



# Hubbard Broadcasting, Inc.

3415 UNIVERSITY AVENUE • SAINT PAUL, MINNESOTA 55114-2099

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June 12, 2006

Ms. Jennifer Jordan  
Minneapolis Planning Department  
Room 210 City Hall  
350 South Fifth Street  
Minneapolis, MN 55415-1385  
[Jennifer.Jordan@ci.minneapolis.mn.us](mailto:Jennifer.Jordan@ci.minneapolis.mn.us)

Re: **May 30, 2006 Industrial Land Use Study and Employment Policy Plan;  
Redevelopment Analysis (Draft)**

Dear Ms. Jordan:

Please accept these comments regarding the **May 30, 2006 Industrial Land Use Study and Employment Policy Plan; Redevelopment Analysis (Draft)** (the "Redevelopment Analysis"), on behalf of St. Croix Partners, L.L.C. ("St. Croix") and Hubbard Broadcasting, Inc. ("Hubbard"). St. Croix is the owner of the 3245-4th Street Southeast and 3141 Eustis Street Southeast, the 6.75 acre site the Redevelopment Analysis refers to as the "Hubbard Site." Hubbard is the owner of 3401 University Avenue Southeast, the property adjoining the south boundary of the Hubbard Site. Hubbard operates its television and radio broadcasting business, and related enterprises, in the building that straddles the border between Minneapolis and St. Paul, at 3401 University Avenue Southeast, Minneapolis and 3415 University Avenue, St. Paul (the "Hubbard Broadcasting facility"). Hubbard is the parent company of St. Croix.

*St. Croix and Hubbard respectfully asks the City to maximize the opportunity for development of the Hubbard Site by acknowledging that the Hubbard Site is suitable for residential development, as well as industrial or commercial development. Doing so would bring guidance for the Hubbard Site into conformance with all other properties in the South Development Area of the SEMI project area.*

Despite their diligent efforts since 1999, St. Croix and Hubbard have found no one interested in acquiring the Hubbard Site for industrial or commercial development. The only private interest in the site has been for residential development. As the Redevelopment Analysis acknowledges, there is a current proposal for student-oriented housing on the Hubbard Site. That proposed development, by JPI Development Services, Inc., presents the City with the opportunity for a smart-growth, transit-oriented development that will provide near-campus housing for students with very few housing choices. JPI projects that its proposed development of the Hubbard Site will generate \$750,000 per year in property taxes, an increase of more than \$600,000 over current taxes. Whether or not the City ultimately decides that JPI's proposal is right for the City, the City should not preclude the possibility of an acceptable residential development by limiting the Hubbard Site to industrial development.

CPC #19  
6/12/06

Industrial  
Land Use  
Study

June 12, 2006

TO: Minneapolis Planning Commission  
Jennifer Jordon, CPED

FROM: Gayle Bonneville/Shoreham Area Advisory Committee

RE: Draft Industrial Land Use Study and Employment Policy Plan

On behalf of the Shoreham Area Advisory Committee (SAAC), I would like to offer the following comments on the city's draft Industrial Land Use Study and Employment Policy Plan.

The Shoreham Area Advisory Committee (SAAC) was created by court order eight years ago to serve as a community forum for issues related to the 235-acre Shoreham Yards property in northeast Minneapolis. SAAC's participants regularly include community members from seven or more neighborhoods surrounding the Shoreham property. We meet monthly with representatives of Shoreham owner Canadian Pacific Railway and other stakeholders, including city and state staff. Shoreham Yards has been railroad property for about 115 years, providing employment in its heyday to upwards of 1,000 workers. It is a key part of northeast Minneapolis' industrial past and present.

However, the changing nature of this industrial property has become a concern to residents, and I ask you to take this into consideration as you weigh in on the Industrial Land Use study. Clearly balance and buffering need to play a larger part in the city's desires for industrial usage.

Shoreham today operates more as a trucking operation and cargo transfer "port" than what many think of as a traditional rail yard. Many trucks but few trains are occupants of Shoreham these days. Employment here has severely declined, most rail operations have been transferred out, and most buildings have been demolished, with the city-designated historic Shoreham Roundhouse hanging on for dear life. One building is rented to an unrelated tenant, and work is underway to clean up Minneapolis' largest contaminated site, which includes a Superfund site and several VIC sites.

Shoreham, in the draft study, is designated along with its neighboring Burlington Northern Santa Fe railyard, as part of Employment District 2. Community members have repeatedly expressed the desire for living wage jobs at Shoreham and redevelopment, particularly along the blighted, underutilized Central Avenue portion of the railyard where pollution clean-up is under way. This was a key component of the city's 1999-2000 Redevelopment Plan process for this stretch of Shoreham, which resulted in the community's and city's selection of developer who proposed a high-tech business incubator incorporated into the Historic Roundhouse as well as urban-style new buildings. SAAC is pleased to see the draft report stress the need for "21<sup>st</sup> Century" jobs, such as those that were proposed for Shoreham before the railroad removed the parcel from the for-sale market.

But equally strong if not stronger over the years has been the plea for more buffering of our residential areas for the impacts of industrial use. As you can see from the map, a major stretch of I2 and a narrow segment of I1 sits on Central Avenue, one of city's main commercial corridors. There are residences located on Central Avenue, and starting one block east, the area is completely residential. I not only

hear the results of this new intermodal cargo yard at my home, but I hear the complaints from my neighbors. The importance of buffering of industrial properties both here and throughout the city was noted several times at the neighborhood meeting I attended on the Industrial Land Use study, and this component is nearly lost in the draft report.

The report states that Shoreham on the west is “buffered by industrial land all the way to the River,” and that the east side is “cushioned by Columbia Golf Course” and Central Avenue. In reality, there is a significant stretch of residential to the west of Shoreham between the river and the Burlington Northern Santa Fe yards, and the golf course is a buffer to the north, not east.

In addition, there is a segment of a city parkway and park in this I2 zoning that needs to be considered. I drive through this area on this parkway almost daily and consider it an embarrassment to my city and park board that a “parkway” in Minneapolis is only yards away from train/truck containers filed four and five high in full view, without screening or buffering.

The report lists Central Avenue as a north-south connector to the freeway. SAAC from its inception has advocated that truck traffic be rerouted away from Central Avenue, which is attempting revitalization to further its neighborhood commercial district feel. And neighbors have repeatedly advocated for stricter enforcement of the 30-mph speed limit here. Instead, truck traffic and industrial accessors should be funneled to University Avenue to the west, with its 45-mph speed limit and fewer residential and commercial properties.

The 18-acre parcel of Shoreham along Central Avenue is nearing a time when some long-awaited blight-removing redevelopment could begin. The city needs to ensure that placing additional constraints on what can and cannot happen in Industrial zones, as recommended in this draft, does not hinder community-friendly redevelopment here and throughout the city. Would these additional conditions on industrial rezonings help or hinder redevelopment? Should they be factors weighing in during any rezoning, whether it be commercial, residential or industrial?

Finally, the recommendations suggest annual surveys and outreach to industrial businesses. I ask the city to also incorporate residents into this feedback process so that our city does not lose sight of the balance that must be struck between good neighborhood health and good economic health.

St. Croix and Hubbard support the goal of preserving and enhancing the City's industrial employment base and commend the City's planning goals and efforts reflected in the Redevelopment Analysis. We however ask the City to guide the Hubbard Site for mid- to high- density residential, commercial, or industrial use, as it has guided all other property in the South Redevelopment Area of the SEMI District. The Hubbard Site is currently zoned exclusively for industrial redevelopment and is identified in the Redevelopment Analysis as a site for potential industrial redevelopment. We understand why the Redevelopment Analysis found the Hubbard Site provided an opportunity for industrial development, and agree with that finding as one reasonable development option. For the reasons stated below, we believe it is important to guide the Hubbard Site to also allow the possibility of residential development.

### EXECUTIVE SUMMARY

The City should guide the Hubbard Site to allow for residential or mixed use development, as well as industrial or commercial development, for the following reasons, as discussed in more detail below:

- Mid- to high- density housing is consistent with several important goals and policies of current and proposed Minneapolis Planning Guidance:
  - **2001 SEMI Master Plan (adopted)** calls for medium to high density residential, industrial or commercial in all of the South Redevelopment Area (between University Avenue and the University Transitway) except the Hubbard Site, which is the only site in the South Development Area that is limited to industrial use only.
  - **2004 Minneapolis Plan (adopted)** calls for moderate to high density housing and supporting commercial uses adjacent to the University of Minnesota; reduced dependence on automobiles, enhanced pedestrian, bicycle and transit systems in and around the University of Minnesota
  - **2005 Final Draft Development Objectives University Avenue SE/29<sup>th</sup> Avenue SE (Proposed)** calls for higher density "transit-supportive" development and mix of residential, office and industrial between University Avenue and the University Transitway, and the only two development scenarios in the Development Objectives show mid- to high-density residential development on the Hubbard Site. (We understand this is the planning consultant's recommendation, and may not be the neighborhood association's preference. A copy of one of the two development scenarios is attached.)
  - **May 30, 2006 Industrial Land Use Study and Employment Policy Plan; Redevelopment Analysis (Draft)** acknowledges "Industrial businesses want to avoid neighborhood conflicts over truck traffic, noise, and odor." The Hubbard Site abuts residential development on 4<sup>th</sup> Street and St. Paul residential.

Our proposal to guide the Hubbard Site for residential, commercial or industrial use would bring the Hubbard Site into conformance with the stated goals and policies of these planning guidelines.

- Student-oriented housing on the Hubbard Site supports several Minneapolis planning goals:
  - Reduced long-distance commuting for students; proximity to campus (1 mile to Northrup Auditorium) promotes increased pedestrian, bicycle, and mass-transit commuting

- Student-oriented housing could provide “worker housing” for a significant component of the labor force the proposed biosciences research park.
  - Student-oriented housing along University Transitway and parallel to University Avenue provides current connections between University Avenue bus-lines and Transitway pedestrian and bicycle route and holds promise of future inter-modal transit connection.
  - “Purpose-built” and managed student-oriented housing will reduce competition for family-oriented housing within adjoining neighborhoods and address concerns about other impacts of a large student population.
- The City zoning process will require substantial City involvement in review and approval of any specific development proposal.
- The market has demonstrated no interest in the Hubbard Property for commercial or industrial development since 1999, notwithstanding diligent efforts of Hubbard and St. Croix. Those efforts included assembling a team of real estate experts to identify likely markets for the Hubbard Property. (The authors of the Redevelopment Analysis were members of that team.) Subsequently, St. Croix provided McGough Development with development rights for one year, during which time McGough Development invested \$250,000 in promoting the site for commercial or industrial development with no success.
- Residential development would provide the City with a significant increase in tax base in a relatively short time. For example, JPI, is prepared to proceed with a proposal for student oriented residential development that JPI projects will generate \$750,000 per year in property taxes, which is an increase of more than \$600,000 per year over current tax revenues.
- Residential development of the Hubbard Site is consistent with the investment the City of Minneapolis made in 1998, when it assisted St. Croix and Hubbard in clearing former industrial uses from the Hubbard site and remediating environmental contamination to residential standards.
- Residential development of the Hubbard Site is consistent with the investment Minneapolis made in protecting the residential development on 4th Street between Malcolm and Bedford by closing off 4th Street at Malcolm and subsidizing redevelopment of the Kampa Tire site with town homes.
- Residential development of the Hubbard Site is consistent with the City’s commitment to jobs creation in the SEMI District, and the biosciences initiative in particular, because residential development could provide a worker’s housing component to the SEMI District for a significant group of potential workers and a transition from the predominantly single family development in Prospect Park to the existing and proposed industrial development north of the Transitway.
- Residential Development of the 6.75 acre Hubbard Site would not detract from development of a research park in the 600-700 acre SEMI District north of the Transitway.
  - Milwaukee County Research Park, Wauwatosa, Wisconsin, is 175-acres.
  - Madison, Wisconsin University Research Park is 255 acres.
  - Virginia BioTechnology Research Park, Richmond, Virginia is 34 acres
  - Stanford Research Park in Palo Alto, California, is 700 acres.

## DISCUSSION

**1. St. Croix and the City of Minneapolis have made significant investments in the Hubbard Site to make it suitable for development that is consistent with City development guidelines, including residential development.** St. Croix originally acquired the St. Croix Property for development of a corporate headquarters complex for United States Satellite Broadcasting ("USSB") in 1997. The property, which included a former truck freight facility, was a heavily polluted Superfund site. With tax-increment assistance provided by the City of Minneapolis, St. Croix cleaned the site to residential standards. USSB was acquired by DIRECTV in 1999, eliminating the need for the project after the clean-up was complete but before the project was constructed. As of this date, St. Croix has reimbursed all of the tax-increment assistance, even though the property remains undeveloped.

**2. To date, there has been no private interest in industrial or commercial use of the Hubbard Site, despite significant good faith efforts.** In the six years St. Croix has been marketing the Hubbard Site, the only interested purchasers have been non-profit organizations, government agencies and residential developers. Despite its best efforts, St. Croix has been unable to sell the property to a commercial or industrial user since the acquisition of USSB. Marketing efforts began almost immediately after the acquisition. HBI assembled a team of advisors, headed by Garfield Clark. The team included architects, planners, engineers, lawyers and the same commercial real estate marketing expert the City chose for the Redevelopment Analysis, Maxfield Research, Inc. This effort cost HBI in excess of \$175,000. The Maxfield Study, concluded in March 2000, noted office vacancy rates of 29% at that time and concluded that additional office development on the site would be "risky." With the national economy worsening through 2000 and slowing even more substantially after 9-11, no commercial or industrial opportunities were forthcoming in spite of St. Croix's ongoing efforts to identify a suitable purchaser or development partner. For example, in 2003, St. Croix made the parcel available as a development site to all those bidding on the University Enterprise Laboratories project. No bidders expressed an interest in the Hubbard Site. In 2004, McGough Development entered into a purchase agreement and spent most of a year trying to create interest in the property for an office park development. During that year, McGough Development invested more than \$250,000 in developing architectural plans and marketing materials, and in seeking tenants or purchasers for the proposed commercial development, without success. The only for-profit parties that have been seriously interested in the property have been residential developers.

**3. There has been significant interest in acquiring the Hubbard Site for residential development.** Until McGough determined there were no realistic commercial or industrial prospects for the Hubbard Site, St. Croix had not pursued proposals it had received from non-profit organizations, governmental agencies or residential developers. After McGough Development failed in its commercial development effort, St. Croix accepted proposals from several residential developers, and ultimately entered into a purchase agreement with JPI Development Services, Inc. ("JPI"), a Dallas-based multifamily housing developer. As we are sure the City knows, JPI has acquired the 4.3-acre site east of the Hubbard Site in St. Paul and the City of St. Paul has approved a 150-unit student-oriented multiple family housing on that site. JPI proposes to develop a student-oriented housing community on the Hubbard Site at a similar density (the Redevelopment Analysis acknowledges a student housing proposal for the Hubbard Site on page 20). JPI projects that the completed project will generate \$750,000 in annual property taxes, an increase of more than \$600,000 over today's property taxes.

**4. Public and private planners have concluded housing is a viable use for the Hubbard Site.** The City of St. Paul rezoned the property east of the Hubbard Site for residential development and approved a student-oriented housing development for that site. St. Paul issued these approvals notwithstanding its own bio-tech initiative, which is similar to and coordinated with Minneapolis' SEMI

Plan. The March 2000 Maxfield Study that identified commercial development on the Hubbard Site as “risky” was more positive about housing options – particularly student housing – as a viable use for the property. SEH went further and recommended higher-density housing for the Hubbard Site in its Final Draft Development Objectives for the University Avenue SE and 29<sup>th</sup> Avenue SE Transit Corridor (the “Development Objectives”). Previously, we provided comments in support of the Development Objectives, which are still posted on the City of Minneapolis website as of the date of this letter. We specifically endorsed the plan for high density light industrial, commercial, retail, or residential development on the Hubbard Site. We understand that the Development Objectives may be subject to revision to retain the current industrial zoning for the Hubbard Site. Minneapolis should not preclude the possibility of residential redevelopment on the Hubbard Site. The flexibility afforded by allowing any of the four uses on the site is appropriate for the City’s planning and development goals and necessary to ensure that the property is put to productive use.

**5. The Hubbard Site is not connected to the rest of the proposed SEMI Employment District and there is no plan to make any such connection.** Whether or not the Hubbard Site is a viable industrial site, existing and planned infrastructure do not connect it to the rest of the area identified on page 21 of the Redevelopment Analysis as the “SEMI Employment District.” The Hubbard Site and the Hubbard Broadcasting facility are the only sites within the SEMI Employment District that are south of the University of Minnesota Transitway. The Transitway separates the Hubbard Site from everything else in the SEMI Employment District, with no existing or planned vehicular connection. In fact there is no vehicular connection between the Hubbard Site and any portion of the 700-plus acre SEMI District. Bedford Street provides the only access to the Hubbard Site, and Bedford only connects the site south to University Avenue, not north into the SEMI Employment District. The proposed Granary Parkway will not connect the Hubbard Site to the SEMI Employment District. The proposed Granary Parkway runs on the north side of the Transitway and connects to University Avenue at Malcolm Avenue, one block west of the Hubbard Site, and to Territorial Road at Westgate Road in St. Paul, one block east of the Hubbard Site. The intent of Granary Parkway is to provide industrial vehicles access to truck routes and highways without burdening University Avenue; without a connection to Granary Parkway, any industrial use will add industrial traffic to University Avenue. The lack of vehicular access to other portions of the SEMI Employment District creates a significant barrier to the kind of cross-fertilization and interaction among the businesses that the City envisions for the SEMI project area. The Hubbard Site is still viable as an industrial site, but without vehicular connections to the SEMI Employment District and Granary Parkway, there is no reason to restrict its use to industrial uses allowed in the SEMI Employment District.

**6. Efforts to protect existing residential development on Fourth Street may make the Hubbard Site more appropriate for residential than industrial development.** To protect the small enclave of single family and low density multifamily residences on Fourth Street between Malcolm and Bedford, the City intentionally closed Fourth Street at Malcolm. If that intersection were open, it would provide a vehicular connection between the Hubbard Site and the rest of the SEMI Employment District. With Fourth and Malcolm closed, the only vehicular route to the SEMI area from the Hubbard Site is south to University on Bedford, west on University to Malcolm, and then north on Malcolm. The City recently reinforced residential development around the Hubbard Site but subsidizing the cleanup of the Kampa Tire site for development of several town homes. The intersection of Fourth and Malcolm remains open for pedestrian and bicycle traffic, which provides a convenient path between the Hubbard Site and the SEMI Employment District for workers who might live in a residential development on the Hubbard Site. As noted above, the City of St. Paul recognized that housing is appropriate for the area by rezoning the parcel east of the Hubbard Site to residential. Actions the City has taken to protect the residential development on 4th Street Residential from industrial traffic would make it difficult to integrate any industrial development on the Hubbard Site with the SEMI Employment District. Because the City preserved the pedestrian connections between 4th Street and the SEMI Employment District, those same

actions make the Hubbard Site viable for housing for individuals who will work in the SEMI Employment District. Residential development of the Hubbard Site, combined with the residential development in St. Paul, could expand, preserve, and enhance the residential character of the portion of Prospect Park that is north of University Avenue.

**7. Including residential development as a possible use for the Hubbard Site will maximize the likelihood that the Hubbard Site can and will be put to productive use in the foreseeable future.**

Putting the Hubbard Site to productive use is not only an issue for St. Croix, which has been incurring substantial holding costs, including over \$140,000 in annual property taxes, for land for which no commercial or industrial user has been identified. This is also an issue for the City of Minneapolis, which is foregoing hundreds of thousands of dollars in additional annual property taxes that it could collect if the land was developed. (JPI projects that the completed project at densities recommended by Maxfield and SEH will generate \$750,000 in annual property taxes, an increase of more than \$600,000 over today's property taxes.) By permitting residential use of the Hubbard Site, the City could also achieve some of its stated development and planning goals by creating an opportunity for the high density, transit-oriented residential development it foresees along University Avenue.

**8. Housing, especially student-oriented housing, could be complementary to the bio-tech research park the city envisions for the SEMI project area.** Although the vehicular connections are problematic, existing pedestrian connections through Fourth Street to Malcolm and new pedestrian connections across the Transitway that could easily be created to incorporate housing south of the Transitway and industry north of the Transitway into a "Bio-Tech Village." By encouraging students interested in bioscience careers to locate in residential development on the Hubbard Site, a ready source of bio-tech workers could be available to the new businesses in the research park north of the Transitway.

**9. Higher density housing could also provide a buffer between existing low density housing and new industrial development.** As the Redevelopment Analysis notes, "Industrial businesses want to avoid neighborhood conflicts over truck traffic, noise, and odor." The Hubbard Site abuts the 4th Street housing and the St. Paul property that was recently rezoned to residential. Infilling the land between the 4th Street housing and the St. Paul property with housing would solidify the residential character of the area. The higher density student-oriented housing would provide an appropriate transition from low density housing to the Transitway and the industrial development beyond.

**10. Removing the 6.75 acre Hubbard Site from the SEMI Employment District does not significantly impact attaining the "critical mass" of land necessary for bioscience or other industrial redevelopment.** There are about 700 acres in the SEMI project area north of the Transitway. For purposes of comparison, the existing Milwaukee County Research Park in the City of Wauwatosa, Wisconsin, is 175-acres. The Madison, Wisconsin University Research Park is 255 acres. The Virginia BioTechnology Research Park in downtown Richmond, Virginia is 34 acres. The Stanford Research Park in Palo Alto, California, which has been being developed for close to 50 years, and already holds 10,000,000 square feet of developed offices and research facilities, is 700 acres. Providing student-oriented housing for bioscience students could actually enhance development opportunities in the SEMI Employment District.

**11. It is appropriate to allow residential development on the Hubbard Site for the same reasons its is appropriate to allow residential development in all other parts of the South Development Area.** Of the 700 acres within the SEMI project area, the South Development Area (the land between University Avenue and the Transitway), is the only area in which the SEMI Plan and the Development Objectives allow or recommend residential development. The South Development Area is particularly

well-suited to residential development because of its proximity to the University Avenue Transit Corridor, existing retail development, other existing residential uses, and the only off-street bicycle path connecting the St. Paul and Minneapolis campuses of the University of Minnesota. The Hubbard Site is uniquely suited to residential development because it is undeveloped, remediated to residential standards, close to a transit stop, and close to one of the few pedestrian crossings in the Transitway. Nevertheless, the Hubbard Site is the only property in the South Development Area that is not guided for residential development. The proposed Development Objectives corrects that omission by permitting high density development on the Hubbard Site in both of its development scenarios. The Redevelopment Analysis should follow the Development Objectives and preserve the possibility of residential development on the Hubbard Site.

**12. The City can allow residential development as an option on the Hubbard Site without opening the door to undesirable development.** The City would not surrender control over future development of the Hubbard Site by adopting development guidelines that allow for residential development. The Hubbard Site is currently zoned I-1, Light Industrial. Before any residential development could proceed, the developer would have to apply for an amendment of the comprehensive plan and rezoning. Further, the developer could not proceed with multiple family development without City approval of a conditional use permit and a site plan. However, establishing flexibility in the development guidelines would be a first step toward increasing the options for development, and therefore the likelihood of development, on this site.

We respectfully request adoption of policy guidelines that maximize the likelihood of returning the Hubbard Site to productive use. Specifically, we ask the City to adopt the Redevelopment Analysis with an express finding that the Redevelopment Analysis allows residential development on the Hubbard Site. Residential Development on the Hubbard Site would provide a “win-win” for the City of Minneapolis by providing the high density transit-oriented development the City seeks in the University Corridor while also supporting the bioscience development the City envisions for the SEMI Employment Area.

Very truly yours,

HUBBARD BROADCASTING, INC.  
ST. CROIX PARTNERS, LLC



David Jones

cc: Mayor R.T. Rybak  
Council President Barbara Johnson  
Council Member Cam Gordon, Ward 2  
Council Member Gary Schiff, Zoning and Planning Committee  
Council Member Lisa Goodman, Community Development Committee  
Lee Sheehy, Director of Community Planning and Economic Development  
Barbara L. Sporlein, Director of Planning  
Mike D. Christenson, Director of Economic Development  
Jim Forsyth, CPED Project Coordinator  
Lance Hanna, JPI Development Services, Inc.

# SEH recommended residential for all land abutting the Transitway on the south side <sup>1</sup>



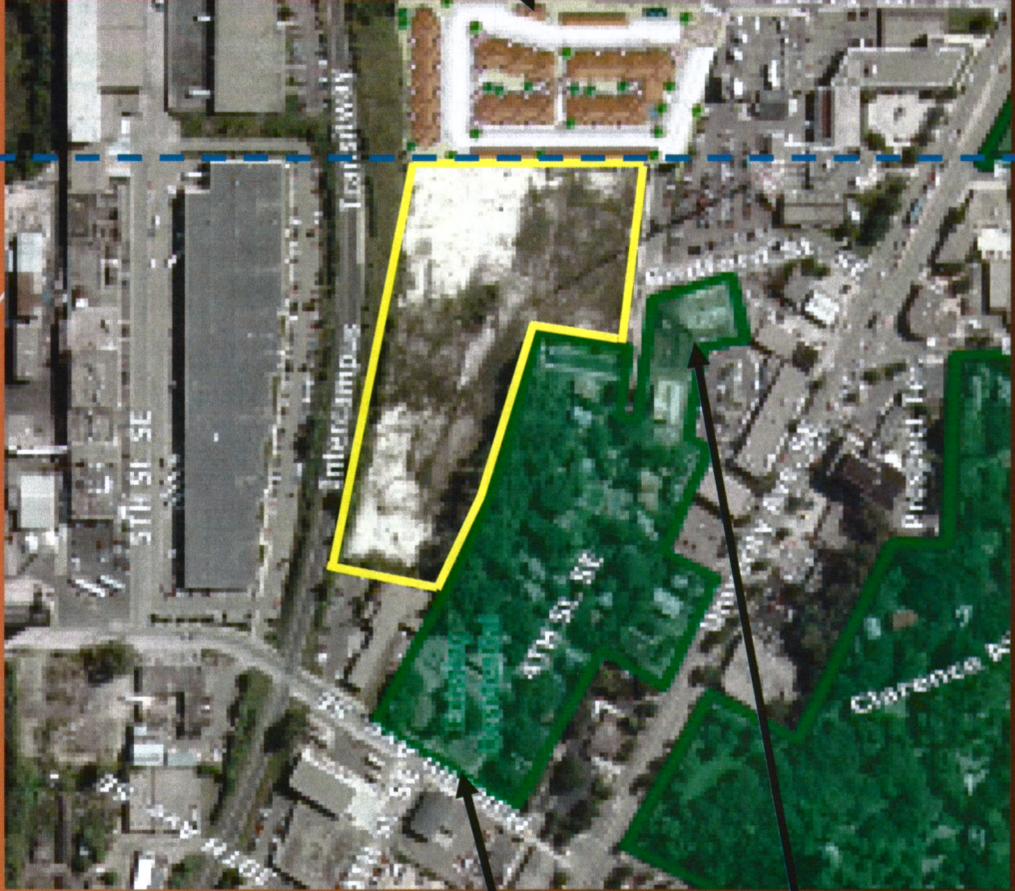
Development Objectives for the University Ave. SE and 29th Ave. SE Transitway Corridor

REDEVELOPMENT SCENARIO A



<sup>1</sup> April 2005 document, "University Ave SE / 29th Avenue SE Corridor Development Objectives Available on City of Minneapolis Planning website [http://www.ci.minneapolis.mn.us/planning/29th and University small area plan/development objectives \(pdf\)](http://www.ci.minneapolis.mn.us/planning/29th%20and%20University%20small%20area%20plan/development%20objectives.pdf)

# Possible Residential Component of Biotech Zone



Residential in St. Paul  
Aug 2008 opening

Cul-de-sac seals residential  
street from commercial  
access

New Brighton Development  
townhomes on land  
environmentally remediated  
with City funds

CPC #19  
6/12/06

Industrial  
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June 12, 2006

TO: Minneapolis Planning Commission  
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FROM: Gayle Bonneville/Shoreham Area Advisory Committee

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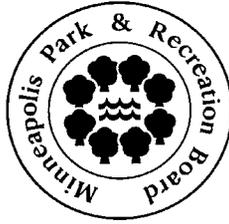
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## MEMORANDUM

**TO:** Barbara Sporlein, Director of Planning, City of Minneapolis

**DATE:** July 3, 2006

**FROM:** Judd Rietkerk, Director of Planning & Project Management

**RE:** Industrial Land Use and Employment Policy Plan

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The Minneapolis Park and Recreation Board's interest in land use generally lines up with that of the City Planning Department. The proposed Industrial Land Use and Employment Policy Plan, however, appears to put our interest at odds. Placing industrial land use adjacent to parks on the upper riverfront, per the Industrial Land Use and Employment Policy Plan, would seriously limit those parks' benefit to the city.

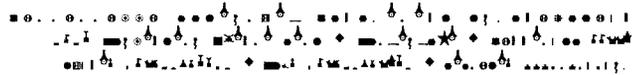
As part of the painstaking and years-long development of Above the Falls, the award winning master plan for the upper river in Minneapolis, City, Park Board and Hennepin County staff along with consultants and a citizen advisory group, studied land use issues at length. They determined that much of what has been zoned for industrial use should be converted to residential in order to maximize the benefits of the upper river area and set the stage for the City's reinvestment in its northside riverfront. ATF was well received, was approved by the City Council, and has won many awards for the design solutions it recommended.

A key component of the ATF, the recommendation to change land use from industrial to residential reflected overall market conditions at that time and the desire to maximize the benefits that a major new park development would provide for the City. From a park perspective, the development of a residential community adjacent to parkland benefits future users of the park and ensures a twenty-four-hour presence that adds security to the area. In the City's case, the development of a higher market land use value leads to high tax benefits and increased employment opportunity. At the time, the ATF plan seemed to be a win-win for the Park Board and the City. The Industrial Land Use and Employment Policy Plan appears to reverse the recommendations of ATF.

As far as land uses go, the Park Board is interested in the creation of an amenity that benefits the entire city, region, and state. The Industrial Land Use and Employment Policy Plan, in contrast, looks comprehensively at a single issue and recommends changes to the Upper River Plan based on current land uses—good or bad—without considering the benefits of change. The fact that we wish to have industry as part of the land use mix does not mean that industry must be where it has always been.

If the City chooses to revert to the former industrial land uses in the upper river area, the Park Board will continue to serve all users of the area including the industrial users. The benefits that could be derived, however, from parks in the upper river development area will be a lost opportunity for the City as well as northside communities.

Thank you for this opportunity to add context to the Industrial Land Use and Employment Policy Planning process.



July 20, 2006

Jennifer Jorden  
Project Manager  
Industrial Land Use and Employment Policy Plan  
City of Minneapolis  
Department of Planning  
350 South 5<sup>th</sup> Street – Room 210  
Minneapolis, MN 55415

Dear Jennifer,

The following are some general comments MWMO staff would like the City to consider regarding the proposed Employment Districts within the Industrial Land Use. Please forward these comments to those reviewing and approving the Industrial Land Use and Employment Policy Plan for the City of Minneapolis.

Planning and zoning the City is doing within the Mississippi Watershed Management Organization (MWMO) should meet goals stated within the MWMO's Watershed Management Plan.

Goal 4: Reduce non-point source pollution:

This study should include a discussion on opportunities and areas for improved management of stormwater within the Employment Districts as they redevelop.

Goal 6: Provide opportunities for public outdoor recreation in a way that preserves and enhances the environment. Employment Districts adjacent to the river should allow for green corridors that will provide neighborhoods access to the riverfront as well as increase opportunities for improved stormwater management.

Goal 13: Control loss of soil due to erosion:

Employment Districts adjacent to the river should limit the creation of any impervious surfaces that would direct stormwater runoff to the river without adequate pretreatment and limit any ponding or storage of water that has the potential to cause bank erosion or failures.

If you have any questions please call me at 612-360-7335.

Thanks,

Daniel Kalmon  
Program Manager  
Mississippi WMO  
2520 Larpentour Ave W  
Lauderdale, MN 55113

August 14, 2006

Minneapolis Zoning & Planning and Community Development Committees  
c/o Jennifer Jordon  
350 S 5<sup>th</sup> Street, Room 210 City Hall  
Minneapolis, MN 55415

RE: Industrial Land Use Study and Policy Plan

Committees:

The Above the Falls Citizen Advisory Committee (AFCAC) has reviewed the Industrial Land Use Study and Policy Plan (ILUS) for its consistency with the City's adopted *Above the Falls: A Master Plan for the Upper River in Minneapolis (ATF Plan)*. We must draw attention to proposed Employment Districts that are inconsistent with the *ATF Plan*.

**Employment District 4 – Upper River**

The recommendation to prohibit future residential uses within Employment District 4 – Upper River – is inconsistent with the *ATF Plan*, including:

- Upper River Land Use Plan (see attached maps) – The proposed land uses include Mid/High Density Residential, Planned Unit Development, and Parks. Specifically, this plan envisions the River Terrace Neighborhood and Lowry Plaza to be located within the northern portion of Employment District 4 (north of 31<sup>st</sup> Ave. N.). It is noted that the southern portion of District 4 is consistent with the proposed land use, Light Industrial/Business Park (south of 31<sup>st</sup> Ave. N.).
- River Terrace Pedestrian Deck and Grand Stair – The only planned pedestrian access from North Minneapolis neighborhoods to the river that spans all pedestrian barriers – I-94, the Washington Avenue Truck Route, and the railroad corridor. Specifically, this plan envisions the River Terrace Pedestrian Deck and Grand Stair to provide a pedestrian connection from 35<sup>th</sup> Ave. N. over I-94 to the Mississippi River.

**Employment District 2 – Shoreham Yards**

- Upper River Land Use Plan (see attached maps) – The proposed land use north of St. Anthony Parkway is Low Density Residential. The recommendation to prohibit future residential uses within Employment District 2 – Shoreham Yards – is inconsistent with the *ATF Plan*.

As an organization charged with guiding and pro-actively supporting the implementation of the *ATF Plan*, we ask for your consideration of our comments and ask that AFCAC be notified of future matters regarding the implementation of the ILUS. If you have any questions regarding these concerns please contact me at [ciarajs@hotmail.com](mailto:ciarajs@hotmail.com) or 612-788-0126.

Sincerely,



Ciara Schlichting, Co-Chair  
AFCAC Project Review Committee

On behalf of the  
Above the Falls Citizen Advisory Committee

Enclosures

# Upper River Land Use Plan

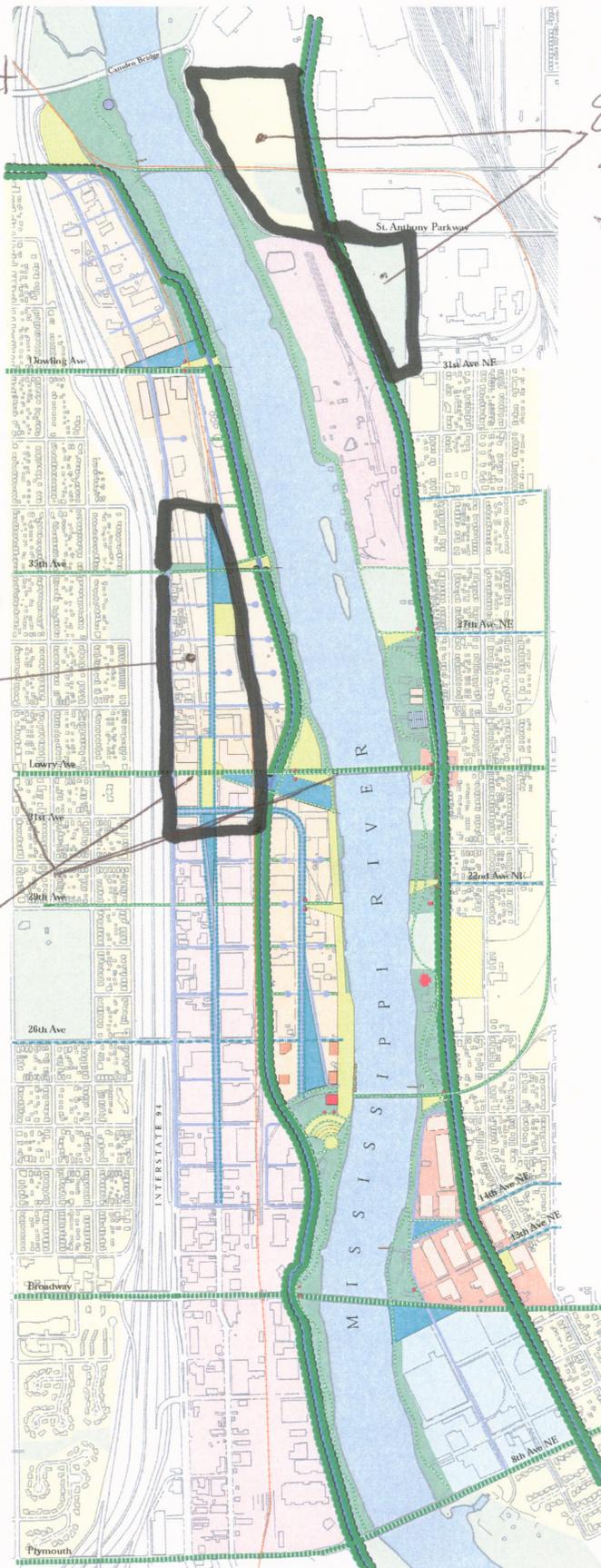
□ Employment District areas inconsistent with Upper River Land Use Plan

Employment District Z includes Low Density Residential

Employment District 4 includes PUD: Mid/High Density Residential

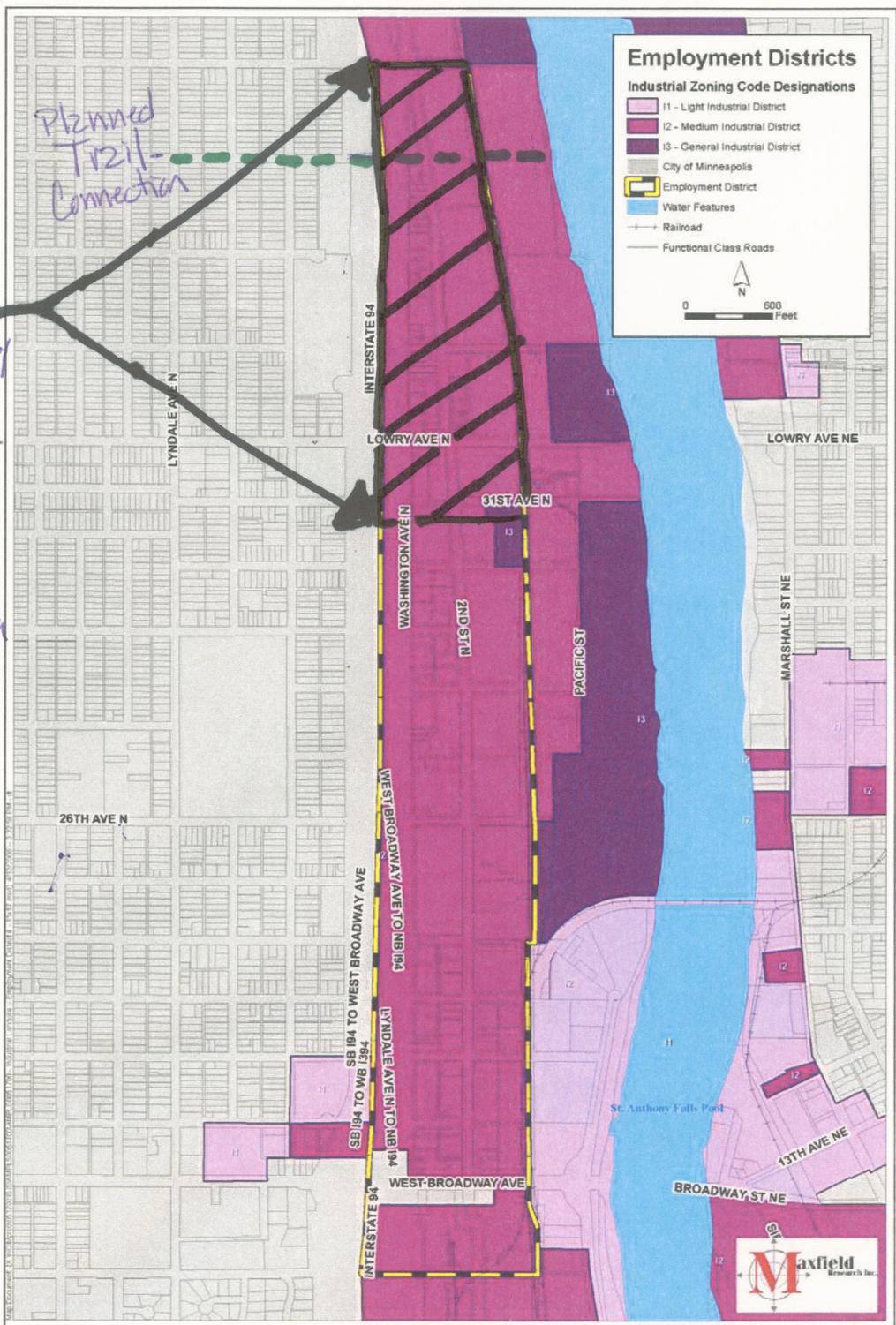
Pedestrian connection from North Mpls neighborhoods to river

- LEGEND
- Low Density Residential
  - Mid / High Density Residential
  - Planned Link Development
  - Commercial
  - Business Park
  - Light Industrial/ Business Park
  - Utility
  - Existing Park/ Active Recreation
  - New Park
  - Higher Intensity Use Park/Plaza
  - Water Filtration Park
  - Public Facilities
  - Parkway
  - Riverway Street Regional
  - Riverway Street Local
  - Railroad
  - Trail



Inconsistent with Above the Falls Master Plan

- ATF Plan includes:
- Mid-High Density Residential
  - Planned Unit Development
  - High Intensity Use Park/Plaza



Minneapolis  
city of lakes



Inconsistent with Above the Falls Master Plan

ATF Plan includes:  
 • Low Density Residential  
 • Park

