



**Request for City Council Committee Action
From the Department of Community Planning & Economic Development**

DATE: August 9, 2007

TO: Council Member Gary Schiff
Chair, Zoning and Planning Committee

REFERRAL TO: Council Member Paul Ostrow
Chair, Ways & Means/Budget Committee

SUBJECT: "Making Central Avenue Great" Plan Update

RECOMMENDATION: Authorization to execute a contract for consultant services for development of an update to the "Making Central Avenue Great" Plan for an amount not to exceed \$120,000

PREVIOUS DIRECTIVES: Authorization to issue RFP approved May 11, 2007

Prepared/
Presented in Committee by: Jennifer Jordan, Principal City Planner, 612-673-3859

Approved by Barbara Sporlein, Director
CPED Planning Division

Financial Impact (Check those that apply)

- No financial impact - or - Action is within current department budget.
(If checked, go directly to Background/Supporting Information)
- Action requires an appropriation increase to the Capital Budget
- Action requires an appropriation increase to the Operating Budget
- Action provides increased revenue for appropriation increase
- Action requires use of contingency or reserves
- Other financial impact (Explain):
- Request provided to the Budget Office when provided to the Committee Coordinator

Community Impact

Ward: 1, 3

Neighborhood Notification: Columbia Park, Waite Park, Holland, Audubon Park, Windom Park, Logan Park, Beltrami, St. Anthony East, Nicollet Island East Bank, Marcy-Holmes

City Goals:

A Safe Place to Call Home – Minneapolis residents will have a better quality of life and access to housing services; residents will live in a healthy environment and benefit from healthy lifestyles; the city’s infrastructure will be well-maintained and people will feel safe in the city.

Connected Communities – Minneapolis will be a connected collection of sustainable urban villages where residents will live within walking distance of what they need or of public transit; there will be a connected network of transportation options; streets will be destinations; a mix of unique small businesses will be thriving; and Minneapolis’ neighborhoods will have unique identities and character.

A Premier Destination – Minneapolis will be the economic leader in the region with vast potential for growth and development; investors will see Minneapolis as a sure thing; a distinctive mix of amenities, entertainment and culture will be available downtown and in Minneapolis neighborhoods; people will visit the city and want to come back; the city will be an attractive landing spot for people in all life stages and will be well-positioned for the creative class; and the country will see Minneapolis as a national treasure.

Comprehensive Plan:

The land use planning effort will be conducted within the framework of “The Minneapolis Plan.” Central Avenue is a designated Commercial Corridor, Community Corridor and the intersection of Central Avenue and Lowry Avenue is designated as an “Activity Center” and the comprehensive plan calls for a detailed master plan for this corridor.

Zoning Code:

A rezoning study will follow the adoption of the small area plan if deemed necessary.

Living Wage/Job Linkage: NA

Other: NA

BACKGROUND/SUPPORTING INFORMATION

The original “Making Central Avenue Great” plan, prepared in 1997, covered retail and housing needs as well as design guidelines but did not include a future land use map and therefore was not adopted by the City Planning Commission and City Council. For a small area plan to be adopted by the City and incorporated into the City’s Comprehensive Plan, it must have a future land use map that shows the preferred land use with detail on the scale and intensity of those uses. A small area plan that has not been adopted by the City and incorporated into the comprehensive plan does not have

the legal basis with which to support or deny zoning changes. Central Avenue is one of the few designated Commercial Corridors in the city that does not have an adopted small area plan.

PROJECT GOAL AND OBJECTIVE

The purpose of the plan update is to provide the City with a detailed future land use policy direction for Central Avenue. Central Avenue is a designated corridor within the City's Comprehensive Plan with a broad-range set of applicable policies. A greater level of detail with regards to future land use, design, and development scale and massing for this corridor needs to be developed. A lot of groundwork was accomplished with the original "Making Central Avenue Great" Plan. Future work must build on the existing policies of the Comprehensive Plan and the work completed to date by the Northeast neighborhoods through the original plan.

PROJECT AREA

Central Avenue from 7th Avenue NE to 37th Avenue NE. This is the same geographic segment that was covered in the original plan.

SELECTION PROCESS OVERVIEW

Proposals were due on June 22, 2007 and eight proposals were received. The Central Avenue Plan Update steering committee met on June 28, 2007 for review and scoring of the proposals. Interviews with the top three proposing firms were held with members of the steering committee on July 19, 2007, and Cunningham was selected. The total amount of the contract will not exceed \$120,000.