

The New Phalen Village Center Project: Consistency with the Comprehensive Plan

1. *Northeast Corridor Development Plan Summary*

This was adopted by the City Council In December of 2005 as an Addendum to the Comprehensive Plan for Saint Paul

Phalen Village and Hazelwood

The area is bounded by Lake Phalen and surrounding parkland to the west, and an active rail corridor south of Ames Avenue. The Phalen Village node will serve office workers and shoppers as well as residents, while the Hazelwood node serves a dense multifamily area. Largely single-family residential blocks extend to White Bear Avenue on the east and toward the city boundary on the north.

Phalen Village has been undergoing major changes in the past five years, many of these involving substantial construction projects. This includes both road construction, housing and the state Bureau of Criminal Apprehension (BCA) headquarters, a major employment center with 200 to 300 jobs. There is green space surrounding Ames Lake, providing an amenity for the new housing in the area. As one moves east along Maryland, high-density residential blocks are interspersed with small commercial sites and institutions such as the Armory. Housing types range from 1960s-era three-story apartment blocks to newer townhouses, senior housing, and small-lot single-family homes on the surrounding streets. Densities range from approximately 25 units per acre on some of the apartment blocks to about six units per acre on the largely single-family blocks.

Recommendations include the following:

These recommendations will support, and benefit from, improved transit in Phalen Village and along Maryland Avenue:

1. On the south side of Maryland Avenue, close the old alignment of Prosperity Avenue and extend Rose Avenue to meet Clarence Street on the west. An advantage to this approach is restoration of the original street grid to create blocks of roughly equal size and regular shape. The original shopping center site should be redeveloped for up to 200 housing units, taking advantage of the amenity of the lake. This housing would also support existing retail uses and potential new retail in this area.
2. Upgrading of the commercial area on the east side of Clarence between Phalen Boulevard and Maryland with new retail or small office development will fill in the west side of the new Wells Fargo bank block, with shared access points and internal circulation. A small outdoor plaza or seating area, possibly adjacent to a restaurant, would be desirable on this block.

3. The commercial area on the west side of Clarence between Phalen and Maryland is recommended for either office development and retail development targeting specialty uses. Residential development would also be appropriate, including senior housing. Rose Avenue should be extended to the west side of Clarence to serve this area, its exact alignment to be determined after further study.
4. The auto-oriented strip mall at the northeast corner of Maryland and Clarence is recommended for exterior improvements or redevelopment.
5. Redevelopment of the block bounded by Maryland, Rose, Barclay and Hazelwood to a more intensive use; possibilities include office space and/or a child care facility. A creative partnership with the National Guard Armory should consider adaptive reuse of the Armory site if the opportunity arises. Community-oriented human services such as child care or family support services should be considered at that time. Medium-density residences would also be appropriate on this block, but it is recommended that residences be sited on secondary streets with a more residential character.
6. Rezoning: Rezone Phalen Village and selected housing sites in the *Ames Lake Neighborhood Master Plan* to TN2, a zoning district that supports compact, pedestrian-oriented commercial and residential development and encourages a variety of uses and housing types.

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

Vision

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.

Land use strategies (LU)

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

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

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.

Transportation (T)

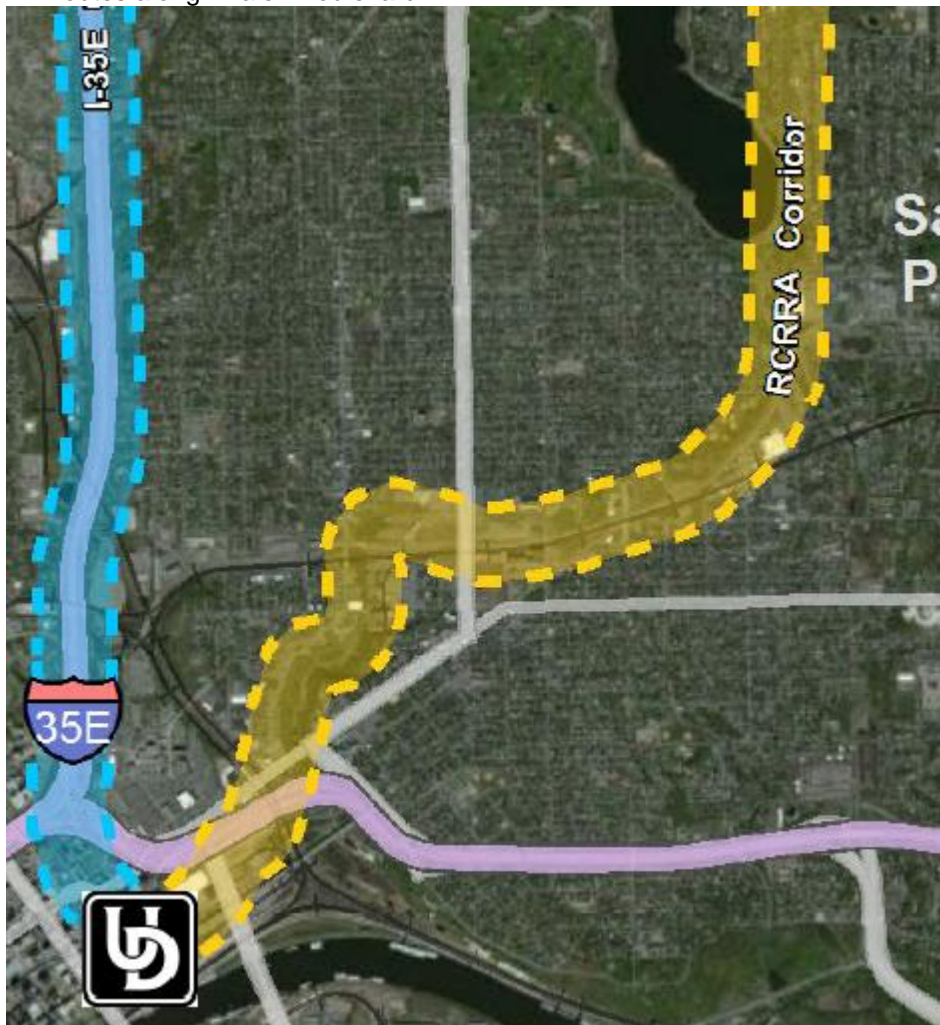
T1. Physical improvements.

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

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

T2. Transit.

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



The Housing Action Plan: 2010 – 2013 was adopted by the City Council in November, 2010. It called for the following general goals:

- Supporting economic integration with economically diverse neighborhoods (this Project increases the employment opportunities in the neighborhood).
- Increasing housing choices for families at all-incomes (this Project increases those options by adding affordable townhomes and senior housing).
- Fostering neighborhood revitalization (this neighborhood completes the revitalization of the New Phalen Village Center).
- Producing new, affordable, and sustainable housing (this project creates 48 new senior apartments and XX new townhouse units).

The Housing Action Plan calls for an overall (not per-project) goal of 10% of the new rental housing production to be affordable to persons and families earning up to 30% of the Area Median Income, 10% to be affordable to families earning from 31% to 50% of AMI, and 10% to be affordable to families earning from 51% to 60% of AMI. The Housing Action Plan also calls for 10% of new ownership housing production to be affordable to households earning up to 60% of the AMI and 10% of new ownership production to be affordable to households earning from 61% to 80% of the AMI.