

**Special Study Meeting #32A**  
**Monday, September 24, 2007, 5:30 p.m.**  
**Bloomington Civic Plaza**  
**1800 West Old Shakopee Road**  
**Bloomington, Minnesota 55431-3027**

**Call to Order**

Mayor Gene Winstead called the special study meeting to order at 5:49 p.m.

**Roll Call**

*Present:* Mayor Winstead, Councilmembers R. Axtell, S. Elkins, A. Grady, K. Nordstrom, S. Peterson, and V. Wilcox.

**STUDY ITEM #1**  
**Penn/American**  
**Boulevard Study**

Larry Lee, Community Development Director, announced this is the kick-off meeting for the Penn-American Area Plan study process. He stated Council is being asked to approve the guiding principles and process that will be used for the study. He introduced three members of the all-star planning team for this study: Michael Lander, Lander Group, Bruce Jacobson, Close Landscape Architecture, and David Graham, Principal, ESG Architects. He stated Fred Dock from Iteris and Tom Lincoln from URS Corporation will be involved in this study even though they are not here tonight.

Michael Lander began the presentation by discussing the purpose of the study, which included opportunities, expectations, and outcomes. He talked about the incredible location of the Penn-American District near freeways, which will be a place for higher density development. He explained that Lander Group is an urban designer and that they will ensure the private sector is engaged in this process so that the outcome is a vision plan that is embraced by both the public and private sector. The expectation is that everyone will be heard. He described his involvement with the process in the Excelsior & Grand development in the city of St. Louis Park. He stated rules can be amended to help a vision come to life and that broad support motivated the changes that resulted in a better development in St. Louis Park.

Bruce Jacobson talked about the participants in the study: The City/Public Sector, Property Owners/Private Sector, and the Planning Team. He stated a task force will assist with leadership, vision, and direction made up of primarily City staff. He explained the process and described what they are contractually obligated to provide in Steps 1-5 and the outcomes associated with each step:

- Step 1: Kick-off Meeting
- Step 2: Opportunities, Outcomes and Stakeholder Expectations
- Step 3: Draft Scenarios
- Step 4: Final Scenarios
- Step 5: Final Products

Jacobson stated successful visions take time but they don't want this process to languish and stall. He stated the first stakeholder meeting in November will include a stakeholder kit. The team will listen and learn from the stakeholders, which will involve land owners and business owners, Metro Transit, MnDOT, City commissions, the Bloomington Chamber, residents and City staff. At least one public open house will be scheduled.

David Graham reviewed the following Key Guiding Principles that will be used in the Penn-American Study, which he stated should work apply the next 10-15 years:

- Renew Older Commercial Areas
- Create Public and Private Stakeholder's Value
- Market Flexibility with Clear District Vision
- Promote a Range of Transportation Options

**Study Item #1  
continued**

- Mix of Uses and Densities
- Attractive and Distinctive Public Realm (streets, parks, squares, etc. - amenities)
- Architectural Quality
- Fit and Transition into Surrounding Uses
- Fit within Municipal Infrastructure
- Incorporate Green Building and Development Principles

Winstead commented developers are now engaged because it pencils in the end.

Lander suggested taking a holistic approach to this study.

Graham stated ESG will provide Council with a list of the green practices.

Winstead stated Kraus-Anderson is a major stakeholder in this area. He stated the timeline is very important with regard to Southtown so this plan must be pointed in a certain direction even though it might take 10-15 years to develop. He inquired if there was a way to consider a connection to the Best Buy corporate headquarters in Richfield.

Grady commented the Southtown Baptist site will soon be coming forward with a plan for lots of senior housing (United Properties).

Axtell inquired if there will be any principles to guide the construction in this area and suggested there be an option to go with the higher cost per foot of development, as the brick type of look stands the test of time.

Lander replied deciding on the materials is a complex issue.

It was stated the parking issue will need to be looked at and that the first piece of the new approach in this area needs to be food establishments.

Larry Lee reminded the group the materials will have to work within the State Building Code.

Peterson commented the guiding principles are encouraging, as this is the best area in the city that has an 18-hour function. He stated this district has the density and has the best potential for being another downtown area in Bloomington. He believes the schedule and the goals are within a realistic timeframe. 2015 is not that far into the future.

Elkins commented on the need to bring MnDOT to the table.

Wilcox stated an internal circulation system would help make development in this area more successful. He suggested bringing in Richfield & Best Buy adding it would be good to be able to park once and access all of the development in the entire area.

Winstead stated Council consensus is to proceed as described by the presenters.

Shelly Pederson, City Engineer, provided a map of the study area and the collector streets contained within the area.

Council discussed which boxes on the map should have an origin/destination study conducted in order to determine on which streets cut-through traffic is occurring. After some discussion, there was Council consensus to include boxes 1, 2, 3, 4, 5 and 5.5 in an origin/destination study.

Mayor Winstead thanked Lander, Jacobson and Graham for their presentation and stated it will be an interesting process to look at the development potential of the Penn-American Area.

**Adjourn Meeting**

Mayor Winstead adjourned the meeting at 6:54 p.m.

Barbara Clawson  
*Council Secretary*