

# THE MINNEAPOLIS PLAN



## Northeast Land Use Features

### "The Minneapolis Plan" brochure series

The Minneapolis Plan brochures illustrate the policies and actions that guide the City in its efforts to make Minneapolis a city that people choose – to live, work, learn, and play.

It is intended that these brochures will provide neighborhoods with:

- information about City policy
- a citywide context in which to do their planning
- ideas about the challenges and opportunities that are present in their communities
- guidance on the actions they can take to create change

There are brochures for each of the 11 communities in the city, and there are three topic specific brochures – housing, city form, and transportation.

## What does *The Minneapolis Plan* say about the Northeast Community?

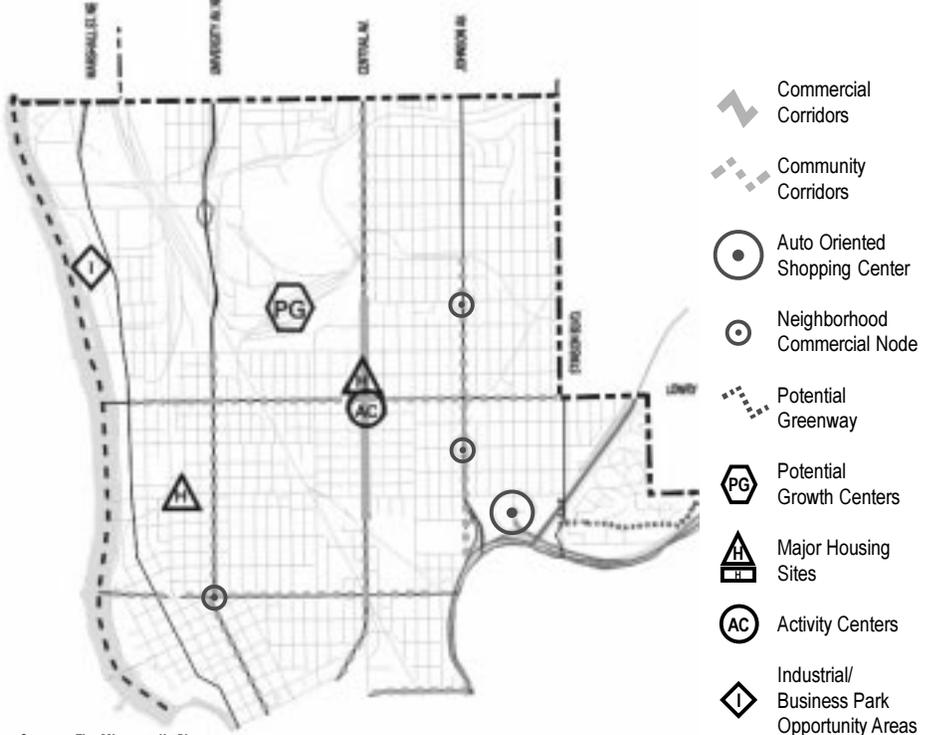
### Central Avenue is a "Commercial Corridor"

Commercial Corridors are streets that have largely commercially zoned property, carry high volumes of automobile traffic, and retain a traditional urban form in the buildings and street orientation of businesses. Many of these Commercial Corridors still function as a "backbone" in certain neighborhoods. *The Minneapolis Plan* supports strengthening these corridors by:

- encouraging new development along them;
- promoting alternative uses such as mixed residential, office, and institutional uses and low-impact, clean light industrial uses;
- addressing issues of parking, traffic, transit, and circulation; and
- assisting with the rehabilitation, reuse, and revitalization of older commercial buildings and districts.

Strong efforts to revitalize Central Avenue are underway. Strategies targeting the streetscape and appearance of the avenue as well as the mix of uses in the buildings will lead to long-term change. In addition, capitalizing on the strength of the surrounding residential neighborhoods and adding housing where appropriate will sustain activity on Central Avenue.

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Source: *The Minneapolis Plan*

## What is The Minneapolis Plan?

*The Minneapolis Plan* is the City of Minneapolis' comprehensive plan. The comprehensive plan:

- analyzes trends in the city's population, economic growth, and neighborhood livability
- proposes a vision for the physical development of the city
- identifies steps that the city must take in order to achieve that vision

State law requires Minneapolis to develop a comprehensive plan and to ensure that the Minneapolis Zoning Code (a tool that regulates land development) is consistent with the plan. The vision of *The Minneapolis Plan* is realized when the city approves development projects that are consistent with the plan and Zoning Code.

*The Minneapolis Plan* is also implemented through the development of neighborhood and other city plans. Neighborhood experience in developing action plans in the first phase of the Neighborhood Revitalization Program (NRP) helped to shape priorities in *The Minneapolis Plan*. As a result, *The Minneapolis Plan* can serve as a useful starting point for neighborhoods in NRP Phase II. It provides citywide context for neighborhood issues and can help bring neighborhoods together to develop shared solutions to issues that transcend neighborhood boundaries.

## Other major streets are "Community Corridors"

Broadway, Central, Johnson, Lowry, and University Avenues are identified as Community Corridors in *The Minneapolis Plan* (see map). Community corridors are streets that connect neighborhoods, carry a moderate volume of traffic, and have a primarily residential character but support low-intensity commercial uses at key intersections.

Along Community Corridors, *The Minneapolis Plan* supports:

- consolidating commercial uses at neighborhood commercial nodes (see below);
- promoting viable street life during the day and evening by encouraging a mix of uses at appropriate locations;
- strengthening the residential character by developing a variety of housing types; and
- enhancing the pedestrian environment.

Balancing the needs of residential and commercial areas is the principal challenge along these Community Corridors. Neighborhood commercial areas rely on the business of nearby residents. Maintaining high quality residential areas (protected from the traffic and noise) benefits businesses as well as residents. Neighborhood projects that address this challenge could include consolidating and enhancing commercial uses at appropriate locations, managing the negative impacts of commercial areas, redeveloping marginal commercial areas as housing, encouraging transit use, and improving the pedestrian character.

## Small commercial areas are "Neighborhood Commercial Nodes"

In the Northeast Community, three Neighborhood Commercial Nodes exist along the Community Corridors discussed in the section above (see map). Neighborhood Commercial Nodes serve as focal points for the neighborhood. Commercial uses at nodes are low-intensity, small-scale retail sales and services which serve the immediate neighborhood and which have minimal impacts on the surrounding neighborhood.

At Neighborhood Commercial Nodes, *The Minneapolis Plan* supports:

- continuing the presence of small scale retail sales and commercial services;
- restricting the development of auto-oriented, industrial, or manufacturing activities;
- preserving traditional commercial storefronts;
- promoting medium density residential development;
- encouraging transit usage; and
- enhancing the pedestrian environment.

The successful evolution of the Neighborhood Commercial Nodes in the Northeast Community can be supported by consolidating commercial areas around successful nodes, constructing more residential units, redeveloping underutilized commercial nodes as residential or office, improving streetscapes and building facades, and modifying parking. Parking facilities should allow for customer access, but not at the expense of pedestrian safety or impact on adjacent residential uses. Large, surface parking lots which front the street should be discouraged.

## **Central and Lowry is an "Activity Center"**

The area at the intersection of Central and Lowry is designated an Activity Center in *The Minneapolis Plan* (see map). Activity Centers are destinations such as Uptown, Lyn-Lake, the Warehouse District, and East Hennepin/Saint Anthony Main that attract visitors from around the region. Activity Centers attract a lot of visitors and traffic because they have a concentration of activity: the presence of many different businesses (such as retail, commercial, entertainment, educational, and other cultural or public facilities) encourages activity all day long and into the evening.



At Activity Centers, *The Minneapolis Plan*:

- promotes developing medium to high density residential uses;
- encourages providing convenient and accessible transit service and enhancing the pedestrian environment to make Activity Centers more easily navigated by pedestrians; and
- supports parking strategies that accommodate high customer demand yet minimize impact on sidewalk traffic.

Central and Lowry is an area that *The Minneapolis Plan* views as having potential for becoming an Activity Center. With the current activity along Central Avenue, including the mix of long-time neighborhood bars and restaurants, ethnic restaurants and grocery stores, and traffic along Central Avenue, it is believed that Central and Lowry could become more of a destination.

## **The Quarry is an "Auto-Oriented Shopping Center"**

Auto-Oriented Shopping Centers are unique locations reserved for large-scale retail uses with "big box" style buildings and surface parking facilities. There are only three such designated sites in the City. These centers are characterized by their immediate and easy connections to regional road networks. *The Minneapolis Plan* recognizes that there are benefits to this type of development, including job opportunities and the availability of shopping options for residents; however, it states that the costs - in the form of land consumption, transportation impacts and aesthetic blight - can be high.

At Auto-Oriented Shopping Centers *The Minneapolis Plan* encourages:

- the development of mixed residential, office, institutional and/or small-scale retail to serve as transitions between large-scale auto-oriented shopping centers and neighboring residential areas;
- site and building design that provides for ample green space, and mitigates the potentially negative impacts of these centers, such as traffic congestion, noise, and suburban-style form; and
- the provision of high quality transit, bicycle and pedestrian access to these shopping centers.

## **Important issues in the Northeast Community**

The Northeast Community is a primarily stable, residential part of the city with significant areas of industry at its edges. It is enhanced by Central Avenue, its proximity to downtown, the Mississippi River and its parks. Northeast is a community that is becoming increasingly desirable as a place to live. Central Avenue is undergoing major renovation, led by the neighbors of the Northeast Community. Elements including pedestrian lighting, landscaped medians, and safety through improved design of buildings and parking areas will strengthen the Avenue and the community. There are also significant development projects, including the Stinson Technology Campus, underway that will bring more jobs to the community.

Central Avenue is a major opportunity area for Northeast Minneapolis. Increased attention to making this street a provider of services and goods for area residents, and a destination for city residents will enliven the street and community. Efforts to enhance what makes Central Avenue unique - its traditional urban pedestrian-oriented style, its mix of businesses, its long-time bars and restaurants and its ethnic grocery stores and restaurants - will lead to a more vibrant Northeast community. Developing medium density housing around the Avenue will help support businesses and transit.

Projects such as the Grain Belt Brewery complex protect historic Northeast and at the same time bring employment and entertainment opportunities to the area. The Mississippi River is a unique resource, which will contribute to the stability and excitement of Northeast if integrated well into the community. The industrial areas, including Shoreham Yards and areas along the River, are also places of opportunity. The challenge is to develop light industrial uses that at once bring jobs and tax base to the city and complement surrounding neighborhoods.

This brochure provides an introduction to *The Minneapolis Plan* vision for these and other opportunity areas in the Northeast Community and provides context for community planning efforts.

## **Shoreham Yards is a "Potential Growth Center"\* and an "Industrial Business Park Opportunity Area"**

The combination of the "Potential Growth Center" and the "Industrial/Business Park Opportunity Area" designations at Shoreham Yards indicate a preference for light industrial activities with high job density and few off-site impacts. Heavy industry may be acceptable at appropriate sites, such as those that have immediate freeway access, are distant from natural or cultural amenities, and with no significant residential uses in the immediate vicinity.

While job generation is the principal component of a growth center, a successful growth center incorporates higher density residential development, transit and public infrastructure investments, and retail goods and services along with other amenities so that employees can meet their daily needs in and around the work place.

As mentioned above, housing is a particularly important component of the Potential Growth Center concept. In recognition of this, *The Minneapolis Plan* also designates Shoreham Yards a "Major Housing Site."

Over the next 20 years, Minneapolis will likely absorb between 9000 and 10,500 households (Metropolitan Council and City of Minneapolis projections).

These new households will be searching for new housing types that are more varied than the housing that currently exists in Minneapolis today. In order to meet this projected demand, Major Housing sites should be medium- to high-density, varied in type, and affordable at various income levels.



## **Other plans for the Northeast Community**

Other plans (in addition to NRP Phase I neighborhood plans) have been developed by the City and by neighborhood organizations that are relevant to specific areas in the Northeast Community. It may be useful to refer to these plans for additional guidance regarding land development and community enhancement. (Only the more recent plans are listed here.)

- Making Central Avenue Great (1997)
- Penn/Lowry Avenue Corridors Revitalization Plan (1998)
- Market Study of Neighborhood Commercial Areas and Nodes: City of Minneapolis (1996)
- Gateways to the River (1997)

\* The Potential Growth Center designation indicates that the area requires further discussion and study to determine the viability and appropriateness of the suggested changes

## **Whom can I contact for more information?**

*The Minneapolis Plan* contains many more policies on topics such as urban form, transportation, residential, commercial, and industrial land use, the environment, and community building.

**For more information, contact:**

**Minneapolis Planning Department  
350 South Fifth Street, Room 210  
Minneapolis, MN 55415**

**Phone: (612) 673-2597**

**Fax: (612) 673-2728**

**Web: [http://](http://www.ci.minneapolis.mn.us/citywork/planning/index.html)**

**[www.ci.minneapolis.mn.us/citywork/planning/index.html](http://www.ci.minneapolis.mn.us/citywork/planning/index.html)**

*The Minneapolis Plan* and brochures are available on the web site.

If you have special needs, please call the Planning Department. Please allow a reasonable amount of time for accommodation.

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