



## PLANNING: HOW WE GROW

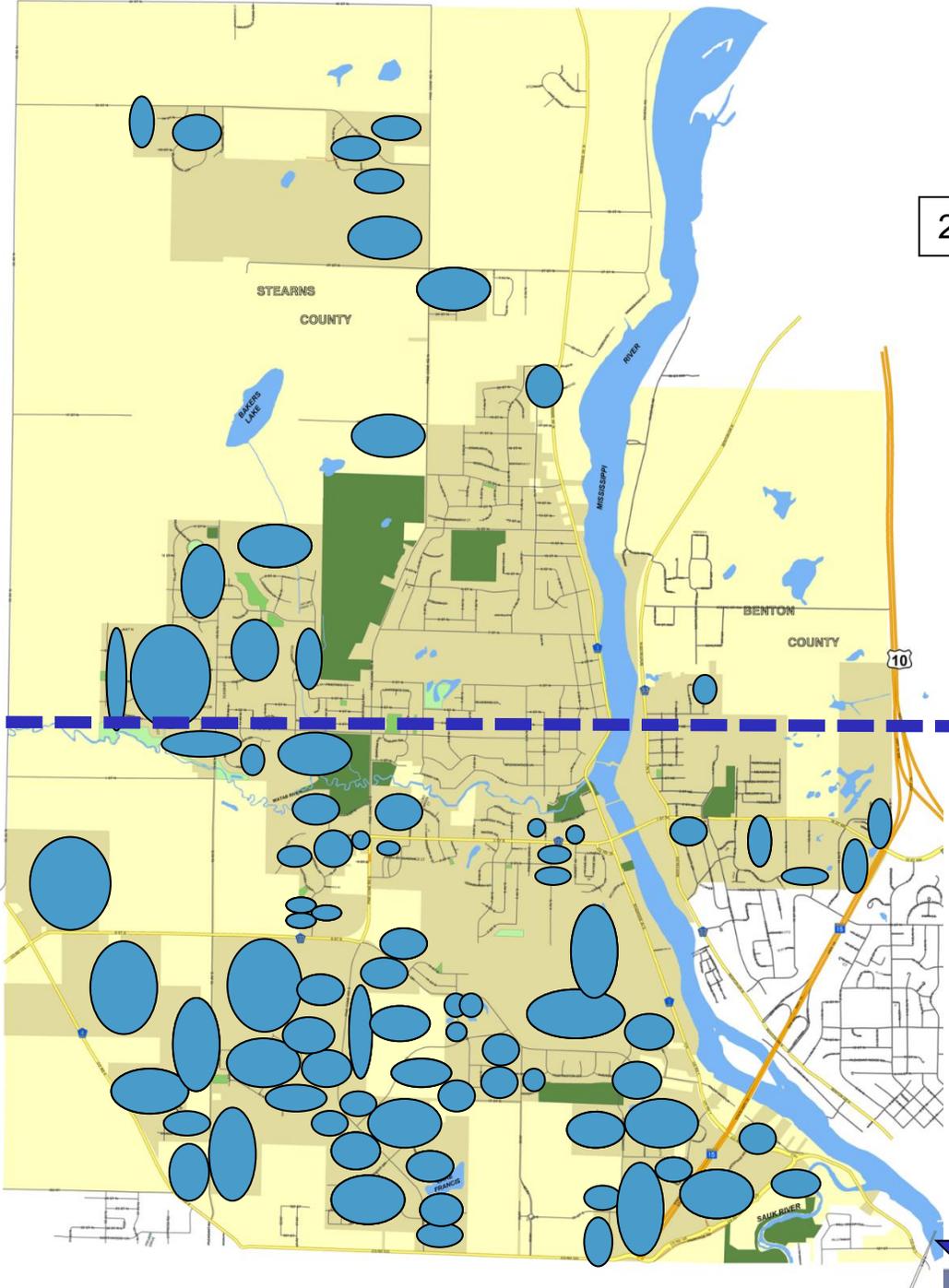
### Why This Matters For Sartell: Be Proactive

Suburban communities often grow quickly, which can result in a “cookie cutter” development approach that undermines the ability to establish a unique identity. Throughout the input process, residents made it clear that they approved of the City’s proactive and open approach to development, even if they did not always agree with specific decisions or developments. Over the last ten years, the fruits of Sartell’s proactive planning have been impressive: the extensive parks and trails system, walkable neighborhoods, and an additional commercial and office development. These assets help shape the City’s identity and image throughout the region. This plan provided a chance to gauge public opinion on the City’s planning to date and its policies and approach in order to establish a clear set of goals moving forward. During the roundtables and public input sessions, participants were keenly interested in how Sartell would balance growth, particularly multi-family growth, and infrastructure, how to deal with vacancy and stalled development, and building a Town Square.

Sartell contains a wide variety of land uses including residential, commercial, office, industrial, mixed-use, recreational and conservation. The rapid growth Sartell experienced in the 1990’s carried forward into the 2000’s. Growth in the 1990’s followed more conventional suburban development practices, with different uses viewed as being incompatible and buffered from each other.

However, a change in land use policies that favor planned mixed-use development accounted for a significant shift in the type of development occurring over the last several years. The mixed-use developments were primarily high density in nature. The City of Sartell is projected to continue growing, but there is a strong desire that this growth should be sustainable and oriented toward improving and maintaining the quality of life.

Since the last Comprehensive Plan, development in Sartell has been dominated by planned mixed-use projects including Madison Crossing, Ferche 600, Heritage Place and Oak Ridge Commons. Mixed-use developments have improved the physical connections between residential and commercial uses, and there is a desire to continue this improvement to a certain extent. Future projects should be designed so that their layout and arrangement of land uses encourages and facilitates civic engagement, and provides the infrastructure to allow people to walk between residences, jobs, recreation, retail, dining, and health care facilities. In addition to the successful implementation of mixed-use land policies, the City has benefited from an abundance of light industrial opportunities and proximity to Highway 10 and Highway 15. The City has also benefited from a significant growth in the healthcare sector with over 600,000 square feet of growth in the past ten years.

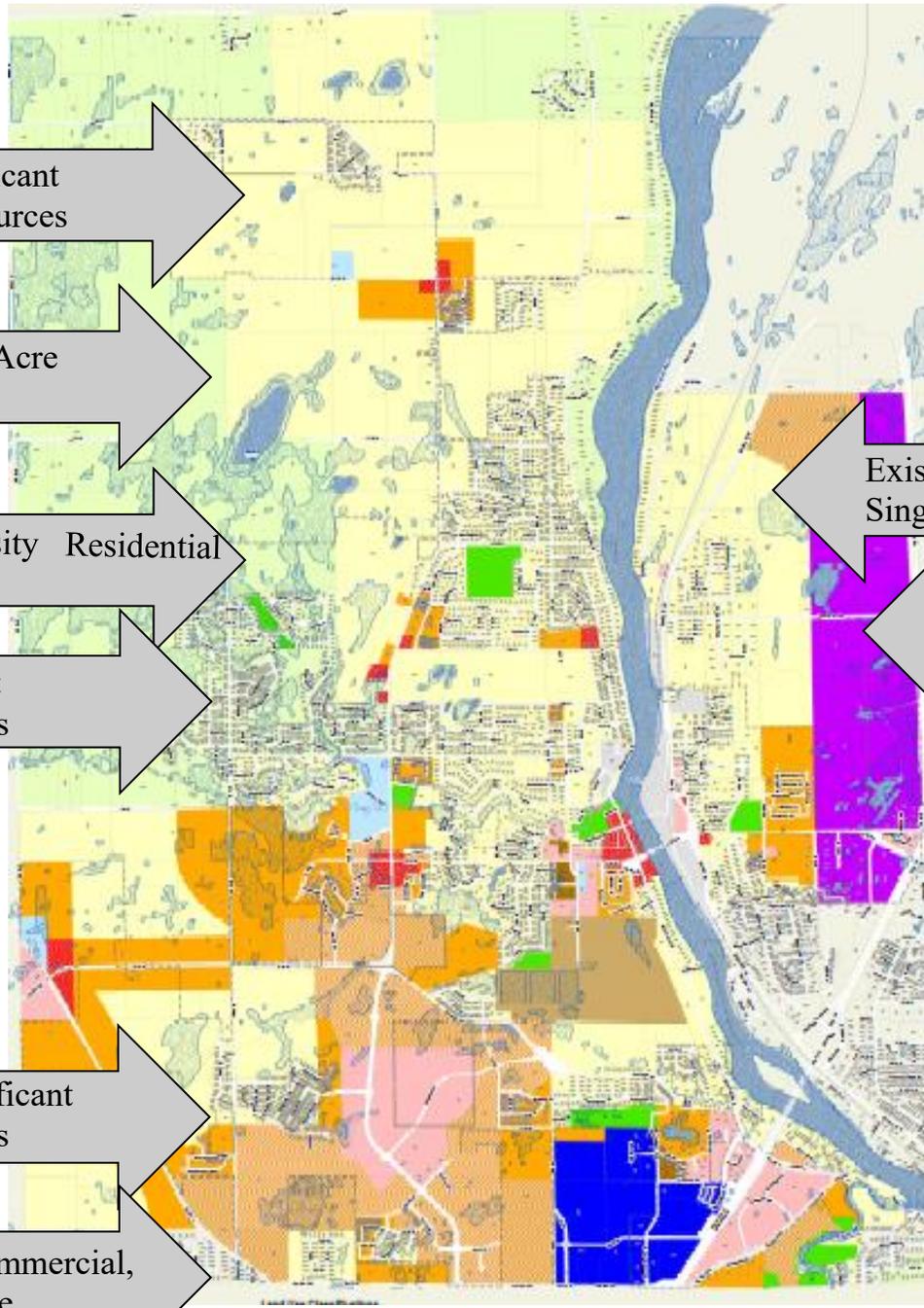


2003 to Present Concept or Development Plans

- Primary area of annexation pre-2000
- Secondary area for new single family
- Significant natural resources – very low density residential in the future
- Significant investment in athletic facilities/parks
- Large existing agricultural areas (farms)
- Transportation system supporting very low density residential

Hypothetical Center of Sartell

- Primary area of annexation post 2000 (1000+ acres)
- The only area containing newer high density residential
- Primary area of new mixed residential (townhomes, single family)
- Primary area of new office
- Primary area of new commercial
- Only area of new senior housing
- Transportation system supporting mixed uses



Potential issues which have been identified that may have led to the development patterns over the past 10 years are identified on the left.

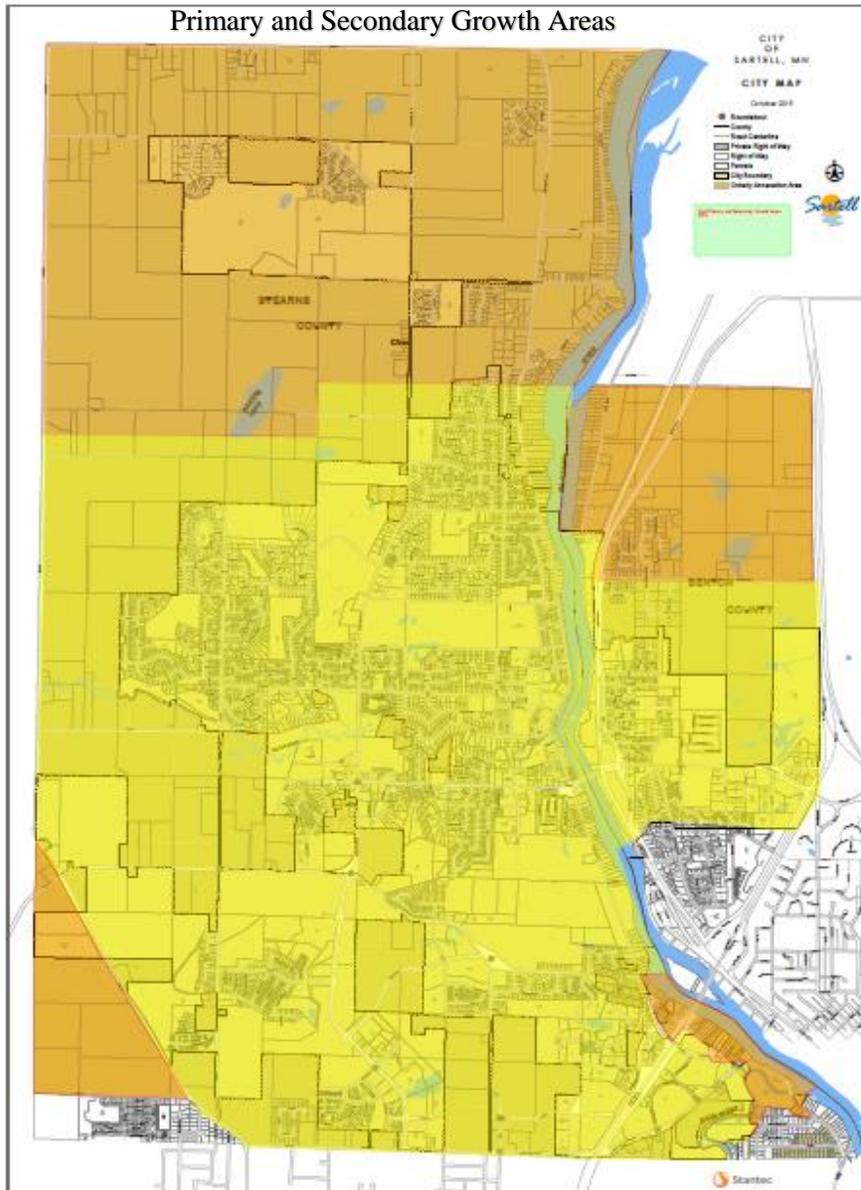
Existing Very Low Density Single Family Residential

NRI - Significant Natural Resources

Existing Large Acre Farms

While planned mixed-use and light industrial uses accounted for a significant portion of Sartell's growth in the last few years, some elements of conventional suburban growth have continued. The city has experienced continued development of residential subdivisions, automobile-oriented shopping centers, offices, and stand-alone commercial buildings in the lower half of Sartell.

Primary and Secondary Growth Areas



## FUTURE LAND USE DEVELOPMENT

As Sartell's population continues to grow, additional pressure will continue to be placed on undeveloped areas within the City and surround the City. Longstanding agricultural areas, established township neighborhoods, and natural areas will all face greater pressure to develop. The Growth Areas Plan provides a general guide as to what areas are best suited to accommodate future growth in a staged and orderly way. Because there are significant areas of vacant properties (annexed or currently in the City), the primary focus will be to develop those infill areas so the city can leverage existing infrastructure while continuing to deliver the most effective and efficient delivery of public services. While development in the secondary areas may not be precluded, the primary growth areas can help discourage leapfrog development.

### Primary Growth Area (Yellow Areas)

The Primary Growth Area includes land that is in or adjacent to the currently developed core of the community. This area is primarily served (or can be readily served) with infrastructure and City services. However, there are a few properties where the extension of services may be cost prohibitive because of property characteristics. This growth area accommodates all types of development including residential (low, medium and high density), commercial and industrial projects. Areas of significant importance for additional employment (Hub on 15) and commercial (town square and epic center) development should continue to be encouraged. Opportunities exist for infill and redevelopment within this growth area including incomplete subdivisions, redevelopment areas and pockets of properties currently

within the Township. As new developments occur, streets should be aligned and connect to the existing roadway alignment to ensure, where possible, the inter-connections of existing and future neighborhoods.

### **Secondary Growth Area. (Orange Areas)**

The Secondary Growth area includes areas located just beyond the current boundary, where utilities may not be readily available, significant natural resources exist, long-standing agricultural areas, or areas of existing township developments. Development within this area will require strategic annexation by the city to ensure newly incorporated areas are adequately served by municipal infrastructure without undermining the existing City or individual township systems. There are portions of the Secondary Growth areas, which have already been annexed into the City and developed. These areas are already served by City Utilities and can continue to develop out per approved plans. However, additional capacity may be required to properly serve future development with needed utilities and roadways. Development within this area will consist of all levels of projects including residential, commercial and industrial. When the new high school is constructed south of 35<sup>th</sup> Street North, the City will need to monitor the Pinecone Road corridor to ensure that the placement of this area within the secondary growth area is appropriate.

### **Orderly Annexation**

An Orderly Annexation Agreement (OAA) was designed to encourage managed growth and annexation in rural areas that are located within proximity to urbanized areas. The City of Sartell has two OAAs in place which include LeSauk Township and Sauk Rapids Township. Based on the City's utility capacity, seeking additional OAA's with any adjoining Townships will not be sought at this time.

#### **LeSauk Township**

The LeSauk Township OAA area includes the entire remainder of the township. Since its approval in 1994, 1000's of acres, have been annexed for development. Properties may only be annexed through a petition or a majority of property owners. The areas within the OAA are governed by the Joint Planning Board, which oversees all land use requests initiated while in the Township. The OAA has not provided an orderly process for contiguous annexations resulting in several leapfrog developments and islands of township properties surrounded by the City.

#### **Sauk Rapids Township**

The Sauk Rapids Township OAA area includes that area west of Highway 10 and north of the current city boundary. Very little annexation has occurred since the approval of the OAA in 1994. Properties may only be annexed through a petition

or a majority of property owners. The areas within the OAA are governed by Benton County, which oversees all land use requests initiated while in the Township.

## FUTURE LAND USES

Development has followed a prescribed process to ensure thoughtful integration of natural beauty with physical development. To guide land use and development, the City prepared and continually updates plans including transportation, parks and a master plan for the town center area. The City uses the Comprehensive Plan (and subsequent plans) to develop recommendations in areas of land use, supportive infrastructure, and development review. The Plan is specific enough to guide many day-to-day development decisions and provides the policies, standards, and principles that serve as the basis for updating the zoning ordinance and other development controls the City enforces.

The Land Use Plan also recognizes the continuing development and investment that occurs and includes specific and general policies and ideas to guide this evolution from vacant (or developed) property into development (or redeveloped) property. The Land Use Plan densities and classifications are a general guide while the zoning standards govern for actual development practice. The Land Use Guide Plan is located in the appendix of this document and current versions of the map will be on the City's website and show the land uses for which individual parcels are guided. The City's existing zoning map is located in the appendix of this document. Current zoning maps will be displayed on the City's website. The definitions of the Land Use Guide Plan designations and an explanation of how they correspond to zoning districts are described below. The future land use designations work jointly with zoning designations to further the City's land use planning goals. The Land Use Plan densities and classifications are a general guide while the zoning standards govern actual development practice.

### Agricultural

The future land use plan identifies desired future land uses at full urbanization many years into the future. Many of these areas are currently undeveloped, and some are outside the existing city limits (LeSauk Township and Sauk Rapids Township). Before urban development, such areas should be protected against development patterns that may hinder their eventual transition to the intended urban use. Thus, areas not currently developed should be maintained at very low-density residential (which could allow for re-subdivision) and agricultural uses until such time urban development occurs.

**Very Low-Density Residential** development is appropriate for development up to two gross units per acre. Within both of these residential categories, it is anticipated that the predominant housing type will be single-family. Corresponding zoning districts include Ag, RR, and R-1. Cluster developments, via a PUD, may occur in land guided for very low

density provided it meets the overall density requirements and transitions appropriately to adjacent developments. Apartments will not be allowed. Some single family attached (townhomes, twin homes) may be allowed as so long as the overall density does not exceed the maximum requirements. Any single family attached development shall maintain the character of the surrounding neighborhood.

**Low-Density Residential** development is appropriate for development of one to four units per acre. Typical development includes single-family detached dwellings. The zoning that corresponds includes RR and R-1. Cluster developments, via a PUD, may occur in land guided for low density provided it meets the overall density requirements and transitions appropriately to adjacent developments. Apartments will not be allowed.

**Medium Density Residential** areas are appropriate for development between two and seven dwelling units per acre. Typical development includes single-family detached dwellings, in addition to multiple family attached dwelling units that are approved for either conventional platting or a planned unit development. Corresponding zoning districts include the R-1, R-1A, R-2, and R-3. Cluster developments, via a PUD, may occur in the land guided for medium density provided it meets the overall density requirements and transitions appropriately to adjacent developments. Any apartments must be along a collector or higher functional roadway and provide adequate buffering (through a roadway separation or significant landscaping) from any lower density residential.

**High-Density Residential** areas are appropriate for development between 5 and 12 dwelling units per acre. Typical development includes multifamily attached dwelling units and are approved through either conventional platting or a planned unit development. Corresponding zoning districts include R-3 or R-4. Cluster developments, via a PUD, may occur in the land guided for medium density provided it meets the overall density requirements and transitions appropriately to adjacent developments. Any apartments must be along a collector or higher functional roadway and provide adequate buffering (through a roadway separation or significant landscaping) from any lesser density residential.

Sartell may allow neighborhoods with a variety of housing types and densities within a single development. The city currently allows such development through a tool called the Planned Unit Development. If a mixed residential development is proposed, the certain separation between housing types (single family to multifamily) must be achieved with substantial separation such as a public road or an equivalent distance in vegetation screening and increased setbacks from the lower density use.

As discussed later, parks, trails, churches and other public/semi-public and park related uses are appropriate within residential areas as well.

## Commercial

The purpose of this category is to identify portions of Sartell and its growth areas that contain or should be developed for general commercial or business use.

**Highway/Medical Professional Mix** developments will be predominantly occupied by establishments that primarily provide a service as opposed to the sale of goods or merchandise. These may include smaller scale one-story office uses or higher intensity multi-level mid-rise offices. Examples include professional offices, medical or engineering offices, real estate offices, insurance agencies and corporate headquarters in a campus or business park setting. The goal is to attract employment-related development by providing opportunities to accommodate corporate users in areas adjacent to Highway 15. These projects shall utilize high-quality architect design, building materials, attractive signage, and innovative landscaping techniques. The corresponding zoning district is B-3 or CDZ.

**General business** uses are predominantly occupied by establishments that offer goods or merchandise for sale or rent and other commercial uses that may operate in “office” settings. Such uses include stores, shopping centers, hotels, restaurants, gasoline stations, automobile body shops, physical fitness centers, clinics, and markets. The corresponding zoning district is the B-2 or CDZ.

**Limited Business** centers should remain small scale, providing service primarily to the surrounding neighborhood. Also, the architecture and site design of neighborhood commercial areas must be compatible with the surrounding neighborhood. Such issues as building size, location on the lot, building materials, screening and other design issues are important. The corresponding zoning district is the B-1 or CDZ. Uses in this area should be geared toward the service, small retail and convenience needs of the surrounding neighborhoods. The commercial development should exhibit complementary architecture and materials. Pedestrian connectivity and traffic management should be promoted to encourage walkability.

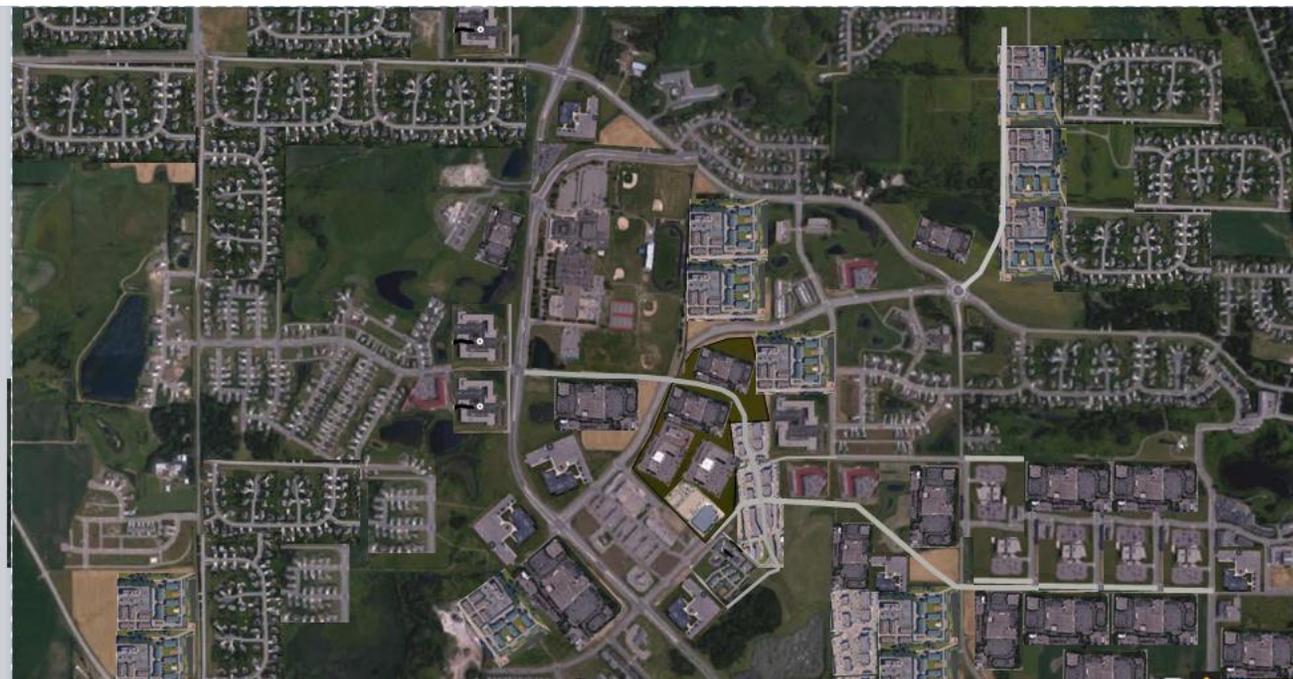
A mix of commercial and residential may be considered through a PUD, which is a minimum of at least 5 acres in the general, limited business land use area and are compatible with surrounding, existing or planned development. However, residential development may not exceed more than 25% of the land area of any development. The exception will be made for those developments that propose living units above commercial/businesses.

The **Town Square** is intended to provide for a mix of land uses including residential, commercial, civic and other uses within a single development concept. Housing densities up to 20 gross units per acre may be accommodated within the

town square area. The area is to be developed over time into a compact, walkable, vibrant, pedestrian-oriented area. Uses could include retail, service, office, housing, park, hospitality, and entertainment. The area allows for the vertical

mixed use buildings (office or housing over shops and restaurants). The nearby housing will be higher density than typically found in other parts of the city. Parking will be in parking structures and on-street with limited use of the surface.

Future buildings will have frontage on a street with a lively and active street life. Parks trails and landscaped streets will add green space and recreation amenities to the area. The corresponding zoning district is PUD. Commercial buildings should be located



*Town Square Buildout Scenario*

near or on the sidewalk with parking provided through a combination of on-street spaces and off-street parking structures. Reduced parking requirements may be considered for this area to encourage denser development.

### **Industrial**

Office Warehouse/Industrial development is evolving from a heavy use of a more moderate manufacturing to office and warehouse uses. The former paper mill site and former landfill site offers the best opportunity for the potential for larger tract office redevelopment. Most future industrial development is expected to be of a less intense nature and be directed to the Office, Warehouse, Light Manufacturing areas.

The purpose of the **Office/Warehouse** uses is to identify portions of Sartell and its growth areas that contain or should be developed for light manufacturing, warehouse, and office use. These areas could include warehouse uses, light manufacturing, including facilities where offices are an integral part of the business, as well as free standing professional businesses and offices. They may also include limited retail and service uses in support of office uses and employees, such as restaurants and convenience stations. The corresponding zoning district is I-1.

The purpose of the **Industrial** category is to identify portions of Sartell that contain heavy industrial uses. Uses could include manufacturing, assembly, truck terminals, and other businesses that provide goods, but not directly to the public. The corresponding zoning district is I-2. Industrial uses should be well buffered and screened to minimize noise, light and other nuisances to adjacent commercial and residential uses. The scale and intensity of industrial uses should be based on the context and respect the character of adjacent neighborhoods.

## **Public**

State, federal or local government uses, and quasi-public institutions. Governmental uses include City Hall, fire stations, post offices and public schools (but not parks). Public uses may include places of worship, cemeteries, utilities and other private non-profit uses. The majority of public and institutional land uses in the city are located on scattered sites throughout the City. The police station, fire station, and public works facility form an identifiable “government center” on 4<sup>th</sup> Avenue South. However, City Hall is located along Pinecone Road. The public schools in the city limits are Oak Ridge Elementary, Pine Meadows Elementary, Sartell Middle School, and Sartell High School. Because it is difficult to determine appropriate future locations for future public uses, specific locations for future facilities will not be included in the future land use map and should not be considered a reason to not purchase or obtain property for park purposes.

## **Park**

Land dedicated to active or passive recreational uses. These lands may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, golf courses, recreation centers, etc. Because of the ½-cent sales tax, this is one of the land uses that has changed most dramatically since 2003. Pinecone Central Park is still the single largest recreation facility in the city at over 180 acres. The most recent significant additional to Sartell’s park system is Sauk River Regional Park and the Pinecone Central Park. In addition, there are several subdivision recreational areas within the corporate limits that add to the city’s overall inventory. Because it is difficult to determine appropriate future locations for future parks, specific locations for future parks will not be included in the future land use map and should not be considered a reason to not purchase or obtain property for public purposes.

## FUTURE LAND USE CATEGORIES/DESCRIPTIONS.

Future Land Use Categories/Descriptions	Density/Intensity/Design	Photo Illustrations
<b>Residential</b>		
Agricultural/Joint Planning District <ul style="list-style-type: none"> <li>Agricultural Uses</li> <li>Very Low or Rural Residential</li> <li>Largely undeveloped</li> <li>Solar Gardens (under 5 MW)</li> </ul>		
Very Low-Density Residential <ul style="list-style-type: none"> <li>Single Family Detached units</li> <li>May include small institutional uses such as parks, schools, churches</li> <li>Solar Gardens (under 3 MW)</li> </ul>	<ul style="list-style-type: none"> <li>0-2 units/acre</li> <li>Impervious surface limitations</li> </ul>	
Low-Density Residential <ul style="list-style-type: none"> <li>Single Family Detached</li> <li>May include small institutional uses such as parks, schools, churches, public facilities</li> </ul>	<ul style="list-style-type: none"> <li>1-4 units/acre</li> <li>Impervious surface limitations</li> </ul>	

<p>Medium Density Residential</p> <ul style="list-style-type: none"> <li>• Single Family Detached</li> <li>• Townhomes</li> <li>• Public spaces such as parks, schools, churches</li> </ul>	<ul style="list-style-type: none"> <li>• 2-7 Units/Acre</li> <li>• Adequate transitions to lesser density housing required</li> <li>• Impervious surface limitations</li> <li>• Near or on interconnected street system (collector)</li> </ul>	
<p>High-Density Residential</p> <ul style="list-style-type: none"> <li>• Townhomes</li> <li>• Apartments</li> <li>• Condos</li> <li>• Rowhouses</li> <li>• Senior Housing</li> <li>• Public spaces such as parks, schools, churches</li> </ul>	<ul style="list-style-type: none"> <li>• 5-12 Units/Acre</li> <li>• Adequate transitions and buffering to lesser density housing required</li> <li>• Impervious surface limitations</li> <li>• Near or on interconnected street system (collector)</li> </ul>	

Future Land Use Categories/Descriptions	Density/Intensity/Design	Photo Illustrations
<b>Commercial</b>		
<p>Limited Business</p> <ul style="list-style-type: none"> <li>• Convenient Access</li> <li>• Neighborhood Market</li> <li>• Serve primarily adjacent neighborhood node.</li> <li>• Retail, services, studios, small offices.</li> </ul>	<ul style="list-style-type: none"> <li>• Building footprints generally less than 10,000 sf (less for individual stores).</li> <li>• Parking is less prominent.</li> <li>• Emphasize enhancement of pedestrian environment.</li> <li>• Buffer/transition to adjacent residential uses.</li> <li>• High quality building materials and landscaping elements</li> </ul>	

<p><b>General Business</b></p> <ul style="list-style-type: none"> <li>• Convenient Access</li> <li>• Regional Markets</li> </ul>	<ul style="list-style-type: none"> <li>• Building footprints generally greater than 10,000sf.</li> <li>• Emphasize enhancement of pedestrian environment.</li> <li>• Buffer/transition to adjacent residential uses.</li> <li>• High quality building materials and landscaping elements</li> </ul>	
<p><b>Highway Office and Medical Mix</b></p> <ul style="list-style-type: none"> <li>• Regional Markets</li> <li>• Offices</li> <li>• Retail is accessory</li> </ul>	<ul style="list-style-type: none"> <li>• Building footprints generally greater than 10,000sf.</li> <li>• Emphasize enhancement of pedestrian environment.</li> <li>• Buffer/transition to adjacent residential uses.</li> <li>• High quality building materials and landscaping elements</li> </ul>	
<p><b>Town Square</b></p> <ul style="list-style-type: none"> <li>• Commercial, residential, public</li> <li>• Retail Services</li> <li>• Offices</li> <li>• Public/Institutional</li> <li>• Higher Density Residential</li> <li>• Vertical mixed use</li> </ul>	<ul style="list-style-type: none"> <li>• Vertical or Horizontal Integration</li> <li>• Pedestrian streetscape and amenities.</li> <li>• 2-4 Stories</li> <li>• High quality building materials and landscaping elements</li> </ul>	

<b>Industrial</b>		
<p><b>Office/Warehouse</b></p> <ul style="list-style-type: none"> <li>• Businesses providing goods and services</li> <li>• Light Manufacturing</li> <li>• Assembly</li> <li>• Warehousing</li> <li>• Limited service and retail areas</li> <li>• Solar Gardens (Max 5 MW)</li> </ul>	<ul style="list-style-type: none"> <li>• Standards to ensure compatibility with adjacent uses</li> <li>• Screening of outdoor activities and storage</li> <li>• High-quality building materials and landscaping elements</li> <li>• Emphasize enhancement of pedestrian environment</li> </ul>	
<p><b>Industrial</b></p> <ul style="list-style-type: none"> <li>• Heavy Manufacturing</li> <li>• Assembly</li> </ul>	<ul style="list-style-type: none"> <li>• Standards to ensure compatibility with adjacent uses</li> <li>• Full screening of outdoor activities and storage</li> <li>• High-quality building materials and landscaping elements</li> <li>• Emphasize enhancement of pedestrian environment</li> </ul>	

Future Land Use Categories/Descriptions	Density/Intensity/Design	Photo Illustrations
<p>Public</p> <ul style="list-style-type: none"> <li>• Current Public right-of-way, which includes streets, sidewalks, boulevards, trails, and alleys;</li> <li>• Parks, playgrounds, and open spaces;</li> <li>• Town Square and other public places that define the community's identity;</li> <li>• Public and quasi-public institutions, which includes city buildings, schools, churches, and community centers;</li> <li>• Public facilities.</li> </ul>	<p>Current public spaces are depicted on the FLU. Future public uses may be integrated into existing areas or expanded into new areas based on needs. An amendment to the FLU will not be necessary as most public spaces are permitted uses within the appropriate and designated zoning districts.</p>	

## EXISTING FUTURE LAND USE PLAN AND THE 2016 FUTURE LAND USE COMPARISONS

1. Overall reduction in densities allowed (from very low density residential to high density residential). Densities are based on gross not net acreages.
2. Elimination of “mixed uses”. Instead, all areas have a designated primary use. In the text of the plan, commercial areas will be allowed to have a percentage of residential as part of a future planned development.
3. Upper NW portion of Sartell significant reduction in residential density and future development with primarily low density residential (single family homes), including reducing the density at 27<sup>th</sup> and Pinecone Road.

4. Upper NE portion of Sartell is amended to allow for additional low and medium density residential (single family and townhomes/small apartments).
5. West Central portion of Sartell – predominately low density residential (single family).
6. East Central Sartell remains mostly the same except the paper mill site guided for office/warehouse (instead of industrial).
7. Southwest Sartell – elimination of mixed uses for appropriate type of residential or commercial use.
8. Landfill and buffer area (south of the police station) proposed to be a mix of office/warehouse, medium and low-density residential. May include a green space component.
9. Sartell Town Square is proposed to be a new land use category, which will allow for a mix of uses and character.
10. Mississippi River Redevelopment is envisioned north of County Road 1 as an extension of the highway commercial currently located in the Epic Center/Twin River Court Area. Because it is regarded as a redevelopment project, it has been placed in the secondary growth plan due to the amount of existing commercial property already located within the primary growth area.
11. Promotion of infill development within the primary growth area.

## PLANNING GOALS

### GOAL 1: CREATE AND TRANSFORM SARTELL GATEWAYS



Residents have clearly indicated that transforming the Gateway (Epic Center areas) into an area that Sartell can be proud of should be a top priority for the City in coming years. The existing plan should be re-evaluated to respond to today's economic realities. In addition to gateways into the city, being able to identify and develop gateways to signify neighborhoods, thoroughfares and business districts is also a goal. As a priority goal, Sartell Gateways needs targeted investment to encourage additional private development.

#### Potential Strategies May Include These And Other Future Cool Ideas:

##### 1.2 Use Temporary Landscaping Where Possible

It likely will be years before some properties will be developed or redeveloped. Rather than settle for vacant land or mounds of dirt in the highly visible highway areas, explore alternative landscape strategies that can add environmental and aesthetic appeal.



##### 1.2 Pursue Upscale, Unique Retail

Residents are looking for more retail options locally. Evaluate and market the potential for various types of retail; this could include both small-scale retail and an open-air retail center as part of new development in the area near Highway 15 and the Mississippi River and within the Town Square area.



### 1.3 Develop Visually Striking Buildings

Hold developers and their architects to high standards. The buildings must be visually distinctive to help the Gateway areas, and all of Sartell stand out from the competition.

### 1.4 Beautify the Bridge Of Hope and Sartell Bridge, Utility Stations

Work with MnDOT to determine options for making the bridge over the Mississippi River unique.

Lighting, lettering, and landscaping can help make a difference that results in private interest. This can be an expensive undertaking so plan ahead and work to raise outside funds.

Work with utilities and transportation companies to landscape power line and railroad right-of-ways through the community and to underground utilities when possible.

Develop land use and site design measures for areas adjacent to high-voltage power facilities. Measures will include landscape buffers and mandatory setbacks for substations and transmission towers and lines.

Repurpose the old Sartell bridge into a pedestrian bridge.

### 1.5 Redevelopment and Infill Efforts

Support redevelopment efforts throughout the City and especially in the main thoroughfare areas that are determined to be necessary and beneficial to the economic health of the community





Encourage infill/redevelopment opportunities that optimize the use of current/future city infrastructure and that complement area, neighborhood, and/or corridor content and character.

Develop and implement an infill development incentive program to achieve the objectives of orderly development established by this plan.

**1.6 Encourage art and Wayfinding within Neighborhoods**

Identify and development gateways to signify neighborhoods and business districts. Partner with local organizations or neighborhood groups to encourage displays of art showcasing the unique talents of local artists. Gateway elements could include lighting, signage, street furniture, public art and innovative streetscape improvements.

**GOAL 2: INVEST IN A TOWN SQUARE**

Much attention has been paid to the need and desire to have a Town Square with good reason. Town squares, in particular, can be the “mother ship” of activity and in many ways can be the heart of Sartell (even though it is not in the middle of Sartell). It could be a mix of uses, range of events and contain an urban park, which are essential in distinguishing Sartell from other cities. Although other parts of Sartell also deserve investment, the town square has been on the backburner for years. A healthy town square can boost economic development and job growth and provide a range of programs and services for all lifestyles in Sartell.

**Potential Strategies May Include These And Other Future Cool Ideas:**

**2.1 Energize the Downtown Area through the Arts and Adaptive Reuse**

Older structures, such as the round barn, usually are attractive spaces for creative individuals. The condition of the barn is in extremely poor condition. With private investment, the barn could attract other arts-related uses. Evaluate adaptive reuse options for historic structures; creative uses might include galleries, live/work spaces, mobile vendor locations, and markets. Host annual events and recruit new events throughout the year that can help keep the downtown alive all year round.



**2.2 Market the Future Town Square**

Part of the reason people often refer to the need to plan for a town square...is because they are not aware that a master plan exists. The future town square is a vacant field tucked behind a wooded area and wetland. It is difficult to envision the vision. Investing and supporting development in this area and providing connections to other local amenities including trails and nearby neighborhoods.

### 2.3 Fill the Missing Links

Since the future town square is literally just dirt at this time, many people feel fundamental disconnected when talking about the town square. Work to eliminate the disconnections many feel when talking about the future town square. As the area starts to develop, new roadways with trails and sidewalks should be constructed to link the town square to the existing connections in the medical office park area. Every attempt should be made with partner organizations like MTC to ensure adequate bus coverage is provided.



### 2.4 Mixed Uses and Design Guidelines



Adopting a new Town Square zoning district will allow the area to Adopt mixed-use design guidelines and a town square zoning district to assure high quality and variety in building design, a connected and active streetscape and a walkable lively town square character.

Provide appropriate wayfinding signage.

Provide a mix of private, non-profit, and public uses which will encourage use throughout the day, every day.

Encourage and support innovative housing opportunities in the town square area.

Retain and attract the appropriate mix of retail/service business activity and housing opportunities in the town square.

Evaluate and recommend improvements to town square pedestrian and vehicular traffic flow.

Encourage the use of shared parking facilities for multiple buildings to provide safe and efficient access to buildings and to lessen the visual impact of vehicles and parking.

Locate and orient buildings to fit with their existing and/or planned context by framing and complementing adjacent streets and open spaces.

**2.5 Create strong and active public/private partnerships**

Recruit local business leaders, elected officials, city staff, and active citizens to form a town square development team. Ensure diversity within the team by recruiting people whose talents and backgrounds are unique from each other and who specialize in different things. The town square development team can be an arm of the existing Economic Development Commission and help promote, and bring awareness to the town square area while working to enhance economic growth.

**GOAL 3: BALANCE GROWTH AND ORDERLY DEVELOPMENT**

Rapid growth brings with it many challenges, from providing services to managing traffic volumes. Sartell, through prior planning and investment, has sought to guide and manage growth as much as possible. Even so, the City’s rapid development has raised concerns among residents. There should be a strengthened distinction between the urban city and the rural countryside with well-planned and carefully coordinated services, which will ensure the orderly, efficient and fiscally responsible growth of development in Sartell. The City’s financial management plan addresses some land-use concerns by providing guidance to Sartell in making investment decisions.

**Potential Strategies May Include These And Other Future Cool Ideas:**

**3.1 For Stalled Subdivisions**

Encourage owners and developers to explore alternative uses and strategies to beautify the land.

**3.2 Explore Annexation Possibilities**

Use annexation as a tool, where possible and appropriate to improve service delivery. Work cooperatively with the adjacent townships, the County, and property owners to encourage orderly growth and development.

**3.3 Support Orderly Growth**

Encourage new development to make use of available lots and redevelop existing properties within the Primary Growth Area City before annexing new property and stretching City services in the Secondary Growth Area. Continue the past practice of limiting annexation to the request of property owners. Work with the County and adjacent townships to maintain very low residential densities within the Sartell/LeSauk and Sauk Rapids Joint Planning District to promote the efficient extension of public utilities when it is needed.

Provide for an orderly and efficient transition from rural to urban land uses.

Minimize urban sprawl and leap-frog development.

**3.4 Plan for Orderly and Efficient Commercial and Industrial Development**

Locate and design industrial and commercial developments to provide good access and road service, while avoiding the routing of traffic through residential neighborhoods. Require new commercial and industrial developments to have access to adequately sized and designed public roads.

Prior to the development of any proposed commercial or industrial areas within the secondary growth area, conduct a commercial market and feasibility study of commercial and/or industrial corridors in the region to evaluate their viability, challenges, and opportunities.

**GOAL 4: ENSURE LIFETIME HOUSING**

Sartell’s housing stock consists primarily of single-family homes. Cities with a limited mix of housing types often face challenges in retaining families and residents, as their housing needs change. In that spirit, promote alternative housing types with the goal of retaining residents at all stages of life and offering different housing options attractive to knowledge workers, young professionals, and smaller families.

**Potential Strategies May Include These And Other Future Cool Ideas:**

**4.1 Promote Development of Housing for Seniors**

It is important for seniors to be able to age in place. As Sartell’s population ages, some seniors will be looking for smaller homes with limited maintenance. Others may require housing coupled with services. Plan for (and even perhaps recruit) new independent senior homes and assisted living facilities designed in a walkable, higher density development pattern. Other considerations may include outdoor lighting that exceeds the current City code; buildings that are designed for people with limited mobility, eyesight, and hearing particularly in disaster situations requiring evacuations

**4.2 Encourage Design That Makes Homes Accessible To People With Varying Physical Abilities.**

For independent seniors or those with handicaps, Universal Design features like ramps, wide doorways, and hallways, lever door handles and pull out cabinets can greatly improve mobility and independence. Encourage developers to design new homes with universal design features in mind.

**4.3 Separation of Residential Uses**

Require adequate transitions between different land uses through appropriate land use planning and zoning standards and promote architectural/site aesthetics that are compatible with community standards.

**4.4 Location of Residential Uses**

Continue to guide residential growth in an orderly and compact manner so that new developments can be effectively served by public improvements and that the character and quality of the City’s existing neighborhoods can be maintained and enhanced. Discourage the placement of high-density developments in areas lacking adequate transportation infrastructure.

Promote and support the development of medium and high-density residential land uses near commercial centers and nodes.

**4.5 Create and Preserve High-Quality Residential Developments**

Encourage quality housing stock that is supported by strong identifiable neighborhoods. Require active living components in new developments with sidewalks and trails, access to parks, green space, etc. Maintain zoning and subdivision regulations that allow for the construction of a variety of housing types and price ranges.

Continue implementation of the Zoning Code, i.e. inspections, licensing requirements and enforcement to encourage well-maintained housing.

Commit to a regular cycle of citywide identification of deteriorated homes and implement effective programs to motivate compliance.

Implement promotional and education activities on building maintenance for owners of single-family homes and multi-family buildings. For example: City and Community Education offer housing maintenance and code requirement information and provide effective city code education.

Strengthen neighborhoods and neighborhood amenities to encourage residents to stay and reinvest in Sartell.

**4.6 Maintain Workforce/Affordable Housing**

The lack of workforce housing affects overall quality of life in Sartell and throughout the region. Essential workers such as teacher’s, police and hospital staff who work in Sartell may not always be able to afford to live in Sartell. The workforce,

which has helped to create and maintain Sartell’s higher property values, is often priced out of its housing market. Making land available for workforce housing and reviewing other innovative approaches such as land trusts.

Collaborate with public, nonprofit and private groups in the planning and/or development of workforce housing. Encourage the development of long-term management strategies for affordable housing, in cooperation with non-profit housing organizations, to ensure that the continuation of its affordability features to successive household.

Encourage repairs and improvements to existing single-family homes that extend their useful life, and ensure that they are designed and constructed in a manner that complements the dwelling’s character and is compatible with adjacent homes and surrounding neighborhood.

**4.7 Maintain a Balance of Housing Types**

The City acknowledges that there is demand for different types and sizes of housing units, but due to limitations of available space and other resources, all demands cannot be fully satisfied. At the present time, the greatest desire is to encourage the creation and maintenance of detached, owner-occupied single-family housing which are large enough to accommodate families.

Develop matrix of existing housing types including detached/ attached, owner/rental, family/senior; and affordable/market rate with production goals for each. Use this matrix as a guide to evaluate future housing development proposals.

Identify unused public land and explore selling these properties for new development (based on land use and zoning).

**GOAL 5: ENSURE ADEQUATE BUSINESS OPTIONS**

The comprehensive plan recognizes the need to provide for a variety of retail and office formats, serving neighborhood, community, and regional markets. The plan’s land use designations distinguish between these types.

**Potential Strategies May Include These And Other Future Cool Ideas:**

**5.1 New Commercial Development**

Facilitate development of new, well-planned commercial areas to meet the needs of residents of Sartell and its market area.

Establish a development review process that provides ease, predictability, and flexibility to developers and ensures high quality and neighborhood-compatible development.

Require pedestrian-oriented amenities such as small plazas, outdoor seating, public art and active street frontages where appropriate and justified.

**5.2 Existing Commercial Development**

Work with existing commercial nodes on marketing to ensure their long-term sustainability as a feature of our neighborhoods.

**GOAL 6: ASSESS THE ADEQUACY OF OUR COMMUNITY FACILITIES**

Community facilities are the resources that help make lives safer, healthier and more enjoyable, as well as enhance skills and abilities to enable residents and businesses to lead productive lives.

**Potential Strategies May Include These And Other Future Cool Ideas:**

**6.1 Network Infrastructure**

Continue/start the expansion of fiber-optic network infrastructure in order to increase data and voice communication speed and reliability throughout the City and its various facilities, as well as with other government organization.

Monitor other cities' efforts to install citywide internet infrastructure, and explore the creation of a citywide fiber-optic network infrastructure for Sartell. Monitor and be aware of new emerging technologies to assess their practicability in citywide infrastructure.

**6.2 Hubs of Activity**

Plan for the disbursement of public facilities so that parks, future community centers, park shelters and other mixed-use activity centers are easily accessible to all residents in Sartell.

**6.3 Cohesive Branding Of Public Facilities**

Create design guidelines to be used in preparing and evaluating plans for public facilities such as park shelters. Guidelines should promote an open relationship with the public realm and pedestrian accessibility within the site and between the site and neighboring land uses.

## **GOAL 7: DEVELOP COMMUNITY FRIENDLY PROPERTIES.**

This plan proposes to shift some industrial land to reuses that are more suitable. Plan policies seek to increase the supply of “ready to go” job producing land that will improve Sartell’s competitiveness in the regional economy by decreasing start-up time for new development. This plan also reduces the potential for conflicts associated with industrial uses adjacent to other sensitive areas such as the Mississippi River.

### **Potential Strategies May Include These And Other Future Cool Ideas:**

#### **7.1 Compatibility**

Ensure compatibility between industrial lands and dissimilar adjacent land uses.

Update the zoning ordinances to include revised uses as determined by the comprehensive plan.

Require buffering land uses adjacent to existing or planned residential areas adjacent to properties with industrial designations. Such uses may include parks, ponds, open space and other such uses.

Ensure walkability and proximity to the City’s other resources such as commercial and park amenities.

#### **7.2 Mill Site and Former Paper Mill Properties Redevelopment**

Utilize the location of the mill site to beautify portions along the river and create unique and welcoming green spots. Ensure the redevelopment is appropriate and compatible with the adjacent residential areas through zoning ordinances.

The former mill site (within Benton County) will be required to go through a redevelopment master planning process prior to any land use requests that may prompt development (aside from public infrastructure investments). A main requirement of the redevelopment planning process will be to incorporate public space along the Mississippi River which may include, but not limited to boardwalks, walkways, portages, greenways and open spaces.

The former landfill will be required to go through a redevelopment planning process now that the landfill is no longer utilized as part of the former papermill operation and because it’s a non-conforming use (from a zoning perspective and it does not contain a valid MPCA permit). A mix of uses would be appropriate.

**GOAL 8: DEVELOP THE CITY ACCORDING TO THE COMPREHENSIVE PLAN**

Continue to develop the City in accordance with the Comprehensive Plan to ensure that all future development and redevelopment will reflect the elements of the Comprehensive Plan and a consistent development policy

**Potential Strategies May Include These And Other Future Cool Ideas:**

**8.1 Inform** all City residents, property owners, business owners and interested parties of the designations, policies and recommendations contained within the Comprehensive Plan, and of any updates and/or amendments to the plan. This shall be accomplished through typical legal notification requirements and through the publication from time to time of articles, fact sheets, or information on the City's web page that may help to inform the public of new or Revised City policies.

**8.2 Amend Codes and Policies**

Eliminate confusing language and create accessible documents, the purposes and benefits of which are clearly stated to the user. Stay on top of technology and societal changes by amending the code as emerging technologies become more common and societal norms morph.

**8.3 Continue to Involve** residents, property owners, business owners, and interested parties in the process of development decisions. Communicate information on city events, development proposals, and other information to the general public through the use of the media, the City's website, informational brochures, and other widely distributed forms of communication.

**8.4 Advisory Boards**

Maintain a strong level of confidence in City Advisory Boards and Commissions, member selection, continuing education and open lines of communication with the City Council.

**8.5 Future Studies**

Support periodic housing market study updates to monitor changing housing market conditions.