

## CREDITS

Thank you to all the participants and the Penn-West Broadway Avenue residents for your participation and their enthusiasm for the future of this area.

### Penn-West Broadway Community Advisory Committee:

Paula R. Pentel, Chair Representing WBAC  
Keith Reitman, Representing WBBA  
Debra Wagner, Representing Council Member Johnson  
Dean Rose, Bean Scene Owner, appointed by Council Member Johnson  
Frederick Spencer, Vice Chair Representing Business  
Makram El-Amin, Leader of Masjid An-Nur Mosque  
Dan Cain, Representing Institutions  
Kevin Gulden, Representing NRRC  
Lance Knuckles, Representing JACC  
Megan Goodmundson, Representing Council Member Samuels  
Natonja Johnson, Representing Commissioner Stenglein  
Kari Neathery, WBAC Executive Director

### The West Broadway Area Coalition (WBAC)

### The West Broadway Business Association (WBBA)

### The Jordan Area Community Council (JACC)

### The Northside Residents Redevelopment Council (NRRC)

### PROJECT MANAGEMENT TEAM:

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### CONTACT

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Photography credit: "Broadway to Penn Avenue North, Minneapolis," by A.D. Roth, courtesy of the Minnesota Historical Society, top title block of Page 1.

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Hennepin County Department of Housing,  
Community Works & Transit

## PURPOSE

The *Plan for Transit-Oriented Development* is a vision of the future intended to inspire private reinvestment and development, building upon the transportation improvements and the Bottineau Boulevard Bus Rapid Transit (BRT), redevelopment opportunities, and other area changes. While the specifics are likely to change over time, this *Plan* presents the redevelopment goals of the West Broadway Community Advisory Committee and the West Broadway community for the future of this area and should serve as a guide for Hennepin County and the City of Minneapolis as this redevelopment effort moves forward.

## IMPLEMENTATION

Hennepin County and the City of Minneapolis have demonstrated their commitment to improving the Penn Avenue and West Broadway Avenue transit district through their leadership in this planning process. However, most of the planning area is privately owned, and there are no plans to acquire properties for redevelopment purposes. Instead, implementation of the plan will rely on market forces - strong housing demand, great location, and new transit service - to attract private-sector development interest or to encourage current property owners to improve or redevelop their property. The primary purpose of the *TOD Plan* is to act as a catalyst and to provide direction for this new investment. To accomplish this ambitious plan, the project will need community support, both financially and politically. The City will need to make a significant investment in public infrastructure, including pedestrian and street improvements, upgrading utilities and providing for better stormwater management to support the planned new uses. In turn, the *Plan* must demonstrate that development will increase the property value and tax base enough to justify the public investment. While this *TOD Plan* identifies preferred building types and uses, it is not intended to be a final plan. In fact, this plan is certain to change as the plan moves from vision to reality. The *Plan* is intended to illustrate the goal of the Penn-West Broadway Community Advisory Committee and West Broadway community, place significant new development at a major intersection of Minneapolis, and turn an under-appreciated area of the City into a valuable, community asset.

## PHASING

Construction of the BRT stations is scheduled to begin in late 2006 and should be completed in 2007, but the development proposed in the *TOD Plan* will most likely be accomplished over a long period of time and has been designed to be easily accomplished in phases. The West Broadway Alive planning process - lead by the Community Planning and Economic Development department of the City of Minneapolis - will be completed in late 2006 and this *TOD Plan* will be adopted as part of that Plan in 2007.



# Plan for Transit-Oriented Development (TOD)

Penn & West Broadway Avenues, Minneapolis, MN

*the future of transit-oriented development along the West Broadway Bottineau Boulevard BRT*

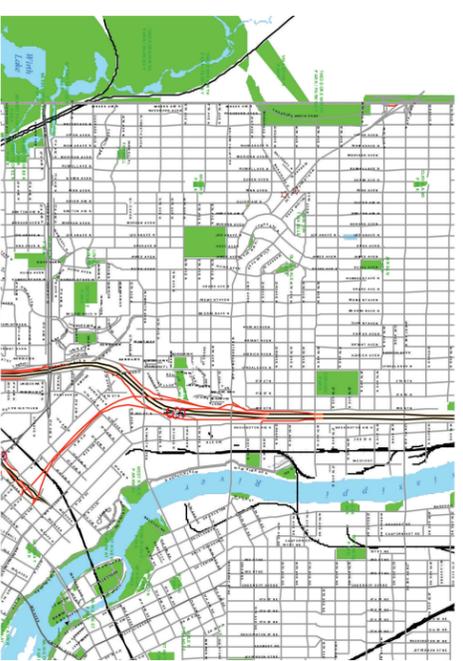
This *Plan for Transit-Oriented Development* in the Penn-West Broadway Avenue area of Minneapolis is the direct result of a nine-month long planning process. The *TOD Plan* provides for a balanced mix of uses from improved housing choices to expanded employment and retail opportunities and features a significant investment in new public amenities.

The major elements of the *TOD Plan* include: Penn-West Broadway Avenue mixed-use development that includes nearly 60,000 square feet of new, street-level retail/commercial opportunities; approximately 450 units of new housing (condominiums, townhomes and rental units); new BRT shelters and crosswalk improvements; restored Capri Theater and significant improvements to existing storefronts along West Broadway Avenue.

The *TOD Plan* illustrates the redevelopment of about six city blocks or 24 acres. The *Plan* raises the current market value of less than \$30 million (based on the 2005 tax value) to an estimated value of over \$130 million (in 2006 dollars).



*This sketch of the southeast corner of West Broadway Avenue and Penn Avenue shows a concept of future mixed-use development, incorporating interactive video screens for security and a sense of increased activity. The building allows for a civic corner while still integrating the BRT station (sketch provided by Landform).*



**SOUTHWEST CORNER:**

|  |        |              |
|--|--------|--------------|
| Existing Retail (renovated)                  | 1-2 fl | 15-20,000 sf |
| Penn Ave Mixed-Use Retail/Commercial Housing | 1 fl   | 8,000 sf     |
| Townhomes                                    | 1 fl   | 10 units     |
| Lofts/Condos                                 | 2-3 fl | + 40 units   |
| Parking below (resident)                     |        | 50 units     |
| Townhomes on Ferrant                         | 2-3 fl | 9 units      |

**SOUTHWEST CORNER:**

|   |        |               |
|---|--------|---------------|
| West Broadway Ave Mixed-Use Retail/Commercial Housing | 1 fl   | 20,000 sf     |
| Townhomes   | 1 fl   | 6 units       |
| Lofts/Condos  | 2-4 fl | + 28 units    |
| Parking below (resident)                              |        | 34 units      |
| Central Public Parking                                |        | 150 cars      |
| Surface Parking Deck                                  | 2 fl   | 25 cars       |
| Parking Deck  |        | 80 cars       |
| Restored Capri Theater                                |        | 200-250 seats |
| Expanded/Renovated Church                             |        |               |
| PCYC Plaza completed                                  |        |               |

**NORTHWEST CORNER:**

|  |        |           |
|--|--------|-----------|
| West Broadway Ave Mixed-Use Retail                 | 1 fl   | 14,000 sf |
| Office/Service                                     | 1 fl   | 14,000 sf |
| Multi-family (rentals/condos)                      | 2-5 fl | 100 units |
| Parking below (resident)                           |        | 120 cars  |
| Central Public Parking Deck                        | 2-3 fl | 180 cars  |
| Multi-family Housing (26th & Penn)                 | 2-3 fl | 80 units  |
| Townhomes (on Queen)                               | 2-3 fl | 12 units  |
| Parking below                                      |        | 180 cars  |
| Central courtyard (w/ stormwater filtration drain) |        |           |

**NORTHEAST CORNER:**

|                                    |        |              |
|------------------------------------|--------|--------------|
| Existing Retail (renovated)        | 1-2 fl | 40-50,000 sf |
| Multi-family Housing (25th & Penn) | 1-4 fl | 60 units     |
| Parking below (resident)           |        | 60 cars      |
| New Commercial (corner at Logan)   | 1 fl   | 4,000 sf     |
| Retail                             | 2 fl   | 8,000 sf     |
| Office                             |        |              |



**LONG-RANGE TRANSIT-ORIENTED DEVELOPMENT (TOD) PLAN**

Penn Ave & West Broadway Ave TOD District / Minneapolis, MN

