

Memorandum

TO: Economic Development Authority

FROM: Tom Simonson , Assistant City Manager and Community Development Director

DATE: December 1, 2025

SUBJECT: Services Agreement with Stantec for Implementation Research and Strategy - Shoreview Town Center Plan

ITEM NUMBER: 5.c

SECTION: GENERAL BUSINESS

REQUESTED MOTION

To approve the Services Agreement with Stantec for Implementation Research and Strategy - Shoreview Town Center Plan, as presented.

INTRODUCTION

Staff is presenting for EDA board consideration a proposed services agreement with the planning firm Stantec to assist the city in research and developing strategies to support the implementation of the Shoreview Town Center redevelopment vision.

DISCUSSION

Background

During the recent October workshop session on the upcoming required update of the Comprehensive Plan, the city council discussed the long-time vision of the Shoreview Town Center and how the city could revisit the plan to explore how to move it forward. There was general consensus of the council that a complete updated study of the redevelopment plan is not warranted as the Town Center vision is still sound. However, there was also interest expressed by the council to have staff look at potential actions that could assess current market conditions and consider strategies that would advance implementation of the vision.

The Shoreview Town Center is a long-range master plan concept to transform the older commercial and industrial properties along the Highway 96 corridor into a mixed-use redevelopment that would link to the civic and recreational facilities within the Shoreview Commons.

The Shoreview Town Center has been a top redevelopment goal of city councils over the past two decades, since it was first developed in 2000 and incorporated into the 2000 Comprehensive Plan. There have been numerous studies and updates of the concept master plan over the years, and the city has made a number of attempts to facilitate redevelopment of key property within the Town Center area but without success. While the Town Center continues to be a long-range priority of the city and remains as a redevelopment goal in the current 2040 Comprehensive Plan, the last major study and update of the plan was conducted

back in 2006. So many factors have changed significantly since that time including housing demand and market conditions, additional development in the area, and some reinvestment in the Town Center area that is consistent with the vision of the plan.

As additional background on the evolution of the Shoreview Town Center, staff has prepared a brief summary that is attached to this memorandum describing past efforts and illustrating previous concept plans. Also provided are the policy and land use statements regarding the Town Center that are included in the Land Use (Chapter 4) and Economic Development (Chapter 6) of the 2040 Comprehensive Plan.

Services Proposal

As follow-up to the direction from the city council, staff has had discussions with several professional planners and real estate experts to get their input into what would be the most effective steps the city could take to advance the Shoreview Town Center plan.

Staff is recommending engaging the consulting services of Stantec. The city has used Stantec over the years for a number of projects and studies, including the Shoreview Housing Study that was completed in 2021. As the EDA knows, a contract has been executed recently to update the Housing Study. Stantec has a wide range of experience in assisting communities with housing and land use strategic planning.

Staff requested Stantec prepare proposal on a scope of services that would advance implementation of the Shoreview Town Center through identifying challenges and how they can potentially be addressed, and exploring alternative strategies and paths for making progress on the vision. The tasks related to these objectives are described below.

Market Context Map

- A simple map of the area's locational attributes that bear on its desirability for development can set the stage for productive developer engagement.

Shoreview Village Mall

- Investigate characteristics of this key property - tenants, vacancies, estimated rents, through Costar and other real estate resources—that bear on the likely value of the property for its current use, in order to estimate the cost of site acquisition at such time as the property owner is willing to sell.
- Research the acquisition cost developers have paid for similar suburban properties on a cost per square foot basis. These steps should yield a clearer understanding of whether a theoretical redevelopment of the property would pencil out on a strictly market basis when the property owner becomes willing to sell, or whether public financial support is likely to be needed.
- Strategic Alternatives - It may be possible to begin implementation of the vision through initial actions that don't involve Shoreview Village Mall. Redevelopment of other sites, or investing in public amenities in the area, could be explored as interim steps.
- This task would open conversations and exploration of these alternative starting points through: a development opportunity analysis of the value and potential acquisition cost of other properties in the area; and conversations with city staff relative to amenity building opportunities—such as a potential trail adjacent to the Lake Martha wetlands. This would yield some alternative approaches for making progress on the vision.

Developer Interviews

After gathering information as described above, Stantec would schedule interviews with selected developers to:

- Validate the desirability of the Shoreview Village Mall for the envisioned purposes, and test our assumptions about what they would be likely to pay for the site.
- Gather input on alternative initial development sites or the value to them of public investments into building the amenity context for the development.

Engagement. Research and strategic options would be discussed with Shoreview staff, and could be the focus of a presentation or workshop with the City Council and EDA.

Deliverable. Documentation of all research and interviews will be provided in memo format to the City of Shoreview.

Estimated Cost. The fee for the proposed scope of services is \$15,000. This would be paid for through the EDA budget or existing tax increment funds.

RECOMMENDATION

To approve the Services Agreement with Stantec for Implementation Research and Strategy - Shoreview Town Center Plan, as presented.

ATTACHMENTS

[Shoreview Town Center Implementation Research and Strategy - Stantec Proposal 2025-11-21](#)

[Shoreview Town Center History](#)

[2040 Comprehensive Plan - Land Use Chapter 4, Town Center PDA 5](#)

[2040 Comprehensive Plan - Economic Development Chapter 6, Town Center](#)