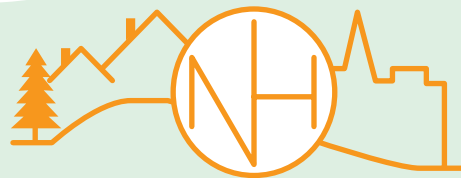


New Hope City Center Vision



City of New Hope Minnesota
Adopted on June 13, 2011

TKDA

ENGINEERING • ARCHITECTURE • PLANNING

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Section 1.0

Renewing the Heart of New Hope | Growing our Community

Executive Summary

New Hope Vision

This report presents the city of New Hope's vision and recommendations for the redevelopment of its City Center area. The recommendations will be incorporated into the city's Comprehensive Plan, and will be used to guide city policy and redevelopment efforts.

The City Council and Planning Commission led the development of the vision, supported by staff, consultants, and contributors from the public and private sector. The vision was presented to local businesses and residents at several meetings, and their comments are included in this report.

The report also includes a discussion of the next steps the city will take to begin to make the vision a reality.



Section 1.0

Executive Summary

The city will take the lead in implementing the vision to redevelop the City Center, and will partner with the business community, residents and others to foster and shape redevelopment of the area.

Key elements of the vision include the following:

- » Build on the area's assets.
- » Create a vibrant destination that attracts residents and visitors.
- » Include diverse uses that support each other—housing, offices, commercial uses and public spaces.
- » Include housing that provides lifecycle options and supports businesses and services.
- » Improve connections and facilities for drivers, pedestrians, bicyclists and transit-users.
- » Develop great public and private spaces that encourage people to come, to linger and to have fun.



Example of outdoor cafes

The City Council and Planning Commission understand that this is a long-term vision, and that redevelopment will take significant time and resources. Discussions with other communities in the metro area that have successfully developed similar areas indicated that a strong vision and commitment are needed to communicate with residents, businesses and potential developers, and to guide redevelopment for the long-term.

**“ The city recognizes that the New Hope City Center
is the heart of the community. ”**

The health of City Center is important to the health and prosperity of all businesses and residents in the community, and to its economy. The city is committed to the vision for City Center, and adopted this report and its recommendations on June 13, 2011.

Section 2.0

Renewing the Heart of New Hope | Growing our Community

City Center Vision Background & Process

City Center is located around the intersection of 42nd and Winnetka avenues in New Hope. The boundaries of the area for the purpose of this study are Boone Avenue on the west, Quebec Avenue on the east, 45th Avenue on the north, and 40th Avenue on the south. The area currently includes the city's municipal center, Civic Center Park, commercial and residential land uses, school district administrative offices and bus garage, and the 42nd Avenue corridor.

~ The City Center area is identified in Section 1 Figure 1.

The City Center Study began in early 2010, with funding from Hennepin County. The study goal was to identify opportunities to shape redevelopment in the City Center area to include multi-modal transportation options such as transit facilities and improvements for pedestrians and bicyclists. As the study moved forward, the City Council recognized a need to develop a comprehensive vision for the redevelopment of City Center that included the transportation goals and other significant elements that will shape redevelopment of the area.



Section 1.0

City Center Map

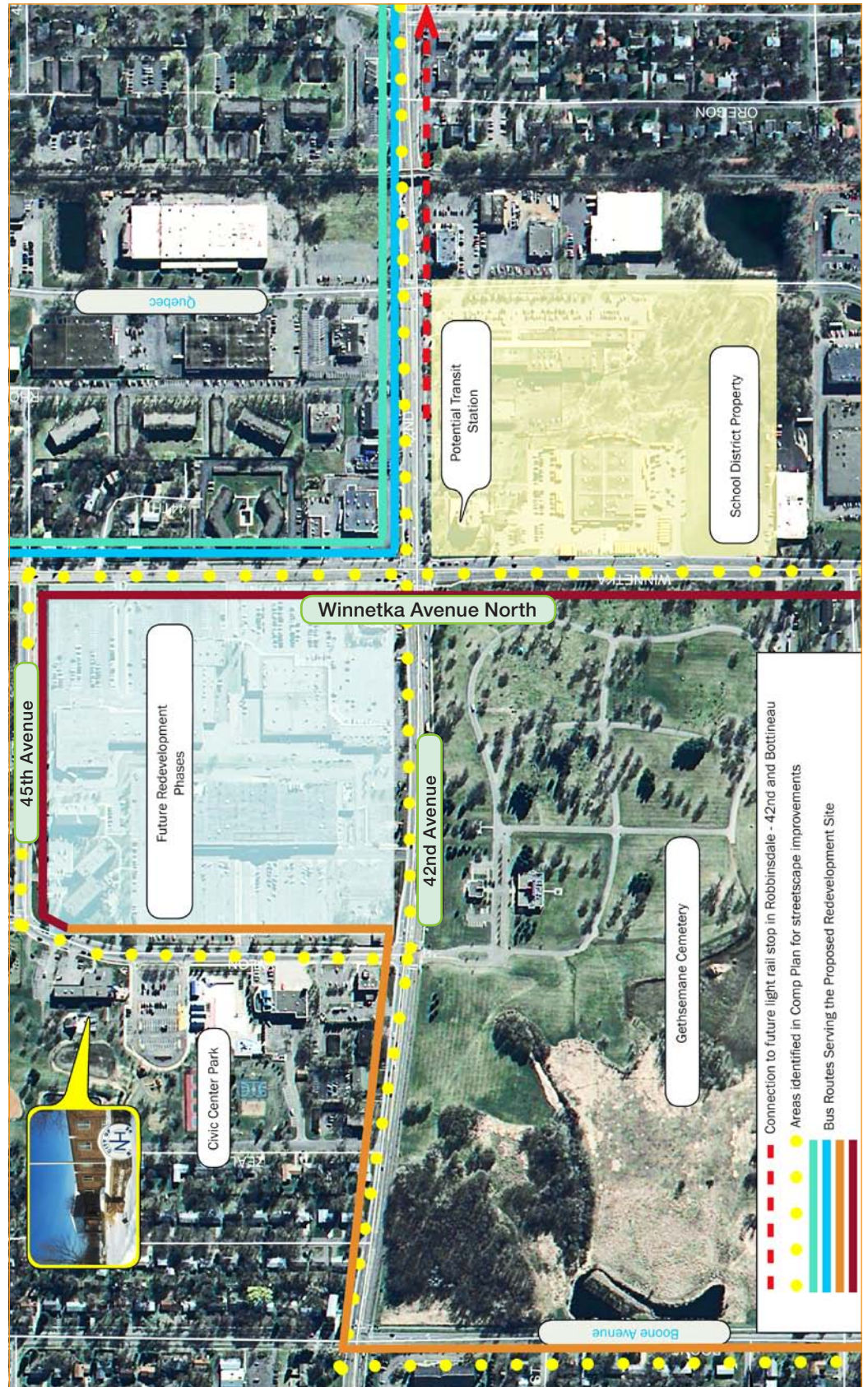


Figure 1. New Hope City Center Study Area

Section 2.0

City Center Vision Background and Process

A first step in the City Center study included review of the past studies and master plans completed for the City Center area in 1998, 2003, 2004, and 2005. The City Council noted that none of these studies were adopted by the city as the plan for redevelopment of the City Center area. The market situation in the area and the tools available to the city for redevelopment have changed significantly since the earlier studies were completed. While some of the principles and ideas from these studies are still useful, the city concluded that it needed a fresh vision for the area.



Businesses located in the City Center area

Early steps in the study also developed a consensus of the assets and issues in the City Center area. The area's assets identified by the City Council and Planning Commission included the following:

- » Location—excellent access to employment, housing and opportunities both in Minneapolis and in growing suburbs to the west and north.
- » Transportation connections, including easy access to and from interstates, state highways, county roads and the local street network.
- » Existing successful businesses and organizations in the City Center area.
- » Existing city facilities that help to make the area a hub of activity for residents, including the city government center, Civic Center Park, and community pool.

Section 2.0

City Center Vision Background and Process

Based on these assets, the City Center should serve as the commercial and social heart of the community. Issues and characteristics that currently make it difficult for the area to serve this role include the following:

- » Space in the City Center area is currently under-utilized. The area includes a high proportion of surface parking lots, and some commercial properties are vacant.
- » Connections and circulation are poor for pedestrians, bicycles, cars, and transit users
- » The area does not attract enough shoppers, diners and visitors
- » The area does not generate enough income, jobs or tax dollars
- » The area is not prepared for the future.



Existing conditions in the City Center area

The City Council held a series of joint meetings with the Planning Commission to develop a vision and a set of guiding principles for the redevelopment of City Center that would build on the area's assets and guide the renewal of the heart of the community. The meetings included gathering information from several sources to develop the vision and principles.

The joint meetings included a "Block Exercise" that developed and evaluated several potential scenarios for redevelopment. The results of the Block Exercise are included in Section 3.0 of this report.

Staff and consultants identified other communities in the metro area with characteristics similar to New Hope that have completed redevelopment of similar commercial areas in recent years. They interviewed the city staff and project developers who worked on these projects to identify the elements that contributed to the success of these redevelopment efforts, and sought recommendations to avoid problems or pitfalls. Representatives from those projects presented their thoughts in a panel discussion, supplemented by the information that staff and consultants received from other interviews.



Section 2.0

City Center Vision Background and Process

Following those informational meetings, the Planning Commission and City Council developed the vision and principles for City Center redevelopment, included in Section 4.0 of this report.

Getting Input

The City Council and Planning Commission reviewed the draft vision and principles with a panel including a developer who has worked on multi-use development projects, a municipal finance expert, and staff from a neighboring community that has completed successful redevelopment projects. The panel provided helpful feedback on the draft.

The Council and Planning Commission also presented the draft vision and principles at a meeting with the businesses currently located in City Center, and at two meetings with city residents. The businesses and residents generally supported the vision and principles, and provided additional thoughts and suggestions regarding the City Center vision and principles for redevelopment.

~The meetings and comments received are summarized in Section 5.0.

Implementation

Following the public meetings, the City Council and Planning Commission reviewed the comments received and updated the draft vision and principles. Finally, they developed the implementation plan included in Section 6.0 of this report.



Section 3.0 CDI Block Exercise

Renewing the Heart of New Hope | Growing our Community

Corridor Development Initiative Block Exercise

New Hope's City Council and Planning Commission members participated in a Corridor Development Initiative (CDI) Block Exercise activity to test the feasibility of development ideas for the City Center area. The Block Exercise is a hands-on educational workshop developed by CDI and coordinated by the Twin Cities Local Initiatives Support Corporation (LISC). Participants in the Block Exercise develop their own housing, commercial or mixed-use development schemes using blocks that represent buildings and are scaled to large base maps depicting the project area. The exercise was facilitated by a team of design and development staff from LISC/CDI's technical team.



Section 3.0

CDI Block Exercise

Planning Commission and Council members participating in the exercise developed several options for redevelopment in the City Center area, including new housing, retail, office and commercial uses and new open space areas. The LISC/CDI team completed quick feasibility analyses of the options developed, and provided immediate feedback on the potential financial feasibility of each option. The exercise helped Council and Planning Commission members to learn about cost factors and other considerations that developers must address when putting together a development proposal for a site. It also helped the members to test various combinations of land uses, and understand how they might fit the City Center site.



New Hope residents participating in the CDI Block Exercises

As part of the exercise, the groups identified their goals and concerns related to redevelopment. Their thoughts are summarized in the tables on the next page. These ideas and concerns are also reflected in the vision and principles developed in subsequent meetings.

Section 3.0 CDI Block Exercise



“What are your concerns about redevelopment?”

Group 1	Group 2	Group 3
<ul style="list-style-type: none"> Quality – High architectural standards Strong draw Incentives to come Diversity Timing Surrounding communities – competition Putting all eggs in one basket Reduction in rental property 	<ul style="list-style-type: none"> Taxes Viable? Stormwater / uses Critical mass / traffic More people Underutilization (empty buildings) 	<ul style="list-style-type: none"> Deviate plans Too costly Equitable to all involved Relocation involvement and cooperation Maintainable Connectivity Losing small town feeling

“What do we want to achieve through redevelopment?”

Group 1	Group 2	Group 3
<ul style="list-style-type: none"> Residential density Quality of retail stores Multi-generational uses Accessibility of transportation Professional office space Commercial / warehouse Hotels Niche developments Become more business friendly 	<ul style="list-style-type: none"> Improve tax base Environmentally sustainable Focal point Zing Improve image of New Hope Become a destination for City Center Connect to City Hall and parks Community center Attract younger families Owner occupied residential 	<ul style="list-style-type: none"> Cohesive community Grocery store Sense of community pride Green space Restaurants Medical facilities Pedestrian friendly Viable new businesses Improved School District Administration building Traffic generator Increase tax base Cohesive design / improved aesthetics Mixed use Family friendly – activities, “children” friendly (18 and under), senior friendly Safety Community center / gathering or go-to place Vibrant

Section 4.0

Renewing the Heart of New Hope | Growing our Community

City Center Vision Guiding Principles

This section discusses the city's rationale for the vision statement for the future of City Center, and presents the guiding principles for the design and redevelopment of the area adopted by the City Council and Planning Commission.

Why Develop a Vision Statement for City Center?

A vision statement defines the desired or intended future state of a place or organization. The vision is a long-term view, describing how the organization would like all or part of its world to be.

The vision statement for City Center expresses New Hope's goals for redevelopment of the area and how the area should look and function for residents, businesses and visitors. This statement will be a key communication tool that the city will use to inform developers, businesses, and residents about its goals for the redevelopment of the area.



Section 4.0

City Center Vision & Guiding Principles



The principles associated with the vision provide greater detail that will guide the redevelopment of City Center to implement the vision, including future land uses, zoning, infrastructure, and site design.

~The number sequence in the Principles, Ideas and Themes sections below does not indicate the priority of the items in each section.

“New Hope’s City Center is the heart of the community.”

The redevelopment of City Center will strengthen this role. City Center will be a vibrant year-round destination that includes retail, commercial, and residential uses. The government center and parks and recreation areas will reflect the active, prosperous and friendly character of New Hope.

New Hope’s government center and Civic Center Park will anchor City Center on the west. The commercial core around 42nd and Winnetka avenues will include a diverse mix of commercial uses, offices and restaurants that will serve city residents and neighbors in surrounding communities. A mix of housing types and neighborhoods within and surrounding City Center will be home to residents of all ages who enjoy easy access to shopping and services.

The area will be connected by attractive sidewalks, trails, streets, transit and public parks and plazas. It will be the hub of the city’s trail and transportation systems. Wide sidewalks will offer places for casual dining and coffee with friends. Plazas and green spaces will feature community events. The city’s farmers market, trails, parks and recreation facilities will keep residents moving and living an active lifestyle. The year-round family-, business- and resident-friendly connections and activities will be a signature element of the City Center, and make it the premiere destination in New Hope for dining, shopping, entertainment, regular exercise or a leisurely stroll.

The city, businesses and residents will partner to create and sustain the center and its connections to the community. City Center will showcase the city’s new hope that keeps the community exciting, growing, and evolving.



Section 4.0

City Center Vision & Guiding Principles



A walkable community



Principles and Supporting Themes for the Vision:

1. City Center should function and look like the heart of the community. It should be the focus of civic, business and cultural activity and the city's transportation network. The mix of uses and form of development should have a "downtown" character.
2. The area should express the identity and character of the city: friendly, welcoming, positive, diverse and active; business- and resident-friendly; a good place for people of all ages.
3. City Center redevelopment should be compact, efficient, and economically and environmentally sustainable. The design should be transit-oriented. The layout of City Center should emphasize efficient use of land through management of density, the locations and types of uses and efficient movement and parking.
4. The design of the streetscape, buildings, signs, gathering spaces and public spaces should work together to reinforce a strong, cohesive identity.
 - a. Well-planned, multi-modal connections will be critical to the success of City Center. These connections should include connections among neighborhoods, between neighborhoods and businesses and among the variety of uses within City Center. The center should include and connect facilities for pedestrians, bikes, vehicles and transit. Pedestrian and street lighting, signs and streetscape elements will make these facilities safe and comfortable.
 - b. Design standards for the area will require high quality, sustainable, and durable building and infrastructure materials.
 - c. City Center landscape will be a signature element of the area, with a look that links the community to the ecology of the area and is unique to New Hope. The area should include ample green spaces and generous landscaping that are attractive throughout the year.

Redevelopment of City Center should capitalize on its key assets:

1. City facilities — City Hall, Milton C. Honsey Community Pool and Civic Center Park and local trails — and private recreational facilities such as Life Time Fitness.
2. Central location with easy access to Minneapolis and to communities in the western metro area.
3. Successful businesses and organizations.

Redevelopment should allow for change and renewal that will keep the City Center attractive for future generations, new residents, and new businesses as well as foster healthy growth.

Section 4.0

City Center Vision & Guiding Principles

Transportation | Our Vision of the Future



Potential City Center trail connections

New Hope's transportation network and location in the Twin Cities metropolitan region will continue to play a vital role in the health and economic strength of the city. New Hope is located on key regional transportation routes, midway between economic centers in Minneapolis and its growing northwestern suburbs. The city will continue to be a significant employment center, as well as home to many residents who commute to other cities. The city's transportation network will serve a variety of modes including cars, trucks, pedestrians, bicyclists, transit, emergency vehicles and rail transportation.

The city will work to increase transportation choices, and create a multi-modal transportation network that is efficient, safe, sustainable and comfortable for all. City Center will be the hub of the city's transportation network, with roadway, transit and trail connections to local neighborhoods, the Bottineau transit line and other regional facilities. The local transportation system will help residents, employees and business users get to their destinations quickly, while also allowing those same users to take a relaxed stroll with friends and family.



Northeast corner of 42nd & Winnetka



Roundabout in Richfield, Minnesota

Principles and Supporting Themes and Ideas

1. City Center will include and emphasize a successful and interconnected multi-modal transportation network that meets the needs of residents, employees and businesses. The network should include good connections to and from surrounding communities, including transit, bicycle and pedestrian connections.
2. The City Center design will be based on Complete Streets* principles, and a balance among transportation users.



Section 4.0

City Center Vision & Guiding Principles

3. Winnetka and 42nd avenues will continue to be major thoroughfares in the city and will be important to the efficient circulation of transportation users. They will also be important gateways to the community and City Center. Efforts should be made to improve the mobility and safety of these corridors, and make them attractive. Gateway areas and landscaped medians should identify City Center and showcase the character of City Center and New Hope.
4. City Center will include the city's main connection to the Bottineau transit line along 42nd Avenue.
5. The city will work closely with property owners, Hennepin County, Three Rivers Park District and Mn/DOT in constructing, maintaining and reconstructing roads, transit facilities and trails.
6. The City Center design will provide pedestrian and bicycle connections within the city center area. The design will include streetscapes and amenities to attract pedestrians and bicyclists to the area and provide a pleasant and safe experience. The design elements will include way-finding signage to support businesses and public facilities. The trails in City Center will connect with the city-wide and regional trail systems, such as the proposed trails on 32nd Avenue.
7. City Center will include wide sidewalks, plazas and parks that provide space for gatherings, socializing, and a safe and comfortable separation from traffic.



Potential streetscape improvements

**Complete Streets is an approach to transportation system planning that emphasizes the development and operation of facilities to enable safe access for all users, including pedestrians, bicyclists, motorists and bus riders of all ages and abilities. The design should enable all users to move along and across the street safely.*



Section 4.0

City Center Vision & Guiding Principles



Banner, New Hope

Public & Community Gathering Spaces Our Vision for the Future

City Center will be the cultural and community center of New Hope. It should be engaging, active, lively and fun. Residents and visitors will meet at City Center for celebrations, activities, theater, events and concerts. The public spaces at City Center will support a wide variety of gatherings, from impromptu meetings for coffee, taking a stroll, and people watching, to farmer's markets and community-wide celebrations.



Pioneer Square, Portland, OR



Farmers Market, New Hope, MN

Principles, Supporting Themes and Ideas

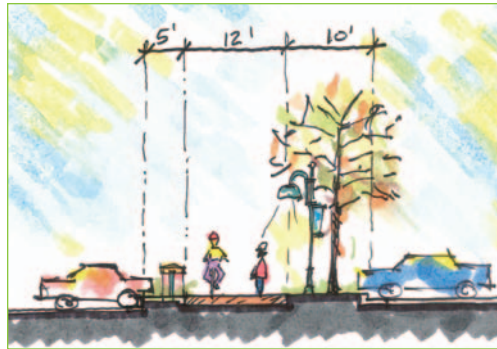
1. The City Center design will include significant meeting, gathering and public spaces that attract city and area residents to shop, recreate, dine and relax.
2. Public spaces at City Center will be linked to City Hall and Civic Center Park.
3. The boulevard connections within City Center will be designed so that they could serve as event spaces, gateways and access points to public spaces.
4. The public spaces and gathering spaces will support retail, restaurant, service and other businesses, and be linked to housing and adjacent neighborhoods.
5. Some of the pedestrian and bike trails and public spaces should be maintained for year-round use and all should be ADA accessible.
6. Pedestrian-scale and street lighting should extend use into the evenings, improve safety, and contribute to the energy and attractiveness of the City Center.
7. Some additional resources will be needed to maintain streetscapes and public spaces and year-round use of these facilities. This could be accomplished through establishing and funding a business improvement district.



Section 4.0

City Center Vision & Guiding Principles

8. City Center should include space for the New Hope Community Farmers Market and space that can accommodate public festivals and events.
9. The city will analyze potential development of a community center near the government center or in combination with a private fitness center. The community center could be developed as a public/private partnership.
10. Public spaces should include interpretive information about the history of New Hope and the City Center area.
11. The city will work with businesses and organizations in the City Center area to identify staff and resources needed to provide programming in public spaces.



Potential trail alternatives

Section 4.0

City Center Vision & Guiding Principles

Businesses | Our Vision for the Future

City Center will be the hub of commercial activity in New Hope. It will serve the community by offering a unique mix of retail, commercial, service, food, office and recreational needs. The business community will continue to be a strong component of the city and will play an active role in the community.

A redeveloped City Center will offer a greater mix of opportunities for the people of New Hope and surrounding communities to work, shop, dine and play. The revitalized City Center will be a place where people of all types come to do business and meet with their neighbors in coffee shops, restaurants, stores and offices. New businesses will help to anchor the commercial areas and bring new traffic to the city. City Center will be the hub of a thriving business community with strong links to the business and commercial centers along the 42nd Avenue corridor.



A vibrant commercial district



Life Time Fitness parking lot

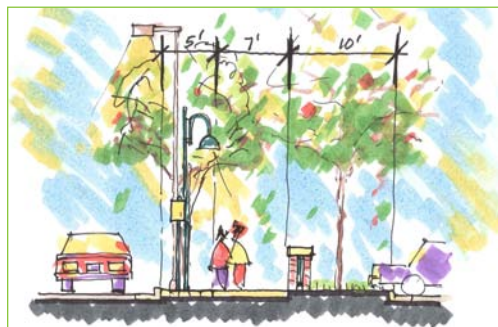
Principles, Supporting Themes and Ideas

1. City Center's diverse commercial, office and retail businesses will serve residents of the city and neighboring communities. The uses should attract and retain a diverse population from New Hope and the surrounding area.
2. The city will seek the support and input of the business community to attract and support new businesses and uses in City Center. Redevelopment will include retaining and supporting healthy businesses and organizations.
3. The commercial area should be diverse, and may include a major health club, signature restaurant, other restaurants and coffee shops, grocery store, banks, professional offices, and a blend of retail shops and services in close proximity and connected to each other.

Section 4.0

City Center Vision & Guiding Principles

4. The development of additional office uses in City Center is important to support retail businesses, services and restaurants.
5. The commercial spaces should be diverse and adaptable to the needs of the community over the long term. The city may consider a variety of land uses that offer employment opportunities including office and retail businesses.
6. Commercial uses should be positioned close to the streets and sidewalks, and easily visible and accessible to anyone driving, biking, busing or walking through the area.
7. Traffic patterns, amenities and public spaces in the commercial area should support the businesses and create a sense of energy, community and vitality.
8. The city should adopt sign standards that support business success, and contribute positively to the identity and aesthetics of the area.
9. Commercial areas should be inviting and friendly. They will include generous landscaping, lighting, pedestrian-oriented architecture, way-finding signage, windows with open views and street furniture.
10. City Center should be supported by a well-organized Business Association. The Association should work closely with the city on redevelopment, maintenance, marketing and promotion efforts.



Potential pedestrian connections

Section 4.0

City Center Vision & Guiding Principles



Mixed use development



Housing | Vision for the Future

New Hope's healthy residential neighborhoods will continue to be one of the city's greatest assets. The redevelopment of City Center will add diversity and new neighborhoods to the community and provide an exciting destination for residents of existing neighborhoods.

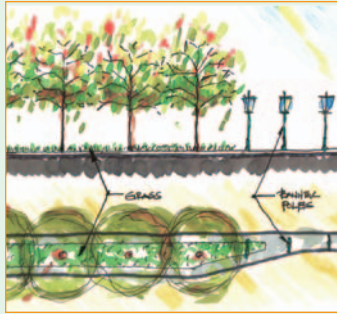
City Center will provide a mix of housing units that cater to needs throughout the lifecycle, including young families and professionals, empty nesters and families looking for "move up" housing. The higher-density housing options in City Center will include new housing types for the community, such as higher-end condominiums and rental units, and mixed-use residential/commercial buildings. Housing, commercial and office uses and multi-modal transportation options will support each other and be part of the new identity of City Center.

Principles, Supporting Themes and Ideas

1. The City Center area will include a mix of residential units that meet needs throughout the lifecycle and have a unique identity within New Hope.
2. The residential mix should be dominated by market-rate and lifecycle alternatives, and should include condominiums, townhomes and apartments. Apartment units should include those with rent at and above market rate to add diversity to the local rental market. Buildings may include mixed residential and commercial uses.
3. Residential uses will have easy access to walking, biking and transit connections. Transit options should include connections to employment centers in Minneapolis, western and northwestern suburbs.
4. City Center will include excellent, year-round connections between residential uses and commercial areas. Commercial areas and residential uses should support each other. Connections should be developed before or at the same time as development/redevelopment of housing and adjacent uses.
5. Residential areas will be linked to the gathering spaces and existing green spaces in the City Center area.
6. New residential areas will be integrated and connected with surrounding neighborhoods.
7. Neighborhoods will be socially connected through strong civic organizations, neighborhood watch groups, churches, schools, social organizations and clubs and impromptu community events.

Section 4.0

City Center Vision & Guiding Principles



Potential streetscape designs

Environment | Our Vision for the Future

The health of the local and regional environment will continue to be important to the city of New Hope. City Center will provide an opportunity to implement the city's goals to enhance sustainability and the natural environment.



The design of City Center will encourage walking, biking, and the use of transit. The buildings in City Center will be designed or retrofitted to reduce the use of energy and utilize sustainable materials. The Center's landscape will be a signature element that is attractive and enhances the natural environment.

Principles, Supporting Themes and Ideas

1. The city will require the use of sustainable design principles in City Center design and redevelopment. Design of the area will include the following:
 - a. Emphasize walking, biking and transit, as well as connections to the city's trail system.
 - b. Provide ample biking facilities and amenities, such as bike racks and lockers throughout City Center.
 - c. Incorporate ample landscaping that is a signature element of City Center. The landscape design should contribute to the unique character of the Center, express or interpret the local ecosystem and celebrate all four seasons.
 - d. Provide incentives for buildings, parking and other facilities that meet Minnesota Energy Star Program standards, the International Green Construction Code, the National Green Building Standards, LEED Standards, or similar standards for sustainability.
 - e. Encourage re-use and recycling of materials during construction, use of recycled materials in construction and provide recycling facilities post-construction.
 - f. Design parking to encourage shared parking, transit, walking and biking, maximize utilization of space, and minimize atmospheric warming.
 - g. Emphasize storm water treatment and retention that use low-impact design and current best management practices.
 - h. Revise zoning regulations and design guidelines to incorporate sustainable design principles and standards.



Section 4.0

City Center Vision & Guiding Principles



Outdoor Theatre, New Hope



Finances | Our Vision for the Future

The future financial health and vibrancy of City Center are important to the financial health of the city of New Hope as a whole. The redevelopment of City Center should contribute to the growth and diversity of the city's tax base.

The city will take a lead role in the redevelopment of City Center, and will seek partnerships with others in the public and private sectors to identify and focus the resources needed for redevelopment. The city is committed to using all available tools to secure funds, pursuing partnerships and implementing cost-effective financing programs to implement the vision and goals for redevelopment.

Principles, Supporting Themes and Ideas

1. The city will be a leader and an active participant in the redevelopment of City Center. The city will work in partnership with businesses, developers, investors, and other stakeholders to promote redevelopment.
2. Redevelopment will be financially feasible, improve the tax base of the community and contribute to its economic health for the near- and long-term.
3. The city will consider all available financial tools and creative approaches to support City Center redevelopment, while balancing public and private interests.
4. The city will consider reasonable shared risk with private developers if the project is supported by the city's business assistance policy.
5. Financial planning and tools will address long-term maintenance of public facilities and streetscapes.
6. The city will identify specific redevelopment areas within City Center and the relationship of each area to the vision and goals for redevelopment. The city will define a redevelopment strategy for each site, including building and site value assessments, the city's role in redevelopment, financing strategy, acquisition, relocation and marketing strategy for each site.
7. When the market is favorable, the city will solicit development proposals for each redevelopment area.
8. The city will work with developers and stakeholders to identify key redevelopment parcels and its strategy for assembling and controlling individual parcels as part of the redevelopment plan.

Section 4.0

City Center Vision & Guiding Principles



City Hall, New Hope



Government | Our Vision for the Future

The city government will play an important role in the redevelopment of City Center by adopting and promoting the vision for the future and utilizing its resources, knowledge, funding sources and regulatory powers to achieve the vision. The city will have diverse roles including communication, marketing, promotion, financing, developing regulations and standards, designing and building infrastructure, and managing and organizing redevelopment activities.

The city will take the lead role in the redevelopment of City Center to rejuvenate the area and realize its vision for the future. The city will use a variety of financial, communication and regulatory tools to guide and support redevelopment, and develop public/private partnerships that will maximize involvement and resources. Elected and appointed city officials will champion the vision and work closely with citizens and property owners to move forward through consensus and positive action.

Principles, Supporting Themes and Ideas

1. The city of New Hope is committed to the redevelopment of City Center as the focus of civic, business and cultural activity in the community. The city will utilize a variety of methods to communicate its vision for the future of City Center to residents, businesses, potential developers and other partners.
2. The city will actively involve businesses, residents and other government organizations in the City Center design and redevelopment process.
3. The city will work with businesses to identify key parcels for redevelopment, and may use its resources to acquire key properties when needed.
4. The city will use its resources to develop the infrastructure that will support redevelopment and the vision for the Center.
5. The city will revise the Zoning Map and City Code and amend the Comprehensive Plan as needed to support its vision for redevelopment of City Center.
6. The city will develop promotional materials to communicate its vision and goals, and attract involvement and investment in redevelopment.
7. The City Council should serve as the key advisory group for the redevelopment process, and see that redevelopment occurs according to the vision and goals for the area. The Council will regularly inform and utilize the expertise and knowledge of its advisory committees to study issues, draft policy and make important recommendations to the City Council. Committees and commissions may be created as needed to address redevelopment issues.

Section 5.0

Renewing the Heart of New Hope | Growing our Community

Public Comments

Open House Meetings

The City Council and Planning Commission sponsored a meeting with City Center businesses on January 12, 2011. The meeting included a presentation of the draft vision and principles for the redevelopment of City Center, and time for the business community to provide comments and identify issues or concerns related to the vision and principles.

The City Council and Planning Commission also sponsored two neighborhood open house meetings to discuss the draft vision and gather residents comments. The city will use the comments from these meetings to shape its plans for the redevelopment of City Center. The City Council values the input of city residents and businesses and will continue to seek public input throughout the planning and redevelopment process.



Section 5.0 Public Comments



The business comments were generally supportive of the vision and guiding principles, and provided additional ideas for redevelopment of City Center as outlined in this section:

- » The city needs to attract younger people, and provide opportunities for housing turnover to new generations. New housing, employment, and business opportunities in City Center could help to meet this goal.
- » Comments on priorities for redevelopment -
 - Businesses suggested a priority for development of new owner-occupied housing, targeted to a variety of incomes, within and near City Center.
 - New medical clinics or services could help to attract people to the area.
 - A grocery store would be a welcome addition to the City Center area.
 - A dog park would be a welcome addition to the area—this use attracts people of all ages, and can become a social gathering place.
 - The Kmart site should be a high priority for redevelopment. It is unattractive and has a negative impact on the image of the City Center and other properties.
 - The Winnetka Mall/Unique Thrift Store needs a face-lift.
 - The city should seek a good, experienced developer for the project.
- » City Center should be friendlier to pedestrians and bicyclists. The design of pedestrian and bicycle facilities needs to address safety and access issues.
 - Better connections are needed among businesses for all modes—pedestrians, bicycles and cars.
 - A safer crossing at 42nd and Winnetka avenues is needed. A pedestrian ramp over this intersection could be considered.
 - Slower speeds on roadways in the area could improve safety for pedestrians and bicyclists.
- » The vision for redevelopment should emphasize improving the local tax base.
- » Make it possible for small business owners to own their own buildings in City Center.

Section 5.0 Public Comments



Resident Open House—South Area

On February 16, 2011, the City Council and Planning Commission held an open house in the southern portion of the city. The agenda included a presentation of the draft vision and principles, and discussion of the draft with residents. Comments on the draft were generally favorable, and included the following:

» Comments on Transit -

- A transit stop in City Center with a park and ride facility is a priority. Good connections should be developed between the transit stop and businesses in City Center to support business.
- The transit stop should be accessible to existing and new housing in City Center. A location near City Hall might accomplish this.
- Good transit connections are needed to and from the employment opportunities to the west of New Hope as well as to downtown Minneapolis.
- Safety and potential crime should be considerations in designing transit facilities.

» Comments on Retail Uses -

- Demographics will influence the types of retail that may be attracted to City Center
- There are rumors that the owner of the Kmart site may be interested in redevelopment in 2012. This would be a good opportunity to better connect this site with other businesses, such as Life Time Fitness. An indoor connection among key businesses would be desirable.
- Staff should research the reasons that some retail and mixed-use redevelopment projects have failed as well as those that have succeeded. For example, it was suggested that Brookdale Mall failed because it aged and was not maintained.

» Comments on City Center Design Features -

- People are looking for amenities and green spaces, and including these at City Center will attract residents.
- Sidewalk cafes would attract residents.
- The 42nd and Winnetka area is very busy; some traffic calming efforts and the addition of streetscaping and green amenities could improve the area for pedestrians and bicyclists.

Section 5.0 Public Comments

- The large surface parking lots, such as the lots near Unique Thrift Store and Kmart are unattractive. There is a need to review and potentially revise the city's parking lot ordinances and performance standards to encourage better redevelopment.
- City Center needs a distinguishing feature and identity.
- The “downtown” area near Golden Valley City Hall (Golden Valley Road near Winnetka Avenue) is a good example of a successful redevelopment with housing, commercial uses and a government center.

- » New Hope has a high proportion of affordable housing—both ownership and rental housing.
- » More diversity is needed in the housing stock to attract new people and provide a demographic mix that will attract new business.

Resident Open House—North Area

The City Council and Planning Commission held an open house in the northern portion of the city to discuss the draft City Center vision and guiding principles on March 2, 2011. The meeting was well-attended by residents of all ages, and a lively discussion provided extensive feedback and additional ideas for the vision and principles. Support for the vision and principles was strong at this meeting.

Comments on city facilities and infrastructure at City Center included the following -

- The city needs a community center with programs for kids, older residents, and an indoor pool.
- A community center should be in or close to City Center. It should be a place to hold events and classes.
- Consider a public/private partnership with Life Time Fitness to develop a community center.
- The city should be planning for the long-term — possibly a new city hall, library or police department? These could be integrated with a community center and with the plan for City Center.



Section 5.0 Public Comments



» Redevelopment design ideas -

- The area directly east of City Hall (Kmart area) should be the heart of downtown. Break up the “superblock” between Xylon and Winnetka and 42nd and 45th avenues. Create pedestrian-friendly street connections and a park in this area that are connected to City Hall.
- Xylon could become part of a new “main street” for City Center, and connect the busier streets into the interior. Make it pedestrian and bicycle friendly.
- Create an area with a park/town square surrounded by businesses. Does not need to be a “main street”—create something unique to New Hope.
- Make 45th and Winnetka a controlled intersection, and limit driveways along Winnetka.
- Develop ideas for re-use of old gas stations.
- Create a park in the cemetery area.

» Pedestrian and bicycle facilities -

- Develop an indoor mall in City Center for year-round walking.
- Develop an attractive pedestrian bridge over 42nd and Winnetka to serve pedestrians and function as an attractive gateway to the Center.
- People want to be able to walk or bike home after hanging out in City Center or at the park.
- Past plans and studies for City Center have not had enough emphasis on green space and walkability. Those are good elements of this plan.
- Work with Life Time Fitness to add trails around their business.

» Redevelopment phasing and priorities -

- In the short-term, the city could develop a community center in the vacant Big Lots space; put in more attractive plantings around the Center; encourage and allow for more eating outdoors; develop improved aesthetics and events that help to promote the area as the town center.
- Fix up the center islands on 42nd. The city needs to do a better job of maintenance.
- Need to discuss the next steps for redevelopment—will the city consider purchasing some properties?
- Redevelopment of the Kmart site should be a high priority.
- Contact businesses in the Four Seasons mall and try to interest them in relocating to New Hope.

Section 5.0 Public Comments



» Elements that would attract residents and others to City Center -

- City Center needs an entertainment component—indoor or outdoor theater, public or private event areas.
- The area needs more nightlife and places to go after work and on weekends—bars, restaurants, live bands, etc.
- Events could help to bring younger people into the area (outdoor theater and events cited as examples).
- Use the existing outdoor theater more often.
- Add a dog park.
- Add a popcorn stand at the park.
- Add a bike shop.
- Add a grocery store.
- The city should try to attract a variety of businesses, including lower cost businesses, to attract all residents.
- Try to add a medical clinic—talk with North Memorial.
- More outdoor eating areas that have good views and are pedestrian-friendly.



Concept for development of southeast corner of 42nd and Winnetka avenues

» Partnerships:

- The city should hold a “land owner summit meeting” in the City Center area to discuss the future of the area with property owners.
- The future of the school district property is important to the area. The buses and bus garage are not an asset to the downtown—unattractive, noisy and cause pollution.

» Redevelopment should consider needs to increase tax revenue. Balance “public” elements such as a community center with private elements.

» Learn from mistakes or problems experienced by other communities working on redevelopment.

Section 6.0

Renewing the Heart of New Hope | Growing our Community

Implementation

Goals for New Hope

The city has identified actions that it can take to implement the vision and guiding principles with the redevelopment of City Center. The action items are presented below. Some of these actions can be taken in the near term, and others will occur over a longer time frame. The city can complete some of these items with its own resources and initiative, and others will require partnering with other public or private organizations. Suggested time frames and needs for partnering are noted on the table.



Section 6.0 Implementation

Action Items	Schedule	Resources
Transportation -		
Adopt Complete Streets Policy	2011	
Work with Hennepin County to promote Complete Streets approach in roadway corridors and lobby to position 42nd and Winnetka Avenues to receive CIP funds for Complete Streets improvements	2011 - ongoing	Partner with Hennepin County
Provide bike parking and improved pedestrian connections within City Center	2011	Business and Property Owners
Utilize Hennepin County sidewalk improvement program to improve sidewalks in City Center	2012 - ongoing	Hennepin County Funding
Seek support of local biking and walking groups for support of City Center improvements	2012 - ongoing	Biking and Walking Organizations
Create a streets commission	2012	
Update zoning ordinance and performance standards to address design for Complete Streets improvements. Utilize graphics to clarify design requirements.	2012 - 13	
Develop a City Center Transit Facility and links to the Bottineau light rail facilities	2012 - 20	Metro Transit
Public and Community Gathering Space -		
Identify potential events and activities at City Center and the resources needed to support them, including space, staff, and financing	2011	Other potential event sponsors
Consider a "mobile food" license for City Center	2012	
Revise zoning code and performance standards to include requirements for public and community spaces	2012 - 13	
Begin discussions with businesses and other organizations regarding a potential community center	2012 - 13	Private Partners



Section 6.0 Implementation

Action Items	Schedule	Resources
Business -		
Business retention and recruitment efforts	2011	Business Association
Support business events such as Shop New Hope	2011 - ongoing	Business Association
Support the New Hope Business Networking Group, Twin West, and similar groups	2011 - ongoing	Business Association
Develop a Marketing Plan for city center	2012 - 14	Seek Developer/ Private Participation
Environment -		
Implement tree planting and other “green infrastructure” efforts with street and infrastructure development in City Center	2011 - ongoing	
Develop concepts and plans for a “signature” landscape at City Center	2012 - 14	Private Developers and Bussinesses
Provide density bonuses for development of green space or open space	2012 - 20	Private Developers



Section 6.0 Implementation

Action Items	Schedule	Resources
City and Government Role		
Adopt Vision and Guiding Principles	2011	
Update Website	2011 - ongoing	
Create city Facebook pages to include vision and track progress	2011 - ongoing	
Schedule periodic open houses to discuss goals and progress	2011 - ongoing	
Promote city assets and civic pride	2011 - ongoing	
Consider options to use TIF (Tax Increment Financing) funds for City Center projects	2011 - ongoing	
Analyze and identify priority sites for purchase	2011 - ongoing	
Amend the Comprehensive Plan as needed to incorporate the Vision and Principles for City Center	2011 - 12	Met Council Approval
Update zoning ordinance and performance standards	2011 - 13	
<ul style="list-style-type: none"> ▪ Create special districts or overlay districts that include design standards for public spaces, sidewalks and trails ▪ Include mixed use and/or other districts to incorporate housing and other desired uses in City Center ▪ Maximize use of space and bring businesses close to sidewalks and public spaces ▪ Revise sign ordinance to address vision and principles (may include temporary signs) ▪ Parking regulations 		
Update business subsidy policy	2012	
Select a developer for City Center, when appropriate, after RFP Process	2012 - 20	

