

# SNELLING

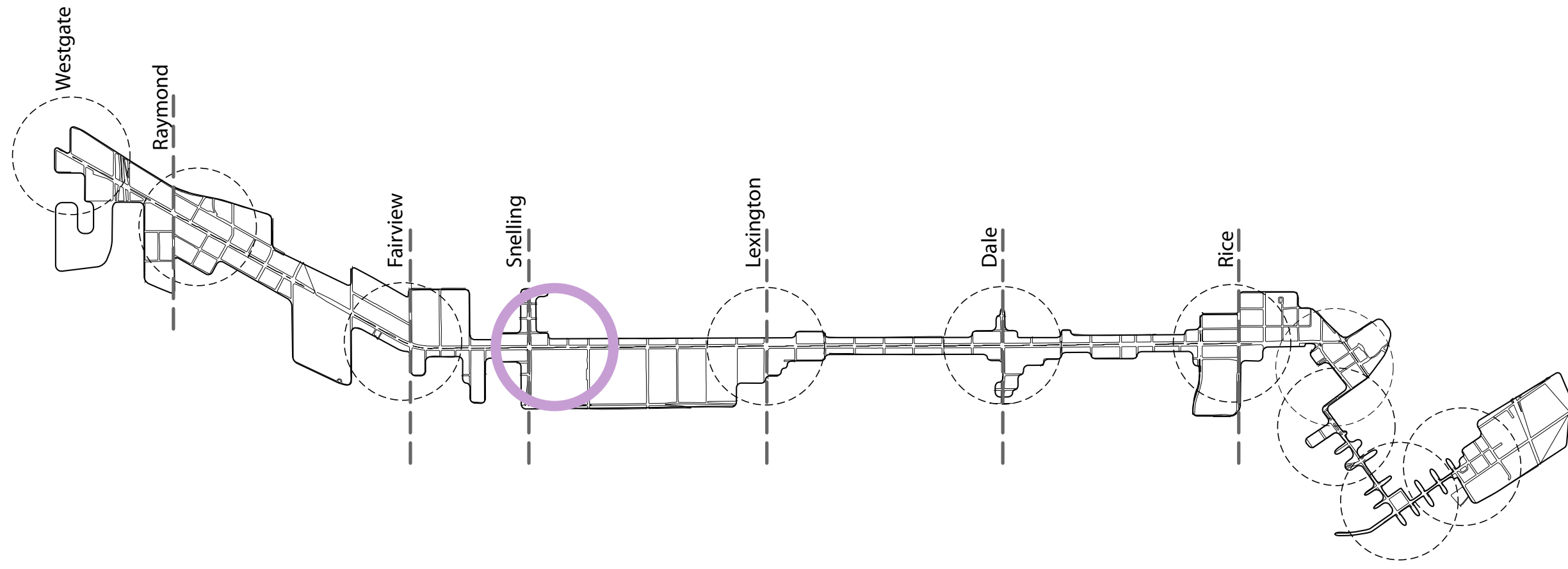
## STATION AREA PLAN



Adopted October 22, 2008



URBAN  
STRATEGIES  
INC.



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The Station Area Plans, Introduction, and Moving Forward chapters are adopted as addenda to the Central Corridor Development Strategy.

## Planning for the Central Corridor

As stated in the Central Corridor Development Strategy (CCDS), Light Rail Transit (LRT) along the Central Corridor represents a tremendous opportunity for Saint Paul to become “a place that has stronger businesses, more vibrant neighborhoods, and more beautiful urban places.” The CCDS establishes a set of strategies for how the Corridor should grow and change over the next 25-30 years in response to the LRT investment. The station area plans, using the foundation of the CCDS, provide a more detailed framework for integrating decisions about future land use and development; the public realm; and the movement of LRT, buses, cars, pedestrians, and bicycles at each station area.

Planning for the Central Corridor is an opportunity to focus and guide future investment, both public and private, to create a stronger, more vibrant community that is a better place to live, work and do business. The goal is to support economic development and overall corridor prosperity that result in new housing at all income levels, more and better jobs, and more business activity. The resulting increases in the property tax base and sales tax revenue will provide the resources for additional public services and infrastructure that, in turn, support economic development activity. The plans focus on an improved movement network, high- quality design, and improved open space and pedestrian amenities that will support and encourage economic investment, as well as create a more livable, attractive and vibrant community.

## Station Area Plans and Future Development

The station area plans were developed through a series of community-based roundtables, workshops and open houses, guided by a steering committee of community representatives. Property owners, residents, business owners, and institutional and organizational representatives participated in this grass-roots process.

**3-D Model of the Corridor.** During the workshops, participants created a 3-D model of potential future development at station areas. The model depicts potential new buildings, open spaces and other public realm improvements. Since there is little vacant land along the Corridor, most of the change depicted involves redevelopment and replacement of existing buildings and surface parking lots. While photos of the model are used throughout these plans to illustrate how the principles and objectives for new development could be realized, it is important to note that the model represents only one of many possible development scenarios. The model is not intended to prescribe how new development will look, but to present one example of how the vision, goals and objectives of these plans might be realized. The intent was to model potential building height maximums, open spaces and streets to demonstrate transit-supportive developments for individual parcels.

**Change Over Time.** Change will occur when individual property owners decide it is either the right time to reinvest in their properties, sell to someone else who will reinvest in the property, or the City has the resources and appropriate public purpose to purchase property. Change will happen incrementally over time, and likely more slowly until LRT is up and running.



# The Snelling Station Area Today

**This chapter provides a snapshot of the Snelling Station Area's history and a brief description of the physical conditions that are shaping the role and character of the Snelling Station Area today.**

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# The History of the Snelling Station Area

## Snelling Avenue (once the Old Military Road) was a major oxcart route running north from Fort Snelling.

Since the construction of the streetcar line along University Avenue in the 1890s, the intersection of University and Snelling Avenues has been one of the busiest in Saint Paul. Commercial and industrial functions spread out from the intersection to take advantage of this high accessibility. During the streetcar era, commercial enterprises were anchored by the massive Montgomery Ward store (built in 1921 and demolished in 1995) near the intersection of Snelling Avenue and Pascal Street. The nine-story tower of the Wards building served as a Midway landmark.

The Snelling Avenue Station area encompasses the former site of the Twin Cities Rapid Transit Company streetcar barns. The barns were built in 1907 and occupied the entire block bounded by Snelling Avenue, University Avenue, Pascal Street and St. Anthony Avenue. Here the Twin Cities Rapid Transit Company built, serviced, and stored streetcars. The streetcar barns were converted to service buses in 1954 and were demolished in 2001. Of the 1,240 streetcars they built here, only 5 survive.

Over time, a multitude of businesses around the Snelling Avenue station have served the needs of the surrounding neighborhood—and the entire city. Bars, restaurants, drug stores, clothing stores, groceries, banks, jewelers, hair salons and professional offices lined up along the streetcar route. Many of these functions continue to occupy storefronts on University Avenue. Manufacturing plants, supply companies and automotive parts producers came to the station area at the onset of the automobile era. The car rapidly transformed the intersection; Midway Center, an auto-oriented shopping center on the southeast corner of University and Snelling, was built in 1954.



**FIGURE 1.1** - The streetcar barns, 1926



**FIGURE 1.2** - University Avenue, 1945



**FIGURE 1.3** - Snelling streetscape, 1950

Source of photos: Minnesota Historical Society

## The Snelling Station Area Today

**The Snelling Station Area (Figure 1.4) contains the Midway Shopping District, one of the City's strongest retail centers. However, it is dominated by auto-oriented forms of development, an attribute which detracts from its potential as a strong mixed-use hub.**

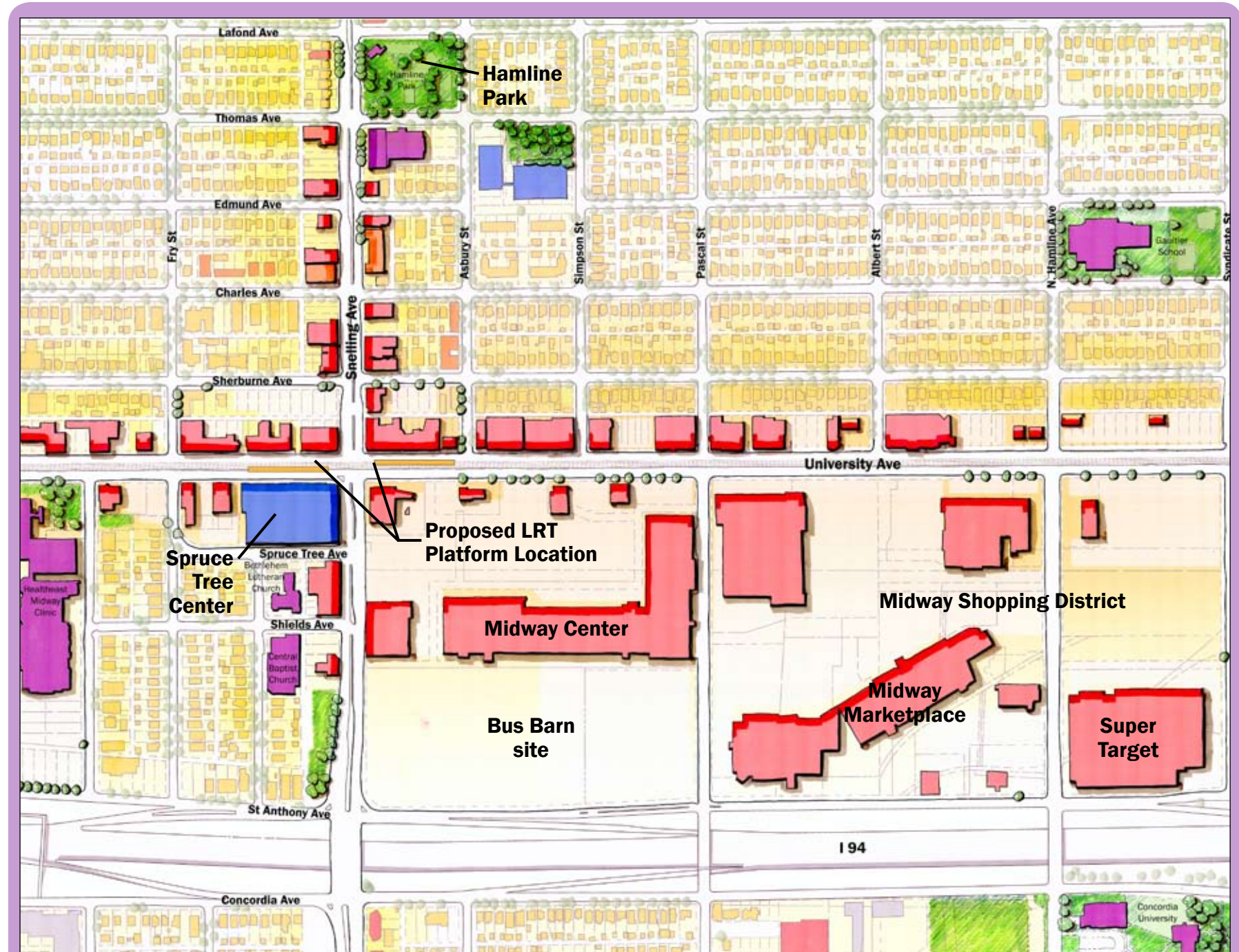
Although generally known as a major retail shopping district, the Snelling Station Area also hosts strong neighborhoods and two main street commercial corridors on Snelling and the north side of University that include a mix of employment and small retail businesses. University Avenue here is typically lined with traditional main street buildings that house retail, office and restaurants. Some marginal uses and vacancies are evident. The Spruce Tree Center, on the southwest corner, is one of few existing buildings along the entire corridor which demonstrates transit-supportive characteristics including shared structured parking in the rear.

University's main street character extends north of the Avenue along Snelling Avenue and provides retail and services to support the surrounding neighborhoods. The Snelling Avenue main street terminates at Hamline University in the north, beyond which point it crosses the rail corridor and abruptly transitions to employment uses and auto-oriented character. In behind Snelling and the park, a cluster of mid-rise office uses are nestled discretely within the neighborhood.

Strong residential neighborhoods of Hamline Midway and Merriam Park reside behind these two commercial corridors on the north and southwest. A significant institutional presence also exists in the Station Area with a number of faith organizations, the Health East Clinic, and Hamline University just outside the northern edge of the Station Area Plan boundary.

The southeast quadrant of the Station Area hosts two traditional format shopping centers and a number of smaller retail stores, creating one of the few significant destination retail clusters in urban Saint Paul. These large structures have been developed on superblocks and are serviced by large amounts of surface parking that abut both Snelling and University thereby reducing any street presence along these corridors. The superblock configuration creates minimal pedestrian amenity without the street and block pattern that typically offers connectivity to an urban place. The new Super Target development farther east introduces a new pedestrian promenade through its block and establishes the potential to introduce a fine-grained street and block structure as development evolves.

Finally, there is a strategically-located, publicly-owned vacant parcel, the Bus Barn site, which has tremendous potential given the accessibility of the area and the scale of the site for a range of transit-supportive uses over the long term.



**Figure 1.4 - The Snelling Station Area** today acts as a major retail center, with both traditional shopping centers and main street format retail corridors. Large parcels of vacant, underutilized land and surface parking reduce the current sense of place at this key hub.



**FIGURE 1.5 - Smaller scale businesses** line the northern side of the Avenue.



**FIGURE 1.6 - Snelling Avenue** is one of a handful of places along the corridor where the retail activity along University Avenue turns the corner to run perpendicular to the LRT.



**FIGURE 1.7 - The Spruce Tree Building** is currently one of the most significant area landmarks. It holds and marks the intersection with a large clock tower.



**FIGURE 1.8 - Drive through facilities** such as those found at the McDonald's and the American Bank do not enhance the pedestrian nature of the Station Area.



**FIGURE 1.9 - The site of the former Bus Barn** is a strategic publicly-owned parcel that has tremendous potential for a range of transit-supportive uses.



**FIGURE 1.10 - Large expanses of surface parking** create gaps in the streetscape along University but have the potential to accommodate substantial new development.



# The Future of the Snelling Station Area

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**The Future of the Snelling Station Area chapter describes:**

- **the planned location of the future LRT platform;**
- **forecasted market opportunities for new growth and investment;**
- **a description of the Station Area Boundary and Areas of Stability and Change within the Snelling Station Area; and**
- **a vision statement describing the future potential role and character of the Station Area with regard to both the immediate community and the broader Central Corridor region.**

# The Future of the Snelling Station Area

The Snelling Station Area has tremendous potential for evolving its predominantly auto-dominated form into a model mixed-use urban format commercial center - both as a city-wide destination and a local needs hub.

Even in advance of investment in the LRT, recent investment such as the Super Target and current levels of development interest speak to the potential to continually improve this Station Area as a strong shopping district supported by complete and healthy communities, vibrant public spaces, an urban street and block structure, a diverse mix of uses, and attractive buildings framing lively, pedestrian-friendly streets. Investment that demonstrates this long term potential should be encouraged.

## 2.1 The Snelling LRT Platform

The proposed future Snelling LRT platform (Figure 2.1) is currently planned as a split side platform centered on the intersection of Snelling Avenue and University Avenue. The split side platform is a two platform configuration, which means that LRT passengers will access their respective platforms from signalized pedestrian crossings located on opposite sides of the intersection: westbound passengers will board and disembark from a platform on the west side of the intersection adjacent to the westbound travel lane for vehicles; while eastbound passengers will board and disembark from a platform on the east side of the intersection adjacent to the eastbound travel lane.

Traffic operations at the intersection of Snelling and University, one of the city’s busiest intersections, will continue to operate largely as they do today, with traffic lights controlling all vehicular, pedestrian and LRT movement through the intersection.

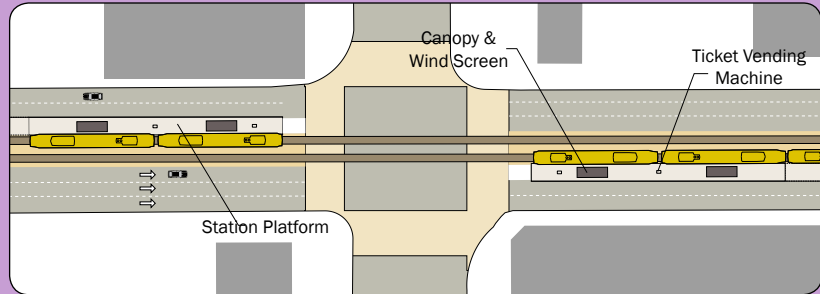


Figure 2.1 - Illustrative Snelling Split Platform Configuration

## 2.2 Market Forecast

Building on the CCDS market forecast (Figure 2.2), a high level review of the Snelling Station Area characteristics and market potential was undertaken in order to consider the extent and timing of future development potential. These characteristics describe a market area with considerable potential over time for an increase in a full range of uses including a strengthened retail presence of up to 450,000 new square feet, new office of approximately 300,000 square feet and, in the longer term, residential development. Up to 1,000 new residential units are anticipated in a balance of rental and ownership. Most of the additional development is likely to occur within the Midway Shopping District.

Figure 2.2 below provides the estimated breakdown of the total potential development within the Snelling Station Area over the next 25 years.

Snelling Station Area Market Potential

	Market Forecast 2030 January 2008	Pre-Construction 2008-2009	During Construction 2010-2014	Early Operation 2015-2020	Mature Operation 2020-2030	Specific Market Opportunities
Residential: Rent	500 - 600	0	0	100 - 150	400 - 450	Residential will not mature or materialize until retail redevelopment is sorted out.
Residential: Own	300 - 400	0	0	50 - 100	250 - 300	Residential will not mature or materialize until light rail is in.
Office Space (sq ft)	300,000	25,000	25,000	100,000	150,000	Mixed use along the Avenue along both sides. Office above Walgreen's.
Retail Space (sq ft)	450,000	50,000	50,000	150,000	200,000	Future retail development will include significant entertainment component. Bus barn?
Industrial (sq ft)	-	-	-	-	-	-
Hotel Rooms	150	-	-	-	150	Market needs to be more mature/more dense to support hotel & need more of everything to justify.

Figure 2.2 - The Snelling Station Area Development Forecast predicts considerable development potential.

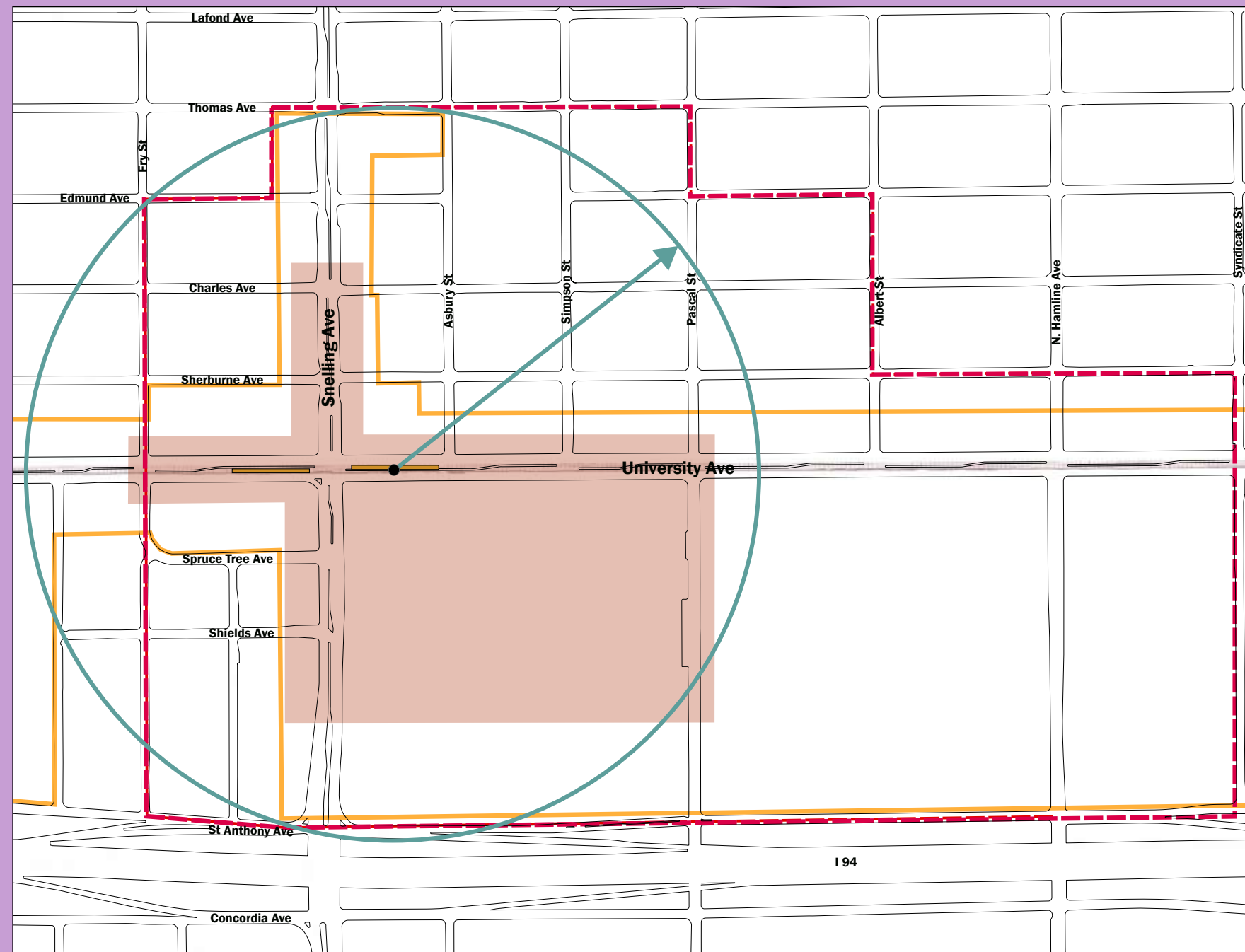
### 2.3 Defining the Study Area

The Snelling Station Area has the potential to evolve as a place with more employment, a greater range of businesses, more vibrant neighborhoods, and new and enhanced beautiful public spaces. The station area plan process used four mapping layers to investigate and understand the Snelling Station Area.

The Station Area Boundary extends considerably east of the traditional one-quarter mile boundary to reach Syndicate and capture the entirety of the Midway Shopping District. This boundary is the primary focus for all recommendations contained within this document.

Within the boundary, a refined *Area of Change* has been delineated through the station area planning process. The *Area of Change* denotes the parcels where change is welcome and should be encouraged within the Snelling Station Area, whether through gradual infill and/or intensification or comprehensive redevelopment.

Finally, the current and future area of high pedestrian activity has been identified as a Mobility Enhancement Area. Section 5.0 of this plan presents recommendations for balancing modes of movement within this active hub.



**FIGURE 2.3 - The Four Lenses of Exploration** illustrate the evolution in understanding the Snelling Station Area.

- |   |   |
|---|---|
| <span style="display: inline-block; width: 20px; height: 10px; background-color: orange; border: 1px solid black;"></span> Mobility Enhancement Area              | <span style="display: inline-block; width: 20px; height: 10px; background-color: yellow; border: 1px solid black;"></span> Area of Change |
| <span style="display: inline-block; width: 20px; height: 10px; background-color: lightgreen; border: 1px solid black;"></span> 5-minute Walking Radius (1/4 mile) | <span style="display: inline-block; width: 20px; height: 10px; border: 2px dashed red;"></span> Station Area Planning Boundary            |

## The Future of the Snelling Station Area

### 2.4 Looking Ahead - The Snelling Station Area in 2030

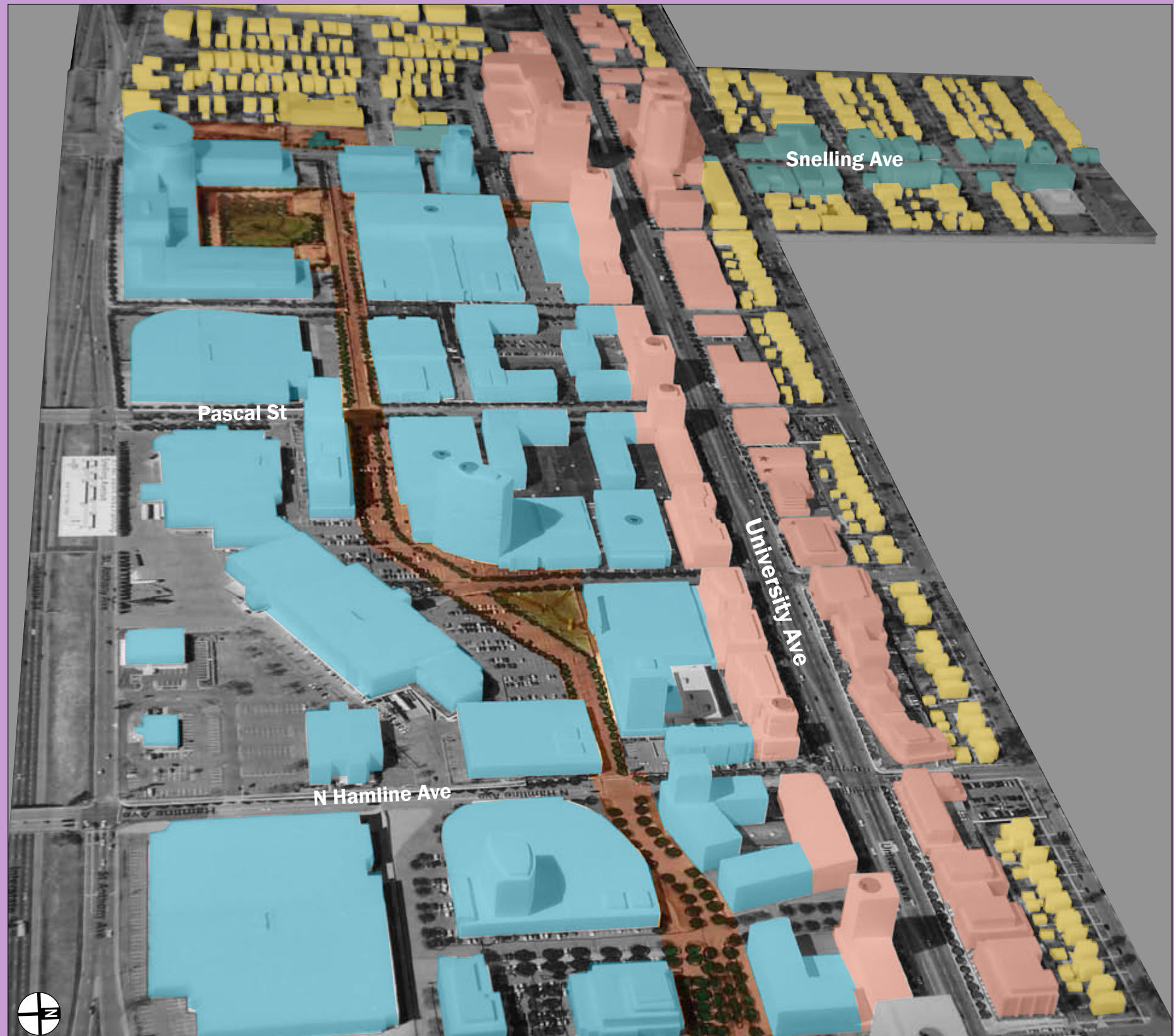
The Snelling Station Area will become a vital local and city-wide hub that meets the needs of neighboring communities and offers a revitalized shopping and employment district. University and Snelling Avenues will be strengthened as bustling main streets attached to high levels of transit service with opportunities for people to live, work and shop. It will evolve as a vibrant new center that invites area workers to gather colleagues at the end of the day, and residents to run errands throughout the week.

In response, the Corridor will evolve over time with two distinct sides:

- The north side will consist primarily of block infill and corridor repair through a series of low and mid-rise, mixed-use buildings. The first floor of each new building will accommodate neighborhood retail and services.
- The south side will over time develop into a new urban village, including a revitalized shopping district, with a restored street and block structure and a vital mix of uses.

#### Snelling Station Area Vision:

**A vibrant commercial center, both a city-wide destination and local needs hub, that successfully hosts and connects a multitude of uses. These could include corporate headquarters, retail stores, community services, local businesses, residential development, and cultural and entertainment destinations – all structured within a pattern of streets, blocks and green gathering spaces that promote safer, more active streets and balanced options for movement and increased economic vitality.**



**Figure 2.4 - The Snelling Station Area 2030:** The physical model illustrates one possible long term scenario for meeting these community, place-making and transit-supportive opportunities. It principally describes a vision for the Snelling Station Area as a vital hub of commercial activity along the corridor with an expanded street and block system; an enhanced public realm network and active main streets. Rather than attempting to predict the location and distribution of anticipated long-term investment, this conceptual model illustrates the application of transit-supportive principles throughout the entire Station Area. The total development yield illustrated is therefore not meant to be representative of the 2030 market forecast (Figure 2.2) for this Station Area, but demonstrates one possible example of transit-supportive developments for each individual parcel.



## Public Realm - Creating Places

The following *Key Moves* identify priority investments for improving the public spaces and pedestrian environment in the Snelling Station Area in a manner consistent with the Vision of the Central Corridor Development Strategy: a beautiful urban place with pedestrian-friendly, attractive tree-lined boulevards. These recommendations explore opportunities for streetscaping, new passive and active park spaces, community gathering places and expressions of public art.

The Snelling Station Area currently has limited public spaces and poor pedestrian amenities, thereby minimizing the sense of place at this important hub.

The Snelling Station Area exemplifies the auto-oriented arterial corridor prevalent along much of University Avenue. Within the Midway Shopping District there are few spaces which provide for gathering or obvious routes for pedestrians to travel. The new Super Target development has introduced a notable generous, landscaped pedestrian promenade through its site and a weather protected plaza space for gathering adjacent to its entrance and a transit stop.

The intersection of Snelling and University and its surrounding blocks, one of the city's busiest traffic routes, offers a minimal, unaccommodating environment for pedestrians, and no respite in the way of gathering spaces for transit users.



**FIGURE 3.1 - The Public Realm Plan** illustrates a series of recommended *Key Moves* for creating an improved network of open spaces and pedestrian routes.

 Public Art Opportunities

### 3.1 Snelling's Public Realm: Key Moves

A future network of new streets and open spaces could provide a strong focus for commercial and employment activities in the Snelling Station area. They could also mark important entranceways into the Station Area, specifically the Midway Shopping District and future redevelopment sites, and create an attractive setting for a new transit plaza adjacent to the LRT platform.

This string of gathering places is connected by an improved hierarchy of public streets and development blocks that could improve the accessibility and connectivity of these spaces to surrounding neighborhoods. Proposals include an extended Fuller Avenue, which should run east-west through the site, and the extension of Albert Street south to Fuller. The alley south of Midway Shopping Center is proposed as a private street called Midway Drive.

A minimum of 14 foot sidewalks should be established within the "Mobility Enhancement Area" defined for each station area. The Mobility Enhancement Area is the area around each station where a higher level of pedestrian activity is anticipated and a high quality pedestrian environment is key.

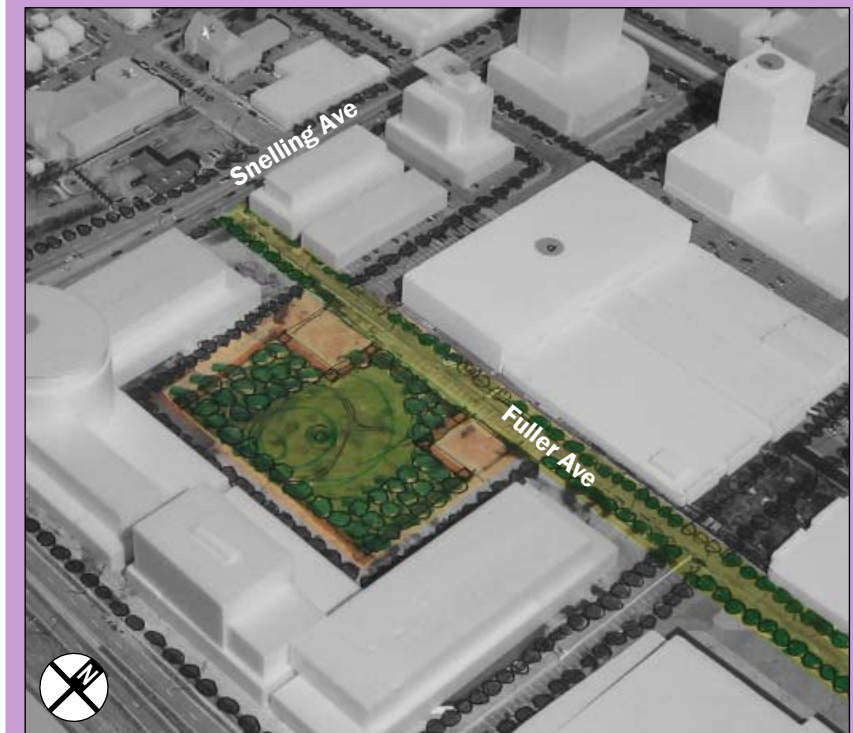
#### Albert Triangle Park



**FIGURE 3.2 - Albert Triangle Park** can be programmed to accommodate special events, or be a place of relaxation for employees.

This irregularly shaped wedge, could be created by the future extension of Fuller Avenue and Albert Street around a retail plaza, along this preferred east-west bicycle route. This green space may also provide a central gathering space for area employees, shoppers, or residents; or as an active programmed area with year-round special events such as outdoor farmer's markets, arts and crafts displays, live music, winter ice skating, and others.

#### Snelling Commons



**FIGURE 3.3 - Snelling Commons** demonstrates one way to create a focal point for the redevelopment of the strategic bus barn site.

Depending on the nature of private development proposed and public resources available, an additional green space could be located in the former Bus Barn site. Public investment in green space and pedestrian amenities in this key Station Area should be designed to contribute to the value and market place competitiveness of this strategic parcel. A green open space might support development of a significant new employment center, research park, institutional campus, urban format retail center, hotel, or entertainment uses on this site.

### Snelling Transit Plaza



**FIGURE 3.4** - The proposed **Snelling Transit Plaza** will be a new civic gathering place contiguous to the LRT platform, where public transit riders can rest and take shelter.

The proposed Snelling Transit Plaza, on the Avenue adjacent to the LRT platform, may incorporate both hard and landscaped surfaces and will play a vital role in softening the barren quality defining the Snelling and University intersection today. This plaza will provide a green anchor at the opposite end of a pedestrian route connecting LRT riders through the interior of the Midway Shopping District site to Snelling Commons; and provide an attractive setting and place of respite on an otherwise busy corridor that affords shelter and waiting space for transit riders.

### Snelling Gateway Green



**FIGURE 3.5** - The proposed **Gateway Green Space** will utilize enhanced landscaping to green the currently orphaned space, and thereby mark the entrance to Snelling Station Area.

A vacant, unused parcel occupying the north-western corner of the Snelling Avenue and St. Anthony Avenue intersection is an excellent candidate for a tree-planting and landscaping program. This new green armature will mark the southern entrance into the Station Area from its most heavily trafficked route. The new Gateway Green Space should also be designated to serve as a small park area for the residential community to the west.

## Public Art Opportunities



**FIGURE 3.6 – The Snelling Transit Plaza** offers opportunity for a linear art gallery with changing exhibitions of two and three-dimensional work that could continue for many blocks, linking the station with **Snelling Commons** to the south and the Minnesota State Fair to the north.

Public art should be integral to all future development and public realm projects within the Station Area. The public art collection should express distinct station area character as well as the wholeness and continuity of the corridor.

Public art is:

- 1) the result of including artists on professional design teams to affect space design from the initial stages of planning;
- 2) the creation of site-specific objects to beautify public spaces, improve their function and enhance their meaning in the community; and
- 3) the creation of site-specific experience using various art forms and media, including time-based works, to enhance the sense of place.

Public art strategies should engage both public agencies and private property owners and developers as they build the city.

While public art opportunities are broadly available to national and even international artists, special efforts should be made to engage local artists. Artists engaged in shaping the form and experience of the key station areas should consider the following concepts and opportunities identified through the workshop process:

- **Snelling LRT Platform, Transit Plaza, and Gateway Green Space** present significant opportunities to celebrate, through art, the many characteristics of Snelling: as

an avenue of commerce, of residential neighborhoods and of Education (from pre-school to high school, to Macalester College and Hamline University). It is the road to the Minnesota State Fair and the station could begin a celebratory promenade to that major state attraction. The work begun through paint the pavement and artful street amenities may connect to the Platform and Plaza.

- **Albert Street Triangle** presents opportunity to engage artists in creating amenities, art exhibitions, and art events;
- **Snelling Commons** presents an opportunity to engage artists in partnership with designers and scientists to collaborate in developing the Commons landscape and to apply new art technologies and sustainable materials to create amenities, new permanent artworks, and temporary installations.



# Future Character Areas - Policy Directions

4

**Recognizing the diverse places within each station area, a series of distinct *Character Areas* has been identified for the Snelling Station Area.**

**Utilizing a series of working 3D foam models produced in community workshops, this section builds on the transit-supportive development types identified in the Central Corridor Development Strategy to describe historic and emerging *Character Areas* within the Snelling Station Area. Each *Character Area* contains a series of policy directions to guide future investment and change in built form, land use and circulation over time. These directions include identifying the appropriate location and scale of taller buildings; strategies for transitioning to stable neighborhoods; a desirable mix of transit-supportive uses; and recommendations for accommodating a system of movement that balances modes of active, transit and automobile transportation.**

**This section is illustrative of how the goals and objectives of the station area plan may be realized. It is intended, in the case of transit-supportive development or other development that will increase density within station areas, that the policy directions under this section be interpreted to support flexibility in the application of these guidelines in order to achieve transit-supportive or denser development within station areas.**



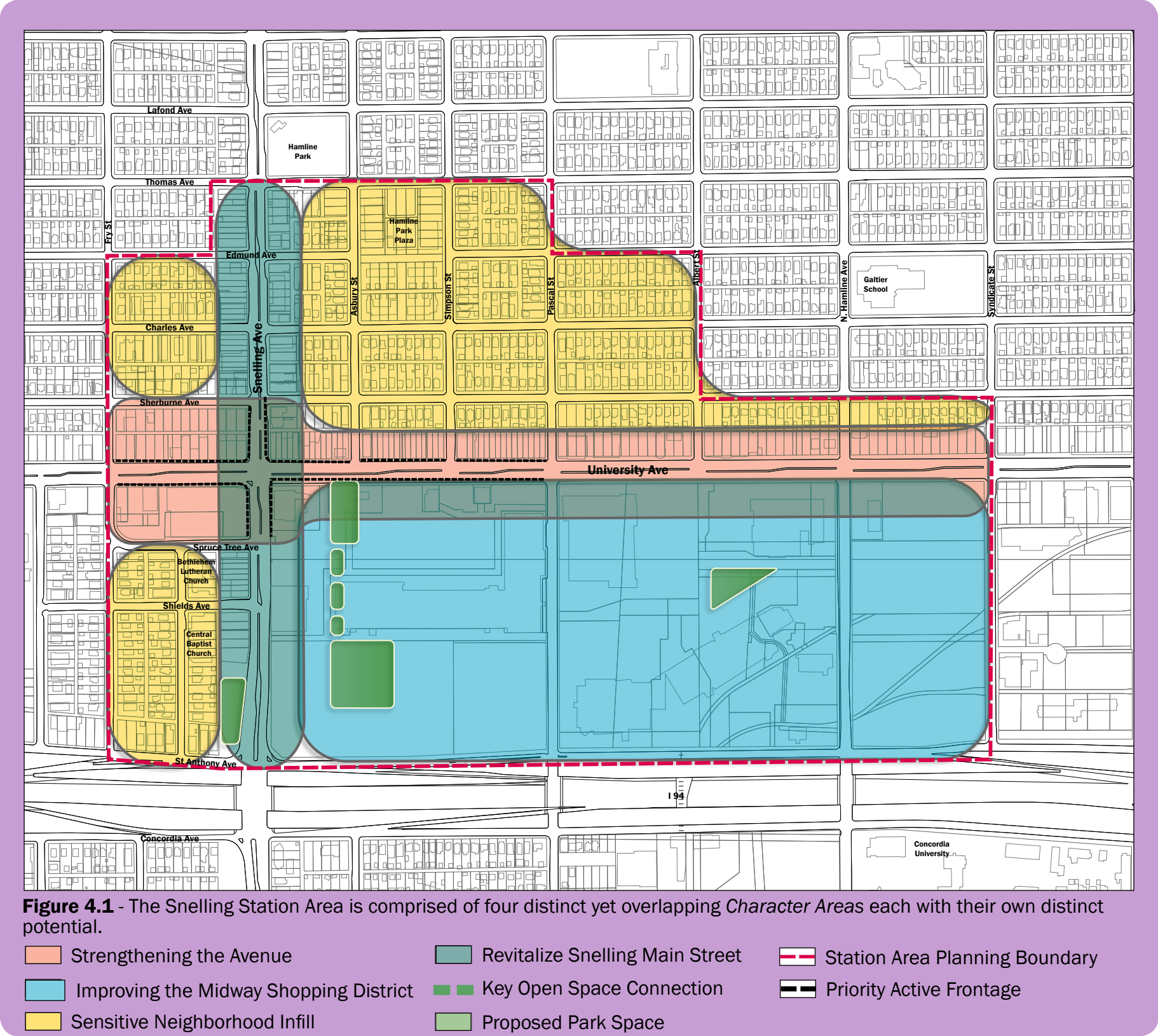
Future investment in Snelling’s Station Area should build on four distinct *Character Areas*.

The key to the continued success of land use and development in the Snelling Station Area is threefold: first, to preserve the integrity and character of the stable Hamline Midway and Merriam Park neighborhoods adjacent to the Avenue while continuing to promote new and diverse housing options; second, to provide a flexible and permissive land use strategy that emphasizes connectivity, design performance and transit-supportive qualities, including a high mix of uses, flexibility of regulation over time, active buildings faces at grade, and shared parking solutions; and third, to put in place a framework for the gradual intensification and pedestrianization within the Midway Shopping District over time so that it can become an contributor to the success of the LRT and the vitality of the Corridor.

Together, these approaches will assist to strengthen the area’s marketplace draw, and reinforce the urban structure of the area to provide for a complete community with housing, employment and mobility options for all.

While this overall direction will help guide change over the entire Snelling Station Area, this section describes four distinct yet overlapping *Character Areas* that will require specific policy direction to achieve their built form and land use potential over time. The following *Character Area* descriptions and policy directions respond to these distinct areas and provide clear guidance to the forms of development that will support the defined future and potential of the broader Station Area. Each *Character Area* relies on images of the model to illustrate key structuring principles for the area, including a narrative describing the general character and structure of the place, and a series of policies that provide guidance relative to built form, land use and development patterns and circulation.

The final section of the chapter outlines common policy directions for parking and access that apply to all of the *Character Areas*.



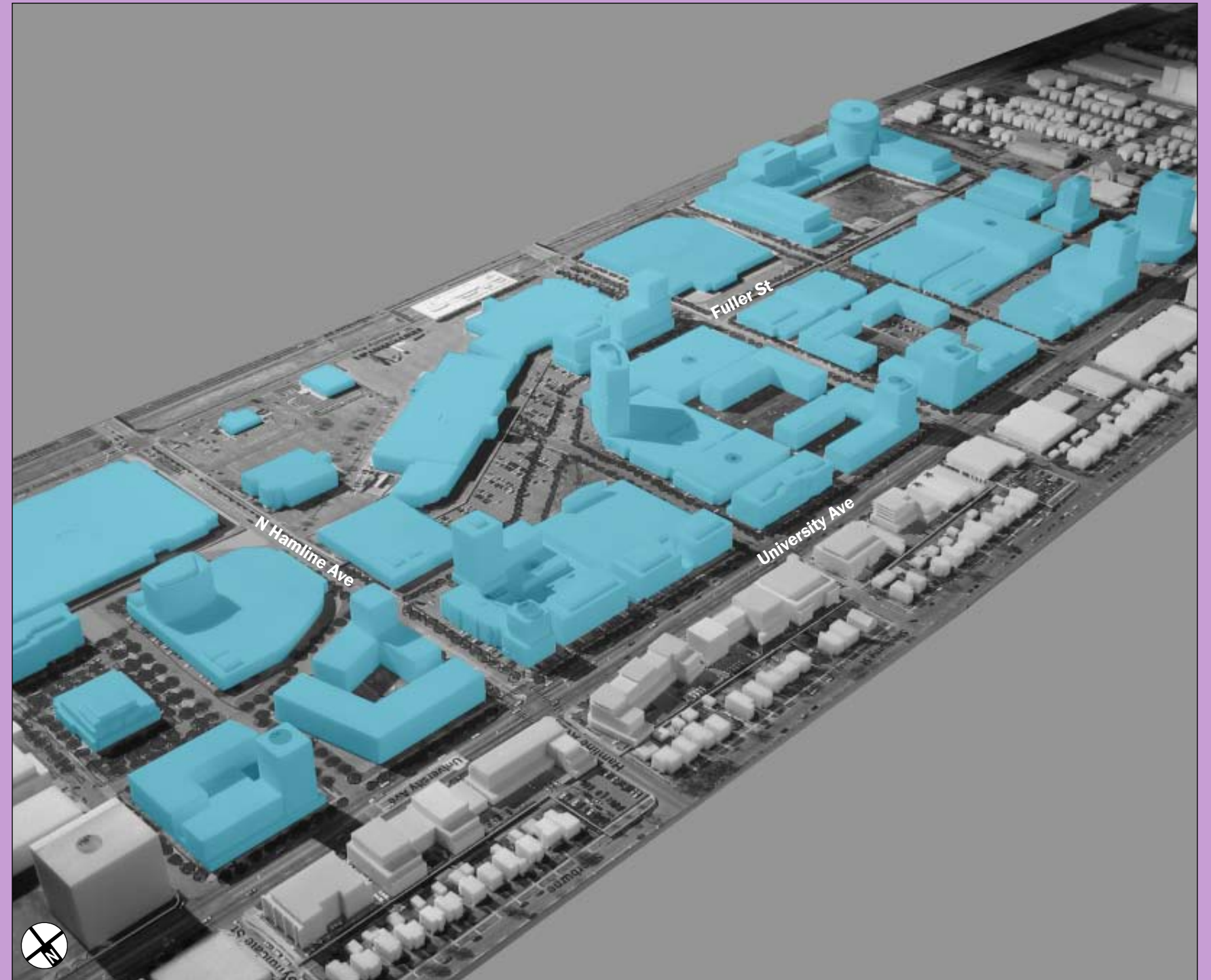
#### 4.1 Improving Midway Shopping District

**The Midway Shopping District presents a tremendous opportunity to expand the existing retail offering while introducing an urban structure and diversity of uses that will help to support the LRT.**

As currently configured, the Midway Shopping District is comprised of shopping centers and individual retail stores with little relationship to either the Avenue or each other. The creation of a new system of streets and open spaces is proposed to support new intensification and redevelopment of this area and the goal of greater economic investment and vibrancy. From the north, extending streets south into the site would help to improve the relationship of this area with the Avenue while across the District, the creation of a new east-west connector along what is generally the Fuller Avenue alignment would help to break the existing super-blocks into a more urban scale. This would allow greater connectivity in order to achieve greater economic activity throughout the site as the Station Area evolves.

The creation of open spaces (such as the proposed Snelling Commons and the Albert Triangle Park) could help provide focus for new development. A potential new Transit Plaza could create opportunities to connect the Snelling Station more directly south into the Midway Shopping District.

The use of parking ramps or internal parking configurations will be key to freeing up existing large areas of surface parking for new developments. These could respond to the emerging urban structure of the area by lining streets and framing open spaces with a broad mix of uses including more fine grained retail/mixed use along the Avenue, larger format retail, residential uses and the potential for an expanded office and hotel offering. The Bus Barn site is a strategic parcel that could lend itself to a variety of uses including an expanded retail area, major corporate employment hub, hotel or conference facility, residential development and entertainment uses.



**Figure 4.2** - The model illustrates the potential for an expanded Midway Shopping District structured around a new network of streets and open spaces. The model is intended to represent one possible built form scenario, and it is not intended to be interpreted as prescriptive for evaluating future development proposals.

### 4.1.1 Built Form

#### New development should fit with its surroundings.

- a) New development or expansion of existing buildings should line streets and open spaces and permit a base podium height of between the equivalent of 4-6 residential stories or up to 4 commercial stories.
- b) In certain prominent locations such as the southeast corner of the Snelling/University intersection, fronting the proposed new open spaces or at corner locations south of the Avenue, taller 'point towers of up to 15 stories may be appropriate. These should be setback from the base podium height in order to reduce their impact at ground level. (see Figure 4.5)

#### All new development should promote transparency and activity at street level.

- c) Ensure first floor retail or commercial units have at least one primary entrance on a public street.
- d) Commercial or retail uses located on the first floor should help to animate the street by incorporating large glass frontages that allow the activity within to be seen from the street.
- e) Ground level residential units should have direct access to the street.
- f) Parking ramps adjacent to primary streets or open spaces should incorporate active uses on the first floor along the street edges.

### 4.1.2 Land Use & Development Pattern

#### Support active open spaces.

- a) Buildings immediately adjacent to an open space should provide for active uses on the first floor which front the space.

#### Expand the mix and grain of uses.

- b) A high mix of uses should be encouraged in the Midway Shopping District where they afford an easy connection to public transit and benefit from the visibility and profile of being located on a major transit corridor.
- c) There should be an emphasis on smaller building

footprints and/or articulation of longer building facades in development frontage onto University in order to keep with the character of the Avenue.

- d) Buildings within the Priority Active Frontage outlined in Figure 4.1 should incorporate first floor retail service or community space to activate this street edge.
- e) The Bus Barn site has the potential to support a range of uses including retail, office commercial, institutional, a hotel or conference center, residential development and entertainment uses.

#### New private development should contribute to the creation and extension of the emerging street system and public spaces.

- f) New buildings should permit for the gradual extension of north-south connections into the Midway Shopping District as well as the creation of a new east-west mid block connector.
- g) Larger developments should contribute to an emerging block pattern through the location of new sidewalk connections and streetscape improvements.
- h) Where streets cannot be extended, new development should be sited to provide for pedestrian mid block connections through the placement of sidewalks, landscaping or other forms of pedestrian infrastructure.

#### Parking solutions for expansive sites.

- i) New buildings or expansion of existing buildings which are greater than 60,000 square feet in this Character Area should be encouraged to provide shared, structured or below grade parking.

### 4.1.3 Circulation, Parking and Access

#### Introduce an urban grid pattern.

- a) The City should encourage large parcels to be subdivided to encourage more dense development and a more walkable environment of smaller scaled streets and blocks. An example of such a pattern is illustrated in Figure 5.1.

- i) A new east-west street located generally along the Fuller Avenue alignment should be created across the Midway Shopping District to link with the Fuller "Green Street" to the east and break up the existing super blocks.
- ii) North-south connections across the site should be extended to support and intensify development. Where possible these streets should be extended south to St. Anthony Avenue.



**FIGURE 4.3** - The Central Corridor Development Strategy provides another illustration of how the Midway Shopping District could be restructured and expanded over time (top). The recent Super Target redevelopment (below) put in place a pattern of streets and blocks including pedestrian sidewalks and street plantings to preserve for and structure new intensification.

## 4.2 Strengthening the Avenue

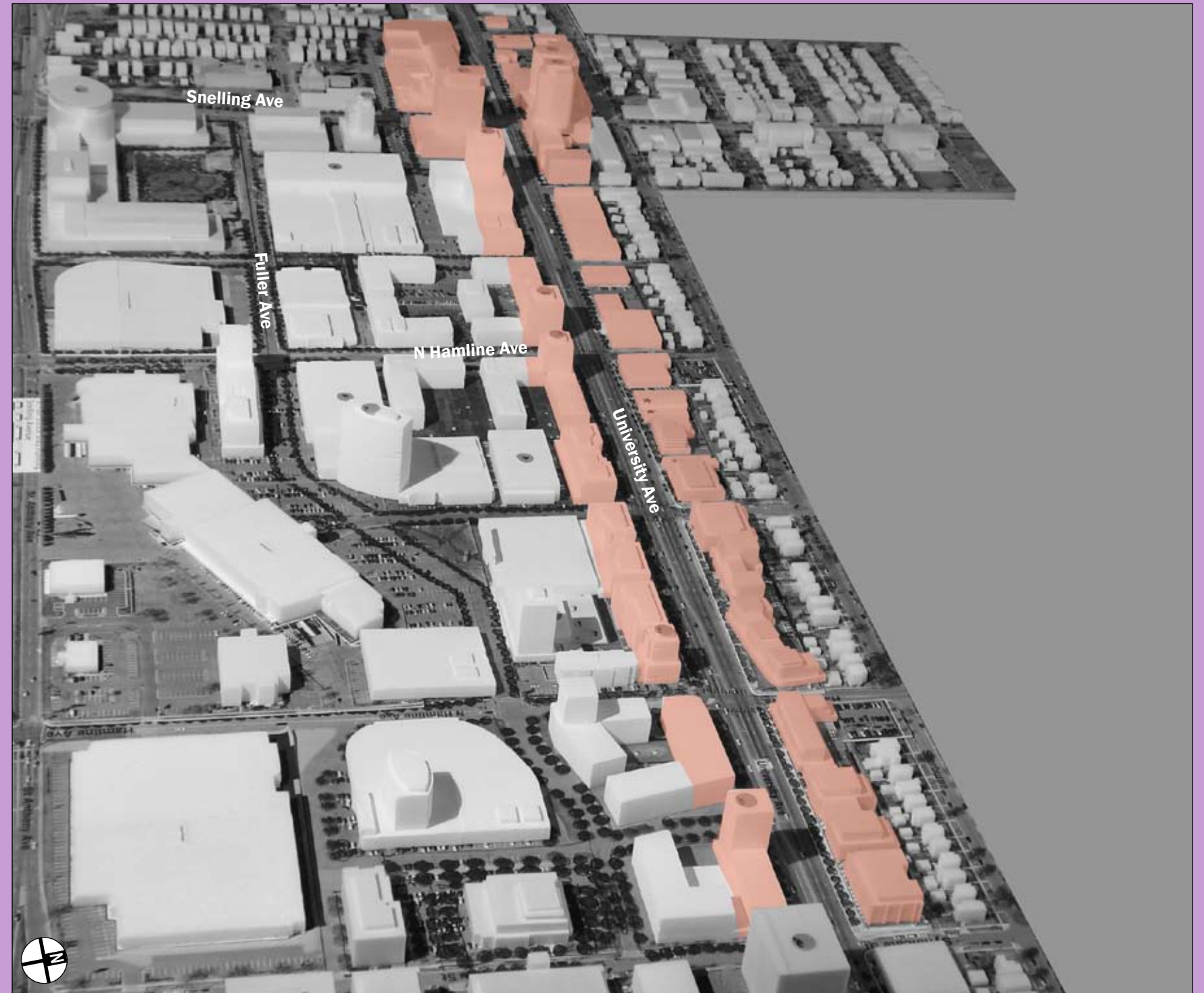
The existing large format retail uses of the Midway Shopping District have eroded the quality of University Avenue leaving extensive gaps in the streetscape, use significant amounts of surface parking and include some buildings that turn their backs to the street. Along the northern edge of the Avenue, shifting land uses have left many sites underutilized or vacant.

On both sides of the Avenue new development adjacent to the street will be encouraged to fill in the gaps, creating a critical mass of activity adjacent to the LRT station and a pedestrian friendly Avenue with more ‘eyes on the street’.

Along the northern edge of University, numerous half depth infill sites create an excellent opportunity for a range of building types at scales and densities that respond to the size of the parcel. These developments could include both retail and employment uses as well as a mixture of residential or live-work units.

South of the Avenue, large areas of surface parking create an opportunity to redefine the corridor with higher density development that will capitalize on the University frontage and the larger land parcels. Development here should provide a transition from the finer grain of the Avenue south towards the larger format retail uses and will improve the image of the Midway Shopping Center along the Avenue.

Together the north and south sides of the Avenue will help to create a strengthened retail main street, one capable of supporting a vibrant mix of uses and reflective of the area’s role as a regional shopping destination.



**Figure 4.4** - The colored area on the model illustrates the potential for new development to repair gaps currently along University Avenue and to create a vibrant “Main Street”.

### 4.2.1 Built Form

**New development along the Avenue should fit with its surroundings.**

#### *North of the Avenue*

- a) Along the north side of the Avenue new development or expansion of existing buildings should be predominantly low to mid-rise in scale up to 3 commercial stories in height. Three residential stories above one story of first floor retail would also be acceptable.
- b) In instances where sites extend the full depth between University and Sherburne, buildings should transition down in height towards the north and incorporate residential uses with direct access on the first floor. To repair the residential character of the street, buildings along Sherburne should adopt similar setback, height and massing characteristics to existing residential development along the street.

#### *South of the Avenue*

- c) The south side of the Avenue has the potential for greater height given its physical separation from the low-rise neighborhoods to the north and the large scale of available parcels.
- d) New development or expansion of existing buildings along the south side of the Avenue should line streets and open spaces and encourage a base podium height of between 3-6 residential stories or 3-4 commercial stories. Two stories of residential above 1 story of commercial or retail would also be acceptable.
- e) To create a comfortable relationship with the Avenue, taller buildings should be stepped back from University Avenue above the 3th commercial or 4th residential floor.

- f) In certain prominent locations such as the Snelling/University intersection adjacent to the Transit Plaza or at corner locations, taller 'point towers' of up to 10 stories may be appropriate. These should be setback from the base podium height in order to reduce their impact at ground level. (See Figure 4.5)

**All new development should promote transparency and activity at street level.**

- g) Ensure first floor units and storefronts have at least one entrance that is oriented towards the Avenue, access points to the station platforms, and/or key gathering places.
- h) Commercial or retail uses located on the first floor should help to animate the street by incorporating large glass frontages that allow the activity within to be seen from the street.

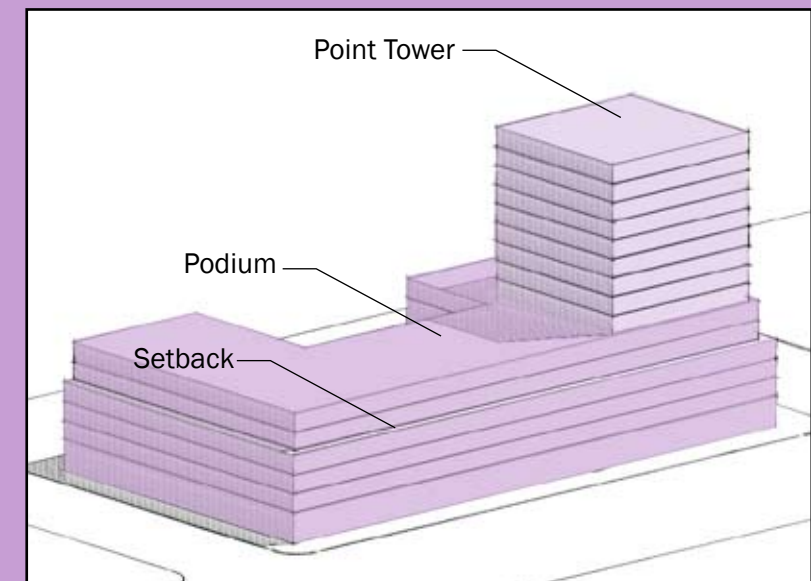
### 4.2.2 Land Use & Development Pattern

**Create a vibrant mixed-use corridor.**

- a) A high mix of uses should be encouraged along the edges of the Avenue where they provide an easy connection to public transit, and benefit from the visibility and profile of being located on a major transportation corridor.
- b) New developments with first floor residential units should incorporate adaptive, first floor live-work units that can evolve over time to accommodate a wide range of uses: studios, professional offices, retail uses, etc. All new private development should contribute to adjacent streetscape improvements in partnership with public investments.

**All new private development must contribute to adjacent streetscape improvements.**

- c) Where there is not sufficient public right-of-way for new street tree planting or public realm amenities, new buildings should be setback from property lines to establish an outdoor area for seating, display space and/or landscaping as appropriate. A minimum pedestrian promenade dimension of 14 ft. would provide for street trees, sidewalk and some outdoor seating space.
- d) Developments within the area defined as Priority Active Frontage (Figure 4.1) should provide for active uses on the first floor to support their immediate proximity to the future LRT station platform.
- e) Building gaps along the street frontage within Station Area Mobility Zone should be discouraged. Where gaps do exist they should be adequately landscaped along the street frontage.



**FIGURE 4.5** - An example of a typical 'point tower' illustrates how the tower is setback from the base podium to reduce the tower's impact at ground level.

### 4.3 Revitalize Snelling Main Street

**Snelling Avenue is one of only a handful of places along the corridor where the retail nature of University Avenue turns and runs perpendicular to the LRT.**

This stretch of Snelling Avenue is an important corridor north through the City and as such reflects greatly on the image of the Station Area and that of the Avenue.

North of University Avenue, preserving and strengthening this Lower Main Street pattern through gradual intensification and infill will help to extend the activity along the corridor north towards Hamline University. To the south, new development within the Midway Shopping District should help to redefine Snelling Avenue, extend activity south to St. Anthony Avenue and help to mark this important gateway to the corridor.



**Figure 4.6** - Infill development has the potential to reinforce the Snelling Avenue “Main Street” character.

### 4.3.1 Built Form

#### New development should fit with its surroundings.

##### North of the Avenue

- a) New development or expansion of existing buildings should be predominantly low to mid-rise in scale up to 3 commercial stories in height or 3 residential stories above one story of first floor retail.
- b) Where needed, new buildings along Snelling Avenue should setback an appropriate distance to achieve a minimum of 10-14 ft. pedestrian promenade. This will enlarge the public realm, provide additional buffering from vehicular activity along Snelling and provide space for additional streetscaping features.

##### South of the Avenue

- c) New development or expansion of existing buildings should encourage a base podium height of between 4 to 6 residential stories or 2 to 4 commercial stories. Two stories of residential above 1 story of commercial would also be acceptable.
- d) In certain prominent locations such as the Snelling/University intersection or at the corner of Spruce Tree Avenue and Snelling, 'point towers' of up to 10 stories may be appropriate. These should be setback from the base podium height in order to reduce their impact at ground level.
- e) To create a comfortable relationship with the Avenue, taller buildings should be stepped back from Snelling Avenue above the 3rd commercial or 4th residential floor.

#### All new development should promote transparency and activity at street level.

- f) Ensure first floor units and storefronts have at least one entrance that is oriented towards Snelling Avenue
- g) Commercial or retail uses located on the first floor should help to animate the street by incorporating large glass

frontages that allow the activity within to be seen from the street.

- h) Buildings within the Priority Active Frontage outlined in Figure 4.1 should incorporate first floor retail service or community space to activate this street edge.

### 4.3.2 Land Use & Development Program

#### Serve the local neighborhood.

- a) Land uses along Snelling Avenue north of University should support a predominance of commercial and retail uses oriented to meeting local needs. Larger-format retail and commercial buildings should be accommodated within the Midway Shopping District or south of University Avenue.
- b) First floor related uses, whether commercial or live-work, should be required for all primary building frontages along Snelling Avenue north of University Avenue.

### 4.3.3 Circulation, Parking & Access

#### Establish a continuous alleyway system.

- c) New curb cuts should be prohibited along Snelling Avenue for the provision of parking access. Vehicular access should be consolidated on mid block alleys and east-west side streets.
- d) The City should work with landowners and developers to encourage the development of a coherent rear alleyway system north of University Avenue. This network will reduce the demand for servicing access on Snelling Avenue, improve traffic operations, and provide access for limited on-site, surface parking opportunities.
- e) Loading and service areas should not be visible from Snelling Avenue. Where this condition cannot be avoided, these areas shall be screened with landscaping from public view.



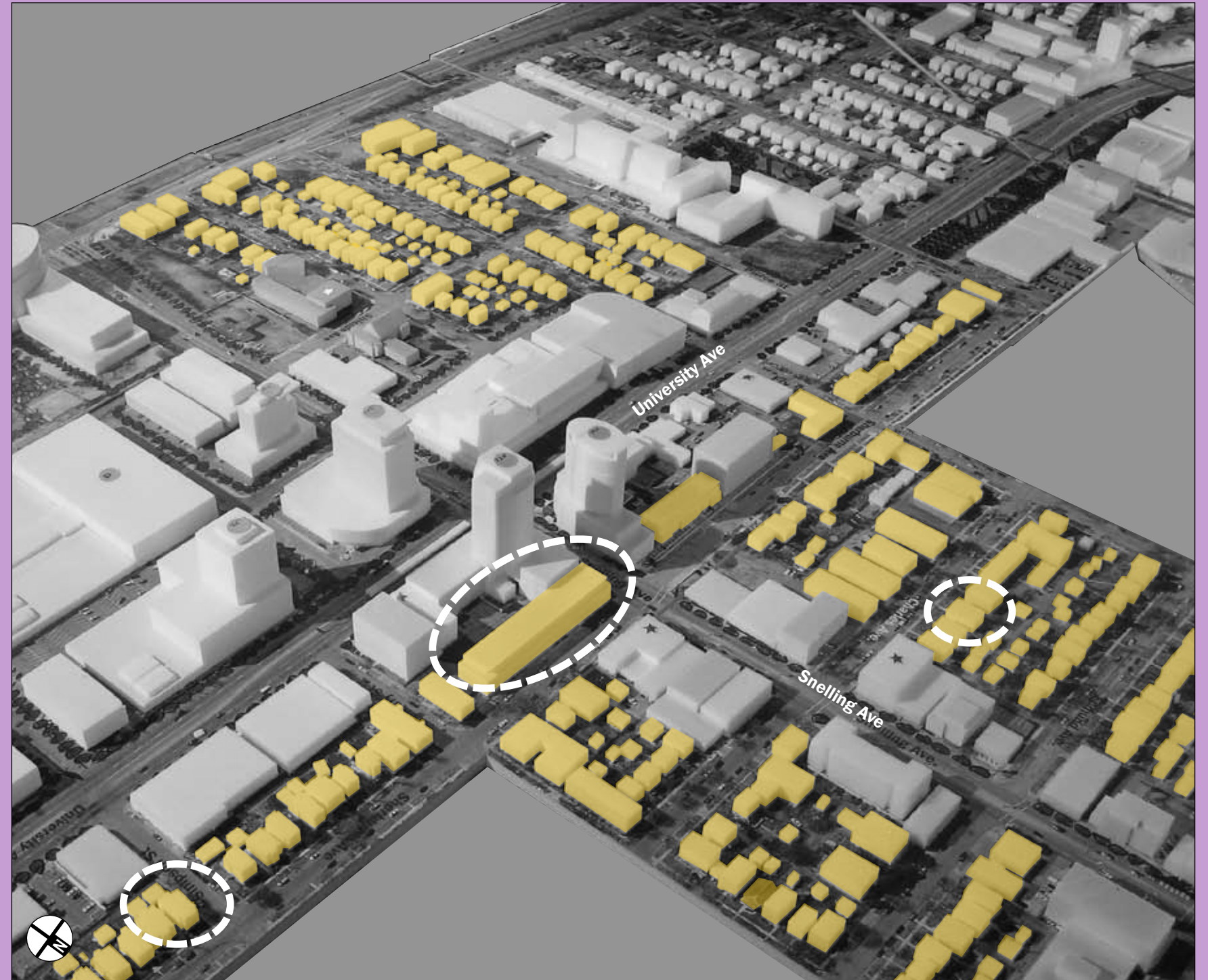
**FIGURE 4.7** - The scale of these infill projects in both Vancouver, British Columbia (top) and Mississauga, Ontario (below) relates to the adjacent low-rise neighborhoods. A Live-work arrangement in both creates active uses on the first floor. The increased setbacks on the Vancouver example provide additional pedestrian amenity along a busy street.

#### 4.4 Sensitive Neighborhood Infill

**The strong neighborhoods that surround the Snelling LRT Station can be reinforced through reinvestment and sensitive residential infill.**

New buildings should respect and fit in with the development pattern, scale and height of adjacent properties. This may include rehabilitation of existing single-family homes, the construction of new single-family and multiple-family townhome dwellings and the provision for new accessory units.

North of University Avenue on either side of Snelling Avenue there are pockets of low-rise apartment development. These pockets help to provide additional density in close proximity to the Station Platform. Mid-rise development in the immediate surroundings which is in keeping with the scale and character of these buildings should be encouraged.



**FIGURE 4.8** - New infill residential developments (circled) in this area help reinforce the existing scale and character of the neighborhoods surrounding the station.

#### 4.4.1 Built Form

##### Design for sensitive infill.

- All development should be designed with consideration to preserve light, views, and privacy in single-family neighborhoods.
- To repair the residential character of the existing low-rise neighborhoods, buildings should be no greater than three residential stories in height and adopt similar setback and massing characteristics to the existing residential development along their street.
- In walk-up apartment neighborhoods north of the Avenue, 4 story infill apartment dwellings may be appropriate as long as they are stepped back above the 3rd floor and adopt similar setback and massing characteristics to adjacent apartment developments.

#### 4.4.2 Land Use & Development Pattern

##### Encourage accessory units in areas of stability.

- Often referred to as ‘invisible intensification’, accessory units and multi-unit dwellings can simultaneously increase density and housing options within the Snelling Station Area. These investments represent excellent opportunities to repair and strengthen residential properties.



**FIGURE 4.9** - These smaller infill apartment developments increase local density and fit within the predominantly low-rise setting of their neighborhoods.

#### 4.5 Managed Parking Strategies

**Accommodating parking associated with existing businesses and residents and new development will be an important challenge as the Snelling Station Area evolves.**

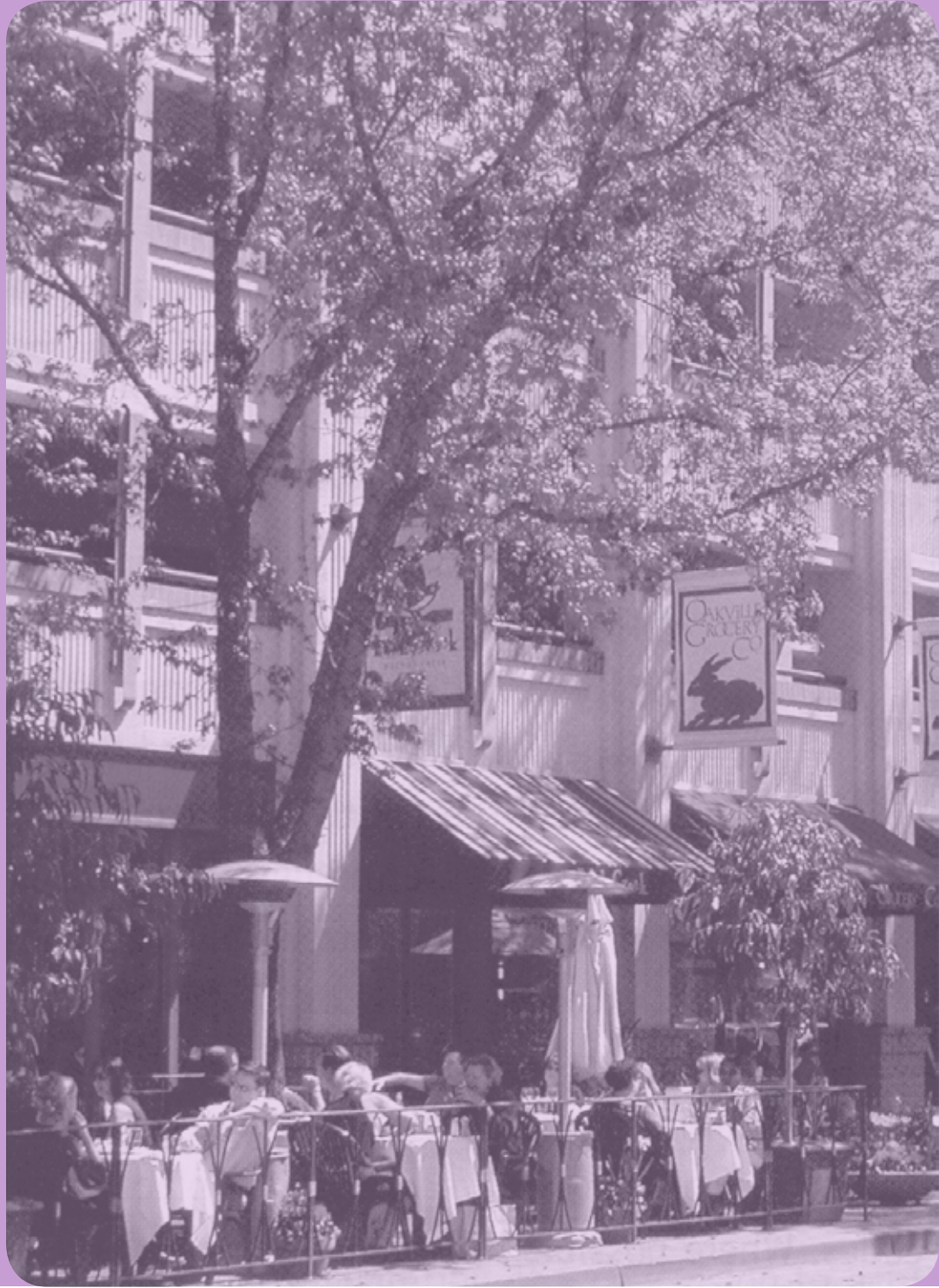
To properly assess and manage Park & Ride and Hide & Ride, comprehensive strategies must be implemented so that remaining on- and off-street parking can best serve residents and businesses in the Corridor, and support walkable, transit-oriented neighborhoods.

Clearly, the reliance on surface parking at current development standards is a large contributor to the underutilization of land within the station area. A transformation from surface parking to structured and underground parking will need to happen over time and in conjunction with new development. The following policies provide the direction to facilitate this transformation, critical to the creation of active and vibrant streets within the Snelling Station Area.

- a) The establishment of new single-use surface parking lots on University Avenue, and the expansion of existing lots within the station areas, should be discouraged.
- b) Major redevelopment sites should be explored for opportunities to create shared, structured or below-grade parking.
- c) Where surface parking occurs along University Avenue, it should occur to the side or behind buildings, be limited to a maximum of 60 feet in width (for the provision of two parking aisles and one drive aisle), and utilize landscape buffers to minimize the impact on the pedestrian environment.
- d) Parking requirements should be reduced or eliminated to reduce development costs, support transit ridership and open new possibilities for flexible live-work spaces on smaller sites where on-site parking is not available.
- e) On-street parking opportunities should be maximized to reduce the demand for private, off-street parking. This can be accomplished by minimizing curb cuts on all major streets by consolidating driveways, implementing flexible stall spacing, and utilizing meters and time-limited signage on side streets to ensure higher vehicle turnover.
- f) Access to surface parking lots from side streets or alleys should be encouraged. Curb cuts on University Avenue should be minimized and consolidated as opportunities arise, encouraging shared access with neighboring uses.
- g) The implementation and management of the current residential permit parking system should be evaluated.
- h) Both long- and short-term covered bicycle parking should be provided.



**FIGURE 4.10** - A 56-foot wide surface parking lot in Portland, Oregon incorporates features such as permeable paving, integrated bike parking and pedestrian-scaled lighting. It is heavily landscaped and concealed from the street by an integrated former building facade.



# Movement - Balancing Modes

**This chapter contains strategies for improving options to move to, from and within the Snelling Station Area. These include *Connections* to improve the linkages, safety, efficiency and quality of pedestrian and cyclist routes; and *The Mobility Enhancement Area*, to provide safe and efficient pedestrian access to the Snelling LRT platform and destinations along University Avenue.**

# Movement - Connecting the Corridor

## The largest, most significant opportunities for redevelopment within the Snelling Station Area exist within the Midway Shopping District.

However, unlocking the full potential of the area's positive redevelopment characteristics (which include parcel size, visibility, proximity to regional transportation networks, and establishment as a regional retail destination) will require reconciling a current lack of access, frontage and streetscaping. This improved movement framework is equally as important for new investment as it is for movement, which is today heavily oriented towards the private automobile. Improving movement within the Snelling Station Area will require the collaboration of many partners in securing critical new east-west connections, improving both Snelling and University as more balanced, multi-modal corridors, and realizing frequent and safe options for pedestrian routes and crossings in consideration of a documented high volume of vehicles.

Recommendations for improving and expanding mobility options are structured here into two key themes:

The first theme is *Connections*, which describes a strengthened pattern of movement options for pedestrians, transit riders and cyclists to reach destinations within the Snelling Station Area, from throughout the Central Corridor's many neighborhoods and the broader region.

The second theme is the *Mobility Enhancement Area*, which more closely examines the future impact of LRT on movement patterns in and around the proposed platform location, and provides recommendations for ensuring a safe, efficient and pleasant pedestrian experience for area residents, workers and visitors alike.

### 5.1 Connections

The goal of this section is to identify improved mobility options for pedestrians, transit riders and cyclists in reaching the Snelling Station Area from adjacent neighborhoods and throughout the broader Central Corridor region. A Mobility-Connections diagram (Figure 5.1) identifies key routes to and within the Snelling Station Area, and illustrates recommendations for improving the connectivity, safety, efficiency and quality of these routes for pedestrians and cyclists.

#### Improve Snelling Bridge

As the primary connection between the Midway Shopping District area and the Merriam Park and Snelling-Hamline neighborhoods to the south, the Snelling bridge is narrow, unlandscaped and unsafe for pedestrians and cyclists. In order to encourage connection with the Midway Shopping District, light rail system and the neighborhoods to the north and to increase options for pedestrians and cyclists, public investment should widen and increase the amenity and pedestrian-friendly nature of the Snelling bridge.

#### Improve Other Freeway Crossings

As freeway crossings (with traffic bridges) are redesigned and reconstructed, include widened sidewalks, crash barriers between traffic & sidewalk, pedestrian-level lighting, and approach sidewalk lighting & landscaping. Pedestrian-only freeway crossings should be rebuilt or retrofitted to include well-lit crossings of St. Anthony and Concordia, bridge lighting, and careful landscaping that does not obscure views to and from the bridge.

### Extending Fuller Avenue East to Syndicate

Extending a street connection to Fuller Avenue through the Midway Shopping District has the potential to create an improved development framework and improve options for pedestrians and cyclists. The terminus of Fuller at Lexington represents a missing link in the larger mobility network within and through Midway. To the extent that development and resources allow this effort, creating a street connection to Fuller Avenue between Lexington and Snelling should be encouraged to improve the legibility and pedestrian activity within the south-eastern quadrant of the Snelling Station Area. This will generate new foot traffic for area retailers, provide a safe east-west bike route south of the Avenue, and enliven new development within the interior of the site.

#### Improving Pascal Street

An existing marked bike route and busy north-south crossing over Interstate 94, Pascal Street should be improved through a beautification initiative. This targeted beautification program should be executed in conjunction with adjacent redevelopments, and include new street tree planting, pedestrian furniture and improved lighting, and aesthetic improvements to the Pascal Street bridge.

### Strengthen Charles Avenue as an East-West Bike Route

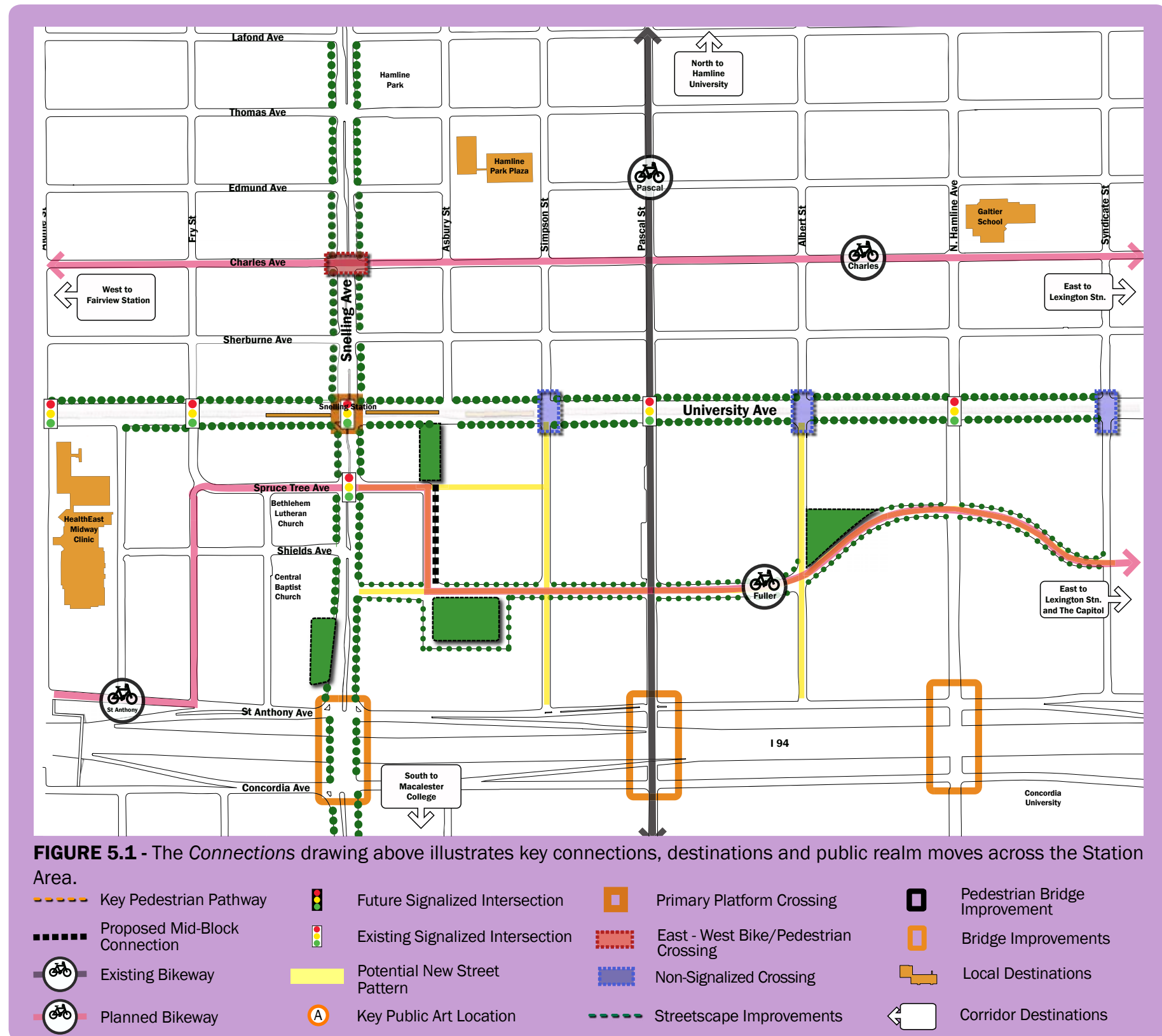
Charles Avenue has been identified as the preferred bicycle route north of the Avenue for its calm traffic pattern and convenient but safe distance from the Avenue.

### Future Bus Service

The Route 16 serves a distinct market apart from the proposed LRT service. When the Route 50 was added it did not diminish the ridership on the Route 16, as the Route 16 is particularly important to those who cannot easily walk long distances – the very young, the very old, those who are transporting goods (i.e. groceries and some durable goods) and/or children, and those who are transit-dependent with physical limitations. Although not uniformly true, most of these patrons need service more during the midday, and on weekends; rather than during the peak hours. Therefore, it is important that the current Route 16 service during the mid-day, evenings and weekends be retained.

The Route 94 service, running between the downtowns will also be retained, but with an abbreviated schedule. The abbreviation of the service should continue to meet the demand for express service between downtown Minneapolis and downtown Saint Paul.

As for the specific north-south service, it is essential for north-south service to be bolstered, as current service is insufficient to adequately serve the greater Midway area. The Midway is an area of relatively high residential densities, high transit-dependent populations and numerous jobs. As such, a ½ mile urban grid of transit service is considered essential. To accommodate timed transfers between the 1 mile grid of north-south bus service and LRT, bus service should be no less frequent than meeting the LRT every other train (15 minute frequency) during peak hours. In particular for the Snelling Station Area 15 minute peak-hour and 30 minute non-peak hour minimums on route 84 serving Shepard-Davern, Highland Park, Ford Parkway, Snelling Avenue, Har Mar, and Rosedale Transit Center. Supplement service with the Hamline, St. Clair, Victoria, University circulator route 60 as required.



# Movement - Enhancing Mobility

## 5.2 The Mobility Enhancement Area

The *Mobility Enhancement Area* diagram (Figure 5.2) illustrates the current and future hub of movement patterns within the Snelling Station Area.

### Mobility Enhancement Area

An opportunity to enhance movement around the Snelling Street Station occurs in two key areas. To the north, along Snelling Avenue an opportunity exists to rebalance the street in favor of pedestrians and cyclists. This will help to build on the existing commercial retail character of the street and draw additional activity north to strengthen the *Snelling Main Street*.

South of University Avenue where an opportunity exists for the incremental transformation of the Midway Shopping District, strategies should ensure that as new developments are constructed, they contribute to the creation of a pedestrian-friendly street and block pattern with a balance and range of mobility options.

Special strategies for the Snelling Station *Mobility Enhancement Area* include:

- Extending the existing block pattern and incorporating urban streetscape standards within the Midway Shopping District with reduced curb radii, bump-outs, narrower streets and special paving patterns;
- Incorporating on-street parking along new streets within the Midway Shopping District to support a finer grain of uses and more activity at ground level, calm traffic and create an additional buffer between pedestrians and moving vehicles; and

- Preserving for a mid-block connection extending south from University Avenue to connect the proposed Snelling Transit Plaza with new development at the Bus Barn site.
- It is recommended that sidewalks be 14 feet in width.

### The Station Transfer Zone

The Station Transfer Zone is identified in Figure 5.2. It stretches from Fry Street in the west to Simpson Street in the east and encompasses a large section of the *Avenue* character area. As such, an opportunity exists to improve the character of the Avenue by expanding sidewalks and incorporating pedestrian amenities that will support the emergence of a vibrant main street and regional shopping destination.

Special strategies for the Snelling Station Transfer Zone include:

- Capitalizing on the substantial redevelopment opportunities to provide setbacks along the south side of the Avenue above and beyond the minimum 14 foot dimension. This will help to mitigate against the proposed scale of new development and provide additional room for street-related activities such as sidewalk patios and cafes; and
- Incorporating special streetscape treatments that reflect the theme and design treatment of the proposed Snelling Transit Plaza to link the plaza with the Avenue.

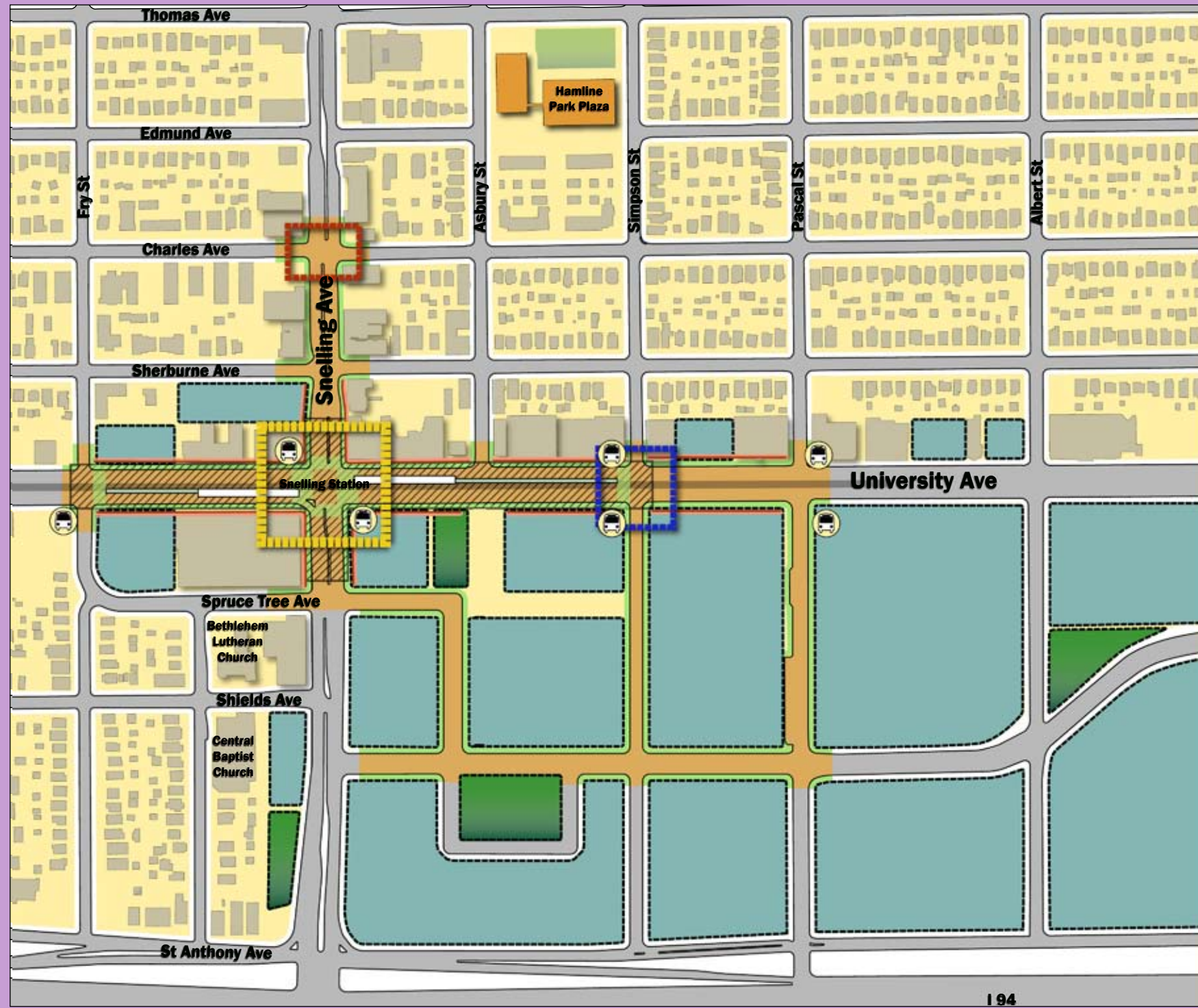
### The Designated Crossings

Within the Snelling Station *Mobility Enhancement Area* there are a number of *Designated Crossings*. The *Primary Platform Crossing* is located at the intersection of Snelling Avenue and University Avenue. It will be the primary area where the LRT links with the city's bus network and the principle hub of station activity.











Two *Non-Signalized Crossings* are currently proposed along University Avenue at Fry Street and Simpson Street. These will be linked directly to the far ends of the station platform to provide additional access to the station.

Along Snelling Avenue there are two *East - West Bike Pedestrian Crossings* at Spruce Tree Avenue and Charles Avenue. These are important crossings that will extend the corridor wide east - west bicycle routes east to the Capitol Area and west to Fairview Avenue. Though a jog is required around the Health East facility the crossing at Spruce Tree Avenue links a proposed bike trail that connects even further west into Minneapolis along St. Anthony Avenue and a former rail corridor.

For more detailed descriptions of the various Designated Crossings proposed for the Central Corridor, please refer to Chapter 1 of the full set of Station Area Plans.



**FIGURE 5.2** - The Mobility Enhancement Area illustrates the area around the station where a higher level of pedestrian activity can be anticipated.

-  LRT Platform
-  Mobility Enhancement Area
-  Station Transfer Zone
-  Bus Stop
-  Priority Active Frontage
-  Open Space Candidate Site
-  Future Development Potential
-  Primary Platform Crossing
-  Non-Signalized Crossing Crossing
-  East - West Bike / Pedestrian Crossing



## Getting There

**Achieving the long-term objectives set out in this document for the Snelling Station Area will require the collaboration of many local partners, investors and stakeholders and will occur over time. The following recommendations provide direction on key initiatives that are core to the success of the future Snelling Station Area.**

Notwithstanding the broader Community-Building Strategies described in the CCDS, and the Station Area Implementation Strategies set out in Chapter 9, the following describes place-specific considerations for the Snelling Station Area. These considerations should be read in conjunction with the aforementioned implementation recommendations, and deemed to take precedence where discrepancies exist.

### Using this Station Area Plan

The development concepts illustrated in this Plan, including the location of new open spaces, each represent one of many possible development scenarios. Their purpose is to illustrate how the principles and objectives for new development, as contained within the CCDS and this Station Area Plan, could be realized over time. They are not intended to be prescriptive for evaluating future development proposals, but are examples of how the vision, goals, and objectives of this plan can be realized.

Until such time as the City is able to secure necessary resources, either through public investment or through negotiation with private developers for desired new open spaces or other public infrastructure, private property may be used for any legal use permitted under the current zoning classification, provided that the proposed use meets all applicable conditions and/or standards.

Once adopted as a component of the City of Saint Paul's Comprehensive Plan, City staff intend to pursue mechanisms, programs and partnerships that will collectively assist in realizing the vision and objectives created for each station area. The sum of the Central Corridor Development Strategy's 21 Community-Building Strategies (Section 4.3); the Getting There recommendations from individual Station Area Plans (Section 6.0); and the Station Area Plan

Chapter 9 - Moving Forward, contain a range of strategies, partnerships and recommendations for assisting in realizing the strategic place-making and economic development potential of this station area.

### Securing Snelling Network of Park Spaces

As development proceeds, the City's parkland dedication ordinance will be an important tool for acquisition and development of parkland that is compatible with and supportive of new and existing development. Where proposed new development within the Snelling Station Area meets the requirements for parkland dedication, the City should require dedication of land suitable for park use as a first priority, or, if that is not appropriate, collect cash-in-lieu of dedication funds to acquire land for creation of new park spaces within the Snelling Station Area. The potential may exist for these new parks and open spaces to be partially funded through Tax Increment Financing and/or a Regional Transit-Oriented Development "Bank", as described in Chapter 9 Moving Forward.

### The Bus Barn Site Should Come Forward as a TOD Demonstration Site

The City should work with Metropolitan Council to explore the full potential of this strategic site and create a clear development strategy for its future redevelopment. The development strategy should reinforce the long term vision as set out in this document. All future development applications within this site should demonstrate compatibility with the strategy. The future viability and success of this site coming forward as a TOD Demonstration Site may in part be assisted through some combination of Tax Increment Financing, the STAR Program, and/or a Regional Transit-Oriented Development "Bank", as described in Chapter 9 Moving Forward.

### Establish a Shared Parking Structure

To encourage public and private partnerships in the strategic redevelopment of this Station Area, possible locations for shared parking structures within the Bus Barn and Midway Shopping District should be identified here. These structures could consist of a central, above-grade facility; or dispersed throughout the Station Area in a series of below grade structures incorporated into employment and mixed-use developments.

### Transition Over Time

Meeting the full development potential of the Central Corridor, as conceptually illustrated in each Station Area Plan, will occur over a long period of time. Recognizing the market may not be uniformly ready to respond to the ambitious visions illustrated in each plan nor to the full extent of the Transit Opportunity Zone (TOZ) regulatory framework outlined in the Central Corridor Development Strategy, both sets of policy documents should allow for market transformation and uptake over time.

For example, a near-term development proposal that does not meet density expectations for central, strategic sites, or does not secure a shared parking agreement with a neighboring land owner, yet meets other long-term objectives such as increasing the range of available housing types, supporting economic development, increasing retail options and employment opportunities, or providing active uses at grade, should be accommodated. In these instances, proponents of development applications should demonstrate how specific physical and/or market constraints make the full range of station area objectives difficult to achieve, how the general intent and purpose of the CCDS and respective Station Area Plan will be met, and additionally how other standards are being met and/or exceeded.

The development principles matrix, outlined in Chapter 9, may also assist City officials, staff, and community members in evaluating the benefits of development proposals in terms of economic value and transit-supportive principles included in the CCDS.

Please refer to Chapter 9 - Moving Forward of the full set of Station Area Plans for additional details.

### Involving Local Partners

Meeting the long term objectives of the Snelling Station Area Plan will require private investment and assumption of risks by a wide range of existing and future businesses. The Plan should be interpreted to encourage and support private investments in more intensive high-quality development. In order to achieve the goals in this Plan, the City should encourage open and positive communication between property owners, developers, businesses, residents, District Councils, the Midway Chamber of Commerce and other interested parties, as well as coordination with the City and Metropolitan Council on policy matters and implementation of specific development objectives.

**Union Park District Council and Hamline Midway Coalition.** To review development applications coming forward, promote and work towards quality development projects and meet with residents, institutions, business and property owners to discuss and document evolving community concerns and objectives for new development.

**Metropolitan Council.** With regard to strategic disposition of the future potential of the Bus Barn site.

**St. Paul Smart Trips.** As the Transportation Management Organization for the City, Smart Trips should work with local partners to provide information about parking in the corridor, and to promote opportunities for walking, bicycling, and transit.

**Midway-Chamber, University Avenue Business Association and other business groups.** To ensure the interests of area businesses and property owners are adequately represented through comprehensive policy framework reviews.

**University UNITED.** To assist in the ongoing review of development applications in conjunction with District Council offices, and to continue enriching dialogues around improving the character and quality of area planning and development. U-Plan, a program of University UNITED, will provide technical support services to community groups, small businesses, and other stakeholders.

**Central Corridor Funders Collaborative.** To assist in securing resources for community improvement projects.

**Individual Property owners.** Consultation and discussion should begin well in advance of submission of development applications, and continue through the development approvals process.

**The Central Corridor Design Center.** The Central Corridor Design Center is an initiative by the City of Saint Paul to apply the proven practices of the Saint Paul on the Mississippi Design Center along the Central Corridor. Its mission is to be a champion and advocate for the principles and vision of the Central Corridor Development Strategy as they guide public and private investment in the corridor.

The CCDC will be involved in design review and guidance of the Central Corridor LRT and other public realm improvements; design development conversations with large and small property owners; technical assistance to small businesses to redesign their facilities to take advantage of the LRT and proposed public improvements; providing leadership in energy and environmental design; and education and training of City staff, consultants, developers and property owners in maximizing transit-oriented design opportunities along the Corridor and in the neighborhood.