

**DIVISION 10. TRAVEL DEMAND MANAGEMENT DISTRICT****Sec. 36-321. Purpose and effect.**

The United States and the state's departments of transportation are upgrading State Highway No. 12 to become Interstate Highway 394 (I-394) which will alter transportation patterns and foster new development and redevelopment along the highway corridor. It will also generate traffic congestion on both the freeway system and the local street networks in portions of the city and Golden Valley resulting in traffic congestion, air pollution, noise pollution and other environmental problems. Since the I-394 corridor runs along the common border between the city and Golden Valley, they have studied the situation and entered into a joint powers agreement. This division is intended to impose on all dense developments, which will contain more than 0.6 square foot of gross floor area per each square foot of land area within a lot or parcel in the I-394 corridor, the condition that once the traffic generated at the Xenia/Vernon interchange, the Louisiana Avenue interchange and General Mills Boulevard/Boone Avenue interchange exceeds certain levels of service, or the established reserve capacity, whichever is first, the developments will be required to prepare and effectuate traffic management plans which will serve to reduce the traffic congestion, air and noise pollution and other environmental problems associated with them. This division does not prohibit development, but rather, permits development assuming appropriate traffic management plans are in place and effect. The joint task force will review the plans and ensure their compliance with this division.

(Code 1976, § 14:5-10A)

**Sec. 36-322. Definitions.**

The following words, terms and phrases, when used in this division, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*General Mills Boulevard/Boone Avenue interchange* means the area in which General Mills Boulevard/Boone Avenue crosses I-394 and the eastbound and westbound exit ramps intersect with them and the Boone Avenue intersection with the frontage roads on the south side of I-394.

*Gross floor area* means the sum of the gross horizontal areas of the floors of a building measured from the exterior faces and exterior walls or from the centerline of party walls separating two buildings. Basements devoted to storage and space devoted to off-street parking shall not be included.

*Level of service A* means traffic moves freely. All waiting vehicles clear on every green interval. Low percentage of stops on major movements (average delay per vehicle less than five seconds).

*Level of service B* means traffic moves fairly freely. All waiting movements can expect a less than 50 percent probability of stopping (average delay per vehicle less than 15 seconds).

*Level of service C* means traffic moves smoothly. Some minor movements may not completely clear on every green interval. Vehicles on the major movements can expect a greater than 50 percent probability of stopping (average delay per vehicle less than 25 seconds).

*Level of service D* means an acceptable intersection operation for peak period flow. Many intersection movements may not clear on every green interval. Some vehicles on the major movements may still go through the intersection without having to stop (average delay per vehicle less than 40 seconds).

*Level of service E* means unstable traffic flows. All intersection movements experience failure to clear on their green intervals. No vehicles are able to go through the intersection without stopping (average delay per vehicle less than 60 seconds).

*Level of service F* means saturation condition. All vehicles must stop and all vehicles will probably require more than one green interval to travel through the intersection (average delay per vehicle more than 60 seconds).

*Louisiana Avenue interchange* means the area in which Louisiana Avenue crosses I-394 and the westbound and eastbound exit and entrance ramps intersect with it and the Louisiana Avenue intersection with the frontage roads on the north and south sides of I-394.

*P.M. peak hour* means the period of time between 4:00 p.m. and 6:00 p.m. on business days of the week.

*Reserve capacity* means the amount of additional gross floor office area that may be constructed before an intersection reaches a maximum acceptable traffic level of service. The total reserve capacity for the Xenia/Vernon interchange is 2,230,000 square feet of office development which has been allocated 60 percent or 1,338,000 square feet to the city and 40 percent or 892,000 square feet to Golden Valley. The total reserve capacity for the Louisiana Avenue interchange is 1,575,000 square feet of office development which has been allocated ten percent or 157,500 square feet to the city and 90 percent or 1,417,500 square feet to Golden Valley. The total reserve capacity for the General Mills Boulevard/Boone Avenue interchange is 885,000 square feet of office development which has been allocated 100 percent to Golden Valley.

*Xenia/Vernon interchange* means the area in which Xenia and Vernon Avenue cross I-394 and the eastbound and westbound exit and entrance ramps intersect with them and the Xenia/Vernon intersections with the frontage roads on both the north and south sides of I-394.

*Zone A* means that part of the land lying in Golden Valley and the city within the following described area: Following the south line of Circle Downs easterly from the intersection of Turners Crossroad and Circle Downs to State Highway 100; continue south along the westerly line of State Highway 100 to the northerly line of Parkdale Drive and continuing in a westerly direction across Vernon Avenue to the intersection of Cedar Lake Road to the intersection of Zarthan Avenue; continue along the east of Zarthan Avenue north to the intersection of 16th Street West; continue west along the north line of 16th Street West to the east line of the Minneapolis, Northfield & Southern Railway right-of-way to the east line of the Minneapolis, Northfield & Southern Railway right-of-way to the east line of Laurel Avenue; continue east along the southerly line of Laurel Avenue to the intersection of Turners Crossroad and continue south on the westerly line of Turners Crossroad to the intersection of Circle Downs, the point of beginning.

*Zone B* means that part of the land lying in Golden Valley and the city within the following described area: Following the south line of Laurel Avenue east from the intersection of Winnetka Avenue and Laurel Avenue; continue on the southerly line of Laurel Avenue east to the westerly line of the Minneapolis, Northfield & Southern Railway right-of-way; continue in a southwesterly direction along the westerly line of the railway right-of-way (except that portion which crosses U.S. Highway 12) to the intersection of 16th Street West; continue on the northerly line of 16th Street West westerly in a straight line to the east line of Hampshire Avenue; continue on the northerly line of 14th Street West west to the intersection with Pennsylvania Avenue; continue on the easterly line of Pennsylvania Avenue north to the intersection with 13 1/2 Street West; continue on the northerly line of 13 1/2 Street West west to the intersection of Rhode Island Avenue; continue on the easterly line of Rhode Island Avenue north to the intersection with Texas Avenue; continue on the easterly line of Texas Avenue North to its intersection with U.S. Highway 12; continue on the northerly line of U.S. Highway 12 west to the intersection of Winnetka Avenue South; continue on the easterly line of Winnetka Avenue South north to the intersection of Laurel Avenue, the point of beginning.

*Zone C* means that part of the land lying in Golden Valley and the city within the following described area: Following the south line of Betty Crocker Drive east from the intersection of County Road 18 and Betty Crocker Drive to the intersection with General Mills Boulevard; continue on the west line of General Mills Boulevard south to the northerly line of section 6, township 117, range 21; continue east on the northerly line of section 6, township 117, range 21 to the intersection with Winnetka Avenue South; continue on the centerline of Winnetka Avenue South south (except that portion which crosses U.S. Highway 12) extended to the boundary line west to the east line of County Road 18; continue on the east line of County Road 18 north (except that portion which crosses U.S. Highway 12) to the intersection with Betty Crocker Drive, the point of beginning.

(Code 1976, § 14:5-10B)

**Cross reference(s)**--Definitions generally, § 1-2.

**Sec. 36-323. Area of application.**

The area covered by the I-394 overlay zoning district is that portion of zones A and B lying within the boundaries of the city. This division is intended to supplement or overlay the existing zoning of lots or parcels in the area covered, not to contradict or replace the existing zoning and contemplates substantially completed and operational interchanges at I-394/Xenia-Vernon, I-394/Louisiana Avenue and I-394/General Mills Boulevard-Boone Avenue in this city and Golden Valley. The city may restrict development below the projected reserve capacity or the traffic level of service, if, in the exercise of its judgment, it deems it appropriate to do so.

(Code 1976, § 14:5-10C)

**Sec. 36-324. Conditions.**

The conditions for this division as are follows:

- (1) All developments in the area covered by this division which will contain more than 0.6 square foot of gross floor area per each square foot of land area within a lot or parcel shall obtain a conditional use permit which conforms to the terms of this division.

- (2) In addition to the other land use requirements of this chapter, the conditional use permit shall contain the following conditions:
- a. For all parcels located within zone A, each time the traffic generated for one hour during the p.m. peak hour three days out of five consecutive business days exceeds level of service E at more than half of the intersections within the Xenia/Vernon interchange (effective after the interchange is substantially completed and operational), or once the reserve capacity allocated to the city for this interchange has been used, whichever is first, the owner shall implement an original or revised traffic management plan. The traffic management plan initially shall be prepared when the traffic generated for one hour during the p.m. peak hour three days out of five consecutive business days reaches level of service E at more than half of the intersections of the Xenia/Vernon interchange (effective after the interchange is substantially completed and operational). It shall be designed to reduce the traffic generated by or from the parcel by a percentage which, in conjunction with the other parcels in the zone, will accommodate level of service E at the p.m. peak hour (or keep it within the city's allocable portion of the reserve capacity, if that applies), given the p.m. peak hour trips assumed to be generated by the parcel based on the table in section 36-330. The owner shall submit the traffic management plan to the joint task force which shall review and approve all traffic management plans before they may be implemented.
  - b. For all parcels located within zone B, each time the traffic generated for one hour during the p.m. peak hour three days out of five consecutive business days exceeds level of service D at more than half of the intersections within the Louisiana Avenue interchange, or once the reserve capacity allocated to the city for this interchange has been used, whichever is first, the owner shall implement an original or revised traffic management plan. The traffic management plan initially shall be prepared when the traffic generated for one hour during the p.m. peak hour three days out of five consecutive business days reaches level of service D at more than half of the intersections of the Louisiana Avenue interchange. It shall be designed to reduce the traffic generated by or from the parcel by a percentage which, in conjunction with the other parcels in the zone, will accommodate level of service D at the p.m. peak hour (or keep it within the city's allocable portion of the reserve capacity, if that applies) given the p.m. peak hour trips assumed to be generated by the parcel based on the table in section 36-330. The owner shall submit the traffic management plan to the joint task force which shall review and approve a traffic management plans before they may be implemented.
  - c. Each development containing more than 0.6 square foot of gross floor area per each square foot of land area within a lot or parcel within one of the three zones shall monitor the traffic generated by it, the locations and times to be determined by the joint task force, and it shall supply such traffic volume figures to the joint task force. Each planning department will publish those figures yearly. The joint task force shall determine the acceptable methods of measuring traffic volumes, the acceptability of persons or firms undertaking it and all other reasonable requirements in connection therewith.

- (3) Each developer or owner of a parcel who leases part of the parcel, or part of a building thereon, to one or more tenants shall include the following in each lease: the cities of Golden Valley and St. Louis Park have established an I-394 traffic zoning ordinance. It will require traffic management plans for traffic generated by this and certain adjacent developments when certain conditions occur. Under such conditions, it will restrict traffic generated by these developments. The plan is intended to promote improved traffic circulation and reduce pollution and congestion, particularly during peak times, for all users of city streets. The traffic management plans prepared by the owners may require the use of rideshare incentive programs, public transit incentives, bicycle and pedestrian incentive measures, variable work hours or flex-time programs under which employees are required to stagger their work hours, measures to reduce reliance on single-occupancy vehicles, shared parking and the like. A copy of the complete zoning ordinance may be obtained by calling the city offices of Golden Valley or St. Louis Park.

(Code 1976, § 14:5-10D)

**Sec. 36-325. Owner requirement.**

Each development on a parcel which is required to have a traffic management plan by the terms of this division shall manage the traffic it generates in such a way as to substantially meet the terms of the traffic management plan for that parcel.

(Code 1976, § 14:5-10E)

**Sec. 36-326. Traffic management plan.**

In addition to being approved by the joint task force, the initial traffic management plan shall be reviewed by the other city planning agencies and approved by the city council as part of the regular conditional or planned use approval process. It shall utilize the appropriate techniques available to reduce the p.m. peak hour traffic generated by the parcel, including but not limited to:

- (1) Ridesharing incentive programs which may include activities to encourage and assist the formation of car, van and bus pools, such as cash payments or subsidies and preferential parking charges and parking space location, and other analogous incentive programs.
- (2) Public transit incentive programs which may include the provision of paratransit services to and from convenient public transit sites and to accommodate midday and evening excursions, the constructing of transit shelters and amenities, the construction of bus/rail transit stations and related facilities, the dedication of land and the provision of other subsidies for the construction and operation of public transit facilities, the provision of transit fare media subsidies and marketing programs, and the provision of other analogous incentive programs.
- (3) Recommended improvements in public transit which services the site of the proposed use, such as changes in service routes, increases in the frequency of service, alterations in the location of facilities, the establishment of fare incentive programs and other measures designed to make public transit more accessible to occupants of the proposed use.

- (4) Bicycle and pedestrian incentive measures which may include the provision of bicycle parking and storage facilities, the construction and extension of bicycle paths and pedestrian walkways, the provision of shower and locker facilities and similar incentive features.
- (5) In the case of office and industrial uses, variable work hour, or flex time, programs under which employees working at the proposed use will stagger their work hours in order to affect a reduction in the amount of peak period traffic to and/or from the use which would otherwise occur.
- (6) Measures to reduce the reliance on single-occupancy vehicles by employees and others who will travel to and from the proposed use which may include parking fee structures tailored to discourage single-occupancy vehicles, proscription of tenant-employee subsidy of parking costs for single-occupancy vehicles, time and other access restrictions to parking spaces in on-site parking facilities, and programs to support and encourage the utilization of alternative transportation modes.
- (7) Use and accessory use design options which reduce reliance on single-occupancy vehicles by employees and others who will travel to and from the proposed use, such as the provision of less parking area than that required under the provision of this chapter, shared parking arrangements, the incorporation of residential units (in the case of proposed commercial uses) and other analogous design features.
- (8) Any other technique or combination of techniques capable of reducing the traffic and related impacts of the proposed use.

(Code 1976, § 14:5-10F)

**Cross reference(s)**--Traffic and vehicles, ch. 30.

**Sec. 36-327. Nonconforming traffic generation uses.**

Nonconforming traffic generation uses are all uses within the area covered by this division which existed or had approved land use and building permits before the effective date of the ordinance from which this chapter is derived. If a nonconforming traffic generation use exceeds more than 0.6 square foot of gross floor area per each square foot of land area within a lot or parcel, it may not be altered or modified unless it conforms to the terms of this division.

(Code 1976, § 14:5-10G)

**Cross reference(s)**--Traffic and vehicles, ch. 30.

**Sec. 36-328. Joint task force.**

The joint task force shall consist of eight members: two elected officials from each city, each city manager and a staff member appointed by the city manager from each city. Its function shall be to periodically monitor the traffic generation and air pollution in zones A, B and C and to review traffic management plans so as to ensure their compliance with the intent and purpose of this division. It also shall adopt and promulgate rules of procedure. If the joint task force deadlocks, the issue or matter shall be submitted first to mediation under the Rules of the American Arbitration Association. Thereafter, upon agreement of the parties, the issue or matter may be submitted under the Rules of the American Arbitration Association to binding arbitration by a single arbitrator chosen by the parties, or if they cannot agree, by the county district court. The arbitration shall proceed under the Rules of the American Arbitration Association.

(Code 1976, § 14:5-10H)

**Sec. 36-329. Traffic management administrative fee.**

Under the authority in M.S.A. § 462.353, subd. 4, each owner of a parcel or development subject to the terms of this division shall pay a traffic management administrative fee of \$0.10 per square foot of gross floor area. Fifty percent of the fee shall be paid at the time such owner applies for a conditional use permit or planned unit development permit for such development and 50 percent of the fee shall be paid at the time such owner applies for a building permit thereof. The fees shall be collected by the city and deposited as a separate fund under the authority of the joint task force. The fund will be used by the joint task force only for its costs incurred in reviewing, investigating and administering traffic management plans under this division. Should the costs of administering and enforcing this division require it, the city reserves the right to periodically assess such costs to the parcels within the area covered. The city also reserves the right to periodically assess the parcels within the respective areas for the costs involved in implementing capital improvements designed to reduce traffic congestion, facilitate transit use, and implement traffic management plans in the vicinity of Xenia/Park Place Boulevard and I-394, Louisiana Avenue and I-394, and Boone Avenue and I-394.

(Code 1976, § 14:5-10I)

**Cross reference(s)**--Traffic and vehicles, ch. 30.

**Sec. 36-330. Trip generation rates; table.**

The following table is the I-394 corridor traffic study, trip generation rates source/comparison:

I-394 CORRIDOR TRAFFIC STUDY  
TRIP GENERATION RATES SOURCE/COMPARISON

P.M. Peak Hour Trip Generation Rates

36.238

Land Use Type	Unit	ITE (1982)		BRW/MC		SRF/MTKA		SRF/G.V.- S.L.P.		ITE (1987)	
		In	Out	In	Out	In	Out	In	Out	In	Out
Residential single-family	D.U.	0.63	0.37	--	--	0.63	0.37	0.63	0.37	0.63	0.37
Residential mid-density	D.U.	0.32	0.19	0.63	0.38	0.50	0.30	0.50	0.30	0.41	0.21
Residential high-density	D.U.	0.44	0.26	0.66	0.38	0.38	0.22	0.38	0.22	0.22	0.17
Office < 200 K.S.F.	1,000 sq. ft.	0.44	1.76	0.37	1.49	0.44	1.76	0.44	1.76	0.31*	1.66*
Office > 200 K.S.F.	1,000 sq. ft.	0.44	1.76	0.37	1.49	0.24	1.76	0.24	1.76	0.24*	1.26*
Retail < 200 K.S.F.	1,000 sq. ft.	2.85	3.05	2.98	3.18	2.96	3.15	2.96	3.15	4.17*	4.52*
Retail > 200 K.S.F.	1,000 sq. ft.	2.11	2.69	2.61	3.32	1.62	2.06	1.62	2.06	1.69*	1.84*
Industrial	1,000 sq. ft.	0.35	0.70	--	--	0.32	0.63	0.32	0.63	0.20	0.77
Restaurant	1,000 sq. ft.	3.79	2.35	1.16	0.71	2.74	1.69	2.74	1.69	5.00	2.25
Hotel/motel	Room	0.36	0.37	0.51	0.52	0.51	0.52	0.32	0.33	0.37	0.24
Entertainment/club	1,000 sq. ft.	0.73	0.77	--	--	0.73	0.77	0.73	0.77	0.74	0.78
Golf course	Acre	0.08	0.31	--	--	--	--	0.24	0.45	0.03	0.35
Nursing home	Bed	0.05	0.16	--	--	0.05	0.16	0.32	0.33	0.5	0.16
Service commercial	1,000 sq. ft.	--	--	--	--	2.35	2.12	--	--	--	--
Retail > 1,000 K.S.F.	1,000 sq. ft.	1.40	1.90	1.04	1.10	1.12	1.18	--	--	1.39	1.51

\*Mid rate in new (1987) I.T.E. range between 10--200 K.G.S.F. and 300--1,000 K.G.S.F.  
(Code 1976, § 14:5-10J)

**Cross reference(s)**--Traffic and vehicles, ch. 30.

**Secs. 36-331--36-360. Reserved.**

