



A Proposal for a
HIGHWAY 3
CORRIDOR PLAN

For the City of Farmington





701 Xenia Avenue South | Suite 300 | Minneapolis, MN 55416 | (763) 541-4800

August 22, 2018

Adam Kienberger
Community Development Director
City of Farmington
430 Third Street
Farmington, MN 55024

Dear Mr. Kienberger:

WSB & Associates Inc. (WSB) is pleased to submit the following proposal to the City of Farmington for the preparation of a Corridor Plan for the Highway 3 Corridor. This project presents an opportunity to proactively plan for and set the stage for future development along a key corridor through the City.

We understand the City seeks a corridor plan that is rooted in market realities which align with the City's goals and objectives. We also understand that to be successful, the plan must involve robust input from stakeholders. Our team includes public engagement leaders who will design an innovative process to engage all parties to create a plan that works.

As Project Manager, I will lead the multi-disciplinary team from WSB. Our collaborative team brings the following advantages to your project:

Transportation Knowledge: Our City, County, and MnDOT corridor planning experience means that we understand the challenges inherent in the redevelopment of multi-jurisdictional commercial corridors. We know first-hand the importance of integrating planning, urban design, transportation, economic development, infrastructure, and environmental variables into any solution. Our work as day-to-day planners in many cities around the region also means we bring a unique understanding of what it takes to implement a redevelopment plan.

Leveraging Technology for Plans that Work: The WSB planning approach includes a robust backing of technological tools. With this plan we propose to use a site called Social Pinpoint. Social Pinpoint is a very flexible engagement tool, both intuitive and interactive. This platform allows for a range of filters and data mining to extract useful information and identify whether participants are local, nearby, distant. Additionally, it can host surveys, images, GIS information, maps, plans, aerial images, and photos to articulate issues and questions to the community as well as to collect data. This is a very useful tool and is perfectly suited for the Highway 3 Corridor project.

Public Involvement - Early and Often: The engagement experts at WSB bring unmatched enthusiasm and creativity to involving stakeholders in the planning process. We will develop a down-to-earth, approachable set of activities and opportunities for the stakeholders to engage in the planning process, depending on their interests and desired level of involvement. The planning team will make the design process accessible to all with a variety of in-person and online tools.

Thank you for the opportunity to illustrate our capabilities. We are excited about the prospect of working with you on this project. Please contact me to discuss our next steps together at (763) 270-3463 or EMaass@wsbeng.com.

Sincerely,

WSB & Associates, Inc.

A handwritten signature in black ink, appearing to read "Eric Maass".

Eric Maass, AICP
Project Manager



A Proposal for a **HIGHWAY 3** CORRIDOR PLAN

For the City of Farmington

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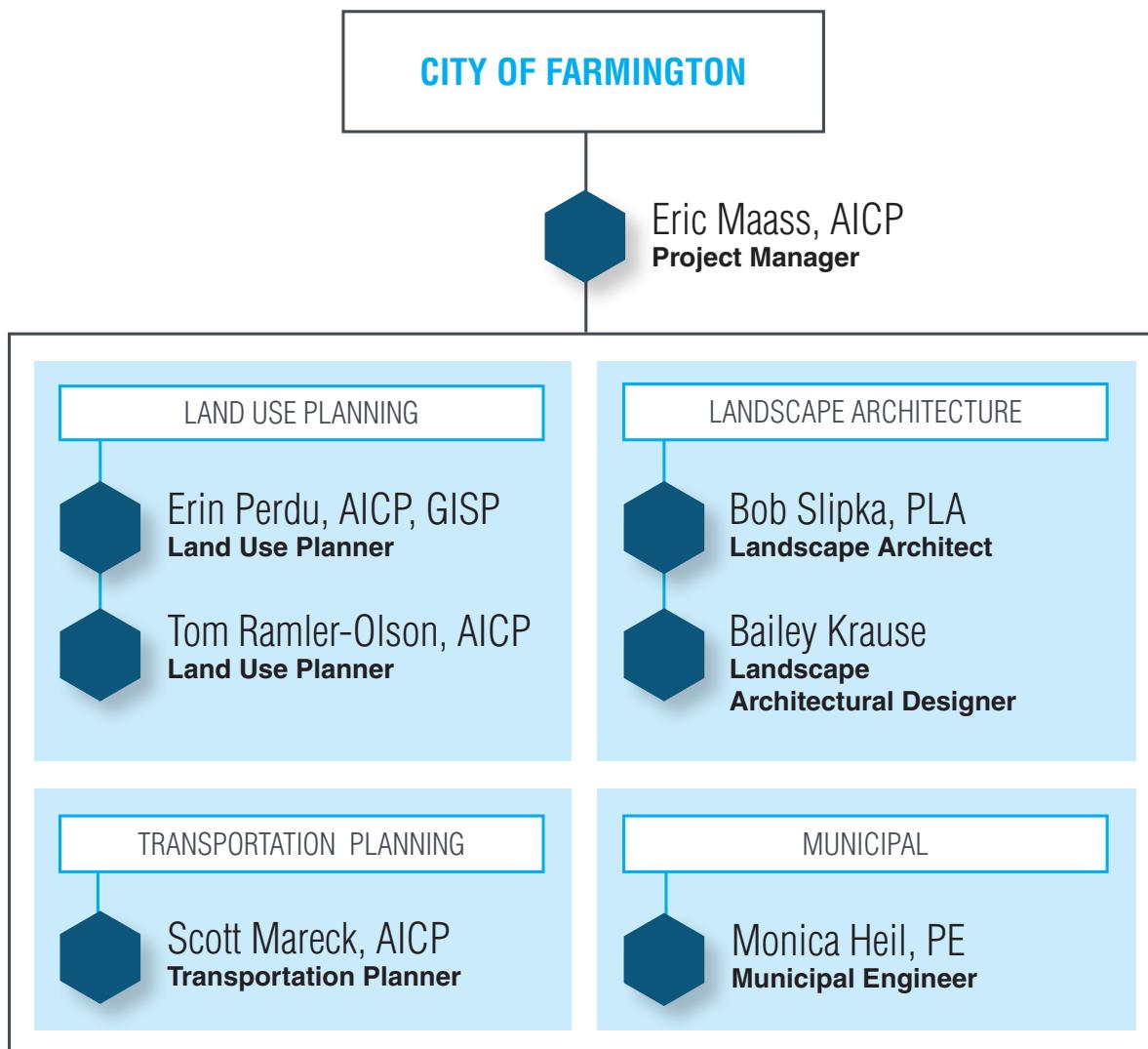
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Project Team

At WSB, our project approach begins with establishing a team with expertise gained from experience with similar projects. Team members enjoy working together and collectively tackling the challenges associated with each project.

We have provided resumes for key personnel of the proposed project team which detail their roles and related experience.





Eric Maass, AICP

Project Manager

Masters Degree in Landscape Architecture, University of Minnesota, 2013

Bachelors in Environmental Design and Planning, University of Minnesota, 2011

Eric is a project manager in the Community Planning and Economic Development group at WSB with a diverse background in municipal planning, economic development, and landscape architecture. He has provided municipal planning and economic development services for communities across the state of Minnesota since 2013.

Selected Project Experience

Comprehensive Plan Update | Centerville, MN

Eric managed the update of the 2040 Comprehensive Plan for the City of Centerville. This effort included updating the demographic, economic competitiveness, land use, parks and trails, transportation, and resilience chapters of the comprehensive plan.

Riverside Small Area Plan | Duluth, MN

Eric managed the visioning and completion of a small area plan for the Riverside Neighborhood. He assisted with the public engagement efforts and led the citizen's advisory committee through land use scenarios and a step-by-step implementation plan.

St. Louis River Strategic Action Framework | Duluth, MN

As project manager, Eric guided the development of the EPA-grant-funded St. Louis River Strategic Action Framework on behalf of the City of Duluth in coordination with the Minnesota Land Trust and the St Louis River Technical Advisory Committee. The project resulted in the creation of a development suitability analysis for western Duluth, the identification of stormwater nodes of importance, a multi-jurisdictional CIP analysis, and transfer of development rights ordinance analysis. The project data is available through an interactive GIS database which allows City staff to display important analysis layers as they review prospective development sites.

Planning Services | Ramsey, MN

Since 2015, Eric has served the City of Ramsey as a staff planner. His responsibilities include reviewing residential, commercial, and industrial developments and managing zoning code amendments and the City's Comprehensive Plan Update.

Redevelopment District Plan | Albert Lea, MN

Eric supported the creation of Albert Lea's Redevelopment District Plan. He provided all necessary mappings including zoning and guided designations for parcels in question. The plan was developed as a tool for the City to use in its economic and redevelopment efforts.



Erin Perdu, AICP, GISP

Land Use Planner

Master of Urban and Regional Planning, University of Michigan, 1998

Master of Science, Natural Resources, University of Michigan, 1997

Bachelor of Science, Earth Systems, Stanford University, 1995

Erin is senior planner and project manager with 20 years of professional planning experience in both the public and private sectors. She has served as the project manager and lead planner on award-winning comprehensive plans (including the 2014 Daniel Burnham Award for Comprehensive Planning from the Michigan Association of Planning for the Shape Ypsilanti Master Plan), zoning ordinances and form-based codes, multi-jurisdictional plans, and small area studies. During each of these initiatives she designs extensive, inclusive public engagement processes. Erin's leadership, day-to-day planning experience, and strong foundation in public outreach result in the successful implementation of the plans she authors. She works under the philosophy of "planner as partner," helping residents and community leaders articulate what they want, and then providing the tools to help them get there.

Specific Project Experience

Blake Road Corridor Design | Hopkins, MN

Erin was the public engagement lead on this project to redesign the Blake Road Corridor in the City of Hopkins between Excelsior Blvd. and TH 7. The goals included infrastructure improvements; increased safety for pedestrians and bicyclists; an improved pedestrian experience; and overall aesthetic improvements to create an identity and spur private investment in the area. Engagement with stakeholders included open houses, pop-up engagement along the corridor to reach businesses, residents, and visitors, and an online platform. Erin also facilitated a Citizens Advisory Committee to vet alternative designs that were ultimately finalized and presented to the City Council for adoption.

Downtown Master Plan | North St. Paul, MN

Erin served as the lead planner for the Downtown Master Plan process for the City of North St. Paul. The purpose of the plan was to create a coordinated concept for the public realm in the City's historic downtown area which would serve as a catalyst for economic development. The area suffered from deteriorating infrastructure and vacancies in downtown buildings. Stakeholders including residents, business owners, and decision-makers were engaged in a process that involved brainstorming sessions, walking tours, and surveys. The result led to a Master Plan that provides the City with a template for updating the infrastructure and revitalizing the downtown.

Comprehensive Plan | Roseville, MN

Erin was the Project Manager for the 2040 Comprehensive Plan for the City of Roseville. This planning process included public engagement via large open houses, pop-up events, meetings in a box, online tools, and one-on-one interviews. The resulting plan, covering land use, housing, economic development, transportation, parks, sustainability and infrastructure, also includes a decision-making rubric to ensure that local officials are consistently working toward the City's goals. Land use districts were rewritten to include a mix of uses and re-focus on scale, intensity, and design of development in each district.

Comprehensive Plan | North St. Paul, MN

Erin was the Project Manager for the 2040 North St. Paul Comprehensive Plan. Unique to this plan, the public engagement process centered around a series of Community Cafes. These cafes were topic-based and held in informal, friendly, and interactive spaces in multiple City locations where community members could gather and provide input about issues of interest to them. The discussions were robust and provided strong direction for the City to develop goals and actions for the plan.



Tom Ramler-Olson, AICP

Land Use Planner

*Master of Urban and Regional Planning, University of Minnesota, 2012
Bachelor of Arts, Architecture, University of Minnesota, 2006*

Tom is a certified community planner and designer with a broad professional background and experience in land use, urban design, zoning, transportation, and park planning. He has practiced as both a public servant and private consultant, providing customer-focused service to clients all over the country in a variety of planning roles. Tom is enthusiastic in leveraging this national experience and his blend of creative and technical talents to help communities develop sustainable plans for their growth and development.

Tom's most recent experience involved developing an update to the 2007 Comprehensive Plan for the City of Alexandria, MN. For this project, he engaged a variety of stakeholders to identify the opportunities that could elevate the City and the challenges that the residents must confront. He was also instrumental in shaping the Community Action Plan for the City of Bowling Green, Ohio. He helped develop an implementable set of projects that responded to on-the-ground conditions and advanced toward a vision articulated by the community.

Tom's experience includes evaluating and rewriting zoning codes to address development challenges and opportunities confronting communities. He has performed this function for numerous communities, such as Albuquerque, New Mexico and Calvert County, Maryland. For these communities, he helped reorganize their existing code for improved efficiency and modeled zoning districts to illustrate dimensional standards and aesthetic character.

Tom is also able to augment his planning expertise with design talents developed through formal architectural training. Using a mixture of traditional and digital media, he has illustrated master plans, urban streetscapes, and open spaces. He enjoys being a part of community-led design efforts and helping community members illustrate their vision.

Selected Project Experience

Comprehensive Plan Update | Alexandria, MN

The Comprehensive Plan Update seeks to engage the City's stakeholders to identify their vision for the community and develop implementable projects that improve the City's quality of life to retain existing residents and attract new ones.

Community Action Plan (CAP) | Bowling Green, OH*

The CAP was a community-driven planning process that provided a project roadmap for the City, prioritizing a sequence of strategic investments to revitalize the neighborhoods between the City's downtown and Bowling Green State University. A highlight of the project was the award-winning Court Street Connects Festival, which celebrated a valued corridor (Court Street) and engaged residents on potential neighborhood improvements.

South Flint Community Plan | Flint, MI*

This HUD-funded planning process engaged public housing residents of Atherton East to identify neighborhood improvements, develop people-focused programs, and locate a site to replace Atherton East with high-quality, mixed-income housing. Because of the plan, HUD awarded an additional \$30 million to advance this development.

*Projects completed prior to WSB



Bob Slipka, PLA

Landscape Architect

*Bachelor of Landscape Architecture, North Dakota State University, 1998,
Bachelor of Science in Environmental Design, North Dakota State University, 1998*

Bob is proposed as the lead Landscape Architect for this project. As a Landscape Architect, Bob possesses nearly 20 years of project experience in the upper Midwest. He has been involved in a range of project types, including park and trail planning and streetscape and corridor enhancements as well as site development. Bob ensures a strong focus on the visual quality of corridors, including multi-modal means of transportation and an emphasis on connectivity within a community. His daily responsibilities at WSB include project management, master planning, construction documents and specifications development, cost and budget preparation, bidding, and construction administration.

Selected Project Experience

Blake Road | Hopkins, MN

Blake Road is a highly urbanized corridor with Knollwood Mall anchoring the northern end of the project area and several commercial and service businesses located along most of its length to CSAH 3. WSB was retained by the City and its partners to identify improvements along the corridor. Multiuse trails and sidewalk connections were included as well as key crossing locations for pedestrians. Improvements at TH 7 and CSAH 3 were incorporated in addition to a roundabout near the center of the corridor. Transit stops and landscaping enhancements were also identified along with stormwater treatment. Construction is scheduled for completion in 2019.

West 29th Street Reconstruction | Minneapolis, MN

WSB was selected by the City of Minneapolis to lead the planning, community engagement, design, and construction documents for the State of Minnesota's first shared street. A shared street (also known as a woonerf) is a street where pedestrians, bicyclists, and motor vehicles use the same space. Traffic calming and design elements are used to limit driving and bicycling to slow speeds. WSB provided visualization services for this project, which aided in the community's understanding and excitement for the project. The first phase of the corridor was constructed in 2016.

3rd Street Redevelopment | Rochester, MN

As the Project Landscape Architect, Bob was part of a project team that redeveloped a downtown building site while incorporating streetscape elements from a previous corridor study encompassing the larger historic business district. As the first redevelopment project within the study area, working with both developers and City staff was critical to ensure the needs and desires of both parties were met while monitoring project budget. Key design and material selections were also critical for incorporation in future improvements within the study corridor.



Bailey Krause

Landscape Architectural Designer

Bachelor of Landscape Architecture, North Dakota State University, 2014

Bachelor of Science in Environmental Design, North Dakota State University, 2014

Bailey is a landscape architectural designer who has contributed her graphical skills to a range of projects, such as streetscape design, comprehensive planning, and a variety of park and trail designs. Her graphics will help visualize the project and provide a sense of what the space will look like after construction. Bailey's skillset includes both hand and computer-generated renderings and ranges from conceptual schematic graphics to more detailed and illustrative designs approaches. Bailey is competent in Adobe Design Suite CS6, SketchUp, Lumion, and AutoCad as well as with artistic hand renderings.

Selected Project Experience

Downtown Master Plan | North St. Paul, MN

As part of the project team, Bailey was involved in the early stages of community engagement and public meetings and developing a design for 7th Street, the main roadway through the heart of downtown North St. Paul. Her contribution began with developing a visual preference survey to introduce the public to different elements that could be incorporated into the final master plan for the corridor. From feedback, she created multiple templates and concepts for different areas of the corridor. She utilized plan graphics, section/perspectives, and elevations to help the public visualize the proposed final project.

Dale Road & Pioneer Drive Landscaping Plan | Woodbury, MN

As part of the project team, Bailey coordinated with multiple property owners and developed rendered concepts and final documents for the overall corridor. Her involvement began by creating specific plans for multiple homeowners as well as multiple concepts for the City. From those designs, the City approved one concept that was then brought into final documents for construction. In addition to the designs, Bailey generated specifications and a quote package for the City to send out to contractors to bid.

Victory Drive Memorial Highway – TH 22 | Mankato to Mapleton, MN

Highway 22, starting in Mankato at the intersection of Highways 14 & 60 and extending south to Mapleton, was designated as "Victory Drive" following WWII in honor of local veterans. The local community has contributed to the tree plantings that are located along this section of highway since 1948 as a means to beautify the corridor with a living memorial to honor local veterans. When the Highway was determined to be reconstructed, it was important that a specialized team was brought on board to restore this important road that was losing over half of the trees due to the construction. As part of this dedicated team, Bailey partook in multiple community outreach events that progressed from concepts into a final master plan. In addition to multiple perspectives and plan graphics, she created a fly-through animation that portrayed what the future corridor would resemble. The renderings and animation were used for promotional graphics for the development of the park system as well as by the local media.



Scott Mareck, AICP Transportation Planner

*Master of Science in Geography, St. Cloud State University 1994
Bachelor of Science in Public Administration, St. Cloud State University, 1992*

Scott has more than 25 years of transportation planning experience. Prior to joining WSB, Scott was Executive Director of the St. Cloud Area Planning Organization (APO), the federally designated Metropolitan Planning Organization (MPO) for the St. Cloud Urbanized Area. While employed at the APO, Scott was involved with and led a wide array of regional transportation planning and programming efforts for 12 local governments, including three counties, six cities, and three townships. This regional planning work was done in cooperation with MnDOT and St. Cloud Metro Bus, the transit operator for the St. Cloud Area.

Scott is also an expert in State and federal grants, legislative matters, and intergovernmental cooperation and coordination. He is well known for his ability to bring diverse stakeholders together to reach consensus to implement large transportation visions.

Scott has led a wide array of challenging and exciting transportation initiatives including local and regional transportation plans, bicycle and pedestrian plans, and complex corridor and subarea studies. Many of Scott's plans and studies have successfully leveraged the local, State, and federal transportation funding necessary to construct highly visible and impactful projects.

Selected Project Experience

TH 13 Corridor Study | Scott County, MN

WSB was retained by the City of Savage and Scott County to prepare a corridor study for TH 13 in the City of Savage. Scott served as project manager for this project coordinating all work tasks. The primary purpose of this project was to identify a long-term solution for improvements to TH 13 near Dakota Avenue and Yosemite Avenue consistent with the function of TH 13 as a principal arterial roadway and regional mobility corridor. In particular, the project focused on adequately addressing safety, access, mobility, and the economic vitality of truck freight in and out of the Ports of Savage. Specific work tasks included updating traffic analysis, evaluating preliminary design concepts for roadway improvements, and public involvement. The final product of the TH 13 corridor study process was a preferred design concept that will compete for freight infrastructure funding grants through Metropolitan Council, MnDOT, and the USDOT. Proposed improvements for this project are approximately \$25 to \$32 million. Scott County has successfully competed for \$15 million of federal freight funding for FY 2022 that will assist with construction of this project.

St. Cloud Area Planning Organization (APO) Corridor Studies

As a staff member and Executive Director at the St. Cloud APO, Scott led or participated in a wide variety of corridor and subarea studies ranging from MnDOT studies of State highways 10, 23 and 15, to city and county regional studies involving the Sauk and Mississippi Rivers, to more localized neighborhood studies involving University Drive through the St. Cloud State University campus and 24th Street South through the Oak Hill Elementary School neighborhood. These studies involved evaluation of existing and forecasted traffic, consideration of social and environmental constraints, development of preliminary designs and cost estimates, and extensive public involvement.



Monica Heil, PE

Municipal Engineer

Bachelor of Science in Civil Engineering, University of Minnesota, 2003

Monica is a Senior Project Manager in our Municipal Group with over 13 years of experience, including more than six years with the City of Lakeville, most recently as the City's Operations and Maintenance Engineer. At the City, Monica managed the City's Street, Utility and Operations and Maintenance Divisions of the Public Works Department. She is an experienced civil engineer that can perform a variety of tasks including the production of technical reports, designing and managing projects, developing Capital Improvement Plan budgets, and meeting with the public on behalf of the client. Monica's direct municipal experience has resulted in her ability to work effectively with neighborhood groups, business associations, elected and appointed officials, and City staff.

Selected Project Experience

Holyoke Avenue Improvement Project and LAAC Improvements | Lakeville, MN

Monica served as the Project Manager for the City of Lakeville's Holyoke Avenue improvement project. Communication with the Downtown Lakeville Business Association regarding the project began in 2015, and continued until early 2017, as the project scope, design details, project costs, and funding sources were discussed as a part of the public outreach component for the project. Monica managed design details and the sub-consultants providing landscape architecture design services as well as the subcontractors replacing the street light system along Holyoke Avenue.

Market Plaza Improvements | Lakeville, MN

While with the City of Lakeville, Monica designed and managed the construction of the Market Plaza Improvement Project. The project included the construction of a pervious paver public parking area, sidewalk improvements, bump-out construction along Holyoke Avenue, and landscaping enhancements. The project included public engagement with downtown Lakeville business owners during both the planning and the construction phases of the project.

Pioneer Plaza and Downtown Parking Lot Improvements | Lakeville, MN

Monica provided design and construction support for the landscaping and stormwater and sidewalk improvements for downtown public parking areas located along the west side of Holyoke Avenue.

2011-2018 Street Reconstruction Projects | Lakeville, MN

Monica has served as the Project Manager for the City of Lakeville's 2011-2018 Street Reconstruction Projects. The 2011-2017 projects included the reconstruction of nearly 50 miles of local streets, with another 8.5 miles of streets be reconstructed in 2018. Monica was involved in the planning and execution of neighborhood meetings and public hearings conducted with thousands of Lakeville residents over the years as a part of these improvement projects.

Qualifications & Experience



TH 13 Corridor Study

Savage, MN

WSB was retained by the City of Savage and Scott County to prepare a corridor study for TH 13. The primary purpose of the project was to identify a long-term solution for improvements to TH 13 near Dakota Avenue and Yosemite Avenue to improve the function of TH 13 as a principal arterial roadway and regional mobility corridor.

TH 13 runs through the City of Savage and is a heavy east/west commuter corridor that connects US 169 to I-35W. In addition, TH 13 has a very high level of truck freight serving as the connection to the Port of Savage, an international truck-, rail-, and barge-served agricultural commodity terminal. As such, TH 13 has been identified as one of Minnesota's highest priority freight corridors.

Frequent left turns in and out of the Port area combined with a steady flow of trucks and freight lines converging on the Port have created congestion and safety issues along the TH 13 corridor. Approximately 48,000 vehicles travel along TH 13 near the Port per day. Metropolitan Council has forecasted that the vehicles per day rate will increase to 58,000 by 2040.

The project addressed safety, access, mobility, and the economic vitality of truck freight in and out of the Port. WSB developed design concepts and prepared an evaluation matrix of traffic, safety, freight, environmental, cost, and other factors to assist the City of Savage, Scott County, MnDOT, and businesses along the corridor to assess the various concepts. This project also included a robust public involvement effort, including eight Study Management Team (SMT) meetings, three railroad meetings, eight one-on-one meetings with property owners, group setting public meetings, and periodic reports to the Savage City Council and Scott County Board.

Scott Mareck served as project manager for this project leading public involvement efforts and SMT meetings and coordinating all aspects of the WSB team study analysis and deliverables. The study's work tasks included updating traffic analyses and evaluating preliminary design concepts for roadway improvements along TH 13 in the near Dakota Avenue and Yosemite Avenue.

References:

Jon Solberg | MnDOT | 651.234.7729 | jon.solberg@state.mn.us

Lisa Freese, Transportation Services Director | Scott County | 952.496.8363

Seng Thongvanh, City Engineer/Utilities Director | City of Savage | 952.882.2660 | sthongvanh@ci.savage.mn.us



Main Street (TH 135) Renewal Project

Biwabik, MN

WSB served as a subcontractor of MnDOT and WSN to facilitate a Complete Streets Study and Visual Quality Process. Bob Slipka, PLA, Lead Landscape Architect, worked with MnDOT, WSN, and the task force to develop a process with implemental results. The project began with a Complete Streets Study to help establish which modes of transportation would potentially utilize the corridor and how best to fit them in the existing right of way to minimize acquisition costs. The proposed Mesabi Trail extension through town and overall pedestrian safety were the highest priorities identified by the Task Force for aiding in redeveloping Main Street and creating a tourism destination for the region. The study explored a variety of design features including on-street bike lanes, bump outs and mid-block crossings, improved pedestrian zones, and dedicated amenity zones.

Following the study, Bob also facilitated the Visual Quality Process. Task Force meetings along with open houses with the public and stakeholders were conducted to understand the desired level of development in the pedestrian zones. Discussions focused on materials, plantings, maintenance, and funding opportunities. The Visual Quality Process established design recommendations for sidewalk widths as well as tree plantings, movable planters, benches, and trash receptacles along the business blocks. Entry monuments and gateway features were also proposed as part of the design.

A final Visual Quality Manual was developed summarizing the Completes Streets and Visual Quality Process in parallel with 40% preliminary plans. WSB, led by Bob Slipka, was retained to prepare construction documents for the pedestrian zones which included final design of street lighting, walks, pedestrian zones, amenity zones, and intersection bump-outs as well as the selection of site furniture.

References:

Brian Larson | MnDOT | 218.725.2775 | brian.larson@state.mn.us
 David Ekern | City of Biwabik | 218.398-3020 | dsekern@gmail.com



Riverside Small Area Plan

Duluth, MN

In 2015, WSB assisted the City of Duluth in the completion of a small area plan for the Riverside community located in western Duluth. The area is located within the Mayor's Western Duluth Initiative which is slated to receive a vast amount of public infrastructure improvements. Through a series of community engagement events and facilitation of a citizens advisory committee, a community driven plan was drafted. The WSB planning team, managed by Eric Maass, completed an analysis of the neighborhood's history as well as a review of past and current planning efforts in the area and an analysis of the current demographics. The planning team gained an intimate understanding of the community context as well as its present challenges and future opportunities.

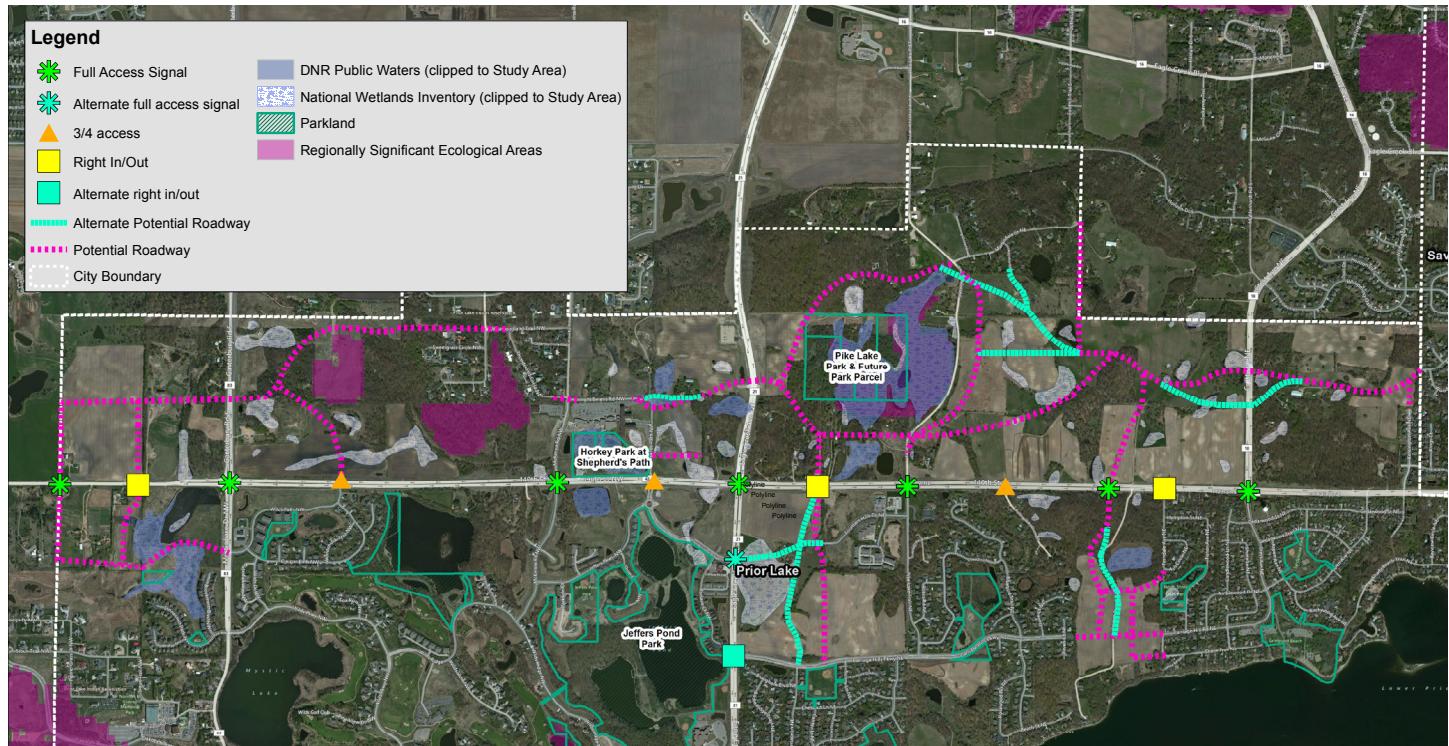
The small area study revealed areas of opportunity surrounding land use and housing, businesses, and economic development to strengthen local recreational amenities, including Spirit Mountain Recreation Area.

The study reveals areas in which investments should be made in the existing housing stock and where new housing should develop in a way that will blend with the historical and environmental character of the neighborhood. The small area plan is a framework to guide the future development of the Riverside community, offering tangible implementation action items to make connections between short-term actions that will help shape the long-term visions articulated by residents and community members who live and work in the neighborhood.



References:

Heidi Timm-Bijold, Business Resources Manager | City of Duluth | 218.730.5324 | htimmbijold@duluthmn.gov



CSAH 42 Land Use and Transportation

Prior Lake, MN

The City of Prior Lake retained WSB to complete a land use and transportation study for its community along county state aid highway (CSAH) 42. CSAH 42 is a principal arterial route that serves multiple counties in the Twin Cities metropolitan area. The area surrounding CSAH 42 is partially developed but has not grown to the extent anticipated when the City last updated its comprehensive plan in 2008. In his role as a land use planner, Eric Maass was charged with reevaluating future land uses near the corridor (including some land under the jurisdiction of the Shakopee Mdewakanton Sioux Community) which were reflective of market conditions, contribute to the long-term health of the community, and support the existing high quality of life in the area. As part of the study, future needs on CSAH 42 and the supporting roadway and trail network were also to be identified.

WSB's future land use plan included a market analysis, review of surrounding land uses within Prior Lake as well as adjacent communities, and dialogue with the Shakopee Mdewakanton Sioux Community. The ultimate plan provided flexibility to a mix of land use districts for developing their property in the future while preserving some areas as open space due to environmental and infrastructure constraints. Along with developing the associated land uses, WSB updated land use designations for the city's zoning ordinance and modified access policies for the area. The transportation network identified improvements for CSAH 42 (future access, traffic signal locations, corridor expansion and trail facilities) as well as local roadway and trail connections.

Future traffic volumes for the CSAH 42 and adjacent roadway network were developed utilizing the Scott County traffic model (a derivative of the Twin Cities travel demand model).

References:

Dan Rogness, Community and Economic Development Director | City of Prior Lake | 952.447-9813



Downtown Master Plan

City of North St. Paul

Erin Perdu and Bailey Krause led the public engagement effort and plan development for this public investment to redesign and revitalize Seventh Street, the main street in downtown North St Paul. Engagement included large public meetings, attendance at community events such as the local car show, and small group meetings with business owners. WSB also developed a visual preference survey, which was administered in person and online. Areas of agreement between residents and business owners were emphasized. The outcome of the effort was input on the priority issues facing the downtown, ideas on how it could be improved, and focus areas for the design.

Based on this input, WSB developed the Downtown Master Plan to provide the City with a complete design concept for the road and streetscape. The Plan establishes visual quality with a refreshed and modernized street appearance; creates a pedestrian-oriented environment, supporting the business community through enhanced visibility and access; and creates a sense of place in the Downtown. The Plan is implementable and includes phasing options for the reconstruction of this vital corridor for the City.

References:

Paul Ammerman | Community Development Director | City of North St. Paul | 651.747-2437 | paul.ammerman@northstpaul.org

Work Plan & Budget

Project Approach

Activity 1: Corridor Assessment

1.1 – Project Kick-off Meeting

WSB will meet with the City staff to gather the history of the corridor.

1.2 – Survey of Existing Conditions

WSB has developed an iterative and responsive process for surveying existing conditions within a project corridor. Our team will begin with a review of existing plans, the existing land use, zoning, and comprehensive plan designations. Demographics and population projections play a large role in helping to inform land use direction, and, as a result, we will review and take into consideration these projections when assessing the existing conditions for employment and housing. We will then review property, infrastructure, and public use areas of this gateway corridor to identify issues and opportunities for future area development.

WSB's experience as municipal planners, municipal engineers, and private land development professionals allow us to develop a land use analysis that is accurate, realistic, and, most importantly, implementable.



1.3 – CC/PC Joint Meeting

Following the staff meeting, the first formal meeting will be a joint kick-off meeting with the City Council and Planning Commission to solidify timelines and gather initial direction and feedback. The Economic Development Authority (EDA) will be invited to this meeting to understand the scope and timeframe of the Corridor Plan.

1.4 – Public Open House & Launch of Online Engagement Campaign

The second meeting will be a public open house to provide stakeholders with an opportunity to review information gathered to date and further facilitate public input to establish buy in of the project. This will also be the launching point of the online engagement campaign which will utilize Social Pinpoint technology. More information about Social Pinpoint is included in the Community Engagement Approach section.

1.5 – Transportation Review and Agency Coordination

TH 3 is a major north/south arterial roadway in southern Minnesota and the southern Twin Cities Metro Area serving as a commuter corridor to Interstate 494. Through the City of Farmington, TH 3 is functionally classified as an A-Minor Arterial roadway serving as the primary north/south travel route through the community. Currently, TH 3 is a two-lane roadway south of 220th Street (TH 50) and north of 213th Street (Main Street). The majority of TH 3 through the City currently is a four-lane divided facility with a posted speed of 45 miles per hour (mph) and frontage roads to the east and west.

Existing traffic counts from MnDOT along TH 3 through Farmington range from approximately 5,300 Average Annual Daily Traffic (AADT) on the south end of the City to approximately 12,700 AADT on the north end of the City. Existing Heavy Commercial ADT (HCADT) is approximately 580 through Farmington, or approximately five percent of total AADT. TH 50 intersects TH 3 on the south end of the corridor at Dakota CSAH 74. The existing draft Dakota County 2040 Transportation Plan illustrates a future extension of CSAH 74 west of TH 3 and TH 50 to CSAH 70 at CSAH 23.

There currently are signalized intersections along TH 3 at CSAH 74/TH 50 (220th Street) as well as Elm Street/9th Street (TH 50). Several other unsignalized intersections exist along the corridor. An at-grade pedestrian walkway is also marked approximately halfway through the corridor near Beech and Maple Streets. Land use through the majority of the TH 3 corridor through Farmington is single-family residential; however, there are some other uses, such as the Southern Hills Golf Course, the Fountain Valley Golf Course, the Dakota County Fairgrounds, multiple-family residential, and commercial.

WSB will utilize our MnDOT relationships to facilitate a collaborative dialogue between MnDOT and the City regarding the future vision of TH 3 through the City.



The transportation component of this study will evaluate potential opportunities along TH 3 to collaborate with MnDOT and other stakeholders to improve this facility. WSB has a strong working relationship with MnDOT. We have worked with MnDOT on a variety of projects including statewide plans, complete street studies, and preliminary design level corridor studies as well as environmental documents and final designs.

MnDOT, City, and County interests as well as TH 3 users and the adjacent neighborhoods and businesses will be engaged in a discussion of how TH 3 is currently used and what opportunities exist to improve this facility through the City of Farmington in the short-, mid-, and long-term. These opportunities may take the shape of a more robust future transportation corridor study, low-cost, short-range project programming, or more detailed long-range visionary plans.

Deliverables for Activity 1

- Corridor Assessment Activity
- General Public Corridor Assessment Activity
- Synopsis of Existing Corridor Conditions
- Summary of meetings and discussions with MnDOT, Dakota County, and City representatives.
- High-level corridor assessment in the form of an issues/opportunities figure.
- Next steps to identify desired vehicular and pedestrian improvements.

Activity 2: Corridor Visioning

2.1 – Corridor Vision

WSB will work with City staff to review zoning designations, land uses, streetscapes, gateways, and other factors that contribute to the overall sense of place for the corridor—both positive and negative.

The Visioning Meeting will include the following activities:

- A mapping exercise of key locations (both good and bad) and opportunities/gaps.
- A “Key Strategies” exercise.
- Breakout tables on land use/redevelopment, connections/transportation, economic development/business.

The deliverables will include a summary of the input from the Visioning Session and a draft Vision Statement, which will be reviewed and vetted by the City Council, Planning Commission, and Economic Development Authority.

2.2 – Vision Statement Development

Based on analysis and feedback developed to date, WSB staff will craft a draft vision statement to guide the future of the Highway 3 Corridor project area.



2.3 – Joint City Council, Planning Commission, and EDA Meeting

This meeting will include a Stakeholder Analysis Activity and an assessment of the draft vision statement for the Highway 3 Corridor project area.

2.3 – Identify Sites with Development Potential/ Preliminary Market Feasibility

This task includes collaborating with City staff to identify sites most likely to redevelop and assessing their future uses, including possible infill residential and commercial development. WSB staff will conduct introductory market feasibility to understand the potential for these projects to take shape.

2.4 – Visual Representations of Possible Corridor Reinvestment

Computer-generated and hand sketches will be used to quickly develop conceptual images or massing studies as part of the development of the goals and investment strategies of the Corridor Plan.

Additional computer-generated renderings that will assist with the visualization of the preferred schematic can be prepared as an optional add-on service with this proposal. Our team has extensive experience in this service area and can provide still graphics or animations, if necessary.

2.5 – Public Open House

The open house will provide members of the public an opportunity to comment on refined vision and massing studies/visualization of potential future development.

Deliverables for Activity 2

- Public Feedback on Vision Statement Assessment
- Corridor Area Vision Statement
- Architecture and Streetscape Design Recommendations
- Massing Studies and Visualizations
- Preliminary Market Feasibility

Activity 3: Goals & Implementation Strategies

3.1 - Development of Corridor Goals

WSB staff, in collaboration with City staff and stakeholder groups, will review the existing comprehensive plan to develop corridor-specific goals and strategies. We will work to equitably incorporate the feedback received from stakeholders into revised corridor-specific goals.

3.2 – Development of Short-, Mid-, and Long-Term Strategies

During this task, the WSB team will develop short-, mid-, and long-term strategies for implementation of the identified vision related to land use and zoning, redevelopment/economic development, specific uses at individual locations, design guidelines and development standards, and streetscape improvements. Questions in relation to the strategy development will include at a minimum:

- Connectivity: What are the gaps (both physically and economically) that prevent more interaction within the corridor? What are the roles of the City and those of the private market to fill these gaps?
- Equity: Does the goal/strategy connect all residents to opportunity? Does the goal/strategy create viable housing, transportation, and recreation options for people of all race, ethnicity, income, and ability?
- Livability: Does this goal/strategy create vibrant places, utilize existing public investment in local infrastructure, and investment in parks or affordable housing?
- Prosperity: Does the goal/strategy create investment in development and amenities that fosters economic competitiveness? Are we providing great places for residents to interact and businesses to succeed?
- Stewardship: Does the goal/strategy responsibly manage natural and financial resources? Is this a strategic investment in the city's future?
- Sustainability: Does this goal/strategy protect the city's vitality for generations to come?

3.3 – Identification of Financing Tools and Grant Opportunities

WSB has extensive experience working with our clients to establish financing tools as well as to research, prepare, coordinate, and write grants that meet the needs of their communities. This experience provides us with the knowledge necessary to help our clients develop front-end planning documents, such as the Highway 3 Corridor Plan, that aid in the grant application and further increase the likelihood of grant funding awards.

To jump start implementation strategies, we will develop the corridor plan to include information necessary for future City applications for grants, such as the Metropolitan Councils Livable Communities Demonstration Act (LCDA), Department of Employment and Economic Development (DEED) Minnesota Investment Fund, DEED Job Creation Fund, and DEED Redevelopment Grants.

3.4 – Joint City Council, Planning Commission, and EDA Meeting

This meeting will focus on reviewing the draft project area goals and strategies to achieve identified goals. Goals will be crafted based upon the area vision statement, with a specific focus on ways in which these goals could be practically implemented in the future.

Deliverables for Activity 3

- Corridor Goals
- Short-, Mid-, and Long-Term Implementation Strategies
- Identification of Financing Tools and Programs to Facilitate Private Sector Redevelopment

Activity 4: Regulation Review

4.1 - Review Comprehensive Plan Land Use Designations

WSB staff will review the land use designations for the properties located within the defined project area.

4.2 – Review Zoning Ordinance

WSB staff will review the zoning designations for land within the project area to identify opportunities as well as constraints related to future development. The summary of zoning and land use regulations will include a review of and recommendations for allowed uses by zoning district, on-street and off-street parking, architectural design guidelines, streetscape design standards, signage, and other zoning standards currently in place within the defined project area.

4.3 – Joint City Council, Planning Commission, and EDA Meeting

This meeting will focus on the review of the City's zoning ordinance, the development of draft project area goals, and implementation tools to achieve identified goals. Goals will be crafted based upon the area vision statement with a specific focus on ways in which these goals could be practically implemented in the future.

Deliverables for Activity 4

- Comprehensive Plan Designation Review
- Zoning Ordinance Recommendations



Activity 5: Highway 3 Corridor Planning Document

5.1 – Prepare Draft Plan

The draft plan will include chapters covering existing conditions related to land use and zoning; property and public conditions; vehicular and pedestrian infrastructure; and, existing market conditions for desired property redevelopment. Additional chapters will also focus on project goals and both short- and long-term implementation strategies.

The draft plan will include refined graphics and any adjustments to project vision and goals that stem from project stakeholders' feedback.

5.2 – Review Complete Draft Corridor Plan with City Staff

Upon completion of the draft plan, our project team will review with City staff to gather any additional comment or refinement prior to the public reviewing the draft plan.

5.3 – Open House to Present Draft Plan to Local Stakeholders

The WSB team will present the draft plan to community members in an open house setting to provide an opportunity for them to offer feedback on the components of the plan.



The primary focus of this open house will be to discuss the implementation plan and to harness and capitalize upon project momentum.

5.4 – Joint Meeting with Planning Commission and Economic Development Authority

Following the open house, the complete draft plan will be reviewed by the Planning Commission and Economic Development Authority for feedback prior to finalization of the plan.

5.5 – Final Highway 3 Corridor Plan

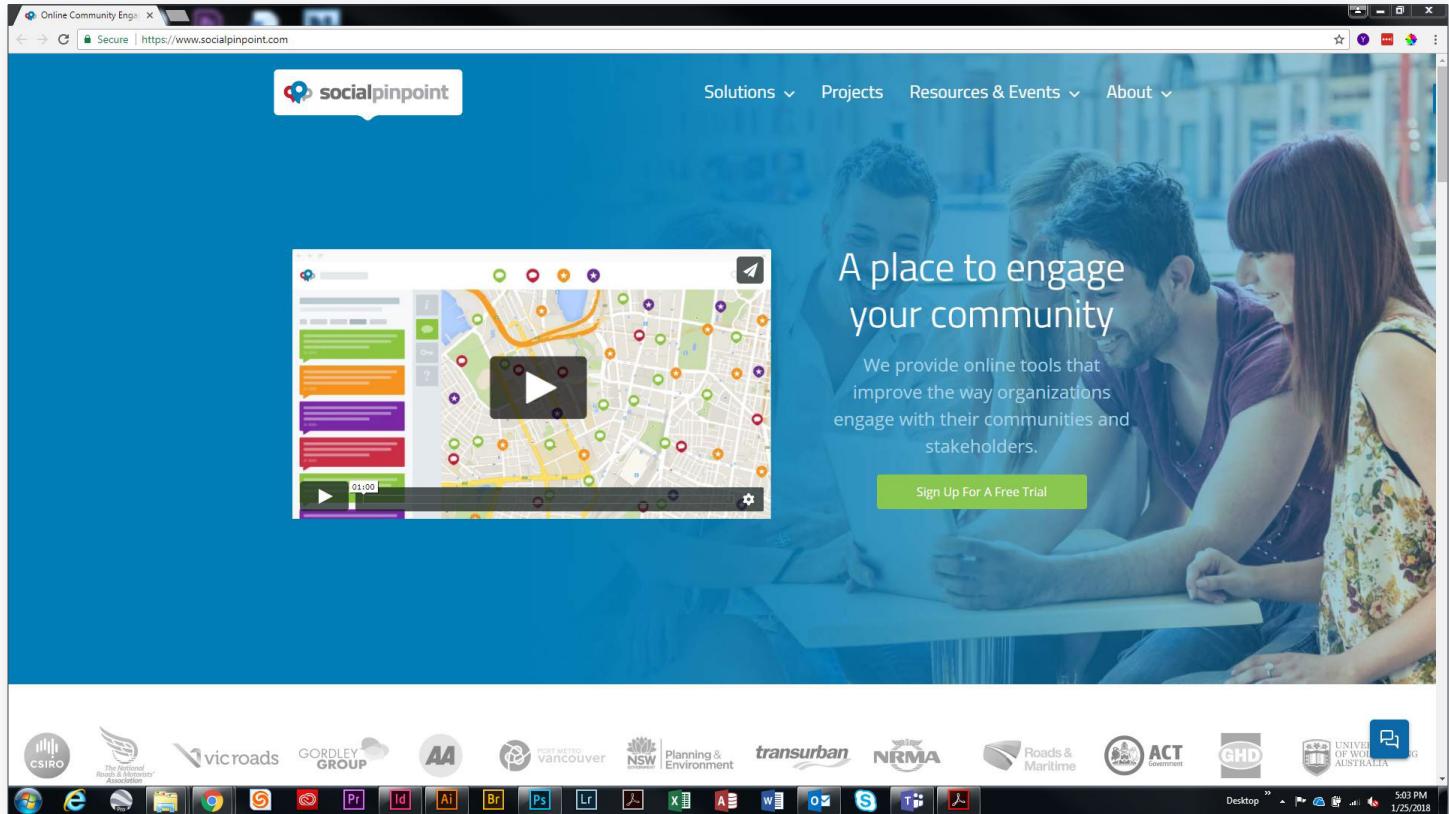
Based on feedback from City staff, the Planning Commission, Economic Development Authority, and the public, WSB will prepare the final Highway 3 Corridor Plan. Special focus will be placed on the plan's usefulness in possible future grant applications.

5.6 – Present Final Plan to City Council

The project manager will present the final plan to the City Council for their consideration.

Deliverables for Activity 5:

- Public Open House
- Draft Report
- Final Report



Community Engagement Technology

WSB proposes to use an online community engagement platform called "Social Pinpoint" that, in parallel with in-person and on-the-ground consultation, will offer depth and a broader reach to our engagement strategy. The Social Pinpoint online platform is a very flexible engagement tool, both intuitive and interactive. This platform allows for a range of filters and data mining to extract useful information and identify whether participants are local, nearby, or distant. It can also host surveys, images, GIS information, maps, plans, aerial images and photos to articulate issues and questions to the community as well as to collect data. This is an extremely useful tool and perfectly suited for the Highway 3 Corridor project.

In addition to online engagement, as outlined in the above work plan, WSB will engage members of the Economic Development Authority, Planning Commission, and City Council. We can also include stakeholders from the Farmington Business Association and Dakota County Regional Chamber of Commerce, if the City would desire those perspectives to be included in this stage of planning. The WSB team will facilitate meetings with these groups throughout the duration of the project. These groups will provide strategic direction for the development of the corridor plan.

A variety of meeting methods will be used throughout the project process (such as break-out groups, brainstorming sessions, and surveys) to promote the sharing of experiences/expertise and keep stakeholders actively engaged in the corridor planning process.

We have provided for a robust community engagement process that is intertwined throughout the proposed corridor planning process described in this proposal.

Schedule

Task	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Activity 1						
1.1 Project Kickoff with City Staff						
1.2 Survey of Existing Conditions						
1.3 CC/PC Joint Meeting						
1.4 Public Open House						
1.5 Transportation Review & Agency Coordination						
Activity 2						
2.1 Corridor Visioning with City Staff						
2.2 Vision Statement Development						
2.3 Joint CC, PC, and EDA Meeting						
2.4 Visuals of Corridor Reinvestment						
2.5 Public Open House						
Activity 3						
3.1 Development of Corridor Goals						
3.2 Development of Short, Medium, and Long Term Strategies						
3.3 Identification of Financing Tools and Grant Opportunities						
3.4 Joint CC, PC, and EDA Meeting (combined with 4.3)						
Activity 4						
4.1 Review Comprehensive Plan Land Use Designations						
4.2 Review Zoning Ordinance						
4.3 Joint CC, PC, and EDA Meeting (combined with 3.4)						
Activity 5						
5.1 Prepare Draft Plan						
5.2 Review Complete Draft Plan with City Staff						
5.3 Hold Open House to present Draft Plan to Local Stakeholders						
5.4 Joint PC and EDA Meeting						
5.5 Complete Final Highway 3 Corridor Plan						
5.6 Present Final Plan to City Council						

Budget

Based on the work plan & approach to the Highway Corridor 3 Plan, below is a detailed task-by-task budget table. We have also provided on the following page a summary budget based upon the four categories identified in the RFP.

Task	Eric Maass	Erin Perdu	Thomas Ramler- Olson	Bob Slipka	Bailey Krause	Scott Mareck	Monica Heil	Total
	\$101	\$142	\$94	\$130	\$94	\$163	\$163	
Activity 1								
1.1 Project Kickoff with City Staff	2	2						\$486
1.2 Survey of Existing Conditions	4	1	4	3				\$1,312
1.3 CC/PC Joint Meeting	2	2						\$486
1.4 Public Open House	4	4	3		4		3	\$2,119
1.5 Transportation Review & Agency Coordination				2		44	4	\$8,084
Activity 1 Total	12	9	7	5	4	44	7	\$12,487
Activity 2								
2.1 Corridor Visioning with City Staff	2	2	2					\$674
2.2 Vision Statement Development	2	1	4					\$720
2.3 Joint CC, PC, and EDA Meeting	8	4						\$1,376
2.4 Visuals of Corridor Reinvestment	16			8	40			\$6,416
2.5 Public Open House	8	4	8					\$2,128
Activity 2 Total	36	11	14	8	40	0	0	\$11,314
Activity 3								
3.1 Development of Corridor Goals	4		8					\$1,156
3.2 Development of Short, Medium, and Long Term Strategies	4		8					\$1,156
3.3 Identification of Financing Tools and Grant Opps	10							\$1,010
3.4 Joint CC, PC, and EDA Meeting (combined with 4.3)	4	2						\$688
Activity 3 Total	22	2	16	0	0	0	0	\$4,010
Activity 4								
4.1 Review Comprehensive Plan Land Use Designations	2	8						\$1,338
4.2 Review Zoning Ordinance	8	8						\$1,944
4.3 Joint CC, PC, and EDA Meeting (combined with 3.4)	4	2						\$688
Activity 4 Total	14	18	0	0	0	0	0	\$3,970
Activity 5								
5.1 Prepare Draft Plan	15	2	22				2	\$4,193
5.2 Review Complete Draft Plan with City Staff	2							\$202
5.3 Hold Open House to present Draft Plan	4	2	2					\$876
5.4 Joint PC and EDA Meeting	4							\$404
5.5 Complete Final Highway 3 Corridor Plan	6	1	10				1	\$1,851
5.6 Present Final Highway 3 Corridor Plan to CC	4	2						\$688
Activity 5 Total	35	7	34	0	0	0	3	\$8,214
WSB Total Hours	119	47	71	13	44	44	10	
WSB Total Fee								\$39,995

Budget Recap

1. Data collection & compilation	\$10,116
2. Mapping	\$6,416
3. Findings, priorities, & recommendations	\$12,648
4. Meetings and presentations	\$10,815
Total Fee:	\$39,995



Conflict of Interest

From time to time, WSB works for private clients, including land developers, energy companies, and industrial manufacturing and distribution companies. To date, we have not worked for clients located in the City of Farmington. We understand the potential for conflict in these situations; therefore, we will always disclose these relationships prior to engagement on any future projects within the City of Farmington.