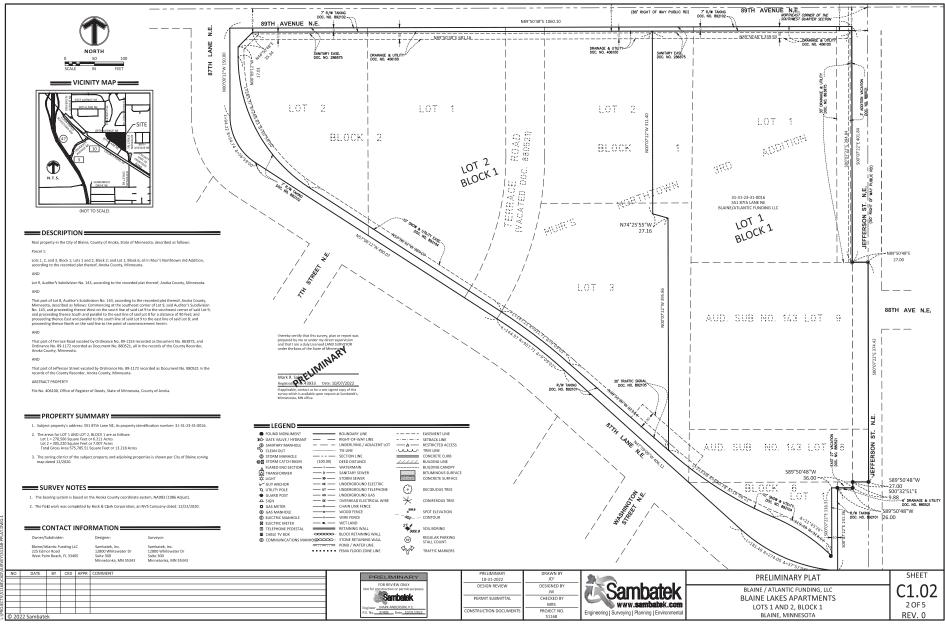
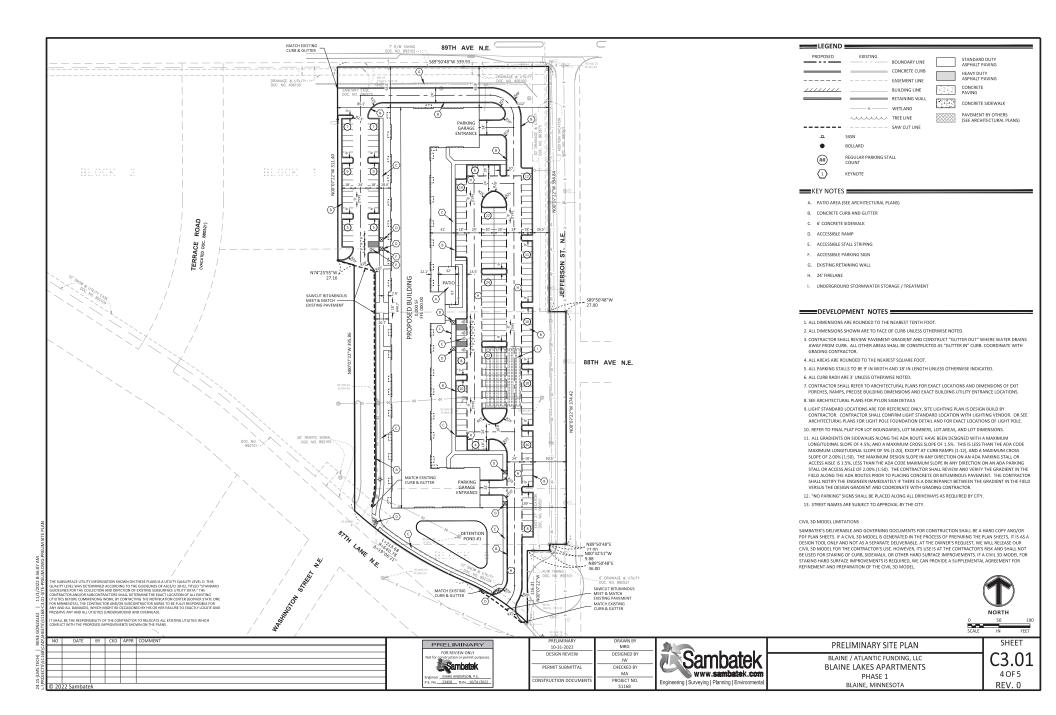


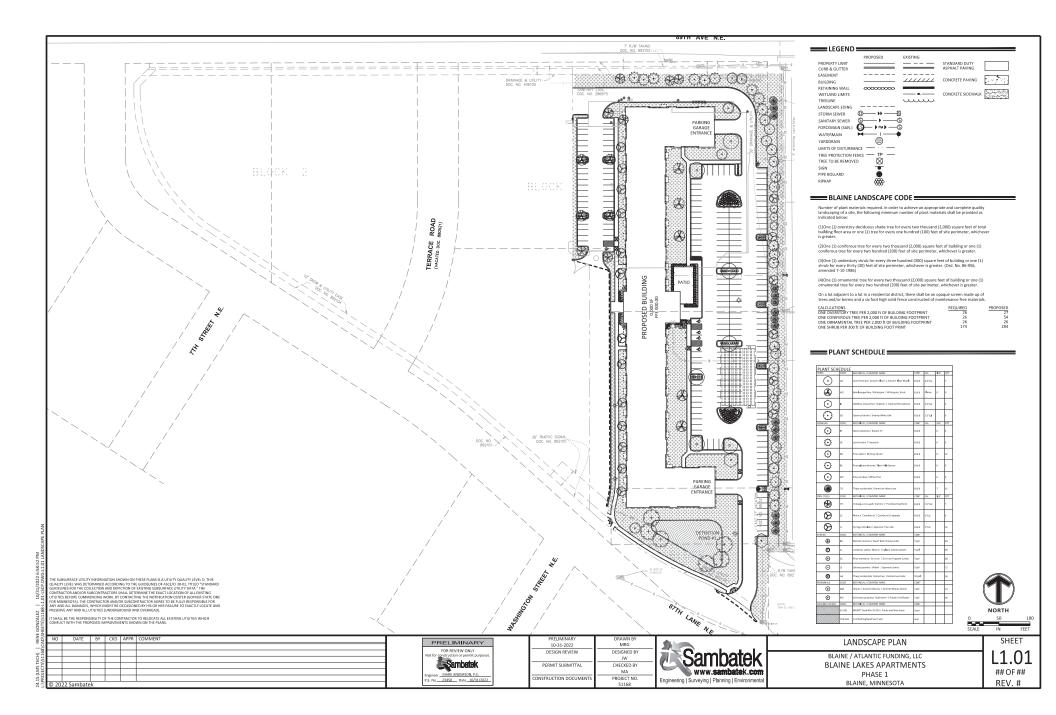
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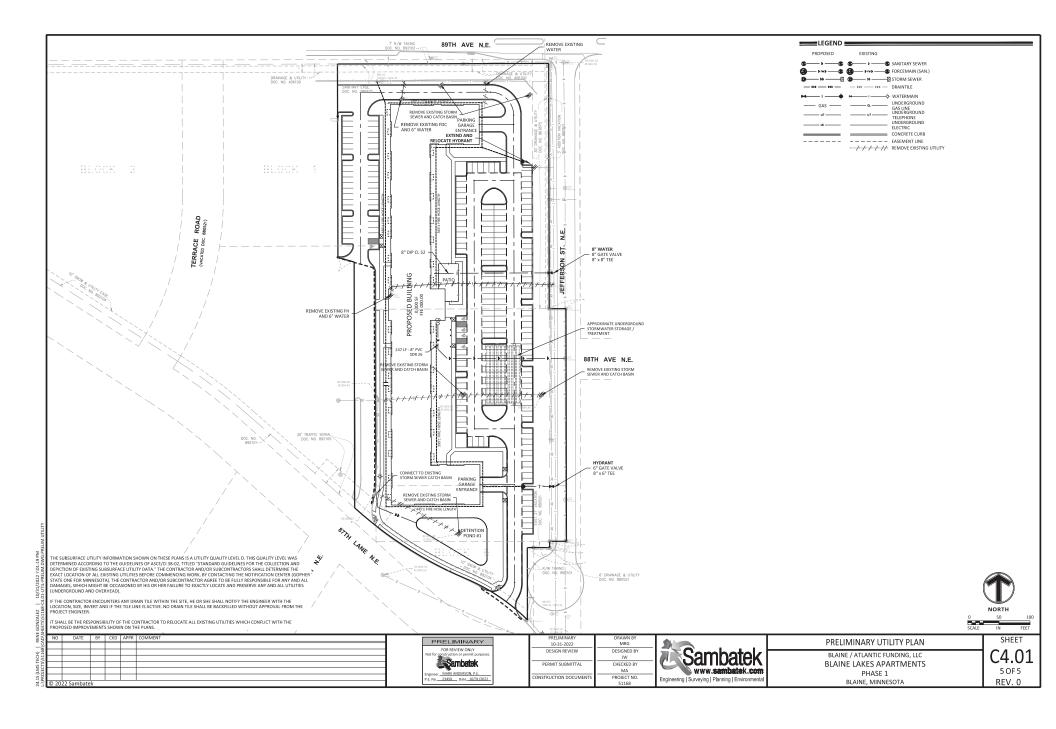
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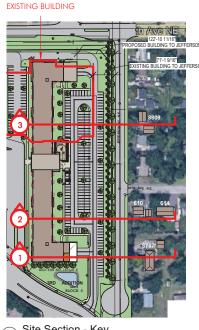


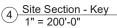


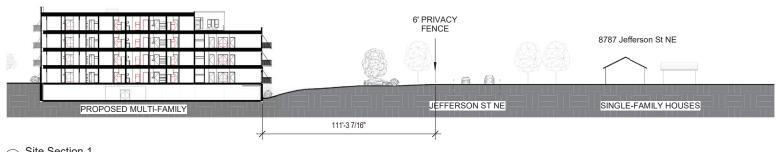
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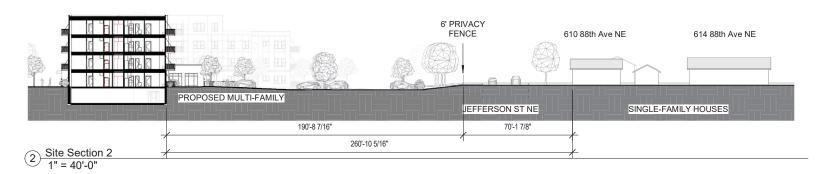


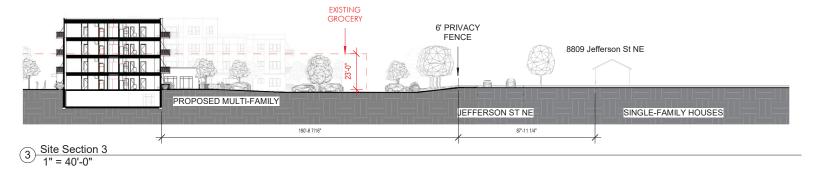






1 Site Section 1 1" = 40'-0"







CONCEPTUAL RENDERING - WEST ENTRANCE VIEW



CONCEPTUAL RENDERING - SOUTHEAST AERIAL VIEW



CONCEPTUAL RENDERING - NORTHEAST AERIAL VIEW



CONCEPTUAL RENDERING - SOUTHEAST STREET VIEW



CONCEPTUAL RENDERING - EAST ENTRANCE VIEW



CONCEPTUAL RENDERING - SOUTHWEST STREET VIEW



### **BLAINE LAKES APARTMENTS - 196 UNITS**



Concept Plan
Blaine Lakes (Northtown) Blaine, MN 55449
Project Narrative
October 19, 2022

**Developer:** Roers Companies

**Architect:** Kaas Wilson, 1301 American Blvd E, Bloomington, MN 55425

Engineering: Sambatek, 12800 Whitewater Dr #300, Minnetonka, MN 55343





#### 1. DEVELOPER BACKGROUND

Roers Companies is a fully integrated real estate development and property management company with assets operating and under construction totaling over \$1 Billion. Based in Plymouth, Minnesota, the company builds and operates communities across the Midwest with over 50 assets spread across Minnesota, lowa, North Dakota, South Dakota, Wisconsin, Texas, Florida, Arizona and Utah. They take pride in the communities they build and seek to build long term relationships with the cities and neighborhood they invest in. Because of this focus on owning their projects after construction, Roers is very intentional about the use of the highest quality materials, finishes, and appliances in the construction of their buildings and in the provision of a well-managed, attractive, and secure resident experience during operation.

#### 2. PROJECT VISION

Roers Companies is proposing a new construction, rental housing community in Blaine, Minnesota. The community would be in close proximity to a range of existing retail development and convenience. The primary retail node is Northtown Mall which is at the intersection of County Hwy 10 and 87<sup>th</sup> Lane NE. This retail intersection is adjacent of the Site and contains numerous retailers anchored by Cub, Home Depot, Target, At Home, Applebees, and numerous retailers at Northtown Mall, among others. This area is in close proximity to State Hwy MN- 610 and has multiple mass transit bus stops within walking distance. This proposed project will also respond to a demonstrated market demand for the kind of rental housing being sought by many of the young professionals critical to the continued growth of area businesses. Having this type of housing stock available will help ensure Blaine residents have a well diversified housing stock available for their housing needs. With these positive conditions, Roers is confident this location will serve Blaine's growing high density housing demand very well and will lease quickly.

The project as it is currently envisioned will require demolition of part of the existing Rainbow Village retail center. Once demolished, Roers plans to construct two "L" shaped, four story wood framed, flat roofed apartment building constructed over a one-story parking garage that will be partially below grade and connected in the middle by a single story clubhouse/ amenity building. The apartments will consist of a mix of Studio, one, two and three bedroom units all with numerous high-end upgrades. Roers intends to include an amenity rich community to help foster a sense of community. The planned community amenities for this market rate project include:

- Fitness Center- An approximate 1,000 SF fitness center with overlooking the outdoor courtyard area.
- Community Lounge- Large open shared community lounge that can accommodate private events (birthday, holiday, and other event parties) and overlooks the outdoor pool/courtyard area to engage residents and create a sense of community.





- Enclosed Heated Parking- Parking will be available for resident use in the underground heated garage.
- Outdoor Patio- An outdoor patio area that will have outdoor seating and grill stations to encourage outdoor resident engagement.
- Coffee Bar- A gourmet coffee machine will be provided for residents to use for residents with on the go lifestyles and also helps brings residents to common areas to further the community engagement.
- Pet Spa- A large majority of our residents have pets and this amenity space will include a stand up pet wash station, dryer, as well as treats for their loved ones.
- On-site full-time Property Manager.

#### 3. LAND USE

The current land use is retail and future land use is guided as Regional Commercial (B-3). Currently the building has had a change in ownership and there is a renewed interest to invest into this building to bring it back to life as currently the majority of the building consists of vacant retail. With this new proposed apartment community, the improvements will help drastically increase taxable revenue coming into the city. Specifically, the Northtown commercial area is identified as "Area 2" and is one of four high priority redevelopment areas the Economic development staff identified as a priority in the 2040 comp plan (*Blaine 2040 Comp, Pg. 88*). Specifically, relating to this "Area 2" the EDA advised "The EDA/City should also consider financial assistance for removal of buildings and site preparation, particularly the K-Mart building. Future redevelopment could consist of a mix of medium/high density residential and retail/commercial uses." This project Roers is proposing aligns directly with the 2040 comp plan by proposing more housing options through redevelopment that leverages city financial assistance in an area specifically identified as a high priority redevelopment area.

#### 4. Housing Need

As referenced in the Blaine 2040 comp plan Housing study, "Detached single-family housing tends to be the most expensive type of housing because it requires the most land" (*Blaine 2040 comp*, p. 46). This furthers the need to have a more diverse housing stock primarily focused in single family homes, which currently represent 88.9% of the housing stock in Blaine. The needs and preferences of an aging and diversifying population is likely to translate to a higher regional demand for more smaller housing units and multifamily development. Currently multifamily housing only represents 6.9% of the available housing stock in the city of Blaine. The city has recognized this and has made it a priority as referenced here "The City will continue to provide a range of housing options that will serve a diverse population, and will consider opportunities to encourage multifamily and attached housing infill development to meet a growing regional demand..." (*Blaine 2040 comp*, p. 43). Our proposed project will help to address the need for quality rental housing at a density level that is not only of need within the City, but it appropriate to the surrounding land uses and retail areas. It is also the hope that a market-rate project of this size and quality will be a catalyst for other future development within the Northtown area.





FIGURE 1-12: BLAINE HOUSING UNITS BY HOUSING TYPE

Housing Type	Units	Percent
Single-Family Detached	14,471	64.0%
Townhomes (single-family attached)	4,523	20.0%
Manufactured home	1,722	7.6%
Duplex and triplex and quad	340	1.5%
Multifamily (5 units or more)	1567	6.9%
Total	22,623	100%

Source: 2015 ACS 5-Year Estimates

#### 5. DENSITY

Roers is proposing a 196-unit development on approximately 6.2 acres, which relates to a density of 31.6 units/ acre, which is below the 60 units/acre maximum. Comparatively, the Met Council sets minimum goals for density and has no max density requirement in their 2040 housing policy plan. Specifically "of the multifamily affordable units built between 2003 and 2013...the average project density was more than 39 units per acre. The Council recognizes that flexibility is an important component of housing elements and that the minimum densities provided below are significantly lower than that average of 39 units per acre. The Council strongly encourages communities to consider densities higher than these minimums. The Council will provide technical assistance to local governments to demonstrate what different densities can look like in different kinds of communities. With the right design, higher density development can fit well in almost any community." (Met Council Housing p. 111)

#### 6. CASE STUDY- Axle Apartments – 6530 University Ave, Fridley, MN

To give context of a successful TIF supported redevelopment project developed in partnership with city staff in a more retail oriented area of a major suburban city, a previously developed Roers Companies project, Axle Apartments in Fridley is used as a case study showing the successful partnership with city staff on a tired old retail building that was approved for redevelopment with TIF to construct a more dense and less parked project with minimal setbacks. Similarly, Roers partnered with city staff to re-envision an outdated commercial retail center, Holly Center:

- **Tax Increment Financing** Roers closed on a Redevelopment Agreement with the City of Fridley which includes the City providing \$8.1 million of Tax Increment Financing
- Rezoning- Site was originally zoned as C-3 General Shopping in the city of Fridley zoning district and city staff approved rezoning to S-2 Rezoning district, which allowed construction of 262 units of workforce housing.
- Density 262 units on 7.21 acres = 36.3 units/acre
- At the time of first resident move-ins (April 29, 2022), the property was 95% leased, giving evidence of the need for multifamily housing in the area.





- https://www.axleapartments.com/
- <a href="https://finance-commerce.com/2020/10/fridley-workforce-rentals-planned/">https://finance-commerce.com/2020/10/fridley-workforce-rentals-planned/</a>



#### **References:**

- 1. Blaine 2040 Comprehensive Plan- <a href="https://www.blainemn.gov/DocumentCenter/View/4995/2040-Comprehensive-Plan-and-Surface-Water-Plan-PDF?bidld="https://www.blainemn.gov/DocumentCenter/View/4995/2040-Comprehensive-Plan-and-Surface-Water-Plan-PDF?bidld="https://www.blainemn.gov/DocumentCenter/View/4995/2040-Comprehensive-Plan-and-Surface-Water-Plan-PDF?bidld="https://www.blainemn.gov/DocumentCenter/View/4995/2040-Comprehensive-Plan-and-Surface-Water-Plan-PDF?bidld="https://www.blainemn.gov/DocumentCenter/View/4995/2040-Comprehensive-Plan-and-Surface-Water-Plan-PDF?bidld="https://www.blainemn.gov/DocumentCenter/View/4995/2040-Center/View/4995/2040
- 2. Thrive MSP Met Council 2040 Housing Policy Plan <a href="http://metrocouncil.org/METC/files/54/54ec40bb-d6ce-45bb-a571-ee00326ccd20.pdf">http://metrocouncil.org/METC/files/54/54ec40bb-d6ce-45bb-a571-ee00326ccd20.pdf</a>





DATE: 14 October 2022

TO: Jonathan Adam, Silverstone Realty

FROM: Scott Israelson

RE: Trip Generation Statement

Blaine Apartments Blaine, Minnesota

#### Introduction

Traffic Impact Group has been retained to prepare this trip generation statement for the proposed Blaine Apartments development in Blaine, Minnesota. The site is part of the Rainbow Village Center located on the north side of 87th Lane north of County Road 10.

The project proposes to remove the 65,476 SF vacant grocery store and construct 196 multifamily units.

#### **Trip Generation**

Table 1 shows trip generation estimates based on the 11th Edition of the ITE Trip Generation Manual.

Table 1 - ITE Trip Generation								
Average Weekday Driveway Volumes				AM Peak Hour		PM Peak Hour		
Land Use	ITE Code		Size	Daily Trips	Enter	Exit	Enter	Exit
Existing								
Supermarket	650	65.5	Th.Sq.Ft. GFA	6001	110	77	275	274
Proposed								
Multifamily Housing (Low-Rise)	220	196	Dwelling Units	1332	20	64	65	39
Total New Trips to Adjacent Network			-4669	-90	-13	-210	-235	

The development is expected to generate 1,332 daily trips, which is above the City's threshold for a TIA, but is projected to generate far fewer trips than what would be allowable under current zoning.

Please feel free to contact me with any questions at scott@traffic-impact.com.

#### **Roers Blaine Neighborhood Meeting**

Neighborhood meeting took place on the evening of October 27<sup>th</sup> at 6:00pm in the vacant grocery store (the project location). There were approximately 40 people in attendance and the meeting lasted about 1 hour. There were a mixture of people who supported and opposed the project, but the opposers were more vocal/outspoken than the supporters.

The meeting consisted of a short presentation by the developer and architect on the proposed plans, then was opened up for question/answer/comments.

#### **Concerns:**

- Noise
  - **Neighbor concerns:** This project will create substantial noise throughout the area.
  - Roers' belief: As the proposed plans show, the apartment building is pushed back farther away from the neighborhood than the existing building. This will create a larger buffer- which will also include landscaping to help mitigate noise.
     To assist in mitigating noise, Roers will be added more trees than required by city code.
- Lighting
  - Neighbor concerns: The lighting coming from this project will be too much and distracting to surrounding neighbors.
  - Roers' belief: City code will be followed with the lighting requirements and lighting will not extend across the property line into the neighbor's property.

#### Crime

- Neighbor concerns: This project will bring in crime and unwanted criminals to the area. Many individuals related crime with subsidized housing.
- Roers' belief: Roers and our in-house property management team will do anything they can to mitigate and prevent crime- as crime makes our property less desirable to live in. This strictly Market-Rate project will have keycard access only, full time on site property management and security systems (cameras) in place. Our belief is this project will bring no extra crime to the area but instead help reduce crime in the current vacant location.
- Traffic

- Neighbor concerns: Too much traffic will be added to the area because of this project.
- Roers' belief: A multifamily project of this size will significantly decrease daily trips compared to retail- which previously occupied the site. There are no direct/new road connections between our project and the residential neighborhood to the east.

### Building Height

- **Neighbor concerns:** 4 stories is too high and would invade on privacy.
- Roers' belief: The building is designed to keep the neighbor's privacy which is
  why the building steps down to 3 stories at the nearest points to the
  neighborhood. The building is also at the extreme west side of the property and
  has a step-down to 1 story in the middle.

#### Parking

- Neighbor concerns: The project will not have enough parking.
- Roers' belief: There will be 365 parking stalls for 196 units, which we believe is more than sufficient to satisfy the need.

#### Demand

- Neighbor concerns: The city does not need more housing and there is not enough demand to accommodate this project.
- o **Roers' belief:** There is enough demand for this project as seen in a similar Roers project down the road—Axle Apartments- which was 95% leased at opening.

#### Property Values

- Neighbor concerns: Property values will significantly change with this project.
- o **Roers' belief:** Studies show that the change in property value is nominal when these projects are built- if anything, a slight increase in value happens.

#### Other feedback:

- Privacy fence between project and neighborhood
  - Roers likes this idea and will investigate design options
- Play place for kids
  - Past projects have included either indoor or outdoor space for residents' children- this project will look to have the same
- Add evergreen trees as a buffer

0	Roers will look into this design to keep leaves from entering neighboring yards

It is an interesting historic fact that Southdale, the nation's first indoor mall, was planned to be a mixed-use community, including the same mix of uses many malls nationwide are now working to integrate into their facilities, more than sixty years later. Northtown Mall, like most of its contemporaries, is an island in the familiar sea of parking. There is little to draw people into the mall other than retail, and many of those retail outlets can now be found elsewhere. The mall is completely oriented to the car; walking and biking and even the use of transit can be unsafe and unpleasant experiences.

The Northtown District Vision Plan provides a guide to transform the district into a mixed-use, vibrant, and forward-thinking destination. All systems — environmental, social, economic, physical — need to be considered together. The evolution of the mall area and its surrounding neighborhood from a predominantly retail environment to a more walkable and bikeable, fine-grained mix of uses — including retail, housing, employment, hospitality and public places — served by a variety of modes of movement and seamlessly integrating sustainable principles into its design, can become a model for adaptive reuse in a quickly evolving world.

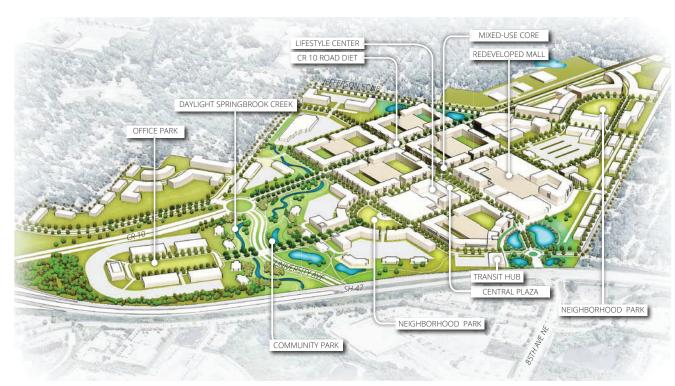
Most importantly for the Northtown Mall District, perhaps, is the imperative to act now to reimagine the mall area as a more diverse and inviting mixed-use marketplace that appeals to and attracts people from all walks of life to come to live, work, recreate, shop, and gather.

### THE VISION PLAN

The Northtown District Vision Plan presents a long-range framework for redevelopment in the district, which includes the Northtown Mall and surrounding retail areas. Market-driven, the framework is designed to be flexible and nimble; it can respond to change in a myriad of ways, accommodating, for example, existing large-footprint stores while, over time, responding to retailers' changing needs and the impacts of new technologies on the shopping habits of clients.

More importantly, it envisions new, finer-grained development and housing mixed with retail uses, as well as other complementary uses such as parks, lodging, medical office, co-sharing work places, start-up offices, brew pubs and maker spaces — the elements that comprise emerging successful neighborhoods throughout the country.

FIGURE 1: PROPOSED NORTHTOWN DISTRICT VISION PLAN



## Housing

#### RESIDENTIAL MARKET

The residential market shows a strong demand for Class A property. With only 927 units of Class A on the market - 15% of the total supply - Class A has been rapidly absorbed and vacancy rates for Class A and Class B have almost equalized.

The local population is growing faster than the market can supply new units. On average, there are approximately 240 new households formed and only 165 new units, leaving a shortage of 75 units annually, or 750 units undersupply over the next ten years. The current pipeline only plans to deliver 285 units. There will be unmet demand in the market for an additional 465 units. At the average unit size for the market, that implies an additional 425,940 SF of residential development.

#### Class A Definition

- Generally, product built within the last 10 years
- Properties with a physical age greater than 10 years but have been substantially renovated
- High-rise product in select Central Business District may be over 20 years old
- Commands rents within the range of Class "A" rents in the submarket
- Well merchandised with landscaping, attractive rental office and/or club building
- High-end exterior and interior amenities as dictated by other Class "A" products in the market
- High quality construction with highest quality materials

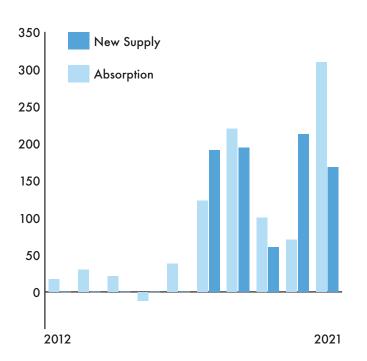




#### **DEMAND EXCEEDS SUPPLY**

The market is absorbing new residential supply faster than new residential product is brought to market. If the demographic and development patterns maintain their current trajectory, the availability and affordability of housing in the market will become severely constrained.

#### FIGURE 22: SUPPLY VS. DEMAND HOUSING CONDITIONS



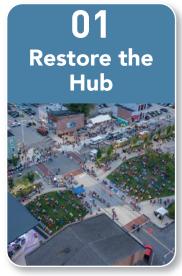
#### **CLASS A PREMIUM**

The Class A market represents a small percentage of the local market, but those properties command a premium. The premium is for quality, not size. Units are only 4% larger, on average, but rents are 27% higher per square foot. This implies the Class A market has room for growth.

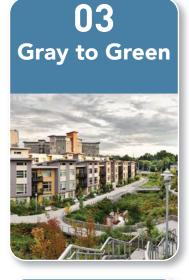
#### FIGURE 23: DEMAND FOR CLASS A HOUSING OPPORTUNITIES

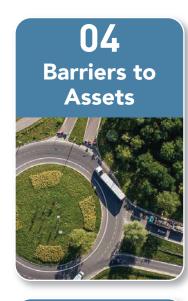


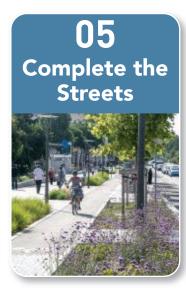
## **District Principles**

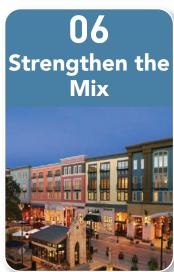


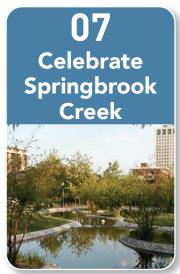


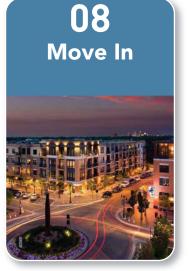


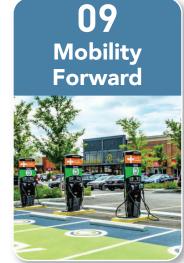


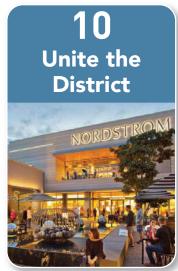












# 06 Strengthen the Mix

- Broaden the mix of land uses in the district to create a place where people can live, shop, work and recreate
- Promote more compact, dense development patterns that encourage a walkable environment
- · Create a viable, long-term neighborhood and destinations for the surrounding community
- Make it unique target investments that elevate experiences for people living, working, and visiting the district







# 08 Move In

- Provide a diverse range of residential opportunities in the district - i.e. senior, multi- generational, multi-family, marketrate, and affordable housing options
- Integrate future development with surrounding neighborhood edges by transitioning the scale of new development adjacent to existing single-family residential neighborhoods
- Meet the housing demand for rental and ownership and create an environment that is enticing to live, work, and play







#### FIGURE 30: PROPOSED NORTHTOWN MALL DISTRICT VISION PLAN

- 7. New outdoor parks and open spaces provide large and small gathering places for community events, festivals, and a variety of programmed and impromptu experiences.
- 8. A greater mix of land uses will provide the opportunity to create a more vibrant and economically viable district for the City of Blaine.



and Fridley to County Highway 10 in Blaine and Spring Lake Park.

The safety of all who use these roads is a growing concern. There are more accidents than average on segments of Hwy 47 and Hwy 65, and accidents that involve pedestrians and bicyclists are far more likely to result in death or serious injuries. As a result, MnDOT has been engaging the communities along Hwy 47 and Hwy 65 in a new study to better understand the needs of the different users of these roads, and what kinds of future improvements will help make conditions safer for all.

Through discussions with MnDOT representatives during this planning study, it was communicated that pedestrian and bicycle safety improvements are being planned along SH 47 through the study area, particularly at the 85th Avenue and SH 47 intersection. The city should continue to stay abreast of these improvements and coordinate/partner with MnDOT to confirm the improvements support goals of the Vision Plan.

FIGURE 55: NORTHTOWN DISTRICT VISION PLAN - PHASE 1

