

**Minneapolis Community Planning and Economic Development Department
Planning Division Report**

**Public Land Sale/Purchase
in the City of Minneapolis**

Date: February 20, 2014

Authority for Review:

State Law: Chapter 462-356 (Subd.2). “. . . no publicly owned interest in real property within the municipality shall be acquired or disposed of, nor shall any capital improvement be authorized by the municipality or special district or agency thereof or any other political subdivision having jurisdiction within the municipality until after the planning agency has reviewed the proposed acquisition, disposal, or capital improvement and reported in writing to the governing body or other special district or agency or political subdivision concerned, its findings as to compliance of the proposed acquisition, disposal or improvement with the comprehensive municipal plan.”

Address or Location: 2815 & 2819 Johnson St NE

Contact Person and Phone: Miles Mercer, 673-5043

Planning Staff and Phone: Haila Maze, 673-2098

Conformance of Proposed Land Purchase with Approved Plans and Zoning Regulations:

This is a review of the proposed sale of CPED-owned property—which was the subject of an early review process. The early review process states the proposed use of the property upon purchase on a worksheet. The worksheet is routed to staff who comment on the conformance of the proposed land purchase to the city’s comprehensive plans, any relevant area plans, and the city’s zoning requirements. The worksheet analysis for the subject property is attached.

Findings:

The sale of this property as proposed is **consistent** with the City’s Comprehensive Plan.

Attachments:

Early Review Worksheet
Map of parcel

City of Minneapolis, CPED - Public Land Sale and Acquisition Form

Section I. Property Information

PROJECT COORDINATORS COMPLETE SECTION I. ENTIRE FORM MUST BE COMPLETED PRIOR TO MARKETING PROPERTY

PLEASE ATTACH MAP OF SUBJECT PROPERTY AND ALL ADJACENT PARCELS

Submitted by: [Miles Mercer](#), Phone #: [5043](#)

Form Initiated Date: [1/24/2014](#)

1. Address: [2815-2819 Johnson Street NE, aka Hollywood Theater property](#), Property Identification Number (PIN): [1202924120224](#) and [1202924120062](#)
2. Lot Size: _____ 'x' _____ Square Footage: [~16,000 sf](#)
3. Current Use: [Vacant theater building and vacant lot](#) Current Zoning: [C1](#)
4. Proposed future use (include attachments as necessary): [Commercial](#)
5. List addresses of adjacent parcels owned by CPED/City: [2800 Johnson, across the street](#)
6. Project Coordinator comments: [In December 2012, the City granted exclusive development rights to local developer Andrew Volna for the Hollywood Theater property. Since then, Volna and team have made progress conducting due diligence on the property and formulating their concept. Volna will renovate the historic building consistent with HPC guidelines. Volna is open to a range of financially viable commercial uses, however the most likely would be some type of creative office space. CPED and Volna are now negotiating terms of a Redevelopment Contract and aim to seek City Council approval of the land sale Spring 2014.](#)

Section II. Zoning Review

7. Lot is: Buildable for **any** structure Non-Buildable for **any** structure
Explain: [The site \(2815\) is zoned C1, Neighborhood Commercial district. Offices and a variety of general retail sales and services uses are permitted in this district provided other regulations \(parking, etc\) are met. The vacant lot \(2819\) located north of the existing building is also zoned commercial.](#)
8. Will any land use applications be required to achieve the **proposed** future use noted in item 4?
Yes No If yes, what applications? _____
9. Comments: [Rehab of an existing building would require Design and Maintenance prior to issuance of building permits. Any exterior alterations \(particularly alterations to the front façade or signage\) would require HPC review and approval as the property is a local landmark. City records indicate a change of occupancy may also be required to comply with the building code.](#)

Completed by: [Robert Clarksen](#) Date: [1/27/2014](#)

Section III. Community Planning Review

10. List adopted small area plan(s) in effect for parcel: [Audubon Park Neighborhood Master Plan](#)
11. Future land use/designation(s) identified in The Minneapolis Plan and other adopted plans: [The Minneapolis Plan and the Audubon Park neighborhood master plan identify the parcel as mixed use. The proposed use is consistent with this guidance.](#)
12. Is future land use proposed in item 4 consistent with future land use plans? Yes No If no, why not? _____
13. Does the City own adjacent parcels that could be combined with this parcel to create a larger development?
Yes No If yes, explain possible development scenarios [2815 and 2819 are adjacent sites being combined in this proposal for redevelopment](#)
14. Is parcel identified in adopted plans as a catalyst/essential site for future development? Yes No If Yes, what type of development? [Reuse of the Hollywood Theater building, as proposed here, is identified as a priority in adopted plans](#)

Comments: _____

Completed by: [Haila Maze](#) Date: [2/3/2014](#)

Manager, Community Planning, Public Art and Research by: [Jack Byers](#) Date: [2/6/2014](#)

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Section IV. Manager's Comment

If you are the Manager of the Project Coordinator that is initiating the Land Sale Review, proceed to **Section V**

Residential Finance by: [Kristin Guild](#) Date: [2/27/2014](#) Comments: [Business Development supports the proposed sale and development.](#)

Residential & Real Estate Development by: [Elfric Porte](#) Date: [02/14/2014](#) Comments: [R&RED support the development as proposed.](#)

/Business Development by: [Wes Butler](#) Date: [2/7/2014](#) Comments: [Residential finance agrees with these land sales.](#)

Section V. Manager of Initiating Project Coordinator

PROCEED to market the property as proposed

Project Coordinator: Contact Community Planner (in Section III) in advance of CD Committee hearing to acquire City Planning Commission finding of consistency with *The Minneapolis Plan for Sustainable Growth*

HOLD this property for discussion at next available Director's Meeting

Note: If there is policy conflict or strategic options outlined in this form, this land sale must be discussed at a Director's Meeting so that a decision on whether or not to proceed can be made

Reason for **HOLD** status: _____

JOHNSON

2828

2829

2820

2827

2823

2819

2800

2815

2807

2803

28TH

