

ST. CLOUD SUBAREAS **DIVISION ST CORRIDOR**

Redevelopment Opportunities

Several sites on the Division Street corridor are well-positioned for redevelopment and new development. These sites include outdated buildings, poor site design, and lack of on-site improvements. Inconsistent setbacks of corridor buildings result in a hodge-podge of building designs and orientations and can affect the visibility of some businesses. Combined, these attributes negatively affect the image of the corridor and have led to developments that do not effectively leverage valuable corridor frontage.

Redevelopment, which may include utilizing parcel consolidation and site repositioning, can create local employment opportunities, spur investment, and generate tax revenue. Redevelopment, whether that includes demolition and reconstruction or repositioning of individual businesses, will not only serve to maximize returns on investment for property owners, but will also improve the image of the City and positively benefit the St. Cloud business community beyond the boundaries of the subarea.

Legend

- *Significant Opportunities*
- *Parcel Assembly*
- *Repositioning*
- *Catalyst Sites*
- *Dead End*
- *Access Connection*

Repositioning

1. *Crossroads Center*
2. *Plaza West Shopping Center*

Significant Opportunity

3. *Former Office Building*
4. *Former Shopko*

Small Lot Consolidation

5. *Area north of Walmart Supercenter*
6. *Northeast Corner of Division & 33rd Avenue*
7. *Single Family Home Consolidation*
8. *Northeast corner of Division & Cooper Avenue*
9. *Midtown Square Excess Parking*
10. *St. Anthony's Overflow Lot*
11. *Roosevelt Road Triangle*

Catalyst Sites

12. *Cooper Avenue Site*

Redevelopment Opportunities

Repositioning

Existing commercial developments within the subarea have an opportunity to reposition themselves through façade improvements, parking lot landscaping, and other site improvements. These changes and upgrades can have immediate effects on the perception of the businesses themselves, as well as the corridor as a whole. However, the most significant repositioning strategy includes the development of outlots on large surface parking lots. Outlots are defined as developable property within a parcel that are generally sited near the property line along the road frontage. Outlot development generally includes restaurants and some commercial service and retail uses.

For example, the northern edge of the Westgate commercial strip, which provides significantly more parking than is required by city code, should be developed with outlot uses. Development should integrate landscaping and buffering, and implement well-sited internal circulation to facilitate traffic flow and pedestrian access. Outlot development closer to the roadway will enhance the pedestrian environment, increasing the sense of enclosure along adjacent sidewalks, break up the visual impact of large surface parking lots, and provide additional opportunities for economic development.

1. The outlots at the Crossroads Center retail center are currently underutilized and could be redeveloped to accommodate more intense retail development oriented toward the corners of the adjacent intersections. For example, the Southdale Center in Edina converted approximately 250,000 square feet of vacant retail space into mixed-use development that includes luxury shopping, dining, exercising, employment, and housing.
2. The large Plaza West Shopping Center parking lot could accommodate an additional outlot along its 33rd Avenue frontage. Primary points of access should also be framed with landscaping.

Significant Opportunity

The Corridor includes several sites that may be suitable candidates for complete redevelopment. These include sites that have outdated and functionally obsolete buildings, as well as buildings that are sited in a manner that does not leverage the full economic benefits of the parcel. As redevelopment occurs, attention should be given to architectural detail, landscaping, site amenities, and orientation. Buildings should be sited to front Division Street and allow safe access by all forms of transportation – accommodating the automobile while providing a safe and attractive pedestrian environment. Furthermore, redevelopment provides an opportunity to better integrate public open space to serve as gathering points, places of rest and repose, and visual interest.

3. This site is the location of a former single-story office building and a used car dealer. These two sites could combine to create a unique development opportunity for larger scale commercial development. There may also be potential to redevelop this site in concert with the assembly and redevelopment of single family homes to the west of 31st Ave.
4. This former Shopko site is currently the location for a car lot for St. Cloud Subaru, a vacant fast-food restaurant, and additional overflow surface parking. If assembled, the properties could create a large opportunity for redevelopment with more intensive commercial and residential uses. As an example, the site could be divided into smaller and manageable sites to develop three or four buildings. The ground-floor units could provide neighborhood serving commercial and service uses such as cafes and boutique fitness studios while upper floors could range between small studios and two-bedroom floor plans. Completion of the envisioned public Backage Road between Waite Avenue S and Park Avenue S will ease auto and pedestrian access through the redevelopment site.

Small Lot Consolidation

The Division Street Corridor Subarea presents several redevelopment opportunities through small lot consolidation. Consolidation of small lots or parcels creates larger, more viable development sites. Small lot consolidation should be considered as a key strategy to redevelopment, which can create a much larger impact on the corridor than the redevelopment of individual smaller lots. The benefits include the ability to accommodate landscaping and buffering, implement well-designed parking and access management, and better accommodate desirable contemporary development. Because the site is larger, a property owner or developer could master plan the site and/or utilize the PUD process to create a unique, well-planned development.

5. Development in this area consists of several small, single-story commercial uses and an aging motel. An isolated and infrequently used portion of the Walmart Supercenter parking lot abuts these uses. If assembled, the properties would create a large development site adjacent with cross-access to the Walmart Supercenter and the Plaza West Shopping Center. As a partial owner of the site, Walmart could also play a role in facilitating development. Recent investment in the Holiday Inn can fuel new hospitality uses and complimentary retail of these sites.
6. This area comprises a small in-line shopping center, an auto service center, and a somewhat isolated auto parts dealer located adjacent single family homes to the north. Parcel depth is limited due to adjacent single family home development and strategic parcel assembly would allow for more efficient use of the site for commercial corridor development. The northernmost portion of the area should be targeted for multi-family development to better complement adjacent single family homes.
7. Five single family homes are located in this area which is surrounded on all sides by commercial development. Some of the homes have been converted to small commercial uses while others are rented out as residences. Single family residential is not supported in this area and assembly should be pursued to facilitate more intense commercial development.
8. This area is located at the corner of a heavily trafficked intersection and is largely owned by two users: VFW and a flooring retailer. Assembly of these properties could establish a significant commercial site at the intersection with access from an extended 1st Street N. Osseo Avenue would also be terminated at 1st Avenue to allow development to make full use of the site.
9. The Midtown Square area is characterized by extensive surface parking that isolates the business center. The site should be redeveloped to focus on infill and activation, prioritizing new mixed-use buildings that feature ground floor retail, cafes, and service uses and upper floors dedicated to multifamily residential. Overall, this site should aim to integrate new residential apartments or condos to support existing commercial tenants and help establish a stronger human-scale experience.
10. This overflow surface parking lot and single-story commercial site presents an opportunity for redevelopment. This area could be reconfigured into multifamily apartments or condominiums. Some shared parking could be available for St. Anthony's church services.
11. The Roosevelt Road Triangle's current development pattern of restaurants, offices, and industrial uses is a direct result of its location along major arterials. This site could serve as a transition between the Division Street corridor and surrounding neighborhoods, integrating higher-density residential uses with employment focus development such as light assembly, maker-spaces, restaurants, and service uses.

Catalyst Site: Cooper Avenue

Located at the corner of Division Street and Cooper Avenue, the development of the 30-acre Cooper Avenue site will have an immense impact on the corridor. The site benefits from access to the Cooper Avenue Trail and it provides a key link between Division Street and Roosevelt Road. It presents a mix of commercial and residential development opportunities that may serve to strengthen two of the city's Core Neighborhoods while complementing established retail development (e.g. Coborn's). Much of the site, however, is undeveloped with limited residential and light industrial development on adjacent and nearby properties. The connection of St. Germain Street to Cooper Avenue with full access will foster mixed-use redevelopment while safely incorporating multi-modal transportation between cars, bicyclists, and pedestrians.