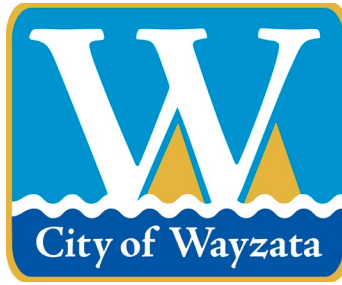


**Wayzata City Council Workshop Meeting Agenda  
Wayzata City Hall Community Room, 600 Rice Street  
Tuesday, November 20, 2018**

**WORKSHOP TOPICS FOR DISCUSSION:**

- |                                                                                |         |
|--------------------------------------------------------------------------------|---------|
| 1. Special Services District Update (5:30 p.m.)                                | Page 2  |
| 2. Lake Street Design Alternatives Update (6:00 p.m. or immediately following) | Page 19 |



**City Council**  
Mayor Ken Willcox  
Dan Koch  
Johanna McCarthy  
Alex Plechash  
Steven Tyacke

**City Manager**  
Jeffrey Dahl

**Date:** November 15, 2018

**To:** The Honorable Mayor and Members of the City Council

**From:** Jeffrey Dahl, City Manager

**Work Shop:** Special Services District Update

### **Update**

As an implementation step from the 2015 Downtown Parking Study by SRF, in late 2016 the City contracted with UrbanWorks to engage the business community to explore the feasibility of establishing of a Special Services District (also referred to as a “mobility district”) and, potentially, assist with the initial set-up/administration.

The primary impetus for establishing such a district was to help pay for the maintenance and operations of the Mill Street Parking Ramp.

Attached is a status report from Michael McLaughlin, President of UrbanWorks. Staff is looking for discussion and direction based on the recommendations in the report.

### **Attachments**

1. Wayzata Special Services District Summary, dated November 2018

## Background

In late 2016, Urban Works was retained by the City of Wayzata to assist with the exploration and potential formation of a Special Service District (SSD) in downtown Wayzata. The summary below outlines the activities and deliverables completed in 2017 and 2018 as part of this effort.

## Summary of Work Performed and Key Deliverables

- Phase 1 Scope: Preliminary Information Gathering and Preliminary Stakeholder Engagement
  - Gathered necessary background information including Mill Street ramp information, previous parking study information, previous wayfinding plan, and the Lake Effect project.
  - Worked with city staff to identify the preliminary service district boundaries and preliminary service district priorities. *Please see Attachment A for a map of the preliminary service district boundaries.*
  - Completed a detailed property analysis of properties within the preliminary service district boundaries to determine service district eligibility and service district metrics.
  - Developed a 72-question survey mailed to the 104 businesses and 15 commercial property owners within the preliminary service district boundaries. Survey received an overall response rate of 36% including a 79% response rate from commercial property owners. *Please see Attachment B for an overview of the survey findings.*
- Phase 2 Scope: Preliminary operating plan development, business and property information refinements, calculation of potential service charges, and additional ratepayer and stakeholder engagement.
  - Requested individual meetings with every commercial property owner within the preliminary service district boundaries. Based on these invitations, individual one-on-one meetings were set up with more than half the property owners to review a summary of the survey results and discuss the highest-ranking priorities identified by the survey.

- Convened a Steering Committee of key property owners and city staff to help develop a preliminary operating plan and budget:
 

|                                                                                                                                                |                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>1. Steve Bohl</li> <li>2. Staci Carisch</li> <li>3. Bill Hagstrom</li> <li>4. Peter Herfurth</li> </ol> | <ol style="list-style-type: none"> <li>5. Tom Shaver</li> <li>6. Jeff Dahl</li> <li>7. Jeff Thomson</li> </ol> |
|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
- Prepared a refined list of service priorities based on the survey results and the feedback from the steering committee. *Please see Attachment C for the complete list.*
- Prepared preliminary service cost estimates for each identified service priority.
- Reconvened steering committee to review preliminary service cost estimates.

### **Key Findings**

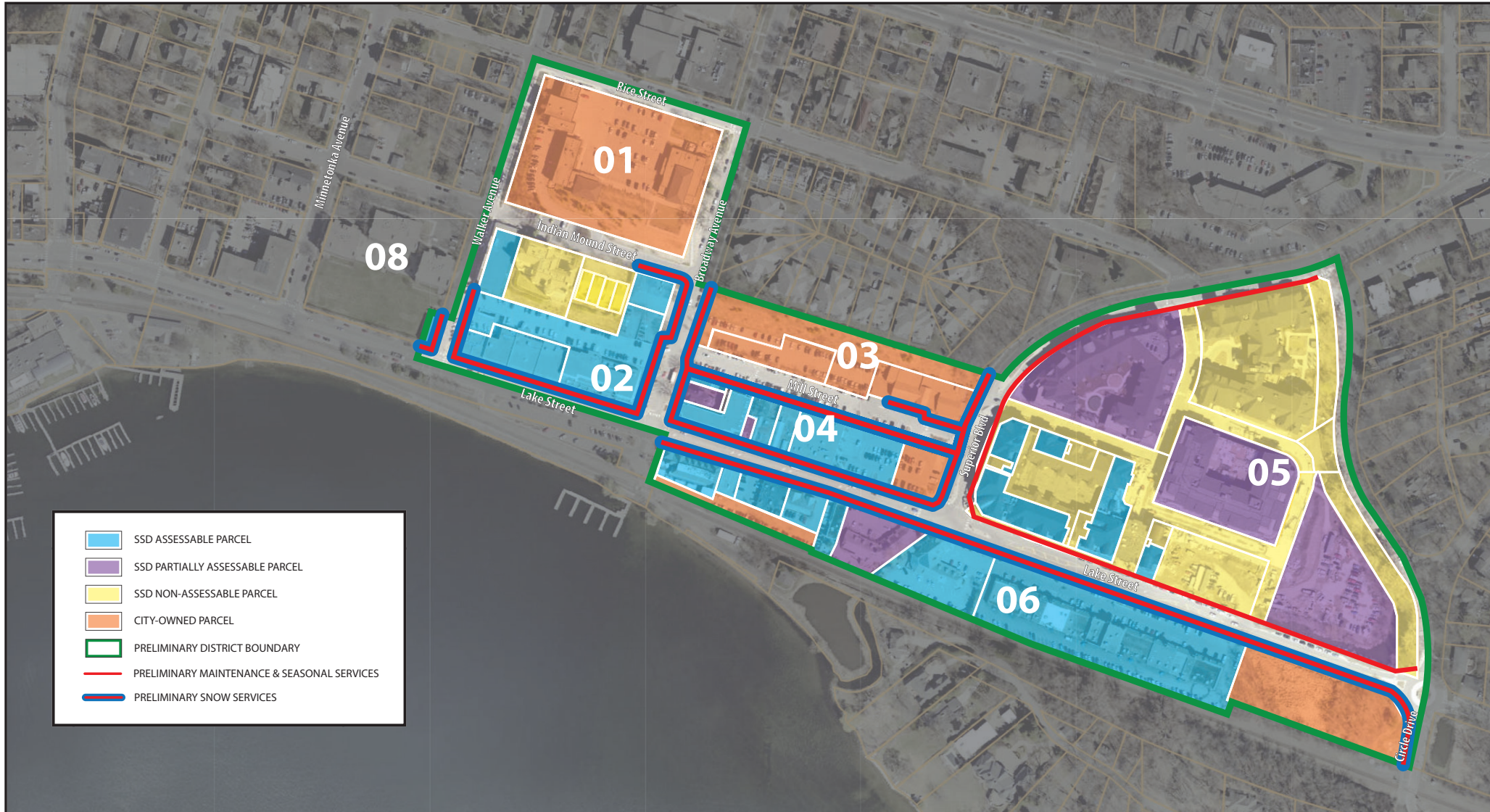
1. The survey of business and property owners identified a variety of strategies that business and property owners indicated would be *very valuable* in helping improve the business environment in downtown. There was significant alignment with the service priorities identified by the survey and the types of services a special service district could potentially provide.
2. At the present time, however, property owners representing a majority of the land area within the proposed service district boundaries have indicated that they are not interested in continuing to pursue the exploration of service district for several stated reasons, including:
  - a. A perception among several property owners that the City should be responsible for funding ongoing maintenance needs of the Mill Street parking ramp, not downtown business and property owners. (Ongoing costs related to the operations and maintenance of the ramp had been proposed to be included as part of the service districts annual budget and operating plan.);
  - b. Frustration among some property owners with City decisions pertaining to roadway improvements and parking changes along Lake Street proposed to be implemented as part of the Lake Effect project;
  - c. A desire among a few property owners to allow for more time to better understand the new market conditions and financial performance of new development on the east end of downtown; and
  - d. A desire to explore business-led, cooperatively-funded marketing and promotional activities among interested business and property owners.

## Recommendations and Possible Next Steps

1. The City may wish to consider pausing the exploration of a special service district due to the current lack of support among a majority of the property owners and reinitiating these efforts once the Lake Effect roadway improvements and parking changes have been completed. The information, deliverables, and engagement that were obtained and provided as part of this initial exploration of a special service district would still be very relevant.
  - a. Possible Next Step: Direct staff resume special service district exploration once Lake Effect roadway improvements have been completed.
2. The City may wish to consider separating the ongoing operations and maintenance funding needs of the Mill Street parking ramp from the special service district exploration.
  - a. Possible Next Step: See next item.
3. The City may wish to consider exploring the feasibility of utilizing other strategies authorized under Minnesota law to fund the ongoing capital, operations, and maintenance needs of the Mill Street parking ramp. For example, some cities have used existing statute to assess the ongoing maintenance costs of parking facilities to the surrounding benefiting properties.
  - a. Possible Next Step: Direct staff and the City Attorney to research applicability and feasibility of levying annual special assessments for Mill Street parking ramp operations and maintenance against benefit properties.

WAYZATA DOWNTOWN SPECIAL SERVICE DISTRICT  
PRELIMINARY SERVICE FRONTTAGES

VERSION DATE: 09/14/2018



# **DOWNTOWN BUSINESS SURVEY EXECUTIVE SUMMARY**

PREPARED FOR THE:

**CITY OF WAYZATA**

PREPARED BY:

**URBAN WORKS, INC.**

VERSION:

**JULY 20, 2017**

## OVERVIEW

To help determine future improvement priorities for its downtown area, the City of Wayzata commissioned a perception survey of downtown business and commercial property owners.

Survey questions were focused on three key areas:

1. General perceptions
2. Top complaints about downtown
3. Strategies for improving downtown

To help identify the most desired strategies for improving downtown, a categorized list of potential strategies was developed to offer survey respondents a structured format for providing their feedback.

The survey was distributed as a four-page survey with 72 individual questions.

The survey was mailed with a pre-stamped return envelope as follows:

|                               | SURVEYS<br>MAILED | UNDELIVERABLE | NET<br>RECIPIENTS | COMPLETED<br>AND RETURNED | RESPONSE<br>RATE |
|-------------------------------|-------------------|---------------|-------------------|---------------------------|------------------|
| Commercial<br>Tenants         | 104               | 4             | 100               | 30                        | 30%              |
| Commercial<br>Property Owners | 15                | 1             | 14                | 11                        | 79%              |
| <b>TOTALS</b>                 | <b>119</b>        | <b>5</b>      | <b>114</b>        | <b>41</b>                 | <b>36%</b>       |

### Contents

Exhibit A: Survey Results

Exhibit B: Question Summary - Most effective strategies for improving downtown.

Exhibit C: Question Summary - Additional feedback.

DOWNTOWN BUSINESS SURVEY  
EXECUTIVE SUMMARY

## EXHIBIT A

VERSION: JULY 20, 2017

### Summary of Key Survey Results

1. There is a very strong interest in more better parking management in the downtown area.

| STRATEGY                                                                                           | VERY VALUABLE? |
|----------------------------------------------------------------------------------------------------|----------------|
| Ensure that the new Mill Ramp parking ramp has signage and that the ramp is properly maintained    | 88%            |
| Install signage to improve wayfinding to public parking locations and availability in downtown     | 67%            |
| Create a program to better manage employee parking in the downtown to free up stalls for customers | 62%            |

2. There is a very strong interest in more better maintenance and cleaning within the downtown area.

| STRATEGY                                            | VERY VALUABLE? |
|-----------------------------------------------------|----------------|
| Provide sidewalk snow removal services              | 85%            |
| Install sidewalk trash receptacles                  | 80%            |
| Provide sidewalk litter and debris removal services | 70%            |

3. There is a strong interest in more marketing and events promoting downtown and downtown businesses.

| STRATEGY                                                                               | VERY VALUABLE? |
|----------------------------------------------------------------------------------------|----------------|
| Produce events that draw people to downtown and drive traffic into downtown businesses | 63%            |
| Organize and execute a social media campaign focused on promoting downtown             | 56%            |
| Produce and mail “Welcome Packets” to new Wayzata residents                            | 50%            |
| Produce and launch a new website promoting downtown Wayzata                            | 49%            |

4. There is a strong interest in strategies aimed at improving the economic vitality of downtown and downtown businesses.

| STRATEGY                                                                           | VERY VALUABLE? |
|------------------------------------------------------------------------------------|----------------|
| Launch a business retention program focused on keeping businesses downtown         | 59%            |
| Develop a grant program to assist businesses                                       | 54%            |
| Launch a business recruitment program focused on attracting businesses to downtown | 51%            |

5. There is a strong interest in strategies aimed at improving street vitality of downtown and downtown businesses.

| STRATEGY                                                                                                                                                                                                                                                   | VERY VALUABLE? |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Install and maintain wayfinding signage (e.g. a business directory with map) to help guide people around downtown                                                                                                                                          | 51%            |
| Install and maintain seasonal decorations such as mini-lights on trees and/or holiday decorations                                                                                                                                                          | 47%            |
| <ul style="list-style-type: none"><li>• Install and maintain hanging flower baskets</li><li>• Install and maintain more public benches</li><li>• Provide supplemental maintenance for existing street trees (including around the base of trees)</li></ul> | 42%            |

DOWNTOWN BUSINESS SURVEY  
EXECUTIVE SUMMARY

**EXHIBIT B**

VERSION: JULY 20, 2017

QUESTION:

**Among the entire list of strategies described above and on the preceding pages, which do you feel would be the most effective at improving downtown?**

RESPONSES:

Respondents were asked to identify up to five strategies among all listed in the survey that they felt would be most effective at improving downtown using a numbered list of response lines. Most respondents used this question to provide general priorities, which are listed below categorized by subject area.

1) Parking Management

- a) Get rid of parking limits: I have had customers poke their heads in and say "Hi. I'd love to come in but i have to move my car".
- b) Do not direct traffic away from Superior Ave.
- c) Parking!
- d) More Parking
- e) Better parking
- f) Parking, Parking, Parking
- g) Proper signage
- h) Parking - decrease # of cars and slow them down.
- i) Do Not remove parking lot in front of Marque Place - this will significantly hurt retail/restaurants.
- j) Directional signage needed.
- k) Free parking
- l) I also get a fair amount of calls saying people would like to come in but there is no place to park.
- m) The new ramp will not help W/Lake Street customers
- n) Product delivery

- o) parking

## 2) Marketing and Events

- a) PR campaigns
- b) Promote small businesses
- c) Promote more events at E. Lake now that the promenade/landings is complete
- d) Define the demographic profile of the people we wish to attract. For example: Fisherman or diners willing to spend \$. Then create a plan and execution.
- e) Promoting businesses including restaurants
- f) Provide funding for retail events/and marketing of retailers.
- g) Complete J.J. Hills days - connect all of Lake Street
- h) Social media campaign promoting downtown
- i) Weekly email of everything Wayzata.
- j) More city events - block parties, etc, music venues

## 3) Economic Vitality

- a) Getting more businesses in the area (esp. Promenade)
- b) Launch a business retention program to keep businesses.
- c) In addition to attracting people from outside Wayzata, we need to provide services and stores to people in Wayzata including: hardware store, diner for breakfast, a dime store, a small engine repair shop, electronics, shoes, etc.
- d) Would like a "convenient store" for the public
- e) Launch a business recruitment program to attract new businesses.
- f) Business incentives to make business viable.
- g) Develop a grant program to assist businesses.
- h) City staff goes to each business and gets in writing where staff is going to park
- i) Business retention

## 4) Maintenance and Cleanliness

- a) Streets wet cleansed & broom swept more times/year
- b) Maintenance & working to improve views of & access to the lake
- c) Overall maintenance and cleanliness
- d) appearance

5) Street Vitality

- a) Pedestrian friendly sidewalks
- b) Lighting for pedestrians - whole town needs to be more pet friendly!
- c) Sign listing ALL business in a building

6) General & Other

- a) Things are nice in downtown Wayzata. People come here most because of its lakefront beauty.
- b) We are all very happy with traffic in spring, summer and fall. More winter events might make sense. I don't believe any businesses suffer in the summer (unless they have a low demand product or a poor business plan).
- c) Taxes and assessments (ramp) will eventually hurt the business climate.
- d) Tax burden is high compared to other similar.
- e) Lake effect Boardwalk & landscaping
- f) Lake effect multi-use park in city/Cov parking lot
- g) Please no more road construction that prevents ingress.
- h) Painted Bike Route thru city.
- i) Loosen building restrictions - too many cumbersome
- j) Lake effect plan

DOWNTOWN BUSINESS SURVEY  
EXECUTIVE SUMMARY

## EXHIBIT C

VERSION: JULY 20, 2017

QUESTION:

**Is there any additional feedback you would like to provide?**

RESPONSES:

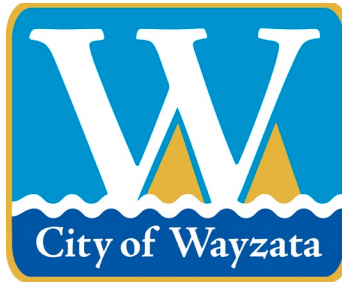
1. This has not been a city that values retail businesses.
2. Events & "Street Events" need to create a reason to come to Wayzata.
3. My concerns are how high rent rates are in Downtown Wayzata. Probably highest in the State of MN. My company says it compares to our other offices in N.Y. and San Francisco on a per sq ft. rent! Parking will improve some? with Mill Street ramp? BUT WE NEED MORE PARKING!
4. 10 years of ongoing road construction affecting Lake Street has taken a large toll and it seems it will continue w/Superior and Wayzata Blvd.
5. Parking limits are saying "Come enjoy downtown Wayzata, but only for 2-3 hours."
6. Thank You!
7. I think this survey misses the point ... there was not one mention of the Lake. People come to see and use the lake. Focus on that.
8. Inevitably downtown parking is an issue and of course winter business for retail is a problem.
9. Marketing & Events: doesn't the Chamber do this; regard newsletters - weekly and quarterly, publish a business directory.
10. Street Vitality: All sounds great but taxes and CAM are already extremely high.
11. This is a small town. Act like it!! Art Fair, J.J. Hills are events for the whole city. Stop blocking off streets. Make people explore all of Downtown Wayzata.
12. The landing condos, stores & hotel area is charmless. It has taken small town charm away from Wayzata and make us like Edina. What a shame.

13. Monitor people driving down wrong ways on one ways!
14. Handicap parking in front of businesses - not all in ramps. It is really hard for them to park so far and get places they need to. Move accessibility.
15. 1 year "No Construction" of street/road closures!!!
16. No need to charge only the 700 block businesses and properties for services, promotions, advertising, signage, brochures which benefit ALL downtown.
17. Who is paying for all of this? Wayzata is getting close to the breaking point to do business in Wayzata.
18. This all sounds great but it comes down to parking - without it they will not come.
19. The "convenient parking spot" is still job #1 in Wayzata. Don't let the Lake Effect initiative delete available and convenient parking places.
20. Side streets (off of Lake) do not get enough attention to weed control, garbage pick up, and snow removal. This is especially true to sidewalks that butt up to East/West sides of City Hall block.
21. Do not burden downtown business with new costs (District). It is already difficult to make economics work. Commercial taxes already carry a disproportionate share of City budget.
22. We think hiring a consultant to identify issues would be a waste of city \$\$\$. The primary problem with Wayzata retail is diversity of store categories, size, type (lack of) and the reason is rent \$\$. This has clearly stated in 2 fairly recent consultant reports. We need an answer to this problem, not another consultant report on what the problem is. Is the answer to zone and develop lower \$ retail districts branching off of Lake Street? Some type of rent control or subsidies. We need more locally owned businesses with lower rent somehow!
23. Aging sidewalks very hazardous
24. Funding retail commerce marketing & events needs to be supplemented by the city.
25. Don't know if we need bigger (or different) stops signs at West bound Lane at Lake & Broadway but most cars roll right through.
26. This is a great town to own a business in - keep up the good work!
27. Top Complaints: Chamber has little interest in ALL businesses.
28. Sell the muni to a private concern. Municipalities no longer need to own liquor stores & restaurants.
29. How about getting Teri H. at Giannis to give up 4 parking places - she does not even serve lunch!
30. Mulch not kept fresh

31. Create more visual "small town" ambience, especially at holidays. Flags, trees, holiday lights, music, carolers, etc. all create the feel of a small town community.
32. Eliminate parking limits - 3 hours, etc.

**WAYZATA DOWNTOWN SPECIAL SERVICE DISTRICT  
PRELIMINARY SERVICE PRIORITIES IDENTIFIED FOR FURTHER RESEARCH  
VERSION: MAY 2, 2018**

1. District Parking
  - a. Mill Street ramp maintenance
    - i. Snow clearing and removal
    - ii. Sweeping
    - iii. Landscape maintenance
    - iv. Trash receptacle servicing
    - v. Lighting system
    - vi. Concrete maintenance and repair (pressure washing, sealing, crack filing, patching, restriping, pavement markings, etc.)
    - vii. Painting
  - b. Employee parking permit program
2. District Maintenance and Cleaning
  - a. Sidewalk snow clearing services (clearing only – removal to continue by city)
  - b. Sidewalk litter and debris removal services
  - c. Installation of sidewalk trash receptacles
  - d. Maintenance and repainting of decorative fencing around parking lots
3. District Seasonal Enhancements
  - a. Tivoli lighting on street tree program (installation and maintenance)
  - b. Light pole mounted hanging flower baskets (installation and maintenance)
  - c. Landscaping of public realm planting beds (installation and maintenance)
4. District Wayfinding Improvements
  - a. Vehicle oriented directional signage for Mill Street parking ramp
  - b. Vehicle oriented directional signage for other public parking
  - c. Pedestrian oriented directory signage providing orientation to downtown businesses



**City Council**  
Mayor Ken Willcox  
Dan Koch  
Johanna McCarthy  
Alex Plechash  
Steven Tyacke

**City Manager**  
Jeffrey Dahl

**Date:** November 15, 2018

**To:** The Honorable Mayor and Members of the City Council

**From:** Jeffrey Dahl, City Manager

**Work Shop:** Lake Street Design Alternatives Update

### **Update**

At its October 16 Meeting, the City Council approved a change order request from Lake Effect designer, Civitas, in order to explore design alternatives for Lake Street that address concerns heard from the community regarding the width of Lake Street and its accommodation of existing and future vehicular traffic as well as rational for a single-use bike lane. In addition, the City Council asked Civitas to look into the feasibility of adding diagonal parking along Lake Street and reducing or eliminating the “Tivoli” light poles west of Broadway.

The objective of this work shop item will be to discuss, in detail, the Lake Street design alternatives as presented by Civitas, and clarify any observations/questions. In addition to the work shop, this item is on the agenda for the regular meeting in order for the Council to consider “official” action on this item, which would be to direct Civitas to finalize its design development with one of the four options.

To view the presentation, please go to the November 20 Regular City Council Meeting agenda packet---Item 8a.

### **Attachments**

N/A