MEMORANDUM

DATE: June 26, 2014

TO: Planning Commission Members

FROM: Haila Maze, Principal Planner

SUBJECT: Marcy Holmes Neighborhood Master Plan and Dinkytown Business District Plan

In the Dropbox are copies of the Marcy Holmes Neighborhood Master Plan and its companion piece, the Dinkytown Business District Plan, to be discussed at the June 28 Committee of the Whole. While these two documents were produced in separate (but closely related) processes, they are being combined as a unified policy framework for the Marcy Holmes neighborhood and the Dinkytown business district it contains.

This plan was brought to CPC COW on March 27, 2014, for discussion. Since then, the plan completed its 45 day public review from April 18 to June 2. Staff has compiled the comments received and drafted responses. The 45 day comments – and proposed responses – are attached.

Also included are responses to comments from the months preceding the comment period. Due to various reasons, there was an extended public review time prior to the official 45 day public review, and it made sense to reference the comments received here (these were already addressed in the 45 day review draft). It is apparent that many people who had initially submitted comments prior to the 45 days did not resubmit during that time.

The Marcy Holmes plan incorporates Dinkytown as one of its five character areas, and includes the recommendations developed through the Dinkytown process. The Dinkytown plan document serves as a detailed appendix, providing additional detail specific to the business district.

This plan represents the culmination of yearlong planning processes, led by Marcy Holmes Neighborhood Association and the City – and coordinated closely with business and property owners in Dinkytown, along with other stakeholders. The result updates and replaces the existing Marcy Holmes Master Plan adopted by the City Council in 2003, and subsequently amended.in 2007 and 2009.

Some key plan highlights:

- Supports the City's goals for increased growth and density, with designated areas for medium to high density residential, and expanded areas for mixed use.
- Advocates for increased investment in infrastructure, bicycle/pedestrian connectivity, and the public realm, particularly in support of increases in growth and density which continue to come to the neighborhood.
- Acknowledges the importance of heritage preservation and community character, with strategies that support the existing three historic districts fully or partially in the neighborhood, and recommend the exploration of a fourth.
- Addresses business districts through a range of strategies, with a focus on some challenging parking issues and supporting a mix of businesses.

The Dinkytown business district is also subject to a designation study, as authorized by the Heritage Preservation Commission at its meeting on February 4, 2014. A preliminary draft of this study has already been completed, based on some of the background research conducted as part of the small area planning process. This will be moving through the HPC on a parallel track, likely to be completed by the end of the year. The intent is that the policies in the small area plan and business district plan will apply regardless of the outcome, though designation would obviously add another layer of land use controls to the Dinkytown area.

The Dinkytown portion of the plan also has several lengthy technical appendices, including a market study and more information on heritage preservation options. They are available online on the Dinkytown project website.

It is proposed that the 45 day draft be amended as suggested in the attached comment responses, as well as any feedback provided through CPC COW, to move forward at this point through the formal approval process.

It is the intent to bring this plan to the July 14, 2014 Planning Commission for approval.