

8. Case Study Sites

Case studies allow the exploration of development possibilities at key locations or representative sites. They provide the community an opportunity to weigh in on what they would like to see at the site, as well as learn about how that relates to what is feasible. Meeting attendees learn about the target sites and about development in general through looking at case study sites. Beyond this, in most cases there is a tangible product that results from looking at case study sites. That product is one or more plausible development scenarios. The development scenarios may be used to communicate to future developers about the kind of development desired by the community.

Four case study sites were chosen for exploration in the West Broadway Alive study, using two different processes. The consultant team spent some time developing scenarios for two of these sites, the Hawthorn Crossings Shopping Center, and the Broadway Lyndale area. The resulting scenarios were presented for community feedback at a West Broadway Alive community meeting.



A more hands-on public process was utilized to explore two additional sites at one of the West Broadway Alive public meetings. One of these sites is a small block that could be used to link North Commons Park to West Broadway. The other includes development sites on both sides of West Broadway at the West Broadway/Washington Avenue intersection. These sites were explored through the use of the Minnesota Block Model exercise. Participants stacked blocks representing a desired development. These scenarios were photographed, and their key characteristics analyzed through a computer spreadsheet to provide feedback on whether the proposed development would

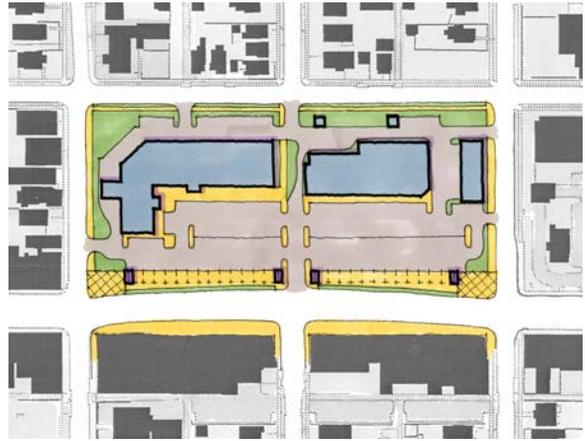
be feasible. Depending on what was learned about the feasibility of the scenario, participants were welcomed or encouraged to adjust the scenario in order to improve the development's financial projection. A development scenario that is more feasible is more likely to attract a real life developer.

The final case study was not developed through this planning process. It emerged through the Penn/West Broadway Transit Oriented Development planning process.

Case Study #1: Hawthorne Crossings *Site Characteristics*

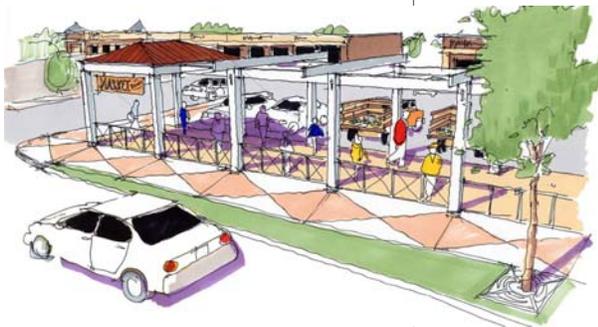
Hawthorn Crossings was constructed in 1997. Current tenants include a bank, a medical clinic, a shoe store and a laundromat. The total site area is approximately 6 acres and is currently zoned CS3—Commercial Shopping Center District. The Future Land Use map in this plan supports mixed use development (residential and commercial) on this site when it is redeveloped. Ingress and egress to the site is available at four locations—

from Emerson Avenue on the West and Bryant Avenue on the east, from West Broadway on the south, and 21st Avenue on the north. The site is bordered by residential uses to the north and other commercial businesses to the west, south and east.



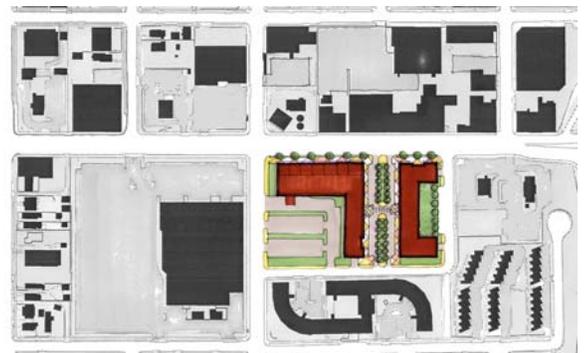
Redevelopment Concept

This case study concept was developed by the consultant team. The public was invited to provide feedback to it at two of the public meetings. It explores the possibility of rearranging the existing Hawthorn Crossings parking area to free up space along the southern portion of the site. This would allow for the creation of a linear pedestrian plaza along West Broadway—a space that has been dubbed the “Art-Cade.” (The Art-Cade concept is discussed in more depth in the Public Art section of the Development Guidelines chapter.) The Art-cade would serve as a community gathering place, supporting a regular outdoor market, as well as a place to hold special community events. Additional changes to the area, such as building curb extensions and special cross-walks and utilizing signal countdowns, would strengthen the ability of pedestrians to circulate across West Broadway and truly use this part of West Broadway as an integrated commercial district.



Case Study #2: Broadway/Lyndale Site Characteristics

Broadway Center is located on the south side of West Broadway between 5th Street North and Lyndale Avenue. It is currently zoned C3S—Commercial Shopping Center District. Access to the site is gained from West Broadway or from 5th Street North. Loading occurs at the rear of the structure off of 18 ½ Avenue North. The site is across the street from a Kemps manufacturing facility. It is flanked by commercial development to the east and west, with senior housing across the street to the south. Parking is situated between the shopping center and West Broadway, and occupies over fifty percent of the 4.5 acre lot.



The property to the west of Broadway Center is a Cub Foods grocery store (formerly Target). The site is also zoned C3S—Commercial Shopping Center District. The parking lot can be entered from either West Broadway or 18th Avenue.

Loading occurs on the 18th Avenue side of the building. Neighboring uses include commercial development to the north and east, a mosque to the south, and residential property to west.



Redevelopment Concept

Broadway Center is believed to have great redevelopment potential because of the size of the property, its proximity to the freeway, and the fact that it is well buffered from the single family homes. The concept explored by the consultant team calls for mixed-use (commercial and residential) buildings to be situated along West Broadway. The ground floor would be designed to support destination commercial businesses, building on the suitability of the location for a sub-regional market. Parking for the site would occur at the rear of the site. The concept illustration shows a four stories, but taller buildings could also be supported at this location.



The concept for the Cub Foods site stems from the need to building a more walkable environment along West Broadway, and the opportunity presented by the vast and underutilized parking lot area. It proposes adding a mixed use (commercial and residential) development along West Broadway, bridging the space between West Broadway and Cub Foods. Ground floor businesses would open onto West Broadway and the Cub Foods parking lot. The building would be situated so as to allow a widened and improved sidewalk environment—adding decorative lighting and other streetscaping elements, as in the preceding example. The parking area in the center of the site would remain. Eventually residential housing units could also be built above the Cub Foods store.



Case Study #3: North Commons Connection

For Case Studies #3 & #4, ideas were developed by community participants at the project's third public meeting. Attendees were invited to experiment with constructing a development that they would like to see on either or both of the two case study sites. The exercise required placing and stacking blocks on a large aerial view of each site. Designers were on hand to sketch the participant's block model. And the feasibility of the development concepts from a developer perspective was analyzed during the exercise, so participants got feedback on how realistic their development ideas were.

Site Characteristics

The North Commons Connection site is a small block that has frontage on West Broadway between James and Knox Avenues North. Golden Valley Road is at the south side of the block. Properties on this block are in several zoning districts—I1 (light industrial), C1 (Neighborhood Commercial), and R4 (Multiple-family). The block is on the outside radius of the part of West Broadway called "The Curve". That makes it highly visible to an automobile driver as he or she follows the curved street traveling either east or west. It is believed that the short length of Knox Avenue North at the west side of the case study site could be vacated. That might support a visible gateway or promenade to the park that would serve both the new development and the YMCA facility on the west side of Knox Avenue.

Redevelopment Concepts

This selection of this case study site came out of an open space analysis of West Broadway. This analysis identified some ways to add vegetation and greenery along West Broadway, but little opportunity to open up the landscape for a more significant park amenity. It also recognized that one of the greatest parks in North Minneapolis was only a narrow block away from West Broadway. The subject block is a legitimate redevelopment opportunity in its own right. But the additional objective of the case study was how the redevelopment of the block could support the creation of a prominent gateway to North Commons Park—putting a park entrance (or at least a strong visual signal that the park is close at hand) right on West Broadway.

Six or eight development scenarios in total were documented. Three of them are illustrated above. The concepts that were developed by the workshop participants tended to emphasize the development possibilities more than how and where a park gateway might fit into the development scenario. All of the scenarios included housing. The concepts varied in whether or not they provided space for commercial development on the ground floor. They also varied in how many housing units were proposed in the development, and whether ownership or rental housing was preferred.

Case Study Site: North Commons Block
Block Exercise Summary Sheet



	Scenario 1: 34 Housing Units	Additional Details <ul style="list-style-type: none">• 34 ownership dwelling units—condos and townhomes• 30,000 s.f. commercialFinancial estimate: \$5 million deficit
	Scenario 2: 80 Housing Units	Additional Details <ul style="list-style-type: none">• 80 dwelling units, 100% residential• 20% of du's are affordableFinancial estimate: \$3 million deficit
	Scenario 3: 80 Housing Units	Additional Details <ul style="list-style-type: none">• 80 dwelling units, 2500 s.f. commercial• 50% of du's are mkt rate condos, 50% are affordable rentalFinancial estimate: \$2 million deficit



Case Study #4: Washington Avenue Gateway Site Characteristics

The Washington Avenue Gateway site includes the West Broadway frontage on both sides of the street between Washington Avenue and 2nd Street North. The north half of the case study area is currently zoned I2—Medium Industrial. The south half is zoned C2—Neighborhood Corridor Commercial. Surrounding uses for both sites include commercial and industrial businesses. This site is in a designated employment district, which

has the effect of protecting the property for industrial and commercial use, and prohibiting the development of housing. It has immediate access to Interstate 94, and great visibility from Interstate 94. It is a very short walk to the Mississippi River. Skyline views from a new development would be tremendous, although some of the current nearby businesses do not make attractive neighbors. A streetcar line traveling up Washington Avenue and turning west on West Broadway is in the top tier of candidate streetcar lines in the city’s proposed streetcar network. There is also an emerging vision for Washington Avenue itself, fostered particularly by Mayor Rybak. This would see the street transformed into a grand boulevard from West Broadway on the north all the way to Seven Corners on the south.

Case Study Site: Washington Boulevard/West Broadway Block
Block Exercise Summary Sheet



Scenario 1: N & S Sides



Additional Details
• 61,000 square feet total, commercial—restaurant & office
Financial estimate: \$3 million deficit



Scenario 2: North Side



Additional Details
• 50,000 square feet, 100% commercial—office and retail
Financial estimate: \$3 million deficit



Scenario 3: South Side



Additional Details
• 50,000 square feet, 100% commercial
Financial estimate: \$2.5 million deficit

Redevelopment Concepts

This part of West Broadway has great potential to become an office/commercial district that would be unique in the combination of assets and amenities it offers. Most importantly, it offers immediate proximity to both the regional transportation network and the Mississippi River—without paying the high costs associated with a downtown location.

Six or eight development scenarios in total were documented. Three of them are illustrated here. The concepts vary in what kind of commercial development is emphasized, and what the best size of the development would be. Many of the scenarios reflected the prominence and visibility of the site, offering a significant architectural feature at one or both of the West Broadway/Washington Avenue corners.

Case Study #5: Penn and West Broadway

The Penn and West Broadway area was the subject of a Hennepin County funded planning exercise that immediately preceded the West Broadway Alive plan—the Penn/West Broadway Transit Oriented Development (TOD) Plan. The findings and recommendations of this plan include several fairly detailed development scenarios, and a set of design guidelines that is intended to inspire and guide redevelopment in the Penn/Broadway area. Images from the plan show significant redevelopment opportunity at the



northwest and southeast quadrants of the Penn/West Broadway intersection. They include ample housing, mostly at a three to five story scale, and new ground floor commercial development. Some infill development and façade improvements are recommended for the northeast and southwest quadrants of the intersection.

It's not by accident that the design guidelines from the Penn/West Broadway TOD Plan are very compatible with the design guidelines in this plan. They preceded those of this plan and represented one source of input to these guidelines.

Moreover, the West Broadway area community has been giving a largely consistent message about the character of West Broadway that they'd like to see. The following design guidelines are taken from the Penn/West Broadway TOD Plan.



Case Study #5: Penn/West Broadway



1. Transit is necessary to the vitality of urban living and an integral component of the Penn-West Broadway commercial node.
2. Development and future redevelopment should celebrate, build upon and enhance the neighborhood-chosen design elements and assets of Penn-West Broadway and the surrounding community.
3. Existing businesses have the deep support of the community.
4. The community welcomes new businesses, but any new commercial use should complement the existing neighborhood while increasing the diversity of products and services available in North Minneapolis.
5. New and redeveloped buildings should balance, enhance or complement the existing character of the West Broadway community.
6. New housing units should complement and supplement the existing housing types found in the surrounding neighborhood.
7. Public art awareness is encouraged in design(s) and planning, especially for public spaces and uses.
8. The transit stations or facilities at this node should be designed as civic places and focal points for the community; transit-oriented development should support and enhance the design of spaces.