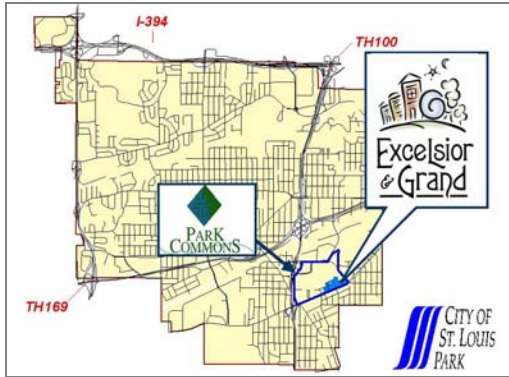


# Excelsior and Grand, St. Louis Park

TOD Setting: Urban Neighborhood/Corridor

## Project Location and Description

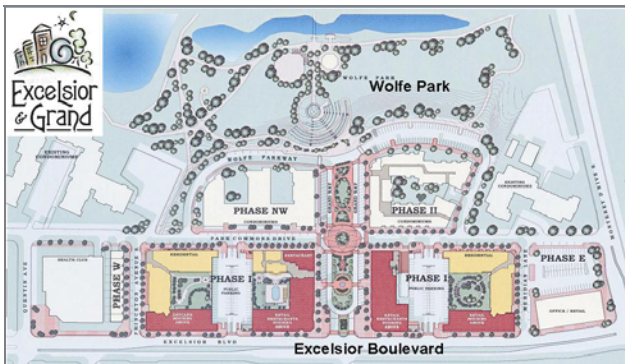
- The project is located at Excelsior Boulevard and Grand Way in St. Louis Park.



- The project is a mixed-use, transit-oriented and pedestrian-friendly redevelopment project that began in 1994 with a community vision – “Vision St. Louis Park” – to reinvent Excelsior Boulevard as a thriving, mixed-use, pedestrian corridor.
- Excelsior and Grand, occupying 15 acres, is the first phase of a larger 125-acre Park Commons Initiative designed to create a community focal point/downtown for the city.
- This section of Excelsior Boulevard was a blighted arterial with obsolete and underutilized land uses including outdated strip commercial buildings.
- The city’s goals were to improve community identity, interaction and housing choices and to revitalize the area and create a town center. Through extensive public/private partnerships the City and TOLD Development worked together to see that the community’s vision was met.

## Area Features

- Park Commons is a 125-acre area in the center of the city.
- Approximately 35 acres are devoted to recreational amenities, including Wolfe Park with Veterans Memorial Amphitheater, the St. Louis Park Recreational Center with ice rink and aquatic park, and Bass Lake tennis courts.



- Within a 1-mile radius over 10,000 jobs including Park Nicollet Medical Center and over 6,000 housing units.
- Retail, entertainment and services within a 1-mile radius include Target, Byerly’s, and Miracle Mile Shopping Center.



## Project Features

- The completed development will include 338 apartments, 322 condominiums, 91,000 square feet of retail space for shops and restaurants, and 1,650 structured parking spaces (joint-use parking).
- Phase 1 (complete) of the development includes 338 apartments, 65,000 square feet of retail space, and 850 structured parking stalls and 265 on-street parking stalls.
- The mixed-use project's design is transit friendly. Metro Transit serves the project along Excelsior Boulevard (Regular Routes 12, 114, and 605). There are also two circulator routes connecting employment, community and housing centers.
- There is a 1.5-acre town green and a 300-seat amphitheater for civic events and celebrations.
- The city made significant upgrades to Wolfe Park, improving the connections to the neighboring recreation center and regional bike trails.

### Completion:

**Developer:** TOLD

**Design:** Damon Farber Associates

**Construction:** BOR-SON Construction, Inc.

### Financing & Sources:

- \$60 million – Excelsior and Grand Phase 1
- \$128.2 million (total estimated) – Excelsior and Grand Phases 1, 2 & 3
- Sources: Private \$98.2 million, public \$30.0 million (City of St. Louis Park, Metropolitan Council and Minnesota Department of Employment and Economic Development)



## Lessons Learned and Benefits

- **Mixed-use and redevelopment projects take time** and are facilitated by a shared vision and partnerships.

- **Shared Vision:** The city employed an extensive public participation process that included:
  - ♦ A citywide visioning effort (1994-95),
  - ♦ A charrette for Park Commons, the larger precinct where Excelsior and Grand is located (1996),
  - ♦ Task forces, and
  - ♦ Neighborhood and individual meetings (1997-2000).

This process resulted in a set of goals and objectives and a vision for the area, which guide the development and its evolution.

The first developer dropped out after a year and a half of working on the project (1998 to May 2000). TOLD was selected in July 2000 to develop the project.

- **Funding Partnerships:**

- ♦ The city provided tax increment financing;
- ♦ The Metropolitan Council provided Livable Communities Act program funds for predevelopment planning (community design charrette and market and transit studies for the Park Commons Initiative) and infrastructure improvements (structured parking and pedestrian and transit improvements); and
- ♦ The Minnesota Department of Trade and Economic Development (now DEED) provided pollution clean-up funding.

- **Approval and Construction Process:** The project benefited from:

- ♦ Continued, ongoing public involvement,
- ♦ Clear city goals for project (town green, public edge to Wolfe Park, vertical mixed-use development with affordable housing component, structured parking, pedestrian and transit-friendly design, police “cop shop” substation and public restrooms, high-quality design, and civic space for public events and celebrations),
- ♦ A strong city project management team, and
- ♦ Regulatory tools.

- **Project Flexibility:** The project evolved over time with several development design iterations in response to changing market conditions/trends and a change in developer.

- ♦ The town green design changed to be more supportive of the ground floor retail tenants – narrower with angled, on-street parking while maintaining a “public green” connection to Wolfe Park.
- ♦ The market determined the residential unit size and mix, the commercial tenant selection. The developer had flexibility in the type of affordable housing program used.

For more information, go to: [www.stlouispark.org](http://www.stlouispark.org)