

CITY OF WAYZATA



PLANNING DEPARTMENT

MEMORANDUM

To: City Council
From: Heidi Nelson, City Manager and Bryan Gadow, City Planner
Date: March 27, 2014
Re: Lake Effect Next Steps Workshop Discussion

Stewardship Organization

In recent weeks leading up to the adoption of the Lakefront Plan, staff has been in discussion with staff from St. Paul Riverfront regarding the form and function of a stewardship organization (committee/board) for the plan. Mr. Patrick Seeb provided the attached memo that helps to frame up the policy questions for the Council in the consideration of the stewardship model. Following discussion, staff is seeking Council direction with regard to next steps in forming the new stewardship organization.

2014 Initiatives

Beach Concession. Progress is being made on the concession space within the Beach House at the Wayzata Beach. A draft agreement was presented to Mr. McCormick of McCormick's Restaurant this past week and a preliminary layout of the space was provided by a restaurant designer. The goal is to have the agreement and design back in front of the Council at the April 15th meeting for consideration.

Interim Transient Docks. Staff has met with representatives of the LMCD to understand the process of adding transient docks on an interim basis to the lakefront, as well as consulted with local dock contractors with regard to understanding ballpark costs of adding transient slips. The restaurant community has expressed an interest in being supportive of this initiative and has indicated that there is support for assisting with the costs associated with an interim transient dock plan. Staff has approached these discussions with the notion that if an interim plan to add transient dock capacity to the lakefront is considered, that it would be an interim plan, pending the broader discussion of the central lakefront improvements. Staff will provide an update with regard to the LMCD process and ballpark estimates associated with additional interim transient docks. Staff is seeking Council direction with regard to the consideration of interim transient docks for the upcoming season.

Planting Project at Section Foreman's House. The project involves native shoreline restoration planting adjacent to the Section Foreman's House and the stormwater pond. The majority of the work is funded by a grant from the MnDNR's Shoreline Grant program in coordination with Greater River Greening, a non-profit organization out of St. Paul. The City's Volunteer Committee is coordinating the event with staff from the Great River Greening, and has selected June 7th as the date for the community planting event. A staff member from the Great

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River Greening organization will also attend the April 16th Park and Trails Board meeting to provide an update on the project and receive feedback on the planting plan.

Bonding Bill

Staff has inquired with State Senator Osmek's office regarding the current process for the bonding bill. As Council will recall, Senator Osmek has been working with the City of Excelsior regarding funds for improvements to the Commons in downtown Excelsior. Staff has provided information to the Senator's office with regard to the recent adoption of the Lakefront Plan and components of the plan that help to address safety concerns at the lakefront and attribute to the broader amenity of Wayzata's lakefront, including pedestrian railroad crossings and the lake walk concept. Staff is seeking direction with regard to pursuing an opportunity during the 2014 session bonding bill. Senator Osmek is planning to attend the April 15th City Council meeting to provide an update on the legislative session and get input from the Council on any legislative matters.

Placemaking Speaker Opportunity

During the week of May 5-8th, the Saint Paul Riverfront Corporation is leading a partnership of metro area non-profits and local governments to host a Placemaking Residency to bring in different experts to discuss national and international best practices in placemaking and city building. Now in its third year, the 2014 Residency will host Mr. Gil Penalosa, Executive Director of the Toronto based 8-80 Cities, as the speaker in residence. At 8-80 Cities, Mr. Penalosa's work is focused on contributing to the transformation of cities into places where people can walk, bike, access public transit and visit vibrant parks and public spaces. The work is based on the idea that a city that is good for an 8 year old and good for an 80 year old will be a successful city for everyone. Prior to founding 8-80 Cities, Mr. Penalosa was the Commissioner of Parks, Sport and Recreation for the City of Bogota, Colombia, where he lead the successful design and development of more than 200 parks and the Bogota Summer Festival.

As part of the week long residency in the Twin Cities, organizations and cities can, for a nominal fee, have Mr. Penalosa come to their community to do an interactive discussion and walking tour on the 8 to 80 design concepts. If the City Council is interested, staff can book Mr. Penalosa to come to a workshop prior to the May 6th City Council meeting to have an interactive discussion with City Council, Lake Street Business owners, and community members on strategies to implement the walkability concepts included in the Lake Effect Final Framework. Staff is looking for direction from the City Council on whether to pursue and finalize this speaking engagement opportunity as a way of continuing the community conversation on the Lake Effect Plan.

Attachments:

- Memo from Saint Paul Riverfront Corporation on Stewardship Model
- Implementation Section from Lake Effect Final Framework

To: Heidi Nelson, City Manager
Bryan Gadow, City Planner

From: Patrick Seeb, Process Manager
Wayzata Lakefront Plan

Date: March 26, 2014

Re: Stewardship Model

An important recommendation coming out of the Lake Effect Framework process is the idea of developing a stewardship model to ensure implementation of the community vision embodied in it. While there are many good examples locally and regionally, it is important that we develop an approach that meets the unique needs and culture of Wayzata.

Harkening the old adage “form follows function,” gaining consensus on Mission, Methodology, Strategies, and Goals is a critical first step. The Framework outlines a proposed Mission Statement, Methodology, and Strategies which are enumerated below. It might be useful for the City Council to review and discuss this to ensure common understanding and agreement.

Mission Statement:

- Advocate for the ongoing implementation of the Lake Effect framework.

Methodology:

- **Advocacy and Engagement:**
Continually promote the vision to municipal and other leaders while continuing to engage the broader community.
- **Project Leadership:**
Take ownership of catalytic projects pursuant to the plan, providing leadership in ensuring completion (eg, fund raising).
- **Design Oversight:**
Provide technical design guidance to projects as they emerge, ensuring that each individual project contributes to the vision.

Strategies:

- **Proactive/strategic:**

The Framework is made up of numerous projects, policies, and programs that together make the whole. Proactively selecting one or more around which to organize community resources will help to develop momentum and commitment.

- **Opportunistic:**

The community should look for opportunities to showcase progress on the plan. This includes ensuring that projects underway are held accountable to the plan or by steering existing resources pursuant to the plan.

- **Temporal:**

Many of the Framework elements will require time to complete the design, secure funds, and acquire permits. In the meantime, temporary installations could help for purposes of idea testing, community engagement, and communication of intent.

Following reaffirmation or modification of the above, you might move to a more tactical discussion about the organizational model itself. Here are some questions to be addressed:

Organizational Structure:

- What is the relationship to City Council/City Staff?
- What would be the reporting mechanisms/public face of the organization?
- What is expected of the organization in the first year? Five years?
- What are the pro and cons of 501c3 model vs Board (ie, Parks and Trails)?
- What are the categories of people who might be considered as board members?
- How is the membership selected?
- Is there a role for Ad Hoc Committees or taskforces?

####

IMPLEMENTATION

THE DIFFERENCE BETWEEN communities whose plans, such as Lake Effect, are realized over time versus those where little is implemented is the organizational capacity that exists or is created to steward the plan. The more dynamic and complicated a plan is, the more robust and capable the stewardship program must be. Furthermore, any project that involves water frontage is inherently more challenging.

Lake Effect is a more dynamic and therefore complicated plan. It is long term in nature, requires support and participation from many public and private sector partners, and is front and center in the community's attention.

This chapter describes the framework's key recommendations and outlines nine strategic initiatives - projects that embody the community's vision of the lakefront and provide the basis for future development.

ACTION PLAN: KEY RECOMMENDATIONS

Going forward, the framework proposes the following implementation steps:

- ▶ Establish a stewardship organization
- ▶ Proposed methodology
- ▶ Project advancement through design review

ESTABLISH A STEWARDSHIP ORGANIZATION

A stewardship organization ensures that the city and developers meet the community's expectations and aspirations as expressed in the framework. This organization would not be part of the city government, but would work closely with the city and project developers to ensure that new development meets the vision expressed in the framework.

- ▶ Role: Advocate for implementation of the Lake Effect framework
- ▶ Strategies: Fund raising, Community Engagement, and Design Stewardship
- ▶ Gain City Council Support/Endorsement
- ▶ Draw from existing Steering/Advisory/Technical Committee makeup
- ▶ Attract new members based on mission/vision
- ▶ Include Regional Representation
- ▶ Non-profit, 501c3



PROPOSED METHODOLOGY

Stewardship Approaches

- ▶ General Advocacy: Continually promote the vision to municipal and other leaders while continuing to engage the broader community.
- ▶ Project Leadership: Take ownership of catalytic projects pursuant to the plan, providing leadership in ensuring completion (e.g., fund raising).
- ▶ Design Oversight: Provide technical design guidance to projects as they emerge, ensuring that each individual project contributes to the vision.

Project Strategies

- ▶ Proactive/strategic: The Framework is made up of numerous projects, policies, and programs that together make the whole. Proactively selecting one or more around which to organize community resources will help to develop momentum and commitment.
- ▶ Opportunistic: The community should look for opportunities to showcase progress on the plan. This includes ensuring that projects underway are held accountable to the plan or by steering existing resources pursuant to the plan.
- ▶ Temporal: Many of the Framework elements will require time to complete the design, secure funds, and acquire permits. In the meantime, temporary installations could help for purposes of idea testing, community engagement, and communication of intent.

PROJECT ADVANCEMENT THROUGH DESIGN REVIEW

The Lake Effect Framework provides guidance to ensure that projects are in keeping with the community's vision. It is recommended that a design review team be established to facilitate project advancement. The process should include the following steps:

- 1 **Project Identification**
Design Review Team selects projects for review.
- 2 **Developer Invitation**
Design Review Team invites the developer to participate in the Design Review Process.
- 3 **Development Concept Discussion**
Developer's team meets with Design Review Team to discuss initial development programming, site analysis, massing, and pro forma.
- 4 **City Issue Identification**
City prepares a checklist of city and community issues, needs, and opportunities to be addressed during design development and site plan review.



5 Subsequent Meetings and Community Conversation

Design Review Team helps developer design and communicate the project's intent and community vision.

6 Site Plan Review

Use existing city process to conduct Site Plan Review.

7 Construction

Design Review Team monitors construction to note the project's consistency with the approved site plan.

8 Post-Occupancy Evaluation

Following completion the project, the Design Review Team will evaluate how well the project has met the stated community design and development goals.

PROPOSED 2014 OBJECTIVES

These objectives represent a set of tangible steps toward implementation of the framework.

- Obtain City Council Approval of Framework
- Establish Non-Profit Organization
- Secure Community Agreement for Top Priority Project
- Develop Work Plan for Priority Project
- Begin Annual "Report to the Community"
- Initiate 3-5 Temporary Installations to Show Commitment to the Framework and Continuing Progress
- Celebrate Progress on Current Lake Effect Projects
- Complete Property Survey of Lakefront Area
- Incorporate Lake Effect Principles into City Policy(ies)
- Establish Implementation Committees

