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
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: 85th Avenue and Robbinsdale

Hennepin County
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
IMPLEMENT THE FUTURE VISION!

STATION AREA PLAN → ZONING → MARKET → FUTURE REALITY

COMP PLAN
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.
City of lights
CELEBRATE THE BOLD NORTH
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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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

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