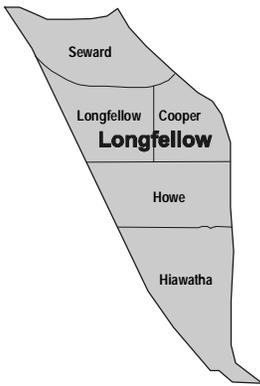


THE MINNEAPOLIS PLAN



Longfellow Land Use Features

What does *The Minneapolis Plan* say about the Longfellow Community?

East Lake Street and Franklin 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.

"The Minneapolis Plan" brochure series

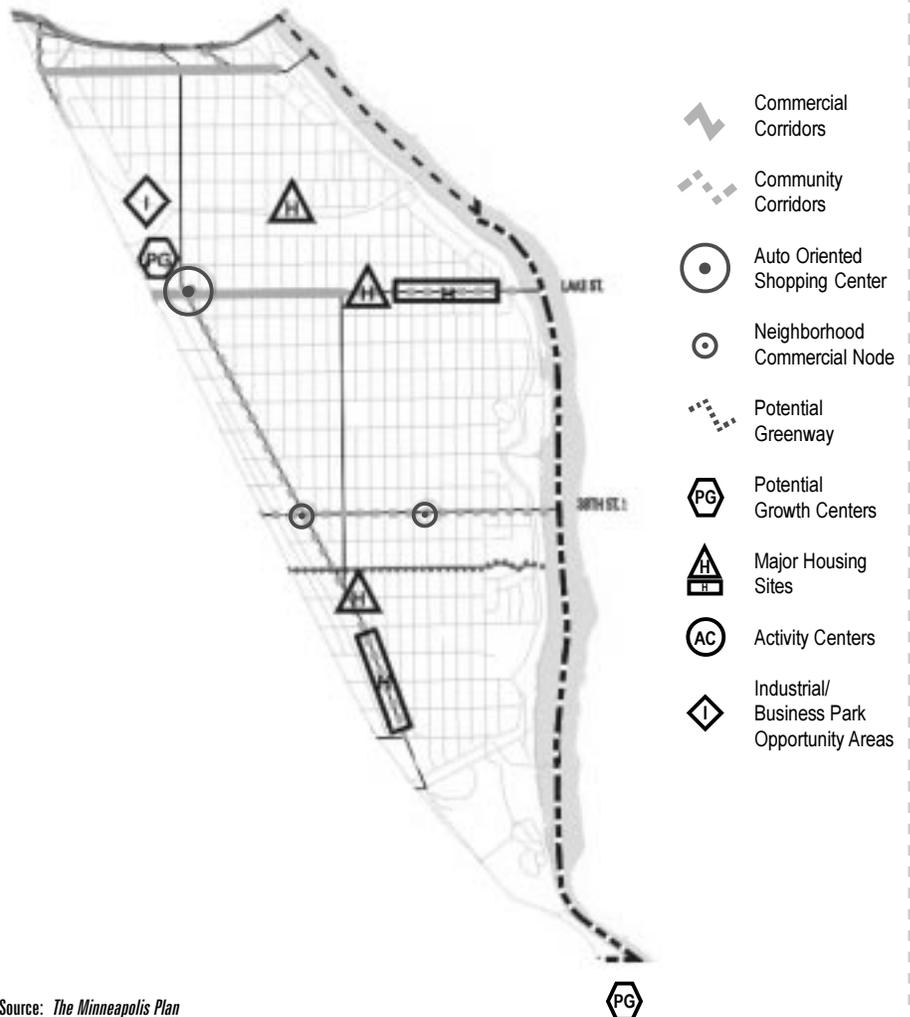
The Minneapolis Plan brochures illustrate the policies and actions that guide the City in its efforts to make Minneapolis a city that people choose – to live, work, learn, and play.

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.

Longfellow 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.

Other major streets are "Community Corridors"

East Lake Street, 38th Street, and Minnehaha Avenue 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.

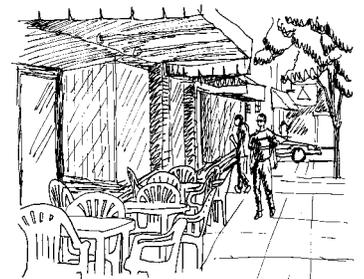
Balancing the needs of residential and commercial areas is the principal challenge along these Community Corridors. Neighborhood projects that address this challenge could include consolidating and enhancing commercial uses at appropriate locations; managing the negative impacts of commercial areas; redeveloping marginal commercial areas as housing; encouraging transit use; and improving the pedestrian character of the area.

Small commercial areas are "Neighborhood Commercial Nodes"

In the Longfellow Community, two 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.

Several courses of action would support the successful evolution of the neighborhood commercial nodes in the Longfellow Community. First, commercial areas should be consolidated around successful nodes. Second, more residential units should be constructed adjacent to Neighborhood Commercial Nodes. Residential or office redevelopment may be appropriate at currently underutilized commercial nodes. Third, the pedestrian environment should be improved through streetscape improvements and building facades and also through modification of existing 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.

Minnehaha Mall 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 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.

Hiawatha-Lake and VA Hospital-Airport are "Potential Growth Centers"*

The areas around Hiawatha/Lake and the VA Hospital/Airport are designated Potential Growth Centers 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 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.

At Growth Centers, *The Minneapolis Plan*:

- supports the development of higher density housing so that employees can choose to live close to work;
- encourages investments in transit and public infrastructure to meet the commuting needs of employees and to mitigate the impacts of additional vehicle traffic; and
- promotes the development of amenities such parks, schools, libraries, and small businesses providing basic goods and services so that employees can meet their daily needs in and around the workplace.

Complementing the "Potential Growth Center" designation, *The Minneapolis Plan* also designates Hiawatha/Lake and the VA/Hospital Airport as "Major Housing Sites."

* 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 Longfellow Community

Longfellow is a primarily stable, residential community. It is bounded by significant natural features including the Mississippi River and parkway and Minnehaha Park and Falls. Most of the housing in the community is single and two-family and most is in good condition. Because the majority of housing in Longfellow is older, maintaining and upgrading housing remains a high priority in the Longfellow community.

One of the most significant changes in the city is occurring along the border of the Longfellow community: Light Rail Transit. This Light Rail Transit line will connect downtown, the airport and the Mall of America. Its location presents enormous opportunity to the Longfellow community; it provides the amenity of rail transit to residents and makes the community even more desirable as a place to live, work or do business. Connecting the community to the light rail corridor (through streetscapes that accommodate pedestrians, bus access and appropriate parking availability), and placing supportive commercial and residential development along the corridor will strengthen both the transit line and the surrounding community.

Lake Street, East Franklin Avenue and Minnehaha Avenue provide shopping and services to area residents. Continued efforts to revitalize these commercial streets will strengthen the community.

Longfellow also retains a core of industrial activities between Hiawatha and Minnehaha Avenues, and has lighter industrial activity in the Seward neighborhood. Retention of this employment base is important for the community and the city. At the same time, ensuring compatibility between this industrial activity and nearby residential areas is essential.

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

East Lake Street and the Midtown Greenway 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.

Two additional Major Housing Sites are found in the Longfellow Community: East Lake Street and the Midtown Greenway (which is comprised of three sites, one of which is in Longfellow: Urban Village, Midtown Phillips, and Longfellow/Seward).

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. Good transit access, development of commercial uses that provide every day goods and services, and a pedestrian-friendly, walkable environment are other important components of Major Housing Sites.

The presence of commercial activity along East Lake Street as well as the access to transit makes it an area that could successfully integrate more housing. In turn, additional housing in this area would strengthen area businesses. The Midtown Greenway is a future amenity that would serve as a draw for new housing and in turn would support it.

Hiawatha Corridor (includes Seward Industrial Park) is an Industrial/Business Park Opportunity Area

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. The Hiawatha Corridor is an asset to the Longfellow community and continued attention to its fit with the surrounding community will assure its success.

Other plans for the Longfellow 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 Longfellow 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.)

- Lake Street at the Crossroads (1996)
- Lake Street Midtown Greenway Corridor Framework Plan: Phase One (1999)
- Minnehaha Corridor Study (1999)
- 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:

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350 South Fifth Street, Room 210
Minneapolis, MN 55415

Phone: (612) 673-2597

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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.

February 2001

