

A PROPOSAL FOR THE

Small Area Corridor Plan for the City of Alexandria

17th/18th Avenue and TH29/Nokomis Street Corridor





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January 31, 2018

Michael J. Weber
Community Development Director
City of Alexandria
704 Broadway
Alexandria, MN 56308

RE: A Proposal for the Small Area Corridor Plan for the City of Alexandria

Dear Michael,

On behalf of the WSB/LHB team, I am pleased to submit the enclosed proposal for the development of a Small Area Plan for the 17th/18th Avenue and TH29/Nokomis Street Corridor in Alexandria. A small area plan is the chance for a community to conduct a deeper planning analysis that directly engages property owners and stakeholders in guiding the future of land use, transportation, and the public realm. Based on our experience with the development of 10 small area plans in the past four years, we view the following elements as critical to success for Alexandria:

- 1) Stakeholder engagement - No one better understands future needs for an area like the property owners, businesses, students, patients, and surrounding residents. The WSB/LHB team proposes to conduct a series of stakeholder engagement sessions to understand current conditions and future needs in the area.
- 2) An iterative, coordinated analysis and recommendations related to land use, streetscape, design, bicycle, pedestrian, and utility infrastructure - Each of these components must be discussed together, not in separate silos or discussions, so that they properly inform each other.
- 3) A plan that can be realized - The final plan must be rooted in market realities and budget realities. Because stakeholder engagement is so important, unrealistic promises and plans only undermine the value of community engagement. Therefore, the resultant plan must have sources of funding, including partnerships identified and timelines established.

Please review our proposal and contact me with any questions you may have.

Sincerely,

WSB & Associates, Inc.

A handwritten signature in black ink that reads "Breanne Rothstein". The signature is written in a cursive, flowing style.

Breanne Rothstein, AICP
Project Manager
(763) 231-4863

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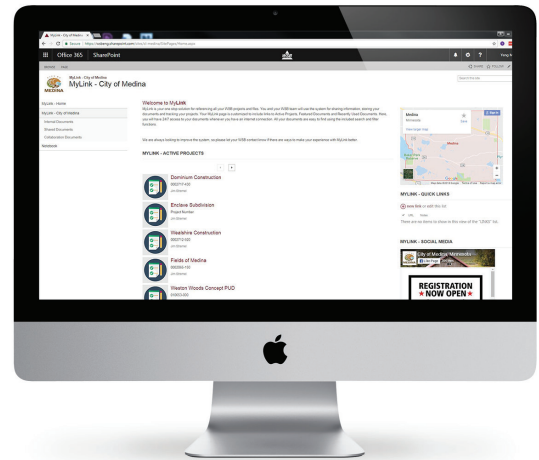
Contact:
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Scope of Services



Project Management

At WSB, we use MyLink website, a proprietary portal unique to WSB, for sharing all project documents, including progress reports, budget updates, draft planning documents, agendas for steering committees, presentations, and maps. It allows us to seamlessly share documents with our clients and provides transparency in the project development process.



MyLink Website



Stakeholder Engagement

We propose to meet with project stakeholders for a kick off/visioning session, including the City Council, property owners, the hospital, 3M, MnDOT District 3, and ATCC. We will meet a second time to evaluate the draft Small Area Plan. Large community engagements can be conducted in conjunction with the overall Comprehensive Plan process. We will conduct a series of individual meetings and site visits with City Council and staff, along with any other project partners you would like to include. We will also incorporate project stakeholders at key points in the process to identify their issues and respond to their needs.





Plan Development

The Small Area Plan will include the same content as the Comprehensive Plan, but allow a deeper dive into the issues and a finer grained planning approach.

Corridors like 17th/18th Avenue and TH29/Nokomis have a substantial impact on the experience of residents and visitors to a community. In many ways, they are more critical to its identity than the design of any single municipal building and certainly require more consideration than picking out banners for light poles. Our team is experienced in working closely with communities like yours to develop a shared vision for streets, landscapes, and elements such as gateways. These are complicated places with many uses competing for space and a variety of very important safety and maintenance considerations. However, we know how to help decision makers and the public work through their options to arrive at a streetscape design that communicates the character of the community while functioning safely and allowing for manageable maintenance over the long-term.

We will design the landscaping/streetscaping, gateways and transitions, and pedestrian/bicycle systems to support the shared vision of the project participants. This process of transforming the future of these key corridors—from evaluation, through exploration, to arriving at a recommendation for construction—should be a fun process.

The team will also provide an analysis and recommendations related to future land use, taking economic development into account. Plan development includes an analysis of current conditions, including land uses and businesses, roadway and pedestrian network, access, utilities and parking, and zoning allowances, in addition to an analysis of planned private improvements. It also identifies points of needed coordination.

Draft and Final Small Area Plan

This work task includes attending a public hearing and making any revisions requested by the public or the Planning Commission.

Project Team



Breanne Rothstein, AICP
Project Manager

Lydia Major, PLA, LEED AP
LA/Streetscape

Addison Lewis, AICP
Community Planner

Chuck Rickart, PE
Transportation Engineer





Breanne Rothstein, AICP

Project Manager

Breanne is a project manager for community comprehensive plans, small area plans and community engagement initiatives. Her knowledge and experience working with local neighborhoods, business organizations, city officials, and residents provides her clients well-vetted, realistic plans and projects. Breanne is well versed in dealing with many, often competing, interests to formulate a cohesive vision for the future. Breanne has successfully completed over a dozen plans for communities throughout Minnesota and offers insight into best practices that are customized for each community.

Selected Project Experience

Project Management

Breanne specializes in project management of comprehensive plans and small area plans. As a project manager for WSB since 2012, she has completed the following select projects:

- Elk River Gravel Mining Study, 2015
- Nicollet Island-East Bank Neighborhood Small Area Plan, 2014
- Sheridan Neighborhood Small Area Plan, 2013
- Prior Lake Land Use and Transportation Study, 2013
- Dinkytown Small Area Plan, 2014
- City of Albert Lea Downtown Re-zoning Study, 2013
- City of Red Wing Golf Course Re-use Study, 2013

Community Planning

Breanne's extensive knowledge in updating and writing city ordinances provides clients with efficient and timely policy analysis and ordinances that are realistic. Her experience as a staff planner positions her to understand the city's needs and desires to retain quality services at a reasonable cost. Breanne has served as a day-to-day city planner for the following communities as either staff or a consultant:

- City of St. Anthony Village (2014 to present)
- City of Wyoming (2015)
- City of Albert Lea (2012 to 2015)
- City of Long Lake (2012 to 2014)
- City of Edina (2014)
- City of Minnetrista (2008-2012)
- City of Ramsey (2005-2012)



Lydia Major, PLA, LEED AP LA/Streetscape

Lydia works with clients and communities to create vibrant public, commercial, and residential places. She uses a collaborative design process to develop solutions that benefit the client, the community, and the environment. Her projects include community, education, park, trail, and transportation system planning projects, where her skills with public engagement help generate support and real solutions, as well as smaller public and private projects, where she focuses on the details that create memorable experiences.

Lydia integrates technical and communication skills to produce compelling plans, models, renderings, and other presentation materials. Communication is a critical component in all projects, and Lydia uses her education as a writer to create project documents, including master plans, reports, city submittals, and other communications materials that become living documents in support of real progress to positively impact people's lives.

- Grandview District Transportation Study, Edina
- Blake and Beltline Roads TOD Study, Hopkins and St. Louis Park
- Design Guidelines for the South Side of Excelsior Boulevard, St. Louis Park
- Minneapolis Parks and Recreation Board (MPRB)
- Downtown Service Area Master Plan, Minneapolis
- RecQuest Recreation Center Master Plan, Minneapolis
- Cedar Avenue TOD Study, Apple Valley
- I-35E Cayuga Visual Quality Assessment, St. Paul, MN
- Portland Ave. & 66th St. Roundabout, Richfield
- Hiawatha Avenue and Trail Landscape Restoration, Minneapolis
- Minnehaha Avenue Streetscape, Minneapolis
- Superior Street Reconstruction, Duluth
- Lilydale Regional Park Roadway and Shelter, St. Paul
- Douglas Drive Corridor Plan, Golden Valley
- Hennepin County Road 19 "Mid-Lake Boulevard" Trail Concept, Shorewood, Tonka Bay, and Orono
- Victory Memorial Drive, Minneapolis
- Duluth Transit Authority Downtown Connectivity Transportation Terminal, Duluth
- Wayzata Bay Center Redevelopment, Wayzata
- Cedar Avenue TOD Study, Apple Valley
- Minneapolis Community and Technical College, Fine Arts Plaza, Minneapolis
- Firemen's Park, Chaska
- Roseville Parks and Recreation System Master Plan and Renewal Program, Roseville
- Seward Co-Op Friendship Store, Minneapolis
- Mississippi Market, St. Paul



Addison Lewis, AICP

Community Planner

Addison's experience with local communities, includes municipal planning projects and zoning and land use ordinances. His work provides him with a unique perspective on the necessity of preparing realistic and implementable plans.

Selected Experience

Community Planner

Addison serves as a consultant planner to the cities of Long Lake, Tonka Bay, and North St. Paul. He is responsible for handling zoning inquiries, land use applications, ordinance amendments, building permit review, and code enforcement. Addison also assists in Mahtomedi, Burnsville, Albert Lea, and Denmark Township, working with applicants from start to finish on land use projects. Additionally, he provides clear and concise reports and presentations to the city council and advisory boards.

Comprehensive/Small Area Plans

Addison contributed to numerous plans, including the North Mankato Comprehensive Plan, the Nicollet Island-East Bank Neighborhood Small Area Plan (Minneapolis), the Sheridan Neighborhood Small Area Plan (Minneapolis), and the Navarre Small Area Plan (City of Orono). He assisted with plan writing, project management duties, and community engagement efforts, including open houses, stakeholder meetings, surveys, and gathering input at community events.

Communications/Community Engagement Specialist

Addison served as a communications liaison between property stakeholders and the city/project management team for several road construction/design projects. Addison met with individual property owners, property managers, and other stakeholders to update those individuals on various stages of the projects. He also developed community engagement materials such as mailings, informational handouts, and website content, which helped to deliver a clear and consistent message throughout the projects. In this role, his projects included France Avenue intersection improvements in the City of Edina in the summer of 2014, the 105th Avenue NE preliminary and final designs in the City of Blaine in the winter of 2014/2015, and the Afton Downtown Improvement in the summer of 2017.



Chuck Rickart, PE

Transportation Engineer

Chuck is a Senior Project Manager in our Transportation Engineering Group with more than 30 years of experience, including project management, planning and design for traffic safety improvement projects, traffic impact studies, traffic signal design and construction, intersection lighting projects, parking studies and design, pedestrian planning and design, and Safe Routes to School projects.

He has extensive experience with the review and implementation of all traffic engineering aspects of projects. This includes traffic data collection, work-zone safety, traffic control plans, signing, pavement markings, lighting, and traffic signal systems.

Selected Project Experience

Preliminary Engineering/Traffic Analysis

Chuck provides engineering/traffic engineering and transportation planning services for many agencies throughout Minnesota. These services involve preparing preliminary design engineering services, traffic impact studies, reviewing developer prepared site plans and traffic studies, traffic engineering design services for signing and pavement markings, traffic control studies, and parking studies. His projects include:

- Rum River Drive Traffic Study, Princeton
- City Traffic Policy, Lino Lakes
- Intersection Safety Improvement Analysis (5 Locations), Crow Wing County
- Downtown Traffic and Pedestrian Study, Excelsior
- Excelsior Road/Edgewood Drive Improvements, Baxter
- Southdale Center Traffic and Parking Study, Edina
- TH 25 at Broadway Improvements, Monticello
- Eagle Creek Blvd Three Lane Study, Shakopee
- Isle Drive/Elder Drive Area Transportation Study, Baxter
- Shannon Parkway, Rosemount
- Intersection Safety Studies (3 locations), Douglas County
- City Stop Sign Policy and Manual, Shakopee

Pedestrian Studies and Design

Chuck prepares pedestrian studies for intersections, roadway corridors, and school zones. These studies involve safety analysis, signing and pavement marking analysis, and design and speed zone studies. His projects include:

- District #477 School Study, Princeton
- School Speed Zone – Safe Routes to School, Edina
- School Crossing/Speed Zone Study, Shakopee
- 5th Ave and 12th St Safe Routes to School, Princeton
- School Boulevard Pedestrian Study, Monticello
- TH 3 Grade Separated Pedestrian Crossing Study, Rosemount
- CSAH 16 Pedestrian Access Study, Savage

Project Examples



Downtown Study/Redevelopment City of Albert Lea, MN

WSB provides on-going planning services to the City of Albert Lea, a community of 17,000 with a historic downtown centered between several lakes. In 2013, the City asked WSB to analyze a new zoning district called the Diversified Central District and conduct a re-zoning of over 300 parcels in areas immediately adjacent to their downtown business district. With the growing presence of the Mayo Clinic, Albert Lea desired to make this area easier for mixed-use areas and housing development, rather than zoning it solely as a business district. WSB conducted a community meeting and a public hearing on the initiative and wrote the results which became an amendment to the City Comprehensive Plan along with the ordinance to encourage more development and redevelopment in the larger downtown area. WSB provides staff support to the Albert Lea Heritage Preservation Commission and to the City for housing and economic development assistance. WSB secured \$526,700 to rehabilitate commercial uses and rental housing in the historic district and assists with the grant requirements for historic design review. The comprehensive downtown redevelopment efforts are resulting in new business and the increase of jobs. WSB assisted the City in bringing the 2017 State Historic Preservation Conference to downtown Albert Lea, where preservationists from around the Midwest could see the physical results of these redevelopment efforts.



Smith-Dodd Small Area Plan City of West St. Paul, MN

The Smith-Dodd area of West St. Paul is considered the gateway between the cities of St. Paul and West St. Paul. The mixed-use area provides a combination of retail, restaurants, services, and single-family residences and multi-family residences. The intersection of Smith and Annapolis was once the terminus for a St. Paul streetcar line which is evident by the existing land use and architecture at that intersection. In 2010/2011, the City of West St. Paul and the City of St. Paul joined in a collaborative effort to develop the Smith Avenue Revitalization Plan. That plan provided a broad range of recommendations for the corridor, including community character, commercial vitality, land use, transportation, parks and recreation, housing, historic preservation, and implementation. The Smith-Dodd Small Area Plan seeks to expand on those recommendations to guide future redevelopment efforts in the study area.

WSB is guiding the City of West St. Paul and the City Council, commissions, and Public Advisory Committee through the development of the Small Area Plan, focusing on recommendations for future land use, desired building types, building placement, bicycle traffic accommodations, re-alignment of the Smith/Dodd intersection, traffic softening on Manomin Avenue, streetscape improvements, improvements for Albert Park and Smith Park, and the redevelopment of 1010 Dodd which is a city-owned parcel.



TH53 Visual Quality and Streetscape Design

City of International Falls, MN

LHB was hired to lead the Visual Quality Public Planning Process and develop a MnDOT Visual Quality Manual for a 1.2-mile corridor along Trunk Highway 53 in International Falls, MN. Over the last several months, a series of community workshops and advisory committee meetings occurred to establish the visual character of the corridor and define key design elements to include in the future roadway reconstruction.

The current design, scheduled for 2019 construction, emphasizes the local culture and surrounding landscape while incorporating key streetscape principles decided upon during the public planning process, including alternative transportation (shared-use path), increased greenspace, improved traveler experience, and visual consistency throughout the corridor.



Navarre Area Plan

City of Orono, MN

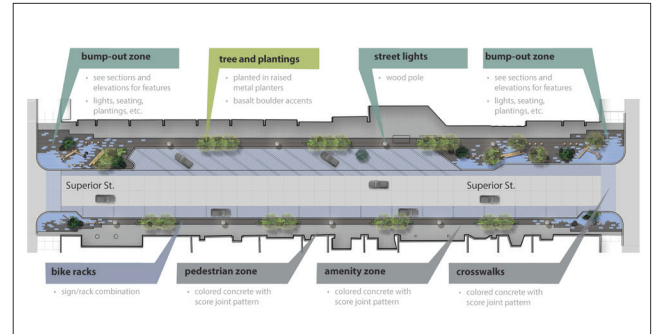
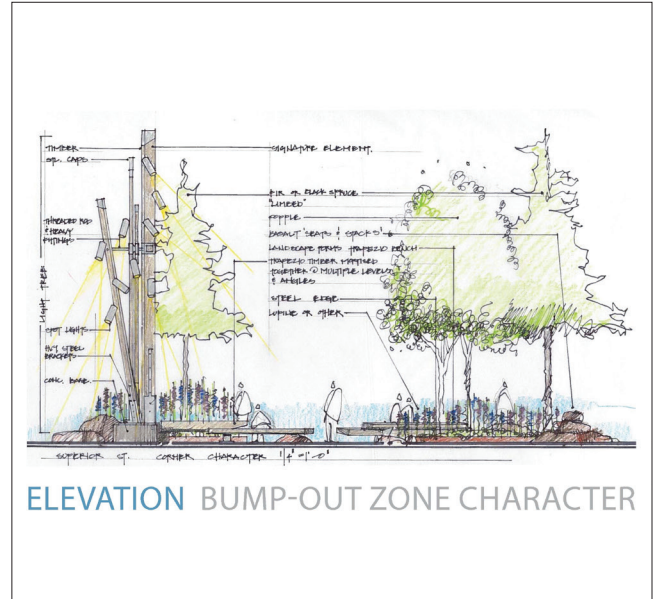
The City of Orono hired WSB to prepare an area plan for Navarre. Navarre is an important commercial and residential hub in Orono and effectively its only “downtown” area. It lies within Lake Minnetonka and is considered the crossroads of the lake. Navarre includes single-family residences, offices, retail and commercial areas, and parks and is an important transportation node connecting Wayzata, Long Lake, Excelsior, and Mound. This project engages with all aspects and elements within the community to determine a forward-thinking vision for the future of this significant town center within the context of physical and socioeconomic constraints. Quality of life and connectivity to the Dakota Rail Trail, public open space, and the lake edge are key to the success of this project for the people of Navarre and its surrounding areas.

WSB has consulted several times with the City staff, community representatives, and the broader community via open houses and online through Social Pinpoint. The project will be completed in 2018. The findings of the study will directly inform the City's 2040 Comprehensive Planning document.



Mainstreet Improvements City of Hopkins, MN

As part of a downtown revitalization and improvements project, two gasoline service stations located at 501 and 525 Mainstreet in Hopkins, MN, were decommissioned, demolished, and prepared for future redevelopment. The City of Hopkins acquired the sites that had sat vacant for many years. WSB provided environmental management throughout the process, including soil sampling, segregation, and waste characterization during the removal of underground storage tanks (USTs), hydraulic hoists, gasoline dispensers, and building demolition. In addition, WSB provided Minnesota Pollution Control Agency (MPCA) reporting and voluntary enrollment program services, performed a Limited Site Investigation (LSI), and performed a Remedial Investigation (RI) to further investigate a petroleum leak discovered during facility decommissioning.







Superior Street Reconstruction City of Duluth, MN

Based on the need to replace below-street utilities and the condition of the streetscapes, the City of Duluth engaged a team led by LHB to develop a preliminary design for the reconstruction of 11 blocks of Superior Street in Downtown Duluth. Due to the nature of the street and the interests of stakeholders along its route, the team undertook an intensive public engagement process that revealed the desire for a "signature street," one that recaptures the qualities the street once had, creating reasonable spaces for pedestrians and pedestrian activities and maintaining key functional elements such as turn lanes, bus accommodations, and parking.

Budget and Schedule

Budget (By person and task)*

Task		Team Member	# of hours by person	Individual Cost	Total Cost
	Project Management	Breanne	10	\$1,540	\$1,540
	Stakeholder Engagement	Breanne	25	\$3,850	\$9,450
		Lydia	40	\$5,600	
	Plan Development	Breanne	10	\$1,540	\$15,920
		Lydia	50	\$7,000	
		Addison	30	\$2,880	
		Chuck	25	\$4,500	
	Draft and Final Small Area Plan	Breanne	5	\$770	\$1,730
		Addison	10	\$960	
					\$28,640

*Completing the comp plan and small area plan together as a package creates process efficiency; therefore, the combined price would be reduced by \$10,000.

Schedule

	Task	March	April	May	June	July
	Stakeholder Engagement	✓	✓	✓		
	Plan Development		✓	✓	✓	
	Draft Plan				✓	
	Final Plan					✓