

Arcade Street Small Area Plan Summary

Addendum to the Comprehensive Plan for Saint Paul

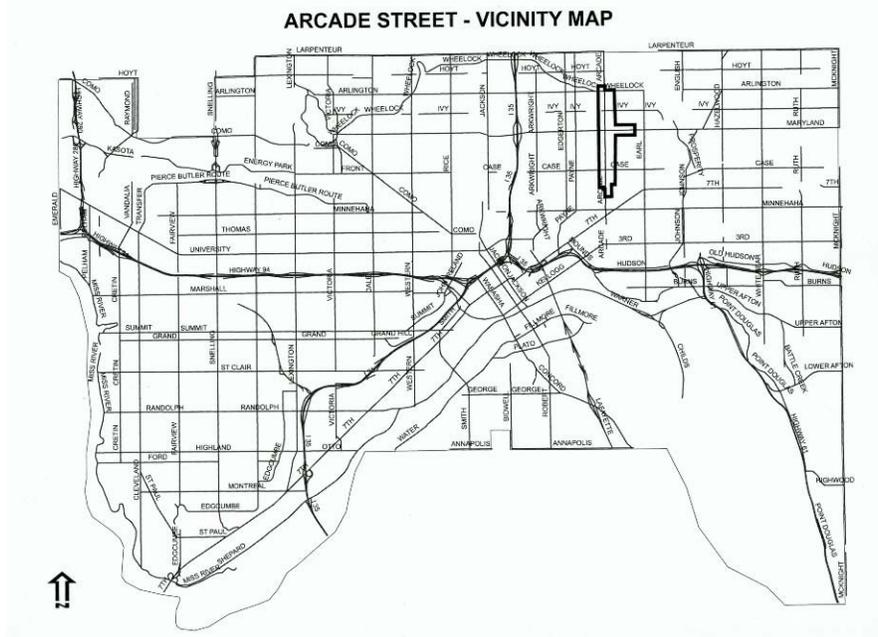
Recommended by the Planning Commission on February 9, 2007
Adopted by the City Council on May 9, 2007

This summary appends to the Comprehensive Plan the vision of the Arcade Street Small Area Plan for revitalization of Arcade Street on the East Side of Saint Paul. Key strategies include:

- *Focusing community-oriented commercial areas at two major intersections, Arcade/Maryland and Arcade/Phalen, where traffic volumes are sufficiently high to support retail businesses that provide goods and services for the surrounding neighborhoods.*
- *Encouraging new development and redevelopment between the Maryland and Phalen intersections, as well as north of Maryland, with the following uses: destination commercial businesses, offices, institutions, light industry and multiple-family housing.*
- *Fostering high-quality design of buildings, sites and public spaces that will be aesthetically pleasing and contribute to making the area feel safe.*

Location

The area addressed in the *Arcade Street Small Area Plan* includes land between the Arcade bridge on the south and Wheelock Parkway on the north, plus Maryland between Arcade Street on the west and Cypress Street on the east.



Framework

Concepts included in the *Arcade Street Small Area Plan* are:

- Community-oriented commercial intended to provide residents in adjacent neighborhoods with goods and services at two commercial nodes, Arcade/Maryland and Arcade/Phalen, which have high traffic volumes.
- New development and redevelopment on Arcade between the community commercial nodes with the following land uses: destination commercial, office, institutional, light industry and multiple family housing. These land uses may be incorporated into a standalone project or into a mixed use project. Such development will take advantage of Arcade Street's location within the region, including proximity to major highways (Interstate 35E and Phalen Boulevard) and to downtown Saint Paul.
- High quality design of buildings, sites and public spaces that will be aesthetically pleasing and contribute to a sense of safety.

The map of proposed land uses, attached, depicts the concepts of community-oriented commercial nodes at Phalen/Arcade and Maryland/Arcade, as well as destination-related uses between the two nodes and north of Maryland.

Recommendations

The *Arcade Street Small Area Plan* includes 39 strategies focused on land use, economic development, housing, site and building design, transportation and streetscape, and public safety. This summary lists the strategies that are the responsibility of City departments to implement.

Land Use

- Concentrate community-oriented commercial uses in two areas – the Arcade/Maryland intersection and along Arcade between Case and the Arcade bridge; encourage businesses that provide goods and services to residents to locate in these commercial nodes.
- Collaborate with the owners of Seeger Square shopping center to secure and maintain tenants that provide goods and services for community residents and that contribute to an economically vibrant commercial node at the Arcade/Phalen intersection.
- Study rezoning of parcels in the Arcade/Maryland node to advance redevelopment goals and opportunities. (The attached zoning map depicts existing zoning. TN2 zoning was adopted for the commercial properties along Arcade and Maryland in 2003. Parcels on the southeast and southwest corners of Arcade/Maryland are currently zoned B2.)
- Conduct a condition survey of buildings on Arcade Street and Maryland Avenue.
- Identify opportunity sites that could be assembled for redevelopment projects; a site assembly program will provide parcels of sufficient size to develop the types of projects identified in this plan. An identified opportunity site may have any permitted use. If a site is identified as an opportunity site, it does not necessarily mean that it will be rezoned.
- Encourage the redevelopment of properties on opportunity sites on Arcade Street between Rose and Case Avenues and between Hawthorne and Nevada Avenues, as well as on Maryland Avenue east of Arcade Street. Redevelopment will include any of the following land uses, either singly or in combination: light industry with a high job component; housing; institutions; and, destination businesses, including commercial offices.

- Prepare a redevelopment strategy that will provide deeper parcels for development.
- Create parking at the rear of buildings along Arcade Street by acquiring parcels behind the commercial frontage, up to 120 feet, and demolishing the buildings on the parcels; install buffers between the parking areas and the adjoining residential areas.
- Continue the façade improvement program, targeting destination commercial and institutional uses; if possible, concentrate rehabilitation loans within single blocks to achieve a greater aesthetic and economic impact.
- Rehabilitate historic buildings in ways that preserve their historic integrity while, at the same time, allows them to function as integral parts of Arcade Street.

Economic Development

- Encourage the development of destination businesses, including commercial offices.
- Encourage the development of institutional uses.
- Collaborate with the Port Authority to encourage the development of job-rich light industry.
- Support the retention of core neighborhood-oriented businesses at the community commercial nodes of Arcade/Maryland and on Arcade between Case and the Arcade bridge.
- Collaborate with the owners of Seeger Square in efforts to revitalize its buildings and site and to strengthen its mix of tenants, as well as to retain a supermarket in the center. Rehabilitation and renovation projects at the shopping center should be consistent with the design standards of the TN district and this plan.

Housing

- Identify specific sites between Nevada and Hawthorne Avenues, and between Rose and Case Avenues, that would be suitable for the development of multiple-family housing, or housing in mixed-use projects with destination commercial or institutional uses on the ground floor.
- Develop new housing that provides a balance between rental and ownership units; new housing will include apartments, townhomes or condominiums.
- Develop new multiple-family housing that provides a range of price options appealing to a wide spectrum of incomes; multiple-family housing includes apartments, townhomes and condominiums.
- Ensure that new housing is consistent with the spirit of the of the City's adopted policy for affordability.
- Ensure that new and rehabilitated housing is designed and constructed according to Traditional Neighborhood design and dimension standards.

Urban Design: Sites and Buildings

- Improve public safety by incorporating Crime Prevention Through Environmental Design (CPTED) principles into new residential and commercial developments, as well as in public spaces.
- Require that projects financed with public funds (i.e., STAR, CDBG, etc.) comply with the design standards in Sec. 66.341 and 66.343.
- Develop a strategy for an incentive program to restore facades in a manner consistent with design

standards in the TN2 district and the design guidelines in this plan; one objective of the strategy should be a program for securing funding for façade restoration.

- Discourage design elements that are not compatible with the spirit and intention of the design standards in Sec. 66.343 of the Zoning Code. This includes bars on windows or doors and chain link fences, unless they are located at the rear of the building and are not visible from the street.
- Fencing. Fencing on commercial properties shall be made of wrought iron, if fencing is used in the project. Fence height shall conform to heights required in City code.
- Signs should be in scale with a pedestrian environment; business signs shall be used to identify the business and businesses should be discouraged from advertising products; locate roof signs parallel to the wall of the building; locate wall signs on the bands of building facades; wall signs should not be used to cover windows or architectural details of the building and should not be painted directly on the wall of the building; use grouped signs to identify multiple businesses; limit the use of projecting signs to no more than one for every 40 feet of lot frontage; and, discourage the use of the following signs – portable signs; pole signs; and banners or signs made of canvas, vinyl or other flexible materials attached to the building.
- Encourage developers to remove billboards and other large advertising signs located on the tops of buildings and other structures as part of any redevelopment or major renovation.

Transportation and Streetscape

- Investigate the installation of turn arrows at the Ivy/Arcade intersection to access Johnson High School.
- Investigate the installation of a left turn arrow from westbound Wheelock Parkway onto southbound Arcade Street, as well as from southbound Arcade Street onto westbound Wheelock Parkway.
- Develop concept plans for curb, sidewalk, bumpout and street lighting improvements and pursue funding for improvements through the Capital Budget Improvement Process; further investigate whether bumpouts are appropriate, given current traffic flow conditions.
- Upgrade the street lighting to twin lantern fixtures.
- Collaborate with Metro Transit to upgrade the bus stops on Arcade Street.

Public Safety

- Improve public safety by incorporating Crime Prevention Through Environmental Design (CPTED) principles into new residential and commercial developments, as well as in public spaces. Projects receiving public funds, either from the City or from community development organizations, will be reviewed for their consistency with CPTED principles.
- Intensify Saint Paul Police Department crime control and prevention measures; specifically, the program for business owners on measures for providing more secure buildings and operating businesses that are less vulnerable to criminal activity.
- Collaborate with taverns and restaurants serving alcoholic beverages to develop a program for dealing with nuisance activities within these establishments, as well as on the street, in the parking lots and on the sidewalks of adjacent neighborhoods.

City Action

To encourage development according to the concepts and recommendations, the priorities of the City should be:

1. Adopt this summary as an amendment to the *Saint Paul Comprehensive Plan*.
2. Adopt zone changes that will encourage development reflecting the concepts in the plan summary.
3. Collaborate with other agencies and community organizations to implement the recommendations in this plan summary.
4. Encourage the continuation of community-oriented commercial uses consistent with the concepts in the plan strategies.
5. Encourage redevelopment of sites consistent with the concepts in the plan strategies.
6. Implement the urban design recommendations as redevelopment occurs.

Planning Commission Findings

The Planning Commission finds that the *Arcade Street Small Area Plan Summary* is consistent with the Saint Paul Comprehensive Plan and other adopted City policies.

Planning Process

The Planning Commission on October 5, 2001, initiated preparation of the small area plan and a 40-acre zoning study for the study area. A community-based task force comprised of representatives of the district council, business owners and representatives of community organizations and institutions was formed to prepare the small area plan and consider zoning options. Zone changes recommended in the 40-acre study were adopted by the City Council and signed by the Mayor; they became effective in December 2003. The Planning Commission held a public hearing on the summary of the Arcade Street Small Area Plan on January 12, 2007, and recommended adoption of the plan summary on February 9, 2007. The City Council adopted the plan summary on TO BE COMPLETED.