

# BURNSVILLE CENTER CR42 CORRIDOR STUDY

BURNSVILLE, MN  
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DF/ DAMON FARBER **Gensler**



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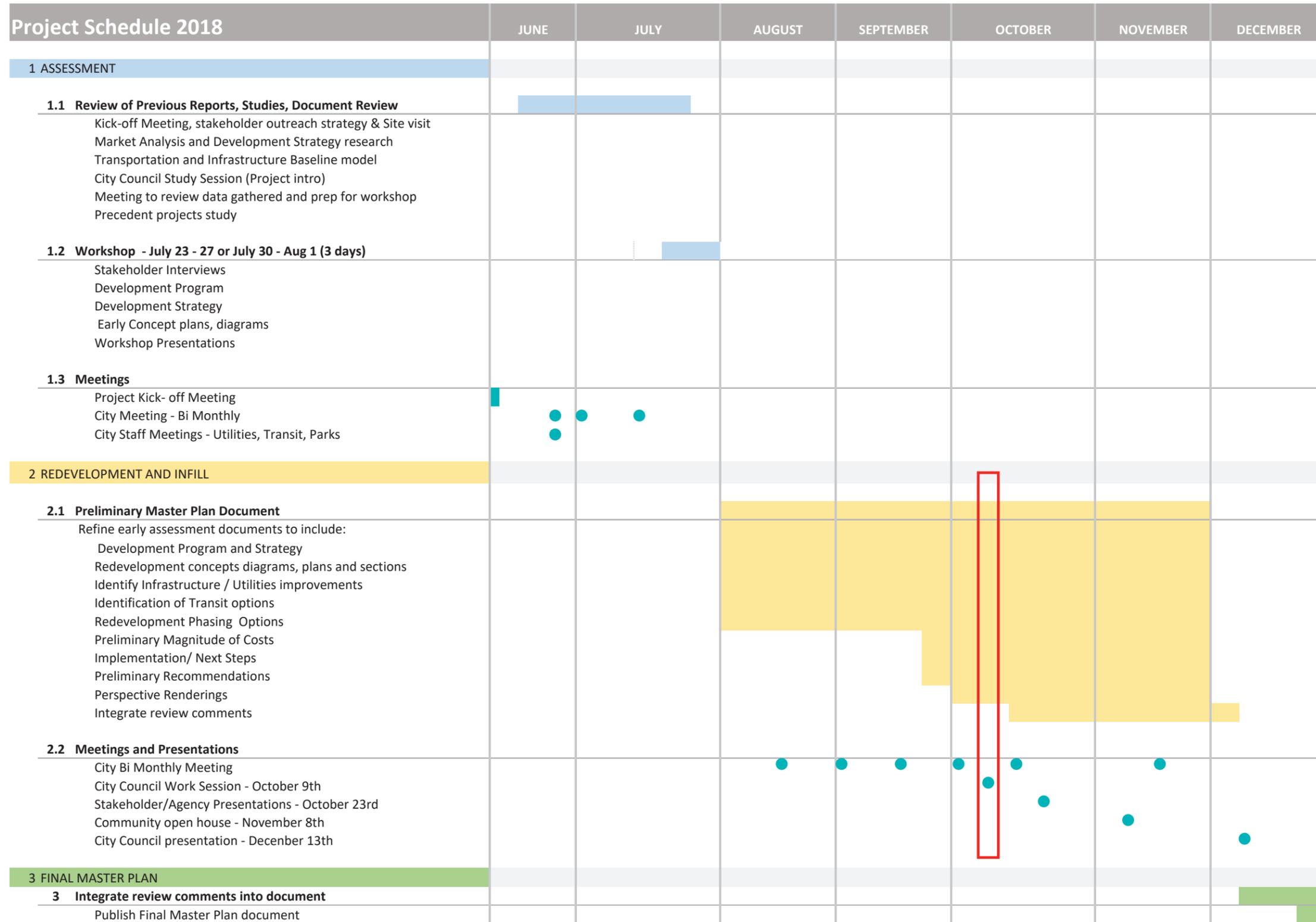
CITY COUNCIL UPDATE

# Agenda

1. Schedule
2. What we have heard
3. Market analysis update
4. Vision
5. District Strategies
6. Study Area Vision Plan
7. Center Village Vision Plan
8. Emerging Opportunities
9. Key Questions



# Schedule



# What we have heard

## Public

- A range of housing options
- An improved experience with more food, beverage and entertainment options
- Improved pedestrian and bike connectivity

## Commercial Property Owners

- Improve efficiency of County Road 42
- Support mixed use zoning
- Provide more flexible parking requirements
- Improve overall district identity

## Major Employers

- Need more housing options for young professionals
- District could be much better amenity to attract employees
- County Road 42 efficiency important to future viability
- Improve bike connections and connect to regional systems



# Market Analysis Takeaways

- The Burnsville Center & Corridor operate in a highly competitive regional context
- Recommend a “Center First Strategy” with City & stakeholders focusing redevelopment efforts/funds on Burnsville Center first,

Large properties (90+acres) with limited owners (CBL, Seritage, Macy’s, JC Penney’s)

Challenging long-term outlook for retail give strong incentive for Center owners to change course – including pursuing a more diverse mix of land uses

- Corridor commercial located north and west of the Center is more stable, thus less motivated to displace, change, or redevelop
- Belmar (Lakewood, CO) is a mall redevelopment case with potential parallels to Burnsville Center. Although it entailed wholesale redevelopment of an entire mall, three Twin Cities examples show of a compromise approach -- refurbishing and/or re-tenanting some existing boxes while converting some excess parking to residential, office and/or civic uses.

Ridgedale Center (Minnetonka)

Rosedale Center (Roseville)

Southdale Center (Edina)

- Whether center redevelopment is partial or complete, all components need to refocus on enhanced experiential quality



# Plan Considerations

- **Market Driven Transformation**
- **Complementary District to Heart of the City**
- **Responsive to Stakeholder and Community Needs**
- **A Public/ Private Vision**



# 01. Transform the Center Village from auto-centric into a multi-modal, pedestrian friendly public realm

- Develop a hierarchy of streets to create a more fine-grained environment within the north and south subdistricts of County Road 42.
- Create a distinctive pedestrian-friendly, walkable and bikeable environment of well-designed, connected and amenity rich networks.
- Develop public realm and architectural guidelines to enable new development to work harmoniously with the overall district vision plan.



## 02. Reinforce Center Village identity and wayfinding through coordinated, branded placemaking strategies

- Implement a distinctive identification system and a consistent vocabulary of design elements to orient and attract diverse visitors for multiple reasons.
- Implement an iconic “bridge as a gateway element” that announces the new mixed-use community along County Road 42. This true bridge crossing provides a primary pedestrian and bicycle connection beneath from the North and South Commons Neighborhoods to the Center Village.
- Develop a vibrant and robust online presence to complement and enhance the existing and new bricks and mortar environment.



## 03. Broaden the mix of land uses within the North and South Commons subdistricts:

**Commons subdistricts:** encourage development that brings more varied land uses, including different types of housing.

- Support a range of commercial uses to serve the emerging local community as well as attracting regional patronage.
- Support a mix of retail options, including smaller, more fine-grained uses as well as larger footprint structures. Provide options in the framework to accept both.
- Develop a varied system of open spaces, including parks, plazas, “green streets,” winter gardens, etc., to promote year-round experiences for everyone.
- Provide housing options to meet the needs of a range of users, socio-incomes and cultural back-grounds.
- Introduce civic uses and work environments, including government, library, or other state-of-the-art resource and communication centers, and co-working/meeting spaces, to attract a wider range of visitors to the district.



## 04. Create a high functioning CR 42 Experience: Acknowledging its crucial role in the regional and local transportation network, develop strategies to enable better movement on the highway while mitigating its impact on the surrounding districts.

- Explore options for CR 42 crossings from south to north, including state-of-the-art underpasses, an “iconic” bridge on CR42 with non-motorized traffic below that create a connected pedestrian friendly and safe passage.
- Integrate at-grade enhancements and cues for automotive users that enable safe pedestrian movement.
- Explore options to maintain highway efficiency while buffering the impact of motor vehicles on the north and south subdistricts with landscaping or “art walls.”



## 05: Improve connections to adjacent destinations and regional systems: Focus on broadening mobility options and establishing links.

- The health of the Center Village is dependent — in part — on how well it is connected to other places. Focus on improving connectivity for all modes of movement, including transit, ride-hailing, autonomous vehicles and non-motorized movement.
- Integrate multi-modal transit systems into the Vision Plan, to make it convenient and attractive for the adjacent neighborhoods, employment centers like UTC, Buck Hill and the Medical District to connect to Center Village.
- Recommend a location for a transit hub to serve OLX and MVT needs that creates a synergy with adjacent uses and builds vitality within the district.



## 06. Prepare for change:

From climate change to how we shop, recreate and move, build communities that reflect the 21st century world.

- Build upon Burnsville's reputation as a "green" leader by integrating district systems for water, energy, stormwater and integrating technological advances seamlessly into the design of new buildings, landscapes and infrastructure, such as "smart streets" that are "tech ready" e.g. designed to accommodate wireless, interactive information kiosks, charging stations for electric vehicles, etc. to elevate Center Village as a state-of-the-art environment that will attract increasingly tech-savvy populations.
- As one moves away from CR42, "set the stage" for new, environmentally friendly land use patterns and a system of streets and blocks that encourage walking and biking and limit auto impacts.
- Anticipate emerging new models and patterns for shopping, including the tremendous impact of online shopping and ride sharing. Store sizes may decrease, allowing for a finer grained pattern of shops that integrate more naturally into a neighborhood context.
- Remain flexible in the design of buildings, parking structures, streets and open space/parks and plazas to accommodate changing patterns of mobility and the evolving tastes and needs of a broader spectrum of cultures and a more active aging population.
- Enhance the Orange Line station as a "mobility hub" that integrates alternative transportation choices, virtual trip-planning, etc.



## 07. Promote inclusion of all members of the community:

Create welcoming environments that are equitable for an increasingly diverse population.

- Develop places and activities that create an inclusive, welcoming environment for all people, including, ages, genders, ethnic and religious backgrounds.
- Explore the viability of an indoor/outdoor international food hall venue that includes a wide range of small vendors.
- Develop a free, outdoor venue to bring people together to enjoy music, literary and theatrical performance. This could be similar to “Shakespeare in the Streets” or “Music in the Parks”, “Reading in the Parks”.
- Explore new “cool” activities that appeal to all of these groups.
- Provide opportunities and venues for all ages to come to the district for a variety of reasons, ranging from sports to education to shopping, eating and worship.
- Promote local and regional artists to infuse the district with cultural meaning that reflects the unique history and environment of Burnsville and diversity of its population.



## 08. Strengthen Burnsville Center: Target investments that elevate the experience

- Mix it up by adding a variety of experiences for all users, year round
- Create a welcoming approach through investments in the public realm, wayfinding, architectural enhancements and daylighting.
- Up the food game through offering variety and choice for all ages- e.g. pop up specialty, food trucks, healthy choices such as farmers markets and international offerings and markets.
- Make it Burnsville – identify and create an authentic brand identity that reflects what is uniquely Burnsville.
- Create Places to play for all ages. Providing a range of play and entertainment venues in out-door and indoor settings and activated for seasonal experiences.
- Elevate service and technology to capture tech- savvy workers, visitors and residents.
- Promote flexible parking to unlock mixed use potential of the entire site.



## 09: Promote health and wellness

- In addition to developing a more walkable and bike connected district, add active uses to Center Village and the emerging North Commons neighborhood to encourage physical activity.
- Collaborate with the Fairview, Park Nicollet and other major employers to promote active living and provide resources about food and nutrition, and health and wellness.
- Encourage a minute clinic to get established in Burnsville Center.

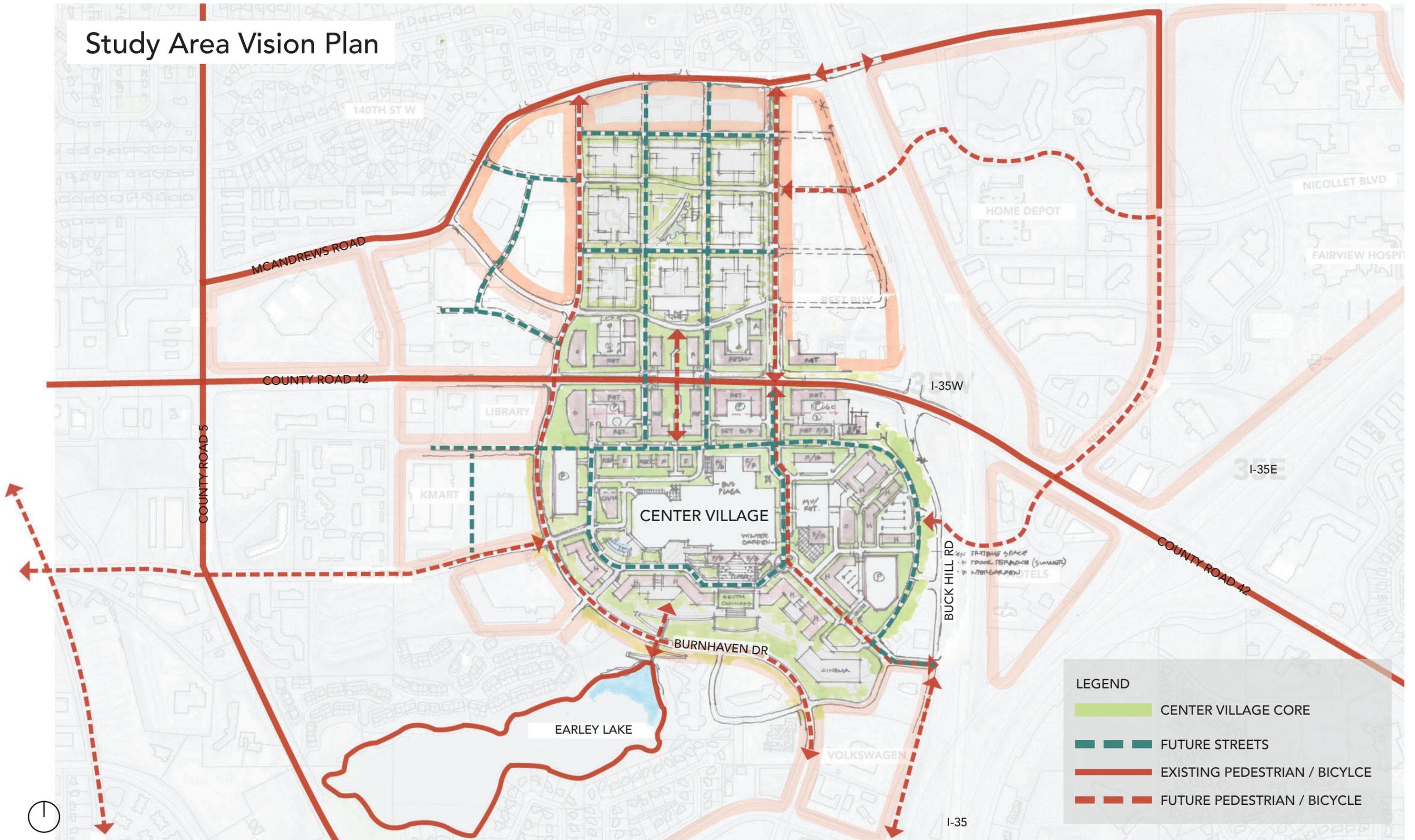


## 10. Be creative!

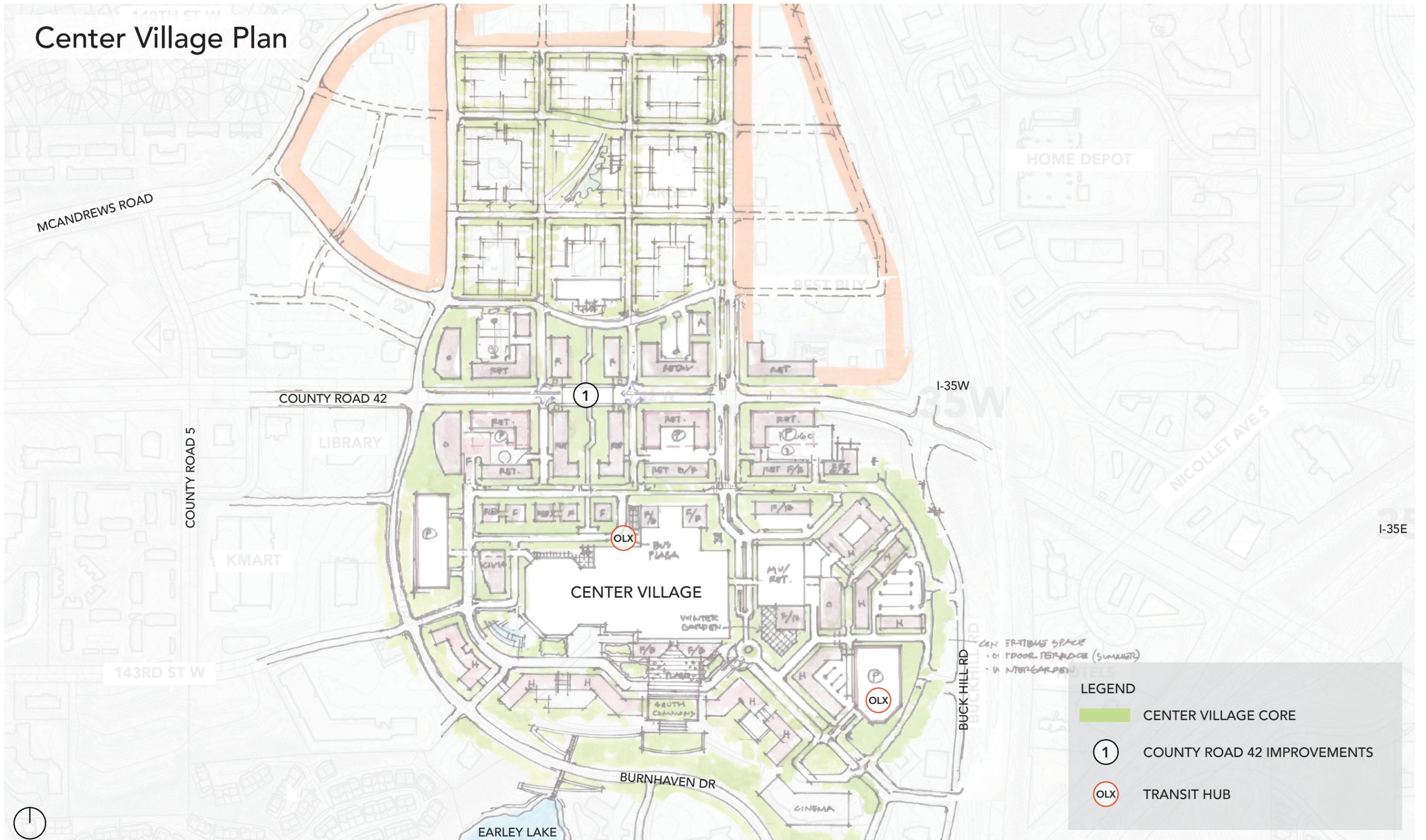
- Introduce new programming, ideas, technologies, land uses and architectural character that will attract people to this “new” place year round.
- Identify the things that are making waves in the neighborhoods of the Twin Cities (and other cities) and bring them to Burnsville to breathe freshness and excitement into Center Village. This could include maker space for artisans, shared work environments, brew pubs, galleries, and so forth.
- Be flexible, new opportunities may emerge which are not specifically identified but may align with the overall vision of the Plan.
- Develop a process for evaluation of opportunities to determine alignment with vision plan.



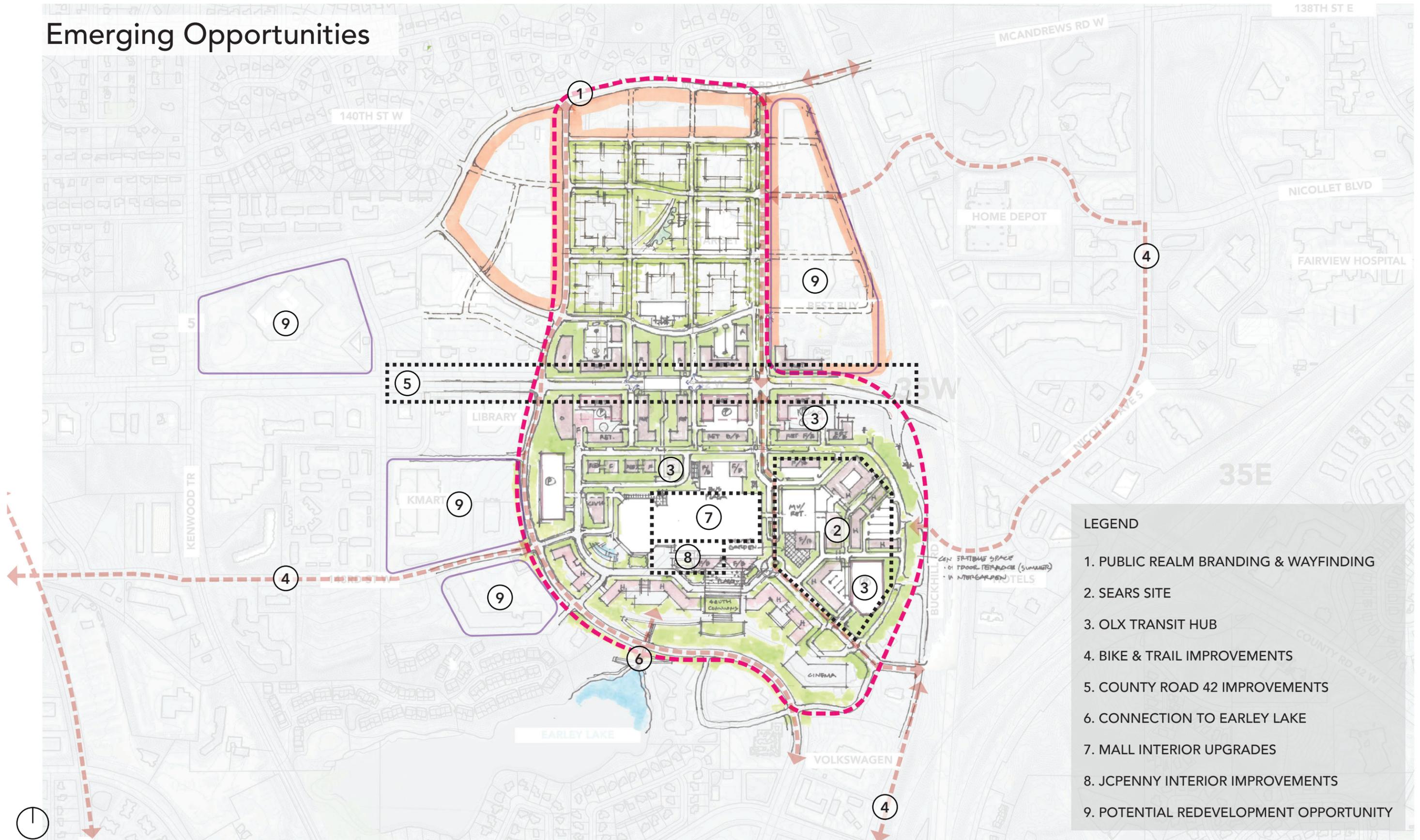
# Study Area Vision Plan



# Center Village Plan



# Emerging Opportunities



- LEGEND**
- 1. PUBLIC REALM BRANDING & WAYFINDING
  - 2. SEARS SITE
  - 3. OLX TRANSIT HUB
  - 4. BIKE & TRAIL IMPROVEMENTS
  - 5. COUNTY ROAD 42 IMPROVEMENTS
  - 6. CONNECTION TO EARLEY LAKE
  - 7. MALL INTERIOR UPGRADES
  - 8. JCPENNY INTERIOR IMPROVEMENTS
  - 9. POTENTIAL REDEVELOPMENT OPPORTUNITY



# Things to Consider

1. Role of the City in the evolution of this district
2. How other Cities are responding to similar challenges
3. Catalytic Opportunities

