

THE MINNEAPOLIS PLAN



Near North 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 Near North Community?

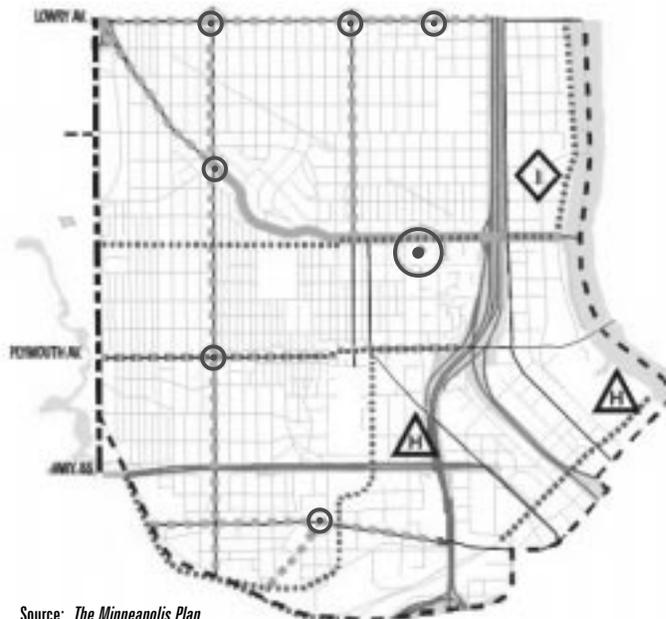
West Broadway between Penn Avenue and the River is a "Commercial Corridor"

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. *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.

Population decline and negative perceptions of the area have resulted in marginal profitability for some West Broadway businesses and physical deterioration of some commercial properties. To address this and other problems, a significant revitalization effort is being spearheaded by the West Broadway Area Coalition (WBAC), a coalition of neighborhood, business and nonprofit organizations. The WBAC is helping businesses identify approaches to deterring criminal activity, facilitating façade improvements, and marketing the strengths of West Broadway. It is also helping to define the identity of the avenue and balance the needs of pedestrians and automobiles by exploring options for new lighting, landscaping and other features. The WBAC will have an opportunity to implement some of its proposed improvements with the scheduled reconstruction of the western portion of West Broadway in the Spring of 2002. The Minneapolis Plan supports the elements of this revitalization effort and encourages continued focus on improving transitions between commercial and residential properties increasing housing units on the avenue.

Near North Land Use Features



- Commercial Corridors
- Community Corridors
- Auto Oriented Shopping Center
- Neighborhood Commercial Node
- Potential Greenway
- Potential Growth Centers
- Major Housing Sites
- Activity Centers
- Industrial/Business Park Opportunity Areas

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"

Penn, Fremont, Lowry, Plymouth, Glenwood, and West Broadway (West of Penn) 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 a low-intensity mix of uses at key intersections (Neighborhood Commercial Nodes)

Along Community Corridors, *The Minneapolis Plan* supports:

- consolidating commercial uses;
- promoting viable street life during the day and evening by encouraging a mix of uses at appropriate locations;
- strengthening the residential character by incorporating a variety of housing types with a mix of other uses at appropriate locations; and
- enhancing the pedestrian environment.

Hennepin County is developing plans to achieve some of these goals along Lowry Avenue at the north end of the Near North Community. Glenwood Avenue is also likely to see some additional residential development and the resolution of parking issues.

Small commercial areas are "Neighborhood Commercial Nodes"

In the Near North Community, six Neighborhood Commercial Nodes exist along the community corridors mentioned 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.

All of the neighborhood nodes in the Near North Community are the subject of planning and/or redevelopment activity. As examples, the Penn and Lowry intersection is adding both commercial space and residential units, the Urban League is developing property at the intersection of Penn and Plymouth, and the neighborhood is actively discussing how to develop the other vacant parcels at the intersection to make an appropriate connection between the West Broadway shopping center and the Homewood commercial area. A brand new

neighborhood commercial node is expected to be developed at Glenwood and Emerson because of the new road connection to the south that will connect here.

West Broadway at Lyndale 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 lots. There are only three such designated sites in the City. One of these is the Target development at West Broadway and Lyndale Avenue. These centers are characterized by their immediate and easy connections to regional road networks. The Plan recognizes that there are benefits to this type of development, including job opportunities and the availability of shopping options for residents; however, it notes 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;
- the provision of high quality transit, bicycle and pedestrian access to these shopping centers.

The Target shopping center will benefit from the planned marketing of West Broadway Avenue. Streetscape improvements such as street trees, landscaping, and enhanced transit facilities could better connect the shopping center aesthetically to the rest of the West Broadway commercial area.

Sumner Glenwood and the area northwest of downtown are "Major Housing Sites"

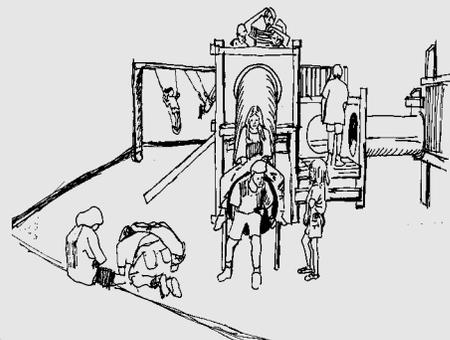
Over the next 20 years, Minneapolis will likely absorb between 9000 and 10,500 households (Metropolitan Council and City of Minneapolis projections). These new households will be searching for new housing types that are more varied than the housing that currently exists in Minneapolis today. In order to meet this projected demand, *The Minneapolis Plan* supports the development of new housing at several Major Housing Sites around the city.

The Minneapolis Plan supports the development of Major Housing Sites adjacent to amenities such as Growth Centers, Activity Centers, natural features and public facilities such as parks, schools, and libraries. Major Housing Sites should be medium- to high-density, varied in type, and affordable at various income levels. The traffic impacts of developing housing on a Major Housing Site should be considered. In order to lessen traffic impacts, good transit access, nearby commercial uses that provide every day goods and services, and a pedestrian-friendly, walkable environment should all be components of Major Housing Sites.

Important issues in the Near North Community

The Near North Community developed relatively early in the history of Minneapolis. A diverse mix of residential, commercial, and industrial forms - from stately older homes, to suburban style "big box" retail, to long-standing industrial areas - exemplifies its early beginnings. All of these districts are undergoing dramatic change on many fronts. Seventy-three acres is being redeveloped as a new mixed income housing development where the north side public housing once stood. Attention is being given to the revitalization of the West Broadway commercial district. Expected changes along and south of Glenwood Avenue include a new boulevard connecting to Interstate 394 and the Parade area beyond, a northward expansion of Bryn Mawr Meadows Park, and redevelopment along Glenwood Avenue itself. And the Mississippi River will experience a tremendous transition over the next several decades as light industry, commercial business, and housing replaces existing heavy industry.

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



The Near Northside Project will offer a variety of housing types and will be affordable at a variety of income levels. The development will be well connected with the City's pedestrian/bicycle trail networks and create new, innovative water amenities.

Above the Falls, the City's plan for the upper riverfront, calls for major new housing developments along the Mississippi River. This will be an excellent opportunity to take advantage of the amenity value of the river. With new development, developers and the City must ensure that design is complementary to the river. They should also incorporate good pedestrian and auto connections to the river, goods and services to meet people's daily needs, and reliable, frequent transit service.



North Washington Industrial Park and Jobs Park are "Industrial/Business Park Opportunity Areas"

Industrial/Business Park Opportunity Areas are places that have a long-standing industrial land use pattern. In general, light industrial activities with high job density and few off-site impacts are the preferred land use at these sites. However, 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.

Above the Falls calls for a transition toward light industry in the Near North Community between Interstate 94 and the Mississippi River. The North Washington Jobs Park, east of Interstate 94 in the Near North Neighborhood, has proven to be highly successful in cleaning contaminated property and reselling them to industrial businesses that meet job provision goals. Similar activity could continue north of West Broadway in the Hawthorne Neighborhood where industrial land use will continue. As the industrial area is redeveloped, attention will have to be given to the transition between industrial land and the anticipated new riverfront residential areas.

Other plans for the Near North Community

Other plans (in addition to the NRP Phase I neighborhood plans) have been developed for specific areas in the Near North Community. It may be useful to refer to these plans for additional guidance regarding land development and community enhancement. (Only the most recent plans are listed here.)

- Above the Falls: A Master Plan for the Upper River in Minneapolis (2000)
- Bassett Creek Valley Master Plan (2000)
- Near Northside Master Plan (2000)
- Glenwood Avenue Streetscape Master Plan (1999)
- Penn/Lowry Avenue Corridors Revitalization Plan (1998)
- Strategic Redevelopment Initiatives Blueprint for Implementation of West Broadway Area Comprehensive Vision (1997)
- Northside Jobs Park Design Guidelines and Development Framework (1997)
- Market Study of Neighborhood Commercial Areas and Nodes: City of Minneapolis (1996)

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://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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