



# Joint Community and Business Advisory Committees

November 28, 2018



# Today's Topics

- Metropolitan Council Transition
- Hennepin County Community Works Update
- BLRT Project Update
- Next Steps Discussion



# Metropolitan Council Transition



# Met Council Transition

- Nov 1: Secretary of State issues a notice of vacancy for all 16 council member seats
- Jan 7: Governor swearing-in
- Jan 8: Start of the Minnesota legislative session
- Mar 4: Governor statutorily required to appoint Council



# Hennepin County Community Works Update





HENNEPIN COUNTY  
MINNESOTA



# Bottineau Community Works 2018

Kerri Pearce Ruch, Project Coordinator; Andrew Gillett, Project Coordinator

Hennepin County



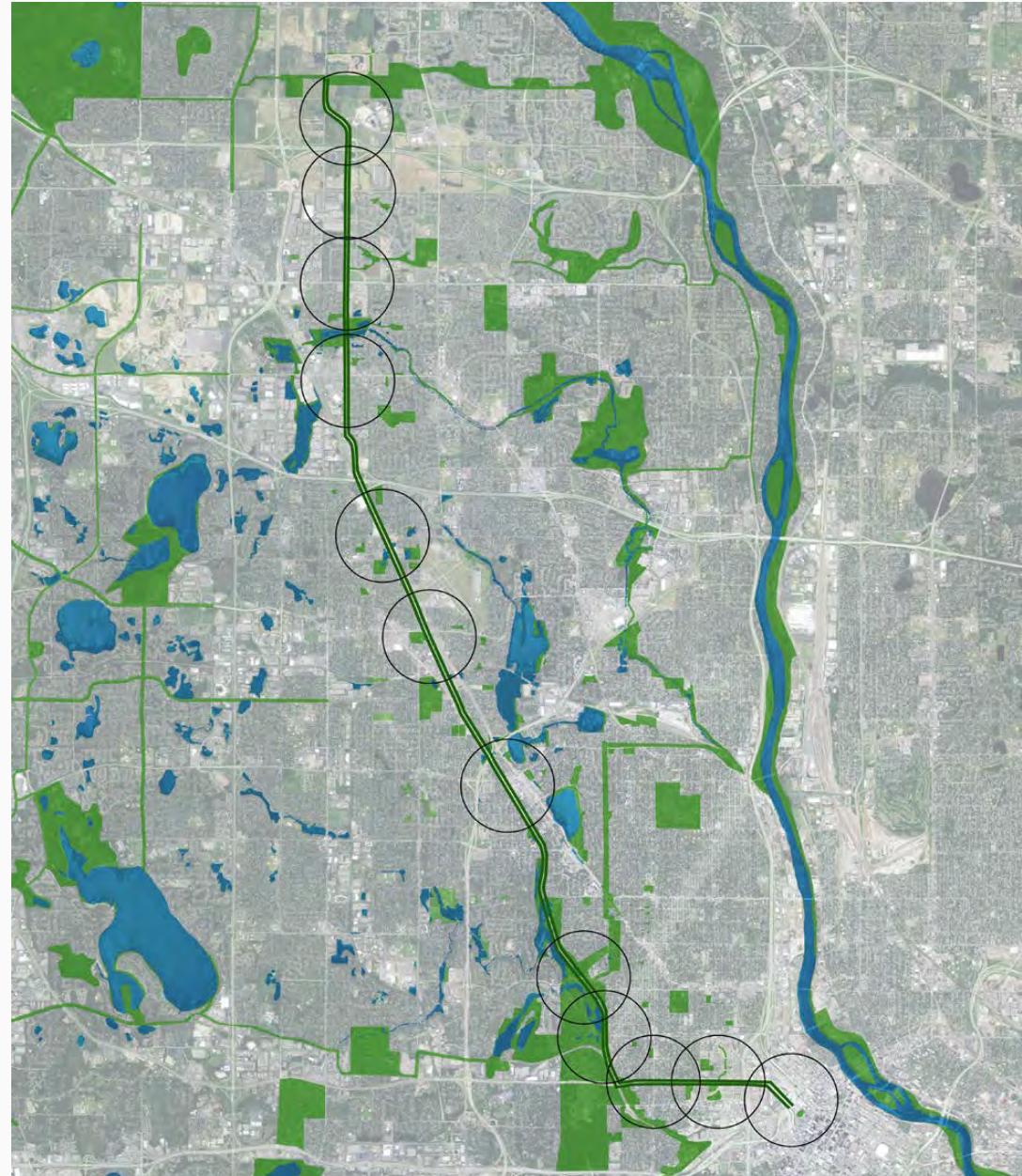
# Bottineau Community Works 2018

- Housing Inventory and Gaps Analysis
- Development Planning
- Infrastructure Planning
- Placemaking
- Implementing Best Practices
- Community Engagement

# Housing and Development

focus on suburban cities

- Housing inventory and gaps analysis
- Commercial market feasibility and site analysis
- Transit oriented development zoning districts
- Corridor Development Initiative: 85<sup>th</sup> Avenue and Robbinsdale



# Infrastructure

## focus on suburban cities

- Bike/ped demonstration projects
- Station area circulation and connectivity assessment
- Bicycle and pedestrian connections implementation plan
- Shared mobility feasibility study





# Placemaking

- Cultivate Bottineau: Culture, Community and Commerce - #cultivatebottineau
- Twitter: @CultivateBLRT
- Instagram: @CultivateBottineau
- Springboard for the Arts working with local artists in the corridor
- Phase 1 projects began in Fall 2018, continuing into 2019 + Phase 2



# Implementing Best Practices

- Connect theory to practice for corridor policymakers and staff
- Draw on technical assistance and best practices from local and national experts
  - Half-day density workshop with Julie Campoli (July 2017)
  - TOD bus tours of metro area (October 2017)
  - Urban Land Institute Minnesota (ULI-MN) Technical Assistance Panel (September 2018)



# Community Engagement

- Building on previous successes and seeking innovative approaches
  - Separate community engagement consultant for infrastructure
  - Community engagement included in Cultivate, housing, zoning work
  - Corridor Development Initiative (CDI) at 2 station locations
- Strengthening existing relationships with community organizations



# Moving to implementation

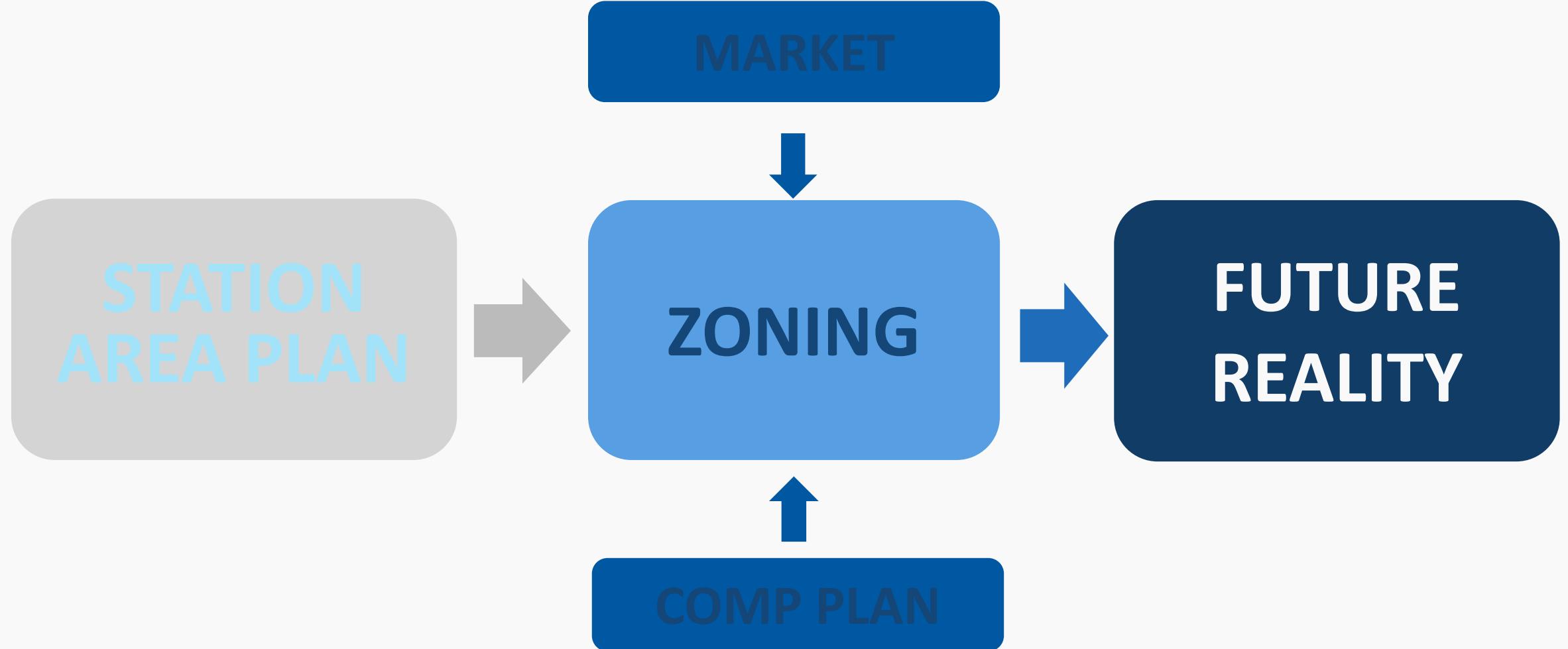
- Brooklyn Park passed TOD Zoning ordinance in July 2018
- Cities of Crystal, Golden Valley and Robbinsdale will bring TOD ordinances to Councils in early 2019



Hennepin County



# IMPLEMENT THE FUTURE VISION!



# STATION AREA ZONING IS DIFFERENT

## Why?

- Focuses on the built form and less on the land use
- Removes barriers to investment over the long term
- Provides a predictable implementation process; developers know what to expect
- Allows new development to improve the larger public realm

## Basic Approach

- Focus on a deliberate arrangement of building & street
- Reinforce and define walkable environment
- Reduced parking requirements
- Preference for approval by right vs. conditional use process

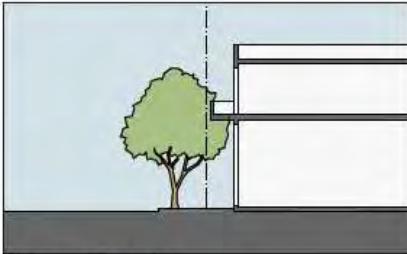
## Range of Uses



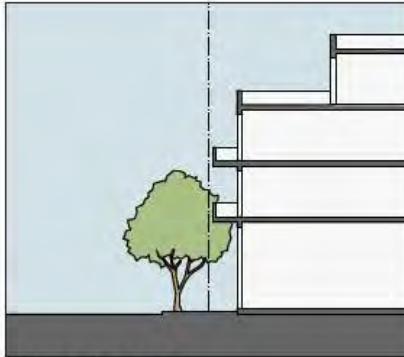
LESS  
STATION AREA EDGE

HEIGHT + INTENSITY

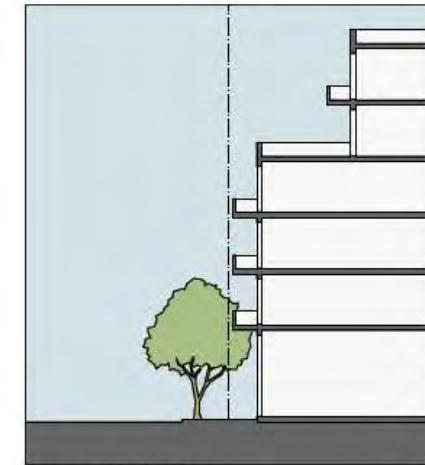
MORE  
STATION AREA CENTER



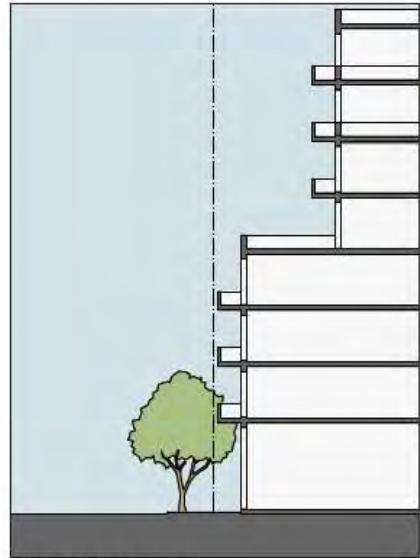
Up to 2 stories



Up to 4 stories



Up to 6 stories



Up to 8 stories

# Look ahead to 2019

- Cultivate placemaking
- Next steps on infrastructure
- Wayfinding
- Small business support
- Innovative financing strategies
- Corridor marketing and branding



# Small Business & Entrepreneur Support

- Support a thriving local economy through targeted technical assistance and access to resources
- RFP just closed, vendor selection underway
- Services to begin in early 2019



# Innovative Financing Strategies

- Work will be led by Met Council TOD office
- Focus on equitable business and housing development
- Goal is to attract and deploy capital along the corridor
- RFP to be issued in January and work will occur in 2019



# What is place branding?

**A place brand** is the combination of imagery, language and physical qualities that inform general perceptions of a place.

**Place branding** is the process of discovering and defining the unique qualities of a geographic location to inform development of an authentic identity that distinguishes it from other places and appeals to target audiences.



An aerial photograph of Paris at night, capturing the city's iconic skyline. The Eiffel Tower stands prominently in the center-left, its lights reflecting off the Seine River. To the right, the dome of the Invalides is brightly lit. The city is densely packed with buildings, and their numerous lights create a grid-like pattern across the dark sky. The sky itself is a deep blue, transitioning into a darker shade towards the horizon.

City of lights

A wide-angle, aerial night photograph of the Minneapolis skyline. In the foreground, the distinctive dark blue, pyramid-shaped U.S. Bank Stadium is illuminated from within, its glass facade reflecting the surrounding city lights. To the left of the stadium, a modern office building with a green roof is visible. The background is filled with a dense cluster of skyscrapers, their windows glowing with various colors of light against the deep blue night sky.

CELEBRATE THE  
BOLD NORTH

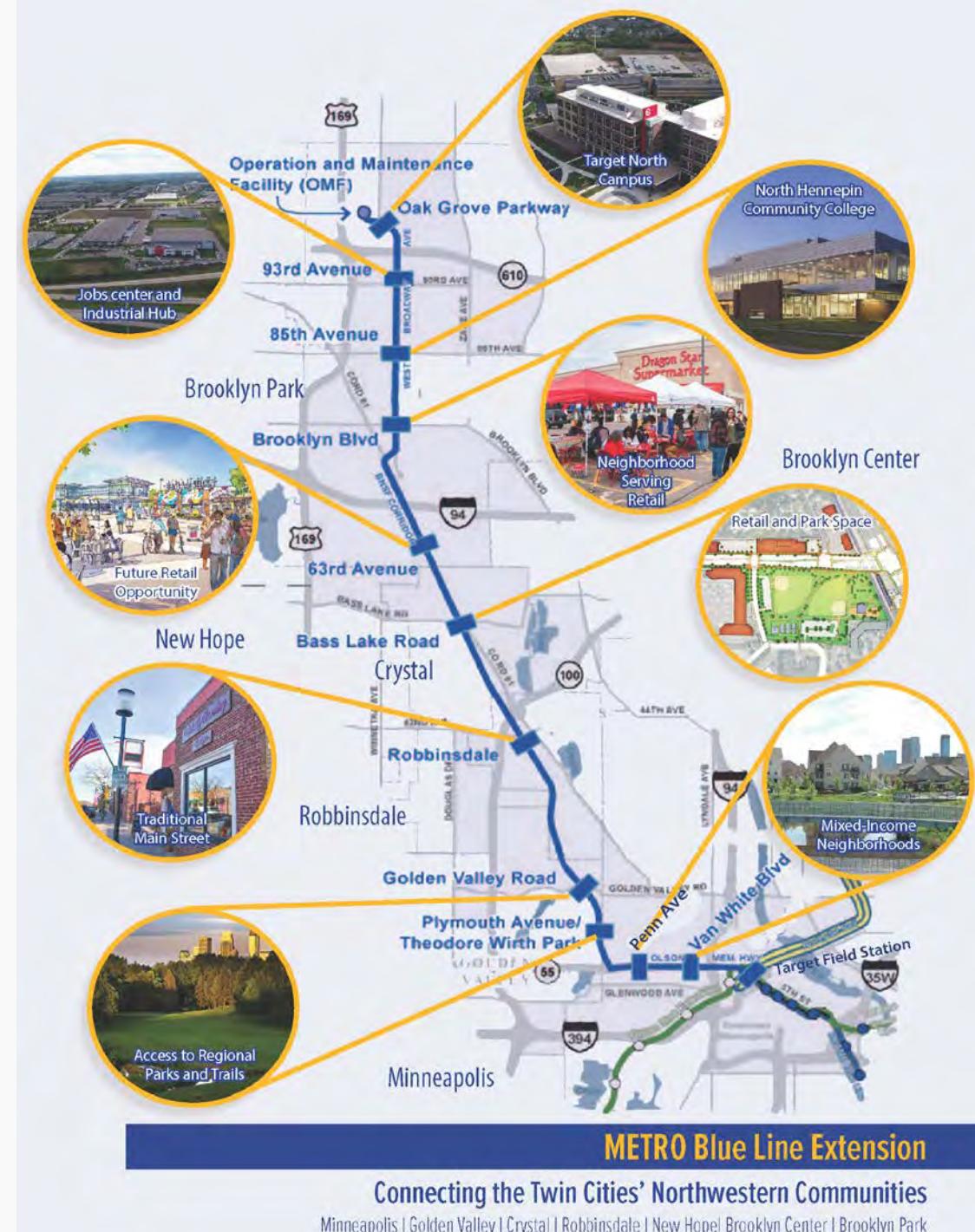


Henhepin County

Brooklyn Park  
Unique.  
United.  
*Undiscovered.*

# Why brand Bottineau?

- Reintroduce communities along the METRO Blue Line Extension to the region
- Leverage LRT to attract and guide investment
- Collection of vibrant communities can become a regional destination
- Develop sense of shared identity and ownership throughout the corridor



# Keys to success

- Co-creation and authenticity
- Complements existing local identities and city brands
- Process and product represents diversity and values of corridor communities
- Broad buy-in and ownership of final product



# Next Steps

- Release RFP next week
- Convene branding and marketing work group
- Procure contractor

# Timeline

Fall 2018

Release RFQ

Winter 2018

Select  
consultant

Winter/spring 2018

Engagement &  
Creative Work

Spring/summer 2019

Brand  
development

Fall 2019

Brand launch

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Hennepin Community Works  
Communications



# Questions

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# Project Update



# Look Ahead: Major Milestones

- Complete Critical 3rd Party Agreements
- FTA Financial Capacity Assessment
- FTA Risk Assessment
- Complete 90% Franklin OMF Design
- Complete 100% Civil Design
- Complete 100% Systems Design
- Complete 100% Brooklyn Park OMF Design
- Complete 100% Franklin OMF Design
- Submit Advanced Construction LONP request to FTA
- Prepare application for Full Funding Grant Agreement



# Next Steps

- Design remaining elements to 90%
  - Park and rides
- Support Cultural Resources (Section 106) efforts on the 90% design
- Support SPO on Franklin O&M Facility design
- Continue FTA coordination
- Allocate staff time to other projects & Council Departments



# Deferred Activities

- Railroad design coordination
- Right of way acquisition activities
- Preparation of 100% plans and specifications
- Preparation and submittal of FFGA application
- Floodplain mitigation advanced construction



# More Information

The screenshot shows the homepage of the Metropolitan Council website. At the top, there is a navigation bar with links to About Us, News & Events, Data & Maps, Publications, Doing Business, Council Meetings, Contact Us, Employment, and a search bar. Below the navigation bar is the Metropolitan Council logo. The main menu includes categories like COMMUNITIES, PARKS, TRANSPORTATION (which is highlighted in red), WASTEWATER & WATER, HOUSING, and PLANNING. A large image of a blue METRO LRT train at a station platform is displayed. On the left side, there is a sidebar for the METRO BLUE LINE EXTENSION, which includes links for Route, Stations, Environmental, Timeline, and Project Partners. The main content area is titled "METRO BLUE LINE EXTENSION: Bottineau Transitway – Minneapolis & Northwestern Communities". It describes the proposed alignment, which will operate northwest from downtown Minneapolis through north Minneapolis, Golden Valley, Robbinsdale, Crystal and Brooklyn Park, drawing riders northwest of Brooklyn Park. The proposed alignment is primarily at-grade and will have up to 11 new stations in addition to Target Field Station and about 13 miles of double track. The line will interline with the METRO Blue Line and connect Minneapolis and the region's northwest suburbs with existing LRT on the METRO Green Line, future LRT on the METRO Green Line Extension, bus rapid transit on the METRO Red Line, the Northstar commuter rail line and local and express bus routes. Below this text is a "Latest News" section with the headline "Feds: Met Council can begin designing METRO Blue Line Extension" and a "Route" section with a link to a map.

Website: [BlueLineExt.org](http://BlueLineExt.org)

Email: [BlueLineExt@metrotransit.org](mailto:BlueLineExt@metrotransit.org)

Twitter: [@BlueLineExt](https://twitter.com/BlueLineExt)

