



Uptown Hermantown

VISIONING WORKSHOP DAY 1



Today's Agenda:

- 1.** ENGAGEMENT HIGHLIGHTS (5 MINS)
- 2.** SITE ANALYSIS SUMMARY (5 MINS)
- 3.** PRECEDENT STUDY (20 MINS)
- 4.** MARKET SUMMARY (10 MINS)
- 5.** INTERACTIVE PLANNING EXERCISE (1 HR 50 MINS)

1.

ENGAGEMENT HIGHLIGHTS

STAKEHOLDER INTERVIEWS

(Senior Community, HYSC Families, Adjacent Landowners)

- 1. Preserving Hermantown's Character:** Maintain strong access to nature, recreation, and opportunities for active families.
- 2. Lifelong Community:** Support efforts that enable residents to live in Hermantown through all stages of life.
- 3. Support for Local Business:** Prioritize local entrepreneurs and businesses when filling commercial spaces in Uptown.
- 4. Expanded Dining Options:** Increase the variety of food and beverage establishments beyond what currently exists.
- 5. School System Consideration:** Account for the impact of population growth on Hermantown's schools and educational resources.
- 6. Safe, Connected Mobility:** Develop a safe, pedestrian- and bike-friendly network that links neighborhoods with city amenities.
- 7. Thoughtful Housing Conversations:** Approach discussions about housing types and density with care and community sensitivity.




ON-LINE SURVEY

(in progress)

I WANT TO ▾RESIDENTS ▾COMMUNITY ▾BUSINESS ▾GOVERNMENT ▾DEPARTMENTS ▾

MORE +



City Opens Uptown Survey | [LEARN MORE](#)

As part of garnering a wide array of ideas on what Uptown could become, the City of Hermantown has opened a community survey. Please use the link above and add your thoughts to the discussion!

UPTOWN PROJECT SCHEDULE

UPCOMING UPTOWN PUBLIC ENGAGEMENT EVENTS

- June 23, 2025 – Senior Stakeholder Listening Session – 11 a.m, Essentia Wellness Center
- June 23, 2025 – Soccer Community Listening Session – 5 p.m., City Hall
- July 17, 2025 – Q&A Table at the YMCA Block Party – 5 p.m., Essentia Wellness Center
- August 5, 2025 – Q&A Table at National Night Out – 4:30 p.m., City Hall
- More to come!

FAQ's ALL THINGS UPTOWN

What is the purpose of the Hermantown Uptown planning project?

The Hermantown Uptown Concept Master Plan builds on the 2011 Advance Hermantown community vision and takes the next step in creating a lively, walkable town center. This new area will include a mix of homes, businesses, and public spaces designed to bring people together. It will blend the convenience of city life with the charm of small-town living and the countryside. As one of the few growing cities in northern Minnesota, Hermantown is planning for the future while honoring its past. With strong hometown pride, the community is ready to shape a vibrant and connected neighborhood that reflects what makes Hermantown unique.

What is the timeline for the project?

The planning process will take place over the next year and is expected to finish by March 2026. Once complete, the City of Hermantown will use the approved Uptown Concept Master Plan as a guide for the next 10 to 15 years to help shape this area of the community and support future development.

Will the community have input in the planning process?

Input from the community, local stakeholders, and potential partners is essential to the success of the Uptown Master Plan. Throughout the project, there will be many chances for residents to help shape what Uptown may look and feel like. Meetings with city leaders, public open houses, and online surveys will gather valuable feedback from the people of Hermantown. The planning team—made up of city staff, planning consultants, and an advisory committee led by a member of the Hermantown Economic Development Authority (HEDA), along with community members, local employers, and other partners—will guide the community engagement process.

How will Uptown reflect the character and values of our community?

We will lead a strong community engagement effort to better understand what Hermantown residents value and hope for in the future. What we learn will help shape the Uptown plan. We'll also create design guidelines that preserve Hermantown's small-town character, ensuring that growth doesn't come at the cost of its unique feel. Uptown will be a welcoming space that brings people together and strengthens our sense of community. With a mix of housing, new business opportunities, and shared public spaces, the new neighborhood will reflect Hermantown's history, promote connections, and celebrate the people and places that make it special.


What are the economic benefits of creating Uptown?

This is our chance to create a lively, mixed-use district where community life and local business can grow together.




Uptown Hermantown Survey


Below are some of the goals that are driving the Uptown Hermantown project. Please review these and then select the three goals that you think are most important for the Uptown Hermantown project to be successful in the question below. Not seeing what you want? Select the "other" option and tell us what we missed.




Create a town center with a mix of development types – residential, retail, employment, and civic uses




Create a shopping destination that connects with nearby retail uses



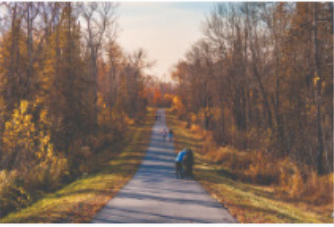
Create vibrant and welcoming public spaces




Create a sense of place that reflects Hermantown's history, character and values




Preserve, protect, and enhance Keene Creek and other natural features



Ensure the Boulder trail is enhanced and connected to new homes and businesses



Incorporate green and sustainable solutions



Promote walkability and non-driving transportation options (i.e. bicycling, public transit)

*** 4. Which goals do you think should guide the Hermantown Uptown Concept Master Plan? (Select Three)**

ON-LINE SURVEY RESPONSE

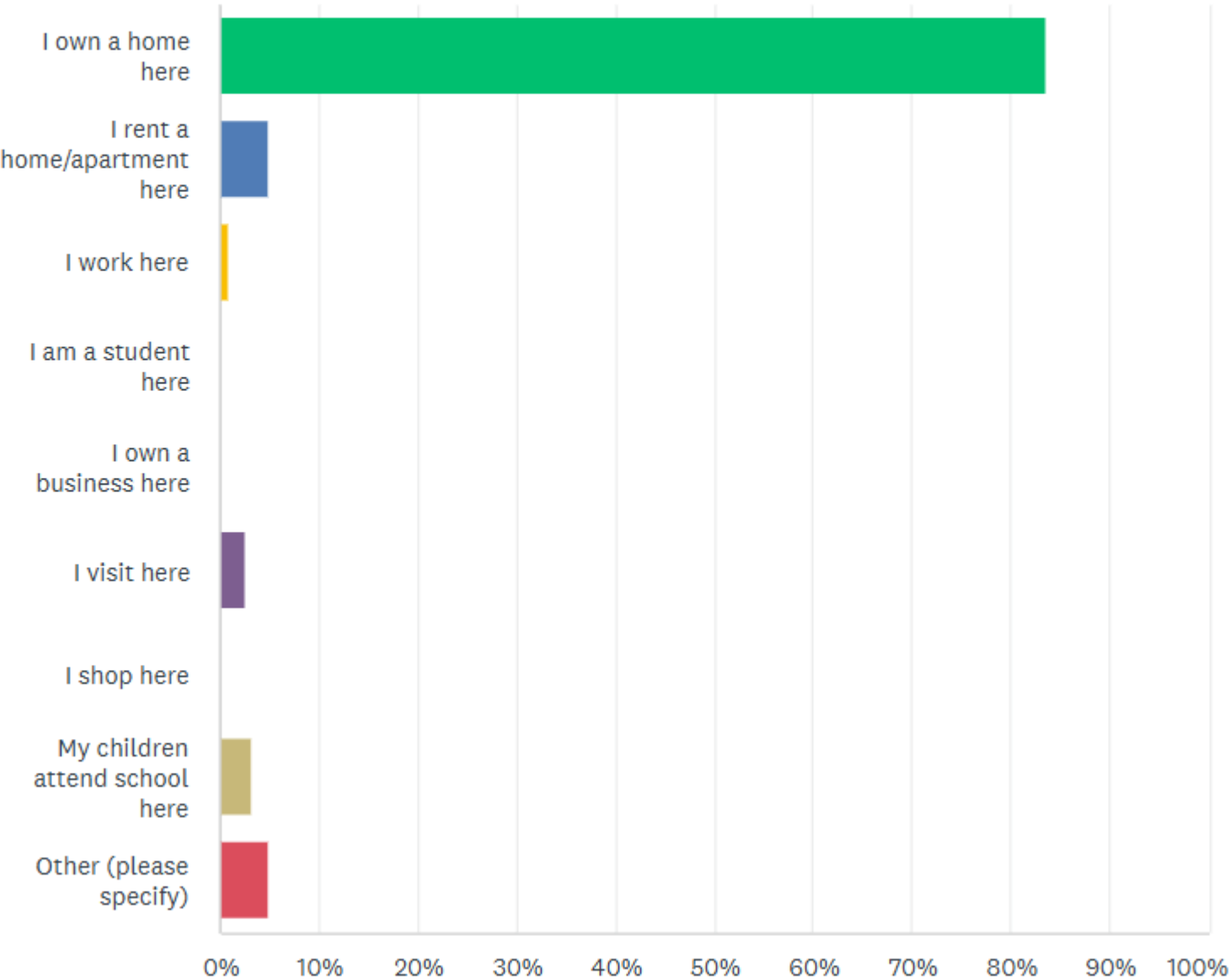
(in progress)

Who We're Reaching:

- 124 responses as of 7/21
- 83% home owners in Hermantown
- Limited non-resident participation
- Opportunities to target under-represented groups

How would you best describe your relationship with the City of Hermantown?

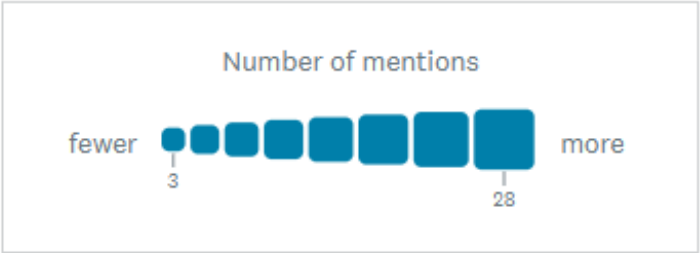
Answered: 122 Skipped: 1



ON-LINE SURVEY RESPONSE

(in progress)

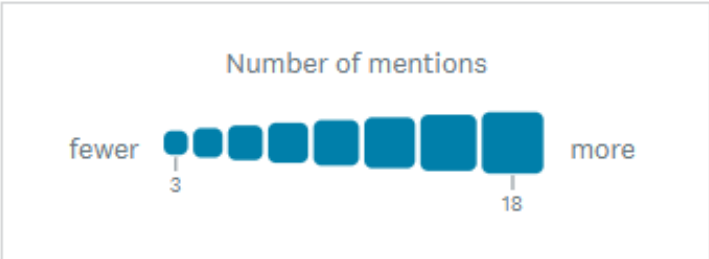
People’s Favorite Places in Hermantown:



ON-LINE SURVEY RESPONSE

(in progress)

What People Think is Missing in Hermantown:



ON-LINE SURVEY RESPONSE

(in progress)

Top Three Goals Prioritized for the Project:

- 1. Preserve, protect, and enhance Keene Creek and other natural features**
- 2. Create a town center with a mix of development types – residential, retail, employment, and civic uses**
- 3. Create vibrant and welcoming public spaces**



ON-LINE SURVEY RESPONSE

(in progress)

Development and Programming Preferences:

Housing

- Strong preference for single-family housing
- Mixed-use (housing above storefronts) is #2
- Mid-density housing scores well
- Zero votes for large apartment typology
- While affordability is a big concern in the open-ended questions, the affordable housing category hasn't been selected often

Businesses and Services

- Cafes and Coffeeshops (#1) and restaurants and Dining (#2) both have over 60 votes
- Health and Wellness, Tech and Creative Office Space, and Professional Services all have less than 10 votes

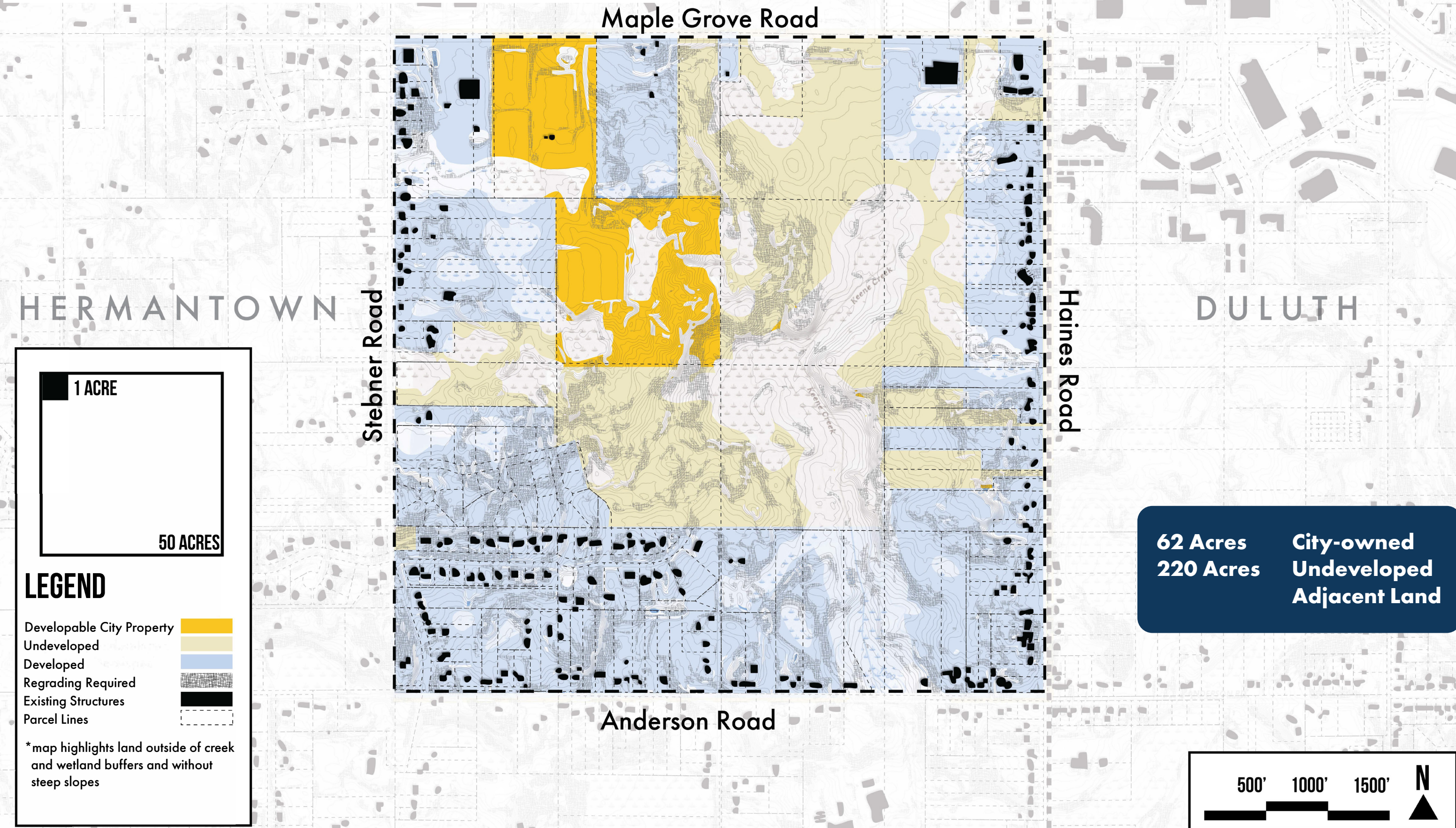
Public Amenities

- Parks, Playgrounds, and Green Spaces is currently a clear leader with 74 votes
- Trails and Bike Paths, Town Squares and Plazas, and Outdoor Event Spaces all have around 40 votes
- Aside from Libraries and Museums, all indoor facilities in this category have received limited interest

2.

SUMMARY OF SITE ANALYSIS

DEVELOPABLE AREA



3.

PRECEDENT STUDY

PLANNING FOUNDATION

New Urbanism Movement

Lessons/ Critiques from NU Communities

1. Affordability
2. Aesthetic Uniformity/ Overly nostalgic or contrived
3. Many don't impact car usage due to suburban/ remote location
4. Top-down planning
5. Early projects have lacked integration with services like schools, healthcare, and public transit



New Urbanism is an urban design movement that promotes walkable, mixed-use neighborhoods as an alternative to sprawling, car-dependent development.

1. Walkability

- Streets are designed for pedestrians first, with wide sidewalks, street trees, and buildings close to the street.
- Daily needs (shops, schools, parks) are within a 5- to 10-minute walk from homes.

2. Mixed-Use & Diversity

- A blend of residential, commercial, and civic spaces in close proximity.
- A mix of housing types and price levels to accommodate diverse populations.

3. Quality Urban Design

- Emphasis on human-scale architecture and public spaces.
- Buildings and streets are designed to foster community interaction.

4. Traditional Neighborhood Structure

- Clear center and edge, with public spaces like squares or parks at the center.
- A hierarchy of streets (boulevards, avenues, streets, alleys) for better traffic flow and accessibility.

5. Smart Transportation

- Prioritization of walking, biking, and public transit over car use.
- Streets designed for multiple modes of transport, including bikes and buses.

6. Sustainability

- Focus on energy-efficient buildings, reduced car dependency, and preservation of open space.
- Encouragement of local food production and green infrastructure.

Prospect New Town

LONGMONT, CO

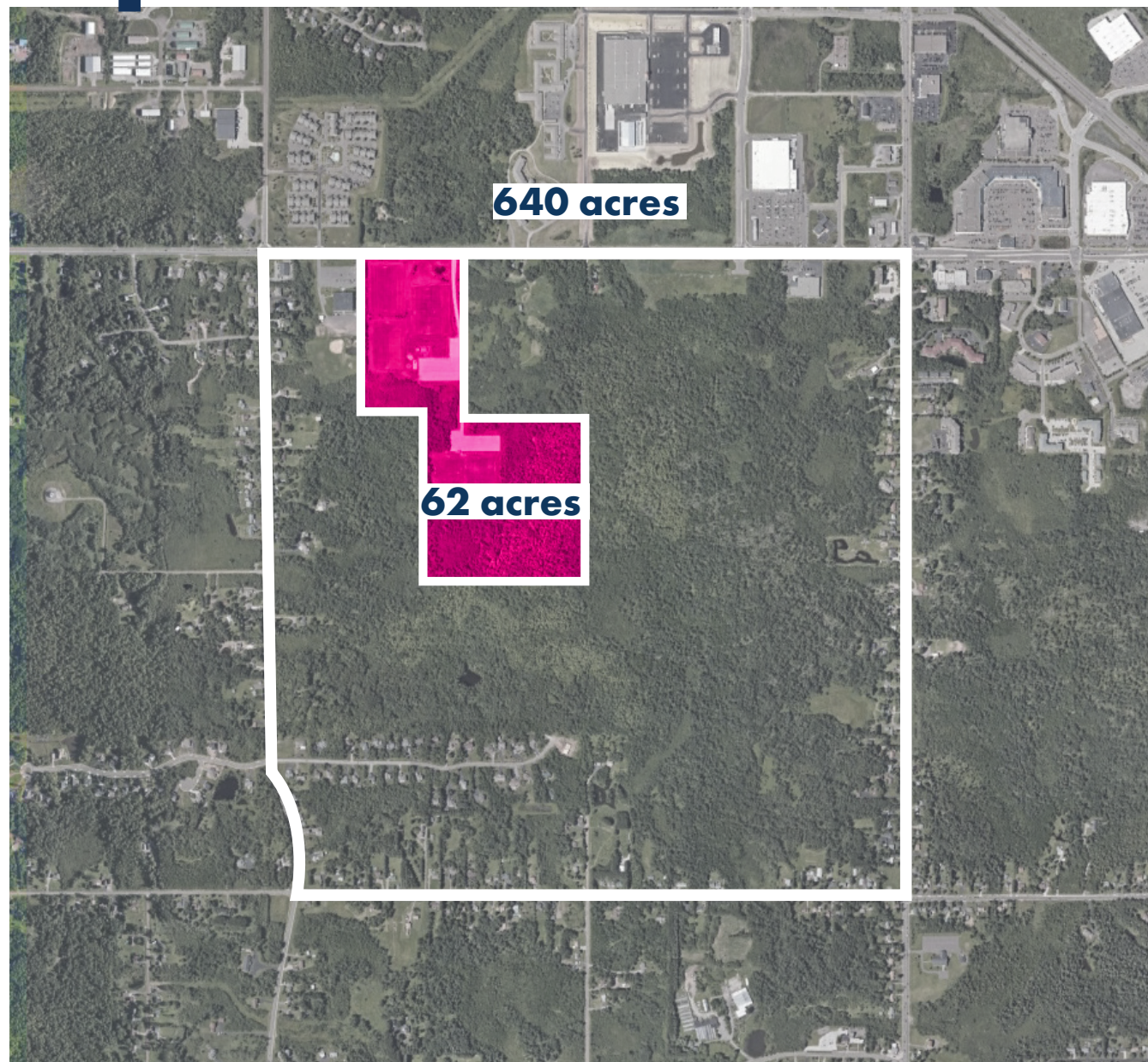
**DEVELOPER-FUNDED
GREENFIELD- FORMER TREE FARM**

TIMELINE: 1980'S Land Purchased
1994 Planning Began
1995 Plan Approved
2002 First Residents

Prospect New Town was designed for people who want the best of city living with a small town attitude.



Uptown



Prospect



The Plan



TODAY- FINAL PHASE OF 8
340 Lots In Total
585 Housing Units Total
2,000 Residents
120,000 sq ft Retail
Median Sales Price: \$1M



Live

Design Guidelines for Developers: setbacks, elements, height, and parking. Each building type has specific configurations, materials, color etc. Each house is approved by master plan design team.

*“We’re building something that when you are outside the exterior, you feel like you are a part of something, and that you enjoy the experience of walking outside.” Prospect’s original residents, at first wary of strict regulations, now respect and appreciate the developer’s **commitment to excellence in architectural integrity.**”*



Apartments



Live/Work Lofts



Detached Single-Family



Townhouses



Courtyard Houses

Work/Play

5 Restaurants
2 Retail Boutiques
23 Businesses
Swimming pool
Community Garden
Parks (9)



Wheeler District

OKLAHOMA CITY, OK

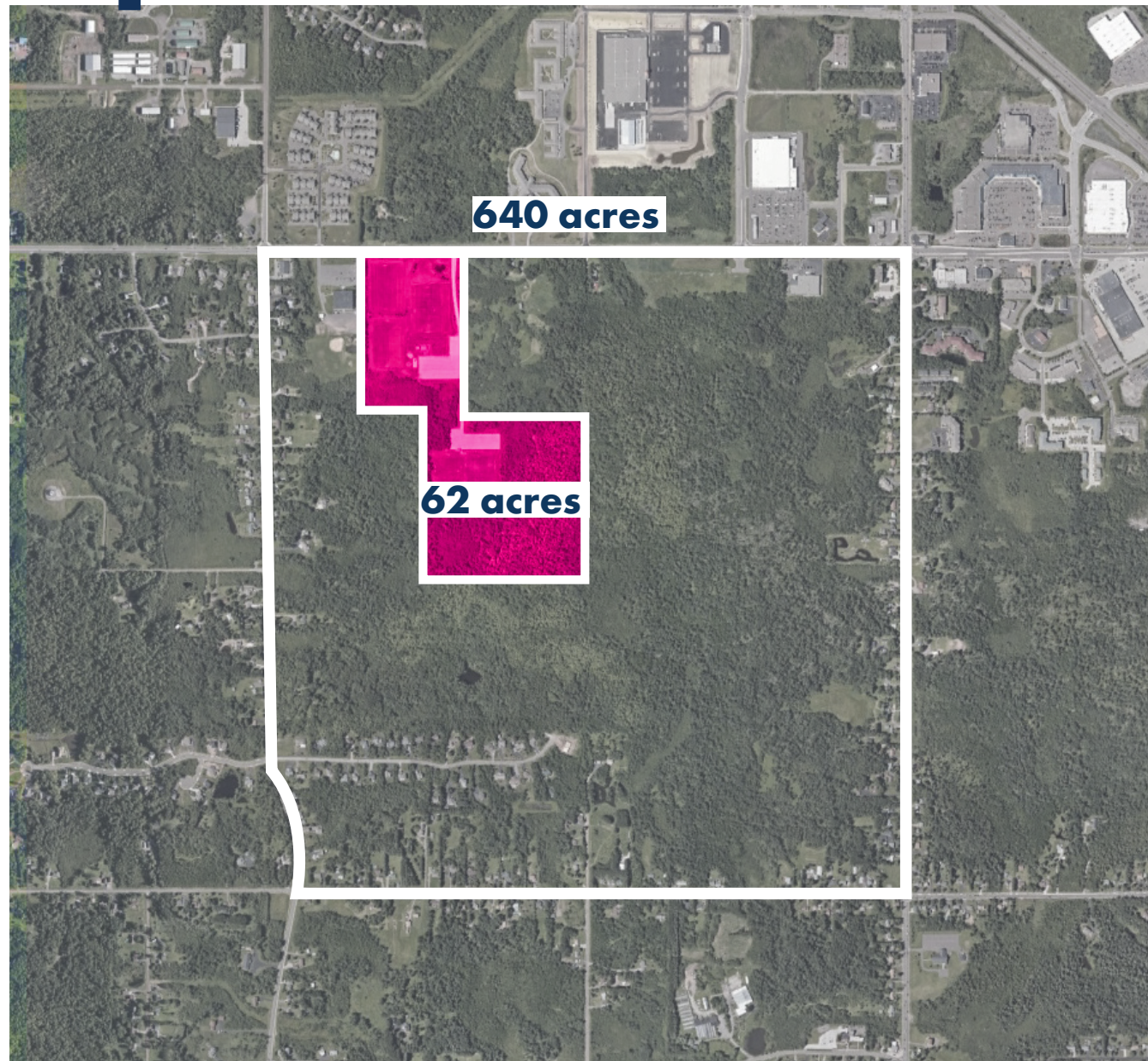
FORMER AIRPORT- TIF FUNDING DEVELOPER-FUNDED

TIMELINE: 2006 Purchased Land
 2014 Design Charrette
 2019 First Residents (13 years)
 2020 Food + Beverage (2)
 2021 Elementary School

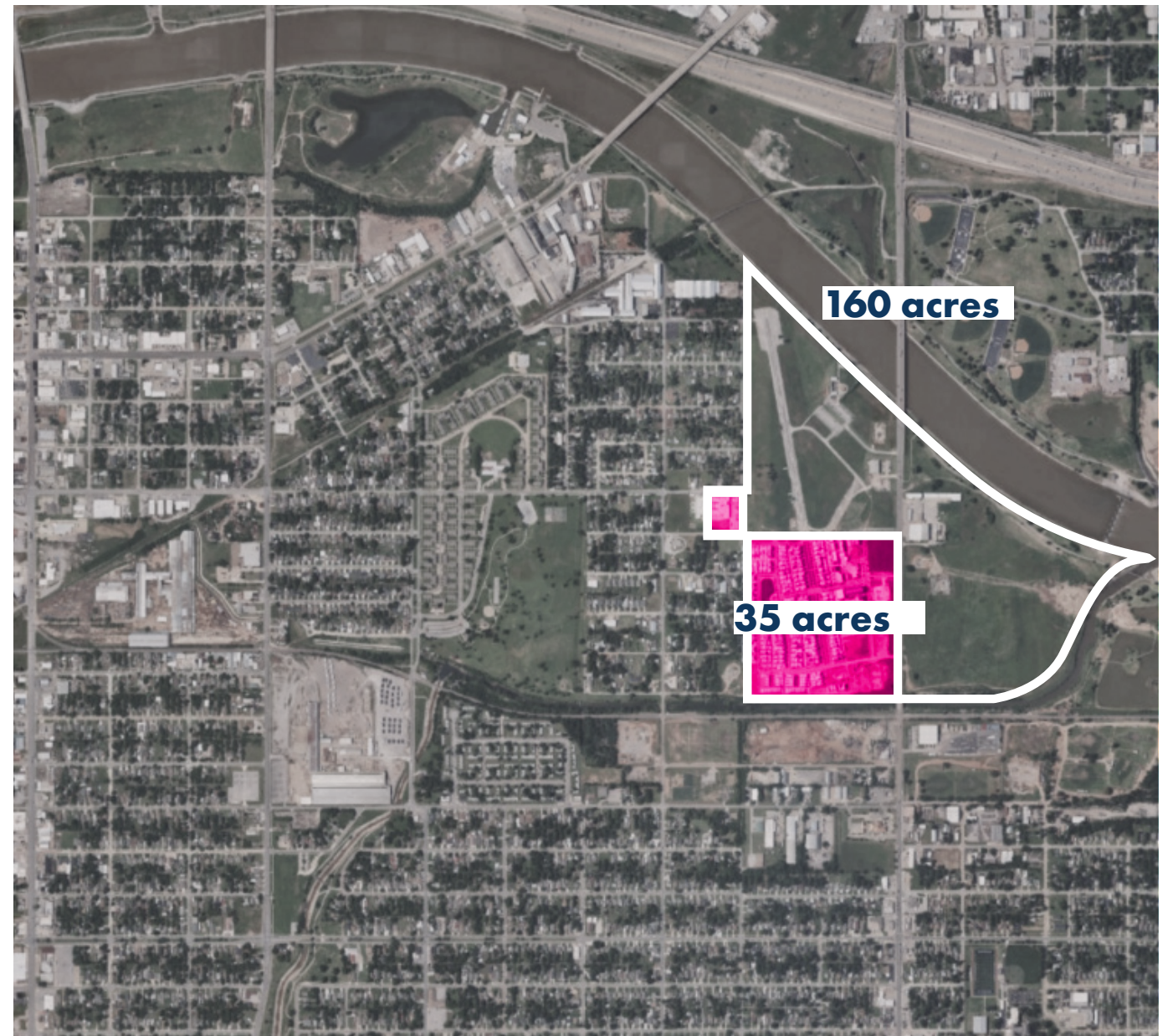
*"... marketing strategy focused on millennials
that were ready for something different"*



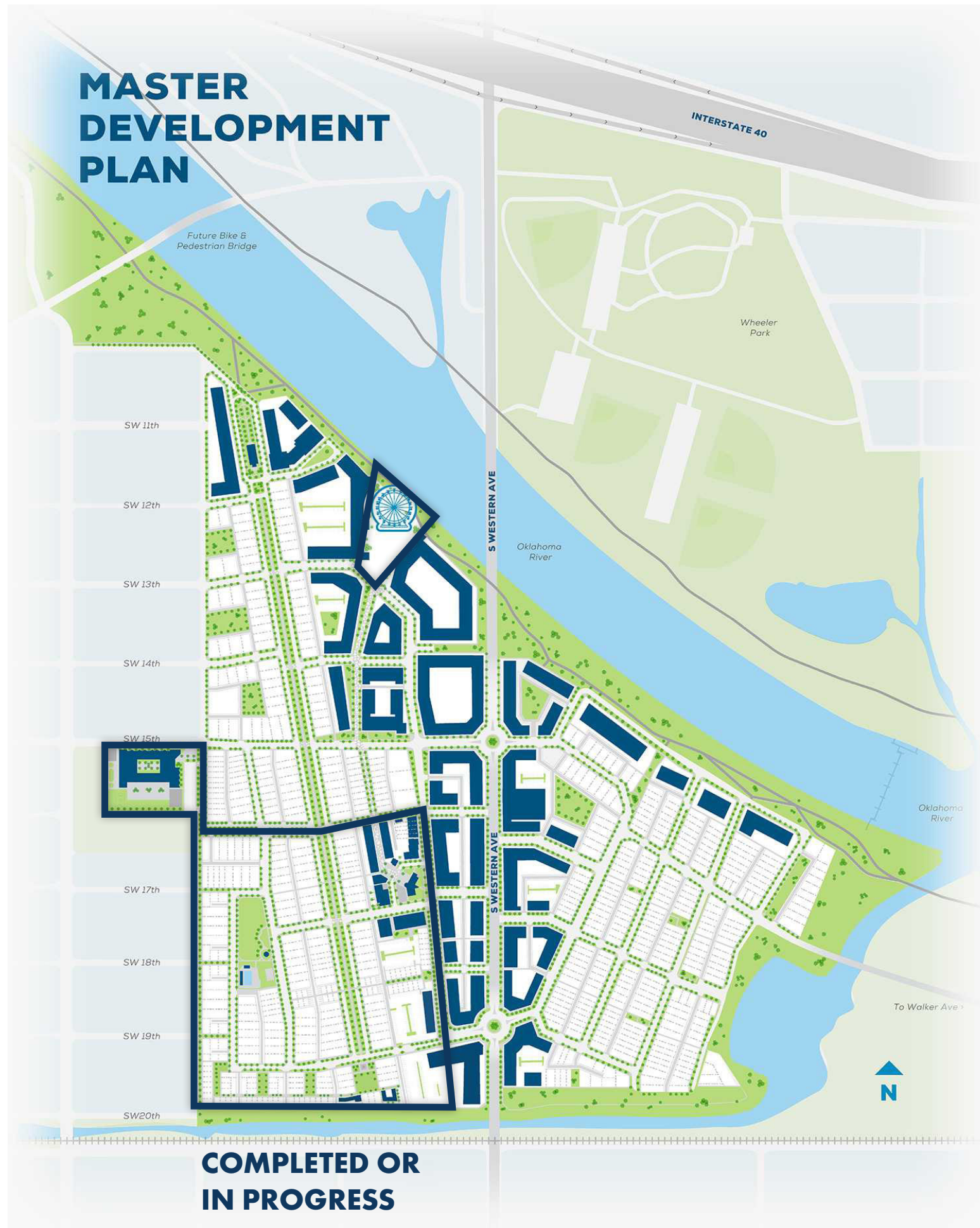
Uptown



Wheeler District



MASTER DEVELOPMENT PLAN



*A walkable, bikeable, connected community.
In the city, on the river, made for people.*

PHASE 1 - COMPLETE

40 acres
83 single family
10 live/work shop-homes
27 businesses
1 Brewery
1 Cafe
1 Elementary School
1 Farris Wheel

PHASE 2 - IN PROGRESS

22 Additional Acres
120 Single Family/ Townhomes
More Retail, Restaurant, Commercial

Live



Cottage
2 bed/ 1.5-2 bath
600 -1,332 sq ft
Micro lot 24x36



Detached Townhome
3 bed/2.5-3 bath
1,583 - 2,649- sq ft



Single Family Detached
4 bed/3.5-4 bath
2,395 - 3,050- sq ft



Live/Work

Shop Home
Micro Retail/ Office
1,583 - 2,649- sq ft



SPOKE STREET
Town Center
Daily connections
Farmers Market
Businesses



Play

PROGRAMMING

Farmers Market/ Night Market
Summer Concert Series
Bicycle Races
Outdoor Fitness Classes



*The Wheeler District is urbanism,
and urbanism is fun.*



Design



*“One reason we excel at it is because we prioritize it—**we believe that design matters...** we take chances, but we do them in really deliberate and studied fashion.”*



Carlton Landing

EUFAULA, OK

HOME OWNER-FUNDED HOUSING SELF-SUSTAINING TOWN

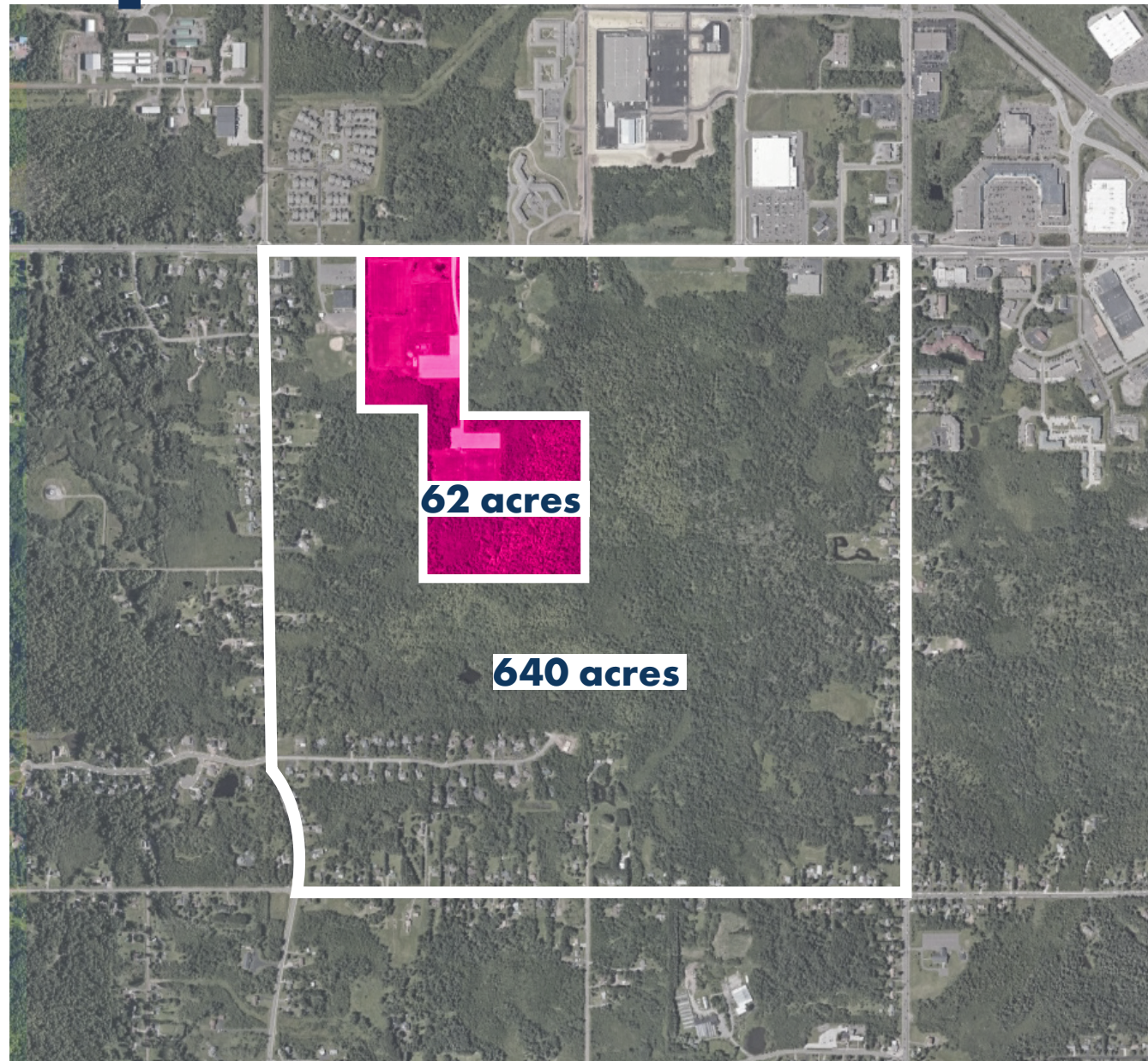
TIMELINE: 2008 Planning
2010s Construction

Design Review Committee
Architects Guild List (6)
Builders Guild List (7)

*A resort town with deep roots.
There are places that greet you like a warm hug
and a big smile. Places that, like your favorite
people, you just can't wait to be with again.*



Uptown



Carlton Landing



The Plan

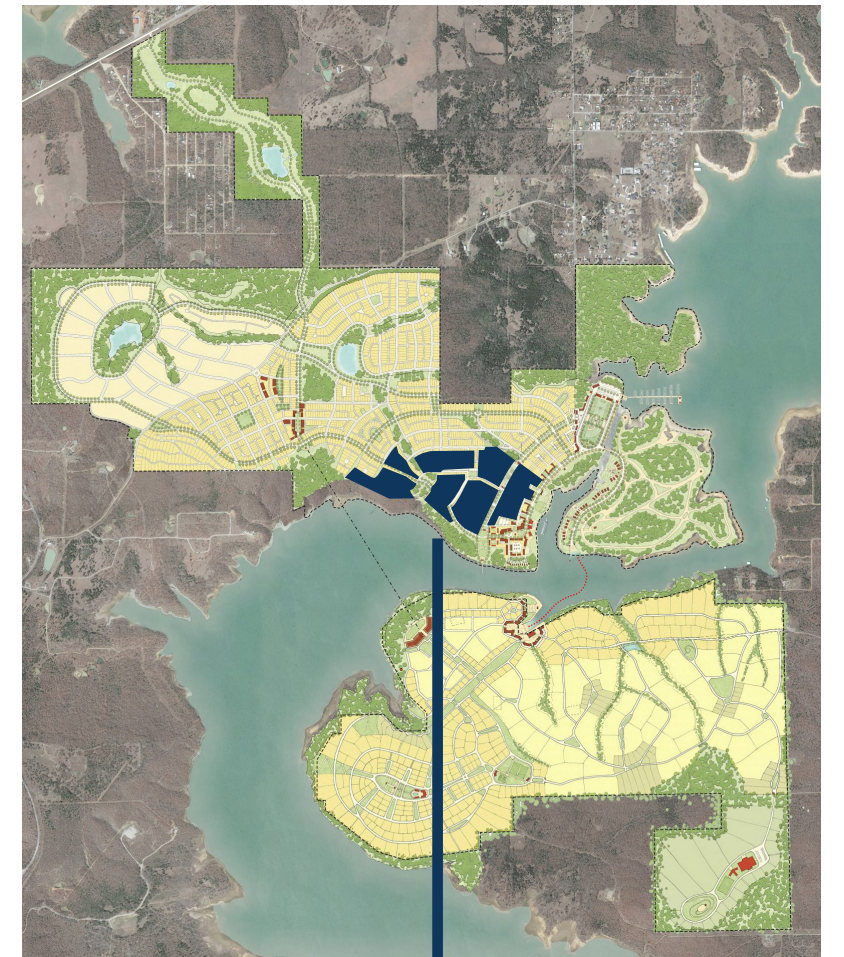
FULL PLAN-

3,000 Units
50,000 Sq Ft Retail Space
Over 30-40 years

TODAY-

260 Housing Units
Park Pavilion
School
Town Office
Fitness Club
Restaurant (1)
Food Truck Park
Dock
Swimming Beach
Festival and Event Lawns (2)
Town Green
Lakefront Pavilion
Chapel for Weddings
Swimming Pools (2)
Bocce and Play Courts

POCKET NEIGHBORHOODS -
Distinct Characteristics, Usually
Identified Around Natural Feature
Or Neighborhood Park



Live

**84% single family homes
(senior cottages, larger estates)
9% Condos
4.5% Townhomes**



Play

**Carlton Landing Foundation:
Pop-up Shops
Live Music
Yoga
Family Game & Movie Night
Story Time**



Trilith

FAYETTEVILLE, GA

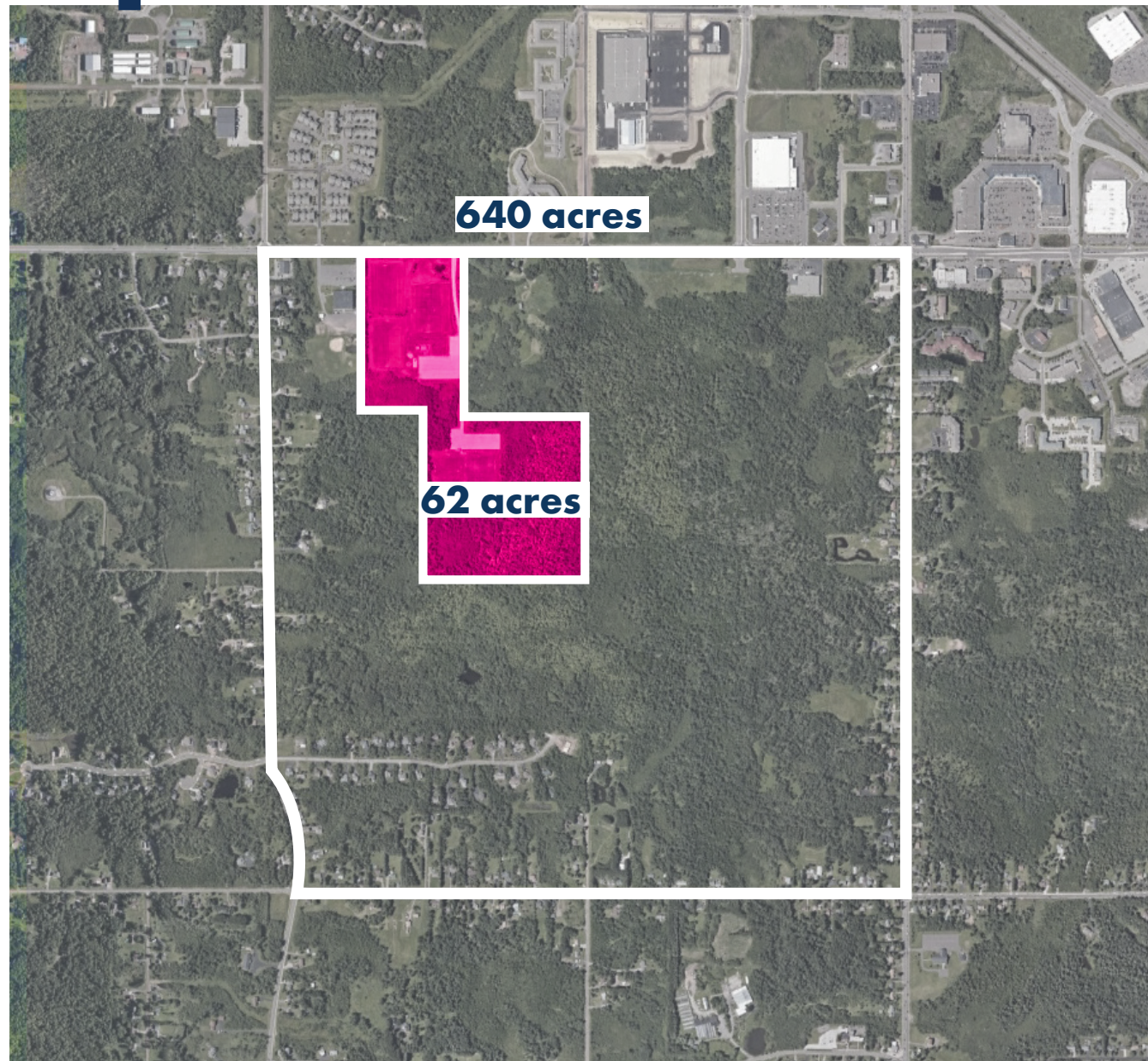
**DEVELOPER/FOR PROFIT JOINT VENTURE
A COMPANY TOWN -FOR CREATIVES**

TIMELINE: 2015 Planning
 2016 Construction of First Homes
 2017 Construction of Public Realm
 2019 Construction of Commercial

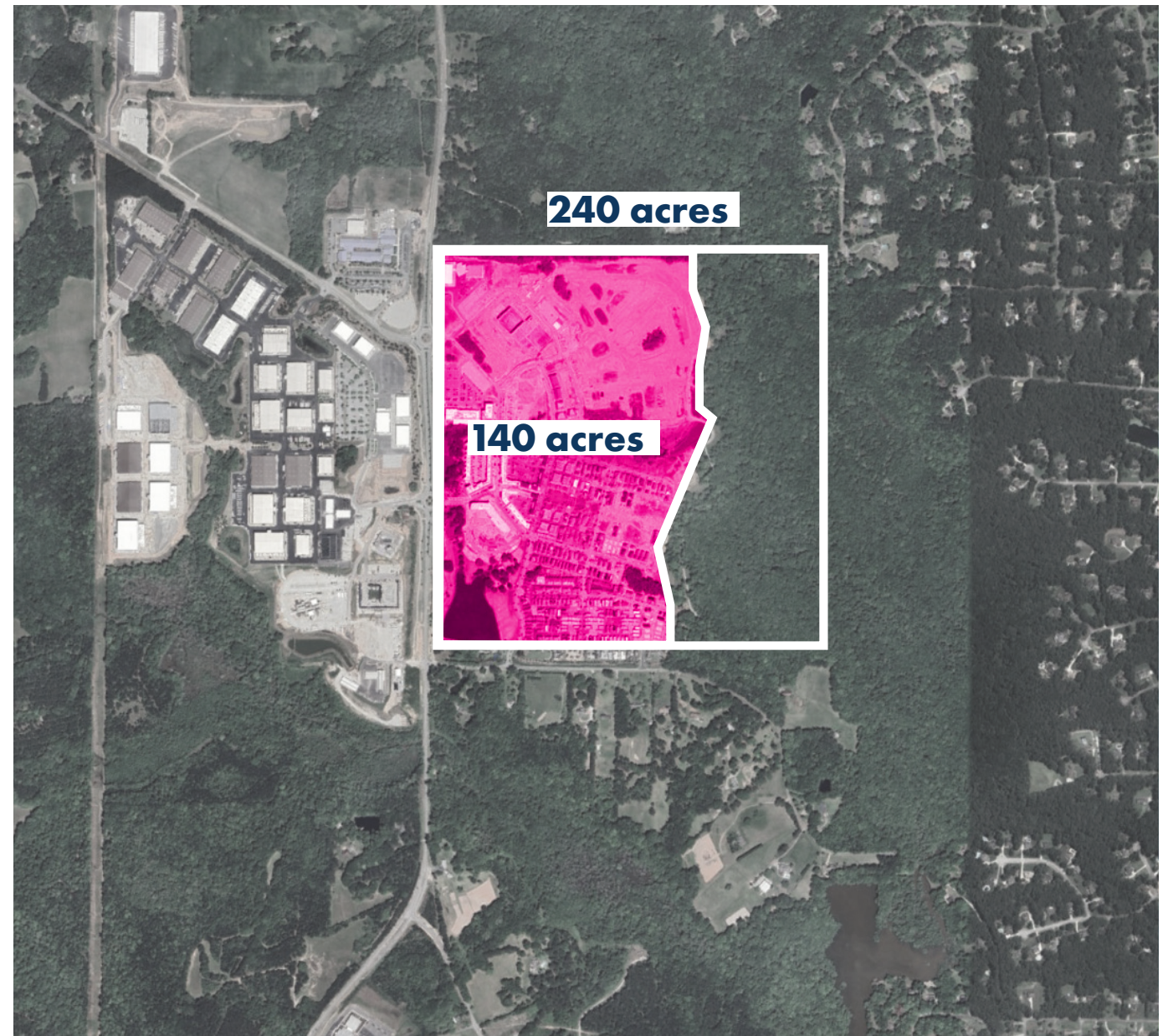
Trilith is a place where makers live, create and inspire the world. Designed for the film and creative industries, this unprecedented community features filmmaking studios, homes, shopping and dining, trails and parks. Everything you need to make anything possible.



Uptown



Trillith



The Plan

FULL PLAN-

750 Single Family
600- Multi-family lofts
192 Hotel Rooms
270,000 Sq Ft Retail Space

Largest Geothermal Community
51% Dedicated To Green Space
54 Acres of Forest

TODAY-

2/3rds of project complete
193 Hotel Rooms
Food + Beverage (9)
Boutiques/Fitness (5)
Entertainment Venue
(in progress)
15 Miles of Nature Trails
Globally-recognized School



Live



Micro
Minimal + Sustainable
Up to 900 sq ft



Aurora Cottage
Engery Efficient
Up to 1,700 sq ft



Terrace
Attached homes
Up to 2,000 sq ft



Canopy
Tree Houses
Up to 1,800 sq ft



Cottage
Smaller footprint
Up to 2,000 sq ft



Village
4 -5 bedroom
2,000-3,000 sq ft



Estate
Over 3,000 sq ft



Custom

Work

30+ Businesses
Retail
Restaurants
Nine-screen cinema
Food Hall
Autonomous Market

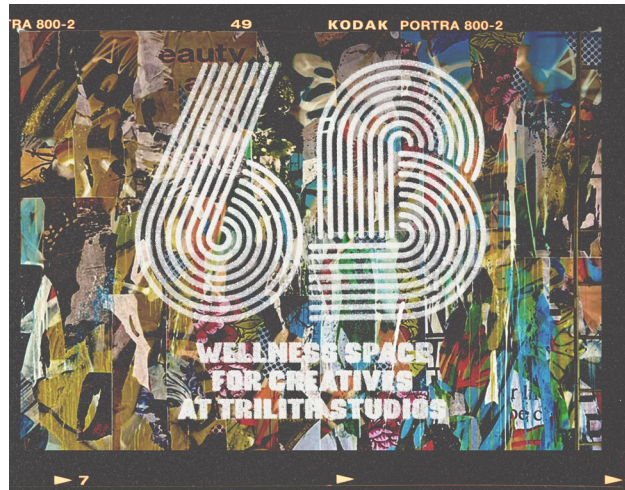
*30% of single-family
and 70% of apartment
dwellers have some
association with
productions at Trilith
Studios*



Play

**Trilith Foundation:
Events and Series
Masterclasses
Workshops
Seminars
Conversation Series
Bike Rides**

**Pool
Splash Pad
Tennis + Pickleball
Basketball
Central Plaza
Great Lawn
Central Park
Nature play
Playground
Parks (19)
Dog Park
Wellness Center
Town Stage**



Housing NW Arkansas

BENTONVILLE, AR

ATTAINABLE HOUSING + LIVE WORK UNITS DESIGN COMPETITION

TIMELINE: Design Competition 2018
Estimated Completion 2024

SIZE: 5 Acres
210 Housing Units

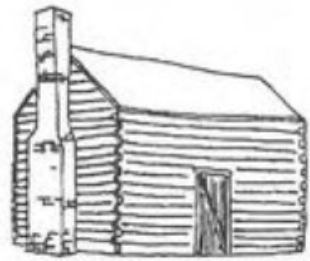
The project proposes a multi-family housing model that uses simple building forms at multiple scales to integrate new development into the “small-town character” of Bentonville’s neighborhood fabric.



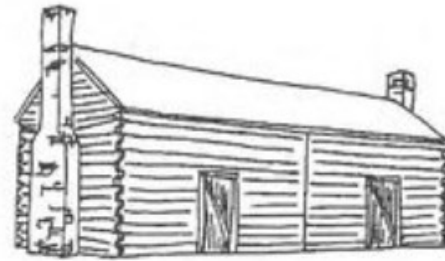
Live

The familiar yet modernized building forms reflecting the architectural history of the region are quite appealing and appropriate for use on the site.

*DESIGNING FOR ECONOMY
KIT OF PARTS*



**Single Pen
Log Cabin**



**Double Pen
Log Cabin**



**Central Hall
House**



I-House





Eastdale Main Street Village POGHKEEPSIE, NY

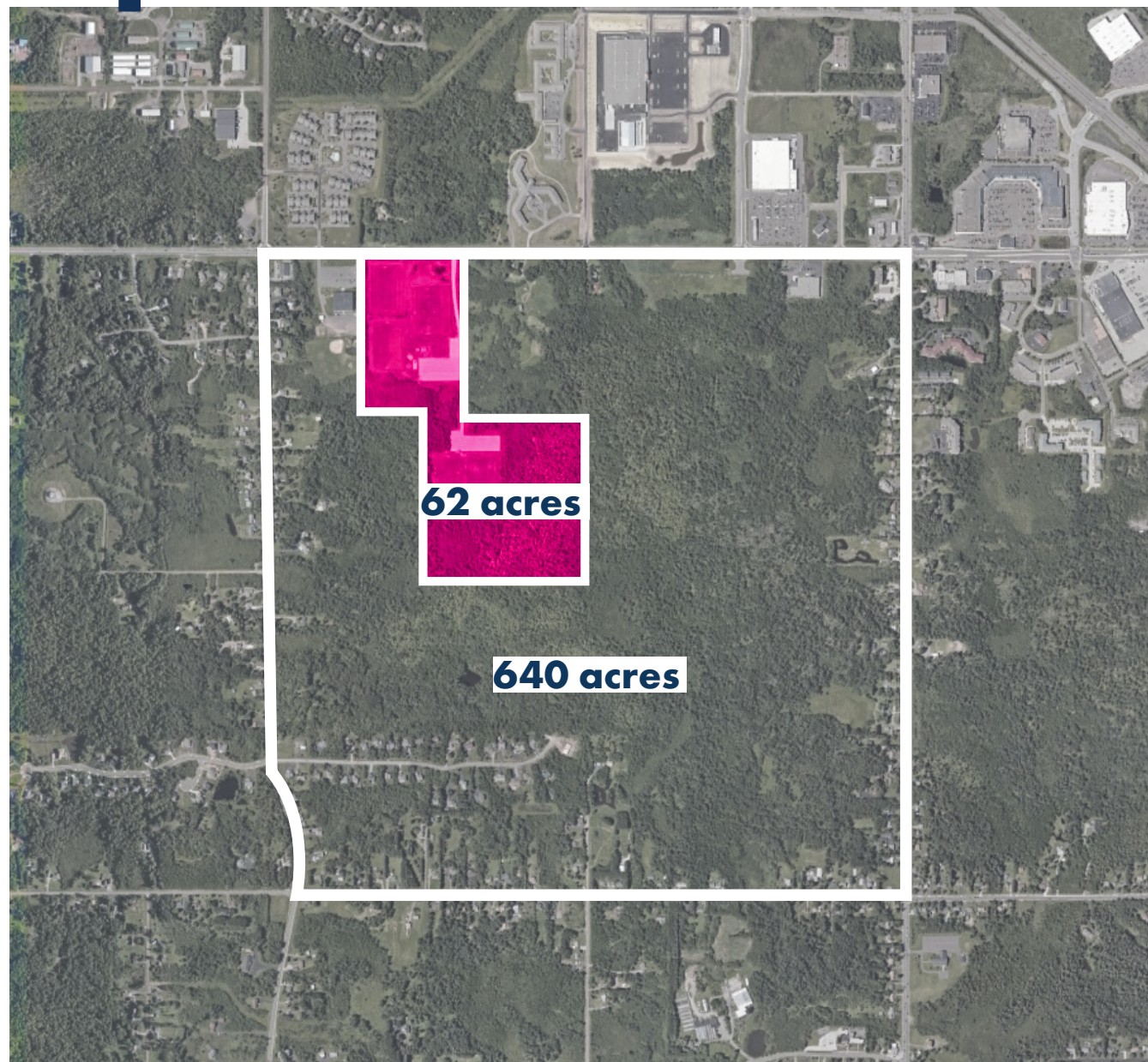
VILLAGE-SCALE MAIN STREET RETAIL

TIMELINE: Design Began 2018
Completed 2025

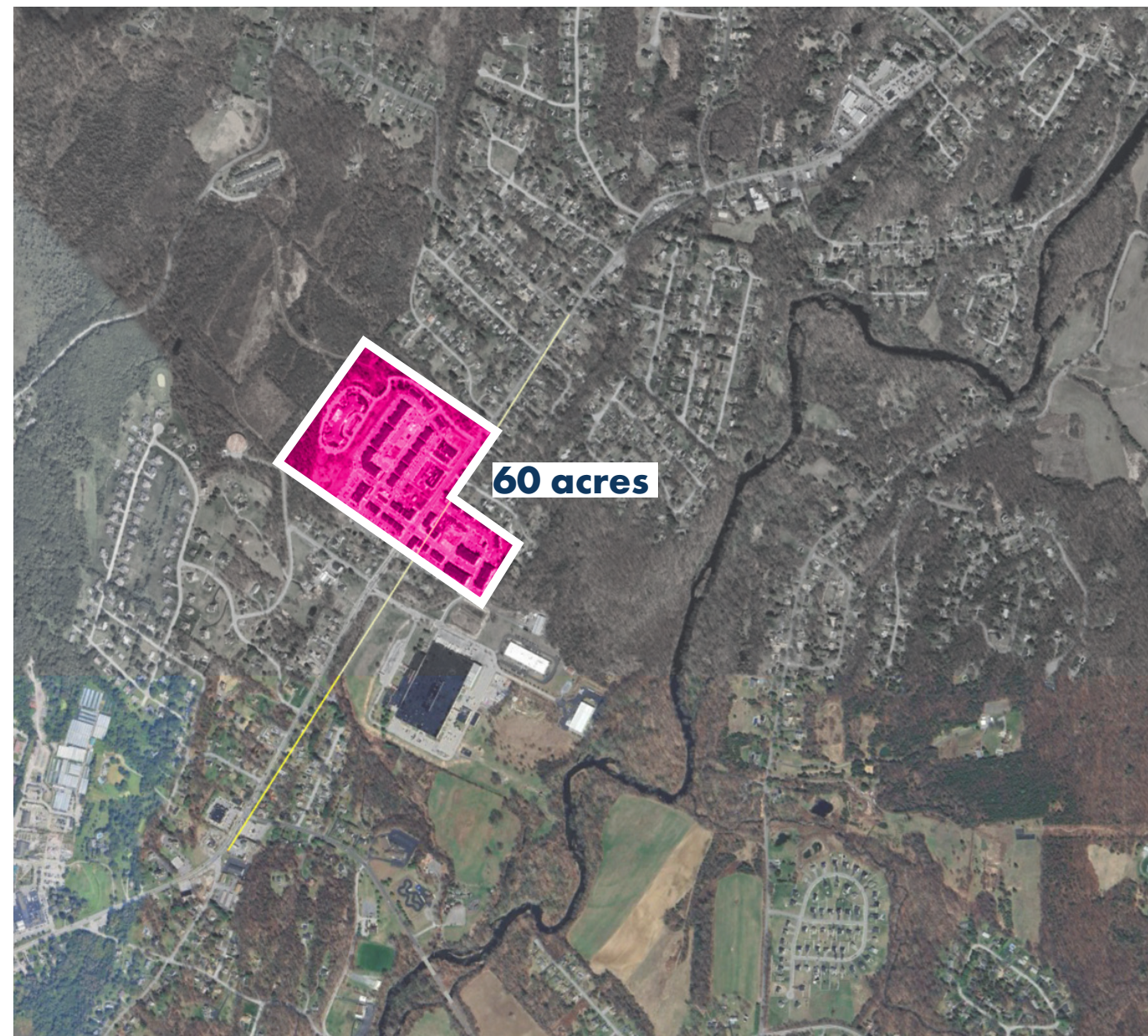
Eastdale Village is a self-sustaining ecosystem where residents and businesses support each other – an interconnected community that prioritizes local economic growth and community bonds over conventional suburban sprawl; a model for developers in slow-growing parts of the country.



Uptown

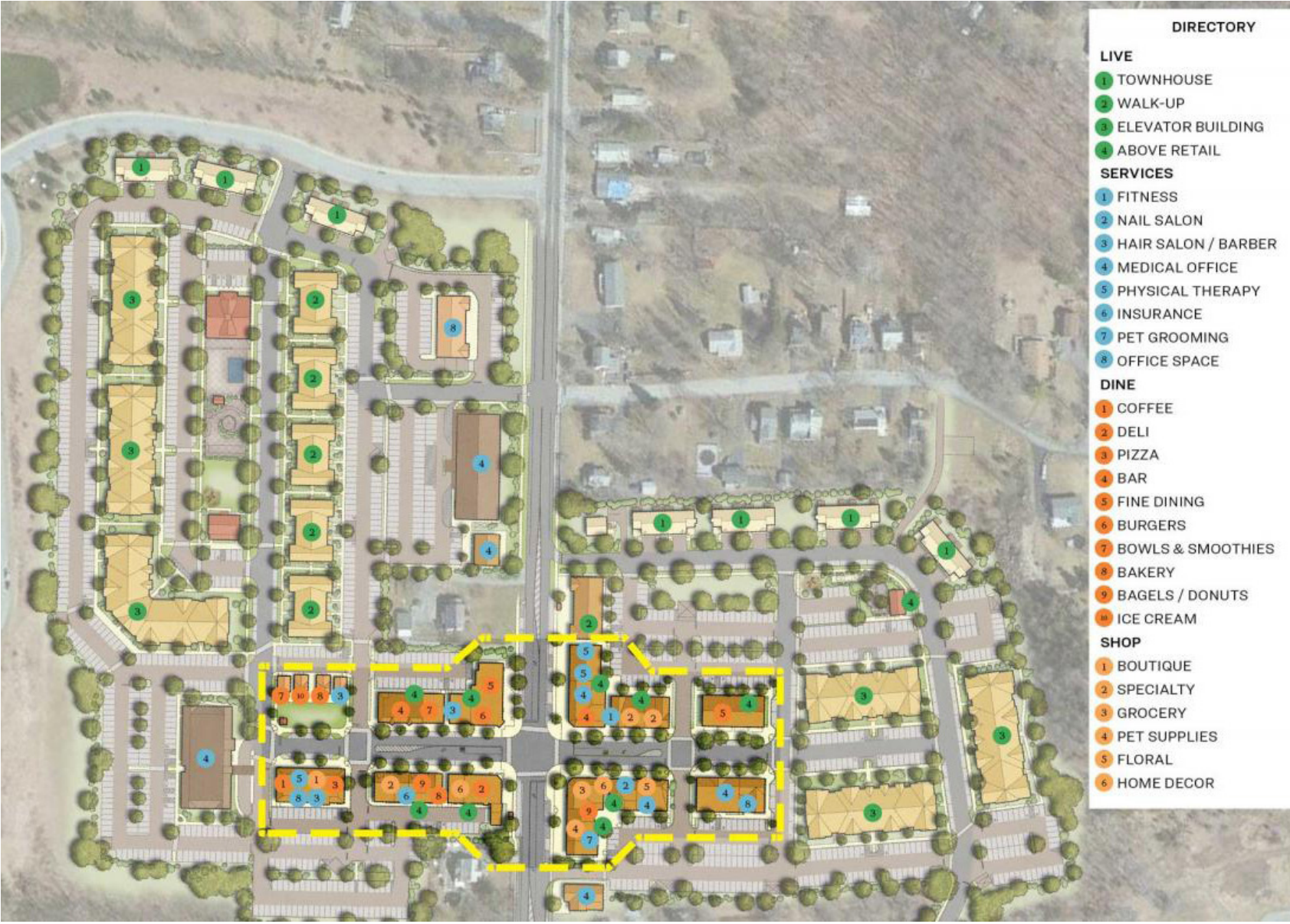


Eastdale



Main Street Retail

30 + Storefronts
120,000 Sq Ft Commercial
Restaurants (14)
Medical
Retail (8)
Class A Office



Live

400 Multi-Family Units

"We recently downsized and moved into one of the Eastdale Town center Townhouses. The best decision we have ever made. We love it here. There are so many amenities. Not to mention all the wonderful shops."



Coach Homes
2-story townhomes
2-3 Bedroom Units



Garden Suite Walk-Ups
3- story
16- rental units
1- 3 Bedroom Units



Elevator Building
3-story
Common Stairwell + Elevators
Studio - 2 Bedroom Units

Common Themes

1. Housing as the Foundation of Early Development

Housing serves as the primary component during the initial phases, establishing critical mass, generating activity, and setting the tone for future neighborhood identity. A variety of residential typologies ensures both financial viability and demographic diversity from the outset.

2. Strong Emphasis on Design Guidelines

Clear, enforceable design guidelines help maintain visual coherence, foster community identity, and ensure a high standard of quality. These guidelines prioritize walkability, architectural integrity, and cohesive streetscapes while allowing for thoughtful variation and adaptability.

3. Integration with Natural Geographic Features

The development approach embraces the unique characteristics of the site—such as topography, views, vegetation, and water features—enhancing both ecological resilience and place-based character. Development patterns are shaped around these assets rather than imposed over them.

4. Celebration of Authentic Architectural Character

Architectural styles reflect the local context and heritage, avoiding generic or “off-the-shelf” solutions. This authenticity reinforces a sense of place and belonging, helping the neighborhood feel rooted rather than manufactured.

5. Establishment of a Foundation to Support Programming and Vibrancy

6. High-quality Parks and Open Space Established Early in Development

Parks, trails, and green spaces are prioritized in the first phases—not treated as afterthoughts. This approach supports mental and physical health, increases property value, and encourages early community building. Open space is intentionally distributed to be accessible from every home.

7. Offering Smaller-Footprint Housing Options

Compact housing types—such as cottages, ADUs, and townhomes—are introduced early and have proven successful. These options provide affordability, sustainability, and flexibility, attracting a wide range of residents while promoting density without sacrificing livability.

Identity + Branding

The Coolest Neighborhood in America



In the city, on the river, made for people.



Family Life. Lake Life. Community Life.



Live. Work. Dine. Shop. Play



The best reason to live here is the life here.

serenbe

Live here. Create here. Get inspired here.



4.

MARKET SUMMARY

Future Uptowners

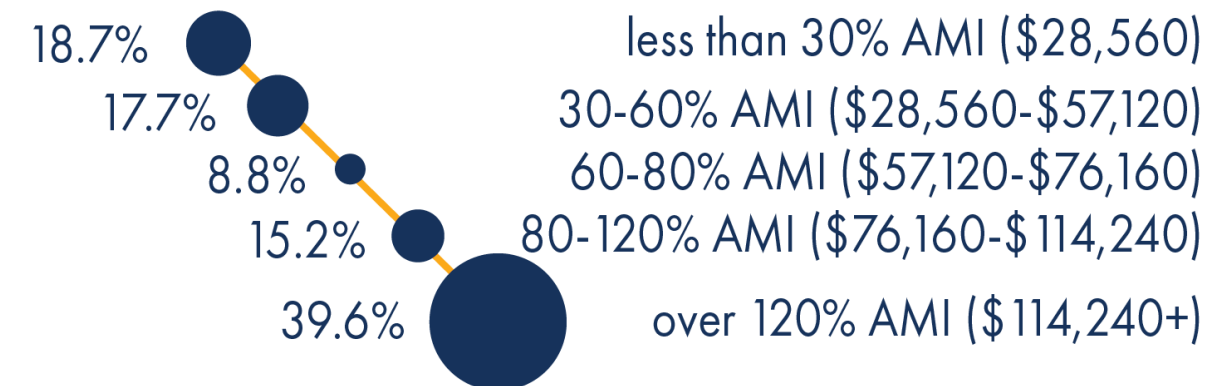
Housing market study takeaways



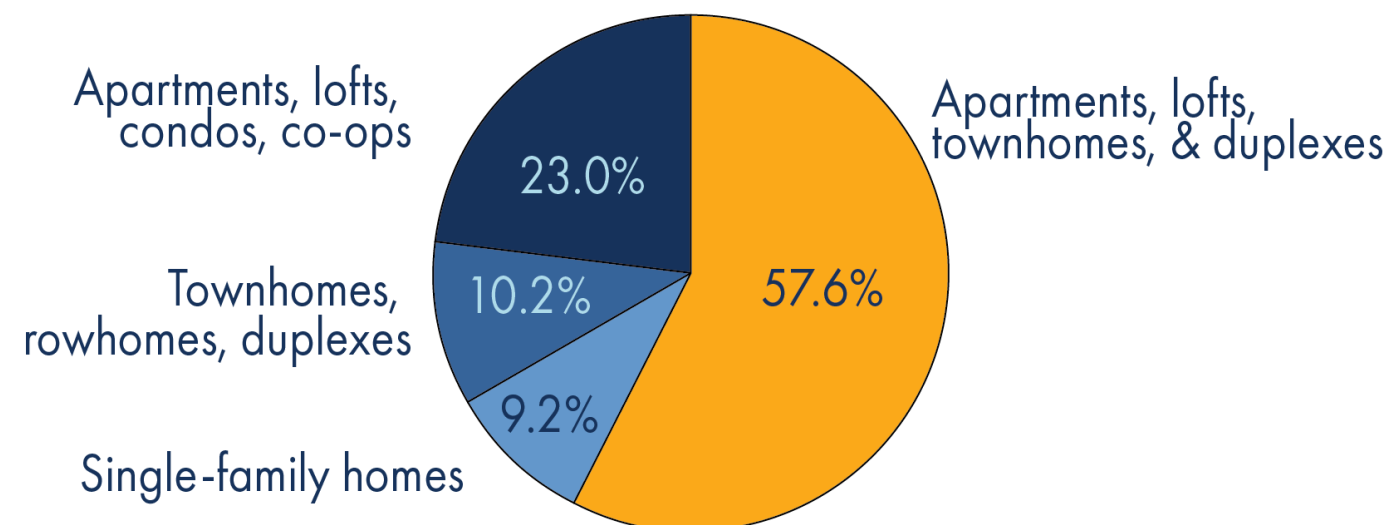
Where people would move from:

52.4% St. Louis County **21% Elsewhere in U.S.** **17.7% Hennepin, Ramsey, Carlton, & Douglas Counties** **8.9% City of Hermantown**

Market by Annual Household Income



Owners vs. Renters



Most Likely Market Sectors:

20-something singles and couples with no kids

Retired or near-retirement seniors

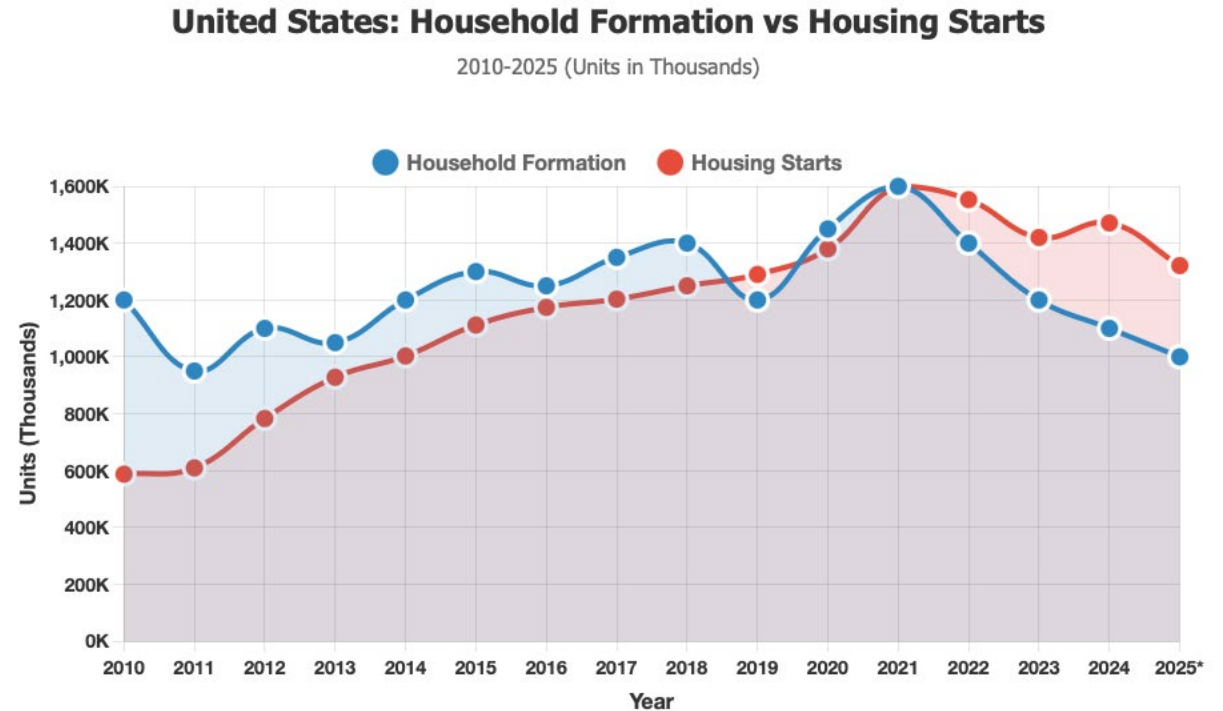
Seeking a Viable Business Plan for Uptown



Why Do We Have a Housing Shortage?

Key Insights: National Level:

Persistent Housing Shortage: The US has consistently under-built homes relative to household formation since 2012. **Post-Recession Impact:** Housing starts hit historic lows (587K-609K) in 2010-2011 while household formation remained at 950K-1.2M annually. **Current Challenges:** Even as housing starts recovered to 1.3-1.6M by 2020-2021, they've moderated recently due to high interest rates.



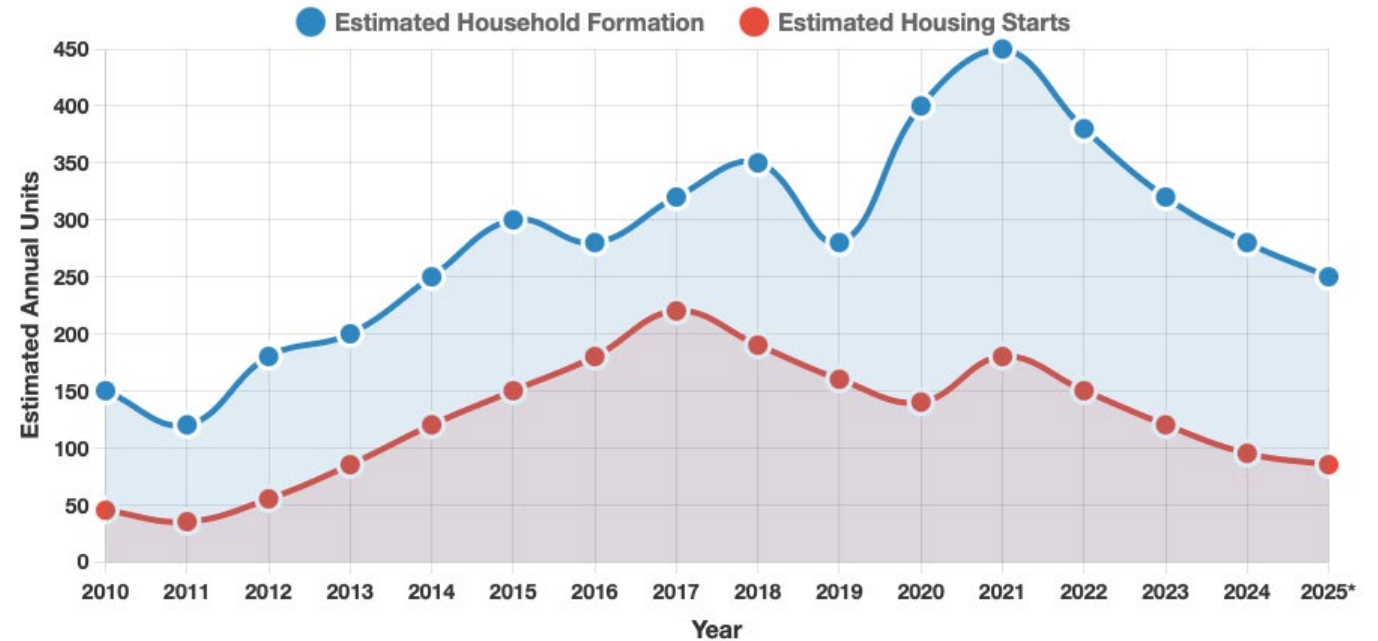
Sources: U.S. Census Bureau, Federal Reserve Economic Data (FRED), Joint Center for Housing Studies

It is Much Worse in the Northland

- **Key Insights Duluth Superior Area:**
- **Severe Local Shortage:** The regional market shows an even more pronounced gap between household formation and new construction
- **Limited Production:** Housing starts have remained extremely low relative to household formation needs
- **Recent Decline:** New construction activity has decreased since 2018-2019, while household formation demand continues

Duluth Superior MSA: Household Formation vs Housing Starts

2010-2025 (Estimated Annual Units)



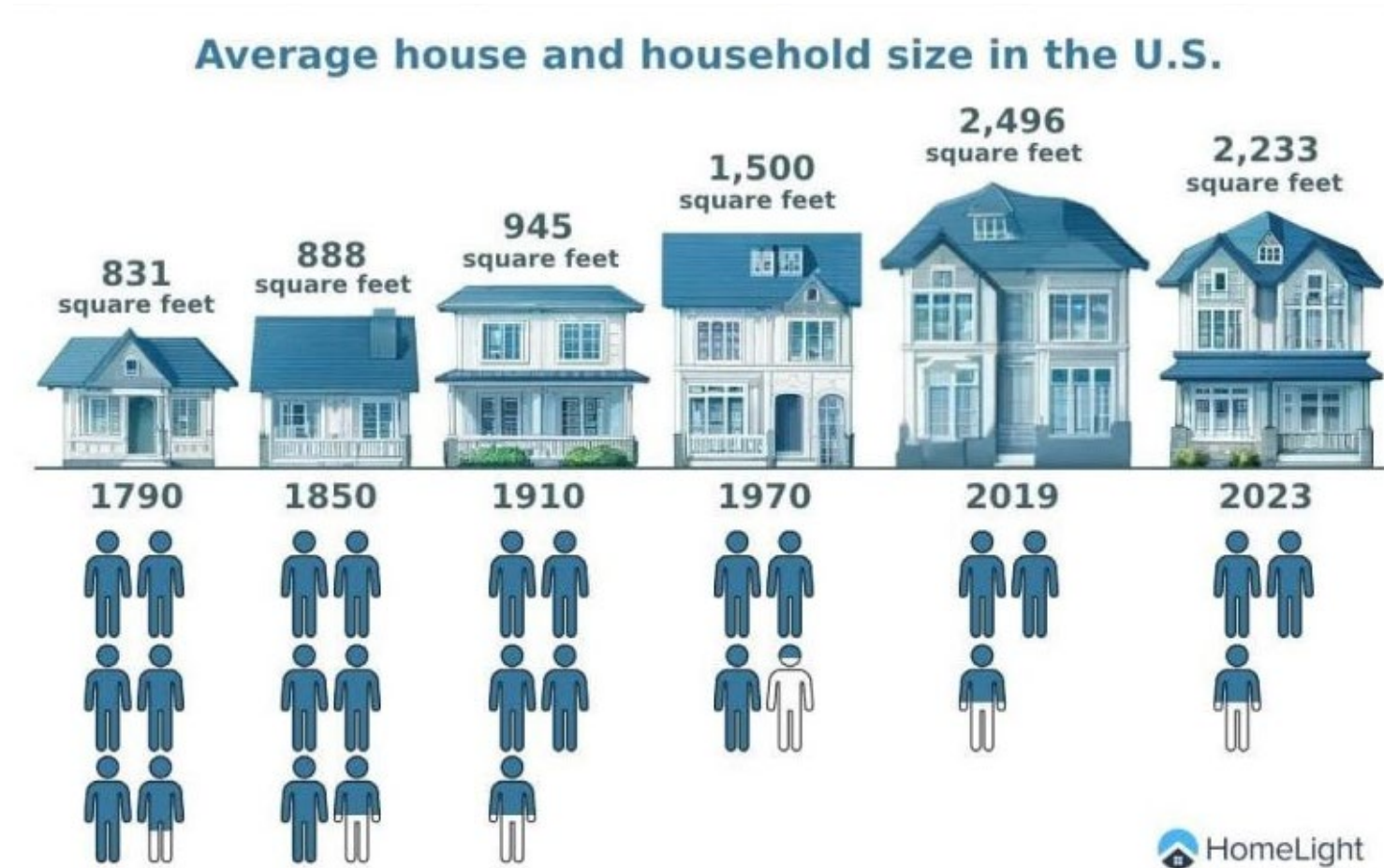
Sources: Zimmerman/Volk Associates, U.S. Census Bureau estimates, regional market analysis



Housing Production in Duluth- Superior (Last Decade)

- **Multi-Family Apartment Development (Dominant Type)**
 - The vast majority of new housing production has been **rental apartments**,
 - **Single-Family and Townhouse Development (Very Limited)**
-
- **1. Overwhelming Rental Focus**
 - **75% of new housing demand** is for rental units Only 25% demand for ownership housing
-
- **2. Premium Apartment Market** - High-end amenities (fitness centers, clubhouses, pet areas) Rents ranging from \$1,350-\$3,085/month High occupancy rates (95%+ for most properties)
-
- **3. Missing Single-Family Production** – Very little single-family detached home construction Extremely limited townhouse/condo development
-
- **4. Geographic Concentration** - Most development in Hermantown and Duluth. Very limited activity in Superior, Wisconsin No significant suburban subdivision development

Household size continues to shrink



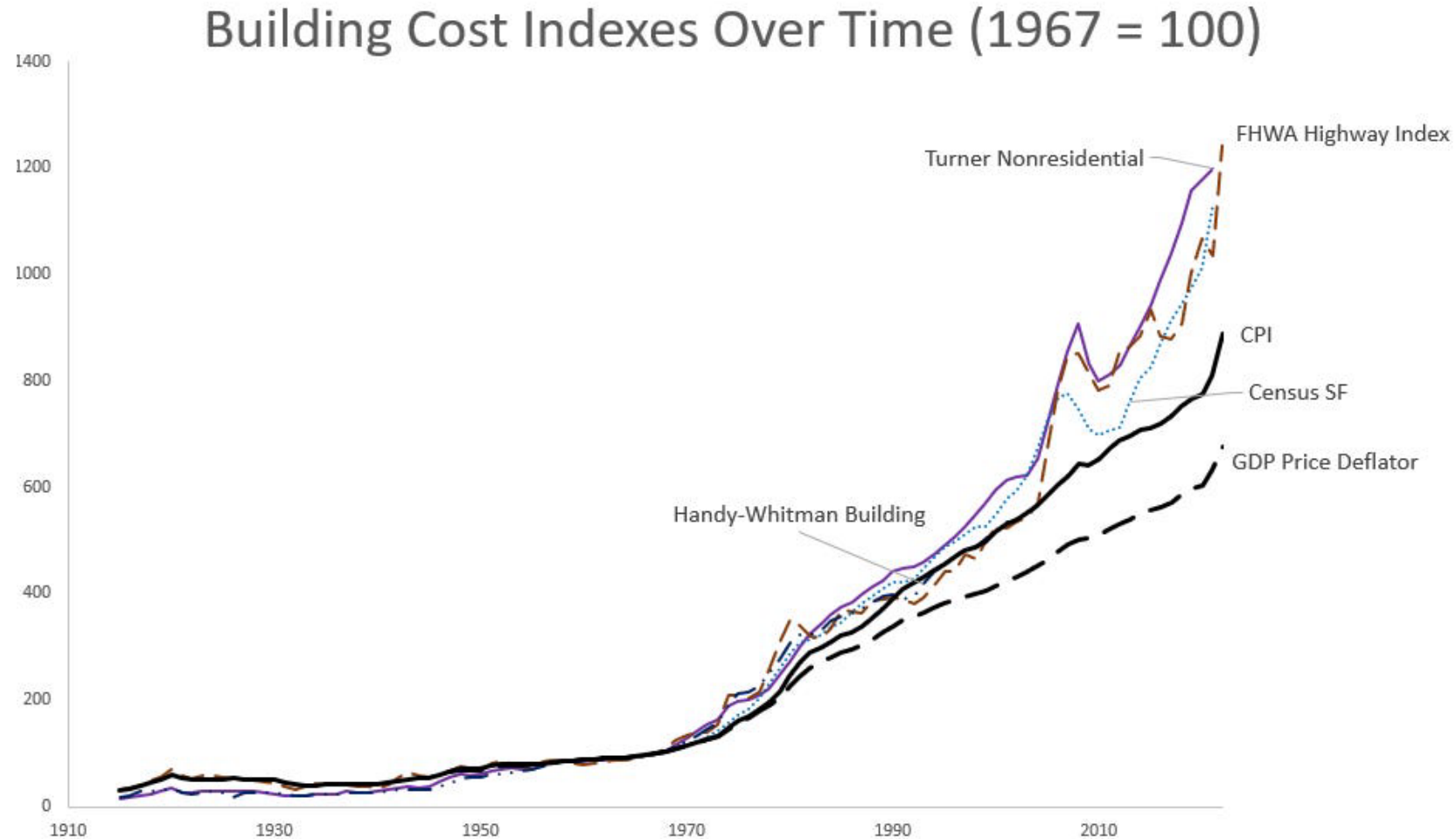


Household Composition Comparison

Household Type	National (2024)	Duluth-Superior (Estimated)
One person living alone	~29%	~32-35%
Two people without children	~27-30%	~35-40%
Everything else (families with children, etc.)	~41-44%	~25-33%

Does the cost of construction ever go down?

- Kinda “No”
- Baumol’s cost disease
 - When productivity in some sectors (factories) rises, other sectors with no productivity gains (teaching) see wage increases & declining production/cost.
- Possibilities:
 - Building code reform
 - Workforce expansion
 - Labor productivity
 - Material production & logistics
 - Site Efficiency
 - Smaller Homes



Brian Potter, Construction Physics Substack

Market Implications:

- Much higher demand for 1 – 2 bedroom units
- Lower demand for 3+ bedroom housing
- Strong preference for rental over ownership for younger households
- Empty nesters want much the same thing with ownership options
- Smaller household sizes
- Higher Demand for urban amenities and walkability
- Different infrastructure needs than family-oriented suburbs

We Need a New Business Model

We need larger sites that can deliver the experience people want

We need some economies of scale

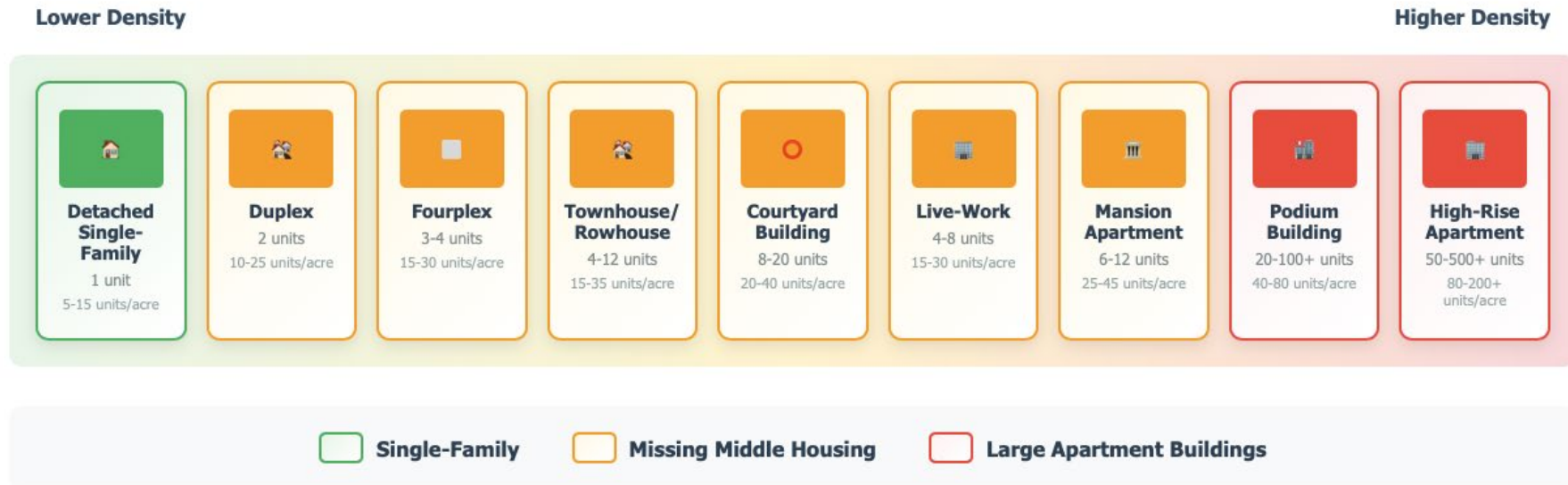
We need more diverse products

We need sources of financing

What is Missing Middle Housing?



Housing Types / Density



Missing Middle Housing provides diverse housing options that are compatible with existing neighborhood character while increasing density and affordability.









531









What Will it Require?

Long-term site control

A great principle-based plan with right-sized lots

Timeless pre-approved plans for diverse products – both for sale and for rent

A source of financing

A guild of builders

An association of associations

Ongoing use and design controls

What Does it
Look & Feel Like?





Tomorrow's Agenda:

- 1.** PLANNING TEAM WORK SESSION (9AM-2:30 PM)
- 2.** PIN UP PRESENTATION + DISCUSSION (2:30-4PM)
- 3.** HEDA MEETING (5-7 PM)