



Implementation

This plan establishes a vision for the future of the station area. Achieving that vision will require ongoing dialogue and collaboration among many different people. This section begins to identify the roles, responsibilities and relationships that are part of that process.

Implementation Working Group

This document cannot resolve all the policy, financial feasibility, and technical questions and challenges that will surely arise. A working group should be established to coordinate work and resources to support the plan. People with different expertise and perspectives should participate on this committee.

Neighborhood Representation and Elected Officials

The City Council is responsible for major decisions that affect implementation of this plan. City Council wards 9 and 12 encompass the 38th Street Station area. The three primary committees which affect implementation of the plan include the Zoning & Planning Committee, the Transportation & Public Works Committee and the Community Development Committee.

Neighborhood or community organizations are the primary means through which most residents and businesses participate in the life of their communities. The 38th Street station area includes two neighborhood organizations: Standish-Ericsson Neighborhood Association (SENA) and Longfellow Community Council (LCC). Neighborhood organizations implement the City's Neighborhood Revitalization Program (NRP) and are most often involved in redevelopment and planning for public infrastructure.

Comprehensive Plan Amendment

The *Minneapolis Plan* is the city's primary policy document regarding the growth and development of the city. This plan is required by state law. It includes policy language as well as maps that identify the locations and character for different types of future development or redevelopment. Individual small area plans, such as this plan, provide greater detail regarding appropriate locations and character of new development as well as the infrastructure necessary to serve that development.

This plan will serve as an amendment to the comprehensive plan. In order to have the full force of law, the metropolitan council is required to review and approve the amendment for consistency with regional policies and impacts on regional systems such as transportation. CPED-Planning staff will complete the necessary work for that review.

Land Use Regulation and Development Review

State statute requires cities to develop consistency between its land use regulations and its comprehensive plan. This plan will be used by City staff to guide the work of a future review of zoning regulations. CPED-Planning staff will also use this document when applications for development require rezoning or other approvals involving a review for consistency with the comprehensive plan.

Roadway and Streetscape Planning

Appropriate design of roadways, sidewalks, streetscape and other passageways are important to make the plan's vision a reality. Significant development density is envisioned, particularly in the Hiawatha Central District. This development density must be balanced with a public realm that is attractive, one which rewards people for walking. Because new development will also generate additional vehicle traffic, site plans and public streets must be designed appropriately.

CPED will work with the Department of Public Works to design and fund changes to public infrastructure. The plan identifies the following specific key locations for capital improvements, including right-of-way acquisition, street design, and streetscape improvements.

- Along 38th Street, to accommodate wider sidewalks, bicycle lanes, boulevards, medians, turning lanes and/or lane alignment
- Along Snelling and Dight Avenues to accommodate traffic circulation and pedestrian access
- Vacation of the railroad ROW to accommodate development and site access
- Within and through large development sites in the Hiawatha Central District

Market Advocacy

The plan will be implemented largely through voluntary redevelopment, often through partnerships with different parties. In many cases, property owners may be unaware of the vision established by this plan or what resources may exist to support this change. The Planning Division of CPED, along with the Business Development and Multi-Family Housing Divisions, will market the plan as well as the various tools that the City uses to support redevelopment. Although opportunities and constraints will change over time, the plan identifies several key sites that may be the focus of early implementation activities:

- The parking lot at the northeast corner of 38th Street and 23rd Avenue
- The mill district, which will require significant coordination among staff and property owners, including the vacation of the railroad right-of-way
- Along the north side of 38th Street between 28th Avenue and the station block
- The south side of 38th Street between 24th and 26th Avenues

Inspections

The plan notes that there are some blighting influences in the station area. Violations with regard to zoning, building code, and business licenses may be present. These sites should be addressed to improve conditions for the surrounding area. Communication with property and business owners should occur about the upkeep and marketing of properties, code compliance, and redevelopment/re-use possibilities. Staff of the Department of Regulatory Services should work closely with CPED to develop short-term and long-term enforcement strategies. Sites of particular interest include:

- Intersection of Minnehaha Avenue and 35th Street
- Southeast corner of Minnehaha Avenue and 36th Street



Acknowledgments

The Planning Division of the Department of Community Planning and Economic Development (CPED) led this planning project. Mike Larson, principal planner, was the project manager and primary author of the plan. The Metropolitan Council and CPED funded consultant portions of the project.

SRF Consulting Group, acting on a contract with the City, helped community members develop, respond to, and refine land use scenarios that support the planning process. Monique Mackenzie was the principal for this contract. Ms. Mackenzie was formerly on the City Planning Department staff, and she has had considerable experience working on neighborhood planning for LRT.

Maxfield Research, acting as a subcontractor for SRF Consulting Group, conducted market research on the 38th Street station area. Mary Bujold was the principal involved. Maxfield explored issues related to the cost of redevelopment, possible markets for different ways of using the land (residential, retail, etc.), and land use constraints (e.g., size and shape of parcels).

The University's Design Center for the American Urban Landscape (DCAUL) assisted with education-related public

engagement activities early in the process. Its staff helped develop presentations and activities for public workshops and addressed questions related to land use change, appropriate densities, and other urban design issues.

URS is an interdisciplinary firm whose staff includes land use and transportation planners, engineers, and urban designers. URS conducted site planning to consider how uses along the industrial and freight rail corridor could evolve over time. This work addressed the relationship of new buildings to one another, traffic circulation, and the future of the freight rail corridor. Dave Showalter was the principal for this contract.

The planning process was guided by a steering committee consisting of City and nonprofit agency staff, neighborhood residents and business owners. Staff and consultants supported the work of the steering committee and activities at public workshops. This committee met periodically to provide input into the public process and to review and provide direction on plan elements related to land use, public infrastructure and urban design. These meetings were open to the public.

Amendments to this plan were completed in 2006 as a result of the work of the 38th Street/Purina Mill Task Force with a prospective developer. A principal objective was to reconsider and explicitly articulate community goals and policies for a four-block area bounded by the following streets: E. 35th Street, E. 39th Street, Hiawatha Avenue and Dight Avenue. Changes as a result of this work are incorporated herein.

A special thanks to all of the citizens, property owners, business owners, and other interested parties who attended public meetings and otherwise participated in the development of this plan.

Mayor

The Honorable R.T. Rybak

Minneapolis City Council

Barbara Johnson, President
Robert Lilligren, Vice-President
Paul Ostrow
Cam Gordon
Diane Hofstede
Donald Samuels
Lisa Goodman
Elizabeth Glidden
Gary Schiff
Ralph Remington
Scott Benson
Sandy Colvin Roy
Betsy Hodges

City Planning Commission

David Motzenbecker, President
Ted Tucker, Vice President
Walid El-Hindi, Secretary
Sharon Henry-Blythe
Lauren Huynh
Rod Krueger
Robert LaShomb
Tom Nordyke
Lara Norkus-Crampton
Gary Schiff

Neighborhood Organizations

Longfellow Community Council
Standish Ericsson Neighborhood Association

Department of Community Planning & Economic Development

Barbara Sporlein,
Planning Director
Pamela Miner,
Community Planning Supervisor
Michael Larson,
Principal Planner/Project Manager

Communications Department

Marlena Bromschwig,
Graphic Designer

Funding Partners

Metropolitan Council
City of Minneapolis

Steering Committee

Michael J Bjornberg, Longfellow resident
Jeff Corn, Longfellow Community Council
Tom Daniel,
City of Minneapolis
Business Development Division
Paul Fischer, Longfellow resident
Kathy Ford, Standish-Ericsson resident
Chris Heineman,
Standish-Ericsson
Neighborhood Association
Kurt Kimber, Standish-Ericsson resident
Nancy Miller,
University of Minnesota Design
Center for the American Urban
Landscape
Brian Miller, Seward Redesign
Gary Ogren, Standish-Ericsson resident
Shelley Shreffler, Longfellow resident
John Sulzbach,
Longfellow business owner
Bev Warmka,
City of Minneapolis
Department of Public Works

Purina Mill Task Force Members

Beverly Connerton, Co-Chair
Jan Pearson, Co-Chair
John Barron
Shawn Barry
Kevin Baumgartner
Kenneth Brown
Christi Hagberg
Janet Kirkman
Kevin McDonald
Lisa Middag
Sarah Nassif
Ray & Marilyn Pahl
Greg Toltzman
Jane Witz
Ralph Wyman
Shirley Yeoman
Andrew Zimmer

Consultants

Monique Mackenzie,
SRF Consulting Group
Mary Bujold, Maxfield Research
Dave Showalter, URS Corporation

Design Center for the American Urban Landscape

Ann Forsyth
Dan Marckel
Nancy Wilson



October 20th, 2007

Department of Community Planning
& Economic Development
Planning Division
350 South 5th Street- Room 210
Minneapolis, MN 55415-1385

Phone: 612-673-2597

If you need this information in alternative formats or languages, please call the Department of Community Planning and Economic Development, Planning Division at (612) 673-2597.