



ENVISION SHAKOPEE

Shaping the Future of our City ▶ Together

COUNCIL WORK SESSION

DECEMBER 19, 2017

AGENDA

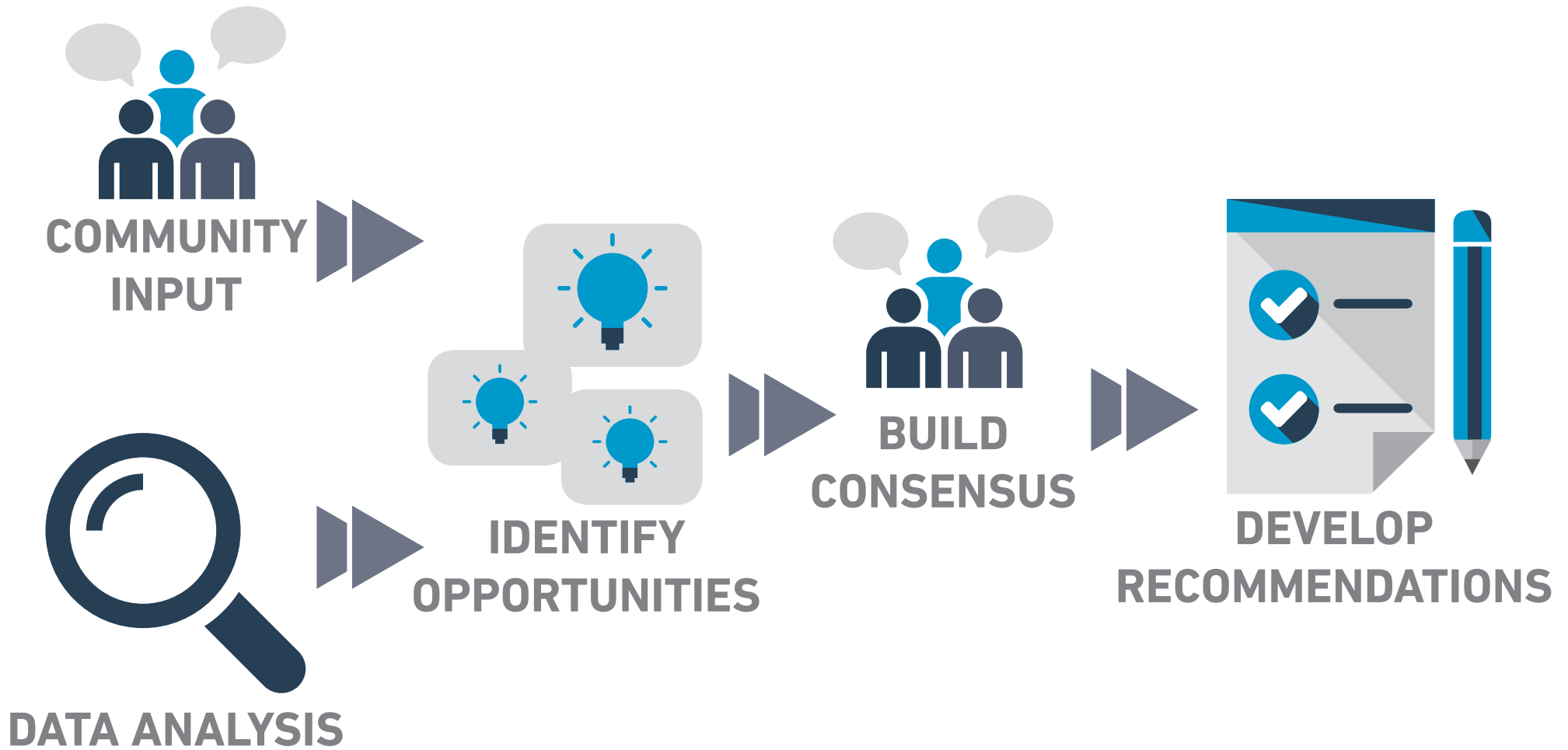
Meeting Purpose: Project Update and City Council Feedback

- 1 Introduction
- 2 Envision Shakopee Goals
- 3 Analysis & Engagement Overview
- 4 Emerging Themes
- 5 Next Steps
- 6 Council Feedback



GOALS OF THIS PROCESS

A STRONG FOUNDATION OF ENGAGEMENT & ANALYSIS
WILL GUIDE PLAN RECOMMENDATIONS



GOALS OF THIS PROCESS

A VISION OF THE COMMUNITY

- **How can we provide the best and most efficient services to our residents and businesses?**
- **How can Shakopee remain economically competitive?**
- **How can we improve the quality of life for all Shakopee residents?**



GOALS OF THIS PROCESS

A VISION OF THE COMMUNITY



Guide the **physical, community, and economic** development, both public and private, of the municipality and its environs.

- » Foster sustainable economic development
- » Protect property rights & values
- » Guide land use & development decisions
- » Protect & enhance natural resources
- » Inform public policy
- » Align public & private investment
- » Engage residents in planning for the future

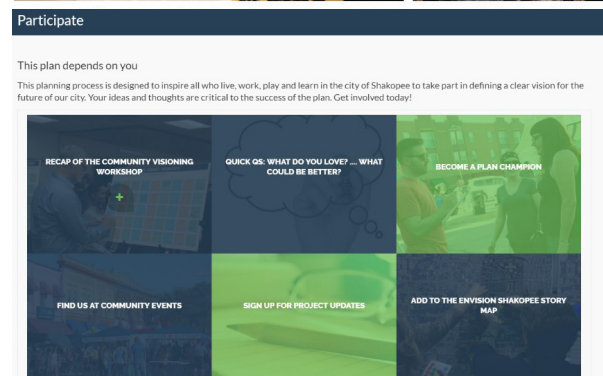


ENGAGEMENT & ANALYSIS

ENGAGEMENT

WHY? TO ENSURE THE PLAN MEETS CITIZENS' NEEDS AND BUILD SUPPORT FOR IMPLEMENTATION

- » Focus Group Interviews
 - 15 focus groups, 72 participants
- » Community Visioning Workshop
 - 70 participants (in-person & online)
- » Media Outreach
 - 4 newspaper articles
- » Community Events
 - 423 participants
- » Online Engagement
 - 837 website users, 2,200 video views, 40 online survey responses
- » Employer Surveys
 - 505 online responses
- » On-going outreach efforts planned



DATA ANALYSIS

WHY? TO ESTABLISH THE FOUNDATION OF EXISTING CONDITIONS AS A BASELINE FOR POLICY & INVESTMENT

- » Demographics & population trends
 - Age, race, household size, income, education levels
- » Housing
 - Occupation, tenure, sales price
- » Industries & Employees
 - Concentration & regional comparison
 - Commuting patterns
 - Office & industry space inventory
- » Transportation
 - Vehicle, transit, bicycle & pedestrian network
 - Safety, traffic, barriers, gaps
- » Resources
 - Parks, trails, schools, river, walkability,

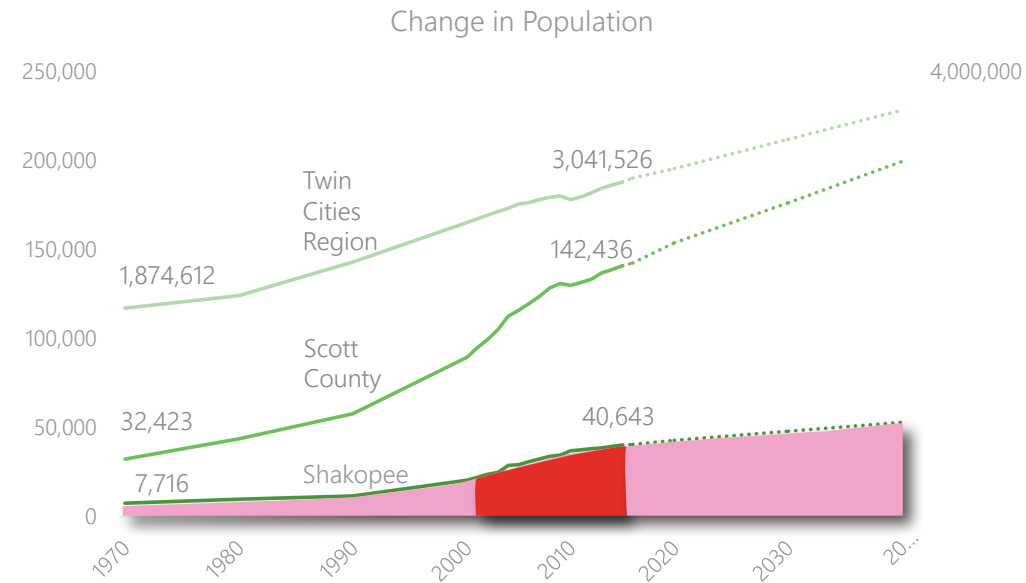


SHAKOPEE TODAY

RESIDENTS & HOUSING

» Residents tend to be

- Growing older. Millennials (25-34) are leaving Shakopee, while established families are growing.
- Well educated. 66% of adult residents have attended at least some college.
- Becoming more diverse. Nearly 30% of the population in Shakopee are residents of color.
- Families with children. Household size in Shakopee is 2.83, which is higher than the regional average of 2.5, but this is likely to decrease in the future.



“We have issues keeping many of our younger technical workers in Shakopee. They want more housing variety and things to do. The labor market is very competitive and if they are living in Minneapolis, there are plenty of other jobs closer to where they live.”

- Jeff Smolinski, Entrust Datacard

SHAKOPEE TODAY

INDUSTRIES & EMPLOYMENT

- » Concentrated in manufacturing
- » Major industries:
 - Manufacturing
 - Health care
 - Retail
 - Wholesale
 - Public Administration
 - Arts & Entertainment
- » The regional economy is more diverse
 - Larger health care sector
 - Educational services sector
 - Food service sector

22%

MANUFACTURING

13%

HEALTH CARE

11%

RETAIL

9%

WHOLESALE

8%

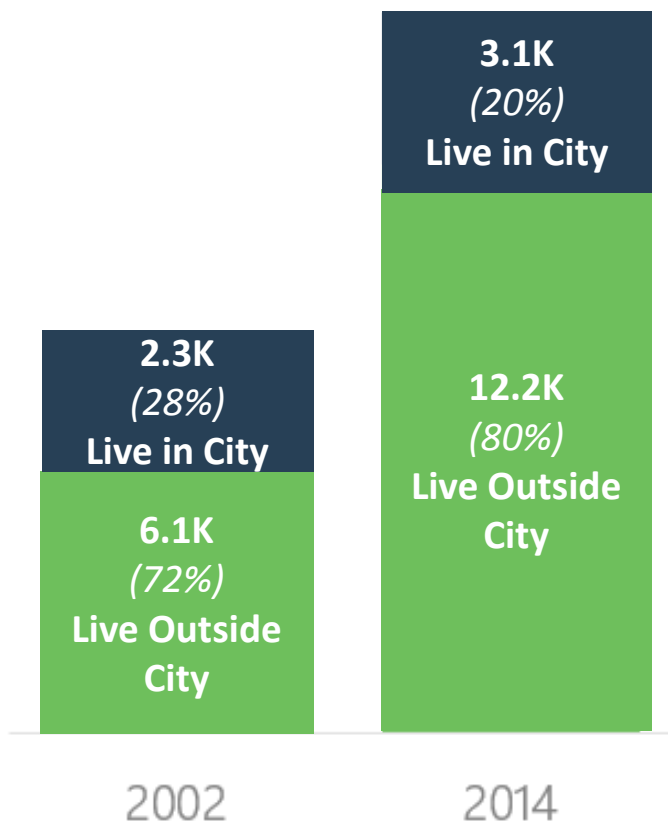
PUBLIC ADMIN

SHAKOPEE TODAY

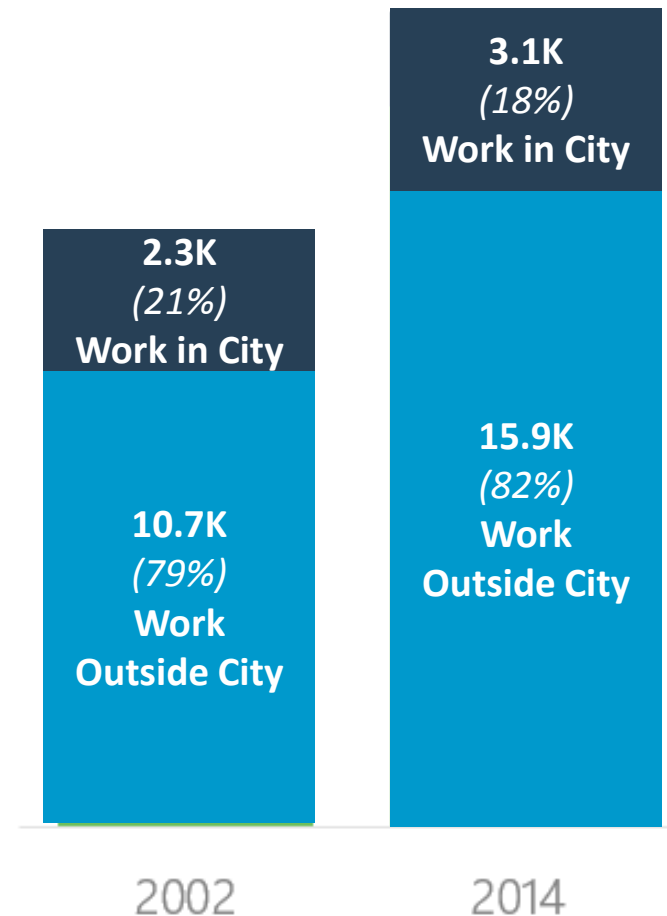
INDUSTRIES & EMPLOYMENT

- » The majority of residents work outside of Shakopee and the majority of Shakopee employees live outside the city. This trend increased significantly from 2002 –2014.

Shakopee Employees



Shakopee Residents



SHAKOPEE 2040

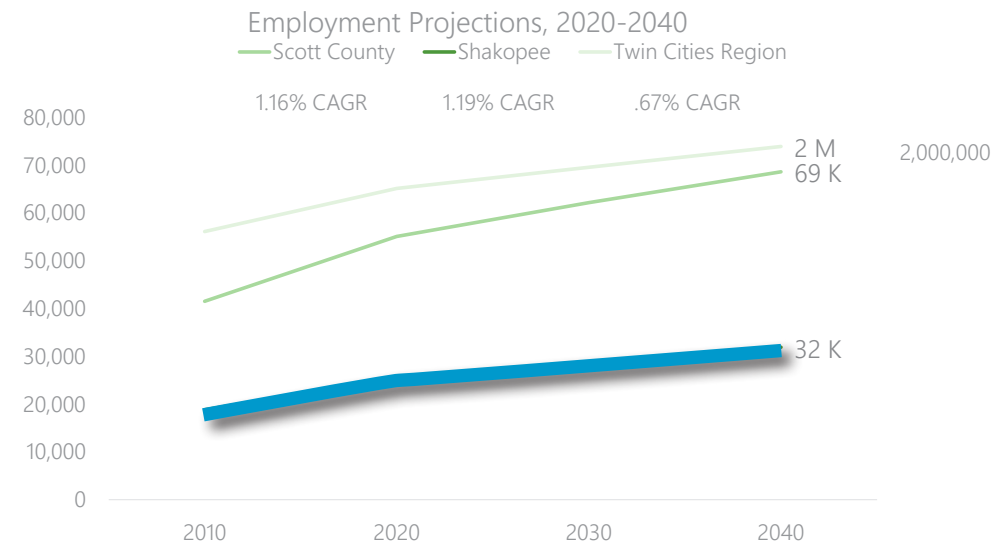
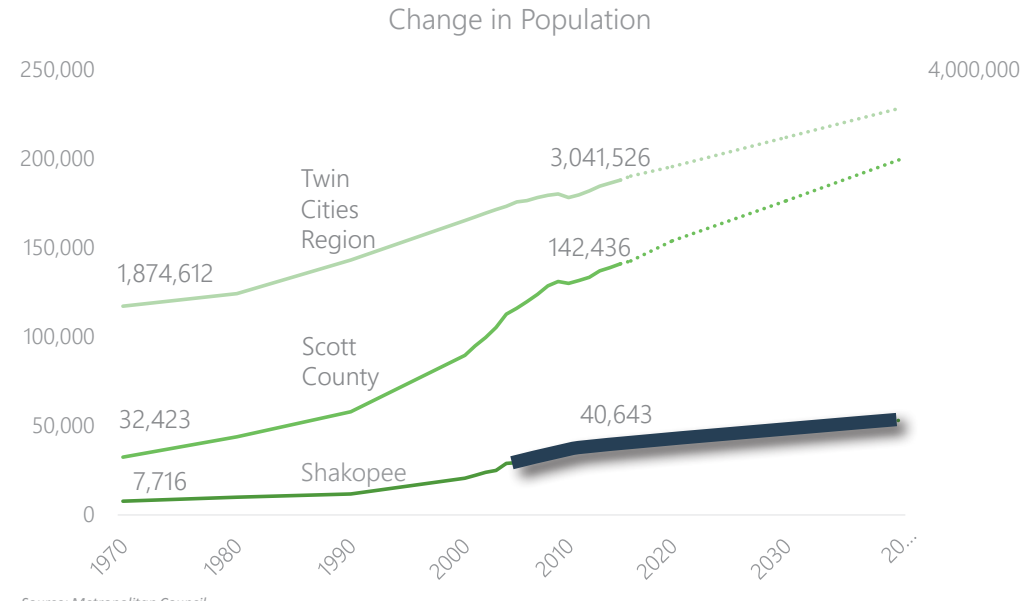
GROWTH FORECASTS



±9,000
ADDITIONAL HOUSEHOLDS

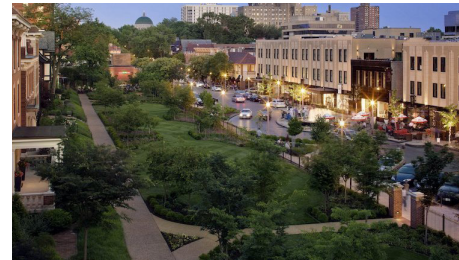
±22,000
ADDITIONAL RESIDENTS

±13,000
ADDITIONAL JOBS



EMERGING NATIONAL TRENDS

- » The number of retirees will grow
- » America is becoming racially and ethnically more diverse
- » Infill and redevelopment will be a growing part of the suburban built environment
- » More people will choose to rent housing
- » Automation may impact portions of the labor force and potentially change mobility and transportation systems
- » Creative millennials place emphasis on quality of life





EMERGING THEMES & ISSUES



The plan must reflect our values and be used as a strategic guide.

» What We Heard

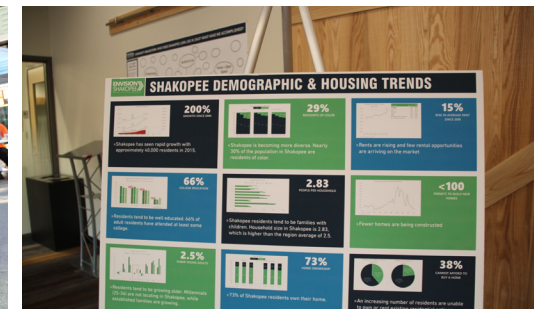
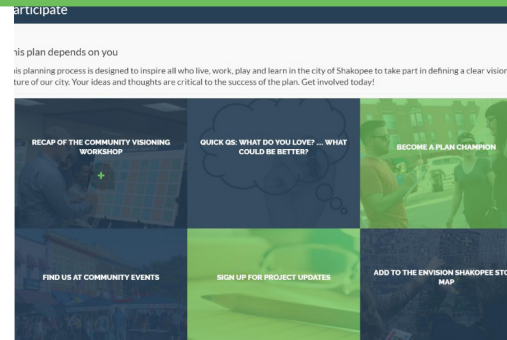
- Comp plan should be a working document that clearly outlines vision for the future, expectations for land and infrastructure
- Garnering community support is key to a successful comp plan
- Fair and consistent follow-through with plan recommendations
- Public investments need to be strategic
- Create an annual report to track progress, share this with council and the public
- Flexibility in the plan is okay as long as decisions are made in concert with the general values and outcomes of the plan





Communication efforts need to continue to evolve.

- » More information needs to be on the city's website
- » Provide specific details for development projects
- » Improve sharing of information on events and festivals
- » Communicate and collaborate with neighboring cities & other government agencies
- » More transparency of decision making





A sense of community and belonging is important.

» What We Heard

- Maintain Shakopee's unique identity and small-town character
- More places and opportunities to gather, celebrate and meet
- Better neighborhood connections
- Schools are central to community
- Leveraging the community's unique character is a critical component of economic and real estate development in today's market

"Let's create affordable or free events to get people using community spaces."

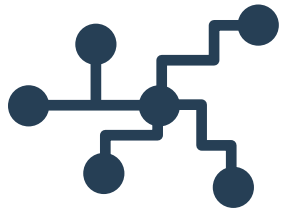


"Conveniences of a major suburb, but still has a small town feel."

"Shakopee is special because it is a smaller community with a lot of fun things to do close by."



"Have more community events like Rhythm on the Rails and bring back DD."



Transportation options are critical.

» What We Heard

- Traffic calming and crosswalk improvements are needed to improve safety
- A better balanced system is needed to improve overall mobility and choice
- Better connections to surrounding areas
- Address traffic concerns on US-169

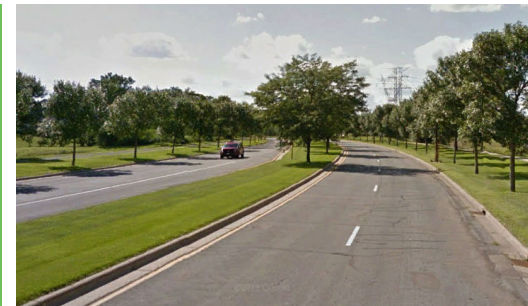
“Traffic backups on 169 going over ferry bridge.”



“Better walking/ biking paths on 17th Ave.”

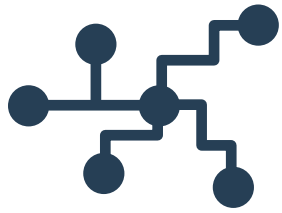


“Make it easier to get from one side of 169 to the other.”



“Better access to busing is always a good idea.”





Transportation options are critical.

» What We Heard

- Traffic calming and crosswalk improvements
- Better public transportation
- Better connections to surrounding areas
- Address traffic concerns on US-169

» Community Analysis

- 94,000 vehicles cross Bloomington Ferry Bridge daily
- 3,362 crashes between 2006-2015
- Crashes involving pedestrian and cyclists concentrated along Marshall Rd, Vierling Ave, and 17th Ave
- Hwy 101 and Rt 169 are barriers to north-south mobility

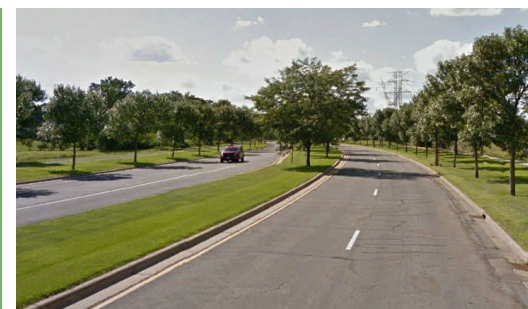
“Traffic backups on 169 going over ferry bridge.”



“Better walking/ biking paths on 17th Ave.”



“Make it easier to get from one side of 169 to the other.”



“Better access to busing is always a good idea.”





Additional park & trail connections are needed.

» What We Heard

- Increase accessibility to parks and recreation facilities
- Connect gaps in the trail system
- The river is an underutilized asset

“More playgrounds and adding other activities for young families.”



“Preserve greenspace and tree stands.”

“River access for kayaking and recreation”



“Finish the Quarry Lake trails. People in the local companies use those trails daily for exercise.”



Additional park & trail connections are needed.

» What We Heard

- Increase accessibility to parks and recreation facilities
- Connect gaps in the trail system
- The river is an underutilized asset

» Community Analysis

- 920 acres of parks and openspace
- 20 acres per 1,000 residents
- 45% of residents within 10 minute walk of neighborhood park
- 20% of residents within 10 minute walk of community park

“More playgrounds and adding other activities for young families.”



“Preserve greenspace and tree stands.”

“River access for kayaking and recreation”



“Finish the Quarry Lake trails. People in the local companies use those trails daily for exercise.”

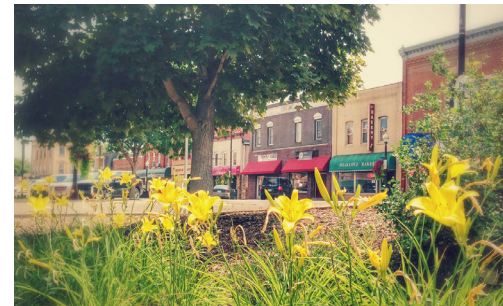


Community aesthetics are important.

» What We Heard

- Higher quality architecture and design standards
- Better code enforcement
- Fewer “cookie cutter” buildings
- Improved streetscaping, and unified gateway design
- High-tech and white collar employers and employees expect a higher quality aesthetic

“Make the city more presentable, better maintenance and design standards”



“Inspire business to keep their property looking nice/clean.”

“How can we improve the 101 & 169 Gateway?”



“Fewer cookie cutter homes.”



Residents desire Downtown revitalization.

» What We Heard

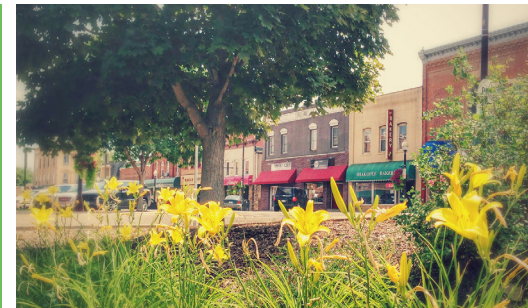
- Downtown is the heart of the community
- More dining options with outdoor seating
- Connect downtown with river
- Better transit into downtown
- Historic downtown is an asset that separates Shakopee from many of its suburban communities

“101 thru downtown is slow and all the immediate access makes it somewhat scary.”



“I have lived in Shakopee for over 20 years. We are losing the “old shakopee” to development. I am afraid there won’t be any of the original in 20 years.”

“The history of the community and the improvement of the downtown is very important.”



“Many downtown businesses along 101 are looking run down.”



Residents desire Downtown revitalization.

» What We Heard

- Downtown is the heart of the community
- More dining options with outdoor seating
- Connect downtown with river
- Better transit into downtown
- Historic downtown is an asset that separates Shakopee from many of its suburban communities

» Community Analysis

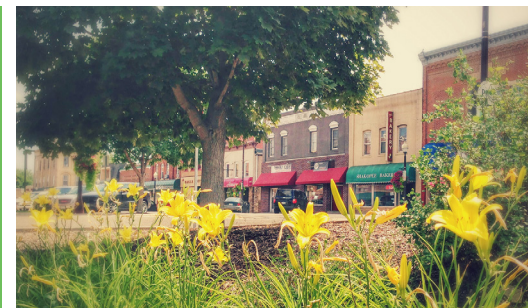
- \$2.2 million dollars towards current downtown revitalization (River City Plaza, Gateway Plaza, Lewis Street Parking Lot)
- 15,000+ visitors in downtown for 2017 Community Events

“101 thru downtown is slow and all the immediate access makes it somewhat scary.”



“I have lived in Shakopee for over 20 years. We are losing the “old shakopee” to development. I am afraid there won’t be any of the original in 20 years.”

“The history of the community and the improvement of the downtown is very important.”



“Many downtown businesses along 101 are looking run down.”



Availability of quality housing options is a community need.

» What We Heard

- Housing the average family can afford
- Synergy between housing, jobs, transportation options, and amenities to create quality places which promote quality of life

“I like growing up rather than out!”



“Sidewalks in more areas, traffic calming, fewer “sprawl” neighborhoods, even fewer McMansions.”



More one-level for seniors. More mixed poor/rich/middle class, together, not separate.



“Housing that attracts the young adults.”





Availability of quality housing options is a community need.

» What We Heard

- Housing the average family can afford
- Synergy between housing, jobs, transportation options, and amenities to create quality places which promote quality of life

» Community Analysis

- The average household size in Shakopee is greater than that of the region but will shrink over time
- The population of the city has grown 200% since 2000, but the housing supply has not grown proportionally
- Rental rates are rising and few rental opportunities are arriving on the market

“I like growing up rather than out!”



“Sidewalks in more areas, traffic calming, fewer “sprawl” neighborhoods, even fewer McMansions.”



“More one-level for seniors. More mixed poor/rich/middle class, together, not separate.”



“Housing that attracts the young adults.”



We must maintain a strong and diverse economy.

» What We Heard

- More white-collar jobs, specifically in the technology sector
- More large employers & high-wage jobs
- Better transportation options, housing variety, and amenities to attract both employers and employees to city

“Our town needs to be workforce-ready.”



“More white collar/tech jobs”

“Downtown and business park growth would truly help.”



“Better wages if most workers can't afford to live here.”



We must maintain a strong and diverse economy.

» What We Heard

- More white-collar jobs, specifically in the technology sector
- More large employers & high-wage jobs
- Better transportation options, housing variety, and amenities to attract both employers and employees to city

» Community Analysis

- 80% of workers live outside the city
- 82% of residents work outside of city
- 88% growth in manufacturing jobs since 2002
- Residents who work outside the city earn higher wages than employees in Shakopee

“Our town needs to be workforce-ready.”



“More white collar/tech jobs”



“Downtown and business park growth would truly help.”



“Better wages if most workers can't afford to live here.”

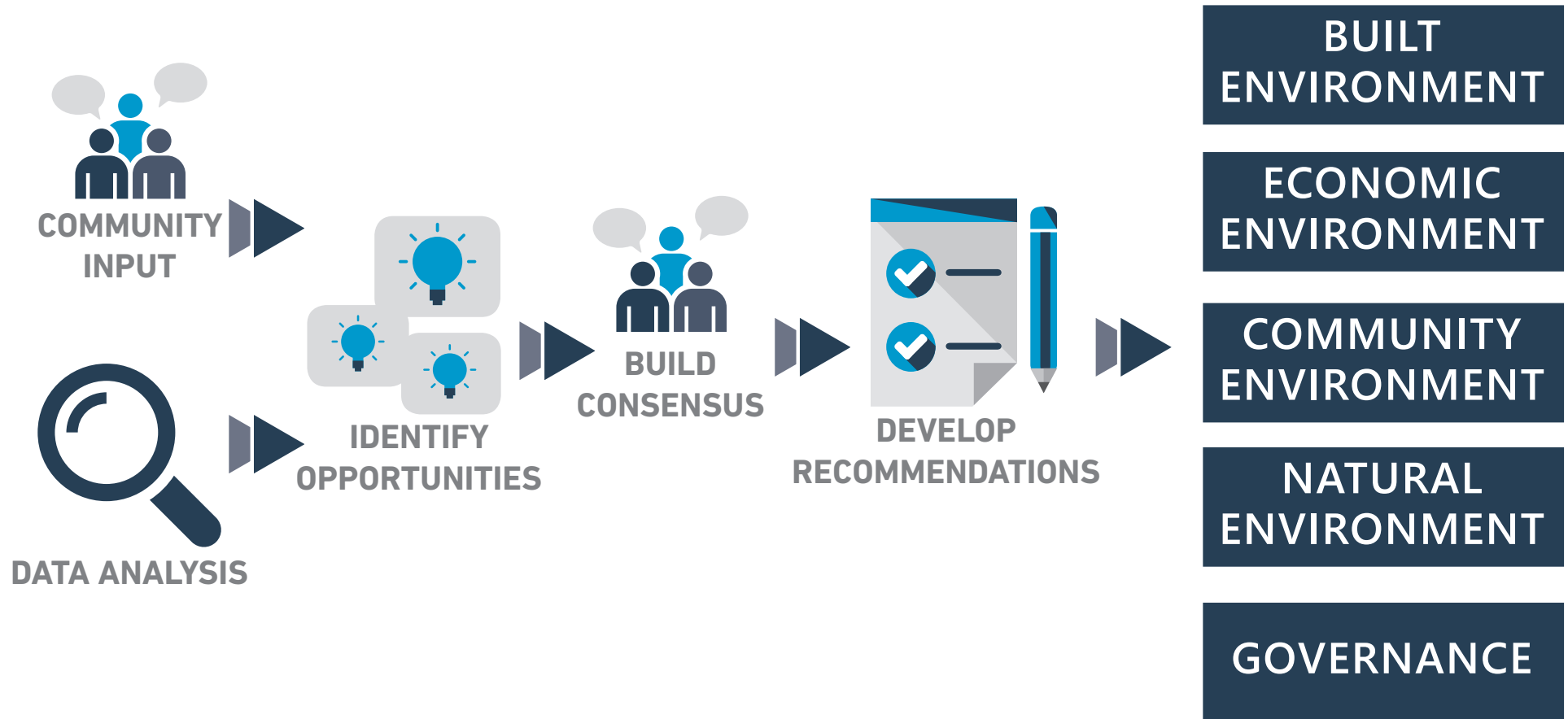




NEXT STEPS & IMPLEMENTATION

MOVING TOWARD IMPLEMENTATION

OPPORTUNITIES, STRATEGIES AND OUTCOMES FOR:



MOVING TOWARD IMPLEMENTATION

OPPORTUNITIES, STRATEGIES AND OUTCOMES FOR:



COUNCIL FEEDBACK

- » Vision for the future of Shakopee
- » Legacies to leave the city
- » Desired principles and outcomes to achieve
- » Measures of success (Indicators)

COUNCIL FEEDBACK

Financially Secure &
Fiscally Responsible

A Great, Safe Place to Live
with A High Quality of Life

Balance of Jobs & Housing

A Regional Attraction
with Strong Downtown
and Riverfront

Improved Infrastructure, Facilities,
and Quality Levels of Service at
Good Value to Tax Payers

Engaged & Involved
Community

Transparent, Collaborative
Government that makes Strategic
Decisions and Sound Investments



ENVISION SHAKOPEE

Shaping the Future of our City ▶ Together

THE PUBLIC IS INVITED TO
THE NEXT COMMUNITY
WORKSHOP !

January 30, 2018
Shakopee Community Center
6:30 PM