

WELCOME CAMBRIDGE 2016

MINNESOTA DESIGN
TEAM

WHO ARE WE?
WHY ARE WE HERE?

- ① WHAT IS ONE POSITIVE PHYSICAL IMPROVEMENT?
- NEW PARK STRUCTURES
 - ROAD IMPROVEMENTS
 - MAIN STREET STOREFRONTS
 - CITY CENTER CO-OP & BOOKSTORE
 - CAMBRIDGE MEDICAL CENTER

- ② WHAT MAKES CAMBRIDGE UNIQUE?
- SMALL TOWN CLOSE TO METRO
 - SMALL TOWN FEEL
 - RUM RIVER
 - LOCATION (LAKES/NATURE)
 - COMMUNITY COLLEGE

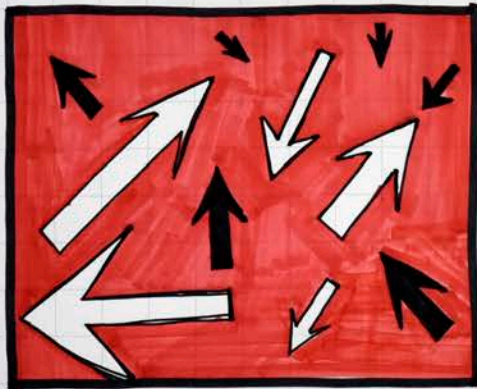
- ③ WHAT WOULD BRING YOU DOWNTOWN?
- BREWERY - MICRO - PUB
 - GOOD, UNIQUE, NON-BOX STORES
 - RESTAURANTS & ENTERTAINMENT
 - BETTER PARKING
 - HISTORIC BUILDINGS

- ④ IF YOUR TAXES WENT UP \$200/YEAR, WHICH AMENITY WOULD YOU SUPPORT?
- COMMUNITY CENTER
 - DOWNTOWN BEAUTIFICATION
 - YMCA
 - LIBRARY
 - TRAIN TRACK OVER/UNDERPASS

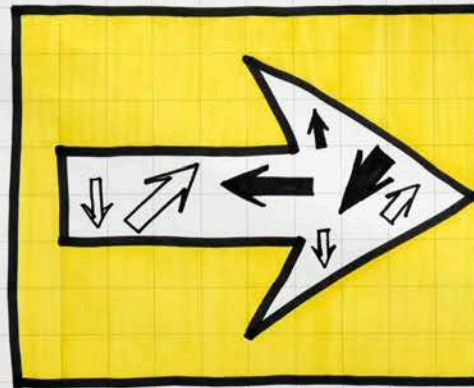
- ⑤ WHAT IS THE DRIVING FORCE TO SHAPE THE FUTURE IN CAMBRIDGE?
- COMPREHENSIVE PLAN
 - NLX
 - GOOD LEADERSHIP/ATTITUDE
 - COMMUNITY INVOLVEMENT
 - KEEPING THINGS FOR YOUTH TO DO

COMMUNITY PROGRESS

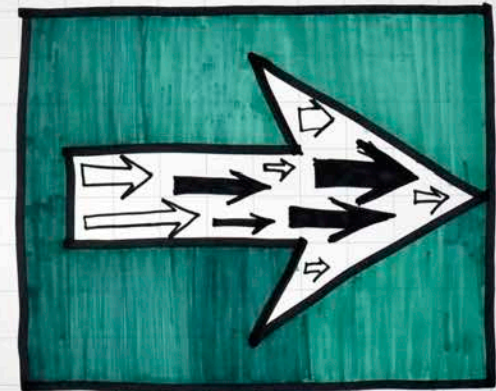
NO
DIRECTION

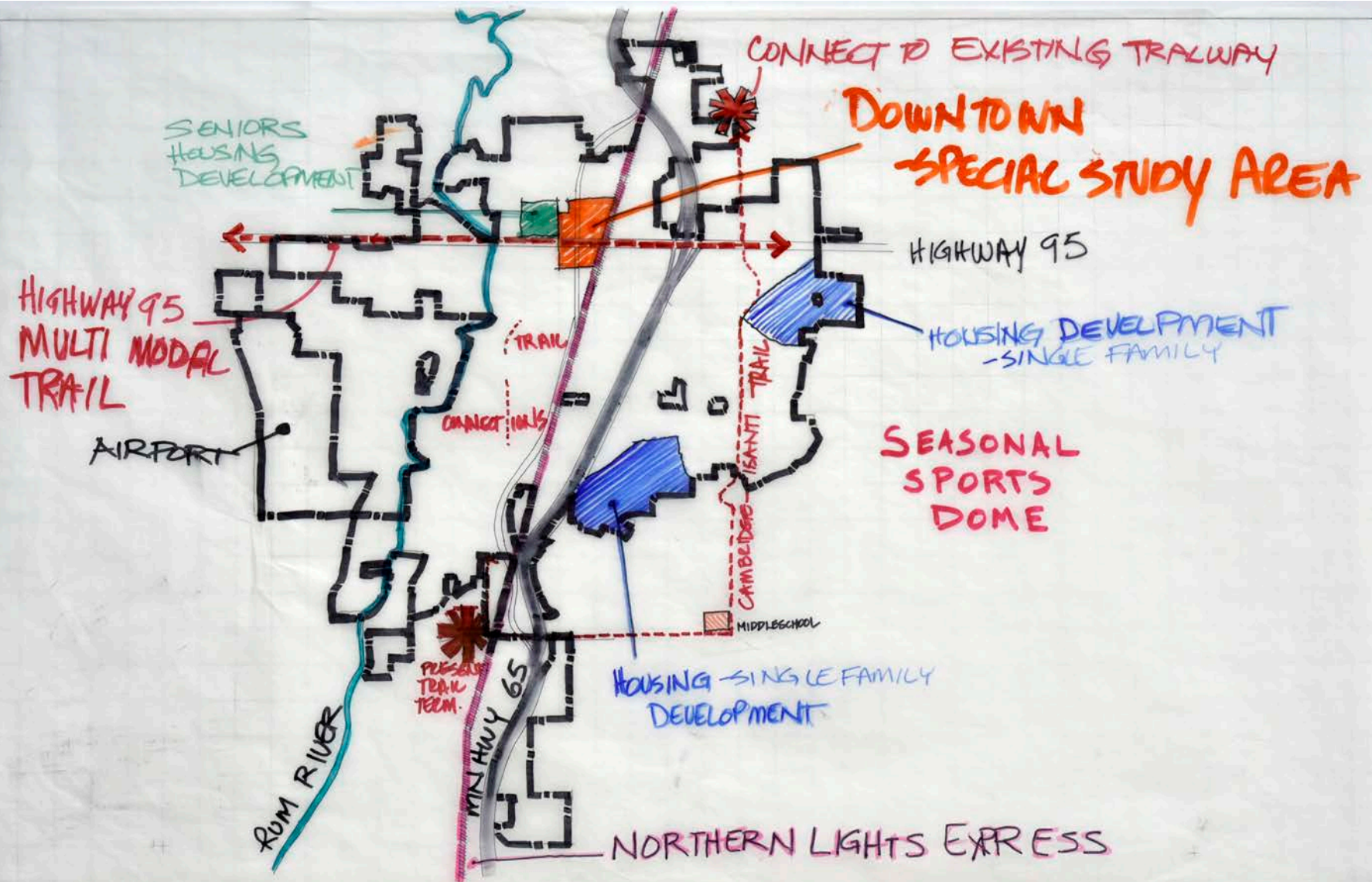


IMPOSED
DIRECTION

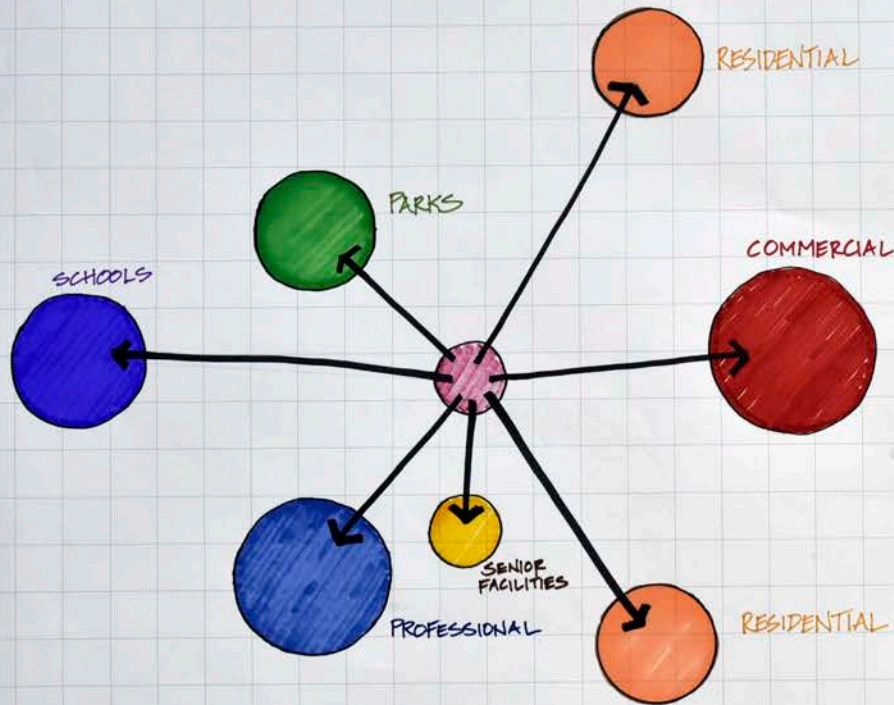


UNIFIED
DIRECTION

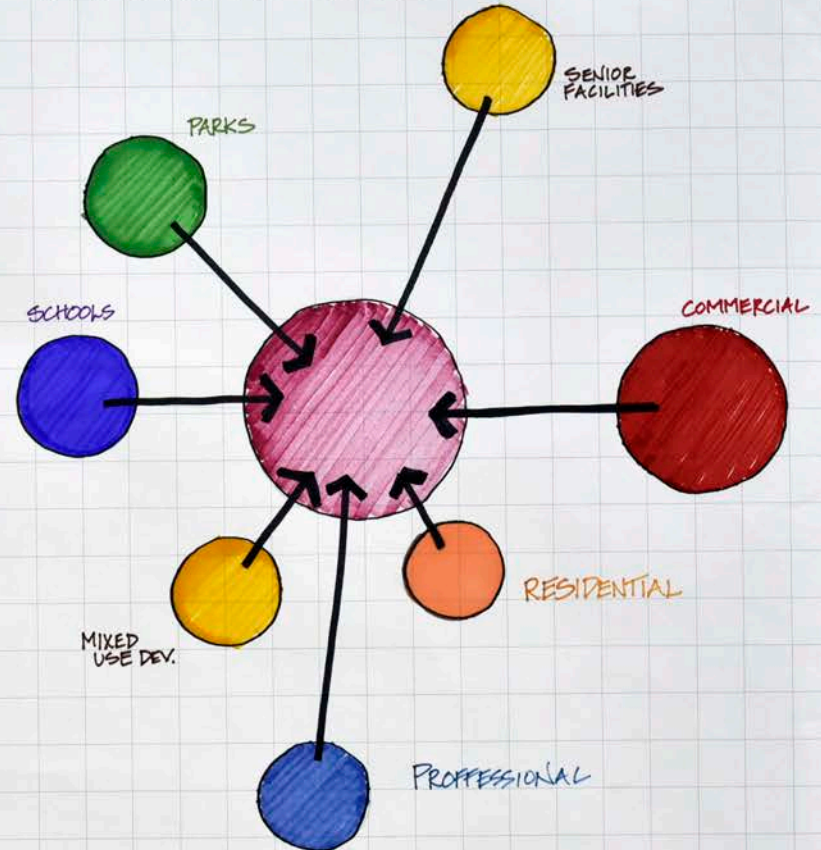




DYING DOWNTOWN



THRIVING CIVIC CENTER



SUPPORTIVE USES

-  EMPTY LAND
-  VACANT BLDG
-  OCCUPIED BLDG
-  CURRENT LIBRARY
-  FUTURE TOD HOUSING



Cambridge City Centre

The center of community ... a special Study Area.

- New Library
- New City Hall
- New Ramp
- New NLX Transit Station
- Existing Fire Station
- New Redevelopment Block
 - Arts and Culture Center
 - Events Venue
 - Recreation Center
 - Youth Commons
- New Redevelopment Outlot



"CAMBRIDGE CROSSING"

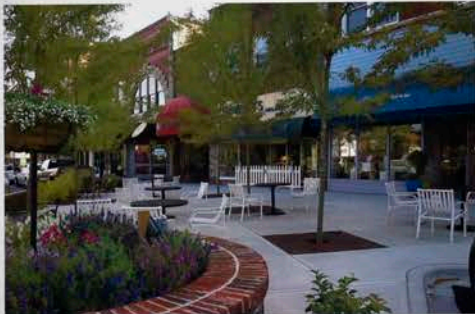
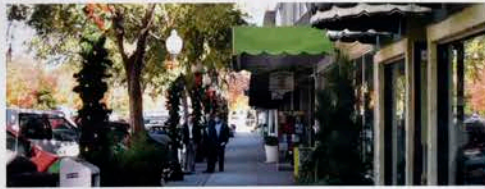
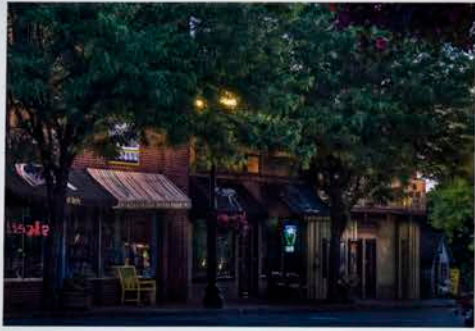
DOWNTOWN POTENTIALS

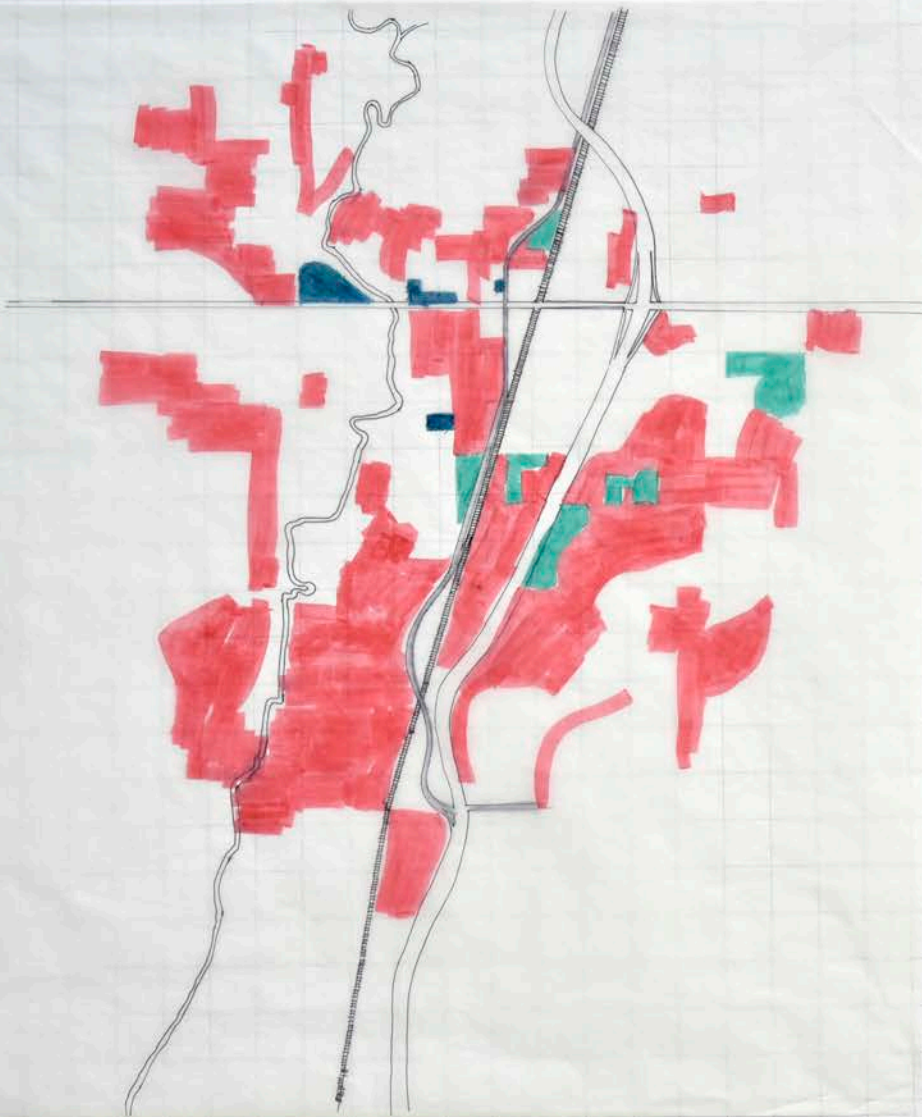
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Minnesota
Design
Team

CAMBRIDGE
Minnesota's Opportunity Community®

April, 2016





SINGLE FAMILY
1.3-1.5% VACANT

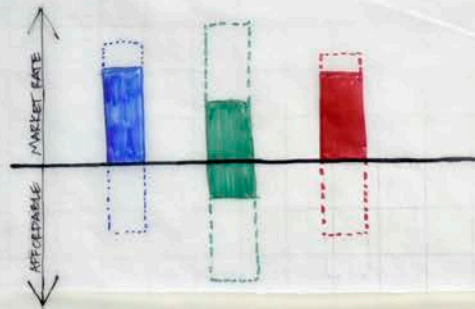


MULTI FAMILY
1.3% VACANT



SENIOR HOUSING
.2% VACANT

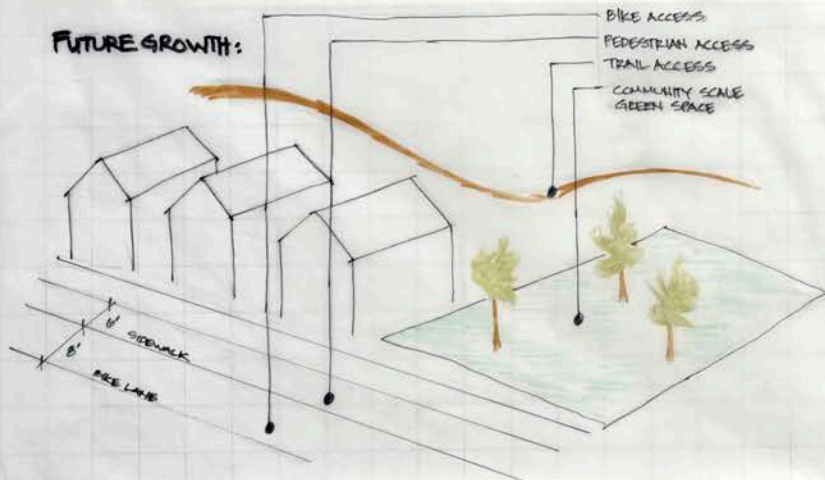
EXISTING HOUSING STOCK



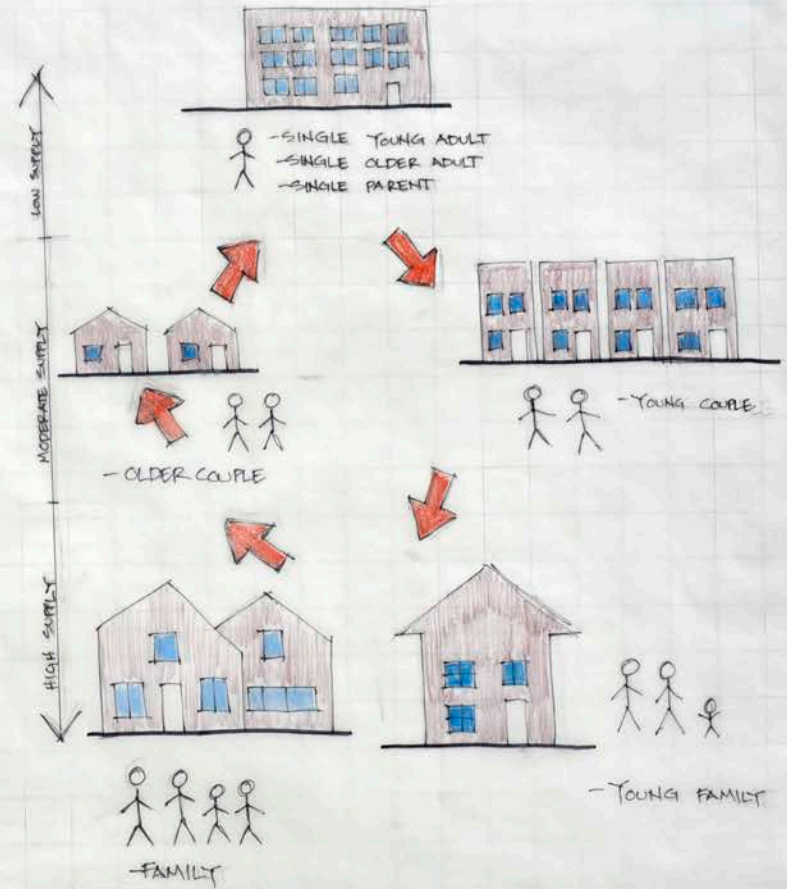
HOUSING SUPPLY:

- SINGLE FAMILY
- MULTI-FAMILY
- SENIOR HOUSING
- GAPS IN MARKET

FUTURE GROWTH:



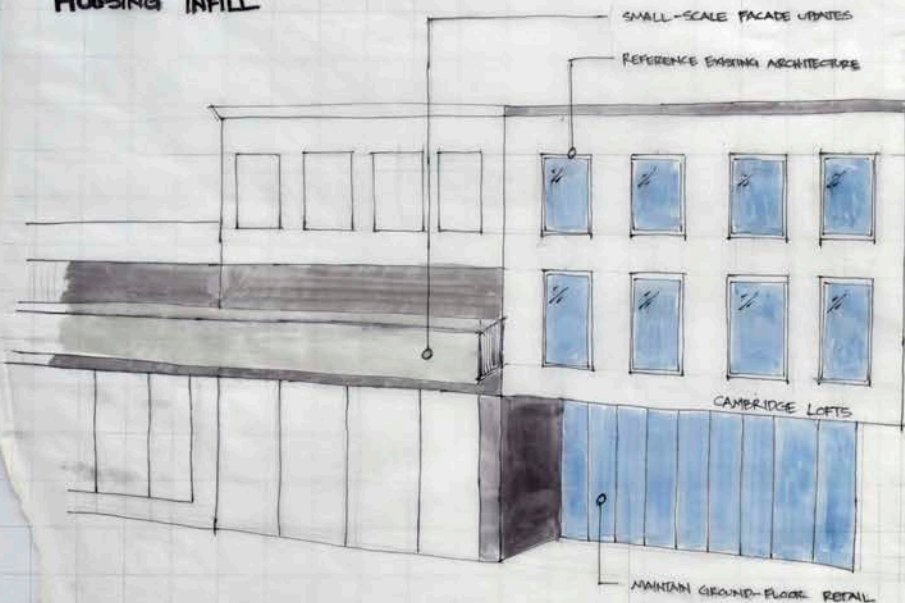
HOUSING LIFE CYCLE



EXISTING:



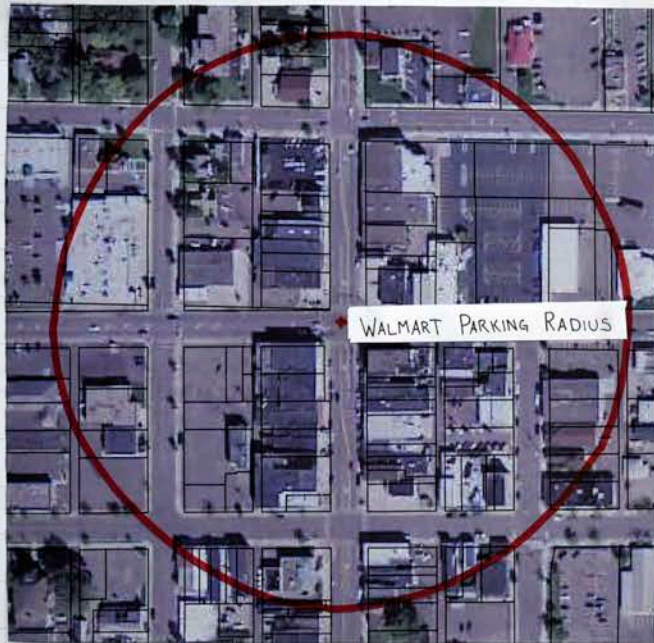
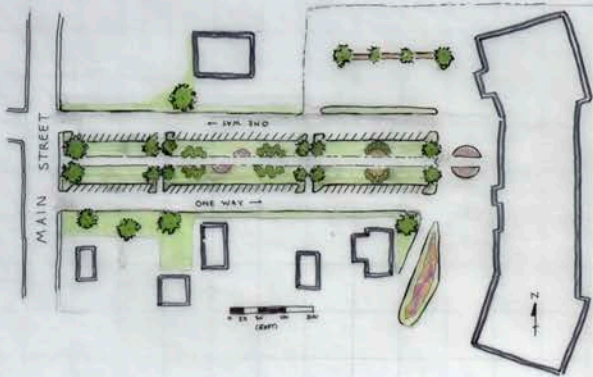
HOUSING INFILL



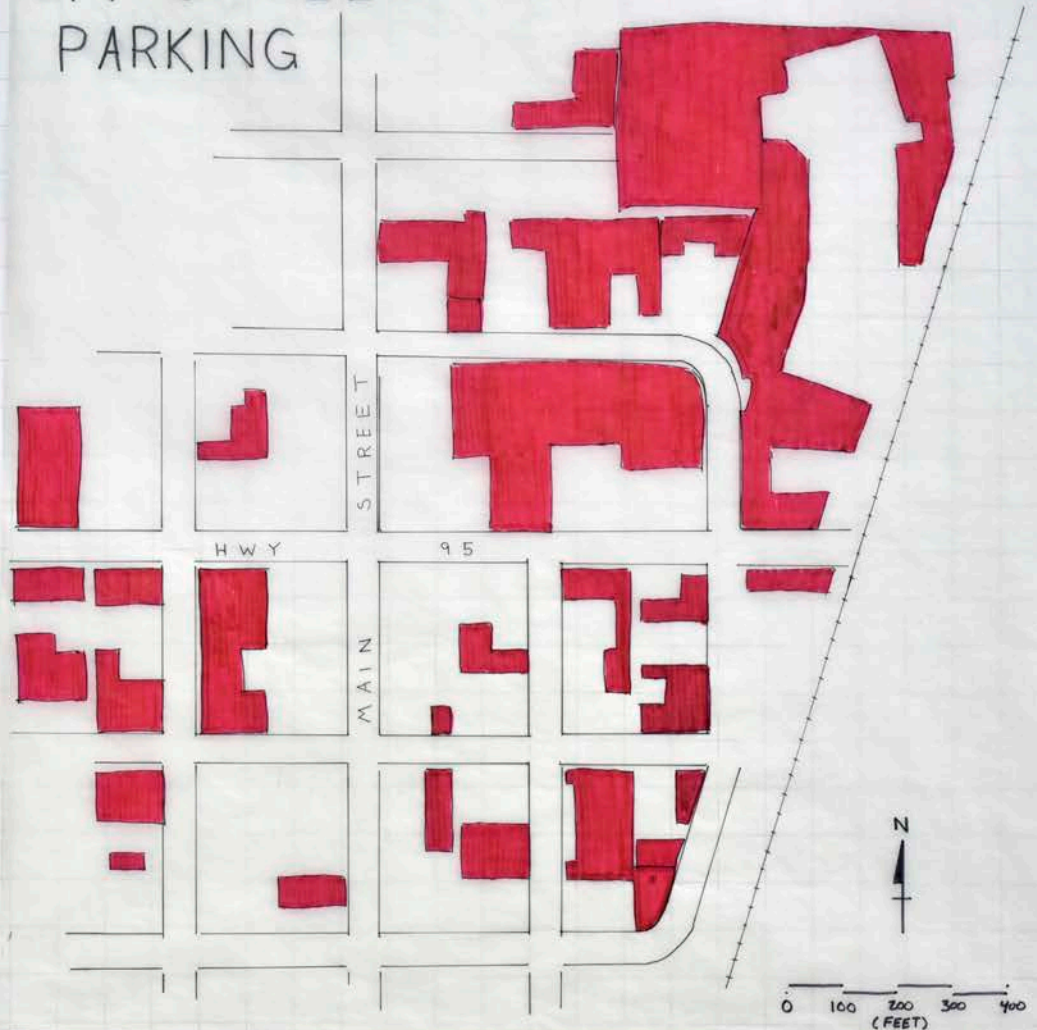
PLANNING FOR DEVELOPMENT

- CONSIDER ADOPTING DESIGN + DEVELOPMENT STANDARDS DOWNTOWN FOR SIGNAGE + ARCHITECTURE
- CONSIDER VARIOUS HOUSING DEMOGRAPHICS:
 - SINGLE ADULTS
 - WHAT IS SENIOR-FRIENDLY DOWNTOWN LIVING?
 - SPECIAL NEEDS / UNIVERSAL DESIGN
- CONSIDER SUPPORTIVE PROGRAM:
 - ENTERTAINMENT
 - GROCERY STORES
 - TRANSPORTATION OPTIONS

CAR 'PARK'



OFF STREET PARKING



HWY 95

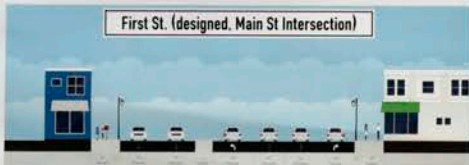
COMPLETE STREETS

- BOOST RETAIL SALES
- CYCLISTS SPEND MORE PER MONTH
- RAISE PROPERTY VALUES
- INCREASE PEDESTRIAN TRAFFIC

AVERAGE TRAFFIC (DAILY)



CURRENTLY 66' WIDE



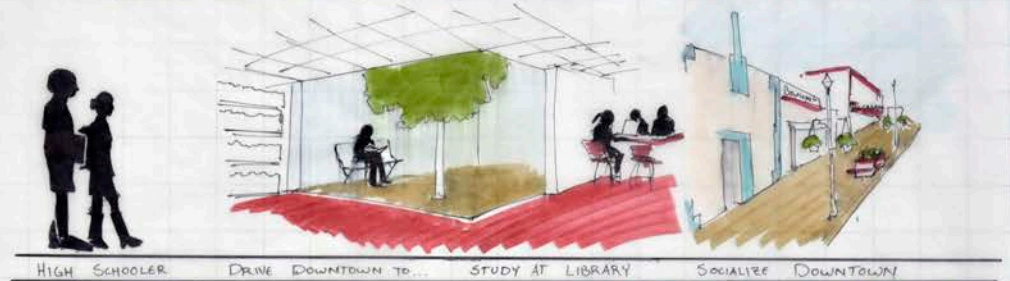
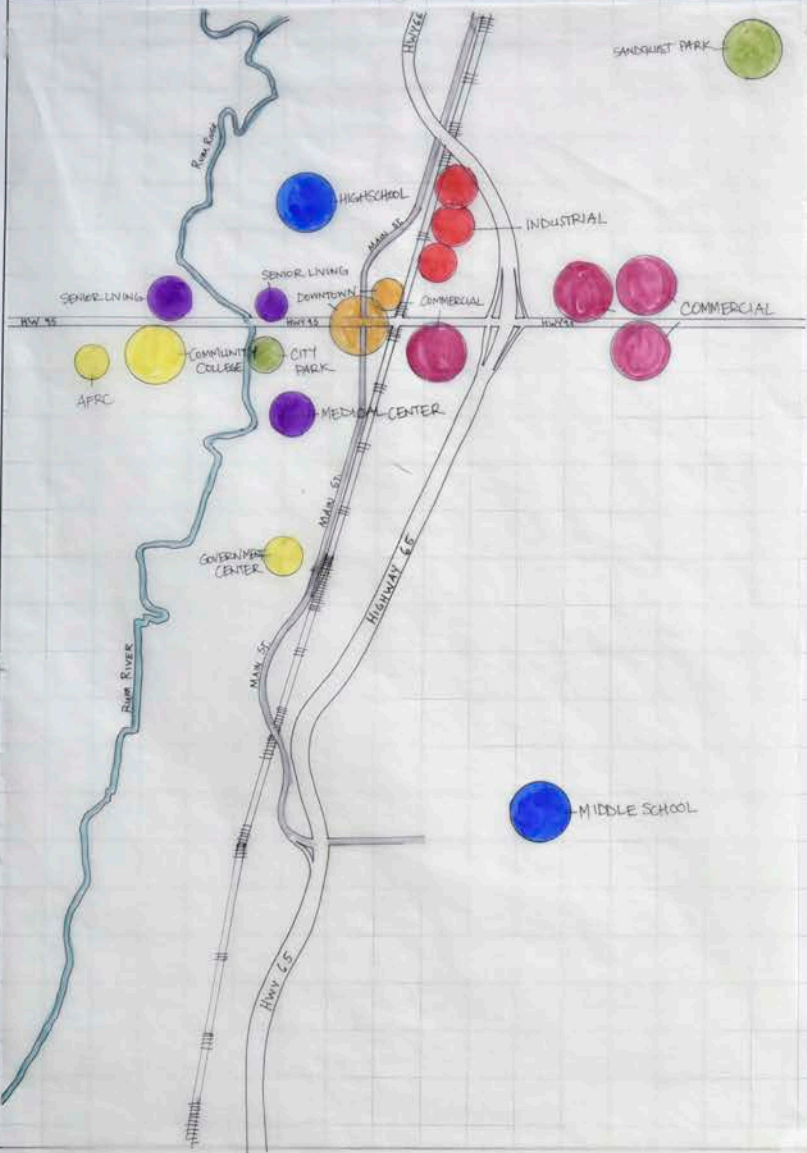
- DESIGN FROM ENGINEER
- 101' WIDE
- REQUIRES BUILDING ACQUISITION



- 66' WIDE
- NO ACQUISITION ALTERNATIVE



- 84' WIDE
- LESS ACQUISITION ALTERNATIVE
- BIKE LANES

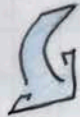


CONNECTIVITY

ANYTOWN, USA

HISTORIC MN

- Native Paths & Trails
- Trading Routes
- Transportation Systems
(Water, Railroad, Highways)



SMALL TOWN MN

- Box Stores & Chains
- Sprawl
- Main Street Struggles



CAMBRIDGE MN

- Small Town
- Natural Areas
- European Heritage
- Friendly People
- Family Oriented
- Educational Opportunities



RESOURCES/ASSETS

- Hospital / Medical Soc.
- ARCC
- River
- Festivals
- Arts & Entertainment
- Proximity to Metro Areas
- Parks & Trails
- Growing Population
- Strong Schools
- Local vol. & Task Forces
- Library
- Elof Wedin



WHAT DO WE DO NOW?

● CONSIDER OTHER USES FOR THE PROPOSED LIBRARY SITE SOUTH OF THE HOSPITAL.

OUTDOOR ATHLETIC FIELDS

INITIAL SWOT ANALYSIS ASSESSING THE BENEFITS OF DOWNTOWN INVESTMENTS

- LEVERAGING TAX DOLLARS THROUGH STRATEGIC INVESTMENTS THAT REINFORCE DOWNTOWN
- BECOME LEADER & CATALYST TO REVITALIZE DOWNTOWN
- ATTRACT & RETAIN NEW RESIDENTS
- POSITIVE IMPACT ON TOURISM
- CONNECTING NLX TRANSIT STATION TO DOWNTOWN THROUGH THE CITY CENTER

LEADERSHIP, OWNERSHIP AND IDENTITY

- ESTABLISH EXECUTIVE COMMITTEE (REPS):
 - CITY
 - CHAMBER
 - DWTN. TASK FORCE
 - 95 TASK FORCE
- CONDUCT BOTTOM-UP ENGAGEMENT PROCESS
 - IDENTIFY ISSUES & OPPORTUNITIES
 - STRATEGIC PLANNING
 - FUNDING STRATEGIES
 - COMMUNITY RESOURCES
- NURTURE OWNERSHIP & RESPONSIBILITY FOR SOLUTIONS

VISION

- DEVELOP SHARED VISION
- IDENTIFY PRIORITIES
- DEFINE LAND USE, ZONING REGULATIONS & DESIGN GUIDELINES DOWNTOWN
- PRIORITIZE PROJECTS
- IMPLEMENT (INCLUDES EVALUATION & ENFORCEMENT)

MARKETING AND SUPPORT

- USE POSITIVE MESSAGES
- COLLABORATE WITH:
 - ANOKA RAMSEY COMMUNITY COLLEGE
 - ALLINA HOSPITAL
 - SENIOR HOUSING GROUPS

FINAL COMMENTS

THANK YOU!

QUESTIONS?