WELCOME

Revised Land Use & Opportunity Sites Concepts | 01-31-2011

66th Street Corridor

Hennepin County
City of Richfield
01.31.2011

Damon Farber Associates
GVA Marquette Advisors
Wenck Associates
PROJECT GOALS

Vision Statement
The Proposed 66th Street Master Plan seeks to improve the long term economic viability and market position of the 66th Street corridor, while enhancing the pedestrian character and safe vehicular flow of the corridor. The plan addresses three primary aspects of the corridor and provides future recommendations for improvements.

Transportation
1. Improve pedestrian access across the corridor by adding crosswalks at transit locations and other key crossing points.
2. Address bicycle connectivity by providing alternative parallel trails to 66th Street that connect Penn Avenue to the proposed Richfield Parkway. Provide opportunities within the available ROW to make 66th Street a Complete Street per Hennepin County guidelines.
3. Work with existing property owners along 66th Street to provide safe pedestrian spaces within the available ROW that provides a consistent streetscape and brand identity for the corridor.
4. Work with existing business owners to determine need and benefits of on street parking within neighborhood commercial zone.
5. Improve transit stops on corridor through partnership with Metro Transit.

Open Space
1. Reinforce Veterans Park as a regional draw on the corridor. Enhance facilities & programmed activities to draw people to the park & corridor throughout the year. Consider public private partnership to provide community recreation facility, amphitheater and other park amenity additions.
2. Strengthen connections from 66th Street to nearby neighborhood parks by adding sidewalks/trails as necessary.
3. Support regional storm water management strategies to reduce risk of street flooding and improved treatment and filtration of water resources. Reconstruction plans for 66th Street should incorporate stormwater infiltration strategies like permeable pavers in boulevards and infiltration areas for streetscape landscape.
4. Encourage developers and existing business owners to provide quasi-public spaces or outdoor dining areas along 66th Street to reinforce the pedestrian character of the corridor.
5. Explore grant programs to provide business owners with financial support for improving the exterior of their buildings and also the exterior parking lot edges and outdoor spaces of their properties.

Land Use
1. Strengthen landuse districts along corridor.
   Regional Commercial/Office – Continue to work with Ryan Companies on the build out of the Cedar Point Commons project and actively pursue other development opportunities to the south of 66th Street that are synergistic with existing uses and with the adjacent neighborhood.
   Neighborhood mixed use – Support existing businesses to expand on the corridor and reinforce this six block stretch as a neighborhood service district with a mix of compatible uses. Scale and character should reflect sensitivity to adjacent neighborhood.
   Residential areas around Veterans’ Park – Continue to have strong residential presence on corridor and better define opportunity for higher density housing on south side of 66th Street overlooking Veterans Park.
2. Address challenges of parking, future expansion of existing businesses and redevelopment with small parcel sizes.
3. Work with property owners adjacent to existing City owned parcels to maximize future development opportunities.

66th STREET CORRIDOR

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Why are the City and County preparing a corridor plan?
A. The 66th Street between Cedar and Portland Avenues has seen significant change with the addition of Cedar Point Commons, upgrades to adjacent highways, expansion of the airport and the changing demographics of the community. The proposed reconstruction of the street by Hennepin County also provides new challenges and opportunities. The timing is right to be ahead of the change and create a long term vision for land use on the corridor that will help guide the future of the corridor and maintain 66th Street as a gateway to the community and enhance this important community corridor.

What are the boundaries of the 66th Street study area?
A. The study encompasses the most eastern portion of 66th Street. The boundaries are generally one block north and south of 66th Street from Cedar Avenue to one block west of Portland Avenue.

Who has the County and City hired to assist in the planning?
A. The County and City have hired a multi-disciplinary team to assess the corridor and help guide a public process that will result in a long term vision for the corridor. More precisely, the County and City has hired a team led by Damon Farber Associates to develop a land use plan to guide future redevelopment. GVA Marquette Advisors will be performing Market research to help determine potential land use alternatives, financing challenges and to provide a solid foundation for future success on the corridor. Wenck Associates will be reviewing transportation impacts of future redevelopment.

Has the City created goals for the redevelopment?
A. The primary goal seeks to improve the long term economic viability and market position of the 66th Street corridor.

Has the City approved a corridor plan?
A. No. The City has started a community driven plan for the 66th Street Corridor that recognizes market realities. The public will be notified along the way and have opportunities to comment and influence plans as they develop.

What will happen to my home or commercial building in the study area?
A. Those that own property within the study area will be allowed to remain in their homes or businesses as long as they desire. The 66th Street Corridor is currently zoned as a mixed-use area and residential properties are listed as nonconforming land uses. That distinction would remain in the future zoning plan.

Is redevelopment a sure thing?
A. No. For any redevelopment to move forward, it will need to make financial sense, there must be a market for it, and it must be consistent with community goals. Redevelopment proposals that do not pass any of these three tests will not be successful. The City will work hard with the community and potential developers to identify redevelopment that fits the community goals and will be market and financially feasible.

How will the redevelopment be funded?
A. The project costs would be funded primarily by the developer’s private financing, closely related to future sales and rentals of residential units and commercial properties. At the City’s discretion, site costs and public improvements may be assisted with public funds such as tax increment financing.
LAND USE AREAS

- medium-high density residential
- public/quasi-public
- neighborhood mixed use
- park
- regional commercial/office
- transit stop with crosswalk
- existing bike route
- alternative bike route
- enhanced pedestrian connection

66TH STREET CORRIDOR

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Damon Farber Associates
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Existing 66' R.O.W.

Existing 83' R.O.W.

Existing 100' R.O.W.

LEGEND
- 66' R.O.W. Existing
- 83' R.O.W. Existing
- 100' R.O.W. Existing
- R.O.W. Varies

66 existing street right of way sections

6TH STREET CORRIDOR

Hennepin County
City of Richfield
01.31.2011

Damon Farber Associates
GVA Marquette Advisors
Wenck Associates
Residential Park District - 66' R.O.W.

Residential Park District - 66' R.O.W. with Bike Lane

LEGEND
- 66' R.O.W. Existing
- 83' R.O.W. Existing
- 100' R.O.W. Existing
- R.O.W. Varies

66 street right of way sections (66' r.o.w. residential park district)

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66 street right of way alternatives (83’ R.O.W. residential park district)

8 Residential Park District - 83’ R.O.W.

9 Residential Park District - 83’ R.O.W. - with Bike Lane

LEGEND
- 66’ R.O.W. Existing
- 83’ R.O.W. Existing
- 100’ R.O.W. Existing
- R.O.W. Varies

VETERANS MEMORIAL PARK
66th STREET CORRIDOR

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OPPORTUNITY SITE #1
KEY ATTRIBUTES
- High Visibility
- Veterans Park
- Civic Complex
- City Owned Property
- Underutilized Parcels

OPPORTUNITY SITE #2
KEY ATTRIBUTES
- Relationship to Veterans Park
- Underutilized Parcel
- Strong Housing Sites

OPPORTUNITY SITE #3
KEY ATTRIBUTES
- Heart of Neighborhood
- Commercial District
- Underutilized Parcel
- City Owned Property
- Relationship with Existing
- Neighborhoods
- Strong Existing Uses

OPPORTUNITY SITE #4
KEY ATTRIBUTES
- Regional Attraction
- Underutilized Parcel
- City Owned Property
- High Visibility
- Strong Existing Businesses
- Regional Office Opportunities
66 concept plan: 66th street & portland ave.

TH STREET CORRIDOR
Existing Conditions

66th Street Corridor

Concept Plan: 10th Ave. to 12th Ave.

Neighborhood Service District

City Park
City-Owned Properties
Vacant Property
Medium-High Density Residential
Neighborhood Mixed Use
Public/Quasi-Public
Quasi-Public Plaza
Regional Commercial

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Existing Conditions

Mixed-Use Neighborhood

66° concept plan: 13th ave. to bloomington ave.

7TH STREET CORRIDOR
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Existing Conditions

Expanding Regional Opportunities

concept plan: 66th street & 17th ave.

7TH STREET CORRIDOR

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