

# DOWNTOWN GOLDEN VALLEY USER EXPERIENCE FRAMEWORK

PLANNING COMMISSION 8/26/24

**TOOLE**  
DESIGN



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01

## THE PROJECT

Focus Areas  
Schedule Update

02

## WHAT OUR TEAM LEARNED

Identity  
Connectivity  
Sustainability

03

## THE VISION

Identity  
Connectivity  
Sustainability

04

## IMPLEMENTATION

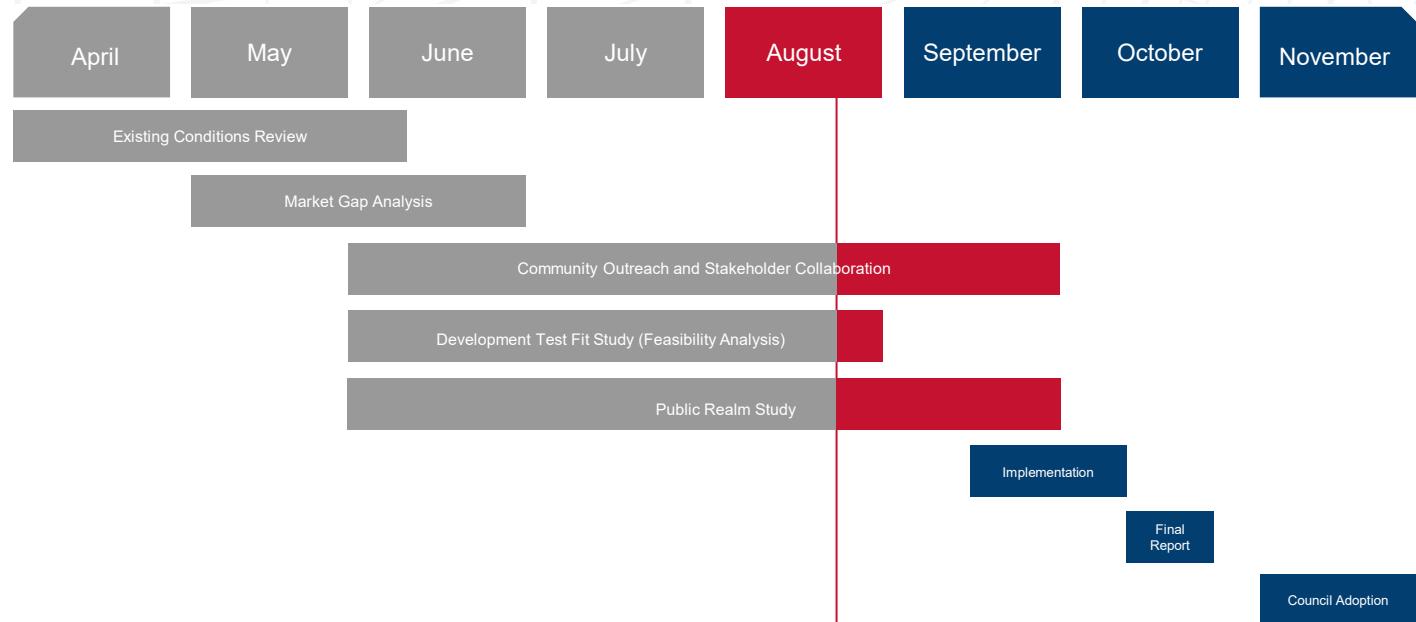
Building Alignment

05

## DISCUSSION & NEXT STEPS

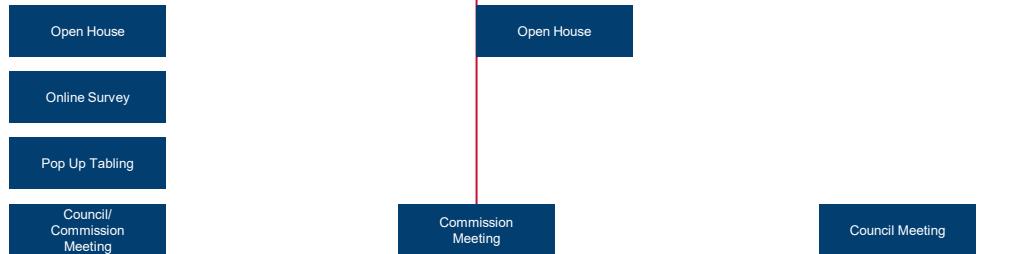
- Building from Prior Efforts
- Streetscape & Wayfinding
- Pedestrian, Bicycle & Micromobility Connectivity
- Reinforcing a Sense of Place & Identity
- Building Alignment for Future Development
- Road Map for Implementation

## USER EXPERIENCE FRAMEWORK



## DELIVERABLES

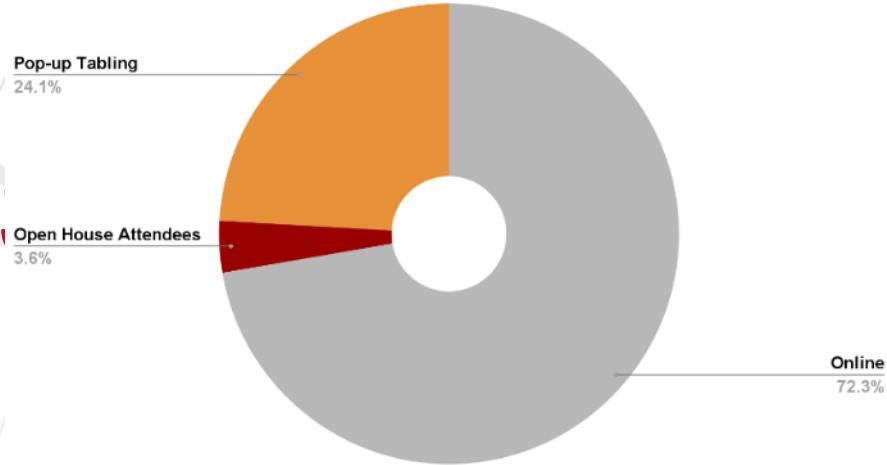
## ENGAGEMENT



415+  
RESPONSE

June 2024	Online Survey	Virtual
June 4, 2024	Virtual Open House #1	Virtual
June 8, 2024	Golden Valley Pride	Brookview Park
June 16, 2024	Golden Valley Farmer's Market	Water Tower
July 8, 2024	Concert in the Park	Brookview Park
July 31, 2024	Hennepin Planning Grant Workshop	City Hall
August 19, 2024	Downtown Stakeholder Meeting	Virtual
September 2024	Virtual Open House #2	Virtual

### Participant Contacts

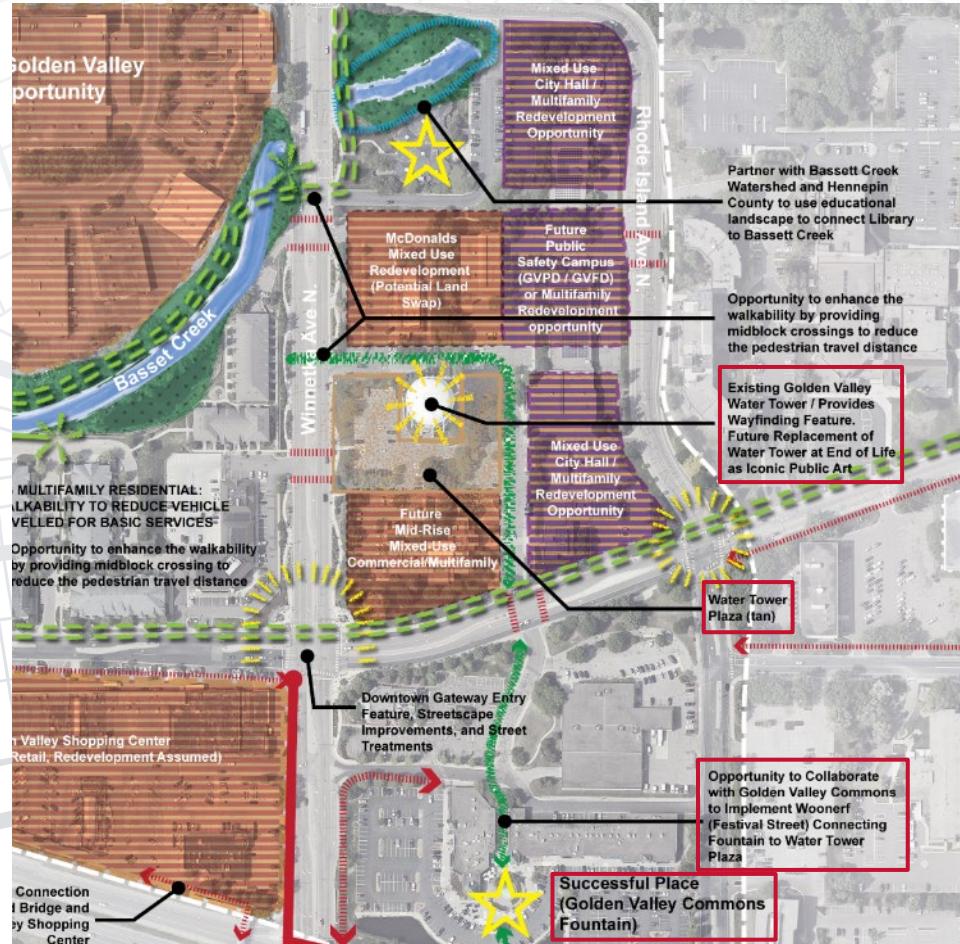


The Market Gap Analysis identified Bassett Creek as a potentially distinguishing amenity for downtown users.

The community identified **access to natural areas** as an element that strongly impacted their enjoyment of Golden Valley and requested a focus on creating destinations, public spaces/amenities, and a strong downtown identity

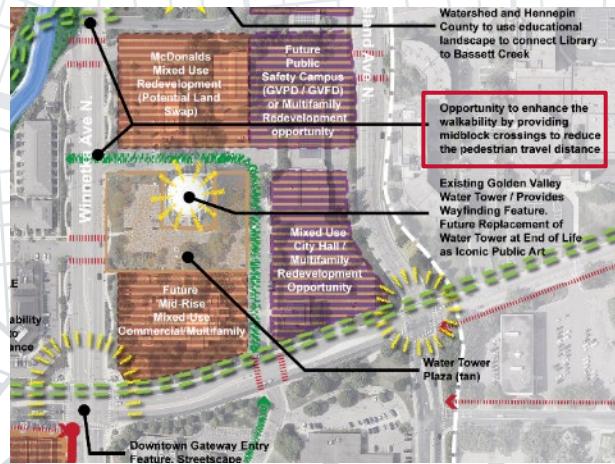


## 02 WHAT WE LEARNED: IDENTITY



The Market Gap Analysis process saw Golden Valley's **regional connectivity** as a considerable strength, it highlighted **lower walkability** and **parcel utilization** in Downtown Golden Valley than in comparable communities.

The community indicated a **clear preference** for **more pedestrian and cyclist-focused infrastructure** in Downtown as well as **centrally-located amenities**



#### Activity 1: PomPom Voting

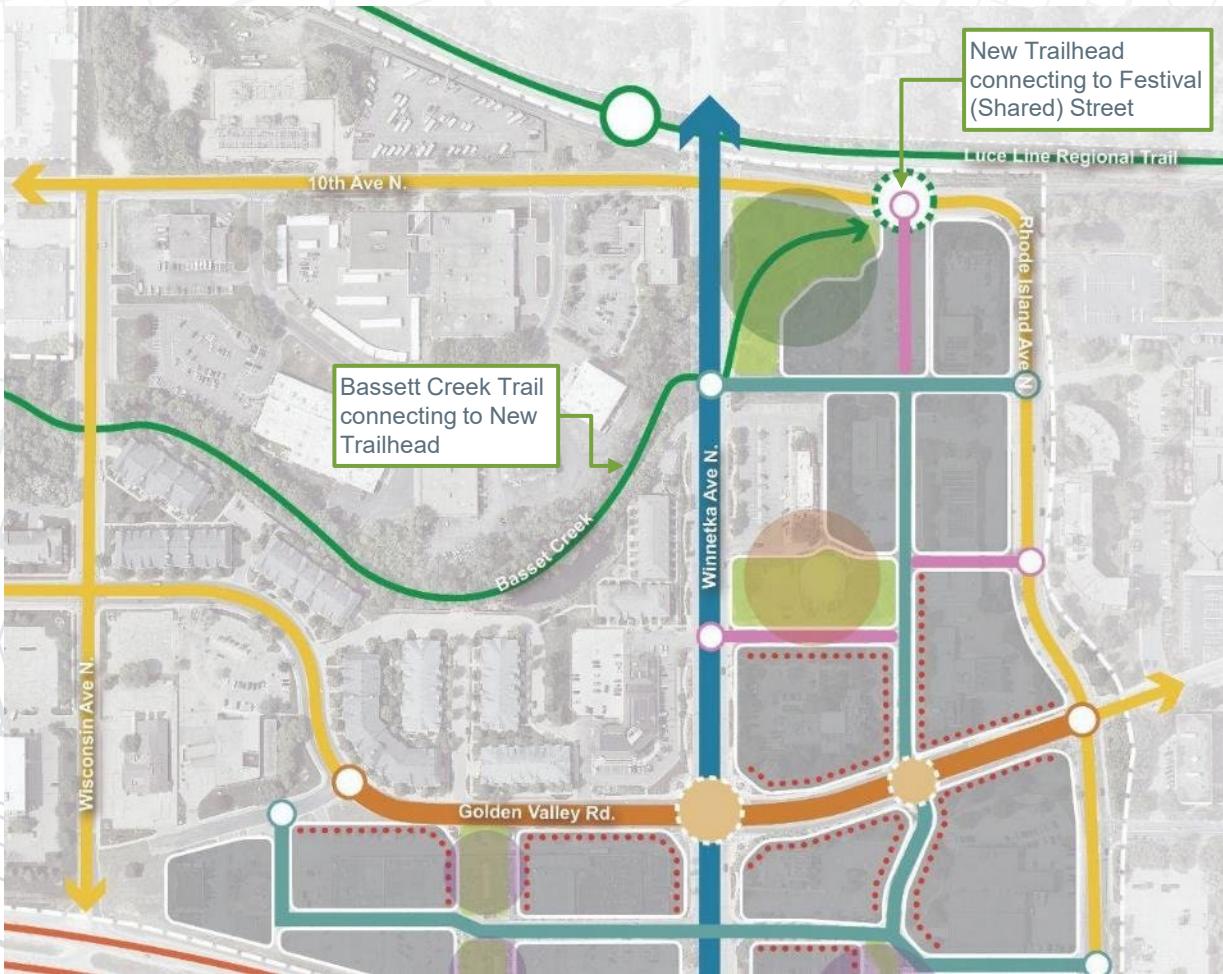
What has the greatest impact on your enjoyment of Golden Valley (top 3)

- Access to public/community gathering spaces
- Access to daily destinations/services
- Access to natural areas
- Location of shops and amenities
- Streetscape (seating, lighting, etc.), wayfinding and/or signage
- Comfort while walking and bicycling
- Safe crossings and/or issues with traffic while walking
- Accessibility of spaces and amenities
- Access to vehicular parking



The Market Gap Analysis noted healthy leasing trends as an **indicator of economic sustainability** but highlighted the opportunity to increase parcel utilization through **redevelopment of relatively small buildings surrounded by large parking lots.**

The community identified as priorities **access to natural areas**, the addition of **enhanced tree cover** and **landscaping** on downtown streets, and improvements to **provide safe alternative mobility options**.



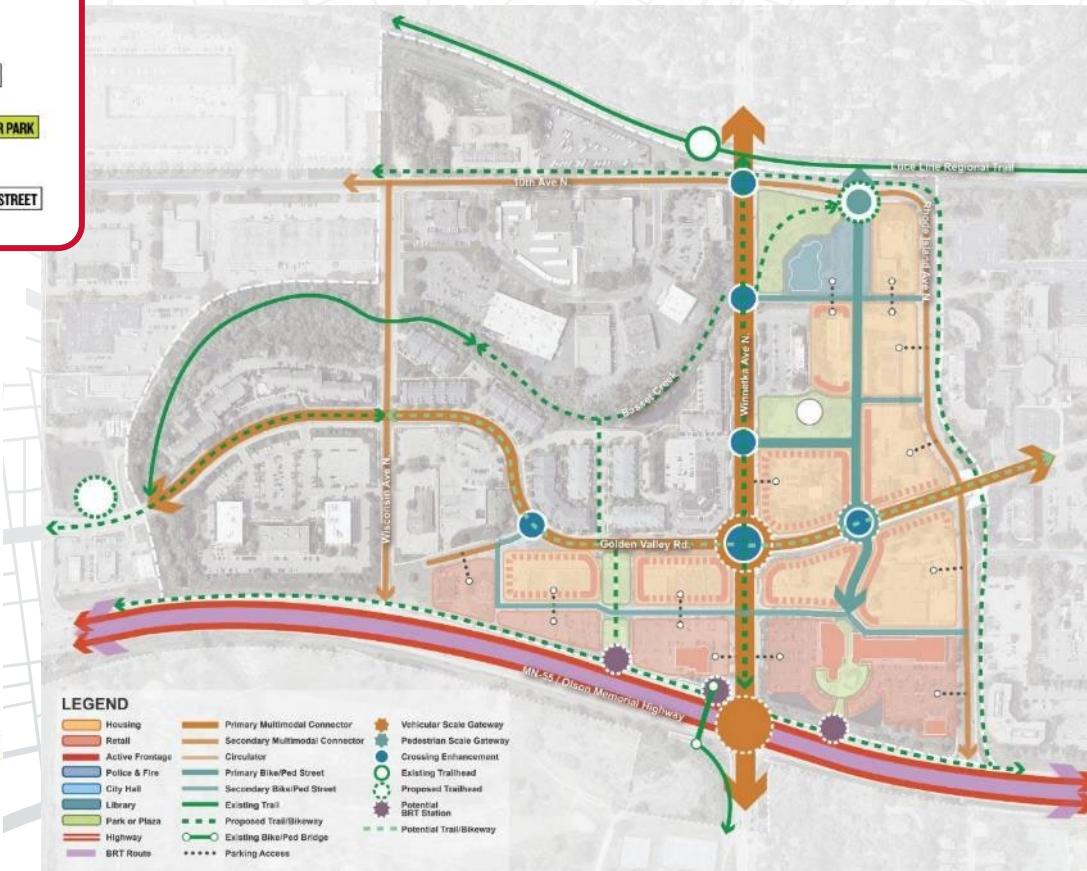
## CONCEPT FRAMEWORK A INITIATIVES

- Establish active frontages along Golden Valley Road to create a "Main Street"
- Relocate City Hall, Police, and Fire into new facilities on site
- Create a new north/south connection from GV Commons to the Library
- Build a public park around the water tower
- Center the GV Shopping Center site around a new public plaza
- Connect GV Commons and the GV Shopping Center with a defined active street
- Locate a new BRT station proximate to retail and/or public open space



## CONCEPT FRAMEWORK B INITIATIVES

- Establish active frontages along Golden Valley Road to create a "Main Street"
- Relocate City Hall, Police, and Fire off site



## ELEMENT



Golden Valley Gateway (Winnetka or Rhode Island and MN-55)



Golden Valley Road

## PRECEDENT



Peachtree Corners, GA; Carmel, IN Arts and Design District



Indianapolis, IN Cultural Trail (Mobility); Cedar Falls (IA) Main Street Parking



# ELEMENT

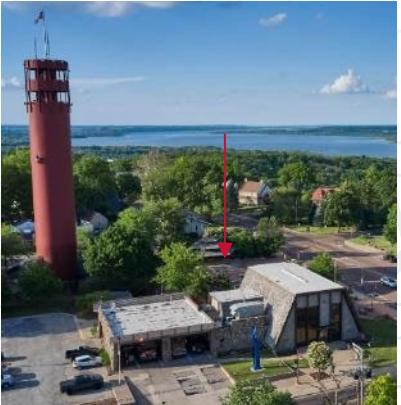


Golden Valley Municipal Water Tower



Bassett Creek

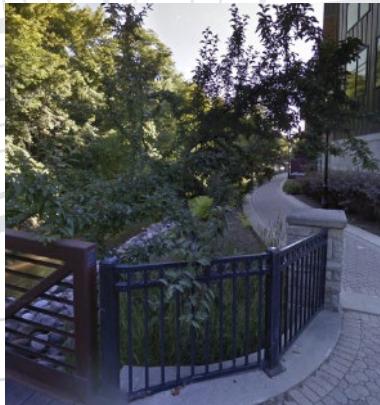
# PRECEDENT



Water Tower Plaza - Peoria Heights IL & Water Tower Art - Mitcham AUS



Fox River Trail - Waukesha, WI



# ELEMENT



700+ foot long superblocks with limited internal pedestrian circulation



Unclear Access to Downtown from Luce Line Trail

# PRECEDENT



Clematis Street Woonerf/ Festival Street - W. Palm Beach FL

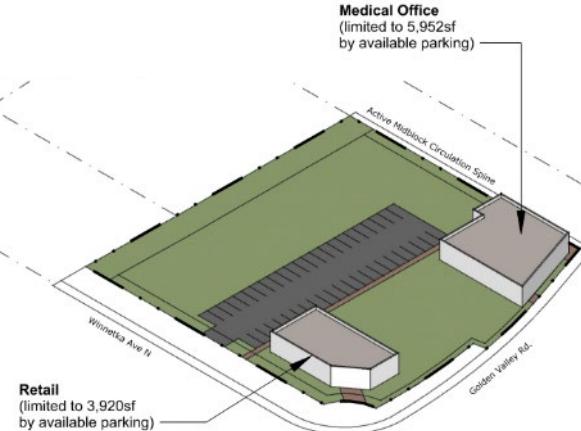


Clematis Street Woonerf/ Festival Street - W. Palm Beach FL



Integrated Trailhead: Chattahoochee RiverLands GA, Wirth Trailhead Golden Valley





## ELEMENT



Parking Dominated Downtown

Existing Mixed Use (MO) Zoning artificially suppresses surface parking and parking requirements are high in Golden Valley.

The market may need to see public or district parking strategies to ensure redevelopment occurs

## PRECEDENT



Park Once Downtowns: Wayzata and 50th & France

## PLAYFUL



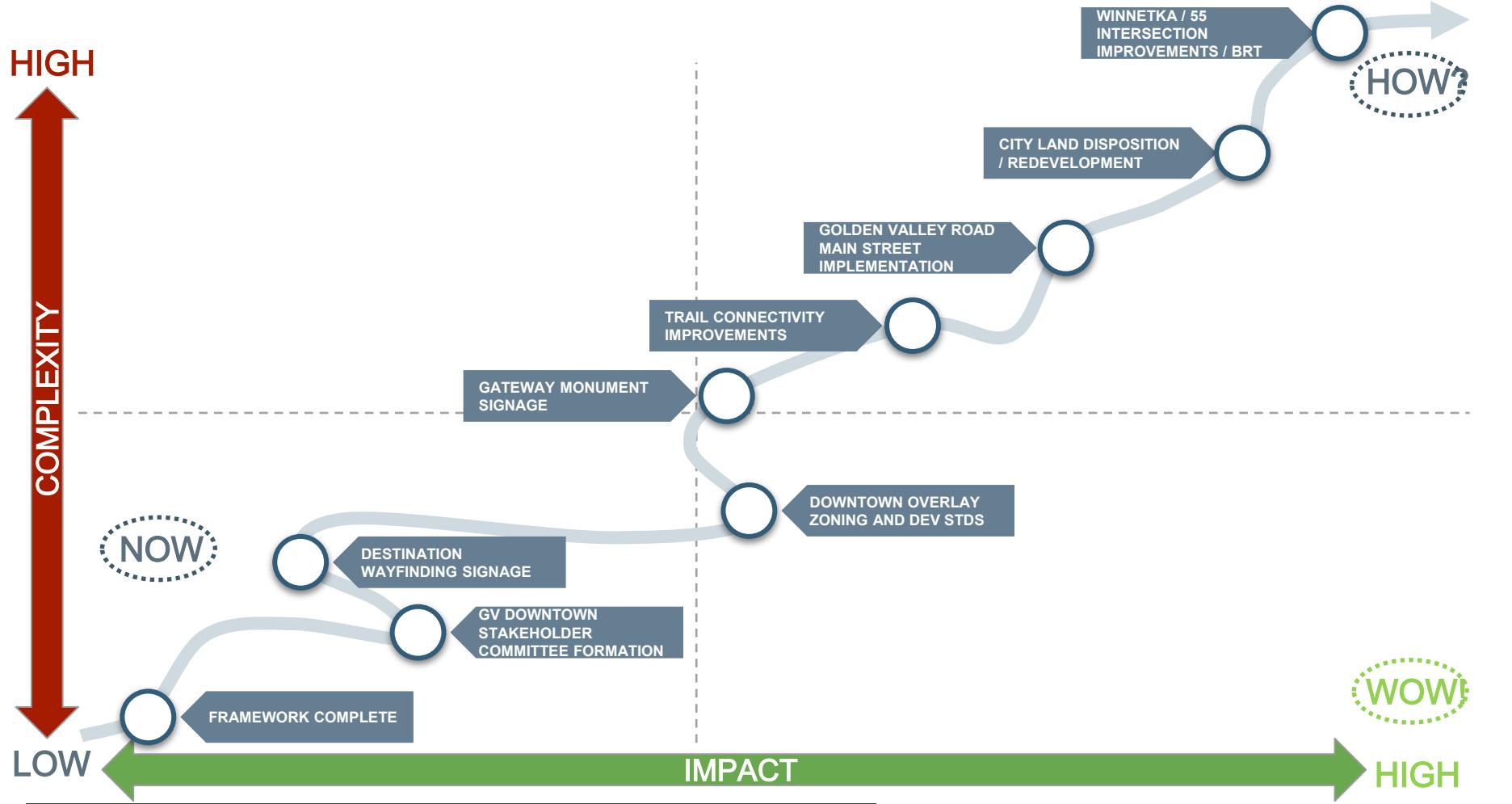
## NATURAL



## MODERNIZED



### 03 VISION: PUBLIC REALM DESIGN PALETTES





# Next Steps and Discussion

05