

**CITY OF PLYMOUTH
AGENDA
Special City Council
Medicine Lake Room
3400 Plymouth Boulevard, Plymouth, MN
September 1, 2026, 5:00 PM**

1. CALL TO ORDER

2. TOPICS

- 2.1** Interview prospective developers for City Center development opportunity
1. Developer Presentation Outline (9.1.2026)
 2. City Center One Pager
 3. Maxfield Market Study (Excerpt)
 4. City Center Design Standards
 5. Hempel Real Estate Presentation
 6. McCarthy-Monarch-Great States Presentation
 7. Sherman Associates Presentation

3. ADJOURNMENT

To: Dave Callister, City Manager

Prepared by: Grant Fernelius, CED Director

Reviewed by: Lori Sommers, Planning Manager
Jennifer Tomlinson, Parks and Recreation Director
Maria Solano, Deputy City Manager

Item: **Interview prospective developers for City Center development opportunity**

1. Action Requested:

No formal action is requested at this time. Staff is seeking input from council on the developer's presentations and will schedule a future study session in October to finalize/confirm a development partner.

2. Background:

Plymouth's downtown, also known as City Center is one of the City Council's strategic priorities. It has been the subject of several planning exercises going back to the 1990's. In 2021, the city prepared a new plan for City Center, as well as a zoning code update and design guidelines to help facilitate high-quality development. A copy of the City Center Design Standards is attached for reference. Since those changes were put in place, staff have met with various developers who have looked at sites but found it difficult to assemble land for a project. Property is expensive and there have been few, if any, interested sellers.

Earlier this year, staff began engaging a site designer to look at opportunities on city-owned land. In particular, the parking lot in front of the Plymouth Ice Center (PIC) and Life Time Fitness has been identified as an option to explore a vertical mixed-use project that would include residential, first floor commercial and public parking. The parking lot is owned by the city and intended for shared use between the ice center, fitness club and other events at the Hilde Center. Any future project needs to replace the existing parking and account for future development needs. More than likely the city will need to play a role in financing a ramp and associated public improvements. In fact,

the city received special legislation in 2025 to utilize Tax Increment Financing (TIF) in City Center to assist with these types of costs.

In addition to the site analysis, the city also obtained a market study to assess demand for housing, commercial and other uses within City Center. The study revealed demand for 250-300 units of housing and up to 18,000 square feet of commercial space. An excerpt from the study is attached for reference. The PIC, Life Time Fitness and Hilde Center draw 700,000 visitors each year, which has a significant impact on the local economy. Additional housing will help drive additional demand for retail-type uses.

After the site analysis and market study were completed, staff began meeting with private developers to discuss the City Center site. A total of seven developers were interviewed, each of whom had some level of residential, commercial or mixed-use experience. A copy of the one-pager background sheet on the development opportunity is attached. Staff chose this process over a formal request for proposal (RFP) which can sometimes be time-consuming, expensive and a deterrent to developers. Of those interviewed, staff identified three prospects that could develop a mixed-use project in alignment with the city's goals.

Staff has invited these developers to present their credentials and high-level vision for the City Center site. Each group will have about an hour to present and answer questions. Attached is an outline of the topics that staff has suggested each developer cover so that there is consistency in what is shared. In addition, we have provided some criteria for council to use when reviewing the presentations. After the special meeting has concluded, staff will distribute an evaluation sheet and ask each council member to rank the proposals independently. We would like to have the forms back by the end of September and can then share the collective results in early October. Staff has identified October 13th as a potential study session date to discuss the results and narrow the selection to a preferred developer. Once a development partner is identified, staff would begin the process of negotiating a term sheet and work through other project details. At some point, we'll need to engage Life Time Fitness and discuss how best to cooperate on a project that preserves parking, including any temporary disruptions.

Attached in the packet are materials that the developers have provided on their development experience, capabilities and past projects. Staff has asked Mark Ruff to be present and help facilitate the interviews and any follow-up issues to address. One final note, staff is asking that council members arrive by 4:45 to have dinner and prepare for the presentations.

3. Budget Impact:

There is no budget impact at this time. The financial impacts of any future development proposal still need to be evaluated once a developer is selected.

4. Attachments:

1. Developer Presentation Outline (9.1.2026)
2. City Center One Pager
3. Maxfield Market Study (Excerpt)
4. City Center Design Standards
5. Hempel Real Estate Presentation
6. McCarthy-Monarch-Great States Presentation
7. Sherman Associates Presentation

**City Center Development Opportunity
Developer Presentations
September 1, 2026
Medicine Lake Room / Plymouth City Hall**

Schedule	Start/End
- Council dinner and prep	4:45 - 5:00
- Hempel Real Estate	5:00 - 5:55
- Monarch Development Partners/ McCarthy Development/Great States Development	6:00 - 6:55
- Sherman Associates	7:00 - 7:55
- Council discussion	8:00 - 8:45
- Staff/consultant wrap-up and next steps:	8:45 - 9:00

Presentation Format (55 Minutes Each Group)

- Introductions (5 minutes)
- Developer Presentation (30 minutes):
 - o Firm overview / experience / team
 - o Project portfolio highlight
 - o Vision for site:
 - Overview of sketch plan; target market; prospective renters
 - Ground floor commercial (type of users, what works, what doesn't)
 - PIC/Life Time/Hilde shared parking: How does the proposal address the need for shared public/private parking?
 - Affordable housing: How does the proposal address affordable housing? Thoughts on level of affordability (% of units; household AMI)
- City Council Q&A (15 minutes)
- Wrap-up / transition (5 minutes)

Outcomes

- City Council will discuss developer proposals after the presentations and identify any follow-up questions staff should ask the developers.
- City Council will independently score each proposal post study session (1-2 weeks).
 - o Potential criteria (ranked 1-10)
 - Comfort level with developer as a partner with the city
 - Approach to public/private parking (is this adequately addressed)
 - Experience working in other cities on similar projects
 - Developer's approach to ground floor commercial

- Developer's approach to affordable housing
- Staff to summarize scoring and responses to questions.

Post Presentation Next Steps

- Council to reconvene in October to review scoring and make developer selection.
- Staff and developer to meet with Lifetime in the fall.
- Staff will negotiate preliminary development agreement and finalize timeline for the project for City Council approval before the end of the year. This will include a preliminary budget/sources and uses for the project.
- Future public engagement process and entitlement process to be determined late 2026 or early 2027.



REDEVELOPMENT OPPORTUNITY



QUICK FACTS

- Site Location: 3600 Plymouth Blvd
- City owned property
- Acreage: 1.45 Acres
- Zoning: CC - City Center
- Part of City Center 2.0 small area plan



ADJACENCIES

- Regional Ice Center serving over 700,000 users per year
- Hilde Outdoor Ampitheater
- Prime City Center location
- Population: 12,335 within approximately 1 mile



PUBLIC INVESTMENTS

- Regional stormwater ponding
- Tax increment financing district approved
- City owned land
- Public parking
- Adjacent expansion of regional ice center
- Regional trail connectivity



Potential Redevelopment Vision (1)



Potential Redevelopment Vision (2)



Map of Site

April 3, 2026

MEMORANDUM

TO: Mr. Grant Fernelius
City of Plymouth

FROM: Ms. Mary C Bujold
Maxfield Research and Consulting

RE: Initial Findings and Preliminary Development Concepts – Redevelopment Sites

Introduction

This memorandum presents our initial demand and preliminary development concepts for the three redevelopment sites in Plymouth. The Sites under consideration are as follows:

Site #1 – Lifetime Site

- Preliminary concept as provided includes structured parking with multifamily rental above along with ground level retail space

Site #2 – Station 73

- Preliminary Concept as provided includes active adult senior housing (affordable), for-sale rowhomes and some limited additional commercial space

Site #3 – SE Highway 55/I-494

- Preliminary Concept as provided includes corporate campus w/medical users (single-tenant or multitenant), lodging, multifamily, entertainment retail (destination user) and freestanding retail.

Primary Market Area

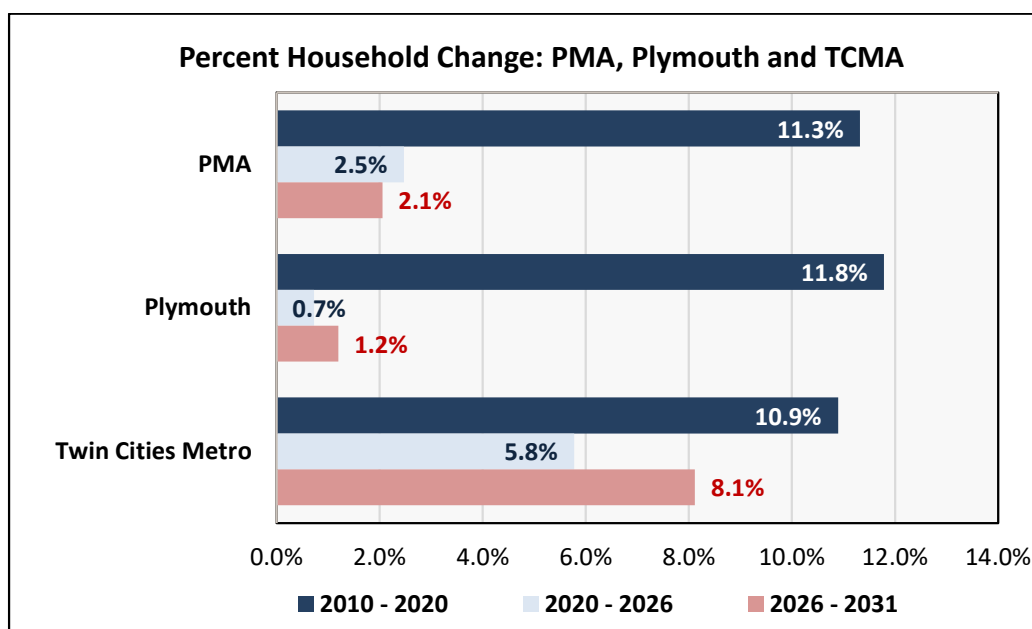
The Primary Market Area for the analysis includes the City of Plymouth, but also predominantly fully-developed communities. These fully-developed cities such as Minnetonka, Crystal, Golden Valley and St. Louis Park continue to grow as a result of redevelopment in key mixed-use and commercial areas. These highly desirable cities continue to attract residents by promoting locations that are amenity rich and also offer the potential for lower vehicle use through goods and services within walking distance and public transit options connecting residents to retail, employment and recreation.

Key Highlights – Demographic Analysis

Between 2010 and 2020, Plymouth and the larger Primary Market Area grew at double-digit rates, just over 11% for the PMA and Remainder of the PMA while Plymouth's population growth (14.8%). The growth rate for the Twin Cities Metro Area was 11%.

Household growth rates were similar to population growth rates. The household growth rate for Plymouth was similar to the rates for the PMA, Remainder of PMA and the Twin Cities Metro Area at 11%. The higher population growth rate for Plymouth during the 2010s reflects growth in larger household sizes, which is anticipated to stabilize between 2020 and 2031.

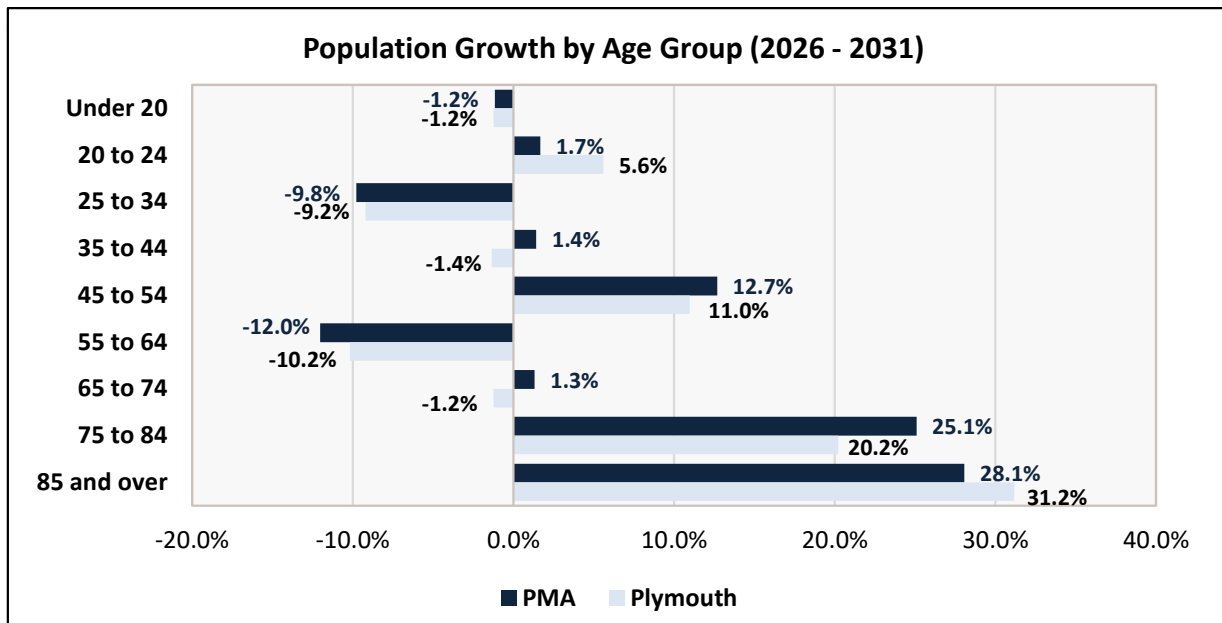
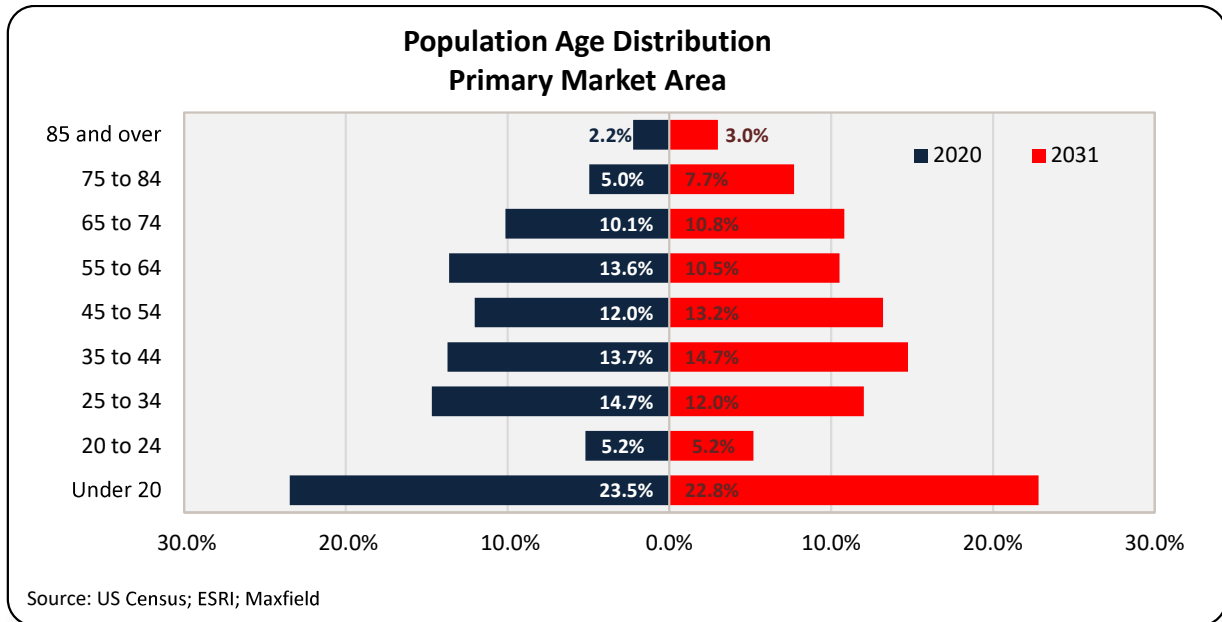
We note that Plymouth will likely exceed the projected rates of growth with additional in-fill residential development over the next ten years.



Age Distribution Trends

As shown on the following two charts, the proportional breakdown of the age groups in Plymouth and the PMA are relatively balanced among the young through middle age adult age cohorts. Of course, the oldest residents, those 75 and older reflect smaller proportions consistent with other Market Areas in the Twin Cities.

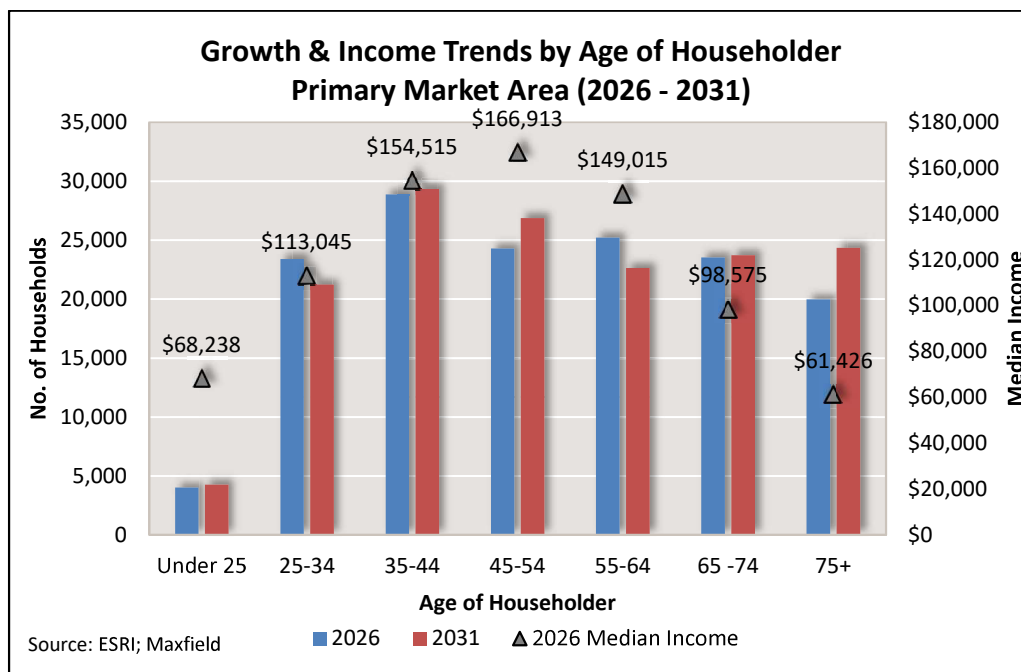
The greatest growth over the next five years is expected to be in the middle age group (45 to 54), as the Millennials age into that cohort followed by the senior age groups, those age 65 years and older).



Income Distribution and Median Household Income

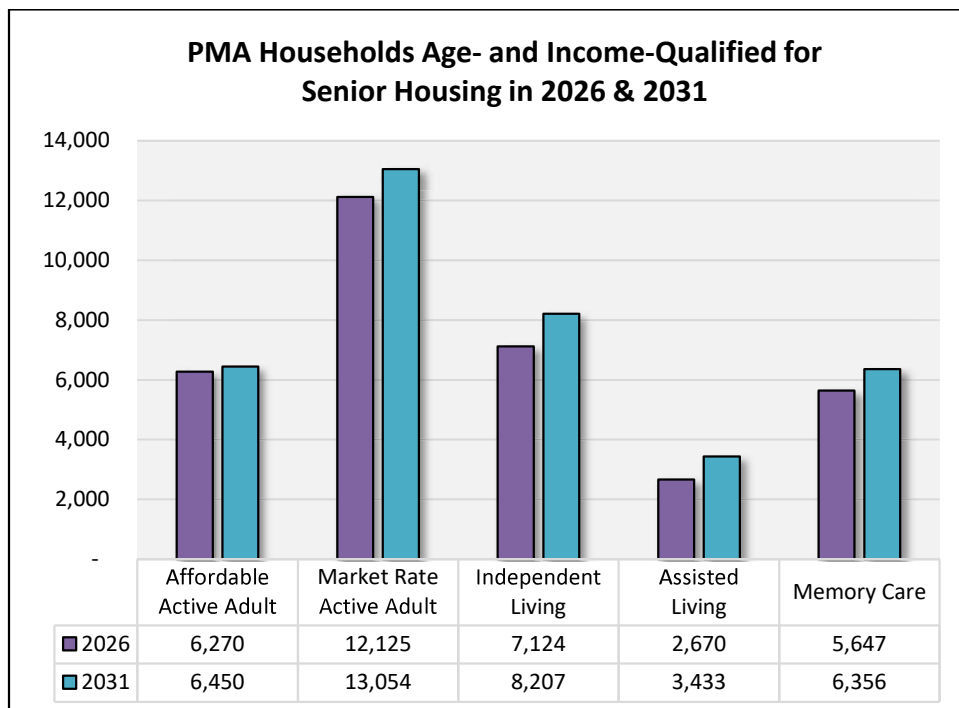
Over the next five years, households are forecast to increase among the 25 to 34 and the 35 to 44 age groups, while young seniors, 65 to 74 remain stable and older seniors also increase. Median household incomes in Plymouth and the Primary Market Area are high, indicating that households have more discretionary income and are likely to be able to pay more for their housing.

Despite high incomes, affordability has challenged younger households seeking to enter the ownership market and has caused many to continue to rent and delay homeownership. In addition, lack of available new product and a scarcity of existing product has also played a role recently. Turnover in the housing market has been reduced as more homeowners have been remaining in their homes because they took advantage of much lower interest rates prior to the Pandemic.



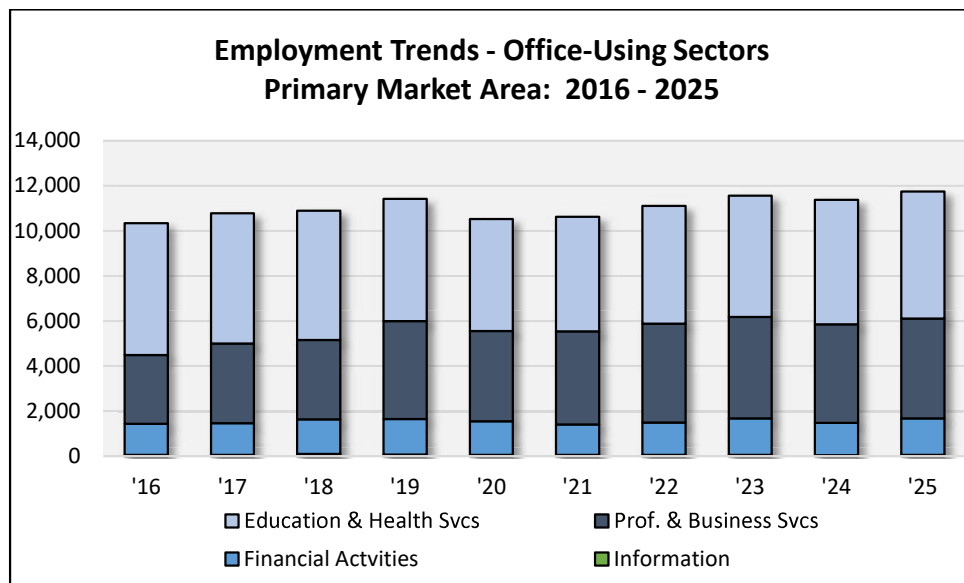
Age- and Income-Qualified Households

The following chart shows the age- and income-qualified household base for the various levels of senior housing as of 2026 with a projection to 2031. The largest number of households, 12,125 households would be age- and income-qualified for market rate active adult housing, followed by 7,124 households qualified for independent living and 6,270 households qualified for affordable active adult housing.



Employment Trends – Office-Using Sectors

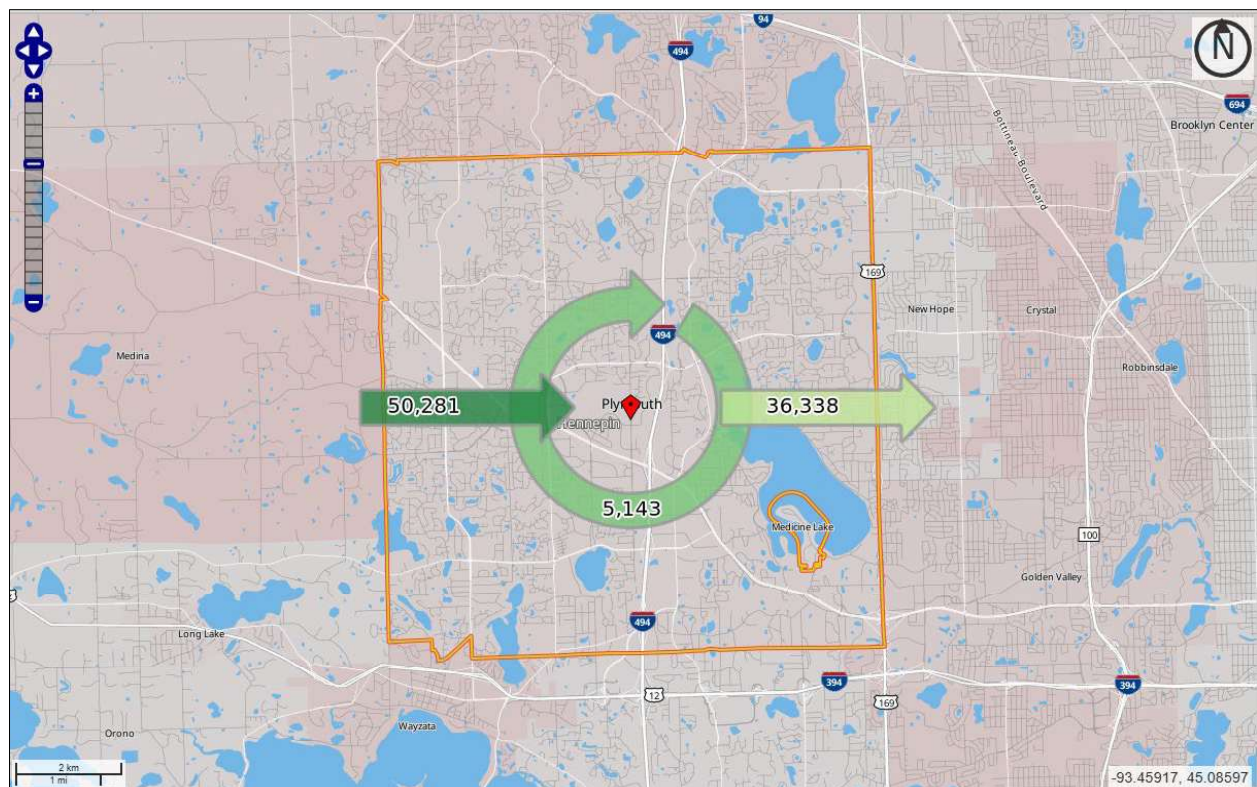
The chart below shows there have been fluctuations among all office-using sectors over the period, although the education and health services industry, driven by increased demand in the health services sector has fueled growth over the period. Professional and Business Services, despite fluctuations, remains one of the largest industry sectors in the West Metro and is expected to continue to be stable.



Commuting Patterns

The table on the following page shows that the City of Plymouth attracts workers daily that commute to the City for work. According to 2023 data, an estimated 50,281 workers commute into Plymouth while 36,338 workers commute out of the City to Minneapolis and nearby cities including Maple Grove, Minnetonka, Eden Prairie, Golden Valley and others.

COMMUTING INFLOW/OUTFLOW CHARACTERISTICS PLYMOUTH 2023						
	Outflow		Inflow		Interior Flow	
Primary Jobs	36,338	100%	50,281	100%	5,143	100%
<u>By Age</u>						
Workers Aged 29 or younger	7,032	19.4%	10,320	20.5%	1,278	24.8%
Workers Aged 30 to 54	20,759	57.1%	28,037	55.8%	2,486	48.3%
Workers Aged 55 or older	8,547	23.5%	11,924	23.7%	1,379	26.8%
<u>By Monthly Wage</u>						
Workers Earning \$1,250/month or less	4,979	13.7%	6,196	12.3%	1,103	21.4%
Workers Earning \$1,251 to \$3,333/month	5,062	13.9%	7,713	15.3%	991	19.3%
Workers Earning More than \$3,333/month	26,297	72.4%	36,372	72.3%	3,049	59.3%
<u>By Industry</u>						
"Goods Producing"	4,527	12.5%	12,334	24.5%	903	17.6%
"Trade, Transportation, and Utilities"	5,395	14.8%	12,217	24.3%	1,129	22.0%
"All Other Services"*	26,416	72.7%	25,730	51.2%	3,111	60.5%
*includes the following sectors: Information, Financial Activities, Professional & Business						
Sources: US Census Bureau Local Employment Dynamics; Maxfield Research & Consulting						



Retail Market Conditions – Northwest and West Sectors

According to recent data compiled by Moody's Analytics, the Northwest and West sectors of the Twin Cities Metro Area (which would encompass Plymouth) experienced absorption in the 4th Quarter 2025 of 20,549 square feet, led by occupancy in strip centers. In the Northwest sector, there was an overall negative absorption of -1,727 square feet in the 4th Quarter although the total was affected significantly by big box closings. All other retail segments including community center, mixed-use, neighborhood center and strip center had positive absorptions during the period. The proposed redevelopment locations would incorporate freestanding, mixed-use and strip center space, which has stabilized and is now experiencing renewed interest among specific retailers, primarily chain retailers that have been expanding and targeting select opportunities in strong markets.

Preliminary Site Recommendations w/Initial Concepts

Site #1 – Lifetime Site

Preliminary demographic and economic analysis along with current market conditions support market rate rental housing at this location if developed above the structured parking. A portion of the housing may be carved out as affordable (we recommend 20% to 25%). The structured parking will accommodate households that will want to park vehicles on-site although the overall environment of the location, adjacent to Lifetime Fitness and other retail uses, would create a strong pedestrian-oriented location, where those residing at a new property would not need to use a vehicle regularly if they work from home, are retired or have another lifestyle where they are not working.

The initial site plan shows two larger retail spaces of 12,480 square feet along with 5,000 square feet. We concur with the total square footage and we would target primarily restaurants and convenience services for these components including entertainment-based destination retail.

We also suggest that if there is another adjacent property in the vicinity of this area, additional rowhomes or townhomes could be considered that would target a mid-range price level. Details are provided below:

SITE #1 LIFETIME FITNESS MIXED-USE April 2026				
Multifamily				
Unit Type	% of Units	Unit Square Feet	Unit Rent	Unit Rent/SF
Alcove	10%	560 - 635	\$1,550 - \$1,650	\$2.77 - \$2.60
1BR	40%	650 - 810	\$1,895 - \$2,125	\$2.92 - \$2.62
1BR+D	20%	875 - 990	\$2,225 - \$2,395	\$2.54 - \$2.42
2BR	25%	980 - 1,300	\$2,445 - \$3,360	\$2.49 - \$2.58
2BR+D	5%	1,250 - 1,380	\$3,650 - \$3,890	\$2.92 - \$2.82
Total	100%			
Number of Units	225-250			
For-Sale Rowhomes				
Unit Type	% of Units	Unit Square Feet	Base Sales Price	Sales Price/SF
2BR	70%	1,460 - 1,590	\$395,000 - \$450,000	\$271 - \$283
3BR	30%	1,800 - 1,850	\$510,000 - \$535,000	\$283 - \$289
Total	100%			
Number of Units	55			
Retail Space				
Type	Square Feet	Lease Rate/SF		
Entertainment	8,000	\$28.00 - \$33.00		
Convenience	5,000	\$22.00 - \$23.00		
Other	5,000	\$19.00 - \$20.00		
Total SF/Average	18,000	\$23.00 - \$25.00		
Source: Maxfield Research and Consulting				



Plymouth City Center Design Standards

MAKING CONNECTIONS | MAKING A PLACE | MAKING A NEIGHBORHOOD

ACKNOWLEDGEMENTS

The overhaul of the City Center Design Standards would not have been possible without the Plymouth City Council, Planning Commission, Plymouth Arts Council, community stakeholders, residents, and staff. Thank you to all who provided feedback and helped create this living document. Thank you to the City of Wayzata for creating Design Standards that provided graphics and context for this document.

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PROJECT CONSULTANT

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CITY CENTER 2.0 PLANNING TEAM

Hennepin County, Funding
GRAEF, Lead Consultant
Zan Associates, Public Engagement
BDI, Inc., Market Analysis
CDG, Bike and Pedestrian Connectivity

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VISION AND GOALS

VISION

City Center is a vibrant, safe, walkable area that provides the social hub for Plymouth. It is a mixed-use area that provides places to live, work, play, shop, and eat, and provides the civic heart and anchor for the city.

GOALS



Making Connections (The People)

- People can walk and bike safely throughout, and around, City Center.
- People who drive to City Center are encouraged to visit numerous locations after parking once.



Making a Place (The Feel)

- Create a social hub – an area for food, entertainment and hospitality.
- Create multiple areas for year-round, outdoor activities that can be programmed for active uses that complement existing civic areas and events.



Making a Neighborhood (The Uses)

- Encourage residential development to support local businesses with a key focus on nighttime and weekends.
- Allow a mix of uses, both vertically and horizontally, with a focus on high-quality architecture.



HOW TO USE THIS DOCUMENT

ENFORCEMENT:

- The material in this document illustrates the requirements and standards of the City Center Zoning District and will be applied with the force of those regulations. This document is established as a companion to the Plymouth Zoning Ordinance and the City Center Zoning District (Section 21475).
- This document shall also be incorporated into the 2040 Comprehensive Plan, which is currently referenced as “City Center Design Guidelines” but shall be referred to moving forward as the Design Standards.

These Design Standards are considered an integral aspect of the regulations in the CC, City Center Zoning District. The images in this document are intended to illustrate the intent of the regulations and images and ordinance text may vary from one another. While the images communicate examples of preferred development styles within the District, they are only examples, and creative design elements are encouraged to meet the objectives.

It is necessary that developers and landowners prepare complete projects that incorporate the elements and concepts illustrated by these images, regardless of scale. From the beginning, developers should expect to present complete applications that address each of the required elements in this document (see checklist on page 27).

The city encourages creativity and flexibility in design while still maintaining required elements. The city will provide specific feedback to any proposal when the project requires enhancement to meet the intent of the Design Standards, and/or the specifics of the code. This document is meant to be a “living document” and will be updated over time.

APPLICABILITY:

The following types of activities require compliance with these Design Standards:

- New building construction.
- Any use change that results in residential units (example: conversion of a multi-story office building, with upper floors converted to residential).
- Modification involving 15 percent or more of an existing building’s exterior street-exposed façade.
- Addition which adds an additional five feet or more of height to an existing building.
- Addition which increases the existing building’s ground floor square footage by 15 percent or more.
- Alteration of the roof massing and roof height of an existing building.
- Site alteration that changes the land cover type of 15 percent or more of the existing site.
- Any application for Site Plan, Subdivision, Conditional Use Permit, Planned Unit Development, Planned Unit Development Amendments. Submittal requirements can be found in the City Code.
- Public infrastructure projects including road rehabilitation projects are referenced in this document, although the Zoning regulations and Design Standards technically apply only to private property. Nonetheless, mirroring the elements of public projects – and designing public projects to fit into the City Center context, is a key aspect of overall District design.

HOW TO USE THIS DOCUMENT

The Design Standards do not apply to the following activities:

- Replacement, repair, or modification of existing windows or doors with those of a similar size and design.
- Replacement, repair, or modification of roofs with the same or equivalent quality materials.
- Exterior painting.
- Site alterations limited to the repaving or repair of the existing private development site.

As a component of any proposal, applications should include a narrative that explains how the project will be consistent with the code requirements of the CC District, and how the project furthers the goals and policies expressed by this Design Standards document. See the Checklist for Development Projects in this document for more information.

Where any of these standards conflict with city ordinances, the most stringent regulation shall prevail.



GOALS:

- Enhance bike and pedestrian facilities and connectivity within and connecting to City Center.
- Provide bump outs at all pedestrian crossings of private streets and drive-aisles to minimize pedestrian crossing distance.
- Crosswalks should be designed with a change in material to identify pedestrian crossing areas.
- Encourage a variety of alternative pavements to help delineate different uses (such as patios or sidewalks).
- Pedestrian ways should be given special treatment to highlight their use and distinguish them from vehicle circulation.
- Make extensive use of alternative pavements, colors, and patterns in private parking areas to set pedestrian pathways off from driving and parking surface.
- Private internal walkways should extend over private property to connect building entrances to rear or side parking areas. These walkways should provide pedestrian-scale lighting and 5-foot minimum sidewalk width, and a minimum 6-foot-wide landscape strip at any adjacent building wall.



REQUIREMENTS:

- Provide connectivity, walkability between buildings and activity centers. All gaps in the pedestrian network must be filled in as development occurs.
- The sloped portion of access drives or driveway aprons shall not intrude into the public realm/streetscape.
- Adjacent parking areas shall have a defined edge from any sidewalk or streetscape area.
- Locate bicycle parking close to the building entrance in a manner that does not impede pedestrian movement.
- Where required, private developments shall pave and dedicate public trail or sidewalk on all adjacent roadways, complying with current city public works standards. Pathways must provide a minimum of 5 feet of width in all locations, including an adequate space to walk or maneuver a wheelchair. trails and sidewalk widths must consider utility boxes, street lights, benches, and other obstructions. public trail and sidewalks shall comply with current public works standards.
- All development projects must provide a pedestrian walking plan, indicating how pedestrians will circulate the site. The pedestrian walking plan will be an integral part of approval, and pedestrians must have a safe and pleasant experience through the site. Pedestrian movements must be prioritized over vehicular traffic, and those parking onsite and walking into the building or off-site must have a prioritized route, clear from obstructions, nuisances (e.g. walking past loading zones or garbage).
- If parking lot connections for shared parking are infeasible, walkways must be provided.
- Walkways may not directly abut a building. A minimum 5 foot landscape strip must be provided.



MAKING CONNECTIONS: STREETSCAPE

STANDARDS:

- City Center shall have consistent and expected streetscape improvements within the realm of City Center, including public signage, benches, garbage cans, and lighting. These improvements shall be distinct to the City Center to create a sense of place and continuity throughout the area.
- Developers shall enhance the quazi-public areas in front of their buildings to provide an inviting feel throughout City Center.
- Private projects should put a key focus on integrating their project with the public streetscape.



REQUIREMENTS:

Bike Racks

- Placement on the sidewalk areas shall be designed to ensure a minimum clear pedestrian path of at least 6 feet in width.
- Property owners may work with the City to place these in the most suitable location, whether on private or public property.
- Bike racks must be within 25 feet of the building.
- Bicycle parking spaces shall be visible and convenient from the main building entrance.



Signs

- Developers shall be required to provide the city easement for gateway signage at the entrances/exits to City Center, including parcels on the northern edge of City Center and the southeastern edge of City Center, for the city to install monument signs. If a private development project is at an edge/gateway to City Center and including a monument sign, the project is required to include city signage on that monument sign, when requested.



MAKING CONNECTIONS: STREETSCAPE

Exterior Lighting

- All exterior lighting should be designed to maximize the pedestrian use of City Center, focusing on pedestrian pathways, crosswalks, plazas, gardens, building entries, and similar spaces. Nighttime lighting and pedestrian patterns will need to be emphasized for all seasons, to encourage a feeling of safety and ease of wayfinding.
- Parking lot lighting should be limited in pole height, maintaining adequate light levels with more, but smaller, fixtures.
- Decorative lighting should be included and planned for year-round use.
- Lighting shall be pedestrian-scale and meet the Dark Skies Ordinance

Benches

- Development sites shall provide a minimum of one bench using a City-approved design for each frontage. Locations for benches should be coordinated with entryways, plazas, and similar features, and provide gathering opportunities that cluster benches where appropriate. Pedestrian ways should provide at least 6 feet of clear path, and widened if bench locations require it.
- Benches must be sturdy enough for Minnesota winters, but also comfortable enough for residents.



Hardscape Elements

- Incorporate limestone edges, walls, and similar features.
- Plan for year-round landscape interest, including holiday décor, summer annuals etc.
- All private streetscape elements, such as small tables, planters, and other seating elements, must be removable and non-permanent. Small tables and planters can be removed to provide opportunities for other outdoor events in this location.
- Utility lines must be buried as part of new development projects whenever possible to reduce the visual impact of utility lines. Utility boxes must be fully screened.
- Developers are required to use city-chosen site furnishings for public areas adjacent to the project and are responsible for ordering and implementing costs.



MAKING A PLACE: ART

GOALS:

- The city envisions City Center as a creative district, embracing our local culture through the arts.
- Creating a space for performers and artists to flourish.
- Development projects, both public and private, should support local artists as much as possible to promote local economic growth and foster a sense of community belonging.
- Local art should represent Plymouth's unique community.
- Pedestrian-scale art is encouraged on development projects, including murals, sculpture, areas that encourage people to take photos, and interact with the space.



This interactive sculpture reads “yo” from one side, and “oy” from the other. People can sit, climb, and take photos with the sculpture that provides a fun sense of place and brings visitors to the area for photos.

REQUIREMENTS:

- All new construction projects are expected to commit half of 1% of total development costs to public art, and work with the Zoning Administrator or their designee to choose art consistent with needs.

If it is decided by the Zoning Administrator that art doesn't fit the site, the dollars shall go into a Public Art Fund, which will allow for implementation of coordinated art projects throughout City Center.

- The Public Art Administrator and Zoning Administrator shall engage the Public Arts Commission and local artists on their decisions. As City Center grows, a public art tour or list of interactive locations will be created.
- The Hilde functions as a key arts hub in City Center. Projects in City Center should consider and plan around the Hilde, including items like pedestrian connections to the Hilde and rooftop amenities on projects where outdoor concerts can be heard.
- Blank walls should be transformed in City Center to provide visual interest - which may happen via public art (such as a mural), open space seating, small parklets (see streetscape section), or landscaping (see landscaping section).





MAKING A PLACE: LANDSCAPING

GOALS:

- Landscapes are encouraged to provide for a wide range of planting materials, and address multiple seasons of interest, including leaf texture, stem color, flower color, season, and branching habits.
- Trees should be incorporated for shade, or if visibility to building signage is an issue, pergolas or similar shade structures should be a part of the landscape pattern.
- City Center will have lush and abundant plantings that embrace the unique character of the area.
- Private developments are responsible for providing both perennial onsite landscaping and maintaining seasonally appropriate flowers.



Small street trees and boulevard plantings create a sense of place and slow traffic.

REQUIREMENTS:

- Perennial plants should be selected to be fully adapted to the climate and soil conditions, selected to complement other plantings and maximize year-round landscape interest, including species attractive to pollinators, and low-maintenance species to reduce use of pesticides and water. Showy native species are encouraged.
- Plantings must come from the city's approved Tree List or be separately approved by the Park and Recreation Department.
- In this dense area, there likely will not be the area required for significant landscaping. Projects must also implement plantings where able – such as window planters and planter boxes.
- Shrubs and native pollinator-friendly plants are preferred over other plantings and other species that remain in-tact during winter are ideal to create a sense of place in the winter.
- These elements should be an integral aspect of the site and building design package.
- Projects should utilize trellises and vines to cover blank walls.



Hanging baskets provide landscaping in an urban environment.

- New private irrigation must be smart irrigation systems.
- The University of Minnesota Extension provides a list of plantings for tough sites that should be utilized throughout projects as much as possible.
- Landscape plans shall depict species growth in ten years. A landscape escrow shall be held for three years for projects in City Center to ensure plant survival.



MAKING A NEIGHBORHOOD: **ARCHITECTURE**

GOALS:

- The objective of the City Center District is for an organic mix of architecture that contributes to an exceptional and vibrant visual built environment.
- The pedestrian-scale of City Center requires active uses on the main floor, as well as significant articulation, visual interest, and high-quality materials.
- Multi-level and mixed-use buildings also add significant benefit to the City Center area, as their mass helps to define and frame the streets. Unique building treatments at street corners and a unified, high quality, design schemes are also encouraged.
- Residential buildings should also address the street, as well as take advantage of possible views across the public open spaces.
- Residential buildings may take different forms, such as townhomes and condominium or apartment buildings, but should always be constructed of high-quality materials and possess varied roof lines and a clear but approachable differentiation between public and private space. They should also include interior parking and provide residents opportunities to access the buildings and relax outdoors, adding to street life and vitality.



REQUIREMENTS: BUILDING MASSING

- The base or ground floor should appear visually distinct from the upper stories using a change in building materials, window shape or size, an intermediate cornice line, an awning, arcade or portico or similar techniques. The base or ground floor of the building should include elements that relate to the human scale, including texture, projections, door, windows, awnings, canopies, or ornamentation.
- Any building over four stories should include a “step back” of the fourth story and above to maintain the pedestrian scale and prevent a sense of “looming” buildings. Varying building height on such buildings, and varying height in comparison to other nearby buildings, is an aspect of visual interest used to achieve the objectives of the District.
- A building’s roof line can establish its individuality and interest within the context of a commercial area, and variety in roof lines from building to building can add visual interest to a mixed-use area. Some techniques that add interest include varying heights and cornices within an otherwise unified design scheme, using roof line changes to note entrances or commercial bays, and establishing contrasting roof lines at street corners.
- Vary materials and colors. Reflect building materials in the site elements and vice- versa. Consider interior lighting impacts when facing public spaces.
- Make positive use of roof-top spaces or penthouse balconies.
- Buildings shall be visually interesting, including utilizing a mix of materials, highlighting entrances, and utilizing unique pavers.



MAKING A NEIGHBORHOOD: ARCHITECTURE

- Building design must address both the site, and the surrounding context of surrounding properties and the vision of City Center.
- Buildings shall consider the pedestrian environment in a visible way both in terms of use and distinctive architectural elements.
- Awnings may encroach over the public right of way, and shall maintain a minimum clear height of no less than seven feet over any public or private sidewalk.
- Architecture needs to positively face the street-level visitors and passersby; it needs to differentiate between vertical changes in use when the building is designed for a mixed-use environment, and it needs to create a visually appealing upper-floor.



MATERIALS AND DESIGN:

- All buildings should be constructed of high-quality materials. The materials must be integrally colored and may consist of brick, natural stone, pre-cast concrete units or glass. Accent materials may include door and window frames, lintels, cornices, architectural metal work, glass block, copper flashing, or similar materials.
- Mechanical equipment must be fully screened in an architectural manner consistent with the building design.
- Entryways should be prominent architectural features, as well as landscape features.
- Building walls that face the street or a public pedestrian walkway or trail shall not have a blank, uninterrupted length exceeding 50 feet for non-residential, mixed-use developments and multi-family developments without including at least two of the following elements: windows, change in plane, change in masonry or pattern, and/or other that breaks up the wall into smaller sections with visual interest.
- All ground floor front building facades shall include display windows to allow pedestrians to view goods and activities inside and encourage walking. Windows shall be clear glass with a visible light transmittance of at least 80%.
- Windows shall cover a minimum of 50% of the ground floor façade facing public streets and public pedestrian walkway or trail.





MAKING A NEIGHBORHOOD: ARCHITECTURE

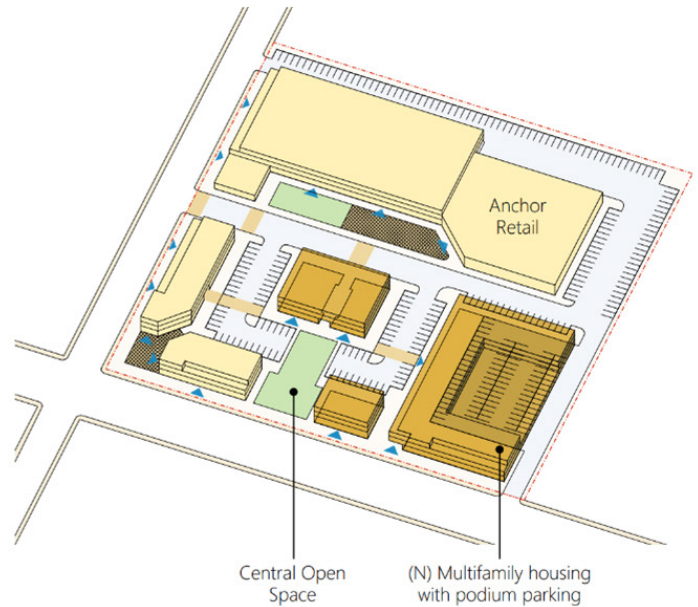
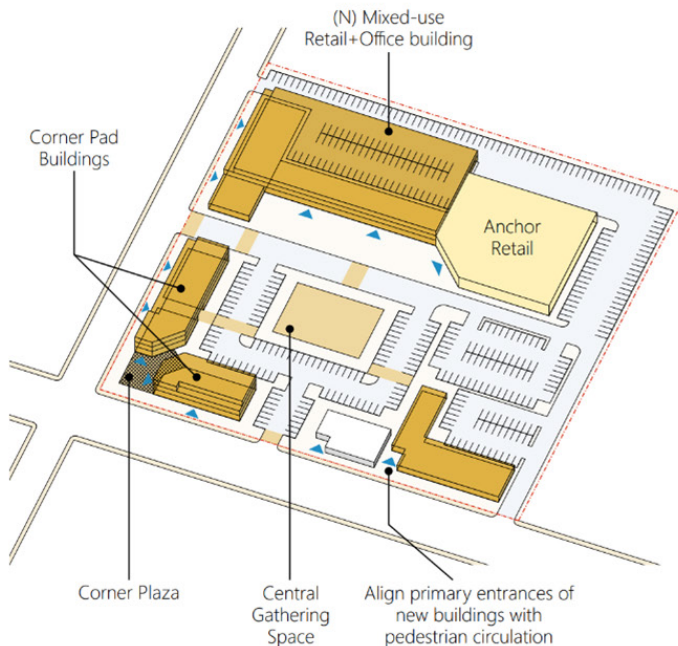
FACADE:

- Windowsills of any display window shall be no more than 24 inches from the ground.
- Frosted, tinted, black or reflective mirror glass are prohibited.
- Windows on the ground floor shall be clear of opaque films or signage in no fewer than 75% of the individual window frames.
- The minimum unobstructed depth from the required window to the closest parallel interior wall shall be 10 feet.
- Awnings must be of durable materials, and complement the building design, color and materials. Plastic or internally lit awnings are not allowed.





MAKING A NEIGHBORHOOD: SITE ELEMENTS



GOALS:

- The way the buildings relate to the street and pedestrian space/streetscape is key to creating a sense of place in City Center.
- To create a memorable environment, structures must have connections into the active interior portion of a building from the sidewalk. This creates a building that actively engages the pedestrian.
- Sites should be seen as an opportunity to fill in gaps in the built environment to create a building wall to provide a more sense of place in City Center.
- Vehicles are fundamental in the use of the district but should not be the first thing that visitors see. The visual dominance of vehicles should be reduced through street design, shared parking, and connectivity. Vehicle parking should prioritize safe pedestrian and bicycle connectivity.
- Create and encourage shared parking.

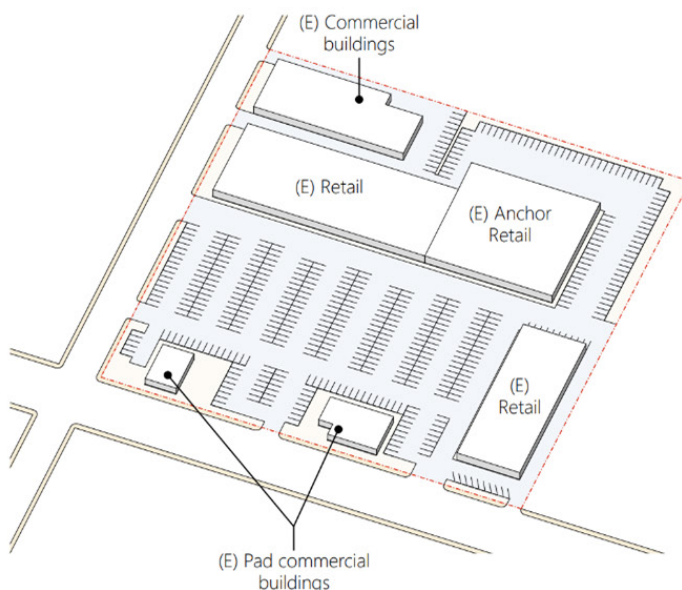
REQUIREMENTS:

- Site circulation should anticipate future connections to adjacent properties where street or pedestrian connections are not currently feasible such as shared access drives, shared parking, and shared sidewalks.
- Commercial uses should provide a setback between the sidewalk and building sufficient to accommodate outdoor dining and seating areas.
- Buildings adjacent to open space shall provide the primary entrance facing the open space at the sidewalk level. The buildings windows and balconies shall also be oriented towards the open space.
- Consider the design of outdoor spaces around buildings, as both visual, but also as useful spaces that employees, customers, and other visitors to enjoy.

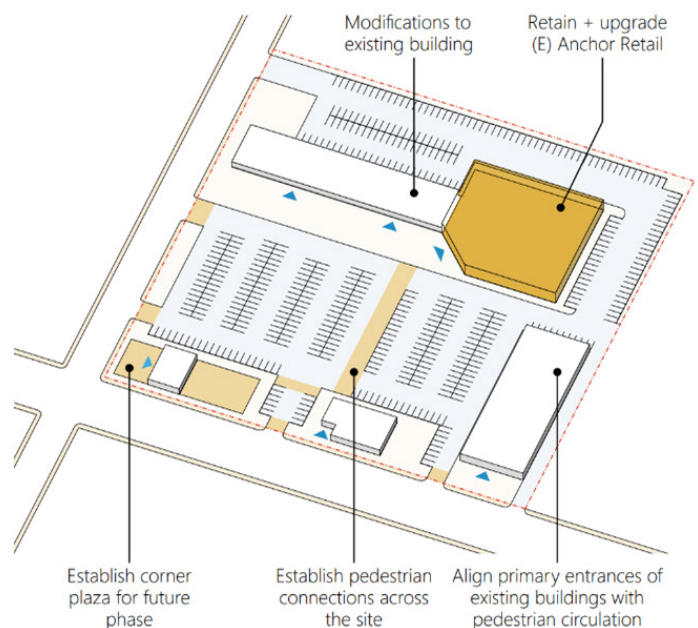


MAKING A NEIGHBORHOOD: SITE ELEMENTS

- Each development must establish visual and physical connections to the street.
- Building facades must have scaled elements to promote pedestrian comfort, safety and orientation.
- No façade shall be blank.
- Refuse/trash areas shall be located within the primary building.
- Buildings should be placed out to the sidewalk at intersections to define the intersections. In some instances, setting the building back from corner to create a unique location for open space, art, or plaza. The design of the building should focus on the street intersection for the benefit of the pedestrian.
- Parking shall be located behind the building, with structured or underground parking preferred.
- Building shall occupy a minimum of 50% of the street frontage.
- Loading areas shall be exempt from the provisions of Section 21135, provided they are located in areas that are the least visible from street views, and/or least disruptive to surrounding vehicular and pedestrian traffic. Loading areas should be placed away from activity centers and pedestrian areas. Where they are exposed to the public view, the visual impact to adjacent properties minimized through building design or landscaping.
- Service or loading area shall be screened as provided in the zoning ordinance. Loading docks, truck parking, HVAC equipment, trash collection and other service functions shall be incorporated into the design of the building or screened with walls of similar design and materials to the principal building. Landscape material shall also be incorporated to create a screen of at least 6' in height.



PHASE 0: EXAMPLE OF EXISTING COMMERCIAL CENTER SITE



PHASE 1: BUILDING RENOVATIONS + SITE MODIFICATIONS

Upgrading retained buildings and creating pedestrian connections within the site.



MAKING A NEIGHBORHOOD: **PARKING**

STANDARDS:

- Consider reductions in the number of parking stalls required.
- Encourage other means of transportation – walking, biking, and transit.
- Standalone structured parking should contain active main floor uses.
- The majority of parking for residential uses shall be provided within structured parking.
- Surface parking should be supplemented with landscaping and sustainability initiatives such as solar-ready rooftops, EV ready spaces and structures, rain gardens as plantings around surface lots, permeable pavers, internal bike parking, priority compact parking stalls.
- A landscaped buffer strip of at least five feet, or a seating wall, shall be provided between surface parking areas and all sidewalks or public streets.
- Extensive breaks in parking fields should be created by planting areas that provide shade, capture stormwater, and limit long views of pavement. Alternative pavements help delineate circulation and parking spaces, and in some cases can help manage stormwater through innovative materials.
- Design for pedestrian ways within parking areas that minimize walking in drive aisles.
- Emphasize pedestrian ways through private and public areas. Pavement markings should be supplemented by alternative colors or materials.
- Construct green spaces in parking lot to separate rows of parking, rather than end-of-row planting islands.
- Parking lot frontage on pedestrian streets must be reduced, and their edges and interiors should be extensively greened with a combination of hedges, ornamental railings, walls, bollards, trees, and other methods to screen parking lots from pedestrian spaces.
- Parking garages must have public entries on each side with vehicle entrances/exits. Public entries must be located on the main floor and be spacious, allowing at least 8 feet of plaza/public access into the building.



MAKING A NEIGHBORHOOD: PARKING

REQUIREMENTS:

- Large expanses of surface parking is not allowed.
- Parking structures, that are below grade or incorporated into buildings, should be located behind buildings to the maximum extent feasible.
- Parking structures shall be designed with architectural treatments that emphasize materials, corner building features. Blank concrete facades will not be allowed. Horizontal bands of concrete are not allowed. Facades must be designed with architectural details like the principal building.
- The parking structure facades should express top, middle, and base components to create distinctions between levels, and minimize the visual impression of a monolithic structure.
- Parking structures entrance drives should be located to minimize conflicts with pedestrian traffic.
- Front yard and corner parking locations are to be minimized.
- EV chargers may not include digital displays, off-site signage, advertisements, or sound (unless for ADA purposes).
- Parking shall include, at a minimum, one of the following sustainability initiatives:
 - o EV-ready parking stalls
 - o Solar-ready rooftops on structured parking
 - o Raingarden perimeters on surface lots
 - o Permeable pavers on surface lots



A mixed-use building with a camouflaged parking entrance leading to rear parking.



IMPLEMENTATION EXAMPLES

The following implementation examples show specific areas throughout City Center fully built out in alignment with the vision for City Center.

Each implementation example has a section identifying key elements of the graphic, a section identifying where flexibility would be considered, and a section describing areas where the city would not allow flexibility in the vision.

These drawings are meant to provide a visual that evokes the feeling of City Center, with the spirit and intent of the ordinances and plan.

IMPLEMENTATION EXAMPLES

CITY CENTER NORTH

Key Elements:

- Two significant residential projects that anchor Vicksburg Lane and Rockford Road corners, with interior courtyard surface parking, and significant below-ground and/or ground-level structured parking.
- Shared parking ramp hidden behind key corridors.
- Additional housing options.
- A restaurant in this general location serves the Fitness and Ice Center traffic.



The southeast corner of Vicksburg Ln & Rockford Rd

IMPLEMENTATION EXAMPLES

Flexibility in Vision:

- The Plymouth Boulevard building could incorporate mixed-use development on the ground floor level.
- A portion of the parking demand in the northerly section of this area would benefit from the proposed parking structure. This structure can provide overflow for the residential units, much of the parking for the commercial sites along Vicksburg Lane (including the restaurant site shown), as well as existing commercial uses in the area.
- 38th Avenue likely will not connect to Vicksburg Lane, but will be analyzed as projects come in.

Implementation:

- Projects should include extensive attention to making architectural statements and provide intensive landscape and hardscape elements.
- Connections through and to the adjoining pedestrian and bicycle circulation system.
- Restaurant locations serve to anchor the string of commercial uses along the major roadways they face, as well as taking advantage of the adjoining population base in the adjoining residential buildings.
- Stormwater treatment area designed as a site amenity (as well as its more functional role).
 - o Connecting to other such treatment in the district, these areas can serve a combined utility and open space purpose. Development proposals made for the area should expect to incorporate stormwater design that can accommodate this plan, both from a drainage and landscape perspectives

IMPLEMENTATION EXAMPLES

PLYMOUTH BOULEVARD AND 36TH AVENUE

Key Elements:

- Infill of existing underutilized areas for either new buildings or parking structures
- Intensive mixed-use development along the Plymouth Boulevard frontage of the Ice Center
- Infill along 36th Avenue emphasizes this street as an entry into City Center.
- Viewsheds considered north and east of Plymouth Boulevard.
- Ponding as an open space amenity.



View looking east down 36th Avenue at the existing Plymouth Ice Center.

- Development along Plymouth Boulevard can utilize existing grades for structured parking below the principal building, provide commercial frontage and exposure along Plymouth Boulevard, and incorporate convenience commercial services to users of the Fitness and Ice Center facilities. The mixed-use building in the lower center of the view provides one of the best opportunities for such a development.

Flexibility in Vision:

- The Plymouth Ice Center (PIC)/Lifetime Fitness parking lot is city-owned and is a unique site that could support a variety of uses, including a public parking garage, residential development, an additional sheet of ice, outdoor amenities and activity spaces, or vertically mixed-use buildings.

Implementation:

- The city-owned parking lot at the PIC/Lifetime Fitness, while a flexible site, should include increased density regardless of use. This area should provide a public amenity, whether that be affordable housing, public parking, an additional sheet of ice, or outdoor activity areas that can be programmed for the city's specific needs. This site could also include a shared parking ramp to serve the area. The city should work with an experienced developer to come up with creative ideas for this parcel.
- Residential development should be incorporated into this area.
- Infill development on smaller and underutilized parcels.

IMPLEMENTATION EXAMPLES

NORTH NEIGHBORHOOD – FITNESS/ICE CENTER/PLYMOUTH BOULEVARD

Key Elements:

- Multi-level parking structure that adjoins the new mixed-use buildings along Plymouth Boulevard.

Flexibility in Vision:

- Highly flexible area under City-ownership.
- Site could include structured parking, residential, or mixed-use development.
- Site could also accommodate transit stop.
- Park and ride options may be integrated into parking structure.
- Parking structure should be provided in this general area, flexible on location.



Looking southwest towards Plymouth Boulevard and 37th Avenue from Plymouth Town Square.

Implementation:

- High quality, 4-sided architecture regardless of use.
- Structured parking on the PIC/Lifetime Fitness Site.
- Potential for 4th sheet of ice on the PIC building.

IMPLEMENTATION EXAMPLES

34TH AVENUE TERMINUS

Key Elements:

- The connection of 34th Avenue to Plymouth Boulevard provides one of the major crossings of Plymouth Boulevard between the east and west sides of City Center.
- A significant terminal view for those coming east on 34th Avenue a notable opening in the line of buildings that are shown to front Plymouth Boulevard, and a design which takes its shape from the Hilde Center access location just to the south.
- This layout creates a pedestrian landing area for foot traffic crossing Plymouth Boulevard and focuses traffic to the fitness facility to increase pedestrian and bicycle traffic.
- Infill buildings with frontage on Plymouth Boulevard, with joint structured parking behind and below.



Site looking east at the Plymouth Ice Center/Lifetime Fitness parking lot.

Flexibility in Vision:

- Highly flexible area under City-ownership.
- Site could include structured parking, residential, or mixed-use development.
- Site could also accommodate transit stop.

Implementation:

- High quality, 4-sided architecture regardless of use.
- Structured parking on the PIC/Lifetime Fitness Site.
- Density within parking lot site.
- High quality landscaping and treated pavement.
- City partnership with developer who can design site to incorporate numerous uses to meet city goals.

IMPLEMENTATION EXAMPLES

ACTIVITY NODE

Key Elements:

- Open space creating an amenity for commercial uses.
- Restaurant spaces across 34th Avenue to the north.
- Bulk of the uses around the square, at ground level, are encouraged to be commercial in nature. The public or quasi-public uses in this area should complement, and drive traffic to, the surrounding commercial businesses and the Hilde just to the east of this district.
- Pavement surfaces are encouraged to avoid asphalt or typical smooth grey concrete.
- Alternative surfaces, colors, and materials are encouraged in both public and private areas.
- On-street parking as alternative pavement, including permeable pavements to manage stormwater should be evaluated where feasible.



View to southeast.

Flexibility in Vision:

- A key component of implementing this vision as shown above is either the city purchase of a piece of land, or a private redevelopment project that is required to dedicate land to the city for public open space. With a private redevelopment project, the amount of land dedicated to public open space could decrease significantly from what is seen above.
- Commercial spaces should consider rooftop amenities in this area, which provide a unique view of the public open space and the Hilde.
- This area provides a unique opportunity to close the road from the existing movie theater to the Hilde and could provide a location for festivals and events.

Implementation:

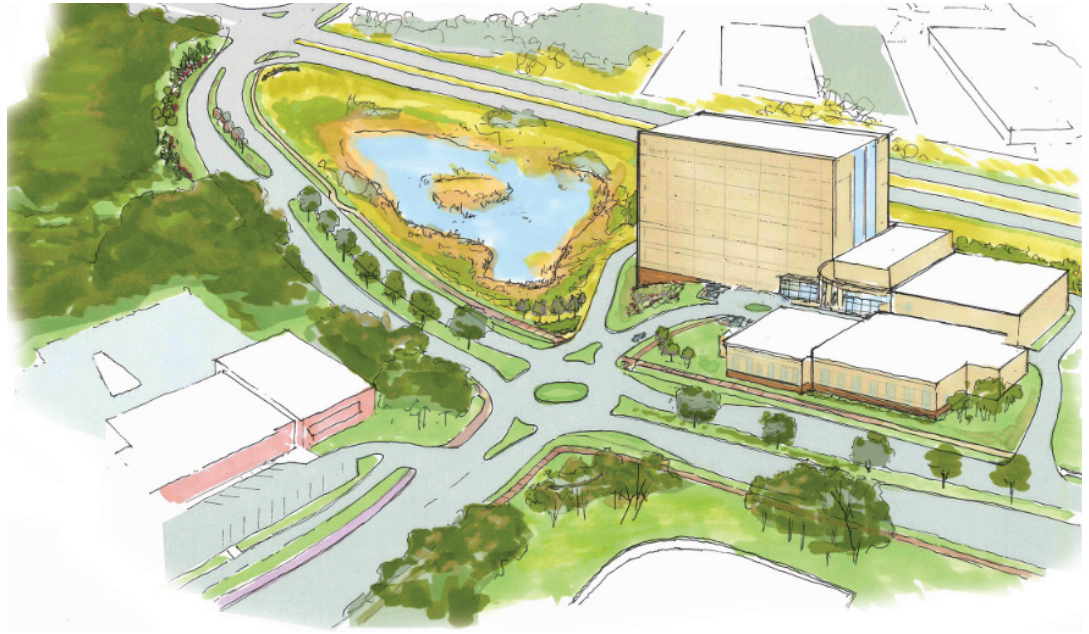
- Implementation of proposed open space involves public purchase of this site, or land dedication through adjacent development.
- Public open space required in this area to provide another gathering space and refuge for pedestrians walking throughout City Center, especially those going to/from the Hilde.
- Require active commercial spaces on main floor spaces on 34th Avenue.
- Uses around this area must consider and provide for connections to the Hilde, as well as adjacent commercial spaces.

IMPLEMENTATION EXAMPLES

EAST GATEWAY

Key Elements:

- Plymouth Boulevard sweeps into the area through a green-flanked landscape to a roundabout.
- The separation of this area – with its valuable Highway 55 frontage – provides an attractive site for a Hotel and Business Center or Convention facility.
- Enhancing the entry drive along 34th Avenue provides an opportunity to create a unique gateway to the City Center area, and the hotel complex helps attract visual attention to the district.
- The area between City Hall and Highway 55 sits lower than the highway, and can accommodate a multi-story facility, with tiers of lower-level structured parking below, without creating an overly dominant building height.



Looking towards Highway 55 from City Hall.

Flexibility in Vision:

- Flexible on uses, overall height, and massing.

Implementation:

- Increased density onsite, regardless of use.
- Gateway from Highway 55 into City Center. Signage should be considered at this intersection.
- Allow increased height here since no adjacent neighbors impacted.
- Pedestrian crossings to Post Office and City Hall, with an increased trail network.
- Increased high-quality landscaping in this area that provides a lush entrance to City Center from Highway 55.
- Project should be a cornerstone of City Center and will act as a gateway. Project should partner with the city on any additional signage that is needed onsite.

CHECKLIST FOR DEVELOPMENT PROJECTS

As a part of any individual application requirements provided for in the Zoning Ordinance and those elements listed in the City Center application checklist, projects within City Center shall provide:

- ☐ Any new building requires a sketch plan application prior to a full zoning application and review
- ☐ Narrative describing how the project aligns with the City Center vision, goals, and requirements
- ☐ Planning data including:
 - o Project density calculations
 - o Open space calculations
 - o Floor area
 - o Parking count
 - o Lighting plan
 - o Bike parking count
 - o Pedestrian circulation plan
- ☐ Four-sided, eye-level building elevations in color including:
 - o Full screening of mechanical equipment including HVAC, meters, private utility boxes and pedestals, utility lines, and any other such component. Public street signs and light poles must also be shown.
 - o Section diagram showing concealment of any proposed rooftop equipment from eye-level view at adjacent public rights of way.
 - o Building materials and color palette describing proposed materials. Documentation shall include (but not be limited to) color chips for walls, accent materials, trims, awnings, architectural metalwork and samples of visible roofing.
 - o Elevations must have adjacent buildings labeled.
 - o Accurately colored and detailed three-dimensional perspective images (renderings) from at least two vantage points. The perspective images may be waived for small projects at the discretion of community and economic development staff.
- ☐ Firetruck turning radius diagram showing how a firetruck can maneuver through the site
- ☐ Pedestrian walking diagram showing access from parking structures to building entrances, and building entrances to adjacent sidewalks/trails. Pedestrians must not walk past garbage areas, loading zones, etc.

CHECKLIST FOR DEVELOPMENT PROJECTS

- ☐ Site plans must include:
 - o Standard site plan requirements, including lighting plan.
 - o Light poles, street signs, existing utility boxes, fire hydrants, etc. to ensure clear paths for pedestrians and bicyclists. A minimum pedestrian walkway with a clear path of 6 feet in width will be required.
 - o Vicinity map inset of City Center District.
 - o Proposed building footprints; building walls and openings (doors and windows).
 - o Lot coverage area, impervious surface area, and exterior paving.
 - o Dimensions and materials for any surface parking or structured parking entrances.
 - o Location of any proposed mechanical equipment (e.g. Meters, A/C condensers, back flow preventers, cooling towers, pump houses, electrical transformers), whether ground-, wall-, or roof-mounted.
- ☐ Illustrated Landscape Plan of the proposed project that includes the following:
 - o Schematic landscape planting plans for all open space
 - o Proposed hardscape location, dimensions, materials, and area
 - o Seasonal variations in site and landscape elements, including planters, structures, etc.
 - o Proposed artwork
 - o Site furniture, traffic control signage, utility equipment cabinets and similar elements
- ☐ Internal building plan including:
 - o Residential units by square footage and bedroom count
 - o Residential common amenity areas
 - o Commercial square footage, gross and net
 - o Elevators, stairs, and building circulation
 - o Trash and recycling rooms and exterior access areas
 - o Bike parking
 - o Mechanical and rooftop equipment
- ☐ Any other forms associated with other applications. This is an extra set of requirements in addition to the standard site plan, preliminary plat, CUP, etc. applications.



Plymouth Civic Center Residences

A Public-Private Partnership Proposal

Presented to the City of Plymouth, Minnesota | **September 1st, 2026**

3600 Plymouth Blvd, Plymouth, MN | 2.41 Acres



Meet the Hempel Development Team



Bill Katter

Principal — Development

Bill joined Hempel as a part owner to lead and launch the firm's development division. With 20+ years in commercial real estate, he previously served as President of United Properties and led development of over 8 million SF of industrial, office, and mixed-use assets across Minneapolis, Denver, and Austin. His award-winning projects include the RBC Gateway tower and Plymouth Ponds in Plymouth, MN. Bill brings deep expertise in land acquisition, entitlement, design, construction, and project capitalization.



Rick McKelvey

Senior Vice President — Development

As SVP, Rick directs development and investment activities across commercial, multifamily, and senior living properties. His 20+ year career has delivered more than \$1.5 billion in project value. Rick's projects have earned recognition from NAIOP, MSCA, the Minneapolis/St. Paul Business Journal, and Finance & Commerce. A Twin Cities native and NDSU graduate, Rick brings expertise in commercial construction, design, and development management.



Sonja Dusil

Senior Vice President - Development

With over 25 years of leadership experience in the commercial real estate industry, Sonja Dusil is a seasoned executive known for driving operational excellence, fostering high-performing teams, and delivering impactful business outcomes. Sonja brings a unique blend of strategic vision, effective communication, and relationship management, enabling her to cultivate lasting partnerships with stakeholders at every level. Throughout her career, Sonja has been recognized for her ability to align organizational goals with innovative solutions, champion team strengths, and lead with integrity.

Why Hempel Real Estate

\$930 Million+
Current assets under ownership

4,500,000+ SF
Total portfolio size

Local Expertise

Headquartered in Minneapolis since 2001, Hempel has deep roots in the Twin Cities market and an established track record across multifamily, commercial, retail, and mixed-use development throughout the metro.

Financial Discipline

Hempel's development philosophy prioritizes financial feasibility, transparent partnership structures, and long-term ownership — ensuring projects that work for both the developer and the community.

P3 Experience

The team has extensive experience navigating public-private partnership structures, including TIF, tax abatement, and land lease arrangements with municipal partners across Minnesota.

Multifamily Excellence

From luxury market-rate apartments to active adult communities, Hempel's portfolio spans the full spectrum of residential development with a consistent focus on design quality and resident experience.

Community-First

Hempel approaches every project as a long-term community partner. Their commitment to authentic placemaking and thoughtful design distinguishes every project.

City Center Alignment

The Plymouth project aligns perfectly with Hempel's strategic focus on transit-adjacent, mixed-use City Center redevelopment — exactly the opportunity they were built to pursue.

Relevant Project Experience



Comparable Mixed-Use P3

Terasa at West End

St. Louis Park, MN | Mixed-Use Residential

6-story, 223-unit mixed-use building with 21,000 SF of commercial space including a grocer. Groundbreaking April 2026. Designed by Tushie Montgomery Architects — same team as Plymouth Civic Center Residences.



Award-Winning Senior Living

Amira Minnetonka

Minnetonka, MN | Active Adult / Senior Living

Signature 55+ active adult rental community at 801 Carlson Pkwy featuring golf simulator, sky lounge, pool, and fitness center — developed by team leadership at United Properties. Recognized as Best Senior Housing.



Comparable Mixed-Use P3

Kenwood Village

Duluth, MN | Multifamily Residential

Premier market-rate apartment community in Duluth's established Kenwood neighborhood, managed by Hempel. Demonstrates the team's ability to deliver quality multifamily housing across Minnesota markets.



Comparable Mixed-Use P3

Penn & American District

Bloomington, MN | Mixed-Use Redevelopment

Landmark mixed-use redevelopment in Bloomington led by Brandon Champeau and Rick McKelvey at United Properties — combining retail, commercial, and residential uses in a suburban City Center context directly comparable to Plymouth.

Hempel Key Partnerships



The Opportunity: Plymouth City Center

Site Facts

Address:	3600 Plymouth Blvd, Plymouth, MN
Site Area:	2.41 Acres
Zoning:	CC - City Center (Mixed-Use Permitted)
Max Height:	65'-0"
Density:	20-40 Units / Acre
Entitlement Path:	PUD - expected to exceed the max density and height
2040 Guide Plan:	City Center

Why This Site, Why Now?

Prime Location

Adjacent to Life Time Fitness, Life Time Water Park, and Hilde Performance Center — high-traffic destination anchors.

Underutilized Land

The surface parking lot represents an extraordinary redevelopment opportunity in a proven City Center district.

Strong Market

Plymouth's robust household incomes and limited Class A rental supply create strong residential demand.

City Alignment

Project aligns with Plymouth's 2040 Comprehensive Plan vision for an activated, walkable City Center.

Undersupplied Rental Market

Plymouth's aging rental stock and shrinking pipeline creates demand for new apartments.

Executive Summary

Hempel Real Estate proposes to transform the underutilized City-owned surface parking lot south of Life Time Fitness Plymouth into a vibrant mixed-use destination that replaces existing public parking, activates Plymouth's City Center, and delivers lasting community value through a thoughtful public-private partnership.



155–165

Residential Units

Studio / 1BR / 2BR / 3BR



7 Stories

Building Height

157,250 SF Total



~600

Parking Stalls

~360 Public & ~240 Private



~13K SF

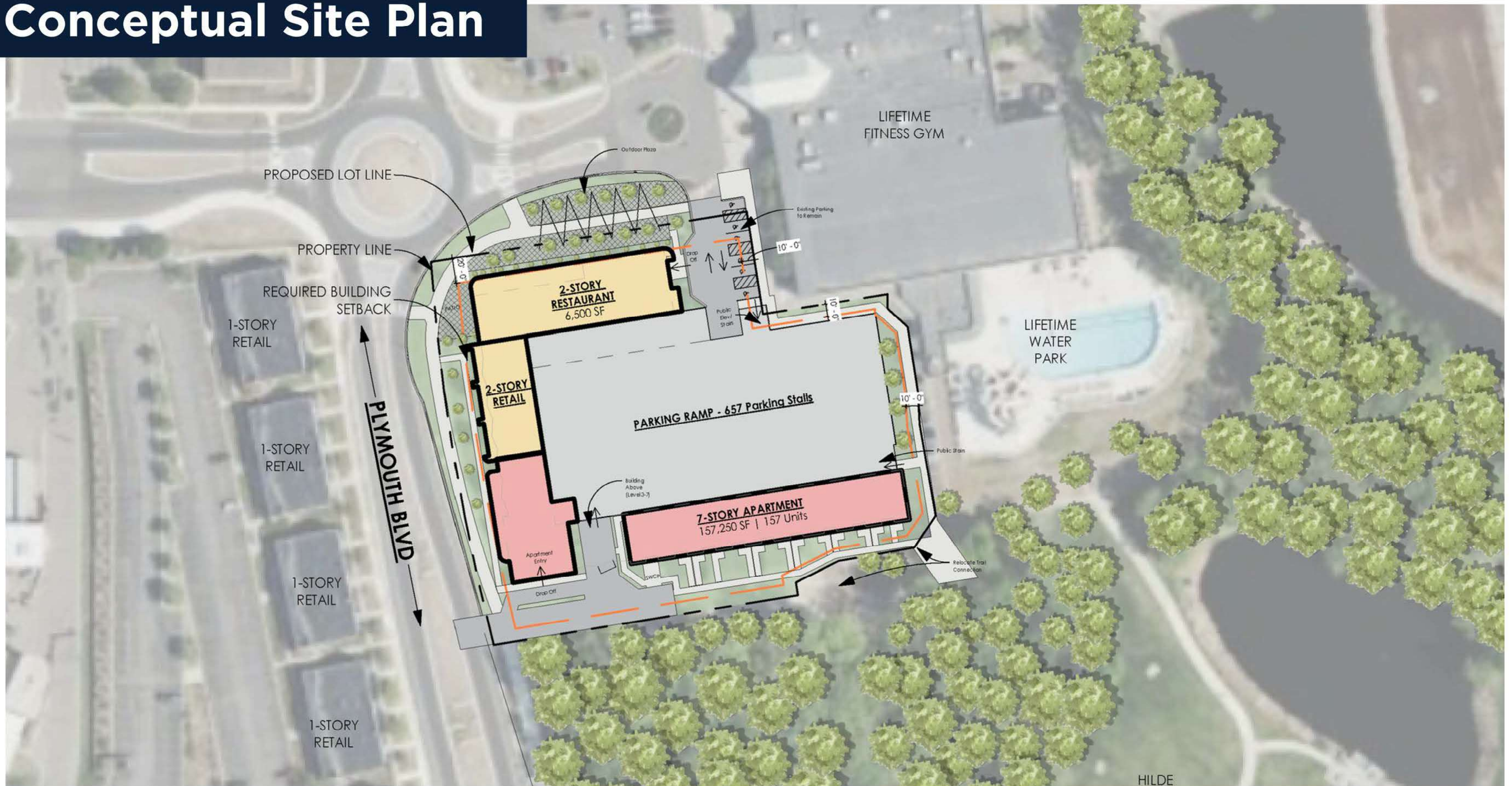
Retail & Dining

Restaurant + Retail

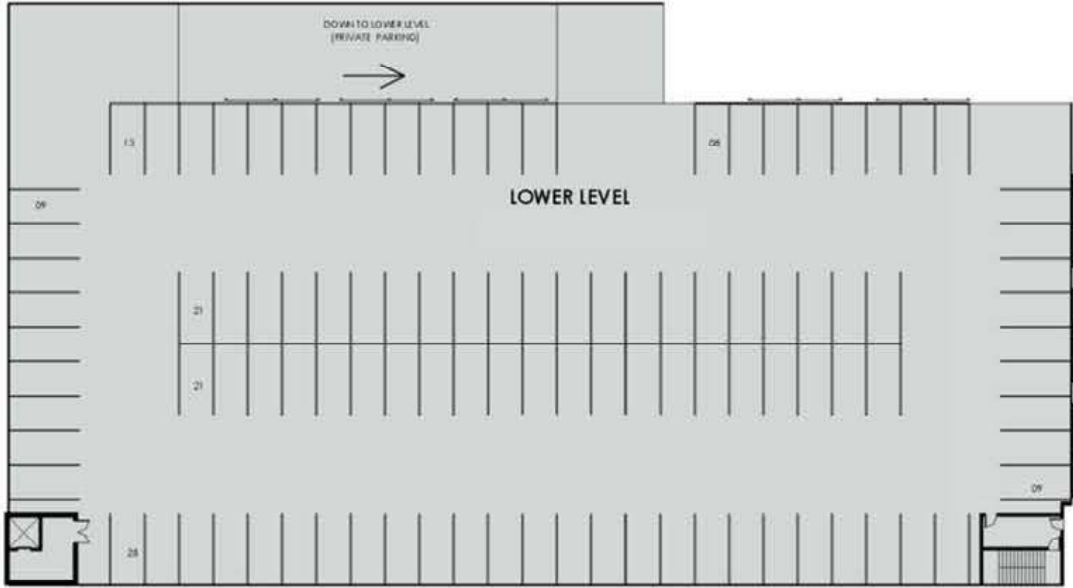
Community Benefits & Public Realm

- Affordable Housing: 5% of units delivered at 30% AMI
- Activate Plymouth's City Center with street-level retail, a signature restaurant, and outdoor plaza
- Replace 229 existing public parking stalls and deliver 132 code-required public retail stalls
- Deliver high-quality market-rate housing adjacent to Life Time Fitness and Hilde Performance Center tailored to working professionals, young families, and active seniors
- Structure a public-private partnership that serves both City and community financial objectives

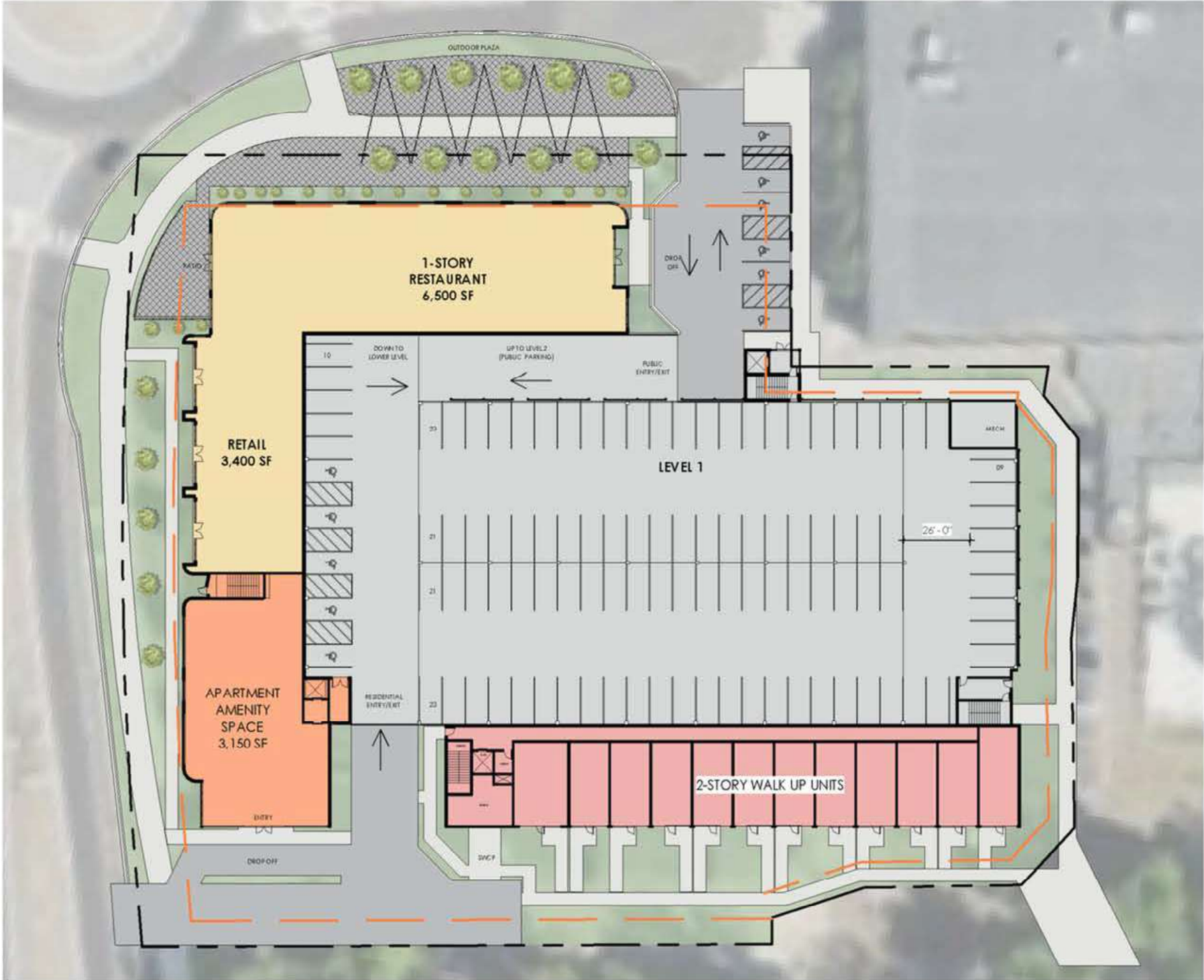
Conceptual Site Plan



Conceptual Floor Plan



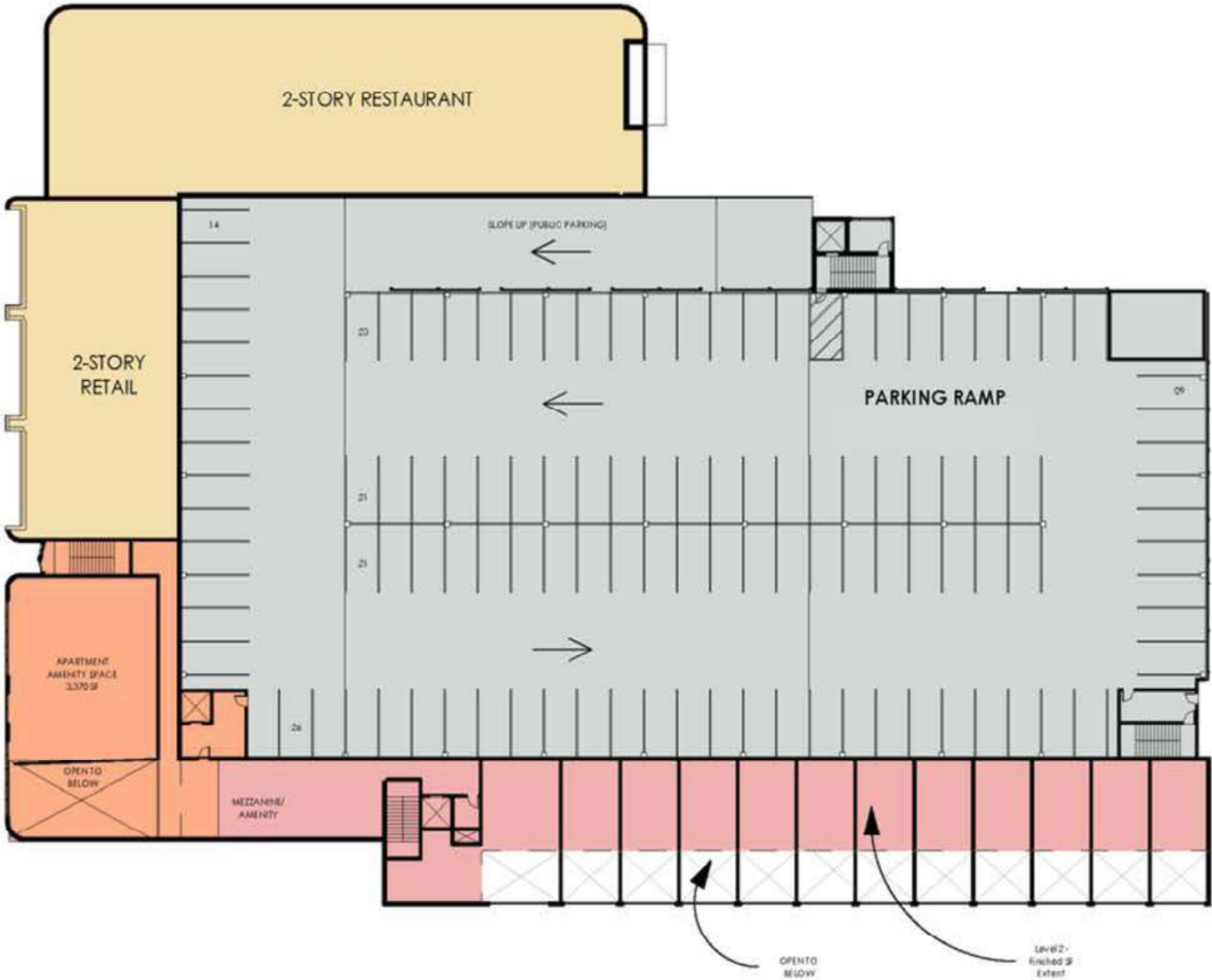
1 | LOWER LEVEL - FLOOR PLAN
SCALE: 1" = 60'-0"



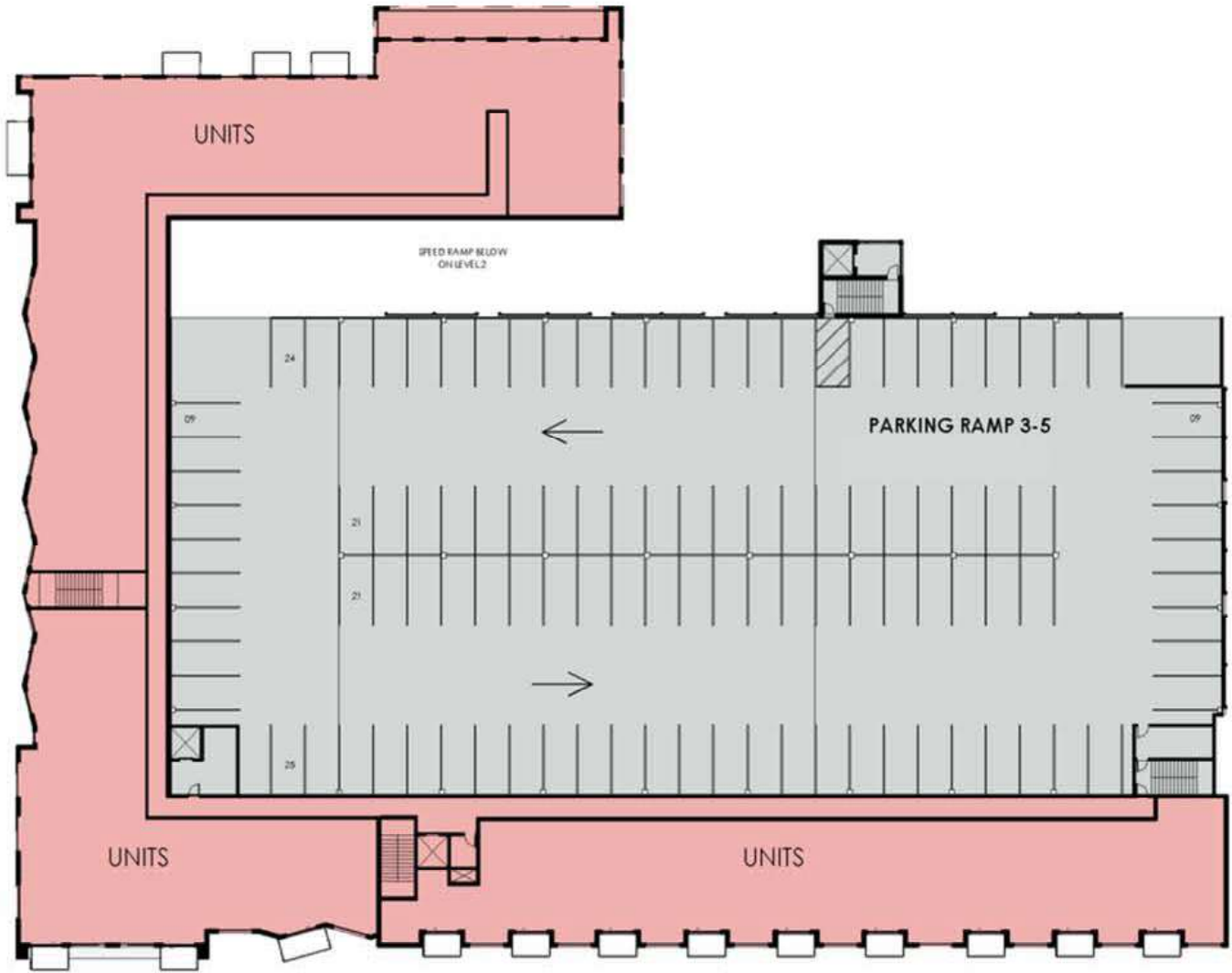
2 | LEVEL 1 - FLOOR PLAN
SCALE: 1" = 60'-0"



Conceptual Site Plan



1 | LEVEL 2 - FLOOR PLAN
SCALE: 1" = 60'-0"



2 | LEVEL 3-7 - FLOOR PLAN
SCALE: 1" = 60'-0"

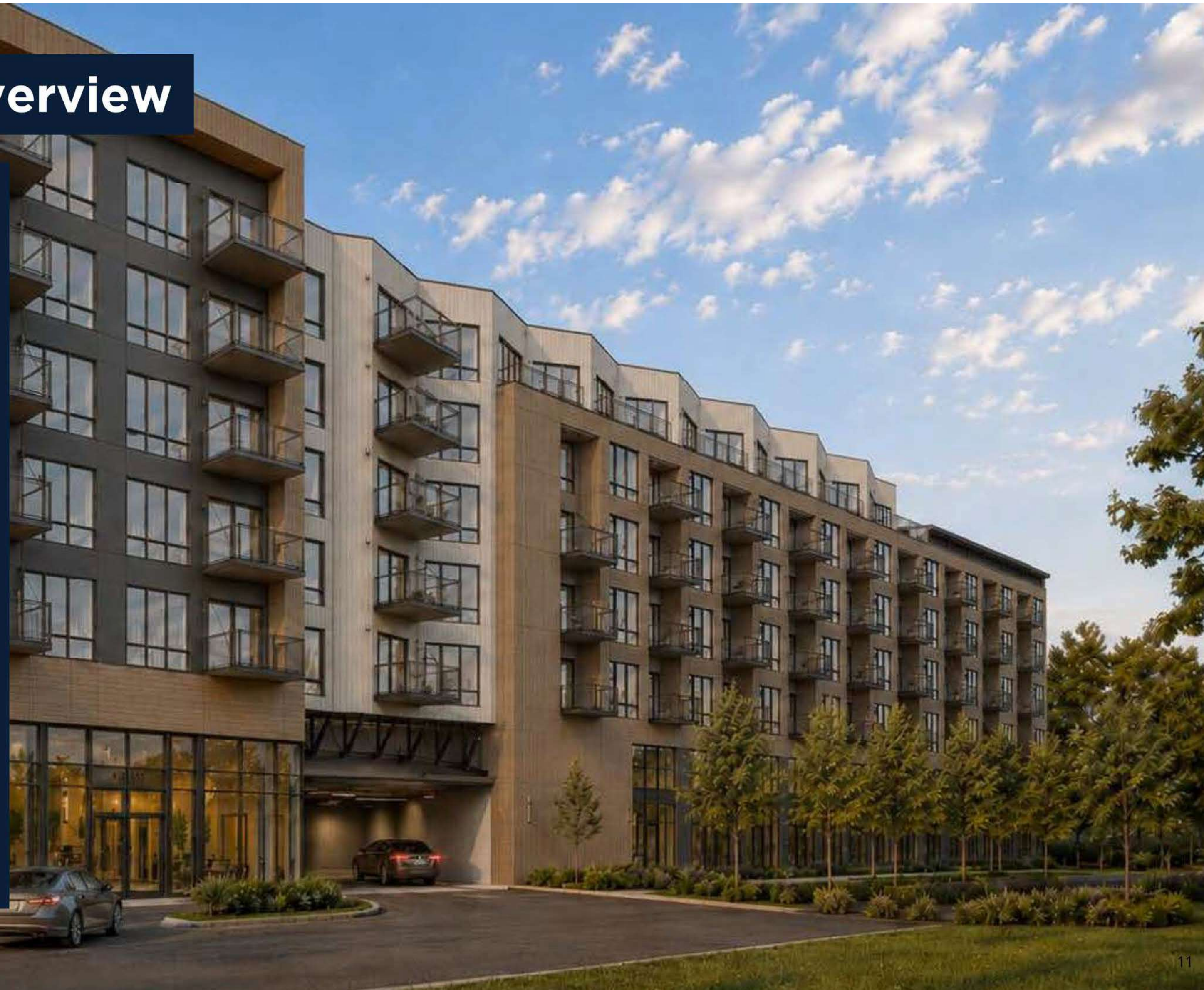


Concept Design Overview

Residential



- 7-Story Apartment Building
- 155–165 Units (Studio/1BR/2BR/3BR)
- 157,250 SF Total
- ~1,000 SF avg. unit size
- Levels 3–7 residential
- Levels 1–2 parking/amenity/retail
- 3,150 SF amenity space (L1)
- 3,370 SF amenity mezzanine (L2)
- 2-Story Walk-Up Units along south edge



Concept Design Overview

Commercial & Dining



- 6,500 SF Restaurant (2-Story Volume)
- 3,400 SF Ground Floor Retail
- Retail at northwest corner
- Outdoor Plaza / Patio (1,500 SF)
- Active street-level frontage
- Signage nodes along Plymouth Blvd



Concept Design Overview

Parking Structure



- ~600 Total Stalls
- ~360 Public Stalls (retail/LifeTime)
- ~240 Private Stalls (residential)
- Residential entry separate



Financial Feasibility Framework

Public-Private Partnership Tools

- Financial modeling completed in full transparency with City staff
- Redevelopment TIF — ~\$700K to \$1MM projected annual increment
- Tax Abatement — reserve appraisal/assessment until completion
- Land Cost Flexibility
- Parking structure:
 - City finances construction of parking structure and leases residential stalls to Hempel **OR**;
 - Hempel finances construction of parking structure and leases public stalls to City
 - Hempel finances construction of parking structure and city purchases completed public stalls

Proposed Next Steps

1

Developer Selection

City selects development partner

2

Exclusive Predevelopment Agreement

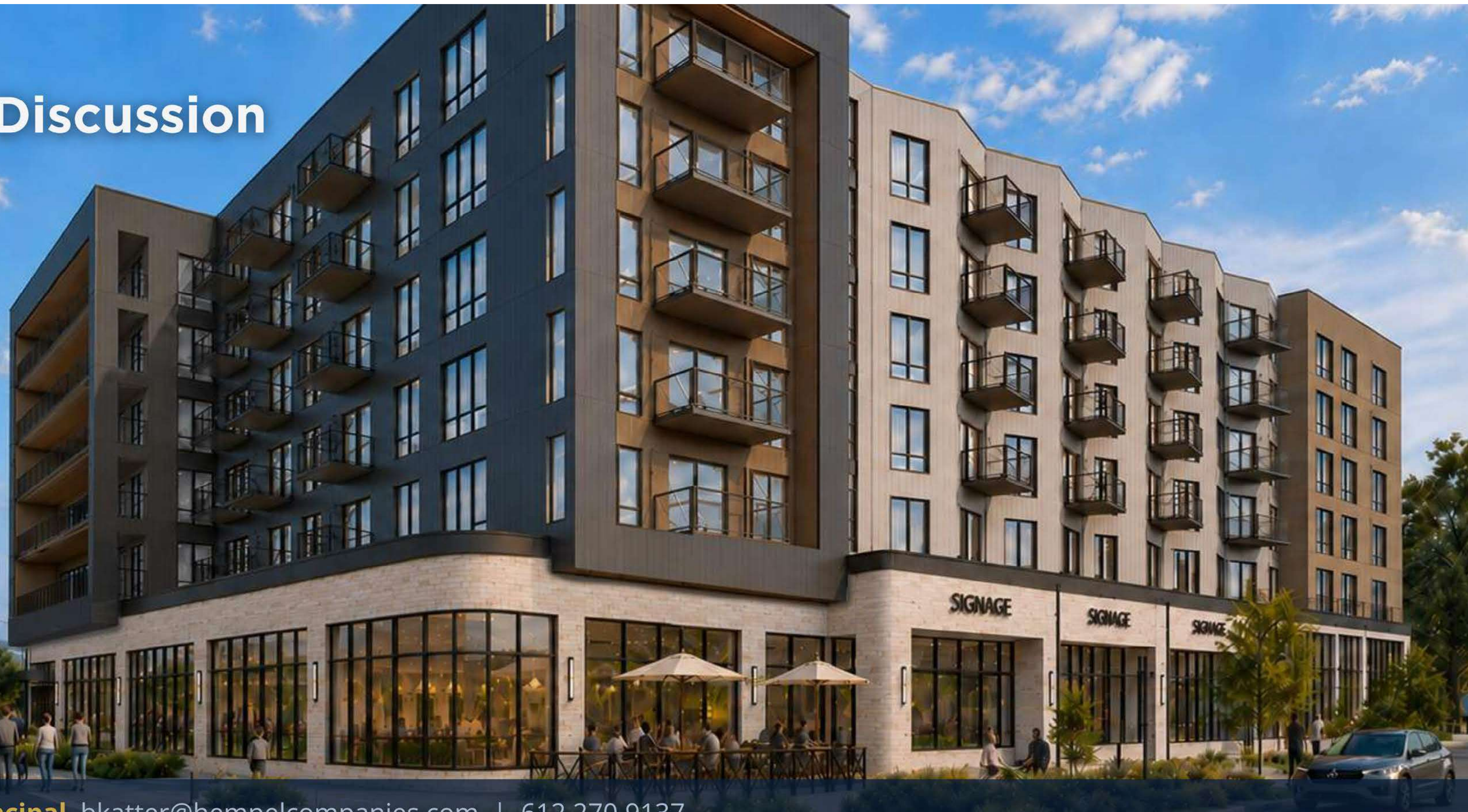
Execute agreement to confirm financial feasibility

3

Feasibility Deliverables

Design Dev / Financial Feasibility / Dev Agreement / Retail Preleasing / Site Due Diligence / Market Analysis

Open Discussion



Bill Katter, Principal bkatter@hempelcompanies.com | 612.270.9137
Rick McKelvey, SVP rmckelvey@hempelcompanies.com | 612.919.5294
Sonja Dusil, SVP sdusil@hempelcompanies.com | 612.220.8624

hempelcompanies.com | Minneapolis, MN | Established 2001



Plymouth City Center Redevelopment Opportunity

Plymouth Ice Center / Life Time Parking Lot Site



Project Team

Development Team:



Architecture & Engineering:



Public Parking
Design Consultant:



Public-Private Advisors:

Excelsior Bay Partners

Development Team



Carl Runck

- 20 years of development experience in walkable suburban/urban downtown environments.
- Extensive experience with public-private partnerships.
- Developed many large-scale mixed-use development projects in the Twin Cities.



Marty McCarthy

- 25 years of development experience in the public/private sector.
- Extensive experience with public-private partnerships.
- Developed many large-scale development projects.

Shared Mission:

Focus on delivering high-quality residential and mixed-use developments that contribute to long-term community vitality and economic growth.

Commitment to thoughtful development, strong partnerships, and responsible growth.

Development Team



DEVELOPMENT

Great States Development excels at aligning partnerships, identifying opportunities others overlook, and improving the resident experience at every stage of a project. Our alignment across development, construction, and management sets our portfolio apart.



**1.2B ASSETS
UNDER
MANAGEMENT**



CONSTRUCTION

Great States Construction takes a comprehensive approach to construction. From commercial to multifamily, they partner with clients through design, development, and construction with the end user in mind at every phase.



**5 STATES:
NORTH DAKOTA,
MINNESOTA, MONTANA,
SOUTH DAKOTA, WYOMING**



MANAGEMENT

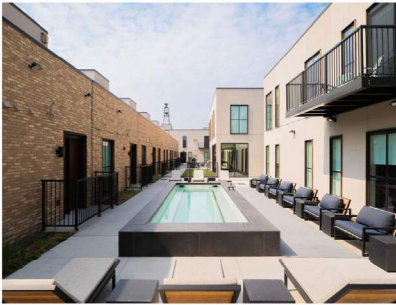
Collective is focused on managing properties to deliver exceptional resident experiences. That resident-first approach shapes every decision, from how communities are managed to how maintenance requests are handled.



**5,000+
APARTMENT
UNITS**

Team Experience

One West Drive - Excelsior, MN



The Setting - Edina, MN (currently under construction)



Team Experience

The Rowe - Victoria, MN



Wilford Apartments - Waconia, MN

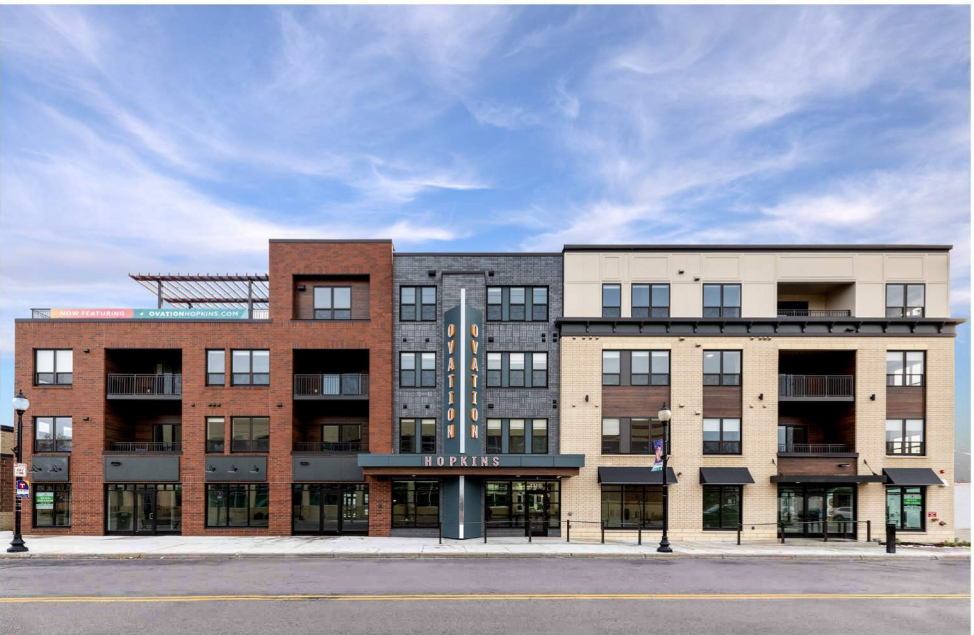


Team Experience

Article No. 7 - North St. Paul, MN



Ovation - Hopkins, MN



Redevelopment Site

Plymouth Ice Center / Life Time Parking Lot Site

- ~2.5 Acres
- 234 Parking Stalls
- Life Time Fitness has non-exclusive easement rights for customer and employee parking through 2036



Redevelopment Site

Why redevelop this site:

- To help build the vibrant downtown Plymouth has been trying to create.
- The City Center is Plymouth's designated area for higher-density, mixed-use growth.
- Additional residential density supports local restaurants, retail, amenities, and future transit while maximizing the City's investment in infrastructure and placemaking.
- A thoughtfully designed mixed-use apartment community helps transform City Center from a collection of destinations into a true downtown neighborhood where residents can live, work, shop, and gather.
- To support existing public investments. The City has invested heavily in City Center improvements, including:
 - Plymouth Boulevard reconstruction
 - Streetscape enhancements
 - Wayfinding and public art
 - Pedestrian infrastructure, and
 - Community gathering spaces
 - Plymouth Creek Park, Hilde Performance Center, and Millenium Garden Park



CONCEPT DESIGN - Plymouth City Center Mixed Use



Precedent: North Loop Riverfront multifamily (amenity and units oriented toward the park and river)



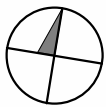
Precedent: San Antonio River Walk Hotel lobby (indoor/outdoor connections)

CONCEPT DESIGN - Plymouth City Center Mixed Use

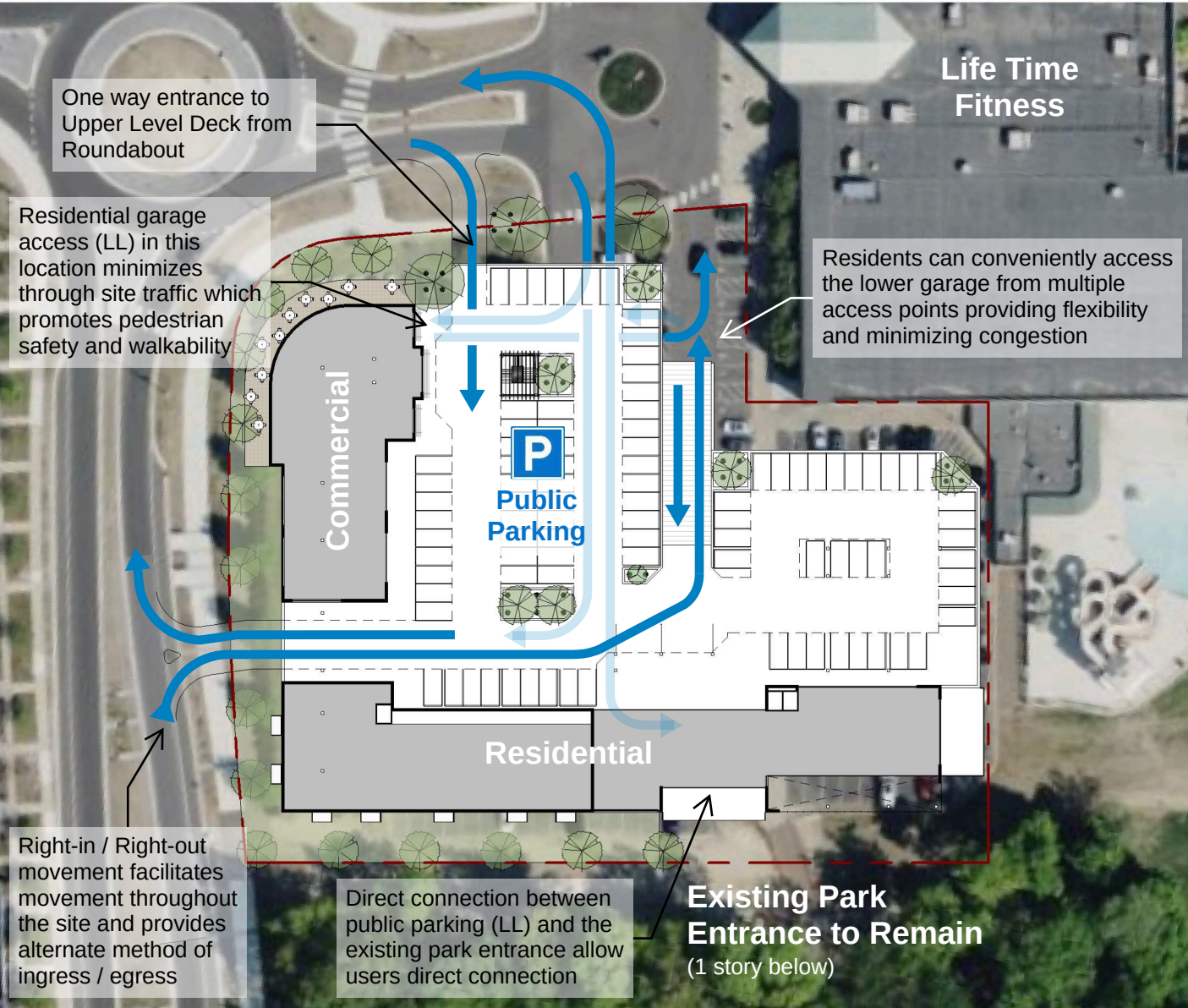


Area Plan

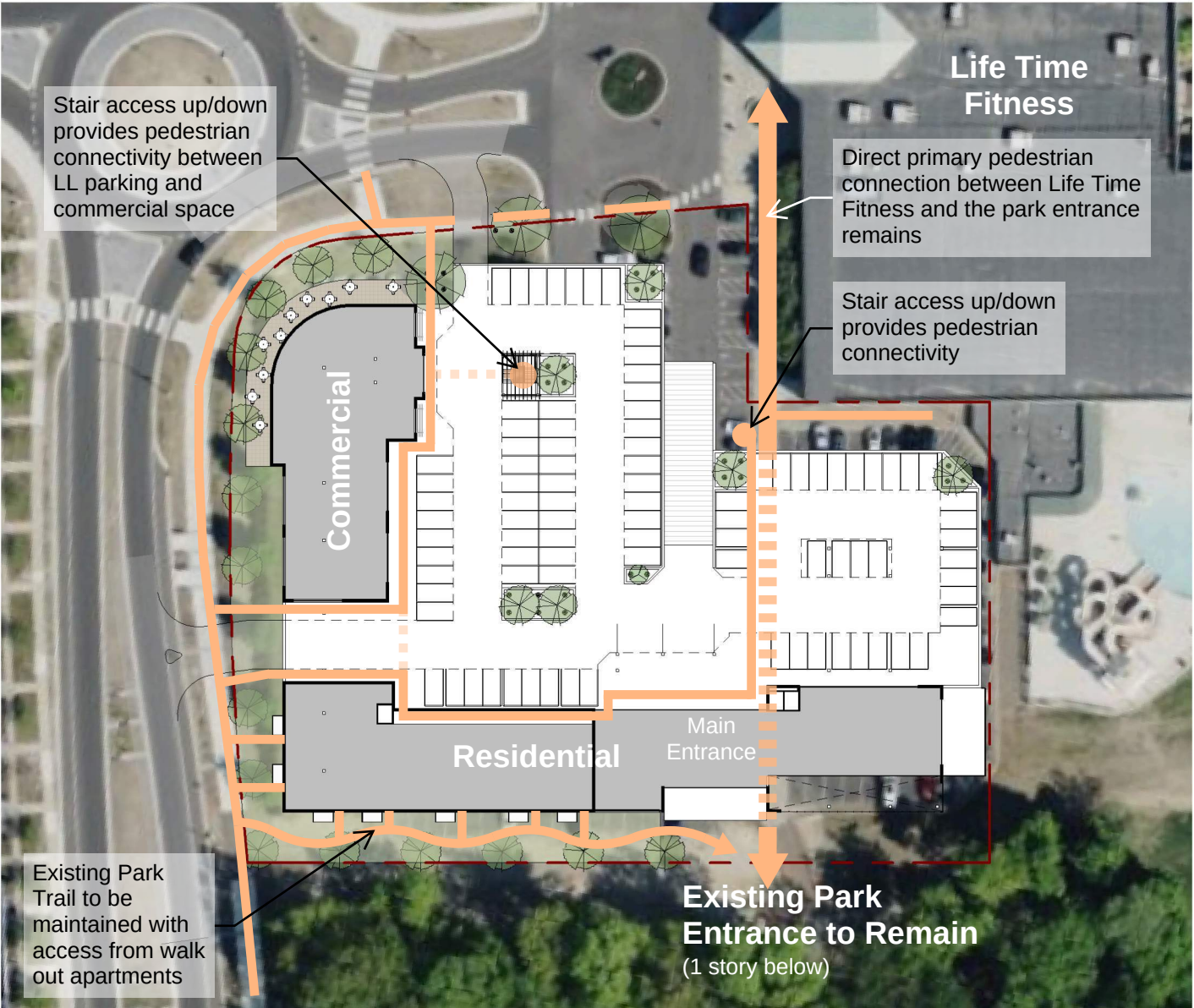
1" = 160'-0"



CONCEPT DESIGN - Plymouth City Center Mixed Use

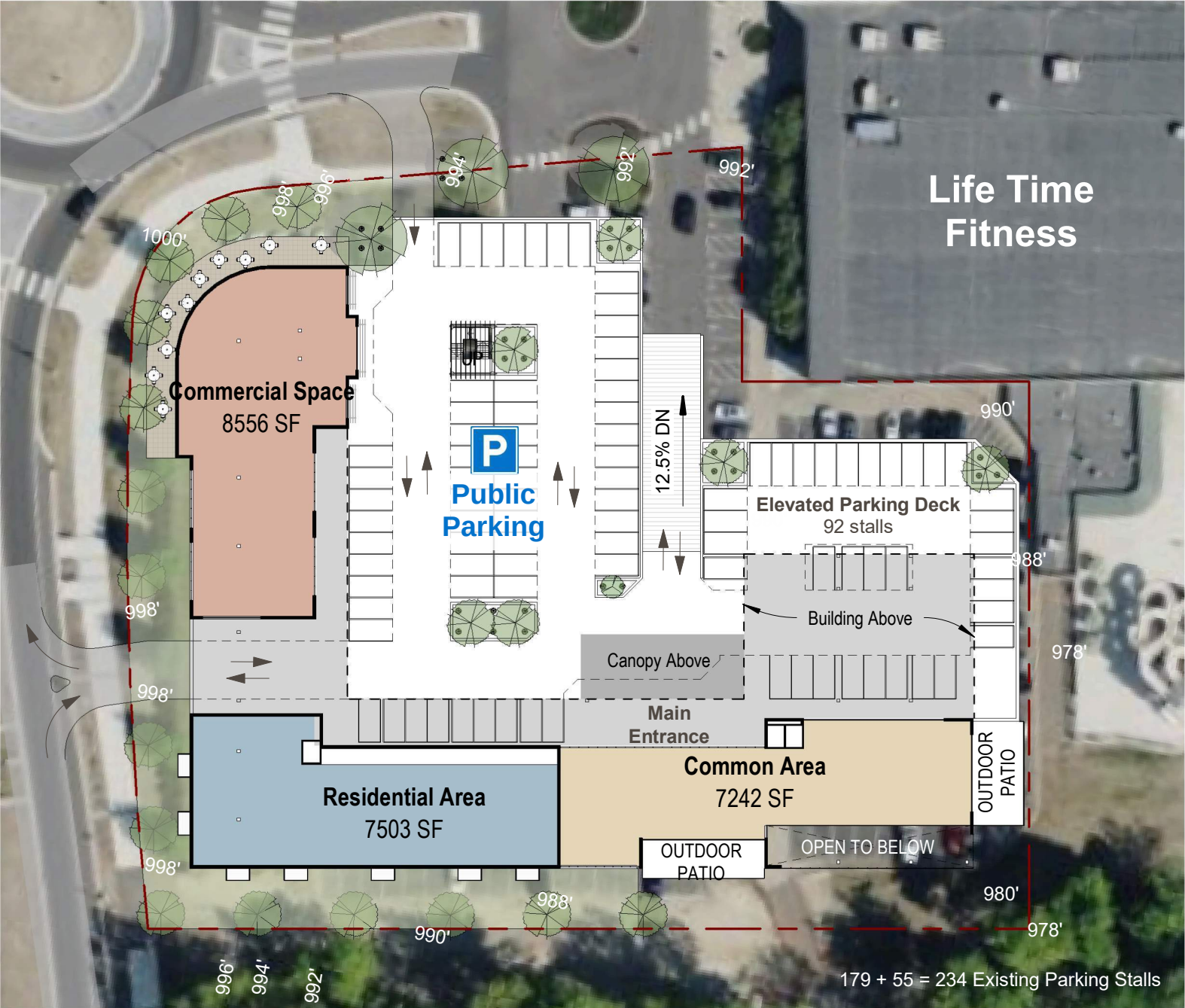


Vehicular Movement



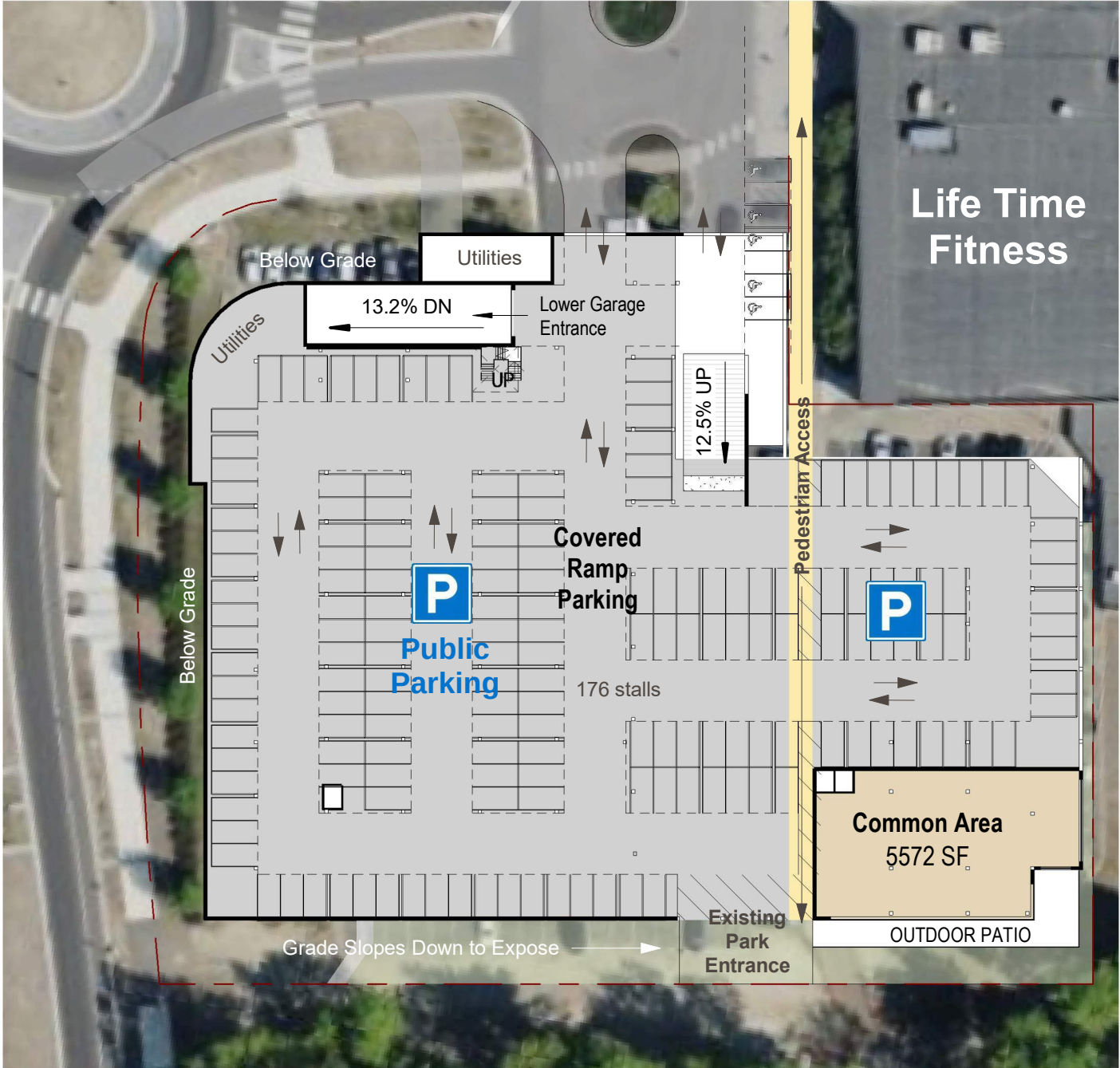
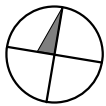
Pedestrian Movement

CONCEPT DESIGN - Plymouth City Center Mixed Use



Site / First Floor Plan

1" = 60'-0"



Upper Garage (-1) / Park Entrance Level

1" = 60'-0"

CONCEPT DESIGN - Plymouth City Center Mixed Use

Parking Summary:

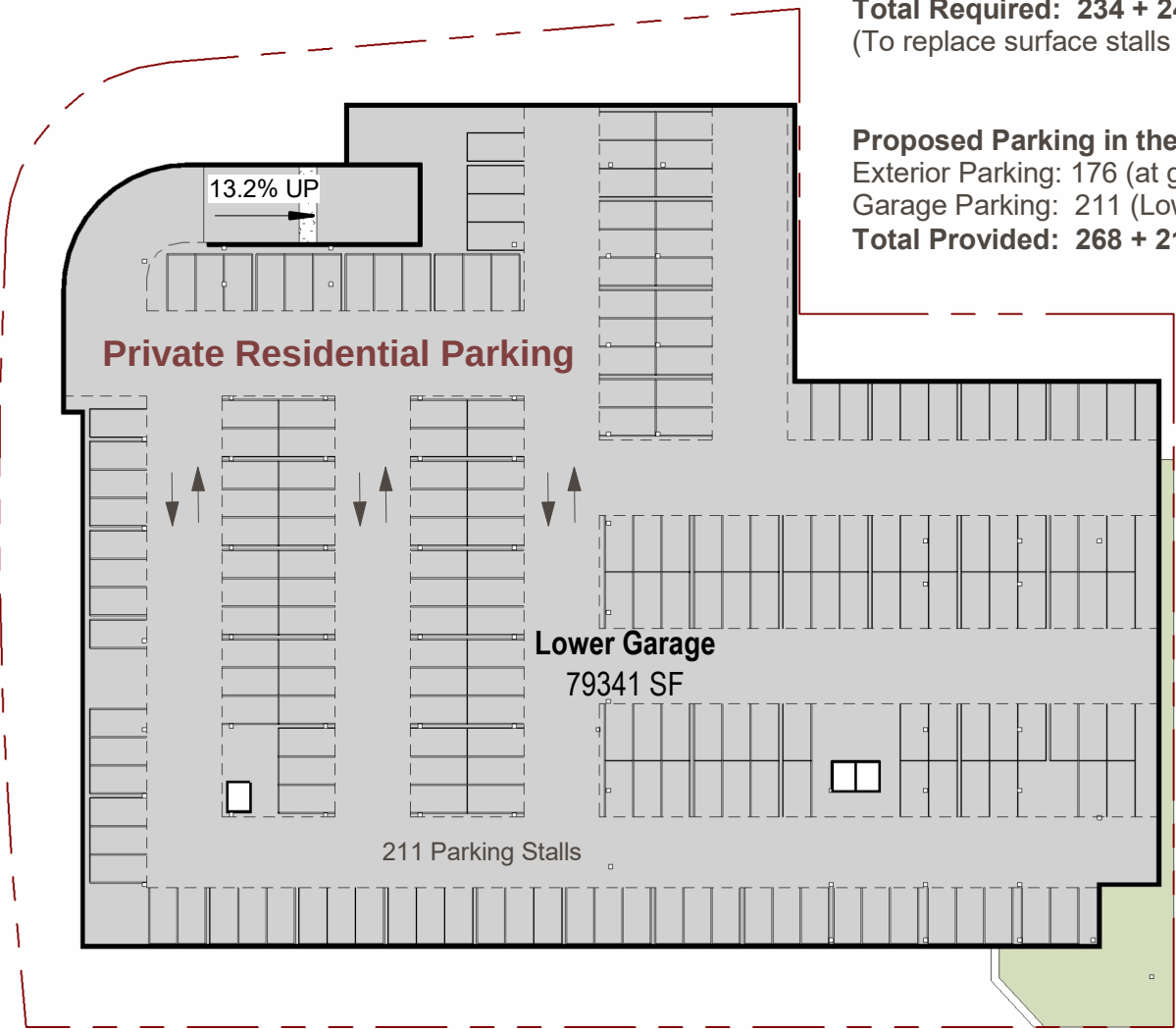
Existing Surface Parking:
179 (west lot) + 55 (east lot) = 234 stalls

Residential Parking Need:
185 units w/ approx. 241 beds = 241 stalls

Total Required: 234 + 241 = 475 stalls
(To replace surface stalls and provide appropriate parking for the apartments)

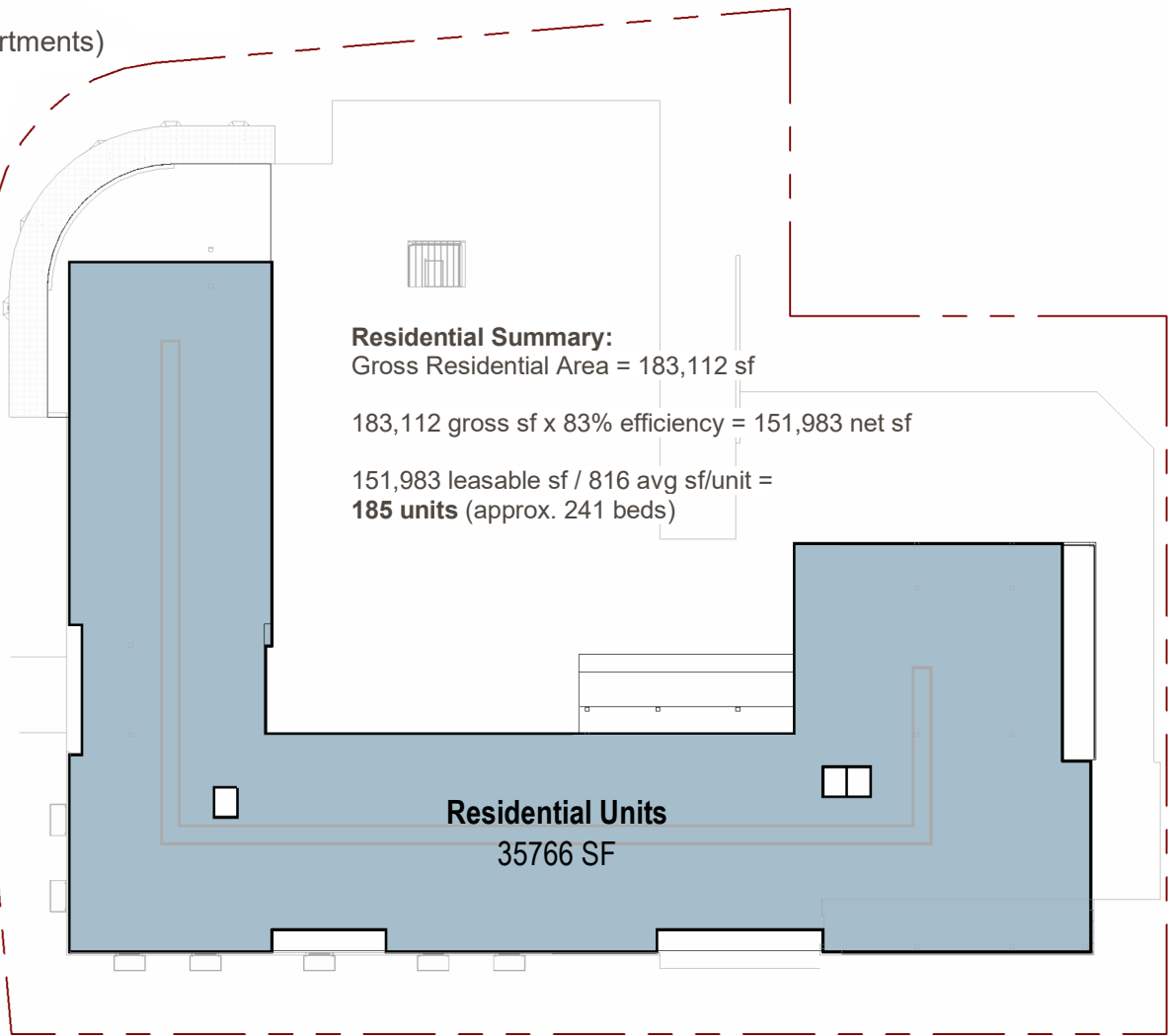
Proposed Parking in the Project:
Exterior Parking: 176 (at grade parking) + 92 (elevated) = 268 stalls
Garage Parking: 211 (Lower garage)
Total Provided: 268 + 211 = 479 stalls

Additional Public Parking:
200+ additional public parking stalls (beyond replacement of existing) are available via additional level of parking ramp



Lower Garage (-2)

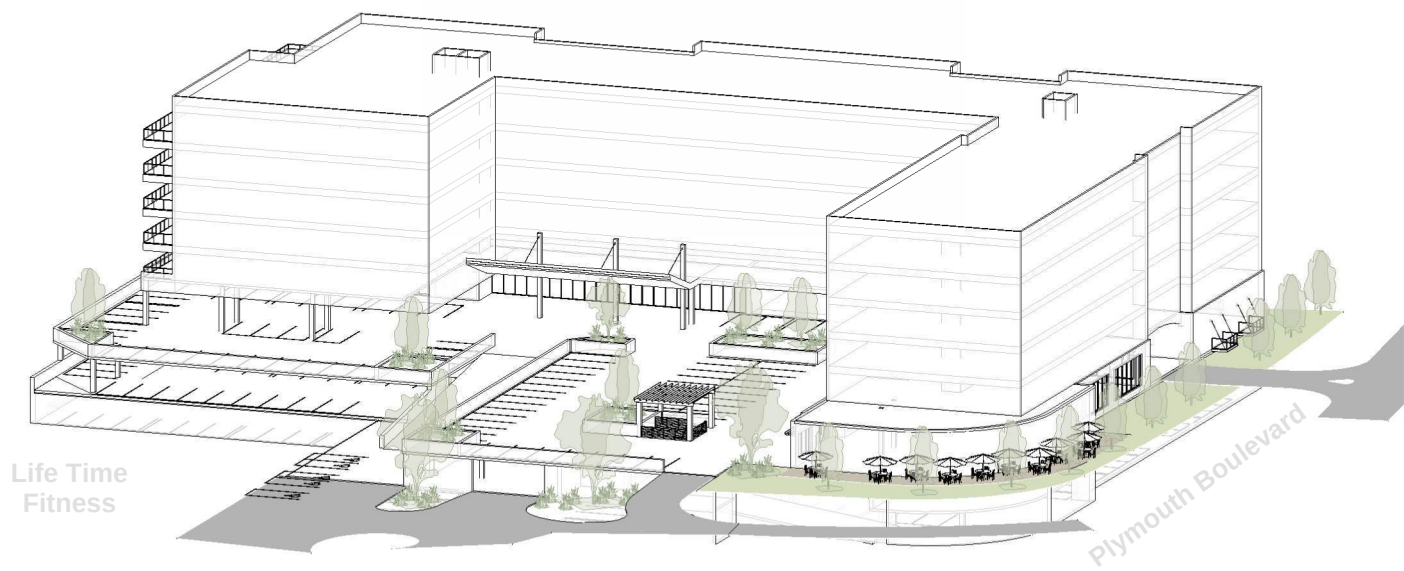
1" = 60'-0"



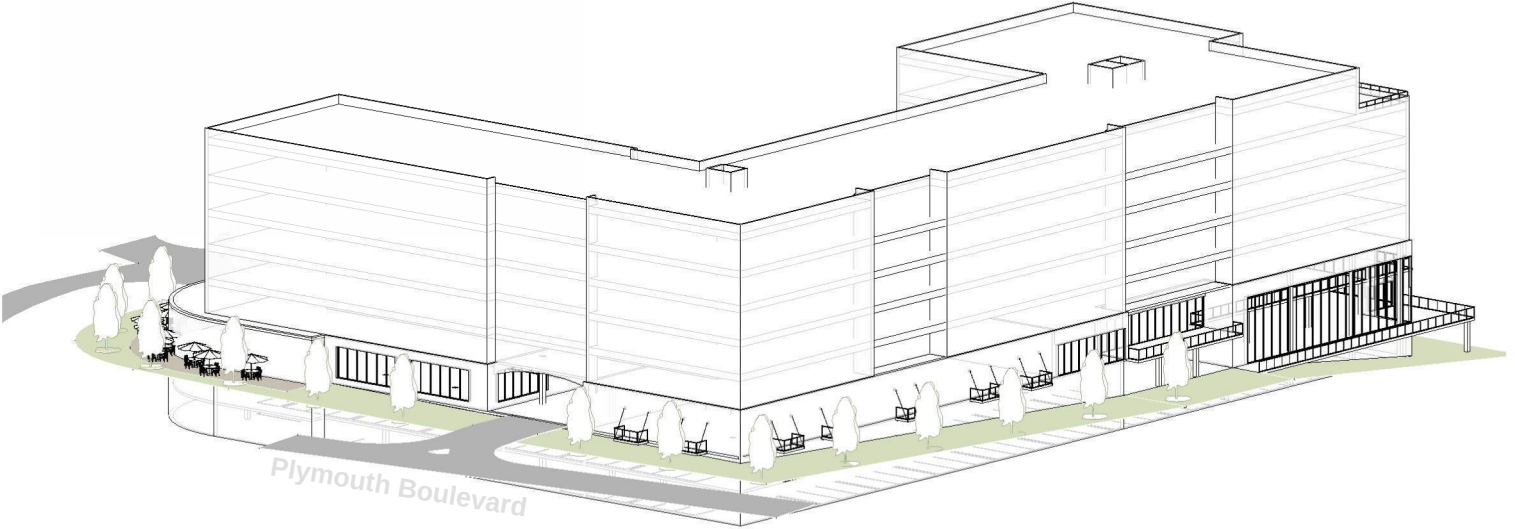
Typical Floors 2-6

1" = 60'-0"

CONCEPT DESIGN - Plymouth City Center Mixed Use



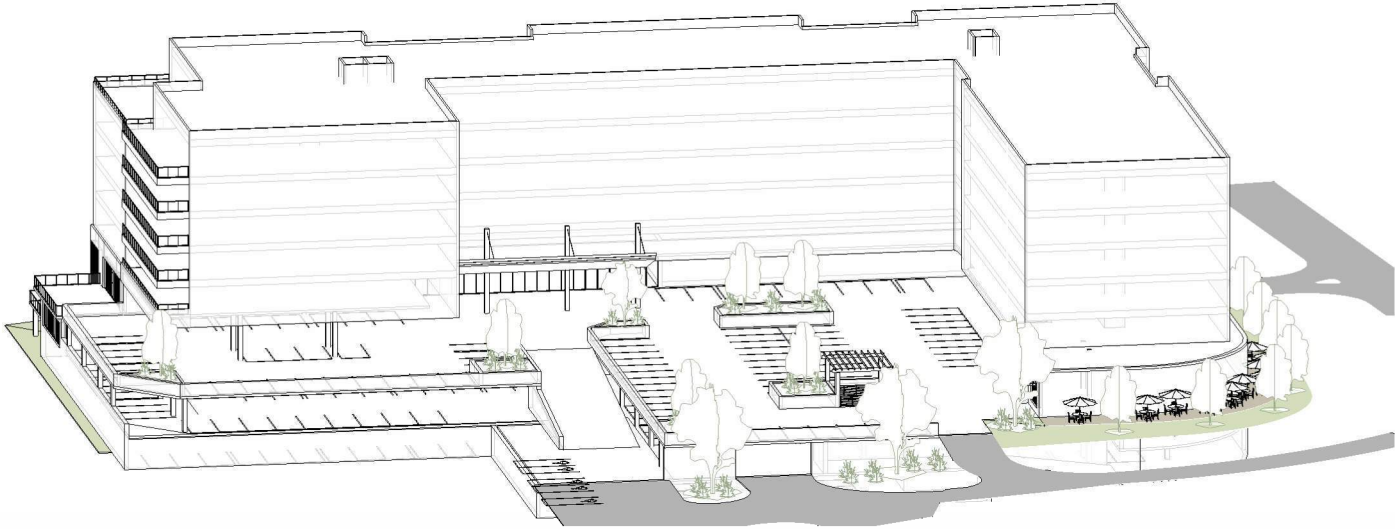
Looking Southeast



Looking Northeast



Looking Northwest



Looking Southwest



Managing the Parking Challenge



Development precedent: Eleven condo tower built over River Parkway Office parking lot (tenants had exclusive rights to surface parking, replaced with structured parking within tower)

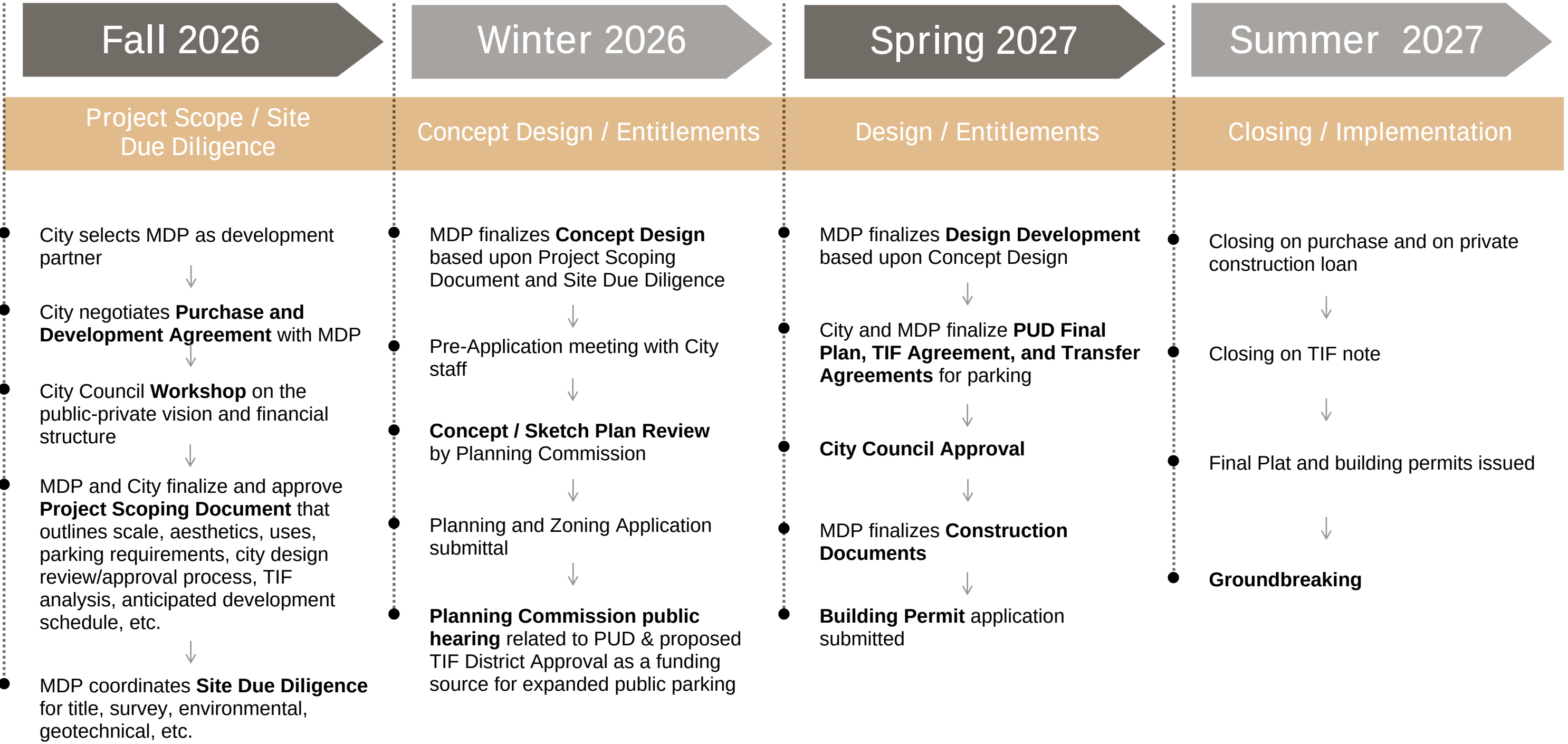


Replaced existing office surface parking lot with structured parking garage (24-month construction period – now Level 1 and P1 of Eleven tower)

Temporary parking lease for office tenants with Guthrie Theater public parking ramp (24-month period)

Development precedent: Eleven condo tower built over River Parkway Office parking lot (tenants had exclusive rights to surface parking, replaced with structured parking within tower)

PRE-CONSTRUCTION PROJECT TIMELINE





SHERMAN
ASSOCIATES

PLYMOUTH CIVIC CENTER DEVELOPMENT PARTNERSHIP

A COORDINATED HOUSING, PARKING,
AFFORDABILITY, AND CIVIC DISTRICT FRAMEWORK

Chris Sherman, President

Dan Collison, Vice President of Strategic Growth & Public Affairs

Will Anderson, Vice President of Development

ABOUT SHERMAN ASSOCIATES

Who We Are

By the Numbers

What Makes Us Unique

Project Case Studies



WHO WE ARE - SHERMAN ASSOCIATES

- 47 years development, ownership, and operations of multifamily, hospitality, commercial, and retail
 - 13,000+ multifamily units and 1 million+ SF commercial developed and/or under management
 - Own and manage 5 hotels, 4 Starbucks, 3 restaurants, 2 solar gardens
- We are unique because we develop and hold our properties with a long-term commitment
- 95% of Sherman projects are urban infill
- Commitment to sustainability and social impact projects
- Specialize in our ability to deliver on complex, high-profile projects with public, private, and non-profit partnerships
- Integrated, in-house teams with deep expertise across real estate, design, finance, construction, compliance, property operations, and marketing

SHERMAN ASSOCIATES BY THE NUMBERS

Developed
13,000+
housing units
in 6 states

Owens and
manages
7,400+
multifamily
units

Home to
30,000+
individuals
and families

1,678
units under
construction
or in lease-
up

Over
650
employees

5 Hotels
4 Starbucks
3 Restaurants
2 Solar Gardens

Owens & manages
1 million+ SF
commercial space

64% of our units are affordable housing for seniors,
working people, and individuals with special needs

WHAT MAKES US UNIQUE

- Expert in downtown redevelopment and urban transformation
 - We are pursued by cities that seek our model, which makes us uniquely able to develop, finance, and operate sustainable real estate, delivering projects that empower people and drive community impact for future generations.
- With the belief that the healthiest neighborhoods are comprised of a variety of people and uses, we strive to create mixed-use developments that incorporate a variety of housing types and leverage multiple financing tools
- Our property operations team consists of industry experts with substantial knowledge and experience in income-restricted, market-rate, age-restricted and special-needs housing projects
 - Manages both the day-to-day and global processes that allow Sherman's robust, multi-faceted rental portfolio to remain financially successful and to cater to the needs of some 30,000+ residents throughout the Midwest and Colorado

BELTLINE STATION ST. LOUIS PARK, MN



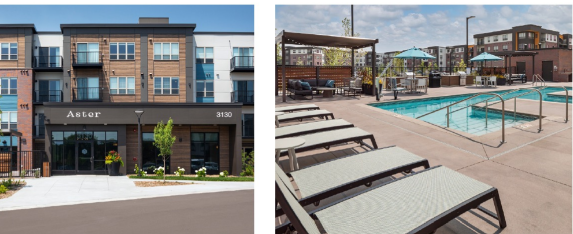
- Solene
 - 146 market rate units
- Building 1
 - 152 market rate units
 - 19,500 SF commercial
- Building 2
 - 82 affordable units at 30%, 50%, and 60% AMI
- Parking Ramp (6-stories)
 - 303 residential stalls
 - 268 park & ride stalls
 - 1,800 SF commercial

Total Development Cost:
\$147.5 Million

RIVERDALE STATION COON RAPIDS, MN



ASTER
Coon Rapids, Minnesota



PROJECT DETAILS

New Construction

Role: Developer, Owner, Manager

Completed: 2023

Project Value: \$44 Million

Financing: First Mortgage, Owner Equity

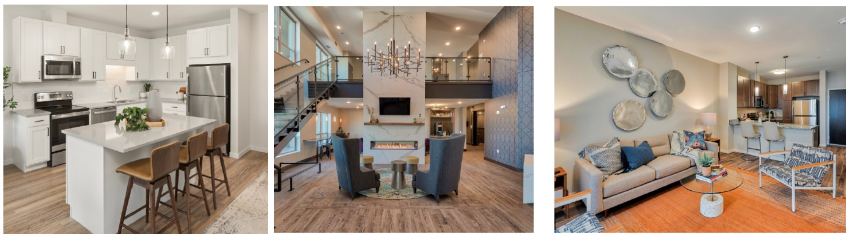
Apartments: 192 Market-Rate Units

Square Footage: 258,000 SF

AWARDS AND RECOGNITION

2024 Real Estate Awards Finalist for Suburban Multifamily (Market Rate) by Minnesota Real Estate Journal

LYRA AT RIVERDALE STATION
Coon Rapids, Minnesota



PROJECT DETAILS

New Construction

Role: Developer, Owner, Manager

Completed: 2020

Project Value: \$41 Million

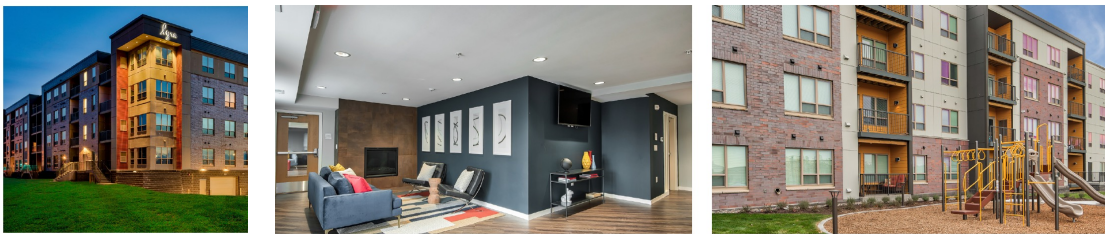
Financing: HUD Financing, Met Council LCDA

Apartments: 180 Market-Rate Units

Square Footage: 272,838 SF

SHERMAN ASSOCIATES

NOVA AT RIVERDALE STATION
Coon Rapids, Minnesota



PROJECT DETAILS

New Construction

Role: Developer, Owner, Manager

Completed: 2019

Project Value: \$18 Million

Financing: HUD Financing, Met Council LCDA, TIF, LIHTC

Apartments: 71 Mixed-Income Units (48 Affordable, 16 Market-Rate, 7 Long Term Homeless)

Square Footage: 115,000 SF

AWARDS AND RECOGNITION

2020 MADACS Award for Property Excellence - Best New Development, Affordable by Minnesota Multi Housing Association

ROCHESTER CIVIC CENTER ROCHESTER, MN



- Tower
 - 273 market rate units
- Low-Rise
 - 76 senior affordable units
- Parking
 - 350 above-grade, enclosed residential stalls included in joined parking garage

Total Development Cost:
\$138.5 Million

VISION FOR CITY CENTER DEVELOPMENT

Project Partners

Proposed Vision

Project Components



PLYMOUTH CIVIC CENTER DEVELOPMENT PARTNERS

Sherman Associates and Kaas Wilson Architects have collaborated for nearly two decades, completing 18 projects together, totaling more than 2,000 housing units.

Kaas Wilson has designed more than 74,000 multifamily units nationally and has extensive experience in affordable housing, market-rate housing, mixed-use development, active adult communities, master planning, and adaptive reuse.



Sherman Associates and Frana Companies have completed 2,890 units within 28 properties together.

This project team's longstanding presence and leadership have earned a reputation for excellence, innovation, and reliability across a deep portfolio in the region.

The projects that Frana would build with Sherman would all be delivered with 100% union labor.



ABOUT FRANA COMPANIES

BUILDING FOR THE LONG HAUL SINCE 1977

Built on a legacy of 45+ years of hard work, integrity, and dependability, we've grown from a family-owned company led by Gary Frana into one of the leading builders of privately financed and government-funded multi-family housing in the Twin Cities— including over 40,000 multi-family units representing over \$5.3 billion in construction volume across the Upper Midwest.

However, what truly sets us apart is our innovative process, long-standing relationships with our people and partners, and the perseverance to exceed client expectations consistently. With 100% of our work volume from repeat clients, unmatched employee retention, and a strong reputation that echoes in our communities, we've got what it takes to build for the long haul.

952.835.8600 | FRANA.COM



MORE THAN...

**\$500
MILLION**
IN ANNUAL
REVENUE

**41
THOUSAND**
UNITS BUILT

**\$5
BILLION**
IN CONSTRUCTION
VOLUME OVER
45+ YEARS



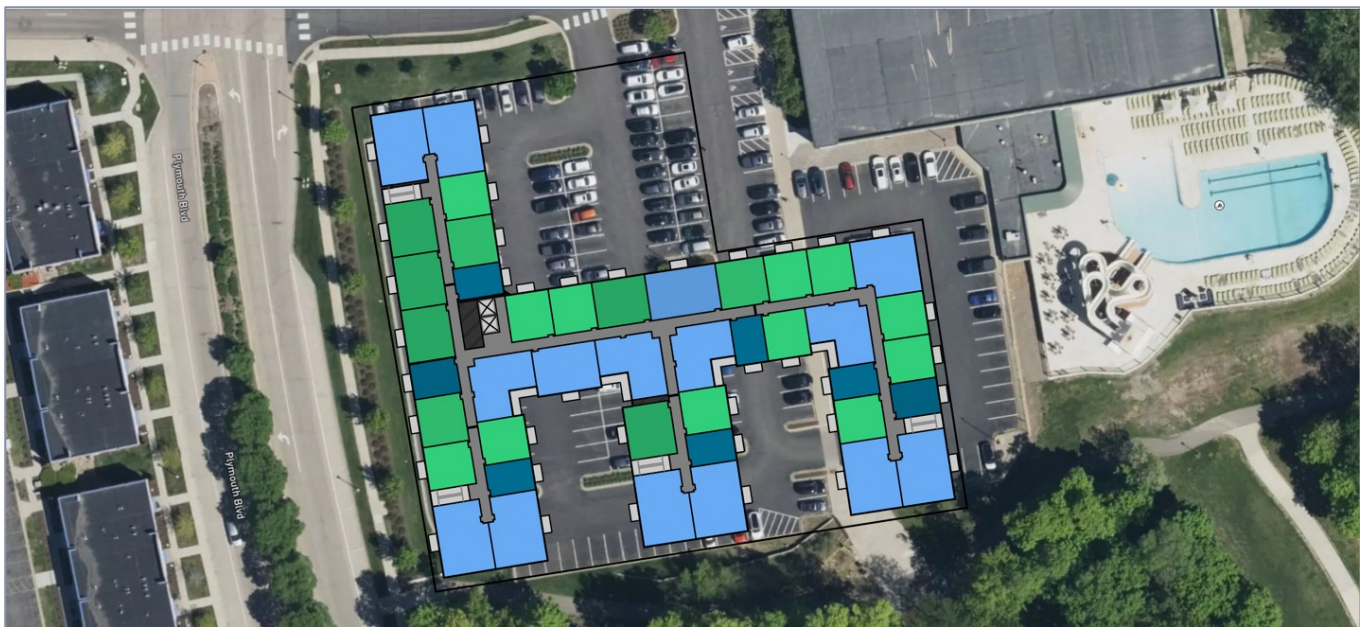
CREATING PLYMOUTH'S CIVIC HEART



Our proposal:

- Creates new housing within the heart of City Center.
- Supports Plymouth's inclusionary housing policy.
- Preserves flexibility for future Ice Center expansion.
- Maintains long-term viability for Lifetime Fitness.
- Engages solutions for the replacement of existing parking inventory.
- Creates opportunities for future structured parking and shared parking solutions.
- Advances the City's long-term vision for a vibrant, walkable Civic Center district.

MARKET RATE PROJECT: SOUTH END

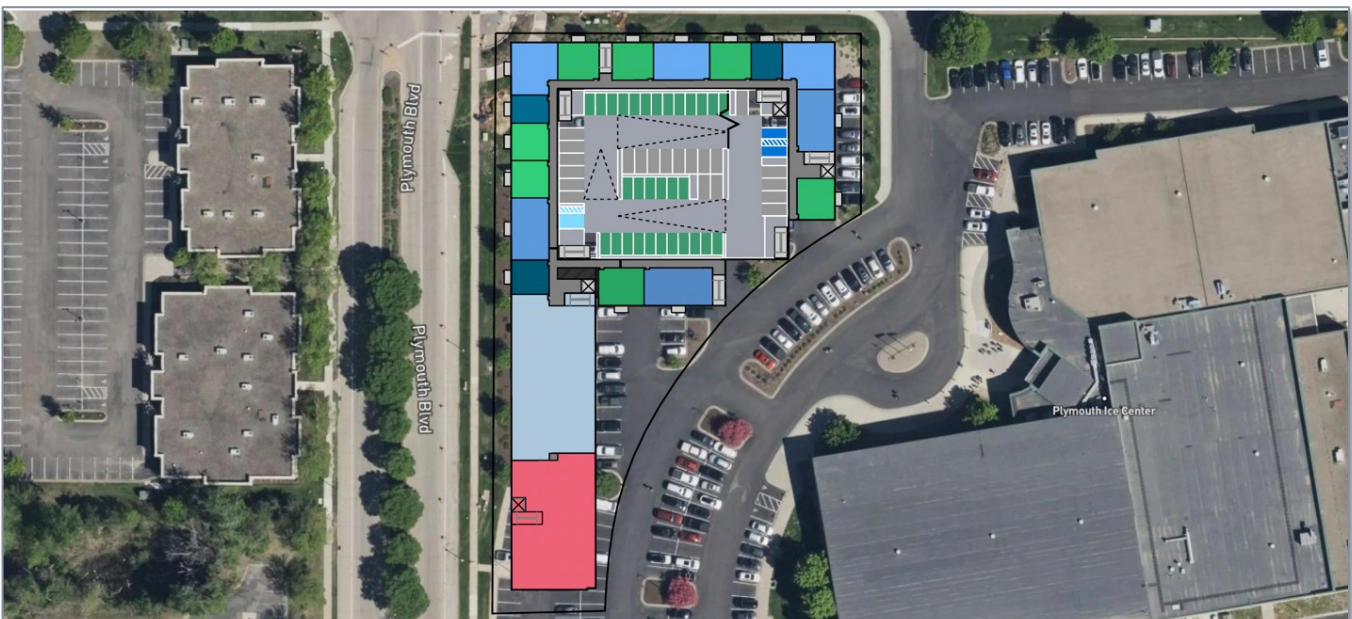


The south site would be developed as a market-rate multifamily community utilizing the podium concept previously presented to City staff. This building would provide a significant new residential population within City Center and would include structured parking designed to satisfy the parking needs of the residential community itself.

- Target Market: People with household incomes between \$80,000-\$140,000
- Prospective Renters: All generations with active lifestyle aspirations.

SITE				MULTIFAMILY				PARKING				MASTER PLAN				EARTHWORK			
Acreage	1.68	Units	205	1 Beds	98	48%	Efficiency	80.0%	Stalls	232	Stalls	232	Cut	2,334					
FAR	2.91	Beds	278	2 Beds	73	36%	Bldg Height	67.0	Average	425			Fill	2,387					
BLDG CVG%	73.4	Baths	278.0				Average	832	Ratio (Units)	1.13	Ratio (Units)	1.13	Import	52					
IMP CVG%	73.4	Stalls Req.	308	Studios	34	17%					Parking Req.	308	Export	0					
DUI/AC	121.8												Retention Ponds	0					

AFFORDABLE PROJECT: NORTH END



SITE	MULTIFAMILY			PARKING		MASTER PLAN		EARTHWORK	
Acreage	1.64	Units	128	1 Beds	63 49%	Efficiency	69.5%	Stalls	284
FAR	2.31	Beds	174	2 Beds	46 36%	Bldg Height	61.5	Average	362
BLDG CVG%	72.8	Baths	174.0	Studios	19 15%	Average	895	Ratio (Units)	2.22
IMP CVG%	72.8	Stalls Req.	192					Parking Req.	192
DU/AC	78.1								Retention Ponds
									0

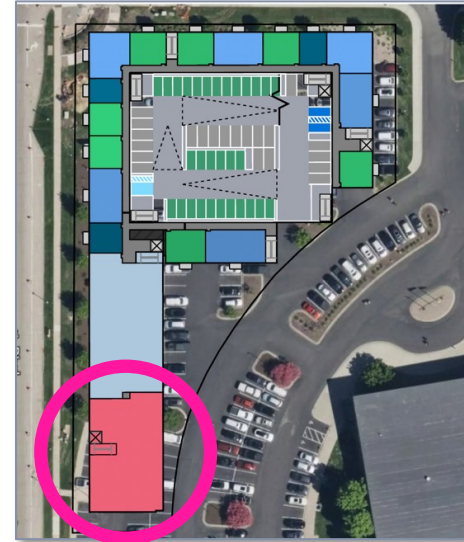
The north site would provide an affordable or workforce-oriented housing component that directly supports the City's inclusionary housing objectives. 128 affordable apartment homes integrated with a wrap-style structured parking facility containing approximately 284 stalls. The building also includes resident amenities and a small amount of commercial space oriented toward Plymouth Boulevard.

- Target Market: People with household incomes of up to \$71,000 (60% AMI)
- Prospective Renters: Senior or family income qualified renters.

GROUND FLOOR COMMERCIAL POTENTIAL

Our market analysis indicates that the site is unlikely to support a large-scale retail program due to visibility constraints and nearby competing retail centers. For that reason, we recommend treating commercial space as a placemaking tool rather than a primary economic driver. As presented, both the north and south building concepts include a limited amount of commercial space facing Plymouth Boulevard that could accommodate neighborhood-serving uses such as:

- Coffee and café concepts
- Small food and beverage operators
- Wellness-oriented businesses
- Community services
- Medical or professional office users



SHARED PARKING PERSPECTIVES: CURRENT

Preliminary analysis completed by Sherman Associates indicates that redevelopment of either the north or south site impacts approximately the same amount of existing parking inventory. According to our analysis, development of the north site impacts approximately 191 existing stalls, and the south site impacts approximately 195 existing stalls. The fact that both sites impact a similar number of stalls demonstrates that parking should be evaluated as a district-wide issue rather than a site-specific issue.



SHARED PARKING PERSPECTIVES: A STUDY IS NEEDED

The concept currently illustrated by Kaas Wilson Architects provides approximately 284 parking stalls integrated into the development. However, Sherman Associates believes a comprehensive parking study remains necessary before final development plans are established. Such a study should evaluate:

- Existing public parking utilization
- Lifetime Fitness parking demand
- Existing Ice Center demand
- Future Ice Center expansion scenarios
- Shared parking opportunities
- Residential parking requirements
- Event parking demand
- Long-term City Center redevelopment needs



SHARED PARKING PERSPECTIVES: STUDY RESULTS GUIDE LONG-TERM PLAN

The results should then guide decisions regarding:

- Replacement parking requirements
- Shared parking arrangements
- Future structured parking expansion
- Parking ownership and management
- Public versus private investment responsibilities

Ultimately, the question is not where parking is lost. The question is how the City wants to solve parking comprehensively across the entire Civic Center district while creating opportunities for housing and long-term redevelopment.





CONCLUSION AND Q & A

One Civic Center framework.

Two Complementary Housing Projects.

A district-wide approach to parking, ground floor activation, affordability placemaking, and long-term public/private flexibility.