

The New Phalen Village Project Area Plan Summary

Greater East Side District Plan

Addendum to the Comprehensive Plan for Saint Paul

Recommended by the Planning Commission on June 5, 2009

Adopted by the City Council June 24, 2009

This Greater East Side District Plan summary appends to the Comprehensive Plan.

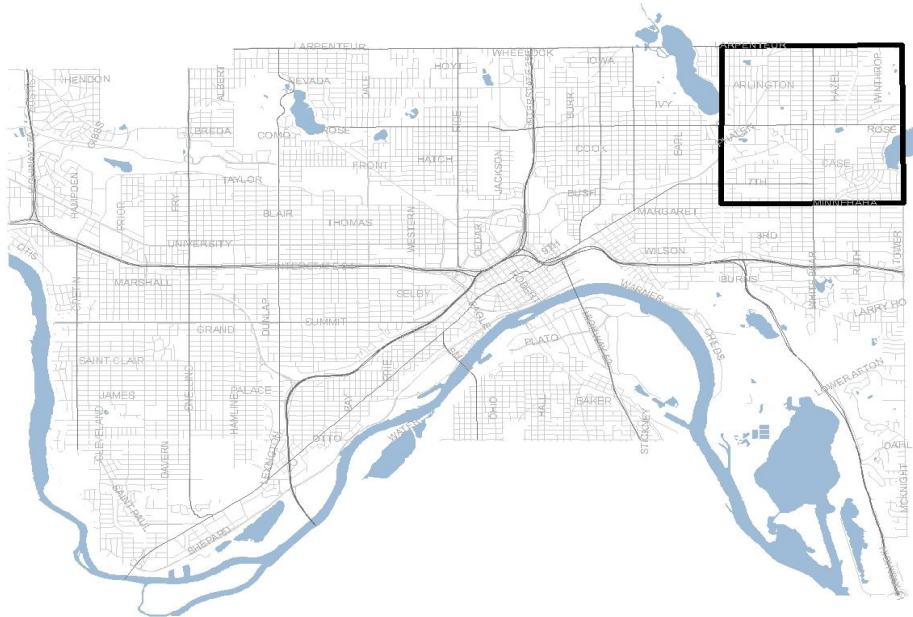
Key goals include:

- *Foster human-scaled design and transitions between commercial and residential districts to create attractive streetscapes, public spaces, and architecture.*
- *Increase activities and usage of the park system; promote and maintain an area-wide interconnected trail and park system incorporating the lakes, public open spaces, parks and recreation centers.*
- *Support vital mixed-use business nodes and corridors.*
- *Encourage redevelopment of commercial corridors and centers as mixed-use developments.*
- *Support a mix of housing types for all ages, incomes, family type, and household sizes.*
- *Encourage a multi-modal transportation network.*
- *Create a safe environment for residents, businesses, and visitors.*
- *Develop a strong base of locally owned and operated businesses.*

Location

The Greater East Side (Planning District 2) community lies in the northeastern corner of Saint Paul. It is bounded by Larpenteur Avenue on the north, Minnehaha Avenue on the south, McKnight Road on the east, and Johnson Parkway and English Street on the west.

Figure 1: Location the Greater East Side (District 2)



Vision

District 2 will be a diverse neighborhood with commercial centers and both owner-occupied and rental housing to serve all household types. Affordability of single-family homes and proximity to the parks network is also important.

Safety is a priority, so policies for streetscape, landscaping, and traffic calming should be implemented. Bike and walking paths should be used to provide access to parks, lakes, trails, and recreation centers, as well as connections to both the local and regional parks.

Business districts, specifically White Bear Avenue and Phalen Village, are the focus of mixed-use development with a concentration of office, retail, and housing on pedestrian-friendly streets. Ames Lake attracts visitors to its neighborhood festivals and provides an amenity for residents. A completed Phalen Boulevard and improved transit options enhance accessibility from outside the district and make jobs and shopping within the district more accessible.

Existing Plans

*White Bear Avenue Small Area Plan
Phalen Corridor Development Strategy
Phalen Village Small Area Plan
Northeast Corridor Development Plan*

Strategies

Land Use (LU)

LU1. Development Opportunities. Promote higher density, mixed-use development in targeted business areas.

LU1a. Promote redevelopment of the Hillcrest area, along White Bear Avenue between Montana Avenue and Larpenteur Avenue, including the Hillcrest Shopping Center, as described in the *Northeast Corridor Development Plan* summary; use the Hillcrest Redevelopment Principles in the *White Bear Avenue Small Area Plan* to prepare redevelopment plans and designs of specific projects.

LU1b. Promote redevelopment in Phalen Village, as described in the *Phalen Village Small Area Plan* and the *Northeast Corridor Development Plan* summary.

LU1c. Promote redevelopment in the Hazel Park business district.

LU1d. Collaborate with District 2 to identify redevelopment sites for either mixed use or housing development. Possible sites include: state-owned property on York Avenue between Clarence Street and Birmingham Street; East 7th Street between Parkway School and Hazelwood Street; vacant land, also known as the Cemstone site, north of Minnehaha Avenue; the 3M distribution center; and on vacant land between Case Avenue and the railroad tracks, west of White Bear Avenue.

LU2. Zoning. It is noted that commercial areas in Phalen Village have been rezoned to TN2.

LU2a. Study the feasibility of incorporating TN design standards into the zoning overlay district for White Bear Avenue, created through the *White Bear Avenue Small Area Plan*.

Urban Design (D)

D1. Transit oriented design.

D1a. Incorporate transit-oriented design into mixed-use developments in Phalen Village, Hillcrest, and at White Bear/Maryland.

D1b. Promote higher density transit-oriented development along the White Bear and Maryland corridors, consistent with the White Bear Avenue and Phalen Village plans.

D2. Streetscape improvements.

D2a. Collaborate with District 2 and local business associations to prepare a streetscape program for commercial districts to create a coherent visual identity; street improvements in the program, prepared in coordination with Public Works, may include, but are not limited to, planting of flowering trees, fencing, benches, and historic lantern style street lights, including on the White Bear Avenue bridge.

D2b. Use signage to create a visual border around the district.

D2c. Collaborate with District 2 to select native landscaping for commercial corridors that complements planting used in restoration projects elsewhere in the district; the City forester will coordinate the project, in collaboration with District 2.

D2d. Ensure that streetscape plans accommodate pedestrians and bicyclists; improvements may include, but are not limited to, bike lanes and bike hoops for storage.

D2e. Plant flowering trees along Johnson Parkway, creating a destination.

D2f. Install benches as part of streetscape improvements and park development; develop a standard bench design. Secure an operation and maintenance agreement for streetscape benches with an organization in the district authorized to execute such documents.

Housing (H). Well-maintained housing of various types for residents of all ages, incomes, family types, and household sizes.

H1. Housing programs.

H1a. Continue programs to rehabilitate existing housing.

H1b. Promote first-time homebuyer programs to attract young families to the community.

H2. Education programs.

H2a. Collaborate with District 2 on a program to educate owners of rental properties regarding landlord rights and techniques for dealing effectively with tenants.

H2b. Participate in a homeowner's night, when organized by District 2, that includes home improvement ideas and resources, information on permit applications and zoning, and related issues.

H3. Housing redevelopment.

H3a. Develop a plan for unified, private ownership of neighboring or nearby apartment complexes; potential candidates are apartment complexes in the East 7th/Hazel and Magnolia/VanDyke areas. (Ames Lake Neighborhood, in District 2, is a model for unified, private ownership of apartment complexes in close proximity to each other.)

Parks and Recreation (P)

P1. Physical improvements.

P1a. Provide trails where missing links now exist, particularly along Furness Parkway.

P1b. Install benches in parks within District 2 to match the design of those found in Hillcrest Knoll Park.

P1c. Pursue opportunities to secure funding for the acquisition and preservation of the virgin prairie parcel near the former 3M distribution center, as appropriate and when funding is available; establish it as an environmental learning area with passive recreation opportunities.

P1d. Evaluate the rehabilitation or the replacement of Prosperity Recreation Center. The evaluation, included in the list of 2010-2011 CIB Tentative Funding Recommendations, shall consider the condition of the existing facility, programmatic issues, community demographics, community needs and preferences, all in the context of the status of recreation facilities and programs citywide.

P2. Programs.

P2a. Maintain recreational areas as attractive, safe, and accessible; in particular, provide adequate lighting in recreational areas and increase park patrols to enforce park regulations, as appropriate.

P2b. Create programs to increase usage of park and recreation facilities, including signage to identify park locations, park information in multiple languages, and maps of amenities within parks for distribution at park entrances and gathering places.

P2c. Provide a recreation coordinator for seniors.

P2d. Provide leasable office space in recreation centers for social service agencies, as appropriate.

P2e. Provide outreach to ethnic communities by recreation centers' staff.

Libraries (L)

L1. Physical improvements.

L1a. Incorporate a homework center in Hayden Heights Library.

L1b. Increase the numbers of computers for public use at Hayden Heights Library.

L1c. Provide improvements at Hayden Heights Library: replace the 1978 boiler with two new energy efficient boilers; tuck point the brick and cut in control joints as needed; re-caulk the windows; remodel the public restrooms; and install new exterior sign.

L2. Programs.

L2a. Promote increased usage of Hayden Heights Library.

L2b. Increase job skills and youth programming.

Community Safety (S)

S1. Programs.

S1a. Collaborate with District 2 to establish and operate a Weed and Seed program.

S2. Information.

S2a. Provide crime and safety information for community meetings and newsletters on a regular basis.

S2b. Assist the owners of apartment complexes with information about safety issues and techniques for property maintenance and dealing with problem tenants.

Transportation (T)

T1. Physical improvements.

T1a. Vacate Prosperity Avenue between Maryland Avenue and Rose Avenue to facilitate improved traffic circulation.

T1b. Add left-turn lanes on White Bear Avenue at Stillwater Avenue and East 7th Street, similar to those at Maryland Avenue and Minnehaha Avenue, as described in the *White Bear Avenue Small Area Plan*.

T1c. Add left-turn lanes and signals from westbound Maryland Avenue at Phalen Boulevard and Clarence Street, in Phalen Village, to facilitate traffic flow.

T1d. Implement the redesign of Ames Place as recommended in the *White Bear Avenue Small Area Plan*.

T1e. Study on-street parking on Phalen Boulevard within Phalen Village and make recommendations for changes in the numbers of on-street spaces how they will be used, including such restrictions as limited time parking; a predominate issue is the impact of development on parking needs and the availability of parking.

T1f. Regulate on-street parking on White Bear Avenue, as described in the *White Bear Small Area Plan*.

T1g. Collaborate with Ramsey County to add traffic calming measures along White Bear Avenue to better control traffic and make the street more hospitable to pedestrians.

T1h. Construct sidewalks on residential streets where none exist and a need has been identified, once a petition from affected property owners is submitted to the City.

T1i. Complete implementation of the RSVP in the District 2 area. The designated lighting system choice for District 2 is lantern style lighting. Double headed lanterns are preferred for commercial and main street lighting.

T2. Transit.

T2a. Collaborate with Metro Transit to institute bus rapid transit in the Northeast Corridor and transit routes along Phalen Boulevard.

T2b. Incorporate bus shelter facilities in mixed use developments that are located on transit routes running on arterial streets.

T2c. Support District 2 in efforts to increase transportation options for students wanting to participate in after-school activities.

T2d. Support District 2 in efforts to increase transportation options for seniors.

T3. Bicycles and pedestrians.

T3a. Physical improvements.

- Complete pedestrian and bicycle paths on Furness Parkway between Maryland Avenue and Larpenteur Avenue.
- Provide bike lanes on streets identified for paving or restriping; include as part of the construction project. Bike lanes are identified on the citywide bike map in the Transportation chapter of the Comprehensive Plan.
- Connect bike lanes and pedestrian paths on city streets to city and regional parks.

T3b. Programs.

- Encourage programs such as “Safe Routes to School.”
- Collaborate with District 2 to prepare maps of bicycle and pedestrian routes in the district.

Economic (E)

E1. Collaboration with North East Neighborhoods Development Corporation (NENDC) on business development efforts:

E1a. Use revolving loan funding opportunities for start-up capital and business improvements and business retention programs.

E1b. Develop a minority business owners group; develop a program that addresses their issues and needs.

E1c. Develop surveys to aid local business owners in running a more efficient business.

E1d. Identify target markets not currently served by local businesses.

E2. Collaborate with District 2 to assist local businesses to stay within or near the community.

E3. Collaborate with District 2 to assist businesses:

- Assist family owned businesses in succession planning so that, to the greatest extent possible, the business remains in the community.
- Provide guidance to local businesses in writing grant proposals and business plans that aid in creating an attractive and distinctive business community.
- Aid business owners, especially minority business owners, in starting and operating efficient businesses.

Planning Commission Findings

The Planning Commission finds that the Greater East Side (District 2) Plan Summary is consistent with the Saint Paul *Comprehensive Plan* and other adopted City policies.

Planning Process

The Greater East Side (District 2) plan was prepared by the District 2 Community Council with assistance from students from the Humphrey Institute at the University of Minnesota; the District 2 Community Council adopted the plan on July 20, 2005. The summary includes policies from the plan that the City is responsible for implementing. The Planning Commission held a public hearing on the plan summary on May 22, 2009, and, after considering public comments, recommended the plan for adoption on June 5, 2009. The City Council adopted the plan on June 24, 2009.