

2025 SHADY OAK STATION AREA DEVELOPMENT STRATEGY UPDATE

A VISION FOR A VIBRANT, ART FORWARD, MIXED-USE
TRANSIT ORIENTED RESIDENTIAL DISTRICT



ACKNOWLEDGEMENTS



City Council 2025

Patrick Hanlon, Mayor
Heidi Garrido, Ben Goodlund, Brian Hunke, Aaron Kuznia

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Adam Minter, Diane Ilstrup, Michael Ujifusa, Nathan Miller, Joshua Montgomery, Pete Wiechert

Hopkins Staff

Mike Mornson, City Manager
Kersten Elverum, Director of Planning and Economic Development
Revée Needham, Community Development Manager
Ryan Krzos, City Planner
Sam Gallagher, Associate Planner



Hennepin County Economic Development

Ryan Kelley, Community Development Manager
Laura Frederick, Principal Planning Analyst
Nathaniel Hood, Senior Planning Analyst



Metro Transit

Jason Schmidt, Senior Project Manager, Transit-Oriented Development



City Council 2025

Brad Wiersum, Mayor
Deb Calvert, Kimberly Wilburn, Patsy Foster-Bolton, Rebecca Schack, Paula Ramaley, Kissy Coakley

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Minnetonka Staff

Mike Funk, City Manager
Julie Wischnack, Community Development Director
Kjerstin Yager, Economic Development Coordinator
Susan Thomas, City Planner
Alisha Gray, Economic Development and Housing Manager

CONSULTANT TEAM:



Rick Williams, Senior Partner
Laura Shagalov, Partner
Andrew Faulkner, Project Manager
John Doyle, Senior Urban Designer

Jeffrey Michael George, Architectural Illustration



Paul Lippens, Principal Urban Designer
Noah Halbach, Senior Landscape Architect

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EXECUTIVE SUMMARY

The 2025 Shady Oak Station Area Development Strategy Update sets a vision for a vibrant, art forward, mixed-use, transit oriented residential district. The neighborhood is envisioned to support active lifestyles, connect to recreational amenities, and celebrate its industrial character.

The previous Development Strategy completed in 2015 was organized around the concept of the station area as a transit-oriented employment center. The 2025 Development Strategy Update forms a vision for the neighborhood that is reflective of market and lifestyle factors that have evolved in the last decade. Through the Hennepin County Planning Grants Program and collaboration between the Cities of Hopkins and Minnetonka as well as the Metropolitan Council, the 2025 Strategy offers an actionable vision for a vibrant mixed-use residential district with the Shady Oak Station at its heart. The station area is envisioned to embrace change over time and celebrate its industrial character as the neighborhood evolves. Existing recreational assets contribute to a dynamic neighborhood oriented around transit and built for biking and active lifestyles.

The 2025 Development Strategy Update is organized around the following Placemaking and Activation, Land Use and Development, Circulation, and Implementation Strategies. The Placemaking and Activation Strategy recommends comprehensive investments in efforts to build identity, increase wayfinding, and curate interim uses of undeveloped land to build excitement and forge a sense of place for the new neighborhood. The Land Use and Development Strategy recommends incremental changes to zoning and land use in Hopkins and Minnetonka to encourage reinvestment in the build-out of the neighborhood over time. The Circulation Strategy aims to implement a strong multimodal network and intersection safety improvements to boost connectivity for LRT riders, pedestrians and bicycles. The Implementation Strategy ties Placemaking, Land Use and Circulation together with actionable strategies in the near, mid and long term to build up a sense of place and kick start a cycle of dynamic redevelopment.



SUMMARY OF KEY RECOMMENDATIONS

- Prioritize **interim events and activation** of Metropolitan Council properties opposite the station plaza. [02: Placemaking]
- Integrate **public art** into infrastructure, wayfinding, and private development. [02: Placemaking]
- **Encourage active living** through supportive development and infrastructure that prioritizes walkers and rollers first. [03: Land Use, 04: Circulation]
- **Close mobility gaps and strengthen links** between Shady Oak Station and Downtown Hopkins. Provide **trail-oriented active frontages** on the ground floor of development. [03: Land Use, 04: Circulation]
- Improve the **17th Avenue & Excelsior Boulevard intersection** in the short term to create safe and easy crossings for walkers and rollers. [04: Circulation]
- **Focus ground floor retail on 17th Avenue S frontage** at Excelsior Boulevard to shape a gateway and maximize the impact of limited retail demand in the station area. **Encourage pedestrian activation** with ground-floor active frontages. [03: Land Use]
- Guide the development of **privately-owned public spaces** in key locations. [02: Placemaking]
- Implement flexible land use and zoning regulations allowing for long-term **replacement of the interim use site and park and ride lot with transit-supportive development**. Encourage integration of convenience retail and a bike hub adjacent to the station. [03: Land Use]
- Coordinate between cities to apply basic zoning regulations to the properties directly adjacent to the **Hopkins-Minnetonka border to enable parcel consolidation** and enable greater residential density. [03: Land Use]
- Require public access easements across private property as a condition of redevelopment to **promote internal site circulation** and improve pedestrian access to the station and trails as shown on Circulation diagrams. [03: Land Use, 04: Circulation]
- Establish a long term objective to **redesign Excelsior Boulevard**. Implement additional land use changes to increase activity on the Excelsior frontage once the road is reconfigured. [03: Land Use]

ENGAGEMENT SUMMARY

Targeted engagement was completed through six consultant team-led stakeholder interviews. The interviewees included three developers experienced in mixed-used projects, one local real estate broker and two property owners in the station area identified by the City of Hopkins. Several common themes emerged from the interviews:

IDENTITY & INDUSTRIAL CHARACTER

Each stakeholder in their own way expressed a need to create a compelling identity for the station area. The station area is understood to be separate and distinct from Downtown Hopkins. Property owners reinforced that the small-scale light industrial character of the area is stable particularly in the triangle between the Green Line, freight tracks and 11th Avenue.

PUBLIC REALM & RECREATION

Multiple stakeholders expressed their support to reconfigure Excelsior Boulevard to be more walkable and supportive for development. Several of the developers were interested in promoting active lifestyles through the area's connection with abundant recreational opportunities, including Shady Oak Beach, Central Park and the bike trail.

CATALYST DEVELOPMENT

The real estate professionals interviewed see the station area as a new frontier for development. Recommendations to foster development include establishing clear density requirements, limiting ground floor retail requirements, and working in partnership with the City to overcome feasibility challenges. Unit mix and parking ratios discussed with the developers were taken into consideration for the development test fit studies found in Appendix C.

PLACEMAKING WORKSHOP

Following the targeted project outreach, a Placemaking and Activation workshop was conducted in June 2025 to shape a vision from the input provided at the stakeholder interviews. See Appendix A for workshop slides and attendees. The Placemaking Strategy covers the engagement outcomes in detail.



PLACEMAKING AND ACTIVATION STRATEGY



PLACEMAKING PURPOSE

The Shady Oak Station Area of the future will be a dynamic hub where neighbors, businesses, art, and recreation converge to create a vibrant and connected community.

This memo outlines a comprehensive placemaking and activation strategy for the Shady Oak Station Area, based on a multi-agency workshop held on June 23, 2025. The vision aims to transform the area into a vibrant, accessible, and art-forward district that supports multimodal transportation, community interaction, and creative expression. Key themes include featuring the area's recreational and transportation assets, embracing its industrial heritage, developing a dynamic identity, implementing temporary and permanent public art, and enabling interim programming.



Avenue of Light by Cliff Garten, Fort Worth Texas

PLACEMAKING VISION & IDENTITY

ESTABLISHING A DISTINCT IDENTITY

The Shady Oak Station Area is envisioned as a place of constant evolution, with elements that change and adapt to make each visit a unique experience. This includes:

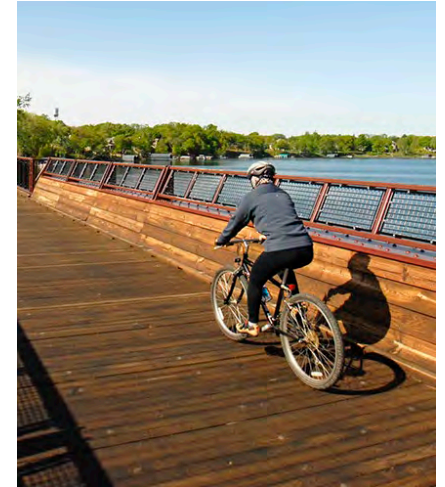
DYNAMIC CHARACTER:

The area offers something different every time people visit with emphasis on a blend of new and old elements to create a layered and evolving environment. The dynamic environment is the result of a combination of:

- *Convergence of multiple transportation networks bringing people to and through the district*
- *Variety in event programming that utilizes flexible space for small and large group gatherings.*
- *Incorporation of art or wayfinding with changing elements into public spaces*
- *An evolving architectural backdrop as parcels develop over time*

ACTIVE LIFESTYLE:

Development and programming leverage proximity to trails, Central Park, and Shady Oak beach access. Bicycle facilities are built into new buildings and public spaces. While not primarily family-oriented, the area appeals to younger individuals and active seniors that want a recreation-rich lifestyle.



Biking at Shady Oak Lake



Night Market in Houston, TX



Green Line LRT

MULTIMODAL ACCESSIBILITY:

Shady Oak Station is a hub of converging transportation networks and supports a multimodal lifestyle. Multimodal journeys, such as taking the train to go swimming or biking to the station to commute downtown, are supported by wayfinding and bike amenities near the station. The strong transit and trail connectivity attracts commuters that support local retail.

INDUSTRIAL HERITAGE:

Embrace the existing gritty, industrial aesthetic. Inspiration from places like Northeast Minneapolis Arts District, the Creative Enterprise Zone, or North Loop neighborhoods can inform future development. Repurposing industrial buildings for niche uses (e.g., indoor pickleball courts or trampoline park) is encouraged.



Adaptive Reuse in NE Minneapolis

NAMING AND BRANDING OPTIONS

Several naming concepts for the new district were explored during the workshop:

Shady Oak: The existing station name boosts strong familiarity with area residents.

SOLA (Shady Oak Lake Area): Attractive acronym, though it may be confused with "solo."

The Switchyard: Evokes a strong industrial and transportation identity while speaking to the area as a dynamic hub.

Acorn Symbolism: Represents growth and opportunity.

Developing a brand for the district is a tool to articulate the vision for what the area is to become, while attracting investment and developing a sense of place. The name should connect to foundational aspects of the area while being something that people can carry forward as the district evolves.

PUBLIC ART STRATEGY

Public art is a catalyst for transforming the Shady Oak Station Area into a lively destination by attracting visitors. It creates an immediate visual identity that distinguishes the district from other neighborhoods. Dynamic and changing art installations make each visit unique and aligns with the vision of a place that constantly evolves. Size and locate art to engage different user groups: people walking, rolling, biking, driving, or taking transit.

INTEGRATION WITH EXISTING ART PROGRAMS

Unified Art: Hopkins, in collaboration with other municipalities along the Green Line Extension (GLE), Hennepin County, Met Council, and art organizations, is developing a new initiative for art at the GLE stations, including Shady Oak Station. Support this effort with public art that aligns with the identified theme of *Moving Forward, Together*.

FORMS AND MEDIUMS

Youth Engagement:
Schedule curated high school art exhibits.

Local Identity: Partner with area arts organizations to facilitate events. Consider extending Hopkins' downtown Art Street program to create a satellite space or similar platform for emerging artists.

Trail Art:
Add art installations along the trail with potential for permanency.



Youth Engagement



Trail Plaza Art



Temporary Art Installations



Interactive Musical Elements



Emerging Artists:

Digital projection murals and mobile art panels provide low-cost, dynamic opportunities.

Interactive Sound:

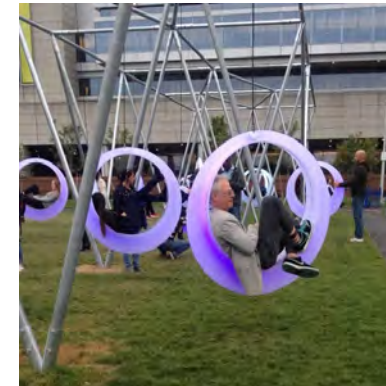
Outdoor musical instruments and wind chimes



Light Trees



Cloud Arbor by Ned Kahn



Art Swing Installation

Functional Art:

Lights and misters or large swings or slides.

SUPPORT AND ENGAGEMENT

Grants: Provide incentives for business owners to host murals.

Diverse Mediums: Encourage use of various formats to attract a wide range of artists and audiences.

INTERIM ACTIVATION STRATEGY

Interim activation transforms the Shady Oak Station Area into a dynamic community hub by giving people more reasons to visit. Introducing temporary programs, events, and installations generates activity before long-term development is complete. These low-cost, high-impact interventions test ideas, build momentum, and invite people to see the station area not just as a transit point, but as a destination. Interim uses also offer emerging entrepreneurs and local creatives a platform to engage the public. As these activations evolve, they lay the groundwork for permanent investments

PROGRAMMING OPPORTUNITIES

Cultural Events: Host family events by Stages Theater Company and explore new performance spaces. Provide opportunities for bike-in/ride-in concerts and movies.



Children's Play



Concert at Sunny Dayz Mural Fest



Bike-In Movie Night, Milwaukee

Community-Led Activities: Events like night markets, art bike parades, and pop-up birthday/event spaces.



Night Market in Poland



Art Bike Parade



Neon Night Group Bike Ride

Recreational Activities: Pop-up parks, play fields, and bike skills course.



Temporary Playground



Pop Up Soccer Field



Kids Bike Skills Course

Seasonal Activities: Ice rink, sauna and cold plunge, misting features for summer activation.



Pop Up Sauna and Cold Plunge Winter Market



Agriculture: Urban orchard or intensive planting initiatives.



Community Edible Gardens



CONSIDERATIONS & CONSTRAINTS

Budget: Align programming with realistic budgets. Partner with local organizations to co-host events.

Grants: Utilize mini-activation grants to encourage and support community-led activation.

Permitting: Streamline the permitting process to support event programming. Public Works is a supportive partner that works with applicants.

Scalability: Temporary spaces may grow popular and become difficult to change. Consideration for the evolution of a use should be considered during the planning stage.

SUPPORTING INFRASTRUCTURE

Amenities: Develop permanent infrastructure to support the temporary programming. Public restrooms and access to electricity, water, and waste services. Lighting is a critical element to activate the area and make people feel safe.



Park Pavilion with Covered Seating and Restrooms

Pilot Projects: Use interim programs to test concepts before permanent investments.



Temporary Mitote Food Park in Santa Rosa, CA

STREETSCAPE AND PUBLIC REALM STRATEGY

Streetscape design and quality public spaces set the foundation for a vibrant and connected community. Thoughtfully designed streets encourage walking, lingering, and spontaneous interaction. Public spaces like plazas, trailheads, and privately-owned public spaces offer flexible venues for community gathering, performance, and play. These spaces not only support temporary programming and public art but also anchor long-term neighborhood identity. Wayfinding elements and visual cues enhance navigability and reinforce connections between key destinations such as the station, trails, and local businesses. By prioritizing safety, accessibility, and human-scale design, the streetscape and public realm become the connective tissue that supports a vibrant, ever evolving neighborhood experience.

STREETSCAPE ENHANCEMENTS

Greening: More trees are needed to provide shade and enhance aesthetics.



Street Trees Enhance the Streetscape Experience



100 Trees Initiative by the Creative Enterprise Zone for Community Tree Planting

Lighting: Implement character-rich street lighting.



String Lights



Pedestrian Scale Lighting



Artistic Lighting Elements

Retail Activation: Encourage walk-up retail opportunities, particularly along 17th Avenue



Retail Fronting the Street



Retail Frontage Shapes the Public Realm at Islais Place

WAYFINDING & CONNECTIVITY

Primary Gateways: Prioritize 17th Avenue and trail entrances as main access points.

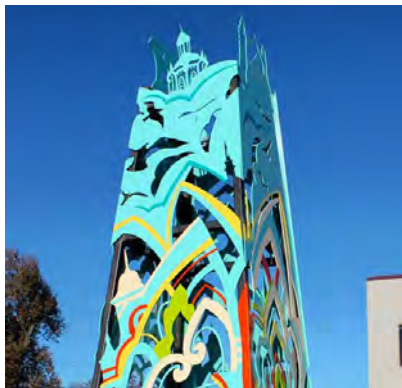


Architecture is Gateway



Art along the Trail

Neighborhood Identity: Use wayfinding and art to define neighborhood boundaries.



Sculptural Gateways



Interactive Features: Explore vertical and digital wayfinding elements.



Del Ray Beach Art Trail

Lighting as Wayfinding: Incorporate linear light installations.



Lighted Pathway

Bike Amenities: Add infrastructure to support a rolling lifestyle.



Metro Transit Bike Locker

EXCELSIOR BOULEVARD CROSSINGS

Creative Crosswalks: apply paint to curb extensions and crosswalks to increase driver awareness and reinforce the creative nature of the district.



Street Art Curb Extensions



Painted Crosswalk Art

Enhanced Median: Widen the median at 17th Avenue and Excelsior Boulevard for a larger pedestrian refuge island and opportunity for landscape plantings and neighborhood signage



Median Signage



Art Panels in Median



Landscaped Median

PUBLIC SPACE TYPOLOGIES & PARTNERSHIPS

The public space design at Shady Oak Station Area is an opportunity to set a precedent for future development.

PUBLIC SPACES TYPES

Privately-Owned Public Spaces (POPS): Hopkins prefers POPS over a formal city-owned park.

Hybrid Models: Consider easement agreements where the public can access spaces maintained by developers.

Trailhead Plaza: Explore temporary or permanent plaza tied to western parcels.



POPS in Redmond, WA



Manori Trail and Midtown Plaza in Carmel, IN

Linear Park: Assess trail potential to function as a continuous linear park.



Mission Boulevard in Hayward, CA

Orchard: Investigate the feasibility of an edible orchard, considering soil conditions.



Beltline Trail in Atlanta, GA



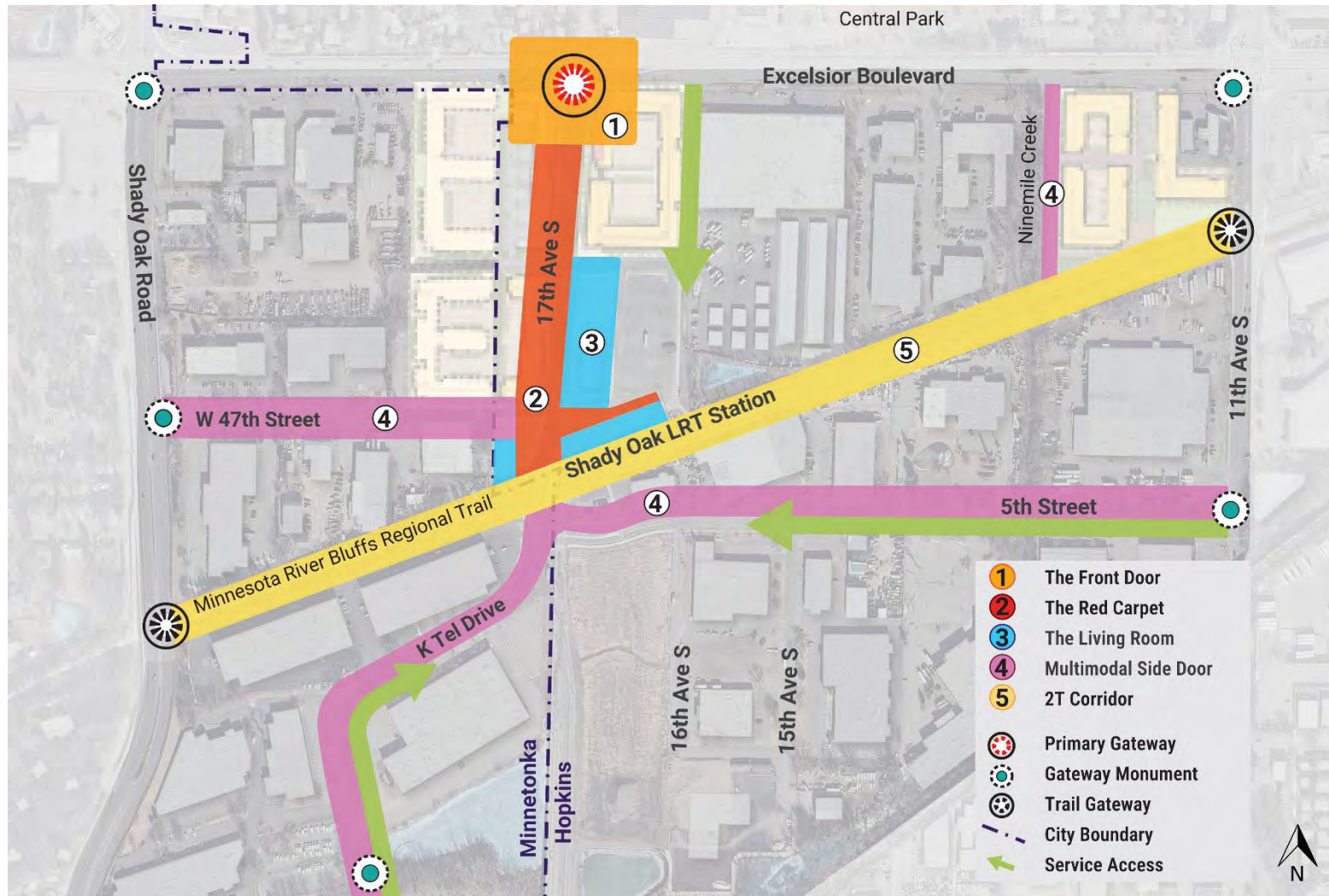
Sanders Park Edible Garden in Brighton, England



Apple Orchard

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PLACEMAKING & ACTIVATION DIAGRAM



PLACE TYPES

1 *The Front Door*

Intersection crossing improvements, median plantings, and large architectural elements at the corners serve as the primary gateway and welcoming front door into the district.

2 *The Red Carpet*

Pedestrian-scale lighting, opportunities for public art placement, and street-fronting development create a safe, exciting, and inviting corridor

3 *The Living Room*

Intersection pace for community-oriented interim activation events like markets and performances, trail-oriented activation with a bike skills course and rest station, and the art-focused events at the station plaza provide room for the community to come together in celebration.

4 *Multimodal Side Door*

New shared use paths on 47th Street, 5th Street, K Tel Drive, and along Nine Mile Creek provide multimodal access to surrounding destinations and the district with increased recreational amenities.

5 *2T Corridor*

The train and trail (2T) linear park programmed with gateway art, seating, and lighting that serves as the district artery drawing people walking, rolling, biking, and taking transit into the heart of the neighborhood. The 2T Corridor is also used to connect to nearby attractions, such as Downtown Hopkins and Shady Oak Lake.

LAND USE & DEVELOPMENT STRATEGY



LAND USE & DEVELOPMENT STRATEGY

The Shady Oak Station Development Strategy Update envisions a mixed-use core on 17th Avenue South shaped by the area's development opportunities, industrial character, recreational access, and active transportation. Development will gradually extend from the core to transform the entire station area into a new purpose-built neighborhood supporting active lifestyles.

This Update to the 2015 Development Strategy shifts the focus for the station area from office development to a vibrant mixed-use residential district. By leveraging current market trends and existing public investment, the Shady Oak Development Strategy Update aims to build a critical population density within the neighborhood to encourage further private reinvestment and strong connections to downtown Hopkins and the broader region.

The core parcels fronting 17th Avenue South are primed for immediate redevelopment. Consolidated under the ownership of the Metropolitan Council, they benefit from the ability to draw on excess stormwater treatment capacity in the Joint Cooperative Stormwater District, and benefit from existing adjacent trail and transit infrastructure. The anticipated Metropolitan Council RFP for the development of these parcels is expected to be a major catalyst for redevelopment. It will establish strong precedents for development in the submarket, thereby encouraging future projects. Other key Station Area properties are also consolidated under private ownership and offer near-term development opportunities independent of the Metropolitan Council properties.

Area stakeholders affirm the strength and profitability of current light industrial operations in the Station Area due to the scarcity of similar industrial properties in the core Twin Cities region. In response, the Shady Oak Strategy Update targets smart flexibility to balance the needs of Transit-Oriented redevelopment while supporting valuable existing local employment in the near term and allowing for gradual transformation over time to realize the full station area potential.



The Shady Oak Station area will transform into an active and vibrant neighborhood.



Residential uses at Shady Oak station area will purposefully activate the public realm.

LAND USE AND ZONING CONTEXT

The Shady Oak Station Area is split between the city of Minnetonka and the city of Hopkins. Hopkins is classified as an Urban Center community and Minnetonka as Suburban by the Metropolitan Council, so properties on either side of the municipal boundary are currently held to different land use and zoning standards.

The following residential densities have been established for the area:

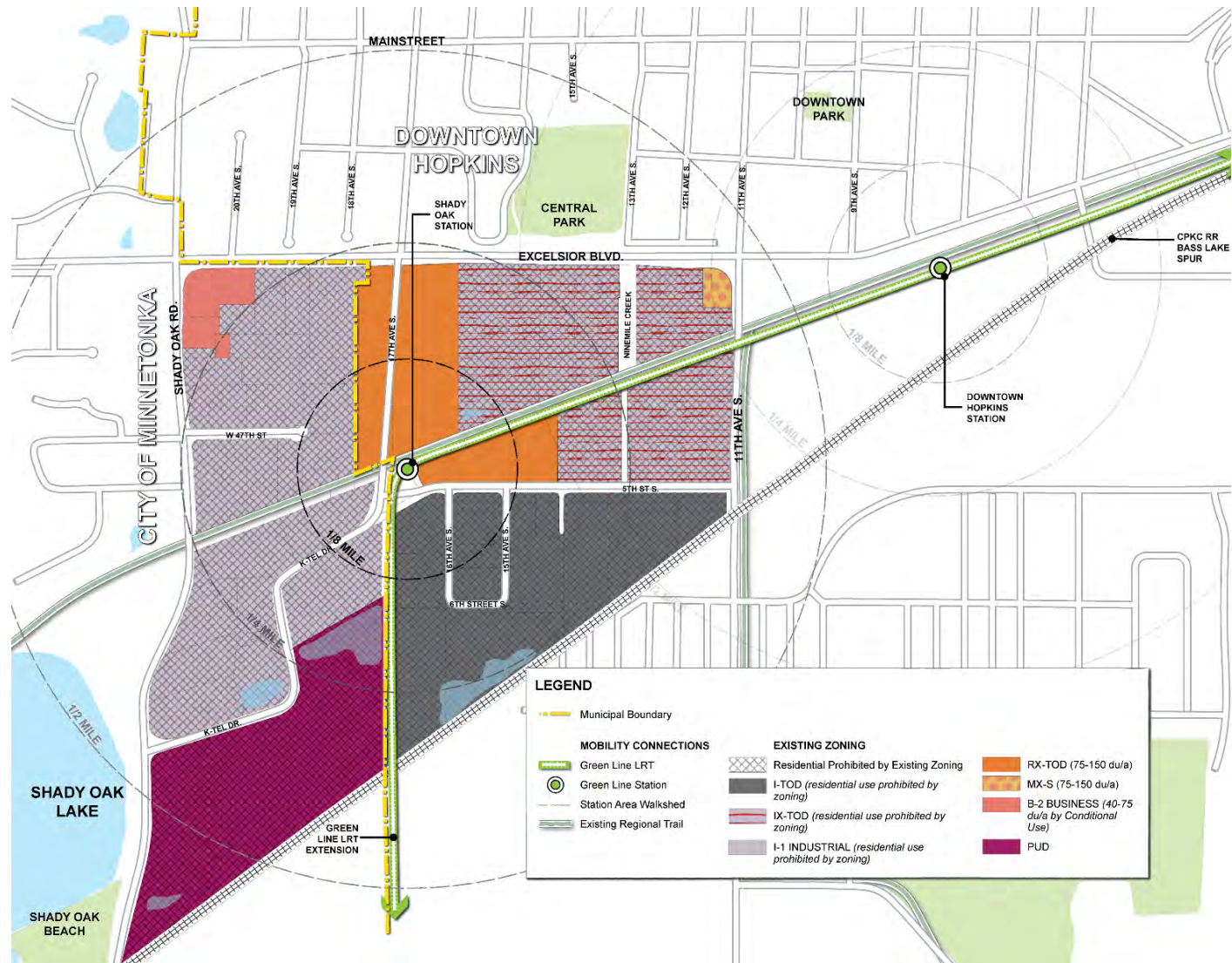
	City of Minnetonka	City of Hopkins
Metropolitan Council 2040 Plan Minimum Density (within ½ mile of LRT)	20 du/a	50 du/a
City Comprehensive Plan Density (within 1/4 mile of LRT)	40-75 du/a	75-150 du/a
Draft Metropolitan Council Draft 2050 Plan Minimum Density (within ½ mile of LRT)	30 du/a	50 du/a

The Metropolitan Council Imagine 2050 comprehensive plan will raise the minimum residential density allowed in the Minnetonka station area from 20 to 30 dwelling units per acre while maintaining the 50 dwelling units per acre minimum in Hopkins. Both cities have set higher density ranges in their current 2040 comprehensive plans. At these density ranges residential construction is anticipated to either take the form of stacked flat podium construction or stacked flat apartments wrapped around an internal parking garage similar to development built in other Green Line extension station areas.

The Development Strategy Update is not recommending any changes to density regulation at this time. However, the 2050 plan cycle will present an opportunity to fine tune density to react to the pace of development uptake between 2025 and 2029.

The Cities of Hopkins and Minnetonka have instituted mixed-use zoning in their station areas, however Hopkins has taken a form-based zoning approach while Minnetonka is updating their zoning code and is expected to accommodate the mixed-use land uses anticipated by this Development Strategy in the station area by 2027.

*Shady Oak Station
Existing Residential
Intensity and
Zoning Standards*

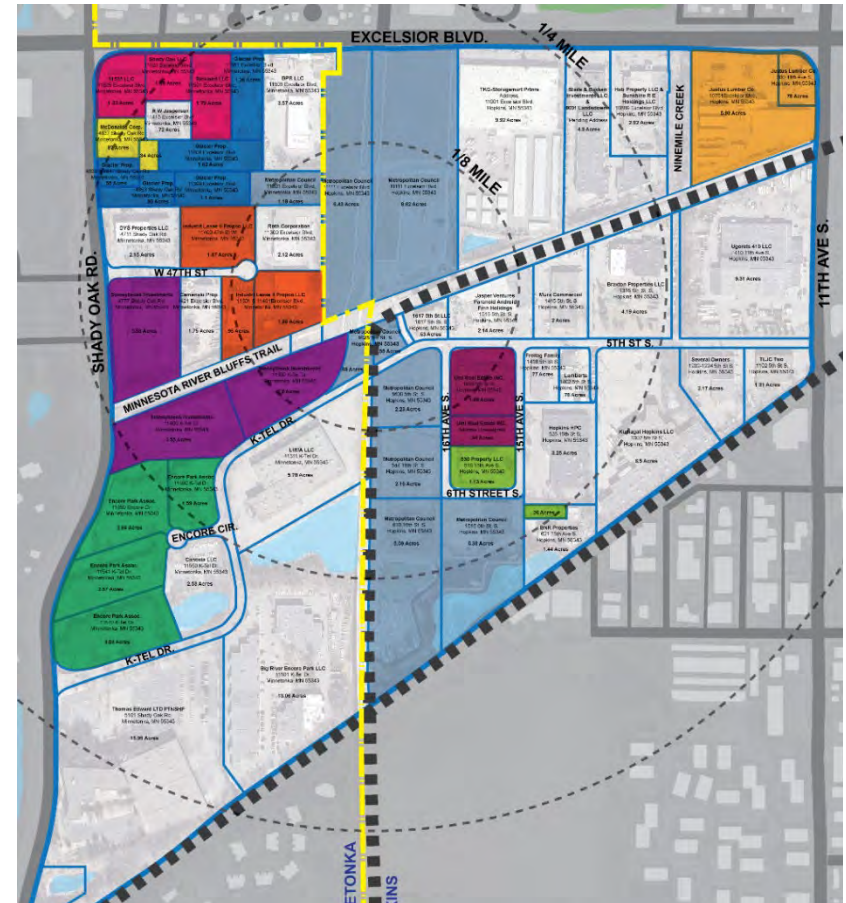


FRAGMENTED OWNERSHIP

The Shady Oak station area is characterized both by fragmented land ownership and a significant percentage of parcels less than 2 acres in size. While the Minnetonka portion of the station area north of the MN River Bluffs Regional Trail is particularly impacted by these factors, there are also industrial condominium properties in Hopkins. Both smaller disaggregated parcels under separate ownership and multiple ownership parcels tend to make redevelopment more challenging but can be overcome by market strength and targeted city policies.

PARCEL AGGREGATION

Parcel aggregation will be desirable for properties between 17th Avenue South and Shady Oak Road and should be encouraged by both Minnetonka and Hopkins. The test fit site analysis in Appendix C demonstrated that aggregation will produce larger and more regular development sites, which in turn will allow developers to achieve higher densities and a greater population closer to transit. This is especially true of the Metropolitan Council owned parcels fronting the west side of 17th Avenue South. Aggregating each of these parcels with their adjoining parcel in Minnetonka will guarantee that regional density targets are met through more efficient development.



Shady Oak Ownership. Colors indicate current (2025) consolidated ownership of multiple adjacent parcels.

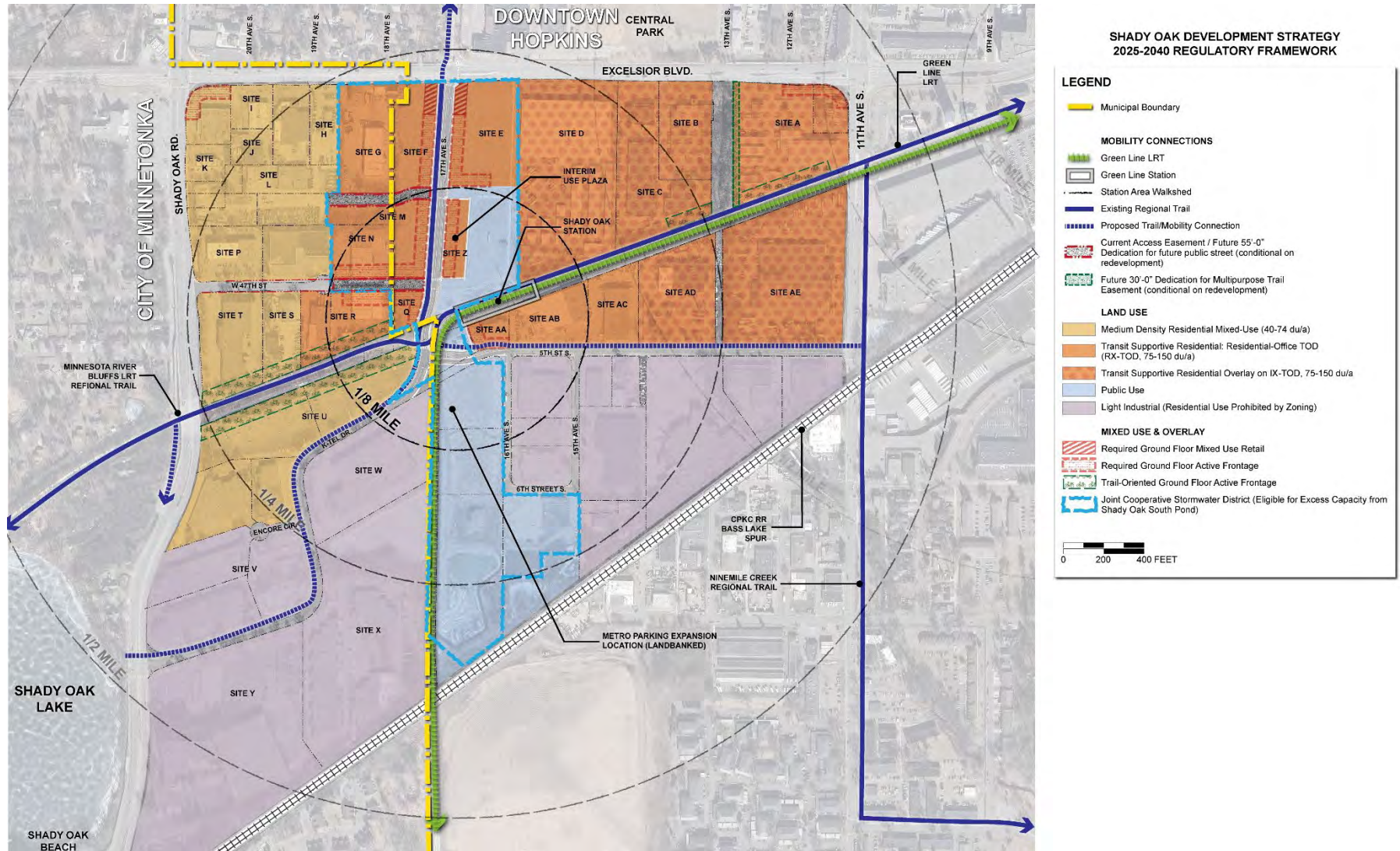
COLLABORATIVE VISION ACROSS BOUNDARIES

Projects spanning city boundaries must navigate much more complicated permitting processes. Locally, the Central Park West development in the neighboring cities of St. Louis Park and Golden Valley shows that successful cross-boundary collaboration is possible when cities work together to prioritize successful development. To ensure development in the Shady Oak Station Area is consistent, it is important for both Hopkins and Minnetonka to agree on important base rules for zoning and design.

Both Hopkins and Minnetonka will benefit from denser development and more dwelling units located on the Metropolitan Council owned parcels fronting the west side of 17th Avenue South. The Development Strategy Update recommends the City of Minnetonka synchronize zoning of the adjoining Minnetonka parcels with the following design standards taken from the the Hopkins RX-TOD zone. Minnetonka does not need to adopt the form based code structure or Hopkins regulations in their entirety; only these baseline controls are recommended for integration into the Minnetonka station area for the four parcels in the cooperation zone (Site F/G, Site M/N, Site Q/R as shown on the following page):

Height:	10 stories maximum on the Metropolitan Council properties, however the City could consider 7 stories and still produce the density range of 75-100 dwelling units/acre. A two story minimum height is recommended for commercial buildings.
Front Street Setback:	5-8' to allow a wider sidewalk at designated retail locations. 10-15' residential setback to allow stoops and balconies to project into the setback while providing some privacy at the ground floor units. Entries from the sidewalk for ground floor units are recommended as part of Ground Floor Active Frontages.
Interior and side setbacks:	5-15' allowing for stoops and a walk for ground floor units.
Surface Parking Location:	Shall be located to the rear of a property behind the building facade and not adjacent (25' minimum) to the side yard on a corner lot.
Impervious Site Coverage:	80% maximum impervious site coverage and a minimum 15% semi-pervious maximum coverage to match the City of Hopkins' requirements.

DEVELOPMENT FRAMEWORK



Updated Framework Concept Plan for the Shady Oak Station Area

CONCEPTUAL ILLUSTRATIVE PLANS

The Conceptual Illustrative Plans show a series of near-term, mid-term, and long-term snapshots in time which illustrate one potential pattern of buildout for the Shady Oak Station Area. The series illustrates a likely and potential buildout over the next three decades as property owners will make individual decisions about whether to remain, relocate, or redevelop.

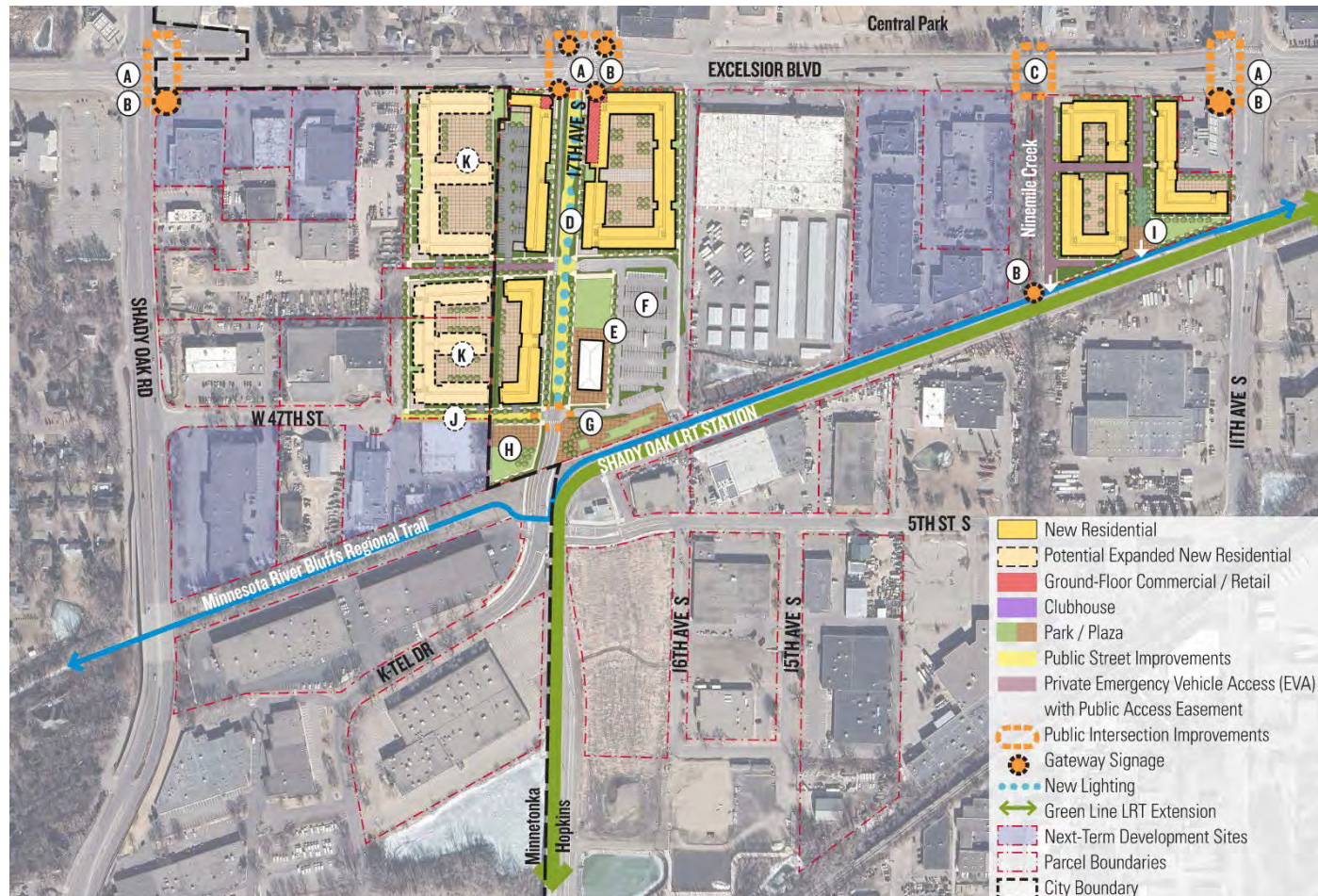
The near-term illustrative plan focuses on the Metropolitan Council's properties at the Station Area's core, flanking 17th Avenue S and potentially extending initial development onto nearby properties in the City of Minnetonka. This phase highlights a temporary plaza to link the community to the station area and host community benefiting events. Public art and lighting themes from the Placemaking Strategy will also begin in the near-term.

The mid-term illustrative plan shows how new development builds from the first phase and provides essential connectivity to Shady Oak Station. Connecting W 47th Street to 17th Ave S opens properties in the City of Minnetonka to immediate access. Larger sites have an incentive to create an environment for their residents that includes dedicated open space and connections to the MN River Bluffs Regional Trail, as they promote active lifestyles built on community connections to multiple modes of transit.

The long-term illustrative plan highlights that, at buildout, the Shady Oak Station Area will become a vibrant neighborhood of thousands of residents interconnected by a loose grid of developer-built internal paths and lanes that prioritize walking, rolling, and transit. A major element in the long-term vision is the transformation of Excelsior Boulevard from a regional arterial to a local connector street providing access between the station and Central Park, Downtown Hopkins, and other surrounding neighborhoods. A redesigned Excelsior Boulevard will provide greater connectivity to community destinations than limited near-term intersection improvements can allow. If it is determined that the Park and Ride Lot can be relocated or is not required in the future, then the flagship development rising in its place will combine central plaza and mixed-use development with a bike hub, retail, and community facilities at the core of the station area. Some properties may not be redeveloped for various reasons, which will ensure variety for the neighborhood. The long-term plan also illustrates the beginning of potential expansion of Transit Oriented Development to the south of the station.

The illustrative framework in conjunction with the Implementation Strategy provides both Cities with a road map to influence incremental decisions and shape the future of the Shady Oak Station area over the next three decades.

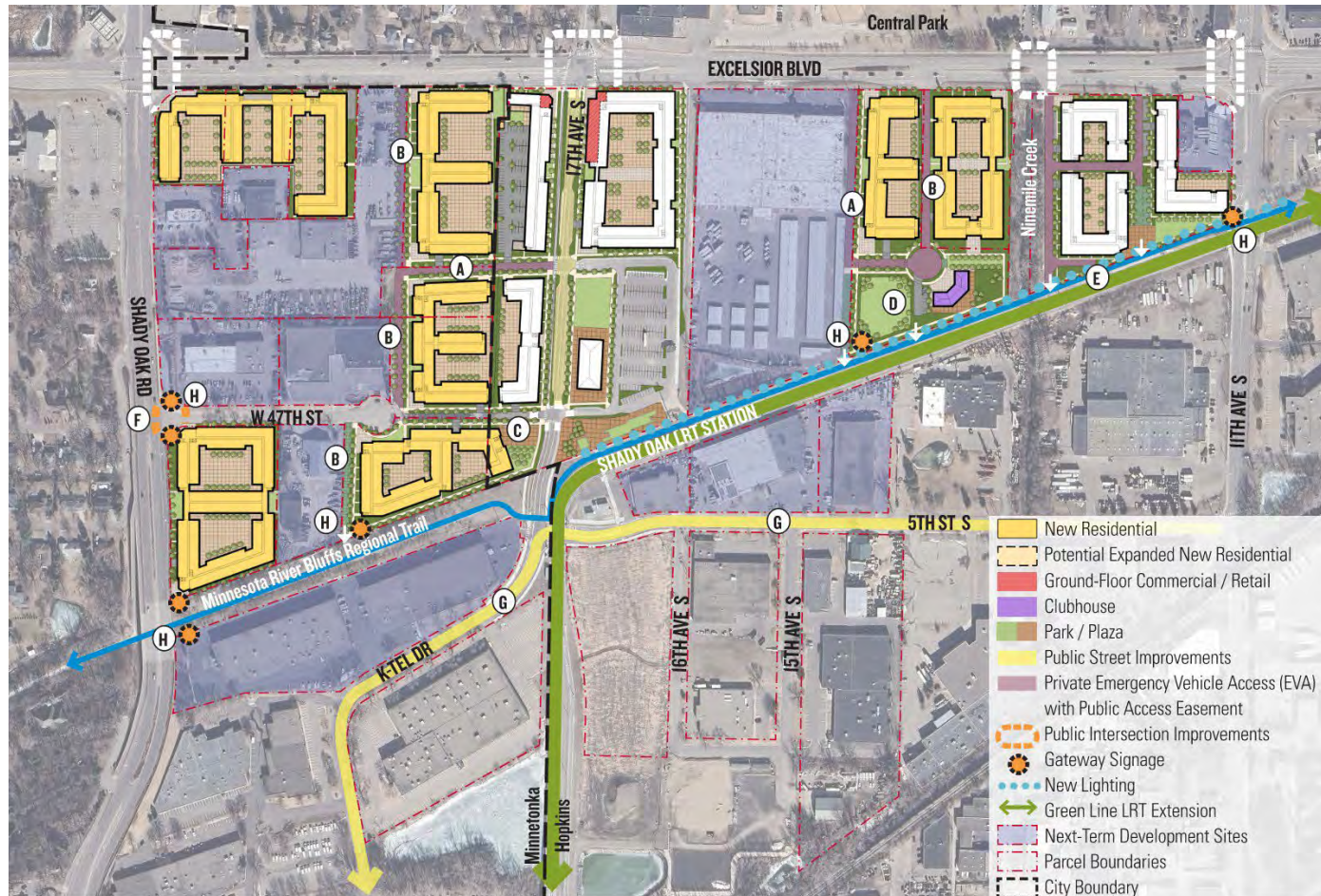
NEAR-TERM ILLUSTRATIVE PLAN



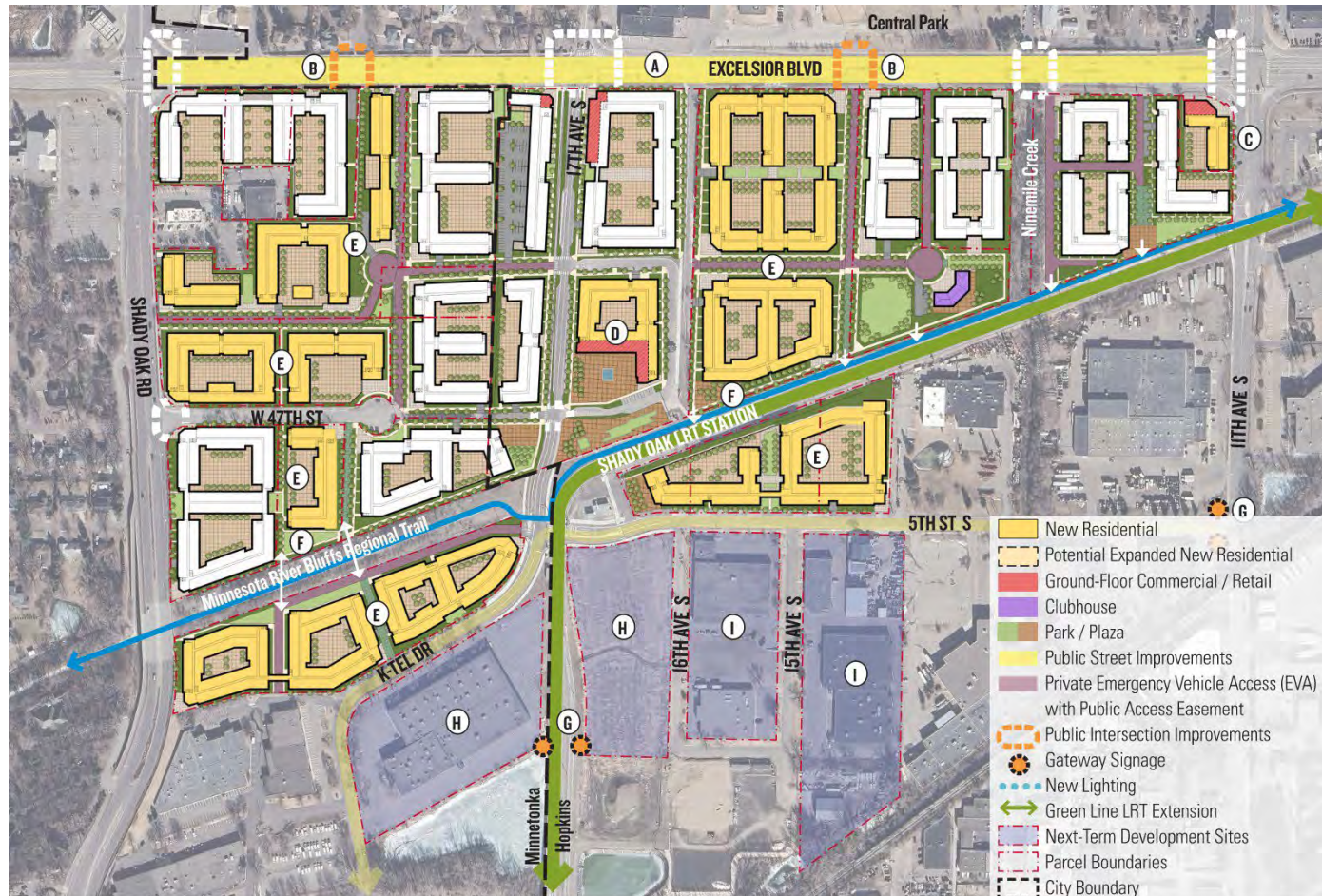
Near-Term Initiatives

- A) Improve pedestrian street crossings by removing dedicated right-turn lanes
- B) Add special district gateway signage
- C) Add a signalized pedestrian crossing in the vicinity of Ninemile Creek and Excelsior Boulevard where the property is developed
- D) Add street trees, pedestrian lighting, and art along 17th Avenue
- E) Define a public park/plaza with temporary event tent structure
- F) Existing park and ride lot
- G) Enhance Shady Oak Station plaza with light art sculptures
- H) Implement a publicly accessible open space at the trailhead with wayfinding and signage in collaboration with Three Rivers Park District
- I) Implement publicly accessible open spaces along and connected to the trail as part of new development
- J) Obtain access easement to extend West 47th Street to 17th Avenue South, extend West 47th Street as development occurs
- K) Potential residential development if sites can be consolidated with 17th Avenue sites

MID-TERM ILLUSTRATIVE PLAN



LONG TERM ILLUSTRATIVE PLAN



Long-Term Initiatives

- A) Implement street improvements along Excelsior Boulevard
- B) Add signalized pedestrian crossings across Excelsior Boulevard
- C) Anticipated completion of remaining corner site
- D) Redevelop Metro Transit existing park and ride lot to mixed-use building fronting on public plaza
- E) Private development on remaining underutilized sites
- F) Implement publicly accessible open spaces along and connected to the trail as part of new development
- G) Add special district gateway signage
- H) Future office or housing
- I) Future housing

TIMELINE & DECISION POINTS

The goal of the Development Strategy Update is to create a flexible document that will be adaptable to market conditions and guide the creation of an active neighborhood with a thriving mix of residential and employment uses. Periodic decision points will allow refinement and adjustment of the development strategy based on development performance.

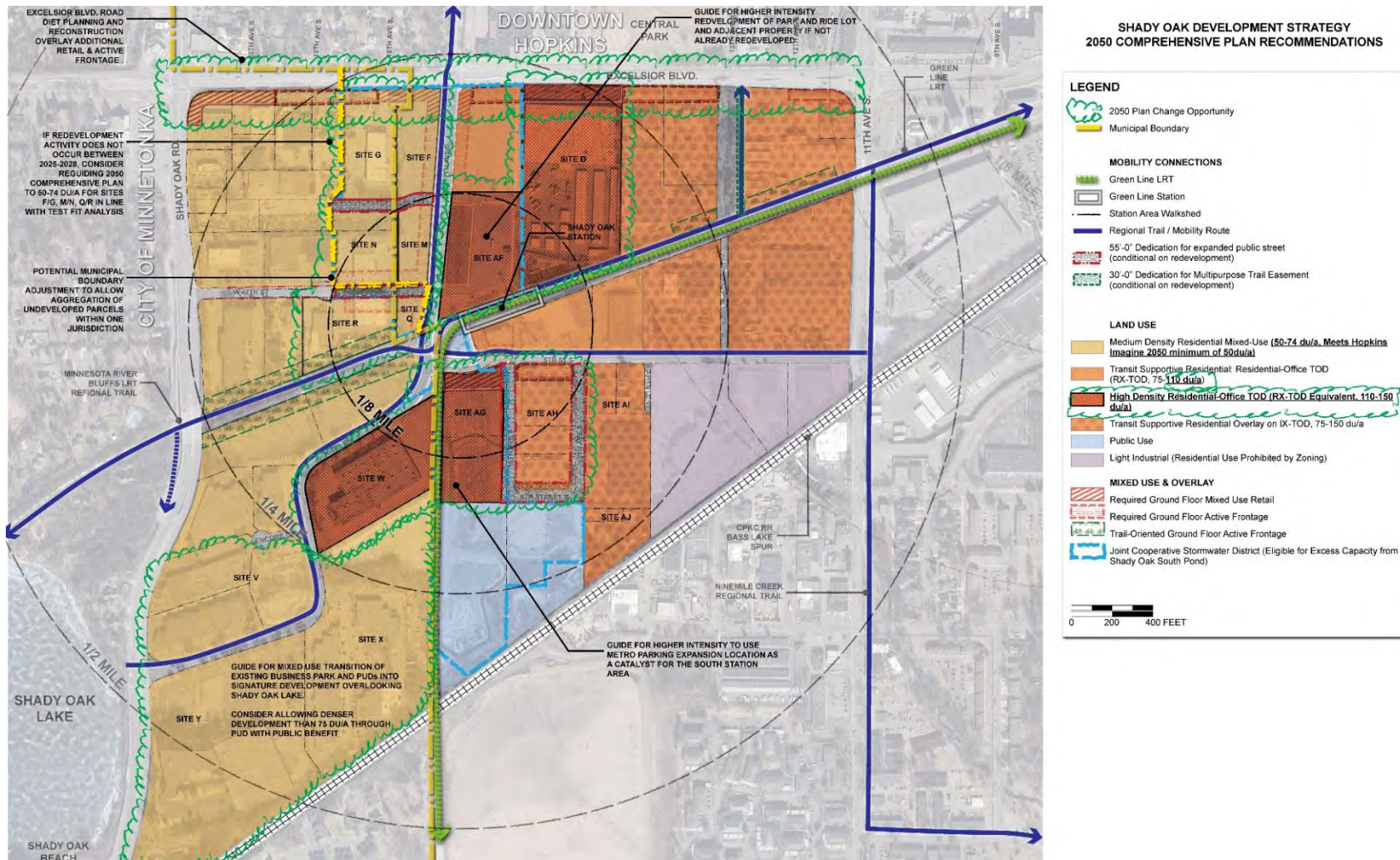
<i>Timeline</i>	<i>Year</i>	<i>Action</i>
<i>0-5 years</i>	<i>2025-2030</i>	• Development RFP for Metropolitan Council sites north of Green Line • Interim Use Implementation • Crossing improvements and reconstruction of 17th Avenue S and Excelsior intersection as part of 17th Avenue Reconstruction Project • First phase of development • Trail and Intersection Improvements • Placemaking implementation • 2050 Comprehensive Plan development
<i>5-10 years</i>	<i>2030-2035</i>	• Redevelopment of private property • Planning and pilot of Excelsior Blvd road diet • Adjustment of land use for Excelsior frontages • Planning for redevelopment of Metro Transit surplus parking south of the station
<i>10-20 years</i>	<i>2035-2045</i>	• Denser development once submarket is proven
<i>20+ years</i>	<i>2045+</i>	• Full build out of station area as development focus shifts south of the Green Line Extension

RECOMMENDATIONS FOR THE 2050 COMPREHENSIVE PLAN CYCLE

The 2050 Comprehensive Plan Cycle has begun with the Metropolitan Council's ratification of its Imagine 2050 Plan in May 2025 and will conclude with ratification of local Comprehensive Plans in compliance with the Metropolitan Land Planning Act. With local comprehensive planning in the near future, the following long range recommendations have been made to refine the updated Development Strategy for the Shady Oak station area.

- Take advantage of the opportunity to redesign Excelsior Boulevard between 11th Avenue South and Shady Oak Road by increasing the areas of required Ground Floor Mixed Use Retail and Ground Floor Active Frontage overlays along Excelsior Boulevard.
- If redevelopment activity has not occurred by the beginning of 2028 at the properties spanning the Hopkins/Minnetonka municipal boundary (sites F/G, M/N, Q/R), consider reducing target density ranges to the 50-74 du/a range and requiring higher densities at other properties within ½ mile of transit to maintain compliance with Metropolitan Council requirements.
- Consider future reconfiguration of the municipal boundary between the Minnesota River Bluffs LRT Trail and Excelsior Boulevard to encourage the consolidation of sites and more efficient development outcomes.
- Build on earlier development energy by guiding both Metro Transit parking sites as strategic redevelopment opportunities once they are no longer required. Catalyze dense mixed-use development south of Shady Oak Station by re-guiding the Metro Transit parking expansion site for greater density and activity and guide other key sites south of the Green Line for high-density development (110-150 du/a).

2050 PLAN RECOMMENDATIONS



Framework for the Shady Oak Station Area identifying potential Comprehensive Plan adjustments for the 2050 Plan cycle

CIRCULATION STRATEGY



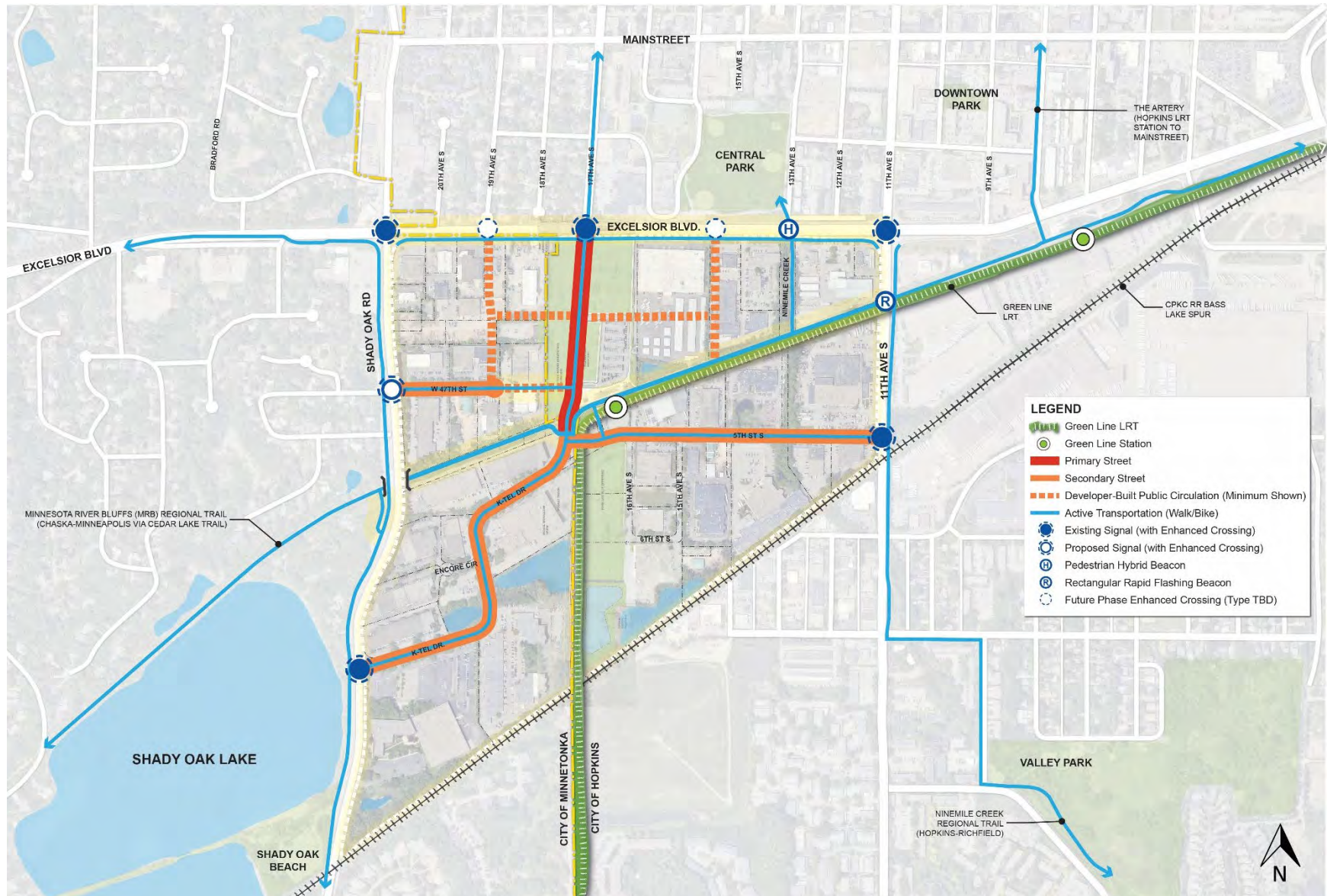
OVERALL CIRCULATION FRAMEWORK

The Shady Oak Development Strategy update supports the vision for a vibrant mixed-use neighborhood with a focus on pedestrian and bicycle connectivity. This memo supplements the 2015 strategy with an updated circulation framework to better align with the current goals and development conditions. Additional recommendations are provided to implement safe crossing treatments at Excelsior Boulevard to improve the comfort and safety of people walking and rolling to the station.

The updated overall circulation maintains the goal of developing a **complete street** multimodal transportation network with special emphasis on active transportation (strolling and rolling).

Key updates from the 2015 strategy include:

- Terminating the primary 'signature' street at the station plaza to align capital investment with development priorities
- Reducing the number of secondary streets and recommending that those be developer-built
- Prioritizing crossing improvements, with a special emphasis on Excelsior Boulevard and 17th Avenue to better connect the surrounding neighborhoods with the station.



Overall Circulation Framework

CIRCULATION FRAMEWORK - INITIAL PHASE

With construction of the primary street (17th Avenue) to the station completed, a priority for the next round of improvements is to connect the station to the surrounding neighborhoods with multimodal facilities and safer multimodal crossings at those connection points.

Initial circulation improvements (prior to or when the Green Line LRT opens):

- Add sidewalks to 47th Street and connect to the station with an access easement
- Add a shared-use path to the north side of 5th Street to connect Nine Mile Creek Trail to the station
- Add a shared-use path to west side of K-Tel Drive to connect Shady Oak Lake to the station
- Connect Mississippi River Bluffs Trail to the shared-use path on Shady Oak Road
- Improve intersections crossings at key connections to the neighborhood
 - o Excelsior Boulevard and 17th Avenue
 - o 11th Avenue and 5th Street
 - o Shady Oak Road and 47th Street
 - o Shady Oak Road and K Tel Drive

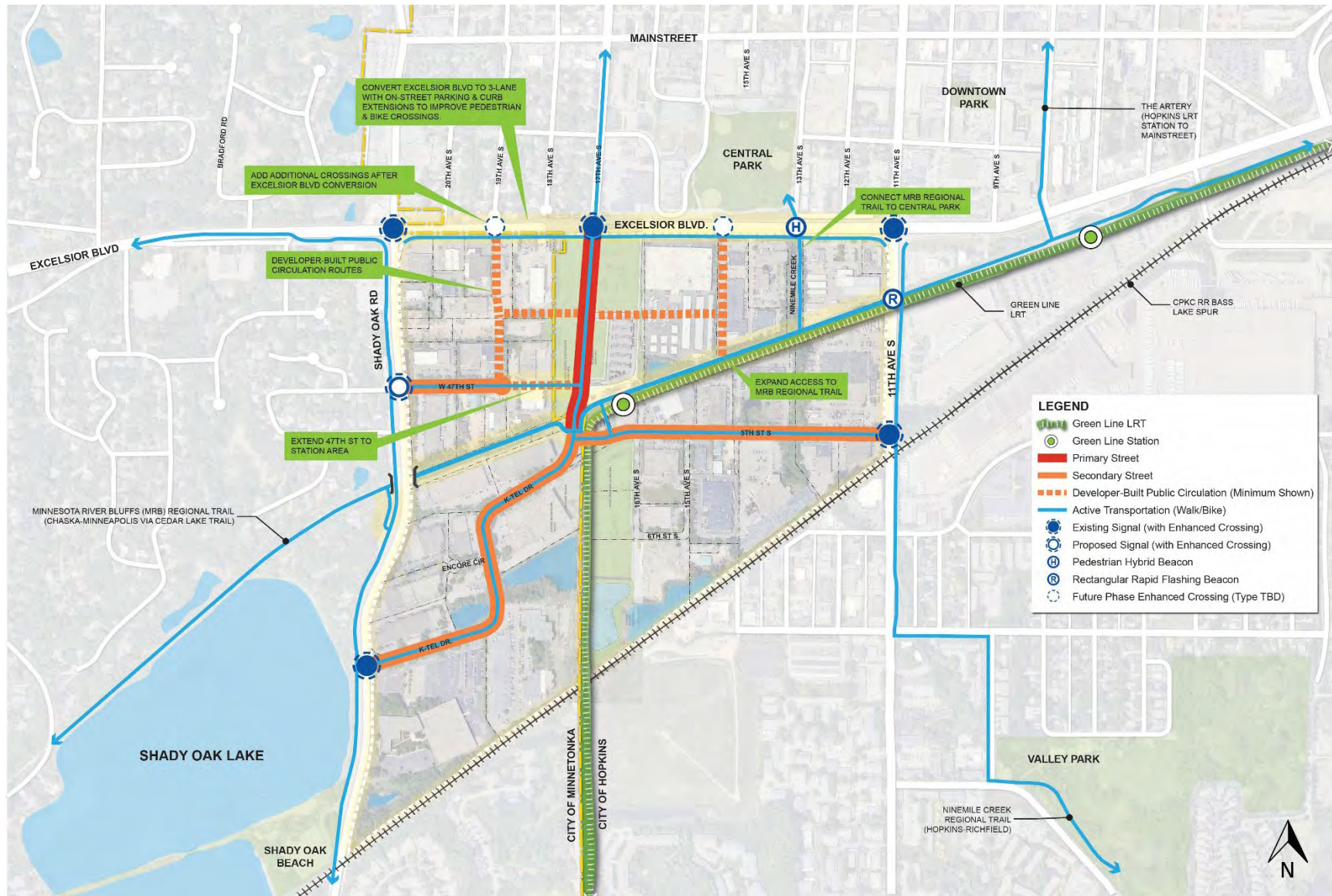
CIRCULATION FRAMEWORK - FUTURE PHASES

After the initial multimodal connections to the station are established, the following phase of improvements includes developing the internal circulation of the district. The circulation framework identifies developer-built public circulation routes on private land. Developer-built circulation is intended to provide public circulation while serving the needs within the development site including internal site circulation and required emergency vehicle access. Preserving public circulation is important to providing the benefits of being close to the station to all the developable parcels and supporting a walkable neighborhood.

Longer-term improvements include studying the conversion of Excelsior Boulevard to a three-lane cross section from 11th Avenue to Shady Oak Road to align this segment with the existing traffic volume and take a significant step towards changing its character to support walkable street-fronting development. It also reduces the barrier that the road plays in connecting the Shady Oak Station area to the north and downtown Hopkins.

Future circulation improvements (after Green Line LRT opens):

- Developer-built public circulation routes
- Extend 47th Street (developer financed)
- Expand access to the Minnesota River Bluffs Trail
- Add a trail connection and pedestrian signalized crossing to Central Park
- Further study is recommended to evaluate the potential conversion of Excelsior Boulevard to a three-lane cross section, incorporating on-street parking on the south side and curb extensions at pedestrian crossings.



Circulation Framework- Future Phases

INTERSECTION SAFETY

Excelsior Boulevard and 17th Avenue to the north, 11th Avenue to the east, and Shady Oak Road to the west are the primary roads that bring people to the station area. While important connectors to the surrounding neighborhoods, crossing these roads can be a significant barrier for people that are walking or bicycling. Consider implementing the following treatments to improve crossing conditions and support a safe and active community.

GENERAL CROSSING SAFETY IMPROVEMENTS

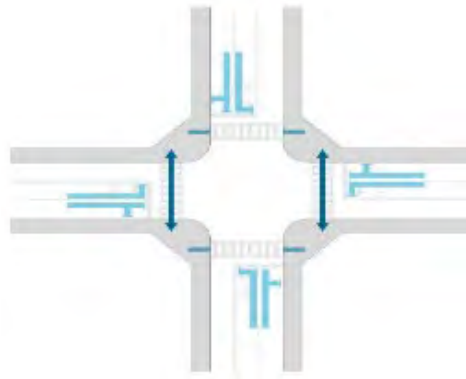
Upgraded high-visibility crosswalks:

Improve visibility for people crossing the street.



Leading Pedestrian Intervals (LPIs) at signalized intersections:

Provide people walking with a head start to enter the intersection and enhance pedestrian visibility.



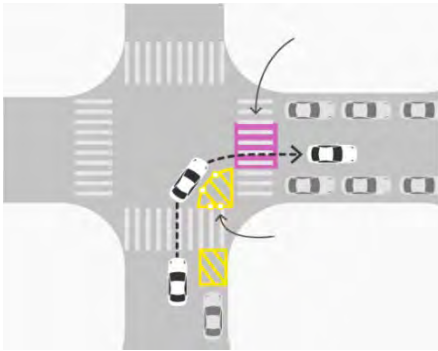
Centerline hardening:

Makes intersections safer for pedestrians by encouraging drivers to make left turns at slower speeds.



Slow turn wedge:

Makes intersections safer for pedestrians by encouraging drivers to make right turns at slower speeds.

**Curb extensions:**

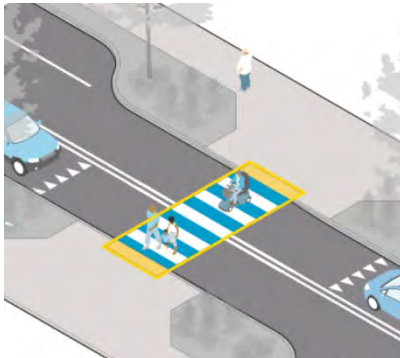
Expand the sidewalk on the side streets and reduce crossing distances for people walking.

**Raised crosswalks:**

Increase visibility of people walking in intersections.

**Midblock crossings:**

Improve safety for people crossing the street between long segments of unmarked crossings

**Pedestrian refuge islands:**

Create an area protected by curbs for people to wait while crossing the street.

**Pedestrian signals:**

Improve safety for people crossing intersections and increase driver yielding behavior.



EXCELSIOR BOULEVARD & 17TH AVENUE

The intersection of Excelsior Boulevard and 17th Avenue is the primary gateway into the station area development. The specific treatment of the intersection is an opportunity to set the standard for the future neighborhood that will be built out over the next decade. Upgrades to the crossing experience are an important first step in making this a vibrant multimodal district. While Hennepin County does not have any plans in the Capital Improvement Plan for work on Excelsior, there are opportunities for short- and medium-term improvements.



Existing intersection at Excelsior Boulevard & 17th Avenue

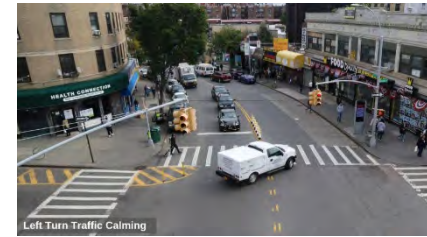
SOLUTIONS

Short Term: Options that can be done immediately

- Automatic pedestrian recall
- Leading pedestrian interval (LPI)
- Temporary outside turn wedge to slow right turning vehicles (removed in winter for snow clearing)
- Temporary hardened centerline to slow left turning vehicles (removed in winter for snow clearing)



Ped Signal



*Turn Wedge and
Hardened Centerline*

Medium Term: Options that can be done with the future 17th Avenue bikeway project

- Reduce the travel lanes to minimum required dimensions and widen the median
- Add trees, plantings, and other vertical elements to the median (City maintained)
- Close the channelized right turn lane on the NE quadrant (art opportunity)



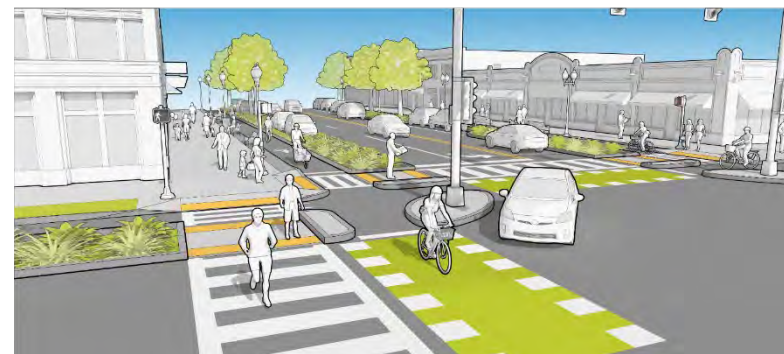
Landscaped Median



*Art in Closed
Channelized Turn
Lane*

Long Term: Options that can be done with the future Excelsior Boulevard redesign project

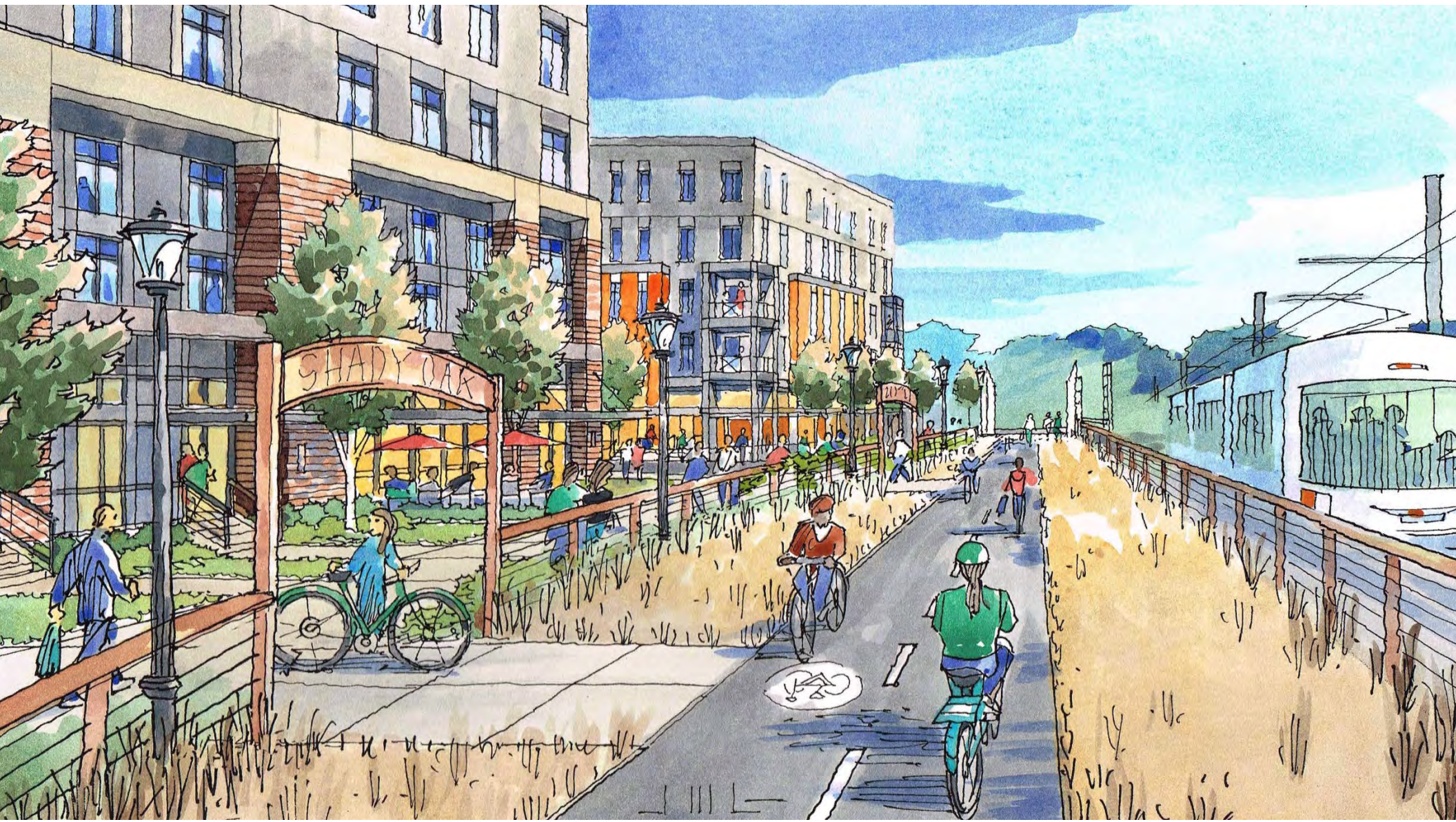
- Excelsior Boulevard road diet (option to test closure or parking conversion of outside lanes with interim project prior to the next planned mill and overlay)
- Protected intersection design



*Example of a Protected Intersection
Design with Separated Bikeways*

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IMPLEMENTATION STRATEGY



OVERALL IMPLEMENTATION STRATEGY

The 2025 Shady Oak Station Area Development Strategy Update considers short, medium and long term conditions to encourage development and establish a sense of place. Desired development will be attracted to the Shady Oak Station Area by enabling a clear pathway to development entitlements, messaging a sense of certainty, and providing support for change. The implementation strategies considered in this section aim to provide a comprehensive road map to enable the vision shared by the Cities of Hopkins and Minnetonka.

Key implementation considerations:

- The Metropolitan Council property RFP for development is time sensitive and **should be issued as quickly as is feasible to catalyze development.**
- The City of Hopkins has zoning in place that **should be refined for consistency** with this Development Strategy.
- The City of Minnetonka is updating their zoning code and **is expected to accommodate the land uses anticipated by this Development Strategy** in the station area by 2027.
- The Cities of Hopkins and Minnetonka **should closely collaborate on transition properties** adjacent to their boundaries to ensure cohesive character in the Shady Oak area.

SHORT TERM IMPROVEMENTS (WITHIN 5 YEARS)

Short term improvements include a combination of public improvements targeted for completion before Shady Oak Station begins operations in 2027, as well as initial catalyst projects that could start construction prior to the Station opening.

17TH AVENUE S AND EXCELSIOR BOULEVARD

Crossing improvements and public art at the primary gateway intersection will need to be coordinated between the City of Hopkins and Hennepin County. Grant funding such as Safe Routes to School could provide resources for implementation.

Short-term improvements include:

- Safety measures including signal and walk alerts prioritizing pedestrians, and temporary measures to tighten curb and centerline radii to slow turning vehicles [\[see 04: Circulation\]](#)
- The City is currently designing improvements to 17th Avenue S to the north of Excelsior which could accelerate some medium-term measures including the reduction of travel lane widths and closing the channelized right turn at the NE quadrant [\[see 04: Circulation\]](#)
- Work on easements or Right of Way (R.O.W.) to connect 17th Avenue S to 47th Street and properties on Minnetonka side of boundary. [\[see 04: Circulation\]](#)

PUBLIC ART PROGRAMS & EVENTS

Interim activation at the Event Space could include a wide variety of programming that serves a community benefit. Coordinate with local public art programs to provide small grants to artists for temporary installations at the Event Space and Station Plaza, and at key entry points to the bikeway [see 02: Placemaking].

ADDITIONAL STREET AND BIKE PATH LIGHTING

Provide pedestrian-scale lighting to improve safety, build neighborhood character and emphasize wayfinding [see 02: Placemaking].

- 17th Avenue S: Pedestrian height poles could be provided along with taller poles for string lighting similar to Mainstreet in Downtown Hopkins. 17th Avenue lighting could either be a City of Hopkins Capital Improvement Plan project or required as part of the private development frontage improvements.
- Additional pole lighting and string “catenary” lighting could be provided at the bicycle path from the Station to 11th Street as a temporary solution for safety and wayfinding until permanent lighting is installed on the development side of the path.



Temporary and/or digital art events.



Lighting can quickly create a sense of safety and identity.

METROPOLITAN COUNCIL PROPERTY RFP FOR DEVELOPERS

The City of Hopkins goal is for the Metropolitan Council properties along 17th Avenue S to complete construction and open in conjunction with rail service in 2027. A joint RFP issued as soon as possible would demonstrate support for development of the initial properties around the station and encourage private reinvestment in neighboring properties.

Short-term recommendations include:

- Create a memorandum of understanding between the Metropolitan Council with both Cities, or at a minimum with the City of Hopkins, to alert the development community that the three entities share this Vision:
 - o Defined zoning and form-based code that applies to the properties
 - o Preference for proposals which have control of the adjacent properties within Minnetonka for integrated or coordinated developments, including similar zoning and design standards. It would be beneficial if both Cities had the key points of an agreement outlined to encourage consolidation. While the City Boundary could potentially move in either direction, the utilities in 17th Avenue S may guide where aggregated development might occur.
 - o Design principles as outlined in the Land Use Strategy.
 - o A road map for expedited jurisdictional processing is strongly encouraged
 - o Itemization of desired public improvements such as pedestrian scaled street lighting on 17th Avenue S, and integrated public art at each building.
- Timing of RFP and anticipated development
 - o **Ideally the RFP is released before the end of 2025, with developer selection completed in the first quarter of 2026.** Expedited entitlements could be completed in 2026 with construction by Fall of 2027 or Spring 2028. Anticipate 14-16 months of construction for each block with the potential for schedule overlap between sites.
 - o **Ensure the RFP proposes specific date milestones** for required achievements throughout the process.

INTERIM EVENT SPACE

The Event Space adjacent to the Park and Ride is recommended to serve as a temporary activation space [see 02: Placemaking and 03: Land Use]. In the short-term, the City of Hopkins could explore a potential lease agreement for temporary use, to allow the City to sponsor events and build interest and investment in the Shady Oak area. In the long term, if it is determined that the Park and Ride lot is not needed or is relocated, the Event Space would be integrated with private development on the Park and Ride Lot.

Temporary event infrastructure should provide power for lighting and event support. The space could potentially be built out as a lawn and/or plaza. The City should work with community organizations on community-benefiting events such as movies and art events, building from programs already present in Downtown, while Central Park is being modernized and renovated. Funding for interim events could draw on existing arts funding, or come from new sources such as the Levitt Foundation AMP [Your City] Music Series grant, or Levitt Foundation Venues grant.



Temporary event infrastructure can precede future development.

STATION AREA REZONING THROUGH UPDATED OVERLAY DISTRICTS

While the Metropolitan Council properties are likely to be developed first, each City should focus on preparing the remaining properties for desired development and the path to entitlements. Potential consolidation of sites along 17th Avenue S could accelerate the need for clarity on the remaining properties.

Considerations include:

- Redevelopment momentum is likely to begin in the core station area through the Metropolitan Council RFP process. This process will be instrumental in defining the strength of the Shady Oak area submarket and can confirm the submarket's redevelopment potential.
- While comprehensive rezoning is typically a best practice to reduce applicant risk and streamline redevelopment, an overlay approach may serve the Cities of Hopkins and Minnetonka given the shared history of successful collaboration with applicants on previous transit-oriented developments.
- To unlock the potential of this long-range planning vision, a proactive approach to zoning is recommended. This will provide a greater level of certainty for the development community, reduce risk and increase the probability for near-term private investment in the station area. To prevent the creation of nonconforming uses it is recommended that the Cities provide an explicit zoning district overlay.
 - o For the City of Hopkins, an overlay district tied to a specific zoning designation in the Land Development Code would connect existing code to the area vision. This would take advantage of the significant investments Hopkins has already made in form-based zoning reform while providing the certainty the development community desires.
 - o The City of Minnetonka could refine their current overlay district to link a new Mixed Use, Multi-family or TOD zoning designation for station area properties, so as not to create non-conforming uses. It is recommended that the City of Minnetonka create a new zoning designation which is generally aligned with Hopkins' zoning but consistent with Minnetonka's format and level of detail, with features identified in the Land Use Strategy. In this way, the development community would receive a consistent message for the Vision and direction of the entire Station Area.

It is anticipated that leveling the playing field for all properties will accelerate redevelopment, achieving the vision of the Development Strategy more efficiently and more rapidly so the Shady Oak Station Area will flourish into the dynamic community envisioned.

MEDIUM TERM IMPROVEMENTS (5-10 YEARS)

Medium term improvements support the second stage of private development. Many of the recommendations below could be partially or wholly funded by private development.

EXCELSIOR BOULEVARD & NEIGHBORHOOD CONNECTIVITY

Changes to Excelsior Boulevard beyond the interim safety improvements, will require ongoing cooperation with Hennepin County Engineering. Connectivity improvements may require grant funding, or each development could be required to construct an offsite improvement or pay into a funding district fee for public connectivity improvements. Medium-term improvements could include intersection improvements identified in the Circulation Plan and shared-use paths to connect to the station.

DISTRICT GATEWAY SIGNAGE

Develop a comprehensive wayfinding signage program that incorporates public art with directional wayfinding to nearby amenities and businesses with gateway and placemaking elements identified in the Placemaking Strategy. The Cities of Hopkins and Minnetonka, Metro Transit, Three Rivers Park District, and local business districts could each contribute funding to the wayfinding in this area. Private development connections to the MN River Bluffs Regional trail should provide signage at street frontages and at the MN River Bluffs Regional Trail indicating public access.

SIGNATURE LIGHT ART ALONG THE TRAIL

The Cities of Hopkins and Minnetonka could collaborate on a collaborative light art selection along the MN River Bluffs Regional Trail. Funding could be assisted by a public art grant jointly applied for by each city, such as the National Endowment for the Arts Our Town grant, Bloomberg Philanthropies Public Art Challenge, or other funding sources.



*Vertical beacons
anchor a corridor*



*Lighting shapes a linear
park or trail*

LONG TERM IMPROVEMENTS (15+ YEARS)

The long-term phase will occur after the area has significantly transformed to a new residential, transit-oriented development area. The primary public project in the long term is the redesign and construction of a new Excelsior Boulevard with design features that support the emerging neighborhood. Elsewhere, private development builds from the framework set in the near and medium terms.

EXCELSIOR BOULEVARD

Prioritize reconstruction of Excelsior Boulevard in its entirety as a road diet including protected or separated bike lanes and street trees with a separated sidewalk. Implement protected midblock crossings connecting the Station Area to Central Park.

The Cities of Hopkins and Minnetonka should continue an open conversation with Hennepin County to get this section of roadway on the county's Capital Improvement Plan list as soon as possible, as well as develop an alternate funding path [see 04: Circulation]. Recommendations include:

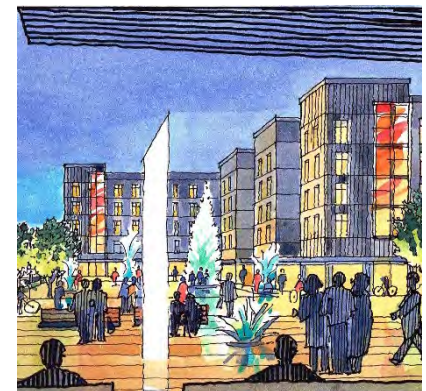
- Development of a Concept Plan which the Cities and Hennepin County can use to align a shared vision, market the concept and build community support.
- Consider testing aspects of the design in short/medium term. Temporary barriers and markers can be implemented to define lanes and evaluate the concept design. Summer testing would minimize conflicts with snow removal.

PARK AND RIDE LOT & EVENT SPACE

The Park and Ride site is anticipated to be the last remaining development site north of the station and should be the flagship development of the station area. The Event Space could remain public open space or the site could be included for development with the Park & Ride site, with a portion of the Event Space site set aside for a permanent public plaza. Tenant space for a bike commuter hub should be required in the developer's proposal [see 03: Land Use]. The bike hub for rentals, maintenance and storage will be an extension of the station and the MN River Bluffs Regional Trail. If a permanent public space is desired at the interim Event Space, the City of Hopkins should establish a right to purchase the site with funding from development fees or other sources.



Building identity along Excelsior Blvd.



Active station plaza and bike commuter hub

SOUTH OF THE STATION

In the long term, there will likely be development pressure south of the Station and MN River Bluffs Regional Trail. Depending on the market at that time, each City should collaborate on overlay districts for additional residential or possibly more commercial focused uses. Parcels south of the Trail in Minnetonka in proximity to Shady Oak Lake may attract luxury housing or potential office uses once the market has rebounded. 5th Street S in Hopkins may retain some smaller industrial uses in the longer term which would add to area variety, but may also mirror the approach north of the Trail.

The Implementation Plan for the Shady Oak Development Strategy Update provides a road map for the Cities of Hopkins and Minnetonka. The Implementation plan includes considerations for each of the primary public improvement and programs, and for the regulatory framework for private development. Short, medium, and long term recommendations aim to guide the outcome of development to reflect the vision of both cities' current and future communities.

APPENDIX A: PLACEMAKING SLIDES

Workshop Attendees

Workshop attendees included representatives from the City of Hopkins, City of Minnetonka, Hennepin County, Metro Transit, Public Art Committee, Hopkins Center for the Arts, VMWP, and Toole Design.

City of Hopkins

Kersten Elverum, *Dir. of Planning and Econ. Development*

Revee Needham, *Community Development Manager*

Ryan Krzos, *City Planner*

Sam Gallagher, *Associate Planner*

Ayaz Hussain, *Economic Development Intern*

City of Minnetonka

Alisha Gray, *Economic Development and Housing Manager*

Kjerstin Yager, *Economic Development Coordinator*

Hennepin County

Ryan Kelley, *Community Development Manager*

Nathaniel Hood, *Senior Planning Analyst*

Metro Transit

Jason Schmidt, *Senior Project Manager*

Public Arts Committee

Mandy Pedigo, *Artist*

Hopkins Center for the Arts

Jim Clark, *Visual Arts Manager*

VMWP

Rick Williams, *Senior Partner*

Laura Shagalov, *Partner*

Andrew Faulkner, *Project Manager*

John Doyle, *Senior Urban Designer*

Toole Design

Noah Halbach, *Senior Landscape Architect*

Shady Oak Station Area

PLACEMAKING & ACTIVATION WORKSHOP

June 23, 2025

TOOLE
DESIGN

**VAN METER
WILLIAMS
POLLACK**

AGENDA

- Introductions (10 mins)
- Station Area Overview (5 mins)
- Inspiration (10 mins)
- Discussion Topics:
 - #1 Public Art & Station Area Identity (30 mins)
 - #2 Interim Activation Strategies (30 mins)
 - #3 Streetscape & Public Realm (30 mins)
- Closing Remarks (5 mins)

TOOLE
DESIGN

**VAN METER
WILLIAMS
POLLACK**



WORKSHOP PURPOSE

Collaborative generation of ideas for public art, interim activation strategies, and public spaces to foster a strong sense of place for the Shady Oak Station Area.

- Discussing:
 - High-level programming
 - Public art opportunities
 - Site activation strategies
 - Placemaking
- Not discussing:
 - Site layout
 - Development intensities

TOOLE
DESIGN

**VAN METER
WILLIAMS
POLLACK**

STATION AREA OVERVIEW

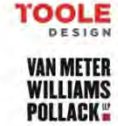


TOOLE
DESIGN

**VAN METER
WILLIAMS
POLLACK**

STATION AREA OVERVIEW

- The 2025 Shady Oak Station Development Strategy is a repositioning of the 2015 Development Strategy
- The current effort seeks to *activate* the station area and *encourage* redevelopment
- The 2025 Strategy is targeting dense residential and modest mixed-use opportunities adjacent to the station in the near term, while allowing for neighborhood evolution over time.
- The largest question facing the station area today is identity: **what makes it desirable, how can it be differentiated from Downtown Hopkins, and how will visitors experience a unique sense of place?**



INSPIRATION

Precedents & Success Stories

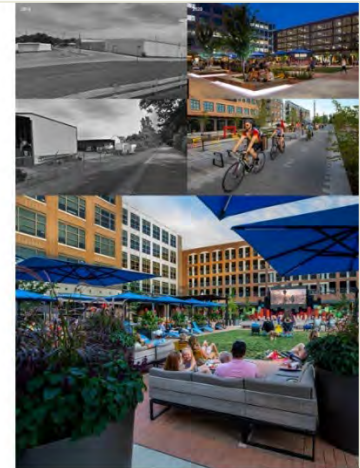


CREATIVE ENTERPRISE ZONE (CEZ)

- District in St. Paul
- 501(c)3 organization
- Chroma Zone Festival
 - Live mural painting
 - Artist panel discussions
 - Music
- 100 Trees Initiative
- Unified Design Standards
- One of fastest growing residential areas in the state

MONON BOULEVARD & MIDTOWN PLAZA

- Community impact
 - Increased trail usage
 - Improved safety
 - Greater sense of place
- Economic impact
 - Higher property value
 - Increased business traffic and revenue
 - Catalyzed private investment



MITOTE FOOD PARK

- 99 seat capacity outdoor Latinx food park in the Roseland neighborhood of Santa Rosa
- Mitote was used as an interim activation and community-building space while entitlements, funding, and design proceeded for the Roseland Master Plan
- Mitote is currently being replaced by an affordable housing building, community facilities, and a 'Mercado' commercial building

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WILLIAMS
POLLACK



LAKE STREET LIFT: EL NUEVO CAMPO

- A partnership by The Graves Foundation, Lake Street Council, and The Great Northern, Lake Street Lift is activating sites along Lake Street during the summer of 2025 through installation of 34 murals, events, and other experiences.
- 2701 E. Lake Street was the site of El Nuevo Rodeo and the Town Talk Diner prior to their destruction during the 2020 Unrest. It is planned for mixed use infill development by 2030.
- Lake Street Lift has implemented El Nuevo Campo, a regulation size turf soccer field for the community as an interim community magnet. It will open in July 2025.



PRECEDENT IMAGERY: LIGHT INSTALLATION



Aerial France - Head of the City of VVD, Sydney 2015



PPL Partnership - Concord Community Pop Up Park, Vancouver



Lee Alexander - The Raven and The Light, Seattle, 2022



Kamva - Entre Les Rangs, Montreal



Leo Villacis - The Bay Lights, San Francisco, 2013

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PRECEDENT IMAGERY: INTERIM ACTIVATION



PPL Partnership - Concord Community Pop Up Park, Vancouver



Temporary Futsal (Futsal Soccer) Park, Seattle



Pop Up Night Market, Krakow, Poland



PPL Partnership - Concord Community Pop Up Park, Vancouver



Blackout Movie Night, Minneapolis, MN



Temporary Park, Greenboro Green, Tyne, UK

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DISCUSSION TOPIC #1

Public Art & Station Area Identity



#1 PUBLIC ART & STATION AREA IDENTITY

- What story are we telling about the station area?
- How can art contribute to a unique identity?
- What types of public art—sculptures, murals, performances, interactive elements—might be a good fit here?
- What do we call this area?

Explore ways to reflect the area's identity and engage artists and residents.

DISCUSSION TOPIC #2

Interim Activation Strategies



#2 INTERIM ACTIVATION STRATEGIES

- What community needs could be served by the site?
- What kind of temporary events or installations could attract people to the area now?
- What temporary activations can attract people at night or in the winter?
- What barriers or concerns exist with temporary activation and how can we address them?

Brainstorm near-term strategies to build momentum and introduce people to the station area.



What community needs could be served by the site?

- Active Needs
 - Play
 - Recreation
 - Exploration
- Passive Needs
 - Culture
 - Socialization
 - Commerce



What temporary activations can attract people at night or in the winter?

- Night Market
- Christkindl (Winter) Market
- Pop-up Movie Night
- Artistic light installations

#2 INTERIM ACTIVATION STRATEGIES

- What community needs could be served by the site?
- What kind of temporary events or installations could attract people to the area now?
- What temporary activations can attract people at night or in the winter?
- What barriers or concerns exist with temporary activation and how can we address them?

TOOLE
DESIGN

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DISCUSSION TOPIC #3

Streetscape & Public Realm Design



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DESIGN

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#3 STREETScape & PUBLIC REALM DESIGN

- How do we make a welcoming “front door” to the station area?
 - Where should the “front door(s)” be located?
- What public spaces are needed to support a neighborhood?
- What trail amenities and connections should be prioritized?
- What types of wayfinding is needed to direct people?

Identify opportunities to create an inviting and functional public realm.

TOOLE
DESIGN

VAN METER
WILLIAMS
POLLACK

CLOSING REMARKS

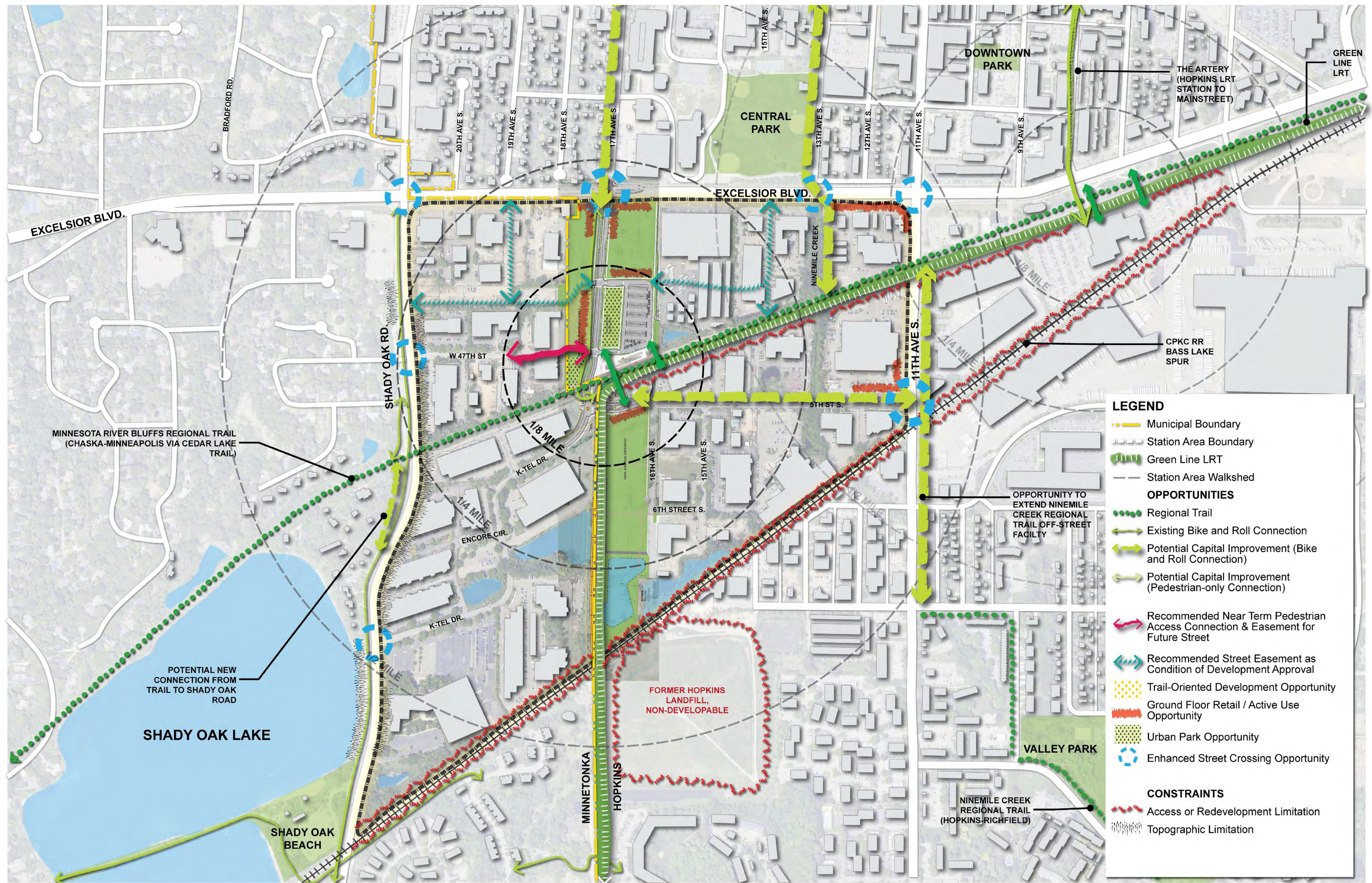
- Next Steps
- Closing comments/thoughts

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APPENDIX B: CONSTRAINTS & OPPORTUNITIES

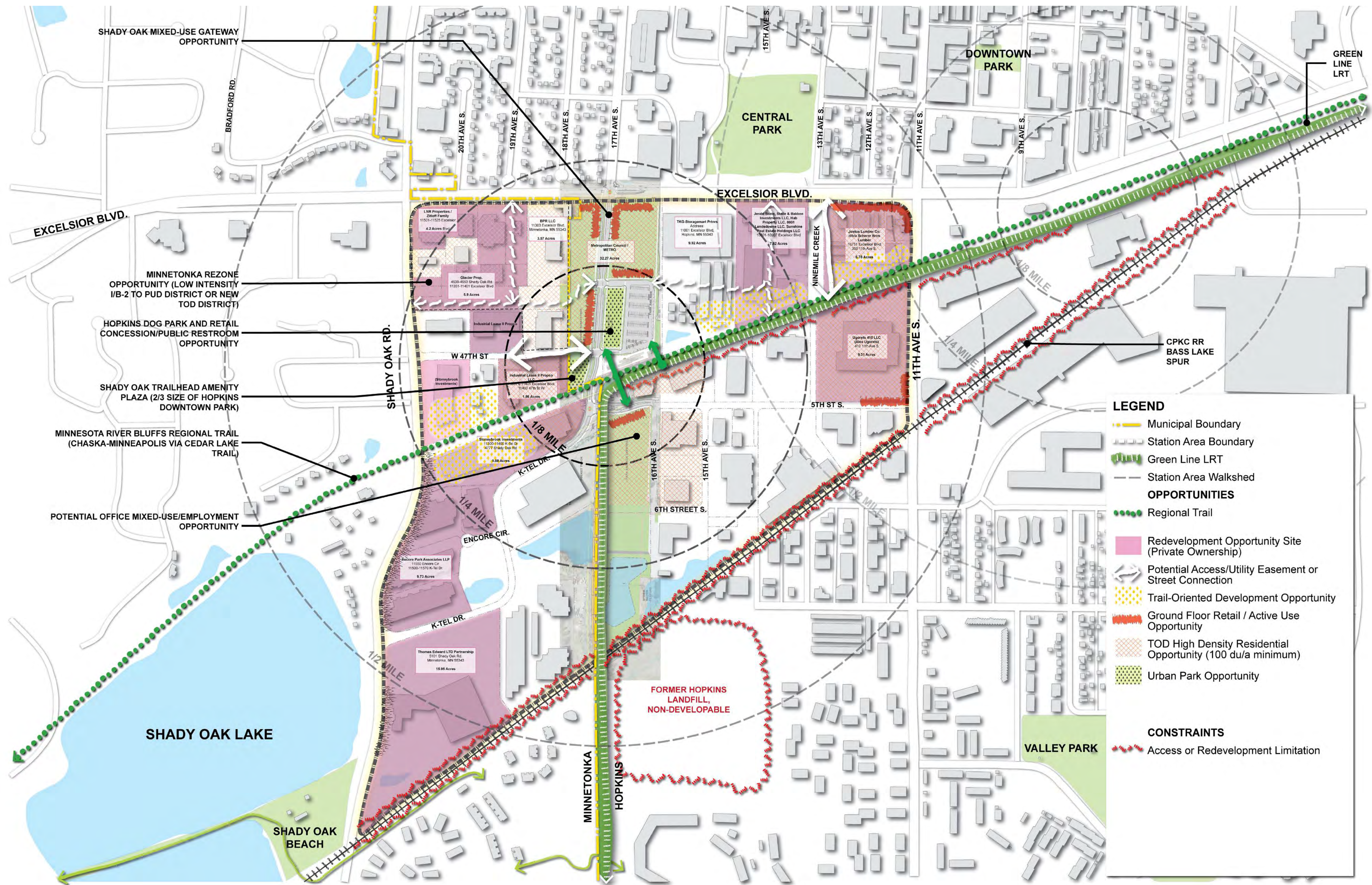


SHADY OAK STATION DEVELOPMENT STRATEGY | CIRCULATION CONSTRAINTS & OPPORTUNITIES

HOPKINS/MINNETONKA, MN | APRIL 15, 2025 | CITY OF HOPKINS, MN

TOOLE
DESIGN

**VAN METER
WILLIAMS
POLLACK** LLP



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APPENDIX C: DEVELOPMENT TEST FITS

Development test fits were produced to determine the building types which would be required to meet the desired densities and feasible construction types within the near-term market. Three sites were evaluated:

- The lumber yard and gas station at Excelsior Boulevard and 11th Street.
- The Metropolitan Council gateway sites at Excelsior Boulevard and 17th Street S.
- The industrial site at Shady Oak Road and Excelsior Boulevard.

The test fits assumed approximately a 1:1 to 1:1.4 parking ratio common for T.O.D. development and typical construction types including concrete podium and wood framing.

- The smaller sites range in density from 60-75 du/acre without a podium to maximize feasibility for the near term. A podium would not add density but would add open space for the smaller sites.
- The larger sites included 2-3 levels of concrete podium wrapped with 4-5 stories of wood framed housing, with a range of densities from 75 to 115 du/acre.
- To achieve the maximum allowable density at 150 du/acre, the developments would need to provide very small units, which would be a challenge for the Shady Oak submarket according to previous interviews with the developer stakeholders. Alternately, taller midrise buildings of up to 10 stories could be proposed to add density, but may not be feasible in the near or mid-term for the development.

SITE A

The lumber yard and gas station parcel site plan will involve:

- Multiple buildings of approximately 6-8 stories a with a density of 100 du/ac.
- Interior drives for vehicle and fire department access, with pedestrian and bicycle access through the site to the Regional Trail.
- Stormwater management which can double as open space,
- Buildings with active residential frontages including stoops and walkways facing the Regional Trail.

SITE E/F

The gateway sites flanking 17th Avenue S are representative of the development forms that can be anticipated when the Metropolitan Council proceeds with an RFP for development.

- Site E is the prime development site at 3.36 acres, it can achieve 400 units and 120 du/acre without underground parking in 7 stories and a feasible building type. A taller building may be possible on this site was not tested but may be achievable at this location.
- While Site F is almost 2 acres, its long thin shape makes it less efficient for large scale redevelopment. A one level podium building with 4 stories of housing can achieve approximately 120 units. A tuck under scheme would be more feasible at 100 units but may lack open space for the residents. The resulting 50-60+ du/acre density is at the low end of the density spectrum. While not ideal, it may be necessary for near-term development to gain a footing to unlock higher densities on subsequent, larger sites. Parcel consolidation across the municipal boundary would create a site with improved geometry and increased potential for higher density.

SITE I

Site I is an aggregation of multiple parcels under the same or shared ownership groups at the corner of Shady Oak Road and Excelsior Boulevard within Minnetonka. The existing smaller site sizes and irregular shapes make high rise construction inefficient. The test fits show a range of development which would be guided by Minnetonka's new zoning regulations. A five story development (one story podium with four stories of housing above) will provide an approximate density of 70 du/acre. If a taller seven story development is appropriate, a five story wood structure over two podium levels with a mix of liner uses would provide approximately 90+ du/acre. The greater density may be easier to permit as it requires Type IIIA Buildings which do not require the same constraints of Fire Department access as conventional five story development. From the analysis, five to seven stories will most likely meet the balance of density desired and building type feasibility.

The assumptions made in the test fit process reflect density ranges of 60 du/acre, 90 du/acre or 120 du/acre. Achieving 150 du/acre, however, suggests a significant change in the marketplace. The test fits are not a final design but rather a tool to test existing or anticipated zoning. The goal of the test fits is to both maximize the market and construction potential of redevelopment and target regulations to produce an outcome each City desires.

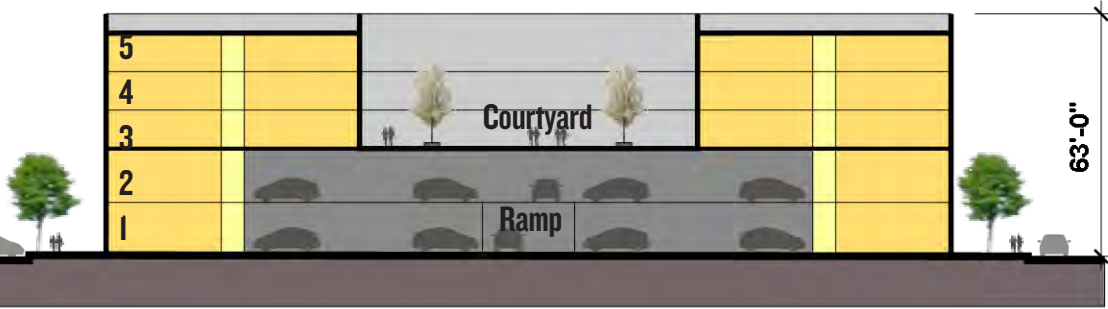
Site Plan Showing Courtyard Level



Base Program Summary					
Site Area: 6.71 acres	Shown				Allowable/Target
Building Type + Height	• 5-story podium buildings • 3-story Type V over 2-story Type I pkg. podium • ±63’ (building height to top of parapet)				6 stories
Density	53 - 77 dwelling units per acre				• 20 - 60 dua • 75 - 150 dua (within 1/4 mile of transit)
Unit Count	356 - 520 units				134 - 403 units
Gross Building Areas	Residential: 382,153 sf				n/a
	Common: 8,386 sf				
	Leasing Office: 1,892 sf				
	Circulation/Service: 106,803 sf				
	Parking Garage: 152,126 sf				
	Total: 651,360 sf				
Unit Mix Summary					
Average Unit Sizes	450 sf	750 sf	1,050 sf	1,500 sf	(gross areas)
	Studio	1br	2br	3br	TOTALS
Market Unit Mix (Family)	10%	40%	30%	20%	398 units
	Parking Ratio: 1.0		Density		59 dua
LIHTC Unit Mix (MN QAP)	5%	20%	50%	25%	356 units
	Parking Ratio: 1.1		Density		53 dua
Workforce Unit Mix	15%	75%	10%	0%	520 units
	Parking Ratio: 0.8		Density		77 dua

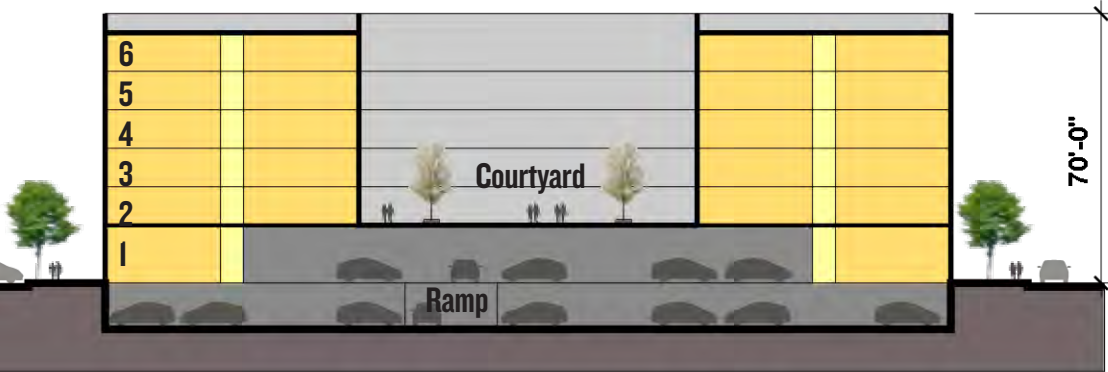
- Key Points:**
- 3-over-2 configuration with market unit mix nearly maximizes base density and parks 1:1 with two levels of above-grade podium parking.
 - Base building layout only reaches 5 stories to maintain a 1:1 parking ratio.
 - Alternate 5-over-1 layout with 1 level of above-grade podium parking and 1 level of below-grade parking (connected between Buildings 2 and 3) achieves 6-story height limit and 70-102 dwelling units per acre with at least a 1:1 parking ratio.

Building Section: Base Layout 3-over-2



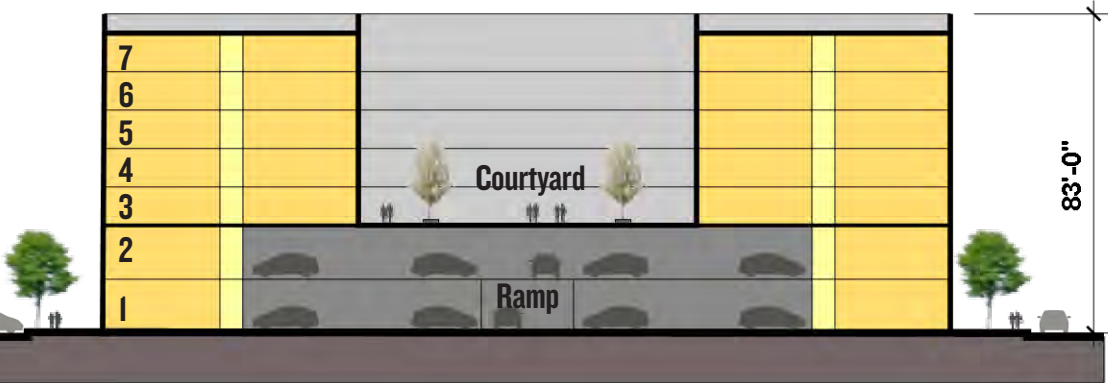
3-over-2	
Building Type + Height	• 5-story podium buildings • 3-story Type V over 2-story Type I pkg. podium • ±63' (building height to top of parapet)
Density	53 - 77 dwelling units per acre
Unit Count	356 - 520 units
Parking Ratio	0.8 - 1.1 spaces per unit

Building Section: Alternate Layout 5-over-1 (with one subgrade parking level)



5-over-1 with Subgrade Parking	
Building Type + Height	• 6-story podium buildings • 5-story Type V over 1-story Type I pkg. podium with 1 level subgrade • ±70' (building height to top of parapet)
Density	71 - 104 dwelling units per acre
Unit Count	480 - 700 units
Parking Ratio	1.0 - 1.4 spaces per unit

Building Section: Alternate Layout 5-over-2



5-over-2 with Subgrade Parking	
Building Type + Height	• 7-story podium buildings • 5-story Type V over 2-story Type I pkg. podium with 1 level subgrade • ±83' (building height to top of parapet)
Density	79 - 116 dwelling units per acre
Unit Count	532 - 776 units
Parking Ratio	0.5 - 0.8 space per unit

Example Building Type



Site Plan Showing Courtyard Level

EXCELSIOR BLVD

BUILDING 2

Lobby

Courtyard ±8,500 sf

EVA

Fire Access Turnaround

BUILDING 3

EVA

Courtyard ±13,000 sf

Lobby

Fire Access Turnaround

BUILDING 1

(E) Gas Station

Lobby

Courtyard ±8,300 sf

Only one level of podium parking

Public Open Space ±0.3 acre

Play Area

Plaza

Potential EVA

Ninemile Creek

Residential Stoops/Patios

MINNESOTA RIVER BLUFFS REGIONAL TRAIL

FUTURE GREEN LINE LRT EXTENSION

11TH AVE

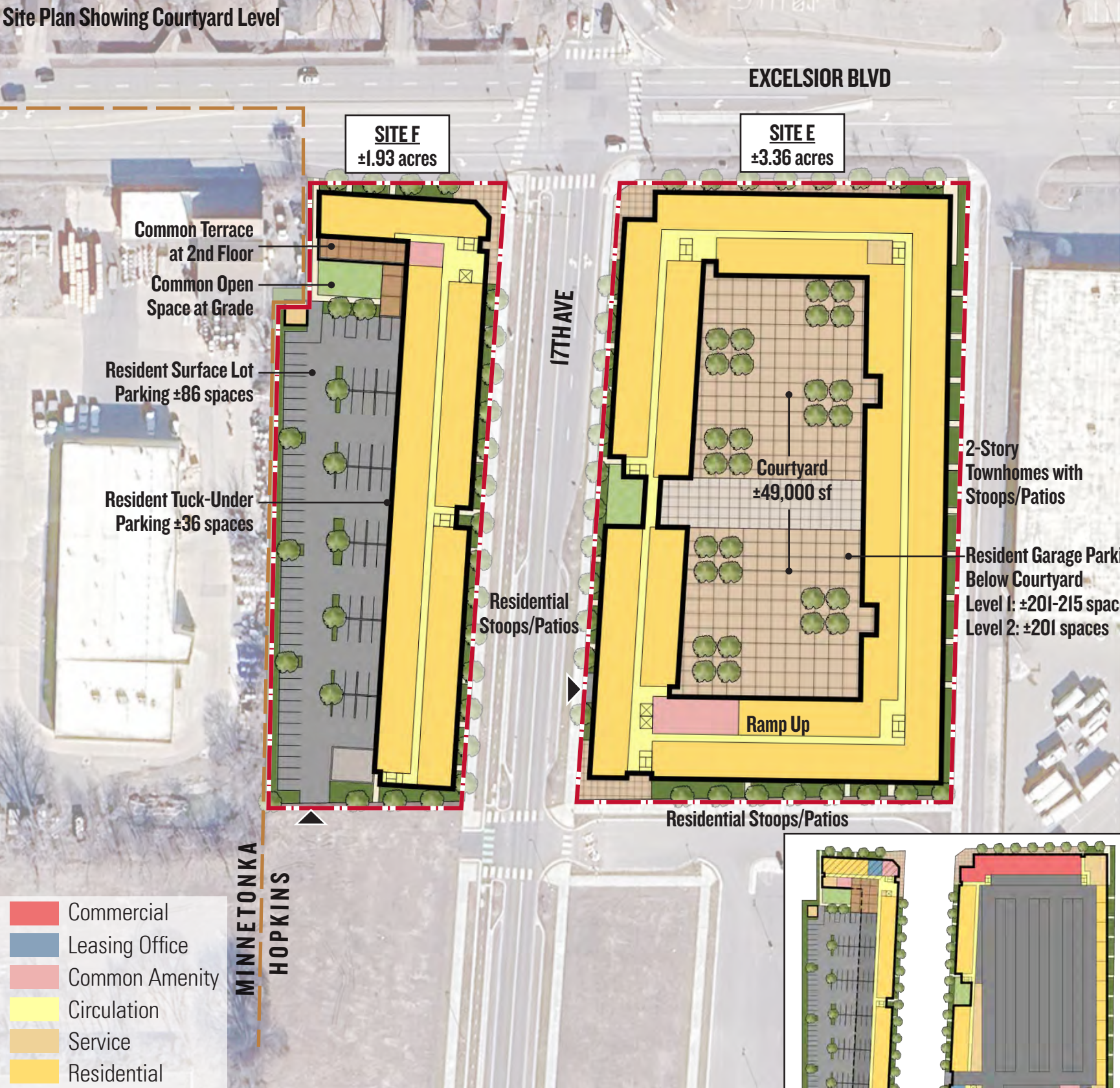
Legend:

- Commercial
- Leasing Office
- Common Amenity
- Circulation
- Service
- Residential

Ground Floor Plan

Site Area: 6.71 acres	Shown	Allowable/Target
Building Type + Height	• 5-story podium buildings • 3-story Type V over 2-story Type I pkg. podium • ±63' (building height to top of parapet)	6 stories
Density	46 - 68 dwelling units per acre	• 20 - 60 du/a • 75 - 150 du/a (within 1/4 mile of transit)
Unit Count	310 - 453 units	134 - 403 units
Gross Building Areas	Residential: 332,971 sf	n/a
	Common: 7,308 sf	
	Leasing Office: 1,855 sf	
	Circulation/Service: 84,942 sf	
	Parking Garage: 101,789 sf	
	Total: 528,865 sf	

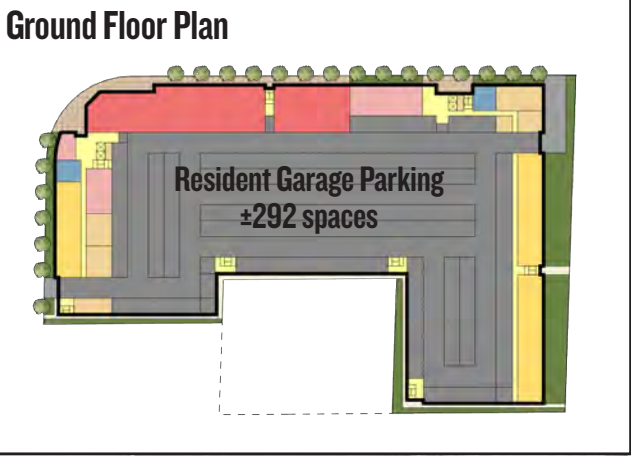
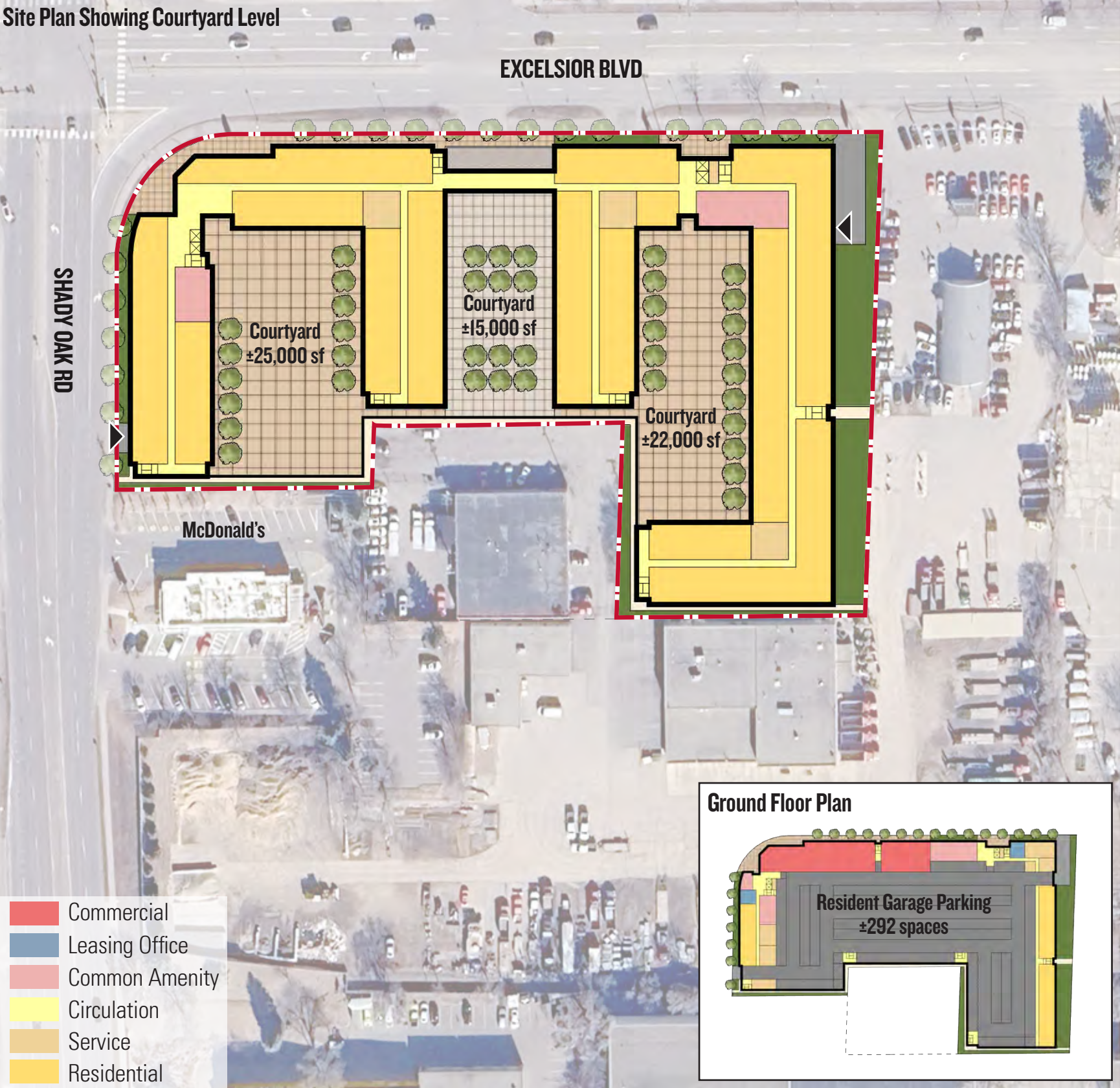
Average Unit Sizes	450 sf	750 sf	1,050 sf	1,500 sf	(gross areas)
	Studio	1br	2br	3br	TOTALS
Market Unit Mix (Family)	10%	40%	30%	20%	347 units
	Parking Ratio: 0.7		Density		52 dua
LIHTC Unit Mix (MN QAP)	5%	20%	50%	25%	310 units
	Parking Ratio: 0.8		Density		46 dua
Workforce Unit Mix	15%	75%	10%	0%	453 units
	Parking Ratio: 0.6		Density		68 dua



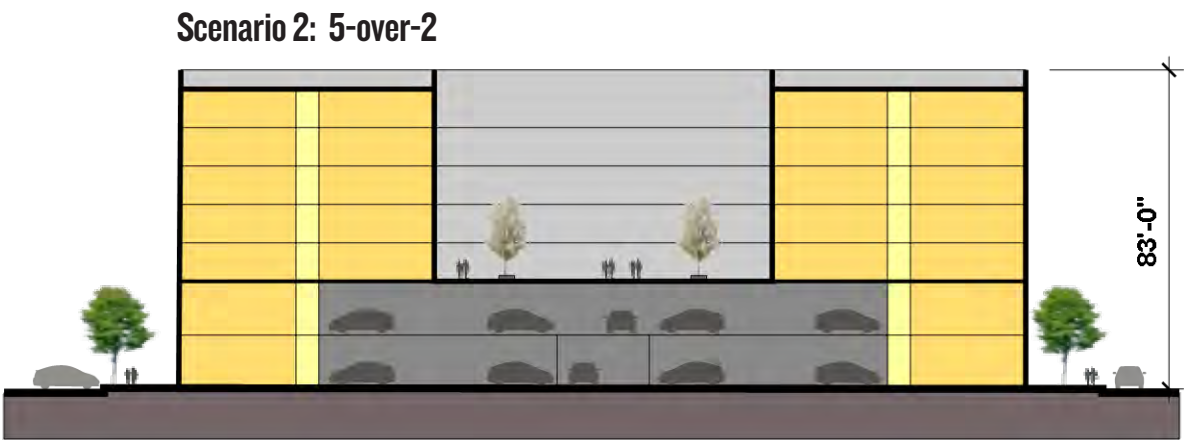
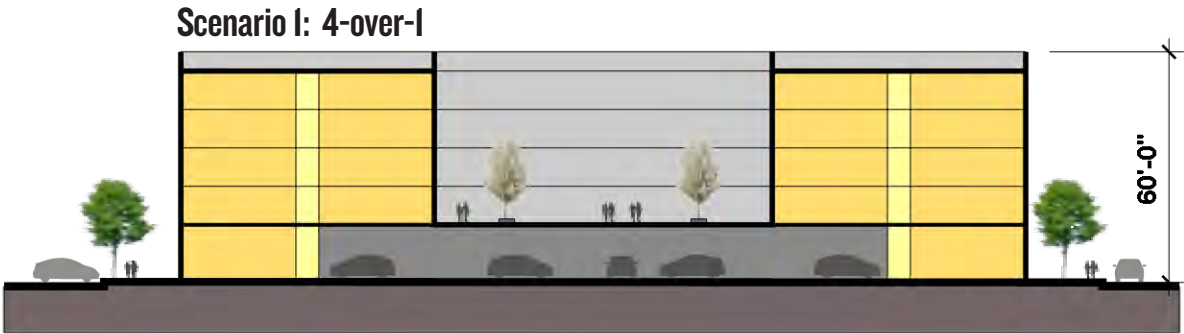
SITE E (±3.36 acres)		
Scenario 1		
Building Type + Height	• 4-story podium building • 3-story Type V over 1-story Type I pkg. podium • ±50' (building height to top of parapet)	
Unit Count	±215 units (Market Unit Family Mix)	
Density	64 dwelling units per acre	
Parking	±215 spaces on one level	1.0 space per unit
Scenario 2		
Building Type + Height	• 7-story podium building • 5-story Type V over 2-story Type I pkg. podium • ±85' (building height to top of parapet)	
Unit Count	±404 units (Market Unit Family Mix)	
Density	120 dwelling units per acre	
Parking	±402 spaces on two levels	1.0 space per unit

SITE F (±1.93 acres)		
Scenario 1		
Building Type + Height	• 4-story tuck-under building • 3-story Type V over 1-story Type I pkg. podium • ±50' (building height to top of parapet)	
Unit Count	±100 units (Market Unit Family Mix)	
Density	52 dwelling units per acre	
Parking	±122 spaces (tuck-under and surface lot)	1.2 spaces per unit
Scenario 2		
Building Type + Height	• 5-story tuck-under building • 4-story Type V over 1-story Type I pkg. podium • ±60' (building height to top of parapet)	
Unit Count	±122 units (Market Unit Family Mix)	
Density	63 dwelling units per acre	
Parking	±122 spaces (tuck-under and surface lot)	1.0 spaces per unit

Site Plan Showing Courtyard Level

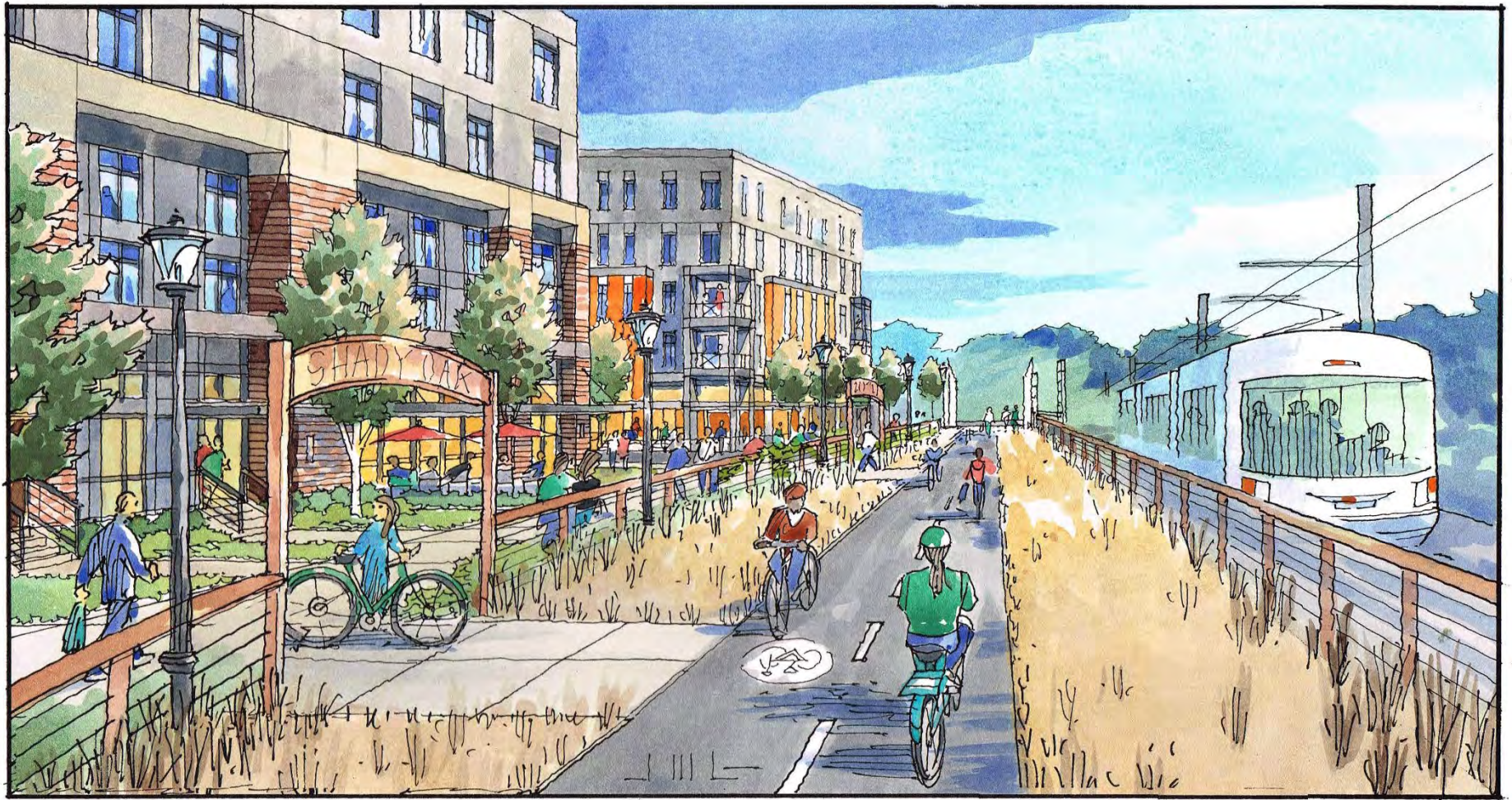


SITE I (±4.20 acres)		
Scenario 1		
Building Type + Height	• 5-story podium building	
	• 4-story Type V over 1-story Type I pkg. podium	
		• ±60' (building height to top of parapet)
Unit Count	±289 units (Market Unit Family Mix)	
Density	69 dwelling units per acre	
Parking	±292 spaces on one level	1.0 space per unit
Scenario 2		
Building Type + Height	• 7-story podium building	
	• 5-story Type V over 2-story Type I pkg. podium	
		• ±85' (building height to top of parapet)
Unit Count	±388 units (Market Unit Family Mix)	
Density	92 dwelling units per acre	
Parking	±552 spaces on two levels	1.4 spaces per unit



APPENDIX D: VISUALIZATIONS

VIEW ALONG 2T CORRIDOR (MN RIVER BLUFFS REGIONAL TRAIL AND METRO GREEN LINE EXTENSION)



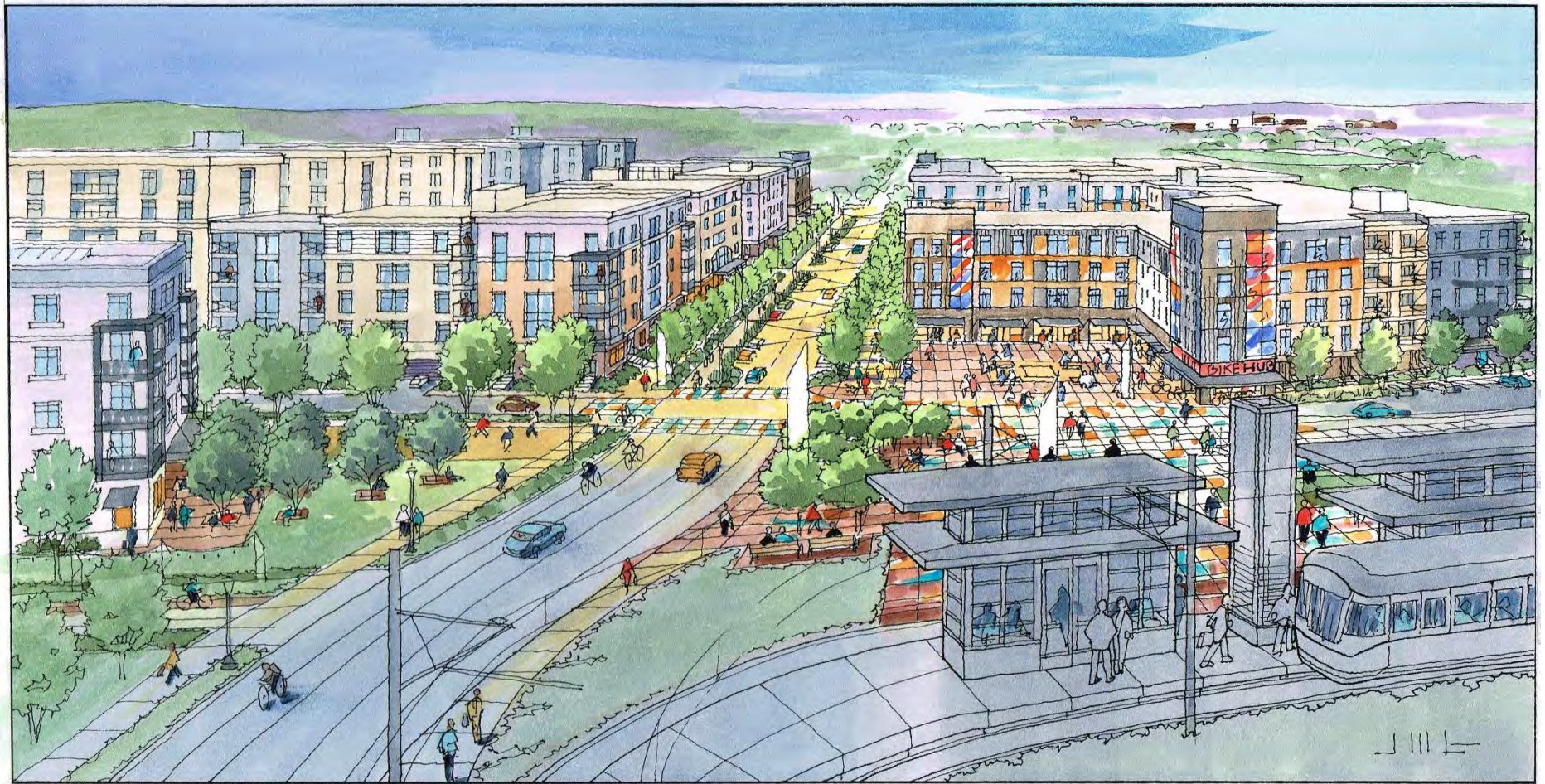
VIEW OF THE FRONT DOOR (EXCELSIOR BOULEVARD AND 17TH AVENUE SOUTH)



VIEW OF THE RED CARPET (17TH AVENUE SOUTH FRONTAGE TOWARDS STATION)



VIEW OF LIVING ROOM AND RED CARPET NORTH FROM SHADY OAK STATION



VIEWS OF LIVING ROOM FROM SHADY OAK STATION PLAZA

