

Department of Community Planning and Economic Development – Planning Division
Amend *Master Plan for the Marcy-Holmes Neighborhood* to include Redevelopment Supplement

Date: December 18, 2006

Project Name: Amend the *Master Plan for the Marcy-Holmes Neighborhood* to include Redevelopment Supplement

Planning Staff and Phone: Jennifer Jordan, (612) 673-3859

Ward: 3

Neighborhood Organizations: Marcy-Holmes Neighborhood Association

Existing Minneapolis Plan Designations:

- **East Hennepin is a Commercial Corridor; University Avenue SE, Central Avenue and East Hennepin are Community Corridors; University of Minnesota/SEMI area is a Growth Center; Dinkytown and East Hennepin are Activity Centers; University of Minnesota area is a city-identified Transit Corridor**

Zoning Plate Numbers: 14 and 15

The *Master Plan for the Marcy-Holmes Neighborhood* is intended to serve as a future vision for the Marcy-Holmes neighborhood.

Background and Overview:

In 2002, the Marcy-Holmes Neighborhood Association undertook a planning process to create a master land use plan for their neighborhood. The *Master Plan for the Marcy-Holmes Neighborhood* was created and adopted by the City Planning Commission on November 17, 2003 and the Minneapolis City Council on December 15, 2003. CPED Planning will amend this plan into the City's comprehensive plan, *The Minneapolis Plan*, as part of the 2008 update process.

The original document provides direction on ensuring a more equal balance between owner-occupied and rental housing, a mix of housing types, improved connection to natural amenities and attractive design in new development. The plan covers the traditional topics of land use, housing, economic development, character and design, transportation and parking, and public realm but also includes chapters on livability, social and cultural environment and historic preservation. The *Master Plan for the Marcy-Holmes Neighborhood* accepts the policies and implementation steps around the designated land use categories that *The Minneapolis Plan* outlines for the area. However, the plan also works to complement those broader comprehensive plan policies by providing additional guidance and direction relating to new development in those areas and throughout the neighborhood.

Specifics of the Redevelopment Supplement:

The original policy document identified specific, geographic areas of redevelopment focus for both housing and economic development that needed to be studied in greater depth. The Marcy-Holmes Neighborhood Association contracted with HKGi to develop the supplement materials and hold two developer roundtables. Work was completed in Spring 2006 and the Marcy-Holmes Neighborhood Association board approved the supplement on August 15, 2006. City staff received the document in September 2006 and released it for 45-day review and comment on October 23, 2006. The review and comment period will end on December 6, 2006.

The supplement gives detailed redevelopment guidelines for four areas:

- 14th & 15th Avenue SE
- Triangle between Central Avenue, 8th Street SE and East Hennepin Avenue
- University Avenue SE and I-35W
- Low-density residential core

The supplement also gives fact sheets for a number of additional sites that have potential for redevelopment. In some cases, the individual sites are within the larger, geographic areas listed above as well as stand-alone sites:

- 8th Street SE area between 7th & 8th Avenues SE
- Andrew Riverside Presbyterian Church site at 401 8th Avenue SE
- 815 14th Avenue SE
- 807 2nd Street SE
- General Mills site at University Avenue SE & 3rd Avenue SE

The supplement is intended to give more detail to the existing adopted master plan document. Staff recommends that the supplement materials be added to the document as part of the Implementation chapter.

An analysis of the proposed strategy for these sites in terms of consistency with *The Minneapolis Plan* is as follows:

| Area or Site | Applicable TMP Features | Redevelopment Strategy Proposed | TMP Consistency |
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| <p>14th & 15th Avenue SE area</p> <p><u>Includes site:</u> 815 14th Avenue SE</p> | <p>Growth Center: University of Minnesota</p> <p>Activity Center: Dinkytown</p> | <p>Proposes higher-density, multi-family housing for the blocks between 5th Street SE and 8th Street SE</p> | <p>3.3 Minneapolis has adopted a Growth Center plan for the University of Minnesota/ SEMI area which guides land use decisions and investment in the area and recognizes the contributions from existing plans and planning processes.</p> <p>Implementation Steps</p> <p>Promote moderate to high density housing of a variety of affordability levels and supporting commercial uses adjacent to the University of Minnesota.</p> <p>4.7 Minneapolis will identify and support Activity Centers by preserving the mix and intensity of land uses and enhancing the design features of each area that give it a unique and urban character.</p> <p>Implementation Steps</p> <p>Preserve traditional urban form in buildings where it currently exists, and encourage new development to relate to traditional siting and massing, where it is already established. (See description of traditional urban form in Chapter 9, City Form.)</p> |
| <p>Triangle area between Central Avenue, 8th Street SE and East Hennepin Avenue</p> | <p>Community Corridors: Central Avenue and East Hennepin;</p> <p>Commercial Corridor: East Hennepin;</p> <p>Activity Center: East Hennepin</p> | <p>Proposes mixed-use buildings with retail on ground floor and residential and office on additional floors</p> | <p>4.2 Minneapolis will coordinate land use and transportation planning on designated Community Corridors streets through attention to the mix and intensity of land uses, the pedestrian character and residential livability of the streets, and the type of transit service provided on these streets.</p> <p>Implementation Steps</p> <p>Strengthen the residential character of Community Corridors by developing appropriate housing types that represent variety and a range of affordability levels.</p> <p>Promote more intensive residential development along these corridors where appropriate.</p> <p>Discourage the conversion of existing residential uses to commercial uses, but encourage the development of mixed-use residential dwelling units in commercial buildings where appropriate.</p> <p>Support the continued presence of small-scale retail sales and commercial services along Community Corridors.</p> <p>Ensure that commercial uses do not negatively impact nearby residential areas.</p> <p>4.3 Minneapolis will support development in Commercial Corridors where it enhances the street's character, improves its ability to accommodate automobile traffic and foster pedestrian movement, and expands the range of goods and services offered.</p> <p>Implementation Steps</p> <p>Support a mix of uses on Commercial Corridors--such as retail sales, office, institutional, higher density residential (including Major Housing Sites where designated), and clean low-impact light</p> |

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| | | | <p>industrial--where compatible with the existing and desired character of the street.</p> <p>Develop economic development incentives for the rehabilitation, re-use and revitalization of older or historic commercial buildings and districts.</p> <p>Require that street designs provide high quality access to Commercial Corridors for pedestrians and cyclists, as well as facilitate transit service and through passage of traffic.</p> <p>4.7 Minneapolis will identify and support Activity Centers by preserving the mix and intensity of land uses and enhancing the design features of each area that give it a unique and urban character.</p> |
| <p>University Avenue SE and I-35W area</p> <p><u>Includes sites:</u> 807 2nd Street SE</p> <p>General Mills site at University Avenue SE & 3rd Avenue SE</p> | <p>Community Corridor: University Avenue; Activity Center: East Hennepin</p> | <p>Redevelop sites between University Avenue SE and 2nd Street SE with higher density residential buildings with retail at key locations along University Avenue SE</p> | <p>4.2 Minneapolis will coordinate land use and transportation planning on designated Community Corridors streets through attention to the mix and intensity of land uses, the pedestrian character and residential livability of the streets, and the type of transit service provided on these streets.</p> <p>Implementation Steps</p> <p>Strengthen the residential character of Community Corridors by developing appropriate housing types that represent variety and a range of affordability levels.</p> <p>Promote more intensive residential development along these corridors where appropriate.</p> <p>Discourage the conversion of existing residential uses to commercial uses, but encourage the development of mixed-use residential dwelling units in commercial buildings where appropriate.</p> <p>Support the continued presence of small-scale retail sales and commercial services along Community Corridors.</p> <p>4.7 Minneapolis will identify and support Activity Centers by preserving the mix and intensity of land uses and enhancing the design features of each area that give it a unique and urban character.</p> |
| <p>Low-density residential core area</p> <p><u>Includes site:</u> Andrew Riverside Presbyterian Church site at 401 8th Avenue SE</p> | | <p>Develop new single-family dwellings and restore, renovate and reuse existing single-family and lower-density housing stock; within the core</p> | <p>4.11 Minneapolis will improve the availability of housing options for its residents.</p> <p>Implementation Steps</p> <p>Provide and maintain areas that are predominantly developed with single and two family structures.</p> <p>Promote the development of housing suitable for people and households in all life stages, and that can be adapted to accommodate changing housing needs over time.</p> |
| <p>8th Street SE area between 7th & 8th Avenues SE</p> | | <p>Develop new single-family or multi-family residential</p> | <p>4.11 Minneapolis will improve the availability of housing options for its residents.</p> <p>Implementation Steps</p> <p>Increase the variety of housing styles and affordability levels available to prospective buyers and renters.</p> <p>Provide and maintain moderate and high-density residential areas.</p> |

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| | | | <p>Provide and maintain areas that are predominantly developed with single and two family structures.</p> <p>Promote the development of housing suitable for people and households in all life stages, and that can be adapted to accommodate changing housing needs over time.</p> <p>Promote accessible housing designs to support persons with disabilities.</p> <p>Promote mixed-income housing development that offers a range of dwelling unit sizes and levels of affordability.</p> |
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RECOMMENDATION OF THE DEPARTMENT OF COMMUNITY PLANNING AND ECONOMIC DEVELOPMENT PLANNING DIVISION:

Recommended Motion: The Department of Community Planning and Economic Development – Planning Division recommends that the City Planning Commission and City Council **approve** the Redevelopment Supplement as an amendment to the existing adopted *Master Plan for the Marcy-Holmes Neighborhood* as part of the Implementation chapter.

Attachment:

- Redevelopment Supplement sheet
- Summary of MHNA Developer’s Roundtable Meetings and Findings