



# Bottineau Community Works Steering Committee

January 23, 2023



# Agenda for approval

1. Welcome/Introductions
2. Administrative items
  - a. Approval of minutes – 9/19/2022
3. Partner updates/announcements
  - a. Anti-displacement workgroup
  - b. Station planning & design
  - c. Cultivate Arts
  - d. Additional partner updates
4. Discussion: 2023 Planning
5. Deep dive: supports for entrepreneurs and small businesses

# Administrative Items:

- Approval of September minutes

# Partner Updates & Announcements

# Anti-displacement workgroup

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# Anti-Displacement Work Group Update



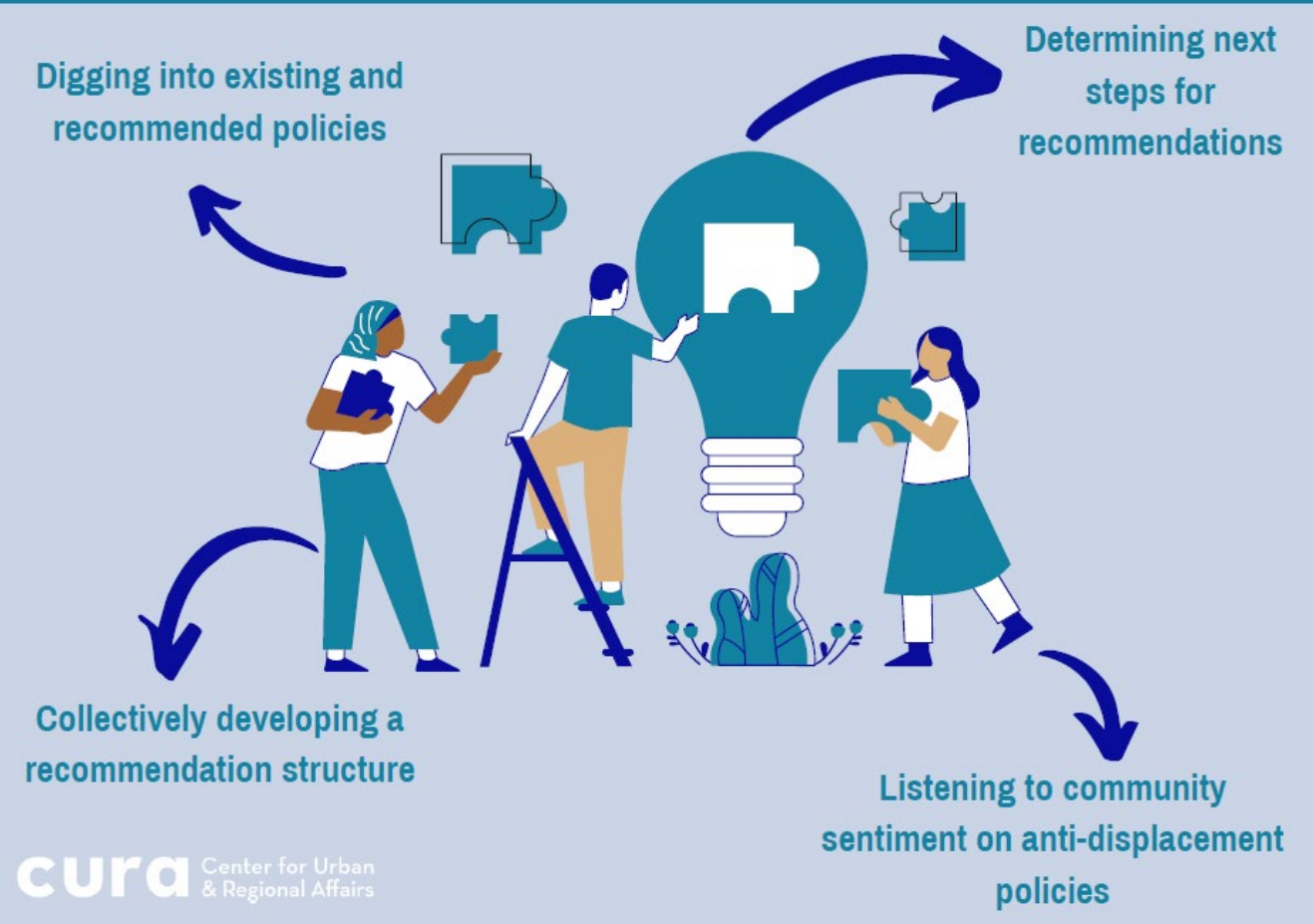
# Workshop #1: Displacement and Lessons Learned from Previous Light Rail Projects

The June 4 workshop focused on national best practices in anti-displacement policies and case studies of existing Twin Cities light rail projects.



## Workshop #2: Existing Anti-Displacement Policies and Creating a Recommendation Structure and Process

The September 24 workshop focused on existing anti-displacement policies in the Twin Cities, opportunities to build policy, and developing a recommendation structure.





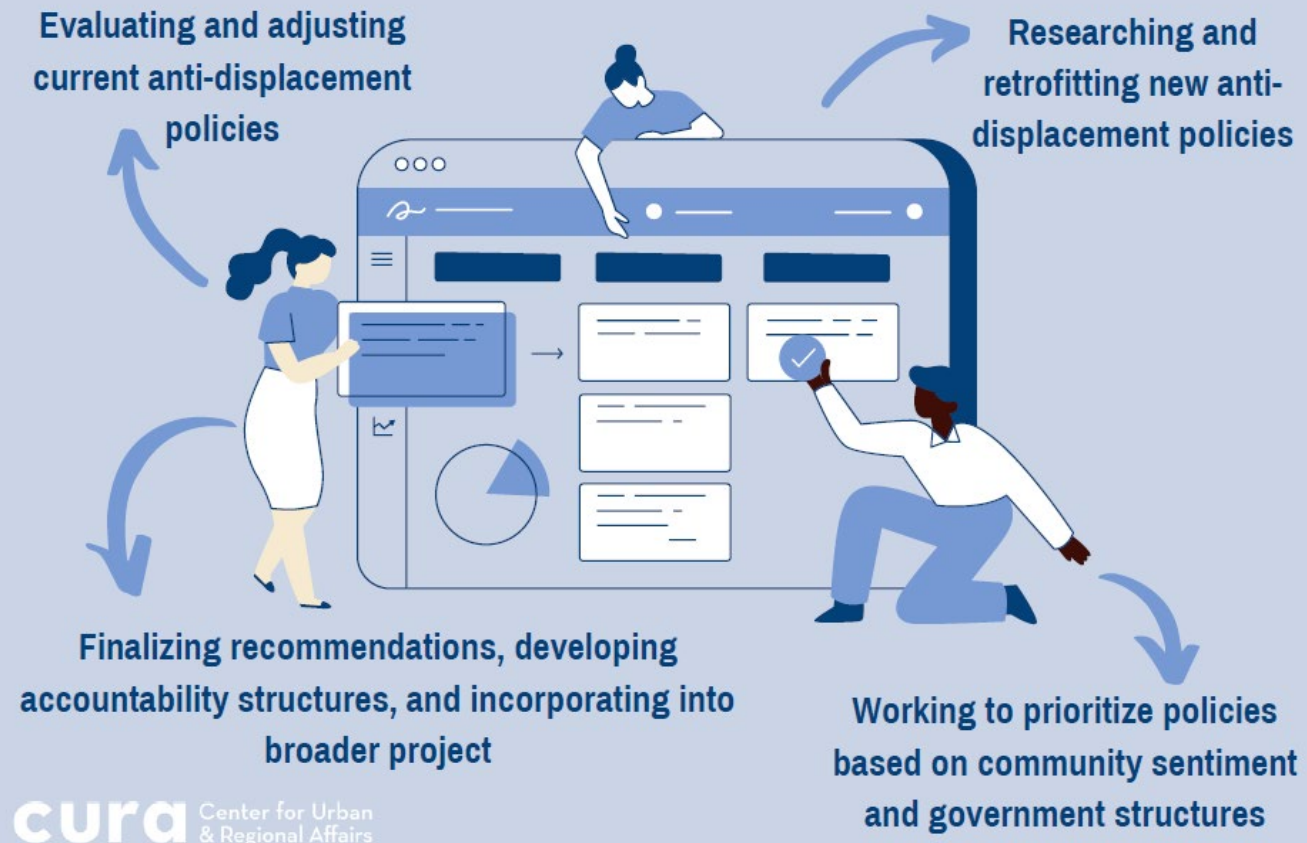
## Workshop #3: Business and Cultural Displacement

The December 10 workshop focused on defining cultural displacement, looking at existing cultural placekeeping efforts, and digesting quantitative and qualitative research done for the project.



## What's Next: Policy Prioritization, Research, and Finalizing Recommendations

The work group will have two more workshops in January and February that will focus on policy prioritization, policy research, finalizing recommendations, and incorporating these into the broader BLRT project.



# Station Planning & design



**CITY of CRYSTAL**

# **Bottineau Community Works Steering Committee**

## **January 23, 2023**

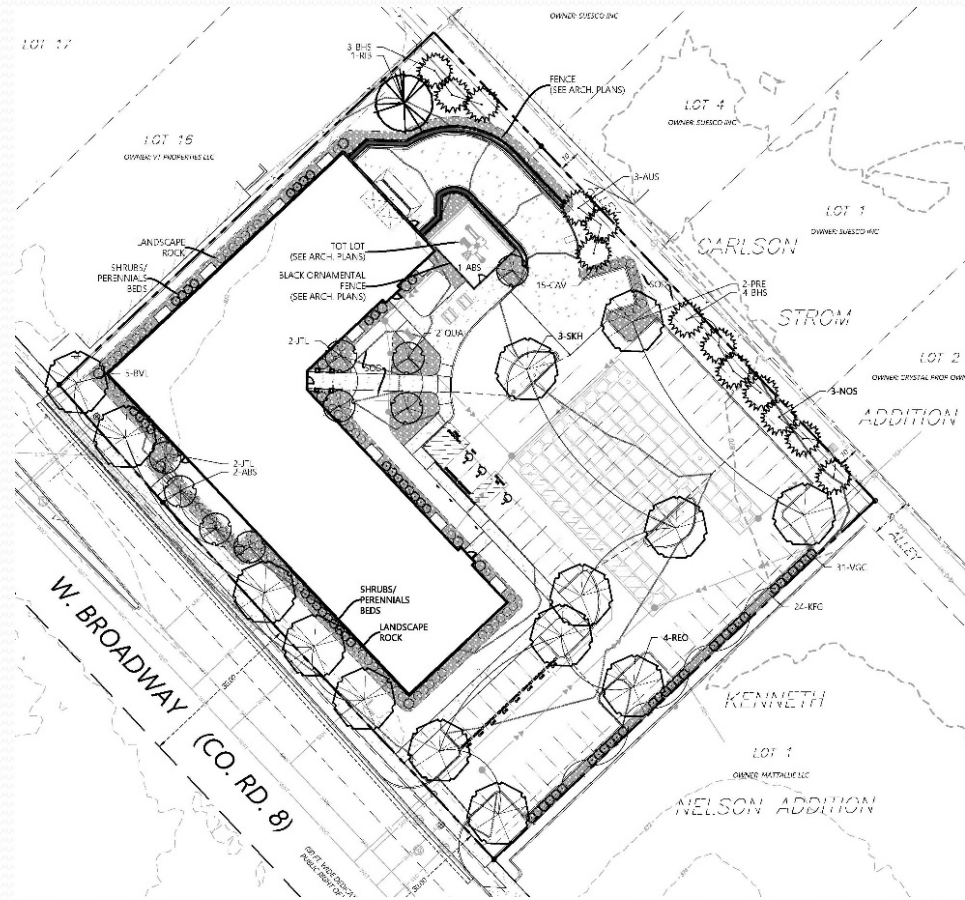
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**CITY of CRYSTAL**

# 5240 Apts

- Only vacant site in Town Center
- Jobs, shops, services and future LRT all within 10 minute walk
- 58-unit, four story building
  - 13 - 1 BR (22%)    15 - 3 BR (26%)
  - 25 - 2 BR (43%)    5 - 4 BR (9%)
- Households served
  - 46 workforce housing
  - 12 supportive housing
- Affordability
  - 43 units at 30-60% AMI
  - 15 units at or below 30% AMI
- Construction start spring 2023
- Completion spring 2024

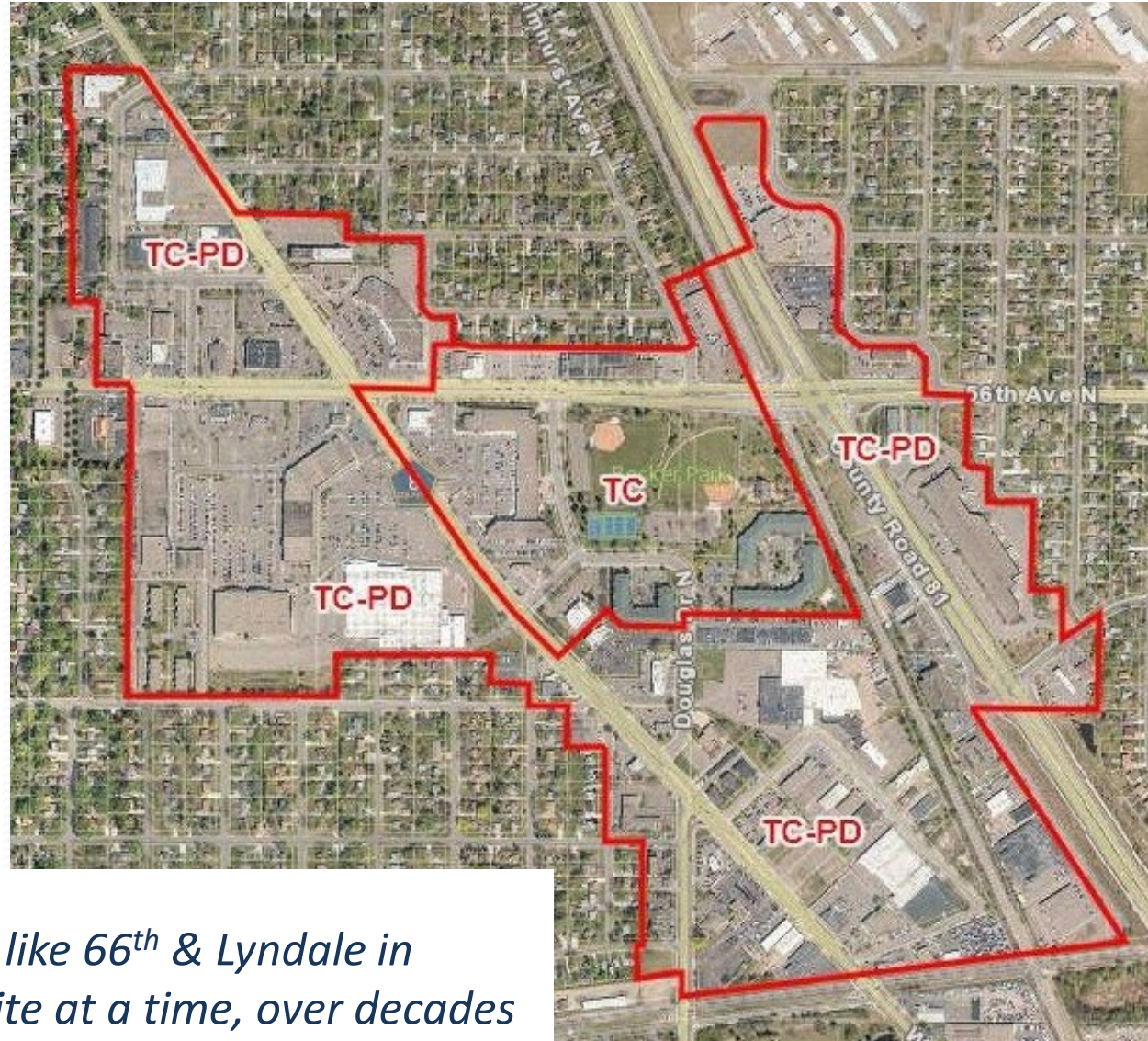




CITY of CRYSTAL

# Town Center Mixed Use Redevelopment Area

- 220 acres
- Zoned to encourage transit-oriented redevelopment
- Advantages:
  - Already a mixed-use area (build on what's there)
  - Recent investments - Becker Park, Bass Lake Road
  - Existing transit service and future Blue Line Extension
- Challenges:
  - No vacant land
  - Low commercial vacancy
  - Much of existing infrastructure is old & tired

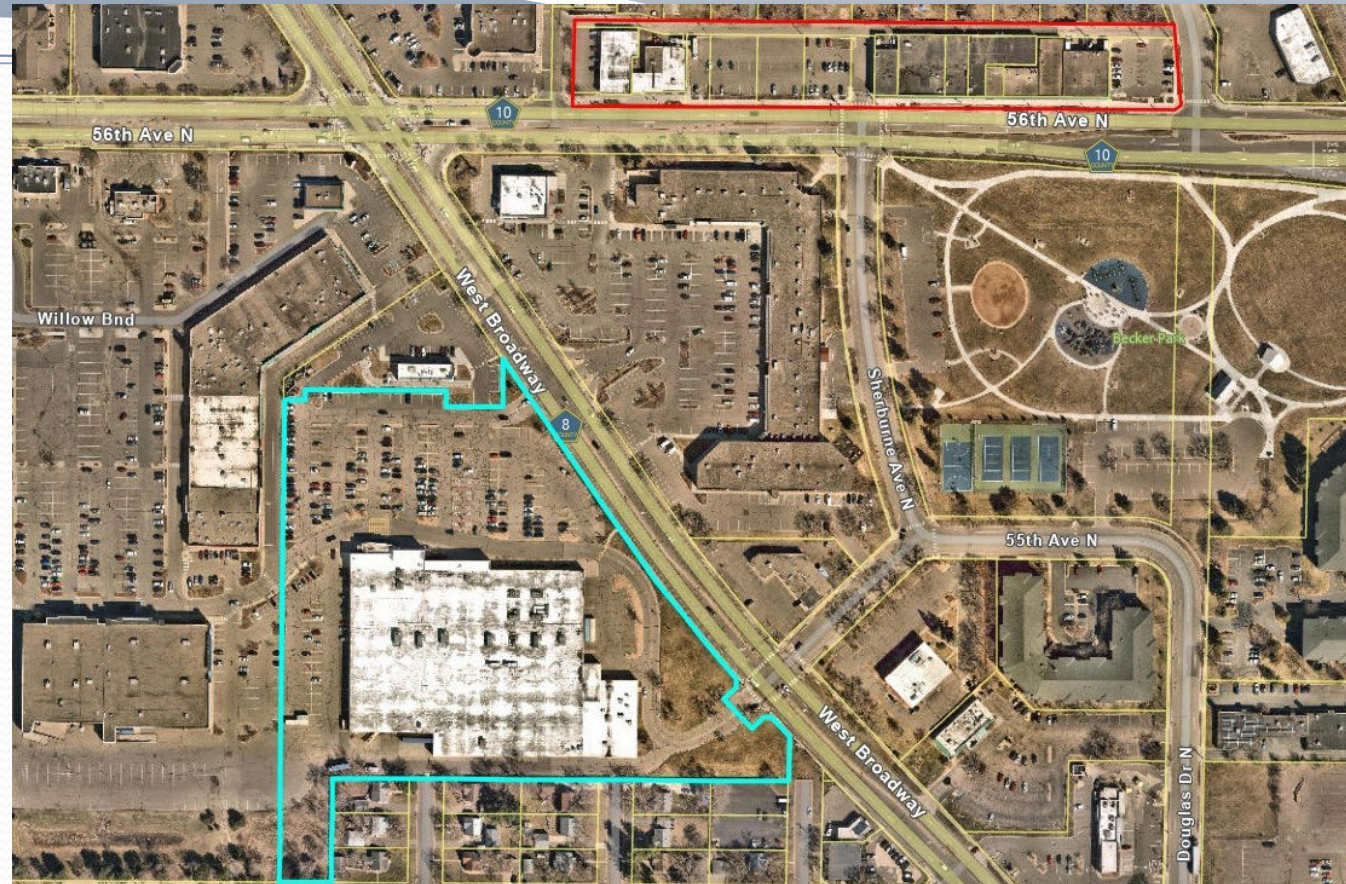
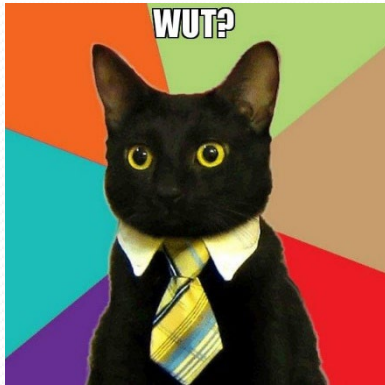


*We see this area changing like 66<sup>th</sup> & Lyndale in Richfield - gradually, one site at a time, over decades*



**CITY of CRYSTAL**

# Target vs BLR Strip



Target 0511821440051	Land Area		2021 Estimated Market Value (pay 2022)			2022 Estimated Market Value (pay 2023)		
	Sq. Ft.	Acres	2021 EMV	EMV/sq. ft.	EMV/acre	2022 EMV	EMV/sq. ft.	EMV/acre
	451,842	10.37	\$8,539,000	\$18.90	\$823,206	\$8,795,000	\$19.46	\$847,885
<i>Target property value per sq. ft. of land vs. BLR Strip:</i>			<i>2021: 69%</i>			<i>2022: 65%</i>		

Bass Lake Road Strip (15 parcels)	Land Area		2021 Estimated Market Value (pay 2022)			2022 Estimated Market Value (pay 2023)		
	Sq. Ft.	Acres	2021 EMV	EMV/sq. ft.	EMV/acre	2022 EMV	EMV/sq. ft.	EMV/acre
	118,335	2.72	\$3,261,000	\$27.56	\$1,200,399	\$3,567,000	\$30.14	\$1,313,039
<i>BLR Strip property value per sq. ft. of land vs. Target:</i>			<i>2021: 146%</i>			<i>2022: 155%</i>		



# Development Site Handouts



## Potential Development Site

### DEVELOPMENT SITE

Address: 5241 West Broadway Ave. N.

#### Current Use

- Vehicle sales

#### Property owner/agent contact info:

Ravil Ahmesthsin  
952-250-1742  
ravilemail@gmail.com

#### In Opportunity Zone?

- Yes – <http://bit.ly/3vuUskR>

#### Property Size

- 2.28 net acres (99,222 sq. ft.)
- Approximately 2.65 gross acres (115,760 sq. ft.) - Gross acreage is measured out to the centerline of adjacent streets and is used to determine the maximum number of residential units



### ZONING

**Current Zoning:**  
Commercial Zoning District

#### Proposed Zoning

The property is located in the Town Center – Planned Development (TC-PD) overlay district boundary and applicants may go through a public process to rezone the property to TC-PD.



### PROPOSED DEVELOPMENT REQUIREMENTS

The following is a description of some of the significant requirements of the TC-PD district. A full description of requirements is found in City Code Sections 515 and 520 on the Planning and Zoning page of the city's website.

- Number of residential units: No less than 43, no more than 171.
- Minimum number of parking spaces
  - General occupancy: Minimum two spaces per unit, with at least 50% of those spaces enclosed.
  - Senior housing: Minimum one space per unit, with at least 50% of those spaces enclosed.
  - As part of the rezoning application, the developer may complete a parking study for City Council consideration to demonstrate that fewer parking spaces are needed.
- Minimum/maximum building setbacks:
  - Along Douglas Dr.: No less than 1 ft., no more than 10 ft.
  - Along West Broadway: No less than 2 ft., no less than 12 ft.
  - East and west: No minimum setback.

**Note:** If there are drainage, utility or similar easements, these must be respected in addition to the minimum setbacks listed above. Known easements on this property:

- 10 ft.-wide drainage and utility easements along West Broadway and Douglas Dr., except a small portion along Douglas has a 5 ft.-wide easement.
- Maximum impervious surface: 90%.
- Maximum building height: five stories or 60 ft., whichever is less.



# Public Investment



- Bass Lake Road Streetscape (2018)
  - 12 spaces of on-street parallel parking
  - New sidewalks and APS crosswalks
  - New fixtures, landscaping and lighting
  - ✓ Buildings have zero vacancy
  - ✓ Nearly all tenants stayed, some expanded
  - ✓ A place for businesses to start and grow
  - ✓ “The whole world is in Crystal”

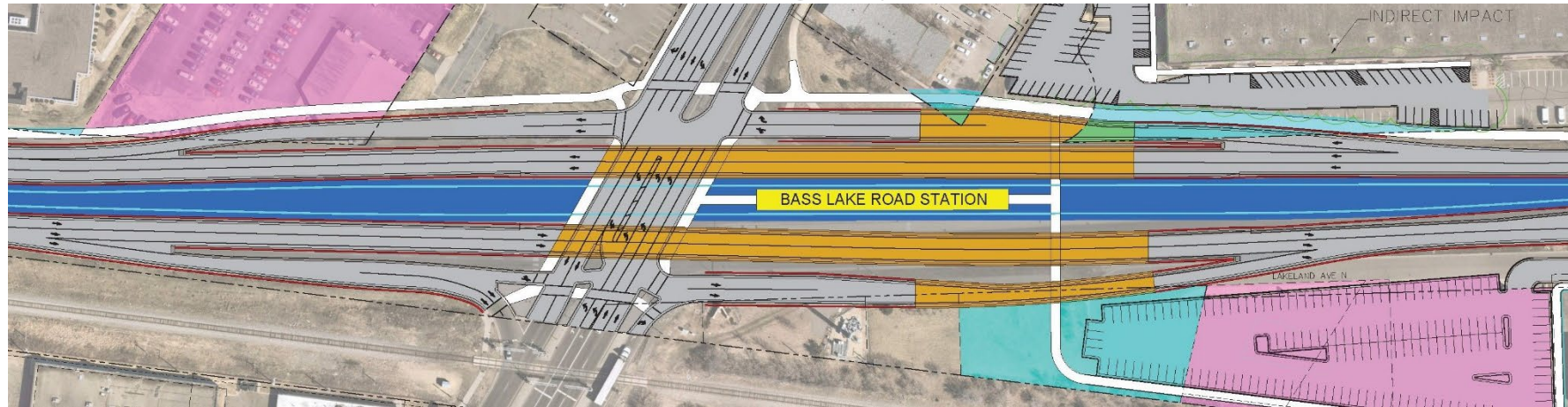


- Becker Park (2019-2020)
  - Inclusive play area
  - Interactive fountain/splash pad
  - Grills and picnic tables
  - Farmers Market
  - Community gathering space for large events
  - Underground stormwater infiltration (2.2 million gal)

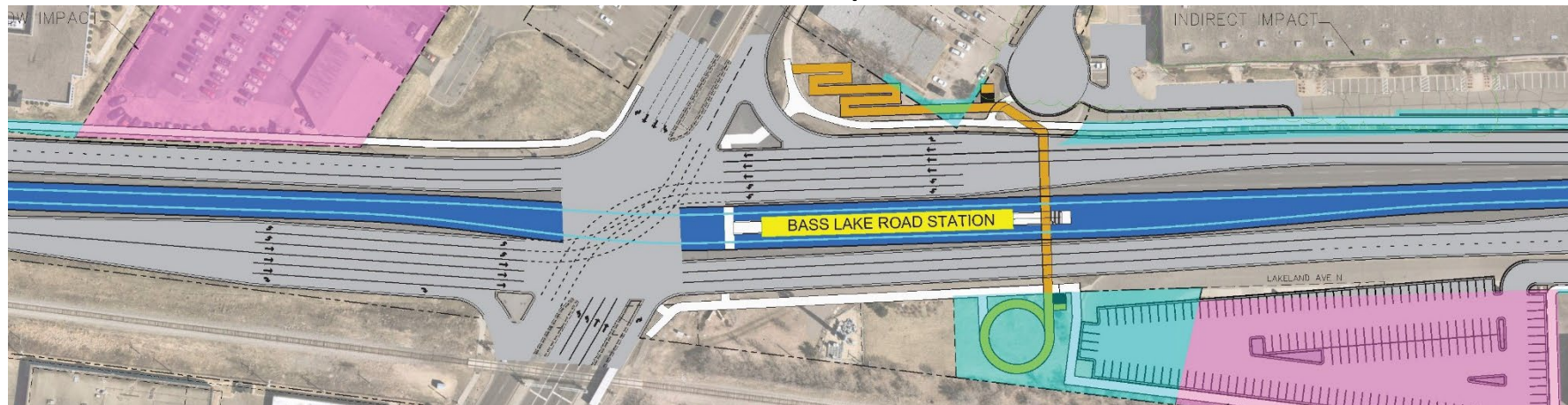


# Blue Line Extension Bass Lake Road Station

## Interchange Option



## At-Grade Option





# Blue Line Extension Bass Lake Road Station

Interchange Option



At-Grade Option





**Questions?**

**Thank you**

**John Sutter**  
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# Cultivate Arts

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# Cultivate Arts 2022 Recap



# What is Cultivate Arts?

- Initiative to engage communities along the Metro Blue Line Extension corridor to build artist capacity, demonstrate arts and placemaking tools, and activate the creative economy through culturally representative arts-based activities.
- Events in 2022 from July to Nov



*Sam King at Asian Media Access event*



# Blue Line Extension Engagement

**31** EVENTS | **5,000+** RESIDENTS ENGAGED

## NORTHRUP KING BUILDING

6 Dis Place Meant Home

## WEST BROADWAY AVE

7 Dis Place Meant Home

8 On the Ground Up

9 Robot Mobile Disco

10 At the Front of the Line

11 Rails to Souls

12 AMA Project Resonance

## FAIR SCHOOL IN MPLS

13 Kickin' it with Kulture

## BECKER PARK

1 Malik De Universo

2 Afrocontigbo

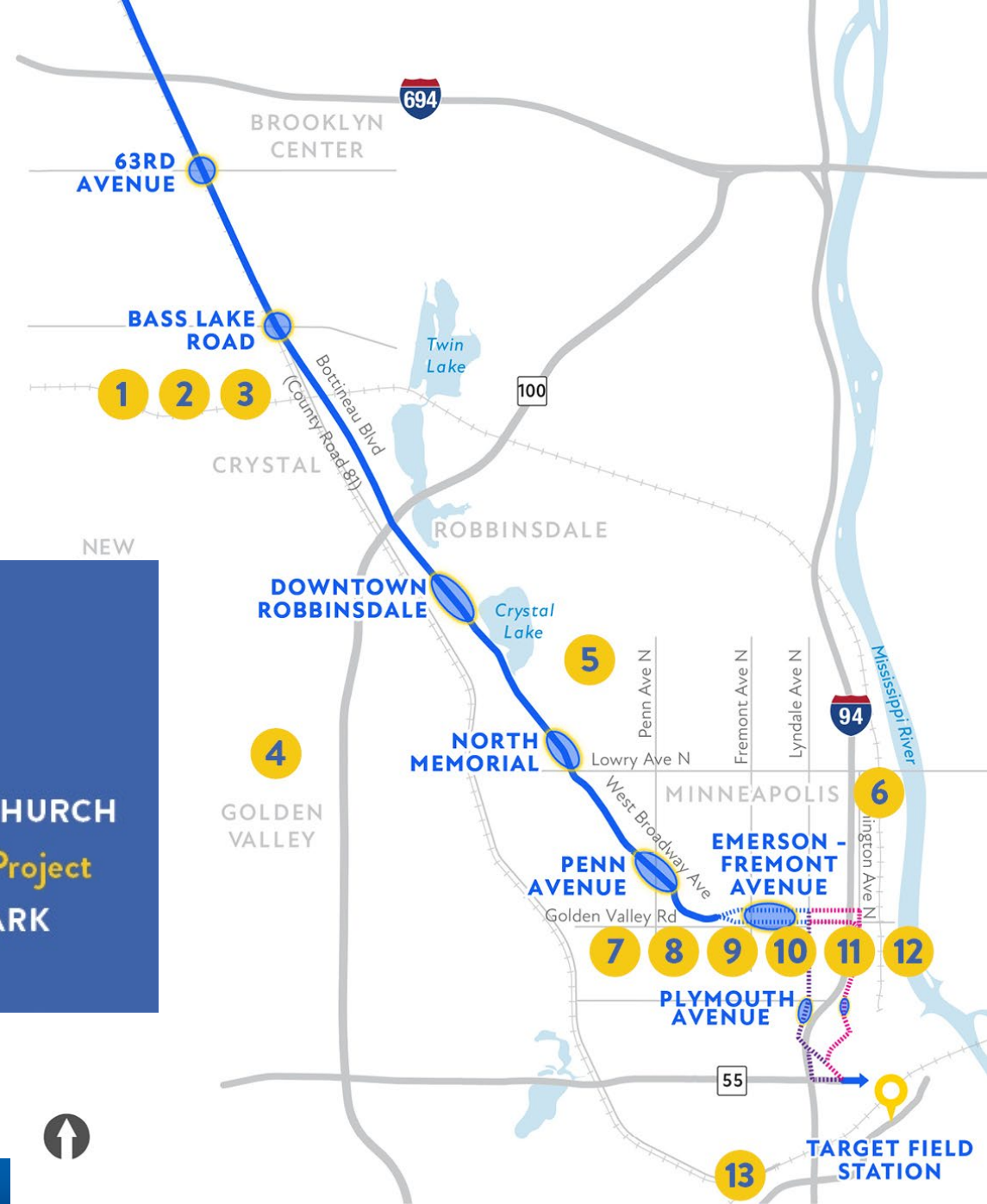
3 On the Ground Up

## VALLEY COMMUNITY CHURCH

4 HeArt Connection Project

## LAKEVIEW TERRACE PARK

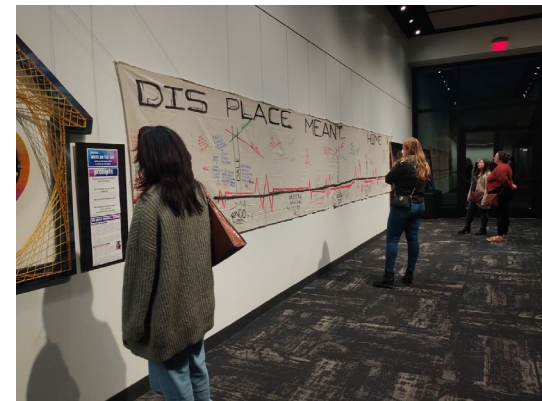
5 Malik De Universo





# Artist Activities

- Events at Becker Park
- Workshops with 5<sup>th</sup> grade class at Zanewood
- Farmers market community conversations
- Photos of members at Liberian church
- Project flyers posted
- Robot Mobile Disco



*Dis Place  
meant  
Home*



# Artist Activities, continued

- Events downtown at Fair School
- Community mapping and cultural Asian dance performance
- Interactive art installation about displacement
- Community mural project
- Free tie-dying and painting activities



*Kulture Klub Collaborative*

# More info and links

- [Mybluelineext.org/Cultivate](https://mybluelineext.org/Cultivate)



- Contact:

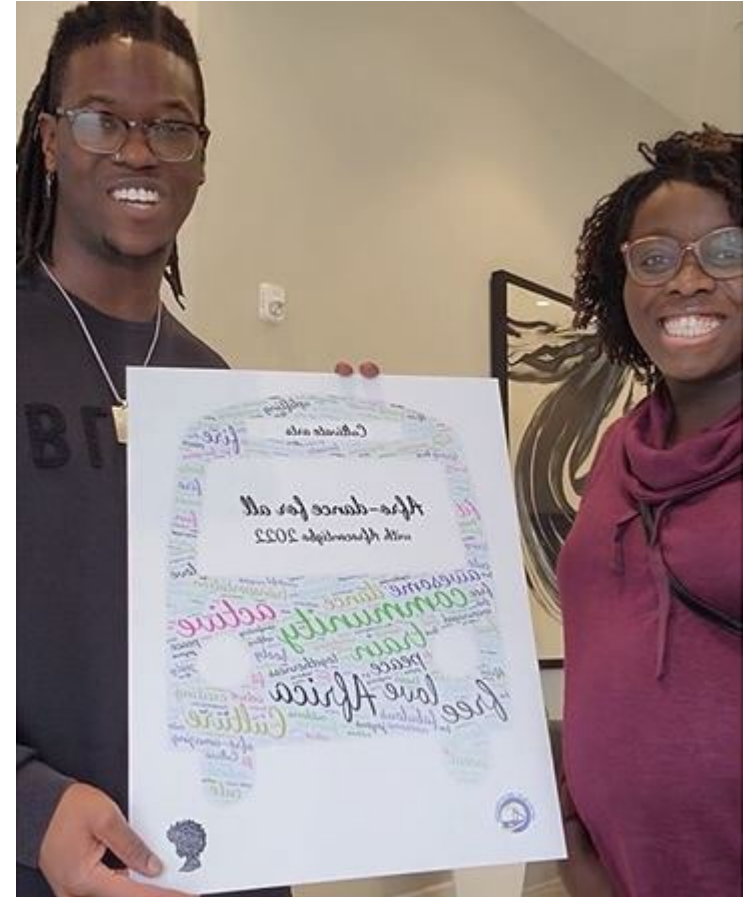
Sam King, Cultivate Arts Engagement Lead,  
Hennepin County // [Samuel.King@hennepin.us](mailto:Samuel.King@hennepin.us)



*Rail to Souls event*



*Open Streets West Broadway*



*AfroContigbo-Afrodance for All*



# Additional partner updates

# Discussion: 2023 Planning

# Bottineau Community Works

DRAFT Bottineau Community Works 2021-2022 Focus Areas

## OBJECTIVES

- Expand **wealth-building opportunities** for residents and business owners
- Create **sustainable development** that meets community goals and desires
- Increase access to, and skills readiness for, **family-sustaining jobs**
- Make our communities more **walkable and bikeable**
- Amplify the success and vibrancy **of cultural and community assets**

## PROCESS

- Build a **shared understanding** among public agencies and key stakeholders of **issues, priorities, potential tools, and strategies**
- Identify **local expertise** and momentum
- Identify **assets and strategies with the most potential**, and most **community support**, to achieve the objectives
- Recommend **strategies for collaborative implementation** by BCW and community partners in 2022 and beyond

# BCW Focus areas

## TOD Development

- Developing key sites/guiding land use
- Affordability of commercial space
- Supporting business incubator models

## Small Business Support

- Access to small business capital
- Technical support for small business recovery and growth
- Coordinate resources with COVID recovery efforts
- Support for business ownership/site ownership models

# BCW Focus areas

## Workforce Connections

- Connect residents to jobs
- Grow jobs along the corridor
- Last mile connections between stations and employment centers

## Infrastructure Investments

- Bike/ped connections
- Public realm improvements
- Shared mobility
- Stormwater & green infrastructure
- Environmental assessment and remediation



# BCW Focus areas

## Placemaking

- Highlight cultural assets along the corridor and at planned station locations
- Use placemaking to support artists and businesses in the corridor
- Greenspace and parks

# Potential Steering Committee topics

Meeting	Potential topics
January 2023	<ul style="list-style-type: none"><li>• Business support initiatives</li><li>• Update on station planning</li><li>• Focus areas/organization for 2023</li></ul>
March 2023	<ul style="list-style-type: none"><li>• Anti-displacement workgroup recommendations</li><li>• BCW focus areas/work activities for 2023</li></ul>
May 2023	<ul style="list-style-type: none"><li>• TOD/development update</li></ul>
July 2023	<ul style="list-style-type: none"><li>• Workforce</li></ul>
September 2023	<ul style="list-style-type: none"><li>• Infrastructure</li><li>• Arts/Placemaking</li></ul>
November 2023	<ul style="list-style-type: none"><li>• Focus areas/organization for 2024</li></ul>

# Steering Committee meeting agenda organization



# Shared Learning Workshops

3-4 workshops

6-9 PM, every other month: March, May, July, September

Topics:

- Innovative tools to support business ownership
- Climate resiliency and sustainable construction
- Cultural Corridors and Arts
- Bus tour of development, including affordability, around the metro



# Deep dive:

supports for entrepreneurs and small  
businesses



# Elevate Business

Patricia Fitzgerald  
Hennepin County

**ELEVATE**  
Business





# Welcome to Elevate Business

- **Curated hub** for relevant small business events, services, and resources provided by multiple agencies
- Online platform at [elevatebusinesshc.com](https://elevatebusinesshc.com)
- Currently available for Hennepin County businesses

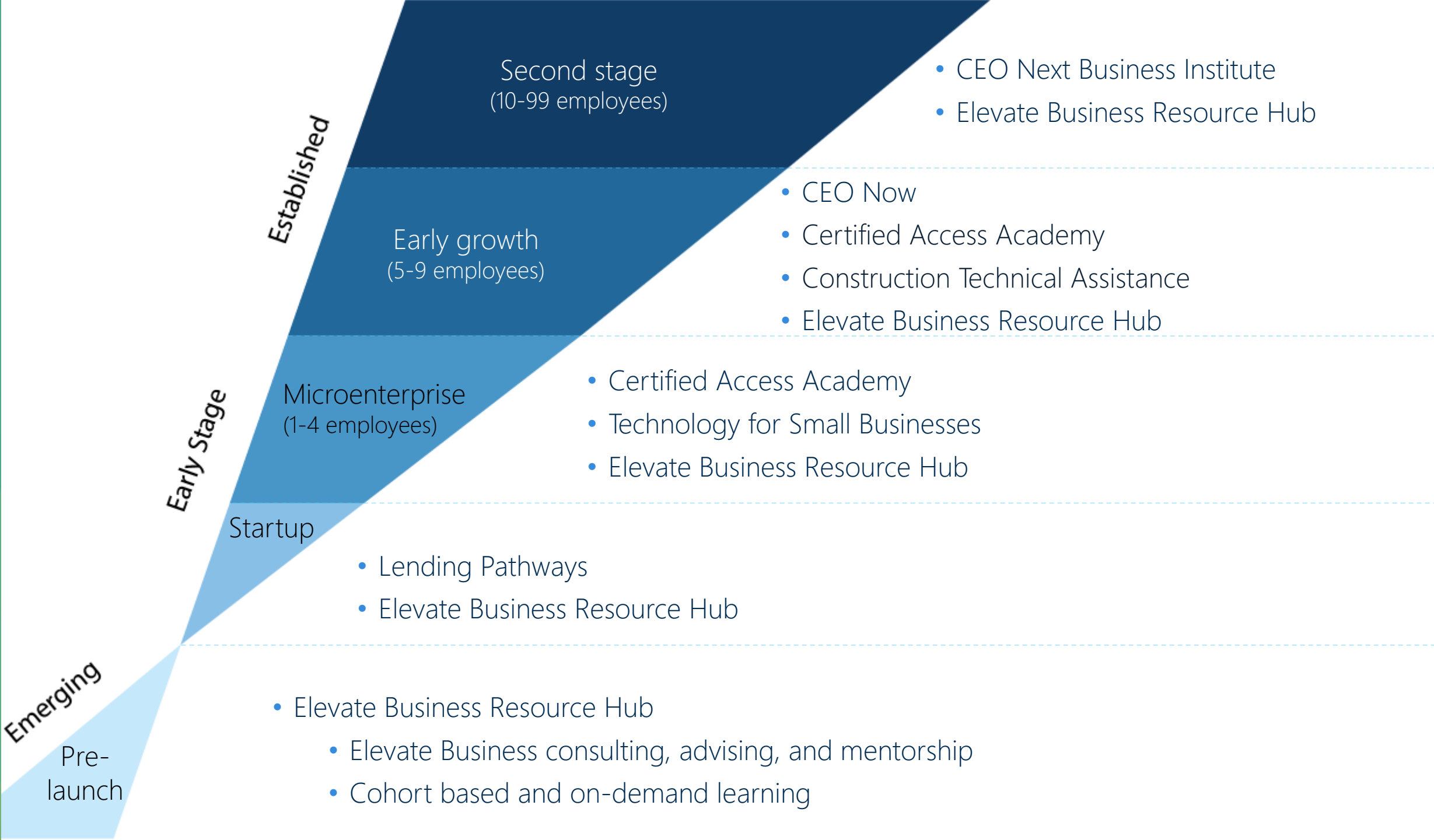


# Services for Businesses

- Curated 1:1 business advisory services
- One stop for events and classes offered throughout the region
- Peer to peer connection
- Personal business navigation

Vanessa Drews, Owner of Cheesecake Funk





Emerging

Pre-launch

Early Stage

Startup

Microenterprise  
(1-4 employees)

Early growth  
(5-9 employees)

Established

Second stage  
(10-99 employees)

- Lending Pathways
- Elevate Business Resource Hub

- Certified Access Academy
- Technology for Small Businesses
- Elevate Business Resource Hub

- CEO Now
- Certified Access Academy
- Construction Technical Assistance
- Elevate Business Resource Hub

- CEO Next Business Institute
- Elevate Business Resource Hub



# Current service focus

- Business planning
- Legal
- Financial management / projections
- Lending and preparation to access capital
- Marketing

All consulting costs are paid for by Hennepin County, free to you!



# Professional Advisors

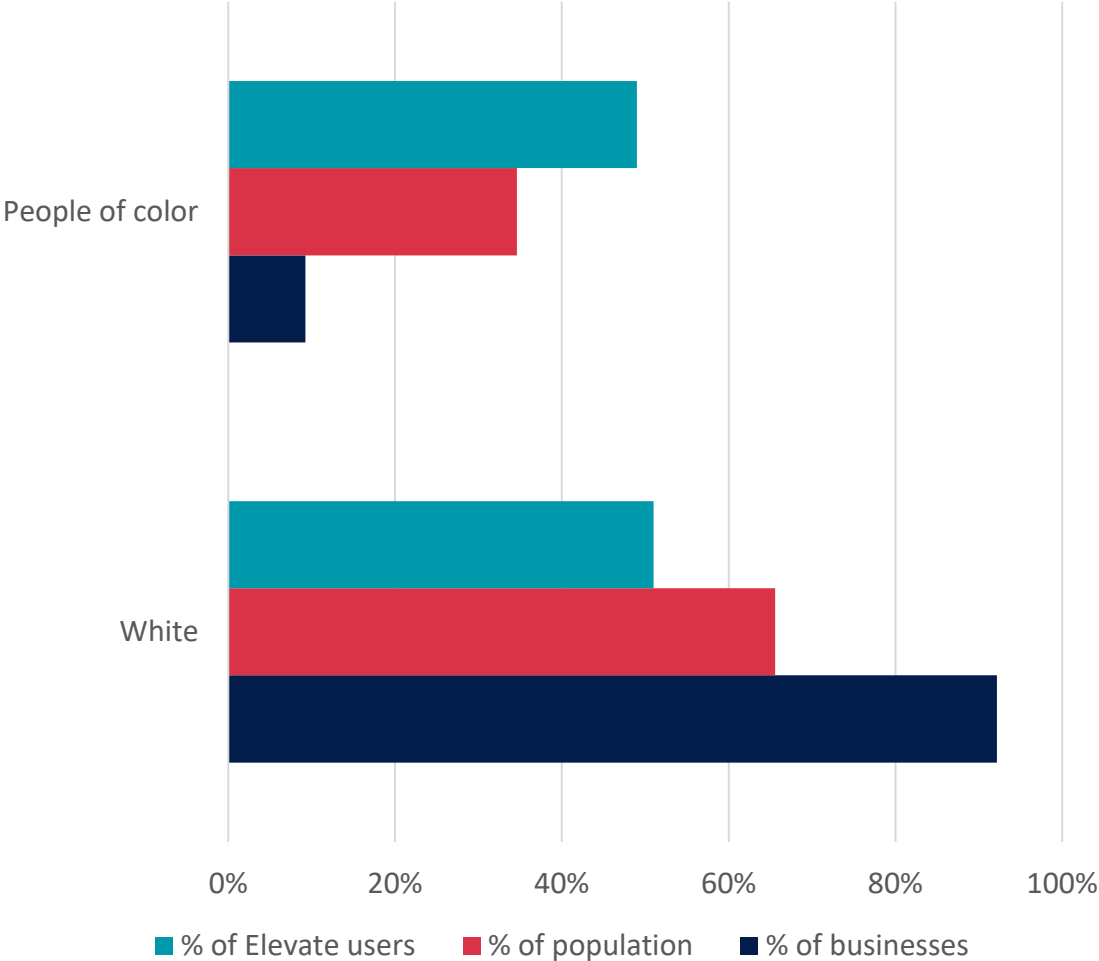
- Mission driven for-profit or non-profits
- Community-based
- Culturally-specific, multi-lingual
- Specialized, practical and professional business advisory services

# Our Impact

More than 1,100 businesses have accessed technical assistance

More than 1,600 are registered

- 49% identify as non-white
- 45% identify as women
- Over 60% have fewer than 10 employees





## Expert help for county businesses

“This is an amazing opportunity because I can pass off some of the work to consultants who are experts in their fields, and who also want to help other businesses start.”

Leondra Mitchell, Founder and designer of Nichelle Lee Handmade Jewelry



Heidi Oas, Air Quality Engineering, CNBI Alum

## CEO Next

### Helping 2<sup>nd</sup> Stage Businesses Grow

- ✓ Strengthen infrastructure
- ✓ Expand customers/brand/markets
- ✓ Path to the next level



# CEO Now

- New **cohort-based** executive education offering for growth-oriented business owners
- **Up to 20 business owners** per cohort
- **7 months** of focused business instruction and peer learning
- The first cohort will begin in **March 2023**
- **No cost** for eligible Hennepin County entrepreneurs



# Elevate Business Construction

- Eligible contractors in Hennepin County can access three types of resources
  - 1:1 consulting, specialized services from trusted construction industry experts
  - Construction Intensive Workshop
  - Working Capital Cohort
- [Hennepin County Elevate Business Construction](#)





# Certified Access Academy

- Supporting Women of Color entrepreneurs
  - Contracting with government and corporate entities
  - Semi-annual cohorts



**CERTIFIED  
ACCESS**

**ELEVATE**  
Business



# More Business Resources

- Technology advisory services
- Events and cohort-based services
- Additional professional services



# Resources: Hennepin County Library

- Trademarks and patents
- Skill-building videos through LinkedIn Learning  
Quickbooks, Microsoft office, Leadership development,  
and much more
- Sophisticated market research databases
- Business plan templates

**Learn more:** [hennepin.us/economic-development/programs/Library](https://hennepin.us/economic-development/programs/Library)



# Resources: Business Recycling Grants

Grants can be used for expenses including:

Recycling containers, Organics recycling setup and supplies, reusable food service supplies and other waste-reduction efforts

Businesses and organizations can also get signage, educational materials, and consulting to help them start or improve recycling programs.

**Learn more:** [hennepin.us/business/recycling-hazardous-waste/business-recycling](https://hennepin.us/business/recycling-hazardous-waste/business-recycling)

# Questions?

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# Bottineau Community Works

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Bottineau Community Works website: [hennepin.us/bottineau](https://hennepin.us/bottineau)

