

Powderhorn Park Neighborhood Association
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Corridor Housing Initiative Proposal

East Lake Street

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I. Opening Statement

Main Issues

For the last seven months, PPNA has been actively involved in the Lake Street Initiative, a planning effort that has resulted in a number of identified mixed-use development opportunities for East Lake Street from 11th to 15th Avenues. While the Lake Street Initiative has successfully created a vision for the corridor through participatory planning, the Initiative needs support in order to bring the plans to fruition. The technical resources and support available through the Corridor Housing Initiative would first address the feasibility of Lake Street Initiative plans, and then allow the neighborhoods to explore new models for mixed-use development and business ownership structures as well as funding sources, in order to facilitate housing and commercial development. As a next step to the community visioning process, successful development of small nodes on Lake Street will additionally empower participants and strengthen their belief in community planning processes.

Objectives

Implement Lake Street Initiative visions	Implement visionary plans for a number of identified properties, with a focus on the production of affordable housing and new models for mixed-use development and business ownership
Explore new models of development	Explore new models of mixed-use development that include affordable housing options and enable small business ownership
Community planning model	Create a model of successful community planning and collaboration for other communities in the Twin Cities
Groundbreaking	Commitment from developers for specific sites and groundbreaking development on Lake Street

II. Vision

The vision for East Lake Street is one that supports mixed-use, pedestrian friendly development. PPNA believes that increasing the number of mixed-use opportunities along East Lake Street will promote the social and economic growth of the community. The Lake Street Initiative worked both to identify potential locations for development as well as explore how these new developments would interact with the larger community. As a result, a set of urban design and development guidelines were established that promote East Lake Street as a place where people live, work, shop and gather for community activities. In conjunction with other major development such as the Midtown Greenway, the Great Lakes Center, and Lake Street reconstruction, the creation of new opportunities for housing and business along East Lake Street will revitalize this important Minneapolis corridor and carry out the vision set forth by the Lake Street Initiative.

III. Project Partners

One of the Powderhorn Park Neighborhood Association's greatest strengths is its ability to tap into the assets of the Lake Street community. The Lake Street Initiative has incorporated the participation of a variety of groups, representing the diverse makeup of the corridor's interests. The Lake Street Initiative is currently supported by groups on both sides of the corridor, including:

- **The Block Network**, a active group of Midtown Phillips residents
- **The Latino Economic Development Center**
- **Powderhorn Residents Group (PRG)**, a non-profit developer committed to the creating of affordable housing
- **Spirit of Lakes Church**, interested in developing their large parking lot on the corner of 13th and Lake
- **Bloomington Cedar Lake Commercial Association** has been an important partner in the visioning process for East Lake Street
- **Lake Street Partners**, a CDC that serves several south Minneapolis neighborhoods
- **City of Lakes Community Land Trust**, an organization that provides permanent affordable housing for low- and moderate-income families throughout Minneapolis, through the community land trust model
- **Ninth Ward Council Member Gary Schiff's office**. Council Member Schiff's office is very supportive of the meeting process and optimistic that the process can enable development on Lake Street.
- **Sixth Ward Council Member Dean Zimmerman's office**. Council Member Zimmerman is excited about the identified development sites and supportive of the proposed meeting process.

IV. Context

In the last decade, a number of groups have introduced plans that address East Lake Street revitalization. Building on this past work, the Lake Street Initiative has evolved out of engagement with those currently involved with and/or impacted by the corridor. The Initiative is a joint project of Powderhorn Park neighborhood, Powderhorn Residents Group, and Midtown Phillips neighborhood. During the Initiative's seven-month planning process, approximately 150 residents, business owners, and organization representatives developed a vision for the area of Lake Street between 11th and 15th Avenues. PPNA collaborated with a number of organizations and groups to ensure that participation reflected a wide representation of Lake Street users and, in doing so, formed a strong network with these groups to facilitate future participation and information dissemination. Through the process, over 400 comments, ideas and suggestions were gathered, addressing a wide variety of issues, coalescing into a series of design and development recommendations for the five targeted intersections, ranging from short to long term. Participants have expressed a strong interest in working to implement the identified development opportunities, and PPNA views the Corridor Housing Initiative as an opportunity to realize the visions set forth in the Lake Street Initiative.

Keeping in line with the Minneapolis Comprehensive Plan, PPNA's seven-year strategic plan calls for the expansion of mixed income housing opportunities, including a variety of housing types and ranges of affordability. Adding a housing component to the midtown section of East Lake Street would expand the types of housing currently available in the area, including units that would allow workers to live near their places of employment and elders to remain in the community.

V. Inventory

The identified project area is currently comprised of small businesses, a number of which serve the Latino and East African communities, and institutions such as places of worship and social service agencies. Adjacent residential areas have a mix of owner occupied and rental units with single family, duplex and multi-family housing types. The project area, compared with other sections of East Lake Street, has a lower density of commercial activity, making it a more suitable location for mixed-use development.

The project area targets a number of underutilized surface parking lots along the intersections of 11th to 15th Avenues with Lake Street. The potential exists for the creation of housing at each of the five intersections, however, 11th, 12th, and 13th Avenues hold the most promise for new housing units. One of these sites, on the corner of 13th Avenue and Lake, is a parking lot adjacent to and owned by Spirit of Lakes church, who has expressed interest in working with the Lake Street Initiative to develop the site into a mixed-use development, possibly for retirement housing. Initial conversations with other property owners indicate a desire to move forward with implementation.

The identified proposal area is home to a number of notable physical assets, including the Midtown Greenway, Powderhorn Park, the Allina and Wells Fargo campuses, a nearby LRT station, the Great Lakes Center, and the Minnesota Workforce Center.

VI. Viability

Support and Follow-through

PPNA has the experience, staff capacity and community relationships to support and follow through with Corridor Housing Initiative meetings and ultimately to deliver a completed project. The relationships developed with the business community, residents on both sides of the corridor and representatives of local institutions through the Lake Street Initiative will ensure the successful completion of an affordable housing project. Additionally, PPNA has five full-time staff members, three of which are available to assist with the project, and an active roster of Committee and Board members.

PPNA has collaborated with a variety of groups in past development project. Successful examples of these collaborative efforts include: the Artist on Chicago project, an affordable ten-unit live/work housing development, the Urban Garden Town Home project, a six-unit low income rental development, and the Mercado Central. In addition, PPNA has a LISC funded partnership with Powderhorn Residents' Group (PRG), a non-profit developer committed to the creation of affordable housing. PRG played an active role in the Lake Street Initiative project and is available to provide resources for the successful completion of a project. PPNA has also worked with the Neighborhood Development Center (NDC), most notably on the Mercado Central. PPNA is interested in incorporating the services and support of these developers in Corridor Housing Initiative meetings, as well as in Lake Street development.

The development of much needed housing on Lake Street between 11th and 15th Avenues would be supported by and complement additional growth along the corridor. New development such as : the neighboring redevelopment of the Great Lakes Center; plans for new housing, commercial, and recreation space as part of the designated development area between Cedar Avenue and the new Light Rail Transit

station on Hiawatha; and Lake Street reconstruction indicate both the need for housing along an increasingly important corridor as well as the future vitality of the corridor. On a smaller scale, PPNA has developed a business resource guide in conjunction with the Community Design Group, and plans to create more opportunities for façade improvements, similar to the Lake Street Council “Paint and Fix” program. The realization of these projects would ultimately enhance the quality of the urban environment and encourage further development on the corridor.

Additional Funding Sources

PPNA has expended all of its Phase I funds and was the first neighborhood to receive approval for Phase II plans, in 2002. Additionally, a significant amount of plans for NRP Phase II funding has been allocated to the development of affordable housing.

East Lake Street is included as part of the Minneapolis Empowerment Zone. This may qualify the corridor for additional small grants and loans to support development.

VII. Proposed Meeting Tracks

Meeting tracks	Participants	Technical support
<p>Track 1 Explore new models of mixed-use development and business ownership, determine development feasibility, identify funding and support for development through an interactive planning process with developers. (2 meetings)</p>	<p>Residents, CPPP, Design Center, developers, market analysts, city officials (Planning/Zoning, City Council, Mayor’s office)</p>	<p>CPPP, Design Center, market analysts</p>

VIII. Appendix

- A. Lake Street Initiative Design and Development Guidelines (general)
- B. Lake Street Initiative Design and Development Guidelines (11th to 15th Avenues)
- C. Lake Street Initiative Project Area: 11th-15th Ave