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## 1. Steering Committee Meeting Summary

## Cultivate Hopkins

### City Council Goals and Strategic Plan

#### Goal #1: Preserve the HomeTown feel of Hopkins

A home-town feel is a major part of the identity of Hopkins. Surveys have demonstrated that it is also one of the primary reasons people like living in Hopkins. Efforts in the future need to capitalize on and enhance this important city asset.

#### Goal # 2: Urban Design: Do it Right

Hopkins has been recognized as a city that encourages smart urban design. This includes the ability to walk to stores and other amenities. Advancing these goals also improves the small town feel.

#### Goal #3: Take it to Them

Hopkins has a reputation for strong citizen involvement and engagement. The City needs to build upon that strength by reaching out to deliver our messages and hear from our stakeholders.

## Built Environment and Land Use

The Built Environment is directly related to the first two Goals as defined by the City Council in 2017. The Built Environment refers to the overall assembly and arrangement of **buildings, spaces and infrastructure** throughout the entire City. This includes public and private buildings, streets, parks, natural areas, highways, as well as the underground infrastructure (water, sewer, etc) that we don't see, yet have a bearing on how we experience the City.

The Built environment is a category that includes Land Use. Land Use generally consists of the plans and policies that govern how land is used and arranged - whereas the Built Environment is the resulting urban form. It is influenced by Land Use; but it is also influenced by infrastructure, street design, and private investment.

Generally, we experience the Built Environment - rarely do we think in terms of abstract Land Uses. Yet Land Use is one system that the City has some control over so the Comprehensive Plan will have policies related to Land Use and eventually will produce a "Proposed Land Use Map". this map will be used to govern future zoning actions as the City reviews redevelopment proposals.

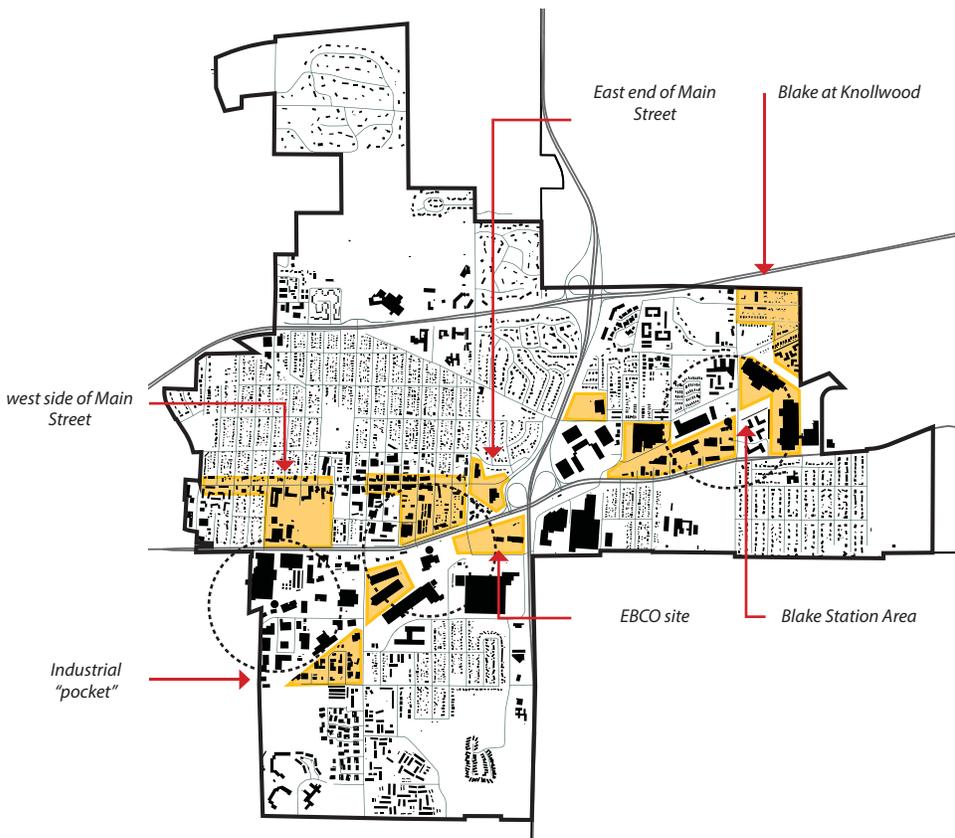
## Exercise: Redevelopment Opportunities

### Exercise Objectives & Outcomes

- Have Steering Committee members start to identify which areas of Hopkins should be targeted for redevelopment.
- Identify inefficient land use
- Expose Steering Committee to the impacts of redevelopment
- Explore scenarios of different building types and resulting density of housing and employment

### Task

- Identify areas of probable development and use game pieces to start to understand the level of density any place can achieve.



### Redevelopment Sites

Sites identified for Redevelopment as Identified by the Steering Committee are shown in Yellow

### Areas of Redevelopment

Hopkins is only 4 square miles. It is fully built out. Therefore all development is redevelopment. The Comprehensive Plan can direct redevelopment to areas of the City that are in need of change or likely to change. This is an opportunity to strengthen the City's land use mix and to ensure the resulting urban form of the City is in keeping with the desires of the community. Stated differently, redevelopment can squeeze out the inefficiencies of land use that may exist in parts of the City.

Many areas of Hopkins will experience some changes. However, certain areas will be targeted for redevelopment – while others will have investments to make more incremental adjustments. Even the most stable areas will not remain static or frozen in time, they too should aspire to evolve and improve.

Much of the City's opportunity for new development will be in the three planned Southwest Light Rail Transit (SWLRT) station areas. Coordinating land use planning, transportation planning and private investments is essential to ensuring the highest return on each of the individual efforts.

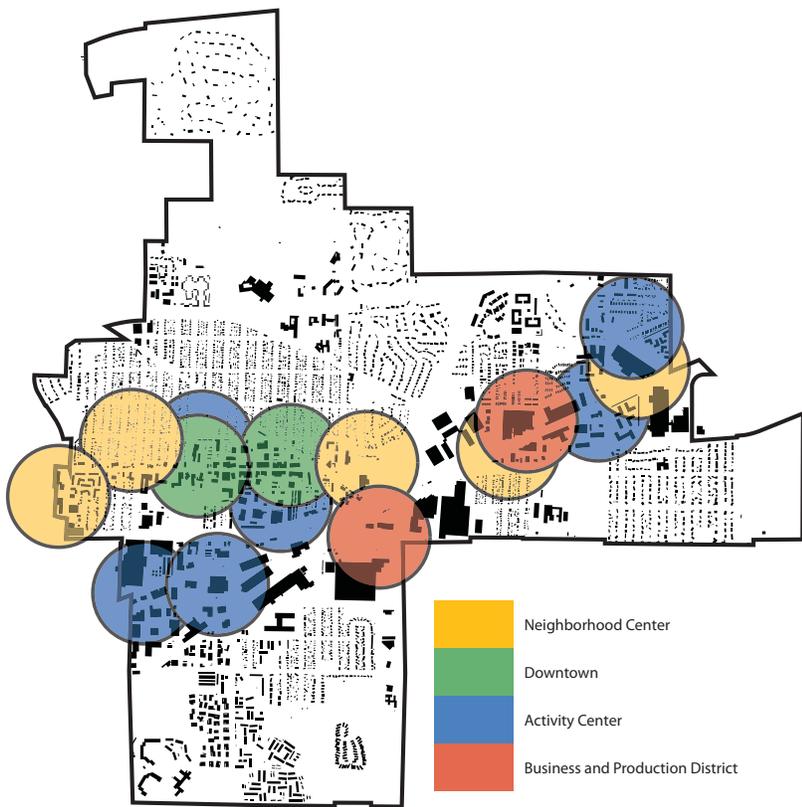
## Steering Committee Exercise: Place Types

### Exercise Objectives & Outcomes

- Expose Steering Committee to the Place type Approach and the importance to focus on the quality of places
- Have Steering Committee members start to think about Hopkins as a series of places not just individual properties.
- Explore how land use (Housing & Employment) can influence and change quality of place types over time

### Task

- Overlay Place Types on top of the redevelopment areas to begin thinking about how redevelopment of those areas can change over time and how those sites can contribute to a broader sense of place.



### Place Types and the Built Environment

Place Types are an alternative way to develop land use policies. Instead of mapping the City parcel by parcel as a series of broadly defined land uses, a Place Type approach maps the city in larger areas as a series of overlapping and ever-changing Places. Each Place Type is described both qualitatively and quantitatively and each Place Type has a range of land uses, building types, streets, and amenities.

Place Types recognize that all areas of the City are multi-dimensional, complex and dynamic. Even if a place is relatively stable it is still complex and it can always be improved. And it may transition, over time to another Place Type. The mixed use and fully developed nature of Hopkins' land use patterns means that transitions in use, scale, and intensity require careful attention. This suggests the need to plan at the neighborhood scale to ensure that areas work as cohesive, compatible, and attractive places.

### Place Types

Place Types located atop the Redevelopment Areas by the Steering Committees



## Items Discussed

### Land Use Efficiency

*How can we arrange and allocate land uses efficiently - whereby adjacencies create synergies and friction between land uses and properties are minimized*

Post WWII land use patterns tend to emphasize uniform patterns and separated uses. This was a holdover idea from an earlier industrial age and an embrace of the current (post 1950) automobile / consumer driven economy. With portions of the city built out in this pattern, the inefficiencies are evident today with large unused parking lots and adjacent but disconnected uses. The Built Environment section of the Plan can help squeeze out these inefficiencies with a more compact land use patterns that mix uses when appropriate and ensure smooth transitions..

### New Neighborhoods

*What does it take to create new neighborhoods?*

Housing should be grafted onto housing. It should not be an island surrounded by non residential uses. Housing tends to need a critical mass and support uses such as schools and open space to be sustainable.

### Balancing jobs and housing.

*Why is it important to balance jobs with housing?*

By co-locating jobs and housing residents will have easier access to jobs, which reduces the need to own a car and can reduce a large financial burden. Less time travelling allows more time for leisure, recreation and civic activities.

### Hierarchy of neighborhood-serving vs. regional centers.

*Why is it important to have a hierarchy of activity centers.*

The size of an activity center typically relates to its market area - therefore larger activity centers will draw from around the region, while smaller ones will draw from just their locality. This has a bearing on surrounding roads and infrastructure.

### Shaping the expansion of Downtown.

*How should Downtown grow?*

Should Downtown grow towards the west, or should it remained contained and in fill with more intense development east of Central Park.

### Civic Campus

*Is there value in creating a civic campus around Central Park?*

Currently one edge of Central Park is defined by public buildings. City Hall is located a few blocks from Central Park and more closely related to Main Street. Creating campuses for public/institutional uses can create efficiencies and a locus of daily activity. However, Civic Campus, can also become “dead zones” on weekends and evenings if they are not well planned.

### Identifying uses complementary to neighborhoods.

*What uses are necessary to compliment healthy neighborhoods.*

Neighborhoods are not exclusively residential. They can have complimentary and supportive uses such as churches or parks or even small retail embedded in them to make them more complete. The above noted uses are not detrimental to neighborhoods - though scale is important.

### Retail

*In the age of Amazon, what can we expect from retail?*

Retail is a constantly changing and highly unpredictable sector of the economy. What we know about retail is that location and flexibility and quality of experience will likely remain important in the future. We also know that shops and restaurants play an important role in creating community character. Local merchants and restaurants can become a place for gathering and local identity and opportunities for entrepreneurship.

### Preservation of what is loved - “hometown feel”

*How can the Built Environment section of the Comprehensive Plan, help preserve what residents of Hopkins love most about their community?*

The Comprehensive Plan can meet current needs and prepare for future challenges while maintaining what people love about their community. The plan can articulate those beloved qualities and develop policies that both preserve and strengthen them as the community changes.

## Items Discussed, (cont'd)

### Affordability

*How can the Built Environment Section of the Comprehensive Plan address the likelihood of Hopkins becoming less affordable in the future*

As Hopkins becomes more desirable, that will push up overall values. There is no one solution to maintaining affordability, however the Built Environment section of the Comp Plan can address affordability by providing policies that encourage redevelopment to have affordable component to them and to focus on creating a city where transportation costs can remain low and a steady supply of new housing hits many sectors of the economy to residents have choice.

### Managing Transitions

In a fully built out and compact city with a mix of land uses and development types, the transitions between areas is very important. How that transition is managed has an impact on the overall stability of an area and predictability of its future. The comprehensive Plan can provide policies for how to manage the following transitions

- Between different uses and intensities, especially higher intensity areas that are adjacent to single family neighborhoods.
- Between different places/districts, new and developing.
- Between different times of day – different uses at different times, shared spaces/parking
- Connecting over barriers, such as arterials, waterways or rail lines, but also using barriers as transition.

### Additional Uses

Throughout the discussion the group discussed the possibilities, opportunities, impacts, locations, and feasibility of adding several uses to the overall Hopkins land use mix.

- Hotels – independent or boutique variety, not of the interstate variety.
- Mixed use development (e.g. housing with retail)
- Mixed income/affordable housing
- Multigenerational spaces (e.g. co-located senior center and day care)
- Multigenerational housing (for extended family living arrangements)
- Accessory dwelling units

## Questions that arose

- Can the Eisenhower Community Center and Alice Smith Elementary School (that straddle Highway 7) become more of a campus? Can those two operations (and the City) benefit from a closer relationship. Is there an opportunity to create a neighborhood focal point, gathering space and/or gateway to the City by coordinating the properties as a campus.
- How should Downtown grow? To the west past the Art Center and towards Shady Oak? Or Towards the LRT Station on Excelsior? As Downtown grows, how can the transition to single family neighborhoods remain healthy?
- Can Central Park be more central? Should it become a Civic Campus? Or should the surrounding community become more integrated with the park.
- Should the Blake Road Station Area become an “Activity Center” or a “Neighborhood Center”? Previous planning efforts have defined the ends of Blake road (Knollwood and the Station Area) as nodes for retail, with other uses in between.
- How can neighborhoods become more inter generational? Uniform land uses and development patterns are often not conducive to inter generational neighborhoods because they tend to yield uniform results and lack of choice.
- How can the Uniform Neighborhoods become more integrated into the City? Many are inwardly focused with private roads and amenities. This results in a compromised perimeter, or edge. An important component of a home town feel is a shared public realm that is equally distributed and connected. How can land use, transportation, housing and other city resources be guided to integrate these projects into a home town feel.
- Is there an opportunity to enhance the local streets that connect the different parts of Hopkins - 11th Ave (connecting north to south) and Minnetonka Mills (east and west) and 17th Ave (in the future from Excelsior to KTel). How can their role as a local connector be enhanced? Can 9 Mile Creek also be considered a community connector.