



**PROJECT #5** Develop wayfinding systems for each of the diagonal districts



Existing Grand Rounds signage in Minneapolis.



A wayfinding directory at a shopping center in Phoenix, Arizona.



Kiosk at Elk River Commons in Elk River, Minnesota.

The concept of wayfinding in the Minnehaha–Hiawatha Corridor is not a new concept. Wayfinding has been suggested and documented in past planning efforts conducted by the LBA and other neighborhood and business organizations as a way to promote local business vitality. Wayfinding is more than a business vitality strategy however. A regional movement within the Twin Cities is also beginning (2009) to emerge as an effort to coordinate regional wayfinding and connectivity of various regional recreational resources. These connections then will enable greater levels of active living throughout the County and region. Wayfinding is also a component of the complete streets concept with clearly defined pedestrian systems linking key attractions and nodes of activity.

Wayfinding in the Minnehaha–Hiawatha Corridor has three primary audiences: transit riders, recreational/cultural users, and customers of local businesses.

Developing a wayfinding system for the Minnehaha–Hiawatha Corridor includes the following:

- » Determine a location for wayfinding signs/kiosks—LRT stations

Major activity nodes such as Lake & Minnehaha, 38th & Minnehaha and 46th & Minnehaha; minor nodes such as 32nd & Minnehaha, 35th & Minnehaha and 42nd & Minnehaha; key civic destinations including libraries, local or regional parks, schools and institutions; cross roads of major trail corridors (i.e. RiverLake Greenway, the Midtown Greenway and the Hiawatha LRT Trail).

- » Develop a design for signage or kiosks.

Designs should carry a theme that is recognizable to the intended audience (recreational users or patrons of local businesses). Designs should enable easy updates as businesses change or are added.

- » Coordinate and sell advertising to local businesses that wish to be identified on the signage.

Ideally, revenues from advertising offset ongoing management and maintenance costs.

- » Establish a management/maintenance strategy and entity.

Signs will need ongoing care and maintenance as well as administration/management of messages and advertisement.

- » Explore strategies for electronic display and interaction, powered by alternative energy.

Technology has enabled the ability for signage to be highly interactive; however, a power source is needed. This presents a great opportunity to be innovative and “green” by powering kiosks with an alternative energy source such as solar or wind.

**Coordinated Projects:**

Reconstruct 38th Street as a Complete Street and neighborhood gateway - Project #39

Reconstruct Minnehaha Ave as a Complete Street, Green Street and Active Living project - Project #26

Reconstruct 46th Street as a Complete Street, Green Street and neighborhood gateway - Project #44

Create and promote theme-related heritage walks - Project #16

**Timing:** Short term

**Costs:** \$\$-\$\$\$

**Coordination/Roles of Organizations:**

Hennepin County Housing, Community Works—Lead Agency

Hennepin County Transit—review

City of Minneapolis CPED—support, planning

City of Minneapolis Public Works—support, planning

City of Minneapolis Police Department—support, planning

Neighborhood Groups—support, coordination and outreach; LCC, LBA, SENA, Corcoran for coordination of kiosks at business nodes and kiosks with business patrons as key audience

Metro Transit—support, planning, design and funding (for kiosks located on transit station platforms and message)

Minneapolis Park Board—support, planning and design (for kiosks within park board and message)

## Potential Funding Sources:

Hennepin County Housing, Community Works & Transit—CIP

Neighborhood Revitalization Program (NRP)

Advertising dollars (ongoing maintenance/operations)

Local business and fundraising/sponsorship

Metro Transit

SHIP Grants

**Key Metric(s) (Top 5):** A10, A29, B38, B41, D9, D14, E2, E10



*This diagram identifies elements in the corridor (ie. grain elevators, local businesses, and LRT stations) that could be part of a new wayfinding system.*



# PROJECT # 6 **Develop a hydrologic, hydraulic and water quality model of the corridor area to understand stormwater improvement needs**



While the City of Minneapolis has mapped the storm sewer infrastructure using GIS, there is a significant gap in the existing data set identifying the existing and proposed capacity of this system to handle storm water runoff from the corridor. The development of a city-wide Hydrologic & Hydraulic Model (using XP-SWMM) has been planned by the City of Minneapolis (as has a water quality model). To date, the City has developed pieces of the overall city-wide H/H model. Individual XP-SWMM models are developed on a project-by-project basis to assess local issues such as flooding. Plans for merging these individual pieces and creating the rest of the model to fill in the gaps are not set in stone and there is no definitive timeline for completing this effort.



In order to clearly articulate the impact that redevelopment will have on the existing storm sewer infrastructure and the Mississippi River, a detailed understanding of the current and future Minnehaha-Hiawatha Corridor storm water system is necessary. A detailed hydrologic, hydraulic and water quality model of the corridor area will allow for quantification of potential improvements and make the case for sustainable redevelopment (from the storm water perspective) to the stakeholders and reviewing agencies.

The development of this model would entail the following general tasks:

- » *Review and supplementation of the City's existing storm sewer infrastructure GIS layer including field verification of pipe dimensions, connections, invert elevations and more, depending on the quality and quantity of current data.*
- » *Creation of the P8 Model (quantity and quality). This task will involve coordination with the City of Minneapolis, the Minnehaha Creek Watershed District, the Mississippi Watershed Management Organization and others.*
- » *Model Calibration. This task will also involve coordination with the City of Minneapolis, the Minnehaha Creek Watershed District, the Mississippi Watershed Management Organization and others, as existing precipitation and monitoring data at storm sewer outfalls may be required to perform calibration of the model.*
- » *Model configuration and runs of different redevelopment and storm water practices scenarios in the corridor.*



The above images show a storm sewer catch basin and pooling stormwater on an impervious surface in the corridor.

## **Coordinated Projects:**

Expand and enhance green spaces for ecological stormwater management - Project #7

Identify and implement stormwater management improvements with street projects - Project #8

**Timing:** Short term

**Costs:** \$\$

## **Coordination/Roles of Organizations:**

City of Minneapolis Public Works—Lead Agency

City of Minneapolis CPED—support, planning

Watershed Districts—support, planning and engineering

MPCA—support, technical resources

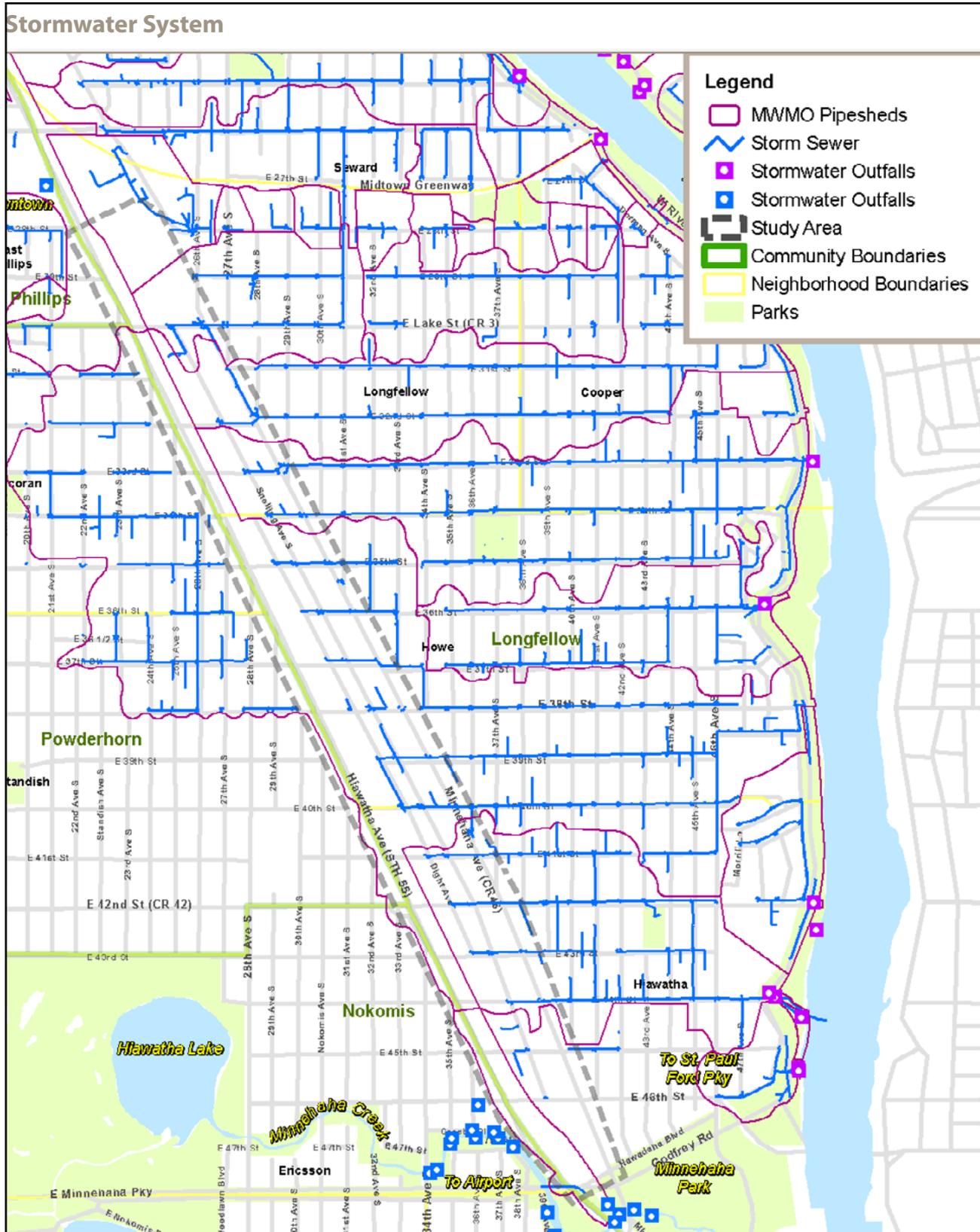
## **Potential Funding Sources:**

City of Minneapolis CIP

Watershed Districts

### Key Metric(s) (Top 5):

C1, C3, C6, C7, C9,



END OF PROJECT



**PROJECT #7** Expand and enhance open spaces for ecological stormwater management



Landscaping using native plants (Little Bluestem, Purple Coneflower and Juniper, shown above) can become demonstration examples for future development in the corridor.

Protecting our water quality is not the responsibility of just one entity or organization. It must be a collective effort of all citizens and businesses. A key component to this effort is education through hands on demonstrations. This project seeks to identify locations within the corridor that can be stormwater management demonstration projects illustrating the impact that alternative practices or best management practices can have on water quality.

Key components of the project include the following:

- » Identifying sites where a demonstration project can occur: commercial enterprise parking areas, boulevard/streetscape, schools, rail corridor or utility corridor, triangle parcels along Minnehaha Avenue.
- » Determining the practice that can be demonstrated: rainwater harvesting, rainwater gardens, permeable pavement, landscaping, etc. . .
- » Programming for maintenance and educational programs: i.e. who is responsible for maintaining the project, reporting results or findings, programming and scheduling etc. . . Possibilities include Neighborhood Groups, Universities, City or County Departments, K-12 Schools etc.
- » Develop a pilot project.
- » Grant dollars are available through various resources to be able to set up such a program and offset costs for operating and maintaining a site.

**Coordinated Projects:**

Develop a hydrologic, hydraulic and water quality model of the corridor area to understand stormwater improvement needs - Project #6

Develop a parks, plazas and open spaces plan for the corridor - Project #17

**Timing:** Short term

**Costs:** \$\$-\$\$\$

**Coordination/Roles of Organizations:**

- City of Minneapolis Public Works—Project Lead
- Hennepin County Environmental Services—Alternative Project Lead
- Watershed District—Alternative Project Lead MPCA, Technical Assistance and coordination
- Neighborhood Groups—promotion, coordination
- Hennepin County Transit Department—review

**Potential Funding Sources:**

- Hennepin County Housing, Community Works and Transit
- County and City CIP
- Watershed District
- Clean Water Act funds through the ARRA
- Environmental Assistance Grants (MPCA)
- Clean Water Partnership and Section 319 Programs



This map highlights areas of high visibility and large areas of impervious surface that could be used for storm water retrofit demonstration projects.

**Key Metric(s) (Top 5):** B35, C3, C5, C8, C9



The above examples are images taken from across the country demonstrating various green infrastructure techniques including cisterns, boulevard infiltration basins, trench drains, rainwater gardens, and informative/educational signage. Images are from Oregon, Washington and Wisconsin.

END OF PROJECT



# PROJECT # 8 Identify and implement stormwater management improvements with street reconstruction projects



Trench drains and rain gardens are examples of how water can be captured and infiltrated in boulevards. (Source: City of Portland, Oregon)



Cisterns are used to harvest rain water to use later for watering plants. Creative public art was integrated into this project "Growing Vine Street" in Seattle, Washington (Source: Buster Simpson)



In the Como Park neighborhood in St. Paul, a park and roundabout was altered to store and infiltrate storm water.

Currently, storm water runoff from streets enters the storm water system through catch basins and then is ultimately discharged into the Mississippi River. The current system does not allow for adequate volume or water quality control. This project would include upgrading storm water management systems as streets are reconstructed. This project is more of a best management practice for street reconstruction and would occur as part of street reconstruction projects. The following key objectives would be met through this project:

- » Eliminate street flooding along Minnehaha and its crossing streets by constructing catch basins and piping systems.
- » Install systems that can "harvest" rainwater runoff for irrigation of street landscaping. A pumping system will be required and could be run by solar or other alternative energy source.
- » Infiltrate the first 1" of a storm event along Minnehaha and Hiawatha and crossing streets where possible. (Avoid other areas for infiltration as level of contaminants remain unknown—see Geomatrix Environmental Impact Report for information on locations to avoid infiltration practices without first doing soil remediation.)
- » Use traditional street piping systems only as an overflow for storms that exceed the 1" event.
- » Reduce impervious surface area by minimizing pavement widths thus reducing construction and maintenance costs.
- » Create planted boulevards that provide separation between the sidewalk (pedestrian realm) and the street while providing area for storm water treatment infrastructure.
- » Where possible, protect mature trees when installing storm water treatment infrastructure.

### Coordinated Projects:

Reconstruct 38th Street as a Complete Street and neighborhood gateway - Project #39

Reconstruct Minnehaha Ave as a Complete Street, Green Street and Active Living project - Project #26

Reconstruct 46th Street as a Complete Street, Green Street and neighborhood gateway - Project #44

Design and build extension of Snelling Avenue south of 46th Street to Hiawatha Avenue - Project #42

**Timing:** Short term

**Costs:** \$\$\$-\$\$\$\$

### Coordination/Roles of Organizations:

City of Minneapolis Public Works—Lead Agency (if City Street)

Hennepin County Public Works—Lead Agency (if County Road)

MnDOT—support - coordination, design and planning on interface with State Highway

City of Minneapolis CPED—support- planning

Watershed Districts/MPCA—support- technical resources, funding

### Potential Funding Sources:

County and City CIP

Watershed District

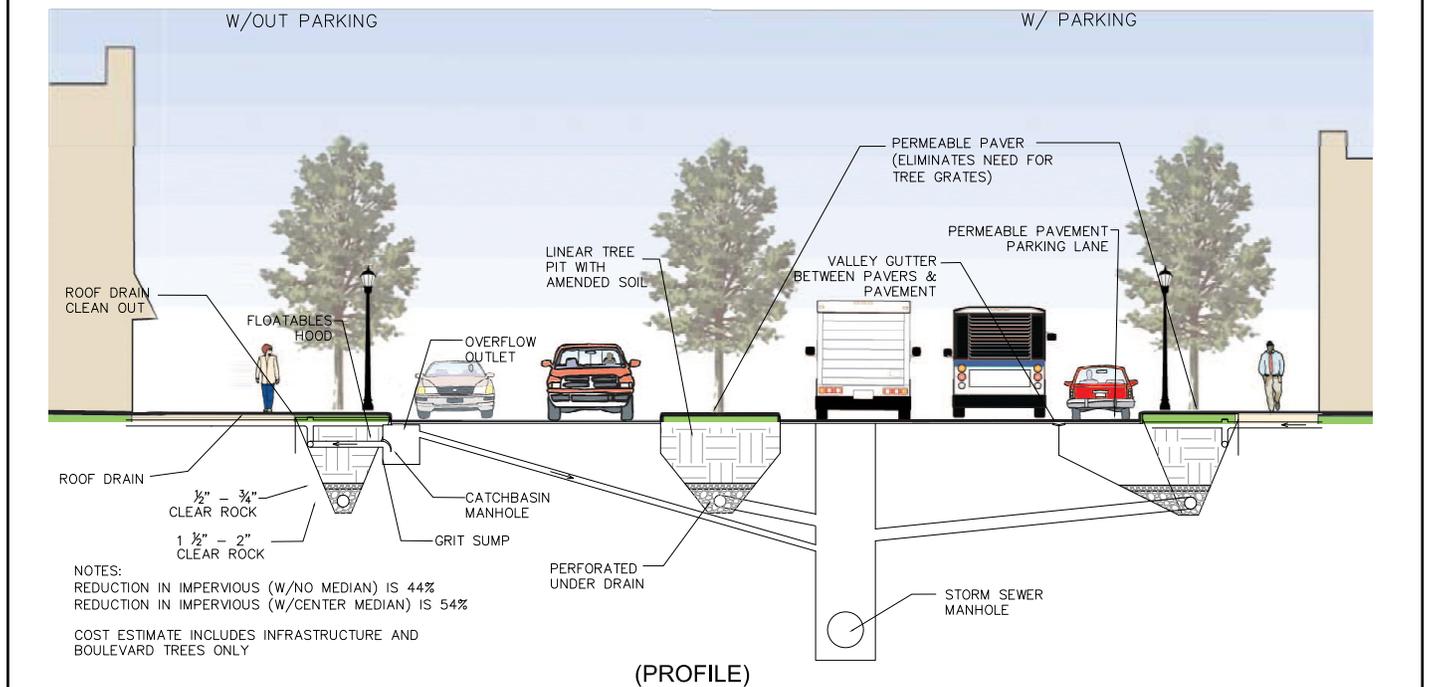
Clean Water Act funds through the ARRA

Environmental Assistance Grants (MPCA)

### Key Metric(s) (Top 5):

B41, C2, C6, C7, C9

## 46TH STREET LOW IMPACT DESIGN (LID) IMPROVEMENTS



Graphics from the 46th Street Transit Oriented Development Plan - Olsson and Associates.



# PROJECT # 9 Provide technical assistance/resources for redevelopment projects to achieve LEED certification



The corridor has a high potential for redevelopment. Buildings and development projects have tremendous impact on our environment, both during their construction and on-going operations. Sustainable design and green building practices can help to mitigate a building's impact on the environment. The LEED® (Leadership in Energy and Environmental Design) Green Building Rating System is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. Benefits of LEED certification include lower operating and maintenance costs, healthier indoor environments, greater water and energy efficiency, responsible use of material resources and an objective third party review and certification of the building's performance over time.

This project is to help new construction and redevelopment projects to achieve LEED certification or at the very least, incorporate LEED components in to site and building construction projects, both public and private investments.



### Coordinated Projects:

Redevelop the SW quadrant of Lake and Hiawatha site (2225 East Lake Street) as a Transit-Oriented Development with public realm amenities - Project #37

Redevelop the City-owned Snelling Yards public works site to include a park space - Project #45

Pursue infill mixed-use development of site adjacent to the 46th St LRT station - Project #46

Pursue infill residential development of site SW of Hiawatha & 46th St - Project #47

Pursue infill development of surface parking lots along Minnehaha/26th Ave and Lake St - Project #36

**Timing:** Short term (and ongoing)  
As development projects are determined

**Costs:** \$ (varies)\*  
Average Costs for LEED Certification and Professional Fees

- Single Family Homes: \$8,000 - \$12,000
- Multi-Family Housing: \$20,000 - \$50,000
- Commercial/Industrial: \$30,000 and above

\*Note: These costs are borne by the development team and are not the responsibility of the City or County. The city or county may incur environmental clean-up charges in the case of brownfield redevelopment projects or projects requiring environmental clean-up.

### Coordination/Roles of Organizations:

City of Minneapolis Regulatory Services—Lead Agency

City of Minneapolis CPED—support- planning and zoning

Neighborhood Associations—support-education and outreach

### Potential Funding Sources:

Funding is typically expected to be provided by individuals and/or development team as part of the project costs.

Great River Energy Efficiency Funding Program:

[http://www.greatriverenergy.com/environment/ci\\_grant\\_and\\_loan\\_program.html](http://www.greatriverenergy.com/environment/ci_grant_and_loan_program.html)

Other Funding Sources: <http://www.nextstep.state.mn.us/resources.cfm?type=10>



## Resources:

United States Green Building Council: [www.usgbc.org](http://www.usgbc.org)

United States Green Building Council Minnesota Chapter: [www.usgbcmn.org](http://www.usgbcmn.org)

Green Building Certification Institute: [www.gbci.org](http://www.gbci.org)

Next Step – State of Minnesota: [www.nextstep.state.mn.us/](http://www.nextstep.state.mn.us/)

Green Home Guide: [www.greenhomeguide.com/](http://www.greenhomeguide.com/)

LEED for Homes: [www.usgbc.org/DisplayPage.aspx?CMSPageID=147](http://www.usgbc.org/DisplayPage.aspx?CMSPageID=147)

LEED for Neighborhood Development: [www.usgbc.org/DisplayPage.aspx?CMSPageID=148](http://www.usgbc.org/DisplayPage.aspx?CMSPageID=148)

Minnesota GreenStar: [www.mngreenstar.org](http://www.mngreenstar.org)

## Key Metrics:

B53-B55; C8,C16; C33,C35; D8; D37



*The new Hiawatha Public Works/Maintenance Facility at 26th Street and Hiawatha Avenue is planning to be certified LEED Gold by implementing such elements as, a white roof, geothermal heating and cooling, pervious pavement and an underground retention system. Source: Knutson Construction web site.*



# PROJECT # 10

## Explore opportunities for increasing use and production of local renewable energy; eg. solar panels, wind turbines, district heating/cooling, Xcel Energy’s Windsource program



The Phillips Eco-Enterprise Center (The Green Institute) at the north end of the corridor has a roof covered with solar panels and drought resistant Minnesota-native landscaping. Image from [www.greeninstitute.org](http://www.greeninstitute.org).

Rooftops and open spaces throughout the corridor have great potential to act as neighborhood/community solar / wind farms – creating renewable energy for the immediate neighborhood’s use and selling overproduction back to the utility grid. Other potential production methods include district heating/cooling; biomass/biogas and ground source heating.

Development of scalable, renewable energy systems can be expensive but can also act as a source of revenue for the property owner or community. Development of renewable energy sources and systems can also provide jobs and increased tax base within the community.

Alternative means of utilizing and/or promoting renewable energy at both commercial and residential scales include the use of the local utility’s renewable energy program (such as xcel energy’s windsorce program) or purchasing of renewable e-tag certificates (such as renewable choice energy) which help fund investment in renewable energy research and sources as well decreasing an individual’s or community’s carbon footprint.

### Coordinated Projects:

Redevelopment projects - #36, #37, #45, #46, #47

Street reconstruction projects - #26, #39, #42, #44

**Timing:** Short term (and ongoing)

**Costs:** \$ - \$\$\$

### Coordination/Roles of Organizations:

Neighborhood Associations—Lead Agency

City of Minneapolis CPED—support, planning and innovation

City of Minneapolis Public Works—support, planning and innovation

Hennepin County Environmental Services—support, planning and innovation

State Office of Energy Security—support, funding

### Potential Funding Sources:

Funding sources will vary. Most federal and state loan/grant programs are available at [www.Dsireusa.Org](http://www.Dsireusa.Org)

Energy Efficiency Conservation Block Grant (EECBG) program

Other potential funding sources are listed at

American Recovery And Reinvestment Act: [www.Energy.Gov](http://www.Energy.Gov)

Great River Energy Efficiency Funding Program:

[http://www.greatriverenergy.com/environment/ci\\_grant\\_and\\_loan\\_program.html](http://www.greatriverenergy.com/environment/ci_grant_and_loan_program.html)

US department of energy: [www.Eere.Energy.Gov](http://www.Eere.Energy.Gov)

Minnesota office of energy security: [www.Energy.Mn.Gov](http://www.Energy.Mn.Gov)

State of Minnesota: [www.Nextstep.State.Mn.Us/resources.Cfm?Type=10](http://www.Nextstep.State.Mn.Us/resources.Cfm?Type=10)



Helical wind turbines can be placed on roofs of buildings to capture wind energy.

### Resources:

American Council For An Energy Efficient Economy: [www.Aceee.Org](http://www.Aceee.Org)

Clean Energy Resource Manual (CERTS): [www.Cleanenergyresourceteams.Org/publications](http://www.Cleanenergyresourceteams.Org/publications)

Database Of State Incentives For Renewable Energy : [www.Dsireusa.Org](http://www.Dsireusa.Org)

Minnesota Office Of Energy Security: [www.Energy.Mn.Gov](http://www.Energy.Mn.Gov)

Minnesota Renewable Energy Society: [www.Mnrenewables.Org](http://www.Mnrenewables.Org)

Renewable Choice Energy: [www.Renewablechoice.Com](http://www.Renewablechoice.Com)

Wind Energy In Minnesota: [www.Windustry.Org](http://www.Windustry.Org)

Xcel Energy: [http://xcelenergy.Com/minnesota/residential/renewableenergy/windsource\\_/pages/windsource.aspx](http://xcelenergy.Com/minnesota/residential/renewableenergy/windsource_/pages/windsource.aspx)

## Key Metrics:

C46-C48; C32; D8; D37; D24



Concept illustrating wind turbines and solar panels mounted on top of the grain elevators at 38th Street and Hiawatha Avenue.



## PROJECT # 11 Provide assistance/resources for residences and businesses to reduce their energy use



Increased energy efficiency in buildings – both commercial and residential has tremendous benefits for building owners and the neighborhood alike. Owners benefit from decreased operational costs while the neighborhood and community benefit from better air quality and lower carbon footprints due to a decrease in energy use.

Utility companies offer many opportunities and incentives at little to no cost and sometimes offer incentives to individuals and businesses alike for incorporating energy saving measures into their building and operations.

The Longfellow Community Council, through the Center for Energy and Environment currently provides low interest loans to homeowners for improving energy efficiency in their homes.

### Coordinated Projects:

Provide and coordinate business improvement financing tools and public infrastructure improvements that encourage private sector reinvestments in commercial nodes and activity centers - Project #19

**Timing:** Short term (and ongoing)

**Costs:** \$ (low – sometimes free)

### Coordination/Roles of Organizations:

City of Minneapolis CPED—Lead Agency – project coordination

Neighborhood Groups—Alternative Lead Agency/project coordination, outreach and marketing.

Hennepin County Housing, Community Works & Transit—support, planning and coordination, funding

### Potential Funding Sources:

American Recovery and Reinvestment Act: [www.energy.gov](http://www.energy.gov)

Local Utility Companies

Energy Efficiency and Conservation Block Grant program (through City of Minneapolis allocation)

Office of Environmental Security

### Resources:

Database of State Incentives for Renewable Energy: [www.dsireusa.org](http://www.dsireusa.org)

Department of Energy: [www.energy.gov/energyefficiency/buildings.htm](http://www.energy.gov/energyefficiency/buildings.htm); [www.energy.gov/energyefficiency/homes.htm](http://www.energy.gov/energyefficiency/homes.htm); [www.energy.gov/energyefficiency/financing.htm](http://www.energy.gov/energyefficiency/financing.htm)

Energy Star: [www.energystar.gov](http://www.energystar.gov)

City of Minneapolis: [www.ci.minneapolis.mn.us/recovery/c-proj\\_103.asp](http://www.ci.minneapolis.mn.us/recovery/c-proj_103.asp)

Minnesota Office of Energy Security: [www.Energy.Mn.Gov](http://www.Energy.Mn.Gov)

Neighborhood Energy Connection: [www.thenec.org](http://www.thenec.org)

Xcel Energy: [www.xcelenergy.com/MINNESOTA/RESIDENTIAL/Pages/Energy\\_Solutions\\_For\\_Your\\_Home.aspx](http://www.xcelenergy.com/MINNESOTA/RESIDENTIAL/Pages/Energy_Solutions_For_Your_Home.aspx)

Xcel Energy: [www.xcelenergy.com/Minnesota/Business/Pages/Business.aspx](http://www.xcelenergy.com/Minnesota/Business/Pages/Business.aspx)

### Key Metrics:

C39-C45; C33, D8; D37



*Installing new windows can help to insulate buildings and reduce energy use due to heating and cooling. (Source: naggoglass.net)*



PROJECT  
# 12

Develop “sustainable corridor” identity and strategies including green businesses and jobs



The Minnehaha-Hiawatha corridor has the opportunity to revitalize and focus its economic development strategies on sustainable development and practices, such as more efficient use of energy, enhancement of natural resources, more thoughtful planning for housing and transportation, and much more focus on developing businesses and jobs that meet the environmental conditions and market needs of the new “green economy” of the early 21st century. Minnehaha-Hiawatha could establish a “sustainable corridor” identity that parallels the Hiawatha LRT line and approach all revitalization and redevelopment efforts as opportunities to also improve the corridor’s sustainability. The corridor’s sustainable identity could build upon existing sustainability assets, such as the Hiawatha LRT line, Midtown Greenway, River Lake Greenway, HOURCAR, Nice Ride Mn, the Green Institute, green businesses, energy efficient buildings, 46th Street lighting retrofit, community gardens, etc.



This map highlights potential areas for “green industrial” districts along the Hiawatha Avenue corridor.

Today, we understand “blue collar” and “white collar” jobs. An emerging trend is the “green collar” job. A green collar job provides high enough wages and benefits to support a family, presents opportunities to advance and build a career, and reduces waste, pollution and other environmental risks. Among the green collar jobs that are gaining in number and popularity are machinists, technicians, service workers, equipment and installation specialists, construction workers, and managers of all kinds. The business sectors seeking such employees span alternative transportation and fuels, green building and energy efficient retrofitting, renewable energy production and installation, and hundreds of related industries and occupations.

Analyze the idea of an “eco-industrial/business park”, including market analysis, concept that could serve as a catalyst for reuse and redevelopment of vacant or underutilized commercial/industrial space in the corridor. Along the east side of Hiawatha Ave/MN Hwy 55, the Hiawatha Industrial Employment District between 31st Street and 34th Street could be a good candidate for branding and growing as eco-industrial/business park.

Near Lake Street, development of the narrow site currently underutilized as a Metro Transit park & ride lot could provide a highly visible site for green industry. A green industry center could take shape as a major jobs producer for this area.

Along the east side of Hiawatha Avenue, the area between 39th St and 45th St, provides another potential area of long-term job focus and could be a second opportunity for a “green” business center. The potential exists for smaller incubator businesses and retrofits and modernization of existing buildings which could attract a niche market.

**Coordinated Projects:**

Provide and coordinate business improvement financing tools and public infrastructure improvements that encourage private sector reinvestments in commercial nodes and activity centers - Project #19

Strengthen capacity of neighborhood and business organizations to meet their constituencies’ changing needs and opportunities - Project #18

Provide design and technical assistance for improving the character of industrial districts to meet City and neighborhood design goals - Project #35

Explore opportunities for increasing use and production of local renewable energy - Project #10

Provide assistance/resources for residences and businesses to reduce their energy use - Project #11

**Timing:** Short term

The City of Minneapolis and Hennepin County can market these sites as “green industry” opportunity areas immediately and begin to recruit the right kinds of businesses to ensure the Eco-Industrial Brand. Additionally, the City and County can work together on the acquisition and potential clean up of key parcels in advance of redevelopment. Likely redevelopment will occur as opportunities arise, but the City and County could take on a more active role in redevelopment of these sites.

**Costs:** \$ - \$\$\$

Costs could range depending on the role of the public agencies involved, but envisioned as predominately private sector driven. Financial assistance could range from site assembly and marketing to site clean-up as well as upgraded infrastructure. Allowance for more intense development could offset greater up-front costs for sustainable development goals which could be seen as a financial burden to private development.

**Coordination/Roles of Organizations:**

City of Minneapolis CPED—Lead Agency

Hennepin County Housing, Community Works & Transit Dept—Alternative Lead Agency

Minnesota Department of Employment and Economic Development

Longfellow Business Association—Support, planning, coordination and outreach

**Potential Funding Sources:**

Hennepin County Housing, Community Works and Transit

City of Minneapolis

Minnesota Department of Employment and Economic Development

Federal Economic Development Agency

American Recovery and Reinvestment Act ([www.energy.gov](http://www.energy.gov))

**Key Metrics:**

B-56, C-3, C-8, C-39, D-3, D-7 D15; D26; D28; D24



*The Green Institute located at the north end of the corridor fosters the development of green businesses. Its green roof is a popular example of sustainable building in Minneapolis. (Source: [www.cleanenergyresourceteams.org](http://www.cleanenergyresourceteams.org))*



# PROJECT #13 Establish viable maintenance programs for public green spaces—trees and landscaping



Particular attention needs to be given to the condition of landscaping along streets within the corridor. This project includes developing an overall maintenance strategy (or maintenance manual) for street landscaping that covers such items as:

- » Boulevard trees (i.e. staking, watering and pruning of newly constructed trees for a period of at least 5 years after installation)
- » Grass boulevards: sodding or seeding of boulevards needs to be properly done including addressing soil fertility. Irrigation is needed; however it is costly and requires hands-on, long-term management. Explore rainwater harvesting as a potential source of irrigation or drought tolerant landscaping.
- » Weeding and pruning: as vegetation grows over time, care needs to be given to weeding and pruning so as to give plantings adequate breathing room and light. Proper installation that avoids crowding and installs weed barrier can minimize this need over time.



Set and manage expectations: expectations for streetscape benefits are high and expectations for maintenance demands are often too low. To prepare for realistic demands of streetscapes, facilitate a strategic process in the early streetscape design phase to help property owners and the community understand ranges of construction and maintenance costs and determine a maintenance routine. The maintenance plan should be presented relative to cost and labor requirements.

Key points to consider in establishing a maintenance plan include:

- » Volunteerism could play a small role: Volunteers are an effective streetscape resource when 1) there is a robust business district that acts as a unit and has a vested interest in caring for the streetscape, 2) the role of volunteers is limited to defined boundaries within the streetscape such as particular flower beds, and 3) volunteer efforts can be viewed as enhancements and not core maintenance requirements. Volunteerism should be viewed as a bonus, not a requirement.
- » Sentence to Service (STS) is a program administered by Hennepin County Department of Community Corrections and Rehabilitation and provides offenders with a safe environment to learn job skills and gain self confidence. STS can provide the primary maintenance workforce: The STS program is an excellent source of labor for ongoing maintenance such as mowing, weeding, mulching and pruning. The STS supervisors and laborers will need hands-on guidance from a project caretaker familiar with the streetscape and experienced in landscape maintenance. There will be yearly maintenance requirements such as irrigation management, tree and shrub replacement, paver repair, and monument repair that go beyond the abilities of STS.
- » Professional management and a yearly repair budget are pivotal: Whether an outside contractor or internal staffer, a person needs to have the caretaking responsibility for the new streetscape. This person will need a yearly repair budget to replace dead plants, repair irrigation, repair pavement and monuments, and maintain soil health. A caretaker can coordinate needed repairs as well as the work of STS and volunteers.
- » Funding options are limited: While we may explore use of a Special Service District, this is challenging in the Minnehaha-Hiawatha Corridor because a SSD can only collect tax revenues from commercial properties and the primary street frontage is residential in nature. A general tax levy is the most typical approach taken by local government agencies to maintain streetscape/landscaping.



*Landscaping, and streetscape materials need maintenance in order to thrive and contribute positively to the corridor's image.*

## Coordinated Projects:

Street reconstruction projects - #26, #39, #42, #44

Plan and build a diagonal greenway connecting the Midtown Greenway to Minnehaha Park/Grand Rounds - Project #31

**Timing:** Short term

**Costs:** \$-\$\$

## Coordination/Roles of Organizations:

City of Minneapolis Public Works

Hennepin County Public Works

MnDOT

Minneapolis Park and Recreation Board

Neighborhood and business organizations

## Potential Funding Sources:

General levy

Special Service District

## Key Metric(s) (Top 5):

B36, B52, E20



*Creating a unified streetscape along the major streets within the project area is a priority to change the perception of the corridor. Here, at 46th Street, the rail corridor creates an unsightly segment of the boulevard.*



PROJECT  
# 14

Provide design and technical assistance for improving the character of activity centers and commercial nodes to meet City and neighborhood design goals



The above image shows how plantings should be used to buffer pedestrians from traffic and add visual interest. (Source: Minneapolis Plan, 2009)



Recent site improvements at the Hiawatha Oaks mixed use development project on 46th Street provide a strong example for redevelopment character near the 46th Street Station Area.



Typical street right-of-way section. (Source: HKGi)

Since the corridor contains several designated commercial districts along Minnehaha Avenue and Hiawatha Avenue, the desire is to enhance the various commercial districts to be unique yet complementary of each other. This project focuses on public agencies providing design and technical assistance for improving the character of the corridor's commercial districts. This assistance would be targeted to business and property owners in various forms, such as professional design services, district design guidelines, and technical analysis/evaluations, addressing site design, building expansion, parking, landscaping, stormwater management, building facades, walking/biking amenities, etc. In addition to being great commercial districts, these areas should be improved as great neighborhood gathering places as well. Although this project should be focused on the designated activity centers and commercial nodes in the City's Comprehensive Plan, this project should also be coordinated with Project #23 which addresses revitalization opportunities for the numerous existing commercial nodes along Minnehaha Ave. Outside of the designated activity centers and commercial nodes, the smaller existing commercial nodes are not currently guided for expansion or major redevelopment.

For example, the City has established the Neighborhood Guide for Developing Planning Documents, which includes how to establish design guidelines documents. Design guidelines provide a type of plan that serves as a framework for new development or renovation within specific areas. A commercial district design guidelines document could provide specific guidance on urban design elements, such as site development, building orientation, building scale and massing, types of exterior materials, windows, walking/biking amenities, parking, access and connections, streetscape, lighting, signage, etc.

Some examples of this type of commercial district design guidelines include:

- » Linden Hills Neighborhood Design Framework: A Plan for the Commercial Districts
- » South Lyndale Corridor Master Plan (Urban Design Guidelines chapter)
- » Penn Avenue Revitalization Design Guidelines (Richfield)
- » University Ave SE / 29th Ave SE Transit Corridor Design Guidelines
- » Elliot Park Neighborhood Design Guidelines

**Coordinated Projects:**

Street reconstruction projects - #26, #39, #42, #44

Create potential redesign concepts for existing Minnehaha Ave commercial nodes - Project #23

Develop parking improvement strategies and technical resources for key commercial and employment districts - Project #15

Provide and coordinate business improvement financing tools and public infrastructure improvements that encourage private sector reinvestments in commercial nodes and activity centers - Project #19

Strengthen capacity of neighborhood and business organizations to meet their constituencies' changing needs and opportunities - Project #18

**Timing:** Short term

**Costs:** \$

**Coordination/Roles of Organizations:**

City of Minneapolis CPED—Lead Agency

Neighborhood organizations—support, community outreach and engagement

Hennepin County Housing, Community Works & Transit—support, technical planning and design

Longfellow Business Association—support, outreach and coordination

### Potential Funding Sources:

Minneapolis Neighborhood Revitalization (NRP)

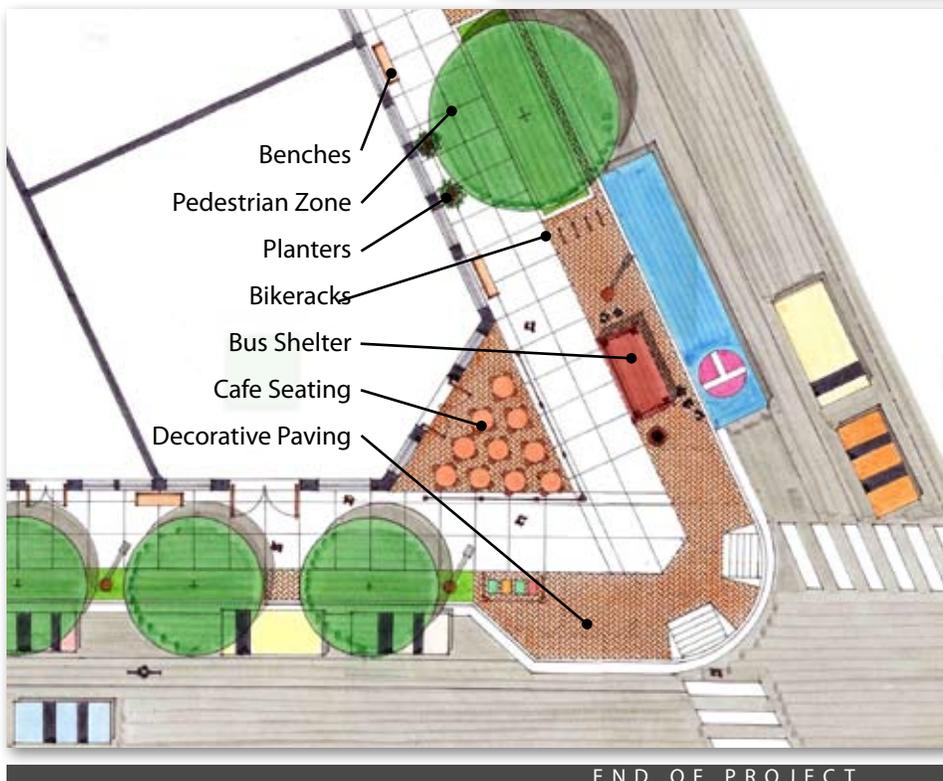
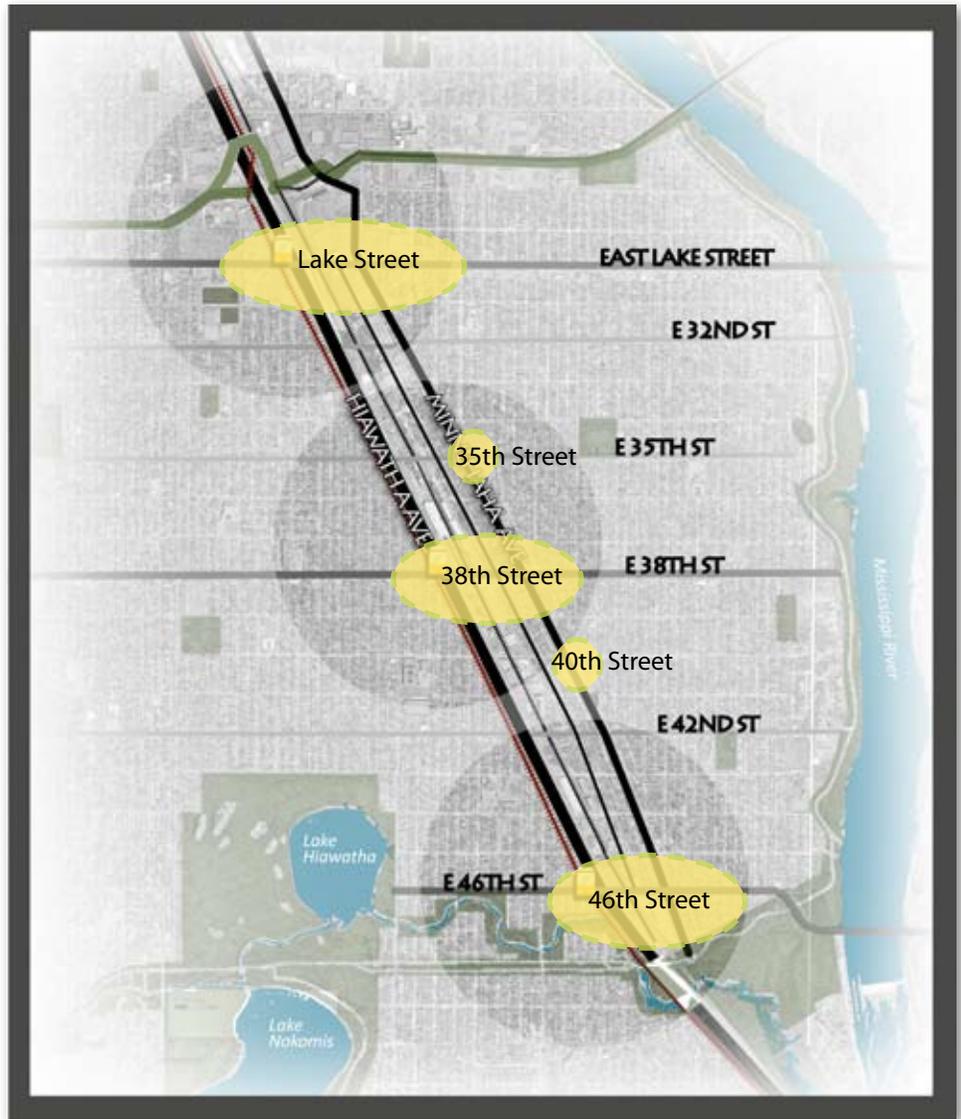
City of Minneapolis CPED

Minneapolis Great Streets Neighborhood Business District Program

Hennepin County Housing, Community Works & Transit

### Key Metric(s) (Top 5):

D9, D12, D15, D16, D18



The diagram above shows the commercial nodes along the corridor where design guidelines would help facilitate a development pattern that best fits with the community, enhances the corridor and protects property investments.

To the left, an example of design guidelines for the commercial districts should include dimensional characteristics, materials selections in concert with the design intent of Minnehaha Avenue and the other major "rungs" of Lake Street, 38th Street and 46th Street.



# PROJECT #15

## Develop parking improvement strategies and technical resources for key commercial and employment districts



The photos above show examples in the corridor where insufficient parking spaces are available, resulting in vehicles parked on the sidewalks, which block pedestrian movement.

Expressed concerns about parking shortages within the corridor relate to two different needs. One is relative to local retail and service businesses that need convenient parking for their customers. The second is relative to employers who need parking for employees (e.g. along Snelling Avenue). To address these concerns, this project is intended to inform and support development of adequate parking spaces in the corridor's commercial and employment districts, primarily by the private sector. Parking can be viewed as a critical infrastructure component that is provided by the private and public sectors. On-street parking spaces are provided by the public sector, whereas, off-street parking spaces are primarily provided by the private sector. Developing and implementing improved parking strategies is a way to support revitalization of the corridor's commercial and employment districts, including job growth potential.

Accommodating parking to meet the needs of all users is often a challenge.

- » **Parking affects the ability to generate revenues.** Too much land area devoted to on-site surface parking decreases the capacity to generate sales and property tax revenues, while too little parking can decrease patronage by auto-oriented customers. Land values (lease or sale) for site development are generally greater than for on-site parking.
- » **Parking affects traffic congestion.** Accommodating more parking invites more car trips, which can increase traffic congestion, demand for wider streets, and conflicts between pedestrians and autos. Too little parking or poorly located parking results in increased traffic in adjacent neighborhoods searching for on-street parking. Parking management is a good tool for reducing congestion.
- » **Parking affects transit ridership.** Park and ride spaces might invite more park and riders. However, providing the parking spaces results in a lower density of site development and discourages all-day ridership.
- » **Parking affects the urban character of the neighborhood.** Surface parking lots differ in character significantly over an urban mixed use or high density development. that is more pedestrian- and transit-oriented.
- » Finally, **parking affects the pedestrian realm** by creating spaces that do not generate as much pedestrian activity and vitality as other uses.

This project is intended to develop parking strategies for the key commercial and employment districts based on the following key principles:

- » Accommodate the parking needs of local businesses while maintaining a strong pedestrian environment.
- » Implement the "park once idea" with shared parking and district parking.
- » Manage spillover parking – keep parking and traffic to appropriate streets and areas.
- » Ensure good design, parking area identification, and wayfinding that directs traffic to parking areas.
- » Eliminate or customize minimum parking requirements consistent with the character and needs of the area (density of development around node, transit access, household size, household income).
- » Establish a maximum parking requirement – don't enable excess parking spaces to be built.
- » Manage on-street parking effectively

Parking strategies at the Lake St & Minnehaha Ave Activity Center will be different than those at other nodes along Minnehaha Avenue.

### Minnehaha Avenue and Lake Street

Evaluate the potential for establishing a 'Parking Benefit District.' Metered on-street parking that is based on fair market pricing is a possibility. Meter revenues could be kept in the commercial district and revenues used to invest in maintenance and capital improvements for the district's public realm, such as landscaping, bike racks, street furniture, sidewalk cleaning, wayfinding signage, etc.

Pursue short-term off-street parking opportunities on redevelopment parcels that have the long-term potential for higher density infill development.

Pursue long-term structured parking opportunities. Consider building a centralized parking structure as the market matures and other redevelopment opportunities materialize. Continue to charge fair market prices.

### **Other key nodes**

Parking should be managed and improved on a case-by-case basis following the above mentioned key principles.

As a basis for developing a successful parking strategy, development of a parking inventory would help inform future public and private investments so that they are in tune with actual parking needs. Such an inventory would identify the quantity and location of all available parking spaces within the corridor and include the following attributes: location of parking areas (geographic coordinates), off-street parking lots (public vs. private), on-street parking spaces (public), designated handicapped parking spaces, standard size vs. compact vehicle parking spaces. Established as a geographic database, this inventory would enable a detailed calculation of available parking spaces for each business and serve as a tool for city planners, site designers, property owners and businesses when developing a project or filling a building space.

Another action that would lead to more effective parking strategies would be a survey of parking perceptions by property owners, business owners/managers, patrons of local stores, and employees of local businesses. This survey would help inform the key parking issues and concerns in the district/corridor.



*Above photo shows creative on-street parking spaces in between plantings.*

## **Coordinated Projects:**

Create potential redesign concepts for existing Minnehaha Ave commercial nodes - Project #23

Provide design and technical assistance for improving the character of activity centers and commercial nodes to meet City and neighborhood design goals - Project #14

Provide design and technical assistance for improving the character of industrial districts to meet City and neighborhood design goals - Project #35

Create alternative land use, building form and urban design plan for 38th St as an east-west activity center - Project #40

Strengthen capacity of neighborhood and business organizations to meet their constituencies' changing needs and opportunities - Project #18

**Timing:** Short term

**Costs:** \$-\$\$

## **Coordination/Roles of Organizations:**

Longfellow Business Association (LBA) - Lead Agency

Hennepin County Housing, Community Works & Transit (HCWT)

City of Minneapolis (CPED)

Neighborhood Organizations—support, community outreach and coordination

## **Potential Funding Sources:**

Business & Residential Improvement District or Special Service District

City of Minneapolis CPED

Minneapolis Great Streets Neighborhood Business District Program

Hennepin County Housing, Community Works & Transit Dept

## **Key Metric(s) (Top 5):**

B41, B43, D16, D17, D18



## PROJECT #16 Create and promote theme-related heritage walks



As a means of increasing awareness, celebrating, and promoting the corridor's unique heritage, theme-related heritage routes (designed as loops), walks, and runs could be created for the corridor and its neighborhoods. The City of Minneapolis has a program for establishing historic walking tours for a number of historic areas, which is coordinated by the Minneapolis Heritage Preservation Commission and Minneapolis CPED. The summer 2009 historic walking tours included the following tours in or nearby to the Minnehaha-Hiawatha Corridor:

- » Pioneers & Soldiers Memorial Cemetery
- » The City Tree Canopy Tour (began in Minnehaha Park, traveling along Minnehaha Parkway, Hiawatha Avenue, Lake Street, and Franklin Avenue)
- » Christ Church Lutheran



The 2010 Summer Walking Tours in Minneapolis include historic tours of Pioneers & Soldiers Memorial Cemetery and Christ Church Lutheran (shown on above map), and The City Tree Canopy Tour, which takes place in the Longfellow and Seward neighborhoods. These historic tours are sponsored by Minneapolis CPED, the Minneapolis Heritage Preservation Commission, and Preserve Minneapolis.

In addition, the Seward Neighborhood Group's history committee has developed the Seward History Walk. The history walk took place in October 2008 and included the creation of historical markers to facilitate this outdoor tour. The Minneapolis Heritage Preservation Commission honored the Seward History Walk with a Preservation Award (Community Education & Advocacy) in 2009.

In downtown Minneapolis, the St. Anthony Falls Heritage Board has established the St. Anthony Falls Heritage Trail, which serves as a walking tour of the historic Minneapolis Riverfront District. This trail is also designated as a part of the Grand Rounds Scenic Byway, so it also received funding from the U.S. Dept. of Transportation / Federal Highway Administration.

Historic St. Paul, a non-profit organization with a mission to preserve, protect and enhance the historic character of Saint Paul neighborhoods, has developed several historic neighborhood walking tours called Tour St. Paul. The walking tours include Dayton's Bluff, Rice Street, Payne Avenue, Selby Avenue, the West Side, and East Side to Lowertown. The organization has also developed attractive neighborhood guides for each of the walking tours.

Another potential concept is a run/walk/bike race that is connected to the neighborhood's historic sites. For example, the St. Anthony West Neighborhood Organization (STAWNO) puts on the Historic Riverfront 5K Run/Walk each October. The race course takes runners and walkers by the neighborhood's historic sites, along the Mississippi River, and over the historic Stone Arch Bridge. All proceeds benefit the historic B.F. Nelson Park project.

### Coordinated Projects:

- Develop wayfinding systems for each of the diagonal districts - Project #5
- Develop a parks, plazas and open spaces plan for the corridor - Project #17
- Create potential redesign concepts for existing Minnehaha Ave/CSAH 48 commercial nodes - Project #23
- Plan and build a diagonal greenway connecting the Midtown Greenway to Minnehaha Park/Grand Rounds - Project #31
- Create alternative land use, building form and urban design plan for Dight Avenue - Project #41

**Timing:** Short term

**Costs:** \$

### Coordination/Roles of Organizations:

- Neighborhood Organizations—Lead Agency
- Minneapolis Heritage Preservation Commission—alternative Lead Agency or support, planning and design

City of Minneapolis CPED—support, technical planning and design

Minnesota Historical Society—support, planning and design

Meet Minneapolis—support, planning

Twin Cities Bungalow Club—support, planning

Minneapolis Park & Recreation Board—alternative Lead Agency, support, planning and design

### Potential Funding Sources:

Neighborhood Revitalization Program (NRP)

Nexus Community Partners (formerly Payne-Lake Community Partners)

McKnight Foundation

Minneapolis Park & Recreation Board

Metro Transit

Minnesota Historical Society

City of Minneapolis

Hennepin County (State Health Improvement Grant funds)

### Key Metric(s) (Top 5):

B-32, B-33, B-34, B-35, B-36, B-39



*Informative historical signage and markers like those above could be placed throughout the corridor to promote leisure walking.*



## PROJECT # 17 Develop a parks, plazas and open spaces plan for the corridor



The Minnehaha-Hiawatha corridor currently does not have any parks or open space areas located between Minnehaha Ave and Hiawatha Ave. A significant portion of the corridor's existing residents are not within a 10-minute walk (1/2 mile) of a park. The closest existing parks are Minnehaha Park (south), Hiawatha School Park (southeast), and Longfellow Park (northeast). There are also two small triangle parks along the east side of Minnehaha Ave at 35th St (Rollins Triangle) and 41st St (Adams Triangle). Both of these triangle parks are small passive open spaces surrounded by streets. The City's Comprehensive Plan and Hiawatha LRT station area plans designate a linear park & open space within the freight rail corridor. Since the Hiawatha LRT station areas are guided for redevelopment to higher residential densities, the Minneapolis Park & Recreation Board (MPRB) has identified the Hiawatha LRT Corridor as a Project Growth Area Study Area in its 2007 Comprehensive Plan update. In support of the corridor's continued evolution toward becoming more livable neighborhoods, including transit-oriented mixed-use neighborhoods, commercial districts, and industrial employment districts, it is critical that the corridor's needs for recreational and green spaces be addressed up front.



*Adams Triangle at Minnehaha Ave & 41st St is an example of an existing pocket park in the corridor - small parks that add green space to densely developed areas.*

The diagonal greenway concept provides a unique opportunity to not only link the corridor to the existing greenways to the north (Midtown Greenway) and to the south (Minnehaha Parkway/Minnehaha Park/Minneapolis Grand Rounds), but also to serve as the central spine of a corridor parks, plazas, and open space system. The parks system should provide parks ranging in size and uses to meet a wide range of recreational and civic needs. The diagonal greenway could provide the primary recreational and green space connection between future parks, plazas, and open spaces in each of the diagonal districts, including active parks, passive open spaces, pocket parks, stormwater management areas, and unique heritage sites such as the existing Minnehaha Ave triangle parks. As property is redeveloped adjacent to the diagonal greenway, both public and private open spaces could be directly linked or oriented to the diagonal greenway.

Minnehaha Ave's planned reconstruction as a Complete Street also provides an opportunity for exploring the concept of creating a series of urban park and open spaces within the corridor. Prags Boulevard in Copenhagen, Denmark provides an innovative precedent for creating and integrating park, plaza and public gathering places along an urban street corridor. Along Minnehaha Ave, a diverse range of parks & unique elements - plazas, graphic murals, gateways, community gardens, public art, or programmed park uses - could be combined allowing for unique design features to reflect the character of the surrounding neighborhood or commercial district. A corridor park space plan following the MPRB's Comprehensive Plan guidance will provide key directions in establishing parks, plaza, and open spaces within the corridor area. The parks system could include small recreational parks (tot lot), historic interpretation of milling industry, non-programmed open spaces to serve as small neighborhood gathering places, community gardens, art gardens, natural habitat demonstration areas, and stormwater best management practice demonstration areas.

### Coordinated Projects:

Plan and build a diagonal greenway connecting the Midtown Greenway and Minnehaha Park/Grand Rounds - Project #31

Create an urban design vision and implementation plan for Minnehaha Avenue's unique triangular blocks - Project #24

Redevelop the City-owned Snelling Yards public works site to include a park space - Project #45

Build a bike/pedestrian connection between Lake St LRT station and Midtown Greenway on east side of Hiawatha Avenue - Project #33

Create alternative land use, building form and urban design plan for Dight Avenue - Project #41

Develop wayfinding systems for each of the diagonal districts - Project #5

Create and promote theme-related heritage walks - Project #16

Make strategic land acquisitions - #20

**Timing:** Short term

**Costs:** \$\$ - \$\$\$; long-term maintenance costs will undoubtedly be the most challenging. Establishing a maintenance agreement and funding source for the on-going and evolving scope of amenities will be critical.

**Coordination/Roles of Organizations:**

Hennepin County, Housing, Community Works & Transit—support, coordination, planning and funding

City of Minneapolis CPED—alternative Lead Agency, support, planning and design

Minneapolis Park and Recreation Board—alternative Lead Agency, support, planning and design

City of Minneapolis Public Works—support, technical and design

Neighborhood Organizations—support, community outreach and education

Metro Council (public art with shelters)

**Potential Funding Sources:**

Minnehaha-Hiawatha Community Works Project (Hennepin County CIP)

Minneapolis CPED

Minneapolis Park and Recreation Board

Private foundations

**Key Metric(s) (Top 5):**

B-32, B-33, B-34, B-35, B-36, B-39, B-43, B-44



*A diagram of existing park and open space resources that would benefit from a stronger linkage to the corridor.*



## PROJECT # 18 Strengthen capacity of neighborhood and business organizations to meet their constituencies' changing needs and opportunities



Many factors contribute to the ability to attract and retain corridor businesses. A five- to seven-year time frame will allow Hennepin County Community Works and neighborhood and business organizations to build capacity, develop and implement a comprehensive corridor wide economic development plan. It will address the diversity in business type, size, ownership structures, and tenancy and community needs to improve business conditions, retain jobs and grow new jobs. The planned Hennepin County Road 48/Minnehaha Avenue reconstruction offers an opportunity to work with businesses and the community to design and implement development and mitigation strategies to address the road work's impacts and opportunities. Best practices learned in the corridor may apply to other Hennepin County transit projects under development.

The scope of business development and retention activities goes beyond the staffing capacity of many neighborhood and business organizations. Corridor areas, such as the Minnehaha-Hiawatha corridor, can benefit from a coordinated, targeted effort to encourage and facilitate business retention and development. Actions could include:

- » Continue the partnership between Hennepin County Community Works and neighborhood/business organizations to work together to leverage resources and assist community organizations to build capacity through grants, partnerships, training, or other means. The changing economy will continue to affect the corridor. Scheduled road reconstruction will add additional challenges and opportunities for corridor businesses and area residents.
- » Tailor business development plans to business nodes as part of a corridor business development strategy.
- » Identify shared parking options for business nodes, especially off-street green options.
- » Identify complementary core businesses that address unmet community needs and establish a recruitment program and a marketing program to encourage the desired businesses to locate in the corridor.
- » Provide a searchable list of area businesses to locate desired products, services, and available space in the corridor.
- » Identify models and potential funding for a pilot project to investigate the feasibility and desirability of shared services and other arrangements to reduce operating expenses.
- » Create links between businesses and job training and workforce development programs to support job creation and retention.
- » Develop a pilot program to identify the potential to retain and create green jobs and business opportunities.
- » Support home-based businesses in their efforts to grow and expand at locations within the corridor through financial and technical assistance.

### Coordinated Projects:

Develop parking improvement strategies and technical resources for key commercial and employment districts - Project #15

Provide and coordinate business improvement financing tools and public infrastructure improvements that encourage private sector reinvestments in commercial nodes and activity centers - Project #19

Street reconstruction projects - #26, #39, #42, #44

**Timing:** Short term (and ongoing)

**Costs:** \$ - \$\$

### Coordination/Roles of Organizations:

City of Minneapolis CPED—Lead Agency

Community Development Corporations—support and implementation

Hennepin County, Housing, Community Works & Transit—alternative Lead Agency, support, planning and coordination

Neighborhood Organizations—support, community organization and outreach

### Potential Funding Sources:

Hennepin County, Housing, Community Works & Transit

Minnesota Department of Employment and Economic Development (DEED)

City of Minneapolis Great Streets Program

### Key Metrics:

B17, B18, B19, B30, D1, D3, D5, D7, D12, D13, D14, D15



*A local business establishment at Minnehaha Ave & 46th St providing neighborhood services, functioning as a community gathering place and contributing to the corridor's identity.*



*Commercial services at Minnehaha Avenue and Lake Street. A key to this area's commercial vitality is the existence of a critical mass of commercial services and jobs.*

END OF PROJECT



**PROJECT # 19** Provide and coordinate business improvement financing tools and public infrastructure improvements that encourage private sector reinvestment in commercial nodes and activity centers



Businesses wanting to make property improvements need information about and access to business loan and grant programs. It is in the best interest of both the greater community and private businesses to coordinate private property improvements with public infrastructure improvements, such as sidewalks, plazas, boulevards, landscaping, streets and parks. Access to business loan and grant programs can help close the financial gap resulting from market conditions, timing, or level of public infrastructure investment needed. This pilot project is intended to complement the City of Minneapolis's Great Streets Neighborhood Business District Program that is designed to help small and large businesses thrive in the City of Minneapolis. The Great Streets program is targeted toward commercial corridors and nodes, LRT Station Areas and activity centers identified in the Minneapolis Comprehensive Plan. This pilot project could include the following components:

- » Publicize existing loan, grant (including façade improvement), and energy efficiency programs to fund improvements for business and property owners.
- » Explore the desirability and feasibility of establishing financing programs to address a variety of business needs.
- » Assist property and business owners to make cost-effective energy efficiency and renewable energy improvements to reduce operating costs.
- » Establish a "pooled" financing tool with one-stop shopping for business finance and development products.
- » Partnering with other entities to leverage Hennepin County Community Works investments that support business development.

**Coordinated Projects:**

Strengthen capacity of neighborhood and business organizations to meet their constituencies' changing needs and opportunities - Project #18

Provide assistance/resources for residences and businesses to reduce their energy use - Project #11

Develop "sustainable corridor" identity and strategies including green businesses and jobs - Project #12

Develop parking improvement strategies and technical resources for key commercial and employment districts - Project #15

Provide design and technical assistance for improving the character of activity centers and commercial nodes to meet City and neighborhood design goals - Project #14

Create potential redesign concepts for existing commercial nodes along Minnehaha Ave - Project #23

**Timing:** Short term (and ongoing)

**Costs:** \$ - \$\$

**Coordination/Roles of Organizations:**

Hennepin County, Housing, Community Works and Transit—Lead Agency

City of Minneapolis CPED—Alternative Lead Agency

City of Minneapolis Public Works—support, planning and coordination

Community Development Corporations—support and implementation

Neighborhood Organizations—support, community outreach and organization

**Potential Funding Sources:**

Hennepin County, Housing, Community Works & Transit

Minnesota Department of Employment and Economic Development (DEED)

City of Minneapolis Great Streets Program

Community Development Block Grant funds

Energy Efficiency Conservation Block Grant funds

**Resources:**

MetroMSP.org

**Key Metrics:**

B17, B18, B19, B30, D1, D3, D5, D7, D12, D13, D14, D15



## PROJECT **Make strategic land acquisitions**

# # 20



### Contributing factors when considering potential sites for acquisition:

- » vacant lots
- » foreclosed property
- » inefficient land use (by site cover or by land value greater than building value)
- » property or site conditions (including environmental issues)
- » absentee property owners
- » location proximate to LRT Station or Activity Center

Several current economic factors create the opportunity for the Minnehaha-Hiawatha Community Works Project to strategically acquire and preserve property for future development to augment county investments in the corridors. Real estate values are in decline, sales volumes are low, and residential and commercial foreclosures are impacting the market. Yet research has consistently shown that properties near transit or other public sector investments tend to increase in value over time.

In normal economic conditions, having multiple transit lines and other infrastructure projects in the planning stages as we do today, would create a nearly ideal circumstance for private developers to acquire strategically located properties. The current recession, however, renders most development projects infeasible in the short term and financing for such projects is not supported. This creates a need for so-called “patient” capital to buy and hold (assemble) such properties for development when market conditions improve.

The private sector acting alone is not able to address this problem. Developers’ access to capital is constrained, and the limited equity available is not patient enough to withstand the extended timeframes of transit and other infrastructure projects. Absent a mechanism and capital to preserve strategic properties for future development, we run the risk of having such parcels acquired by speculators and/or development interests not aligned with public plans and goals.

By acquiring and preserving sites as they become available on the market, the Minnehaha-Hiawatha Community Works Project can facilitate private development and have greater control in the kind and quality of that development. This strategy not only helps protect investments in transit, housing, and infrastructure, but can also ensure that future development meets Minnehaha-Hiawatha Community Works Project goals and priorities.

This project includes:

- » Establishing a strategic acquisition policy to consider acquisition and assembly of strategic real estate parcels for future development.
- » Accelerating acquisition when there is a reasonable probability that the property will increase in value before improvements are complete, to avert imminent conversion to uses which would jeopardize future availability, to advance community works and environmental activities, or to take advantage of market opportunities.



Map illustrating foreclosures within the corridor and general area (2007-2008 partial data.)

### Coordinated Projects:

- Plan and build a diagonal greenway connecting the Midtown Greenway to Minnehaha Park/Grand Rounds - Project #31
- Street reconstruction projects - #26, #39, #42, #44
- Create alternative land use, building form and urban design plan for 38th Street as an east-west activity center - Project #40
- Create alternative land use, building form and urban design plan for Dight Avenue - Project #41
- Redevelop the SW quadrant of Lake and Hiawatha site (2225 East Lake Street) as a Transit-Oriented Development with public realm amenities - Project #37
- Pursue infill development of surface parking lots along Minnehaha/26th Ave and Lake St - Project #36
- Build a bike/pedestrian connection between Lake St LRT station and Midtown Greenway on east side of Hiawatha Avenue - Project #33

**Timing:** Short term (and ongoing)

**Costs:** \$ - \$\$

### Coordination/Roles of Organizations:

Hennepin County, Housing, Community Works and Transit—Lead Agency

City of Minneapolis CPED—alternative Lead Agency

City of Minneapolis Public Works—support, planning and coordination

Community Development Corporations—support and implementation

Neighborhood Organizations—support, community outreach and organization

### Potential Funding Sources:

Hennepin County HCWT, MN Department of Employment and Economic Development (DEED), City of Minneapolis Great Streets Program, Community Development Block Grant funds, Energy Efficiency Conservation Block Grant funds

### Resources:

City of Minneapolis Community Planning & Economic Development: (web site)

Community Development Corporations

### Key Metrics:



*Stronger market forces at the Lake Street node are present because of a larger critical mass of commercial development.*

*Land acquisitions might best be focused at 38th Street and 46th Street.*

*Key cross streets leading to LRT stations and nodes where traffic is greatest, may present areas where land acquisition and assembly could help facilitate economic development.*



# PROJECT # 21

## Identify and evaluate impacts of regulatory codes on reinvestment in existing businesses



*This new mixed use building at 46th Street & Snelling Ave is a good example of development that supports a high quality transit and pedestrian environment.*



*The existing gas station at 46th Street & Hiawatha Ave is an example of a land use and development type that is not conducive to a high quality transit and pedestrian environment.*

Existing business and property owners have concerns about the negative impacts of existing regulatory codes on reinvestment potential for their buildings and properties. These regulatory codes include primary zoning districts, the Pedestrian Oriented (PO) overlay district, off-street parking requirements, and performance standards. Some existing businesses are concerned that the regulatory codes applicable to the corridor make it more challenging for them to expand and grow their businesses.

In particular, there are concerns regarding the Pedestrian Oriented (PO) overlay district. The PO overlay district has been applied to a large portion of the Minnehaha-Hiawatha corridor because of its location within the Hiawatha LRT station areas at Lake St, 38th St and 46th St. Since much of the corridor is located within walking distance of an LRT station (1/2 mile), the PO overlay district is a regulatory tool used by the City to ensure that future development is supportive of a high quality transit and pedestrian environment. For example, the PO overlay district in the Minnehaha-Hiawatha corridor is restrictive toward new and expanding automobile-oriented businesses. However, some automobile owners benefit from having their automobile serviced in the corridor during the day and using the LRT or a bus to go to and from work or other destinations. Some automobile-oriented businesses tout their proximity to LRT stations and free shuttle service as benefits to patrons. Area residents also appreciate neighborhood automobile-oriented service options. Consequently, one consideration may be to shift the regulations more toward controlling a development's form rather than the "use".

A regulatory review committee with representatives of regulatory agencies, corridor businesses, and area residents should be formed to evaluate existing regulatory codes. Recommendations about ways to improve regulations to balance the needs of affected parties would be the desired results. One possibility may be to have desired regulatory changes implemented by revising the PO overlay district to address the unique needs of the Minnehaha-Hiawatha corridor, as has been established for other unique areas within the City of Minneapolis. Another option would be to create a new overlay district. Another consideration is to reassess the geographic extent of the PO overlay district within the corridor and identify areas at the edges of the station area where it may be appropriate to retract the PO designation.

### Coordinated Projects:

Develop parking improvement strategies and technical resources for key commercial and employment districts - Project #15

Provide design and technical assistance for improving the character of activity centers and commercial nodes to meet City and neighborhood design goals - Project #14

Create potential redesign concepts for existing commercial nodes along Minnehaha Ave - Project #23

Strengthen capacity of neighborhood and business organizations to meet their constituencies' changing needs and opportunities - Project #18

Provide and coordinate business improvement financing tools and public infrastructure improvements that encourage private sector reinvestments in commercial nodes and activity centers - Project #19

**Timing:** Short term

**Costs:** \$

### Coordination/Roles of Organizations:

City of Minneapolis CPED—Lead Agency

City of Minneapolis Public Works—support, technical

Hennepin County Community Works—support, planning and coordination

Hennepin County Public Works—support

Neighborhood Organizations—support and community coordination/outreach

## Potential Funding Sources:

City of Minneapolis CPED, Hennepin County HCWT

## Resources:

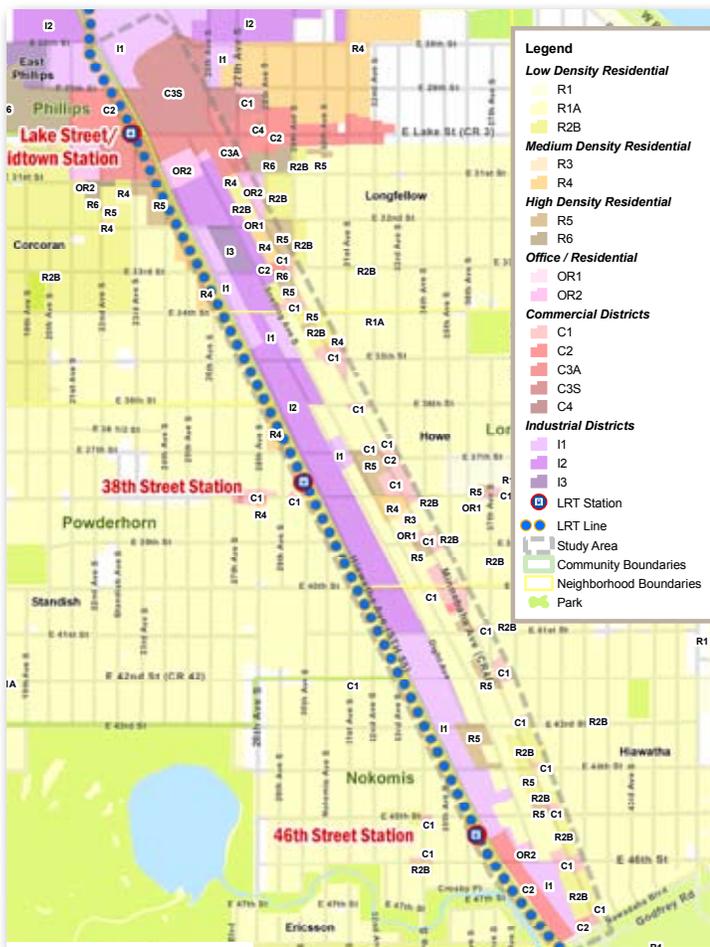
City of Minneapolis zoning regulations: [www.ci.minneapolis.mn.us/cped/planning-zoning.asp](http://www.ci.minneapolis.mn.us/cped/planning-zoning.asp)

Hennepin County for county road regulations: (web site)

Minnesota Department of Transportation for highway regulations: (web site)

## Key Metrics:

A12, A33, B14, B25, B27, B31, B33, C7, C8, D9, D16, D17, D18



Minneapolis base zoning districts above, include a diversity of district designations with the corridor.



Overlay districts, shown above, include the Pedestrian Oriented (PO) overlay district and the Industrial Living (IL) overlay district. As can be seen, a significant portion of the corridor falls within the PO overlay district designation.

END OF PROJECT



**PROJECT # 22 Enhance transit services consistent with Minneapolis's Primary Transit Network goals**



*Buses unloading at the 46th Street LRT Station.*



*Installing bus shelters with informational kiosks, and bike facilities must be included with the improvement to transit service in the corridor.*

The Access Minneapolis Plan can be found online at:

<http://www.ci.minneapolis.mn.us/public-works/trans-plan>

The Access Minneapolis plan establishes the concept of a Primary Transit Network (PTN) serving the City of Minneapolis. A PTN is a permanent network of transit lines that operate on a high level of frequency during the day. The goals of the PTN use five key dimensions of transit quality: Frequency (service provided every 15 minutes or less); Span (15 minute or less frequencies running at least 18 hours per day, 7 days a week); Speed (service must run at no less than 30% of the speed limit of the road); Reliability (users can expect the service to operate on schedule) and Loading (buses should be full but not overloaded). The PTN is a concept that emphasizes connectivity rather than market-driven transit service.

Minnehaha Avenue has been identified as a part of the Minneapolis PTN. The current service generally operates every 30 minutes which is adequate for current market conditions. It is identified as being a part of the PTN because it has residential densities over seven (7) units per acre and key activity centers such as Hi-Lake and 46th Street. Potential service enhancements will be evaluated once new redevelopment occurs that generates more trips in the corridor thereby increasing the market potential for transit. The same evaluation should be conducted for each of the identified PTN routes, including the East Lake Street, 38th Street, 46th Street/42nd Street, and Minnehaha Avenue bus routes.

This project is intended to improve transit services on the identified PTN routes to be consistent with the City's PTN goals.

**Coordinated Projects:**

Street reconstruction projects - #26, #39, #42, #44

Create potential redesign concepts for existing commercial nodes along Minnehaha Ave - Project #23

Create alternative land use, building form and urban design plan for 38th Street as an east-west activity center - Project #40

Implement the Minneapolis Pedestrian Master Plan objectives and strategies - Project #4

Redevelop the SW quadrant of Lake and Hiawatha site (2225 East Lake Street) as a Transit-Oriented Development with public realm amenities - Project #37

Develop wayfinding systems for each of the diagonal districts - Project #5

**Timing:** Short term

**Costs:** \$\$

**Coordination/Roles of Organizations:**

Metro Transit—Lead Agency

City of Minneapolis CPED—support, planning and community outreach

City of Minneapolis Public Works—support, planning and design

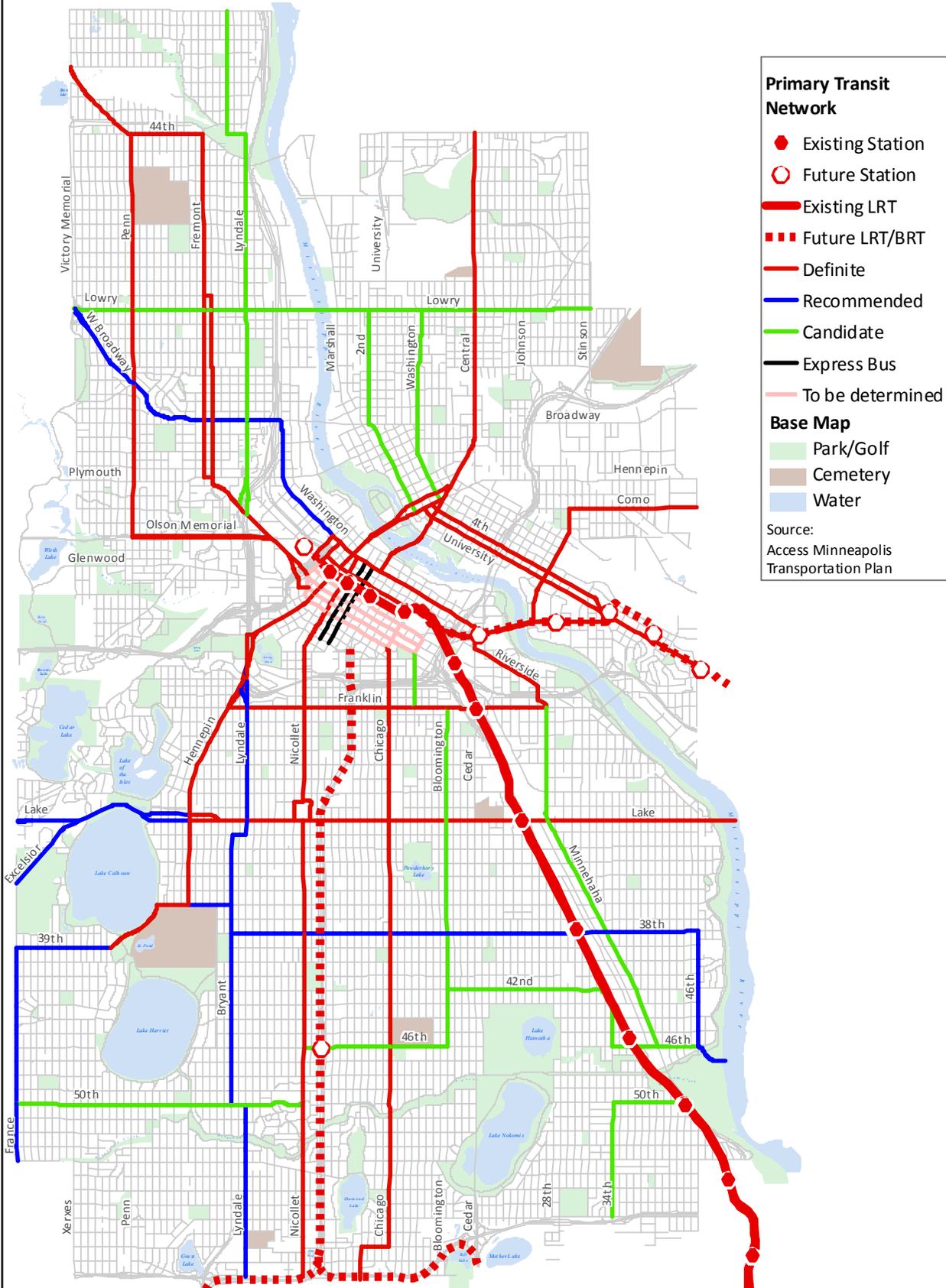
Neighborhood Organizations—community outreach and coordination

**Potential Funding Sources:**

Metro Transit

**Key Metric(s) (Top 5):**

A16, A18, A19, A23, A24, A25, A43, A49, A50



**Primary Transit Network**

- Existing Station
- Future Station
- Existing LRT
- - - Future LRT/BRT
- Definite
- Recommended
- Candidate
- Express Bus
- To be determined

**Base Map**

- Park/Golf
- Cemetery
- Water

Source:  
Access Minneapolis  
Transportation Plan

Map A-4: Primary Transit Network