City of Blaine
City Council Workshop

July 10, 2023 | 5:30 PM
Blaine City Hall
10801 Town Square Drive NE
Blaine, MN 55449

AGENDA

NOTICE OF WORKSHOP MEETING

In accordance with the provisions of Section 3.01 of the Blaine City Charter, a Council Workshop meeting is scheduled for the following purpose:

1. Call to Order

2. New Business

2.1. 2023-294 Closed Session Pursuant to MN Statute 13D - Blaine Atlantic Funding LLC/City of Blaine Litigation
Sponsors: Erik Thorvig, Community Development Director

2.2. 2023-298 SBM Fire Department - Quarterly Update
Sponsors: Dan Retka, Fire Chief

2.3. 2023-272 Proposal for Morty's Bark and Brew
Sponsors: Erik Thorvig, Community Development Director

2.4. 2023-271 Kraus-Anderson Northtown Proposal Discussion
Sponsors: Sheila Sellman, City Planner

2.5. 2023-273 Northtown Land Use Discussion Part 2
Sponsors: Sheila Sellman, City Planner

2.6. 2023-297 Strategic Priorities Review
Sponsors: Ben Hayle, Communications Manager

3. Other Business

4. Adjournment

City of Blaine
Staff Report

File Number: 2023-294

Agenda Date	Status
July 10, 2023	
In Control	**File Type**
City Council	Workshop Item

New Business - Erik Thorvig, Community Development Director

Agenda Item # 2.1

Closed Session Pursuant to MN Statute 13D - Blaine Atlantic Funding LLC/City of Blaine Litigation

Background

An update will be provided on the current litigation.

Staff Recommendation

Questions for Council

Attachment List

None

City of Blaine
Staff Report

File Number: 2023-272

Agenda Date	Status
July 10, 2023	
In Control	**File Type**
City Council	Workshop Item

New Business - Erik Thorvig, Community Development Director

Agenda Item # 2.3

Proposal for Morty’s Bark and Brew

Background

The City of Blaine Economic Development Authority owns property at 255 89th Avenue. The property was purchased by the EDA in 2005 for $1,155,000. The property was formerly a Frank's Nursery. The property was held for many years in anticipation of a joint redevelopment of the former big-box property to the west where a former K-Mart was located. In 2018, after years of being vacant, the property owner decided to repurpose the building into a multi-tenant building. As such, a larger redevelopment including the multi-tenant building isn't anticipated in the near future.

The subject property is approximately 2.89 acres. Since 2015, there have been several multi-family developers that have looked at the site for apartments, but previous City Council's weren't interested in the various projects. The property is currently zoned B-2 Community Commercial and guided as Community Commercial in the 2040 Comprehensive Plan. The Northtown Area Vision Plan identifies this area for medium density residential (townhomes). The land use identified in the vision plan makes sense under a larger redevelopment scenario. However, as noted above, this isn't anticipated for many years given the remodel of the multi-tenant building. A standalone residential property on the EDA property would be difficult given how small it is. The property has been challenging to maintain and, in its current state, doesn't help the appearance of the area.

Staff has been approached by the owners of Morty's Bark and Brew. The ownership group is looking for their first location. The concept is an indoor/outdoor beer hall designed to provide a safe and healthy environment for both dogs and humans. The property would be developed with an indoor beer hall with limited food options and an outdoor play area for dogs and humans. The attached business plan provides more information about the business venture. Information can also be found on their website, mortysbarkandbrew.com.

The company would purchase the land from the EDA to construct their facility.They have offered to pay $100,000 for the property. A letter is included providing reasoning for the offer. The offer is based on this being their first location and the costs associated with improving the property.

The purpose of the workshop discussion is to introduce the project and gauge whether the EDA is interested in selling the property for this use. If there is interest, flexibility can be provided in zoning and land use to not prevent the use if it moves forward, but also plan for future redevelopment to the west which could include housing. A formal action by the EDA would be required to enter into a purchase agreement while the

ownership group does further due diligence and obtains necessary zoning entitlements. Overall, staff finds this proposal intriguing as it introduces new investment in a key area of the city and the proposed use is consistent with feedback heard during the Northtown Area Vision Plan public engagement which identified new, unique dining options. If the proposal moves forward, attention will need to be placed on the relationship of the proposed use, which includes outdoor space for dogs, and the impact it would have on adjacent single family homes.

Staff Recommendation

Discuss the proposal and provide feedback to staff and the business based on the questions identified.

Questions for Council

Is the EDA interested in selling the property for the proposed use?
What concerns does the City Council/EDA have about the proposed use?

Attachment List

1. Location Map
2. Morty's Bark & Brew Business Plan
3. Morty's_Blaine Proposal Letter for Property
4. Page for Northtown Plan

Anoka County Parcel Viewer



Parcel Information: Approx. Acres:

Commissioner:

Plat:

Owner Information:

Anoka County GIS	1:2,400	Date: 7/3/2023

Disclaimer: Map and parcel data are believed to be accurate, but accuracy is not guaranteed. This is not a legal document and should not be substituted for a title search, appraisal, survey, or for zoning verification.

MORTY'S BARK & BREW



Plan For Morty's Bark & Brew Business Project

July 2023

Project Summary

Prepared by Air Gustafson

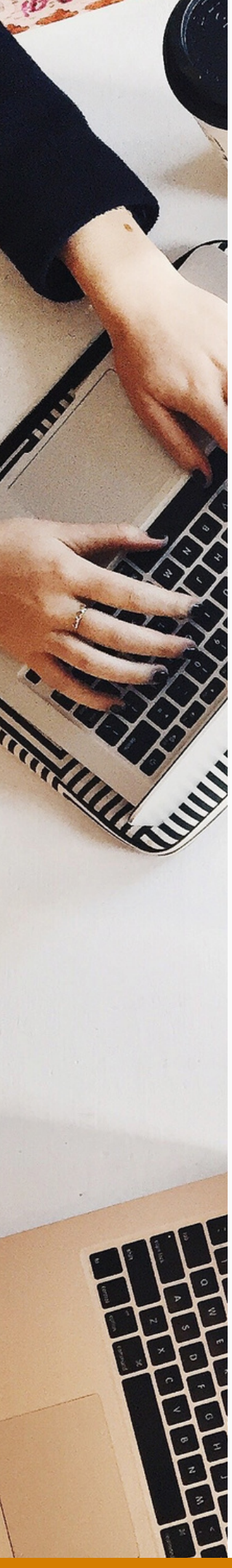


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The architectural mockup is for illustrative purposes only and does not represent the final design.

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MORTY'S BARK & BREW

MORTY'S BARK & BREW

Erik Thorvig
Community Development Director
10801 Town Square Drive NE
Blaine, MN 55449
ethorvig@blainemn.gov
763.785.6147

We understand that this vacant land on 255 89th Ave N, Blaine, has been overlooked by many, but we see its true value. As a company that takes pride in adding value to the community, we are excited to transform this property into something special.

Our vision is to create an environment that not only beautifies the area, but also adds to its functionality. One of the ways we plan to do this is by incorporating a simple yet elegant design to the entire property. We believe that this will not only enhance the visual appeal of the area, but also make it more inviting to the community.

Additionally, we are thrilled to announce that we will be dedicating a portion of the land to creating an outdoor dog park. We recognize that our furry friends are an important part of the community, and we want to provide a safe and fun space for them to play and socialize. We are committed to ensuring that the dog park and the entire facility is well-maintained and equipped with everything needed for a great experience.

By creating a beautiful and functional property, we hope to not only add value to the community, but also prepare for the future ahead. We are confident that our plans will make a positive impact and create a space that the community can be proud of.

Thank you for considering our proposal.



Air Gustafson
Morty's Bark & Brew
Founder | CEO

10235 Noble Ave N, Minneapolis, MN 55443
651.366.7139 air@mortysbarkbrew.com www.linkedin.com/in/airgustafson63 https://www.mortysbarkbrew.com

MORTY'S BARK & BREW

Learn, Play, and Drik Your Way to Better Relationship With Your Dog.

At Morty's Bark & Brew, we understand the unique needs of dogs and their parents. Our indoor-outdoor beer hall dog park is designed to provide a safe and healthy environment for both dogs and humans. We believe in the power of education, fun, and of course, beer to help unpack the physical, emotional, and social needs of our four-legged friends. So come on down and enjoy a cold one with your pup - we can't wait to meet you!

Industry Analysis

35%

U.S. pet owners spent more on their pets including wellness-related products and other pet care items.

$11.4bn

Spent on all services outside of vet care

$7.3bn

Craft Beer Market Size in the U.S.

Problem

Many dog parents are looking for more than just a quick stroll around the neighborhood. They want more meaningful enrichment together but are often limited in their options.

Solution

Morty's provides a safer and more engaging social space for both dogs & humans to bond and thrive. And that space is an indoor-outdoor beer hall dog park. Yes, it is as cool as it sounds!

Target Market

Dog lovers come in all shapes and sizes. U.S. Pet Ownership has increased to 70%. Millennials are the largest pet owners at 33%, followed by 25% Gen X, and 24% Baby Boomers. The primary age group interested in craft beer is 21-35, followed by 36-54 age group.

Business Model

Membership options
- Required for each dog

Online & Onsite Retail
- Selection of healthy products

Franchising
- Recurring loyalty payments

Self-Serve Beer Taps
- Local craft beer

Events & Rentals
- Private events/meetings

Learning Experience
- Modernized platform

Our Team



Air Gustafson
Founder|CEO

A former corporate hamster turned first-time petpreneur. Master of Applied Science in Information & Communication Technology from Denver University.



Josh Gustafson
Interim CFO

A project executive and operation leader at Ancoats, providing support to his clients and active projects, as well as helping grow the company.



D'Wayne Morris
Business Advisor

Seasoned Sales Analyst with experience in Banking, Telecomm, and Software. MBA graduate with a focus on management consulting and Leadership.

Services

- Beer Hall
- Education
- Indoor/Outdoor Dog Park
- Events
- Entertainment
- Retails

Plan On a Page

Organization Overview

VISION

To build the next iconic brand that is reshaping relationships with our pets worldwide, with a splash of fun!

MISSION

Cultivating a learning environment for dogs & their human companions to explore together.

VALUES

- **Integrity**: We take pride in providing services that meet your needs!
- **Safety:** We strive to partner with *YOU* to create an environment that is safe for pets & their humans.
- **Trust:** We place trust in the center of every relationship.

APPROACH

We believe dogs & people are better together and we are our own greatest strength. We work together in a spirit of collaboration to create a harmonious environment.

SERVICES OVERVIEW

Recreation Park & Membership Options

Membership is available for daily, monthly, and yearly for indoor and outdoor dog parks. Membership is required for each dog.

Price:

- Daily Visit $12
- Monthly $45
- Annual $365

Beer Hall

Self-serve beer taps with local craft beer where you will have access to both indoor and outdoor dog parks.

Price:

- Seasonal $10 - $15/pint
- Rotations $7 - $10/pint

Events & Rentals

Room rentals are available for private and public events. Adhoc space for community partners (ex. canine bodywork, educational meetups, etc.)

Price:

- Monday-Thursday $250/4 hours
- Friday-Sunday $350/4 hours

Onsite & Online Retail

Selection of healthy, natural, holistic, and high-quality supplements, treats for dogs, as well as, other supplies and merch.

Price:

- Herbal Remedies $15 - $80
- Dog treats $5 - $30
- Morty's Merch $15 - $50
- Other supplies $5 - $200

Franchising (Long-Term)

Selling franchises can build Morty's brand to national dominance. We plan to offer franchising around year 3.

Price:

- One-time franchise fees of $20,000 - $50,000
- Recurring loyalty payments

Customers & Staff Model

- *Ideal staff experience:* Experience in caring for pets. Advanced training & formal education are a plus, but what really sets our team apart is their passion for animal care.
- *Client Avatars:* Millennial first-time dog parents, Mid-Career with high-energy dog, and Professional single/duo incomes no kids focus on ethical companies.

MORTY'S BARK & BREW

ANOKA COUNTY ANALYSIS

www.mortysbarkbrew.com



INSIGHT

There is high demand and a relatively low supply of dog parks in Anoka County. The current ratio stands at approximately 1 dog park per 172,430 people and 1 dog park per 211 square miles*.

OPPORTUNITY

There is a significant opportunity to meet the needs and desires of the local community by establishing additional dog parks in Anoka County. The fact that Anoka County ranks 9th out of 87 counties in Minnesota for dog parks per capita and 4th for dog parks per square mile emphasizes the relative scarcity of such facilities in the area*.

AT A GLANCE

- High demand and low supply of dog parks
- 1 dog park per 211 square miles.
- 9th out of 87 counties for dog park per capita
- Untapped customer based

BENEFITS

1. Existing Demand

The data suggests that there is an untapped customer based of dog parents who would greatly benefit from additional well-designed and maintained dog parks in the area.

2. Underserved Market

The data further demonstrates the potential for Morty's Bark & Brew to serve a substantial portion of the local population.



- Reference: https://www.countyoffice.org/blaine-animal-control-blaine-mn-bbc/



BLAINE SPECIFIC

www.mortysbarkbrew.com

Blaine & Surrounding Area

There is a relatively high concentration of dog parks near Blaine. With one dog park within Blaine itself (Swanson Dog Park) and 10 others within a 10-mile radius, indicating a strong presence and demand for dog parks in the surrounding area*.

At A Glance

- Strong presense and demand for dog parks in the surrounding area
- Culture of and demand for dog-friendly spaces
- Viability of Morty's Concept
- Education & Awareness

INSIGHT

The significantly high concentration of dog parks near Blaine demonstrates a strong community of dog owners who actively utilize these facilities. Additionally, the presence of six animal shelters within a 10-mile radius of Blaine Animal Control* highlights the need and opportunity for a well-managed dog park in Blain that can provide numerous benefits to the community.

OPPORTUNITY

Morty's Bark & Brew is striving to create a state-of-the-art dog park and beer hall combination, with a focus on safety, exceptional design and maintenance. Here are the potential opportunities.

Collaboration with Local Businesses

Recreational Programs & Education

Special Events & Venue Rentals

BENEFITS

1

Economic Boost for Local Businesses

Collaborating with local businesses and offering sponsorship or advertising opportunities can increase their visibility and potential customer base. This can boost their sales and revenue, supporting the local economy and fostering business growth in the community.

2

Enhanced Services & Skill Development

By offering programs and classes within our facility, pet parents gain access to valuable resources for their pets, which leads to happier and well-behaved dogs and strengthen the bond between dogs & humans. Trainers and instructors also benefit by sharing their expertise, improving their skills, and building their reputation within the community.

3

Community Engagement & Social Cohesion

Hosting events and renting the facility for special occasions can build a stronger sense of community and social ties. Dog-themed festivities bring people together around a shared interest. These events are opportunities for individuals and organizations to collaborate, network, and support causes they care about, further strengthening the fabric of the community.

MORTY'S BARK & BREW

- Reference: https://www.countyoffice.org/blaine-animal-control-blaine-mn-bbc/
- Reference: https://www.bringfido.com/attraction/parks/city/blaine_mn_us/?distance=10

Competitor Analysis
1 of 2

Unleashed Hounds & Hops
Minneapolis, MN

Services/ Products	Service Area	Marketing Approach	Advantage
• Beer, food/restaurant. • Indoor/outdoor dog park with memberships. • Hosts events (members & public).	• Metro/Twin Cities.	• Partnership with Rescues. • Younger customer demographic (millennials). • Referral partnerships & customer referral. • Word of mouth.	• Claimed the 1st in Minnesota. • Regular customers (walk-in billboard). • Strong personal connection with community/customers.

Our Differentiator:

We believe that education is the foundation of responsible dog ownership. Our goal is to provide an unforgettable experience and impart invaluable knowledge you can carry beyond the park gates. By placing the protection and welfare of our four-legged friends at the core of our decision-making process, we forge a community of dog lovers who are empowered, informed, and united in their commitment to the well-being of their cherished companions.

What sets us apart from the pack is our commitment to continuous learning. We don't just talk the talk; we walk the walk. That's why we've invested in the SMART Dog Park program*, which equips us with the expertise to curate the best resources possible for our dog park project. From selecting appropriate amenities to effectively mitigating and managing the dog park crisis, we are confident in our ability to deliver an exceptional dog park experience like no other.

- Reference: https://www.smartdogpark.com/

Competitor Analysis
2 of 2

Brew Park
Plymouth, MN

Services/ Products	Service Area	Marketing Approach	Advantage
• Beer, coffee, food/bakery. • Indoor dog park with memberships. • Hosts private events. • Partnered with vet/dog daycare. • Small retail items.	• Metro/Twin Cities.	• Partnership with pet hospital and dog daycare. • Younger customer demographic (millennials).	• The 2nd dog park +beer bar facility in Minnesota. • New facility with hip vibes. • Adjacent to the vet hospital and daycare facility.

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- Reference: https://www.smartdogpark.com/

MORTY'S BARK & BREW

Morty's Elevation Design

A pet-inclusive modern green oasis in the heart of the city

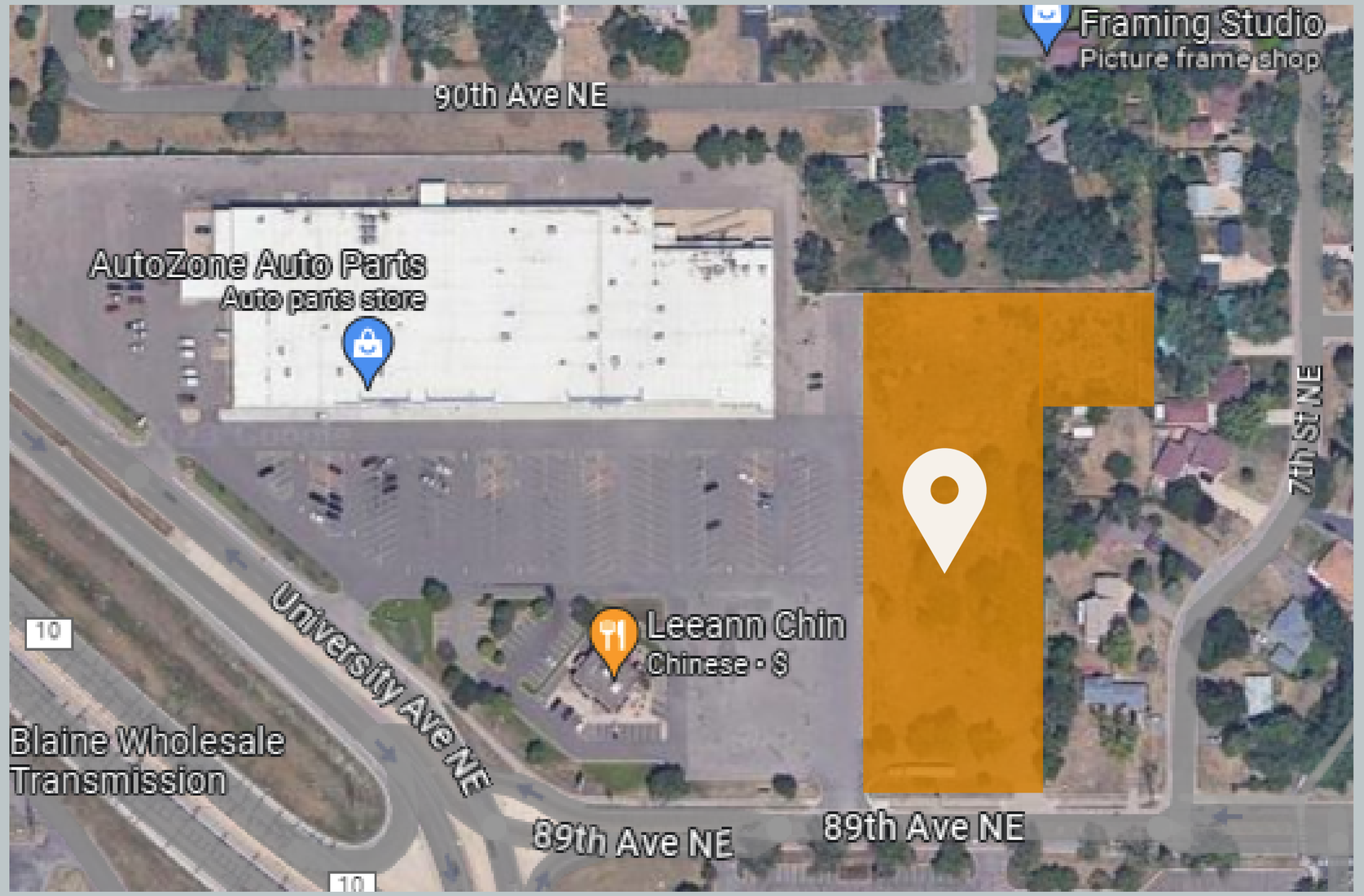


- The architectural mockup is for illustrative purposes only and does not represent the final design.

- Front Elevation

Location

255 89th Ave NE
Blaine, MN 55434



MORTY'S
BARK & BREW

Our Story

Welcome to Morty's Bark & Brew, a concept born in 2011 with a vision to create a haven where furry friends and their human companions can forge unbreakable bonds in a space filled with fun, engagement, and pure joy.

For over a decade, we've nurtured this idea, carefully brewing it to the perfect flavor of its own. Our commitment is to provide an experience where safety and enjoyment go paw-in-paw.

And our journey to get here has been driven by unwavering faith in the power of human-dog connections.



- Water Feature



- Front Elevation



- Green Space

- The architectural mockup is for illustrative purposes only and does not represent the final design.

- The architectural mockup is for illustrative purposes only and does not represent the final design.

MORTY'S BARK & BREW



- Water Feature



- Aerial View



- Outdoor Exercise Area

Care to Play?

We've designed our unique space with the best of both worlds in mind - a harmonious blend of safety, functionality, and beauty. Get ready to unleash the joy and embark on a delightful adventure, surrounded by nature's wonders and the warm company of fellow pet lovers!

- Left: Outdoor Patio
- Right: Main Entry & Food Truck Station

MORTY'S BARK & BREW





- The architectural mockup is for illustrative purposes only and does not represent the final design.

MORTY'S BARK & BREW



- Outdoor green space and dog park

Outdoors

- Gated outdoor green space and dog park
- Water feature
- Exercise area
- Hourly rental available

- The architectural mockup is for illustrative purposes only and does not represent the final design.



MORTY'S BARK & BREW

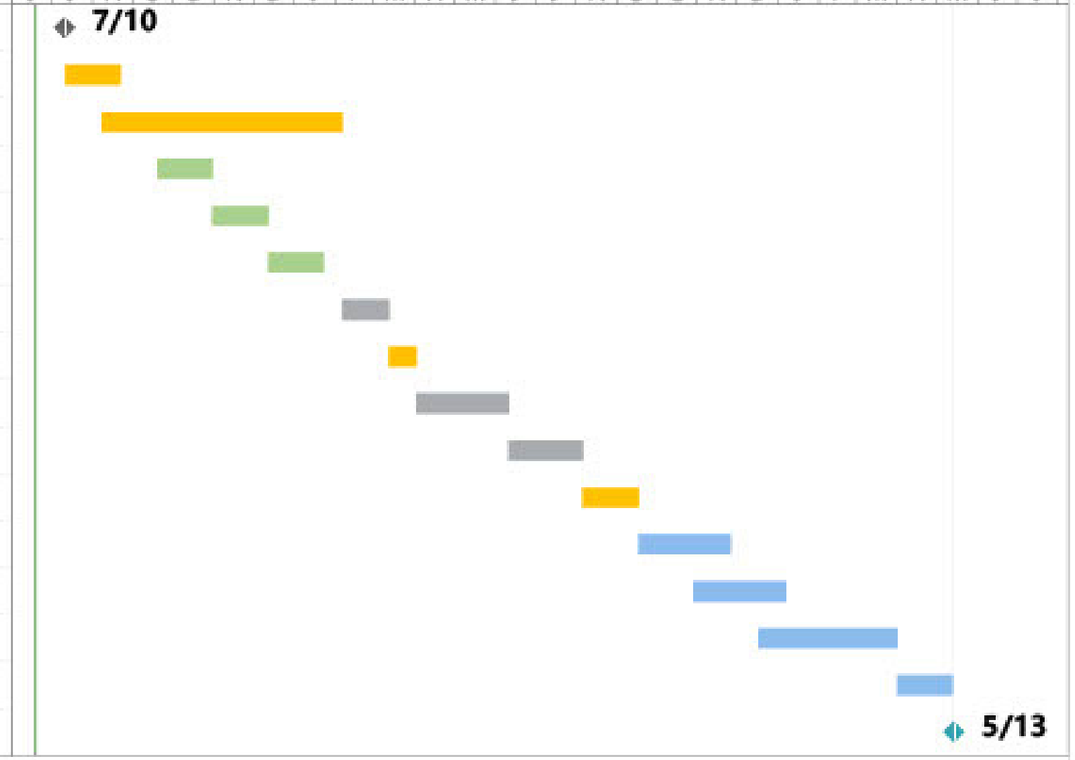
Know Your Ammenities

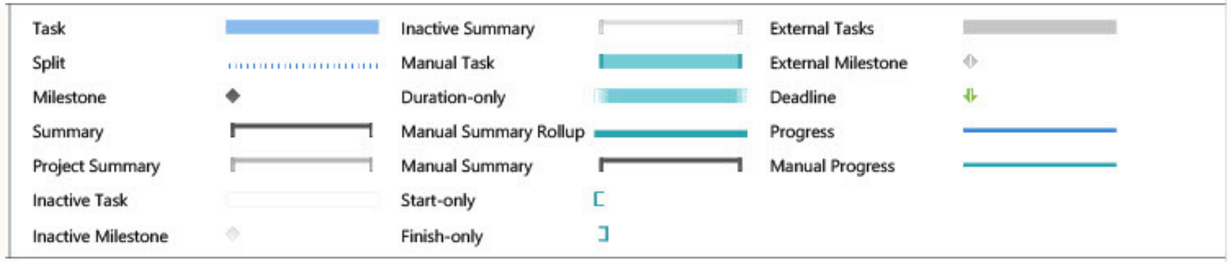
These are the things we provide. If you don't see what you're looking for, don't hesitate to get in touch!

- Drinks
- Food
- Wifi
- Parking
- Dog Park
- Green Space
- Events
- Education

Schedule

ID	Task Mode	Task Name	Duration	Start
1		Blaine EDA Meeting	1 day	Mon 7/10/23
2		Submit LOI for Purchase	6 wks	Tue 7/11/23
3		Entitlements / Due Diligence	26 wks	Tue 8/8/23
4		Geotechnical Testing	6 wks	Tue 9/19/23
5		Phase I Reports	6 wks	Tue 10/31/23
6		Phase II Reports	6 wks	Tue 12/12/23
7		Schimatic Design	5 wks	Tue 2/6/24
8		City Design Review	3 wks	Tue 3/12/24
9		Design Development	10 wks	Tue 4/2/24
10		Construction Documents	8 wks	Tue 6/11/24
11		Building Permit	6 wks	Tue 8/6/24
12		Site Improvements / Structure	10 wks	Tue 9/17/24
13		Enclosure	10 wks	Tue 10/29/24
14		Interiors	15 wks	Tue 12/17/24
15		Exterior Improvements	6 wks	Tue 4/1/25
16		Grand Opening	1 day	Tue 5/13/25





MORTY'S BARK & BREW

Erik Thorvig
Community Development Director
10801 Town Square Drive NE
Blaine, MN 55449
ethorvig@blainemn.gov
763.785.6147

Subject: Proposal Letter for Property at 255 89th Ave N, Blaine, MN 55434

I am writing to express our sincere interest in submitting an offer for the property located at 255 89th Ave N. As a small startup, we understand and respect the significance of this property to the City of Blaine and its potential impact on Morty's Bark & Brew.

Before I proceed, I want to emphasize our commitment to approaching this negotiation process with respect and understanding. We recognize the fair market value of the property, which is approximately $340,000 according to the information available. However, as a small startup, we are also mindful of our financial limitations and the need for a mutually beneficial arrangement.

While we acknowledge the importance of this price as a benchmark, we would like to propose an offer within a reasonable range. Based on our business proforma and careful evaluation, we believe an offer of $100,000 reflects a fair and suitable valuation considering the unique circumstances of our startup venture. Please note that this offer is not a firm offer but serves as an ideal evaluation to initiate discussions.

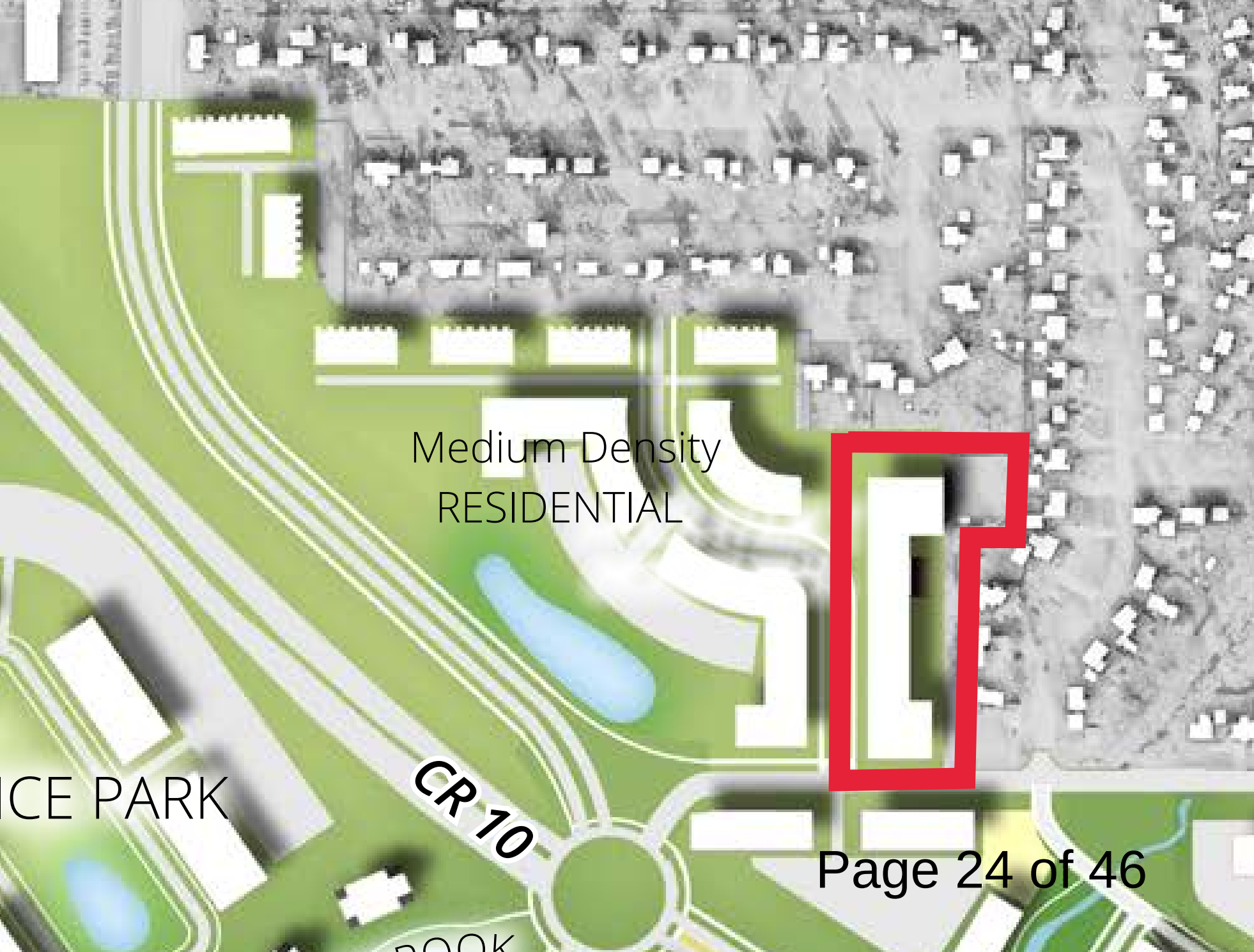
We want to reiterate that our intention is not to insult or undervalue the property but to initiate a constructive dialogue aimed at reaching a mutually beneficial agreement. We understand that negotiations require a collaborative approach, and we appreciate the opportunity to discuss our offer in person. However, please note that our intention at the meeting scheduled on July 10 is not to reach a final decision but rather to engage in productive dialogue. We believe this approach will allow us to understand each other's perspectives better and work towards a favorable outcome for both parties.

We are excited about the potential of acquiring the said property and are genuinely committed to leveraging it to create a positive impact in the community. We appreciate your time and consideration of our offer, and we look forward to further discussions during the upcoming meeting.

Air Gustafson
FOUNDER

Air Gustafson
Morty's Bark & Brew
Founder | CEO

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Medium Density
RESIDENTIAL
ICE PARK
CR 10

City of Blaine
Staff Report

File Number: 2023-271

Agenda Date	Status
July 10, 2023	
In Control	**File Type**
City Council	Workshop Item

New Business - Sheila Sellman, City Planner

Agenda Item # 2.4

Kraus-Anderson Northtown Proposal Discussion

Background

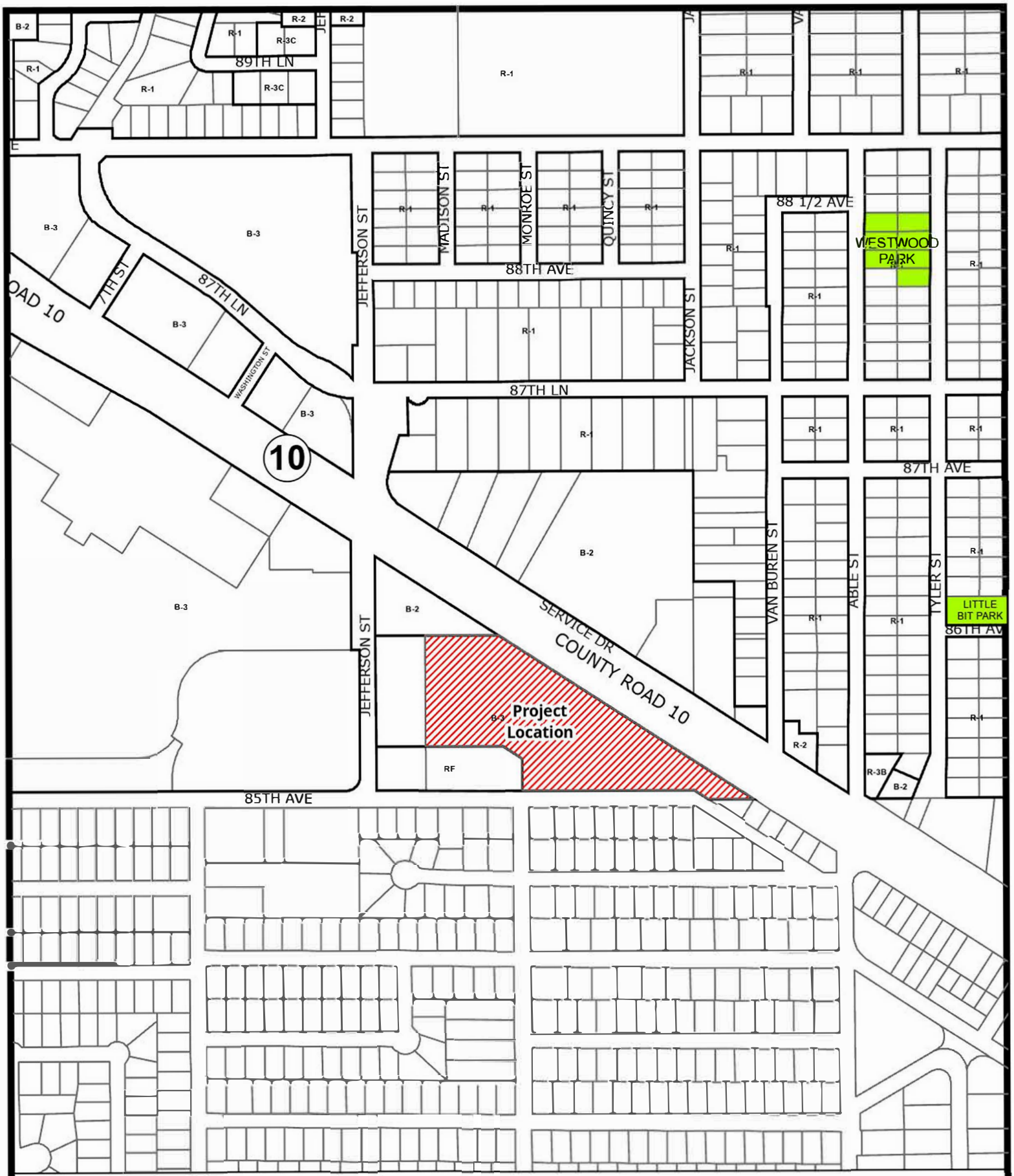
Representatives from Kraus Anderson will discuss their property, Northcourt Commons in Northtown (716 County Road 10) regarding market trends, city partnerships and feedback on the Northtown plan.

Staff Recommendation

Questions for Council

Attachment List

1. Kraus-Anderson Location Map



BlaineMN.gov

Blaine Planning Department / 10801 Town Square Dr NE / Blaine, MN 55449 / (763) 785-6180

City of Blaine
Staff Report

File Number: 2023-273

Agenda Date	Status
July 10, 2023	
In Control	**File Type**
City Council	Workshop Item

New Business - Sheila Sellman, City Planner

Agenda Item # 2.5

Northtown Land Use Discussion Part 2

Background

Staff will review the attachments with Council at the workshop. The attachments include the proposed land uses for Northtown overlaid on the plan, aerial photo with the proposed land uses, alternative land uses per conversations at the July 5, 2023 workshop, comp plan designations and what they mean and boards from the open house.

Staff has accepted RFP's for an Alternative Urban Areawide Review (AUAR) for the Northtown area. This process is a hybrid of the environmental assessment worksheet (EAW) and environmental impact statement (EIS) review process. Responsible Government Units (RGU's) (the City) can use the AUAR as a planning tool to understand how different development scenarios will affect the environment of their community before the development occurs. The process is designed to look at cumulative impacts anticipated by development scenarios within a geographical area.
The AUAR for Northtown will provide recommendations and cost analysis. the following will be included in the AUAR:

- Traffic study
  - Intersection Improvements:
  - i. CR132 and Springbrook Drive
    ii. TH47 and 85th Avenue NE
    iii. TH47 and CSAH 3
    iv. CSAH 3 and 86th Lane NE
    v. CSAH 3 and CSAH 10
    vi. CSAH 51 and 89th Avenue NE
    vii. CSAH 51 and 91st Lane NE
    viii. 89th Avenue NE and 87th Lane NE
    ix. CSAH 10 and Jefferson Street NE
    x. CSAH 10 and Able Street NE
    xi. CSAH 10 and Washington Avenue NE
    xii. CSAH 10 and 7th Street NE
    xiii. Washington Avenue NE and 87th Lane NE
    xiv. Jefferson Street NE and 85th Avenue NE

        xv. Jefferson Street NE and Mall Entrance
        xvi. CSAH10 and TH47 Ramps
    - Future roadway impacts, design, layouts, and intersection improvements
    - Pedestrian and Bicycle Circulation
- Permits and approvals required
- Land Use
- Geology, Soils, and Topography/Land Forms
- Water resources
- Solid waste, hazardous wastes, and storage tanks
- Fish, wildlife, plant communities, and sensitive ecological resources
- Historic properties
- Visual
- Air
- Noise
- Utilities

These things are reviewed based of the comprehensive plan land use designations. It is important to have any land use changes approved or in process for this study.

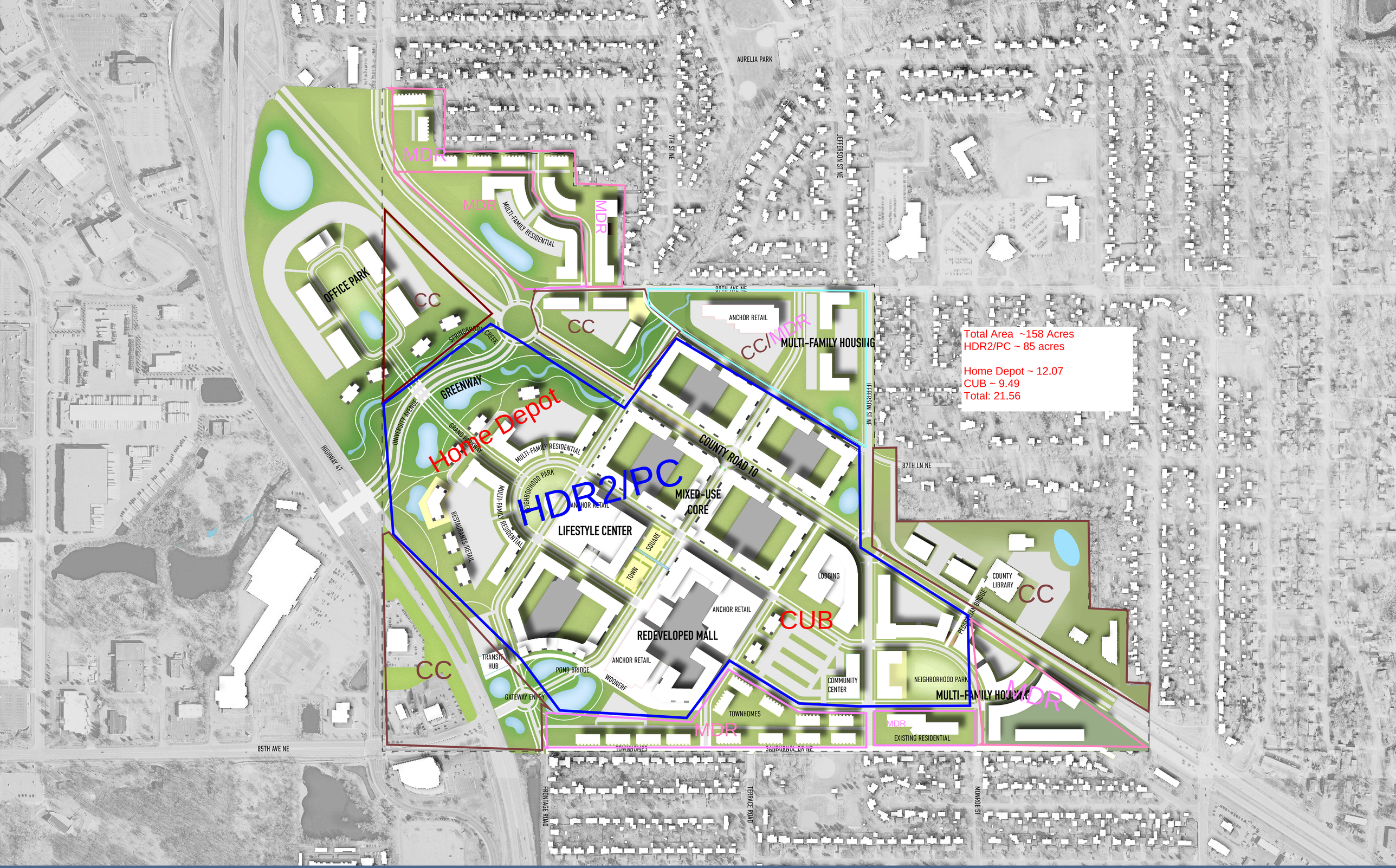
Staff Recommendation

Questions for Council

Does Council agree with the land use changes as proposed?

Attachment List

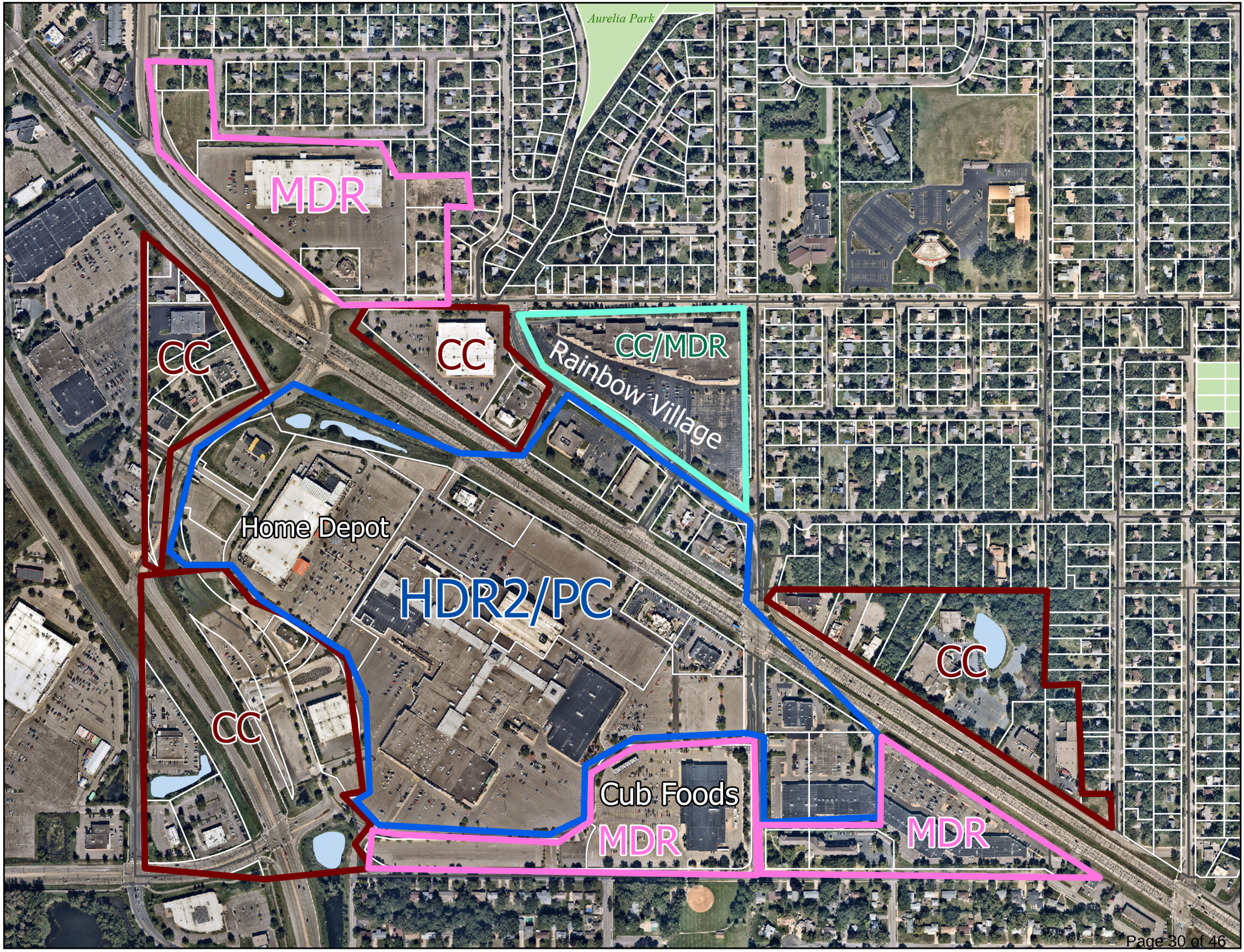
1. Land Uses Over plan
2. NorthtownAerial
3. Land use description
4. Northtown Open House Posters
5. Land Uses alternative



NORTHTOWN DISTRICT VISION PLAN

0 100 500 N

DF/ DAMON FARBER Gensler SEH


Aurelia Park
MDR
CC
CC
CC/MDR
Rainbow Village
Home Depot
HDR2/PC
CC
CC
Cub Foods
MDR
MDR

Code	District Name	Summary	Description	Supporting Imagery
MDR	Medium Density Residential	Density: 6-12 units/acre Uses: attached single family homes such as triplexes, quads, townhomes. Scale: low to medium Intensity: low to medium	Residential purposes, including triplexes, quads, and townhomes. May include open space within or adjacent to related to a residential development.	

Code	District Name	Summary	Description	Supporting Imagery
MDR/HDR	Medium Density Residential-High Residential Density	Density: 6-25 units/acre Uses: attached single family homes such as triplexes, quads, townhomes, apartments, co-ops, condominiums Scale: medium to large Intensity: medium to high	Residential purposes that combine both the density and housing styles allowed by the Medium Density Residential and High Density Residential districts. May include open space within or adjacent to related to a residential development. Development should be designed in a manner which is oriented to pedestrians, bicyclists, and transit users. The scale, architecture, landscaping, open space and recreational space should be consistent with the community's general character.	

Code	District Name	Summary	Description	Supporting Imagery
HDR	High Density Residential	Density: 12-25 units/acre Uses: quads, townhomes, apartments, co-ops, condominiums Scale: large Intensity: high	Residential purposes, including, quads, townhomes, apartments, co-ops, and condominiums. May include open space within or adjacent to related to a residential development. Development should be designed in a manner which is oriented to pedestrians, bicyclists, and transit users. The scale, architecture, landscaping, open space and recreational space should be consistent with the community's general character.	

Chapter 5

Future Land Uses

New Category: High Density Residential 2/Planned Commercial (HDR2/PC)

Code	District Name	Summary	Description	Supporting Imagery
HDR2/PC	High Density Residential-Planned Commercial	Density: 12-60 units/acre Uses: townhomes, apartments, condominiums, co-ops, commercial, retail and mixed use buildings in a master planned development Expected Residential 25% Scale: Large Intensity: high	Combined category designation. This land use category is intended to provide flexibility in development and to allow for the possibility of a mixture of uses within the same area. Development should be designed in a manner which is oriented to pedestrians. The scale, architecture should be consistent with the development area.	

Code	District Name	Summary	Description	Supporting Imagery
CC	Community Commercial	Density: NA Uses: big box retail, large free-standing retail and commercial centers, restaurants, limited office and service, depending on scale and location Scale: medium to large Intensity: medium to heavy	Retailing and services that serve larger areas, from neighborhood to regional scale. Typical uses include apparel, food, financial services and furniture.	

Code	District Name	Summary	Description	Supporting Imagery
HDR/PC	High Density Residential – Planned Commercial	Density: 12-25 units/acre Uses: quads, townhomes, apartments, co-ops, condominiums, commercial, retail, office, and mixed use buildings in a master planned development Expected residential mix: 50% Scale: large Intensity: high	Combined category designation. This land use category is intended to provide flexibility in development and to allow for the possibility of a mixture of uses within the same area. See individual category definitions for more information. Development should be designed in a manner which is oriented to pedestrians, bicyclists, and transit users. The scale, architecture, landscaping, open space and recreational space should be consistent with the community's general character.	

Code	District Name	Summary	Description	Supporting Imagery
PC	Planned Commercial	Density: NA Uses: commercial, retail and office in a master planned development Scale: medium to large Intensity: medium to heavy	The purpose of this land use category is to accommodate commercial, retail and office uses in a planned, cohesive style of development. Planned commercial areas are in areas with good visibility and access from major roadways and are sufficiently sized to accommodate a larger-scale planned design and concept.	
O	Office	Density: NA Uses: professional and research offices Scale: low to large Intensity: low to heavy	Professional and research offices in a park-like setting. Offices can be neighborhood or community-wide in scale.	



Northtown Area Redevelopment

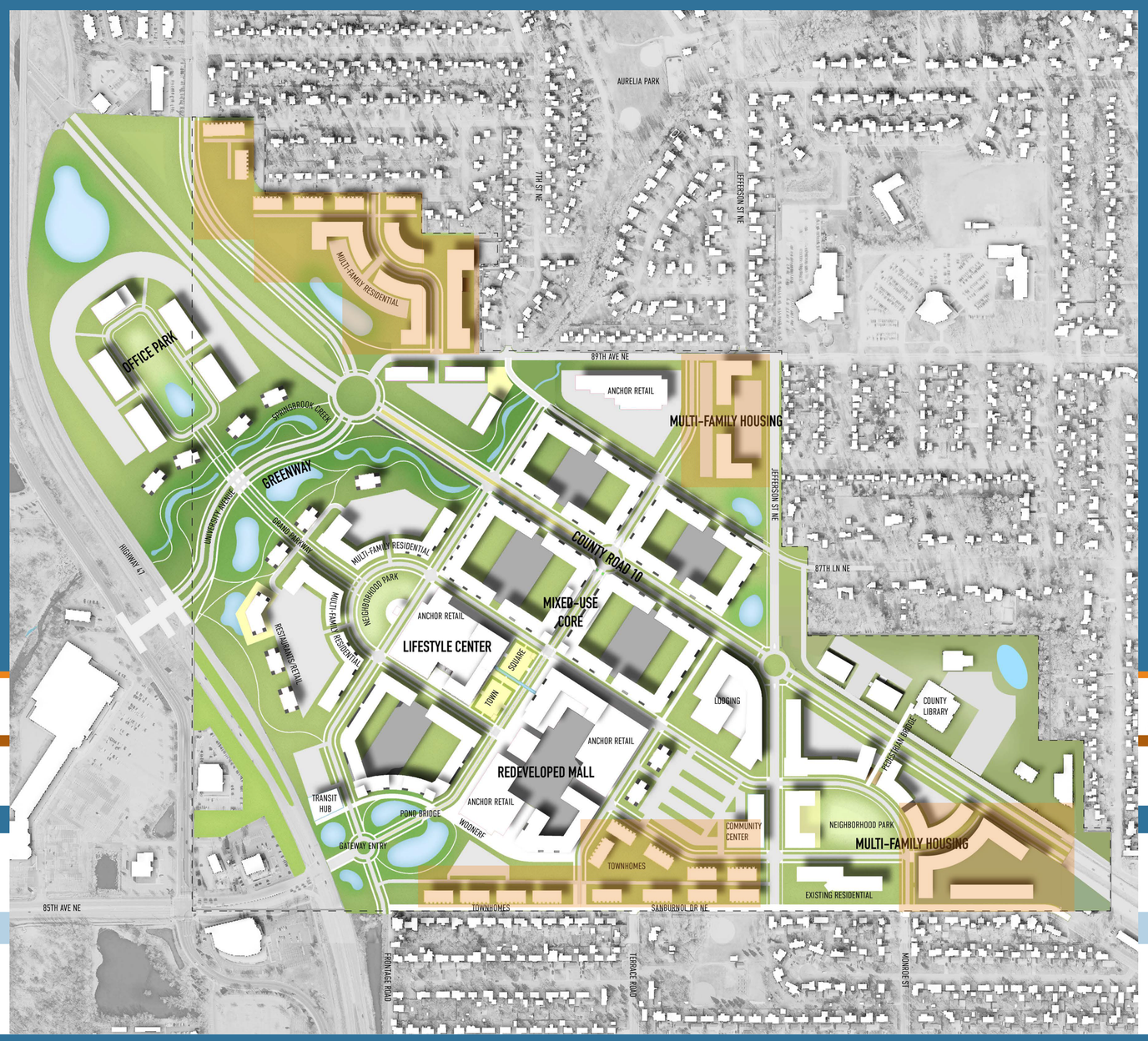
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Northtown - Medium Density Residential

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Northtown - Community Commercial











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Northtown - High Density Residential/ Planned Commercial

01
Restore the Hub



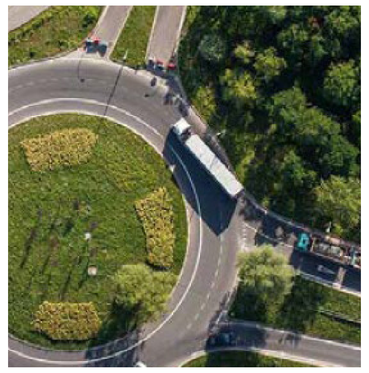
02
Welcome to All



03
Gray to Green



04
Barriers to Assets



05
Complete the Streets



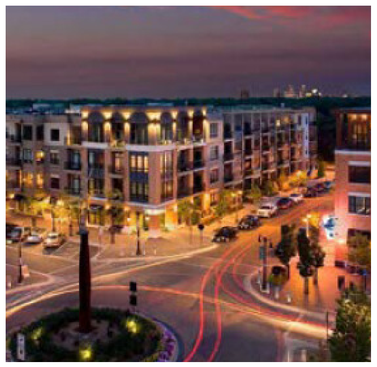
06
Strengthen the Mix



07
Celebrate Springbrook Creek



08
Move In



09
Mobility Forward

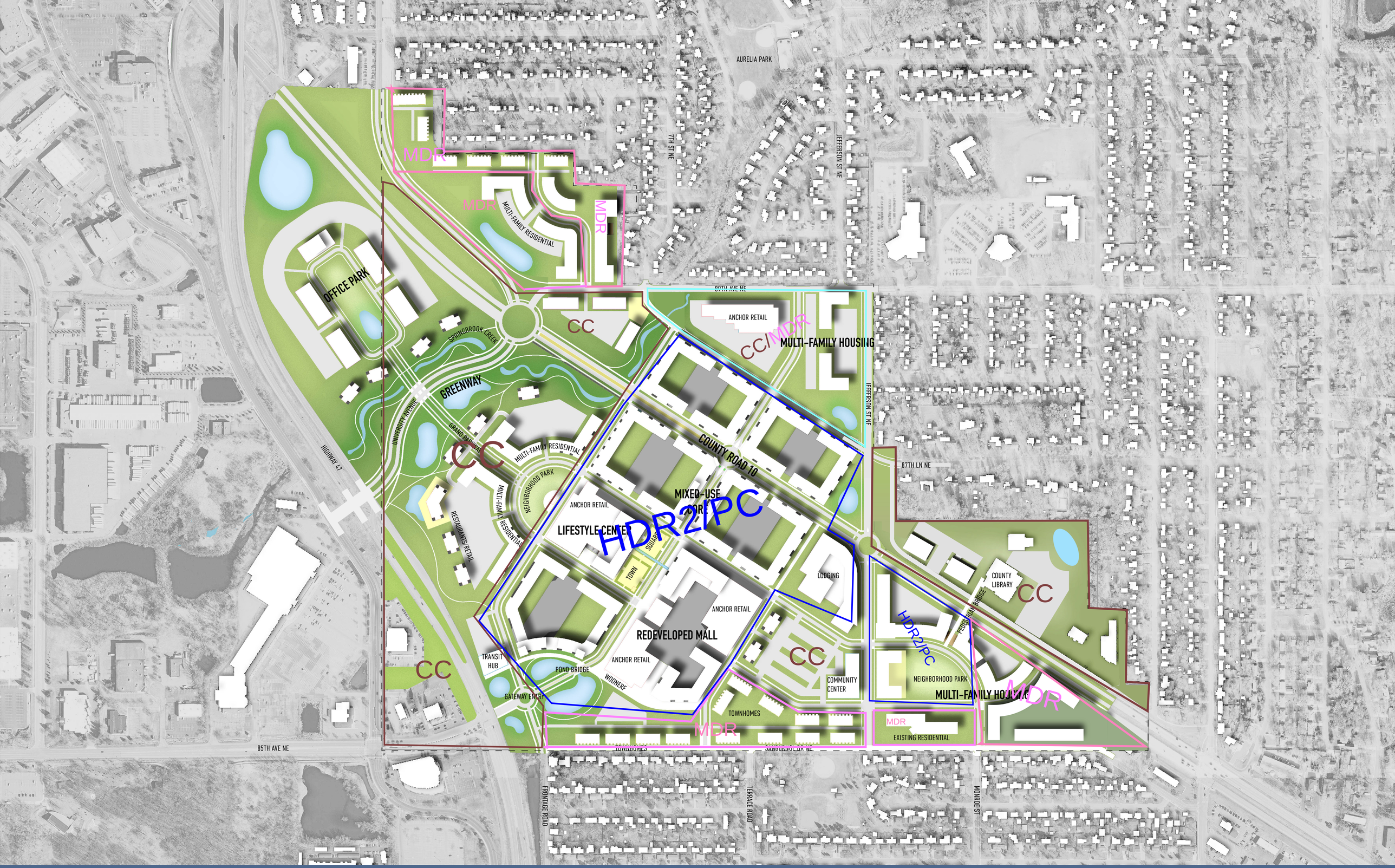


10
Unite the District



Northtown - Guiding Principles

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NORTHTOWN DISTRICT VISION PLAN

0 100 500 N

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City of Blaine
Staff Report

File Number: 2023-297

Agenda Date	Status
July 10, 2023	
In Control	**File Type**
City Council	Workshop Item

New Business - Ben Hayle, Communications Manager

Agenda Item # 2.6

Strategic Priorities Review

Background

On June 12, 2023, the City Council and senior management staff engaged in a strategic planning retreat. As a part of that retreat, six strategic priorities were identified.

Strategic Priorities:
Financial Sustainability
Economic Development
Infrastructure Management
Organizational Health
Collaboration and Engagement
Highway 65 Improvements

On July 13, 2023, staff will work to create initiatives and action plans based on these strategic priorities and the associated desired outcomes, key outcome indicators, and targets that were developed with the Council as a part of the strategic planning retreat. Prior to holding the initiatives session, staff is seeking confirmation that the six strategic priorities are in line with the priorities of the Council. These priorities will be used to develop future work plans, organizational initiatives, and budget requests.

The entire strategic plan, including the staff developed initiatives and action plans, will return to the City Council for consideration before the strategic plan is finalized. Additionally, an annual strategic plan report will be presented to the City Council. The annual report will also include an opportunity for the Council and staff to discuss changes or additions to the plan.

Staff Recommendation

Review, discuss, and finalize the six strategic priorities.

Questions for Council

Do you have any feedback, questions, or concerns about the six strategic priorities that were developed by the Council and staff?

Attachment List

1. 2023-2026 Strategic Plan One Page Summary - Draft

City of Blaine Strategic Plan Summary 2023-2026

Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
Financial Sustainability "A financially responsible organization"	Financial stability in all funds	- Year-end fund balances - Policy targets met	- Utility & proprietary fund balance targets by 12/2026	
	Structurally balanced financial system	- Financial plan adoption - Funding plan adoption	- Long-term financial plan in place and funded by 12/2026	
	Non-tax revenues increased	- Annual increase in non-tax revenue - Number of non-tax revenue sources	- Maintain ratio of tax/non-tax revenue sources - General fund non-tax revenues increased __% 2023-2027	
Economic Development "Thoughtfully planned growth and renewal"	Successful redevelopment of priority projects	- 105th St. project initiated - Rainbow Village completion	- 40% of 105th St. project completed by 12/2027 - Rainbow Village completed by 12/2026	
	Targeted development areas improved	- Lex Meadows completed - Lex Crossings ground broken	- Completion of Lex Meadows by 12/2026 - Lex Crossings groundbreaking by 1/2026	
	Expanded commercial-retail sector	- Retail sq. ft. added - # of new retail projects	- 60,000 sq. ft. of new retail space added 12/2023-12/2026	
Infrastructure Management "Reliable, sustainable, infrastructure"	Sustainable capital assets	- Capital assets replaced on schedule	- All capital assets replaced at 80% of scheduled life cycle	
	Well-maintained infrastructure	- Infrastructure rating - Maintenance schedule adherence	- > _% of all infrastructure meets maintenance & reliability standards annually	
	Infrastructure adequate to support growth	- CIP adopted - Funding plan approved	- 10 yr. CIP/asset mgmt. and funding plan in place by ____	
Organizational Health "Capabilities and capacity to meet community needs"	Adequate staff to meet core service demands	- Service level definitions - Staffing plans adopted	- Staffing plan and service levels in _#_ core services by _	
	Well-trained leaders	- _% of leadership vacancies filled internally	- > than __% of leadership vacancies filled internally	
	Healthy workplace culture	- Survey results confirm healthy workplace	- > 75% of employees confirm a positive workplace culture by 12/2026	
Collaboration and Engagement "Collaborating to increase our connection"	An inclusive, engaged, involved community	- Positive feedback on community inclusiveness & engagement	- > __% of feedback confirms inclusive environment by __ -> _% of feedback positive re: City engagement efforts by __	
	Healthy Council working relationships	- Council Governance Index score - Council-Staff Relationship Index score	- Council Governance Index score =/>__% annually - Council-Staff Relationship Index score =/> __% annually	
	Improved trust in City government	- Feedback reflects trust in City	- > __% respondents indicate they trust City by ____	
Highway 65 Improvement "Transportation to meet local and regional needs"	*TBD*	*TBD*	*TBD*	
	TBD	*TBD*	*TBD*	
	TBD	*TBD*	*TBD*	

DRAFT