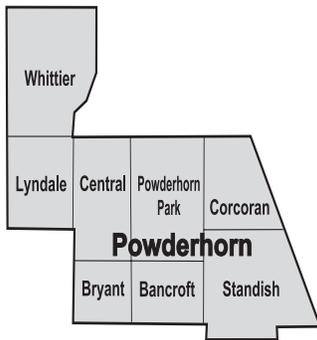


THE MINNEAPOLIS PLAN



Powderhorn 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 Powderhorn Community?

Lake Street, Lyndale Avenue, and Nicollet Avenue are "Commercial Corridors"

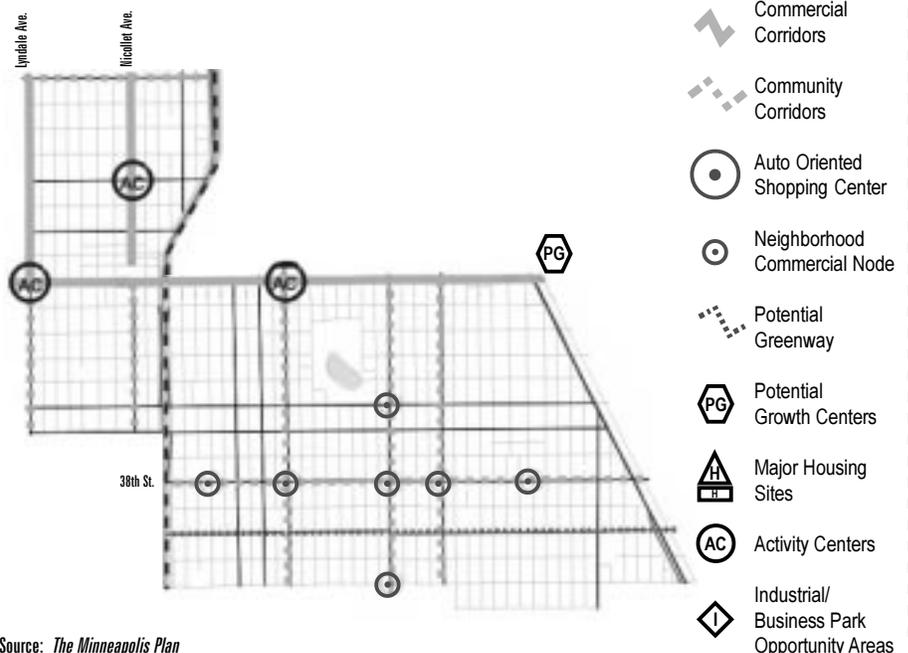
Commercial Corridors are streets that have largely commercially-zoned property, carry high volumes of automobile traffic, and retain a traditional urban form in the buildings and street orientation of businesses. Many of these commercial corridors still function as a "backbone" in certain neighborhoods.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

When new retail, service or certain light industrial businesses are looking for locations in the Powderhorn community, streets such as Lake, Lyndale north of Lake and Nicollet north of Lake should be their destinations. These busy streets are good places for businesses because of the automobile and pedestrian traffic, and the good bus service that already exist along them.

Combining some retail or services with higher density residential redevelopment makes a lot of sense on these streets: housing can be developed economically, and the new residents will add more foot traffic and potential customers to the street thereby supporting new and existing shops and services.

Powderhorn Land Use Features



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.

Accommodating the car in these commercial areas while still maintaining an attractiveness for pedestrians means that projects along commercial corridors should pay special attention to the location of and access to parking lots. Sidewalk widths, extra landscaping, and siting of buildings assist a great deal in striking the right balance between these two goals.

Other major streets are "Community Corridors"

Chicago, Bloomington, Cedar, Lyndale (south of Lake), Nicollet (south of Lake), Franklin, and 38th Street 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 (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 developing a variety of housing types; and
- enhancing the pedestrian environment.

Community Corridors are important places of business and travel between neighborhoods, but they are also places that have opportunities to build new housing, and allow for the possible re-use of older commercial buildings. While busy, these streets still have a neighborhood feel. Many people walk along these routes to get to the corner store or market. Making sure that these avenues are maintained and when possible, redesigned to improve the pedestrian experience is a key initiative for Community Corridors.

Small commercial areas are "Neighborhood Commercial Nodes"

In the Powderhorn 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 (or occasionally, the region) 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.

In the Powderhorn Community, outside of the Commercial Corridors, there are many scattered commercial uses on various corners in the neighborhood. Many of these are well suited to a neighborhood scale, as many people come on foot to patronize the shops or services. Clustering or grouping commercial shops and services would attract more customers and bring benefits to businesses.

Building more dwelling units in areas close to shops and commercial services, so that people can walk to nearby stores, could also support the viability of small scale businesses. Making sure that new surface parking projects preserve the traditional sidewalk and street corner environment will attract increased customer traffic to neighborhood commercial nodes.

Lyndale and Lake, Nicollet and 26th Street, and Chicago and Lake are "Activity Centers"

Activity Centers are destinations such as Uptown, 50th and France, and the Warehouse District 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.

Businesses that attract a lot of workers or customers, from day until evening, are well-located at Activity Centers. Because of their high activity level, Activity Centers must support pedestrian and auto traffic. Several improvements will assist in this regard: sidewalk and building façade improvements, pedestrian scale lighting, and parking infrastructure; connections to nearby amenities (such as the Midtown Greenway); and high density residential development. Initiatives that enhance the regional transportation network's ability to move people by automobile or bus, while protecting local residential streets from traffic overload, are particularly important investments in Activity Centers.

The Hiawatha-Lake Area is a "Potential Growth Center"*

The Hiawatha-Lake Area is designated a Potential Growth Center in *The Minneapolis Plan* (see map). Job generation is the principal component of a growth center, but a successful growth center incorporates a mix of other land uses (such as office, commercial, and

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

Important issues in the Powderhorn Community

The neighborhoods of the Powderhorn Community host a broad mix of households and businesses. The geography of the neighborhood includes busy commercial corridors such as Nicollet, Lyndale and Lake, as well as quiet, predominantly residential areas such as Standish neighborhood. The community has great interest in preserving strong residential areas as well as retaining existing and attracting new businesses. Emerging small businesses are thriving, and creative methods are being deployed to reinvest in the residential neighborhoods through such projects as the "Little Lots" design competition, intended to provide a model for building single family homes on 'non-buildable' residential lots. Older, architecturally significant housing stock is being reinvested in on a block by block basis, and streetscape projects along with mixed-use development initiatives are invigorating busy corners at 4th and Lake, Lyndale and Lake, and 38th and Cedar.

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



residential) which complement the employment activity and make it a busy and interesting place before and after working hours. Growth centers usually have a high number of jobs per acre, and good access to and from transportation networks.

The Hiawatha/Lake Area offers great opportunity for the eastern area of Powderhorn Community. The area is already a major destination due to existing retail destinations such as the Minnehaha Mall (east of the bridge) and the Hi Lake Shopping Center. The arrival of Light Rail Transit (LRT) will create new jobs in the immediate area, and will also provide a new way to get to existing jobs in the region reducing reliance on cars and parking.

The Minneapolis Plan supports the creation and retention of high-density businesses (employers that offer a high number of jobs relative to the amount of space they occupy) at this and other Potential Growth Centers. New employers considering these locations must pay attention to the provision of parking and their use of the road system as well as transit service in order to maximize convenience and accessibility for their workforce and minimize abuse of local streets or impact on residential areas.

The Minneapolis Plan also supports the development of higher density housing at Potential Growth Centers so that employees can choose to live close to work. The Plan designates the Hiawatha/Lake Area a "Major Housing Site". Significant amounts of mixed income housing, including a high proportion of affordable housing, should be considered at Potential Growth Centers. While adding more economic diversity to the population of Powderhorn Community is important, affordability is a core value so that present day residents can continue to live in the neighborhood as new housing is made available.

Other plans for the Powderhorn Community

Other plans (in addition to NRP Phase I neighborhood plans) have been developed for specific areas in the Powderhorn 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.)

- Hiawatha Lake Station Area Master Plan (2000)
- Market Position Analysis, Lake Street Corridor: Summary of Findings (1998)
- Phillips, Central, and Powderhorn Park Small Area Plan (1997)
- Chicago Avenue Corridor: Economic Assessment (1997)
- Lake Street Midtown Greenway Corridor Framework Plan (1999)
- Lyndale Neighborhood Master Plan (1997)
- Lake Street at the Crossroads (1996)
- West Lake Street Urban Village Charrette (1998)
- Lyndale Avenue: A Vision (1997)
- Nicollet Avenue: The Revitalization of Minneapolis' Main Street (2000)
- 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://](http://www.ci.minneapolis.mn.us/citywork/planning/index.html)

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.

February 2001

