

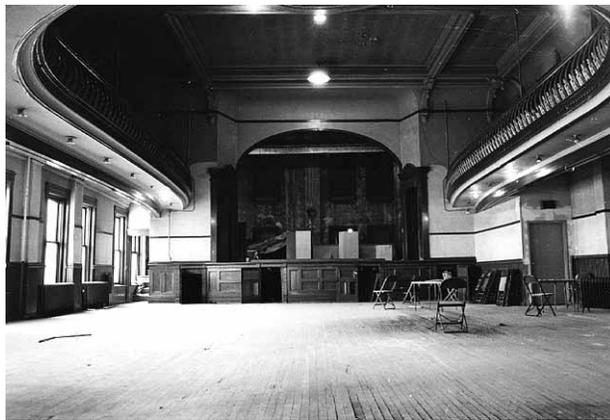
Dania Hall Community Outreach Packet



Dania Hall Block – photo courtesy of mnhs.org (1974)

Distributed by:
City of Minneapolis
Department of Community Planning and Economic Development (CPED)
250 4th Street South Room 110
Minneapolis, MN 55415
August 1st, 2009

This collection of information is intended to serve as background materials for community led outreach efforts regarding the re-use of the Dania Hall site. Community members will have three months to collect information from their respective groups and provide feedback to city staff that will influence the drafting of a Request for Proposals (RFP), as outlined later in this document.



Dania Hall Interior – photo courtesy of mnhs.org (1974)

Table of Contents

	Section
What can you do?	I
Meetings Held and Input Collected to Date.....	II
Timeline of future events.....	III
What is an LOI/RFP?	IV
Site information	V

I. What can your group do to guide the future of the Dania Hall property?

At the request of the Cedar Riverside community, the City of Minneapolis is looking to all interested stakeholders to gather information and opinion that will help the City and the neighborhood realize the best possible redevelopment of the Dania Hall site. To help further the discussion and clarify the desires of the community, CPED staff requests that **all interested organizations** in the Cedar Riverside community reach out to their stakeholders to answer the questions below.

Please document the dates and times of any meetings at which these questions are discussed. All comments must be submitted to Joe Bernard at the contact information below by November 1st, 2009. Input will be shared on the City of Minneapolis [Dania Hall website](#), and at a community-wide meeting in late 2009.

1. What type of uses do you think would be appropriate for the site?

Examples: Community Space, Plaza, Apartments, Office Space, Restaurant, etc...

2. What amenities do you want incorporated into the project?

Examples: A pedestrian path connecting Cedar and 5th Street, Public Art, Bike stalls, enhanced landscaping, etc...

3. What do you want the building to look like?

Examples: A 4-story building, a plaza, blends with historic character, etc...

Sample e-mail text and a comment card can be found on the following pages for distribution. Send Questions and Comments to:

Mail: Joe Bernard, AICP, Senior City Planner
City of Minneapolis
Department of Community Planning and Economic Development
250 4th Street South Room 110
Minneapolis, MN 55415

E-mail: joseph.bernard@ci.minneapolis.mn.us

Phone: (612) 673-2422

Dania Hall Website:

http://www.ci.minneapolis.mn.us/cped/dania_hall_site.asp

Sample E-mail Text:

Hello Cedar Riverside Stakeholder,

The City of Minneapolis is looking for your opinion on what should happen with the [Dania Hall site](#) (427 Cedar Avenue). Please answer the three questions below and send your response to [Joe Bernard](#) at the City of Minneapolis department of [Community Planning and Economic Development](#). If you have any questions, feel free to contact Joe directly. Thank you for your input and interest in this important discussion!

Sincerely,

<Insert Your Organization Here>

3 Questions:

1. What type of uses do you think would be appropriate for the site?

Examples: Community Space, Plaza, Apartments, Office Space, Restaurant, etc...

2. What amenities do you want incorporated into the project?

Examples: A pedestrian path connecting Cedar and 5th Street, Public Art, Bike stalls, enhanced landscaping, etc...

3. What do you want the building to look like?

Examples: A 4-story building, a plaza, blends with historic character, etc...

City Staff Contact:

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DANIA HALL SITE---COMMENT CARD

Please take time to give us your opinions in order to assist CPED staff with their work.

Return to CPED staff via the e-mail or postal address listed below

Joe Bernard (joseph.bernard@ci.minneapolis.mn.us), CPED-Planning, 250 South 4th St, Room 110, Minneapolis, MN 55415

Name: _____

Address: _____ City: _____ Zip: _____

E-mail address: _____

What type of uses do you think would be appropriate for the site? _____

What amenities do you want incorporated into the project? _____

What do you want the building to look like? _____

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What type of uses do you think would be appropriate for the site? _____

What amenities do you want incorporated into the project? _____

What do you want the building to look like? _____

II. Meetings Held and Input Collected to Date

Over the years, several community groups have held round table discussions on the future of the Dania Hall property. The ongoing dialogue in the community demonstrates the importance of the property to people who frequent the area. The list of community participation activities below only includes what the City of Minneapolis department of Community Planning and Economic Development has pursued within the last several months. The information included below is intended to be a reference for what has been discuss most recently with City staff. Much of the information below can also be found online at the City of Minneapolis website: http://www.ci.minneapolis.mn.us/cped/dania_hall_site.asp.

January 27th, 2009

An open house meeting was held at the Cedars Apartments where about thirty community members learned about the City land disposition process and discussed a possible future for the Dania Hall site. A presentation from City staff can be found on the following pages, along with a meeting summary, and a list of feedback received by attendees.



Dania Hall Meeting Notes (January 27th, 2009)

Council Member Cam Gordon welcomed participants at 7:07 pm for the purpose of helping define potential uses for the Dania Site.

Joe Bernard went over the agenda and started the presentation:

- Joe described the property as vacant with buildings North and South of the parcel with parking to the east. Vacated 5th street contains utility easements underground that are represented on a survey (available for viewing). An informal pedestrian path across Dania Site has replaced the vacated sidewalk. Zoning is C3A and that zoning allows for a wide variety of commercial uses. The base height of C3A, regulated by zoning, is four stories. The site is not wide enough for structured parking. Joe acknowledged that the art kiosk on the site would either be relocated or incorporated into a future use of the site and coordinated with the City's staff artist.
- The Small Area Plan found that the two additional parcels east of the site (parking lot site) do not easily combine with the Dania site for redevelopment and that Planning realizes that the existing parking lot serves a real need for community retail parking. CPED realizes that the public path crossing the Dania Site is a community priority. The market feasibility analysis that was completed for the SAP indicates single-story development or else mixed use commercial with student housing above as realistic uses for the site. Because the site sits on a community corridor, a commercial structure or mixed-use commercial/housing would be appropriate.

Kristin Guild spoke to the City's disposition process, pointing out that a Request for Proposals was the most commonly used manner in which to find developers for publicly owned sites. Whatever the method, Kristin pointed out that an open and transparent process is important for any method.

- The use of a RFP has some key advantages in that proposals can be evaluated side-by-side, opens up discussion of proposed uses and designs, and relays clear objectives. Oftentimes, however, it does not meet market timing and can raise community expectations unrealistically. There have been times when a RFP process has yielded one (or even zero) responses.
- Property can be sold through traditional marketing practices of listing the property and posting it "for sale."
- Letters of Interest are used to test the waters and identify level of interest.
- A Request for Qualifications is a step more serious than the Letter of Interest and identifies qualification of interested parties.

Kristin talked about disposition and how City Council approval is required for any sale. Fair Market Value is established for sale terms and a sale requires a viable business plan with operating projections; a source and use of funds summary; evidence of full financing for the project (not just the sale price); and a contract for redevelopment. The timeline for disposition is also a factor. For example, given the current economic constraints, it is important to ask if this is the best time to market the Dania Site.

Joe talked about the next steps after tonight and that a website page would have these survey results posted the power point presentation, and how to provide additional comments going forward. Joe reviewed each of the small group activity questions and pointed out that "interim uses" would be welcome as part of the exercise.

Below are the results of the Small Group Activity, going counter clockwise starting with the most northeasterly table. Exact written comments received can be found at the following link (http://www.ci.minneapolis.mn.us/cped/docs/3_Question_Reponses.pdf).

- Table 1
 - Uses include street level retail (restaurant, drug store, etc), a public resource such as a library or post office, youth center, community space, theater/auditorium, lofts for artist studios, offices, or classrooms.
 - Amenities listed were sidewalk lighting, garden, bench, bike racks, incorporate the pillar, LEED, sprinkler, sidewalk improved and a mosaic motif.
 - Design could include windows onto the street, building abuts sidewalk, architecture compatible with surrounding, NOT one level, use most of the space for footprint, and captures the spirit of neighborhood.

- Table 2
 - Uses could include flexible community spaces, do not base use solely on economics, meeting spaces, community-based offices, library with multi-media room, youth center, youth elder center, with any use a result of an inclusive process that is community guided.
 - Amenities include a pedestrian path, plantings, vegetable gardens, container gardens, farmers market, textile mobile, volleyball, outdoor concert space, reuse of kiosk/pillar, and art that honors immigrant history of the neighborhood.
 - Design is urban, human scaled that includes public art. Not anything like Al Bina's building or a cheap replica of Dania Hall. Blend the new with the old and make the design open to the street and inviting. Remove the Al Bina Building addition and incorporate that land into the new development.

- Table 3
 - Mixed use with street level community businesses, post office, retail or café. Upper would be housing using NRP money for student quarters or else home-ownership. Space could also be used for community public spaces such as theater, education, fitness center, library satellite, prayer room.
 - Amenities include bike racks and beautify the vacant lot with sod for interim.
 - Design could incorporate underground parking, include a walk path and be compatible with the adjacent properties' buildings.

- Table 4
 - Use includes affordable residential housing, with ground floor retail, post office, art supplies, internet café, recreation youth arcade, fitness center, clinic, woman center, gardens, farmers market, and paint a mural on the Al Bina's blank wall.
 - Amenities could be a sidewalk café, bike racks, public art, path and landscape. Maybe add public toilets and no chained fence.
 - Design should fit with a community corridor and windows with eyes on the street, innovative 21 century - energy efficient/green blended with architecture that reflects history. Height from 4-10 stories.

- Table 5
 - Use for community education, business/retail, locally-based and mixed use with interim garden, parking, farmers market, and craft/art fairs. Mixed housing that includes student housing.
 - Amenities would include bike stalls, path, lighting, flowers, landscaping, with grass for interim. Move peace poll across the street to public housing? LEED standards.
 - Courtyard area and welcoming four-story with build-out to sidewalk. Brick is historically appropriate. Art is good.

Council Member Gordon asked if we captured everything and did we incorporate the right questions:

- Lisa Hammer suggested we should identify funding for interim sod and/or other uses?
- Todd Smith said it has been nine years since the Dania Hall building burned to the ground and something needs to happen with that site now, even if it is an interim use. We need to talk timelines.
- Doris Wickstrom said we need a decent sidewalk for the interim.
- Tim Mungaven asked to have Dania Partners present their ideas to the community as part of the process and engage the immigrant communities.

Tim Mungaven suggested that Dania Partners be included on the next agenda and asked what expectations are related to community engagement? Someone suggested we make a summary presentation at the Mosques, at the Brian Coyle Center, at a residents meeting at the high-rise, and with other affected parties in the neighborhood.

Council Member Gordon asked that interim use ideas be brought by the community to WBCC to speak to community initiatives, explore zoning and regulatory constraints, determine a need for licensing, understand source of materials, who does design work, and what vendors are chosen.

Community asked that the neighborhood forum meet again in April but questions about timeline need to be addressed sooner because a use such as a farmers market is seasonal and April is too late to get started.

The meeting was adjourned at approximately 8:45 pm.



Three Question Responses (January 27th, 2009)

Below are detailed responses from meeting attendees to the three questions asked during the group exercise portion of the January 27th, 2009 Dania Hall Site meeting. Repeated elements are noted by an adjacent number that signifies the amount of times the element was written down.

Question 1: What type of uses do you think would be appropriate for the site?

- Long-term/Permanent
 - Education Facility (4)
 - Community based
 - Library (4)
 - Satellite
 - Multi-media room
 - Historical Center
 - ESL (3)
 - Immigrant
 - Theater (2)
 - Arts
 - Something locally based
 - Local Business
 - Mixed Use (3)
 - Housing (3)
 - Student available (2)
 - Home Ownership
 - Not Restrictive
 - Affordable
 - Commercial first floor (2)
 - Something open to community (4)
 - Not based purely on economic outcomes
 - Event/Celebration space (2)
 - Post Office (4)
 - Retail (3)
 - Art Supplies
 - Internet café
 - Café (2)
 - Drug Store
 - Recreation
 - Exercise Facilities/Gym (2)
 - Prayer or Meditation Room
 - Arcade
 - Youth Center (3)
 - Elder Center
 - Young Women's Center
 - Restaurant (3)
 - Clinic
 - Development guided by many community voices – inclusive process
 - Meeting spaces
 - Office space for community organizations (2)
 - Public resource
 - Studio space/lofts

- Interim
 - Garden (2)
 - Parking
 - Park
 - Farmer's Market (3)
 - Flea Market
 - Find a group for regular community events
 - Different regular uses – farmer's market, flea market, craft fairs
 - Paint Dania Hall on blank wall next to site
 - Beautify Space
 - Sod – if it can be maintained
 - Vegetable container gardens
 - Book/art/textile mobile
 - Volleyball court
 - Outdoor concert space

Question 2: What amenities do you want incorporated into the project?

- Bike Stalls (4)
- Sidewalk from 5th to Cedar (5)
 - Well lit (2)
 - Pleasant – flowers, etc...
- Landscaping (2)
 - important for interim
- Peace pole moved to a permanent home in between Cedar Cultural & plaza
- LEED certified (2)
- Sidewalk café
- Public Art
- Architecture
 - Quality fits neighborhood character
 - Allows eyes on the street
 - Innovative 21st Century
- No chain retail
- Energy Efficiency
- Public restrooms
- Parking beneath
- Honoring history – past and present different communities coming together
- Honoring performing arts and public art
- Honoring immigration
- Community/public space
- Extending 5th Street park/plantings out to Cedar Avenue
- Benches (2)
- Maintain community garden
- Improved sidewalks
- Incorporate Dania Pillar
- Mosaic motif
- Sprinkler system

Question 3: What do you want the building to look like?

- Courtyard
- Four Stories
- Building should go to sidewalk (2)
- Brick
- Historically Appropriate
- Innovative 21st Century
- Historic/Blends with historical character (3)
- Consistent with adjacent structures (3)
- Outstanding building/landmark/symbol of neighborhood
- Taller than 4 stories, less than 10
- Not like Al-Bina
 - Encourage developer to acquire Al-Bina property and use in Dania redevelopment
- Not a cheap replica of Dania Hall
- Inviting and open to the street
 - Light and open like Central Library
- Urban
- Human Scale
- Incorporate public art honoring/documenting different immigrants & common artistic motifs
- Not one level
- Utilize as much of the space as possible, biggest possible footprint
- Good windows on first floor



Dania Hall Site Meeting

January 27th 2009
@ The Cedar High
Apartments

Agenda

- 7:00 Welcome, Introductions
- 7:05pm Presentation
- 7:20pm Questions
- 7:30pm Small group activity and discussion
- 8:00 Report back to large group
- 8:30 Adjourn



Goals for the meeting:

- Explain existing conditions on site
- Discuss work done to date – what policies are in place?
- Learn about possible future action – what can be done?
- Discuss timeline for development
- Provide feedback – what does the community want?



Existing Conditions

- Surrounding uses
- Utility Easements
- Property Attributes
 - 84' X 102'
 - 8647 ft²
 - C3A - PO
 - 4 Stories or 56' allowed



- Parking constraints
- Related projects in vicinity
- Preservation of on-site public art
- Community input a high priority

Cedar Riverside Small Area Plan

- Include analysis of issues from plan
 - Can parcels be combined to create a larger development site?
 - Path connecting 5th Street and Cedar Avenue already stated as a high priority
 - How might market feasibility affect the timing of development?
 - What uses are envisioned in the Small Area Plan
 - What does it mean to be on a Comprehensive Plan designated Commercial Corridor?
 - Other work already accomplished?



City Disposition Process

- Competitive bid process required
 - For Sale (sign and listing)
 - Letters of Interest
 - Request for Qualifications (RFQ)
 - Request for Proposals (RFP)
- Positives and Negatives



Property sale for redevelopment

- Requires City Council authorization
- Fair Market Value – as determined by appraisal
- Viable business plan – operating projections
- Development sources and uses of funds identified
- Full financing for project committed (not simply acquisition funding)
- Redevelopment contract



Timeline

- Discuss current economic constraints
- Project Website
 - Presentation
 - Input from tonight
 - Past community work
 - Opportunity for continued input





Questions?

Dania Hall Site Meeting – January 27th 2009

Small Group Activity

- 3 Questions
- You will have 10 minutes for each question



Question #1

- What types of uses do you think would be appropriate for the site?



Question #2

- What amenities do you want incorporated into the project?

Examples:

- Pedestrian path
- Enhanced bike stalls
- Public art
- Enhanced landscaping



Question #3

- What do you want the building to look like?
 - Height?
 - Materials?
- If you have extra time, feel free to go back and work on previous questions!



Report Back

- Share your input with the larger group, what did you learn?



Thanks for coming!

- If you have questions, concerns, or comments, please contact Joe Bernard at the City of Minneapolis department of Community Planning and Economic Development:

joseph.bernard@ci.minneapolis.mn.us

612.673.2422

- Stay tuned for launching of a project website with information on this meeting as well as next steps!



June 10th, 2009

City staff coordinated a focus group comprised of various stakeholders in the neighborhood called the Dania Hall Advisory Group. The group met to discuss the next steps and timeline for marketing the Dania Hall property for sale. A major focus of the discussion was on the way neighborhood input would be considered, and how that engagement should happen. This document is a result of that meeting – it is hoped that the information found herein will help guide individual community groups in the Cedar Riverside/West Bank area as they gather input from their constituencies. A meeting agenda and summary can be found on the following pages.

DANIA HALL ADVISORY GROUP

June 10, 2009
3 to 5PM
Brian Coyle Center

AGENDA

- Introductions** **5 minutes**
Please tell us about yourself and the group you are representing today
- Role of the Dania Hall Advisory Group** **10 minutes**
What is our role?
What has happened since the [January community meeting](#)?
- Discuss agenda – what do we hope to accomplish today?** **15 minutes**
Discuss and identify preferred marketing method (i.e. – RFP, LOI, etc...)
Determine priority use types for inclusion in marketing documents
Plot out future steps for:
 Public review of marketing documents
 Role of community in reviewing proposals
- Options for marketing the property** **30 minutes**
RFP – Request for Proposals
For Sale (sign and listing)
RFQ – Request for Qualifications
Letters of Interest
- Priority elements** **30 minutes**
Review and rank [list of uses and design elements](#) from community meeting in January
- Next steps** **30 minutes**
Discuss timeline as proposed by City Staff and alter as necessary



Dania Hall Advisory Group Meeting Notes (June 10th, 2009)

Introductions

Everyone introduced themselves and the groups they were representing on the Advisory Group.

Role of the Advisory Group

City staff spoke about the role of the group, emphasizing its *advisory* nature – no binding decisions are made by the group. The goal of the meeting overall was to discuss how to move forward with City disposition of the Dania Hall site – including but not limited to determining how to best engage the community and come to a consensus.

Agenda and info will be disbursed via link to website
(http://www.ci.minneapolis.mn.us/cped/dania_hall_site.asp)

Interim Use

A discussion followed regarding the current condition of the site and the possible interim use of the site by the community. Members of the West Bank Community Coalition have been working toward a proposal to use the space in a variety of ways. It is hoped that an interim use could change the perception of the site by showing some kind of ownership and activity, thereby reducing the criminal and nuisance activity that occurs there. A summary of the discussion is below.

DHAG: Why can't the neighborhood move forward with an interim use on the site without formal approval from the City? Could the neighborhood use the site spontaneously?

Staff: Liability is an issue that needs to be addressed before anyone uses the property. Leasing may cost only \$1.

DHAG: There is some community interest in using property 1/week on Saturday for garage sales, one-act plays, flea market, etc. WBCC plans to step up to lead the efforts for getting a proposal together for interim use, and has scheduled a [community meeting](#) on June 24th, to discuss possible uses.

DHAG: The garden idea did not come to fruition in part because there was no guarantee that the use could stay for 3 years or more term.

DHAG: It needs to be stressed that something needs to happen as soon as possible – safety concerns are a major issue – the site is currently being used for criminal activity.

Staff: Staff will circulate to the necessary parties a copy of a standard lease for interim uses such as the ones the neighborhood is considering.

DHAG: The site is in need of some basic groundcover, and should be held to the standards that private property is held to in the City. A question also arose regarding whether or not the site might be polluted. Wood chips were suggested as a possible ground cover solution.

Options for marketing the site

Staff talked a bit about the sale process. Marketing sometimes allows for parties to make their best offer based upon an appraisal or the assessor's valuation for the property. There is an appraisal from 2007 for the site that was drafted in response to the adjacent Al-Bina project, but it needs to be updated. The City looks for a viable business plan (tenant or owner-user), that ensures the development will be successful after construction. Staff evaluates the proposed development sources and uses of funding to determine the capacity of the developer; does the developer have an experienced development team? Ultimately, the City enters into some form of redevelopment contract; if the developer fails to perform the City can take the site back. Below is a brief description of the marketing options discussed at the meeting.

For Sale Sign – The most passive option for marketing a site. This method consists of a public listing of the property for sale and on site advertizing that the site is for sale.

Letter of Interest – Interim step that usually leads to a Request for Proposals. This method allows interested parties to contact the City in an official manner indicating their interest in the site.

Request for Qualifications (RFQ) – An RFQ is similar to a Letter of Interest in that it allows parties to indicate their interest in purchasing a site. However, an RFQ usually requires more information about the interested parties' ability to execute a development contract.

Request for Proposals (RFP) – The RFP approach is the most detailed of the marketing methods that the City uses to dispose of land. They are sometimes driven by a community engagement process, wherein the community articulates the preferred development scenarios. A summary of the discussion from this point in the meeting can be found below.

DHAG: When does the City grant exclusive development rights to a developer?

Staff: We sometimes provide those rights to a developer after a RFP process has identified a developer. If Council authorizes staff to negotiate terms of sale with the recommended developer, we sometimes give exclusive rights for a set period of time.

DHAG: What market activity has occurred on City property this year?

Staff: A handful of sites have had exclusive rights granted, some for condo development, some projects are currently experiencing challenges related to the downturn in the financial markets.

DHAG: How much weight is given to community desires in an RFP process?

Staff: There isn't a set formula for this but it would certainly be given considerable weight in the case of the Dania Hall site.

DHAG: There should be a process before the issuance of an RFP that could get a reading from community.

DHAG: The new American community in the neighborhood should lead the project process for Dania and the first step should certainly be less than a RFP. It is hard to get the immigrant community to rally without providing ample time.

DHAG: We should hope for a practical proposal with practical results – clear and understandable.

DHAG: The development site should transcend nationality – it is about community.

DHAG: Redevelopment should honor the spirit of the Dania site.

DHAG: How does the group feel about simultaneously issuing a request for letters of interest AND begin drafting the RFP. There was generally positive response from this suggestion.

Prioritization of desired site elements

At this point in the meeting, staff suggested reviewing the list of uses and site elements [suggested by the community at a meeting in January](#). Staff asked attendees to rank or otherwise show preference for uses they felt were more valuable to the community, simply as an additional point of input. The preferences collected from the exercise are summarized [here](#). A discussion followed that is summarized below.

DHAG: Why not emphasize the entire list?

DHAG: We should emphasize that there are items that may be absent from the list at this time.

DHAG: We should give preference to commercial uses on Cedar Avenue that support the commercial district as a whole.

DHAG: The development needs to be viable regardless of the use.

DHAG: The community should be active in recruiting the tenants that is wants to see locate in the neighborhood.

DHAG: The West Bank Business Association is in the process of developing a branding campaign that will enhance the identity of the neighborhood. One of those identifiable features is that Cedar Riverside is proud of its' locally owned businesses and lack of commercial chain stores.

DHAG: There is a major need for exercise and youth facilities in the area.

Process moving forward

Staff and neighborhood stakeholders will work together to accomplish additional community engagement. A packet of information will be sent to representatives with the understanding that the reps will distribute this information amongst their groups and gather feedback on the desires of the community related to the Dania site. A Letter of Interest will be drafted for the advisory group review, and released concurrently with the small group portion of the community engagement process. After three months of small group community engagement, stakeholders will report back to City staff who will prepare a large scale neighborhood meeting

to discuss final steps before issuance of a Request for Proposals. Advisory Group members are to inform staff of groups that are absent from the process thus far and need to be engaged. Below are additional details on the conversation of how to move forward.

- A general framework was set up for how to move forward on the property. Need to strike balance between having criteria to guide selection process, and being open to possibility of good new ideas.
 - City staff will draft a request for LOI, circulate to community for comments
 - Release LOI – use responses to help inform development of RFP
 - Work through community process (3 months) to review priorities for site development – small meetings followed by one big meeting; use list of potential uses developed to date to inform the discussion
 - Use results from community input to craft RFP, and solicit proposals

- Public input needs careful consideration
 - New Americans can have key role; but will need clear, transparent, and accountable process
 - Outreach needed to variety of faith-based groups
 - Will need to have some materials translated
 - “One big public meeting” concept supported, but needs to be preceded by smaller, targeted meetings (the responsibility of advisory group members to the organizations they represent)

- To do items for City staff:
 - Update schedule to reflect new timeline
 - Investigate any responsibilities we have regarding site coverage or maintenance during the holding period
 - Assemble information from past outreach and incorporate into materials for groups to use as starting place for discussion on priorities
 - Work on drafting LOI
 - Look into how we can get translated materials and translators

III. Tentative Timeline

	August 2009	September 2009	October 2009	November 2009	December 2009	January 2010	February 2010	March 2010	April 2010	May 2010
Community Outreach by Stakeholders	█									
Issue Letter of Interest			█							
Community Wide Meeting to Discuss Outreach Results				█						
Draft a Request for Proposals (RFP)					█					
Community Review of RFP						█				
Issue RFP							█			
Present RFP Responses to Community								█		
Present Preferred Responses to City Council										█

Draft Timeline only, subject to change.

IV. What are a Letter of Interest (LOI) and a Request for Proposals (RFP)?

Letter of Interest (LOI)

A “Letter of Interest” is distributed publicly as a way to advertise that a piece of property is available for purchase. Without any contractual commitment from the City or someone with development interest in the site, the City and other stakeholders can assess whether or not there is viable interest in purchasing and redeveloping a site. CPED plans to issue a LOI during the three month public outreach period to determine whether or not there is serious interest in the Dania Hall site. This will help the City to determine whether or not issuing a Request for Proposals is the next step to take, and what the best timing for issuing an RFP would be.

Request for Proposals (RFP)

A “Request for Proposals” process is often used by the City to sell property for redevelopment. An RFP includes information that potential buyers and developers would find useful in responding to the request. The City has the ability to request that responders meet certain criteria and desires outlined by the City and other interested stakeholders. These suggestions can include information on uses desired, buildings design, and site design. City Staff intends to issue an RFP for the Dania Hall site once enough information is gathered regarding the nature of development desired by the community on the site, and once market conditions are suitable for issuing the RFP. As noted in the timeline above, City Staff intends to allow for community review of an RFP before issuing the documents to prospective buyers.

Ultimately, a prospective buyer can be chosen out of all respondents to the RFP by the City Council, resulting in a development contract with the buyer. It can also be determined that none of the proposals adequately respond to the conditions in the RFP, in which case other marketing methods may be pursued.

V. Site Information

Address: 427 Cedar Avenue

Zoning: C3A – Community Activity Center District with the PO – Pedestrian Oriented Overlay District

- Allows most commercial uses
- Base height of 4 stories or 56' allowed

Dimensions: 84' X 102' (approximately 8,568 square feet)



Aerial photo courtesy Minneapolis Enterprise Content Management (parcel boundaries not accurate)