

**Request for City Council Committee Action from the Department of Community Planning and Economic Development - CPED**

**Date:** March 2, 2010

**To:** Council Member Lisa Goodman, Chair, Community Development Committee

**Subject:** Grant Exclusive Development Rights for Legacy Management and Development for the Broadway Green Project on West Broadway Avenue

**Recommendation:**

Grant Exclusive Development Rights for 12 months, expiring February 28, 2011 on eight (8) City-owned parcels located at 2022, 2018, 2014, 2010, 2006, 2004, 2000 and 1936 West Broadway Avenue for Legacy Management and Development.

**Previous Directives:**

None.

<b>Prepared by:</b> Tiffany Glasper, Sr. Project Coordinator, 673-5221
<b>Approved by:</b> Thomas Streitz, Director, Housing Policy & Development _____ Charles T. Lutz, CPED Deputy Director _____
<b>Presenters in Committee:</b> Tiffany Glasper, Senior Project Coordinator

**Reviews**

Permanent Review Committee (PRC): Approval \_\_\_ Date \_\_\_\_\_  
Policy Review Group (PRG): Approval \_\_\_ Date \_\_\_\_\_

**Financial Impact**

- No financial impact
- Action requires an appropriation increase to the Capital Budget \_\_\_\_\_ or Operating Budget \_\_\_\_\_
- Action provides increased revenue for appropriation increase
- Action requires use of contingency or reserves
- Action is within the Business Plan
- Action requires a change to the Business Plan
- Other financial impact

Legacy Management and Development will pay all property management costs for the duration of the Exclusive Development Rights term.

Request provided to the Finance Department when provided to the Committee Coordinator

**Community Impact**

Neighborhood Notification: The Jordan Area Community Council has been notified of our intent to enter into this agreement. The developer will present the proposal to the Jordan Area Community Council as soon as the final proposal is available.

City Goals: A SAFE PLACE TO CALL HOME – In five years all Minneapolis residents will have a better quality of life and access to housing and services; residents will live in a healthy environment and benefit from healthy lifestyles; the city’s infrastructure will be well-maintained and people will feel safe in the city.

**Sustainability Targets:** Not Applicable  
**Comprehensive Plan:** Not Applicable  
**Zoning Code:** Will Comply  
**Living Wage/Business Subsidy Agreement:** Yes\_\_\_\_\_ No\_\_\_\_\_  
**Job Linkage:** Yes\_\_\_\_\_ No\_\_\_\_\_  
**Other:**

### Supporting Information

<u>PARCEL</u>	<u>ADDRESS</u>
WB 2-10	2022 West Broadway Avenue
TF – 448	2018 West Broadway Avenue
TF – 408	2014 West Broadway Avenue
WB 2-7	2010 West Broadway Avenue
WB 2-6	2006 West Broadway Avenue
WB 2-5	2004 West Broadway Avenue
WB 2-4	2000 West Broadway Avenue
WB 2-3	1936 West Broadway Avenue

West Broadway Avenue in north Minneapolis has been an area of intense focus for the City of Minneapolis for the last few years. The avenue stretches from the City limits to the west, eastward to the Mississippi River and represents a grand opportunity to strengthen both the residential and commercial markets in this area of our city.

The City has taken a comprehensive approach to development in north Minneapolis generally and along West Broadway Avenue in particular. We believe this approach will counteract disinvestment, improve the physical environment, reduce crime and increase community pride.

The redevelopment project area known as The West Broadway Curve occupies the northern side of West Broadway between James and Logan Avenues North, one block east of the Penn-Broadway intersection. This project will be the first, large-scale, higher density housing project on the Avenue and represents a significant visible change to the look and feel of West Broadway. Additionally, this project will directly support the single family housing development located in Cottage Park, one half block to the north, and the commercial retail development at Penn-Broadway, one block to the west.

Legacy Management and Development is proposing a 3-story, 50-unit rental project to occupy the northernmost third of The West Broadway Curve. The project is currently known as Broadway Green and is intended to be the flagship project of The West Broadway Curve. Elements of the project include mixed income unit composition, high quality building materials, CPTED design elements, green space, underground parking and various green design elements.

In 2007, the Metropolitan Council awarded The West Broadway Curve Redevelopment Project \$1.3 million through its Livable Communities Demonstration Account. The City and Legacy Management and Development had their redevelopment efforts dramatically stalled as a result of the recession and housing market decline of 2008 and 2009. The delay pushed the project start back at least two years, putting us in jeopardy of losing the grant funds. However, in 2009 the Met Council approved our proposal to extend the grant through

December 2012 provided certain conditions were met. Our entering into this agreement with Legacy Management and Development is among those conditions.

Legacy is currently seeking funds through Hennepin County's Transit Oriented Development program and their Affordable Housing Incentive Fund. We expect Legacy's applications to be successful with Hennepin County as well as other funding partners. Additionally, Legacy is in discussions with the Pohlad Foundation about their potential financial support for this project.

CPED staff have been working very closely with Legacy to refine their project design and we are very happy with the progress that's been made to date. We believe that this project will be the visual splash we're looking for at this important locale.

Legacy is requesting and staff is recommending granting the exclusive development rights on the above mentioned parcels for a period of 12 months, March 31, 2010 through March 31, 2011.