



Architectural Illustration © Jerrald E. Ohm

# LAKE EFFECT

a development framework for the City of Wayzata



Prepared by:  
Saint Paul Riverfront Corporation

April 2014

# LAKE EFFECT

a development framework for the City of Wayzata



**CITY OF WAYZATA**

**RESOLUTION NO. 09-2014**

**A RESOLUTION ADOPTING THE LAKE EFFECT FRAMEWORK AND REPORT**

**WHEREAS**, Lake Minnetonka is one of Wayzata's most important community assets; and

**WHEREAS**, the Wayzata City Council appointed a Lakefront Taskforce in February of 2011 to research and provide a recommendation for the future of the City's lakefront; and

**WHEREAS**, the Wayzata City Council adopted the Report of the Wayzata Lakefront Taskforce in January of 2012 via Resolution 06-2012, which included a recommendation, among others, to hire a Process Manager to assist the City in conducting an intensive community engagement process (the "Community Engagement Process") for gathering feedback on the lakefront and potential improvements opportunities; and

**WHEREAS**, the Wayzata City Council and staff conducted an a Request for Proposal (RFP) process for the selection of a Process Manager Consultant for the Lakefront Project (the "Lake Effect"); and

**WHEREAS**, the Wayzata City Council, through the RFP process, selected the Saint Paul Riverfront Corporation (SPRC) to serve as the Process Manager Consultant in July of 2012; and

**WHEREAS**, the Wayzata City Council established a Steering Committee, Advisory Committee, and Technical Advisory Committee to assist with the Lake Effect Project; and

**WHEREAS**, Phase I of the Lake Effect Project included the following community engagement activities from September 2012 to January 2013:

- Booth at James J. Hill Festival on September 8 and 9, 2012
- Lake Effect Launch Event on September 11, 2012

- Briefings before the City Council
- Lake Effect Steering and Advisory Committee Meetings
- One on One Interviews
- Eleven hosted small group sessions
- Various online engagements including social media and E-newsletters
- Mailings to Wayzata Households
- Community Values Workshop on January 7, 2013
- Lake Effect Values Open House on January 15, 2013
- Presentation to Wayzata Chamber and Rotary Luncheon on January 16, 2013; and

**WHEREAS**, the Wayzata City Council approved the Nine (9) Community Value Statements, the Nine (9) Community Priorities, and authorized staff and SPRC to proceed to Phase II on January 22, 2013; and

**WHEREAS**, Phase II of the Lake Effect Project included the following community engagement activities from January 2013 to July 2013:

- Lake Effect Steering, Advisory, and Technical Advisory Committee Meetings
- Briefings before the City Council
- Community Design Workshop on June 1, 2013
- Community Design Workshop on June 6, 2013
- Community Design Workshop on June 11, 2013
- Community Design Workshop on June 20, 2013
- Tour of Twin Cities Waterfronts on July 18, 2013
- Lake Effect Community Open House on Alternative Scenarios on August 13, 2013
- Various online engagements including social media and E-newsletters
- Mailings to Wayzata Households
- Booth at James J. Hill Days; and

**WHEREAS**, the participants in the community engagement process generated over six hundred (600) ideas for the City’s lakefront, which are recorded in the Final Framework; and

**WHEREAS**, the Wayzata City Council authorized authorized staff and SPRC to proceed to Phase III and present “Scenario D” to the City’s Boards and Commissions, and to area jurisdictional partners on October 15, 2013; and

**WHEREAS**, SPRC, staff, and Councilmembers presented a Lake Effect Project update and received additional feedback on “Scenario D” from the following organizations from November 2013 to February 2014:

- Wayzata Planning Commission
- Wayzata Park and Trails Board
- Wayzata Housing and Redevelopment Authority
- Three Rivers Park District Board
- Lake Minnetonka Conservation District Board
- Minnehaha Creek Watershed District Board
- Minnehaha Creek Watershed District Community Advisory Committee; and

**WHEREAS**, additional feedback on the draft Framework Report was gathered from the Steering Committee, Advisory Committee, and City Council through workshop sessions on February 18, 2014; and

**WHEREAS**, the SPRC has incorporated the received feedback on the draft framework into a final framework and ten year plan (the “Final Framework Report”); and

**WHEREAS**, the Wayzata Lake Effect Final Framework includes the following components:

- Community Value Statements
- Community Priorities
- Framework
- Metrics
- Implementation
- Strategic Initiatives
- Acknowledgements
- Appendices; and

**WHEREAS**, the Wayzata Lake Effect Final Framework includes the following objectives for 2014:

- 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 or Opportunistic Installations (for example, but not limited to):
  - Beach Concession Stand
  - Temporary Bike Lane
  - Wayfinding Signage
  - Native Landscape Restoration
- Celebrate Progress on Current Lake Effect Projects
- Complete Property Survey of Lakefront Area
- Incorporate Lake Effect Principles into City Policy(ies)
- Establish Implementation Committees; and

**NOW, THEREFORE, BE IT RESOLVED**, that the Wayzata City Council adopts the Wayzata Lakefront Final Framework Report (attached as Exhibit A) into the record; and

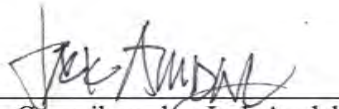
**BE IT FURTHER RESOLVED**, that the Wayzata City Council expresses their sincere thanks and gratitude for the efforts of the members of the community; the Steering Committee; the Advisory Committee; the Technical Advisory Committee; the participating City Boards and Commissions; the participating Jurisdictional Partner Agencies and their staff; Councilmember Anderson; Councilmember Mullin; Councilmember Tanner; Councilmember Amdal; Mayor Willcox; City Staff; and the Saint

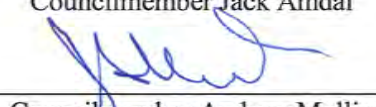
Paul Riverfront Corporation for the completion of the initial Community Engagement Process and the Lake Effect Final Framework Report; and

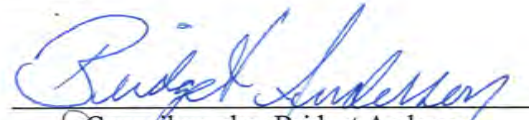
**BE IT FINALLY RESOLVED**, that the Wayzata City Council authorizes City Staff to explore implementation of the recommendations of the Final Framework Report, under the close guidance of the City Council, which will establish sequencing and priorities based on objective needs and feasibility.

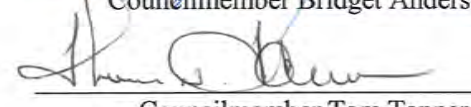
Adopted by the Wayzata City Council this 18th day of March, 2014.

  
\_\_\_\_\_  
Mayor Kenneth Willcox

  
\_\_\_\_\_  
Councilmember Jack Amdal

  
\_\_\_\_\_  
Councilmember Andrew Mullin

  
\_\_\_\_\_  
Councilmember Bridget Anderson

  
\_\_\_\_\_  
Councilmember Tom Tanner

ATTEST:

  
\_\_\_\_\_  
City Manager Heidi Nelson

**ACTION ON THIS RESOLUTION:**

Motion for adoption: Tanner

Seconded by: Mullin

Voted in favor of: Amdal, Anderson, Mullin, Tanner, Willcox

Voted against: None

Abstained: None

Absent: None

Resolution Adopted.

I hereby certify that the foregoing is a true and correct copy of a resolution adopted by the City Council of the City of Wayzata, Minnesota, at a duly authorized meeting held on March 18, 2014.

  
\_\_\_\_\_  
Becky Malone, Deputy City Clerk

SEAL





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Except where noted, all photos by Saint Paul Riverfront Corporation.



# EXECUTIVE SUMMARY



**THE CITY OF WAYZATA** set out to create a community-embraced vision for one of the City's most important and enduring assets—its relationship to Lake Minnetonka. Launched in September 2012 and led by the city-selected Saint Paul Riverfront Corporation, the 16-month Wayzata Lake Effect initiative inspired a 10-year framework for the lakefront. Throughout every phase anyone who lives, works or loves Wayzata was invited to share input and ideas for what it could be.

## COMMUNITY VALUES

In Phase One, the community articulated a number of value statements, which serve as a guide to evaluate project ideas and future development.

- ▶ Be Wayzata
- ▶ Embrace the Lake
- ▶ Thoughtful Economic Growth
- ▶ Engaged Community
- ▶ Reimagine the Railroad
- ▶ Access for All
- ▶ Lively, but Not Rowdy
- ▶ Design Matters
- ▶ Environmental + Historical Stewardship

## COMMUNITY PRIORITIES

Community priorities emerged in the second phase based on hundreds of community-generated ideas to enhance the lakefront.

- ▶ Lake Walk (Path, piers, docks that allow closer proximity to the water)
- ▶ Lake Access (Better, safer, more attractive railroad crossings)
- ▶ Connectivity (From the East to West and North to South sides of downtown)
- ▶ Enhancing Lakefront Venues (Leverage current assets such as the Section Foreman's House, Depot, Shaver Park, Municipal Marina, plus identify new opportunities for public gathering spaces)
- ▶ Parking and Circulation (Create a balanced approach for automobiles, pedestrians, bicycles, and boats)
- ▶ Purposeful Public Investment (to stimulate programming and economic development)

## ACTIVITY CENTERS

The community identified nine activity centers. These locations provide a way to organize development opportunities, including:

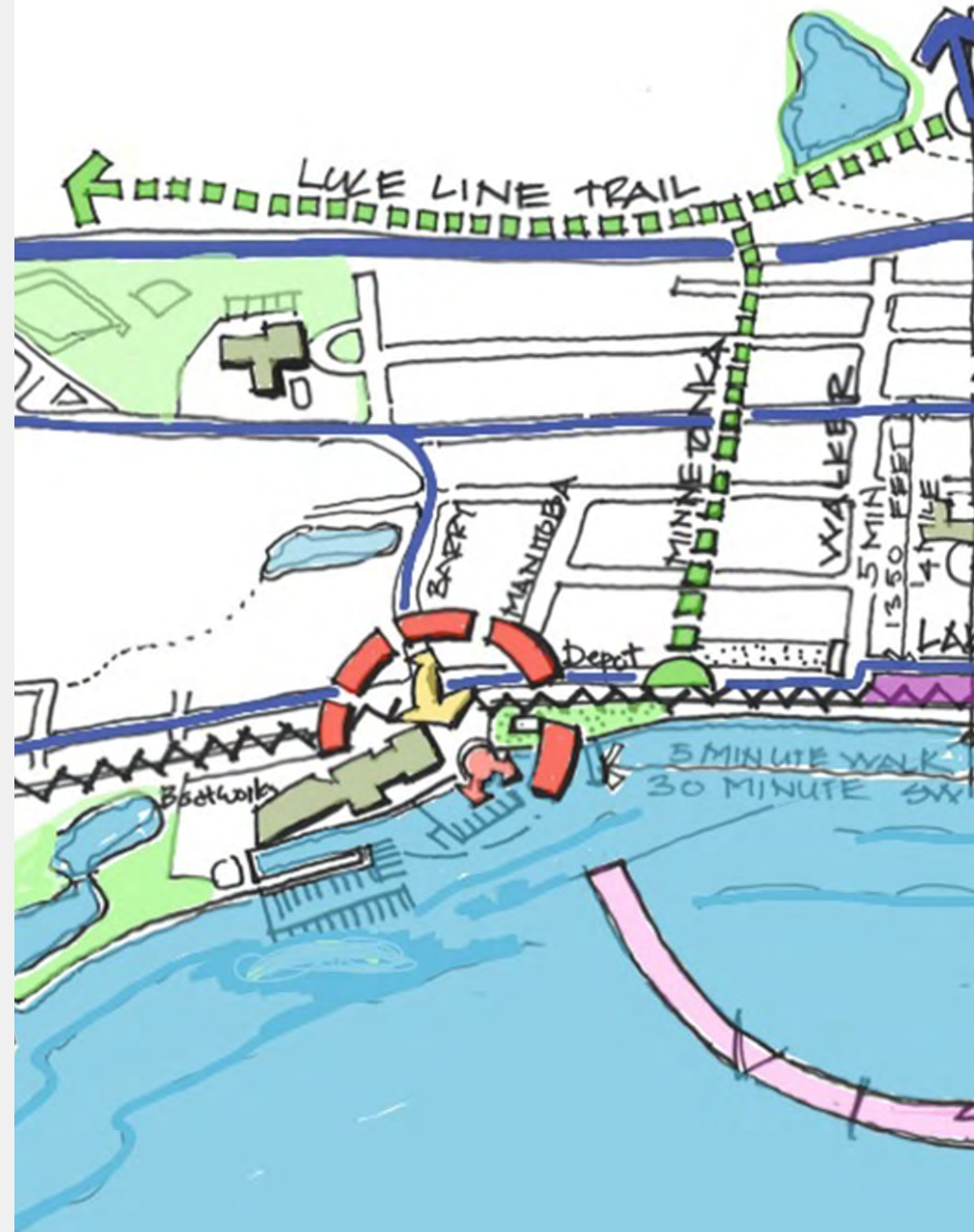
- ▶ Shaver Park and Rand Beach
- ▶ Boatworks
- ▶ Central Lakefront
- ▶ Section Foreman's House
- ▶ Eastern Gateway
- ▶ Mill Street
- ▶ Civic Campus
- ▶ Minnetonka Avenue
- ▶ West End

## STRATEGIC INITIATIVES

This framework document identifies a set of initiatives to achieve the community vision, based on the community's values, priorities, and activity centers.

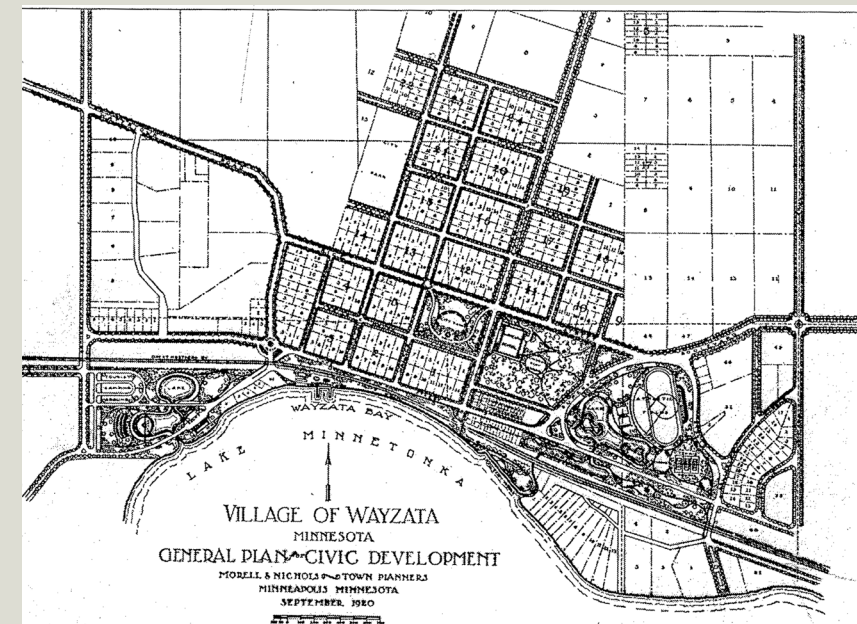
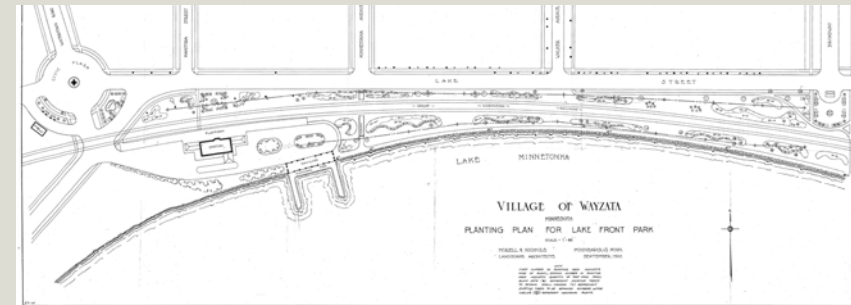
## WHAT WE KNOW

- ▶ Community members in and around Wayzata are incredibly engaged and genuinely care about the future of the Lakefront and broader Wayzata community.
- ▶ Opportunities abound to benefit the lakefront and broader Wayzata community.
- ▶ Progress will only come through sustained community involvement, and through a combination of public and private partnerships, including those outside of the Wayzata community.
- ▶ The lakefront encompasses a number of overlapping jurisdictions. Coordinating and gaining consensus will be an important part of moving projects forward and realizing the vision expressed in this framework document.
- ▶ The exciting work has only just begun. While the framework has general support of the community, the details of how it gets implemented remain up for discussion. The framework provides a general vision of what the lakefront could be, but doesn't define the specific design and details of each project.



# MORELL & NICHOLS HISTORIC PLAN

Minneapolis landscape architecture firm Morell & Nichols developed a “General Plan for Civic Development” for the Village of Wayzata in 1920. The plan incorporated generous park space, including a lakefront park extending from the Depot to the Section Foreman’s House, and a series of wetlands on the east side of downtown.



Plans from Wayzata Historical Society.

Portrait of A.R. Nichols from trailend.org



# INTRODUCTION

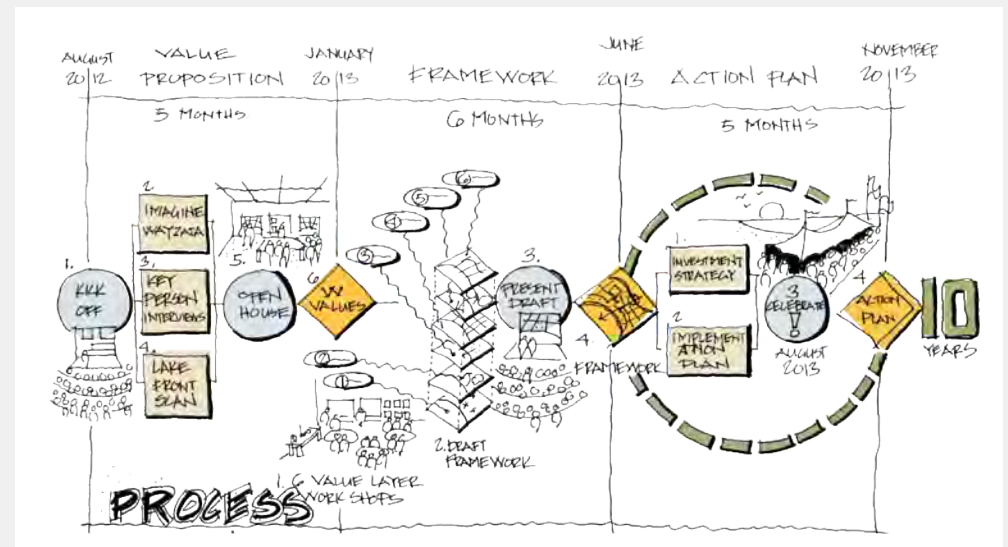


**OVER THE PAST THIRTY YEARS**, several efforts have been made to showcase the City of Wayzata's greatest resource, Lake Minnetonka; however, no definitive city plan was ever adopted. In 2011, the Wayzata City Council formed the Wayzata Lakefront Taskforce to research the opportunities and challenges associated with the lakefront. The Taskforce presented their findings to the City Council a year later. Their final report recommended that a community engagement process be used to identify a community-driven vision for the lakefront, along with a 10-year plan for its execution.

In July of 2012, the Saint Paul Riverfront Corporation (SPRC) team was hired as a "process manager" by the City of Wayzata to carry out the Community Planning and Engagement process for the purpose of creating a 10-Year Lakefront Plan. The outcome of this intensive initiative is a community-embraced and actionable vision for one of Wayzata's most important and enduring assets, its relationship to Lake Minnetonka.

## PROCESS

The process is comprised of three phases.



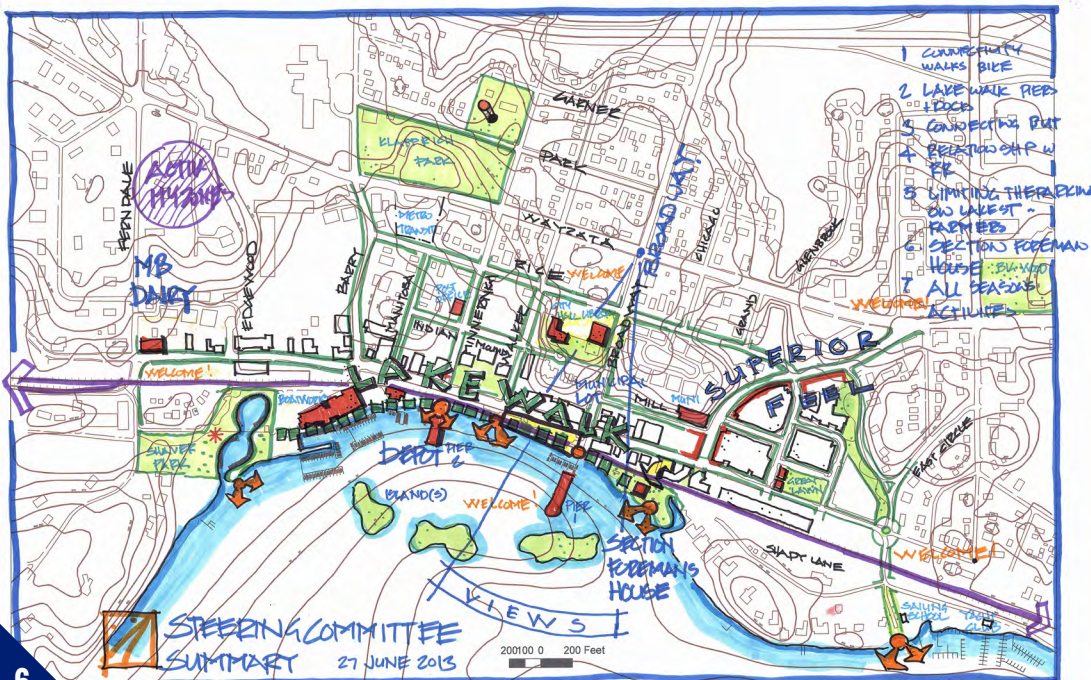
## PHASE ONE

Throughout Phase One, the community participated in a series of special events, public meetings, hosted small group sessions, community-led committees, interviews, surveys, and online forums. At these events, community members were able to provide their thoughts on the current conditions of the lakefront and to share their ideas for the future.

The responses were compiled and used to create a set of value statements that reflect the community's aspirations for the future of the lakefront. These nine values are the foundation of the framework to evaluate project ideas and to guide future development.

## PHASE TWO

Building upon the community engagement process initiated in Phase One, all interested community members were invited to participate in a hands-on community design process. Guided by the Community Values, citizens worked as part of the design team alongside design professionals, with the goal of generating a community-embraced framework. These facilitated conversations generated more than 600 ideas for potential enhancements to the lakefront and surrounding areas.



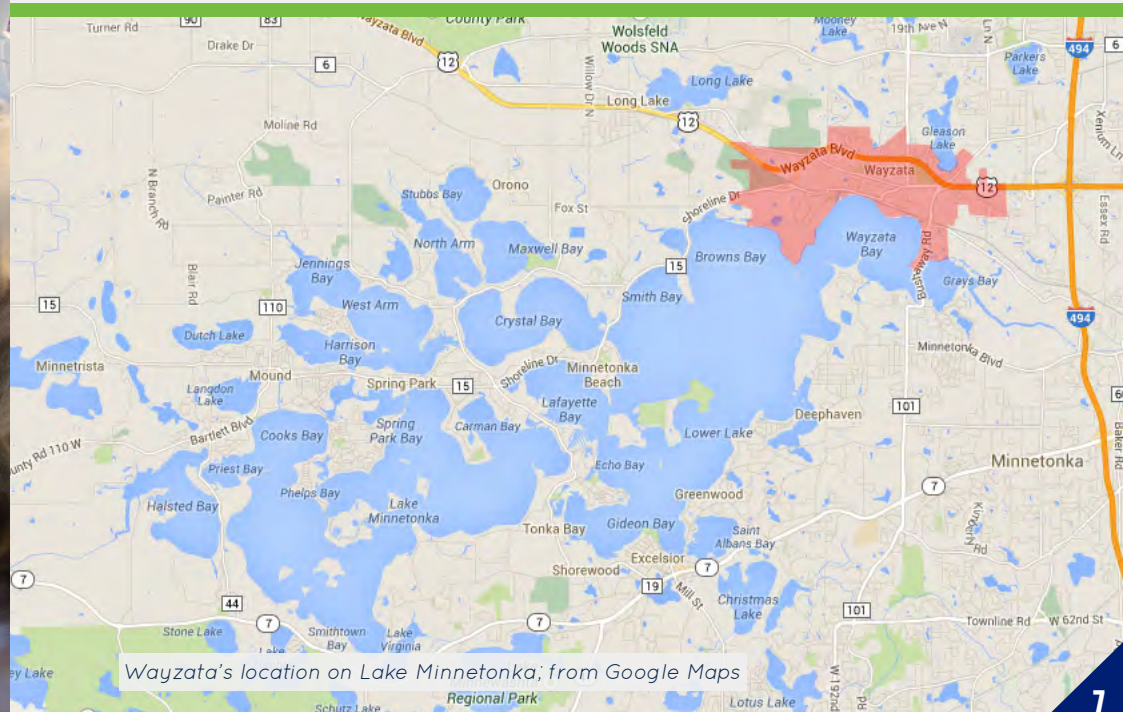


Based on the outcome of these workshops, the design team developed a range of scenarios and the presented these scenarios to the community through an open house, committee meetings, and online. Again, based on community input, a single framework emerged.

### PHASE THREE

During the third and final phase, the process management team worked with a number of additional consultants to turn the community's values, vision, and ideas into a cohesive framework document. Meetings were held with the Wayzata Planning Commission, Parks and Trails Board, the Housing and Redevelopment Authority; BNSF Railroad; and other jurisdictional agencies, such as Three Rivers Park District and the Minnehaha Creek Watershed District, to share with them the work being done in Wayzata and to get their input on the process.

The result of this work is an actionable 10-year lakefront framework document with strategic initiatives, funding sources and implementation strategies.



Wayzata's location on Lake Minnetonka; from Google Maps

# GLOSSARY OF TERMS

**DAYLIGHTING** Throughout the 20th century, many urban and suburban waterways were moved to underground pipes to make way for development. Daylighting refers to restoring waterways to above-ground channels. Benefits include improved stormwater management, reduced flooding, water quality improvement, and new opportunities to restore natural elements to the built environment.

**DESIGN CONCEPT** Early in the design process, a design concept provides initial ideas for how a project could develop. Multiple design concepts may be generated for a project, but ultimately one concept is selected for development. A design concept describes approximate building masses, programming, and how spaces relate to each other, but doesn't provide specifics such as building square footage, architectural style, or materials.

**DEVELOPER** The person or organization who oversees the construction of new buildings and spaces in an urban setting; not necessarily the landowner. The developer is generally a for-profit private-sector party who develops a parcel with the intent of meeting a market need. Developers must work with governmental agencies to adhere to city codes and ordinances.

**FINE-GRAINED DEVELOPMENT** Small-scale building on short blocks with narrow frontages and minimal setbacks; contrasted with big-box development. Fine-grained development is more pedestrian friendly and offers opportunities for all users to inhabit and explore a place. This type of development typically occurs as individual projects under multiple developers.

**FRAMEWORK** A development framework provides guidance for an area but doesn't dictate what specific projects look like or when they are implemented. A framework is aspirational, and is based on a community's shared vision for a place.

**INFILL DEVELOPMENT** Infill development refers to the development of vacant or underutilized parcels interspersed among existing development. For instance, an empty lot between two businesses might be developed as a public park, or a new owner may build another structure to provide additional economic opportunities in an area. Infill development seeks to create a denser built environment and is usually fine-grained in scale.

**MASTER PLAN** An overarching document that guides the development of multiple projects over a long period of time. It is more detailed than a framework in that it provides guidance on details like architectural styles and intended project phasing.

**POLICY** A guideline or rule established by a governing agency (such as a city). Policies are the rules that determine what development activities are allowed.

**PROGRAM** The activities that take place in a space. A program can include a single activity, or multiple activities occurring simultaneously or at different times of the day or year.

**PROJECT** A single specific development effort on a single site. A project to construct a new building would include demolition of existing structures if needed, site preparation, and building construction.

**WHAT IS LAKE EFFECT?** The Lake Effect project is a community-driven initiative to develop a long-term vision for Wayzata's lakefront.

**WHAT IS A FRAMEWORK?** A framework is a document or set of principles that guide development. The intention is to codify what sorts of development are desired and identify opportunities for achieving a particular vision. The example below shows a part of the Saint Paul on the Mississippi Development Framework and the subsequent built form for the Upper Landing area. The built form differs in detail from the framework illustration, but fits the vision expressed in the framework.

**HOW IS A FRAMEWORK DIFFERENT FROM A MASTER PLAN AND A PROJECT?** A framework provides an overarching vision without providing details about how that vision is fulfilled. A



Before

After

master plan is more specific, providing guidance on details such as building massing, spatial relationships between projects, and phasing. A project is a single development effort, such as a building or a plaza, and includes construction details.

### **WHY CHANGE THIS CHARMING LITTLE TOWN?**

Change is inevitable, and will occur with or without community input. The Lake Effect Framework is an attempt to guide the process so that growth and change occur in keeping with the community's vision for the lakefront.

**WHAT ABOUT THE PRESBYTERIAN HOMES/ WAYZATA BAY CENTER DEVELOPMENT?** The community conversation about the Bay Center development has informed the Lake Effect process and, in turn, Lake Effect will influence later phases of that project.

**WHY CAN'T WE JUST MOVE THE RAILROAD?** The railroad owns the right-of-way along the lake front. Rerouting the track would require the railroad to acquire new right-of-way somewhere else, and would be a costly and drawn-out process. Due to the ongoing need for rail service into the area and the existing infrastructure, moving the railroad tracks is not feasible.

**WHO'S GOING TO PAY FOR THIS?** Private sector projects, such as the Meyer Brothers Dairy redevelopment, will be funded by individual developers as the market allows. Public realm improvements will be funded through a variety of channels, including municipal funds, grants, partnerships with other agencies, and others.







**WHAT DOES THE FUTURE HOLD** for Wayzata? How can it embrace growth while maintaining its scale? How can the community create both a healthy and vibrant lakefront? Can it be both a great place to live and a great place to visit?

A Lakefront Taskforce was established by the Wayzata City Council in 2011 to explore the opportunities and challenges associated with lakefront enhancements. Rather than defining a specific project to be implemented on the lakefront, the task force recommended that the city engage the community to develop a long-term vision for the city, incorporating input from residents, business owners, and other jurisdictional stakeholders.

In September 2012, the city kicked off a 16-month facilitated public process to create a community-embraced vision. This vision imagines a Wayzata that retains its small-town charm, yet serves as a regional destination for lake recreation — the Gateway to Lake Minnetonka.

In this chapter, the community's vision for their lakefront is expressed through:

## Community Values

- ▶ Be Wayzata
- ▶ Embrace the Lake
- ▶ Thoughtful Economic Growth
- ▶ Engaged Community
- ▶ Reimagine the Railroad
- ▶ Access for All
- ▶ Lively, but not Rowdy
- ▶ Design Matters
- ▶ Environmental and Historical Stewardship

## Community Priorities

- ▶ Lake Walk
- ▶ Lake Access
- ▶ Connectivity
- ▶ Enhanced Venues
- ▶ Parking and Circulation
- ▶ Purposeful Public Investment

# WAYZATA LAKE EFFECT

## COMMUNITY VALUES

Input in the first phase was gathered through a variety of activities such as special events, small group sessions, community-led committees, interviews, surveys and online forums. The responses were compiled and used to create a set of value statements that reflect the community's aspirations for the future of the lakefront. These values now serve as a guide to evaluate project ideas and future development.

### BE WAYZATA

Wayzata is a charming family friendly community that welcomes visitors as the Gateway to Lake Minnetonka. Be Wayzata; honor and build on Wayzata's unique lakefront location, history, ecology, scale, architecture, retail, service, cultural, and neighborhood assets. Draw from the Hippocratic Oath: First Do no harm.

### EMBRACE THE LAKE

Lake Minnetonka's physical, recreational, scenic, and spiritual assets are keys to Wayzata's unique sense of place, year round appeal, culture, and economic vitality. The residential, retail, and commercial community faces, embraces, and integrates with the lake's many assets. Enhance the quality of life and lake-living culture. Visitors will go where the locals go; touch the water, boat, swim, fish, and skate the lake. Protect important view corridors.

### THOUGHTFUL ECONOMIC GROWTH

Continue economic growth with small focused projects and programs that create direction, success, synergy, and momentum toward community plans and goals. The sum is greater than the parts. Restore, repurpose, build and program with balance and diversity. Champion local businesses and encourage a mix of affordable retail and service businesses.

### ENGAGED COMMUNITY

Wayzatans care about the future and actively participate in shaping their community. Everyone's voice and involvement is important. Continuing community engagement is key to long term success.



Architectural Illustration © Jerrald E. Ohm



## REIMAGINE THE RAILROAD

James J. Hill's historic lakeside railroad preserved the community's view to the lake and saved the lakeshore from private development. Its operation simultaneously compromises access to and from the downtown and the lake, use of the lakefront, and raises safety concerns for both the railroad and community. Reimagine the railroad to realize opportunities and address issues along the BNSF downtown reach.

## ACCESS FOR ALL

Wayzata's lakefront downtown serves the local community and is also part of a regional network of shopping, entertainment, service, and recreation. Provide safe, affordable, all-season universal access – for all ages and abilities, residents and visitors – to walk, bike, boat, drive, park, see and connect Wayzatans and regional visitors to Lake Street retail and services, lakefront amenities and activities, and the lake. Connect the parts visually, physically, and with information and “way finding” signage.

## LIVELY, BUT NOT ROWDY

Wayzata is a peaceful and vibrant family community that invites and welcomes visitors by providing diverse attractions and experiences for all ages. Enhance and develop a variety of affordable every day and unique opportunities for year 'round shopping, dining, culture, recreation, celebration, gathering, and relaxation.

## DESIGN MATTERS

Wayzata's lakefront downtown picture postcard should look great. From storefronts to housing, from landscaping to signage, design matters. Invest in, and build upon, the identity of the lakefront downtown with quality design, architecture, and signage, of appropriate scale, that safely knits together and connects the fabric of Lake Street and the lakefront.

## ENVIRONMENTAL & HISTORICAL STEWARDSHIP

The environmental health and history of Wayzata and the Lake Minnetonka watershed are integral to Wayzata's economy, sense of place, and community well-being. Stewardship and sustainable development practices will support a healthy ecology, Wayzata's heritage, and strengthen the community development partnership. Wayzata's natural beauty and cultural heritage means you don't have to “go up north” for a resort experience, when you already live in, or near, Wayzata.

## WAYZATA LAKE EFFECT

# COMMUNITY PRIORITIES

Wayzata's residents, business owners, and jurisdictional partners were invited to participate in a series of hands-on design workshops alongside professional designers. Using the Community Values as a guide, these workshops generated more than 600 project, program, and policy ideas to enhance the lakefront and broader community. With the help of the Steering and Advisory Committees, city staff and the design team, six priorities emerged as a means to organize the ideas.



## LAKE WALK



The lakefront is one of Wayzata's most enduring assets, and the community voiced strong support for some kind of lake walk that allows people to have closer proximity to the water. This includes the desire to accommodate a wide range of uses and recreational enthusiasts, while ensuring a scale that is appropriate to Wayzata.

During Phase One, community members identified many lakefronts, including the following, as some of their favorites:

- ▶ Lake Geneva, WI
- ▶ Seaside, FL
- ▶ Duluth, MN
- ▶ San Diego, CA -Del Mar Beach
- ▶ San Francisco, CA – Farmers Market
- ▶ Chicago, IL – Beachfront/Navy pier area on Lake Michigan

## LAKE ACCESS

- ▶ Key West, FL- near Mallory Square
- ▶ English Channel coastal towns, such as Brighton, Portsmouth and Rye
- ▶ Tel Aviv, Israel
- ▶ Monte Verde, Costa Rica



Desirable qualities of these lakefronts included:

- ▶ Fun, with something for everyone
- ▶ Proximity between waterfront and restaurants, bars, and shops
- ▶ Boardwalks that make the lake more accessible
- ▶ Attractive spaces for intimate events
- ▶ Embracing the timeless natural beauty of the water
- ▶ Natural habitat



Duluth, MN lakefront



The railroad has protected the lakeshore from development, but it also poses a significant barrier to those wishing to get to the lake. The community expressed a desire for better, safer, and more attractive crossings that provide easier and more well-defined access to the lake.



## CONNECTIVITY



Improve the connections between the east and west sides of downtown, whether arriving by car or by foot. Connectivity, while similar to priority of Circulation, refers to creating relevant and meaningful reasons to go to an area versus the physical act of moving around the area.

For example, commercial development on the west end of downtown could help strengthen the Lake Street corridor by drawing people farther



along its length, thus creating a connection between the east and west sides of the city.

Areas such as Big Woods, the 600 block of Lake Street area, and Shaver Park could all become a series interconnected locations. They each serve a different purpose, but we could create solutions that connect them in ways that provide easy access for all while at the same time maintaining the integrity of the particular area.

## ENHANCED VENUES



Better leverage current assets such as the Section Foreman's House, Depot, Shaver Park, and the Municipal Marina, plus identify new opportunities for public gathering spaces.



Photo from wayzatachillyopen.com

At the present time, there are a limited number of lakefront venues in Wayzata. To support community values such as Embrace the Lake and Access for All, the city seeks to create opportunities for residents and visitors to enjoy the activities afforded by this one of a kind setting. Community members shared ideas such as rooftop dining with views of the lake, a small community performance space in Shaver Park, a skate park, and leveraging the municipal parking lot on Lake Street as a flexible space for special events.



## PARKING AND CIRCULATION



One of the community's primary concerns is parking availability for both cars and boats. Some also expressed concern about safety on Lake Street for cars, bicyclists, and pedestrians. The community expressed a desire to create a balanced approach for automobiles, boats, pedestrians, and bicycles that results in no net loss of parking.

Related to parking is circulation: ensuring that people can move safely in and around Wayzata whether traveling by car, boat, bike, or foot.

## PUBLIC INVESTMENT



Community members expressed a desire for targeted public investment that stimulates programming of public places and economic development in Wayzata.

This investment could take the form of money spent on public realm enhancements, programming at public venues, or policies that encourage private sector development.







**BASED ON COMMUNITY INPUT**, the following framework was created and is illustrated through the following lenses:

## Activity Centers

- ▶ Shaver Park and Rand Beach
- ▶ Boatworks
- ▶ Central Lakefront
- ▶ Section Foreman's House
- ▶ Eastern Gateway
- ▶ Mill Street
- ▶ Civic Campus
- ▶ Minnetonka Avenue
- ▶ West End

## Systems

- ▶ Ecology
- ▶ Public Realm
- ▶ Circulation
- ▶ Parking
- ▶ Activity

## Metrics

A look at how the framework meets the community priorities expressed in the previous chapter.

## WAYZATA LAKE EFFECT

# ACTIVITY CENTERS

Early in the Lake Effect initiative, the community identified nine distinct areas where improvements could be made to enhance the city's image and relationship to Lake Minnetonka. These nine activity centers already provide opportunities for residents and visitors alike to work, shop, and play along the lake, but also have untapped potential to help the city embody more fully the community's values as defined in Phase One.



- NEW DEVELOPMENT
- CIVIC VENUES
- NEW PARKING STRUCTURES



8 MINNETONKA AVE

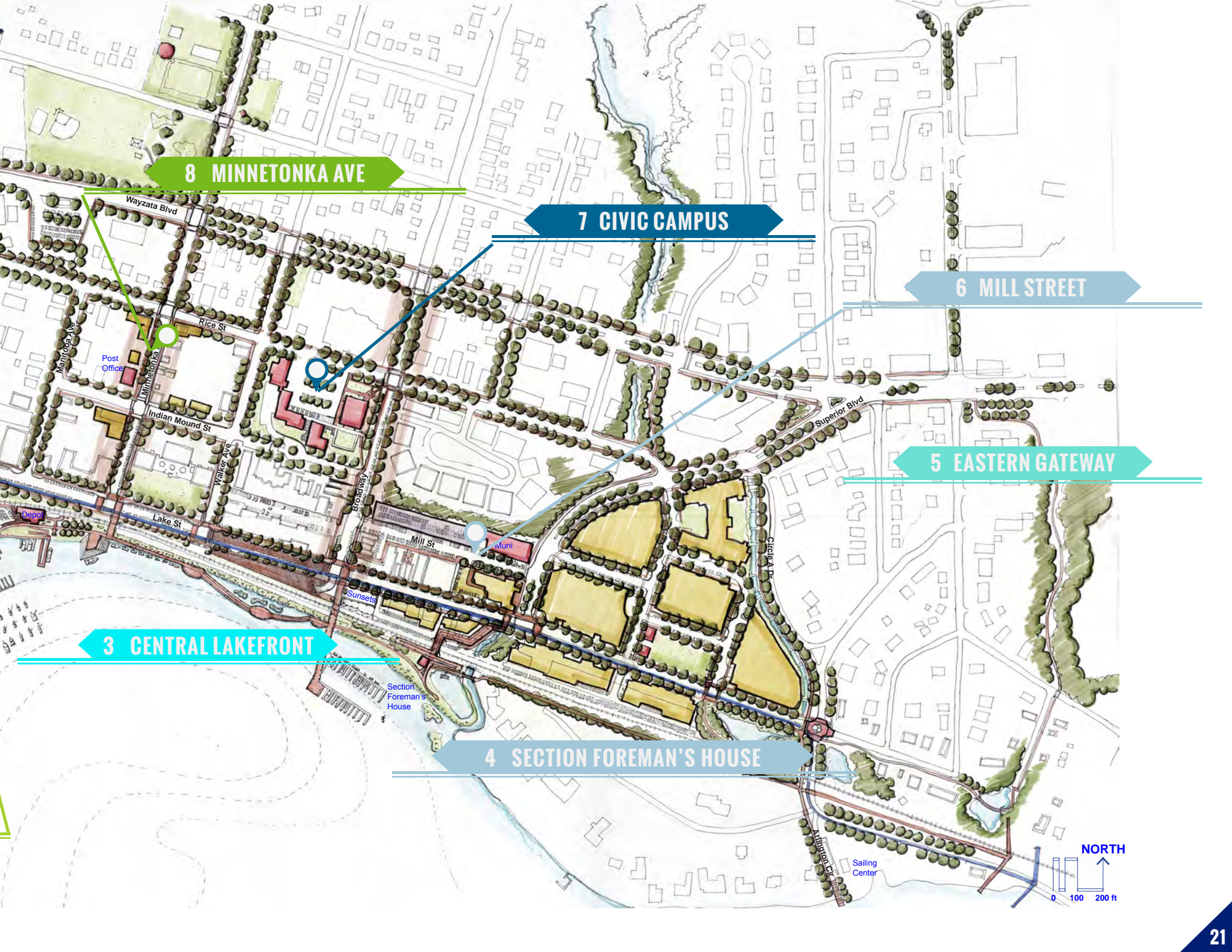
7 CIVIC CAMPUS

6 MILL STREET

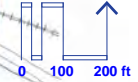
5 EASTERN GATEWAY

3 CENTRAL LAKEFRONT

4 SECTION FOREMAN'S HOUSE



NORTH



## WAYZATA LAKE EFFECT

# ACTIVITY CENTERS

## SHAVER PARK & RAND BEACH



Many residents stated they feel Shaver Park is underutilized, in part because some areas of the park don't clearly feel like public space. The park adjoins a number of private residential properties so certain areas of the park give the impression that visitors are on private property, rather than publicly-accessible park space.

The Framework proposes the following enhancements to Shaver Park and Rand Beach:

### LAKE WALK

In the proposed framework, the lake walk would begin at the west end of Shaver Park. This entry would be clearly marked and designed to provide a distinctly welcoming and accessible feeling.

### PERFORMANCE SPACE

Many in the community expressed a desire for more programming in Shaver Park, but nearby residents don't want a facility that creates a lot of noise or undesirable activity. The proposed performance space would likely be a small stage that accommodates school plays, weddings, and other small gatherings. Specific characteristics of the venue – for instance, size, capacity, and whether amplifiers are allowed – would be worked out in the design phase of the project.

### PADDLEBOARD, KAYAK, AND CANOE RENTALS

Equipment rentals at the Marina will allow lake use by a broader range of people to access the lake who do not own boats.



## BOATWORKS



The Boatworks facility has been part of Wayzata's lakefront for many years. Former owner Rick Born has purchased the Boatworks and plans to move his technology consulting firm into the building. Additional proposed uses include:

### ENHANCED DAKOTA RAIL TRAILHEAD WITH TRAPPER'S CABIN

The Trapper's Cabin would be moved to the park to serve as a bicycle trailhead, providing a better experience for cyclists.

### INCREASE GREEN SPACE

To increase green space, especially at eastern edge of the marina, the last row of parking would be eliminated. This reduction in parking would be compensated by the proposed pedestrian bridge and additional parking in the West End project area.

### SWIMMING PATH WITH H-DOCK

A protected swimming area off the beach would be delineated with buoys.



### BOAT MUSEUM

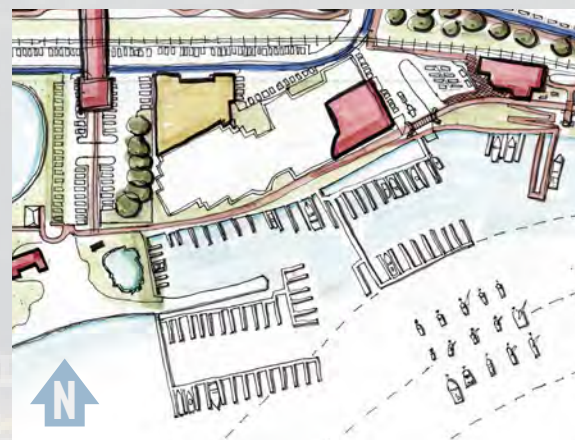
This could be a winter home for the Minnehaha tour boat, and could provide programming in conjunction with other organizations, such as the Sailing School and the Wayzata Yacht Club.

### RESTAURANT OR OTHER DEVELOPMENT

The community expressed a desire for outdoor lakefront dining. The Boatworks building is one potential location for this, as the market permits.

### PEDESTRIAN BRIDGE TO TCF

A pedestrian bridge over the railroad tracks would allow for improved access to the Boatworks, the beach, and the lake walk.



## CENTRAL LAKEFRONT



The Central Lakefront is a key element of Wayzata's character. The view of the lake from the 600 block of Lake Street is unique among Lake Minnetonka communities. As such, this area is a focal point of the proposed framework.

### LAKE WALK WITH MINNETONKA AVENUE LANDING AND BROADWAY PIER

One of the most broadly supported goals of the Lake Effect initiative is to get people closer to the water. To facilitate this, the proposal

includes a lake walk that brings pedestrians out onto the lake. The character of the lake walk changes along its length; at the central lakefront it might take the form of a boardwalk. The Minnetonka Landing provides opportunities to step down to the water's surface and literally "touch the water".

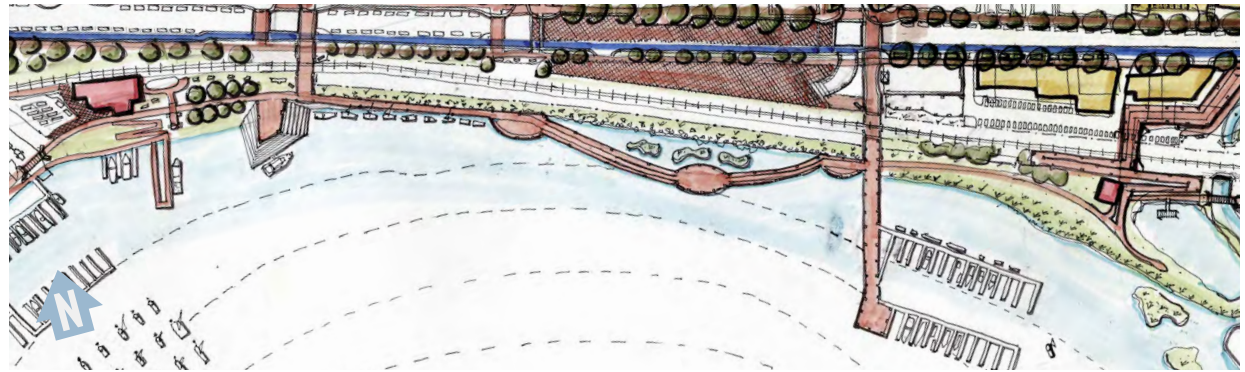
A pier at Broadway provides for additional public boat docks near the Section Foreman's House and gives people an opportunity to get



further out onto the lake. The pier could be a small pedestrian-scale boardwalk, or it could be larger in scale to accommodate a few small vendor locations (tents or kiosks).

### NEW AND ENHANCED RAILROAD CROSSINGS

At present, there is no official railroad crossing between the Boatworks (Barry Ave) and Broadway. However, this is the area where the water is most visible from Lake Street, and as a result people simply jump the fence and cross



at any point. A new at-grade pedestrian railroad crossing at Minnetonka Avenue provides a legitimate crossing, reducing the tendency for people to cross the tracks illegally. In addition, the existing Broadway track crossing would be improved to be more legible and pedestrian friendly.

### LAKE STREET CYCLE TRACK

A dedicated cycle track along Lake Street creates a more orderly traffic flow. This track is created by eliminating the center turn lane and reallocating the roadway through pavement marking.

### TOUR BOATS

Tour boats would continue to use the area by the depot.

### TRANSIENT/SEASONAL DOCKS AND MOORING BUOYS WITH TENDER/SHUTTLE

Additional boat parking is provided with mooring buoys and a tender shuttle. Additional transient slips are provided along the lake walk and at the Broadway Pier.

### PARK(ING) PLAZA

The municipal parking lot next to Sunsets is redesigned as a multi-functional plaza. The plaza would be used for parking most of the time, but can be cordoned off for special events such as JJ Hill Days or a weekly farmer's market.



## SECTION FOREMAN'S HOUSE



The Section Foreman's House offers an opportunity for a quieter, more contemplative lakeside experience. The existing landscape needs some cleanup, and includes a pond that would be suitable for winter activities such as ice skating.

### YEAR-ROUND FOOD VENDOR

The restored Section Foreman's House provides an opportunity for a year-round informal food vendor in the style of Sea Salt (Minnehaha Falls), Bread + Pickle (Lake Harriet), or Tin Fish (Lake Calhoun). This operation could also serve as a warming house for ice skaters in the winter.

### ADDITIONAL DOCKS

Additional transient boat parking is available along the east side of the Broadway pier to avoid interfering with lake views from Lake Street.

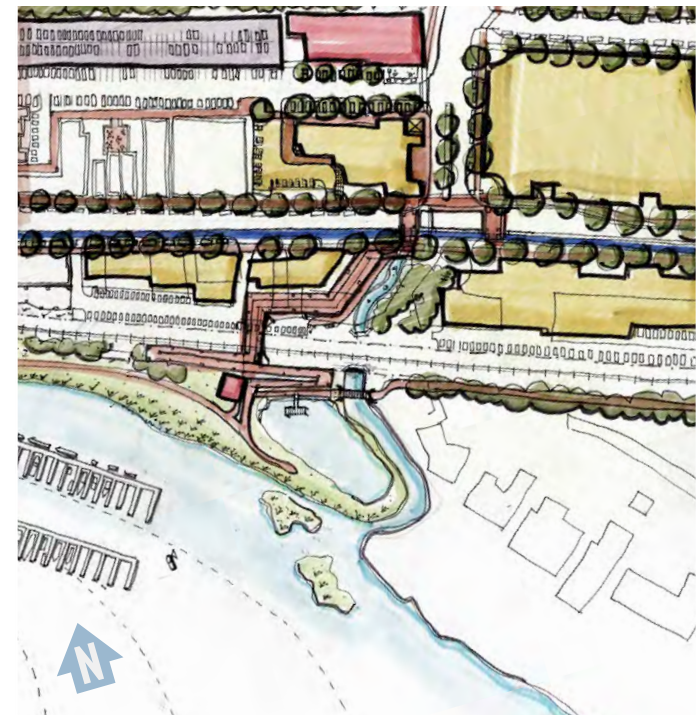
### UNDER-TRACK TUNNEL CONNECTION

The framework proposes exploring the potential for an under-track tunnel connection to this location from Lake Street and Superior Blvd. Additional research is required regarding the feasibility of this proposal.

### STORMWATER MANAGEMENT AND WATER QUALITY

Stormwater management is an important factor in managing water quality. Expanding on the existing natural features around the Section Foreman's House would enhance water quality for the lake.

- **Floating islands**  
Floating islands assist in enhancing water quality by removing pollutants and particulate matter.
- **Natural shoreline**  
The natural shoreline condition is maintained in this area. Shoreline vegetation filters runoff and improves water quality while providing habitat for lake wildlife.
- **Gleason Creek inlet**  
As a small pond next to the Section Foreman's House, the Gleason Creek inlet currently provides some stormwater management.



## EASTERN GATEWAY



The proposal for the Eastern Gateway area emphasizes its natural and park-like features.

### **BIG WOODS HERITAGE PARK LOOP**

This walking trail would connect walkers from downtown Wayzata to Heritage Park and the Big Woods Preserve.

### **DAYLIGHTED CREEK AT EASTERN BUFFER**

Historic Gleason Creek is daylighted to provide

a natural amenity along Circle A Drive and to enhance stormwater management.

### **FIRE ACCESS ROAD PARK AT LITTLE BEACH**

Arlington Circle serves as fire truck access to the lake. The framework proposes making this area more park-like and leveraging its value as a public gathering space.

### **NICHOLS WETLAND PARKS**

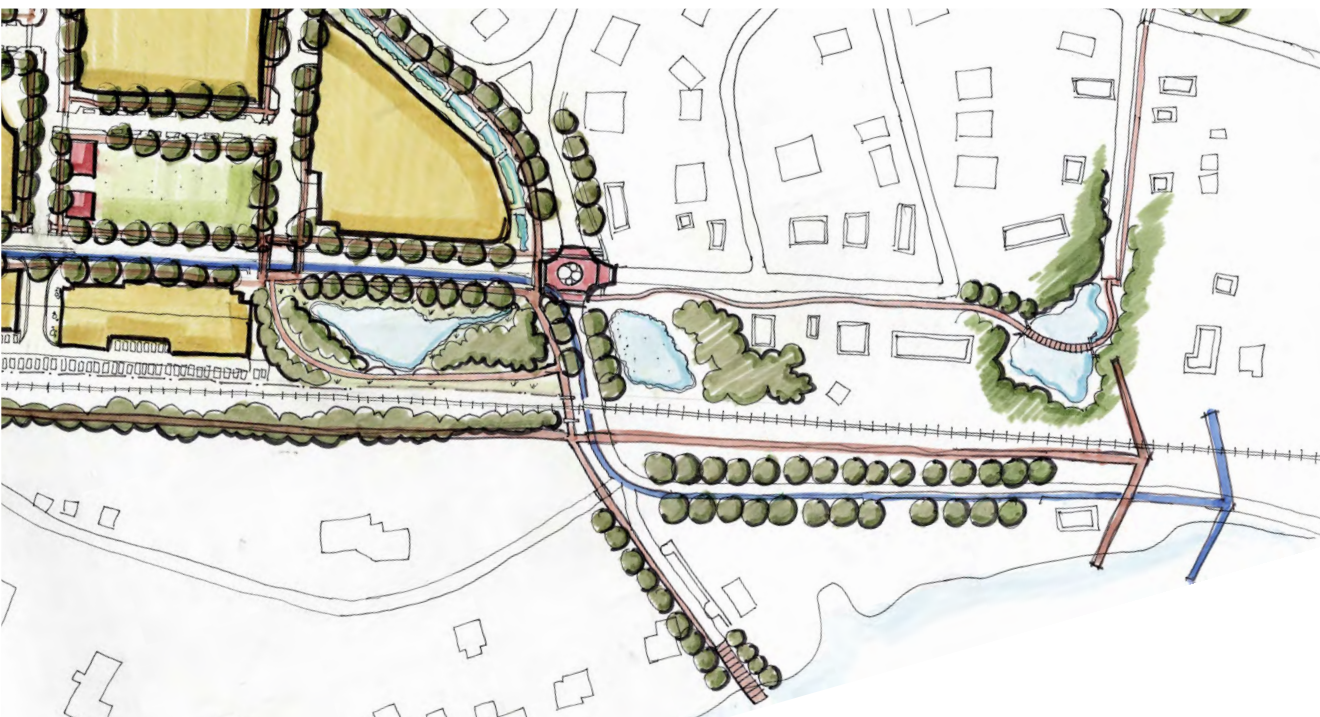
The wetland area on the southwest corner of Lake Street and Circle Drive is enhanced with trails and interpretive features.

### **TRAILHEAD GATEWAY TO BUSHAWAY ROAD**

The Lake Street cycle track connects to Bushaway Road by way of Shady Lane and Eastman Lane. This enhances regional biking connections by connecting the Dakota Rail Trail to the Lake Minnetonka LRT Regional Trail.

### **TRAIL TO SECTION FOREMAN'S HOUSE**

A pedestrian trail along the railroad tracks takes walkers from Arlington Circle to the Section Foreman's House.



## MILL STREET



Mill Street today functions largely as a parking lot for the Muni and businesses on Lake Street. The framework proposes this as a site for pedestrian-scale development as the market allows.

### MIXED-USE MILL STREET RAMP/ DAKOTA RAIL TRAILHEAD

The current parking lot on Mill Street provides a number of parking stalls for downtown shops. However, the site offers the potential to build a two- to three-level parking ramp that provides roughly twice as many parking stalls and could include some small shops at street level.

In addition, this ramp would provide trailhead facilities for the Dakota Rail Trail and connected regional trails.

### MUNI PARKING LOT DEVELOPMENT

As Wayzata grows and becomes a more active suburban lakeside community, additional market opportunities will arise for housing and commercial development.

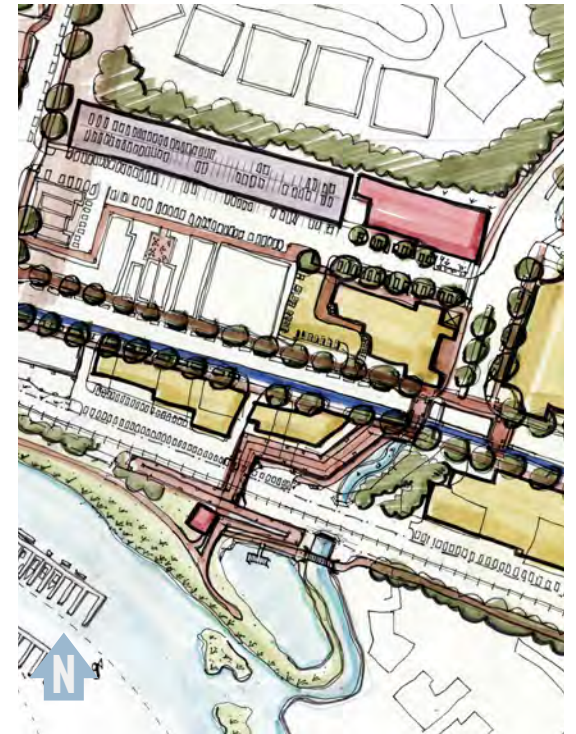
With the Mill Street parking ramp in place, surface parking lots, such as the one south of the Muni, become available for additional development. This development could include structured parking with street-level retail shops and a public plaza.

### CROSS CREEK DEVELOPMENT WITH PEDESTRIAN TUNNEL TO SECTION FOREMAN'S HOUSE

The framework identifies the potential for a pedestrian tunnel under the railroad tracks. This tunnel would necessitate some reconfiguration of existing commercial structures, specifically the Cross Creek development across from the surface parking lot on Lake Street.



The design framework suggests that, if it is feasible from an engineering standpoint, the tunnel be implemented as part of a redevelopment of the Cross Creek project. If the developer plans to demolish existing structures and rebuild, a partnership with the city could create a tunnel as part of the new construction. There is no municipal mandate to tear down existing structures to build the tunnel.



## CIVIC CAMPUS



The Civic Campus is comprised of the area where City Hall and the Library are today. Additions in this area are largely programmatic and seek to leverage the spaces that already exist to create opportunities to better engage citizens.

### NATIVE AMERICAN INTERPRETATION

There is a desire in the community for some kind of acknowledgment of the history of the area among Native American peoples. Prior to European settlement, the area now known as Wayzata was Chief Shakopee's village, and the town's name comes from a Native American word meaning "north shore".

### GREEN CAMPUS

Proposed green infrastructure enhancements on in this activity center include stormwater management practices in the parking lot and solar panels on city buildings.

### CULTURAL PROGRAMMING

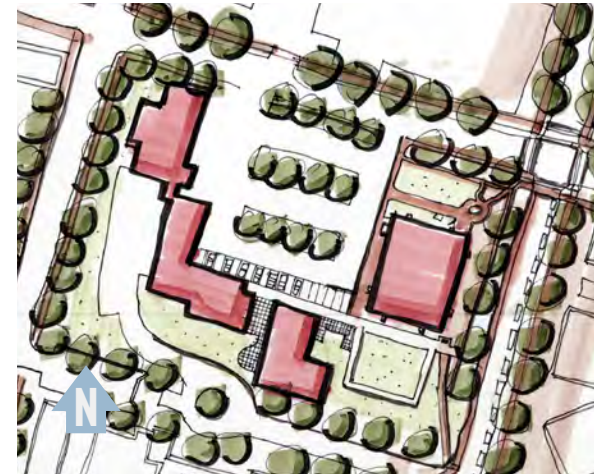
As the seat of municipal government and services, the civic campus can provide cultural programming such as the Native American interpretation and other events in conjunction with the Wayzata Historical Society or other organizations.

### ARTIST IN RESIDENCE

Wayzata has a strong artistic tradition, showcased in events like the Wayzata Art Experience. Art and artists are part of every robust healthy community, and providing an artist-in-residence program would highlight the community as a regional center for arts.

### PARKING

Enhancements to parking are possible.



## MINNETONKA AVENUE



Minnetonka Avenue runs perpendicular to the lakefront and provides the opportunity for stunning views of the lake flanked by small local shops.

### ARTS-ORIENTED, LOCAL SMALL BUSINESS DISTRICT

As an area that could offer lower rents than Lake Street, Minnetonka Avenue is a prime location for small local businesses. Currently the home of the Post Office and Post Office Park, this street has the potential to become a more active local business area.

### PUBLIC ART CURATOR

This role could be part of the artist-in-residence program.

### ARTIST-DESIGNED PEDESTRIAN BRIDGE AND WATER TOWER

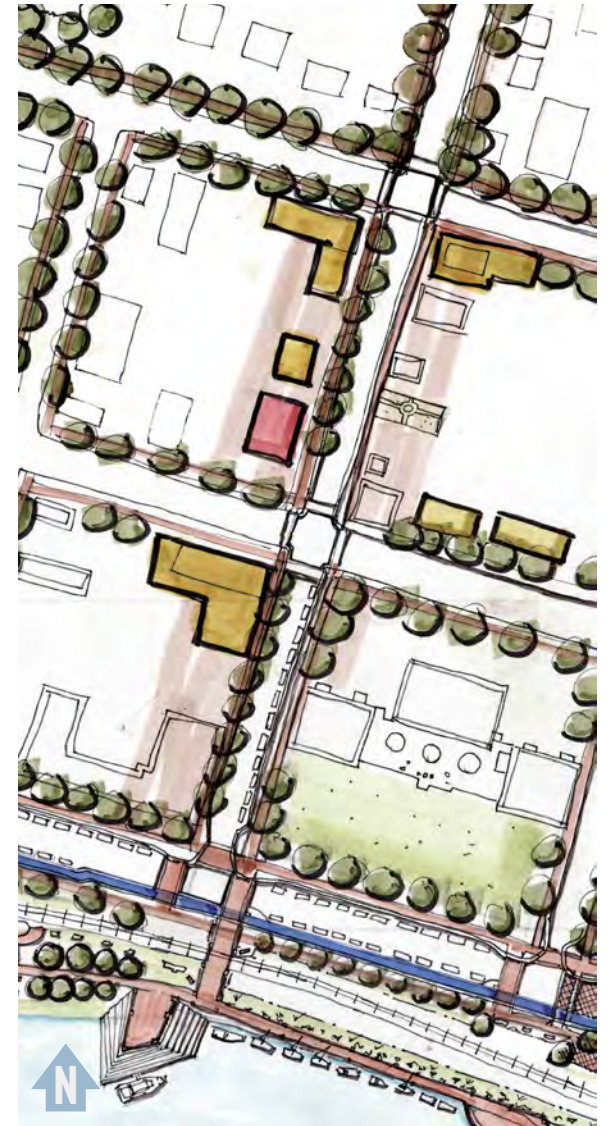
Post Office Park, designed by sculptor Siah Armajani, is a unique landmark in Wayzata, and shows how public art can be more than just sculptures on a street corner. The framework proposes engaging other artists to create one-of-a-kind landmarks in the city. Examples could include a pedestrian bridge over the railroad tracks at the end of Minnetonka Avenue, and a new water tower, which would serve as a landmark for boaters, clearly identifying Wayzata from the lake.

### STRONG CONNECTION TO CIVIC CAMPUS AND LAKE MINNETONKA

The Civic Campus can be strongly linked to Minnetonka Avenue through well-maintained sidewalks and careful streetscape design. The street should also capitalize on its strong visual connection to the lake.

### FINE-GRAIN INFILL DEVELOPMENT

A number of available locations along Minnetonka Avenue could be developed to provide a denser, pedestrian-oriented shopping district.



## WEST END



### TCF REDEVELOPMENT RELATED TO BOATWORKS

Surface parking lots adjacent to the TCF building are opportunities to develop a denser, more walkable retail and commercial district in the West End. Part of this development would include structured parking to ensure that there is no net loss of parking in the area.

### INTEGRATED PEDESTRIAN BRIDGE TO SHAVER PARK AND RAND BEACH

This bridge would take pedestrians safely over the railroad tracks, strengthening walkability and improving lake access for recreational users and weekend visitors.

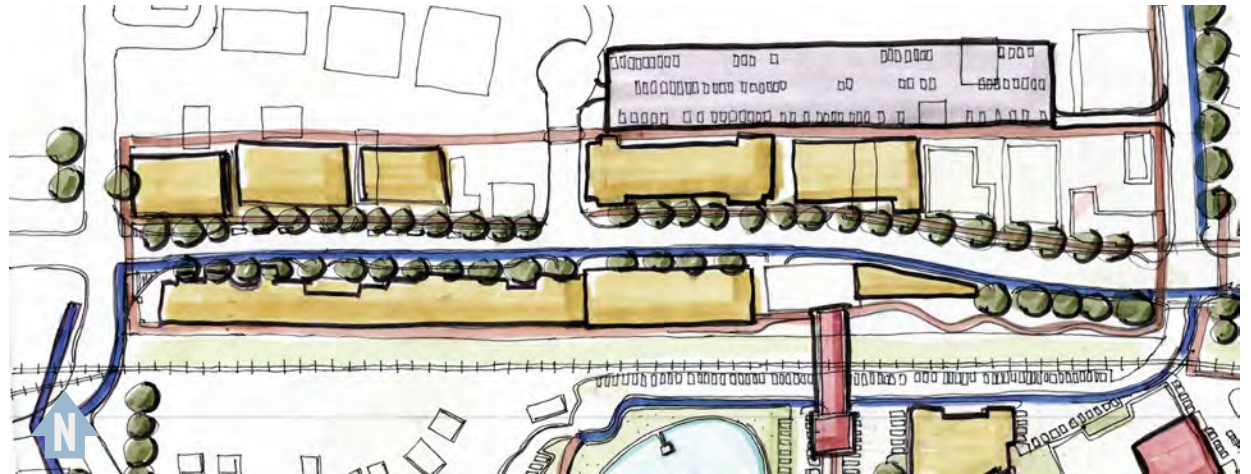
The west end of Lake Street is primed for redevelopment. In particular, the community would like to see retail activity continue along Lake Street past Minnetonka Avenue

### MEYER BROTHERS DAIRY REDEVELOPMENT

The Meyer Brothers Dairy facility and adjacent properties would be developed by private sector agents to meet market demands. The city's role in these projects would be to facilitate development that fulfills the community's vision as expressed through this framework document. Community suggestions ranged from a brew-pub to artist lofts to a movie theater.

### MUNICIPAL PARKING RAMP

As development occurs in this area, the city could exercise the option to build another parking structure in this area to accommodate additional vehicular traffic.



# WAYZATA LAKE EFFECT SYSTEMS

In the design world, frameworks are typically concerned with looking at a particular area or opportunity and then organizing information by a series of systems. Each system contributes to the overall function of the community ecologically, socially, and economically. This section reviews the following systems: ecology, public realm, circulation, parking, and activity.

## LEGEND

- Permeable pavers on Lake Street parking bays and at Civic Campus
- Opportunity for green roof on Mill Street parking ramp
- Tree trenches
- Infiltration basins
- Rain gardens - at curb bump outs
- Shoreline restoration
- Constructed wetland
- Opportunity for daylighted creek

## ECOLOGY

The conditions of environmental elements tied to Lake Minnetonka located in Wayzata have not kept up with the expectations of the 21st century. Stormwater ponds and shoreline riprap can be improved to better the environmental quality of the lakefront. The city has a number of valuable natural assets which need to be fostered and protected to ensure that the environmental and recreational value of the lakefront is preserved for future generations.

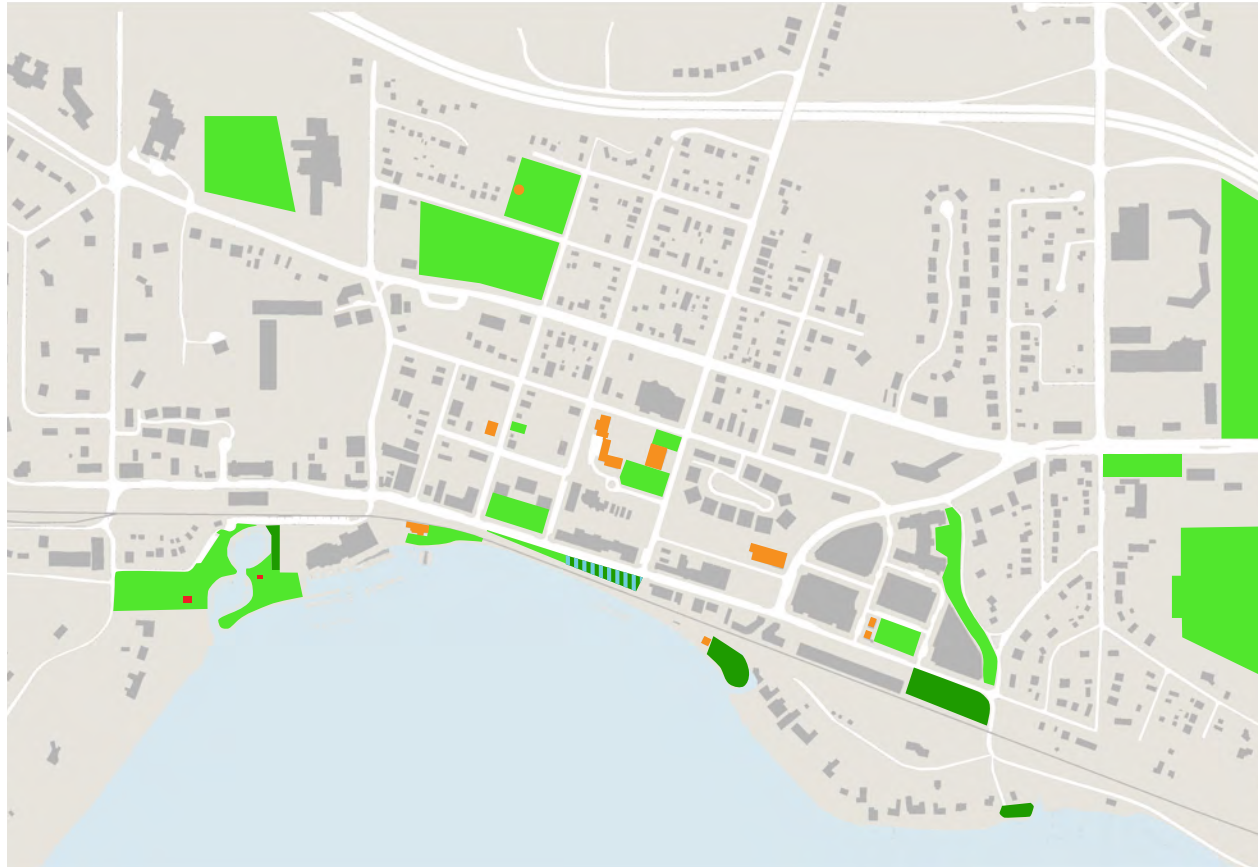
The framework proposes incorporating a number of stormwater management best practices and “green” technologies. Examples are illustrated below.



## PUBLIC REALM

Public realm is defined as any publicly owned streets, pathways, rights of way, parks, publicly accessible open spaces, and any public and civic building and facilities. The quality of our public realm is vital if we are to be successful in creating environments that people want to live and work in.

While much of the circulation system is considered part of the public realm (streets, sidewalks, and public trails), those elements are shown separately in the circulation system.



### LEGEND

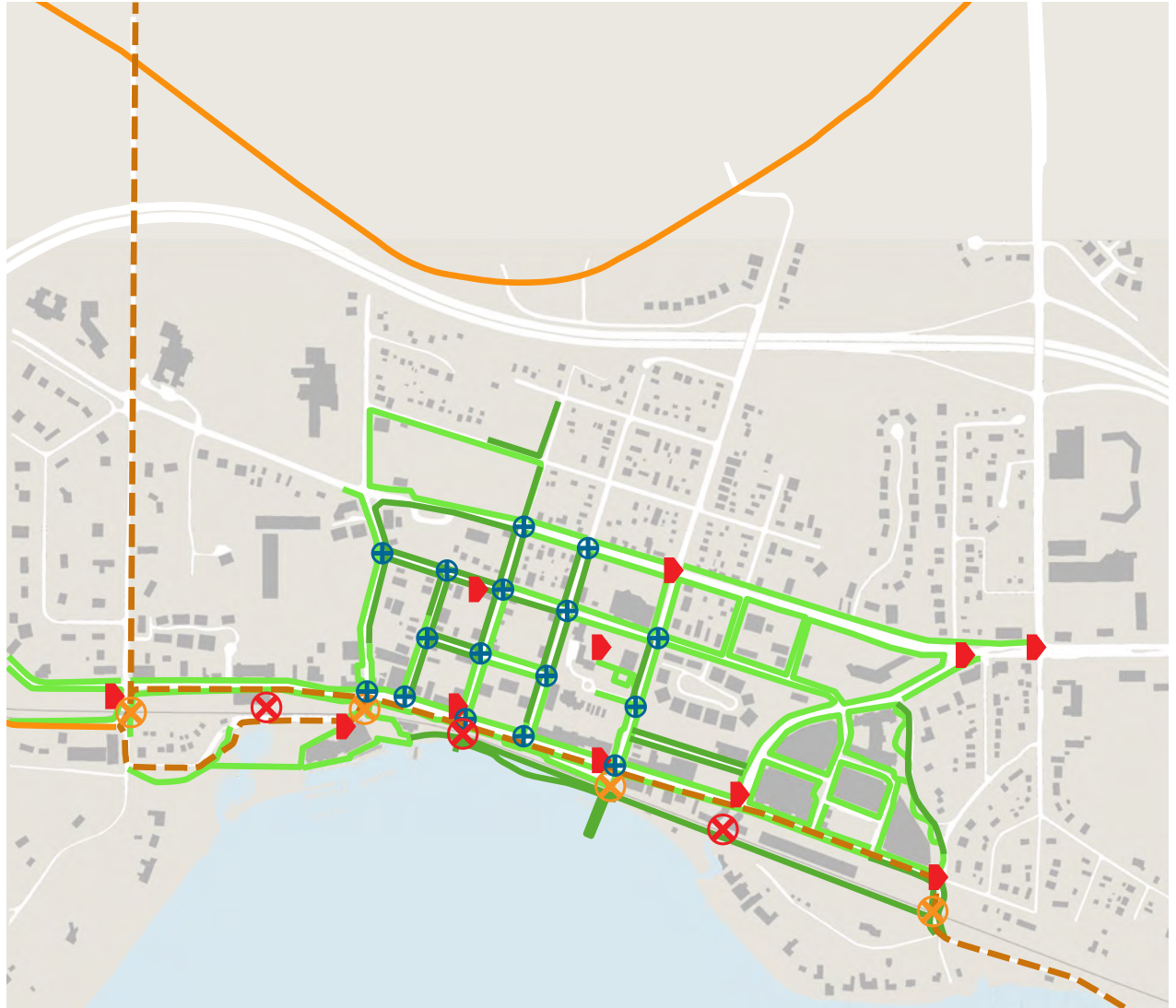
-  Existing parks and open spaces
-  Opportunity for new parks and open spaces
-  Opportunity for multipurpose plaza
-  Existing municipal buildings and facilities
-  Opportunity for new municipal facilities

## CIRCULATION

Wayzata stands to leverage its most important natural asset, the lakefront, by enhancing connections between greater Wayzata, downtown Wayzata and the water's edge. To do so it will be important to separate the ideas of "visual accessibility" and "physical accessibility" and then concentrate on strategies to enhance both types of accessibility, the modes of transportation used, and paths that are available to making Wayzata more walkable. The framework also proposes repairing and completing the sidewalk system and providing connections for regional bicyclists.

### LEGEND

-  Existing pedestrian walkways (sidewalks, trails, etc)
-  Opportunity for new pedestrian connections
-  Crosswalks and ramps upgraded to be fully ADA-compliant
-  Existing regional bike trails
-  Opportunity for bikeway connections
-  Existing railroad crossing
-  Opportunity for new railroad crossing
-  Potential wayfinding enhancements










## PARKING

Parking structures ensure that parking availability keeps pace with activity while maintaining the physical and economic characteristics that make Wayzata successful. In conjunction with a well-designed circulation and wayfinding system, a robust and diverse system of parking creates a pleasant experience for visitors.

The framework proposes increasing structured parking and providing additional boat parking to meet the anticipated growth. Maintaining on-street parking is also key to retaining the city's small-town feel. Strategic development of existing surface parking lots should be pursued in concert with parking ramp projects to ensure continued economic growth without incurring a net loss of parking stalls.



### LEGEND

	Spaces
 Existing on-street parking	550
 Existing surface parking	1,627
 Existing parking structures	776
 Opportunity for parking structures	600
 Existing boat parking (retained)*	143
 Opportunity for boat parking	40
 Existing boat launch	2

\*This framework suggests moving the existing boat slips at Broadway to the east side of the proposed Broadway pier.

Source: SRF Consulting Group and Saint Paul Riverfront Corporation

## ACTIVITY

There was community consensus that the lakefront is underutilized throughout the year. Focusing on Minnesota's two dominant seasons, the framework highlights potential programming that could occur in summer and winter.



The framework proposes enhancing existing venues and creating new venues to provide additional meeting spots for organized and casual gatherings along the lake.
































































## LEGEND

- 1 Shaver Park and Rand Beach
- 2 Boatworks
- 3 Central Lakefront
- 4 Section Foreman's House
- 5 Eastern Gateway
- 6 Mill Street
- 7 Civic Campus
- 8 Minnetonka Avenue
- 9 West End
- ▶ Existing Venues
- ▶ Opportunity for New Venues



## PROGRAMMING BY ACTIVITY CENTER

 Summer activity  
 Winter activity

1. Shaver Park and Rand Beach	<ul style="list-style-type: none"> <li>  Performance space</li> <li> Butterfly garden</li> <li> Kayak/canoe/paddleboard rental</li> <li> Swimming</li> <li> Splash pad</li> <li> Floating swim dock</li> <li> Yoga/Tai Chi classes</li> <li>  Habitat restoration</li> </ul>	<ul style="list-style-type: none"> <li> Boat slips</li> <li> Picnic shelters</li> <li>  Additional restrooms</li> <li>  Play equipment</li> <li> Sledding</li> <li> Ice skating</li> <li> Cross-country skiing</li> <li>  Fire pits</li> </ul>
2. Boatworks	<ul style="list-style-type: none"> <li>  Restaurant</li> <li> Outdoor dining</li> <li>  Steamboat museum</li> </ul>	<ul style="list-style-type: none"> <li>  Retail</li> <li> Additional boat slips</li> <li> Vehicular access to lake</li> </ul>
3. Central Lakefront	<ul style="list-style-type: none"> <li> Concerts/movies at Depot</li> <li>  Historical education</li> <li>  Railroad interpretation</li> <li>  Interactive public art</li> <li> Boating</li> <li>  Fishing/Ice fishing</li> <li> Water taxi</li> <li> Tour boats</li> </ul>	<ul style="list-style-type: none"> <li>  Art walk</li> <li> Boat parades</li> <li>  Walking/Running</li> <li>  Regional bike trail</li> <li> Farmers market</li> <li>  Lake viewing/seating</li> <li> Ice skating</li> </ul>
4. Section Foreman's House	<ul style="list-style-type: none"> <li>  Historical education</li> <li>  Retreat center</li> <li>  Food vending</li> </ul>	<ul style="list-style-type: none"> <li>  Meeting center</li> <li> Boat-oriented retail/restaurant</li> </ul>
5. Eastern Gateway	<ul style="list-style-type: none"> <li>  Walking/running</li> </ul>	<ul style="list-style-type: none"> <li>  Lake viewing/seating</li> </ul>
6. Mill Street	<ul style="list-style-type: none"> <li>  Pedestrian walk</li> <li>  Market place</li> </ul>	<ul style="list-style-type: none"> <li> Bicycle Trailhead</li> </ul>
7. Civic Campus	<ul style="list-style-type: none"> <li>  Viewing terraces/seating</li> <li> Events in the park</li> </ul>	<ul style="list-style-type: none"> <li>  Native American interpretation</li> </ul>
8. Minnetonka Avenue	<ul style="list-style-type: none"> <li>  Arts district/Art walk</li> </ul>	<ul style="list-style-type: none"> <li>  Boutique shopping</li> </ul>
9. West End	<ul style="list-style-type: none"> <li>  Indoor farmers market</li> <li>  Artist studios/cultural center</li> </ul>	<ul style="list-style-type: none"> <li>  Microbrewery</li> <li> Trailhead/bike service</li> </ul>

# WAYZATA LAKE EFFECT METRICS

The following metrics illustrate how the framework meets each of the community priorities for lakefront enhancement.

## Lake Walk

- ▶ Continuous lake walk from Shaver Park (big beach) to the Section Foreman House, and then to the Fire Access road (little beach)
- ▶ Shoreline improvements
- ▶ One (1) improved pier (Broadway)
- ▶ One (1) new overlook (Minnetonka)
- ▶ Additional transient and seasonal boat slips

## Lake Access

- ▶ Improves four (4) current at-grade railroad crossings (Broadway, Boatworks, Ferndale, Circle Drive)
- ▶ Adds one (1) additional at-grade railroad crossing (Minnetonka)
- ▶ Improves view corridor at two (2) street ROW (Walker, Manitoba)
- ▶ Adds two (2) grade separated crossings (TCF and Cross Creek)

## Enhanced Venues

- ▶ Section Foreman's House—repurposed as new community venue
- ▶ Boatworks as home to Museum and possible future development
- ▶ Shaver Park as "home town" recreation venue
- ▶ City Hall campus as a destination

## Connections

- ▶ New and enhanced venues provide destinations to draw people to the lakefront.
- ▶ Enhanced sidewalk network throughout Wayzata
- ▶ Signage and Wayfinding Program, emphasizing Gateways
- ▶ Natural systems and landscapes

## Parking and Circulation

- ▶ Cycle Track connecting Dakota Trailhead to Circle Drive and to Bushaway Corridor
- ▶ Dedicated bike lane connecting Dakota Trailhead to Luce Line
- ▶ Improve pedestrian crossings/sidewalks
- ▶ Net increase in Transient and Seasonal boat slips/moorings
- ▶ Retain on-street parking
- ▶ Multi Use of Municipal Parking Lot at Broadway
- ▶ Net increase in parking via parking ramps

## Public Investment

- ▶ Encourage private development of Meyer's Dairy and TCF on the West End
- ▶ Encourage private development of Mill Street and Cross Creek on East End
- ▶ Increased all season programming







**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

