

Chapter 6: Implementation Framework

The implementation strategies described below were developed with careful collaboration among the Penn Avenue Community Works partners. They are grounded in community input and technical expertise and, taken together, they advance the program's goals: to promote economic opportunity, stimulate private investment, improve mobility and connectivity, and enhance livability in the corridor. The commitment, focus and actions of each partner will determine the success of these strategies – and their ultimate impact on the Penn Avenue corridor.

Initiative	Investment	Hennepin County role	Partners
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Note: "\$" figures represent the following ranges: \$ < \$500K; \$\$ = \$500K to \$2M; \$\$\$ = \$2M to \$6M; \$\$\$\$ > \$6M

Connect people to jobs

Proactively identify job opportunities and training organizations accessible by transit; identify funding for training	\$	Support	Hennepin County Workforce, CPED METP, North at Work
Support paid internships in the corridor (e.g. Humboldt Industrial, Northpoint)	\$	Support	HC Workforce, CPED METP, North at Work
Work with Hennepin County's Pathways program	\$	Support	HC Workforce, CPED METP, North at Work, Summit Academy OIC

Redevelop vacant properties

Provide technical assistance to build capacity in real estate development through the Business Technical Assistance program (B-TAP)	\$ (city)	Support	City of Minneapolis
Provide funding to support predevelopment activities, including property acquisition, as well as funding for redevelopment projects.	\$\$	Lead	Hennepin County
Identify policy changes that could support redevelopment, including Tax Increment Financing (TIF), tax abatement, special assessments, or land write downs	\$	Lead	City of Minneapolis, Hennepin County

Support businesses and improve mix of goods and services available

Support business incubator space	\$	Support	Technical assistance providers
Create challenge fund to match crowdsourcing efforts	\$	Support	Non-Hennepin County funded
Create a business district incentive to write down cost of commercial rent in new space	\$	Co-Lead	West Broadway Coalition, City of Minneapolis, foundation partner
Construction mitigation support for businesses	\$	Lead	City of Minneapolis

Support high quality rental and homeownership housing

Support existing financial literacy programs for homeownership and rental	\$	Support	City of Minneapolis, community organizations
Support cluster redevelopment strategy (example: 27th and Penn)	\$\$	Support	City of Minneapolis
Provide funding for home renovation program with a focus on exterior improvements	\$	Lead?	City of Minneapolis, community organizations

Create a sense of place

Support greening and placemaking initiatives at key sites and at commercial nodes	\$	Lead	Mississippi Watershed Management Organization (MWMO), Trust for Public Land, Blue Cross Blue Shield, business associations
Proactively identify stormwater management initiative to positively impact Flood Area 5 and Crystal Lake	\$\$	Support	City of Minneapolis, MWMO
Promote the C Line with opening day events	\$	Support	Metro Transit

Support mobility

Implement C Line bus rapid transit (BRT) system on Penn Avenue	\$\$\$\$	Support	Metro Transit
Reconstruct BRT intersections on Penn Avenue; mill-and-overlay maintenance from Glenwood Avenue to I-394	\$\$	Co-lead with Metro Transit	City of Minneapolis
Reconstruct Penn Avenue from West Broadway to Lowry Avenue (including bumpouts) and additional segments as funding is available	\$\$\$	Lead	City of Minneapolis
Construct bike boulevards on Queen and Thomas avenues north	\$\$	TBD	TBD