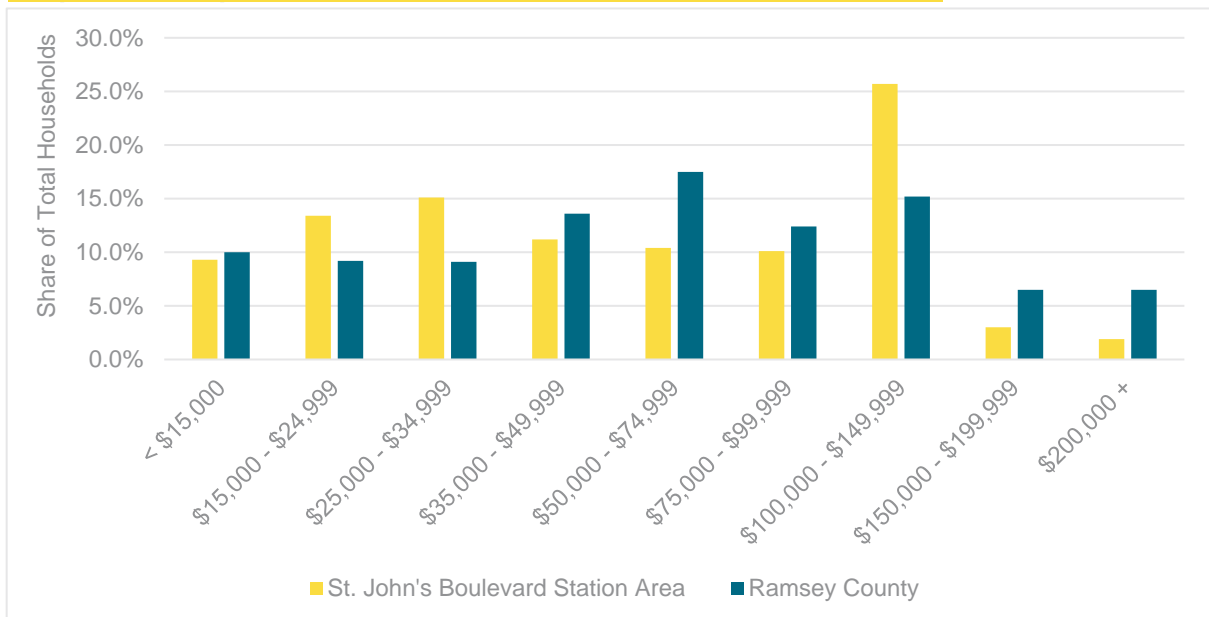
Households within one-half mile of the St. John's Boulevard station earn a median income of \$51,831, lower than the county average of \$59,221. However, over 25 percent of households in the area earn between \$100,000 and \$149,999, making it the largest concentration of household incomes (see Graph 35). The St. John's Boulevard station area also has higher concentrations of households with annual earnings between \$15,000 and \$34,999 than Ramsey County.

**Graph 34: Population by Age Cohort, St. John's Boulevard Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 35: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn



## Employment and Economics

Based on the most recent data available for the half-mile area surrounding the St. John's Boulevard station, there were over 2,800 jobs within one-half mile in 2018. Healthcare & Social Assistance is the largest employment sector, with 55.7 percent of the total job base. This industry is driven by St. John's Hospital, as well as a senior housing and a stand-alone urgent care facility. The share of Healthcare & Social Assistance jobs in the station area is significantly larger than the countywide share of 13.7 percent. It is the largest sector in both geographies.

As expected, the other major employment sector in the station area is Retail Trade, with 20.0 percent of the total employment. Although Maplewood Mall is outside the half-mile radius around the St. John's Boulevard station, ancillary retail uses are captured in the total economic base. The other key industry is Leisure & Hospitality (21.5 percent), driven by restaurants and hotels located throughout the area.

Based on 2015 commuting patterns, significantly more employees were commuting into the half-mile station area around the St. John's Boulevard station than residents commuting out. Applying those commuting patterns to current population and job estimates, approximately 2,900 people commuted into the station area daily for work, while 600 employed residents traveled out. Only 1.4 percent of working residents stayed in the station area for their jobs.

### Top Employment Sectors



#### Healthcare & Social Assistance

+/- 1,600 full-time jobs  
55.7% total job base



#### Retail Trade

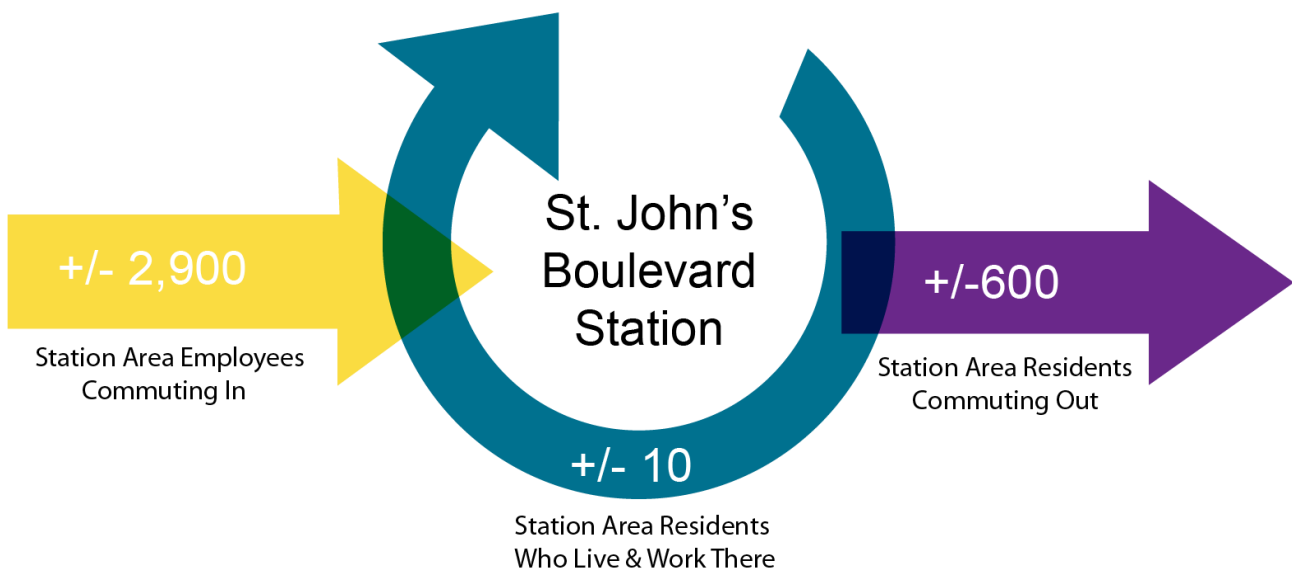
+/- 574 full-time jobs  
20.0% total job base



#### Leisure & Hospitality

+/- 234 full-time jobs  
8.2% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

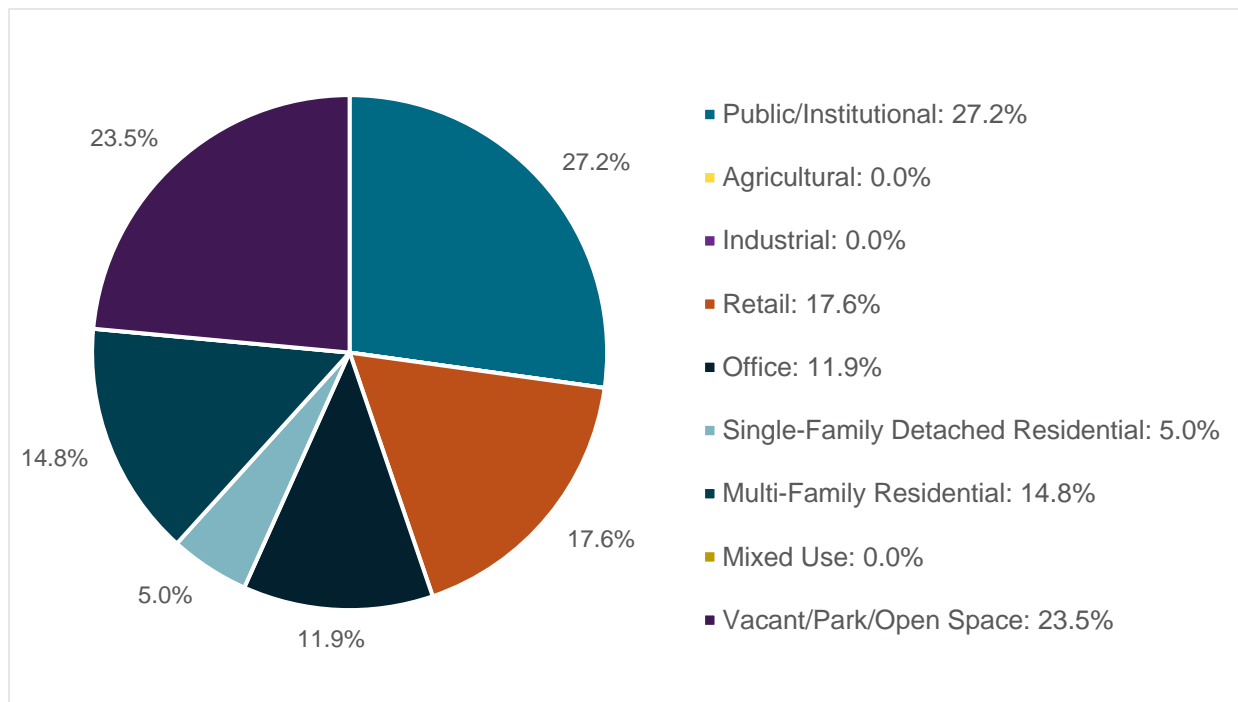
Most station area employees commute in from Saint Paul (14.0 percent), but other common addresses include Maplewood, Oakdale and Woodbury. Saint Paul alone represented approximately 21.7 percent of all in-commuters in 2015. Minneapolis represented another 18.9 percent.



### 13.3. REAL ESTATE CONSIDERATIONS

This proposed station area is surrounded by a variety of land uses. The primary use within the half-mile area surrounding the planned station is public/institutional (27.2 percent), followed by a large amount of vacant land (23.5 percent). Nearly 75 percent of the land classified as vacant contains wetlands and a portion of North Hazelwood Park, leaving only a small share of developable, vacant land. Residential uses in the area are mostly multi-family with a small amount of single-family concentrated south of Beam Avenue. There is no agricultural land or mixed-use in the area. Anchoring land uses include St. John's Hospital, Costco, Ramsey County Library and the Maplewood Veterans Affairs Clinic.

**Graph 36: Share of Total Acreage by Land Use, St. John's Boulevard Station Area, 2018**



Source: Ramsey County; Kimley-Horn

In the decade from 2010 to 2019, two multi-family developments were constructed within one-half mile of the proposed St. John's Boulevard station based on parcel data provided by Ramsey County. Ecumen Seasons, a senior living community offering a continuum of care, opened in 2010. More recently, Conifer Ridge Apartments was delivered in 2018 and contains 150 market-rate units. Non-residential development since 2009 includes two medical clinics, including a large clinic and specialty center associated with St. John's Hospital, and a Carmax auto sales center.

Like the Maplewood Mall Transit Center station area, the St. John's Boulevard station is included in a recent market analysis prepared for the north central area of Maplewood. Roughly bounded by I-694 on the north, White Bear Avenue on the east, Beam Avenue on the south and the Ramsey County rail right-of-way on the west, the Maplewood North End Market Study identified opportunities that are considered in this document. The market analysis was prepared in anticipation of a visioning process that will create a plan for future growth and development in the area surrounding Maplewood Mall and St. John's Hospital. Findings from the draft market analysis, dated June 2018, were incorporated in

the considerations outlined below. This analysis defers to the 2018 market analysis for future opportunities in the St. John's Boulevard station area.

### **Market Considerations**

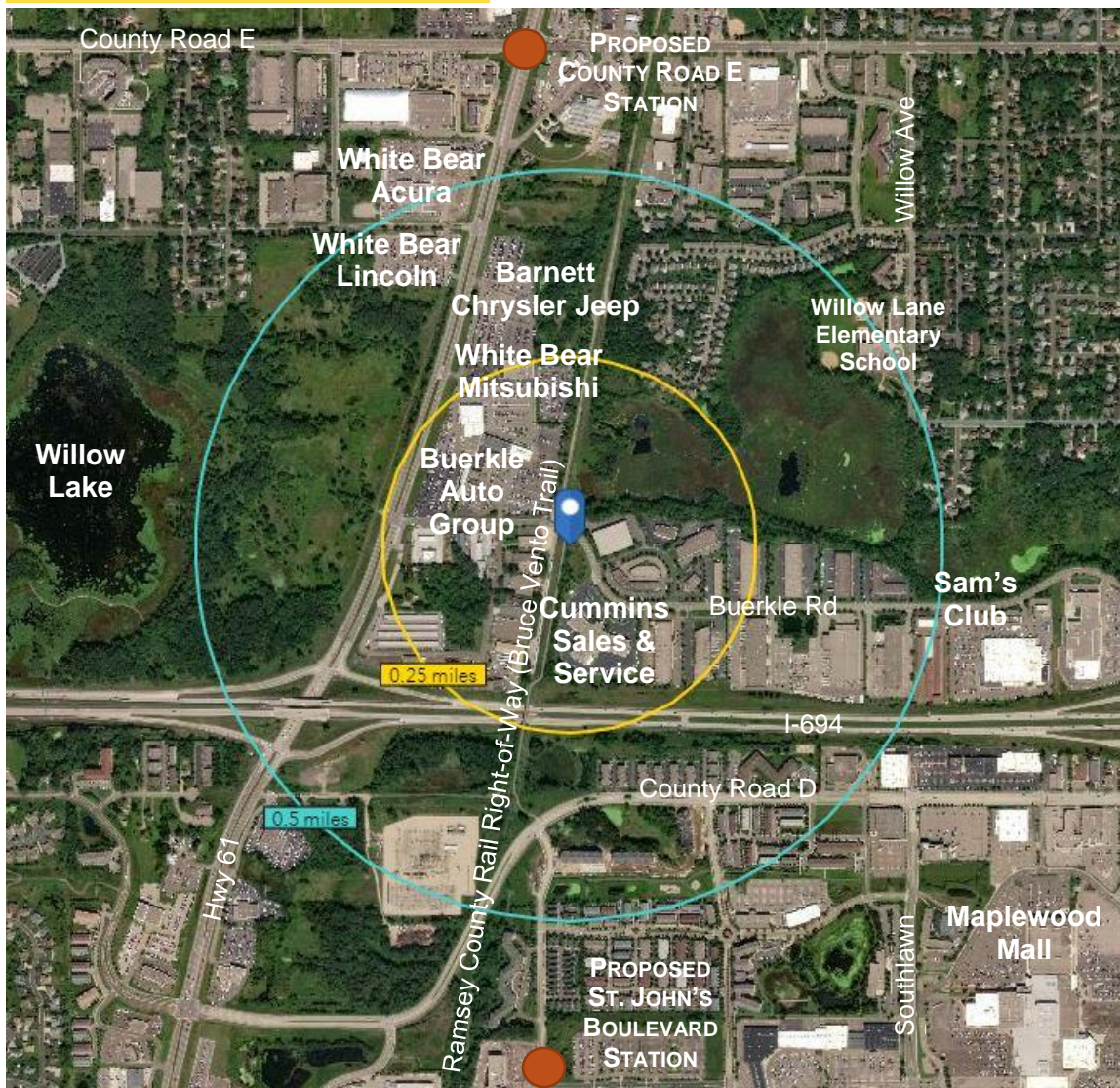
- The St. John's Boulevard station area is primarily influenced by demand generated from patients, visitors and employees at the hospital, but retail activity surrounding Maplewood Mall also drives development patterns in the area.
- Residential development in the station area will focus on higher-density multi-family housing. As noted by recent deliveries, continuum of care facilities targeting senior residents will be attracted to this area due to proximity to the hospital.
- Retail extends west from the core at Maplewood Mall and includes a Costco warehouse store across Hazelwood Street from St. John's Hospital. Retail is an attractive use that capitalizes on demand generated by hospital employees and patients/visitors.
- Office demand in the St. John's Boulevard station area is largely driven by the need for off-site medical space within proximity of the main campus.

# 14. BUERKLE ROAD STATION

## 14.1. STATION AREA CONTEXT

The proposed Buerkle Road station is located near the confluence of Buerkle Road, an active rail line and the current terminus of the Ramsey County rail right-of-way and Bruce Vento Trail. The surrounding half-mile area spans multiple jurisdictions: White Bear Lake, Vadnais Heights, White Bear Township and Maplewood. It is surrounded primarily by industrial and retail uses. There is also a significant share of vacant land, comprising nearly half of the area's acreage. Anchors within one-half mile of the planned station include car dealerships, self-storage centers and multi-family apartment developments. To the east of Highway 61 along Buerkle Road is a large concentration of manufacturing, construction and distribution businesses. No other proposed stations are within the station area; however, the Buerkle Road station area does overlap with the County Road E and St. John's Boulevard station areas.

**Map 13: Buerkle Road Station, 2018**

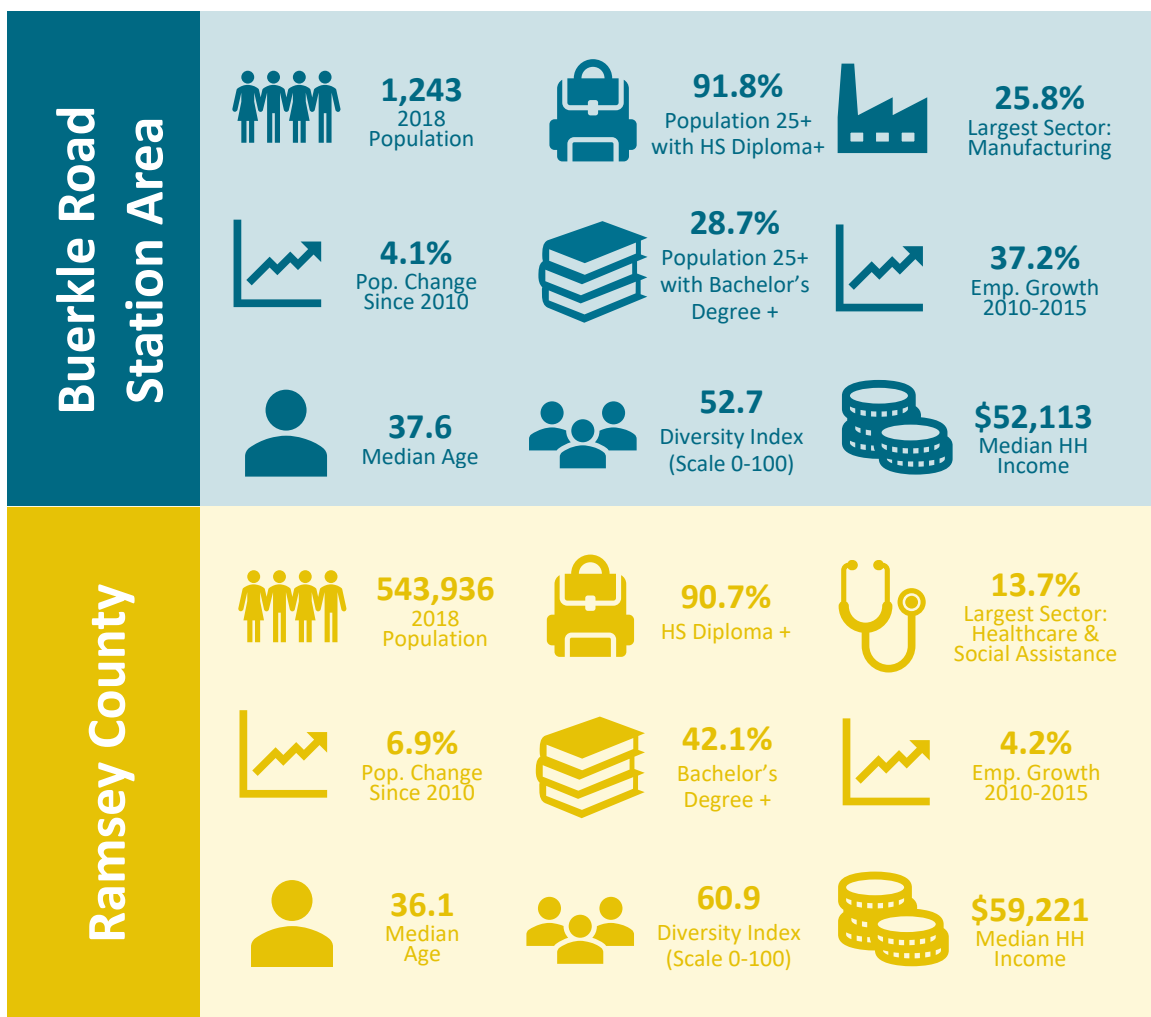


Source: ESRI BAO; Kimley-Horn

## 14.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

The total population within one-half mile of the Buerkle Road station grew by an estimated 4.1 percent since 2010, reaching approximately 1,243 residents in 2018. The area's population tends to be similar in age and less diverse than the countywide average. More than 90 percent of area residents have a high school diploma, like Ramsey County, and less than a third have any advanced education, which is significantly less than the county's share. The median household income of \$52,113 is also less than the measure reported for Ramsey County.

There are approximately 3,173 employees in the area, increasing the daytime population to an estimated 5,181 people, which discounts area residents that commute elsewhere for work. Manufacturing and Retail Trade represent the most common employment sectors, driven by a variety of industrial businesses along Buerkle Road and car dealerships on Highway 61. The comparatively small base of total employment experienced a substantial increase between 2010 and 2015, the most recent years for which data is available, whereas the county slightly expanded its base during the same period.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn

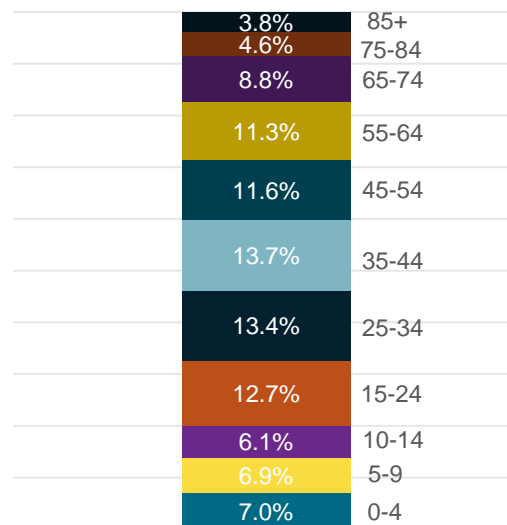


## Demographics

The 1,243 residents in the Buerkle Road station area represent a balanced mix of age cohorts (see Graph 37). The largest age cohort is between age 35 and 44 at 13.7 percent, followed closely by those between the ages of 25 and 34 at 13.4 percent.

ESRI's Diversity Index measures an area's racial and ethnic diversity and provides a score between 0 (all residents belong to one racial/ethnic group) and 100 (many racial/ethnic groups represented). ESRI's Diversity Index for the Buerkle Road station area is 52.7, indicating moderate racial diversity. In 2018, the 70.2 percent of the area population identifying as white made up the area's largest racial category, nearly the same measure as Ramsey County (70.1 percent). Approximately 4.9 percent of the residents within one-half mile identify as Hispanic.

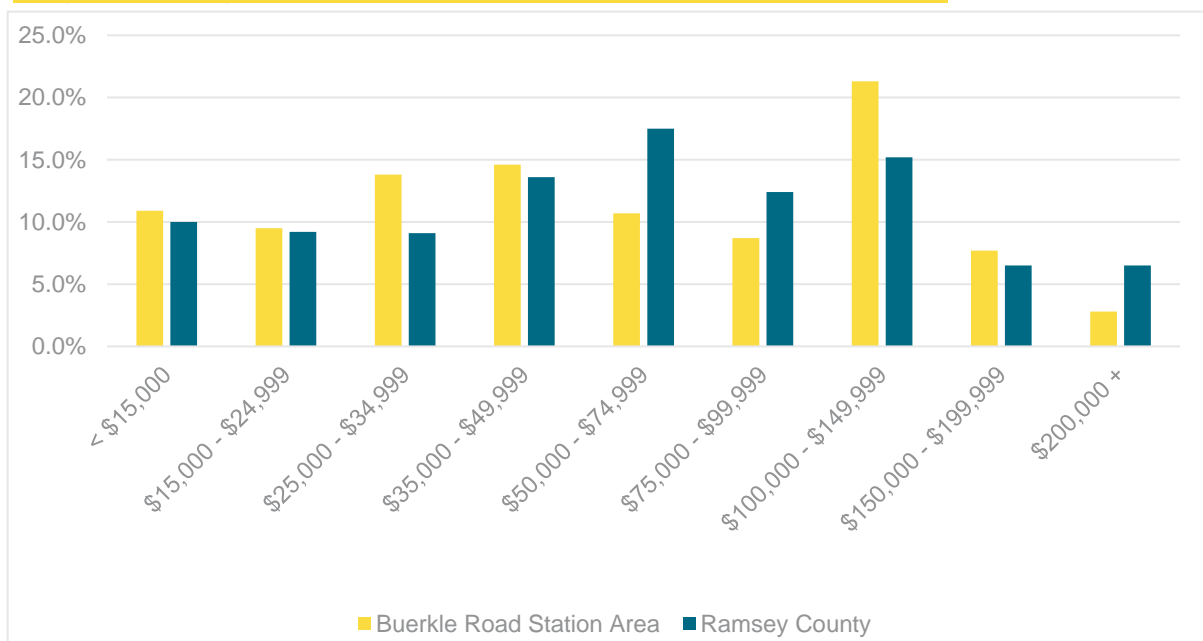
**Graph 37: Population by Age Cohort, Buerkle Road Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

Households in the Buerkle Road station area earn a median income of \$52,113, which is slightly less than the countywide measure of \$59,221. Households with annual earnings of \$100,000 to \$149,999 represent the most common income cohort, followed by those earning \$35,000 to \$49,999 (see Graph 38). When compared with Ramsey County, the station area has higher rates of disparity with more households earning an annual income of less than \$50,000 and between \$100,000 and \$199,999. The county has larger shares of households in the middle and at the top of the income ladder.

**Graph 38: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

## Employment and Economics

Based on the most recent place-of-work employment data available, there were an estimated 3,173 jobs in the half-mile area surrounding the Buerkle Road station in 2018. The industry with the most employees is Manufacturing, representing approximately 25.8 percent of the total job base. This sector is driven by the presence of Tundra Companies, I-Tek Medical Technologies, LiqTech USA and LOFTech all within one-half mile of the planned station location.

Other key industries include Retail Trade (18.9 percent) and Professional & Business Services (14.5 percent). Several car dealerships and furniture stores, including Minnesota Discount Office Furniture, Office Systems & Design and Slumberland Furniture, contribute to the notable concentration of retail jobs. Other area employers contributing include Cummins and Grandma's Bakery. The share of Professional & Business Services is anchored by the presence of the environmental consultant Braun Intertec Corporation.

Based on commuting patterns measured in 2015, nearly all employees within one-half mile of the planned Buerkle Road station commuted into the area and nearly all area residents were employed outside of the station area. Only 1.7 percent of residents worked in the area. The station area is impacted by strong in-commuting, with only 600 employed residents leaving for work each day.

### Top Employment Sectors



#### Manufacturing

+/- 820 full-time jobs  
25.8% total job base



#### Retail Trade

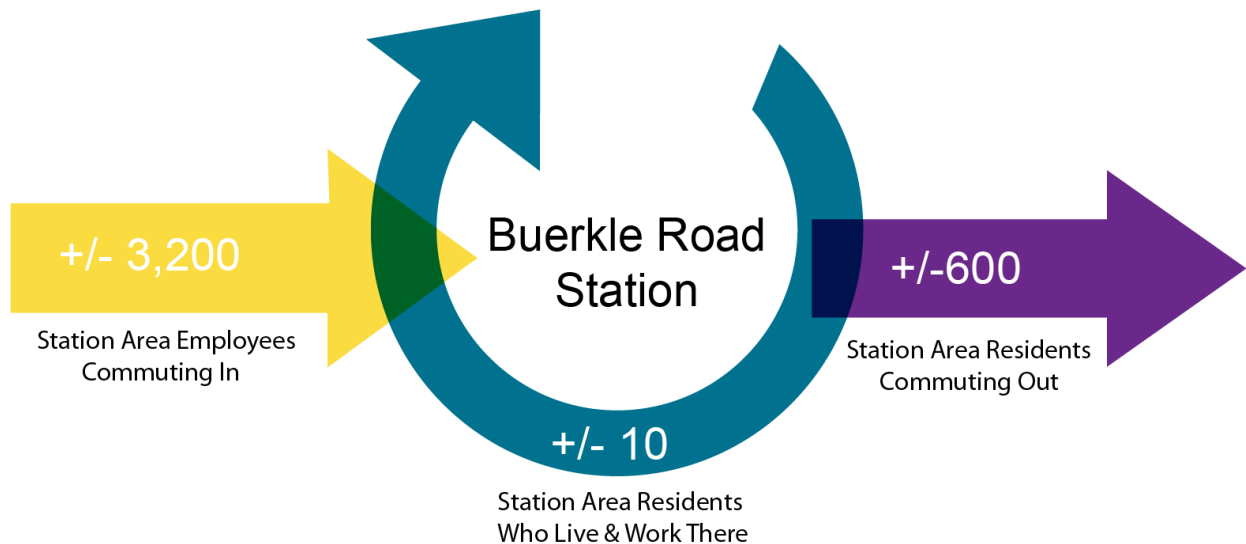
+/- 600 full-time jobs  
18.9% total job base



#### Prof. & Business Services

+/- 460 full-time jobs  
14.5% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



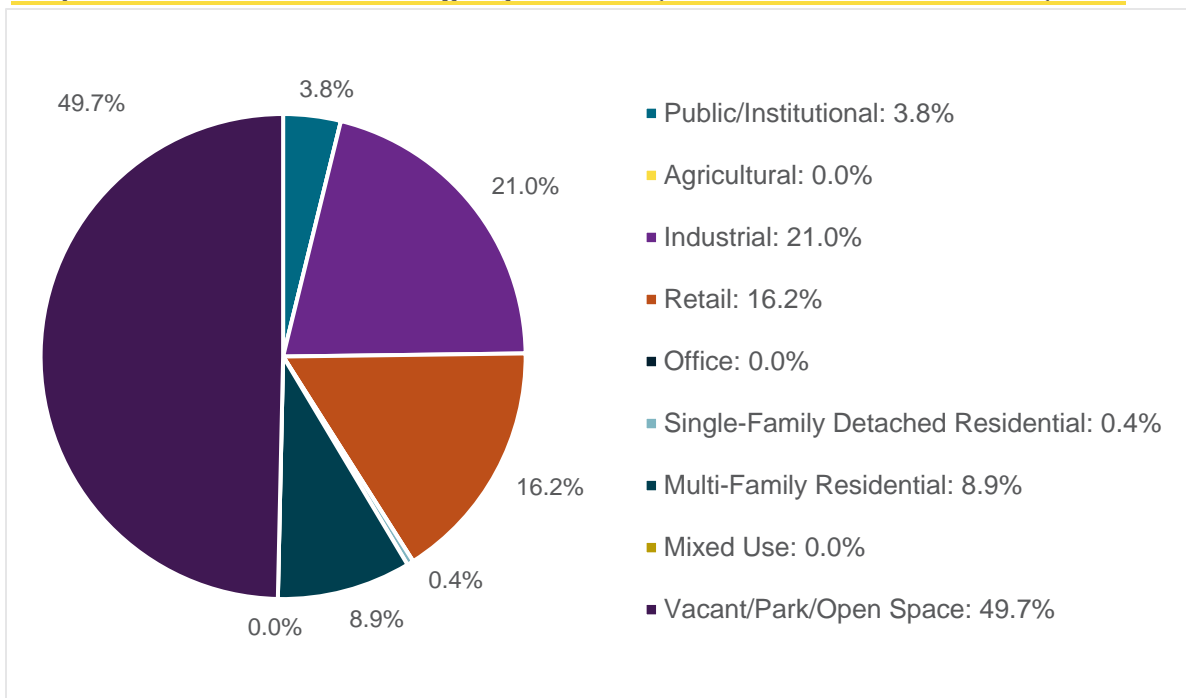
Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

Area employees commuted from a variety of locations. Approximately 11.8 percent of employees commuted from Saint Paul and another 6.4 percent from White Bear Lake. Smaller shares commuted from Maplewood, Minneapolis, Woodbury and other locations. The most popular locations that residents commuted to include Saint Paul (21.9 percent), Minneapolis (12.6 percent) and Maplewood (5.6 percent).

## 14.3. REAL ESTATE CONSIDERATIONS

Situated near the I-694 and Highway 61 interchange, the Buerkle Road station area benefits from convenient access to major thoroughfares. As shown in **Error! Reference source not found.**, nearly half of the land within one-half mile of the station is classified as vacant; however, approximately 34.1 percent of the land classified as vacant is wetlands. The primary use in the station area is industrial (21.0 percent), followed by retail (16.2 percent) and multi-family residential (8.9 percent). There is no office, mixed-use or agricultural land in the area, and there is a minimal amount of single-family residential. As noted, anchoring land uses include several industrial facilities, car dealerships, furniture stores and multi-family developments. A new 150-unit market-rate apartment development was built in 2018, the first property to be developed within the station area since 2008 according to parcel data provided by Ramsey County.

**Graph 39: Share of Total Acreage by Land Use, Buerkle Road Station Area, 2018**



Source: Ramsey County; Kimley-Horn

## 14.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports have been included as Appendix B of this document. Qualitative factors like station location, area access, visibility and quality of life are also incorporated to define future opportunities.

## Residential

Residential opportunities in the Buerkle Road station area are likely limited to infill development in the existing single-family neighborhoods to the northeast of the station. New multi-family development will likely gravitate south of I-694, seeking enhanced connectivity to the Maplewood Mall and St. John's Hospital commercial activity nodes.



## Retail

Retail land uses will focus on a small amount of highway-oriented convenience uses concentrated along the Highway 61 corridor. Maplewood Mall is a major retail anchor with proximity to the planned station location. Additionally, most of the demand for retail services in the immediate area is captured by Sam's Club and Cub Foods on the eastside of the station area.



## Office

Office space in the Buerkle Road station area is represented by flexible work space/front offices incorporated into industrial or light industrial businesses. Trends in office development are increasingly focused on sites that offer connectivity to amenities and retail services. Given the highly auto-centric nature of the Buerkle Road station area and disconnected land uses, demand for professional office space is likely to be limited in the short- and long-term.



## Industrial/Light Industrial

Industrial land uses comprise over 20 percent of the total acreage in the station area. As available land permits, other flex, light industrial and warehouse/distribution land uses will also be attracted to this area due to proximity to Highway 61.



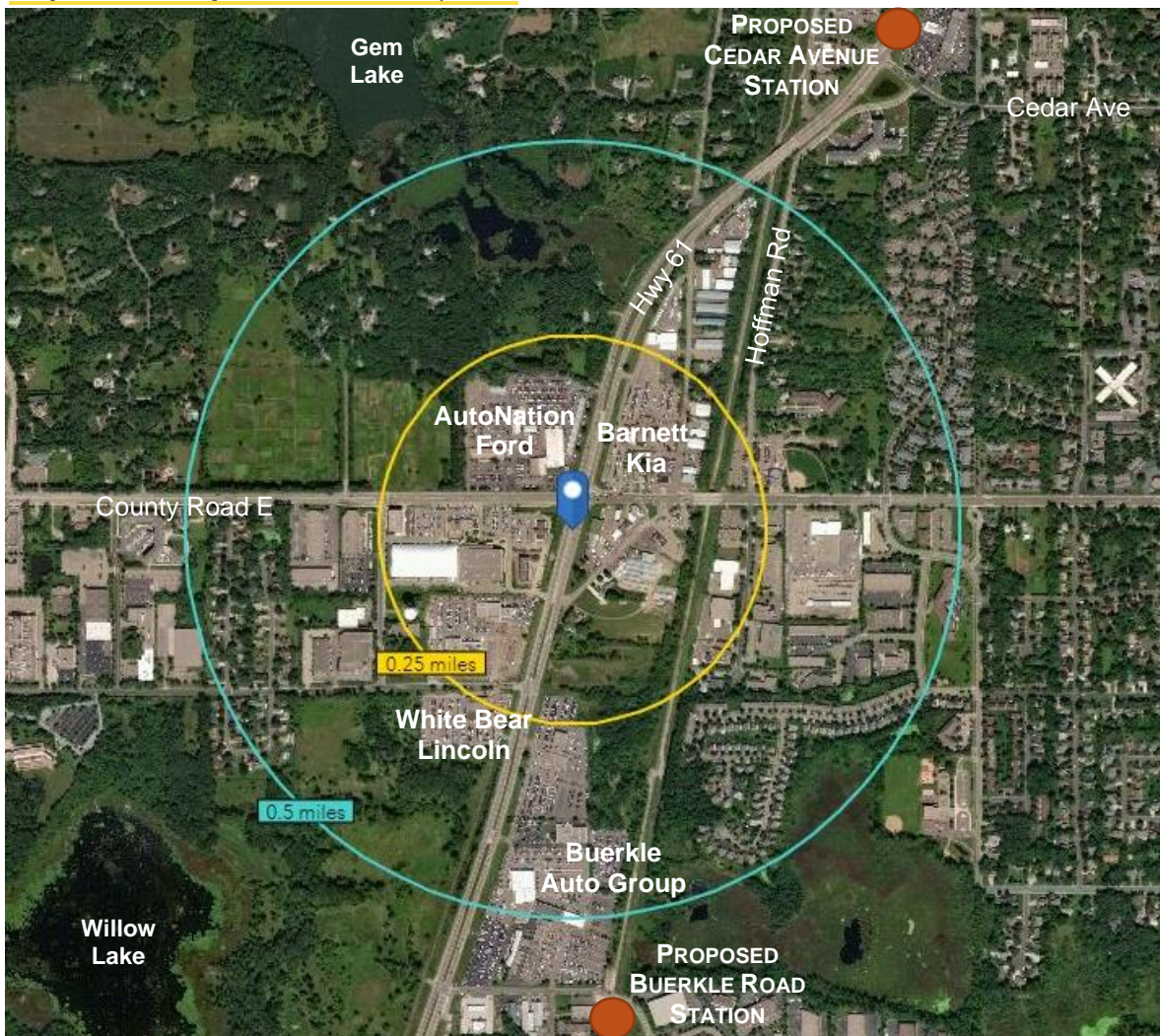


# 15. COUNTY ROAD E STATION

## 15.1. STATION AREA CONTEXT

The County Road E station is planned to be located near the intersection of County Road E and Highway 61. The half-mile surrounding area spans multiple jurisdictions, including Gem Lake, Vadnais Heights, White Bear Lake and White Bear Township. The proposed Cedar Avenue and Buerkle Road stations are beyond the County Road E station area; however, there is overlap in their station areas. The station area benefits from convenient access to several major thoroughfares in addition to Highway 61 and County Road E, including I-35E, I-694 and White Bear Avenue. The developments immediately surrounding the station are primarily auto dealerships and other commercial uses, as well as single-family residential. Vadnais Sports Center, located on County Road E, is a significant anchor in the area, attracting athletes and spectators for a variety of practices and matches throughout the year. The state-of-the-art center has two regulation hockey rinks and a sports dome that is currently closed for repairs. There are several surface parking lots designed to serve the sports center during peak attendance.

**Map 14: County Road E Station, 2018**

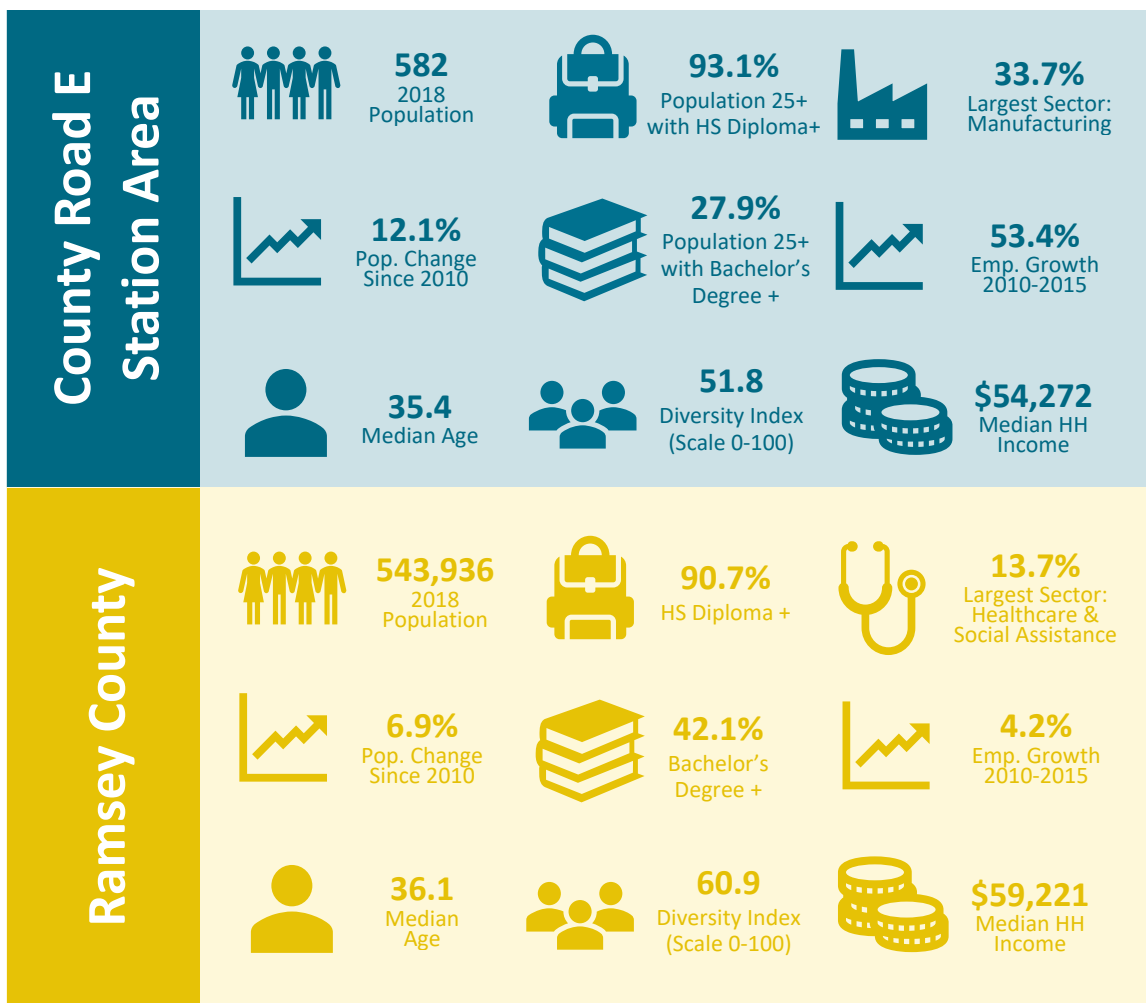


Source: ESRI BAO; Kimley-Horn

## 15.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

As a primarily commercial and industrial center with large swaths of open space, there is a comparably small population near the proposed County Road E station area, with only 582 residents living within one-half mile. This total represents an increase of 12.1 percent since 2010, compared with a growth rate of 6.9 percent countywide. The surrounding area has a very high share of land classified as vacant, some of which has already been purchased for new residential development. Residents in the station area tend to be similar in age as the countywide average but have less advanced education and diversity. The area's employment experienced a significant increase between 2010 and 2015, growing by more than 50 percent. This growth was largely due to a substantial increase in manufacturing jobs, which is the area's leading industry. The station area's median household income of \$54,272 is slightly lower than the measure reported for Ramsey County.

There are approximately 2,185 employees in the station area, increasing the daytime population to more than 3,550, which discounts area residents that commute elsewhere for work. Manufacturing represents the most common employment sector, comprising more than one-third of jobs within one-half mile of the proposed County Road E station. The comparatively small base of total employment experienced a significant increase from 2010 to 2015, the most recent years data is available. Ramsey County also expanded its base during the same period at a much more modest rate.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn

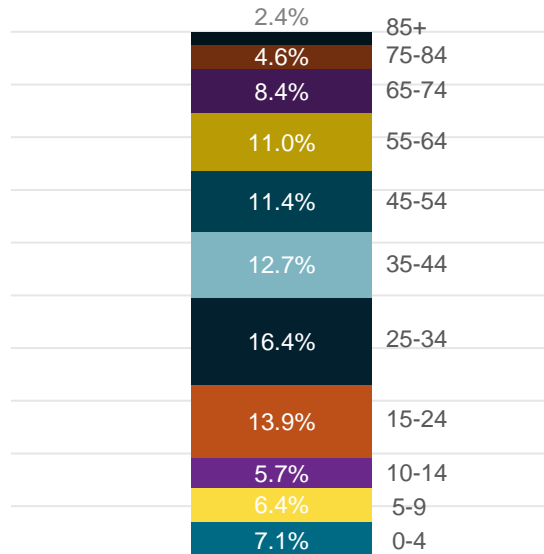
## Demographics

The half-mile area surrounding the planned County Road E station has a relatively balanced mix of residents of all ages (see Graph 40). The largest age cohort are those 25 to 34 years old at 16.4 percent of the total population.

ESRI's Diversity Index measures an area's racial diversity and provides a score between 0 (no diversity) to 100 (complete diversity). The County Road E station area scored a 51.8, indicating moderate racial diversity. This measure is lower than Ramsey County's score of 60.9. The largest racial category is white (72.2 percent) followed by Asian or Pacific Islander (12.0 percent). Approximately 6.0 percent of the population identified as Hispanic.

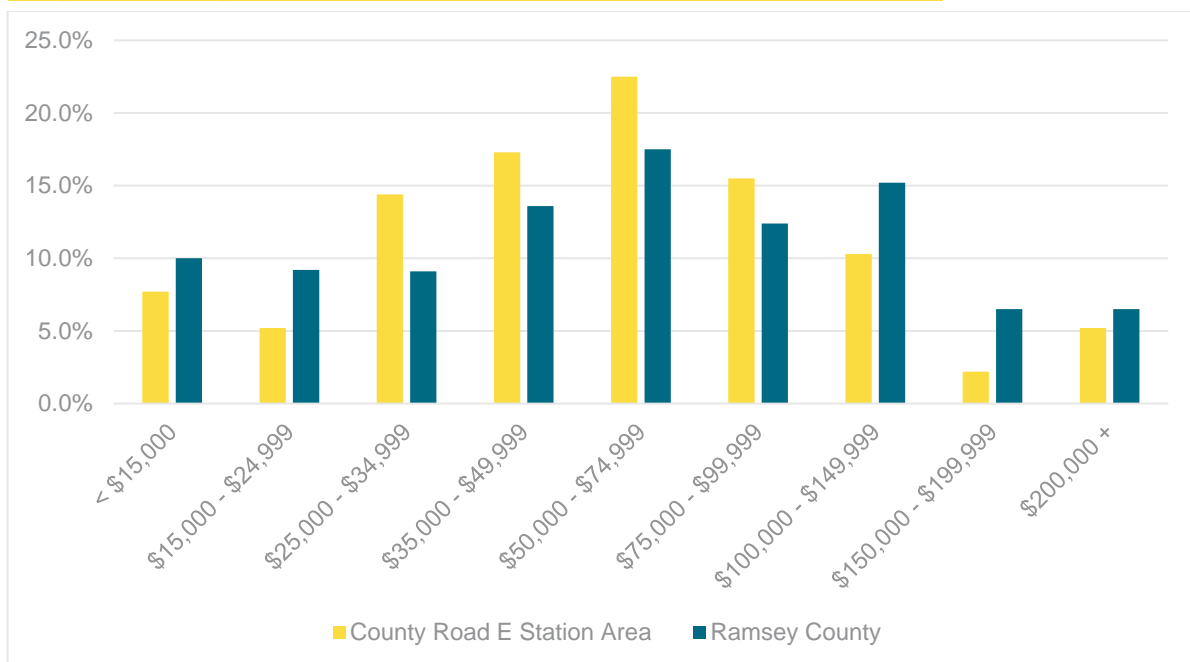
Households within one-half mile of the planned County Road E station earn a median income of \$54,272, slightly below the countywide measure of \$59,221. Households earning between \$50,000 and \$74,999 per year are the most prevalent income cohort in the station area, making up approximately 22.5 percent (see Graph 41). This income cohort is also the most prevalent in Ramsey County.

**Graph 40: Population by Age Cohort, County Road E Station Area, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 41: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

## Employment and Economics

Based on the most recent place-of-work employment data available, there were approximately 2,185 jobs estimated in the half-mile area surrounding the County Road E station in 2018. The industry with the most employees was Manufacturing, representing approximately 33.7 percent of the total job base. This industry is driven by the presence of Taurus Engineering and Manufacturing, Du Fresne Manufacturing and MarineTech Products, Inc.

Other prominent industries in the area include Retail Trade (19.5 percent) and Professional & Business Services (16.3 percent). The sizable share of Retail Trade jobs is primarily due to the area's concentration of motor vehicle and parts dealers, as well as a few restaurants and specialty stores such as White Bear Floral Shop and Greenhouse. The presence of Terracon Consultants, Inc., Hallberg Engineering, Priority Courier Experts and Ingenuity Concepts contribute to the share of jobs in the Professional & Business Services industry.

Based on 2015 travel patterns, nearly all employees within one-half mile of the County Road E station lived outside of the area, and nearly all area residents commuted out of the station area. This resulted in approximately 2,100 employees who commuted in daily, and 300 residents who left. An estimated 2.7 percent of employed residents also worked in the area.

### Top Employment Sectors



#### Manufacturing

+/- 735 full-time jobs  
33.7% total job base



#### Retail Trade

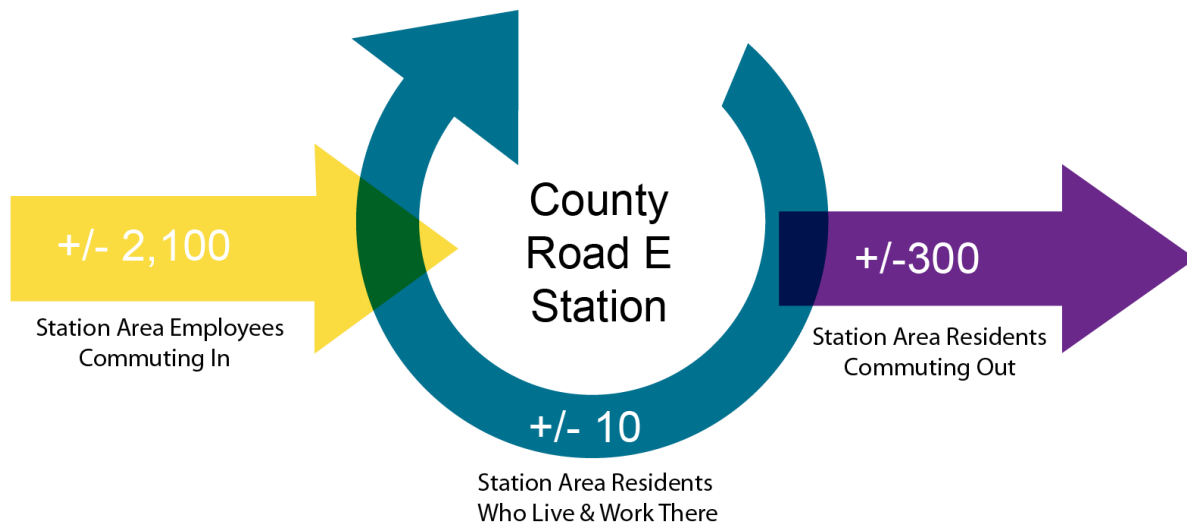
+/- 425 full-time jobs  
19.5% total job base



#### Prof. & Business Services

+/- 355 full-time jobs  
16.3% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

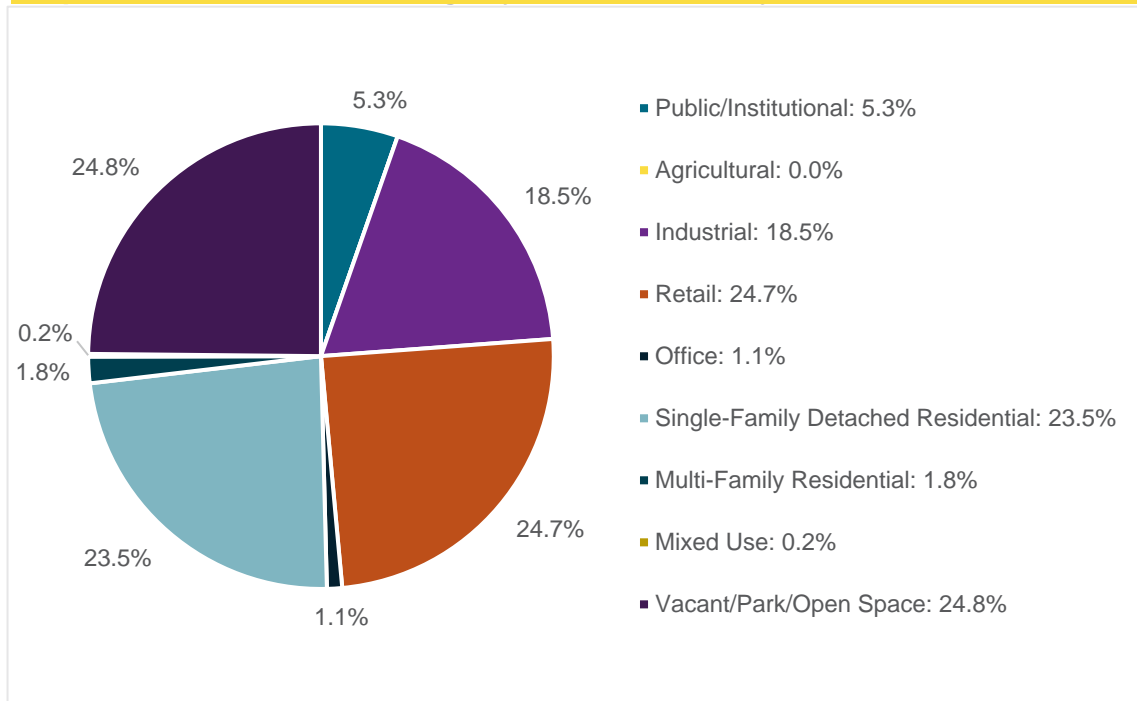
Approximately 9.3 percent of area employees commuted from Saint Paul and another 8.3 percent from White Bear Lake. Smaller shares commuted from Maplewood, Minneapolis and other locations. The most popular locations that residents commuted to include Saint Paul (19.3 percent), Minneapolis (10.5 percent) and White Bear Lake (8.2 percent). Travel patterns demonstrated in the graphic above only represent commuting for employment. County Road E also experiences significant inflow during tournaments and practices at the Vadnais Sports Center.



## 15.3. REAL ESTATE CONSIDERATIONS

The primary land uses within one-half mile of the County Road E station are vacant, retail and single-family residential, each making up approximately one-quarter of the area's acreage (see **Error! Reference source not found.**). It is important to note that one-quarter of the land classified as vacant has been purchased by a home builder and is in the process of being developed as the Villas of Gem Lake, a community of single-family homes. Additionally, nearly 2 percent is wetlands or open space and may be challenging to develop. Industrial use also makes up a notable share of land (18.5 percent). There is no agricultural land in the station area and a minimal amount of office, multi-family residential and mixed use. The primary land uses anchoring the station area are car dealerships, with at least seven within one-half mile of the proposed station. The area is also home to the Vadnais Sports Center, which contains two ice rinks and a sports dome currently closed for repairs. A large portion of land near the station is devoted to surface parking lots to serve the sports center, as well as automobile, manufacturing and distribution businesses located in the area.

**Graph 42: Share of Total Acreage by Land Use, County Road E Station Area, 2018**



Source: Ramsey County; Kimley-Horn

There have been six new construction projects in the County Road E station area in the decade from 2010 to 2019, based on parcel data provided by Ramsey County. In 2010, the Vadnais Sports Center, which encompasses two properties in the southwest quadrant of County Road E and Highway 61, was completed along with an affordable 60-unit apartment community on Hoffman Place. Since 2010, all of the development within one-half mile of the proposed station has been concentrated around the Vadnais Sports Complex. Three sites adjacent to the complex were developed in 2016 to include a private school, car dealership and retail bank branch.

In addition to recent activity, a new project is planned in the southeast quadrant of County Road E and Highway 61. A Hy-Vee convenience store, which will include a Starbucks coffee shop and a liquor store, received approval in 2018. This parcel, known as Hoffmans Corner, is envisioned as part of the gateway to Gem Lake.

### Market Considerations

- Villas at Gem Lake, a new single-family housing development on the north side of County Road E, is the largest detached development underway (by unit count) in any of the station areas. There are limited tracts available for a development of similar scale, but the County Road E station area is ripe for additional residential infill projects.
- Retail in the station area is largely highway-oriented, representing a mixture of auto-centric uses and convenience for nearby neighborhoods, travelers on Highway 61 and visitors to the Vadnais Sports Center.
- Office uses are largely non-existent the station area today. Lacking connectivity between uses and amenities that employees are seeking, office space will likely remain limited in the future, even with the addition of a BRT station.
- Light industrial uses could seek locations in the station area near other similar businesses. Sites to support this land use are likely off or close to Highway 61.

## 15.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports have been included as Appendix B of this document. Qualitative factors like station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

In the short-term, the Villas at Gem Lake represent a strong opportunity to introduce new single-family product in the County Road E station area. Longer-term, single-family development will likely be limited to smaller infill projects. Multi-family development, including townhouses and larger apartment projects, would be supportable in the station area in the short- and long-term.



It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that growth in jobs in the Twin Cities region could result in demand for more than 176,000 new housing units through 2038. Locations, like the County Road E station area, that will offer access to a variety of transportation options would be particularly attractive to capture some of the demand.

## Retail

Existing retail in the station area is a mixture of auto-related uses anchored by several dealerships as well as convenience offerings targeting residents, travelers and visitors. The County Road E station area offers a unique mixture of demand fueled by large tournaments and regular practices hosted at the Vadnais Sports Center. Future demand for retail could target visitors from outside the station area, primarily taking the form of fast-food or fast-causal restaurants and convenience retail. The planned Hy-Vee store is an example of growth in this sector. Demand for larger-scale retail in the station area will likely be limited due to the concentration of businesses to the west at County Road E and I-35E.



## Office

Office use comprises only 1.1 percent of the total acreage in the County Road E station area. The area's disconnected land uses, limited pedestrian accessibility and lack of nearby amenities will likely limit office development in the short-term. Longer-term, some limited office demand could be driven by front-office needs for flex and light industrial land uses. Free-standing multi-tenant office will continue to be limited. It is possible that, over time, employment located outside the half-mile radius along County Road E could gravitate towards the station with the offering of enhanced mobility. Upgrades of pedestrian accommodations and streetscape will accelerate the momentum towards the new station.



## Flex and Light Industrial

Concentrated to the east of Highway 61, the County Road E station area hosts a variety of smaller-scale light industrial uses. Additional momentum in this sector will align with current product, focusing on flex space and light industrial uses; some users will require a front office, in addition to warehouse or storage space in the back.



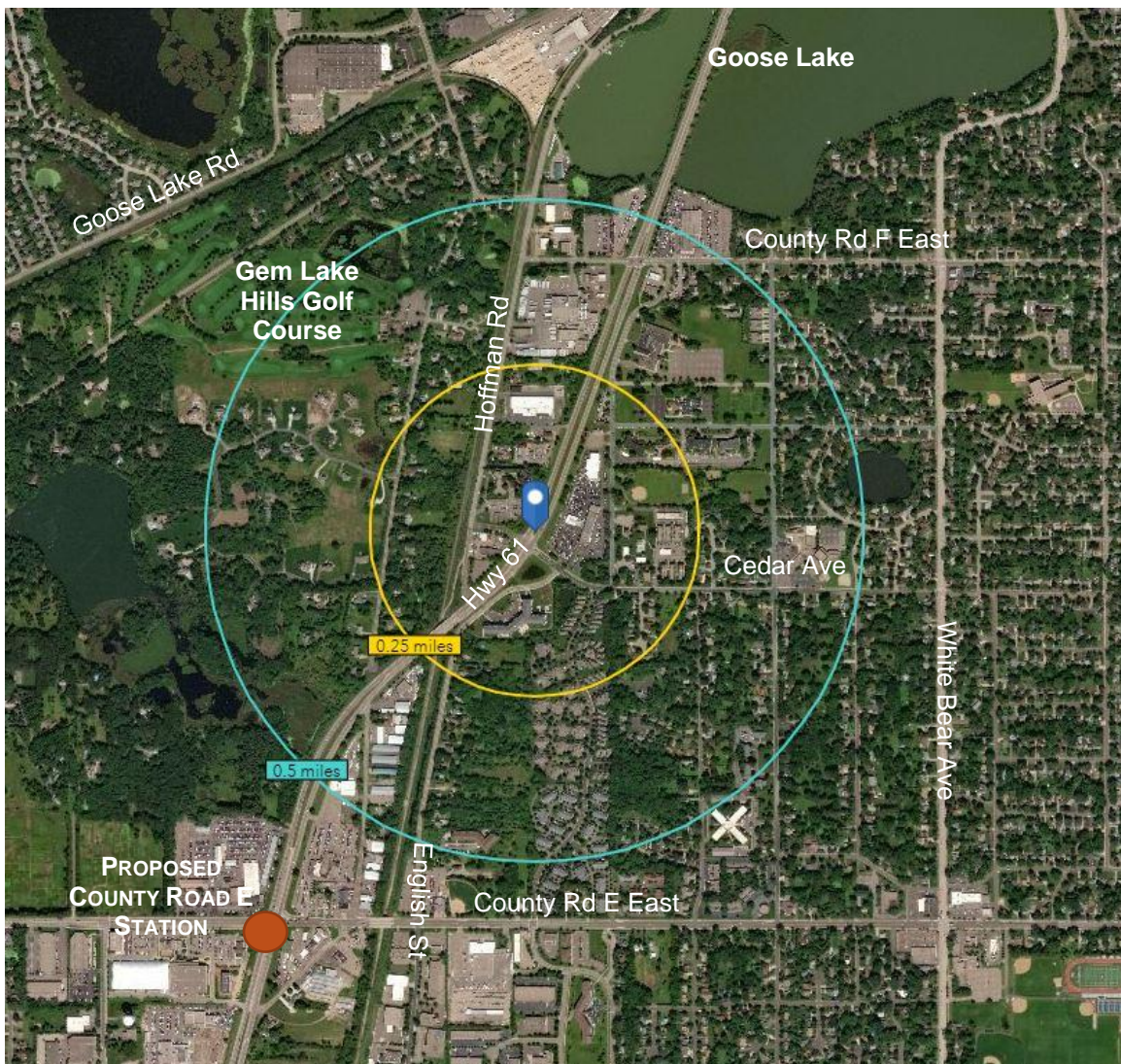


# 16. CEDAR AVENUE STATION

## 16.1. STATION AREA CONTEXT

The Cedar Avenue station is in a mixed commercial and residential area centered on the intersection of Cedar Avenue and Highway 61 in the city of White Bear Lake. The area is anchored by several light industrial and commercial developments and is home to a large amount of multi-family housing, ranging from duplexes to large senior living communities. Development west of Hoffman Road is much less dense than the eastern portion of the station area, which features larger-lot subdivisions capitalizing on proximity and views of Gem Lake. The closest proposed BRT station at County Road E is located beyond the Cedar Avenue station area; however, there is overlap between the two station areas southeast of the proposed Cedar Avenue station.

**Map 15: Cedar Avenue Station, 2018**



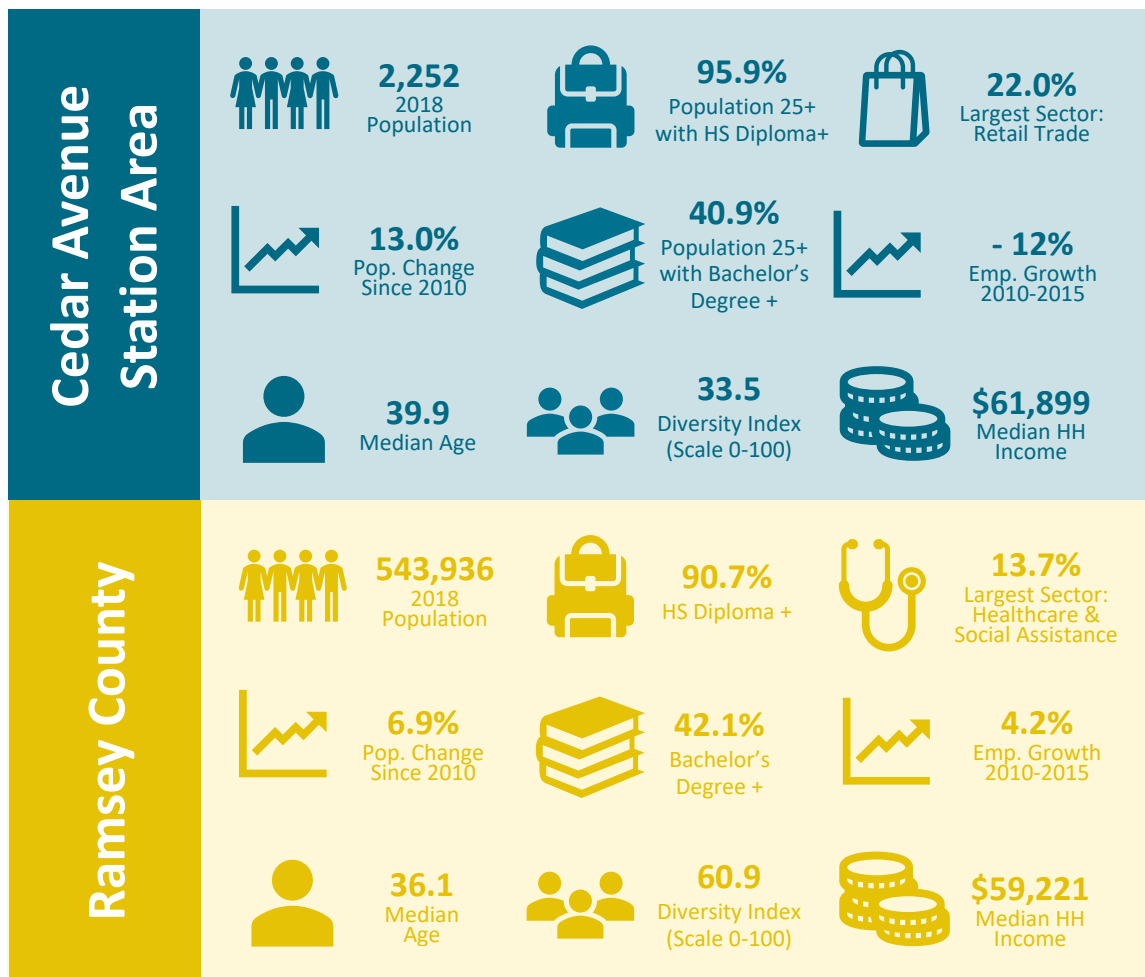
Source: ESRI BAO; Kimley-Horn



## 16.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

Over 2,500 residents live within one-half mile of the planned Cedar Avenue station, representing an increase in population of 13.0 percent since 2010. The area has grown rapidly in recent years, due mostly to new multi-family developments. Residents in this area are older than the county on average, and slightly more affluent, with a median household income of \$61,899 versus the county average of \$59,221.

As of 2018, the station area hosted approximately 1,100 jobs, shifting the daytime population to almost 2,000 people, which discounts area residents that commute elsewhere for work. Retail Trade is the area's largest industry, comprising 22.0 percent of jobs within one-half mile of the proposed station. The area's comparatively small base of employment declined between 2010 and 2015, the most recent years for which data is available, while countywide employment grew slightly during the same period. Employment in the Cedar Avenue station area is driven by a variety of auto-centric businesses, including auto dealerships and repair shops, as well as the White Bear Lake Public Works Department. Several senior living facilities are also located within one-half mile of the planned Cedar Avenue station location.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn

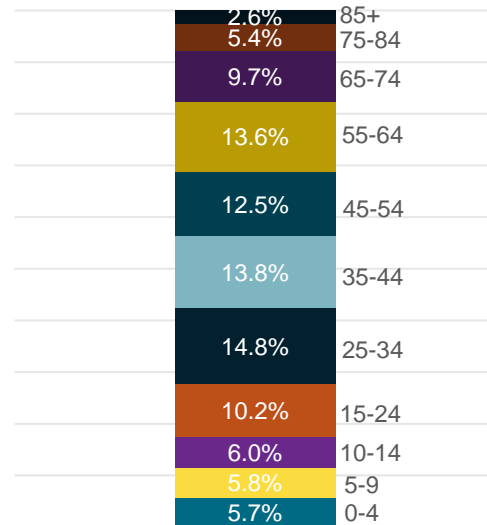
## Demographics

Following the general trends of other White Bear Lake stations, the Cedar Avenue station area is home to a relatively older population, with residents over the age of 65 making up more than 17 percent of the area population. Along the planned route, this proportion is second only to the Downtown White Bear Lake and Whitaker Street stations.

ESRI's Diversity Index measures an area's racial diversity and provides a score between 0 (no diversity) to 100 (complete diversity). The Cedar Avenue station area scored 33.5, indicating a low level of diversity. Over 85 percent of the area population identified as white, a higher level than the county's 70 percent average. The largest minority group is Asian, which comprises 6.5 percent of the local population, and approximately 5.3 percent of the population identified as Hispanic.

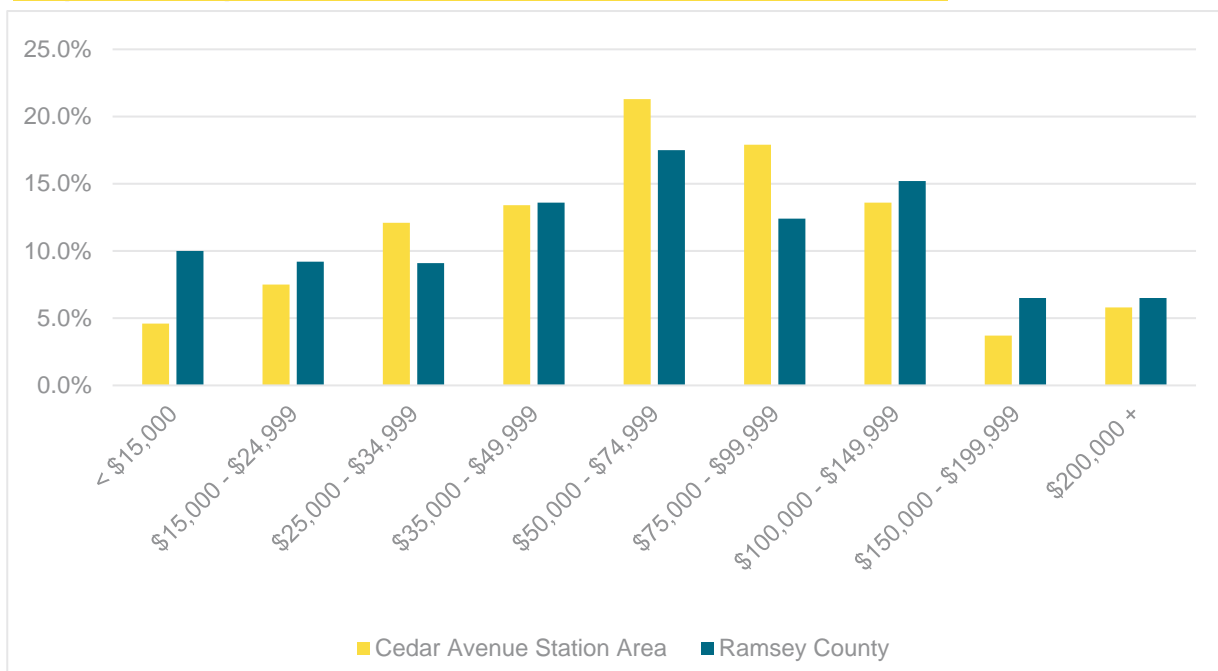
The median household income of the station area in 2018 was \$61,899, slightly higher than the county median. Household income within the station area follows a relatively normal distribution, with the highest proportion of households earning between \$50,000 and \$74,999 and relatively small numbers of households earning either very low or very high incomes (see Graph 44).

**Graph 43: Population by Age Cohort, Cedar Avenue Station, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 44: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

## Employment and Economics

In 2018, there were approximately 1,112 jobs in the half-mile area surrounding the Cedar Avenue station, with Retail Trade and Other Services making up the largest employment sectors. Each of these sectors created approximately 240 jobs, for a total of about 44 percent of the local employment.

Retail Trade jobs in the area are primarily driven by a concentration of auto dealerships along Highway 61, as well as scattered retail establishments such as the White Bear Floral Shop & Greenhouse.

Other Services represents a collection of businesses that do not fit cleanly into other categories. In most cases, these jobs do not add up to a significant portion of the total employment, but near the Cedar Avenue station Other Services accounts for about 240 jobs (22 percent of the total). This higher than typical share is likely driven by businesses focused on repair and maintenance, religious organizations and non-profit organizations.

Nearly all employees within one-half mile of the planned Cedar Avenue station commuted into the area based on 2015 travel patterns, and nearly all residents who lived nearby were employed outside the station area. Less than 1 percent of local residents also worked within the station area. These patterns, applied to 2018 employed population and job estimates, equate to approximately 1,100 people traveling in daily for work and 1,300 people commuting out.

### Top Employment Sectors



#### Retail Trade

+/- 245 full-time jobs  
22.0% total job base



#### Other Services

+/- 240 full-time jobs  
21.8% total job base



#### Manufacturing

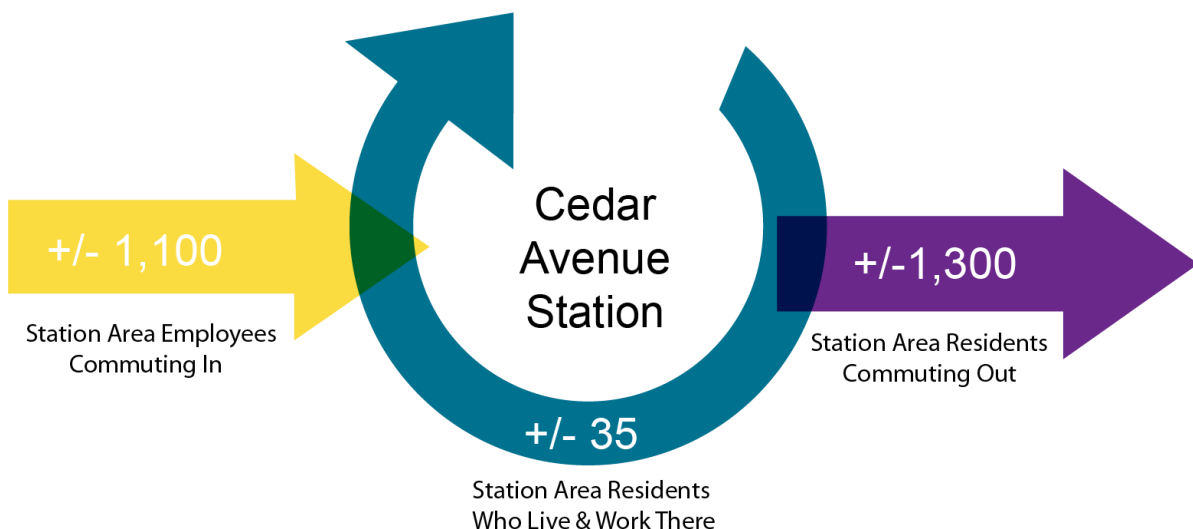
+/- 210 full-time jobs  
18.8% total job base



#### Wholesale Trade

+/- 125 full-time jobs  
11.2% total job base

Source: ESRI BAO Market Profile Report; Kimley-Horn



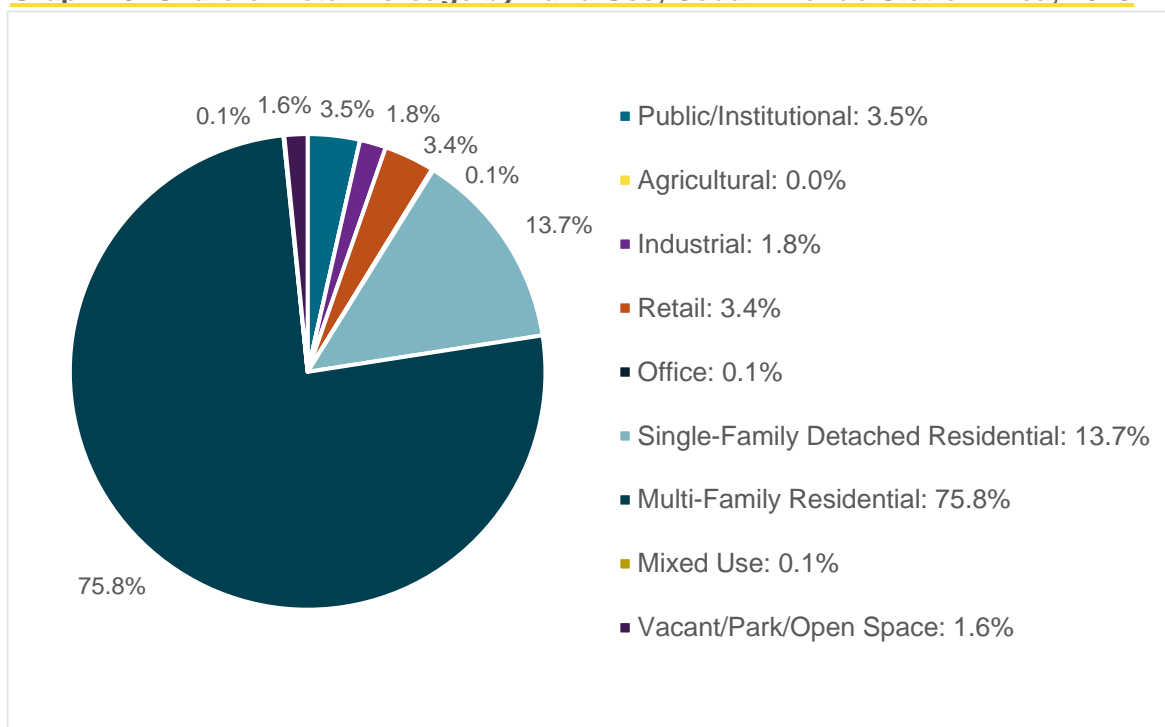
Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

Workers mostly commuted from Saint Paul (11.3 percent) and other areas of White Bear Lake (10.6 percent). The most popular places that station area residents commuted to include Saint Paul (19.0 percent), Minneapolis (9.6 percent) and White Bear Lake (9.5 percent).

## 16.3. REAL ESTATE CONSIDERATIONS

As shown in **Error! Reference source not found.**, the Cedar Avenue station area is dominated by multi-family residential development, which accounts for more than three-quarters of the total land area. These developments occur mostly east of Highway 61 and include senior living developments such as the Waters of White Bear Lake, the Boulders and Willow Wood Apartments, along with many unnamed multi-family buildings, townhomes and duplexes. There is also a notable share of single-family detached homes (13.7 percent of total land area). Non-residential uses are mostly centered around Highway 61 and include auto dealerships, light industrial uses and offices. There is no agricultural land in the station area and a minimal amount of mixed-use and office properties.

**Graph 45: Share of Total Acreage by Land Use, Cedar Avenue Station Area, 2018**



Source: Ramsey County; Kimley-Horn

There was limited new construction in the Cedar Avenue station area in the decade from 2010 to 2019 based on parcel data provided by Ramsey County. The White Bear Lake Public Works facility on Hoffman Road was completed in 2010 and The Waters of White Bear Lake senior living community at the intersection of Hoffman Road and Cedar Avenue was completed in 2016. There has been no other new residential or non-residential development within one-half mile of the proposed station since.



### Market Considerations

- The Cedar Avenue station area's predominant land use is residential, with higher-density residential uses to the east of Highway 61 and lower-density single-family neighborhoods to the west.
- Retail is concentrated along Highway 61, focusing on highway-oriented convenience tenants, as well as some auto-related uses.
- Office use is and will likely remain limited due to the disconnected land use pattern in the station area. Many modern office users are seeking locations that offer employees easy access to retail goods and services. The presence of Highway 61 creates an auto-centric environment that has fallen out of favor with many professional office developers.
- Flex and light industrial uses may seek a location in this area, attracted by the accessibility to Highway 61, as well as proximity to established neighborhoods that could represent a customer base. The addition of frequent and reliable transit to the area will be important to employees at the companies, potentially increasing attractiveness for future expansions and relocations.

## 16.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports have been included as Appendix B of this document. Qualitative factors like station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Residential development will likely focus to the east of Highway 61. Demand supports the development of a variety of product types, including single-family detached, townhouses/duplexes and multi-family. As available land becomes scarcer, development will likely focus on small infill projects in existing established neighborhoods. Opportunities for residential development west of Highway 61 will also be enhanced given proximity and accessibility to reliable transit.



It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that growth in jobs in the Twin Cities region could result in demand for more than 176,000 new housing units through 2038. Locations, like the Cedar Avenue station area, that will offer access to a variety of transportation options would be particularly attractive to capture some of the demand.

## Retail

Short-term demand for retail in the Cedar Avenue station area is limited. Residents are likely to travel to commercial nodes outside the station area to meet daily retail service needs, including the large concentration of big box offerings at the interchange of County Road E and I-35E. Long-term, the station area could support a limited amount of service retail, likely concentrated along Highway 61.



## Office

Office comprises only 0.4 percent of the total acreage in the County Road E station area. The area's disconnected land use pattern, limited pedestrian accessibility and lack of nearby amenities is likely to limit office development in the short-term. Longer-term, some limited office demand could be driven by front-office needs for flex and light industrial land uses. Free-standing multi-tenant office uses will continue to be limited. Enhancing pedestrian accessibility and streetscape/place design could accelerate demand for office in the Cedar Avenue station area.



## Flex and Light Industrial

The Cedar Avenue station area hosts a limited amount of flex space and light industrial land uses, but some are able to capitalize on access to Highway 61. Additional momentum in this sector will align with current product, as some users will require a front office in addition to warehouse or storage space in the back.

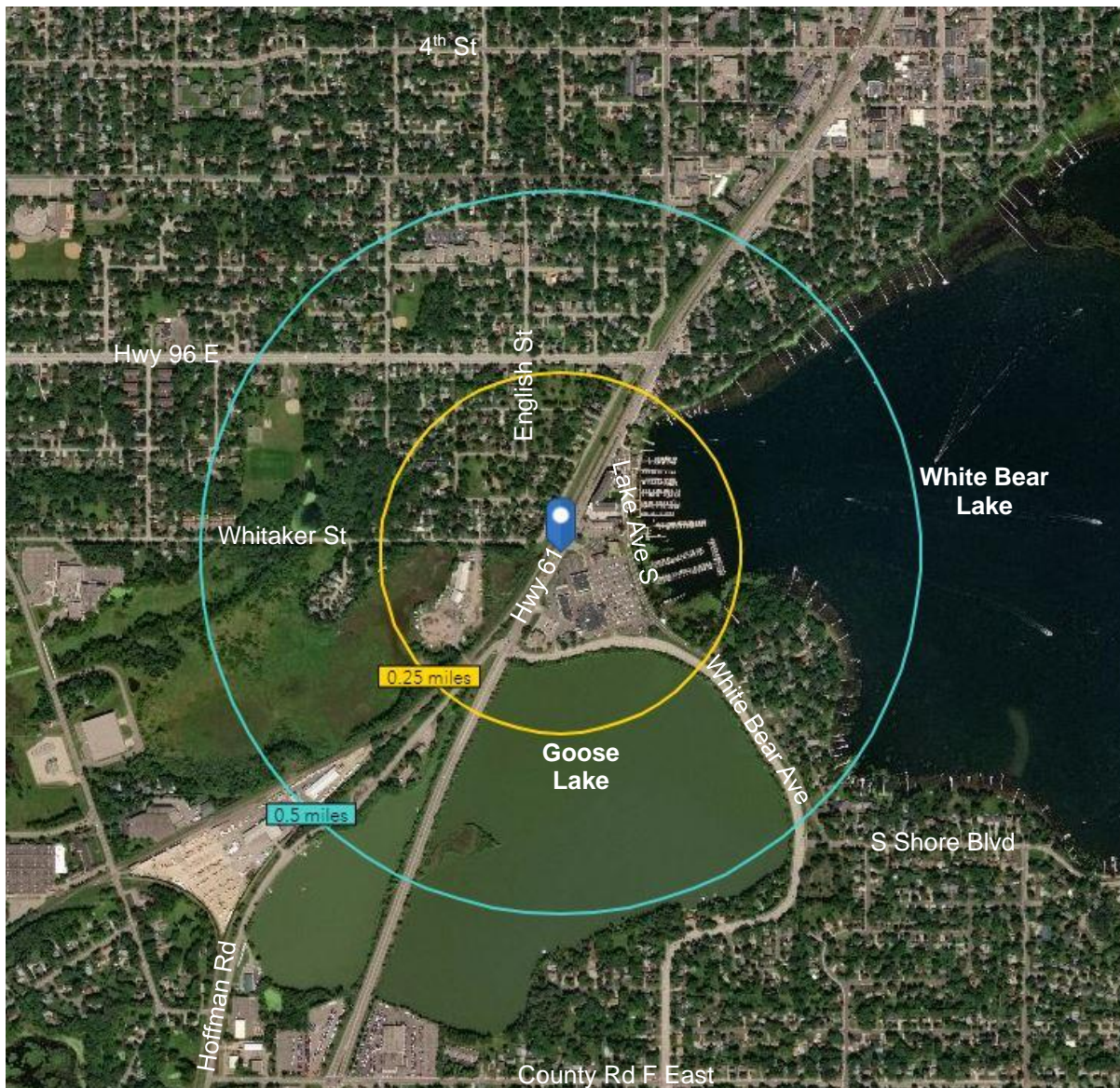


# 17. WHITAKER STREET STATION

## 17.1. STATION AREA CONTEXT

The Whitaker Street station in the city of White Bear Lake is located on a small isthmus of land between Goose Lake and White Bear Lake. The planned station location is at the intersection of Whitaker Road and Highway 61, adjacent to the White Bear Shopping Center. The station area is largely residential, primarily represented by established neighborhoods west of Highway 61 and north of Whitaker Street. White Bear Lake is one of the largest lakes in the Minneapolis-Saint Paul region and is a popular destination for recreation. The Whitaker Street station area does not contain any other proposed BRT stations or overlap with any other station areas.

**Map 16: Whitaker Street Station, 2018**

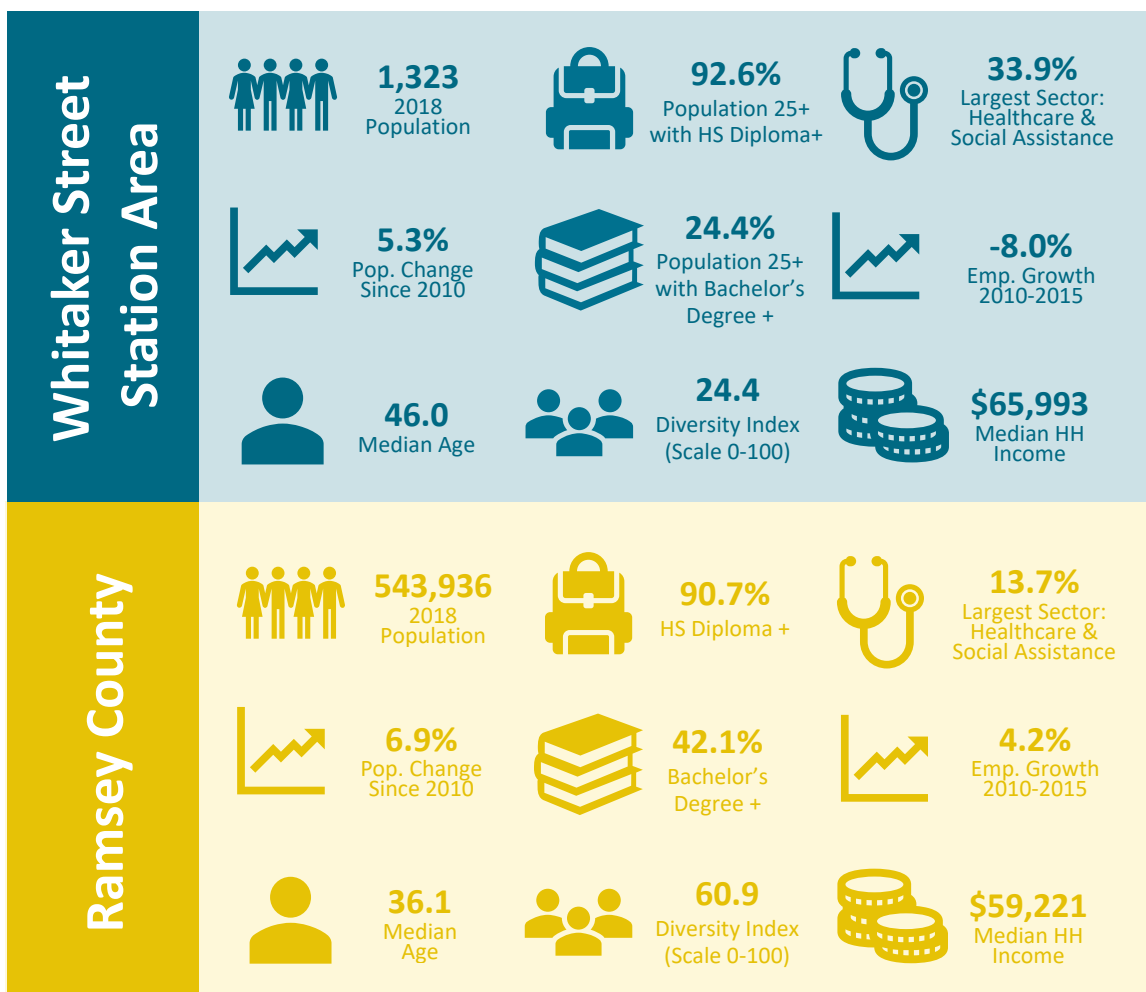


Source: ESRI; Kimley-Horn

## 17.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

The total population living within the Whitaker Street station area grew by 5.3 percent since 2010, reaching over 1,300 in 2018. Residents in this area are considerably older than the county average, with a median age of 46.0 compared to Ramsey County's 36.1. Residents in the area also tend to earn more and are less diverse and more likely to have at least a high school diploma than the rest of Ramsey County.

The station area employs fewer workers than all other station areas, with only 728 estimated jobs within one-half mile of the proposed station location. The area's daytime population is nearly 1,300, which discounts area residents that commute elsewhere for work. Healthcare & Social Assistance is the largest industry within the station area with approximately 247 workers, or 34 percent of the total workforce. This is likely driven by Cerenity Senior Care White Bear Lake, a large retirement home nearby. Retail Trade is the second largest employment sector, driven by tenants in the White Bear Shopping Center adjacent to the planned station location. The area's total employment base declined by more than 8 percent from 2010 to 2015, the most recent years for which data is available, a departure from county trends.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn



## Demographics

Residents in the Whitaker Street station area are comparably older than station areas to the south, with residents over the age of 65 making up more than 25 percent of the population, and those over 85 making up over 9 percent.

ESRI's Diversity Index measures an area's racial diversity and provides a score between 0 (no diversity) to 100 (complete diversity). The Whitaker Street station area scored a 24.4, indicating the area has little diversity. Just under 90 percent of the population within one-half mile of the proposed station in 2018 identified as white.

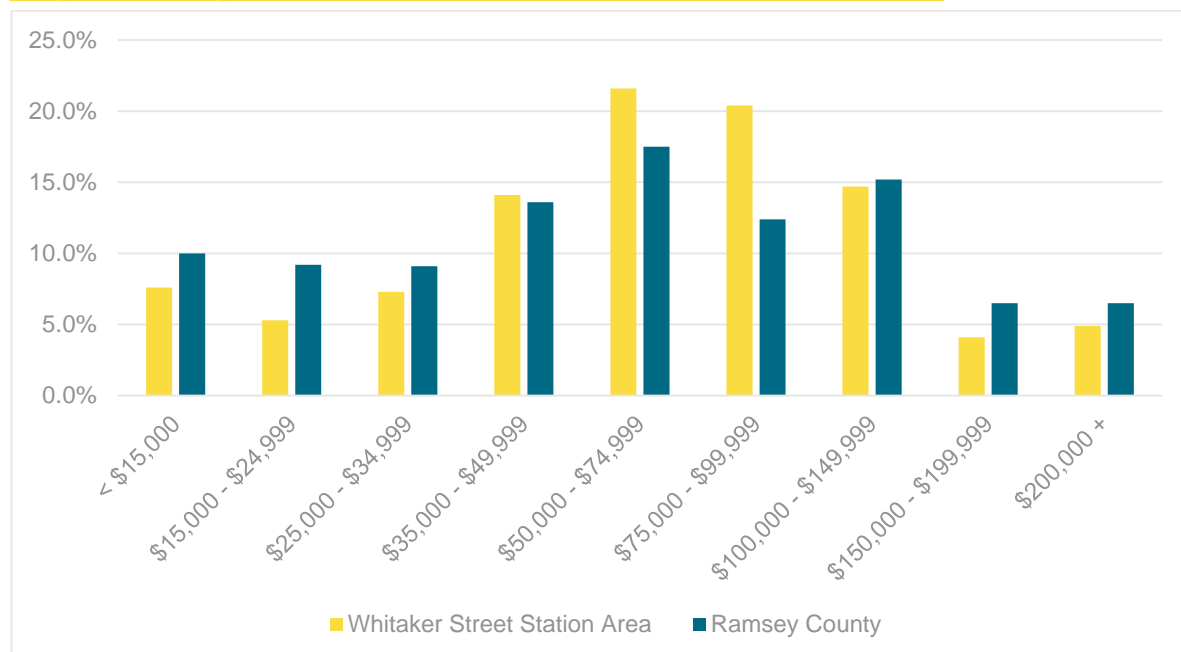
In 2018, the median household income within one-half-mile of the planned Whitaker Street station was \$65,993, 11.4 percent higher than the county median of \$59,221. Households earning annual incomes between \$50,000 and \$74,999 represent the most prevalent income cohort in the station area, followed closely by those earning between \$75,000 and \$99,999 annually (see Graph 47). Just over 40 percent of households in the station area have an annual income in this range, with very few households having very low or very high incomes.

**Graph 46: Population by Age Cohort, Whitaker Street Station Area, 2018**

9.3%	85+
7.1%	75-84
9.5%	65-74
13.5%	55-64
11.7%	45-54
13.1%	35-44
10.9%	25-34
9.1%	15-24
5.4%	10-14
5.4%	5-9
5.0%	0-4

Source: ESRI BAO Market Profile Report; Kimley-Horn

**Graph 47: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn

## Employment and Economics

According to 2018 data, there were 728 jobs within one-half mile of the planned Whitaker Street station. Healthcare & Social Assistance workers represent the largest sector concentration with approximately 247 jobs, or 33.9 percent of total employment. These jobs are concentrated in the Cerenity Senior Care center, as well as a Synergy Family Physicians office.

Other notable concentrations include Retail Trade and Other Services. Retail Trade workers account for 120 jobs, or 16.5 percent of the area's total employment. These jobs are centered in a few shopping establishments that are a part of the White Bear Shopping Center, including Kowalski's Market, MGM Wine & Spirits, White Bear Jewelers and St. Croix Cleaners.

Other Services, a roll-up category that includes employers that do not fit into typical sector categories, account for a relatively large 11.6 percent of area jobs. This relatively large share is likely driven by laundry services and repair and maintenance businesses in the area, as well as religious organizations.

As of 2015, nearly all residents within one-half mile of the Whitaker Street station worked outside the area, and nearly all employees working within the area lived more than one-half mile away. Only 1.1 percent of residents lived and worked within the area.

### Top Employment Sectors



#### Healthcare & Social Assistance

+/- 250 full-time jobs  
33.9% total job base



#### Retail Trade

+/- 120 full-time jobs  
16.5% total job base



#### Other Services

+/- 110 full-time jobs  
14.8% total job base



#### Manufacturing

+/- 70 full-time jobs  
9.3% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



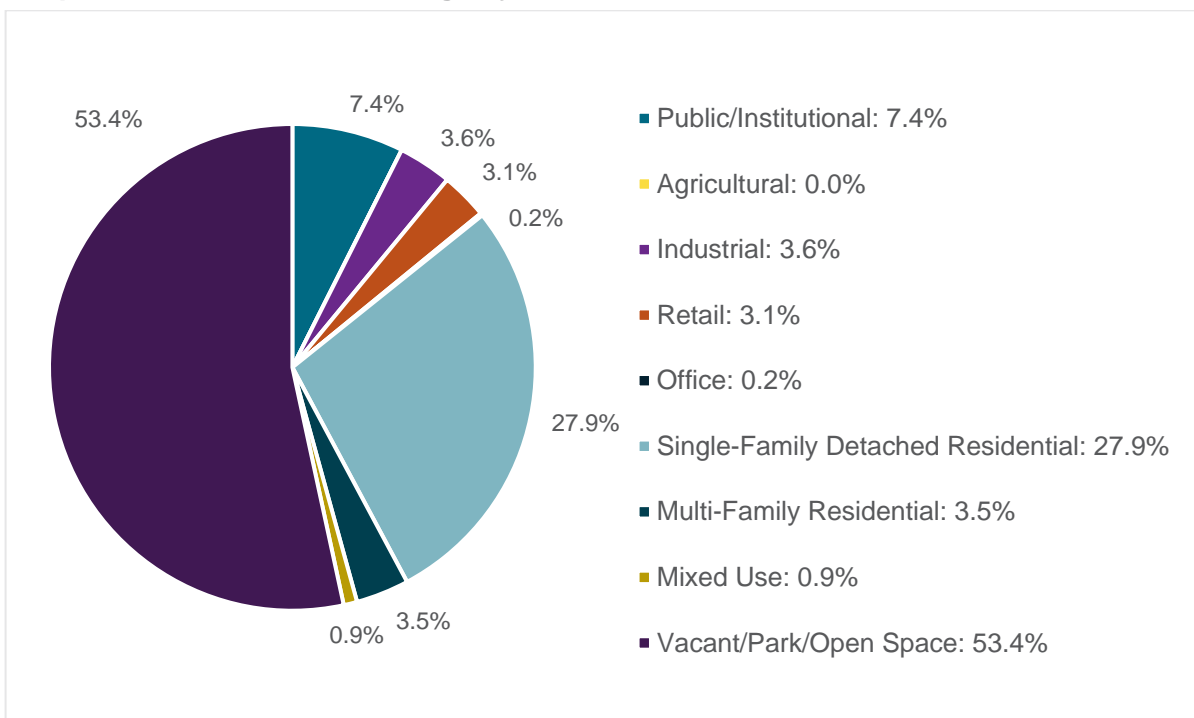
Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

Most commuters travel to or from other areas of White Bear Lake or Saint Paul. Although commute data lags behind employment data, and it is possible these numbers are outdated, development patterns and employment trends in the area are fairly stable.

## 17.3. REAL ESTATE CONSIDERATIONS

Just over half of the total land area near the Whitaker Street station is vacant; however, it is important to note that this share is skewed by a publicly-owned property that encompasses Goose Lake with no structures on it. Nearly 78 percent of the land classified as vacant contains Goose Lake, Columbia Park, Yost Park and Ramaley Park. The next largest use within the station area is single-family residential, which is the overwhelming development pattern throughout the northwest quadrant of the area. Together, public/institutional, industrial and retail uses make up approximately 14 percent of the total land area. Anchor land uses in this category include several places of worship, White Bear Shopping Center, Docks of White Bear Lake Marina and White Bear Lake Emergency Food Shelf.

**Graph 48: Share of Total Acreage by Land Use, Whitaker Street Station Area, 2018**



Source: Ramsey County; Kimley-Horn

According to parcel data obtained from Ramsey County, there were 17 new construction projects in the Whitaker Street station area between 2010 and 2019. A large majority were residential, with most being single-family detached homes in the northwest quadrant of the station area. One notable development is a waterfront mixed-use property, The Boatworks Commons, that contains an 85-unit apartment building and ground-level restaurant that was completed in 2014.

### Market Considerations

- Accessibility to reliable and frequent transit will offer a benefit to the White Bear Lake stations. Enhancing connectivity to major job concentrations to the south will have a positive impact on demand for a variety of real estate sectors in the area.
- Development potential in the Whitaker Street station area will likely have two diverse focuses: smaller infill projects in existing neighborhoods, largely centered around residential land uses, and on potential intensification of the White Bear Shopping Center, which could take a mixed-use form. The former public works site, west of Highway 61, also offers an opportunity for infill development on the west side of the highway.
- White Bear Lake represents a notable recreation amenity for the community. When possible, connections between the station, White Bear Shopping Center and the waterbody should be considered. Connectivity to the waterfront is an opportunity that is unique to this station area; additional enhancements (streetscape, wayfinding, corridor planning, etc.) to further establish pedestrian accessibility should be considered.
- Redevelopment of existing surface parking lots surrounding White Bear Shopping Center could offer development potential for introducing new mixed- or multi-use integrated land use patterns.

## 17.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports have been included as Appendix B of this document. Qualitative factors like station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Given the limited amount of vacant sites available for development, residential opportunities will be primarily focused on smaller-scale infill projects in the surrounding neighborhoods, as well as higher-density residential projects close to the planned Whitaker Street station location. The Boatworks Commons represents a supportable future development pattern that integrates multi-family residential units with ground-level retail. Redevelopment of existing surface parking lots or obsolete buildings in the Whitaker Street station area would offer an opportunity for new projects of a similar land use mixture and scale.



It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy.



This is particularly critical for households earning below the median income. The study suggests that growth in jobs in the Twin Cities region could result in demand for more than 176,000 new housing units through 2038. Locations, like the Whitaker Street station area, that will offer access to a variety of transportation options would be particularly attractive to capture some of the demand.

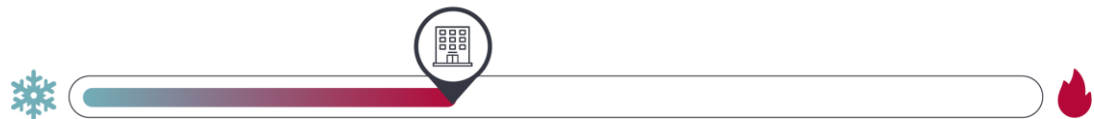
**Retail**

Given the established momentum of the White Bear Shopping Center, additional retail offerings would be supportable in the Whitaker Street station area. Retail could be incorporated into existing or new shopping centers and strip malls, or as ground-level spaces as part of a vertically integrated project. It should be noted that for long-term sustainability of the White Bear Shopping Center, repositioning of the structure should be considered. Currently, the shopping center has surface parking and is oddly situated on the property. Additionally, travelers on Highway 61 may find accessing the shopping center challenging, especially if they are unfamiliar with the area. Repositioning the structure could also offer new opportunities for additional development pads.



**Office**

In the short-term, office uses will likely continue to be limited in the Whitaker Street station area. On a national scale, recent trends in office site selection have favored locations that offer walkability to retail and dining options and access to transportation networks that allows for travel options. Although this station area does offer some walkability, located only one stop to the north, downtown White Bear Lake is likely to be a more attractive location for professional service office tenants than Whitaker Street. Longer-term, a limited amount of smaller-scale offices could be attracted to the area given its expansive views of White Bear Lake and accessibility to nearby retail offerings.

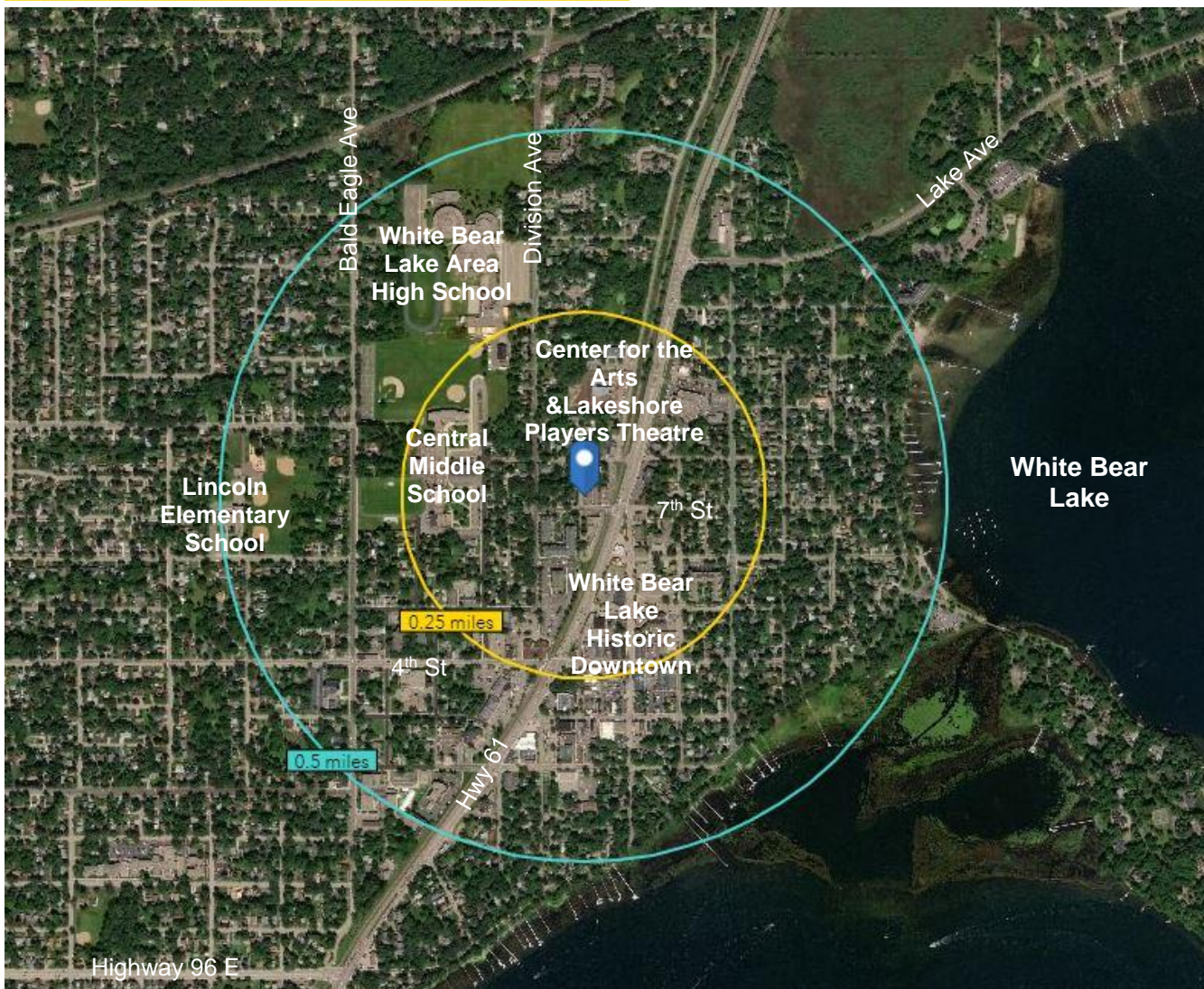


# 18. DOWNTOWN WHITE BEAR LAKE STATION

## 18.1. STATION AREA CONTEXT

Currently planned as the northern terminal station, the Downtown White Bear Lake station is at 7<sup>th</sup> Street and Washington Avenue, on the west side of Highway 61. The station is surrounded by a diverse mixture of land uses, anchored by the historic downtown, east of Highway 61, several highway-oriented commercial uses, public administration and education facilities and the community's established residential neighborhoods. The planned station location is one block west of Highway 61 and less than a 10-minute walk from the center of the historic downtown. The White Bear Center for the Arts facility and Lakeshore Players Theatre are a five-minute walk north of the planned station location. White Bear Lake Area High School – North Campus and Central Middle School are also in close proximity to the proposed station and the school district plans to expand this campus. There are no other BRT stations planned to be located within the Downtown White Bear Lake station area.

**Map 17: Downtown White Bear Lake Station, 2018**

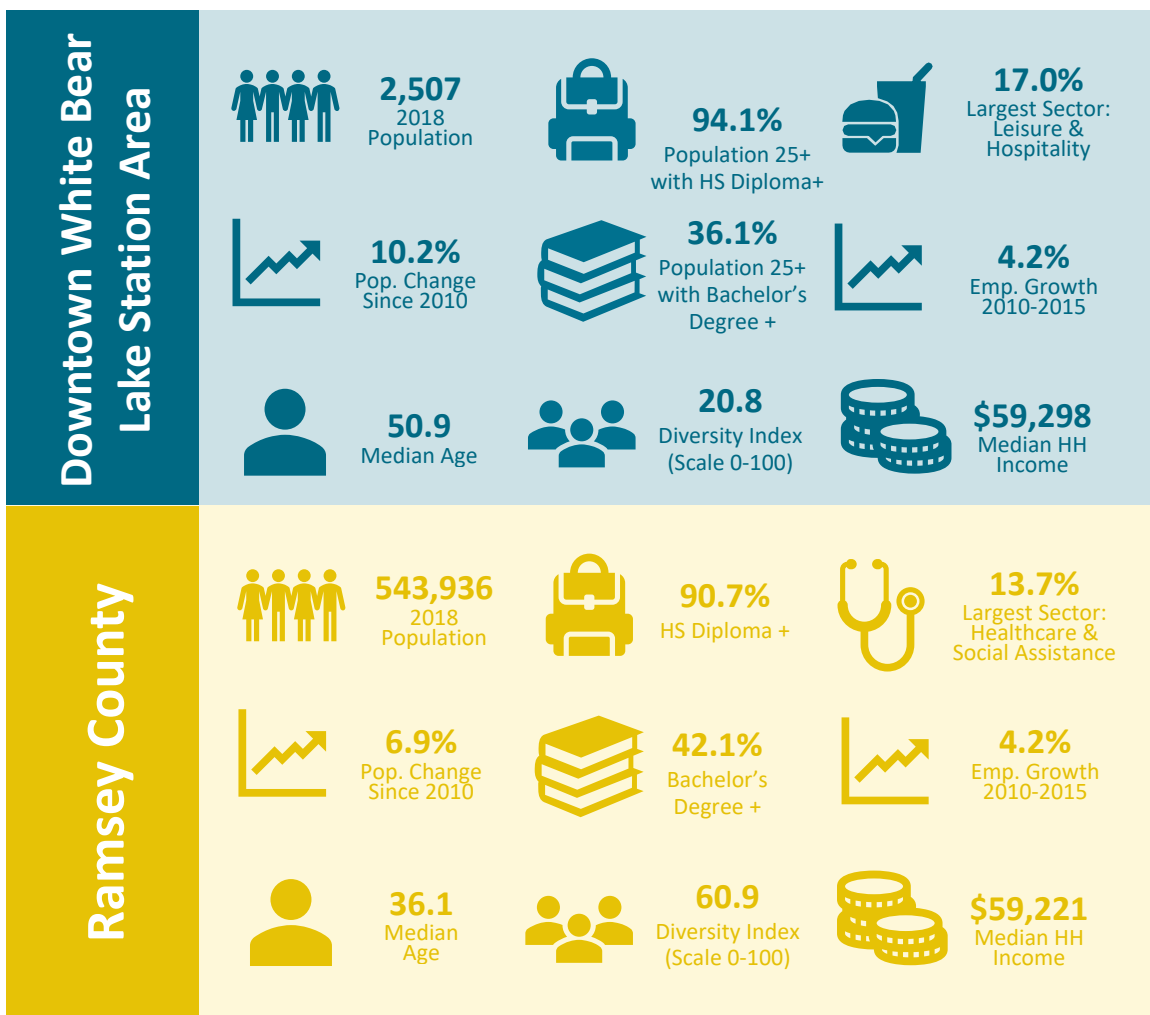


Source: ESRI BAO; Kimley-Horn

## 18.2. BASELINE DEMOGRAPHIC AND ECONOMIC PROFILE

More than 2,500 people live within one-half mile of the planned Downtown White Bear Lake station. The surrounding area has a high share of residential, retail, office and institutional uses. Residents in the Downtown White Bear Lake station area tend to be older and less diverse than the countywide average. The total population residing within the station area has grown 10.2 percent since 2010, compared with the countywide growth rate of 6.9 percent. Nearly 45 percent of residents are over the age of 55. The median household income of \$59,298 is comparable to the measure reported for Ramsey County.

There are nearly 2,500 employees in the area, increasing the daytime population to 3,850, which discounts area residents that commute elsewhere for work. Leisure & Hospitality and Educational Services represent the most common employment sectors, driven by a variety of shops located in the historic downtown and commercial uses that have gravitated toward the Highway 61 corridor. Total employment experienced a slight increase similar to countywide growth between 2010 and 2015, the most recent years for which data is available.



Source: ESRI BAO Market Profile Report; LEHD OnTheMap Work Area Profile Report; Kimley-Horn



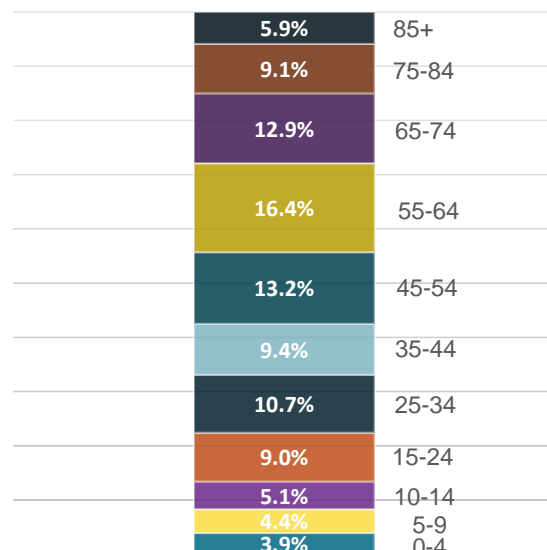
## Demographics

The Downtown White Bear Lake station area has a relatively older population when compared to station areas in the southern half of the proposed corridor. Approximately 44.3 percent of residents in the station area are over the age of 55 (see Graph 49).

ESRI's Diversity Index measures an area's racial diversity and provides a score between 0 (no diversity) to 100 (complete diversity). The Downtown White Bear Lake station area scored a 20.8, indicating very little racial diversity. In 2018, 91.2 percent of the station area population identified as white. This measure is much higher than Ramsey County's 70.1 percent share.

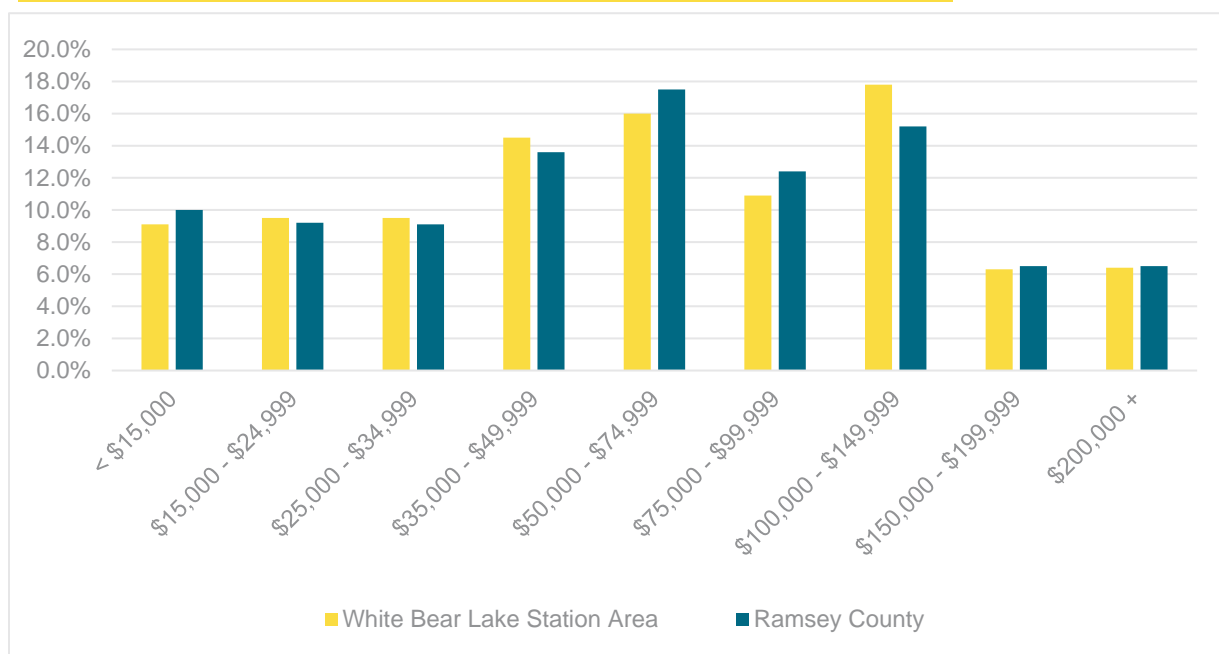
Households within one-half mile of the proposed Downtown White Bear Lake station earn a median income of \$59,298, nearly the same as the countywide measure of \$59,221. The median income for households within one-half mile of the Downtown White Bear Lake station area follow a similar pattern as larger Ramsey County, with a few exceptions (see Graph 50). The station area has higher shares of households earning an annual income of \$25,000 to \$49,999 and \$100,000 and \$149,999. Both geographies have nearly equal shares of the highest-earning cohorts.

**Graph 49: Population by Age Cohort, Downtown White Bear Lake Station Area, 2018**



Source: ESRI BAO Market Profile; Kimley-Horn

**Graph 50: Comparison of Median Household Income Cohorts, 2018**



Source: ESRI BAO Market Profile Report; Kimley-Horn



## Employment and Economics

Based on the most recent place-of-work employment data available, there were nearly 2,500 estimated jobs in the half-mile area surrounding the Downtown White Bear Lake station in 2018. The industry with the most employees is Leisure & Hospitality, comprising 21.2 percent of all area employment. This is likely due to the prevalence of dining and drinking establishments and performance venues.

The second largest industry is Educational Services, representing approximately 17.2 percent of the total job base. This industry is driven by the presence of several public and private schools within one-half mile of the planned station location.

The station area's Leisure & Hospitality and Retail Trade sectors are bolstered by their proximity to the historic downtown. On average, these industries typically pay comparatively lower wages, which often impacts commuting patterns due to the inability of low-wage workers to afford housing near their places of employment. In fact, for Ramsey County, the Leisure & Hospitality and Retail Trade sectors have annual wages that are 61.2 percent and 36.5 percent lower than the countywide average, respectively.

### Top Employment Sectors



**Leisure & Hospitality**  
+/- 530 full-time jobs  
21.2% total job base



**Educational Services**  
+/- 430 full-time jobs  
17.2% total job base



**Other Services**  
+/- 305 full-time jobs  
12.2% total job base

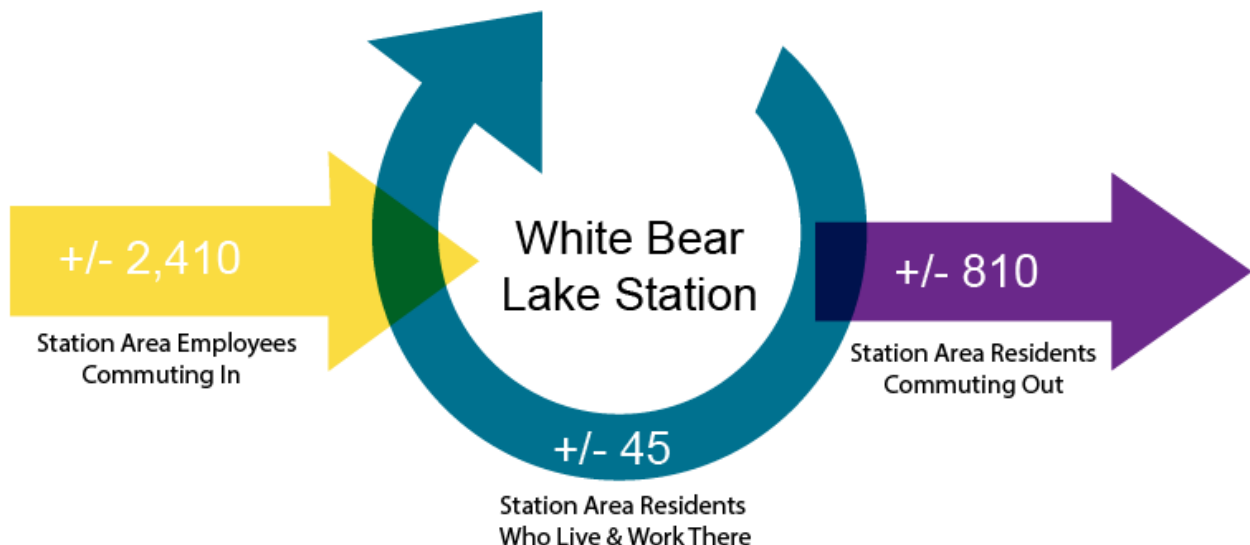


**Public Administration**  
+/- 260 full-time jobs  
10.4% total job base



**Retail Trade**  
+/- 230 full-time jobs  
9.1% total job base

Source: ESRI BAO Business Summary Report; Kimley-Horn



Source: ESRI BAO Business Summary Report; US Census Bureau LEHD OnTheMap; Kimley-Horn

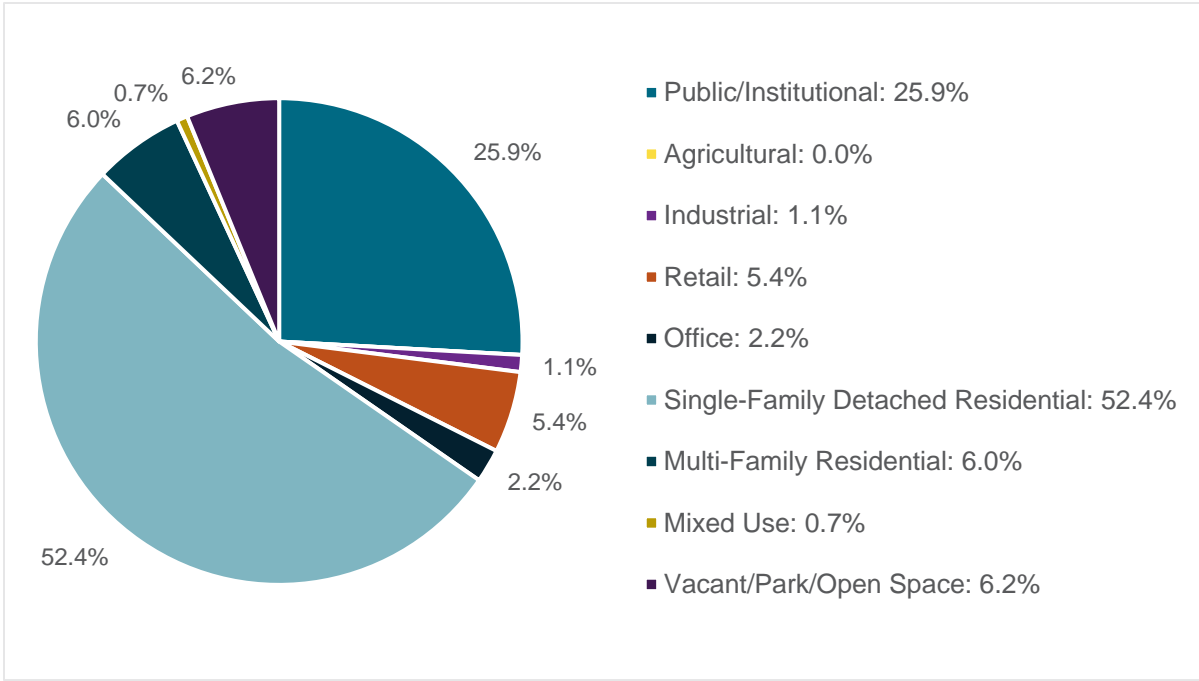
Within a half-mile radius from the planned Downtown White Bear Lake station location, nearly three times as many people commute in for employment as residents who leave for work.

While approximately 19.1 percent of employees within one-half mile of the planned station are traveling in from other areas of White Bear Lake, other common locations are Hugo (6.7 percent), Saint Paul (6.1 percent), Forest Lake (3.2 percent) and Vadnais Heights (2.9 percent).

### 18.3. REAL ESTATE CONSIDERATIONS

Situated in a traditional downtown setting, single-family detached residential is the primary use in the half-mile area surrounding the planned Downtown White Bear Lake station (52.4 percent), followed by public/institutional (25.9 percent) (see **Error! Reference source not found.**). Approximately one-third of the land classified as vacant is parkland or open space. There is no agricultural land in the area. Anchoring land uses include White Bear Lake Area High School, Central Middle School and Lincoln Elementary School. The historic section of downtown White Bear Lake, which is within the station area, contains a mix of retailers, restaurants and professional and governmental offices.

**Graph 51: Share of Total Acreage by Land Use, White Bear Lake Station Area, 2018**



Source: Ramsey County; Kimley-Horn

In the decade from 2010 to 2019, there were 21 new construction projects within one-half mile of the proposed Downtown White Bear Lake station according to parcel data provided by Ramsey County. All but one of these projects were infill single-family detached or townhome units. The only new non-residential development in the area was the Lakeshore Players Theatre, which was completed in 2017.

### Market Considerations

- Lacking significant areas of developable vacant land, much of the future development potential will primarily take the form of infill or redevelopment opportunities. Accessibility to reliable and frequent BRT service will increase the feasibility of integrating all land use types/real estate sectors into a mixed-use land use pattern, which could aid in expanding the footprint of the downtown to the west side of Highway 61.
- The historic downtown area is a destination for people living in White Bear Lake and beyond, creating retail demand beyond what could be generated solely by residents. The planned station is less than a 10-minute walk from the center of downtown.
- Given the large hospitality and service sector employment base, driven by downtown retail establishments, a new BRT station in this area will better connect workers to the area.
- The station area is currently well-served by a variety of transportation corridors, connecting White Bear Lake north to south via Highway 61 and east to west via Highway 96. The area also offers bicycle and pedestrian accommodations.
- Momentum in the area has largely been concentrated on the east side of Highway 61, focusing on the historic downtown. The location of the planned station on the west side of Highway 61 could catalyze redevelopment in this area of White Bear Lake. There are several underutilized properties near the station, and activity surrounding the Center for the Arts should be leveraged.
- White Bear Lake's successful downtown area, coupled with accessibility to Highway 61, creates opportunity for both destination and convenience retail uses.
- White Bear Lake represents a notable recreation amenity for the community; when possible, connections between the station, downtown White Bear Lake and the waterbody should be considered.

## 18.4. STATION AREA MARKET OPPORTUNITIES

Station area market opportunities are based on a review of quantitative and qualitative factors. Quantitative factors are highlighted throughout these existing conditions profiles, including demographic, employment and land use metrics. As a point of reference, regionally-focused real estate reports have been included as Appendix B of this document. Qualitative factors like station location, area access, visibility and quality of life are also incorporated to define future opportunities.

### Residential

Existing residential product within a half-mile radius of the planned station location is largely represented by established neighborhoods with higher than average price points. Connectivity to the historic portion of downtown White Bear Lake is a notable amenity for existing and future households. The addition of a new BRT station enhances connectivity regionally, an important consideration for a variety of housing unit types. Infill and redevelopment opportunities will take many forms in the Downtown White Bear Lake station area, including single-family detached, townhouse or attached and multi-family products.



It should be noted that a study linking housing accessibility to economic prosperity was prepared for the Twin Cities region by the Family Housing Fund (*Housing and Economic Growth in the Twin Cities Region, 2019*). The study highlights the importance of housing in areas that are well-connected to employment options, transportation and other services and amenities. Key findings suggest that there is a significant need for housing across the entire state of Minnesota to support a growing economy. This is particularly critical for households earning below the median income. The study suggests that growth in jobs in the Twin Cities region could result in demand for more than 176,000 new housing units through 2038. Locations, like the Downtown White Bear Lake station area, that will offer access to a variety of transportation options would be particularly attractive to capture some of the demand.

## Retail

Although an analysis of retail gaps in the corridor indicated that there is limited demand for convenience-based retail, the Downtown White Bear Lake station area represents an opportunity for future development in this sector. While many retailers will either gravitate toward the core of downtown (niche and local retail) or the Highway 61 corridor (national or regional and highway-oriented retail) in the short term, the station location on the west side of Highway 61 could be leveraged as a catalyst for future redevelopment efforts. Retail is a likely component of future development that could capitalize on the established success of downtown. The proximity to the Center for the Arts and Lakeshore Players Theatre could support the development of a local arts district, which could differentiate this area from the downtown.



## Office

The Downtown White Bear Lake station presents a future opportunity to attract a variety of smaller-scale office users, particularly those providing services for local residents. This could include, but is not limited to, professional, financial and legal services. On a national scale, recent trends in office site selection have favored locations that offer walkability to retail and dining options and a thick, or layered, transportation network that allows for travel options. While the core of downtown will likely capture most demand in White Bear Lake in the short term, this station's proximity to the urban core creates opportunity to attract office users west of Highway 61 in the long term. Residential and retail uses are likely to be developed first, creating a more attractive environment for offices on the west side of Highway 61.







## **APPENDIX B:**

# ***SUPPORTING REAL ESTATE REPORTS***

## Section 1 - Current Metro Rent Details

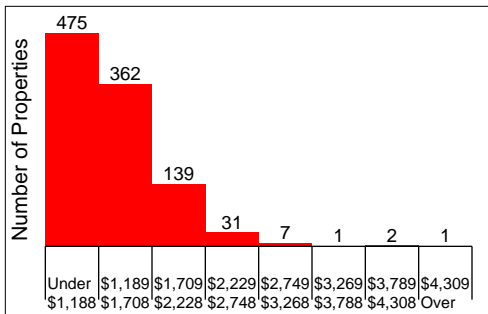
Asking Rent by Age

Year Built	Rent
Before 1970	\$1,066
1970-1979	\$1,152
1980-1989	\$1,396
1990-1999	\$1,521
2000-2009	\$1,661
After 2009	\$1,964
All	\$1,356

As of 09/30/19

Asking Rent Distribution

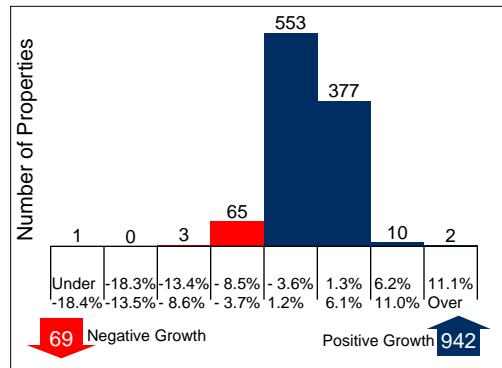
Low	25%	Mean	Median	75%	High
\$827	\$1,020	\$1,356	\$1,212	\$1,565	\$2,311



As of 09/30/19

Asking Rent Growth Rate Distribution

Low	25%	Mean	Median	75%	High
- 4.6%	- 1.4%	1.6%	0.4%	2.4%	5.3%



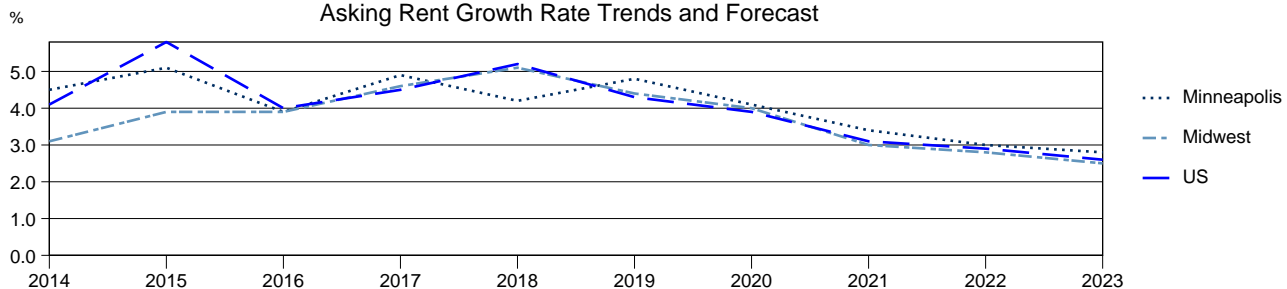
Qtr Ending 09/30/19

## Section 2 - Rent Growth Comparisons

		Asking Rent Growth					
		Quarterly			Annualized		
		3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Yr Forecast
		Minneapolis	Midwest	United States	12/31/18	12/31/18	12/31/18
	Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18

Metro Rank Compared to:	Total Metros	Metro Ranks					
		3Q19	2Q19	YTD	1 Year	3 Year	5 Yr Forecast
Midwest	13	2	5	4	11	7	3
United States	82	8	29	23	58	40	18

Asking Rent Growth Rate Trends and Forecast



Period ending 12/31/23

## Section 3 - Current Metro Vacancy Details

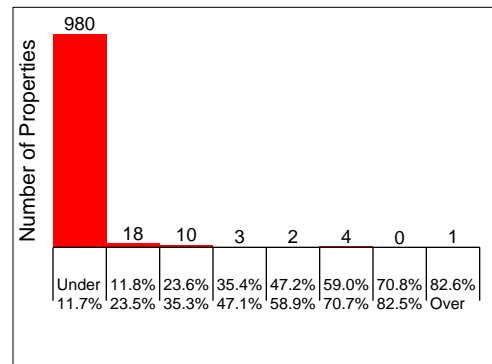
Vacancy Rate By Age

Year Built	Vac. Rate
Before 1970	2.8%
1970-1979	3.0%
1980-1989	3.6%
1990-1999	2.4%
2000-2009	3.7%
After 2009	8.2%
All	4.1%

As of 09/30/19

Vacancy Rate Distribution

Low	25%	Mean	Median	75%	High
0.0%	1.4%	4.1%	2.8%	4.8%	12.8%

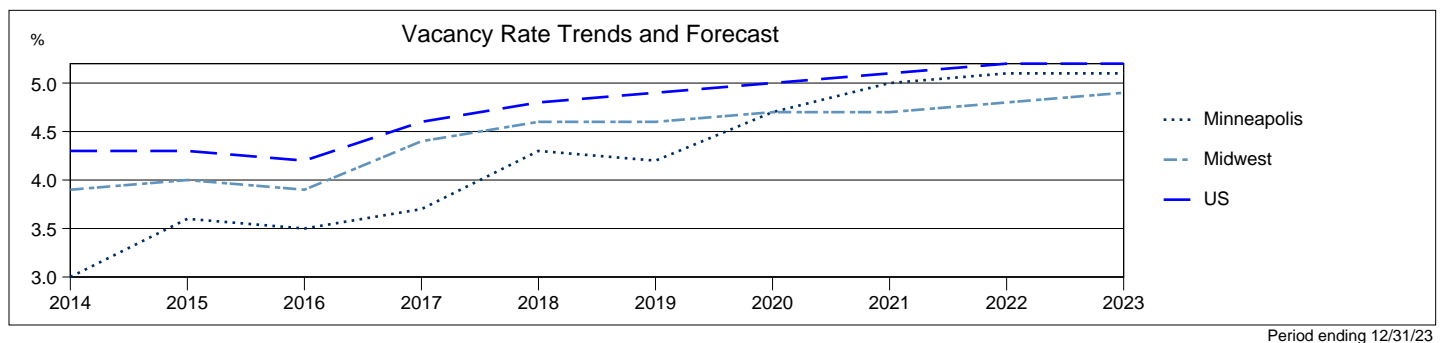


As of 09/30/19

## Section 4 - Vacancy Rate Comparisons

	Vacancy Rates						
	Quarterly			Annualized			
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year	5 Yr Forecast
Minneapolis	4.1%	4.0%	4.0%	4.0%	3.8%	3.5%	4.8%
Midwest	4.5%	4.5%	4.5%	4.5%	4.2%	4.1%	4.7%
United States	4.7%	4.7%	4.7%	4.7%	4.5%	4.4%	5.1%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18	12/31/23

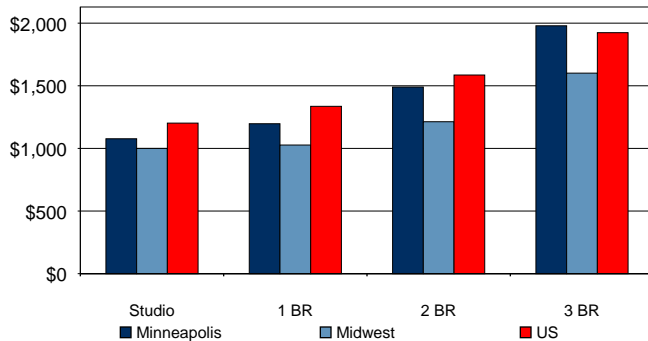
Metro Rank Compared to:	Total Metros	Metro Ranks						
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year	5 Yr Forecast
Midwest	13	4	3	4	2	3	3	5
United States	82	27	23	25	19	21	17	31



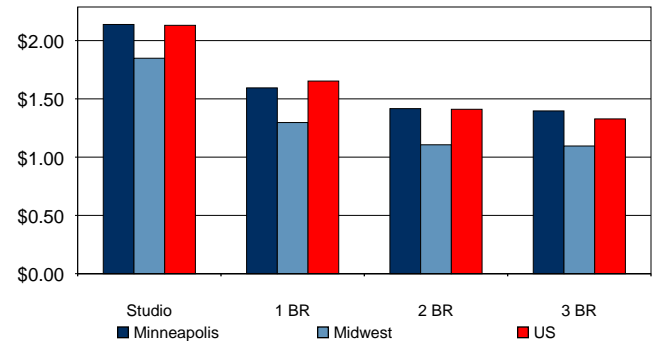
## Section 5 - Metro Unit Mix Rent Details

Current Metro Average Rents and Sizes				Asking Rent Growth					
	3Q 2019			Quarterly			Annualized		
	Rent	Avg. SF	Avg. Rent PSF	3Q19	2Q19	YTD	1 Year	3 Year	5 Year
Studio/Efficiency	\$1,077	504	\$ 2.14	0.9%	0.9%	2.9%	4.4%	4.4%	6.3%
One Bedroom	\$1,197	751	\$ 1.59	1.2%	1.4%	2.7%	4.9%	4.4%	4.7%
Two Bedroom	\$1,490	1052	\$ 1.42	1.8%	1.5%	4.0%	3.5%	4.1%	4.4%
Three Bedroom	\$1,979	1417	\$ 1.40	2.6%	2.3%	5.0%	5.1%	5.6%	4.5%
Average over period ending:				09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18

### Asking Rent Comparisons



### Asking Rent Per SF



	Studio	1 BR	2 BR	3 BR
Minneapolis	\$1,077	\$1,197	\$1,490	\$1,979
Midwest	\$1,000	\$1,027	\$1,213	\$1,601
United States	\$1,202	\$1,336	\$1,586	\$1,924

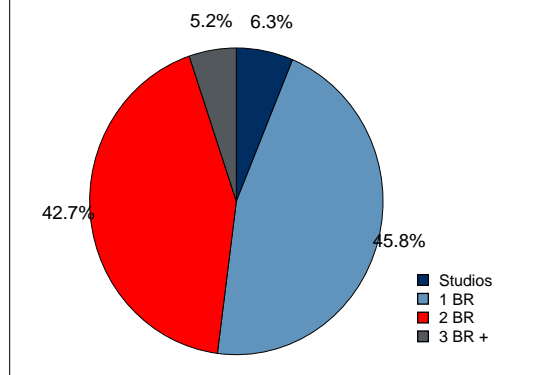
As of 09/30/19

	Studio	1 BR	2 BR	3 BR
Minneapolis	\$ 2.14	\$ 1.59	\$ 1.42	\$ 1.40
Midwest	\$ 1.85	\$ 1.30	\$ 1.11	\$ 1.10
United States	\$ 2.13	\$ 1.65	\$ 1.41	\$ 1.33

As of 09/30/19

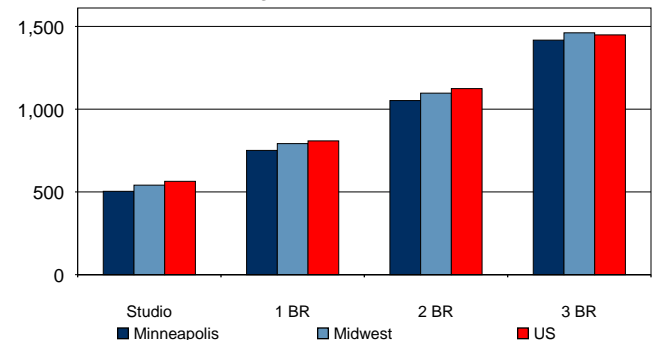
## Section 6 - Metro Unit Mix Inventory Details

### Metro Unit Mix



As of 09/30/19

### Average Unit Size (SF)



As of 09/30/19



## Section 7 - Metro Inventory Details

### Inventory By Building Age

Year Built	Percent
Before 1970	24.0%
1970-1979	23.0%
1980-1989	22.0%
1990-1999	5.0%
2000-2009	8.0%
After 2009	19.0%
All	100.0%

As of 09/30/19

### Apartment Stock Traits

	Metro			
	Low	Mean	Median	High
Year Built	1920	1983	1980	2019
Size (units)	42	146	118	833
Distance to Highway (miles)	0	0.5	0.3	2.3
Distance to CBD (miles)	2.4	11.3	11.2	23.4
Distance to Landmark (miles)	0.3	4.8	4.2	14.1

As of 09/30/19 Landmark =Mississippi River

### Average Metro Lease Terms

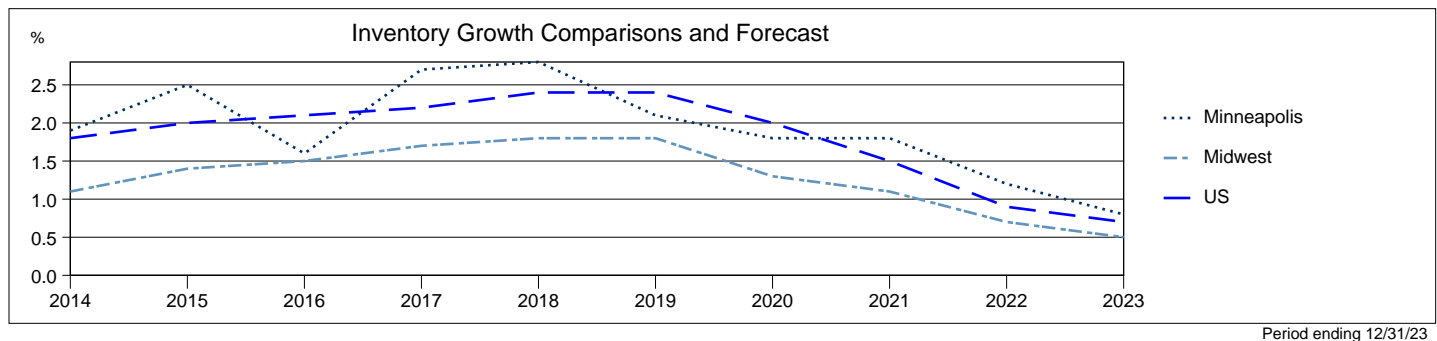
Free Rent (mos)	Expenses % (Apartment)
0.43	52.0%

As of 09/30/19

## Section 8 - Inventory Growth Comparisons

	Inventory Growth Rates						
	Quarterly			Annualized			
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year	5 Yr Forecast
Minneapolis	0.5%	0.6%	0.4%	2.8%	2.4%	2.3%	1.5%
Midwest	0.3%	0.4%	0.3%	1.8%	1.7%	1.5%	1.1%
United States	0.4%	0.4%	0.4%	2.4%	2.2%	2.1%	1.5%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18	12/31/23

Metro Rank Compared to:	Total Metros	Metro Ranks						
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year	5 Yr Forecast
Midwest	13	4	3	4	3	3	3	2
United States	82	26	23	33	27	26	29	32



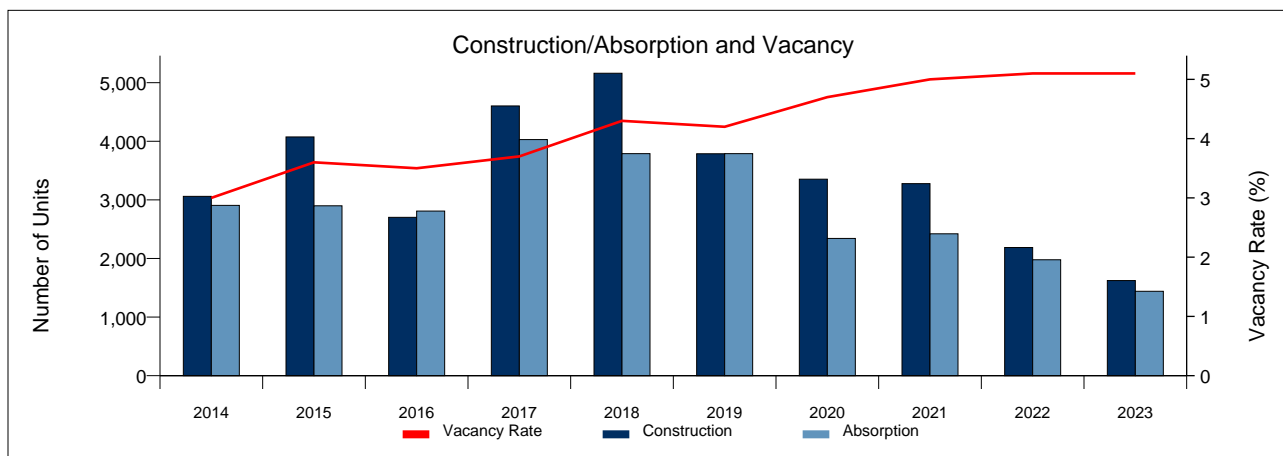
## Section 9 - Construction/Absorption Change

### Construction and Absorption

	Quarterly								
	3Q19			2Q19			YTD Avg		
	Units Built	Units Absorbed	Con/Abs Ratio	Units Built	Units Absorbed	Con/Abs Ratio	Units Built	Units Absorbed	Con/Abs Ratio
	922	731	1.3	1,061	991	1.1	766	819	0.9
Minneapolis									
Midwest	6,069	5,185	1.2	6,862	6,899	1.0	5,979	6,467	0.9
Average over period ending:	09/30/19	09/30/19	09/30/19	06/30/19	06/30/19	06/30/19	09/30/19	09/30/19	09/30/19

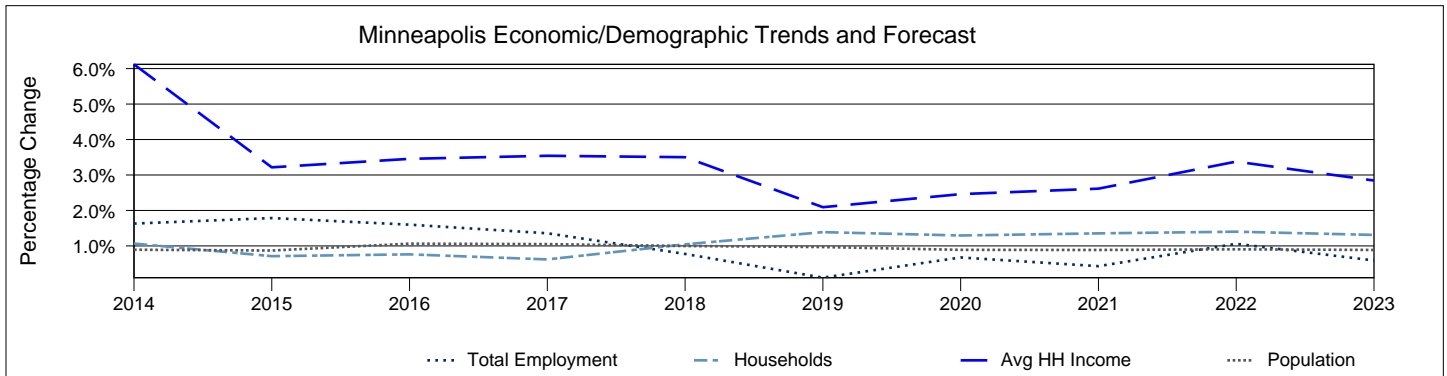
	Annualized								
	1 Year History			3 Year History			5 Year History		
	Units Built	Units Absorbed	Con/Abs Ratio	Units Built	Units Absorbed	Con/Abs Ratio	Units Built	Units Absorbed	Con/Abs Ratio
	5,161	3,789	1.4	4,155	3,542	1.2	3,920	3,286	1.2
Minneapolis									
Midwest	34,068	28,144	1.2	30,347	25,069	1.2	26,886	23,835	1.1
Average over period ending:	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18

	Annualized		
	5 Year Forecast		
	Units Built	Units Absorbed	Con/Abs Ratio
	2,845	2,394	1.2
Minneapolis			
Midwest	20,663	18,703	1.1
Average over period ending:	12/31/23	12/31/23	12/31/23

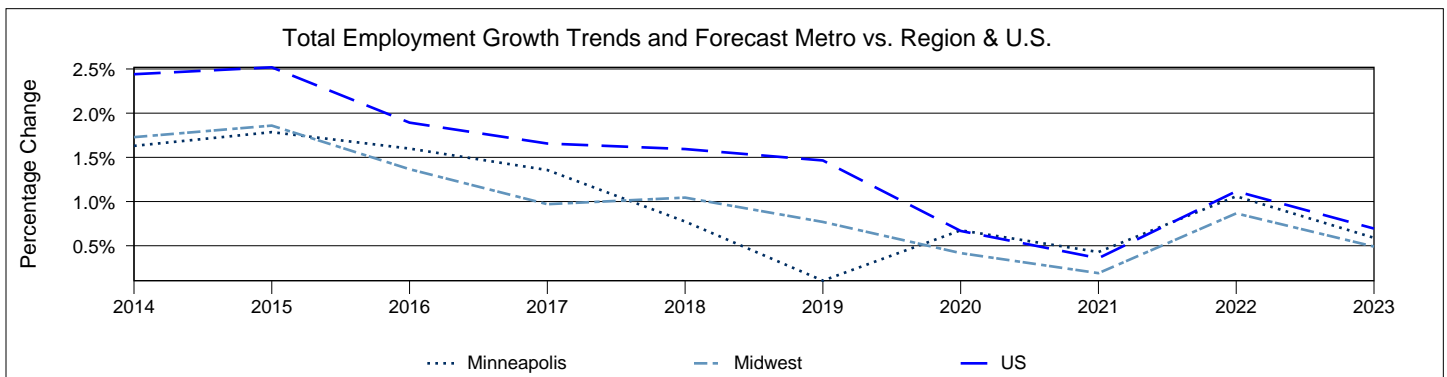


Period ending 12/31/23

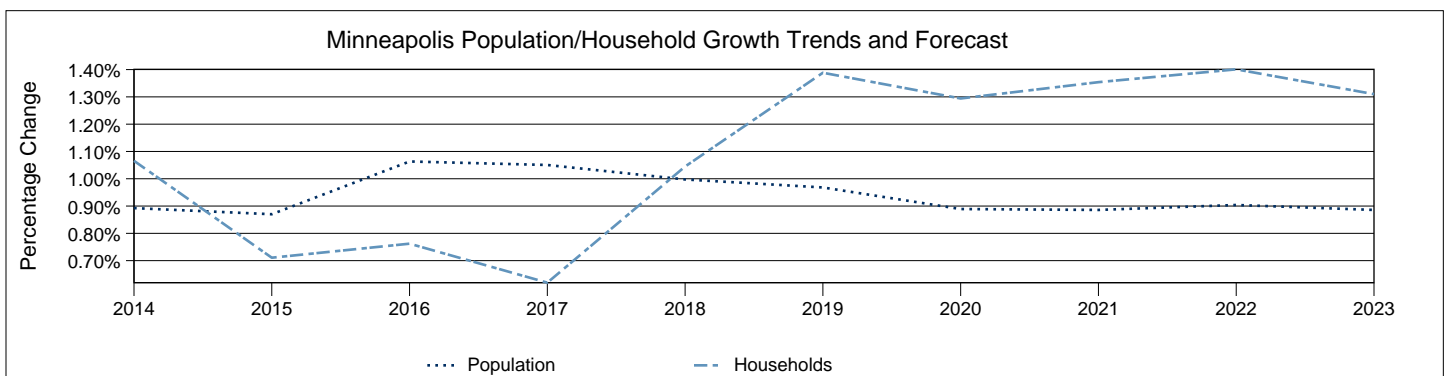
## Section 10 - Economic and Demographic Trends



Provided by Moody's Economy.com, Period ending 12/31/23

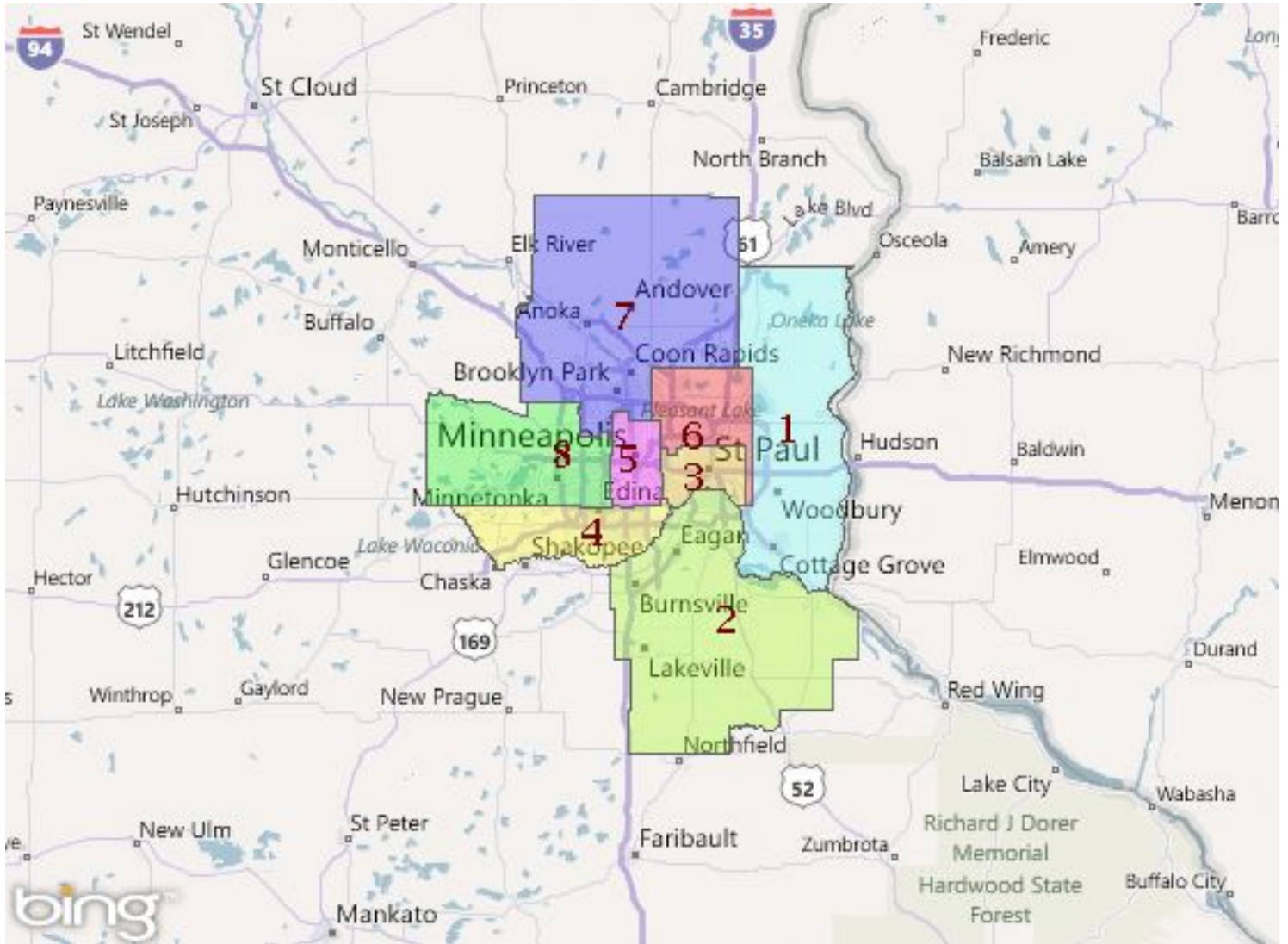


Provided by Moody's Economy.com, Period ending 12/31/23



Provided by Moody's Economy.com, Period ending 12/31/23

## Section 11 - Metro Area Map: Minneapolis





## Section 12 - Metro Data

Year	Qtr	Inventory SF/Units	Completions	Inventory Growth%	Vacant Stock	Vacancy Rate	Vacancy Change(BPS)	Occupied Stock	Net Absorption	Asking Rent	Ask Rent % Chg
2014	Y	162,735	3,060	1.9%	4,868	3.0%	0	157,867	2,906	\$1,098	4.5%
2015	Y	166,809	4,074	2.5%	6,043	3.6%	60	160,766	2,899	\$1,154	5.1%
2016	Y	169,511	2,702	1.6%	5,936	3.5%	-10	163,575	2,809	\$1,199	3.9%
2017	Q4	174,114	1,057	0.6%	6,510	3.7%	30	167,604	489	\$1,259	0.8%
2017	Y	174,114	4,603	2.7%	6,510	3.7%	20	167,604	4,029	\$1,259	4.9%
2018	Q1	175,357	1,243	0.7%	6,974	4.0%	30	168,383	779	\$1,273	1.2%
2018	Q2	177,136	1,779	1.0%	7,095	4.0%	0	170,041	1,658	\$1,290	1.4%
2018	Q3	178,092	956	0.5%	7,497	4.2%	20	170,595	554	\$1,305	1.1%
2018	Q4	179,044	1,183	0.5%	7,651	4.3%	10	171,393	798	\$1,311	0.5%
2018	Y	179,044	5,161	2.8%	7,651	4.3%	60	171,393	3,789	\$1,311	4.2%
2019	Q1	179,359	315	0.2%	7,230	4.0%	-30	172,129	736	\$1,316	0.4%
2019	Q2	180,420	1,061	0.6%	7,300	4.0%	0	173,120	991	\$1,335	1.5%
2019	Q3	181,342	922	0.5%	7,491	4.1%	10	173,851	731	\$1,356	1.6%
2019	Y	182,831	3,787	2.1%	7,649	4.2%	-10	175,182	3,789	\$1,374	4.8%
2020	Y	186,184	3,353	1.8%	8,660	4.7%	50	177,524	2,342	\$1,430	4.1%
2021	Y	189,461	3,277	1.8%	9,516	5.0%	30	179,945	2,421	\$1,479	3.4%
2022	Y	191,648	2,187	1.2%	9,725	5.1%	10	181,923	1,978	\$1,524	3.0%
2023	Y	193,271	1,623	0.8%	9,908	5.1%	0	183,363	1,440	\$1,567	2.8%

Year	Qtr	Effective Rent	Eff Rent % Chg	Cons/Abs	Abs/Occ Stock%	Population	Pop% Chg	Employment	Emp% Chg	Households	HH% Chg	Avg HH Income	AHHI% Chg
2014	Y	\$1,066	4.6%	1.1	1.8%	3,505,620	0.9%	1,906,170	1.6%	1,373,220	1.1%	\$140,880	6.1%
2015	Y	\$1,118	4.9%	1.4	1.8%	3,536,120	0.9%	1,940,200	1.8%	1,382,980	0.7%	\$145,410	3.2%
2016	Y	\$1,162	3.9%	1.0	1.7%	3,573,720	1.1%	1,971,230	1.6%	1,393,520	0.8%	\$150,435	3.5%
2017	Q4	\$1,212	0.6%	2.2	0.3%	3,611,260	0.3%	1,997,970	0.2%	1,402,150	0.2%	\$155,763	1.3%
2017	Y	\$1,212	4.3%	1.1	2.4%	3,611,260	1.1%	1,997,970	1.4%	1,402,150	0.6%	\$155,763	3.5%
2018	Q1	\$1,227	1.2%	1.6	0.5%	3,620,320	0.3%	2,005,530	0.4%	1,405,480	0.2%	\$156,460	0.4%
2018	Q2	\$1,243	1.3%	1.1	1.0%	3,629,190	0.2%	2,010,730	0.3%	1,408,250	0.2%	\$158,692	1.4%
2018	Q3	\$1,257	1.1%	1.7	0.3%	3,638,230	0.2%	2,020,070	0.5%	1,412,040	0.3%	\$160,206	1.0%
2018	Q4	\$1,261	0.4%	1.5	0.5%	3,647,280	0.2%	2,013,430	-0.3%	1,416,800	0.3%	\$161,217	0.6%
2018	Y	\$1,261	4.0%	1.4	2.2%	3,647,280	1.0%	2,013,430	0.8%	1,416,800	1.0%	\$161,217	3.5%
2019	Q1	\$1,267	0.4%	0.4	0.4%	3,656,300	0.2%	2,013,200	0.0%	1,421,030	0.3%	\$161,649	0.3%
2019	Q2	\$1,287	1.6%	1.1	0.6%	3,665,240	0.2%	2,008,130	-0.3%	1,425,550	0.3%	\$162,569	0.6%
2019	Q3	\$1,307	1.5%	1.3	0.4%	3,674,000	0.2%	2,011,700	0.2%	1,431,100	0.4%	\$163,434	0.5%
2019	Y	\$1,320	4.6%	1.0	2.2%	3,682,590	1.0%	2,015,540	0.1%	1,436,470	1.4%	\$164,589	2.1%
2020	Y	\$1,371	3.9%	1.4	1.3%	3,715,330	0.9%	2,029,130	0.7%	1,455,060	1.3%	\$168,638	2.5%
2021	Y	\$1,413	3.1%	1.4	1.3%	3,748,240	0.9%	2,037,830	0.4%	1,474,760	1.4%	\$173,047	2.6%
2022	Y	\$1,453	2.8%	1.1	1.1%	3,782,120	0.9%	2,059,420	1.1%	1,495,420	1.4%	\$178,893	3.4%
2023	Y	\$1,492	2.7%	1.1	0.8%	3,815,620	0.9%	2,071,560	0.6%	1,515,010	1.3%	\$183,979	2.8%

## About Reis

Reis provides commercial real estate market information and analytical tools to real estate professionals through its Reis Services subsidiary. Reis Services, including its predecessors, was founded in 1980. Reis maintains a proprietary database containing detailed information on commercial properties in metropolitan markets and neighborhoods throughout the U.S. The database contains information on apartment, office, retail, warehouse/distribution, flex/research & development, self storage, seniors housing properties and affordable housing, and is used by real estate investors, lenders and other professionals to make informed buying, selling and financing decisions. In addition, Reis data is used by debt and equity investors to assess, quantify and manage the risks of default and loss associated with individual mortgages, properties, portfolios and real estate backed securities. Reis currently provides its information services to many of the nation's leading lending institutions, equity investors, brokers and appraisers.

## Neighborhood Shopping Centers

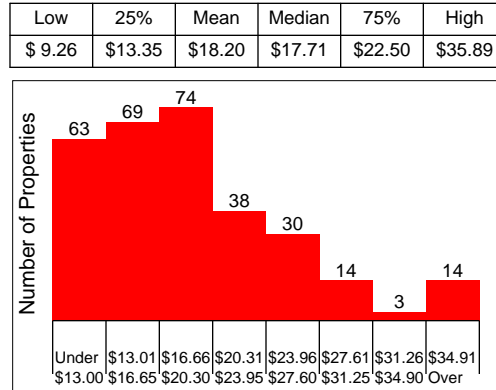
### Section 1 - Current Metro Rent Details

Nonanchor Asking Rent by Age

Year Built	Rent
Before 1970	\$18.29
1970-1979	\$17.89
1980-1989	\$16.61
1990-1999	\$19.79
2000-2009	\$21.57
After 2009	\$29.24
All	\$18.20

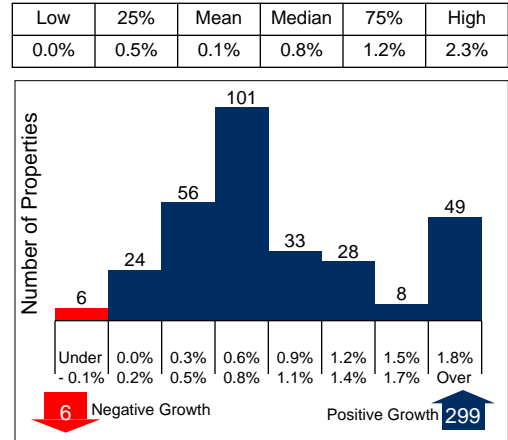
As of 09/30/19

Nonanchor Asking Rent Distribution



As of 09/30/19

Nonanchor Asking Rent Growth Rate Distribution



Qtr Ending 09/30/19

Anchor Asking Rent Distribution

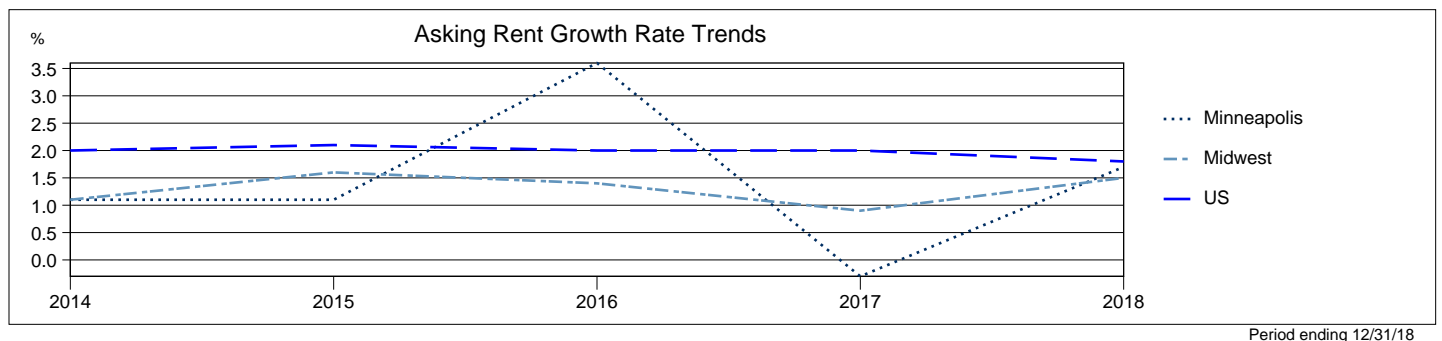
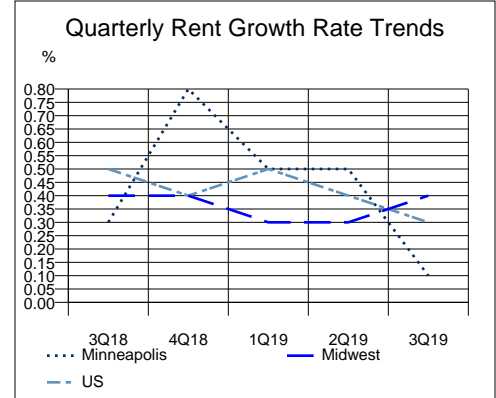
Low	25%	Mean	Median	75%	High
\$ 3.37	\$ 9.45	\$13.35	\$12.43	\$16.51	\$22.36

As of 09/30/19

## Section 2 - Nonanchor Rent Growth Comparisons

	Asking Rent Growth					
	Quarterly			Annualized		
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year
Minneapolis	0.1%	0.5%	0.4%	1.7%	1.6%	1.4%
Midwest	0.4%	0.3%	0.3%	1.5%	1.3%	1.3%
United States	0.3%	0.4%	0.4%	1.8%	1.9%	2.0%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18

Metro Rank Compared to:	Total Metros	Metro Ranks					
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year
Midwest	13	10	6	4	6	4	3
United States	80	54	28	41	35	42	48



## Community Shopping Centers

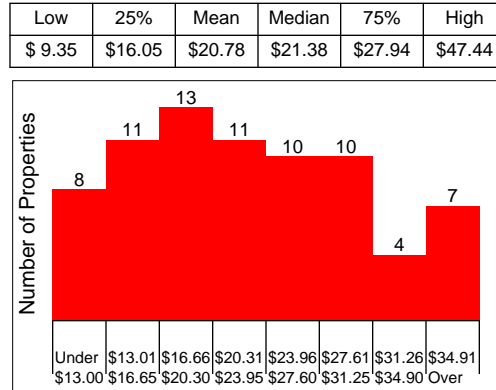
### Section 3 - Current Metro Rent Details

Nonanchor Asking Rent by Age

Year Built	Rent
Before 1970	\$15.52
1970-1979	\$27.77
1980-1989	\$19.65
1990-1999	\$26.07
2000-2009	\$26.25
After 2009	\$32.60
All	\$20.78

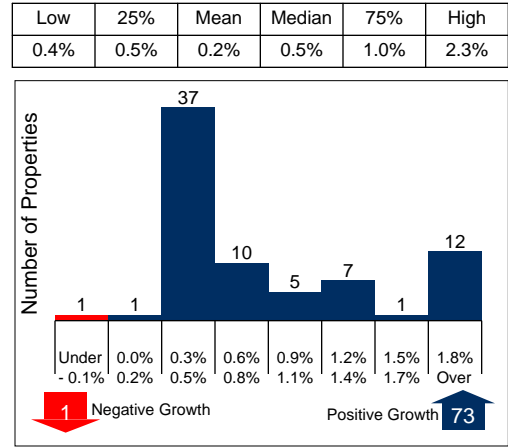
As of 09/30/19

Nonanchor Asking Rent Distribution



As of 09/30/19

Nonanchor Asking Rent Growth Rate Distribution



Qtr Ending 09/30/19

Anchor Asking Rent Distribution

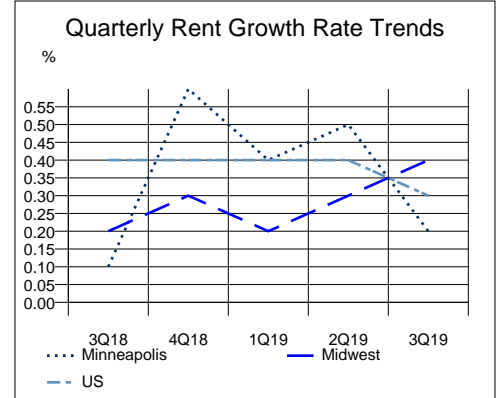
Low	25%	Mean	Median	75%	High
\$ 7.50	\$10.75	\$15.94	\$14.73	\$18.81	\$28.85

As of 09/30/19

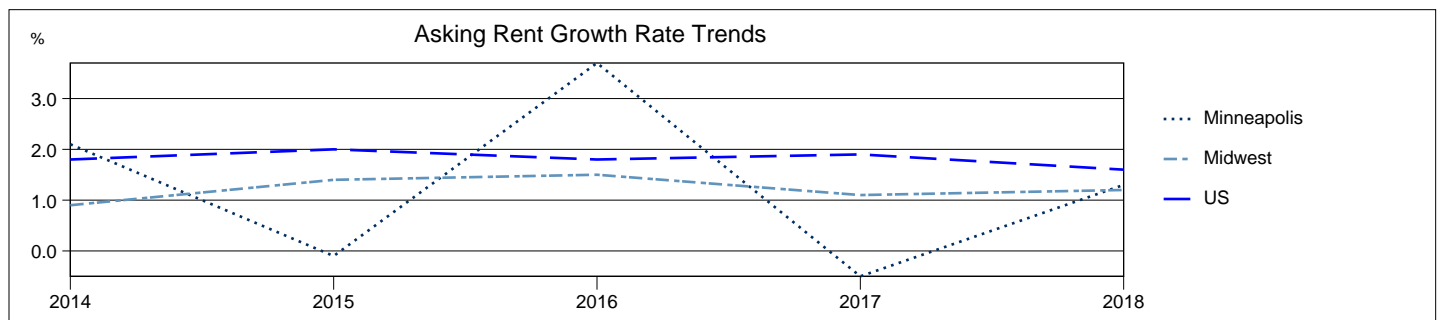
## Section 4 - Nonanchor Rent Growth Comparisons

	Asking Rent Growth					
	Quarterly			Annualized		
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year
Minneapolis	0.2%	0.5%	0.4%	1.3%	1.5%	1.3%
Midwest	0.4%	0.3%	0.3%	1.2%	1.3%	1.2%
United States	0.3%	0.4%	0.4%	1.6%	1.7%	1.8%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18

Metro Rank Compared to:	Total Metros	Metro Ranks					
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year
Midwest	13	8	4	5	6	6	7
United States	80	37	23	31	41	40	50



Period ending 09/30/19



Period ending 12/31/18



## Neighborhood Shopping Centers

### Section 5 - Current Metro Vacancy Details

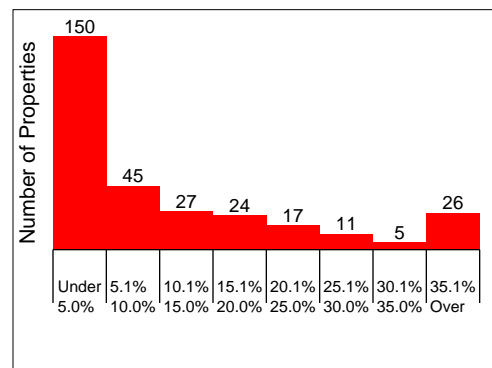
Vacancy Rate By Age

Year Built	Vac. Rate
Before 1970	13.5%
1970-1979	15.2%
1980-1989	13.2%
1990-1999	5.4%
2000-2009	6.4%
After 2009	6.3%
All	11.5%

As of 09/30/19

Vacancy Rate Distribution

Low	25%	Mean	Median	75%	High
0.0%	0.0%	11.5%	5.9%	16.3%	41.9%

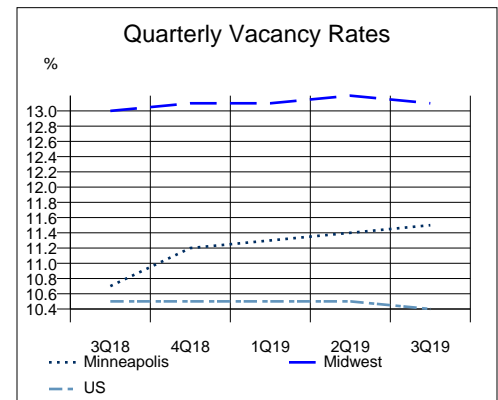


As of 09/30/19

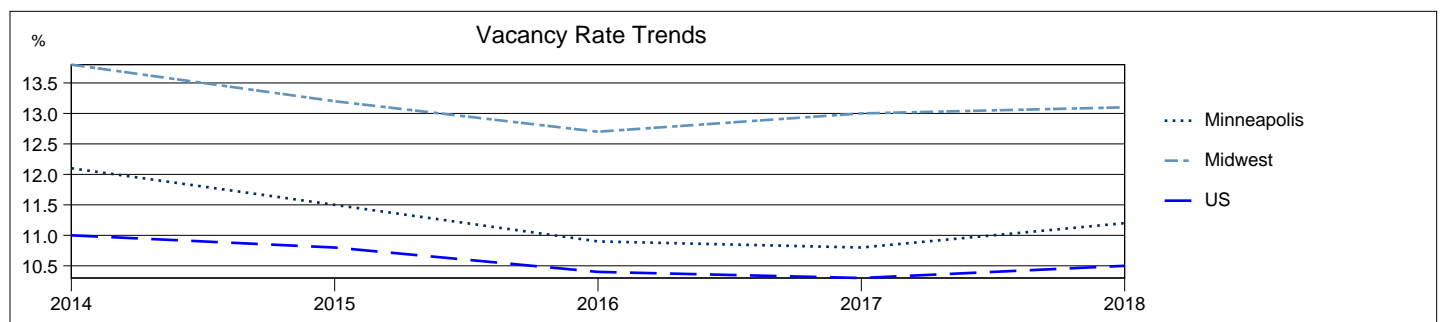
### Section 6 - Vacancy Rate Comparisons

	Vacancy Rates					
	Quarterly			Annualized		
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year
Minneapolis	11.5%	11.4%	11.4%	11.0%	11.1%	11.4%
Midwest	13.1%	13.2%	13.1%	13.1%	13.0%	13.2%
United States	10.4%	10.5%	10.5%	10.4%	10.5%	10.7%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18

Metro Rank Compared to:	Total Metros	Metro Ranks					
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year
Midwest	13	3	2	2	2	2	2
United States	80	48	47	49	43	43	45



Period ending 09/30/19



Period ending 12/31/18

## Community Shopping Centers

### Section 7 - Current Metro Vacancy Details

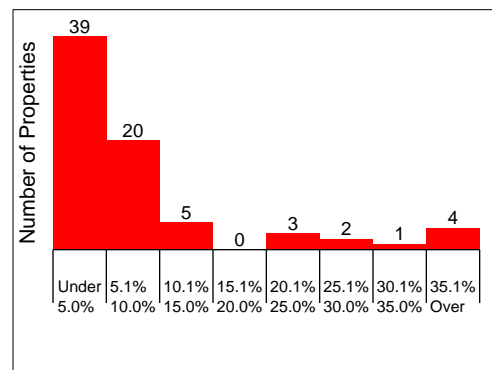
Vacancy Rate By Age

Year Built	Vac. Rate
Before 1970	14.7%
1970-1979	7.5%
1980-1989	5.9%
1990-1999	8.6%
2000-2009	5.3%
After 2009	5.3%
All	9.2%

As of 09/30/19

Vacancy Rate Distribution

Low	25%	Mean	Median	75%	High
0.0%	1.2%	9.2%	4.0%	8.3%	56.6%

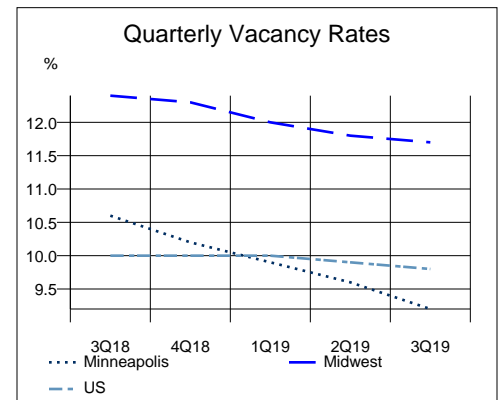


As of 09/30/19

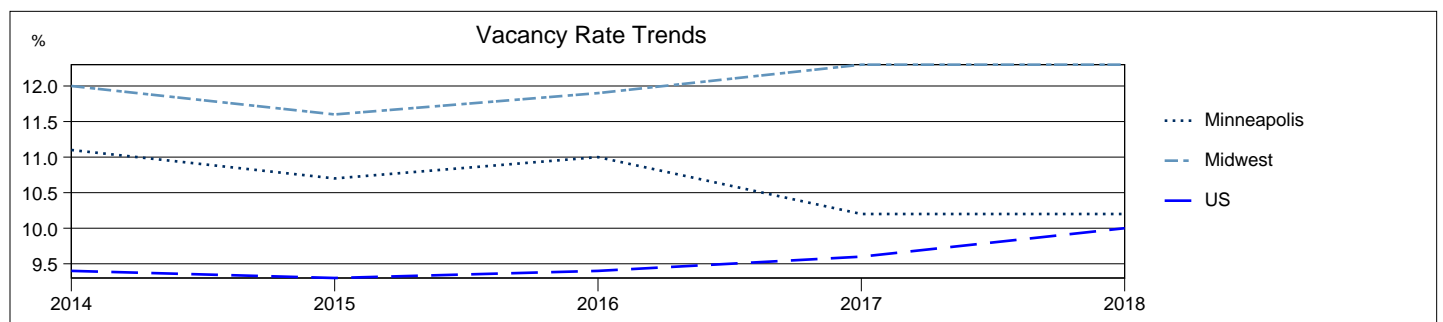
### Section 8 - Vacancy Rate Comparisons

	Vacancy Rates					
	Quarterly			Annualized		
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year
Minneapolis	9.2%	9.6%	9.6%	10.2%	10.5%	10.6%
Midwest	11.7%	11.8%	11.8%	12.3%	12.0%	11.9%
United States	9.8%	9.9%	9.9%	9.8%	9.6%	9.6%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18

Metro Rank Compared to:	Total Metros	Metro Ranks					
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year
Midwest	13	1	1	1	2	3	3
United States	80	33	35	34	43	46	49



Period ending 09/30/19



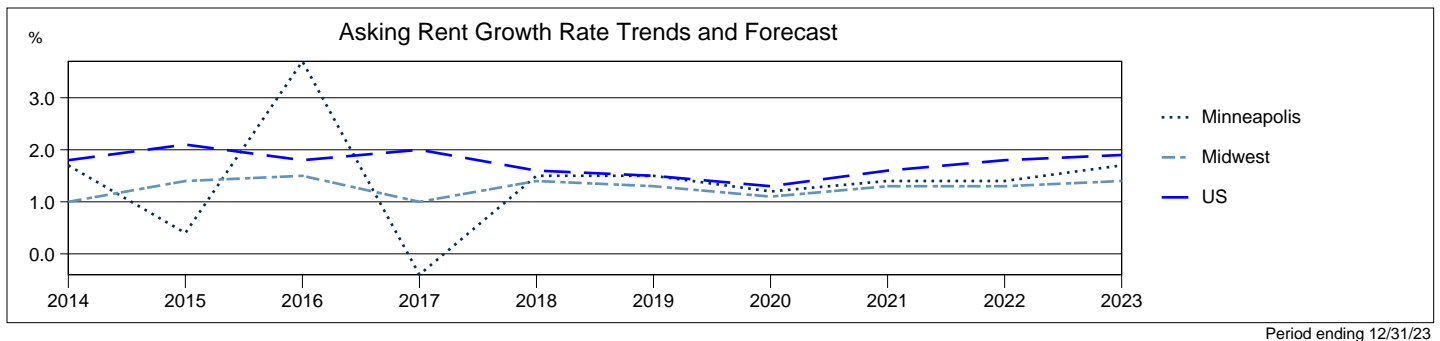
Period ending 12/31/18

## Neighborhood and Community Shopping Centers

### Section 9 - Nonanchor Rent Growth Comparisons and Forecast

	Asking Rent Growth						
	Quarterly			Annualized			
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year	5 Yr Forecast
Minneapolis	0.2%	0.5%	0.4%	1.5%	1.6%	1.3%	1.5%
Midwest	0.4%	0.3%	0.3%	1.4%	1.3%	1.2%	1.3%
United States	0.3%	0.4%	0.4%	1.6%	1.8%	1.9%	1.6%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18	12/31/23

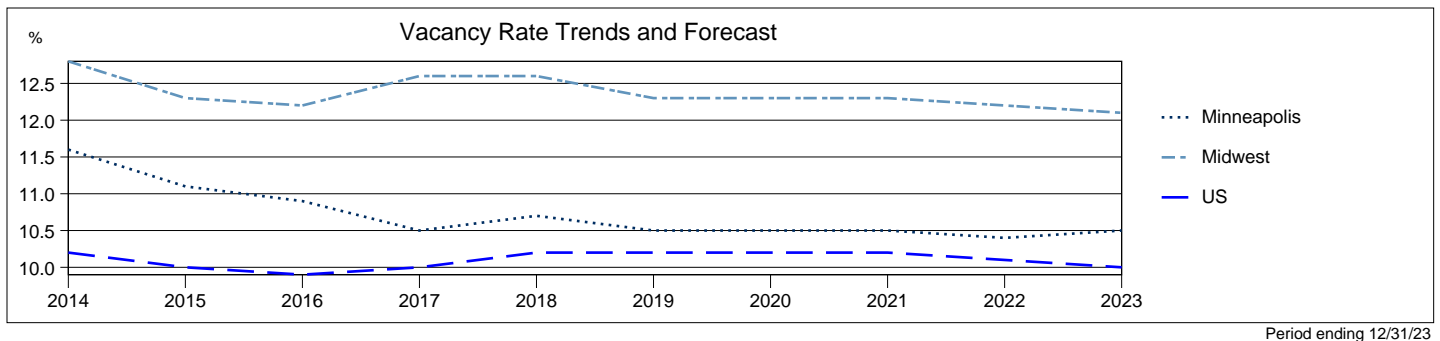
Metro Rank Compared to:	Total Metros	Metro Ranks						
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year	5 Yr Forecast
Midwest	13	10	3	5	6	4	5	4
United States	80	48	25	36	40	39	49	45



## Neighborhood and Community Shopping Centers Section 10 - Vacancy Rate Comparisons and Forecast

	Vacancy Rates						
	Quarterly			Annualized			
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year	5 Yr Forecast
	Minneapolis	Midwest	United States				
	10.3%	10.5%	10.5%	10.6%	10.8%	11.0%	10.5%
	12.3%	12.3%	12.4%	12.6%	12.4%	12.5%	12.3%
	10.1%	10.2%	10.2%	10.1%	10.0%	10.1%	10.1%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18	12/31/23

Metro Rank Compared to:	Total Metros	Metro Ranks						
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year	5 Yr Forecast
Midwest	13	2	2	2	2	2	2	2
United States	80	40	41	41	41	43	44	40



## Neighborhood and Community Shopping Centers Section 11 - Metro Inventory Details

### Inventory By Center Age

Year Built	Percent
Before 1970	19.0%
1970-1979	17.0%
1980-1989	23.0%
1990-1999	16.0%
2000-2009	22.0%
After 2009	3.0%
All	100.0%

As of 09/30/19

### Shopping Center Stock Traits

	Metro			
	Low	Mean	Median	High
Year Built	1953	1987	1988	2019
Size (sq. ft.)	8,522	81,234	55,965	380,000
Distance to Highway (miles)	0	0.6	0.3	3.4
Distance to CBD (miles)	3.5	13.6	14.2	26.3
Distance to Landmark (miles)	0.6	5.8	5.2	14.3

As of 09/30/19 Landmark =Mississippi River

### Average Metro Lease Terms

Anchor/Nonanchor	CRD %	Free Rent (mos)	Expenses \$ (Commercial)	Lease Term (yrs)	Leasing Commission %	Tenant Improvements \$
A	- 6.8%	4.6	\$ 7.40	8.7	9.6%	\$20.30
N	- 5.1%	3.0	\$ 7.40	3.4	11.3%	\$18.50

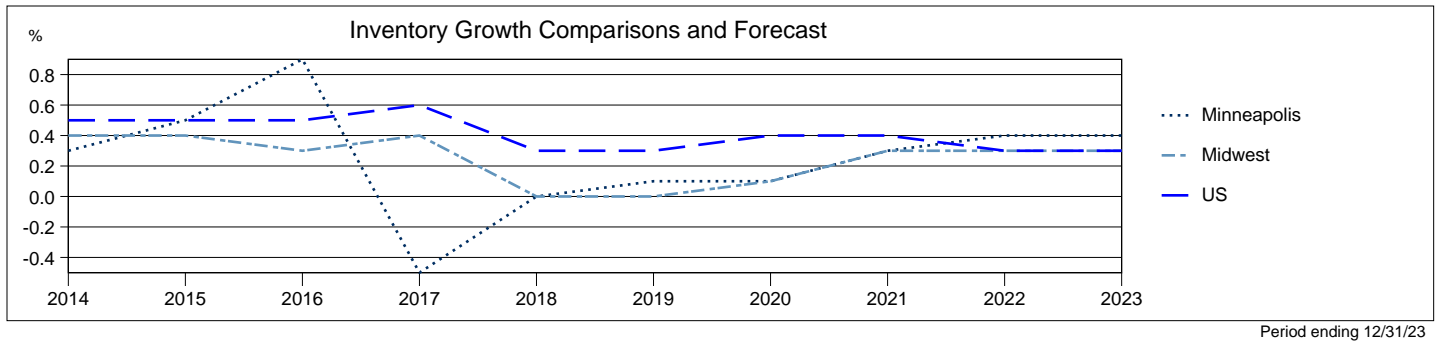
As of 09/30/19



## Section 12 - Inventory Growth Comparisons

	Inventory Growth Rates						
	Quarterly			Annualized			
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year	5 Yr Forecast
Minneapolis	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.3%
Midwest	0.0%	- 0.1%	0.0%	0.0%	0.2%	0.3%	0.2%
United States	0.0%	0.1%	0.1%	0.3%	0.5%	0.5%	0.3%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18	12/31/23

Metro Rank Compared to:	Total Metros	Metro Ranks						
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year	5 Yr Forecast
Midwest	13	3	4	3	6	8	10	4
United States	80	29	30	34	51	61	63	40



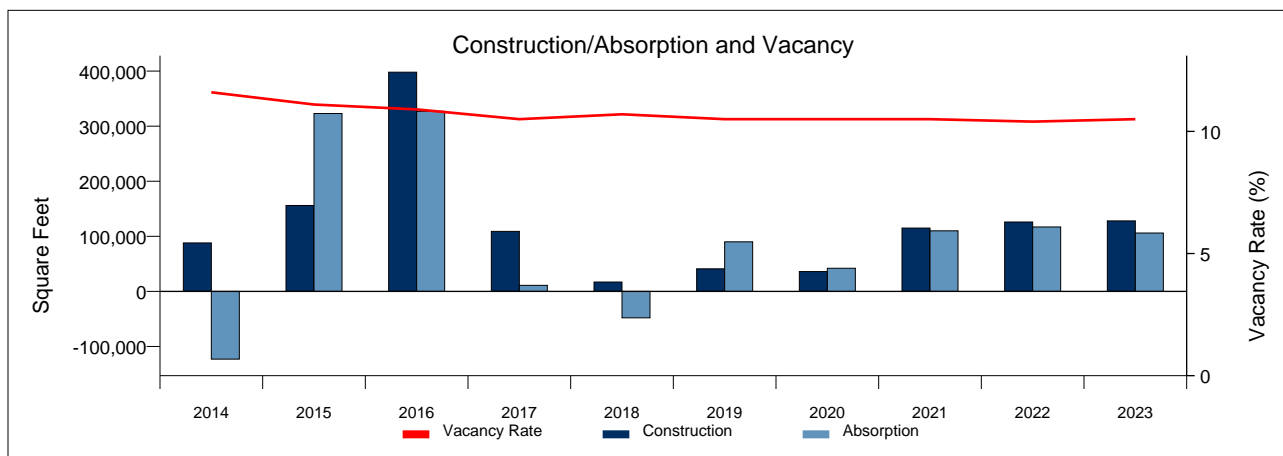
## Section 13 - Construction/Absorption Change

### Construction and Absorption

	Quarterly								
	3Q19			2Q19			YTD Avg		
	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio
	0	49,000	0.0	0	29,000	0.0	3,000	40,700	0.1
Minneapolis	44,000	177,000	0.2	84,000	193,000	0.4	110,000	345,000	0.3
Midwest									
Average over period ending:	09/30/19	09/30/19	09/30/19	06/30/19	06/30/19	06/30/19	09/30/19	09/30/19	09/30/19

	Annualized								
	1 Year History			3 Year History			5 Year History		
	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio
	17,000	-48,000	-0.4	175,000	97,000	1.8	154,000	98,000	1.6
Minneapolis	677,000	-322,000	-2.1	1,551,000	180,000	8.6	1,626,000	693,000	2.3
Midwest									
Average over period ending:	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18

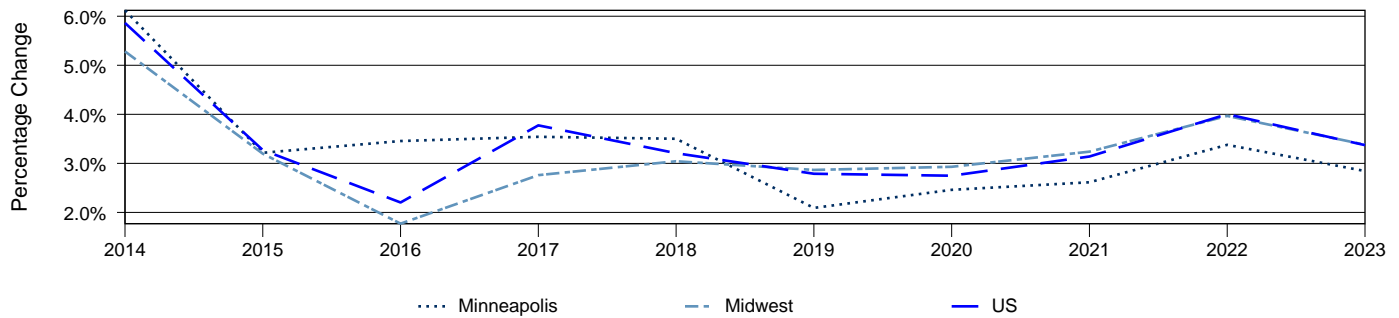
	Annualized		
	5 Year Forecast		
	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio
	89,200	93,000	1.0
Minneapolis	933,000	1,109,000	0.8
Midwest			
Average over period ending:	12/31/23	12/31/23	12/31/23



Period ending 12/31/23

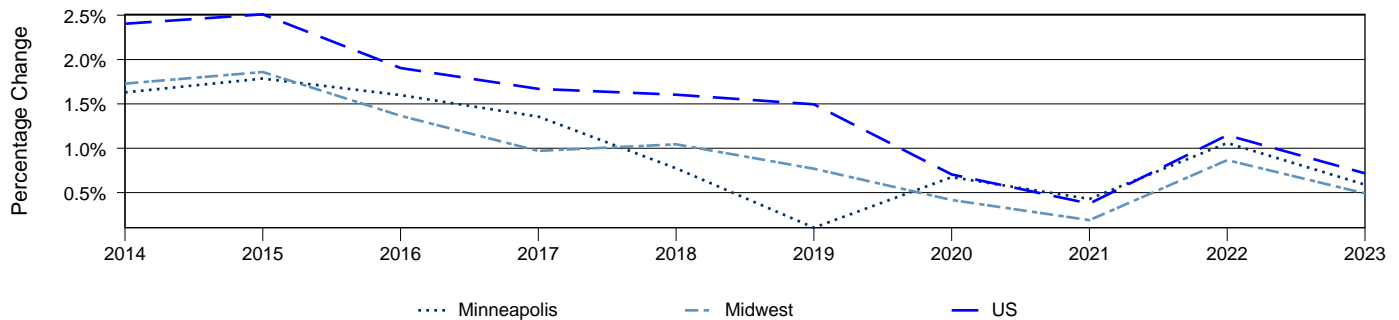
## Section 14 - Economic and Demographic Trends

Household Income Growth Trends and Forecast Metro vs. Region & U.S.



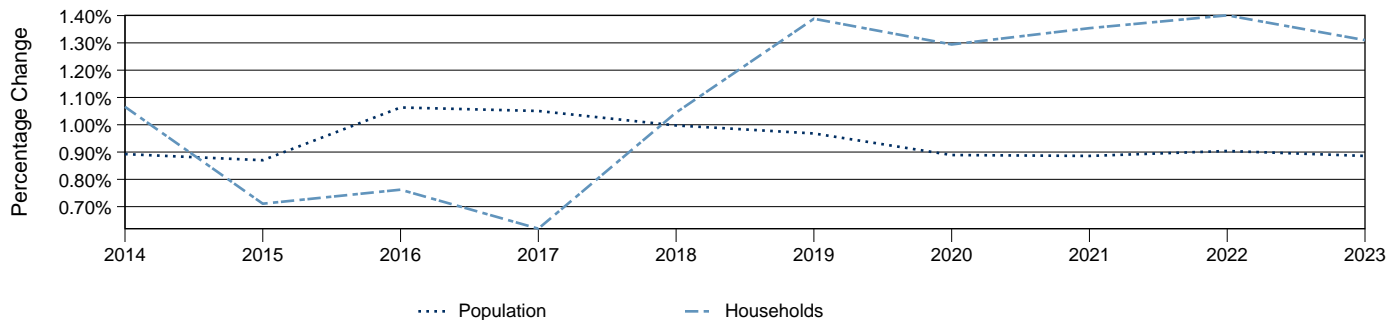
Provided by Moody's Economy.com, Period ending 12/31/23

Total Employment Growth Trends and Forecast Metro vs. Region & U.S.



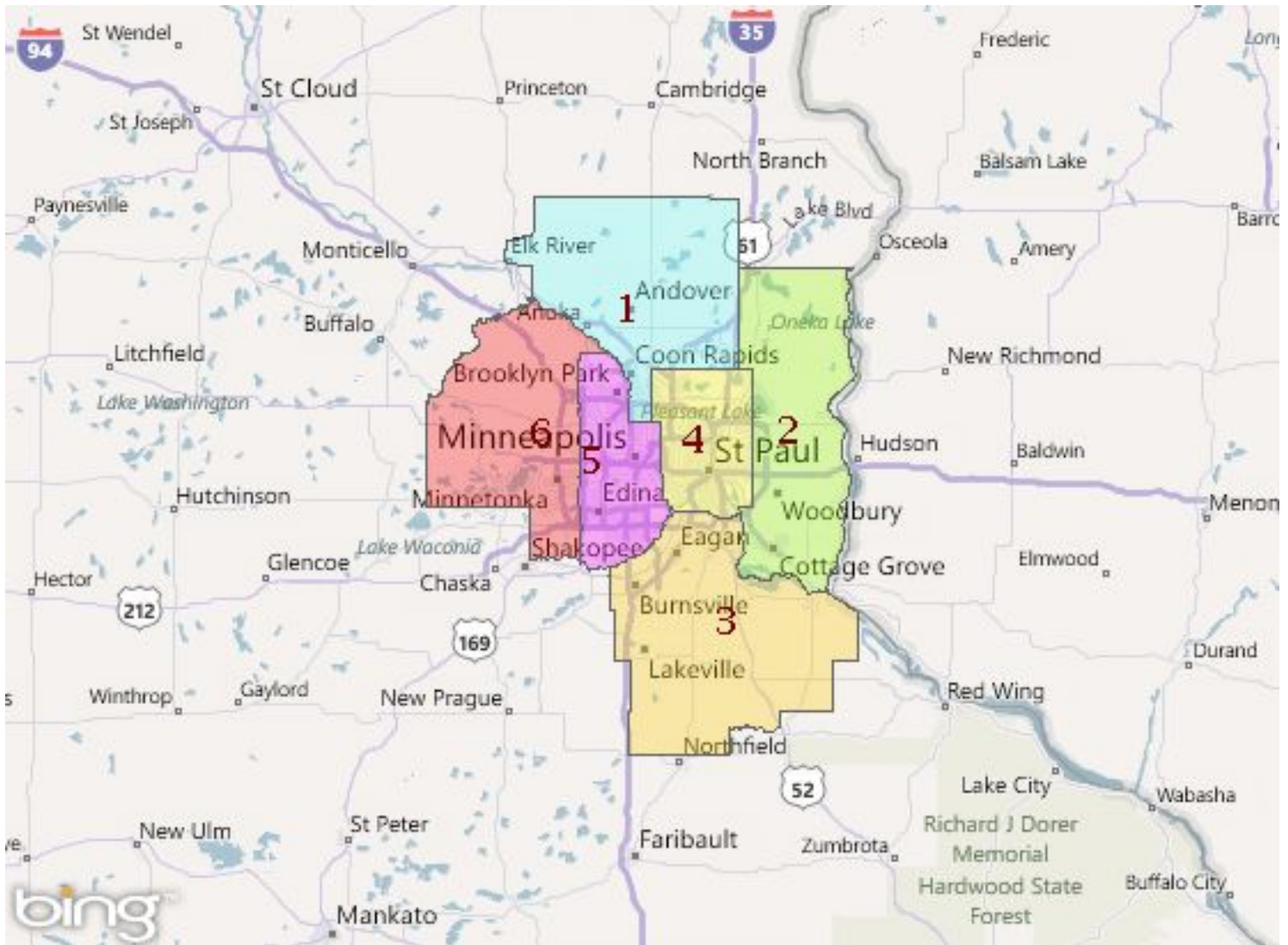
Provided by Moody's Economy.com, Period ending 12/31/23

Minneapolis Population/Household Growth Trends and Forecast



Provided by Moody's Economy.com, Period ending 12/31/23

## Section 15 - Metro Area Map: Minneapolis





## Neighborhood Shopping Centers

### Section 16 - Metro Data

Year	Qtr	Inventory SF/Units	Completions	Inventory Growth%	Vacant Stock	Vacancy Rate	Vacancy Change(BPS)	Occupied Stock	Net Absorption	Asking Rent	Ask Rent % Chg
2014	Y	16,596,000	42,000	0.3%	2,011,000	12.1%	30	14,585,000	-10,000	\$16.98	1.1%
2015	Y	16,752,000	156,000	0.9%	1,920,000	11.5%	-60	14,832,000	247,000	\$17.16	1.1%
2016	Y	16,852,000	100,000	0.6%	1,830,000	10.9%	-60	15,022,000	190,000	\$17.77	3.6%
2017	Q4	16,779,000	0	0.0%	1,804,000	10.8%	40	14,975,000	-58,000	\$17.71	-0.3%
2017	Y	16,779,000	0	-0.4%	1,804,000	10.8%	-10	14,975,000	-47,000	\$17.71	-0.3%
2018	Q1	16,779,000	0	0.0%	1,813,000	10.8%	0	14,966,000	-9,000	\$17.75	0.2%
2018	Q2	16,779,000	0	0.0%	1,793,000	10.7%	-10	14,986,000	20,000	\$17.82	0.4%
2018	Q3	16,796,000	17,000	0.1%	1,799,000	10.7%	0	14,997,000	11,000	\$17.87	0.3%
2018	Q4	16,796,000	0	0.0%	1,876,000	11.2%	50	14,920,000	-77,000	\$18.01	0.8%
2018	Y	16,796,000	17,000	0.1%	1,876,000	11.2%	40	14,920,000	-55,000	\$18.01	1.7%
2019	Q1	16,805,000	9,000	0.1%	1,895,000	11.3%	10	14,910,000	-10,000	\$18.10	0.5%
2019	Q2	16,805,000	0	0.0%	1,914,000	11.4%	10	14,891,000	-19,000	\$18.19	0.5%
2019	Q3	16,805,000	0	0.0%	1,931,000	11.5%	10	14,874,000	-17,000	\$18.20	0.1%

Year	Qtr	Effective Rent	Eff Rent % Chg	Cons/Abs	Abs/Occ Stock%	Population	Pop% Chg	Employment	Emp% Chg	Households	HH% Chg	Avg HH Income	AHHI% Chg
2014	Y	\$14.72	1.4%	-4.2	-0.1%	3,505,620	0.9%	1,906,170	1.6%	1,373,220	1.1%	\$140,880	6.1%
2015	Y	\$14.89	1.2%	0.6	1.7%	3,536,120	0.9%	1,940,200	1.8%	1,382,980	0.7%	\$145,410	3.2%
2016	Y	\$15.46	3.8%	0.5	1.3%	3,573,720	1.1%	1,971,230	1.6%	1,393,520	0.8%	\$150,435	3.5%
2017	Q4	\$15.42	-0.3%	0.0	-0.4%	3,611,260	0.3%	1,997,970	0.2%	1,402,150	0.2%	\$155,763	1.3%
2017	Y	\$15.42	-0.3%	0.0	-0.3%	3,611,260	1.1%	1,997,970	1.4%	1,402,150	0.6%	\$155,763	3.5%
2018	Q1	\$15.46	0.3%	0.0	-0.1%	3,620,320	0.3%	2,005,530	0.4%	1,405,480	0.2%	\$156,460	0.4%
2018	Q2	\$15.53	0.5%	0.0	0.1%	3,629,190	0.2%	2,010,730	0.3%	1,408,250	0.2%	\$158,692	1.4%
2018	Q3	\$15.57	0.3%	1.5	0.1%	3,638,230	0.2%	2,020,070	0.5%	1,412,040	0.3%	\$160,206	1.0%
2018	Q4	\$15.69	0.8%	0.0	-0.5%	3,647,280	0.2%	2,013,430	-0.3%	1,416,800	0.3%	\$161,217	0.6%
2018	Y	\$15.69	1.8%	-0.3	-0.4%	3,647,280	1.0%	2,013,430	0.8%	1,416,800	1.0%	\$161,217	3.5%
2019	Q1	\$15.79	0.6%	-0.9	-0.1%	3,656,300	0.2%	2,013,200	0.0%	1,421,030	0.3%	\$161,649	0.3%
2019	Q2	\$15.86	0.4%	0.0	-0.1%	3,665,240	0.2%	2,008,130	-0.3%	1,425,550	0.3%	\$162,569	0.6%
2019	Q3	\$15.87	0.1%	0.0	-0.1%	3,674,000	0.2%	2,011,700	0.2%	1,431,100	0.4%	\$163,434	0.5%

## Community Shopping Centers

### Section 17 - Metro Data

Year	Qtr	Inventory SF/Units	Completions	Inventory Growth%	Vacant Stock	Vacancy Rate	Vacancy Change(BPS)	Occupied Stock	Net Absorption	Asking Rent	Ask Rent % Chg
2014	Y	17,153,000	46,000	0.3%	1,912,000	11.1%	90	15,241,000	-113,000	\$19.65	2.1%
2015	Y	17,153,000	0	0.0%	1,836,000	10.7%	-40	15,317,000	76,000	\$19.64	-0.1%
2016	Y	17,368,000	298,000	1.3%	1,914,000	11.0%	30	15,454,000	137,000	\$20.37	3.7%
2017	Q4	17,277,000	11,000	-1.1%	1,765,000	10.2%	-50	15,512,000	-87,000	\$20.27	-0.6%
2017	Y	17,277,000	109,000	-0.5%	1,765,000	10.2%	-80	15,512,000	58,000	\$20.27	-0.5%
2018	Q1	17,277,000	0	0.0%	1,770,000	10.2%	0	15,507,000	-5,000	\$20.33	0.3%
2018	Q2	17,277,000	0	0.0%	1,895,000	11.0%	80	15,382,000	-125,000	\$20.37	0.2%
2018	Q3	17,277,000	0	0.0%	1,837,000	10.6%	-40	15,440,000	58,000	\$20.40	0.1%
2018	Q4	17,277,000	0	0.0%	1,758,000	10.2%	-40	15,519,000	79,000	\$20.53	0.6%
2018	Y	17,277,000	0	0.0%	1,758,000	10.2%	0	15,519,000	7,000	\$20.53	1.3%
2019	Q1	17,277,000	0	0.0%	1,704,000	9.9%	-30	15,573,000	54,000	\$20.62	0.4%
2019	Q2	17,277,000	0	0.0%	1,656,000	9.6%	-30	15,621,000	48,000	\$20.73	0.5%
2019	Q3	17,277,000	0	0.0%	1,590,000	9.2%	-40	15,687,000	66,000	\$20.78	0.2%

Year	Qtr	Effective Rent	Eff Rent % Chg	Cons/Abs	Abs/Occ Stock%	Population	Pop% Chg	Employment	Emp% Chg	Households	HH% Chg	Avg HH Income	AHHI% Chg
2014	Y	\$16.94	2.2%	-0.4	-0.7%	3,505,620	0.9%	1,906,170	1.6%	1,373,220	1.1%	\$140,880	6.1%
2015	Y	\$16.97	0.2%	0.0	0.5%	3,536,120	0.9%	1,940,200	1.8%	1,382,980	0.7%	\$145,410	3.2%
2016	Y	\$17.62	3.8%	2.2	0.9%	3,573,720	1.1%	1,971,230	1.6%	1,393,520	0.8%	\$150,435	3.5%
2017	Q4	\$17.56	-0.5%	-0.1	-0.6%	3,611,260	0.3%	1,997,970	0.2%	1,402,150	0.2%	\$155,763	1.3%
2017	Y	\$17.56	-0.3%	1.9	0.4%	3,611,260	1.1%	1,997,970	1.4%	1,402,150	0.6%	\$155,763	3.5%
2018	Q1	\$17.61	0.3%	0.0	0.0%	3,620,320	0.3%	2,005,530	0.4%	1,405,480	0.2%	\$156,460	0.4%
2018	Q2	\$17.64	0.2%	0.0	-0.8%	3,629,190	0.2%	2,010,730	0.3%	1,408,250	0.2%	\$158,692	1.4%
2018	Q3	\$17.67	0.2%	0.0	0.4%	3,638,230	0.2%	2,020,070	0.5%	1,412,040	0.3%	\$160,206	1.0%
2018	Q4	\$17.80	0.7%	0.0	0.5%	3,647,280	0.2%	2,013,430	-0.3%	1,416,800	0.3%	\$161,217	0.6%
2018	Y	\$17.80	1.4%	0.0	0.0%	3,647,280	1.0%	2,013,430	0.8%	1,416,800	1.0%	\$161,217	3.5%
2019	Q1	\$17.87	0.4%	0.0	0.3%	3,656,300	0.2%	2,013,200	0.0%	1,421,030	0.3%	\$161,649	0.3%
2019	Q2	\$17.98	0.6%	0.0	0.3%	3,665,240	0.2%	2,008,130	-0.3%	1,425,550	0.3%	\$162,569	0.6%
2019	Q3	\$18.02	0.2%	0.0	0.4%	3,674,000	0.2%	2,011,700	0.2%	1,431,100	0.4%	\$163,434	0.5%

## Neighborhood and Community Shopping Centers

### Section 18 - Metro Data

Year	Qtr	Inventory SF/Units	Completions	Inventory Growth%	Vacant Stock	Vacancy Rate	Vacancy Change(BPS)	Occupied Stock	Net Absorption	Asking Rent	Ask Rent % Chg
2014	Y	33,749,000	88,000	0.3%	3,923,000	11.6%	60	29,826,000	-123,000	\$18.34	1.7%
2015	Y	33,905,000	156,000	0.5%	3,756,000	11.1%	-50	30,149,000	323,000	\$18.41	0.4%
2016	Y	34,220,000	398,000	0.9%	3,744,000	10.9%	-20	30,476,000	327,000	\$19.09	3.7%
2017	Q4	34,056,000	11,000	-0.6%	3,569,000	10.5%	-10	30,487,000	-145,000	\$19.01	-0.5%
2017	Y	34,056,000	109,000	-0.5%	3,569,000	10.5%	-40	30,487,000	11,000	\$19.01	-0.4%
2018	Q1	34,056,000	0	0.0%	3,583,000	10.5%	0	30,473,000	-14,000	\$19.06	0.3%
2018	Q2	34,056,000	0	0.0%	3,688,000	10.8%	30	30,368,000	-105,000	\$19.11	0.3%
2018	Q3	34,073,000	17,000	0.0%	3,636,000	10.7%	-10	30,437,000	69,000	\$19.15	0.2%
2018	Q4	34,073,000	0	0.0%	3,634,000	10.7%	0	30,439,000	2,000	\$19.29	0.7%
2018	Y	34,073,000	17,000	0.0%	3,634,000	10.7%	20	30,439,000	-48,000	\$19.29	1.5%
2019	Q1	34,082,000	9,000	0.0%	3,599,000	10.6%	-10	30,483,000	44,000	\$19.38	0.5%
2019	Q2	34,082,000	0	0.0%	3,570,000	10.5%	-10	30,512,000	29,000	\$19.48	0.5%
2019	Q3	34,082,000	0	0.0%	3,521,000	10.3%	-20	30,561,000	49,000	\$19.51	0.2%
2019	Y	34,114,000	41,000	0.1%	3,585,000	10.5%	-20	30,529,000	90,000	\$19.58	1.5%
2020	Y	34,150,000	36,000	0.1%	3,579,000	10.5%	0	30,571,000	42,000	\$19.82	1.2%
2021	Y	34,265,000	115,000	0.3%	3,584,000	10.5%	0	30,681,000	110,000	\$20.10	1.4%
2022	Y	34,391,000	126,000	0.4%	3,593,000	10.4%	-10	30,798,000	117,000	\$20.39	1.4%
2023	Y	34,519,000	128,000	0.4%	3,615,000	10.5%	10	30,904,000	106,000	\$20.73	1.7%

Year	Qtr	Effective Rent	Eff Rent % Chg	Cons/Abs	Abs/Occ Stock%	Population	Pop% Chg	Employment	Emp% Chg	Households	HH% Chg	Avg HH Income	AHHI% Chg
2014	Y	\$15.85	1.9%	-0.7	-0.4%	3,505,620	0.9%	1,906,170	1.6%	1,373,220	1.1%	\$140,880	6.1%
2015	Y	\$15.94	0.6%	0.5	1.1%	3,536,120	0.9%	1,940,200	1.8%	1,382,980	0.7%	\$145,410	3.2%
2016	Y	\$16.56	3.9%	1.2	1.1%	3,573,720	1.1%	1,971,230	1.6%	1,393,520	0.8%	\$150,435	3.5%
2017	Q4	\$16.51	-0.4%	-0.1	-0.5%	3,611,260	0.3%	1,997,970	0.2%	1,402,150	0.2%	\$155,763	1.3%
2017	Y	\$16.51	-0.3%	9.9	0.0%	3,611,260	1.1%	1,997,970	1.4%	1,402,150	0.6%	\$155,763	3.5%
2018	Q1	\$16.55	0.2%	0.0	0.0%	3,620,320	0.3%	2,005,530	0.4%	1,405,480	0.2%	\$156,460	0.4%
2018	Q2	\$16.60	0.3%	0.0	-0.3%	3,629,190	0.2%	2,010,730	0.3%	1,408,250	0.2%	\$158,692	1.4%
2018	Q3	\$16.63	0.2%	0.2	0.2%	3,638,230	0.2%	2,020,070	0.5%	1,412,040	0.3%	\$160,206	1.0%
2018	Q4	\$16.76	0.8%	0.0	0.0%	3,647,280	0.2%	2,013,430	-0.3%	1,416,800	0.3%	\$161,217	0.6%
2018	Y	\$16.76	1.5%	-0.4	-0.2%	3,647,280	1.0%	2,013,430	0.8%	1,416,800	1.0%	\$161,217	3.5%
2019	Q1	\$16.84	0.5%	0.2	0.1%	3,656,300	0.2%	2,013,200	0.0%	1,421,030	0.3%	\$161,649	0.3%
2019	Q2	\$16.93	0.5%	0.0	0.1%	3,665,240	0.2%	2,008,130	-0.3%	1,425,550	0.3%	\$162,569	0.6%
2019	Q3	\$16.96	0.2%	0.0	0.2%	3,674,000	0.2%	2,011,700	0.2%	1,431,100	0.4%	\$163,434	0.5%
2019	Y	\$17.00	1.4%	0.5	0.3%	3,682,590	1.0%	2,015,540	0.1%	1,436,470	1.4%	\$164,589	2.1%
2020	Y	\$17.20	1.2%	0.9	0.1%	3,715,330	0.9%	2,029,130	0.7%	1,455,060	1.3%	\$168,638	2.5%
2021	Y	\$17.44	1.4%	1.0	0.4%	3,748,240	0.9%	2,037,830	0.4%	1,474,760	1.4%	\$173,047	2.6%
2022	Y	\$17.70	1.5%	1.1	0.4%	3,782,120	0.9%	2,059,420	1.1%	1,495,420	1.4%	\$178,893	3.4%
2023	Y	\$17.99	1.6%	1.2	0.3%	3,815,620	0.9%	2,071,560	0.6%	1,515,010	1.3%	\$183,979	2.8%

## About Reis

Reis provides commercial real estate market information and analytical tools to real estate professionals through its Reis Services subsidiary. Reis Services, including its predecessors, was founded in 1980. Reis maintains a proprietary database containing detailed information on commercial properties in metropolitan markets and neighborhoods throughout the U.S. The database contains information on apartment, office, retail, warehouse/distribution, flex/research & development, self storage, seniors housing properties and affordable housing, and is used by real estate investors, lenders and other professionals to make informed buying, selling and financing decisions. In addition, Reis data is used by debt and equity investors to assess, quantify and manage the risks of default and loss associated with individual mortgages, properties, portfolios and real estate backed securities. Reis currently provides its information services to many of the nation's leading lending institutions, equity investors, brokers and appraisers.



## Retail MarketPlace Profile

Ramsey County, MN 2  
Ramsey County, MN (27123)  
Geography: County

Prepared by Esri

### Summary Demographics

2019 Population	541,557
2019 Households	215,294
2019 Median Disposable Income	\$51,470
2019 Per Capita Income	\$35,630

### 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$8,170,986,519	\$7,609,486,109	\$561,500,410	3.6	3,373
Total Retail Trade	44-45	\$7,367,657,128	\$6,751,528,299	\$616,128,829	4.4	2,345
Total Food & Drink	722	\$803,329,391	\$857,957,810	-\$54,628,419	-3.3	1,028

### 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,523,599,596	\$1,500,106,171	\$23,493,425	0.8	203
Automobile Dealers	4411	\$1,219,214,906	\$1,273,084,068	-\$53,869,162	-2.2	95
Other Motor Vehicle Dealers	4412	\$169,603,740	\$83,347,505	\$86,256,235	34.1	23
Auto Parts, Accessories & Tire Stores	4413	\$134,780,950	\$143,674,598	-\$8,893,648	-3.2	85
Furniture & Home Furnishings Stores	442	\$233,464,368	\$268,762,874	-\$35,298,506	-7.0	128
Furniture Stores	4421	\$141,159,492	\$147,654,757	-\$6,495,265	-2.2	57
Home Furnishings Stores	4422	\$92,304,876	\$121,108,117	-\$28,803,241	-13.5	71
Electronics & Appliance Stores	443	\$272,572,166	\$280,332,990	-\$7,760,824	-1.4	104
Bldg Materials, Garden Equip. & Supply Stores	444	\$512,430,885	\$336,049,915	\$176,380,970	20.8	178
Bldg Material & Supplies Dealers	4441	\$462,143,988	\$330,682,597	\$131,461,391	16.6	159
Lawn & Garden Equip & Supply Stores	4442	\$50,286,897	\$5,367,318	\$44,919,579	80.7	19
Food & Beverage Stores	445	\$1,173,963,559	\$1,307,417,261	-\$133,453,702	-5.4	350
Grocery Stores	4451	\$968,872,985	\$894,068,368	\$74,804,617	4.0	173
Specialty Food Stores	4452	\$59,960,791	\$114,620,778	-\$54,659,987	-31.3	65
Beer, Wine & Liquor Stores	4453	\$145,129,783	\$298,728,115	-\$153,598,332	-34.6	112
Health & Personal Care Stores	446,4461	\$516,574,033	\$420,217,386	\$96,356,647	10.3	203
Gasoline Stations	447,4471	\$812,645,444	\$461,132,796	\$351,512,648	27.6	137
Clothing & Clothing Accessories Stores	448	\$396,139,336	\$430,215,196	-\$34,075,860	-4.1	326
Clothing Stores	4481	\$269,381,935	\$317,912,072	-\$48,530,137	-8.3	224
Shoe Stores	4482	\$56,061,011	\$59,484,468	-\$3,423,457	-3.0	44
Jewelry, Luggage & Leather Goods Stores	4483	\$70,696,390	\$52,818,656	\$17,877,734	14.5	58
Sporting Goods, Hobby, Book & Music Stores	451	\$225,883,567	\$230,646,075	-\$4,762,508	-1.0	198
Sporting Goods/Hobby/Musical Instr Stores	4511	\$195,624,183	\$187,452,044	\$8,172,139	2.1	156
Book, Periodical & Music Stores	4512	\$30,259,384	\$43,194,031	-\$12,934,647	-17.6	42
General Merchandise Stores	452	\$1,296,719,506	\$1,137,842,448	\$158,877,058	6.5	112
Department Stores Excluding Leased Depts.	4521	\$971,953,755	\$837,696,243	\$134,257,512	7.4	50
Other General Merchandise Stores	4529	\$324,765,751	\$300,146,205	\$24,619,546	3.9	62
Miscellaneous Store Retailers	453	\$283,831,734	\$304,722,617	-\$20,890,883	-3.5	360
Florists	4531	\$15,526,261	\$17,232,497	-\$1,706,236	-5.2	36
Office Supplies, Stationery & Gift Stores	4532	\$58,452,648	\$153,195,182	-\$94,742,534	-44.8	86
Used Merchandise Stores	4533	\$36,621,407	\$33,686,380	\$2,935,027	4.2	76
Other Miscellaneous Store Retailers	4539	\$173,231,418	\$100,608,558	\$72,622,860	26.5	162
Nonstore Retailers	454	\$119,832,934	\$74,082,570	\$45,750,364	23.6	46
Electronic Shopping & Mail-Order Houses	4541	\$92,387,228	\$25,262,691	\$67,124,537	57.1	21
Vending Machine Operators	4542	\$5,453,701	\$11,054,383	-\$5,600,682	-33.9	6
Direct Selling Establishments	4543	\$21,992,005	\$37,765,496	-\$15,773,491	-26.4	19
Food Services & Drinking Places	722	\$803,329,391	\$857,957,810	-\$54,628,419	-3.3	1,028
Special Food Services	7223	\$19,740,317	\$28,984,201	-\$9,243,884	-19.0	32
Drinking Places - Alcoholic Beverages	7224	\$47,568,817	\$54,916,481	-\$7,347,664	-7.2	59
Restaurants/Other Eating Places	7225	\$736,020,257	\$774,057,128	-\$38,036,871	-2.5	937

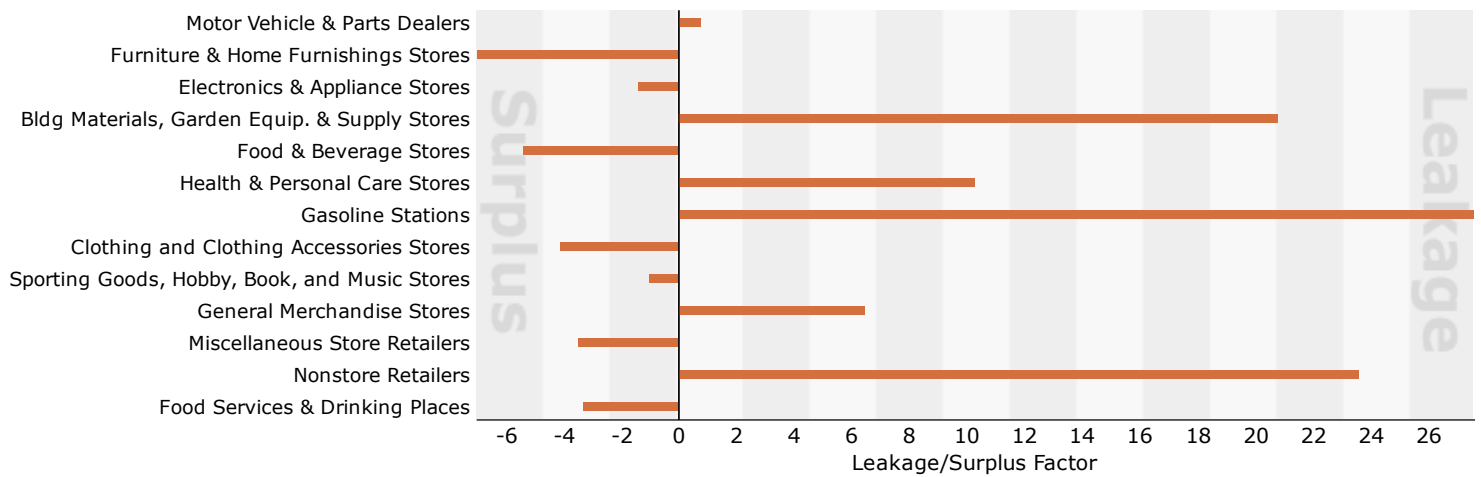
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

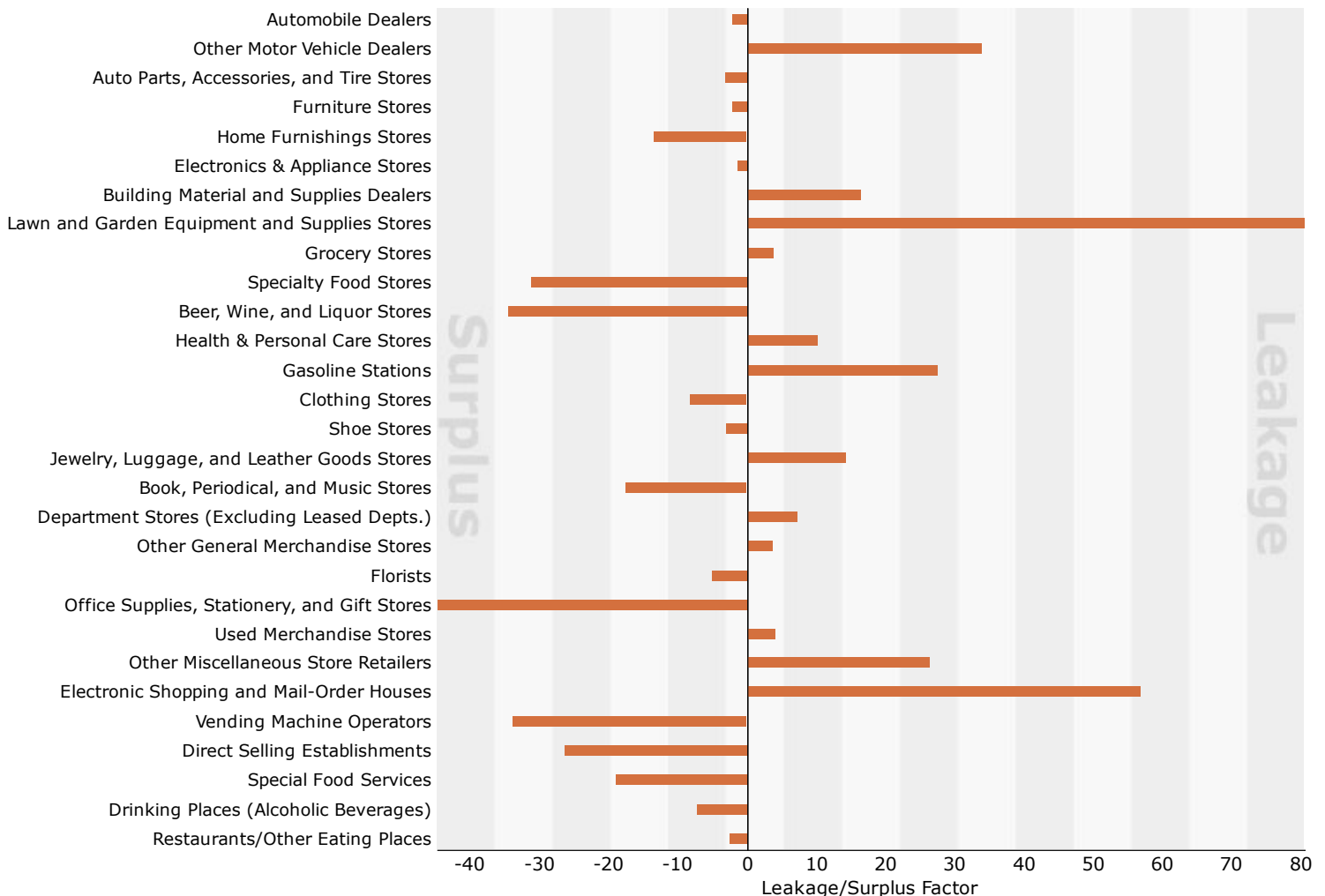
January 17, 2020



## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group





## Retail Demand Outlook

Ramsey County, MN 2  
Ramsey County, MN (27123)  
Geography: County

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
In Style (5B)	8.8%	Population	541,557	561,516
Emerald City (8B)	8.4%	Households	215,294	223,008
Parks and Rec (5C)	7.6%	Families	123,618	127,495
Comfortable Empty Nesters (5A)	6.1%	Median Age	36.3	37.1
Front Porches (8E)	6.0%	Median Household Income	\$63,368	\$73,348
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>		\$475,335,227	\$568,076,389	\$92,741,162
Men's		\$92,585,361	\$110,656,839	\$18,071,478
Women's		\$160,131,829	\$191,363,787	\$31,231,958
Children's		\$70,420,394	\$84,147,502	\$13,727,108
Footwear		\$107,480,921	\$128,453,479	\$20,972,558
Watches & Jewelry		\$30,135,845	\$36,029,606	\$5,893,761
Apparel Products and Services (1)		\$14,580,878	\$17,425,177	\$2,844,299
<b>Computer</b>				
Computers and Hardware for Home Use		\$38,009,969	\$45,430,252	\$7,420,283
Portable Memory		\$971,015	\$1,160,295	\$189,280
Computer Software		\$2,345,682	\$2,804,538	\$458,856
Computer Accessories		\$4,250,354	\$5,078,484	\$828,130
<b>Entertainment &amp; Recreation</b>		\$709,235,865	\$847,439,349	\$138,203,484
Fees and Admissions		\$158,845,039	\$189,780,417	\$30,935,378
Membership Fees for Clubs (2)		\$52,764,946	\$63,047,131	\$10,282,185
Fees for Participant Sports, excl. Trips		\$23,627,407	\$28,225,668	\$4,598,261
Tickets to Theatre/Operas/Concerts		\$17,321,821	\$20,697,585	\$3,375,764
Tickets to Movies		\$12,526,566	\$14,970,849	\$2,444,283
Tickets to Parks or Museums		\$7,181,644	\$8,580,731	\$1,399,087
Admission to Sporting Events, excl. Trips		\$13,637,043	\$16,294,262	\$2,657,219
Fees for Recreational Lessons		\$31,602,360	\$37,745,003	\$6,142,643
Dating Services		\$183,253	\$219,187	\$35,934
TV/Video/Audio		\$268,885,014	\$321,306,386	\$52,421,372
Cable and Satellite Television Services		\$191,008,969	\$228,227,712	\$37,218,743
Televisions		\$24,224,275	\$28,952,020	\$4,727,745
Satellite Dishes		\$313,599	\$374,614	\$61,015
VCRs, Video Cameras, and DVD Players		\$1,321,297	\$1,579,020	\$257,723
Miscellaneous Video Equipment		\$5,604,744	\$6,697,666	\$1,092,922
Video Cassettes and DVDs		\$2,557,514	\$3,056,148	\$498,634
Video Game Hardware/Accessories		\$6,596,201	\$7,885,856	\$1,289,655
Video Game Software		\$3,624,160	\$4,333,049	\$708,889
Rental/Streaming/Downloaded Video		\$11,043,246	\$13,201,966	\$2,158,720
Installation of Televisions		\$236,652	\$282,651	\$45,999
Audio (3)		\$21,638,042	\$25,859,158	\$4,221,116
Rental and Repair of TV/Radio/Sound Equipment		\$716,315	\$856,524	\$140,209
Pets		\$137,336,789	\$164,092,839	\$26,756,050
Toys/Games/Crafts/Hobbies (4)		\$26,325,494	\$31,459,593	\$5,134,099
Recreational Vehicles and Fees (5)		\$31,633,142	\$37,774,661	\$6,141,519
Sports/Recreation/Exercise Equipment (6)		\$44,498,158	\$53,174,320	\$8,676,162
Photo Equipment and Supplies (7)		\$11,856,518	\$14,172,531	\$2,316,013
Reading (8)		\$23,605,650	\$28,205,546	\$4,599,896
Catered Affairs (9)		\$6,250,061	\$7,473,058	\$1,222,997
<b>Food</b>		\$1,953,812,439	\$2,334,884,082	\$381,071,643
Food at Home		\$1,141,571,676	\$1,364,111,052	\$222,539,376
Bakery and Cereal Products		\$149,903,445	\$179,120,472	\$29,217,027
Meats, Poultry, Fish, and Eggs		\$252,750,588	\$302,018,833	\$49,268,245
Dairy Products		\$117,572,206	\$140,488,807	\$22,916,601
Fruits and Vegetables		\$225,396,565	\$269,331,400	\$43,934,835
Snacks and Other Food at Home (10)		\$395,948,873	\$473,151,541	\$77,202,668
Food Away from Home		\$812,240,762	\$970,773,029	\$158,532,267
Alcoholic Beverages		\$129,970,368	\$155,352,722	\$25,382,354

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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## Retail Demand Outlook

Ramsey County, MN 2  
Ramsey County, MN (27123)  
Geography: County

Prepared by Esri

	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$4,751,986,262	\$5,676,207,831	\$924,221,569
Value of Retirement Plans	\$20,595,834,521	\$24,594,761,866	\$3,998,927,345
Value of Other Financial Assets	\$1,282,294,569	\$1,532,026,666	\$249,732,097
Vehicle Loan Amount excluding Interest	\$610,357,829	\$729,399,571	\$119,041,742
Value of Credit Card Debt	\$539,947,788	\$645,052,963	\$105,105,175
<b>Health</b>			
Nonprescription Drugs	\$31,302,444	\$37,402,710	\$6,100,266
Prescription Drugs	\$77,414,831	\$92,481,350	\$15,066,519
Eyeglasses and Contact Lenses	\$19,458,828	\$23,247,259	\$3,788,431
<b>Home</b>			
Mortgage Payment and Basics (11)	\$2,068,651,533	\$2,470,023,199	\$401,371,666
Maintenance and Remodeling Services	\$441,734,104	\$527,434,082	\$85,699,978
Maintenance and Remodeling Materials (12)	\$98,124,482	\$117,162,042	\$19,037,560
Utilities, Fuel, and Public Services	\$1,057,314,772	\$1,263,285,948	\$205,971,176
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$22,359,072	\$26,717,315	\$4,358,243
Furniture	\$137,335,674	\$164,110,103	\$26,774,429
Rugs	\$7,253,397	\$8,666,094	\$1,412,697
Major Appliances (14)	\$74,994,057	\$89,575,445	\$14,581,388
Housewares (15)	\$23,139,868	\$27,650,532	\$4,510,664
Small Appliances	\$10,922,536	\$13,054,092	\$2,131,556
Luggage	\$3,125,390	\$3,734,822	\$609,432
Telephones and Accessories	\$16,791,865	\$20,069,376	\$3,277,511
<b>Household Operations</b>			
Child Care	\$111,661,653	\$133,445,714	\$21,784,061
Lawn and Garden (16)	\$96,113,723	\$114,792,947	\$18,679,224
Moving/Storage/Freight Express	\$15,959,432	\$19,084,358	\$3,124,926
Housekeeping Supplies (17)	\$162,955,458	\$194,714,219	\$31,758,761
<b>Insurance</b>			
Owners and Renters Insurance	\$118,087,739	\$141,032,433	\$22,944,694
Vehicle Insurance	\$339,625,994	\$405,846,527	\$66,220,533
Life/Other Insurance	\$96,375,438	\$115,107,814	\$18,732,376
Health Insurance	\$847,820,206	\$1,012,924,727	\$165,104,521
Personal Care Products (18)	\$111,215,111	\$132,907,852	\$21,692,741
School Books and Supplies (19)	\$34,562,195	\$41,303,133	\$6,740,938
Smoking Products	\$89,020,515	\$106,408,717	\$17,388,202
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$538,514,414	\$643,471,475	\$104,957,061
Gasoline and Motor Oil	\$495,391,499	\$591,963,740	\$96,572,241
Vehicle Maintenance and Repairs	\$258,749,942	\$309,221,793	\$50,471,851
<b>Travel</b>			
Airline Fares	\$120,965,216	\$144,542,288	\$23,577,072
Lodging on Trips	\$133,214,331	\$159,141,011	\$25,926,680
Auto/Truck Rental on Trips	\$5,845,017	\$6,984,391	\$1,139,374
Food and Drink on Trips	\$117,968,070	\$140,945,346	\$22,977,276

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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## Retail Demand Outlook

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Prepared by Esri

**(1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

**(2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

**(3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

**(4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

**(5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

**(6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

**(7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

**(8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

**(9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

**(10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

**(11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

**(12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

**(13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

**(14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

**(15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

**(16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

**(17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

**(18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

**(19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

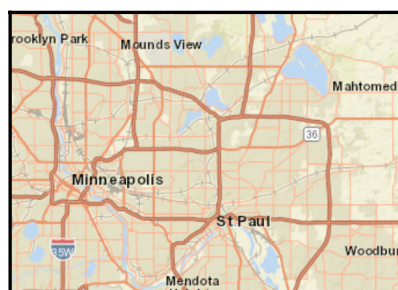
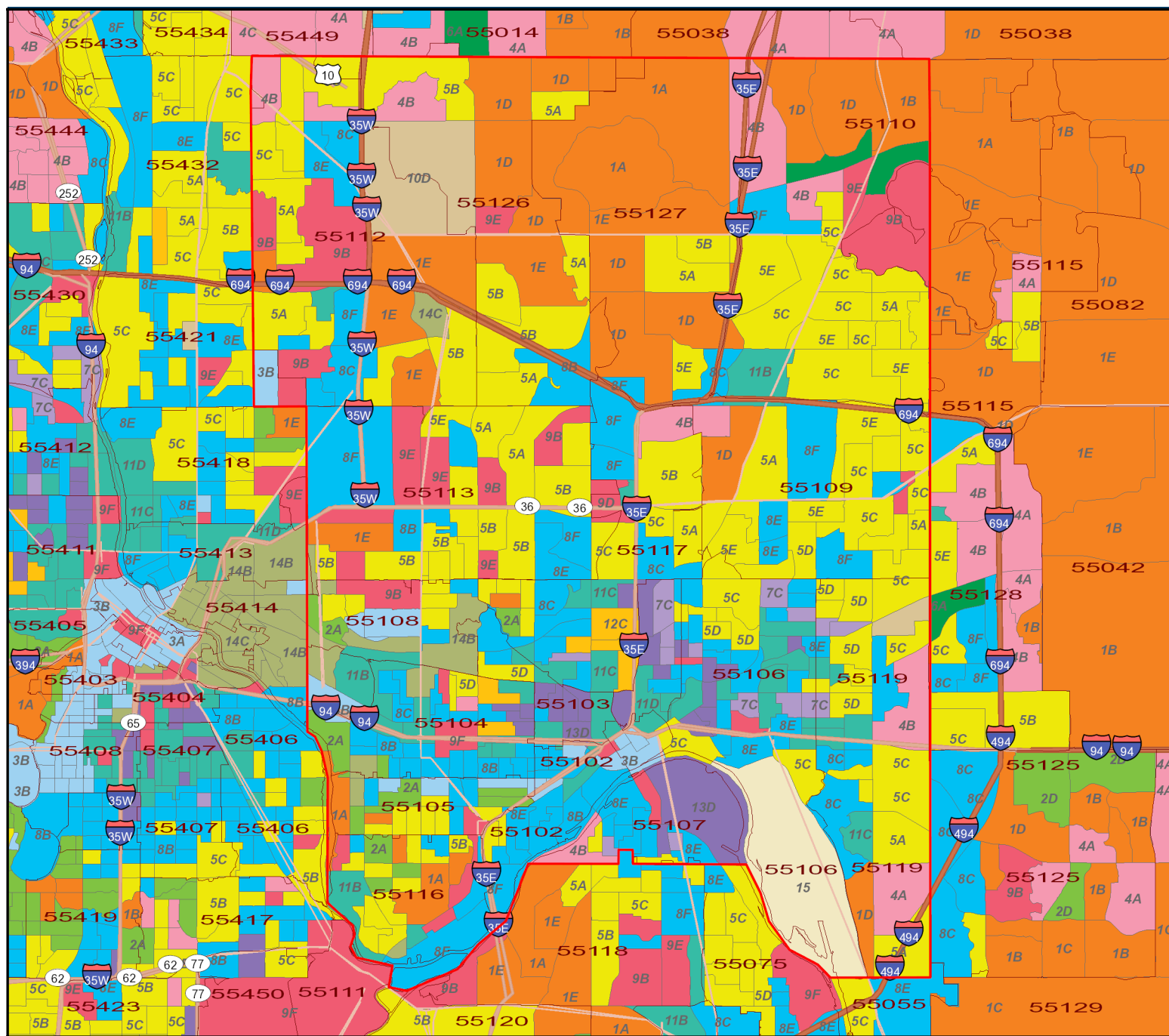
**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 17, 2020

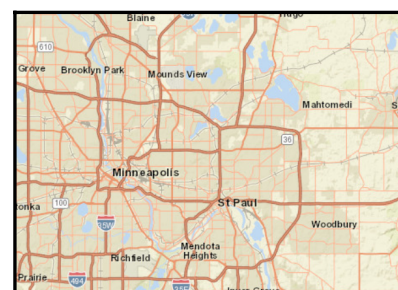
Ramsey County, MN  
 Ramsey County, MN (27123)  
 Geography: County

Prepared by Esri



## Tapestry LifeMode

- |   |   |
|---|---|
| <span style="display:inline-block; width:10px; height:10px; background-color:orange; border:1px solid black;"></span> L1: Affluent Estates      | <span style="display:inline-block; width:10px; height:10px; background-color:blue; border:1px solid black;"></span> L8: Middle Ground           |
| <span style="display:inline-block; width:10px; height:10px; background-color:green; border:1px solid black;"></span> L2: Upscale Avenues        | <span style="display:inline-block; width:10px; height:10px; background-color:purple; border:1px solid black;"></span> L9: Senior Styles         |
| <span style="display:inline-block; width:10px; height:10px; background-color:lightblue; border:1px solid black;"></span> L3: Uptown Individuals | <span style="display:inline-block; width:10px; height:10px; background-color:tan; border:1px solid black;"></span> L10: Rustic Outposts         |
| <span style="display:inline-block; width:10px; height:10px; background-color:lightpink; border:1px solid black;"></span> L4: Family Landscapes  | <span style="display:inline-block; width:10px; height:10px; background-color:teal; border:1px solid black;"></span> L11: Midtown Singles        |
| <span style="display:inline-block; width:10px; height:10px; background-color:yellow; border:1px solid black;"></span> L5: GenXurban             | <span style="display:inline-block; width:10px; height:10px; background-color:orange; border:1px solid black;"></span> L12: Hometown             |
| <span style="display:inline-block; width:10px; height:10px; background-color:darkgreen; border:1px solid black;"></span> L6: Cozy Country       | <span style="display:inline-block; width:10px; height:10px; background-color:darkpurple; border:1px solid black;"></span> L13: Next Wave        |
| <span style="display:inline-block; width:10px; height:10px; background-color:lavender; border:1px solid black;"></span> L7: Ethnic Enclaves     | <span style="display:inline-block; width:10px; height:10px; background-color:olive; border:1px solid black;"></span> L14: Scholars and Patriots |



Source: Esri

September 20, 2018





## Dominant Tapestry Map

Ramsey County, MN  
Ramsey County, MN (27123)  
Geography: County

Prepared by Esri

### Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

<a href="#">Segment 1A (Top Tier)</a>	<a href="#">Segment 8C (Bright Young Professionals)</a>
<a href="#">Segment 1B (Professional Pride)</a>	<a href="#">Segment 8D (Downtown Melting Pot)</a>
<a href="#">Segment 1C (Boomburbs)</a>	<a href="#">Segment 8E (Front Porches)</a>
<a href="#">Segment 1D (Savvy Suburbanites)</a>	<a href="#">Segment 8F (Old and Newcomers)</a>
<a href="#">Segment 1E (Exurbanites)</a>	<a href="#">Segment 8G (Hardscrabble Road)</a>
<a href="#">Segment 2A (Urban Chic)</a>	<a href="#">Segment 9A (Silver &amp; Gold)</a>
<a href="#">Segment 2B (Pleasantville)</a>	<a href="#">Segment 9B (Golden Years)</a>
<a href="#">Segment 2C (Pacific Heights)</a>	<a href="#">Segment 9C (The Elders)</a>
<a href="#">Segment 2D (Enterprising Professionals)</a>	<a href="#">Segment 9D (Senior Escapes)</a>
<a href="#">Segment 3A (Laptops and Lattes)</a>	<a href="#">Segment 9E (Retirement Communities)</a>
<a href="#">Segment 3B (Metro Renters)</a>	<a href="#">Segment 9F (Social Security Set)</a>
<a href="#">Segment 3C (Trendsetters)</a>	<a href="#">Segment 10A (Southern Satellites)</a>
<a href="#">Segment 4A (Soccer Moms)</a>	<a href="#">Segment 10B (Rooted Rural)</a>
<a href="#">Segment 4B (Home Improvement)</a>	<a href="#">Segment 10C (Diners &amp; Miners)</a>
<a href="#">Segment 4C (Middleburg)</a>	<a href="#">Segment 10D (Down the Road)</a>
<a href="#">Segment 5A (Comfortable Empty Nesters)</a>	<a href="#">Segment 10E (Rural Bypasses)</a>
<a href="#">Segment 5B (In Style)</a>	<a href="#">Segment 11A (City Strivers)</a>
<a href="#">Segment 5C (Parks and Rec)</a>	<a href="#">Segment 11B (Young and Restless)</a>
<a href="#">Segment 5D (Rustbelt Traditions)</a>	<a href="#">Segment 11C (Metro Fusion)</a>
<a href="#">Segment 5E (Midlife Constants)</a>	<a href="#">Segment 11D (Set to Impress)</a>
<a href="#">Segment 6A (Green Acres)</a>	<a href="#">Segment 11E (City Commons)</a>
<a href="#">Segment 6B (Salt of the Earth)</a>	<a href="#">Segment 12A (Family Foundations)</a>
<a href="#">Segment 6C (The Great Outdoors)</a>	<a href="#">Segment 12B (Traditional Living)</a>
<a href="#">Segment 6D (Prairie Living)</a>	<a href="#">Segment 12C (Small Town Simplicity)</a>
<a href="#">Segment 6E (Rural Resort Dwellers)</a>	<a href="#">Segment 12D (Modest Income Homes)</a>
<a href="#">Segment 6F (Heartland Communities)</a>	<a href="#">Segment 13A (International Marketplace)</a>
<a href="#">Segment 7A (Up and Coming Families)</a>	<a href="#">Segment 13B (Las Casas)</a>
<a href="#">Segment 7B (Urban Villages)</a>	<a href="#">Segment 13C (NeWest Residents)</a>
<a href="#">Segment 7C (American Dreamers)</a>	<a href="#">Segment 13D (Fresh Ambitions)</a>
<a href="#">Segment 7D (Barrios Urbanos)</a>	<a href="#">Segment 13E (High Rise Renters)</a>
<a href="#">Segment 7E (Valley Growers)</a>	<a href="#">Segment 14A (Military Proximity)</a>
<a href="#">Segment 7F (Southwestern Families)</a>	<a href="#">Segment 14B (College Towns)</a>
<a href="#">Segment 8A (City Lights)</a>	<a href="#">Segment 14C (Dorms to Diplomas)</a>
<a href="#">Segment 8B (Emerald City)</a>	<a href="#">Segment 15 (Unclassified)</a>

## Section 1 - Current Metro Rent Details

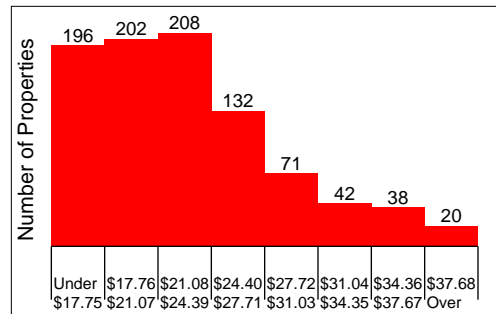
Asking Rent by Age

Year Built	Rent
Before 1970	\$23.35
1970-1979	\$24.58
1980-1989	\$26.77
1990-1999	\$28.60
2000-2009	\$27.08
After 2009	\$30.97
All	\$24.56

As of 09/30/19

Asking Rent Distribution

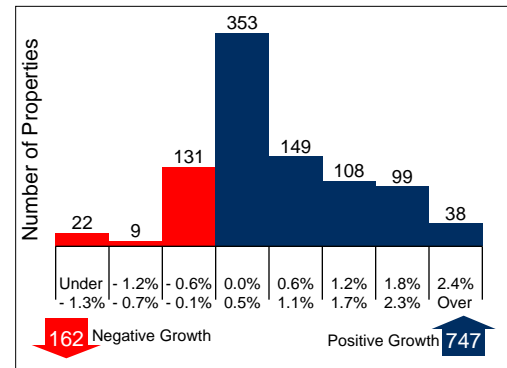
Low	25%	Mean	Median	75%	High
\$14.43	\$20.94	\$24.56	\$24.96	\$31.51	\$40.96



As of 09/30/19

Asking Rent Growth Rate Distribution

Low	25%	Mean	Median	75%	High
- 1.4%	- 0.1%	0.7%	0.0%	0.9%	3.3%



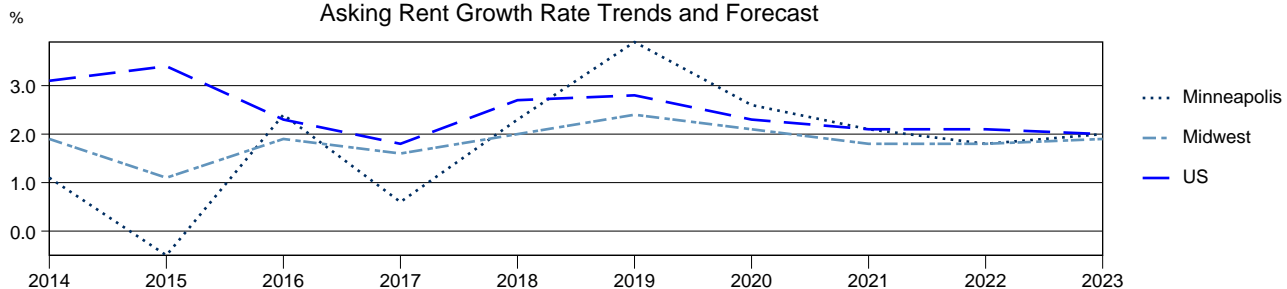
Qtr Ending 09/30/19

## Section 2 - Rent Growth Comparisons

	Asking Rent Growth						
	Quarterly			Annualized			
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year	5 Yr Forecast
	Minneapolis	Midwest	United States	1 Year	3 Year	5 Year	5 Yr Forecast
Minneapolis	0.7%	2.2%	1.1%	2.3%	1.8%	1.2%	2.5%
Midwest	0.5%	0.6%	0.5%	2.0%	1.8%	1.7%	2.0%
United States	0.6%	0.8%	0.6%	2.7%	2.3%	2.7%	2.3%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18	12/31/23

Metro Rank Compared to:	Total Metros	Metro Ranks						
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year	5 Yr Forecast
Midwest	13	1	1	1	2	4	7	1
United States	82	23	1	2	30	37	53	18

Asking Rent Growth Rate Trends and Forecast



Period ending 12/31/23

## Section 3 - Current Metro Vacancy Details

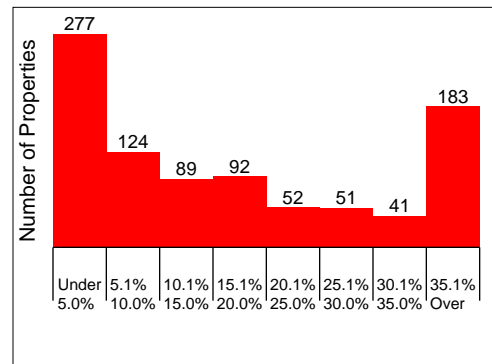
Vacancy Rate By Age

Year Built	Vac. Rate
Before 1970	22.8%
1970-1979	23.8%
1980-1989	18.8%
1990-1999	17.5%
2000-2009	14.4%
After 2009	18.0%
All	18.0%

As of 09/30/19

Vacancy Rate Distribution

Low	25%	Mean	Median	75%	High
0.0%	4.6%	18.0%	13.2%	27.0%	78.0%

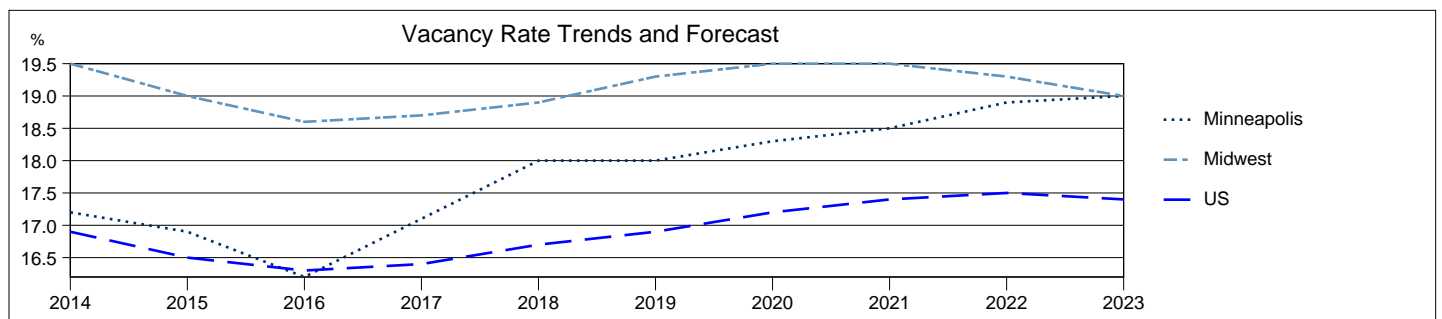


As of 09/30/19

## Section 4 - Vacancy Rate Comparisons

	Vacancy Rates						
	Quarterly			Annualized			
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year	5 Yr Forecast
Minneapolis	18.0%	17.9%	17.9%	17.5%	17.0%	17.1%	18.6%
Midwest	19.1%	19.0%	19.0%	18.8%	18.8%	19.1%	19.3%
United States	16.8%	16.8%	16.8%	16.6%	16.5%	16.6%	17.3%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18	12/31/23

Metro Rank Compared to:	Total Metros	Metro Ranks						
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year	5 Yr Forecast
Midwest	13	6	5	5	4	4	4	7
United States	82	47	45	46	44	39	39	51



Period ending 12/31/23

## Section 5 - Metro Inventory Details

### Inventory By Building Age

Year Built	Percent
Before 1970	22.0%
1970-1979	13.0%
1980-1989	34.0%
1990-1999	11.0%
2000-2009	16.0%
After 2009	4.0%
All	100.0%

As of 09/30/19

### Office Stock Traits

	Metro			
	Low	Mean	Median	High
Year Built	1900	1981	1985	2019
Size (sq. ft.)	10,182	95,225	42,402	1,378,500
Distance to Highway (miles)	0	0.3	0.2	2.1
Distance to CBD (miles)	1	11	11.2	19.6
Distance to Landmark (miles)	0.3	4.8	4.3	12.3

As of 09/30/19 Landmark =Mississippi River

### Average Metro Lease Terms

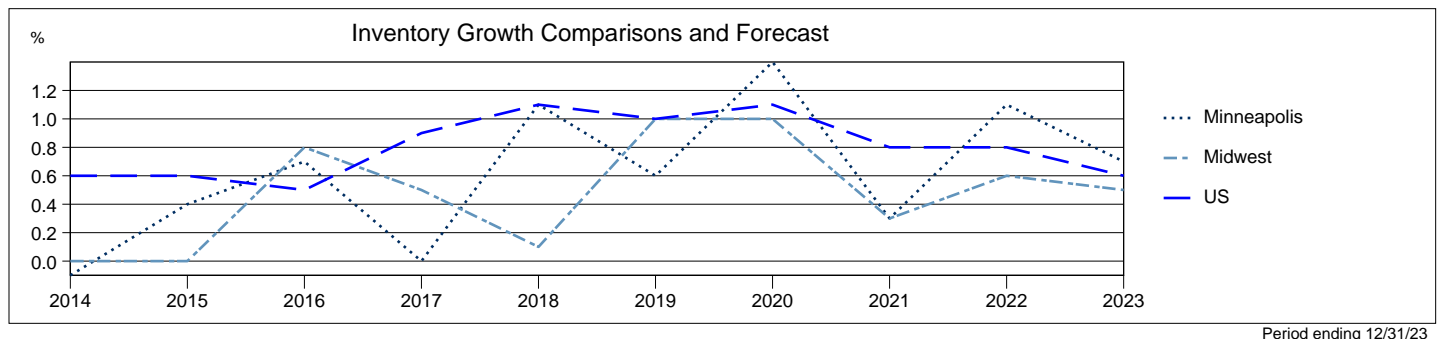
CRD %	Free Rent (mos)	Expenses \$ (Commercial)	Lease Term (yrs)	Leasing Commission %	Tenant Improvements \$
- 5.6%	2.1	\$13.20	3.4	8.4%	\$26.40

As of 09/30/19

## Section 6 - Inventory Growth Comparisons

	Inventory Growth Rates						
	Quarterly			Annualized			
	3Q19	2Q19	YTD Avg	1 Year	3 Year	5 Year	5 Yr Forecast
Minneapolis	0.0%	0.6%	0.2%	1.1%	0.6%	0.4%	0.8%
Midwest	0.2%	0.1%	0.1%	0.1%	0.5%	0.3%	0.7%
United States	0.2%	0.2%	0.2%	1.1%	0.8%	0.8%	0.9%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/18	12/31/18	12/31/23

Metro Rank Compared to:	Total Metros	Metro Ranks						
		3Q19	2Q19	YTD	1 Year	3 Year	5 Year	5 Yr Forecast
Midwest	13	5	1	3	2	6	6	3
United States	82	32	7	24	24	33	37	25



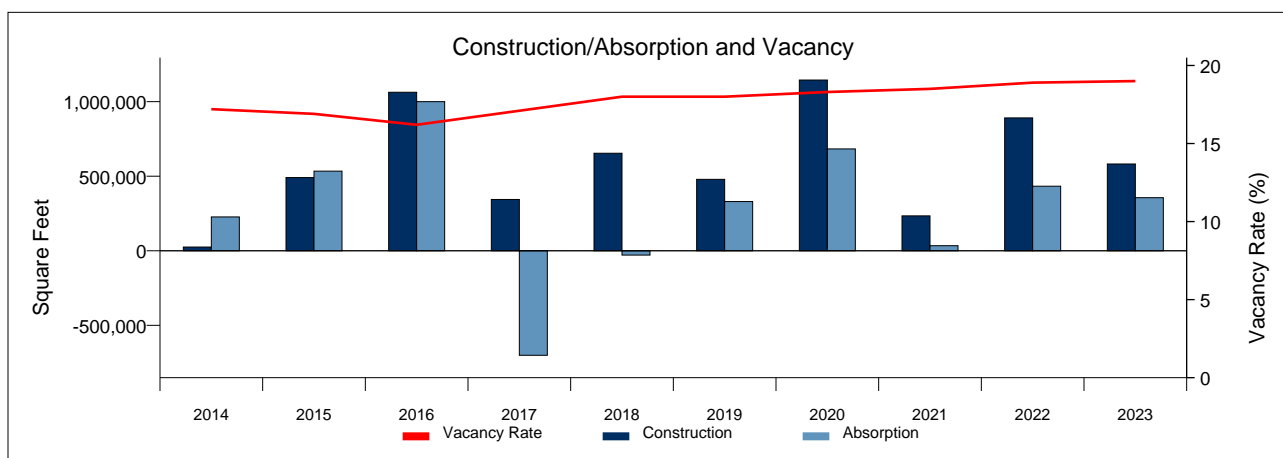
## Section 7 - Construction/Absorption Change

### Construction and Absorption

	Quarterly								
	3Q19			2Q19			YTD Avg		
	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio
	0	-50,000	0.0	479,000	238,000	2.0	159,700	119,000	1.3
Minneapolis	1,066,000	632,000	1.7	720,000	-164,000	-4.4	844,700	296,300	2.9
Midwest									
Average over period ending:	09/30/19	09/30/19	09/30/19	06/30/19	06/30/19	06/30/19	09/30/19	09/30/19	09/30/19

	Annualized								
	1 Year History			3 Year History			5 Year History		
	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio
	654,000	-29,000	-22.6	687,000	90,000	7.6	515,000	206,000	2.5
Minneapolis	3,526,000	-763,000	-4.6	4,755,000	2,797,000	1.7	3,643,000	2,750,000	1.3
Midwest									
Average over period ending:	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18	12/31/18

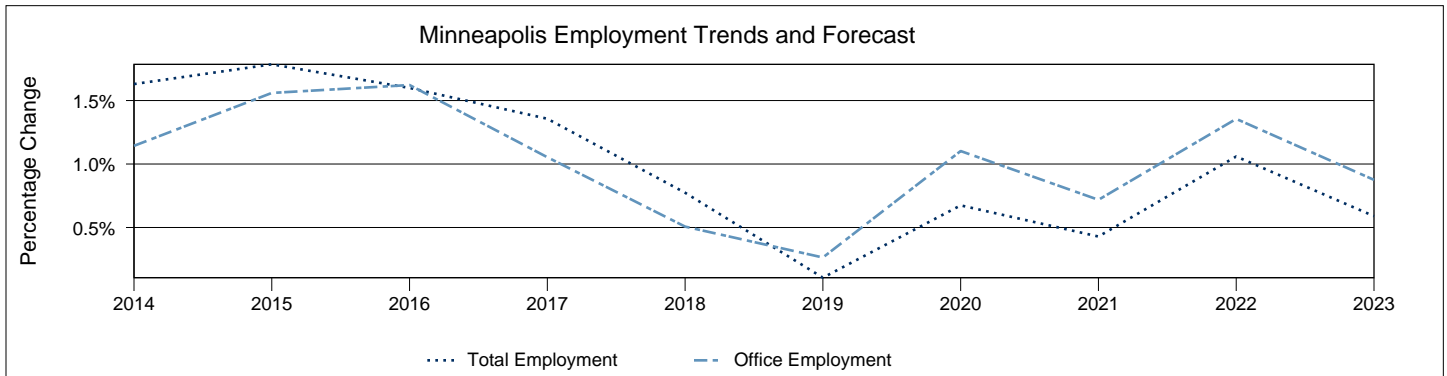
	Annualized		
	5 Year Forecast		
	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio
	666,200	367,200	1.8
Minneapolis	4,740,400	3,666,400	1.3
Midwest			
Average over period ending:	12/31/23	12/31/23	12/31/23



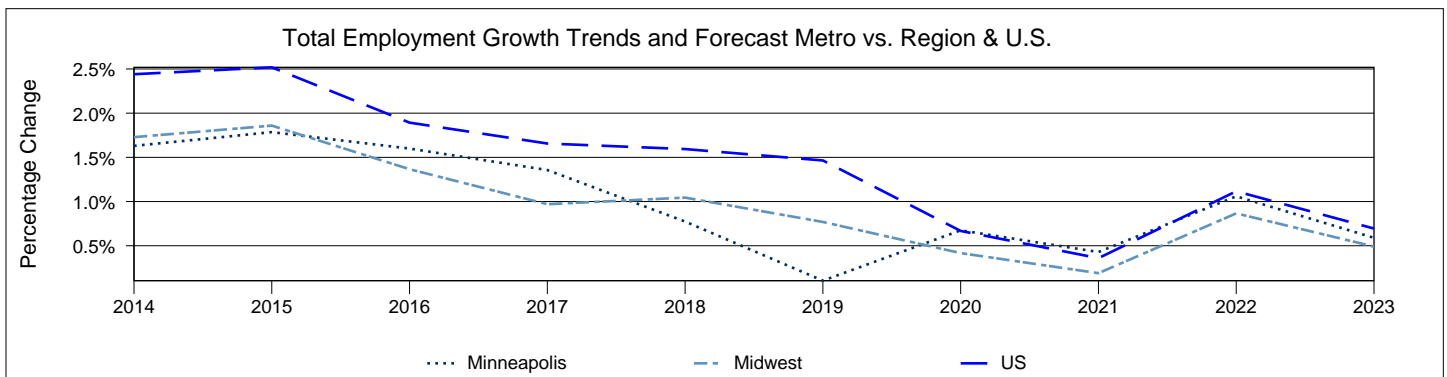
Period ending 12/31/23



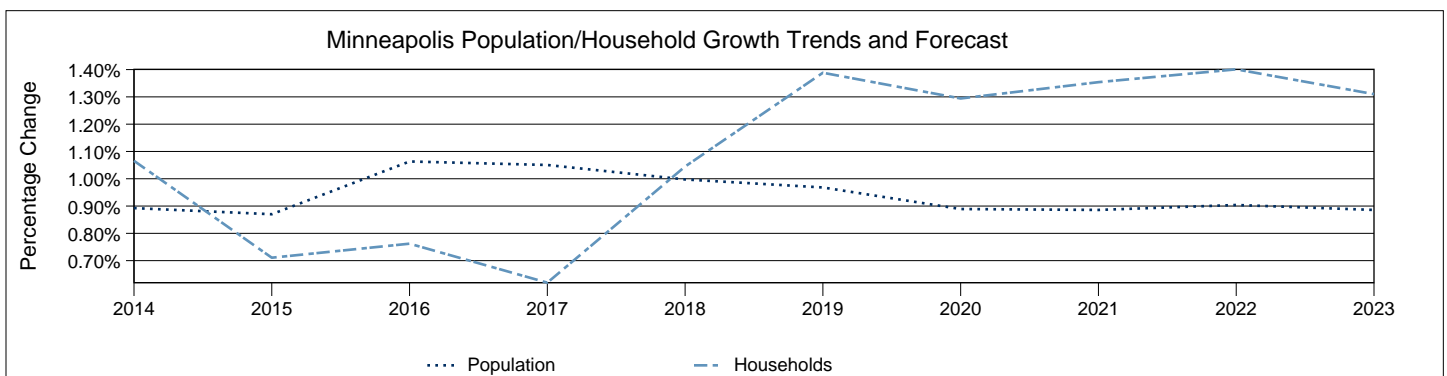
## Section 8 - Economic and Demographic Trends



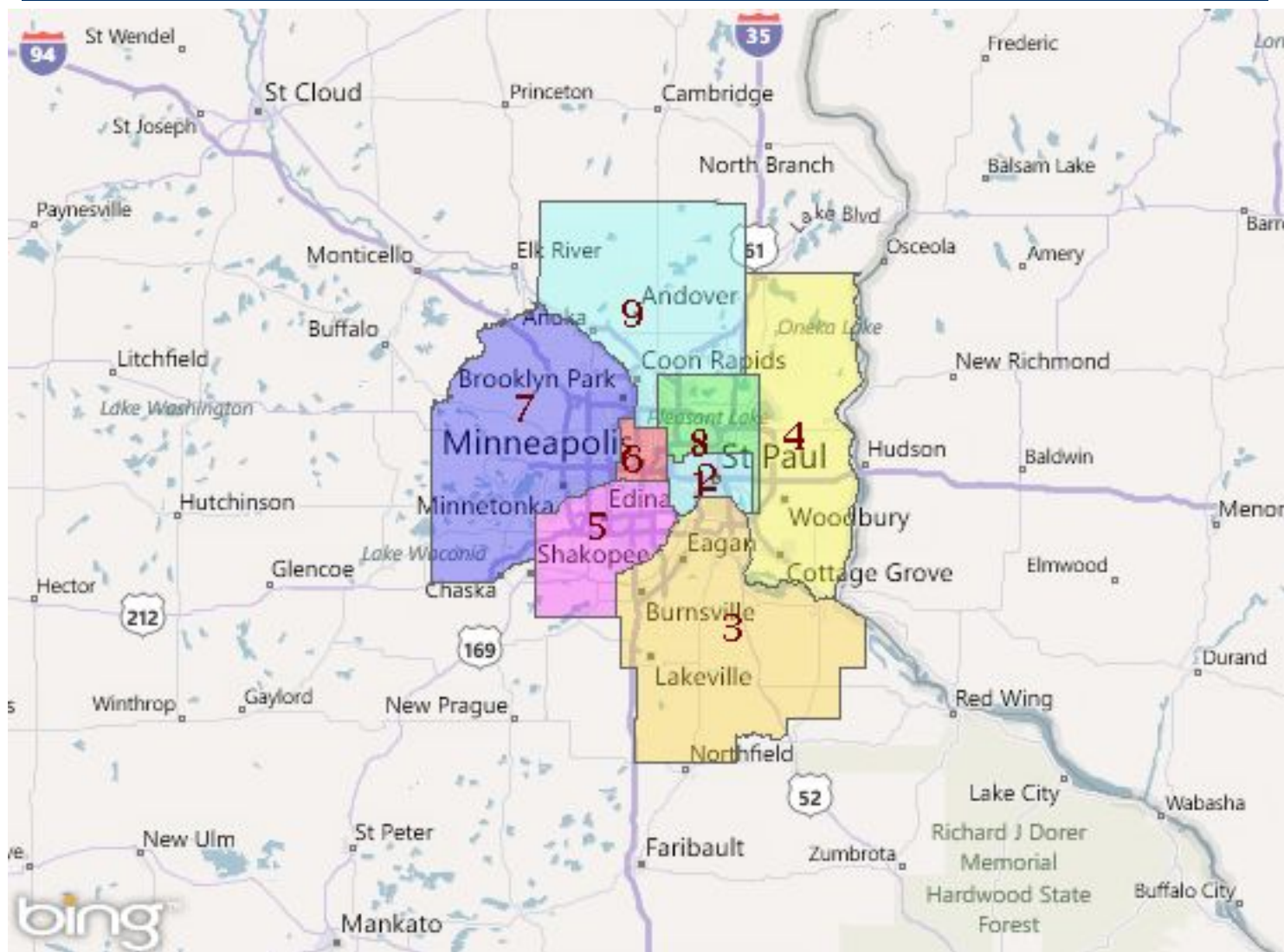
Provided by Moody's Economy.com, Period ending 12/31/23



Provided by Moody's Economy.com, Period ending 12/31/23



Provided by Moody's Economy.com, Period ending 12/31/23





Prepared By Reis, Inc.

# Metro Trend Futures

Office - 3rd Quarter 2019

Metro: Minneapolis

## Section 10 - Metro Data

Year	Qtr	Inventory SF/Units	Completions	Inventory Growth%	Vacant Stock	Vacancy Rate	Vacancy Change(BPS)	Occupied Stock	Net Absorption	Asking Rent	Ask Rent % Chg
2014	Y	78,631,000	25,000	- 0.1%	13,501,000	17.2%	-40	65,130,000	227,000	\$22.63	1.1%
2015	Y	78,980,000	491,000	0.4%	13,316,000	16.9%	-30	65,664,000	534,000	\$22.52	- 0.5%
2016	Y	79,561,000	1,063,000	0.7%	12,897,000	16.2%	-70	66,664,000	1,000,000	\$23.07	2.4%
2017	Q4	79,536,000	25,000	- 0.1%	13,573,000	17.1%	-10	65,963,000	64,000	\$23.21	1.0%
2017	Y	79,536,000	344,000	0.0%	13,573,000	17.1%	90	65,963,000	-701,000	\$23.21	0.6%
2018	Q1	79,539,000	66,000	0.0%	13,879,000	17.4%	30	65,660,000	-303,000	\$23.38	0.7%
2018	Q2	79,591,000	52,000	0.1%	14,066,000	17.7%	30	65,525,000	-135,000	\$23.48	0.4%
2018	Q3	79,755,000	164,000	0.2%	13,955,000	17.5%	-20	65,800,000	275,000	\$23.60	0.5%
2018	Q4	80,382,000	372,000	0.8%	14,448,000	18.0%	50	65,934,000	134,000	\$23.75	0.6%
2018	Y	80,382,000	654,000	1.1%	14,448,000	18.0%	90	65,934,000	-29,000	\$23.75	2.3%
2019	Q1	80,382,000	0	0.0%	14,279,000	17.8%	-20	66,103,000	169,000	\$23.86	0.5%
2019	Q2	80,837,000	479,000	0.6%	14,496,000	17.9%	10	66,341,000	238,000	\$24.39	2.2%
2019	Q3	80,837,000	0	0.0%	14,546,000	18.0%	10	66,291,000	-50,000	\$24.56	0.7%
2019	Y	80,837,000	479,000	0.6%	14,573,000	18.0%	0	66,264,000	330,000	\$24.67	3.9%
2020	Y	81,982,000	1,145,000	1.4%	15,035,000	18.3%	30	66,947,000	683,000	\$25.31	2.6%
2021	Y	82,216,000	234,000	0.3%	15,235,000	18.5%	20	66,981,000	34,000	\$25.83	2.1%
2022	Y	83,107,000	891,000	1.1%	15,693,000	18.9%	40	67,414,000	433,000	\$26.29	1.8%
2023	Y	83,689,000	582,000	0.7%	15,919,000	19.0%	10	67,770,000	356,000	\$26.81	2.0%

Year	Qtr	Effective Rent	Eff Rent % Chg	Cons/Abs	Abs/Occ Stock%	Population	Pop% Chg	Employment	Emp% Chg	Off Emp	Off Emp Pct Chg	Avg HH Income	AHHI% Chg
2014	Y	\$17.41	1.2%	0.1	0.3%	3,505,620	0.9%	1,906,170	1.6%	608,676	1.1%	\$140,880	6.1%
2015	Y	\$17.34	- 0.4%	0.9	0.8%	3,536,120	0.9%	1,940,200	1.8%	618,170	1.6%	\$145,410	3.2%
2016	Y	\$17.80	2.7%	1.1	1.5%	3,573,720	1.1%	1,971,230	1.6%	628,198	1.6%	\$150,435	3.5%
2017	Q4	\$17.89	1.0%	0.4	0.1%	3,611,260	0.3%	1,997,970	0.2%	634,816	0.2%	\$155,763	1.3%
2017	Y	\$17.89	0.5%	-0.5	- 1.1%	3,611,260	1.1%	1,997,970	1.4%	634,816	1.1%	\$155,763	3.5%
2018	Q1	\$18.02	0.7%	-0.2	- 0.5%	3,620,320	0.3%	2,005,530	0.4%	636,694	0.3%	\$156,460	0.4%
2018	Q2	\$18.10	0.4%	-0.4	- 0.2%	3,629,190	0.2%	2,010,730	0.3%	638,790	0.3%	\$158,692	1.4%
2018	Q3	\$18.19	0.5%	0.6	0.4%	3,638,230	0.2%	2,020,070	0.5%	641,103	0.4%	\$160,206	1.0%
2018	Q4	\$18.31	0.7%	2.8	0.2%	3,647,280	0.2%	2,013,430	- 0.3%	638,034	- 0.5%	\$161,217	0.6%
2018	Y	\$18.31	2.3%	-22.6	0.0%	3,647,280	1.0%	2,013,430	0.8%	638,034	0.5%	\$161,217	3.5%
2019	Q1	\$18.41	0.5%	0.0	0.3%	3,656,300	0.2%	2,013,200	0.0%	637,542	- 0.1%	\$161,649	0.3%
2019	Q2	\$18.79	2.1%	2.0	0.4%	3,665,240	0.2%	2,008,130	- 0.3%	639,106	0.2%	\$162,569	0.6%
2019	Q3	\$18.91	0.6%	0.0	- 0.1%	3,674,000	0.2%	2,011,700	0.2%	638,265	- 0.1%	\$163,434	0.5%
2019	Y	\$19.10	4.3%	1.5	0.5%	3,682,590	1.0%	2,015,540	0.1%	639,717	0.3%	\$164,589	2.1%
2020	Y	\$19.61	2.7%	1.7	1.0%	3,715,330	0.9%	2,029,130	0.7%	646,768	1.1%	\$168,638	2.5%
2021	Y	\$20.02	2.1%	6.9	0.1%	3,748,240	0.9%	2,037,830	0.4%	651,412	0.7%	\$173,047	2.6%
2022	Y	\$20.40	1.9%	2.1	0.6%	3,782,120	0.9%	2,059,420	1.1%	660,242	1.4%	\$178,893	3.4%
2023	Y	\$20.84	2.2%	1.6	0.5%	3,815,620	0.9%	2,071,560	0.6%	666,020	0.9%	\$183,979	2.8%

Click here for a glossary of terms, or go to <https://se.reis.com/ReisSEGlossary.pdf>

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## Section 1 - Current Metro Rent Details

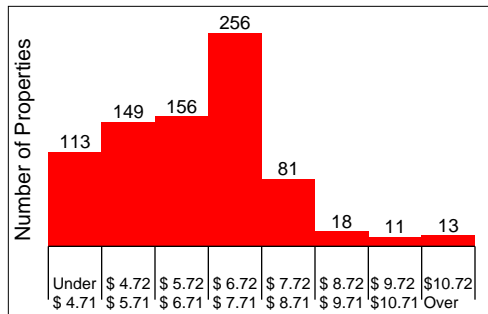
Asking Rent by Age

Year Built	Rent
Before 1970	\$ 5.84
1970-1979	\$ 6.33
1980-1989	\$ 6.51
1990-1999	\$ 6.91
2000-2009	\$ 6.76
After 2009	\$ 6.11

As of 09/30/19

Asking Rent Distribution

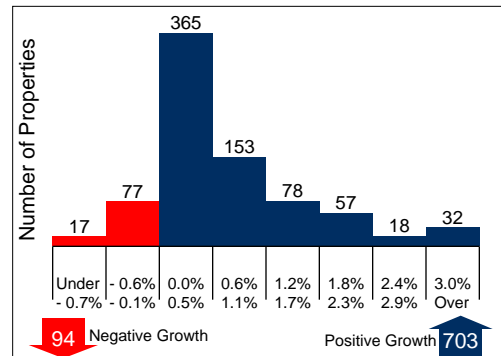
Low	25%	Median	75%	High
\$ 3.15	\$ 5.27	\$ 6.68	\$ 7.28	\$ 9.18



As of 09/30/19

Asking Rent Growth Rate Distribution

Low	25%	Median	75%	High
- 0.8%	0.0%	0.3%	1.1%	5.4%





## Section 3 - Current Metro Vacancy Details

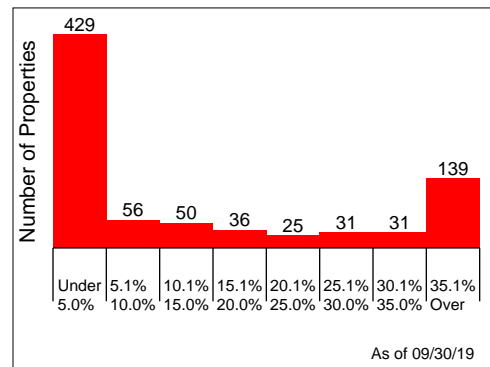
Vacancy Rate By Age

Year Built	Vac. Rate
Before 1970	16.2%
1970-1979	13.6%
1980-1989	14.7%
1990-1999	17.3%
2000-2009	18.6%
After 2009	16.6%

As of 09/30/19

Vacancy Rate Distribution

Low	25%	Median	75%	High
0.0%	0.0%	1.7%	21.3%	98.1%



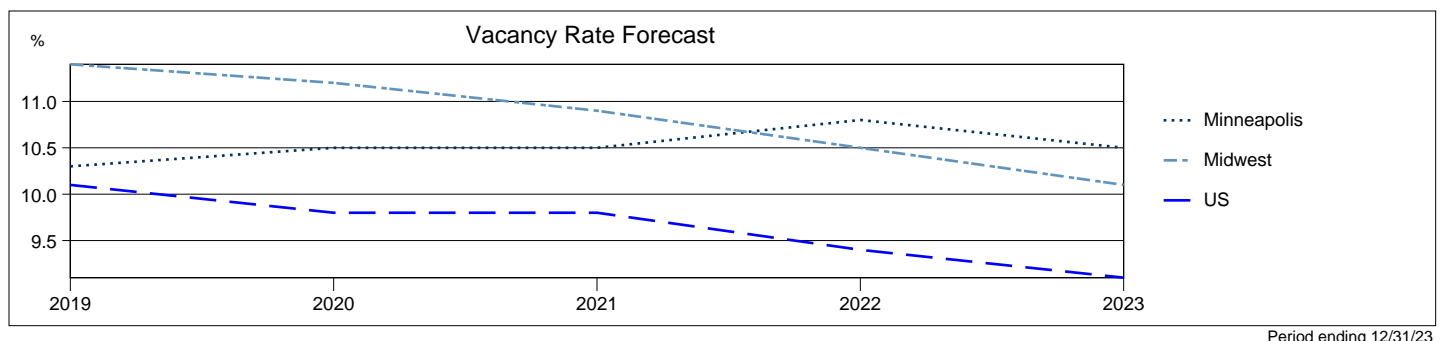
## Section 4 - Vacancy Rate Comparisons

	Vacancy Rates						
	Quarterly			Annualized	Annualized Forecast		
	3Q19	2Q19	YTD Avg	1 Year	1 Year	3 Year	5 Year
Minneapolis	10.2%	10.2%	10.1%	10.1%	10.3%	10.4%	10.5%
Midwest	11.1%	11.1%	11.0%	11.0%	11.4%	11.1%	10.8%
United States	9.8%	9.8%	9.7%	9.2%	10.1%	9.9%	9.7%
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/19	12/31/21	12/31/23

Metro Ranking	
3Q19	2Q19
N/A	N/A
6	6
58	61
09/30/19	06/30/19

\* of 17 regional metros

\*\* of 101 U.S. metros

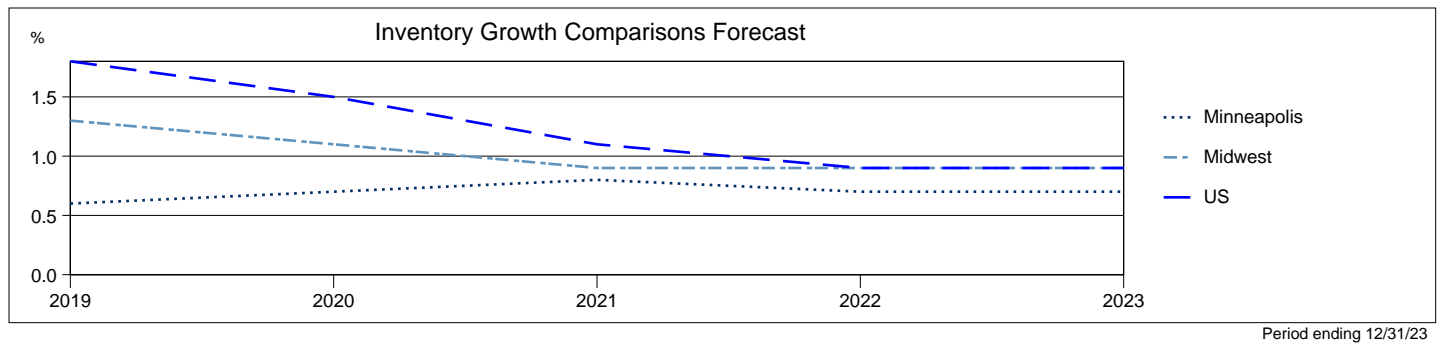


## Section 5 - Inventory Growth Comparisons

	Inventory Growth Rates							Metro Ranking	
	Quarterly			Annualized	Annualized Forecast			3Q19	2Q19
	3Q19	2Q19	YTD Avg	1 Year	1 Year	3 Year	5 Year	3Q19	2Q19
	0.0%	0.1%	0.1%	1.0%	0.6%	0.7%	0.7%	N/A	N/A
Minneapolis	0.0%	0.1%	0.1%	1.0%	0.6%	0.7%	0.7%	N/A	N/A
Midwest	0.2%	0.4%	0.3%	1.7%	1.3%	1.1%	1.0%	8	10
United States	0.4%	0.5%	0.4%	2.2%	1.8%	1.4%	1.2%	40	47
Period Ending:	09/30/19	06/30/19	09/30/19	12/31/18	12/31/19	12/31/21	12/31/23	09/30/19	06/30/19

\* of 17 regional metros

\*\* of 101 U.S. metros

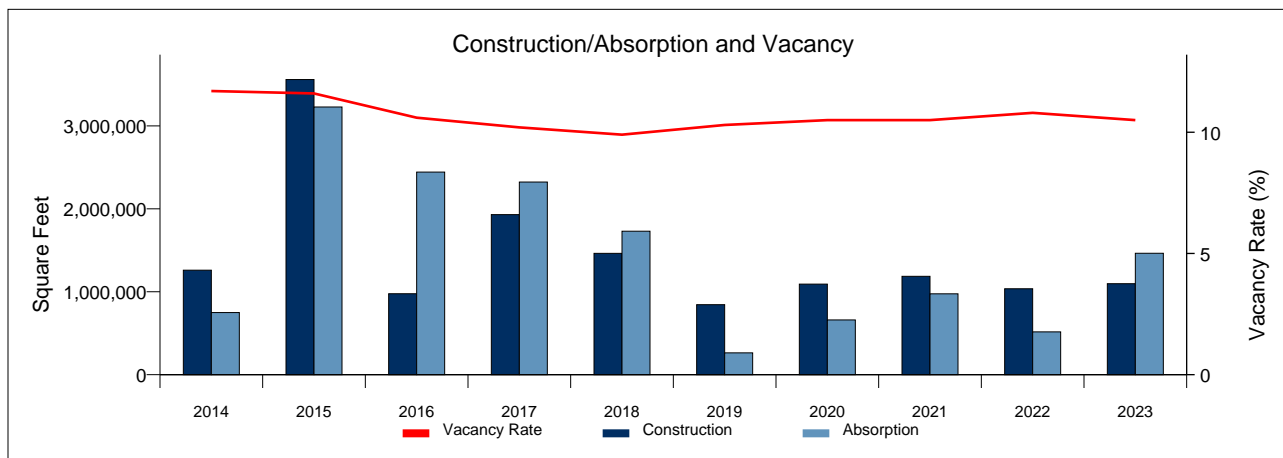


## Section 6 - Construction/Absorption Change

### Construction and Absorption

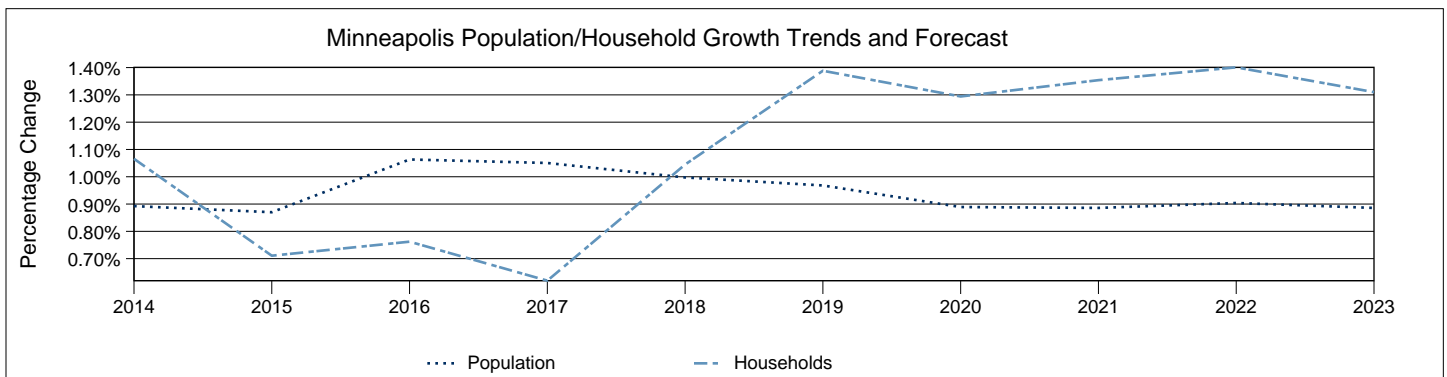
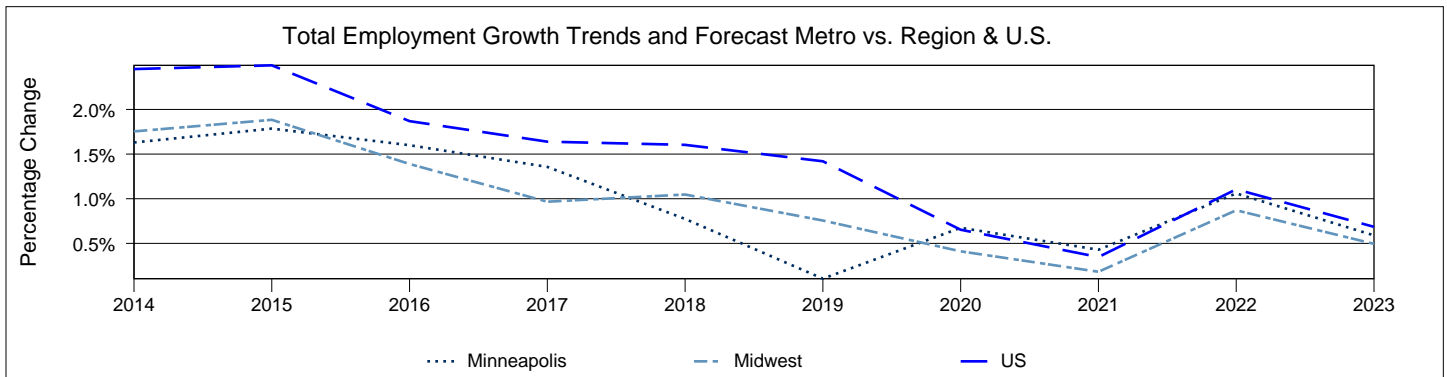
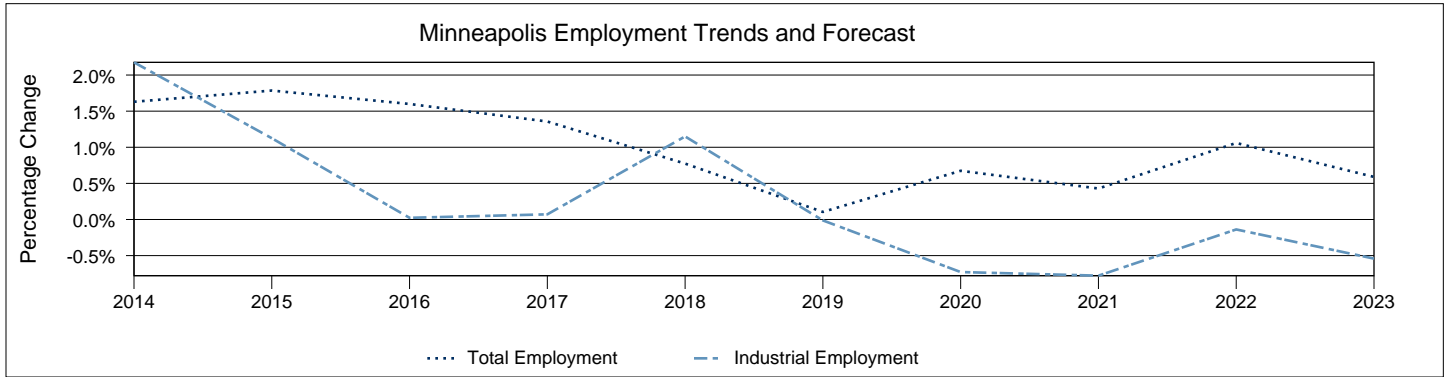
	Quarterly								
	3Q19			2Q19			YTD Avg		
	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio
	0	33,000	0.0	144,000	-192,000	-0.7	132,700	-16,300	-8.1
Minneapolis	0	33,000	0.0	144,000	-192,000	-0.7	132,700	-16,300	-8.1
Midwest	4,047,000	3,468,000	1.2	7,091,000	479,000	14.8	4,914,000	2,250,300	2.2
Average over period ending:	09/30/19	09/30/19	09/30/19	06/30/19	06/30/19	06/30/19	09/30/19	09/30/19	09/30/19

	Annualized		
	5 Year Forecast		
	Sq Ft Built	Sq Ft Absorbed	Con/Abs Ratio
	1,051,000	775,600	1.4
Minneapolis	1,051,000	775,600	1.4
Midwest	17,985,200	18,650,800	1.0
Average over period ending:	12/31/23	12/31/23	12/31/23

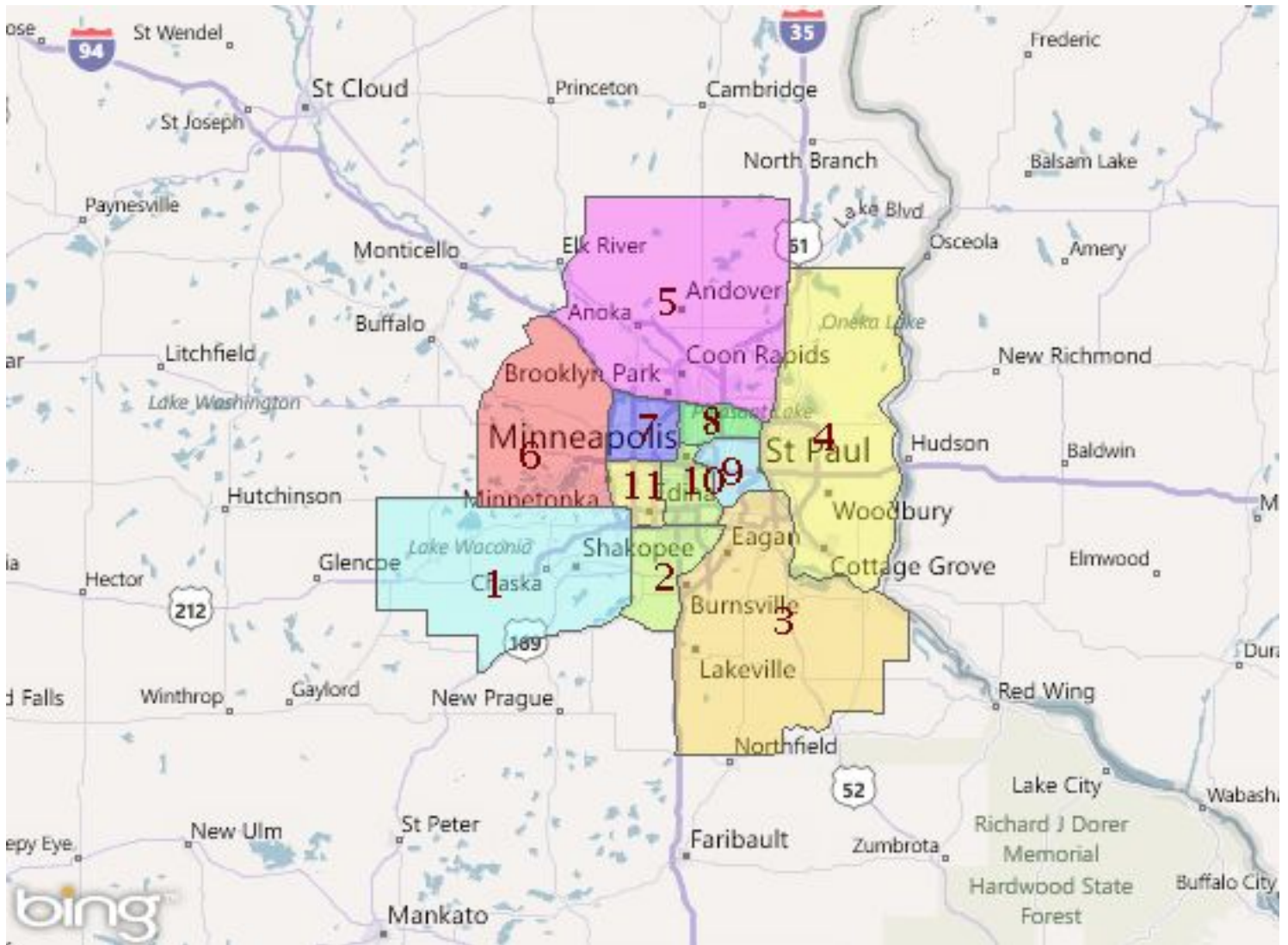


Period ending 12/31/23

## Section 7 - Economic and Demographic Trends



## Section 8 - Metro Area Map: Minneapolis





## Section 9 - Metro Data

Year	Qtr	Inventory SF/Units	Completions	Inventory Growth%	Vacant Stock	Vacancy Rate	Vacancy Change(BPS)	Occupied Stock	Net Absorption	Asking Rent	Ask Rent % Chg
2014	Y	145,306,000	1,260,000	0.9%	17,019,000	11.7%	20	128,287,000	749,000	\$ 5.82	0.9%
2015	Y	148,865,000	3,559,000	2.4%	17,350,000	11.6%	-10	131,515,000	3,228,000	\$ 5.89	1.2%
2016	Y	149,841,000	976,000	0.7%	15,883,000	10.6%	-100	133,958,000	2,443,000	\$ 6.01	2.0%
2017	Q4	151,771,000	1,331,000	0.9%	15,490,000	10.2%	30	136,281,000	730,000	\$ 6.12	0.5%
2017	Y	151,771,000	1,930,000	1.3%	15,490,000	10.2%	-40	136,281,000	2,323,000	\$ 6.12	1.8%
2018	Q1	152,041,000	270,000	0.2%	15,099,000	9.9%	-30	136,942,000	661,000	\$ 6.15	0.5%
2018	Q2	152,041,000	0	0.0%	15,361,000	10.1%	20	136,680,000	-262,000	\$ 6.18	0.5%
2018	Q3	152,563,000	522,000	0.3%	15,116,000	9.9%	-20	137,447,000	767,000	\$ 6.24	1.0%
2018	Q4	153,234,000	671,000	0.4%	15,223,000	9.9%	0	138,011,000	564,000	\$ 6.26	0.3%
2018	Y	153,234,000	1,463,000	1.0%	15,223,000	9.9%	-30	138,011,000	1,730,000	\$ 6.26	2.3%
2019	Q1	153,488,000	254,000	0.2%	15,367,000	10.0%	10	138,121,000	110,000	\$ 6.27	0.2%
2019	Q2	153,632,000	144,000	0.1%	15,703,000	10.2%	20	137,929,000	-192,000	\$ 6.33	1.0%
2019	Q3	153,632,000	0	0.0%	15,670,000	10.2%	0	137,962,000	33,000	\$ 6.40	1.1%
2019	Y	154,078,000	844,000	0.6%	15,804,000	10.3%	40	138,274,000	263,000	\$ 6.42	2.6%
2020	Y	155,170,000	1,092,000	0.7%	16,236,000	10.5%	20	138,934,000	660,000	\$ 6.61	3.0%
2021	Y	156,356,000	1,186,000	0.8%	16,447,000	10.5%	0	139,909,000	975,000	\$ 6.79	2.7%
2022	Y	157,392,000	1,036,000	0.7%	16,967,000	10.8%	30	140,425,000	516,000	\$ 6.98	2.8%
2023	Y	158,489,000	1,097,000	0.7%	16,600,000	10.5%	-30	141,889,000	1,464,000	\$ 7.16	2.6%

Year	Qtr	Effective Rent	Eff Rent % Chg	Cons/Abs	Abs/Occ Stock%	Population	Pop% Chg	Employment	Emp% Chg	Households	HH% Chg	Avg HH Income	AHHI% Chg
2014	Y	\$ 5.08	1.0%	1.7	0.6%	3,505,620	0.9%	1,906,170	1.6%	1,373,220	1.1%	\$140,880	6.1%
2015	Y	\$ 5.16	1.6%	1.1	2.5%	3,536,120	0.9%	1,940,200	1.8%	1,382,980	0.7%	\$145,410	3.2%
2016	Y	\$ 5.27	2.1%	0.4	1.8%	3,573,720	1.1%	1,971,230	1.6%	1,393,520	0.8%	\$150,435	3.5%
2017	Q4	\$ 5.39	0.6%	1.8	0.5%	3,611,260	0.3%	1,997,970	0.2%	1,402,150	0.2%	\$155,763	1.3%
2017	Y	\$ 5.39	2.3%	0.8	1.7%	3,611,260	1.1%	1,997,970	1.4%	1,402,150	0.6%	\$155,763	3.5%
2018	Q1	\$ 5.42	0.6%	0.4	0.5%	3,620,320	0.3%	2,005,530	0.4%	1,405,480	0.2%	\$156,460	0.4%
2018	Q2	\$ 5.43	0.2%	0.0	- 0.2%	3,629,190	0.2%	2,010,730	0.3%	1,408,250	0.2%	\$158,692	1.4%
2018	Q3	\$ 5.48	0.9%	0.7	0.6%	3,638,230	0.2%	2,020,070	0.5%	1,412,040	0.3%	\$160,206	1.0%
2018	Q4	\$ 5.49	0.2%	1.2	0.4%	3,647,280	0.2%	2,013,430	- 0.3%	1,416,800	0.3%	\$161,217	0.6%
2018	Y	\$ 5.49	1.9%	0.8	1.3%	3,647,280	1.0%	2,013,430	0.8%	1,416,800	1.0%	\$161,217	3.5%
2019	Q1	\$ 5.49	0.0%	2.3	0.1%	3,656,300	0.2%	2,013,200	0.0%	1,421,030	0.3%	\$161,649	0.3%
2019	Q2	\$ 5.53	0.7%	-0.7	- 0.1%	3,665,240	0.2%	2,008,130	- 0.3%	1,425,550	0.3%	\$162,569	0.6%
2019	Q3	\$ 5.60	1.3%	0.0	0.0%	3,674,000	0.2%	2,011,700	0.2%	1,431,100	0.4%	\$163,434	0.5%
2019	Y	\$ 5.61	2.2%	3.2	0.2%	3,682,590	1.0%	2,015,540	0.1%	1,436,470	1.4%	\$164,589	2.1%
2020	Y	\$ 5.80	3.4%	1.7	0.5%	3,715,330	0.9%	2,029,130	0.7%	1,455,060	1.3%	\$168,638	2.5%
2021	Y	\$ 5.96	2.8%	1.2	0.7%	3,748,240	0.9%	2,037,830	0.4%	1,474,760	1.4%	\$173,047	2.6%
2022	Y	\$ 6.12	2.7%	2.0	0.4%	3,782,120	0.9%	2,059,420	1.1%	1,495,420	1.4%	\$178,893	3.4%
2023	Y	\$ 6.26	2.3%	0.7	1.0%	3,815,620	0.9%	2,071,560	0.6%	1,515,010	1.3%	\$183,979	2.8%

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