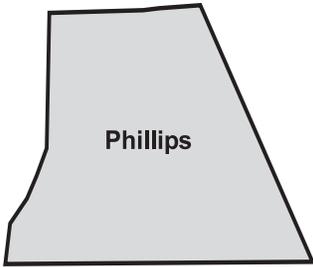


# THE MINNEAPOLIS PLAN



## Phillips Land Use Features

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

## *Franklin Avenue and Lake Street 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 Phillips, streets such as Lake and Franklin should be their destinations. These busy streets are good places for businesses because of the level of automobile and pedestrian traffic, as well as the good bus service that already exists today along Lake Street and Franklin Avenue. Mixing uses by 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.

Other projects that improve and strengthen Franklin Avenue can be seen in projects like the Franklin Theater, the Ancient Traders Market at 11th and Franklin, and the renovation of the Franklin Circles Shopping Center. These activities "populate" Franklin Avenue, concentrating foot and vehicle traffic while providing desired and popular goods and services to the neighborhood.

## "The Minneapolis Plan" brochure series

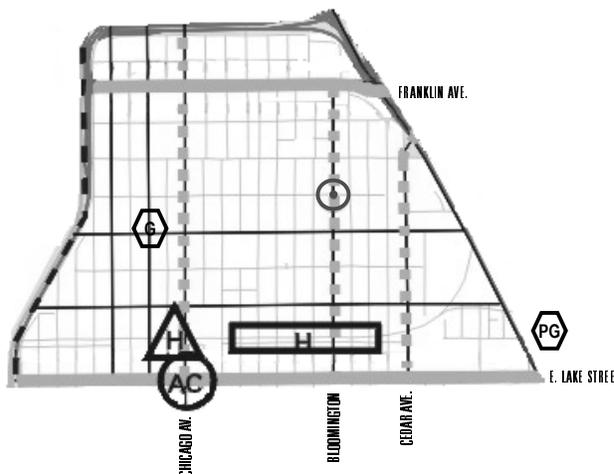
*The Minneapolis Plan* brochures illustrate the policies and actions that guide the City in its efforts to make Minneapolis a city that people choose – to live, work, learn, and play.

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.

## Phillips Land Use Features



- Commercial Corridors
- Community Corridors
- Auto Oriented Shopping Center
- Neighborhood Commercial Node
- Potential Greenway
- Growth Center
- 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"

Chicago, Bloomington, and Cedar 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 mixed use 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 Phillips Community, one Neighborhood Commercial Node exists at the intersection of Bloomington and 25th Street (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.

In Phillips, 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. Some are isolated and stand alone, surrounded by duplexes or other housing. Clustering or grouping commercial shops and services by building on strong nodes would bring benefits to businesses, who could take advantage of higher customer traffic.

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 development or expansions that include surface parking are done in a way that the sidewalk and street corner are still attractive and interesting to people walking by assists in promoting increased customer traffic to neighborhood commercial nodes.

### **Chicago and Lake is an "Activity Center"**

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.

The Great Lakes Center, a former Sears retail store and warehouse at Chicago and Lake, has a huge influence on its surroundings. It will be a destination for workers and visitors from all over the city and the metro area because it is a busy, interesting place beyond the typical nine to five work-day. Because of its high activity level, this and other Activity Centers must support pedestrian and auto traffic. Several improvements will assist in this regard: provision of 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 the area's future.

### **The Wells Fargo/Hospitals area is a "Growth Center"**

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 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.

Employers offering a high number of jobs relative to the amount of space they occupy should be encouraged to locate around Wells Fargo and the Allina Hospitals, between 35 W and Chicago Avenue. 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, to maximize convenience and accessibility for their workforce and minimize abuse of local streets or impact on residential areas.

## **Important issues in the Phillips Community**

With the exception of a small amount of industrial land on the southeastern edge of the community, Phillips is a predominantly residential community. However, there are a number of key medical and social service institutions, some of which have grown up in Phillips, such as Abbott Northwestern Hospital, which provide a large number of city-wide jobs all within the boundaries of the Phillips community. Important neighborhood centers are the parks and school campuses at Anderson School/ Stewart Park and Peavey Park/ Four Winds School. The population of Phillips is among the City's most diverse, in terms of ethnicity, age and household income. Some areas of older, deteriorating housing in the neighborhood have spurred residents' interest in housing reinvestment and redevelopment.

Other issues that have significant impact on Phillips are current and future transportation (including transit) infrastructure, with the presence of major interstates and highways on the community's borders (I-35W, I-94 and TH 55), and busy city streets like Lake Street, 26th Street, 28th Street, as well as Park and Portland Avenues.

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



The *Minneapolis Plan* recognizes the need for housing at this Growth Center by designating it a "Major Housing Site". Major Housing sites should be medium- to high-density, varied in type, and affordable at various income levels. Mixed income housing, including a high proportion of affordable housing, should be incorporated into this site. Major housing sites also exist along the 29th Street Midtown Greenway. While mixing household incomes is important to add more economic diversity to the population of Phillips Community households, affordability is a core value so that present day residents can continue to live in the neighborhood as new housing is made available.

### **The Hiawatha-Lake area is a "Potential Growth Center"**

The *Minneapolis Plan* policies for Potential Growth Centers are the same as for Growth Centers. However, the plan recognizes that additional discussion and study is needed to determine the viability and appropriateness of the designation. That being said, the Hiawatha-Lake area is designated a Potential Growth Center because of its proximity to transit and its potential to generate jobs, additional housing, and other complementary uses.

The area is already a major destination for many residents and area workers. LRT will create additional 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. As



with the Wells Fargo-Hospitals area, the Hiawatha-Lake area is also designated a "Major Housing Site". On the Phillips side of the LRT station, mixed income and affordable housing along with retail shops and services (medical, dental, professional) - all within a few minutes of the LRT station - support the idea of a Potential Growth Center and Major Housing Site at Hiawatha and Lake.

### **Other plans for the Phillips Community**

Other plans (in addition to NRP Phase I neighborhood plans) have been developed by the City and by neighborhood organizations for specific areas in the Phillips 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)
- Phillips Partnership: 35W Access Study (1999)
- 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)
- Lake Street at the Crossroads (1996)
- 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](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.

February 2001

