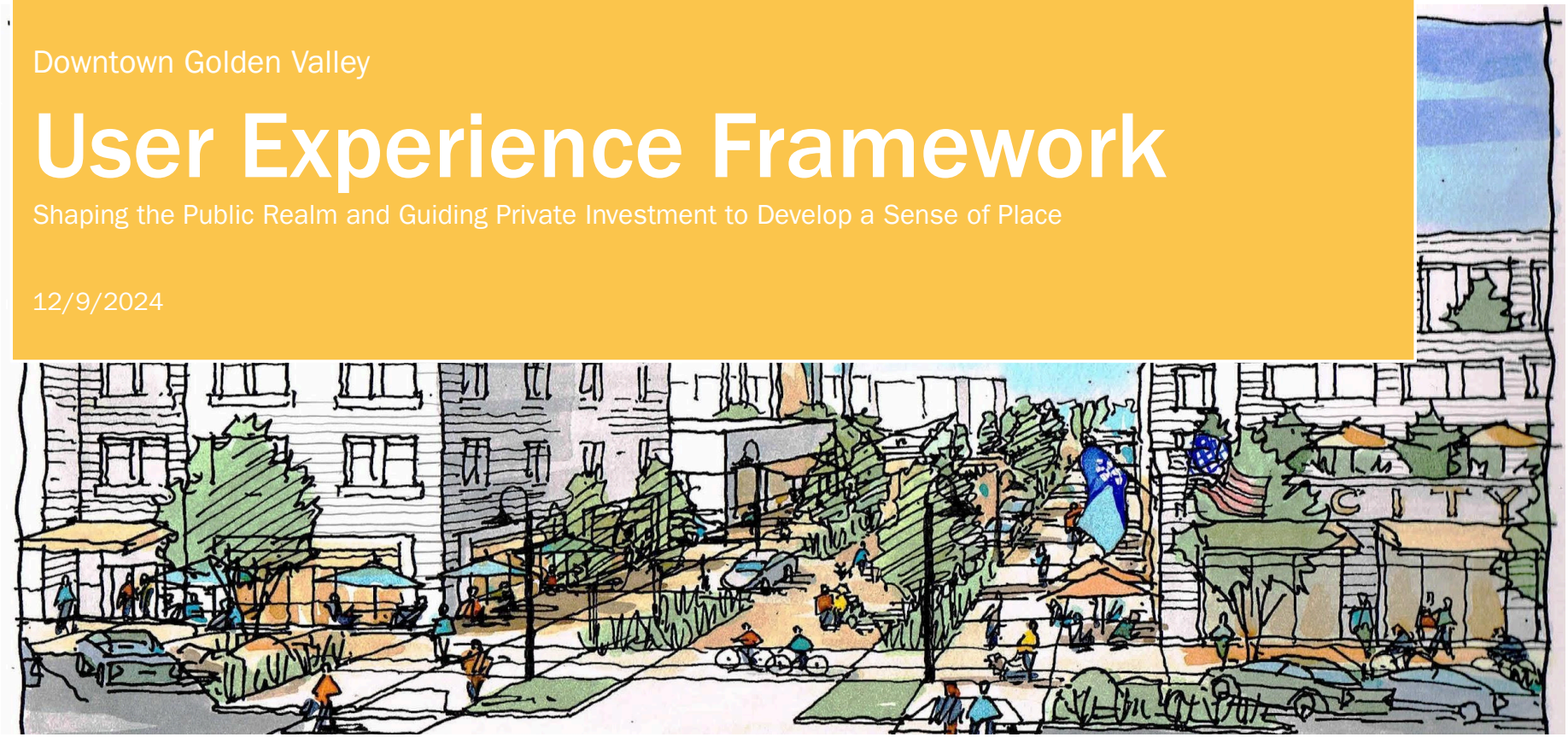
City of Golden Valley

Downtown Golden Valley

User Experience Framework

Shaping the Public Realm and Guiding Private Investment to Develop a Sense of Place

12/9/2024



Client Team:

Consultant Team:

Table of Contents

Introduction

The Downtown Golden Valley User Experience Framework is the result of close collaboration between multiple divisions within the City of Golden Valley and Hennepin County Housing and Economic Development through their Hennepin Planning Grants Program. While the name of the report is unconventional, it represents a deliberate transdisciplinary approach to remake downtown into a unique place focused on the experience, culture, and mobility of its inhabitants and visitors.

Growing out of an original grant application focused on wayfinding, through encouragement by Hennepin County to encompass a range of public realm improvements, development and land-use recommendations, the following report recommends specific place-making strategies to take advantage of potential Bus Rapid Transit on Highway 55 and transform downtown Golden Valley into a transit-ready, park-once destination.

Executive Summary

The Downtown Golden Valley User Experience Framework constitutes a set of recommendations founded on engagement, market analysis, land use analysis, and implementation strategies to enhance downtown Golden Valley's vibrancy and identity while accommodating diverse community needs and allowing flexibility over time.

By centering the experience of all users of Downtown Golden Valley, whether residents, employees, or visitors, the Downtown Golden Valley User Experience Framework articulates a comprehensive vision to guide current and future public realm investments and private sector investment. The shared vision at the heart of this effort is to instill a vibrant sense of place in Downtown Golden Valley. This vision was charted through significant public engagement undertaken in Summer 2024, which involved multiple methods including surveys, virtual meetings, and pop-up events, and yielded a surprising degree of alignment around the desire for enhanced public gathering spaces, improved mobility options, and the introduction of a full-service grocery store in Downtown Golden Valley. Guiding principles developed from public engagement include:

1. **Downtown Valley will be a place of connection and interaction**
2. **Downtown Golden Valley will shape a culture of sustainability and resilience**
3. **Downtown Golden Valley will foster a unique identity based on recreational, ecological, and civic participation**

In parallel with the visioning and engagement efforts, the consultant team undertook a **Market Gap Analysis** to examine existing conditions and reveal economic indicators for future growth. The analysis has found that downtown provides a stable residential population with increasing demands for more housing options and some degree of underutilized commercial properties ripe for redevelopment. By identifying diverse sectors driving employment and tax revenue growth, the analysis emphasizes the necessity for revitalizing commercial areas through more intensive land use. The analysis pinpoints opportunities for mixed-use developments, especially near transit-ready zones, advocating for sustainable practices integrated with opportunities to extend recreational access throughout the downtown area.

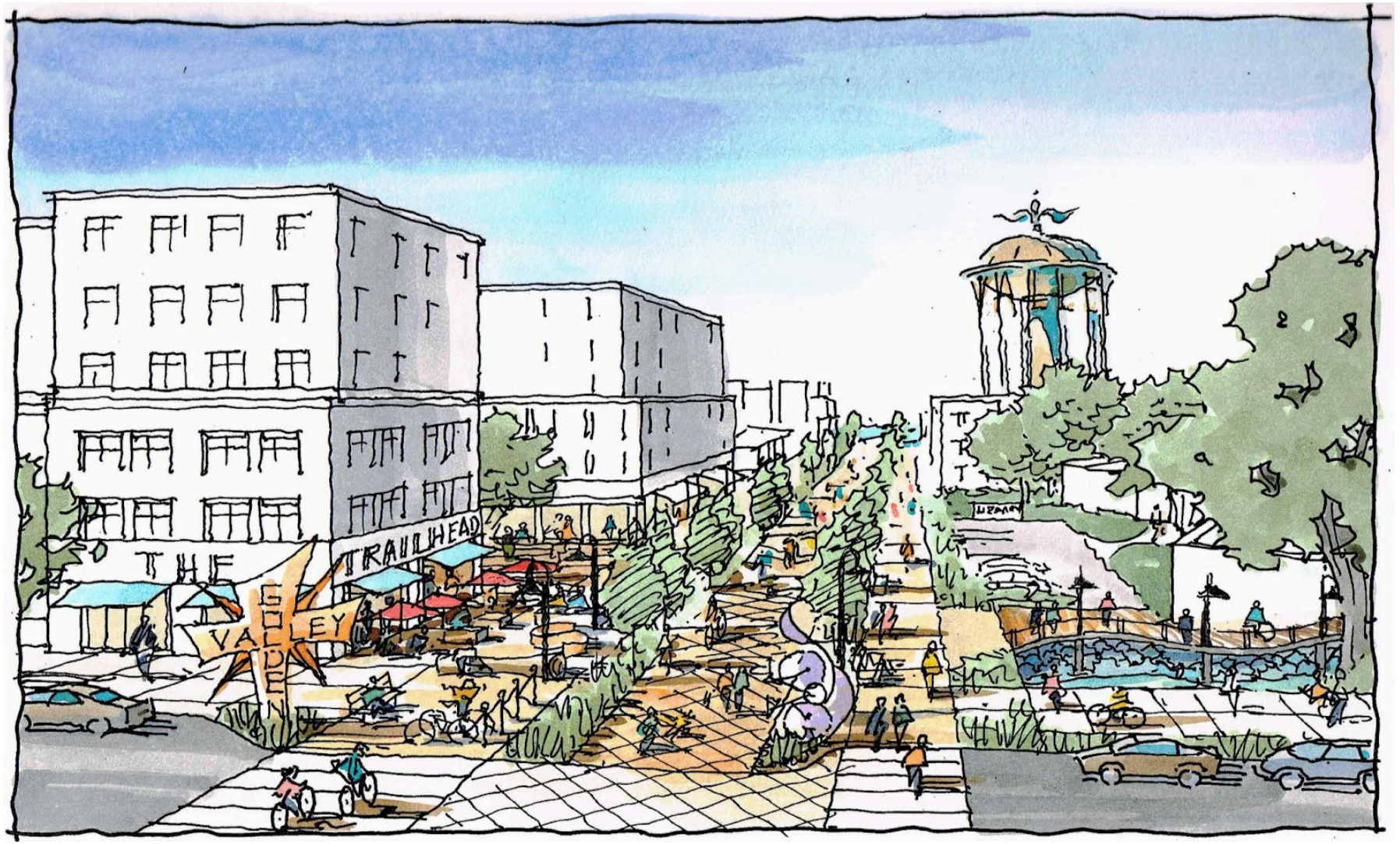
The **Land Use and Development Form** component builds on the vision developed from engagement and examines potential opportunities for redevelopment identified in the Market Gap Analysis through the framework of current mixed-use zoning. Regulations are tested with specific development types on real sites in downtown to determine if regulatory changes are needed to produce built forms that support the vision for downtown Golden Valley. Where the detailed development test fit analyses identify barriers to feasible redevelopment, such as restrictive zoning regulations that stifle optimal development formats, specific recommendations are provided for future incorporation in downtown-specific zoning or a potential zoning overlay district.

Close to half of the land area in downtown is currently under public control, so the city of Golden Valley finds itself in the driver's seat to effectuate change on a large scale. The **Public Realm Design Guide** provides specific recommendations for improvements to public right of way to improve mobility and last-mile options in downtown and achieve balance between vehicles, strollers, and rollers while accommodating spaces for recreation, gathering, and ecological mitigation.

Implementation Guidance recommendations propose phased actions to maintain momentum and integrate decision-makers and community stakeholders into a collaborative body by forming a downtown task force and establishing broader collaboration with external partners. The document details practical actions supporting the vision in a detailed implementation matrix, which categorizes initiatives based on their complexity, urgency, and impact with the aim of providing a scaffold to organize a decade-long collective endeavor to realize the vision.

Downtown Golden Valley as it exists today (Credit: Andrew J. Faulkner, Van Meter Williams Pollack LLP)

Vision for Golden Valley Festival Street – looking north from Golden Valley Road main street (Credit: Jeffrey Michael George Architectural Illustration)



Vision for Golden Valley Festival Street – looking south from the proposed Luce Line Trailhead toward the water tower (Credit: Jeffrey Michael George)

City of Golden Valley
Downtown Golden Valley User Experience Framework

Chapter One:

Engagement Summary

12/9/2024

Chapter One: Engagement Overview

This document summarizes the public input methods and results gathered as part of public engagement methods for the Golden Valley Downtown User Experience Framework during Summer 2024. The public engagement for the User Experience Framework aimed to gather public input that would assist the project team in doing the following:

- Inform existing conditions analysis
- Allow equitable collaboration with the community
- Understand the downtown user experience today
- Identify popular and desired destinations
- Identify existing and desired public amenities
- Identify network and circulation issues and opportunities
- Understand the existing and desired urban identity
- Inform the vision for the future of Downtown Golden Valley
- Inform prioritization and implementation recommendations

This summary document will discuss the engagement strategies conducted through this project, key findings, and demographic and equity results through engagement outreach.

A. Engagement Methods and Summaries

The project team used a diverse set of engagement techniques, both virtual and in-person, to reach a wide variety of Golden Valley residents. The following is a list of key engagement phases:

1. Key Engagement Phases

1.1. Visioning

The project team connected with residents to determine the goals of the plan and form a vision for the future of Downtown Golden Valley. Events such as the Virtual Open House allowed the project team to incorporate feedback from the public and community representatives.

1.2. Public Realm Development

This phase consisted of public-focused activities that further developed the vision for downtown. Online Surveys, Pop-up Tabling events, and Council/Commission Meetings formed an understanding of desired character, urban themes, and public realm elements by the community.

The following sections describe these engagement strategies in detail.

2. Virtual Open House #1

On June 4, 2024, the project team hosted the first Virtual Open House. Around 15 residents and community representatives joined the event, where the project team presented the project goals, purposes, and preliminary existing conditions findings. Participants were also asked to express their vision for the project, and concerns that should be prioritized by the User Experience Framework. This event was advertised through the project website and social media posts. Table 1 outlines activities that occurred at the Open House, and their outcomes.

Table 1: Virtual Open House activities and outcomes

Category	Description	Key Findings
Goal Setting		
Visioning	Participants were asked to discuss what they like about Golden Valley, what are characteristics that define a downtown, what should the User Experience Framework focus on, and what would they like to see improved by the project	• Parks, small businesses, dining, and a sense of community were elements that people enjoyed about Golden Valley • People named walkability, cultural events/representations, and greenspace as elements that they think of when they think about a downtown • Participants also believed that the User Experience Framework project should focus on creating destinations, public spaces/amenities, and a strong downtown identity
Workshop		

Important Destinations	Participants engaged in a workshop that asked them about their experience of downtown Golden Valley. They were also asked to comment on locations they frequently visit in downtown Golden Valley, destinations that they thought were missing, and more general comments on public spaces, streetscapes, and mobility/circulation	• Shopping centers, local businesses, and the farmer's market were frequent points of interest for people • Participants also commented that they would like to see more local restaurants, grocery stores, and public/greenery spaces within downtown
Public Gathering Space		• A more welcoming and cohesive public space was also important to participants
Streetscape		• Participants mentioned that streetscape elements seem "tired" and "isolated" • People would like to see more emphasis on the walking environment and experience
Mobility and Circulation		• People stated that they mostly travel to/around downtown by car but would be interested in more car-free options that would incorporate greenery and safety improvements

Overall, the participants showcased a high level of interest and enthusiasm in the User Framework Experience and are committed to engaging with the project as it progresses.

3. Online Survey

Throughout June 2024, the project team cooperated with the City to run an online survey. This survey served as the primary virtual engagement method, allowing the project team to receive feedback from a wider range of Golden Valley residents. The survey mirrored the questions asked during the Virtual Open House to complement that data set.

3.1. Survey Question Overview

The following is an overview of survey questions that were asked in the online survey:

- **Participant Information.** The project team gathered demographic data from survey takers to make sure the survey was reaching a cross section of the community, which complements the project goal of creating an inclusive, welcoming, desirable downtown for all users.
- **Public Realm Questioning.** The survey gathered top destinations survey takers visit in downtown Golden Valley, missing destinations, and improvements in streetscape, mobility, and public gathering spaces that they would like to see as part of the project.

3.2. Key Survey Results

More than 300 participants took part in the survey, indicating a high level of interest from Golden Valley residents regarding the project. While the project team received a diverse range of responses from survey takers, Table 2 outlines questions asked in the survey and the key findings associated with them.

Table 2: Online Survey questions and results

Category	Description	Key Findings
Top Destinations	Participants were asked to select their most visited locations	• Starbucks, Patina, USPS (Post Office), and the library were the top destinations for people • Restaurants and dining locations were also frequently mentioned
Missing Destinations	Participants were asked about locations they think are missing in downtown Golden Valley	• Grocery stores were overwhelmingly the most common choice • Outdoor gathering space and additional shopping options were secondary choices
Streetscape Improvements	Participants were asked to select what kind of streetscape improvements they would like to see	• Greenery architecture and landscaping, along with crosswalk improvements, were the top chosen streetscape improvements • Furnishings and local art were also common choices
Improving Travels	Participants were asked to select improvements that would positively impact their travel in/around downtown	• Improving crossings/intersections, and including more street trees were the most popular improvements • More pedestrian and cyclist-focused infrastructure in general would positively impact the traveling experience for people
Public Gathering Space	Participants were asked about the type of public spaces they would like to see in downtown	• Dining spaces, plazas, and amphitheaters were popular choices for a public gathering space

Overall, survey responses indicated that the project should progress with walkability, cultural amenities, local businesses, and welcoming public spaces as a focus for creating an accessible and lively downtown. Survey respondents emphasized that the presence of grocery stores, pedestrian connections, and green spaces are essential to growth in downtown Golden Valley.

4. Pop-Up Tabling Events

Beyond the previously mentioned virtual open house and online survey, the project team thought that it was essential to connect with Golden Valley residents at in-person engagements to further complement the existing data. Throughout June and July 2024, the project team collaborated with the City to host pop-up tables at various events that aimed to capture a diverse cross-section of the Golden Valley population:

- **Golden Valley Pride.** June 8, Brookview Park
- **Farmer's Market**. June 16, Water Tower
- **Concert in the Park**. July 8, Brookview Park

At these pop-up tabling events, the team introduced the project to participants, and asked them to engage in interactive activities that mirrored questions presented at the Virtual Open House and the Online Survey. Table 3 lists the activities presented at the pop-up events, and their associated outcomes.

Table 3: Pop-up Tabling activities and outcomes

Category	Activity	Key Findings
Impact on Enjoyment	**Pom-pom Voting –** Participants used pom-poms to choose 3 elements that impacted their enjoyment of Golden Valley the most	• Access to **natural areas** were the top element for people • Location of **shops** and **amenities**, along with **comfort** while walking or cycling were secondary choices
Lacking Spaces	**Doting Voting** – Participants used dots to select the 3 types of spaces that they would like to see in downtown Golden Valley	• **Grocery stores** was overwhelmingly the top choice for missing spaces in downtown • **Cultural destinations**, and **green/ public spaces** were also common votes
Destinations, gaps, and connections	**Interactive Mapping** – Participants used dots to identify locations they frequent, locations that made it difficult for them to travel, and highlight travel routes that needed improvement with a sticky string	• Destinations – the library, Golden Valley Commons were people's frequently visit spaces • Gaps – Golden Valley Shopping Center and intersections at main roads and Highway 55 were locations where people felt unsafe • Routes - Winnetka N Avenue and Golden Valley Rd were streets where people want accessible routes, especially surrounding the Golden Valley Shopping Center and Commons areas

Overall, the preferences of Pop-up Tabling participants aligned with data from the Virtual Open House and Online Survey, demonstrating an interest in developing diverse shopping and public spaces, along with improving accessibility for pedestrians and cyclists.

B. Engagement Results: Common Themes

Public engagement participants contributed to many different activities across the various engagement events. These findings will be a vital component to project and prioritization recommendations.

Table 4: Common Themes of Engagement Feedback

Focus	Common Themes
Destinations	▪ Destinations people visit most frequently are **the library, shopping centers, post office, and dining spaces** ▪ **Grocery stores** and **additional public spaces** were the most common request/missing destination for people
Public Gathering Space	▪ **Public spaces** that **are centrally located, cohesive, and easily accessible** were the most important to people, as they felt like this is missing from downtown
Streetscape and Mobility	▪ **Winnetka N Avenue** and **Golden Valley Rd** were streets where people want **accessible** routes ▪ **Landscaping and improvements** to the **pedestrian and cycling network** were important for people ▪ Improving **intersection safety**, especially at connections to **Highway 55**, are also an important priority for people

C. Equitable Engagement

Equitable engagement makes special effort to search out and listen to voices of focus communities; groups who have intentionally and unintentionally been excluded from transportation planning efforts and decision-making in the past. This exclusion from prior community conversations, along with other factors, generally results in having less access to safe, comfortable, and convenient transportation, being overrepresented in serious and fatal crashes on our roadways, and being displaced by transportation projects and planning efforts.

This project intentionally incorporates a variety of engagement strategies to reach as wide of a cross section of the community as achievable. This includes traditional engagement strategies, such as open houses and surveys. But considers that these strategies are historically more accessible to limited demographics. To address this, strategies such as focus groups with targeted community members were also part of this engagement process. Focus groups can be more easily coordinated around those who may have more non-typical schedules and create an environment of small discussion, where attendees can feel more free to speak and give their feedback. Further, this project took various methods of promoting the project and engagement opportunities to the public, to make sure community members were aware of all available engagement opportunities.

This section summarizes the demographics of participants in public engagement events to understand where there are gaps in who we're hearing from. This section will also provide insight into how the targeted engagement is addressing these gaps. Lastly, this will discuss how we can improve equity in the remaining engagement strategies and future engagement.

1. Participant Analysis

1.1. Demographics

The project team gathered feedback from approximately 300 survey participants and more than 15 virtual open house attendees. The following is a summary of key participant demographics.

- Race & Ethnicity: Participants, respondents, and attendees were primarily White.

- Age: Most participants were 25-44 and 45-64 years old, with a substantial number over 65. Younger participants were a minority part of the demographic.
- Travel Mode. Most participants stated that their main travel mode for getting to/around downtown Golden Valley was by car, with a minor number of pedestrians and cyclists.
- Frequency. Most participants visit downtown Golden Valley at least once a month, with multiple visiting at least once a week, or even multiple times per week.
- Language. Participants mainly spoke English, with a minor number speaking Spanish. Very few participants spoke Russian, Somali, Hmong, or Mandarin/Chinese.

The graphics below show how participant demographics compare across events, as well as with Golden Valley's overall population.

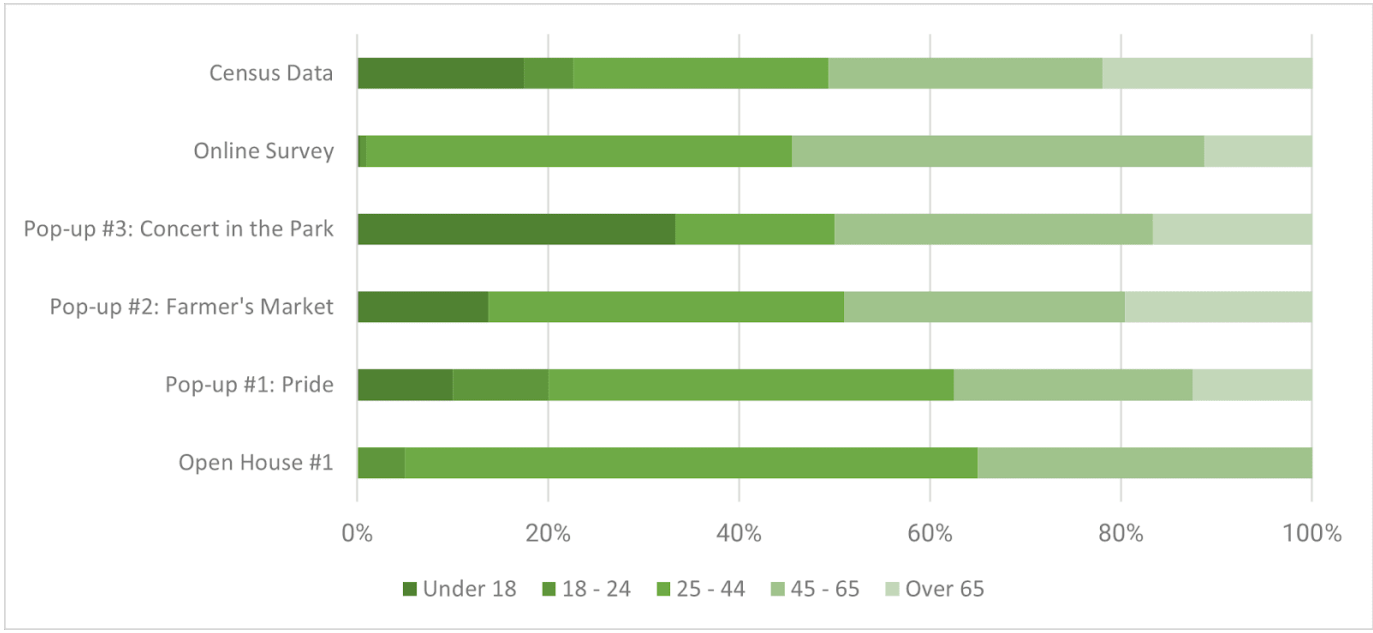


Figure 1: Age of Participants

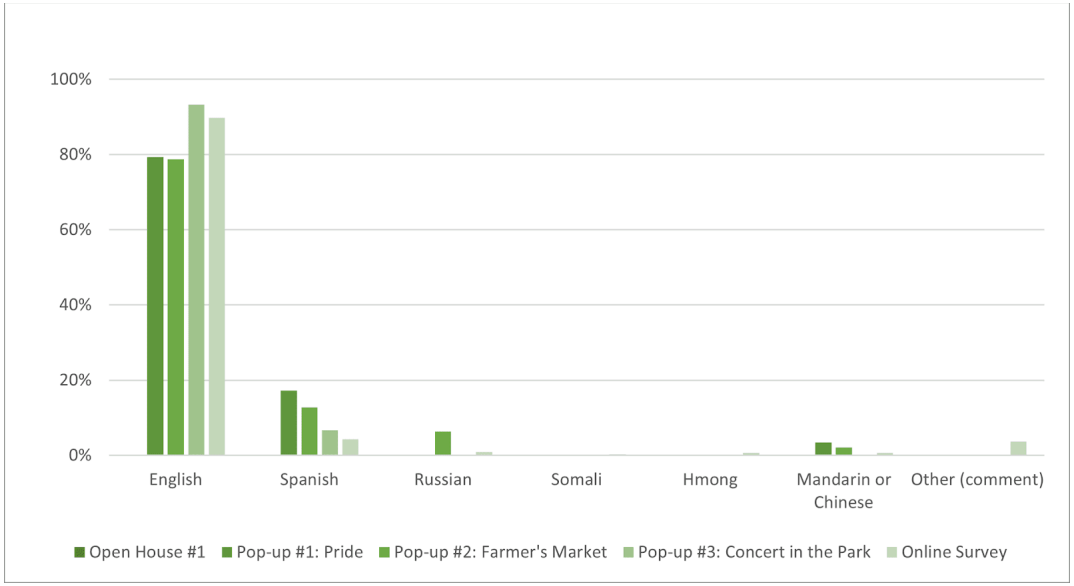


Figure 2: Language spoken by participants

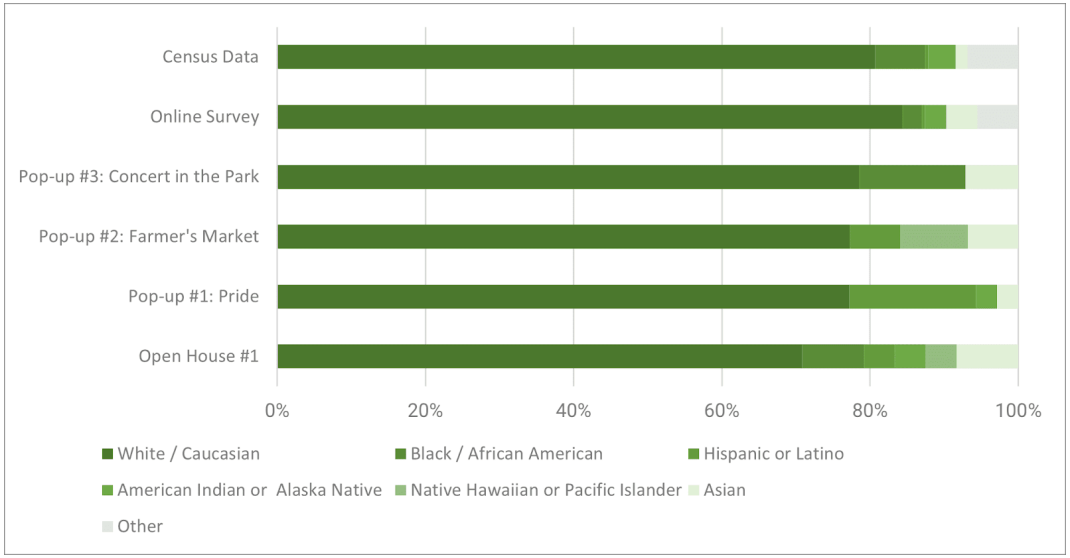


Figure 3: Race and Ethnicity of Participants

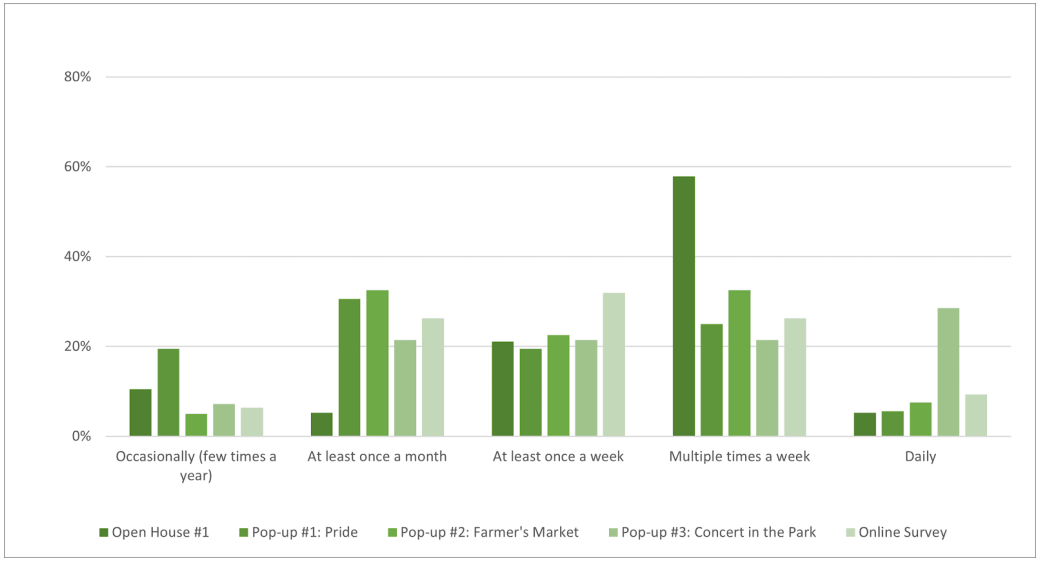


Figure 4: Frequency of travel to downtown Golden Valley

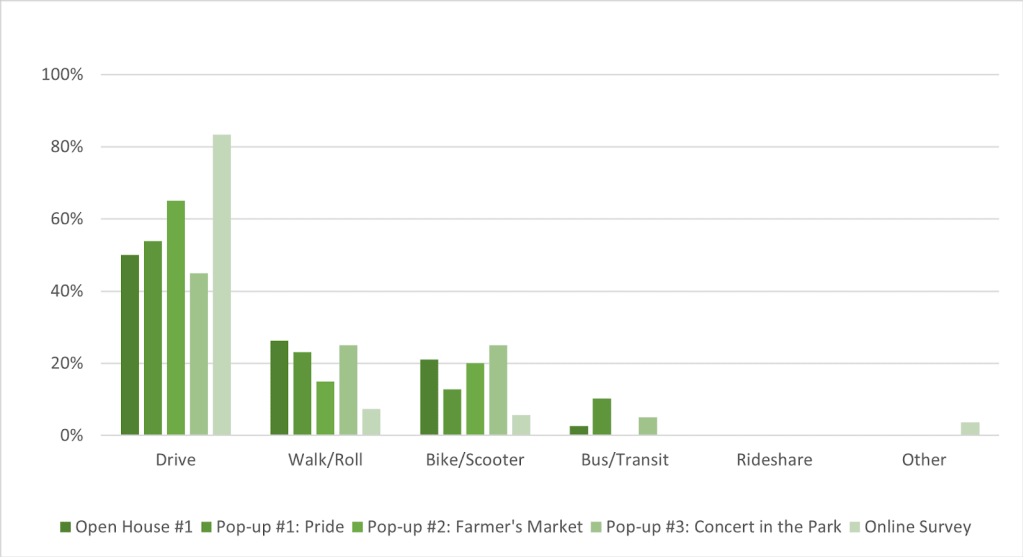


Figure 5: Travel Modes of participants

At large, members of minority groups, and youth are underrepresented in the current engagement demographics. The 18-24 age range are particularly underrepresented across all engagement events, as well as people who identified as American Indian or Alaskan Native.

2. Engagement Equity Results

Considering the assessment of the participant analysis, Table 5 identifies the success in equitable engagement for various groups and outlines how engagement with these groups can be improved. It is important to note that even if the demographics match that of Golden Valley's median demographics, there is still room for improvement due to historical marginalization, exclusion, and discrimination.

Table 5: Engagement Equity Analysis and Recommendations

Demographic Grouping	Analysis	Recommendation for Future Engagement
Race/Ethnicity	The open house and webmap participants were largely white. While the stakeholder meeting conversations provide an opportunity for racially diverse feedback, these are limited to specific community members. There is an opportunity to increase outreach to non-white members of the public.	▪ Promote engagement events at destinations in racially diverse neighborhoods
Age	Youth and children are underrepresented in the open house and online survey, while the 25-44 age group are overrepresented at the open house.	▪ Make open houses more interactive to engage youth and participants with children ▪ Provide childcare at open houses
Overall	Feedback was received from a range of community members and the survey reached people in equity focus areas. There is room to expand outreach and engagement strategies to any underrepresented groups and improve equitable strategies	▪ Host pop-ups at various events and at daily destinations ▪ Meet again with the stakeholder groups after the project to get attendee feedback on how engagement strategies could be improved ▪ Create ambassador program to expand network and streamline outreach

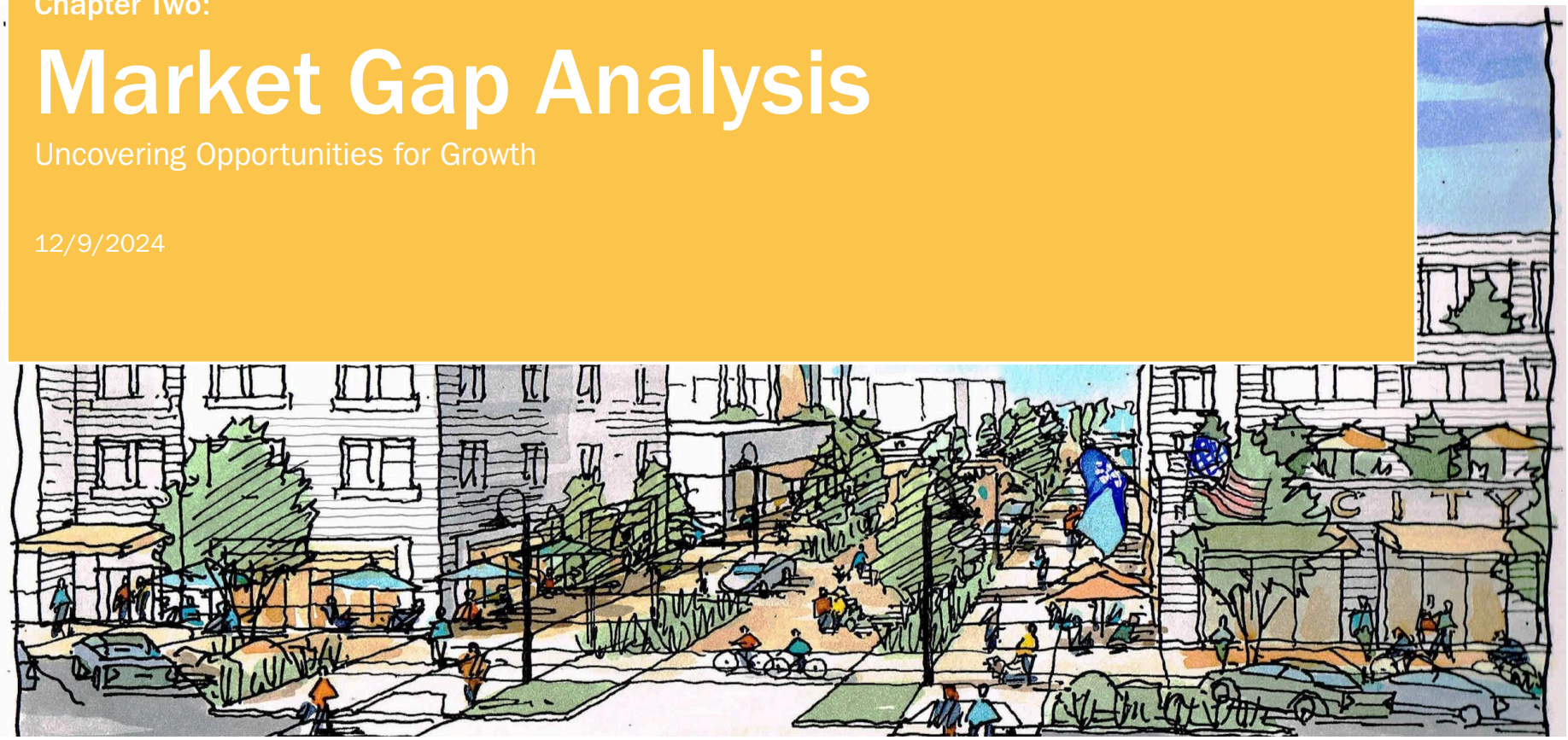
City of Golden Valley
Downtown Golden Valley User Experience Framework

Chapter Two:

Market Gap Analysis

Uncovering Opportunities for Growth

12/9/2024



Chapter Two: Market Gap Analysis Overview

The Visible City team has reviewed prior planning and market documents provided by the City of Golden Valley, engaged with City and Hennepin County staff, and visited and documented conditions in the downtown area to gauge market dynamics. Visible City has also incorporated a range of data from public and private sources, extending from real estate leasing and sale data, to parcel valuation and usage, and anonymized mobile phone travel patterns. Through analysis, visualization and interpretation of these data layers, Visible City has developed findings and recommendations for the market elements of the Downtown User Experience Framework.

A. Summary of Observations

Figure 1: Retail and Service Provider Inventory Sources: Hennepin County, MnDOT, Overture Maps Foundation

1.1. Implications of Existing Conditions Overview

- A mix of restaurants, retail, professional services, personal and consumer services, and medical offerings comprise a supply of viable businesses in much of the downtown area (Figure 1). Consequently, opportunities for improvement are primarily at the parcel level, and at the level of how individual parcels are connected (in contrast to spaces divided by surrounding but disconnected parking areas, for example).

- Ȟaȟá Wakpádaŋ represents a potentially distinguishing amenity for downtown users, including multifamily, office, medical, retail and industrial. More direct access to the creek as a water feature and as a natural amenity has potential to support a better downtown experience for residents, workers and visitors alike.

- Much of the industrial use north of Ȟaȟá Wakpádaŋ appears viable and stable, and a valuable source of employment.

1.2. Current Community Landscape

- **Golden Valley demographic overview:** The area within a two-mile radius of downtown Golden Valley is stably populated (34,100 residents) with a median age (40.8), median household income ($94,720) and Bachelor's degree attainment rate (49%) modestly higher than surrounding areas. Projections for 2028 suggest continued stability (source: Costar).

- **Housing units:** Approximately 75 new housing units have been added to the downtown study area in the last decade (source: Esri). While new housing development has been slower in recent years, the new 303-unit multifamily building under development at Golden Valley Drive will increase the housing density of the downtown area substantially, almost certainly leading to increased demand for easily accessible retail and employment options, and other community amenities.

- **Employment:** Industries with the highest employment within a two-mile radius are (in descending order by employment) manufacturing, professional and business services, education and health services, financial services,

trade transportation and utilities, and leisure and hospitality (source: Costar).

- **Retail leasing and value trends:** Citywide, commercial real estate leasing and sale trends are solid. In retail, vacancy is 1.5% (with approximately 25,000 square feet available), and market asking rents and market sale prices have increased in the last year (source: Costar). While limited retail space appears listed at Golden Valley Shopping Center, these spaces are not offered on major commercial listing services, including Costar, Loopnet and Crexi. More than half of retail square footage citywide is owned by private parties, as opposed to real estate investment trusts (REITs), institutional, or owner/users.

- **Office leasing and value trends:** Citywide, office leasing and sale trends are stable, particularly in contrast to larger districts of concentrated office space. Vacancy is 5.7% (with about 190,000 square feet available), and market rents have increased while trading activity indicated modest declines in value (6.2% in last year). Office properties are owned by roughly equal thirds, by private parties, owner/users, and institutional (source: Costar).

- **Industrial leasing and value trends:** Citywide, leasing and sale trends in industrial property reflect regional growth in this asset type. Currently 217,000 square feet of industrial is under construction at 6300 Highway 55 (a mile east of downtown), which will add 6% to the existing inventory. Market rents and asset values are increasing for industrial property. Approximately 45% of industrial is owned by private parties, 45% by owner/users, and the balance by private equity and institutional owners (source: Costar).

- **Downtown leasing and value trends:** Current lease listings within downtown are primarily for office use, comprising 69% of listed space (Figure 2).

- **Consumer spending patterns:** Visible City examined four major categories of consumer expenditures to develop a spending profile for the downtown area. Of dollars spent in 2023 within downtown, 11% went to transportation (including vehicle payments, gasoline, public transportation, etc.), 8% to healthcare, 4% to entertainment/ recreation, and 4% to restaurants (source: Esri-US Bureau of Labor Statistics). These values are consistent with the business offerings currently available to downtown residents and visitors.

Figure 2: Space for Lease Sources: Hennepin County, MnDOT, CoStar(April 30, 2024)

- **Commercial building permits:** A modest amount of commercial building permitting activity has taken place in downtown over the past year (Figure 3), primarily focused on remodeling or space alterations. The downtown area has also experienced a significant increase in commercial permit value in recent years, rising by 41% from 2021 to 2022 and 61% from 2022 to 2023. A quarter of the 2023 total value was made up by permits related to the relocation of Wells Fargo at Wisconsin Ave N and Golden Valley Road.

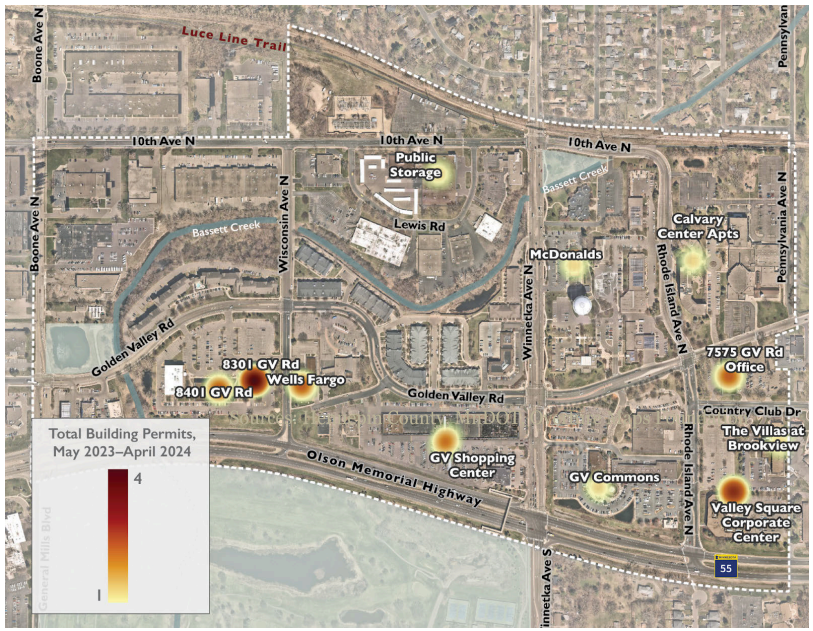


Figure 3: Commercial Building Permits, May 2023–April 2024

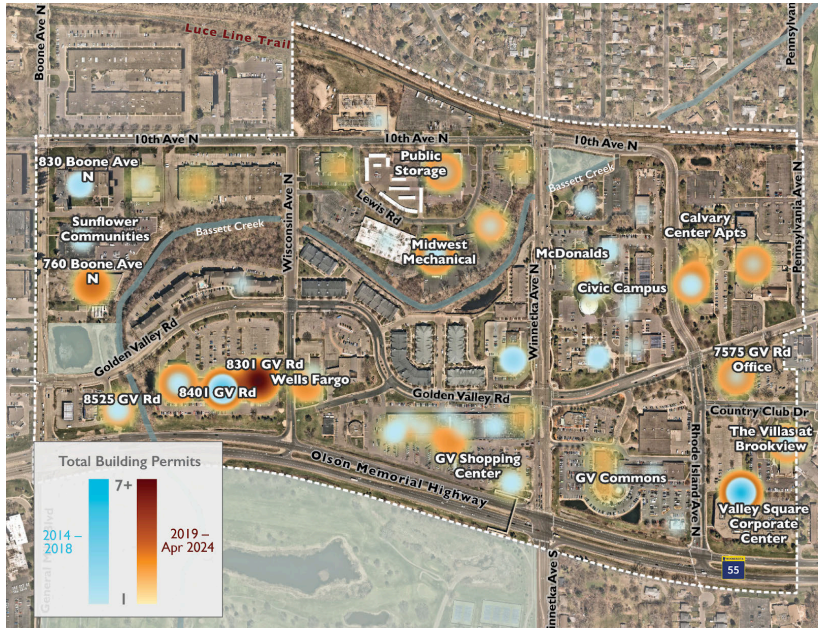


Figure 4: Commercial Building Permits, 2014–2024

Sources: Hennepin County, MnDOT, City of Golden Valley

Commercial building permits issued over the past decade (January 2014– April 2024) exhibit a similar geographic pattern, with additional concentrations of permits in northern and western sections of downtown. Figure 4 represents $34.6M of commercial investment within the downtown study area over the past 10 years.

- **Walk Score:** The Walk Score metric is used to assess the prevalence and quality of pedestrian infrastructure, shopping, restaurants, parks, schools, and other community amenities. The average Walk Score in downtown Golden Valley is 69, indicating that residents can accomplish some errands on foot (Figure 5). Golden Valley has a lower Walk Score than some nearby cities such as Robbinsdale and Hopkins, while it ranks similarly to Crystal, St. Louis Park and New Hope (source: walkscore.com).

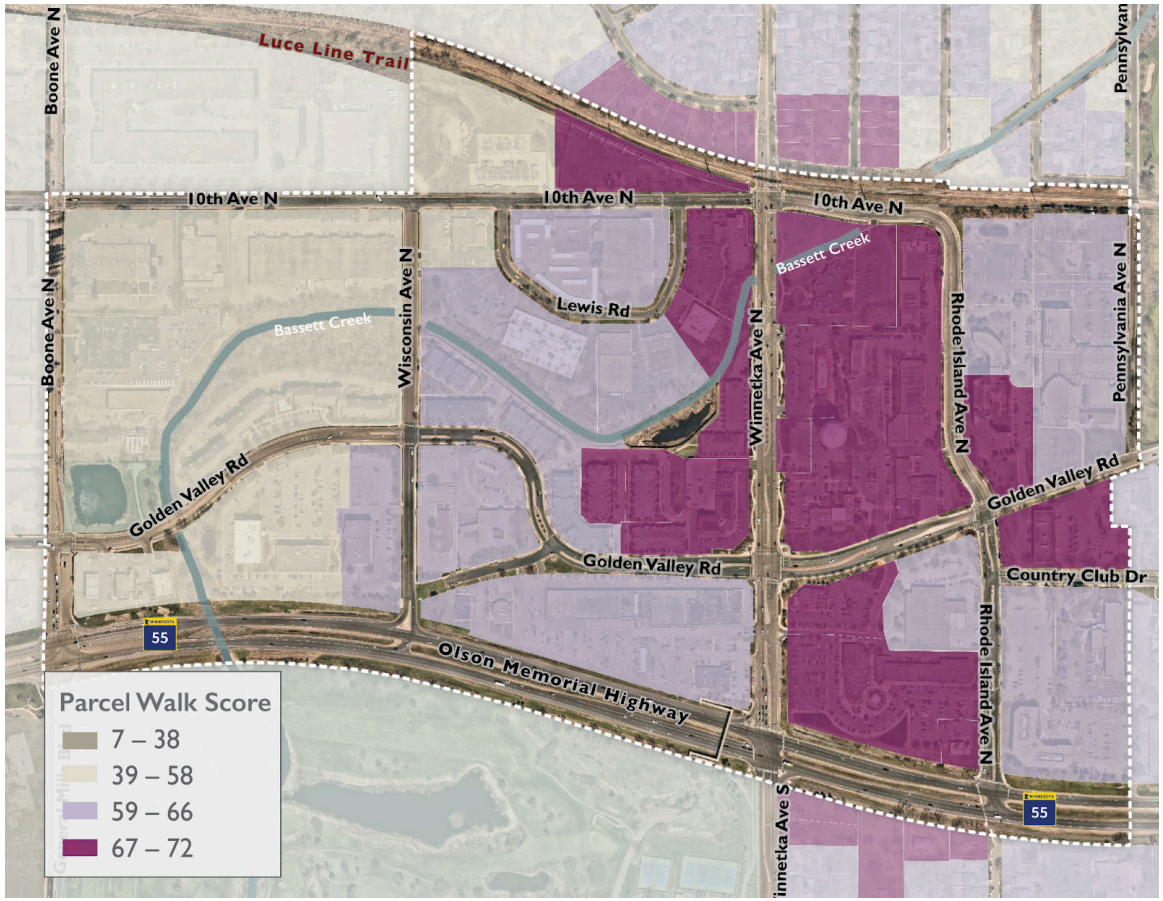


Figure 5: Walk Score Sources: Hennepin County, MnDOT, Walk Score

B. Key Economic Indicators

1.1. Market value

Downtown Golden Valley exhibits a range of total (land + building combined) market values per acre, from a low of $243,000 per acre for vehicle storage north of 10th Ave N, to $5.2 million per acre for the Calvary Center Apartments (Figure 6).

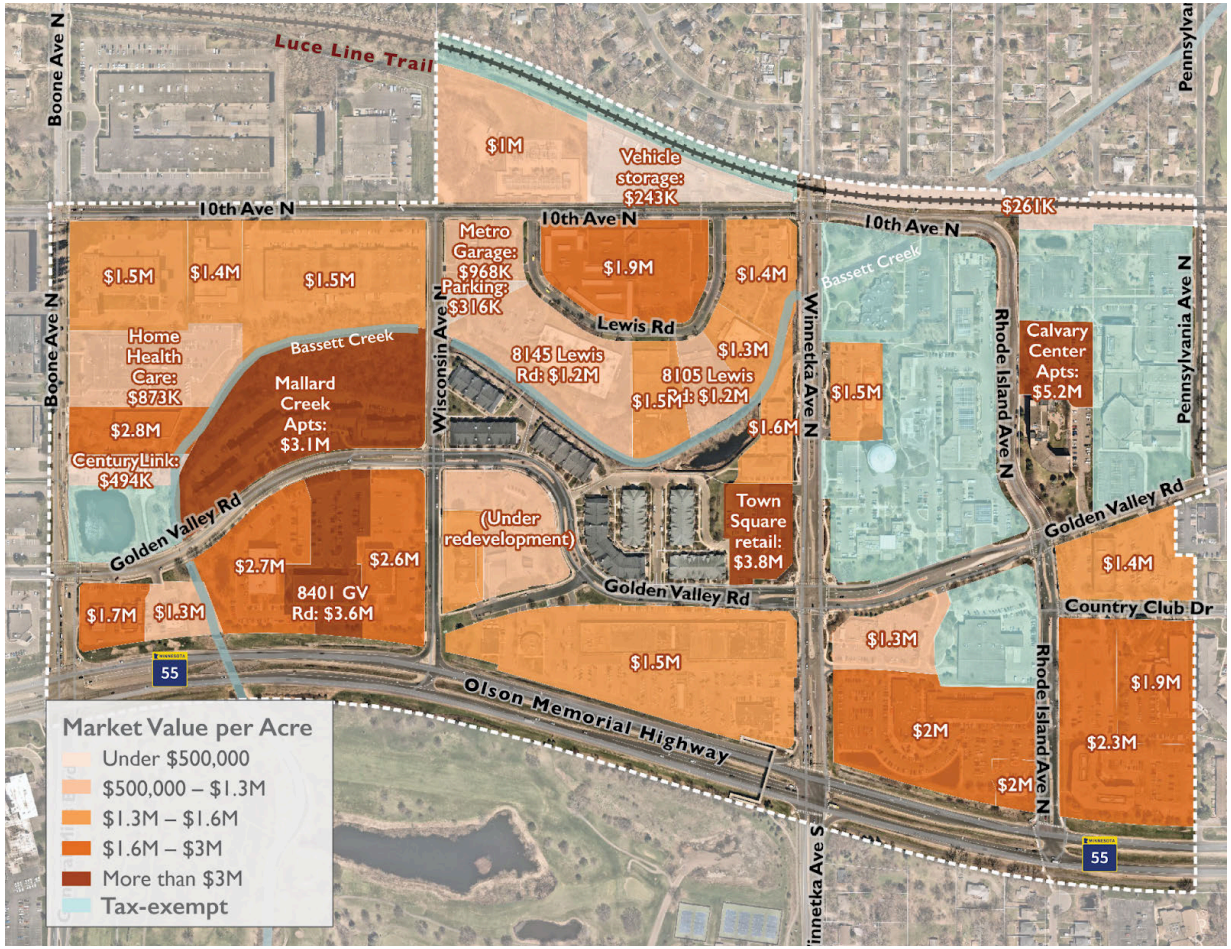


Figure 6: Market Value per Acre Sources: Hennepin County, MnDOT

1.2. Property tax generation

Under Minnesota law, property tax is assessed and collected using a combination of land use "class rates," as well as valuation and aggregated local property tax rates levied by the City, County, school district and others. Particular parcels generate higher amounts of property tax per acre than others in downtown; these include the pet hospital, medical offices west of Wisconsin Avenue, Town Square retail, and Valley Square Corporate Center (Figure 7).

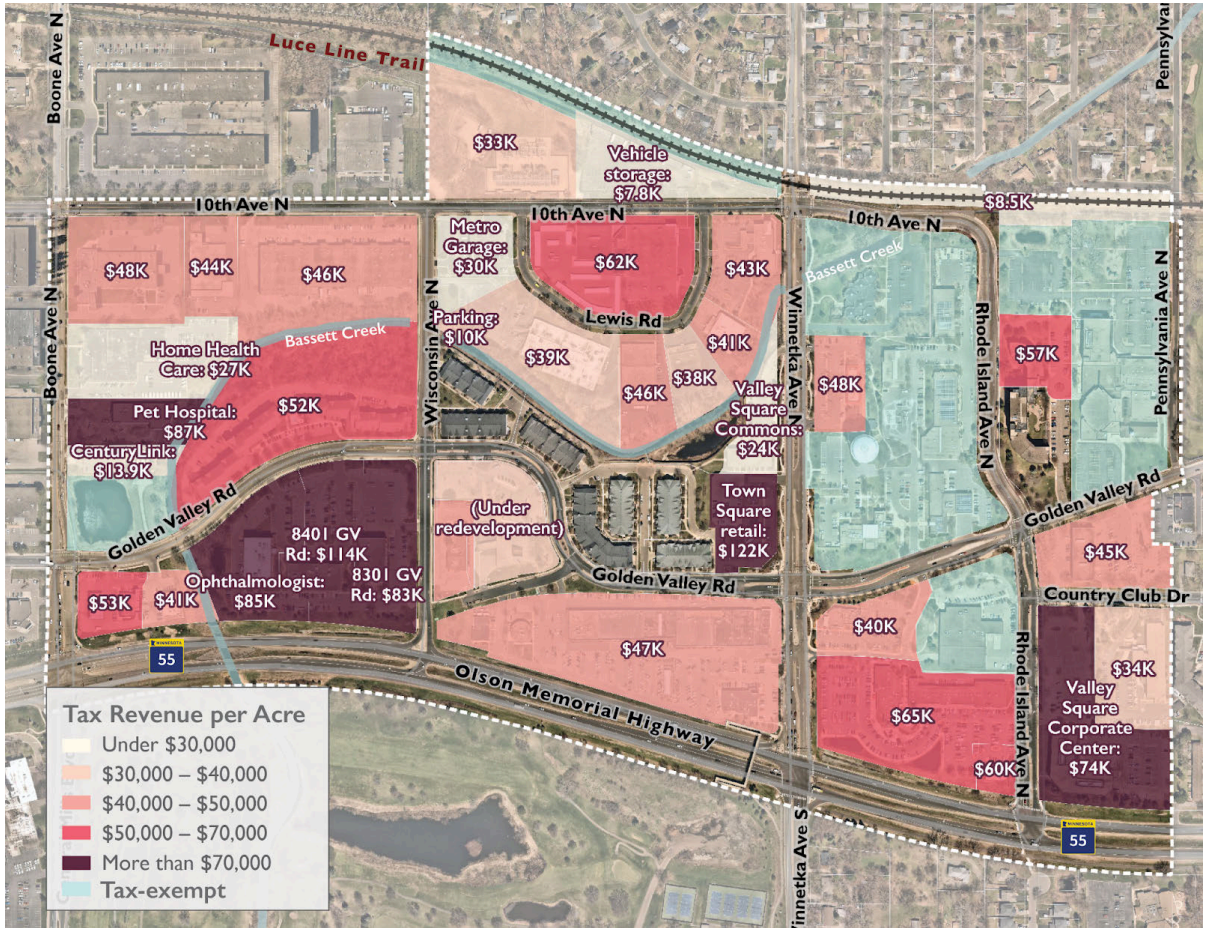


Figure 7: Property Tax Revenue per Acre Sources: Hennepin County, MnDOT

1.3. Utilization by parcel

Parcel utilization is used as a metric for land use efficiency. Defined as the proportion of a parcel's total value made up by its building(s) value, several downtown parcels may be considered underutilized at a rate of 60% or lower. Some, including the Golden Valley Shopping Center, McDonald's, and Golden Valley Commons, are occupied by relatively small buildings surrounded by large parking lots. Parcels with lower or falling utilization rates can become more viable candidates for acquisition and redevelopment. The downtown parcel with the lowest utilization rate is the 2-acre vehicle storage lot north of 10th Avenue North, at 0.2% (Figure 8).

Figure 8: Parcel Utilization

1.4. Foot Traffic at Identified Locations (Source: Placer.ai)

- **Chipotle** draws customers who work and live across a large west metro geography; the median stay is 9 minutes; for estimated revenue, it is currently ranked #6 out of 33 Chipotle locations in the metro. Starbucks exhibits a similar geographic pattern.

- **The Golden Valley Library** draws primarily from City residents as expected, but also residents of other west metro cities with work or other connections to Golden Valley.

- **The Golden Valley Shopping Center** draws from the largest trade area of identified retail sites (Figure 9), while Valley Square Corporate Center has the largest trade area of other locations studied. The Corporate Center attracts workers from the entire metro area, indicating that it is an effective location for firms to recruit and retain workers.

- **Given the wide range of land uses in downtown, trip patterns vary substantially** as different visit types—medical appointments, library trips, office work, dining out—attract both local residents and visitors from larger geographies.

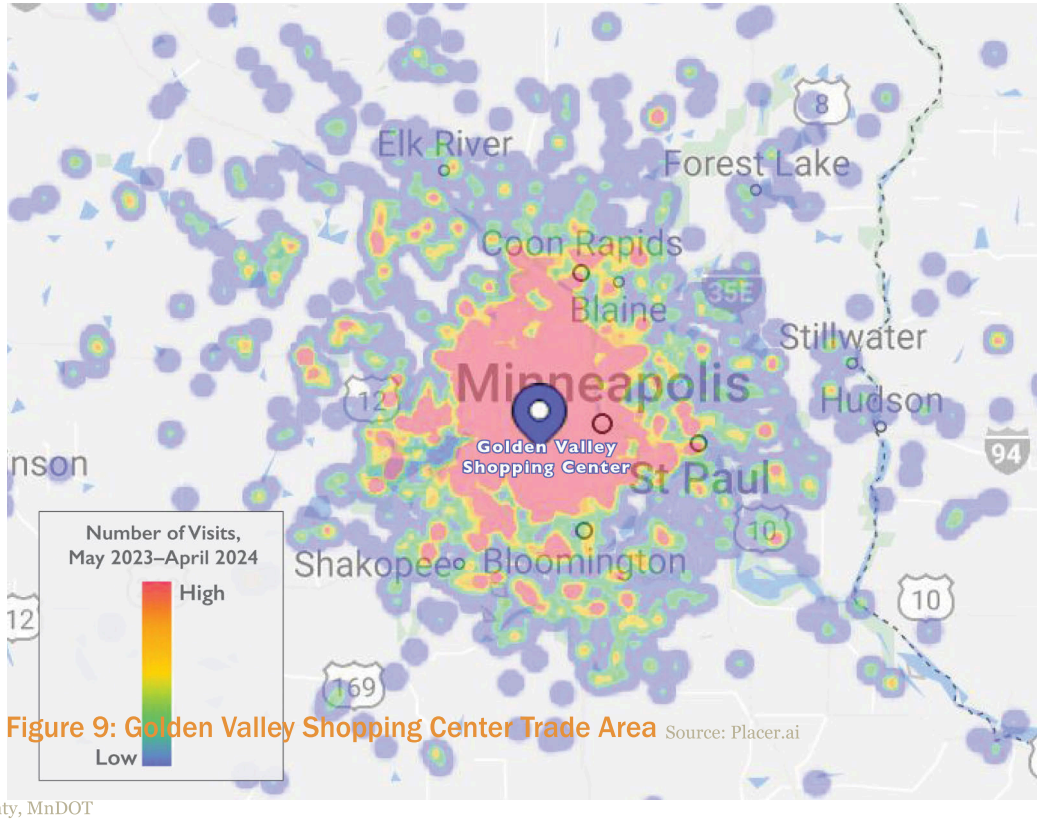


Figure 9: Golden Valley Shopping Center Trade Area Source: Placer.ai

Sources: Hennepin County, MnDOT

C. Highlighting Market Gaps

- Based on relative density of land use and overall valuation and utilization, additional development in downtown Golden Valley appears viable for multifamily housing, medical uses, commercial (including by owner/users) and certain retail concepts. Every parcel in the downtown study area is currently occupied by one or more buildings—therefore, opportunities for expansion largely lie in the redevelopment of existing space into different and/or more efficient use types with higher utilization rates.

- As Figure 1 illustrates, a broad range of businesses currently operate in downtown Golden Valley. One offering currently not included in this range is a full-service grocery store: currently, the only retail food options in the study area are the limited selections available at BP and Holiday gas stations. Feedback gathered from the community for this project highlighted a significant interest in the addition of a grocery store in downtown Golden Valley. Additionally, as housing units are added and population density increases downtown, desire for a local grocer is likely to grow.

  However, there are three full-service grocers within an approximately 5-minute drive from downtown (Lunds & Byerlys – Golden Valley, Cub Foods – St. Louis Park and Cub Foods – Plymouth) (Figure 10).

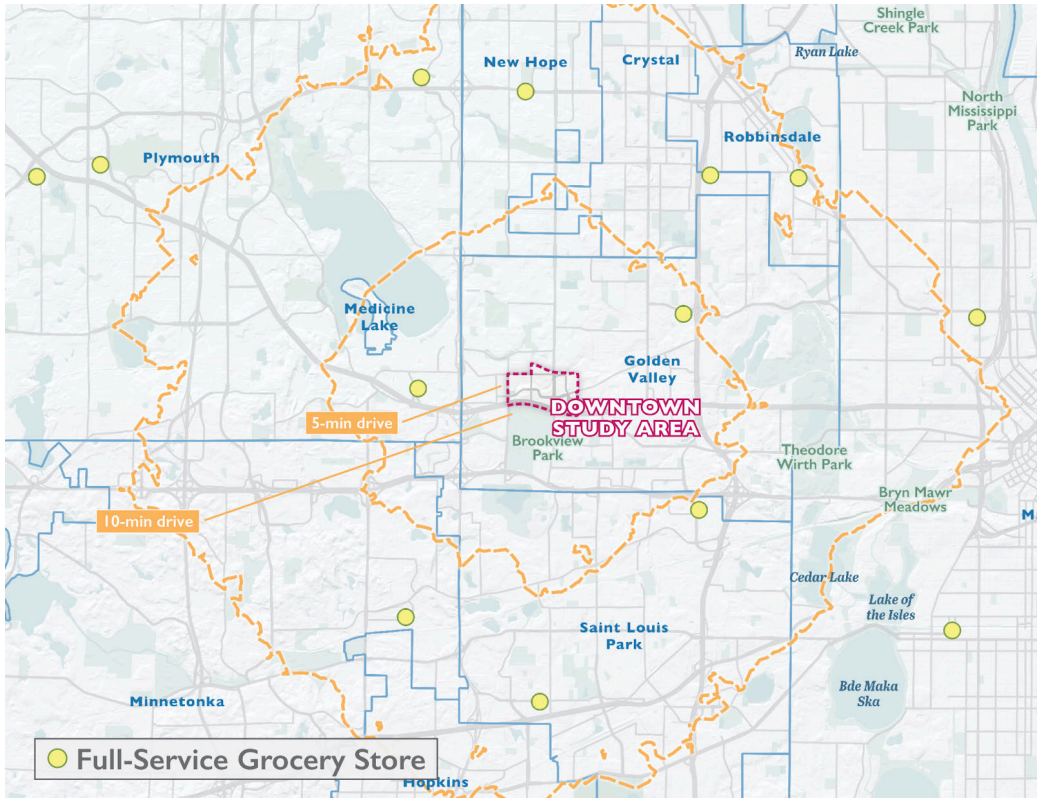


Figure 10: Grocery Stores in 5-10 Minutes of Study Area

Sources: Hennepin County, MnDOT, Overture Maps Foundation

These locations are easily accessible by car, though walking and transit options are not available or limited.

The Visible City team conducted a retail food study in late 2023 on behalf of Hennepin County. Interviews with grocery operators and other food retailers at this time reinforced the common perception of the industry as highly competitive, low-margin, and vulnerable to fluctuations in operating costs. These inherent barriers, coupled with current low vacancy rates, relatively small lot sizes, and parking constraints in downtown, present challenges when considering the addition of a full-service grocery store.

A review of market studies undertaken within the broader grocery industry found there to be a dominant emphasis on three community and market characteristics that grocery operators look for when selecting a site for a new store:

Household income measures;
Demographic characteristics including race and ethnicity; and
The format, hours, price point, and other elements of competitors' position in the marketplace.

While sites suitable for grocery are currently limited, ongoing community interest— and potential alignment of downtown and the surrounding area with the aforementioned market characteristics—could drive future viability, particularly for a small format, full selection store. Further, the potential future redevelopment of a large parcel and/or the addition of a new mixed-use development could present opportunities to incorporate a grocery store into the downtown market.

- **While industrial uses comprise an important part of downtown, the underlying valuation of much of downtown, as well as what are likely to be growing challenges to freight movement, will challenge any further growth of industrial in the district.**

D. Candidates for Test Fits

The next phase of this study will assess two sites for test fits of development sites. The 2021 Municipal Facilities Study provides direction on phased development of the municipal campus, making the following sites strong candidates for a public test fit sites:

- Southwest corner of 10th Ave N and Rhode Island Ave N (Public Works yard)
- Northeast corner of Golden Valley Rd and Winnetka Ave N (current City Hall site)

For private sites, Visible City considered the key economic factors described above to identify candidates. Sites that fall into the lowest collective ranges of market value, property tax generation and parcel utilization per acre include:

- Public Storage sites at 8100 and 8121 10th Ave N
- Metro Garage at southeast corner of Wisconsin Ave and 10th Ave N
- CenturyLink site at 730 Boone Ave N
- Golden Valley Shopping Center

After feedback from the city, it was determined that a second test fit on a public site would be desirable to provide understanding of potential development intensities should land disposition or a ground lease proceed on public land. The two public sites were selected.

- The Public Works site was directed to be studied as a multifamily residential type due to strong residential development interest in downtown Golden Valley.
- The City Hall site was directed to be studied as mixed-use retail/medical office building based on evaluation of the prevailing market trends identified in this analysis.

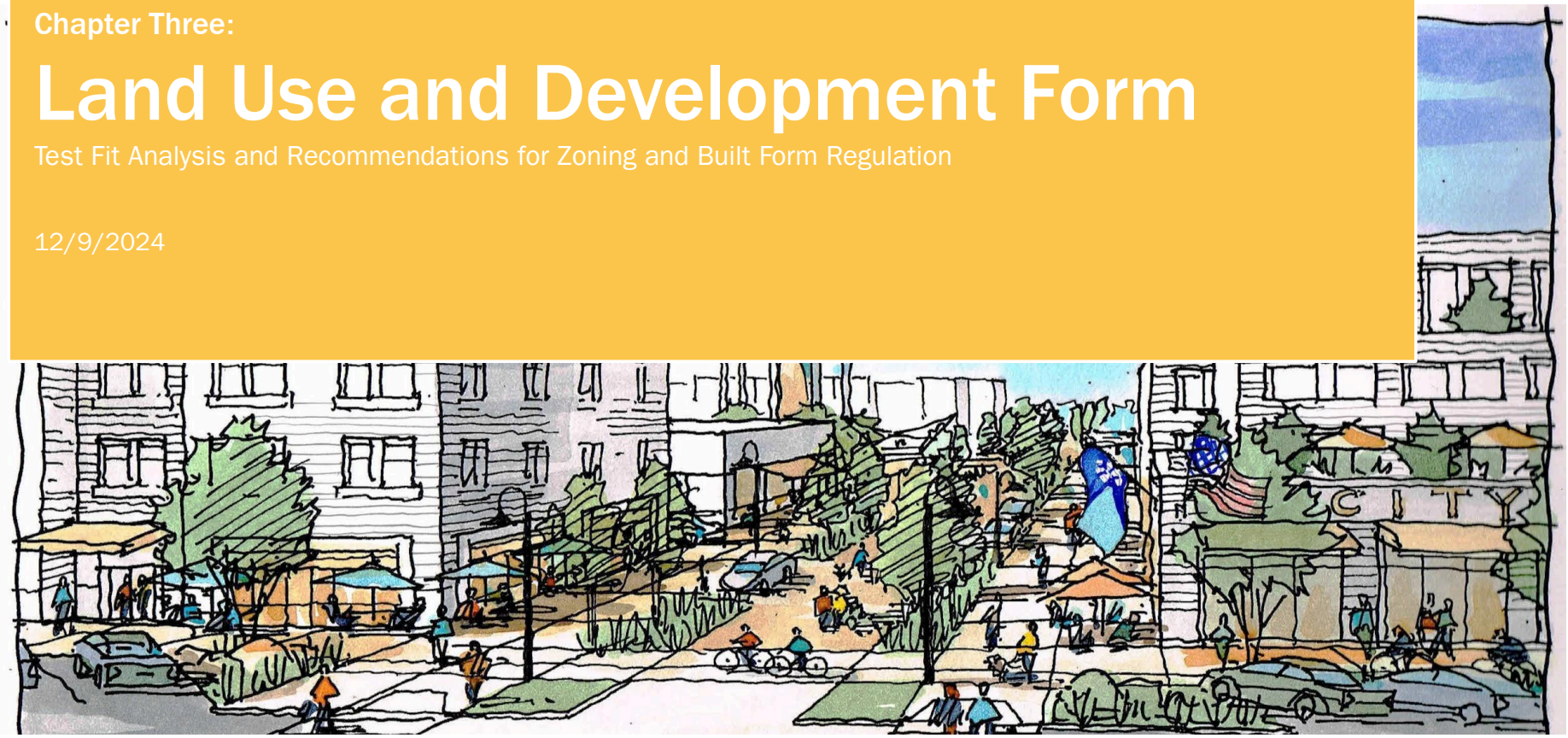
City of Golden Valley
Downtown Golden Valley User Experience Framework

Chapter Three:

Land Use and Development Form

Test Fit Analysis and Recommendations for Zoning and Built Form Regulation

12/9/2024



Chapter Three: Land Use and Development Overview

Achieving a vibrant sense of identity for a community is a complex endeavor. Success requires comprehensive and holistic attention to detail to ensure that the ways in which big ideas are implemented ensure that the results align with the vision. It is not uncommon to encounter communities where implemented regulations stifle or preclude the types of development desired by the community, championed by local governments, and guided for in comprehensive plans. The development test fit process is a means to spatially test regulations, identify gaps and issues, and recommend changes to policy to ensure community visions and goals are supported, not obstructed, by regulation.

A. Downtown Golden Valley Land Use Framework

Refining Golden Valley Downtown Study Recommendations with Community and Stakeholder Feedback

1. Introduction

Building on the extensive visioning previously completed for the City of Golden Valley Downtown Study and the subsequent Golden Valley Civic Center Facilities Study completed for the municipal property, the User Experience Framework has attempted to reconcile these efforts with extensive feedback from the community and stakeholders in a market-oriented land use framework. It is not the intention of this framework to compel sweeping changes to downtown, but rather to allow numerous future investments and changes by both public sector entities and private landowners to be guided towards the goal of increased vibrancy and connectivity downtown.

Winnetka Ave N Urban Design Elements (credit: Van Meter Williams Pollack)

2. Land Use Framework Core Concepts

Remarkable consensus was reached uniting community participants, elected and appointed officials, and stakeholders. The following concepts have been identified as foundational to the future success of Downtown Golden Valley:

2.1. Downtown Valley will be a place of connection and interaction

2.2. Downtown Golden Valley will shape a culture of sustainability and resilience

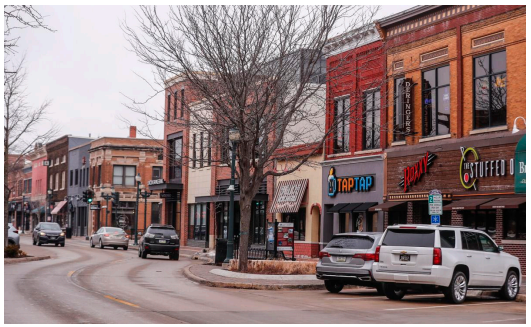
2.3. Downtown Golden Valley will foster a unique identity based on recreational, ecological, and civic participation

3. Land Use Framework Strategies

The Land Use Framework provided on the following pages embraces the following strategies to embody the goals identified by community members, leaders, and stakeholders. The goal of the land use framework is to provide long term vision so the city is prepared to ensure future development opportunities conform to the shared vision for downtown.

3.1. Transform Golden Valley Road to a Vibrant Main Street

The community and elected officials in Golden Valley expressed a clear and unified desire to transform Golden Valley Road into an active Main Street. Since Golden Valley Road is only 5 blocks long through the downtown area, land use and design of each fronting building should prioritize population density, active commerce, and mixed uses to support Main Street. To that end, the Framework recommends minimizing the amount of municipal uses directly fronting on Golden Valley Road, and, if City Hall is desired for this location, implementing City Hall as a ground floor element of a mixed-use development as was achieved in Columbia Heights to allow for increased



Main Street in Cedar Falls, Iowa

residential population to support businesses and future Bus Rapid Transit. In addition, this Framework recommends limiting Municipal uses on the current campus to not more than half of the existing acreage so that the remainder of the land may be put to highest and best use to increase the residential downtown population and employment of downtown to provide a sustainable customer base for local retail businesses and a more vibrant downtown. The form land disposition takes could range from outright sale to long-term ground lease of city owned land for development and will be determined in the future by the City of Golden Valley.

3.2. Make Downtown Golden Valley a "transit ready" district for Bus Rapid Transit on Olson Memorial Highway

Communities need to provide a robust network of pedestrian and mobility connections to stations in order to maximize the benefits of regional transit investments. In addition, adjacent land uses need to provide as much intensity and diversity of uses as is possible within the ¼ mile walkshed of the station to provide destinations and a solid base of ridership. Although implementation of BRT is in the future, Golden Valley can prepare downtown before transit arrives.

3.3. Integrate Downtown with the Luce Line Trail and recreational opportunities

The identity of Golden Valley is enriched by the significant recreational opportunities and access to nature within the city. Downtown should build from this identity and make purposeful connections to the Luce Line Trail and Brookview Park while implementing new mobility pathways.

Indianapolis Cultural Trail

3.4. Establish a Strong and Authentic Identity for Downtown Founded on Place and Values

Downtown Golden Valley suffers as a regional destination because it has not been purposeful about developing an identity based on its existing strengths and quality

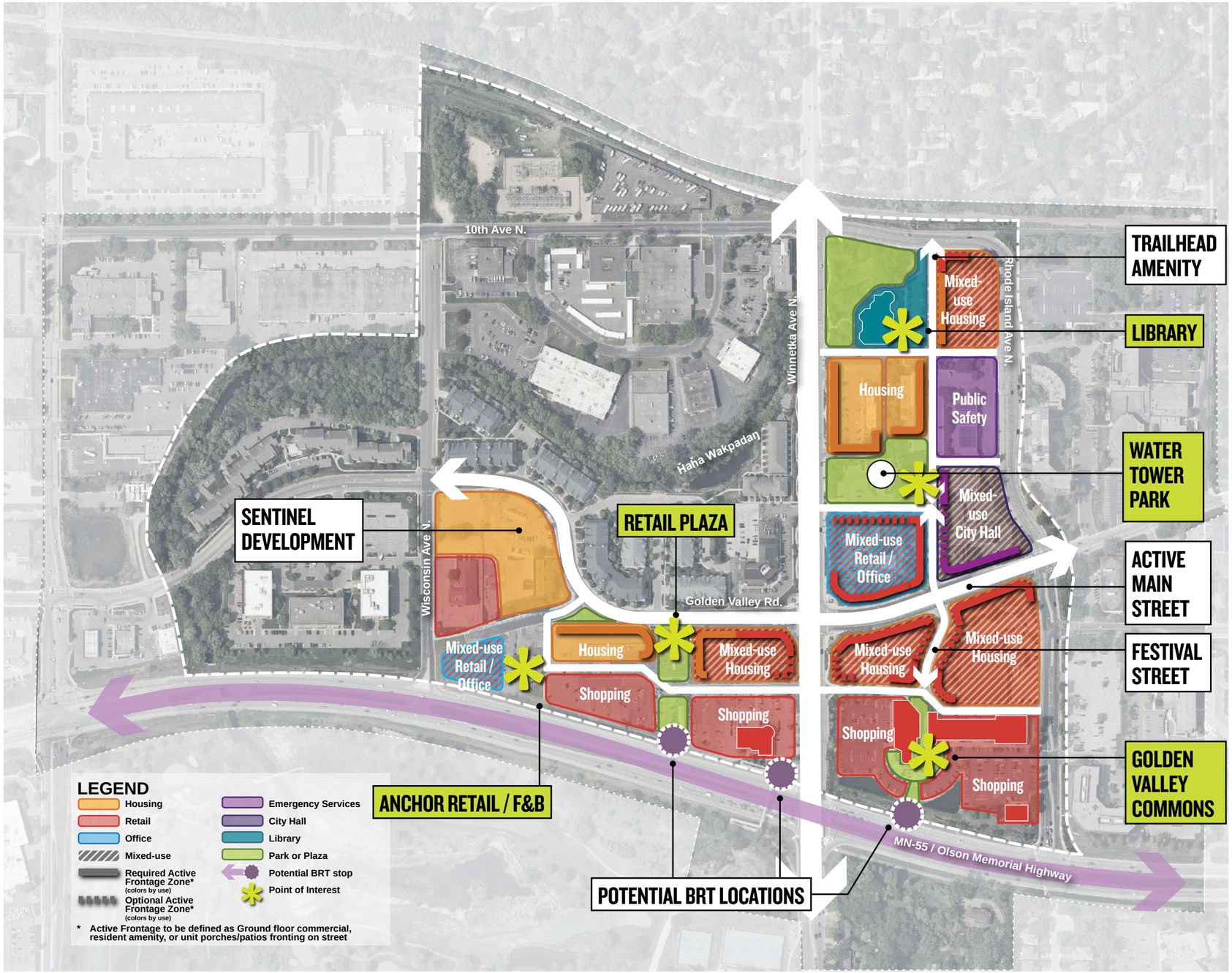
places. The Land Use Framework attempts to connect the dots to create a network of strong places and implement additional nodes to reinforce this network.

3.5. Use Existing Infrastructure and New Improvements to Shape a Unique Sense of Place

Infrastructure typically represents the largest physical investment of local government in the landscape, however it is often only considered from an engineering perspective. Strategies such as implementing a gathering space at the water tower and transforming the water tower itself through large scale public art will play a significant role in shaping a stronger identity for Downtown.

The Land Use Framework on the following pages builds from the Core Concepts and Framework Strategies to recommend uses that increase vibrancy and activity in the downtown area.

Clematis Street in West Palm Beach, Florida



CONCEPT LANDUSE FRAMEWORK INITIATIVES

- Maximize commerce and active uses along Golden Valley Road to create a vibrant “Main Street”
- Relocate City Hall, Police, and Fire into new facilities on site to minimize inactive frontage on Golden Valley Road
- Potential for joint redevelopment of City Hall on ground floor of mixed use multifamily residential building to increase downtown population/customer base
- Create a new north/south connection from GV Commons past the Library to a new Luce Line Trailhead
- Build a public park around the water tower and use public art to transform the water tower into a wayfinding element
- 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

0 50’ 100’

B. Spatial Performance Gap Analysis Using Development Test Fit Methodology

Measuring the distance between the product of current development regulations and the desired outcome for Downtown Golden Valley

1. Analysis Framework

Building from the Market Gap Analysis, and through considerable consideration with Golden Valley staff, two sites were selected for development test fit analysis. While both private market and public sites were considered, the sites chosen were the northeast corner of the intersection of Winnetka Avenue North and Golden Valley Road (Site #1, current City Hall) and the Southwest corner of Rhode Island Avenue North and 10th Avenue North (Site #2, current Public Works garage and yard). These sites were selected for the following reasons:

- Site #1 is a prime corner and redevelopment is essential to achieve Golden Valley's vision of a Main Street on Golden Valley Road.
- Site #2 is a lynchpin site adjacent to Library, future Luce Line Trailhead, Library, and future Festival Street
- Public ownership of land means control rests with local decision-makers, not external entities and redevelopment is more likely in the near future.
- Both sites are identified in the 2021 City of Golden Valley Municipal Facilities Study for replacement and relocation in the near future
- The Test Fit methodology will help the City of Golden Valley to understand what could be developed on both parcels, what barriers to those development types exist, and, by extension, what revenue might be achievable from land disposition or long-term ground lease to private entities.

Golden Valley City Hall and Water Tower (credit: Van Meter Williams Pollack)

1.1. Development Types and Land Use

Although the highest and best market use at the current time is often multi-family residential due to the struggles of the retail and office markets in the aftermath of the Covid-19 pandemic, the Market Gap Analysis revealed that retail vacancy is low in downtown Golden Valley, retail values are increasing, and office vacancy and leasing remains stable.

As a result, city staff was interested in evaluating the ability of Site #1 to anchor the vision of a commercial "downtown main street" as a mixed-use development type with office over local-oriented ground floor retail. Building from potential strengths identified in the market gap analysis, the office component was evaluated specifically as small scale medical office use, although the test floor areas are suitable for a range of small to medium sized professional offices. City staff also sought to explore the potential of development adjacent to the Luce Line Trail at Site #2 to aid in creating a stronger bridge between the trail and the core of downtown and to produce benefits for downtown such as structured parking for joint use. A conventional mixed-use residential development type was chosen in this location to evaluate parking demand and potential supply of shared parking.

Based on the consultant team's experience, both sites were examined using development and programmatic subtypes that are appropriate for the Golden Valley market and representative of what the private market would seek to deliver.

1.2. Zoning

As part of previous efforts for the City of Golden Valley Comprehensive Plan, several intensities of mixed-use zoning were implemented. It is the goal of this study to determine if this zoning is effective at delivering market-appropriate

development types in a form that satisfies the goal of the City of Golden Valley for a commercial main street, supports future Bus Rapid Transit on MN-55, and supports the vibrant and active frontages necessary to enhance the downtown identity of Golden Valley.

After evaluating the range of intensities, uses, and intents prescribed by MU-N, MU-C, and MU-E zoning classifications, city staff determined that the most appropriate zoning to evaluate for downtown sites was MU-C.

2. Site #1 - Mixed-Use Retail/Commercial

2.1. Market Orientation

Both brick and mortar retail and office sectors have been profoundly reshaped in the wake of the Covid-19 pandemic. Retail was already impacted by competition from online shopping, and the normalization of online shopping and delivery for even basic commodities such as groceries and household needs has left retail in a weak position and has translated to less ability to withstand high rents and taxes and greater business turnover. Office uses have been impacted by increased acceptance of work from home and flexible office schedules resulting in lower employee density and many employers have capitalized on this trend by reducing office footprints. This has led in turn to lower demand for such development. Although the medical office sector has been more immune than professional services, online medicine and telehealth have made some impact.

Unfortunately these structural changes also impact development pro formas and make developing new spaces more difficult. Consequently, one goal of this analysis is to evaluate the worst-case potential of cost-effective surface parking for retail/commercial mixed use development in lieu of structured parking which saw a median construction cost of $31,903 per parking space in this

construction market in 2024[1]. The priority for Downtown should be to limit and screen such parking from active uses, but it is realistic to assume that some quantity will need to be accommodated.

2.2. Identification of Zoning Gaps and Issues

Site #1 was modeled as a surface-parked development and as a development with rentable space lining a parking structure in conformance with current MU-C zoning. Several significant issues were identified:

1. Minimum parking requirements are high relative to surrounding municipalities and industry best practices
    a. The minimum parking limits set in Golden Valley significantly exceed current Institute of Transportation Engineers Trip Generation estimates[2] which are the closest general standard for automotive demand
    b. The high parking requirements resulted in a parking structure equivalent to 62.4% of the gross floor area of the test retail/office development limiting leasable space.
2. Impervious Lot Coverage limits are set at levels more appropriate for single family residential land use than downtown mixed-use. While previous areas are important to the health of the watershed, ecological concerns would be better served through special easements or setbacks around natural amenities and ecological sensitive features such as Ȟaȟá Wakpádaŋ.
    a. The Impervious Lot Coverage maximum of 85% presupposes that 15% of the parcel will remain free of pavement and structure. This is comparable to Minneapolis zoning requirement for triplex and multifamily zoning at Corridor 6 commercial districts, but does

[1] Refer to the WGI Parking Structure Cost Outlook for 2024: https://publications.wginc.com/parking-structure-cost-outlook-for-2024
[2] Refer to https://www.ite.org/technical-resources/topics/trip-and-parking-generation/

not allow for the intensities found at places such as 50th and France and Downtown Hopkins where 95-100% of the parcel area is typically covered by some combination of building or paved surfaces. Minneapolis accounts for this by allowing for commercial zoning to provide 100% Impervious Lot Coverage similar to Downtown Commercial zoning in Excelsior.

Table 1: Comparison of Impervious Surface / Site Coverage Regulations

	Existing Golden Valley MU-C Zoning	Minneapolis 2040 - Interior 3 (triplex) Built Form Overlay District	Minneapolis 2040 - Corridor 6 (transit/commercial corridors) Built Form Overlay District	City of Excelsior DC Zoning (Downtown Commercial)	City of Hopins RX-TOD Zoning (Residential-Office TOD Center)	MN State Model Shoreland Overlay
Maximum Lot Coverage (Building as % of Site)		• 60% of Lot Area (triplex/ multi-family zoning) • **100%** (other zoning)	• 70% of Lot Area (triplex/ multi-family zoning) • **100%** (other zoning)			
Maximum Impervious Lot Coverage	**80%** of Lot Area	• 75% of Lot Area (triplex/ multi-family zoning) • **100%** (other zoning)	• 85% of Lot Area (triplex/ multi-family zoning) • **100%** (other zoning)	• 100% of Lot Area	• 80% Impervious	25% of Lot Area (35% with approved stormwater management plan)
Non-Structure Impervious Coverage	**20**% of non-structure area				• +15% additional semi-pervious (in addition to Impervious)	
Minimum Usable Outdoor Space	**15**% of Lot Area		• No minimum (height increase premium for 5,000 sf minimum open space)		• None (park dedication indexed to density is required for subdivision and re-platting)	

   b. The "Non structure" Impervious Lot Coverage severely limits the area covered by impervious surface to 20% of the parcel area. On a site as large as Site#1, that only leaves 15,300 square feet of area for all parking, sidewalks, patios, and placemaking elements.
   c. The "Non structure" Impervious Lot Coverage limit severely restricts the site area that can be used for surface parking, and then the high parking minimum restricts allowable floor area to such an extent that surface parked development does not seem financially viable.
3. MU-C zoning contains an additional requirement that any structured parking must be one story shorter than the surrounding development. Even when one level of subgrade parking was included, it was not possible to hold parking one story below the office/retail program and produce a multi-story building.

2.3. Achievable Development Form Under Current Zoning

Due to the zoning issues outlined above, neither the surface-parked or structure-parked test developments produced built form or site design that is appropriate to reinforce a vibrant, active sense of place or to frame a successful commercial Main Street.

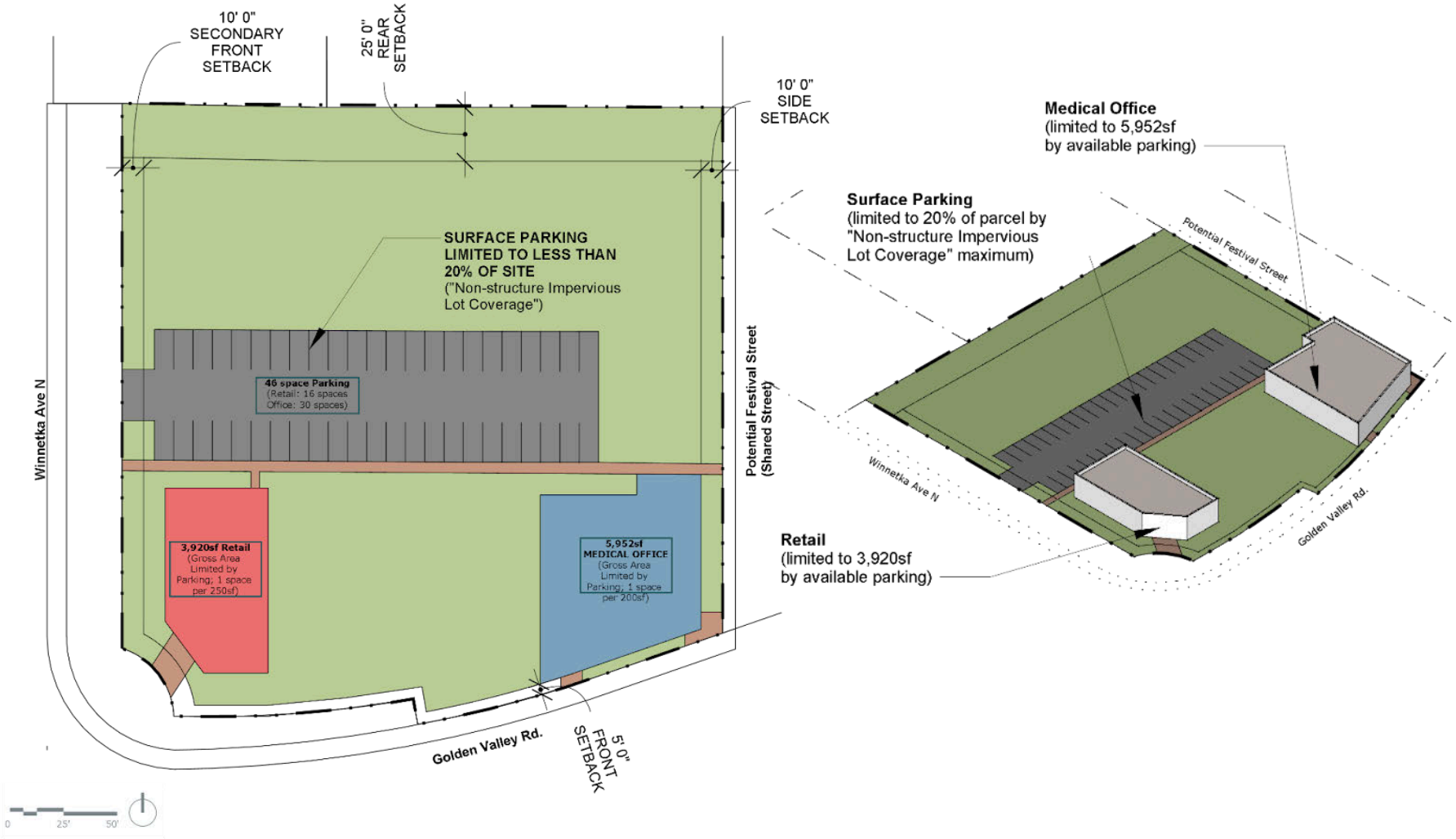


Figure 1: *Floor Area for a retail/office development is constrained by parking minimums, which are in turn constrained by maximum impervious surface coverage regulations*

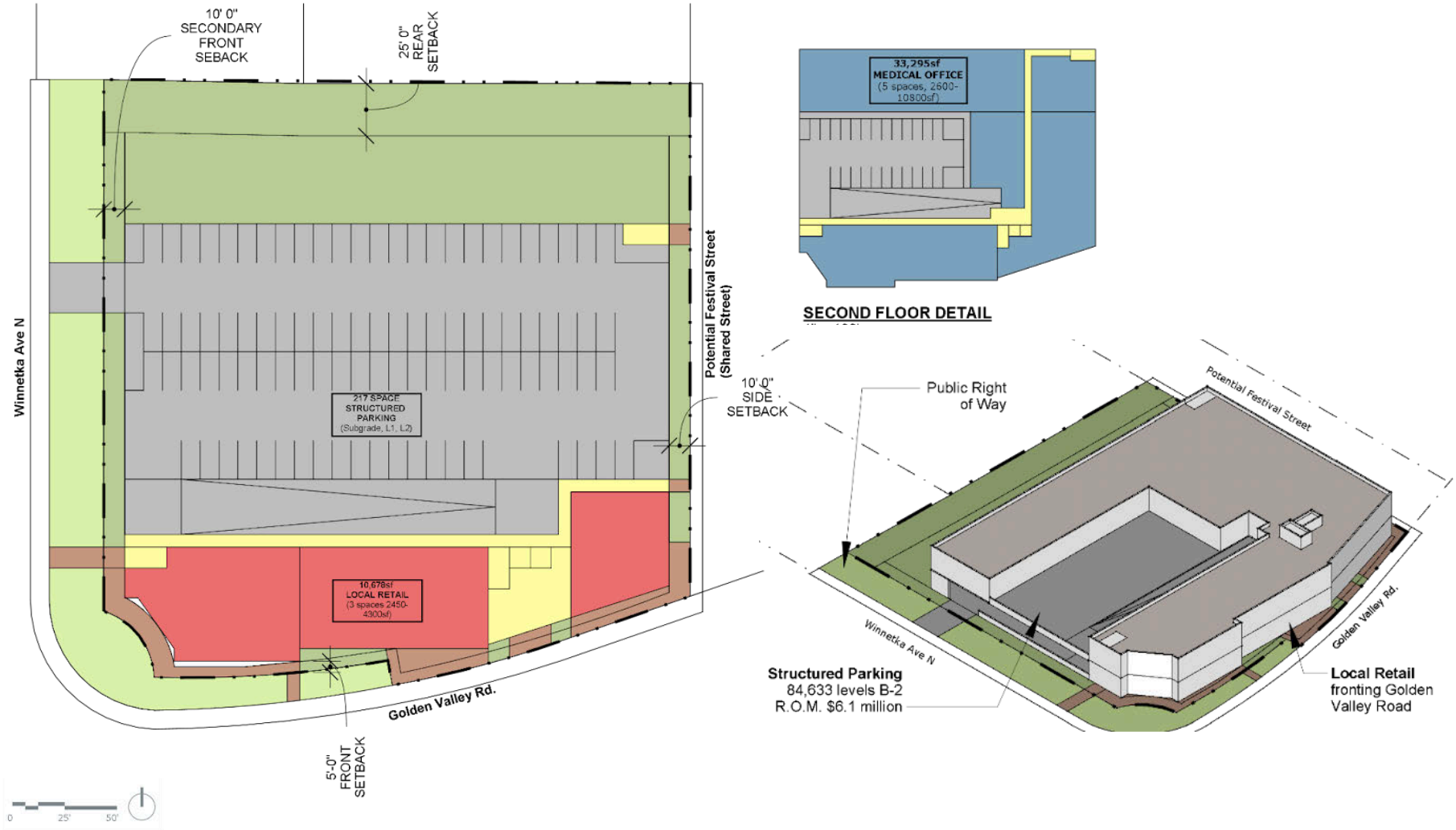


Figure 2: *Structured parking produces a more viable floor area, however current parking minimums result in 60% of the floor area being devoted to expensive structured parking.*

3. Site #2 - Mixed Use Retail/Multifamily Residential

3.1. Market Orientation

Site #2 was directed for study as a multifamily (stacked flat) residential building. Generally, this type of development takes two forms in the Twin Cities market. One form is known as a wrap and is characterized by single loaded (one sided) apartments wrapped around a multistory structured parking ramp. The other form is known as a podium and is characterized by a ground level (and often subgrade) parking garage with residential units built above surrounding a courtyard. Typically podiums are built on smaller sites where required parking minimums are lower or non-existent and wraps are built on larger sites where required parking minimums are higher.

3.2. Identification of Zoning Gaps and Issues

Site #2 was modeled and evaluated as both wrap and podium development typologies. While the existing MU-C zoning less severely impacted the multifamily development types than the mixed use retail/office studied at Site 1, several issues were identified:

1. Existing MU-C zoning allows for a 90 foot / 7 story height limit, but contains a bulk reduction provision requiring a 15 foot stepback for all construction above 3 stories *if the adjacent right of way is less than 70 feet in width*. In practice this severely impacts residential development. Typical residential units are 26-32 feet deep, so the stepback removes approximately half of the unit area and forces floor plates to be single loaded. Since wrap typologies are already single loaded *to the outside* with a parking structure on the inside, in practice the stepback requirement limits wrap building height to 3 stories at these frontages.

2. As noted above, parking structure height is limited to one story less than building height. Given the height impact of the stepback regulation on wrap buildings and relatively high parking requirements, this effectively limits the internal parking structure to two stories and significantly impacts unit yield and financial viability.

3. The non-structure impervious surface coverage requirements resulted in significantly more open area on the ground level than is typical for other podium or wrap typologies. This limits potential floor plate sizes and impacts unit yield and economic feasibility.

3.3. Achievable Development Form Under Current Zoning

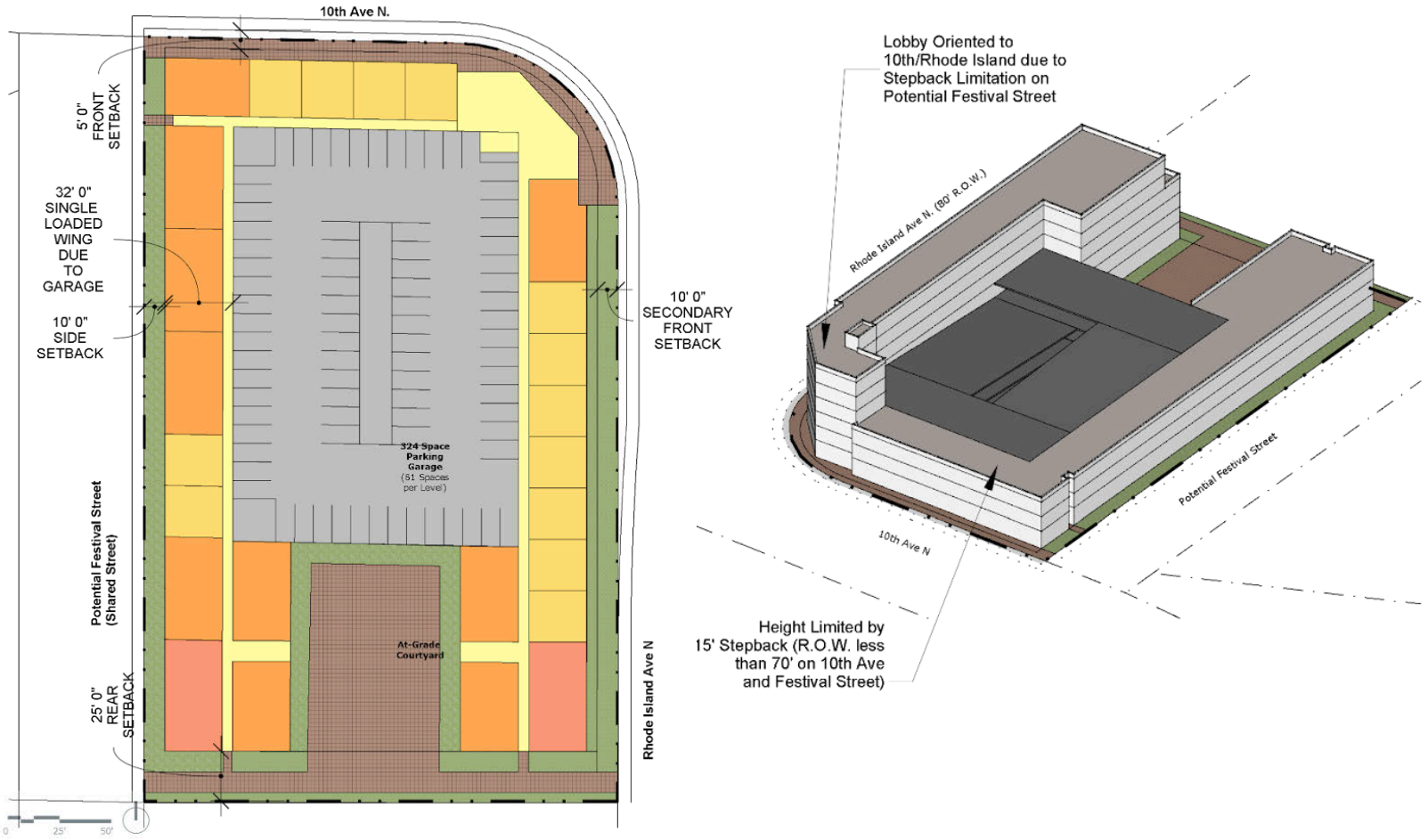


Figure 3: *The 15 foot deep stepback required of frontages on Right of Ways less than 70 feet significantly impacts Wrap type buildings by removing unit area on the single loaded perimeter. A large at-grade courtyard potentially exceeds Non-Structure Impervious Coverage limits, depending on their exact definition, but also limits unit yield and financial viability.*

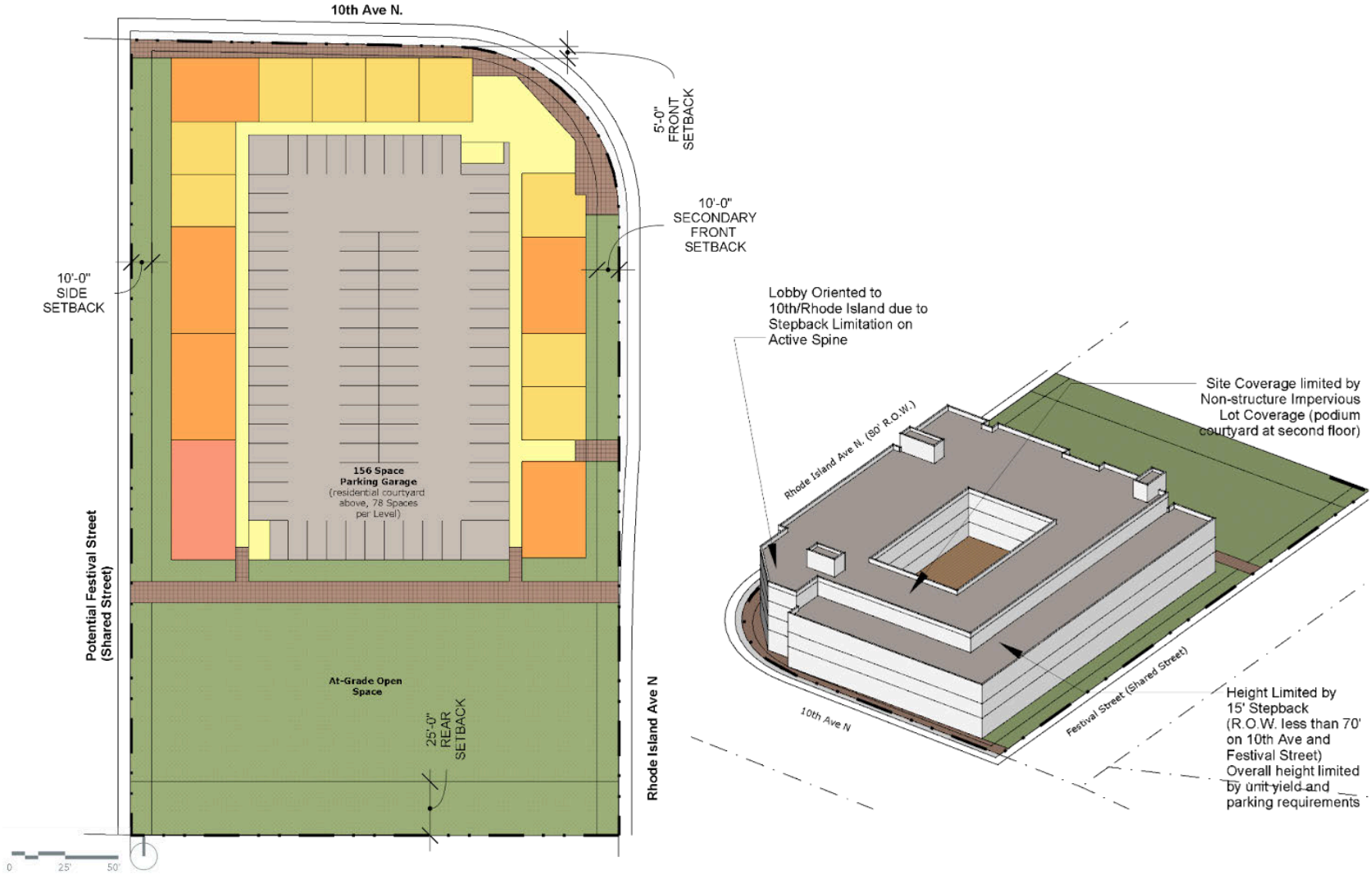


Figure 4: *Podium type development is less impacted by stepback requirements, but more limited ability to provide parking and Non-structure Impervious Lot Coverage limits significantly constrain unit yield and project feasibility.*

C. Alignment to the User Experience Framework Vision

The consultant team recommends the implementation of a Zoning Overlay District for Downtown Golden Valley to ensure that tailored regulations produce the built environment desired by residents, stakeholders, and elected officials.

As a followup to the Spatial Performance Gap Analysis, Site 1 and Site 2 were massed with Preferred Alternative development concepts that translate market realities to the identified Vision of the User Experience Framework. These alternatives are not necessarily the ideal development for downtown, and the market can change over time to make more ideal development possible. As an example, if the market can bear structured parking for office uses, the surface parked office development shown on Site 1 is less desirable.

These alternatives are provided on the following pages. Working backward from these functional development concepts, regulatory changes have been recommended. The form of those changes could be quickly implemented as a Downtown Zoning Overlay District or developed into a new Downtown-specific zone.

Van Meter Williams Pollack
Architecture • Urban Design

Golden Valley Downtown Development Test Fits

SITE 1: Downtown Overlay: Retail/Office Mixed Use

SITE STATS

	Proposed Downtown Overlay Zoning	Test Development
Lot Area (site area)		
Acres		1.76 AC
Square Feet		76,480 SF
Impervious Lot Coverage		
Max. building coverage	75%	24.4%
Max. impervious site coverage (excluding building coverage area)	75%	57.0%
Useable Outdoor Space Min.	12.5%	13.2%
Floor Area Ratio		
Minimum F.A.R.	0.50	
Maximum F.A.R.	1.50	
Density Bonus for publicly available structured parking	0.75 FAR per 50 spaces	0
Project FAR		0.73
Setbacks (req. area % of lot)		**23.4%**
Primary Front (Golden Valley Rd)	15 FT	15 FT
Primary Front Parking	Not Allowed	n/a
Secondary Front	15 FT	15 FT
Secondary Front Parking	15 FT	15 FT
Side (Festival Street)	10 FT	10 FT
Rear	15 FT	15 FT
Height and Bulk Limits		
Primary Structure, Feet	60 FT	47 FT
Primary Structure, Stories	4 STORIES	3 STORIES
Height Bonus (1 story / 10 feet) for min. 4500 sf land dedication for public use	n/a	n/a
Height Bonus (1 story / 10 feet) for min. 4500 sf land dedication for public use	N/A FOR SITES FRONTING GOLDEN VALLEY RD.	
Height Bonus (1 story / 10 feet) for min. 3k sf structure dedication for public use	N/A FOR SITES FRONTING GOLDEN VALLEY RD.	
Primary structure height w/ all bonuses		n/a
Primary structure stories w/ all bonuses		n/a
Upper Story Stepback (Above 3rd floor at Golden Valley Rd, 10th Ave N, and Festival Street)	5 FT	n/a
Parking Provided		**48 SPACES**
Retail Parking		
Retail Customer Parking spaces (1 per sf) *	400 SF	38 SPACES
Credit 50% reduction for Joint Use Spaces (Medical Office)		19 SPACES
Credit adjacent on-street parking		19 SPACES
Retail Employee Parking (1 per sf)	2000 SF	8 SPACES
Required On-Site Retail Parking		**8 SPACES**
Medical Office Parking		
Medical Office Parking spaces (1 per sf) ◊	400 SF	78 SPACES
Credit up to 50% of required spaces with executed parking agreement within 1/4 mile of site		39 SPACES
Required On-Site Medical Office Parking		**39 SPACES**
Reference Data		
Residential Density		n/a
Floor Area Ratio		0.73
Open Space/Unit (sf)		n/a

◊ Parking minimums for Office: Hopkins 1:400sf; Stillwater 1:300sf; Edina 1:300sf; ITE Trip Generation Standard 1:400sf

* Parking minimums for Retail: Hopkins 1:400sf; Stillwater 1:200sf; Edina 1:300sf (clinics, financial, travel agency etc).

BUILDING AREAS (TEST DEVELOPMENT)

	Gross Area	Residential	Retail	Common	Office	Circ./Serv.	Parking/Ramp
Subgrade	-	-	-	-	-	-	-
Ground	18,685 SF	-	14,969 SF	1,173	-	2,543	-
2F	18,685 SF		-		15,596	3,089	
3F	18,685 SF		-	-	15,596	3,089	
4F			-	-	-		
5F			-	-	-		-
6F			-	-	-		-
7F			-	-	-		-
	-	-	-	-	-	-	-
	56,054 SF	-	14,969 SF	1,173	31,192 SF	8,720	-

Data table is reproduced in Appendix C for legibility

Figure 5: *Site 1 mixed-use Retail/Office data and conceptual axonometric. Changes from current MU-C zoning standards are identified in red.*

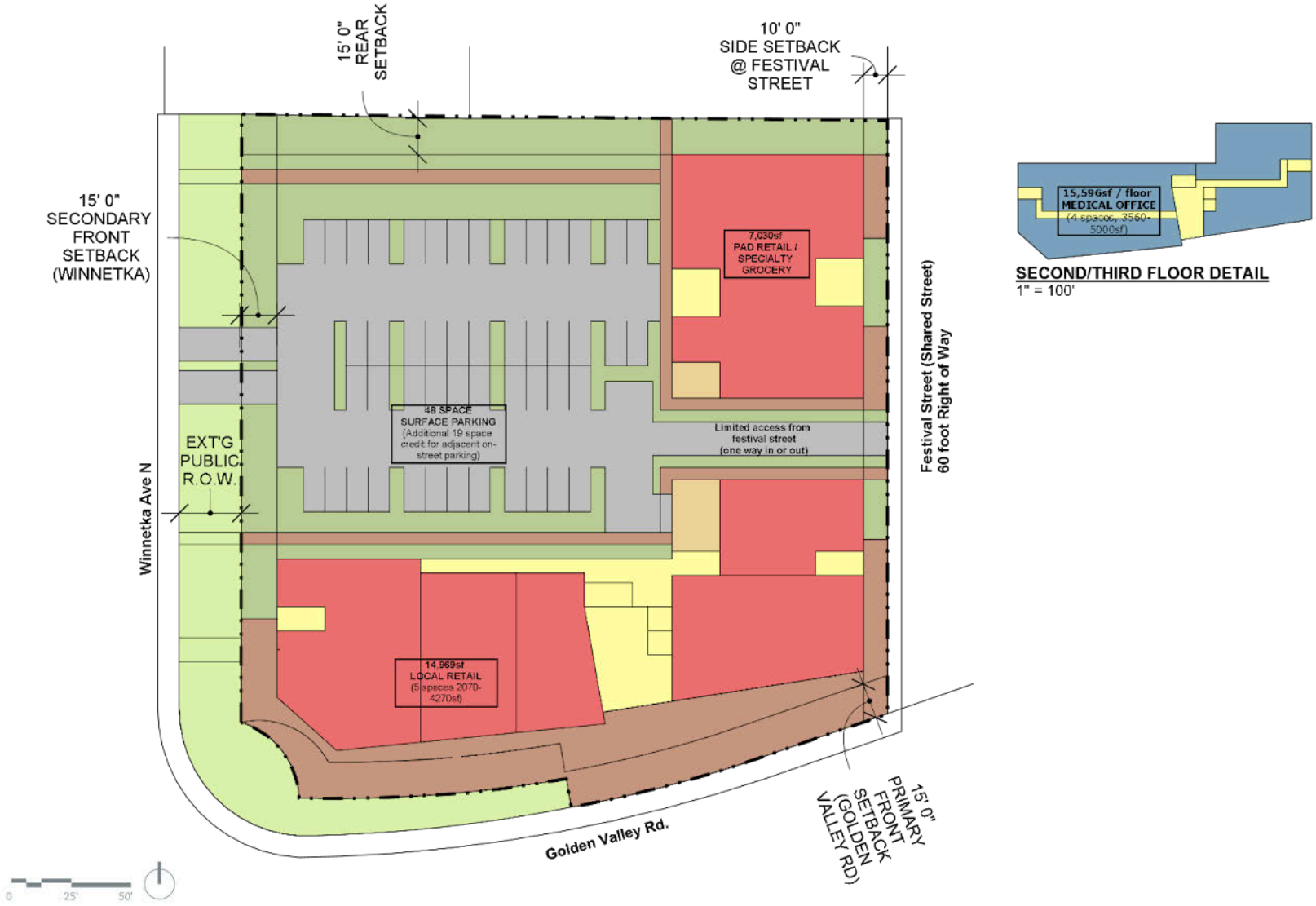


Figure 6: *Site 1 mixed-use Retail Office Alternative conceptual site plan.*

Van Meter Williams Pollack
Architecture • Urban Design

Golden Valley Downtown Development Test Fits

SITE 2: Downtown Overlay: Multifamily Wrap

SITE STATS

	Proposed Downtown Overlay Zoning	Test Development
Lot Area (site area)		
Acres		1.83 AC
Square Feet		79,517 SF
Impervious Lot Coverage		
Max. building coverage	75%	69.1%
Max. impervious site coverage (excluding building coverage area)	75%	70.4%
Useable Outdoor Space Min.	12.5%	18.8%
Floor Area Ratio		
Minimum F.A.R.	0.50	
Maximum F.A.R.	1.50	
Density Bonus for publicly-available structured parking	0.75 FAR per 50 spaces	0.75
Project FAR		2.07
Setbacks (req. area % of lot)		22.5%
Primary Front (10th Ave N)	15 FT	15 FT
Primary Front Parking	Not Allowed	n/a
Secondary Front (Rhode Island Ave N)	15 FT	15 FT
Secondary Front Parking	15 FT	n/a
Side (Festival Street)	10 FT	10 FT
Rear	15 FT	15 FT
Height and Bulk Limits		
Primary Structure, Feet	60 FT	
Primary Structure, Stories	4 STORIES	
Height Bonus (1 story / 10 feet) for min. 4500 sf land dedication for public use		1 STORIES
Height Bonus (1 story / 10 feet) for min. 3k sf structure dedication for public use		1 STORIES
Primary structure height w/ all bonuses	80 FT	67 FT
Primary structure stories w/ all bonuses	6 STORIES	6 STORIES
Parking Structure, Stories	n/a	3 STORIES
Upper Story Stepback (Above 3rd floor at Golden Valley Rd, 10th Ave N, and Festival Street)	5 FT	5 FT
Parking Provided		241 SPACES
Residential Parking		
Residential parking spaces (Studio/ 1 Bedroom units, per unit)	1.0 SPACES	109 SPACES
Residential parking spaces (2-3 Bedroom units, per unit)	1.5 SPACES	78 SPACES
Residential parking spaces (4+ Bedroom units, per unit)	2.0 SPACES	0 SPACES
Required On-Site Residential Parking		187 SPACES
Trailhead Parking (Calculated as Retail)		
Retail Customer Parking spaces (1 per sf) *	400 SF	9 SPACES
Retail Employee spaces (1 per sf)	2000 SF	2 SPACES
Credit adjacent on-street parking on Rhode Island Ave N (Retail Customer)		9 SPACES
Required On-Site Retail Parking		2 SPACES
Surplus Public Parking Available for District		52 SPACES
Reference Data		
Residential Density		88.2 DU/ACRE
Floor Area Ratio		2.07
Open Space/Unit (sf)		93 SF

BUILDING AREAS (TEST DEVELOPMENT)

	Gross Area	Residential	Retail	Common	Office	Circ./Serv.	Parking/Ramp
Subgrade	54,970 SF	-	-	-	-	21,786	33,184
Ground	54,970 SF	17,665	3,575 SF	3,577	-	8,251	21,901
2F	53,495 SF	27,407	-	459		6,030	19,598
3F	53,495 SF	27,407	-	459		6,030	19,598
4F	32,246 SF	25,842	-	459		5,944	-
5F	32,246 SF	25,842	-	459		5,944	-
6F	32,246 SF	25,842	-	459	-	5,944	-
	-	-	-	-	-	-	-
	219,384 SF	150,006	3,575 SF	5,873	SF	59,931	94,282

	Studio	1br	2br	3br	4br	Unit Count
Subgrade	-	-	-	-	-	
Ground	-	9	6	1	-	16
2F	3	17	8	1	-	29
3F	3	17	8	1	-	29
4F	3	17	8	1	-	29
5F	3	17	8	1	-	29
6F	3	17	8	1	-	29
	15	94	46	6	-	161
	9%	58%	29%	4%	0%	100%
Sentinel:	*8%*	*63%*	*27%*	*0%*	*0%*	

Data table is reproduced in Appendix C for legibility

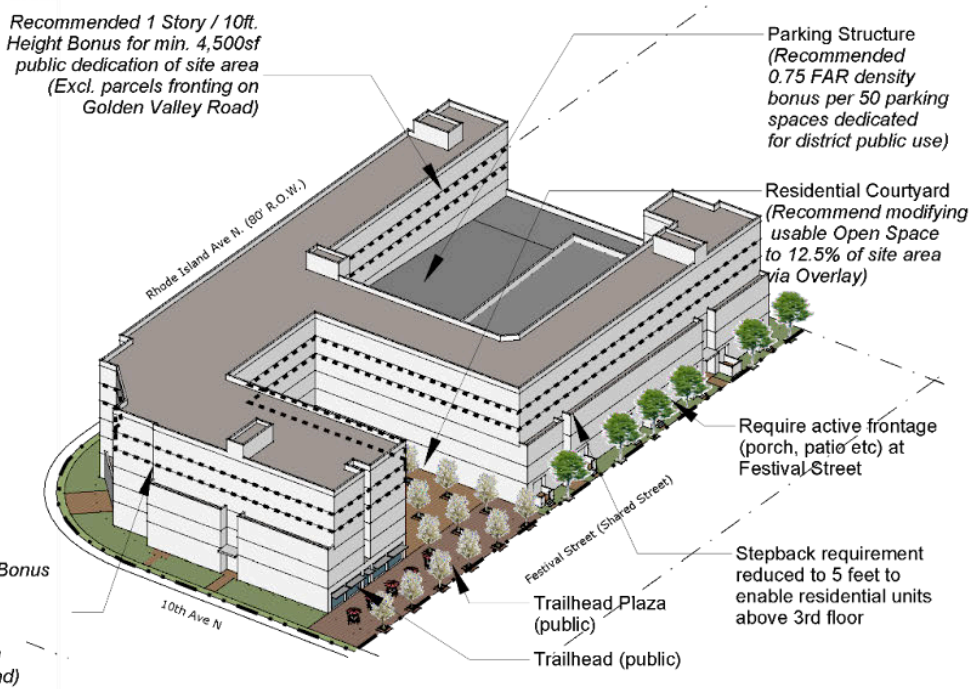


Figure 7: *Site 2 Multifamily Residential alternative with Trailhead facility data table and conceptual axonometric. Changes from current MU-C zoning standards are identified in red.*

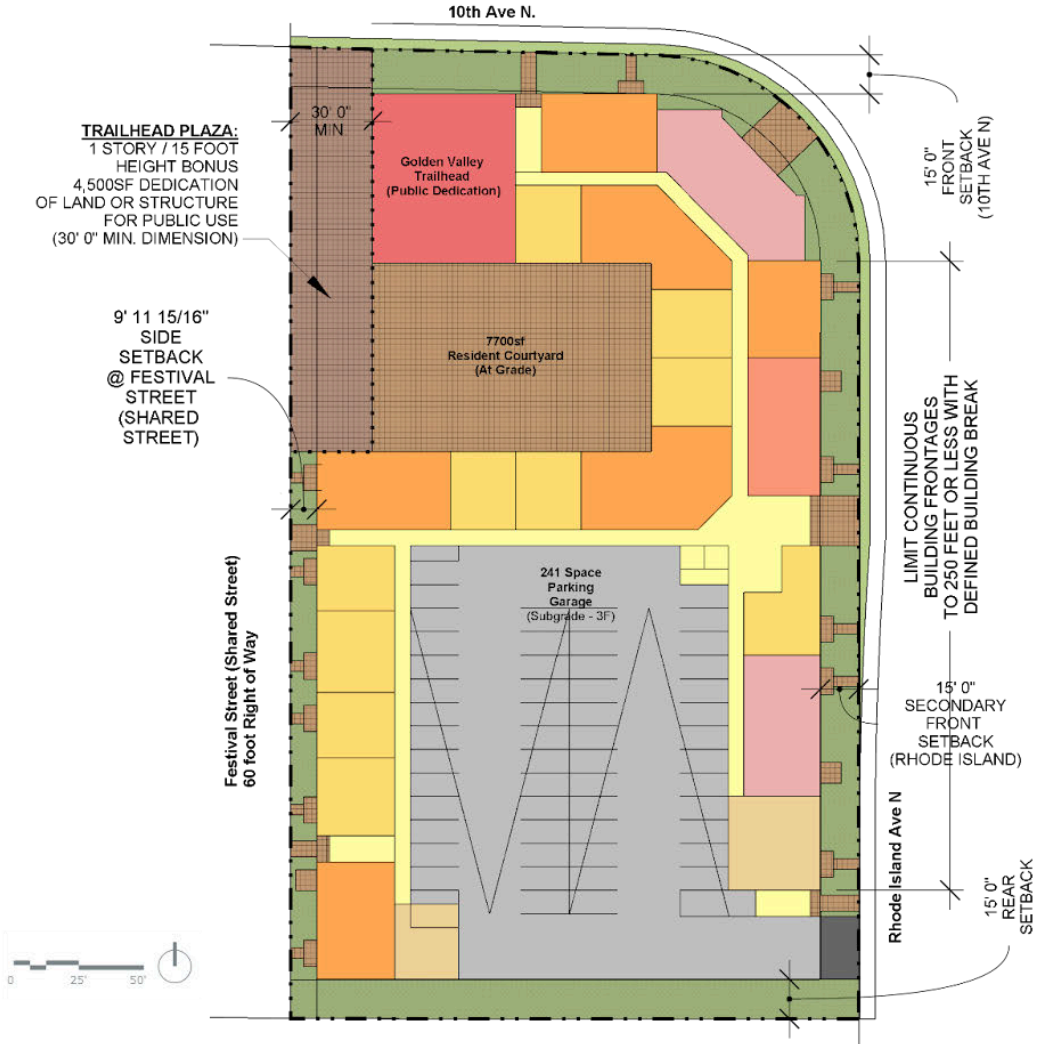


Figure 7: *Site 2 Multifamily Residential alternative conceptual site plan.*

1. Core Concepts for Zoning Change

1.1. Right-size Parking Requirements

In order to achieve the community vision of a vibrant and active Downtown Golden Valley, private-sector redevelopment of underutilized property must occur. Parking is necessary for all cities in the West Metro of the Twin Cities, however it is imperative to equitably balance active uses and parking requirements. Current Golden Valley Parking requirements are significantly higher than best practices. In addition these requirements are moderately higher than communities identified as precedents in the first public workshop such as Hopkins and Edina. Structured parking is a major cost for a project, and parking regulations that require more parking to be built than leasable floor area will discourage redevelopment. Ideally, a parking study would recommend appropriate parking ratios. However, the current drive-to-destination reality in Golden Valley Downtown is far from the park-once small town Main Street ideal held by the community, and a parking study at this time would only measure current behavior. Therefore, best practice-based revisions to downtown parking standards are recommended in the following Parking section. After redevelopment occurs, the character of Downtown changes, and Bus Rapid transit is implemented, a parking study would become appropriate to inform future revisions.

Golden Valley Shopping Center
(Credit: Van Meter Williams Pollack)

1.2. Regulate Lot Coverage for the Downtown Vision

The Market Gap Analysis noted the potential for significant amounts of underutilized land in Downtown Golden Valley to contribute more economic vitality and tax revenue. However, existing Impervious Surface Coverage regulations for MU-C zoning are more appropriate for moderate density residential than an active commercial center. Based on tests of four development typologies (surface parked mixed-use retail/commercial, structure parked mixed-use retail/commercial, multifamily residential wrap, and multifamily residential podium) the following Lot Coverage section recommends

Carmel, Indiana Arts & Design District
(Credit: Rundell Ernstberger Associates)

modest changes to existing regulation to create alignment with the vision of a vibrant main street.

1.3. Consider Implementing Floor Area Ratio Controls

Communities typically use zoning to limit density through lot coverage, setbacks, and other blunt bulk controls, however *lack* of density is as significant a problem for downtown districts. Given the current reality of exceptionally low density on most downtown parcels, and the shared vision of a vibrant and active downtown, it would be beneficial to implement both *minimum* and *maximum* floor area ratios as part of a downtown overlay. While the *maximum* ratio will ensure Downtown Golden Valley can still maintain its suburban character, the *minimum* ratio will limit small developments surrounded by large, underutilized swaths of surface parking.

1.4. Ensure Zoning Controls are Compatible with Desired Forms of Development

While a 15 foot upper story stepback may be possible for office development, this regulation has a major impact on the viability of mixed use and residential multifamily construction. Conceptually, tying the stepback to street width has some merit as part of city-wide zoning. However, developing a downtown-specific zone or overlay offers the potential to require the upper story stepback at specific street types to produce a legible and consistent downtown identity. This level of detail could also be accommodated through future design standards for downtown that would be adopted into the Zoning Code.

Columbia Heights, Minnesota City Hall

Similarly, current zoning requirements require different setbacks from the “Primary Front” and “Secondary Front” parcel lines. While Planning Staff has authority to determine which setback applies where, it is best practice in urban design to ensure regulations apply uniformly to street frontages to reinforce the character of the street. In addition, a five foot front setback from the property line does not provide for adequate amenity space to support spaces for socialization, outdoor dining, porches

and the other amenities typical of desirable small towns. If finer grain control is desired, streetwall extents or build-to lines could be incorporated in downtown-specific design standards.

1.5. Taller Height Limits are Not Necessarily Better

Adding additional stories to a development generally increases construction cost regardless of development type. The existing height limit for MU-C zoning in Downtown Golden Valley is 90 feet or 6 stories. This is evidentially based on office development typologies that typically have a 14-15 foot floor height. In contrast, multifamily residential uses typically have a 10 foot floor height (although 15 feet is desirable at the ground floor for mixed-use development). Preliminary suggestions to reduce this height limit through the Overlay are included in the following Height Limits section.

1.6. Build in Carrots for Privately-Provided Public Amenities

A final advantage to creating a Downtown Zoning Overlay is that its limited area allows for nuanced control and benefits without the unintentional consequences of city-wide zoning. Golden Valley is a city characterized by recreational amenity and access to nature and the User Experience Framework vision seeks to translate that character to downtown. While significant ability to effect this change rests with city government, it is also desirable to harness private sector development to contribute in ways that are too difficult or expensive for the public sector to achieve. Goals such as providing structured parking for the downtown district through a shared parking plan, or building private facilities for public use may be achieved through a series of development bonuses. Preliminary suggestions are included in the following Incentives section.

Carmel, Indiana Arts & Design District

2. Parking Recommendations

The benchmark for successful parking regulation for downtown should be to require the minimum amount of parking necessary to support businesses and residents. In general, it is also best practice to manage curb-side parking through various means to ensure that there is always enough turnover to provide one empty parking space on each block.

2.1. Retail Parking Requirements

Current requirement: 1 space per 250 square feet
Recommended: 1 space per **400 square feet**

The city of Hopkins, Minnesota 2022 development code update reduced retail parking minimums outside of TOD districts to 1:400 square feet or 1 space for every 5 seats, *whichever is less*. This is a reasonable proxy for Golden Valley until BRT implementation is imminent.

2.2. Office/Medical Office Parking Requirements

Current requirement: 1 space per 200 square feet
Recommended: 1 space per **400 square feet**

The ITE Trip Generation standard currently anticipates that each 400 square feet will require one vehicle. This is a reasonable proxy for parking demand. In addition, Hopkins has reduced their office requirements to 1:400, so national and local sources are in alignment.

2.3. Multifamily Residential Parking Requirements

Current requirement: 1.5 spaces per unit
Recommended:

Studio / 1 bedroom units: **1.0 spaces** per unit
2-3 bedroom units: **1.5 spaces** per unit
4+ bedroom unis: **2.0 spaces** per unit

Current Golden Valley zoning requires 1.5 parking spaces for every multifamily unit. This is a burden on smaller units the market typically favors near transit and in downtown locations. As a reference, the current Sentinel development on the western edge of downtown is comprised of 71% studio and one bedroom units. Creating regulation indexed to unit size would provide more parking when needed for larger families and encourage more development intensity appropriate for a vibrant main street.

2.4. Recommended Parking Reductions

The common forms of traditional main street communities were generally built before the prevalence of the automobile and were *not* created with parking minimums in mind. As a result, they provide a vibrancy and intensity not possible when parking is an overriding consideration. In order to achieve a traditional main street feel that is often absent from suburban communities, extensive flexibility must be provided for downtown development to comply with parking minimums. Several recommended options were tested and refined to bring desirable development forms into compliance with the recommended Zoning Overlay Standards:

1. Credit Adjacent On-Street Parking. Traditional Main Streets rely on on-street parking since on-site parking is non-existent or extremely limited. The Public Realm Framework recommends instituting angled parking on Golden Valley Road, and on-street spaces should be able to offset on-site parking minimums.

2. Credit 50% parking reduction for Joint Use between mixed uses on a site. While joint uses are traditionally considered on a time-of-use such as office and residential, more opportunities for Joint Use reductions can be established by considering times of *peak use*. A medical office and a restaurant will not typically have the same busy periods and parking could be shared by both.
3. Allow up to 50% of on-site parking requirements to be met through an executed Parking Agreement for parking within ¼ mile of the site. One goal of the User Experience Framework is to gradually transform downtown to a "park once" destination. While increasing development intensity will lead to more vibrance, crediting off-site parking will encourage the development of centralized parking and the redevelopment of low-intensity surface parking lots.
4. Additional credits for providing significant quantities of Class I (secured, weather protected) bicycle parking, providing designated car-share parking spaces with agreement with a car share provider, and future implementation of reductions for sites within ¼ mile of future Bus Rapid Transit stations should also be explored.
5. Incentivize the private sector to provide public parking. Providing public parking as part of private development entails risk and complexity. Refer to the following Incentives section for recommendations to offset these challenges through development bonuses.

3. Lot Coverage Recommendations

The Preferred Alternative development types were used to recommend the following changes to the existing MU-C lot coverage requirements for the Downtown Overlay

3.1. Impervious Lot Coverage Types and Applicability

The existing zoning does not provide clarity on how the existing regulations of Maximum Impervious Lot Coverage, Non Structure Maximum, and Usable Outdoor Space Minimum relate to each other. As a refinement, the following is recommended:

1. Maximum *structure* coverage - Specifically targeted at the footprint of structures and eliminate any confusion whether the former "Impervious Lot Coverage Maximum" applied to the entire site.
2. Maximum *impervious site coverage* - clarifying the "Non-structure Maximum" of existing zoning.
3. Useable Outdoor space minimum - excludes structure coverage from site area; recommended to further define as any contiguous space no less than 30 square feet in area with a minimum dimension no less than five feet. Five feet is recommended as the minimum usable depth to accommodate an outswinging door and clearance needed to open it and the minimum area will allow for modest table and chair furnishings in the remainder of the space.
4. While not addressed due to the locations of the selected test sites, special requirements for pervious surfaces adjacent to natural features or sensitive ecological elements could be addressed through easements, enhanced setbacks, or specific overlays to ensure that coverage is limited where restrictions are needed the most and allowed where vibrancy and density are desired.

3.2. Maximum Structure Coverage

Traditional development fronting on main streets utilized the majority of the parcel because it was the most valuable real estate in town. Zero lot line setbacks were common and what little open space occurred was used for rear utilities, loading, and outhouses prior to the advent of indoor plumbing. Since downtown Golden Valley is comprised of much larger parcels than traditional 50x100 lots and the Framework recommends enhanced front setbacks to allow for communal use and amenity space,

maximum building coverage is recommended to be set at **75%** of parcel size. While there is no recommendation for minimum coverage to allow for surface parking at the rear, the next section recommends instituting a minimum Floor Area Ratio. Zoning is a blunt tool to achieve the detail of urban design necessary to evoke traditional Main Street development, so additional design standards or master planning may prove beneficial.

3.3. Maximum Impervious Site Coverage

Clarifying the "Non-structure Maximum Coverage" from existing zoning, this regulation excludes the building footprint. Traditionally Main Street development would be close to 100% impervious as what little ground area remained would be paved. Conversely, the existing zoning limits coverage to *15%* which is applicable to a suburban residential neighborhood and would preclude surface parking as well as patios, porches, and other desirable site improvements. It is recommended that **75%** of the remaining site area around the structure, inclusive of setbacks, be allowed to be paved. If this poses ecological concerns, requirements could be crafted to allow pervious pavers to offset a lower maximum.

4. Floor Area Ratio Recommendations

Building bulk is primarily constrained by parking minimums and lot coverage requirements with some added control through site setbacks and the upper story stepback requirement. It is worth noting that Minnesota HF 3468, as currently introduced in the legislature, would prohibit jurisdictions from enforcing minimum parking mandates statewide. In addition, H.R. 3145, as introduced in the U.S. House of Representatives, would enact the same prohibition nationwide. In order to shape the bulk of future development to align with the community vision for a vibrant main street-focused downtown for Golden Valley, it is recommended to consider implementing Floor Area Ratio controls as part of Downtown Overlay Zoning or a new Downtown Zone.

4.1. Maximum F.A.R.

Analysis of the different Preferred Alternatives for multiple development types on Site 1 and Site 2 established a base F.A.R. of 1.5, exclusive of any incentives or development bonuses, as a realistic baseline for the type of development typically favored in the local market. Given setback, site coverage, and bulk regulations, this is equivalent to a 3-4 story building.

4.2. Minimum F.A.R.

The minimum F.A.R. is vital to achieve increased activity and vibrance downtown. It is recommended to set a minimum F.A.R. at 0.50 to ensure floor area equals half of site area. This will allow modest multi-story buildings with minimal surface parking at the rear but redirect single story or pad commercial development to more suitable locations.

5. Setback and Upper Story Setback Recommendations

In order to coordinate with the Public Realm vision of the User Experience Framework, modest changes are recommended to translate existing MU-C zoning to a Downtown Overlay District or new Downtown Zone.

5.1. Simplify Primary Front and Secondary Front Setbacks to the Same Distance

The urban design of the Public Realm vision address public desires for consistency in downtown. It is recommended that both sides of a corner parcel generally provide the same setback and that setback be set at 15 feet to allow for activation such as on-site dining terraces, residential porches and patios, and useable resident amenity spaces such as dog runs, outdoor kitchens, and seating areas.

Such uses should be defined and regulated by the city in accordance with minimum standards to avoid setbacks from becoming passive landscape elements. As an extreme example, the city could impose a Landscape Easement to compel development within the setback to city standards and allow the city to act should the space fail to meet standards.

5.2. Reduce the Rear Setback

The existing 25 foot MU-C setback is not conducive to a vibrant, active Main Street district. Traditionally, the rear yard of Main Street commercial buildings was just enough to accommodate modest stables or a single row of parking spaces. In the current era, with parking accommodated in structure or in rear surface lots, it is recommended to reduce the minimum setback to **15** feet. The new setback dimension is sufficient to accommodate a one way driveway and landscaping, or, if combined with the adjacent property setback through an access easement, a two way shared driveway.

5.3. Create a Special Setback for the Festival Street

The Festival Street is identified in the Public Realm Framework as a shared-use active street connecting the existing Golden Valley Commons fountain to a new trailhead on the Luce Line. This space is designed to be a slow speed and intimate space prioritizing walkers and rollers over automobiles and allowing for spill out from adjacent businesses onto the curbless street while accommodating loading and accessible parking requirements. As such, building frontages on the street can be allowed to provide a reduced setback sufficient for a few chairs or tables on site, with the rest allowed as permitted moveable furnishings within the public right of way.

6. Height Limit Recommendations

Allowing for excess height can be problematic in communities seeking redevelopment. Height is an easily understandable metric of building scale and the market will typically price the maximum potential development into the residual value of the land. As a result, communities that allow for development intensity in excess of market capacity will typically end up with incumbent landowners seeking unrealistic prices for their land and little to no redevelopment activity. The following height limit section will recommend changes to translate the existing MU-C zoning to a downtown specific Overlay that encourages redevelopment.

6.1. Reduce the Height Limit to 60 feet / 4 stories for the Downtown Overlay District from 90 feet

There is no office development taller than three stories in Downtown Golden Valley today, and, given the post pandemic headwinds in the office sector, it is unlikely that any office development in Downtown Golden Valley will exceed four stories in the foreseeable future. Multifamily development is most viable at four stories as light wood-framed Type V construction, although five story (four stories light wood over one story concrete or steel) can be achieved at added construction cost. Six and seven story buildings are achievable using more expensive Type III-A construction over two stories of concrete, but 75 feet is the practical limit to avoid triggering costly high rise provisions in the fire code.

In the interests of encouraging redevelopment in downtown, it is desirable to set the base height limit at 60 feet / 4 stories, whichever is less and allow for development bonuses or incentives as detailed in the following section.

7. Incentive Recommendations

The public sector may find it desirable to utilize private development processes to achieve costly or complex improvements such as structured parking structures, trailhead improvements, or public spaces for the district. If so, it is recommended to consider providing incentives on top of base Overlay regulations to private entities in exchange for completing identified infrastructure. As a condition of granting bonuses, contracts or deed restrictions should be required to ensure the benefit is maintained in perpetuity.

7.1. Height Bonus

Given the recommendation to set the height limit to the baseline seen in the market, it could be advantageous to institute a height bonus to allow developers extra stories in exchange for public benefit. Since a taller structure covers less site area for a given density of development, it is logical to focus this bonus on the following:

1. One story / 10 feet in additional height above the Overlay baseline for a minimum easement and public dedication of land no less than 4,500 square feet and 30 feet in any dimension
2. One story / 10 feet in additional height above the Overlay baseline for a minimum dedication of 3,000 square feet of indoor space for public use. Such space shall be conditioned, provide restroom facilities, and be accessible to the public from 8am to 8pm daily.

7.2. Floor Area Ratio Bonus

The expense of structured parking makes implementation unlikely by the City of Golden Valley in the near term. However, access to structured parking is a key ingredient to the success of such desirable destinations as Lake Street in Wayzata, Main Street in downtown Hopkins, 50th and France in Edina, and Stillwater.

Unfortunately, requiring proposed development to provide the amount of public parking necessary for the district may be enough of a burden to make future development infeasible. Therefore it is recommended to explore combining Tax Increment Financing incentives with a density bonus above the maximum allowable Floor Area Ratio recommended by this study to offset the cost and floor area needed to provide adequate public parking. Due to security concerns, it is wise to limit the amount of public parking sought for any one development to a quantity that can be separated and secured from resident or tenant parking. The Preferred Alternative study identified an F.A.R. bonus of 0.75 as a reasonable FAR offset for providing 50 public parking spaces within the internal garage of the wrap-type development. Based on the spatial analyses of the test sites and the typical size of parcels in downtown, 50 spaces can be reasonably achieved on ground level allowing sub-grade or upper story parking to be separate for tenants.

City of Golden Valley

Downtown Golden Valley User Experience Framework

Chapter Four: Public Realm Design Guide

Public Realm Design Guide

12/9/2024

Chapter Four: Public Realm Design Guide

A. Access and Circulation

The future of downtown Golden Valley is a network of multimodal streets, paths, and gateways that welcomes visitors and allows easy, safe, and comfortable movement between the various attractions.

Figure 1: Plaza Example
(Credit: Toole Design)

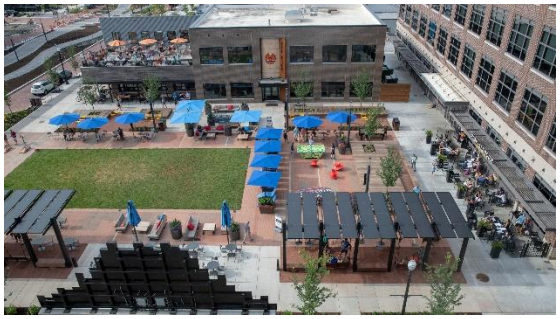


Figure 2: Gathering Space Example
(Credit: Stephen J. Beard, Indystar)

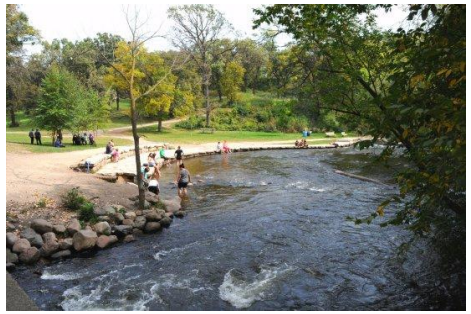
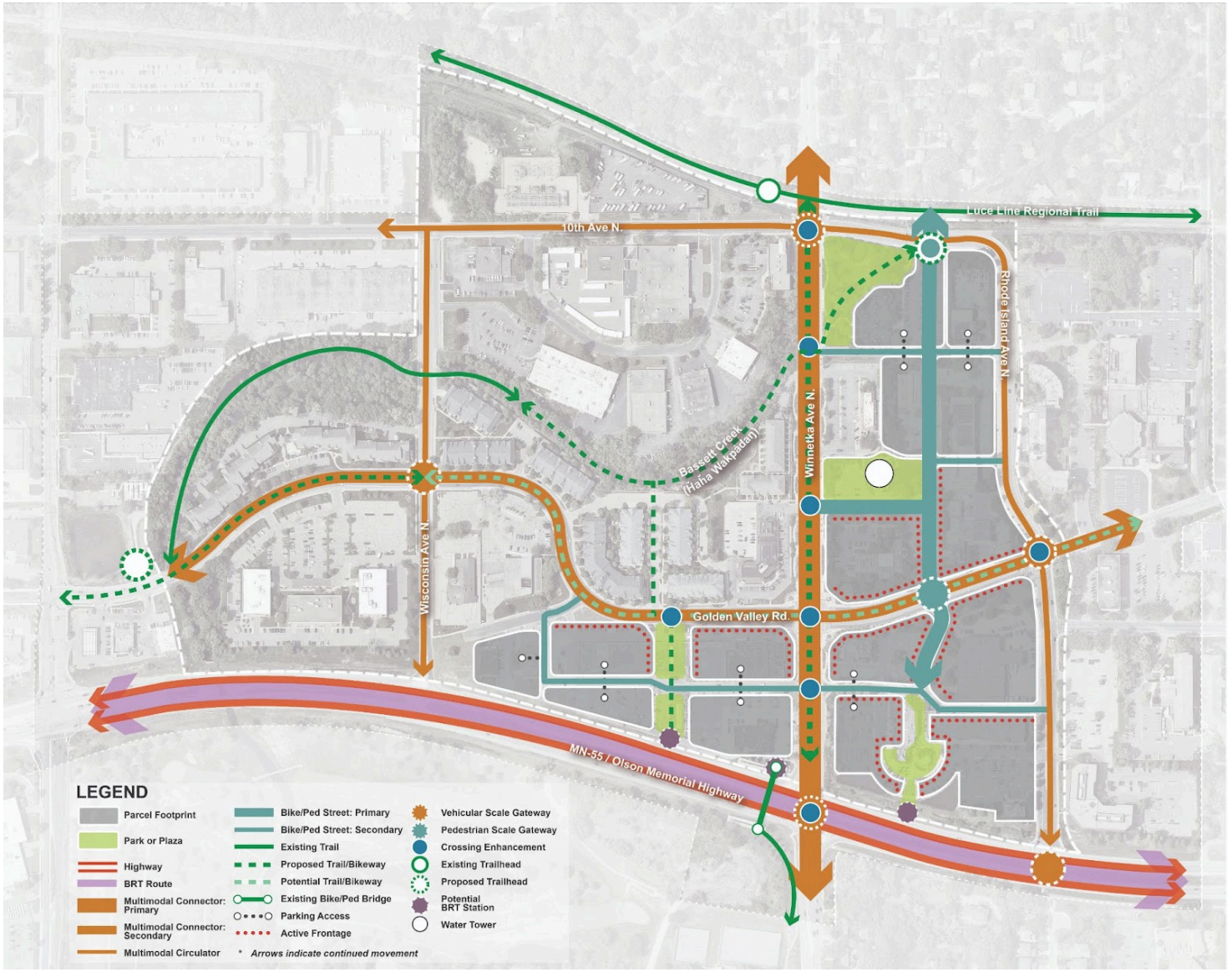


Figure 3: Recreational Space Example
(Credit: MK, Trip Advisor 2017)

1. Overall Downtown Circulation Plan



City of Golden Valley: Downtown Golden Valley User Experience Framework

12/9/24

1.1. Multimodal Connections

The proposed circulation plan identifies routes for all modes of travel that provide access to/through downtown, routes that connect destinations within downtown, as well as routes that offer an activated street life for users.

1.1.1. **Multimodal Connectors:** These routes are the primary thoroughfares through downtown for all modes of travel. Winnetka Ave is the Primary, connecting downtown with the regional roadway and trail networks, while Golden Valley Rd is the Secondary, connecting downtown to greater Golden Valley.

1.1.2. **Multimodal Circulators:** These are the routes that connect people within the downtown area using all modes of travel.

1.1.3. **Bike/Ped Streets:** These routes focus primarily on bicycle and pedestrian mobility with limited vehicular travel. The Primary routes are envisioned to be the most active bike/ped streets, while the Secondary routes connect new development to the greater bike/ped network.

1.2. Downtown Experience

The proposed street hierarchy will improve the experience of people visiting and living in downtown by expanding the transportation network and establishing a structure around the experience for downtown streets. Recreational trails and trailheads, shopping and activity streets, thoroughfares/connector routes, gateway feature locations, parking access, potential transit stations, and active frontage are defined by the circulation plan.

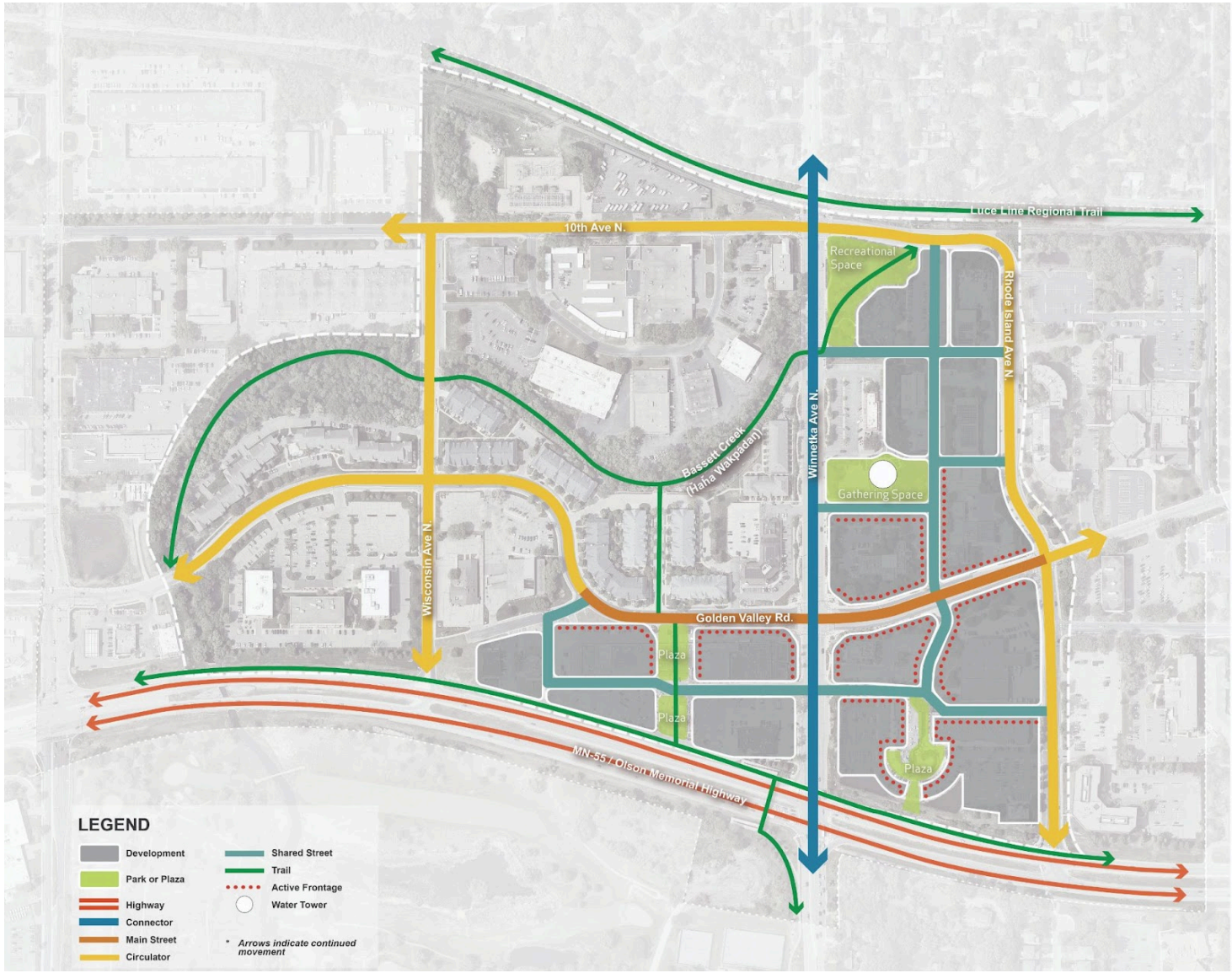
1.3. Safety and Access

The circulation plan proposes improvements to the safety and access of the downtown network by expanding the multimodal network, improving the safety of existing bicycle facilities, creating pedestrian focused corridors, providing improvements to intersections, and identifying mid-block crossings for pedestrians.

B. Streetscapes and Wayfinding

Streets make up most of Golden Valley's downtown public space; the way they are programmed and used can help build a rich and engaging social, cultural, and civic environment, in addition to providing the means for mobility.

2. Downtown Street Types Map



City of Golden Valley: Downtown Golden Valley User Experience Framework

12/9/24

2.1. Downtown Zones

While not a large geographical area, downtown Golden Valley contains pockets that provide different services and experiences for users. This informs and is informed by zoning and land use and impacts streetscape recommendations.

2.1.1. **Shopping/Commercial:** Between Main Street (Golden Valley Rd) and Olson Memorial Highway, this area is retail focused, with commercial and local stores, cafes, restaurants, and other types of shopping.

2.1.2. **Mixed-Use and Community:** North of Main Street, the uses become more diverse, including civic and residential building uses. This area is focused around community spaces and living.

2.1.3. **Recreation and Nature:** The northern pocket of downtown, near the library, aims to connect people to natural amenities, providing park space, trailheads, connections to the Luce Line Regional Trail, and new trails along Ȟaȟá Wakpádaŋ. Transit-oriented development should be encouraged in this zone.

2.2. Modes of Travel

The street types plan identifies what the primary function of each street type will be. This informs the level of street activation, adjacent building uses, and scale of signage, wayfinding, and gateway features.

2.2.1. **Driving:** The connectors and circulator are the primary travel routes for traveling by vehicle. Signage should be vehicular scale, directing people to parking locations, connecting routes, and important local destinations, such as Brookview Park. The main street should be used as a destination for vehicles, rather than a thoroughfare, and the shared streets only for necessary vehicle access.

2.2.2. **Bicycling:** The connector links bicyclists to regional trails and destinations, providing a direct connection from the Luce Line Regional Trail to the pedestrian bridge and Brookview Park, which should be reflected in the bicycle wayfinding signage. Circulators and shared streets provide safe routes to different areas within Downtown Golden Valley.

2.2.3. **Walking/Rolling:** While all streets within the downtown area should be safe and comfortable for pedestrian travel, the shared streets and main street should provide the most positive pedestrian experience. Safe crossings for pedestrians should be enhanced across the connector and circulator

routes. The main street and shared streets will connect pedestrians to their destinations, prioritizing activities and spaces for people to enjoy.

2.3. Open Spaces

Reflecting the zones outlined above, the proposed open spaces will each serve a different function.

2.3.1. **Plazas:** Located in the commercial and retail area of downtown, the open spaces will serve primarily as resting areas for shoppers. These open spaces should include various seating, water features and/or artwork, drinking fountains, shade structure, trash receptacles, tree boxes, and primary directional signage to specific destinations.

2.3.2. **Gathering:** Located in the center of the community zone and adjacent to the water tower, this will be the primary gathering space for nearby residents. This open space should be adaptable for different community events and types of uses, with spaces for youth, families, older adults, and people with varying abilities to use and enjoy.

2.3.3. **Recreational:** This space connects people to Ȟaȟá Wakpádaŋ and the natural park space near the library. This should act as a hub to connect to the existing and proposed trails, including a new trailhead that should provide outdoor community/recreational space and tie into the public library. Conducting projects to improve the water quality of the creek, providing safe public access to the water, including seating and gathering space nearby (e.g., outdoor amphitheater), and installing interpretive signage would enhance the experience for users of this open space area.

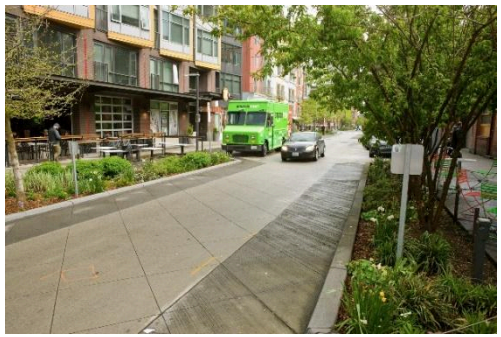


Figure 4: Shared Street in Seattle,WA

Figure 5: Shared Street in Palm Beach, FL

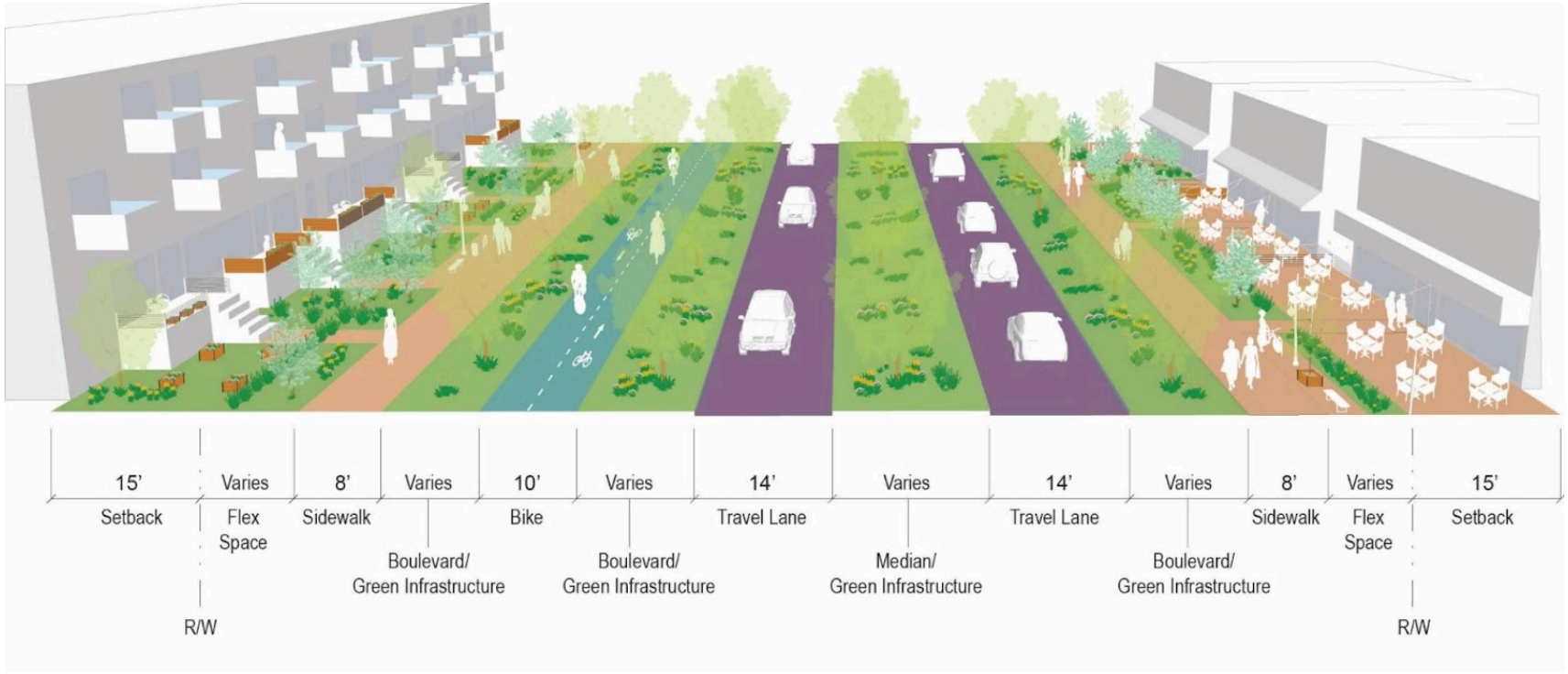
Figure 6: Shared Street in Seattle, WA

3. Street Types

The following Street Type Cross Sections are examples of how each street could be redesigned to support a safe, active, and multimodal future for Downtown Golden Valley. The listed dimensions are recommended starting points, whereas the elements that vary will need to be set based on the available right of way of each segment.

3.1. Connector

Winnetka Ave is the primary multimodal connector that brings people in and out of the downtown area.

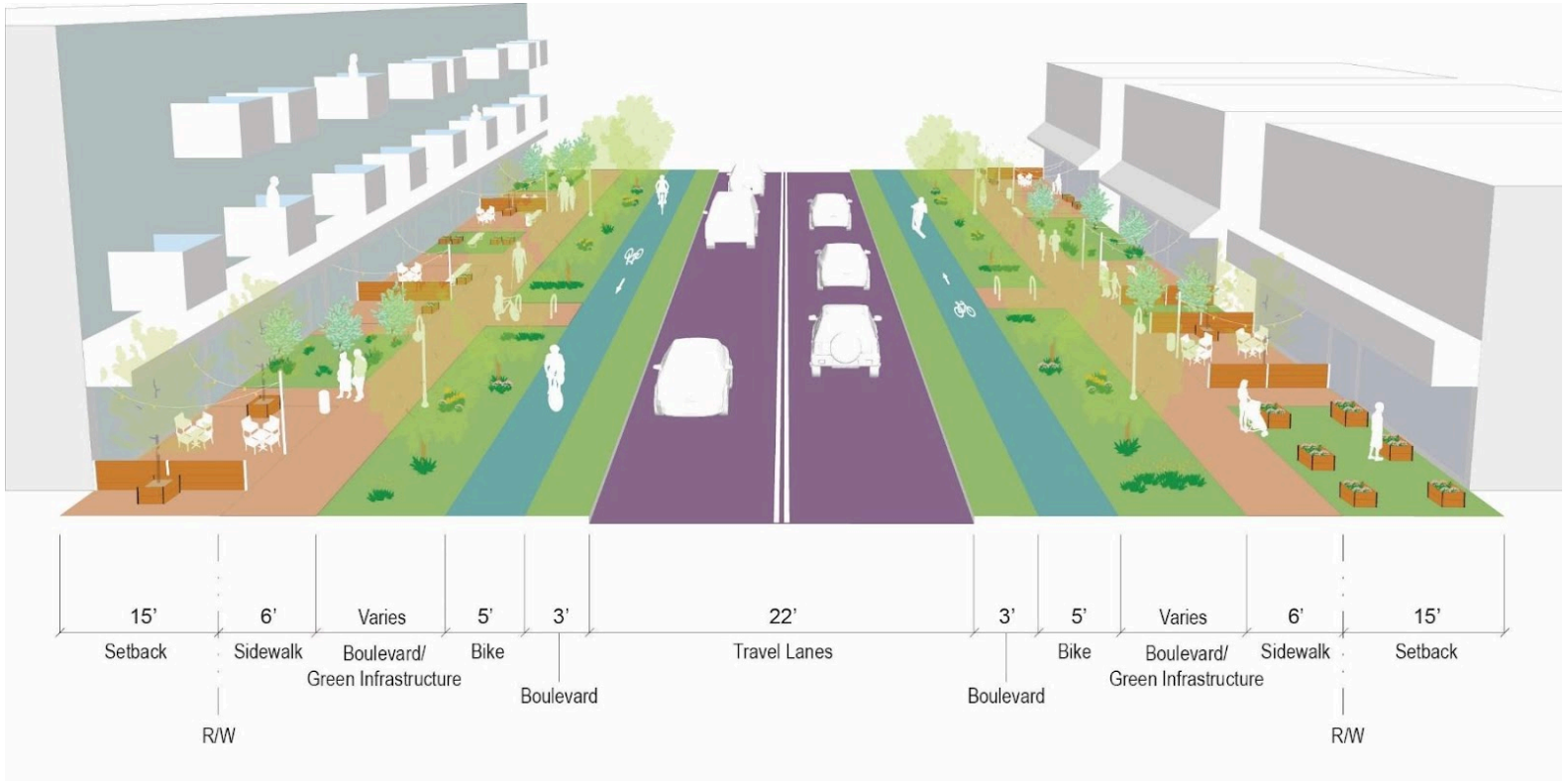


3.1.1. Multimodal Reconfiguration: Road diet provides surplus road space, used for a two-way bikeway that provides a direct connection between the Luce Line trail, downtown shops, and Brookview Park.

3.1.2. Landscape Buffers: Wide planted landscape areas buffer people and future development from the uncomfortable aspects of the busier street and provide opportunities for green stormwater infrastructure.

3.2. Circulator Streets

Rhode Island Ave, 10th Ave, and Wisconsin Ave are key streets for moving people to their destinations within downtown.

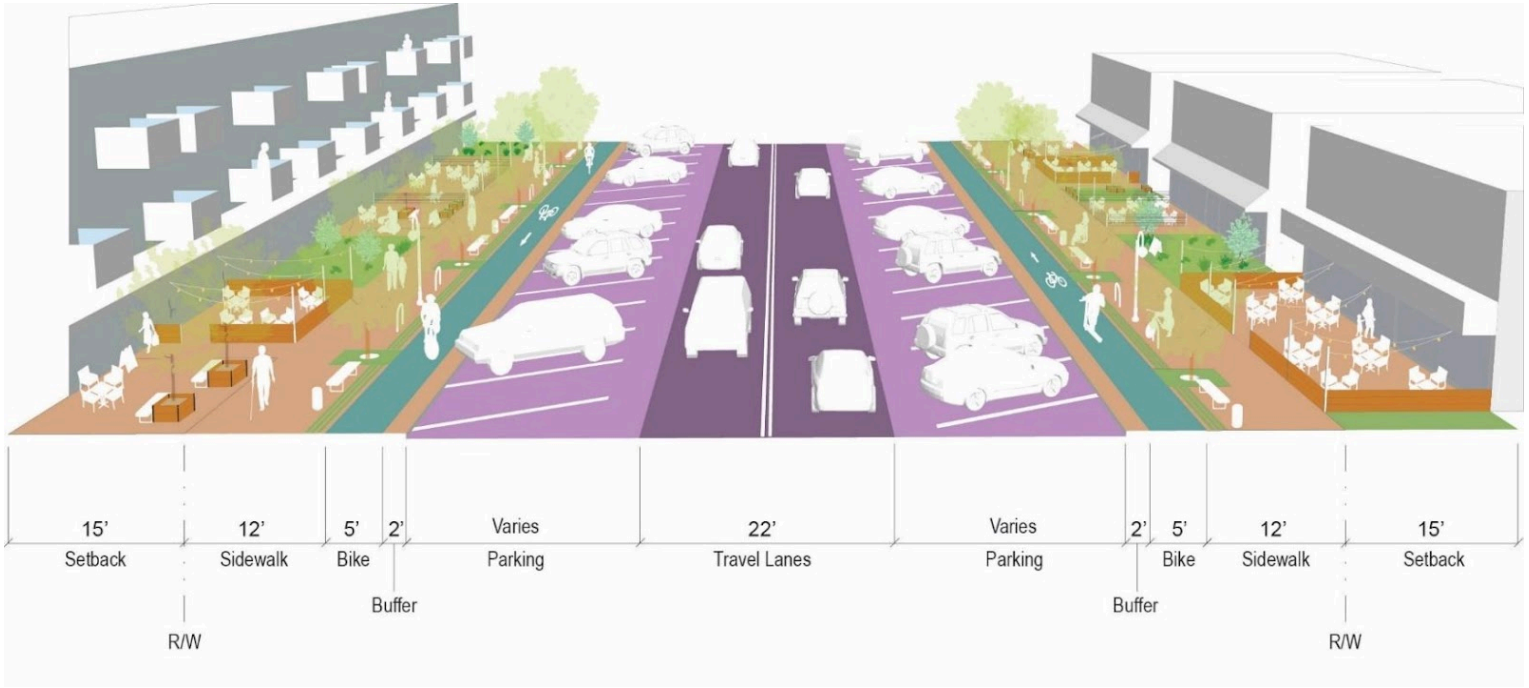


3.2.1. Enjoyable and Sustainable: Stormwater planters and street trees in the boulevard enriches the experience for people walking and biking and captures pollution before it enters local waterways.

3.2.2. Protected Bikeways: Curb protected bike paths provide more substantial separation from automobiles making the streets comfortable for all ages and abilities. A two-way bikeway or shared use path are alternatives for constrained segments.

3.3. Main Street

Golden Valley Rd is the main street, attracting visitors and businesses and providing users with opportunity to shop, socialize, rest, and experience the core of downtown.

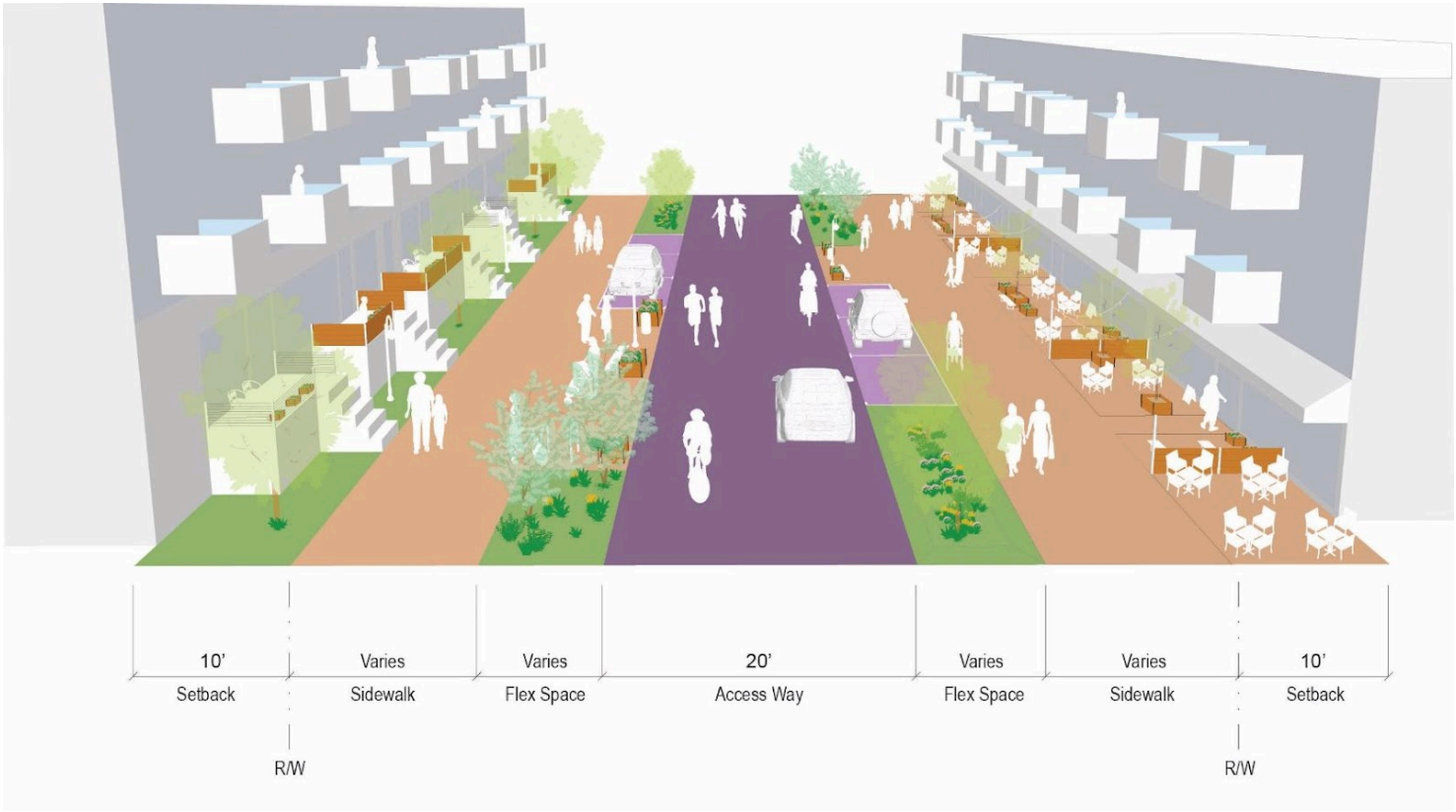


3.3.1. Diagonal Parking: Diagonal parking spaces provide convenient on-street parking for shoppers visiting downtown businesses and provide a traffic calming element to the street. Where right-of-way does not allow for angled parking on one or both sides, provide parallel parking.

3.3.2. Active Frontage Zone: Front future development on Golden Valley Rd to create the feel of a traditional main street. The 15' setback allows for active uses, like restaurant seating, to make a more inviting street experience.

3.4. Shared Street

New internal circulation corridors are shared streets that prioritize pedestrians, while still accommodating automobiles and create spaces for different types of street activation.



3.4.1. Pedestrian Experience Shared streets serve as destinations, placing emphasis on comfort and social interaction rather than automobile throughput and providing space for activation.

3.4.2. Automobile Accommodations: Automobile volume and speed is managed through diversion and other traffic calming measures to improve safety and quality of life for residents.

C. Wayfinding

Wayfinding benefits users by highlighting routes to destinations that are safe and comfortable. A consistently applied signage program can be used to unify the downtown identity.

4. Wayfinding Principles

Wayfinding systems are based on an understanding of how people move through space and take in and process information. Whether traveling by car, by bike or on foot, the following wayfinding principles should be used in the development of a wayfinding system.

4.1. Keep it Simple

Easy to use and intuitive wayfinding helps travelers navigate and understand where they are in relation to nearby landmarks and destinations. Information should be clear, legible, and simple enough to be understood by a wide audience. Wayfinding must be concise, revealing enough information without overwhelming the user. Information on each sign should be kept to a minimum to avoid confusion and facilitate understanding. Wayfinding should also be placed efficiently to minimize sign clutter.

4.2. Be Consistent

Wayfinding signs should be predictable and consistent. When information is consistent, it can be recognized and quickly understood. Wayfinding signs should have common styles, fonts, colors, materials, and placement throughout a community to promote continuity and help users quickly understand and interpret messages. Sign frequency and placement should be consistent, so users know what to expect.

4.3. Design for the Inexperienced User

Wayfinding should be designed for people who may be unfamiliar with the area. While almost any system can be learned through repeated use, wayfinding systems should be designed for new users, and systems should leverage information that the user can easily recognize and understand, including language, landmarks, common symbols, or sequences, to create an intuitive experience.

4.4. Be Inclusive

Signs that consider the needs of people with vision disabilities, or people with limited English proficiency, benefit everyone by ensuring large fonts that can be read from far away, strong contrasts between colors that make them easy to read, and the use of icons and graphics that aid in instant recognition. Signage design should be clear and legible for all users. Vertical traffic control devices should be clear of the pedestrian access route, but applicable devices should be easily accessible for users of all ages and abilities (e.g., push buttons).

5. Wayfinding Goals

The following are goals that a wayfinding system for downtown Golden Valley aims to accomplish.

5.2. Identify Downtown Golden Valley

Establish the presence of downtown Golden Valley through signage and gateway features.

5.2.1. **Approaching downtown:** Locate signs 1-3 miles away that direct people to downtown.

5.2.2. **Entering downtown:** Use gateway monumentation at the edges of downtown to signify when someone is entering downtown.

5.2.3. **Within downtown:** Use consistent signage and streetscape elements in the downtown area to create a cohesive identity.

5.2. Connect to Local Attractions

Direct people to local destinations such as civic buildings, the library, future parks, and retail areas. Locate signs prior to decision points, such as intersections or turning points. Include signage at destinations to link downtown attractions together and encourage visitors to make multiple stops.

5.3. Promote Active Travel

Show people that walking or biking to many places is an option, making it easier for them to choose these ways to travel. A good wayfinding system makes walking and biking routes easier to find.

6. Wayfinding Types

This section identifies the types of wayfinding and signage that should be incorporated along downtown Golden Valley corridors.

6.1. Wayfinding Categories

The categories that inform what purpose each wayfinding feature or sign serves include identification (including landmarks and gateways), branding and downtown identity, directional signage, and regulatory. Lighting should also be incorporated to guide people to destinations, guide people along routes, and illuminate important signage.

6.2. Signage Types

The scale of the signage should consider the target user and street type. High speed roads will reflect the largest signs, followed by vehicle signage along other roadways. Signage for bicyclists will be a smaller scale than vehicular signage, but larger than pedestrian.

6.2.1. **Street/Trail Sign:** Identifies name of intersecting street or trail at all intersections.
6.2.2. **Trail Identification:** Placed along the route to communicate the name of a trail.
6.2.3. **Bike/Ped Symbols:** Located at trail end-points, changes in grade and pavement, and at trail intersections with streets. Can also include the trail name.
6.2.4. **Shared Street Symbols**: Placed at intersections of shared streets with other street types to communicate that all modes of travel share the roadway.
6.2.5. **Banners:** Placed along light poles, particularly along the main street and connector corridor, to strengthen the identity of downtown and communicate upcoming events or changes.
6.2.6. **Vehicular Parking Identification:** Placed at intersection on primary route (main, circulator, or connector routes) to roadways with vehicle parking access.
6.2.7. **Amenity Identification:** Placed along the primary routes to indicate to bicyclists where designated bicycle parking is located, particularly in retail and open space areas.

6.2.8. **Decision Sign**: Identifies destinations accessible by the route, located at trailheads and open spaces, particularly the plazas.

6.2.9. **Area Map**: Area maps should be placed with decision signs and at gateway locations, identifying open spaces, shopping areas, civic uses, the library, and other public spaces.

6.2.10. **Ground Markings and Decals**: Symbols and/or text applied directly to the surface of a street. These can be used as directional or branding signage, particularly along shared streets and trails.

6.2.11. **Restrictions Signage**: Includes speed limits, no parking areas, and use restrictions along routes.

6.3. Gateway Types

Similar to signage, the scale of the gateway feature should consider the street type that it is located on, as well as the downtown zone. Gateway features should be placed at arrival points into downtown, at endpoints of important roads, in open spaces, and at trailheads.

6.3.1. **Archway:** Stretches over a street or path to indicate that travelers are entering downtown and zones within downtown. Archway signage could be incorporated into the pedestrian bridge across Olson Memorial Highway, across Winnetka as travelers turn off of the highway, and/or at the start/end of the trail network near the library.

6.3.2. **Art/Structures:** Standalone design feature to indicate an entry point or location destination. These features should be considered at the Golden Valley Rd and Winnetka Ave and Rhode Island Ave intersections and at gathering and plaza open spaces types and should incorporate local art, including artwork on the water tower.

6.3.3. **Landscaping:** Landscaping or special vegetation that signals an entry point. This can take the form of a stormwater park, garden, ornamental trees, or other features and should be considered at intersections along the shared street, at trailheads, and at major intersections. These can be used as barriers for restricted uses at path entries or to narrow the roadway.

6.3.4. **Lighting**: Decorative or enhanced lighting, such as strong lights, lighted trees, lighted signage and landmarks, and light entry points.

6.3.5. **Landmark**: Sign or other feature that indicates the arrival at a destination. This should incorporate lighting, branding, and/or artwork.

Figure 7: Archway Example (Bridge) (Credit: www.crexi.com Peachtree Corners)

Figure 8: Archway Example (Credit: Toole Design)

Figure 9: Art/Structure Example (Credit: Toole Design)

Figure 10: Landscaping Example (Credit: tmrotary.org, Mequon-Thiensville Gateway, GROTH Design Group)

Figure 11: Lighting Example Monon Blvd, Carmel IN

Figure 12: Landmark Example (Credit: Toole Design)

6.4. Placemaking Opportunities at the Existing Bridge

The existing pedestrian bridge over Olson Memorial Highway has the potential to be a prominent gateway for Downtown Golden Valley. An art installation on the bridge could serve both as a visual landmark and a unique experiential element for the community. The example images showcase how other communities have used large-scale sculpture to reflect the local culture or history. The art enhances the pedestrian experience, while also giving the bridge an iconic identity. MnDOT has an Art on Trunk Highway policy allowing art within MnDOT right of way. Further coordination with MnDOT would be beneficial to access the possibility of transforming the existing bridge into a high visibility signature landmark.

Figure 13: Bridge Example (Credit: Diane Bush)

Figure 14: Bridge Example (Credit: Melissa Cole, Confluence)

Figure 15: Bridge Example (Credit: Bao and Cos Studio)

D. Design Standards

Streetscape elements, including lighting, furniture, landscaping, and wayfinding, work together to create a cohesive visual identity to downtown Golden Valley in addition to making the streets more comfortable and inviting.

7. Streetscape Design Theme: Natural Modern

The theme draws inspiration from Golden Valley's close ties with nature and presents it in a clean and contemporary style. The theme should incorporate elements of the existing Golden Valley downtown character and the aesthetic of Brookview Park.

The following pages are organized by element type and contain inspiration for an overall theme that can be applied to future streetscape and development projects.

Seating

Product: FGP
Maker: Landscape Forms
Description: Cast aluminum with ipe wood available backed or backless

Product: Rough&Ready Cubes
Maker: Streetlife
Description: Square benches to create small seating areas in combination

Product: Parallel 42
Maker: Landscape Forms
Description: Compact interchangeable building blocks for active seating

Product: Atlas Seat
Maker: Vestre
Description: Modular seating with innumerable configurations

Waste/Recycling

Product: Cordia Receptacle
Maker: Forms+Surfaces
Description: Aluminum with powder-coat finish with single or split stream config.

Product: Apex Litter
Maker: Forms+Surfaces
Description: Highly-recycled aluminum receptacle with optional rain guard

Product: Bailey Streetscene
Maker: Ascot Litter Bin
Description: Stainless steel frame with timber finish

Product: Bailey Streetscene
Maker: Bobo Dog Waste Bin
Description: Welded stainless steel bin with hinge for bags

Bike Parking

Product: Metalco - Stauback & Kuckertz
Maker: Inside Cycle Stand
Description: Corten steel rectangle shape with rounded corners

Product: Urban Post
Maker: Vestre
Description: Steel powder-coat with capacity for two bicycles

Product: Athens
Maker: Sitescapes
Description: Modular square bar decorative bike rack

Product: Cyclehoop
Maker: Planter Rack
Description: Six bicycle parking rack with built in planter

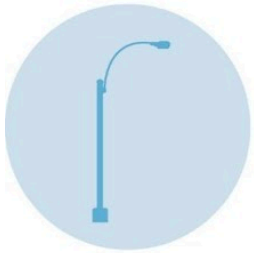
Planters

Product: Landscape Forms
Maker: Plaza Planter
Description: Painted steel structure with wood panels

Product: Europlanters
Maker: Double Bench Planter
Description: GRP planter with timber slated seat

Type: Stormwater Planter
Location: Downtown Saint Paul, MN
(Credit: Toole Design)

Product: Iron Age Designs
Maker: Rain
Description: Tree grate with linear surface design



Lighting

(Source: www.finegardening.com)

Product: Reno
Maker: Hess Lighting
Description: Illuminating LED column

Product: Intrigue Lighting
Maker: Elegant - PAS
Description: Birdcage straight pole pedestrian street light

Type: Decorative Lighting
(Credit: Toole Design)

Type: Holiday Tree Lights
Omaha, NE

Signs/Wayfinding

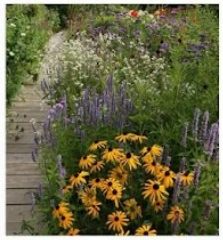
Type: Wayfinding
Location: Adelaide, AUS
(Credit: Studio Binocular)

Type: Entry Monument
Location: Adelaide, AUS
(Credit: Studio Binocular)

Product: Branding Sign
Maker: Twinkle Display Prop
Description: Stainless steel letter sign
(Credit: Toole Design)

Type: Wayfinding
Location: Oregon Zoo
(Credit: Hunt Design)

Landscape



Type: Native Plants
(Source: www.finegardening.com)

Type: Native Grasses/Sedges
(Source: www.naturehills.com)

Type: Native Pollinator Trees/Shrubs
(Ex: Yellowwood)
(Source: www.mctrees.org)

Type: "Climate Ready" Trees/Plants
(Ex: Blue Beech)
(Source: www.kerplantz.com)

Shade/Shelters

Type: Bus Shelter with Green Roof
Caxios do Sul, BR

Type: Bridge Shelter
Dos Lagos, Corona, CA

Type: Bike Parking Shelter
(Credit: Langley Design)

Type: Open Space Shelter
(Credit: Rapt Studio)

Water Tower

Type: Water Tower Lighting
Location: Dothan, AK
(Source: www.wtvy.com)

Type: Water Tower Mural
Location: Lockhart, AUS
(Source: www.visitnsw.com)

Type: Water Tower Lookout
Location: Peoria Heights, IL

Type: Water Tower Mural
Location: Mitcham, AUS
(Source: www.mitchamcouncil.sa.gov.au)

City of Golden Valley
Downtown Golden Valley User Experience Framework

Chapter Five:

Implementation Guidance

Translating Vision to Reality

12/9/2024

Chapter Five: Implementation Guidance Overview

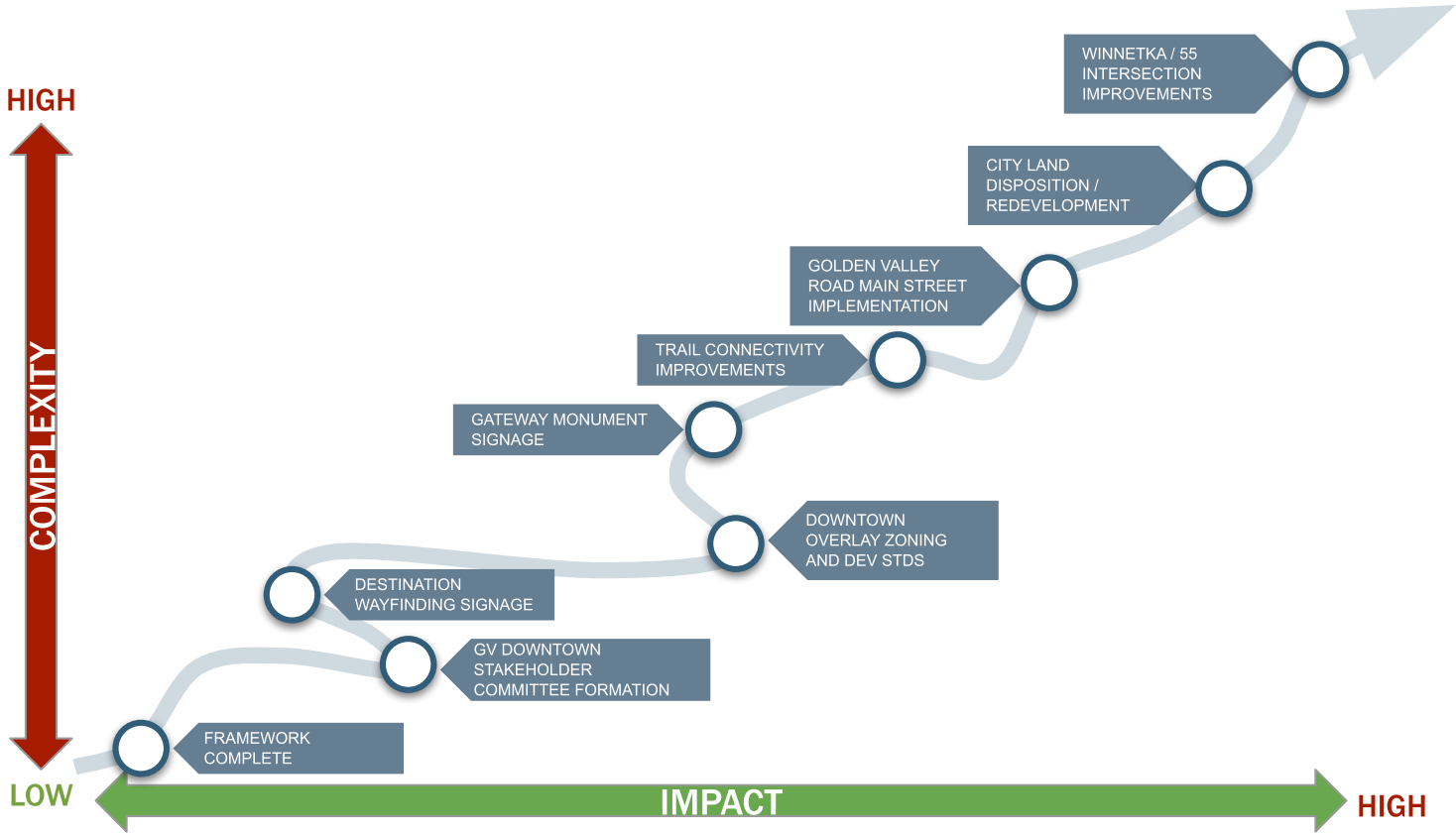
The recommendations provided as part of the User Experience Framework span categories of expertise and limits of jurisdiction. Achieving meaningful change in Downtown Golden Valley will need to involve a broad cross section of city staff, jurisdictional entities, and community stakeholders all working collaboratively to achieve the shared vision. This chapter outlines a broad framework of how this effort could be structured as well as general timelines to focus energy and evaluate success.

A. Phasing and Timeline

Build Momentum, then Build Out the Vision.

1. Implementation Strategy

While the ultimate implementation of the recommended elements of the User Experience Framework will be determined by a number of variables and decisions made now and in the future, it is recommended to strategically implement less complex parts of the vision to build momentum toward more difficult objectives. Doing so will use easier objectives to build collaborative muscle and organization capability in time to tackle more difficult challenges.


HIGH
COMPLEXITY
LOW
IMPACT
HIGH
FRAMEWORK COMPLETE
GV DOWNTOWN STAKEHOLDER COMMITTEE FORMATION
DESTINATION WAYFINDING SIGNAGE
DOWNTOWN OVERLAY ZONING AND DEV STDS
GATEWAY MONUMENT SIGNAGE
TRAIL CONNECTIVITY IMPROVEMENTS
GOLDEN VALLEY ROAD MAIN STREET IMPLEMENTATION
CITY LAND DISPOSITION / REDEVELOPMENT
WINNETKA / 55 INTERSECTION IMPROVEMENTS

1.1. Time Horizon

The interval between when a plan is publicly adopted and when the first physical changes are completed can often be a predictor of how successful implementation will be. It is all too easy to lose momentum when engagement is seen as something that was completed during the planning process. Conversely, shaping an active process with regular touchpoints and escalating complexity will provide a greater guarantee of success over the long run.

The consultant team recommends maintaining a focus on immediate as well as short (2-4 years), medium (4-16 years), and long range actions (16+ years) and provides the following recommendations for immediate actions:

1. Adopt Golden Valley User Experience Framework
2. Establish a Downtown Task Force that meets quarterly and has members representing residents, stakeholders, and electeds to build buy-in and maintain implementation momentum
3. Cultivate close working partnerships through quarterly meetings between Community Development staff, the Task Force, and the Hennepin County Library and Three Rivers Park District
4. Identify the improvement as a key objective for the city with community foundations and funders
5. Begin identifying potential grant on other funding sources suited to recommended actions
6. Explore methods to increase resident and stakeholder enthusiasm in downtown such as additional programming or fund raising campaigns.
7. Partner with Hennepin County Library to clean up vegetation at the triangle, improve access to Ȟaȟá Wakpádaŋ, and provide outdoor programming

1.2. Cost

The extent to which elements of the User Experience Framework is unclear at this point as is the date when implementation will occur. Potential costs range from staff time necessary to plan for and implement elements of the vision, to compensation for consultants, artists, and contractors. This uncertainty makes it difficult to provide cost estimates at this time, but provides the flexibility to right size implementation actions according to available resources.

B. Implementation Matrix

1. Key Considerations

The Implementation Matrix is intended to provide a road map to chart the implementation of the User Experience Framework vision for Downtown Golden Valley. The matrix should be used as a living document and can also be used to measure progress towards the goals.

1.1. What Action is Needed?

The goal of the Implementation Actions are to build momentum as implementation actions increase in complexity, scale, and capital needs.

1.2. When is Action Needed?

The actions identified in the Implementation Matrix are generally ordered chronologically from the short range to the long range project horizon:

⏱= Immediate (less than 2 years)

⏱⏱= Short Term (2-4 years)

⏱⏱⏱ = Medium Term (4-16 years)

⏱⏱⏱⏱= Long Term (16+ years)

1.3. How to Act?

Actions are classified as:

- **Engagement**: Actions to maintain alignment and increase buy-in of the community, stakeholders, and jurisdictional entities.
- **Infrastructure**: Construction of physical improvements guided by the City of Golden Valley Capital Improvement Plan
- **Regulatory**: Implementation of ordinances and regulations necessitated in support of the vision for downtown
- **Procedural**: Developing and implementing new procedures, policies, or systems
- **Planning**: Action needing further study and development

1.4. What is the Magnitude of Impact?

The amount of benefits provided by each action are rated on a scale from one to three stars:

✦ = Minimal Impact on the identity and function of downtown

✦✦ = Moderate Impact on the identity and function of downtown

✦✦✦ = Significant Impact on the identity and function of downtown

1.5. How Complex is Execution?

The level of complexity of each action is rated on a scale from one to three bars. Generally actions requiring coordination between multiple jurisdictional entities are more complex, whereas actions entirely under the control of the City of Golden Valley would rate as less complex:

▮ = Minimal Complexity - Items that can be accomplished by Golden Valley with little difficulty

▮▮ = Moderate Complexity - Items that require partnership with external entities and/or special sources of funding

▮▮▮ = Significant Complexity - Items that require extensive partnerships with external entities and/or significant funding to complete

1.6. Who Needs to Act?

The final column provides suggestions for who within the city should be responsible for leading each action. Potential partners for consultation or collaboration are identified as follows:

Golden Valley Responsible Entity | *Recommended Partner*

2. Matrix of Implementation Actions

What?	When?	How?	Impact	Complexity	Responsible | *Potential Partners*
Convene Downtown Experience Task Force meeting quarterly	⏱	Engagement	✦✦	▮	Task Force comprised of: • City residents and local business leaders • Members of stakeholder groups such as the Golden Valley Community Foundation, Golden Valley Historical Society, League of Women Voters of Golden Valley • Jurisdictional entities such as Hennepin County, Three Rivers Park District, • (2) city council members • (2) members each from Planning, Open Space & Recreation, Environment, and DEI commissions
Actively coordinate with Hennepin County to pilot Winnetka road diet through striping during 2026 mill and overlay.	⏱	Engagement	✦✦	▮▮▮	City Engineer and Community Development Department | *Hennepin County Transportation Planning*
Cultivate close working partnerships with Hennepin County Library and Three Rivers Park District	⏱	Engagement	✦	▮	Community Development and Task Force | *Hennepin County (Library) and Three Rivers Park District*

What?	When?	How?	Impact	Complexity	Responsible | *Potential Partners*
Roll out a small dollar resident donation campaign for Water Tower Plaza to build interest and buy in from the community.	⏱	Engagement	✦	▮	Community Development | *Golden Valley Community Foundation (Golden Valley Arts), Perpich Center for Arts Education, and Market in the Valley*
Explore funding opportunities and schedule wayfinding and streetscape improvements in Capital Improvement Plan	⏱	Procedural	✦	▮	Public Works and Community Developments
Implement Leading Pedestrian Intervals (LPIs) at signalized intersections in Downtown	⏱	Infrastructure	✦	▮	Public Works and Engineering Departments
Clean up vegetation at the triangle to improve visibility of Ȟaȟá Wakpádaŋ (City of Golden Valley), improve access to Ȟaȟá Wakpádaŋ, and provide outdoor programming in partnership with Hennepin County Library	⏱	Engagement	✦	▮	Community Development and Task Force | *Hennepin County (Library)*
Update Comprehensive Plan Land Uses for Downtown per recommendation	⏱	Procedural	✦	▮	Planning Department
Implement short term safety measures including ADA accessibility upgrades to curb ramps, and crosswalk improvements	⏱⏱	Infrastructure	✦✦	▮▮	Engineering and Public Works Departments

Implement a pilot public art project at a gateway location to downtown.	⏱⏱	Procedural	✦✦	▮	Community Development | *Golden Valley Community Foundation (Golden Valley Arts) and Perpich Center for Arts Education*
What?	**When?**	**How?**	**Impact**	**Complexity**	**Responsible | *Potential Partners***
Coordinate Civic Center redevelopment phasing and concepts with User Experience Framework regulations	⏱⏱	Procedural	✦✦	▮▮	Community Development
Launch national design competition for new water tower integrating public art / sculpture 4 years before 2029 programmed end-of-life for existing water tower	⏱⏱	Procedural	✦✦✦	▮	Public Works and Community Development | *Golden Valley Community Foundation (Golden Valley Arts), Perpich Center for Arts Education, and City of New Hope (joint powers agreement)*
Launch public space design competition for Water Tower Plaza and Luce Line Trailhead	⏱⏱	Procedural	✦✦	▮	Community Development | *Three Rivers Park District, Golden Valley Community Foundation (Golden Valley Arts), and Perpich Center for Arts Education*
Plan for new Luce Line Trailhead location adjacent to Library	⏱⏱	Engagement	✦✦	▮▮	Community Development | *Hennepin County (Library), Three Rivers Park District (Luce Line)*
Pilot curb extensions, and mid-block crossings at identified locations with paint and removable elements	⏱⏱	Infrastructure	✦✦	▮	Engineering and Public Works departments

Develop and Implement Golden Valley Downtown Zoning Overlay including standards for use/furnishing of the active use zone located in the front property setback.	⏱⏱	Regulatory	✦✦✦	▮▮	Planning Department
Develop and Implement Design Standards for new development in Downtown	⏱⏱	Regulatory	✦✦✦	▮▮	Planning Department
What?	**When?**	**How?**	**Impact**	**Complexity**	**Responsible | *Potential Partners***
Establish a maintenance program and funding for public art and signage	⏱⏱	Procedural	✦	▮▮	Public Works and Community Development Departments
Extend the city's branding standards to include permanent and temporary signage for the downtown area	⏱⏱	Regulatory	✦✦	▮▮	Community Development Department, Marketing and Communications Staff
Pilot curb extensions, and mid-block crossings	⏱⏱	Infrastructure	✦✦	▮	City Engineer and Public Works departments
Solicit artist RFP for downtown identity and signage program	⏱⏱	Procedural	✦✦	▮	Community Development | *Golden Valley Community Foundation (Golden Valley Arts) and Perpich Center for Arts Education*
Adjust Winnetka Ave North road design improvements based results from 2026 pilot and implement at nearest major capital investment	⏱⏱⏱	Engagement	✦✦	▮▮▮	City Engineer | *Hennepin County Transportation Planning*
Implement downtown identity and signage program from selected design	⏱⏱⏱	Infrastructure	✦	▮	Community Development department and Marketing and Communications staff

Build out selected designs for Water Tower Plaza and Trailhead	⏱⏱⏱	Infrastructure	✦✦	▮▮	Public Works (with potential hired contractor)
Explore opportunities for recurring events to be held at Trailhead and Water Tower Plaza	⏱⏱⏱	Engagement	✦	▮	Community Development | *Westopolis and Minneapolis Regional Chamber of Commerce*
Reconstruct Golden Valley Road and implement off-street trail facility	⏱⏱⏱	Infrastructure	✦✦✦	▮▮	Engineering and Public Works departments
Consolidate New Civic Center Facilities	⏱⏱⏱	Infrastructure	✦✦	▮▮	City Departments
What?	**When?**	**How?**	**Impact**	**Complexity**	**Responsible | *Potential Partners***
Launch design RFP for Festival Street Phase 1 (Trailhead to Golden Valley Road)	⏱⏱⏱	Procedural	✦✦✦	▮	Community Development | *Golden Valley Community Foundation (Golden Valley Arts) and Perpich Center for Arts Education*
Complete public realm improvements to other city-controlled Downtown Streets (Rhode Island, Wisconsin, 10th Ave N)	⏱⏱⏱	Infrastructure	✦✦	▮▮	Engineering and Public Works departments
Build out Phase 1 of Festival Street (Golden Valley Road north to Trailhead) per proposed design	⏱⏱⏱	Infrastructure	✦✦✦	▮▮▮	City Engineer and Public Works departments
Implement easement for Phase 2 of Festival Street (Golden Valley Road south to Golden Valley Commons fountain) as a condition of planning approval for future redevelopment	⏱⏱⏱	Regulatory	✦✦✦	▮▮▮	Planning Department

Explore opportunities for large community and regional events to be held on Festival Street / Water Tower Plaza	⏱⏱⏱	Engagement	✦✦✦	▮▮	Community Development | *Westopolis / Minneapolis Regional Chamber of Commerce*
Implement Ȟaȟá Wakpádaŋ Trail easement as a condition of planning approval for development on the north side of Ȟaȟá Wakpádaŋ	⏱⏱⏱	Regulatory	✦	▮▮	Planning Department
Actively coordinate with MNDOT in advance of redesign for MN-55 to ensure intersection design supports downtown vision.	⏱⏱⏱⏱	Engagement	✦✦	▮▮▮	City Engineer | *MNDOT*
What?	**When?**	**How?**	**Impact**	**Complexity**	**Responsible | *Potential Partners***
Implement municipal parking structure; or shared-use public parking as part of private development	⏱⏱⏱⏱	Regulatory	✦✦✦	▮▮▮	Community Development and Public Works departments
Develop and Implement Small Area Plan for downtown north including properties on north bank of Ȟaȟá Wakpádaŋ.	⏱⏱⏱⏱	Planning	✦✦✦	▮▮	Planning Department
Actively coordinate with METRO during BRT design to ensure station locations are in city identified locations.	⏱⏱⏱⏱	Engagement	✦✦✦	▮▮▮	City Engineer and Planning Department | *Metropolitan Council and METRO Transit*

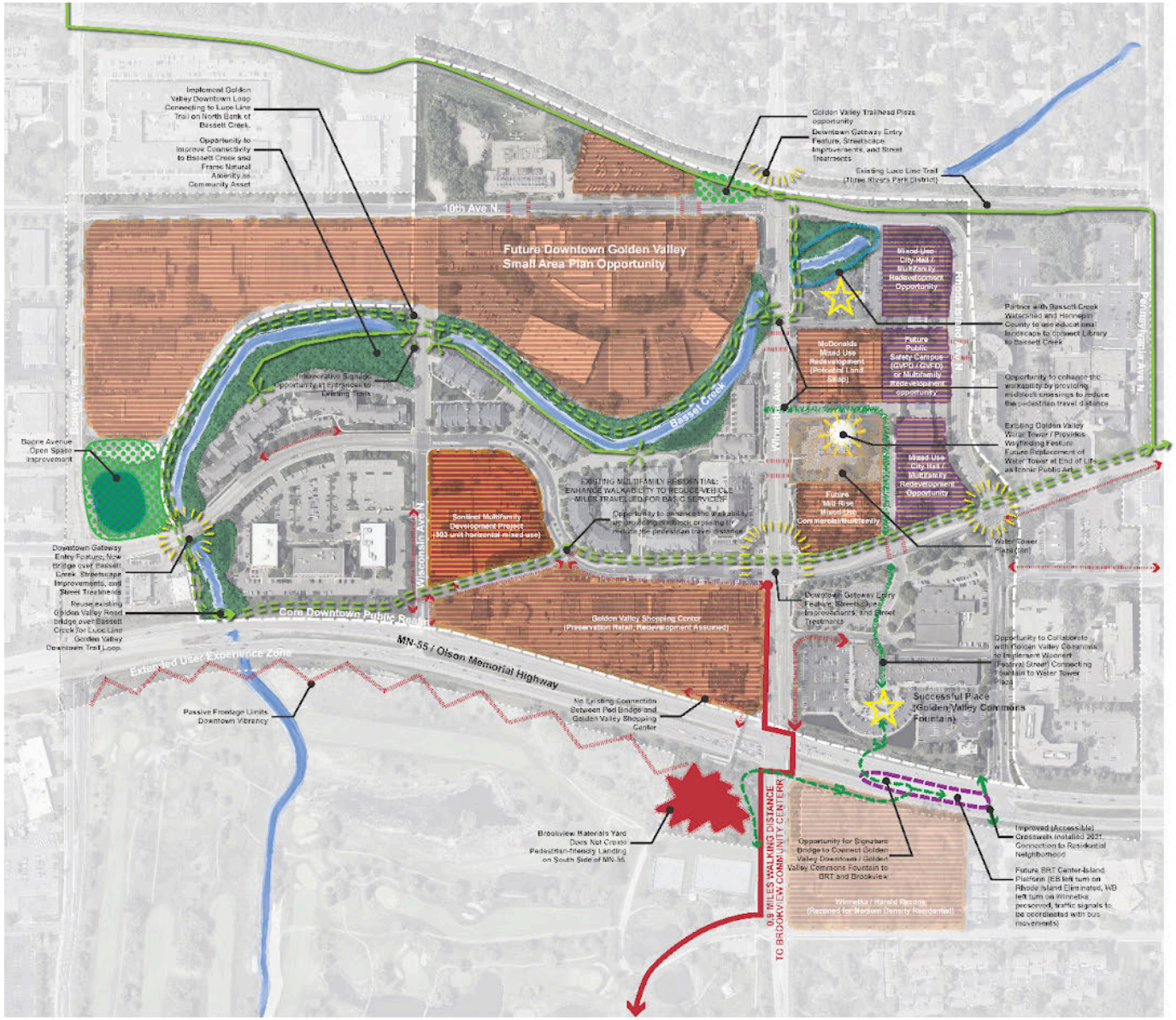
Advocate for improved pedestrian crossings on MN-55 at Rhode Island, Winnetka, and Wisconsin and turning movements that minimize through traffic impact on downtown during design of MN-55 reconstruction	⏱⏱⏱⏱	Engagement	✦✦✦	▮▮▮	City Engineer and Planning Department | *MNDOT*
Commission parking study after BRT implementation to adjust parking requirements and evaluate additional parking reductions within ¼ mile of BRT station.	⏱⏱⏱⏱	Procedural	✦✦✦	▮	City Engineer and Planning Department

City of Golden Valley
Downtown Golden Valley User Experience Framework

Appendices

12/9/2024

Appendix A: Existing Conditions Analysis

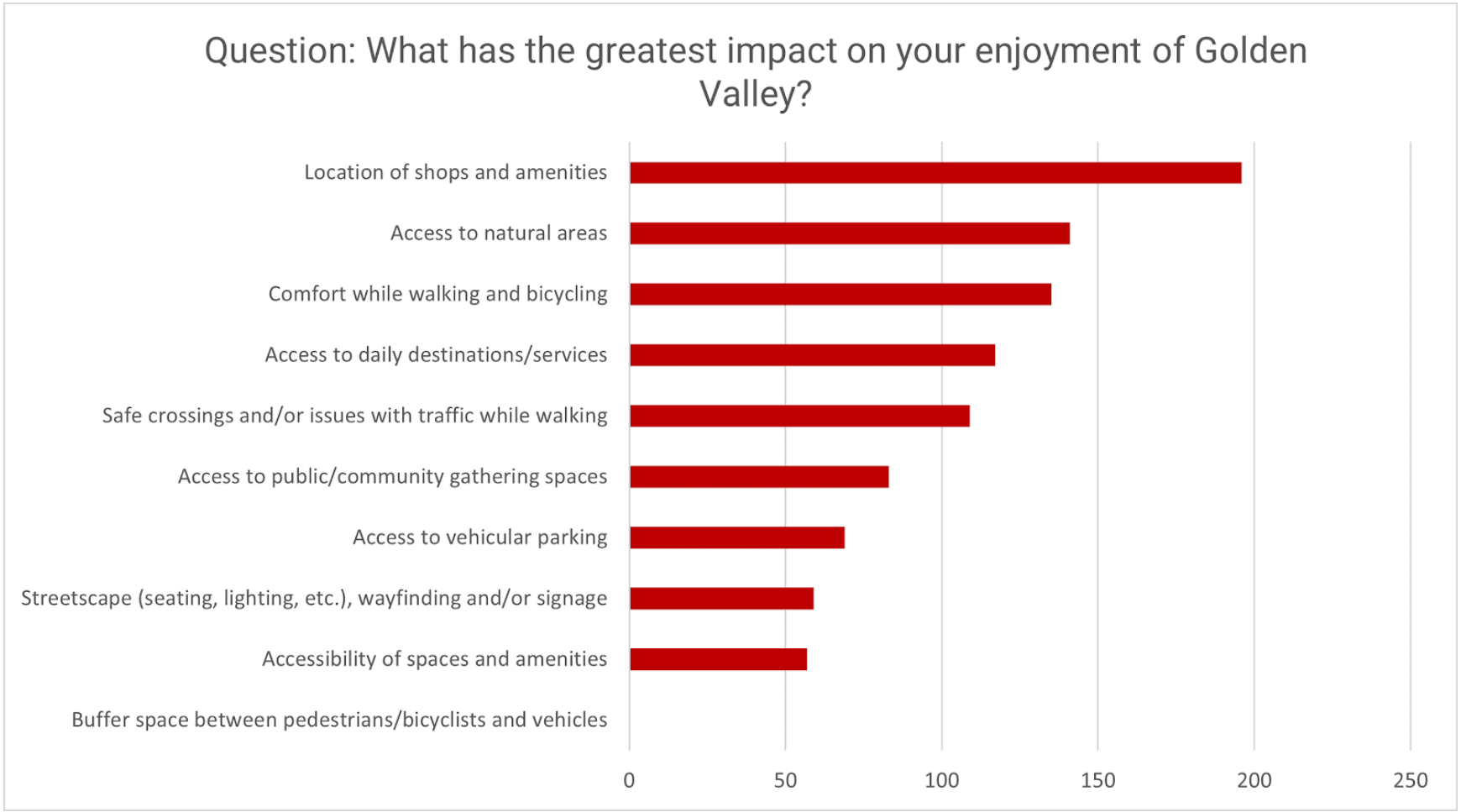


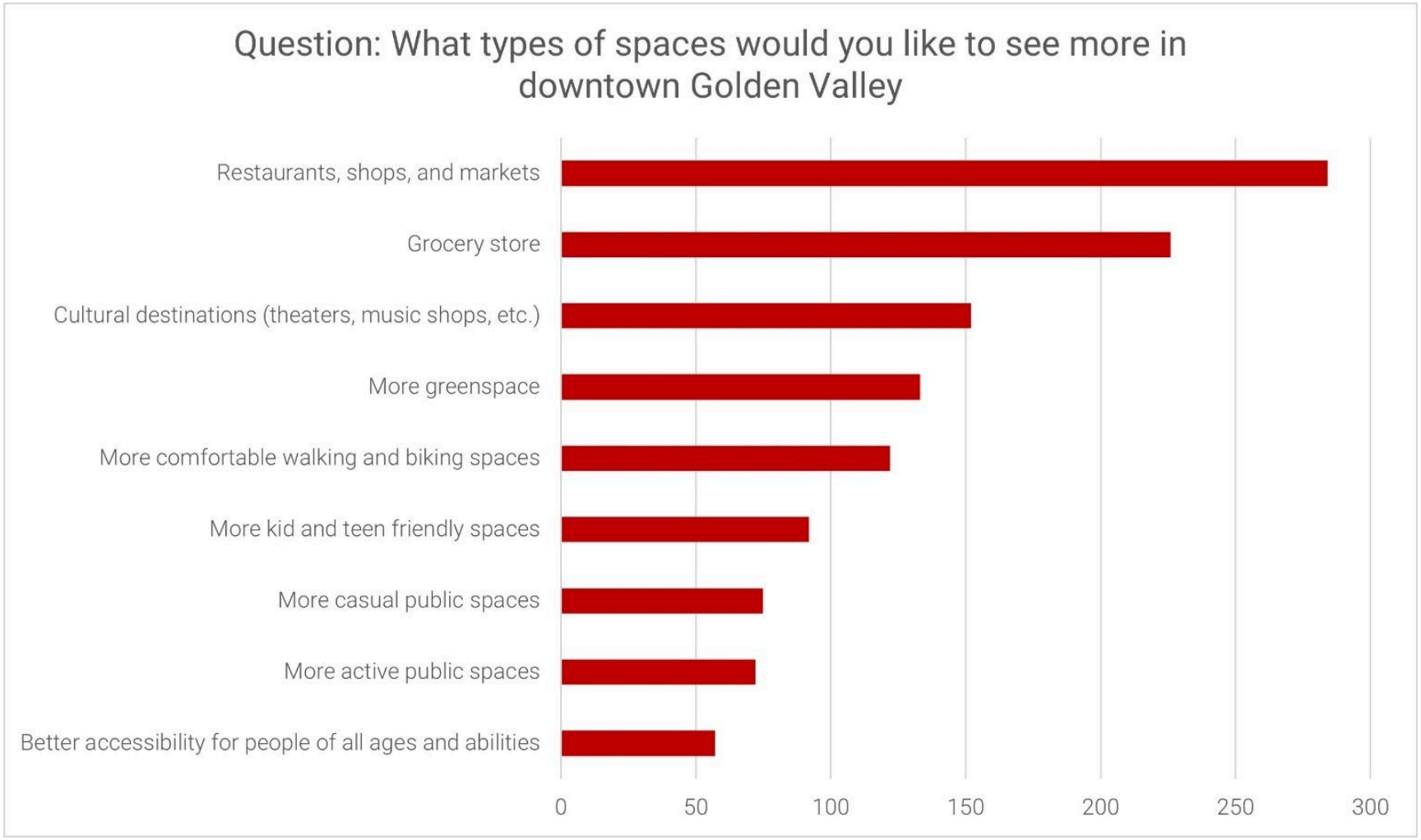
City of Golden Valley: Downtown Golden Valley User Experience Framework

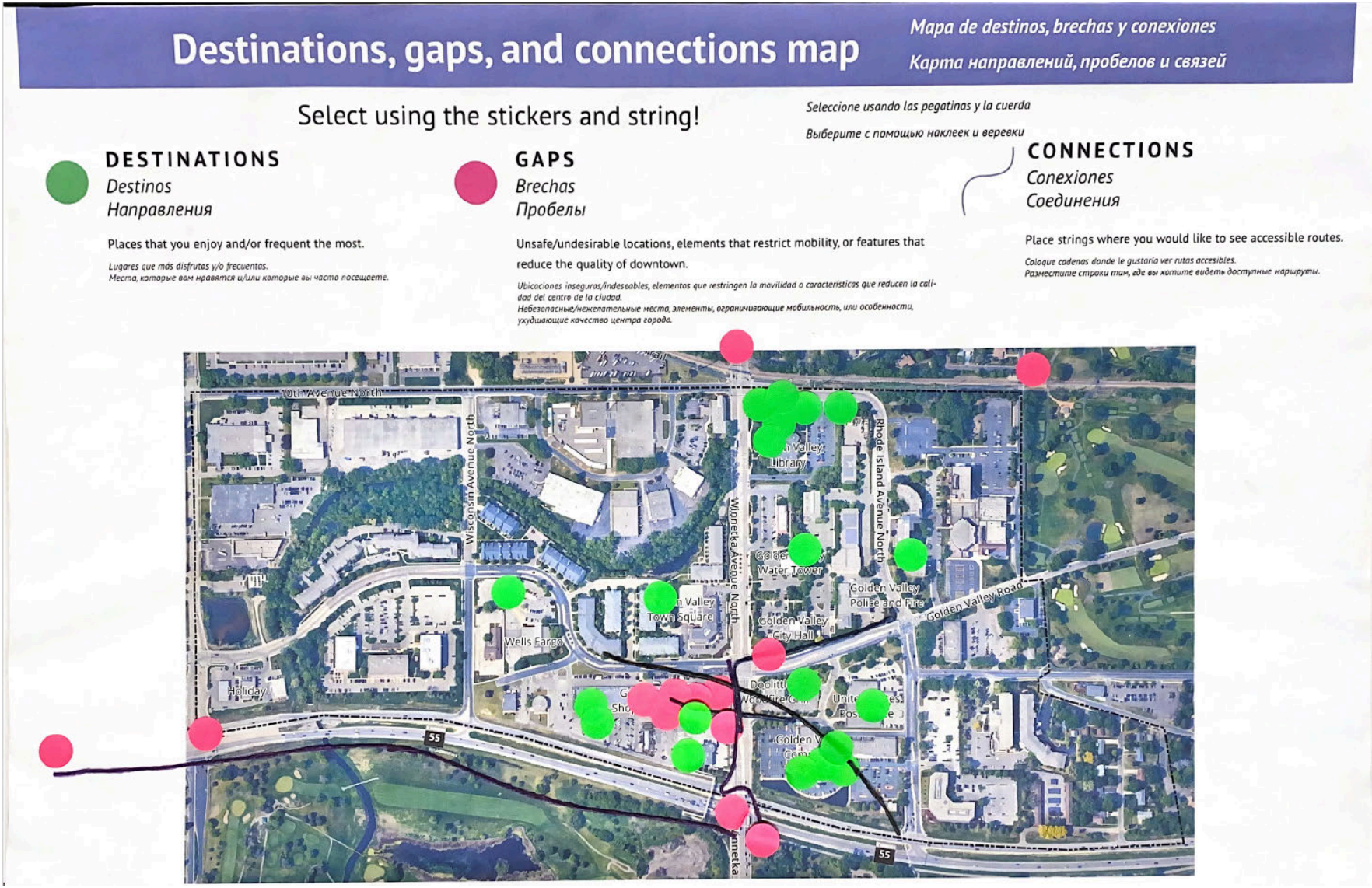
12/9/24

Appendix B: Additional Engagement Results

Public Realm Development Questions



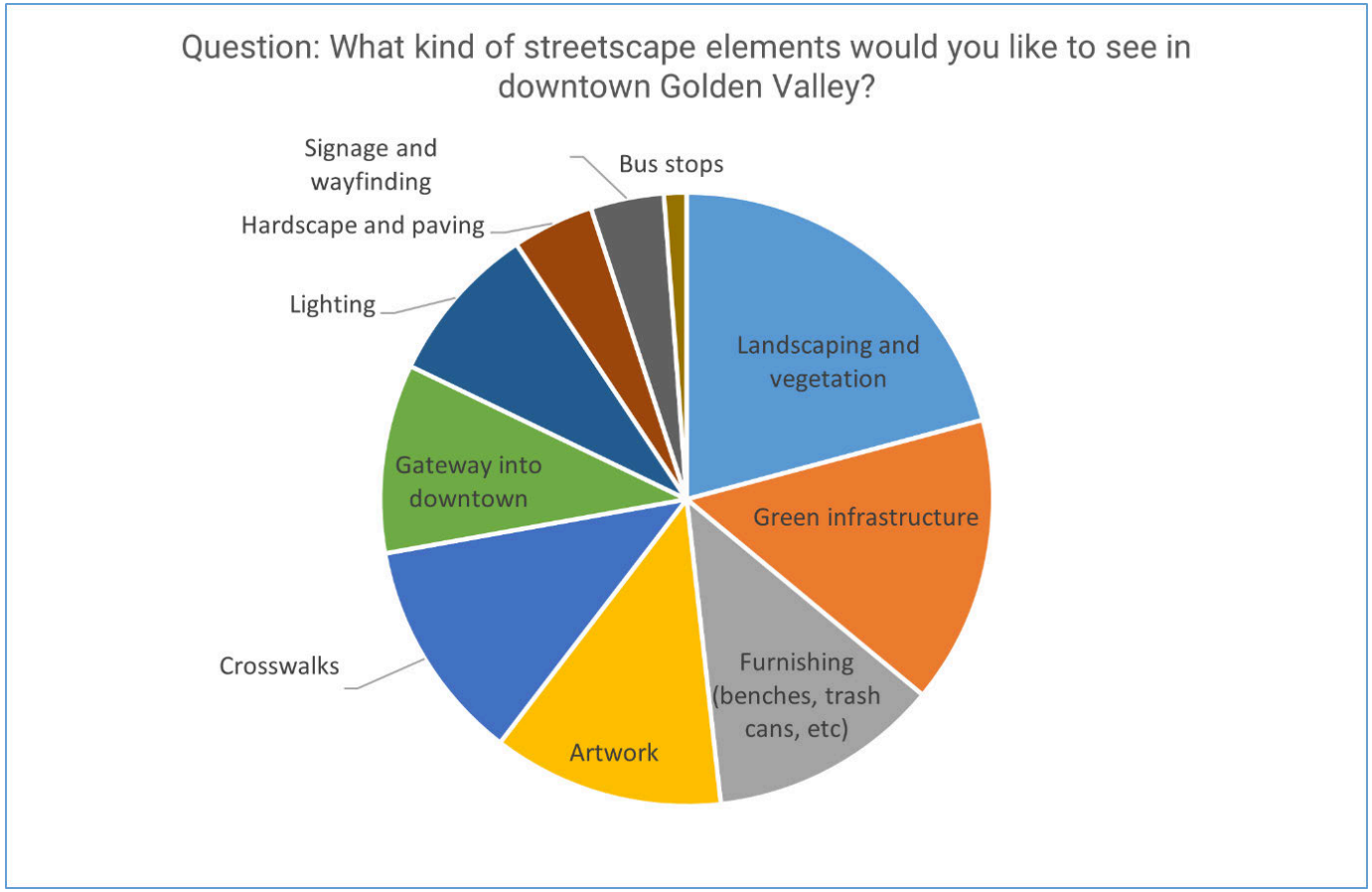

Question: What types of spaces would you like to see more in downtown Golden Valley
Restaurants, shops, and markets
Grocery store
Cultural destinations (theaters, music shops, etc.)
More greenspace
More comfortable walking and biking spaces
More kid and teen friendly spaces
More casual public spaces
More active public spaces
Better accessibility for people of all ages and abilities
0
50
100
150
200
250
300


Destinations, gaps, and connections map
Mapa de destinos, brechas y conexiones
Карта направлений, пробелов и связей
Select using the stickers and string!
Seleccione usando las pegatinas y la cuerda
Выберите с помощью наклеек и веревки
DESTINATIONS
Destinos
Направления
Places that you enjoy and/or frequent the most.
Lugares que más disfrutas y/o frecuentas.
Места, которые вам нравятся и/или которые вы часто посещаете.
GAPS
Brechas
Пробелы
Unsafe/undesirable locations, elements that restrict mobility, or features that reduce the quality of downtown.
Ubicaciones inseguras/indeseables, elementos que restringen la movilidad o características que reducen la calidad del centro de la ciudad.
Небезопасные/нежелательные места, элементы, ограничивающие мобильность, или особенности, ухудшающие качество центра города.
CONNECTIONS
Conexiones
Соединения
Place strings where you would like to see accessible routes.
Coloque cadenas donde le gustaría ver rutas accesibles.
Разместите строки там, где вы хотите видеть доступные маршруты.
10th Avenue North
Wisconsin Avenue North
Winnetka Avenue North
Rhode Island Avenue North
Golden Valley Road
Library
Water Tower
Town Square
Golden Valley Police and Fire
Golden Valley City Hall
Wells Fargo
Holiday
55

Visioning Questions

What are your favorite things about Golden Valley?	Mentions
Parks	6
Small businesses	3
Community	3
Dining	3
Golf	2
Safe	2

What comes to mind when you think about the character of a downtown?	Mentions
Walkability	6
Art	2
Cultural Representation	2
Events	2
Greenspace	2
Needed amentities	2


Question: What kind of streetscape elements would you like to see in downtown Golden Valley?
Signage and wayfinding
Bus stops
Hardscape and paving
Lighting
Landscaping and vegetation
Gateway into downtown
Green infrastructure
Crosswalks
Furnishing (benches, trash cans, etc)
Artwork

Appendix C: Data for Development Test Fit of Existing MU-C zoning

Site #1 - Mixed-Use Retail/Commercial (Surface Parked)

Van Meter Williams Pollack
Architecture • Urban Design

Golden Valley Downtown Development Test Fits

SITE 1: EXT'G CODE; SURFACE-PARKED COMMERCIAL

SITE STATS	MU-C Zoning	Test Development
Lot Area (site area)		
Acres		1.76 AC
Square Feet		76,480 SF
Impervious Lot Coverage (maximum)	85%	9.9%
Non-structure max.	20%	19.5%
Useable Outdoor Space Min.	10%	74.8%
Setbacks (req. area % of lot)		**17.2%**
Primary Front	5 FT	5 FT
Primary Front Parking	30 FT	n/a
Secondary Front	10 FT	10 FT
Secondary Front Parking	15 FT	15 FT
Side	10 FT	10 FT
Rear	25 FT	25 FT
Height and Bulk Limits		
Primary Structure, Feet	90 FT	16 FT
Primary Structure, Stories	6 STORIES	1 STORIES
Parking Structure, Stories	n/a	n/a
Upper Story Stepback (Above 3rd floor)	15 FT	n/a
Parking		**46**
Retail Parking spaces (1 per sf)	250 SF	16 SPACES
Medical Office Parking spaces (1 per sf)	200 SF	30 SPACES
Excess Spaces per Code		0 SPACES
Reference Data		
Residential Density		n/a
Floor Area Ratio		0.13
Open Space/Unit (sf)		n/a

BUILDING AREAS (TEST DEVELOPMENT)	Gross Area	Residential	Retail	Common	Office	Circ./Serv.	Parking/Ramp
Subgrade	-	-	-	-	-	-	-
Ground	9,872 SF		3,920 SF		5,952 SF		
2F			-		-		
3F			-	-	-		
4F			-	-	-		
5F			-	-	-		-
6F			-	-	-		-
7F			-	-	-		-
	-	-	-	-	-	-	-
	9,872 SF	**-**	**3,920 SF**	**-**	**5,952 SF**	**-**	**-**

Site #1 - Mixed-Use Retail/Commercial (Structure Parked)

Van Meter Williams Pollack
Architecture • Urban Design

Golden Valley Downtown Development Test Fits

SITE 1: EXT'G CODE; MULTISTORY COMMERCIAL

SITE STATS	MU-C Zoning	Test Development
Lot Area (site area)		
Acres		1.76 AC
Square Feet		76,480 SF
Impervious Lot Coverage (maximum)	85%	71.1%
Non-structure max.	20%	4.0%
Useable Outdoor Space Min.	10%	28.2%
Setbacks (req. area % of lot)		**17.2%**
Primary Front	5 FT	5 FT
Primary Front Parking	30 FT	n/a
Secondary Front	10 FT	10 FT
Secondary Front Parking	15 FT	15 FT
Side	10 FT	10 FT
Rear	25 FT	25 FT
Height and Bulk Limits		
Primary Structure, Feet	90 FT	35 FT
Primary Structure, Stories	6 STORIES	2 STORIES
Parking Structure, Stories	n/a	2 STORIES
Upper Story Stepback (Above 3rd floor)	15 FT	n/a
Parking		**217**
Retail Parking spaces (1 per sf)	250 SF	43 SPACES
Medical Office Parking spaces (1 per sf)	200 SF	167 SPACES
Excess Spaces per Code		7 SPACES
Reference Data		
Residential Density		n/a
Floor Area Ratio		1.77
Open Space/Unit (sf)		n/a

BUILDING AREAS (TEST DEVELOPMENT)

	Gross Area	Residential	Retail	Common	Office	Circ./Serv.	Parking/Ramp
Subgrade	36,936	-	-	-	-	-	**36,936**
Ground	51,331	-	10,678 SF	-	-	3,717	**36,936**
2F	47,463	-	-	-	33,295	3,407	**10,761**
3F	-	-	-	-	-	-	-
4F	-	-	-	-	-	-	-
5F	-	-	-	-	-	-	-
6F	-	-	-	-	-	-	-
7F	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
	135,730 SF	-	**10,678 SF**	-	**33,295 SF**	**7,124**	**84,633**

Right-Sizing Parking Requirements:
Six comparable properties from suburban locations in the West Metro were evaluated to understand the parking demand for the medical office market. Using listing data the average of these office properties was 1 parking space for every 318sf, 37% less than the Golden Valley zoning requirement. The majority of these properties were permitted and constructed prior to Covid-19, so further reduction may be possible due to decreased office occupancies.

Site #1 - Mixed-Use Retail/Commercial – Preferred Alternative (Market Feasible)

SITE 1: Downtown Overlay: Retail/Office Mixed Use

SITE STATS	Proposed Downtown Overlay Zoning	Test Development
Lot Area (site area)		
Acres		1.76 AC
Square Feet		76,480 SF
Impervious Lot Coverage		
Max. building coverage	75%	24.4%
Max. impervious site coverage (excluding building coverage area)	75%	57.0%
Useable Outdoor Space Min.	12.5%	13.2%
Floor Area Ratio		
Minimum F.A.R.	0.50	
Maximum F.A.R.	1.50	
Density Bonus for publicly available structured parking	0.75 FAR per 50 spaces	0
Project FAR		0.73
Setbacks (req. area % of lot)		**23.4%**
Primary Front (Golden Valley Rd)	*15 FT*	15 FT
Primary Front Parking	*Not Allowed*	n/a
Secondary Front	*15 FT*	15 FT
Secondary Front Parking	15 FT	15 FT
Side (Festival Street)	*10 FT*	10 FT
Rear	*15 FT*	15 FT
Height and Bulk Limits		
Primary Structure, Feet	*60 FT*	47 FT
Primary Structure, Stories	*4 STORIES*	3 STORIES
Height Bonus (1 story / 10 feet) for min. 4500 sf land dedication for public use	n/a	n/a
Height Bonus (1 story / 10 feet) for min. 4500 sf land dedication for public use	N/A FOR SITES FRONTING GOLDEN VALLEY RD.	
Height Bonus (1 story / 10 feet) for min. 3k sf structure dedication for public use	N/A FOR SITES FRONTING GOLDEN VALLEY RD.	
Primary structure height w/ all bonuses		n/a
Primary structure stories w/ all bonuses		n/a
Upper Story Stepback (Above 3rd floor at Golden Valley Rd, 10th Ave N, and Festival Street)	*5 FT*	n/a
Parking Provided		**48 SPACES**
Retail Parking		
Retail Customer Parking spaces (1 per sf) *	*400 SF*	38 SPACES
Credit 50% reduction for Joint Use Spaces (Medical Office)		19 SPACES
Credit adjacent on-street parking		19 SPACES
Retail Employee Parking (1 per sf)	*2000 SF*	8 SPACES
Required On-Site Retail Parking		**8 SPACES**
Medical Office Parking		
Medical Office Parking spaces (1 per sf) ✧	*400 SF*	78 SPACES
Credit up to 50% of required spaces with executed parking agreement within 1/4 mile of site		39 SPACES
Required On-Site Medical Office Parking		**39 SPACES**
Reference Data		
Residential Density		n/a
Floor Area Ratio		0.73
Open Space/Unit (sf)		n/a

✧ Parking minimums for Office: Hopkins 1:400sf; Stillwater 1:300sf; Edina 1:300sf; ITE Trip Generation Standard 1:400sf.

* Parking minimums for Retail: Hopkins 1:400sf, Stillwater 1:200sf; Edina 1:200sf (clinics, financial, travel agency etc).

BUILDING AREAS (TEST DEVELOPMENT)

	Gross Area	Residential	Retail	Common	Office	Circ./Serv.	Parking/Ramp
Subgrade	-	-	-	-	-	-	-
Ground	18,685 SF	-	14,969 SF	1,173	-	2,543	-
2F	18,685 SF		-		15,596	3,089	
3F	18,685 SF		-	-	15,596	3,089	
4F			-	-	-		
5F			-	-	-		-
6F			-	-	-		-
7F			-	-	-		-
	-	-	-	-	-	-	-
	56,054 SF	-	**14,969 SF**	**1,173**	**31,192 SF**	**8,720**	-

Site #2 - Multifamily Residential (Residential Wrap Type)

Van Meter Williams Pollack
Architecture • Urban Design

Golden Valley Downtown Development Test Fits

SITE 2: EXT'G CODE; MULTIFAMILY WRAP

SITE STATS	MU-C Zoning	Test Development
Lot Area (site area)		
Acres		1.91 AC
Square Feet		83,254 SF
Impervious Lot Coverage (maximum)	85%	84.9%
Non-structure max.	15%	14.1%
Useable Outdoor Space Min.	10%	14.0%
Setbacks (req. area % of lot)		**16.0%**
Primary Front	5 FT	5 FT
Secondary Front	10 FT	10 FT
Side	10 FT	10 FT
Rear	25 FT	25 FT
Height and Bulk Limits		
Primary Structure, Feet	90 FT	65 FT
Primary Structure, Stories	6 STORIES	6 STORIES
Parking Structure, Stories	5 STORIES	3 STORIES
Upper Story Stepback (Above 3rd floor)	15 FT	15 FT
Parking		**243 SPACES**
Residential parking spaces (per unit)	1.5 SP/UNIT	2.0 SP/UNIT
Reference Data		
Residential Density		62.8 DU/ACRE
Floor Area Ratio (includes structured parking)		1.78
Open Space/Unit (sf)		97 SF

BUILDING AREAS (TEST DEVELOPMENT)

	Gross Area	Residential	Retail	Common	Office	Circ./Serv.	Parking/Ramp
Subgrade	-	-	-	-	-	-	-
Ground	58,958 SF	25,144 SF	-	-	-	6,269 SF	27,545 SF
2F	59,958 SF	26,144 SF	-	-	-	6,269 SF	27,545 SF
3F	59,958 SF	26,144 SF	-	-	-	6,269 SF	27,545 SF
4F	17,375 SF	13,769 SF	-	-	-	3,607	-
5F	17,375 SF	13,769 SF	-	-	-	3,607	-
6F	17,375 SF	13,769 SF	-	-	-	3,607	-
7F	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
	148,364 SF	**118,737 SF**	**-**	**-**	**-**	**29,627 SF**	**82,636 SF**

	Studio	1br	2br	3br	Unit Count
Subgrade	-	-	-	-	
Ground	-	13	10	2	25
2F	2	14	7	2	25
3F	2	14	7	2	25
4F	2	7	5	1	15
5F	2	7	5	1	15
6F	2	7	5	1	15
7F	-			-	-
	-	-	-	-	-
	10	**62**	**39**	**9**	**120**
	8%	52%	33%	8%	100%
Sentinel:	*8%*	*63%*	*27%*	*0%*	

Site #2 - Multifamily Residential (Residential Podium Type)

Van Meter Williams Pollack
Architecture • Urban Design

Golden Valley Downtown Development Test Fits

SITE 2: EXT'G CODE; MULTIFAMILY PODIUM

SITE STATS	MU-C Zoning	Test Development
Lot Area (site area)		
Acres		1.91 AC
Square Feet		83,254 SF
Impervious Lot Coverage (maximum)	85%	75.2%
Non-structure max.	15%	13.4%
Useable Outdoor Space Min.	10%	37.2%
Setbacks (req. area % of lot)		**16.0%**
Primary Front	5 FT	5 FT
Secondary Front	10 FT	10 FT
Side	10 FT	10 FT
Rear	25 FT	25 FT
Height and Bulk Limits		
Primary Structure, Feet	90 FT	47 FT
Primary Structure, Stories	6 STORIES	4 STORIES
Parking Structure, Stories	5 STORIES	1 STORIES
Upper Story Stepback (Above 3rd floor)	15 FT	15 FT
Parking		**156 SPACES**
Residential parking spaces (per unit)	1.5 SP/UNIT	1.6 SP/UNIT
Reference Data		
Residential Density		51.3 DU/ACRE
Floor Area Ratio		1.58
Open Space/Unit (sf)		119 SF

BUILDING AREAS (TEST DEVELOPMENT)

	Gross Area	Residential	Retail	Common	Office	Circ./Serv.	Parking/Ramp
Subgrade	23,814 SF	-	-	-	-	-	23,814 SF
Ground	51,470 SF	21,146 SF	-	-	-	6,509 SF	23,814 SF
2F	38,125 SF	32,753 SF	-	-	-	5,372 SF	-
3F	38,125 SF	32,753 SF	-	-	-	5,372 SF	-
4F	27,752 SF	22,381 SF	-	-	-	5,371 SF	-
5F	-	-	-	-	-	-	-
6F	-	-	-	-	-	-	-
7F	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
	131,657 SF	**109,033 SF**	**-**	**-**	**-**	**22,624 SF**	**47,629 SF**

	Studio	1br	2br	3br	Unit Count
Subgrade	-	-	-	-	
Ground	-	9	5	1	15
2F	1	21	8	1	31
3F	1	21	8	1	31
4F	1	15	5	-	21
5F	-	-	-	-	-
6F	-	-	-	-	-
7F	-	-	-	-	-
	-	-	-	-	-
	3	**66**	**26**	**3**	**98**
	3%	67%	27%	3%	100%
Sentinel:	*8%*	*63%*	*27%*	*0%*	

Site #2 - Multifamily Residential – Preferred Alternative (Market Feasible)

SITE 2: Downtown Overlay: Multifamily Wrap

SITE STATS

		Proposed Downtown Overlay Zoning	Test Development
Lot Area (site area)	Acres		1.83 AC
	Square Feet		79,517 SF
Impervious Lot Coverage	Max. building coverage	75%	69.1%
Max. impervious site coverage (excluding building coverage area)		75%	70.4%
Useable Outdoor Space Min.		12.5%	18.8%
Floor Area Ratio			
Minimum F.A.R.		0.50	
Maximum F.A.R.		1.50	
Density Bonus for publicly-available structured parking		0.75 FAR per 50 spaces	0.75
Project FAR			2.07
Setbacks (req. area % of lot)			22.5%
Primary Front (10th Ave N)		15 FT	15 FT
Primary Front Parking		Not Allowed	n/a
Secondary Front (Rhode Island Ave N)		15 FT	15 FT
Secondary Front Parking		15 FT	n/a
Side (Festival Street)		10 FT	10 FT
Rear		15 FT	15 FT
Height and Bulk Limits			
Primary Structure, Feet		60 FT	
Primary Structure, Stories		4 STORIES	
Height Bonus (1 story / 10 feet) for min. 4500 sf land dedication for public use			1 STORIES
Height Bonus (1 story / 10 feet) for min. 3k sf structure dedication for public use			1 STORIES
Primary structure height w/ all bonuses		80 FT	67 FT
Primary structure stories w/ all bonuses		6 STORIES	6 STORIES
Parking Structure, Stories		n/a	3 STORIES
Upper Story Stepback. (Above 3rd floor at Golden Valley Rd., 10th Ave N, and Festival Street)		5 FT	5 FT
Parking Provided			241 SPACES
Residential Parking			
Residential parking spaces (Studio/ 1 Bedroom units, per unit)		1.0 SPACES	109 SPACES
Residential parking spaces (2-3 Bedroom units, per unit)		1.5 SPACES	78 SPACES
Residential parking spaces (4+ Bedroom units, per unit)		2.0 SPACES	0 SPACES
Required On-Site Residential Parking			187 SPACES
Trailhead Parking (Calculated as Retail)			
Retail Customer Parking spaces (1 per sf) *		400 SF	9 SPACES
Retail Employee spaces (1 per sf)		2000 SF	2 SPACES
Credit adjacent on-street parking on Rhode Island Ave N (Retail Customer)			9 SPACES
Required On-Site Retail Parking			2 SPACES
Surplus Public Parking Available for District			52 SPACES
Reference Data			
Residential Density			88.2 DU/ACRE
Floor Area Ratio			2.07
Open Space/Unit (sf)			93 SF

* Parking minimums for Retail: Hopkins 1:400sf, Stillwater 1:200sf, Edina 1:300sf (clinics, financial, travel agency etc).

BUILDING AREAS (TEST DEVELOPMENT)

	Gross Area	Residential	Retail	Common	Office	Circ./Serv.	Parking/Ramp
Subgrade	54,970 SF	-	-	-	-	21,786	33,184
Ground	54,970 SF	17,665	3,575 SF	3,577	-	8,251	21,901
2F	53,495 SF	27,407	-	459		6,030	19,598
3F	53,495 SF	27,407	-	459		6,030	19,598
4F	32,246 SF	25,842	-	459		5,944	
5F	32,246 SF	25,842	-	459		5,944	-
6F	32,246 SF	25,842	-	459	-	5,944	-
	-	-	-	-	-	-	-
	219,384 SF	150,006	3,575 SF	5,873	SF	59,931	94,282

	Studio	1br	2br	3br	4br	Unit Count
Subgrade	-	-	-	-	-	
Ground	-	9	6	1	-	16
2F	3	17	8	1	-	29
3F	3	17	8	1	-	29
4F	3	17	8	1	-	29
5F	3	17	8	1	-	29
6F	3	17	8	1	-	29
	15	94	46	6	-	161
	9%	58%	29%	4%	0%	100%
Sentinel:	*8%*	*63%*	*27%*	*0%*	*0%*	