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
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.

- Digging into existing and recommended policies
- Collectively developing a recommendation structure
- Determining next steps for recommendations
- Listening to community sentiment on anti-displacement policies
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.

Collectively defining cultural displacement

Digging into existing and new cultural placekeeping strategies

Listening to a community expert forum on cultural displacement

Engaging with qualitative and quantitative research on housing, businesses, land use, demographics, and youth perceptions of LRT
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.

- Evaluating and adjusting current anti-displacement policies
- Researching and retrofitting new anti-displacement policies
- Finalizing recommendations, developing accountability structures, and incorporating into broader project
- Working to prioritize policies based on community sentiment and government structures
Station Planning & design
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
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 66th & Lyndale in Richfield - gradually, one site at a time, over decades
### Target vs BLR Strip

#### Target

<table>
<thead>
<tr>
<th>Land Area</th>
<th>2021 Estimated Market Value (pay 2022)</th>
<th>2022 Estimated Market Value (pay 2023)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sq. Ft.</td>
<td>EMV</td>
<td>EMV/sq. ft.</td>
</tr>
<tr>
<td>451,842</td>
<td>$8,539,000</td>
<td>$18.90</td>
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</table>

#### BLR Strip (15 parcels)

<table>
<thead>
<tr>
<th>Land Area</th>
<th>2021 Estimated Market Value (pay 2022)</th>
<th>2022 Estimated Market Value (pay 2023)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sq. Ft.</td>
<td>EMV</td>
<td>EMV/sq. ft.</td>
</tr>
<tr>
<td>118,335</td>
<td>$3,261,000</td>
<td>$27.56</td>
</tr>
</tbody>
</table>

---

**Target property value per sq. ft. of land vs. BLR Strip:**

- **2021:** 69%
- **2022:** 65%

**BLR Strip property value per sq. ft. of land vs. Target:**

- **2021:** 146%
- **2022:** 155%
Potential Development Site

DEVELOPMENT SITE

Address: 1241 West Broadway Ave. N.

Current Use

Vehicle sales

Ownership/agent contact info:

Paul Heidenreich
952-250-7182
paulheidenreich@gmail.com

Is Opportunity Zone?

Yes, see: http://zor.clriltonmn.org

Property Size

- 2.28 net acres (99,222 sq. ft.)
- Approximately 2.45 gross acres (135,361 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 530 and 536 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 Council consideration to demonstrate that fewer parking spaces are needed.
  - Minimum/maximum building setbacks:
    - Along Douglas Dr.: No less than 5 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:

- 80 ft. wide drainage and utility easements along West Broadway and Douglas Dr., except for 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
Community Development Director
(763) 531-1130
john.sutter@crystalmn.gov
www.crystalmn.gov
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 5th grade class at Zanewood
• Farmers market community conversations
• Photos of members at Liberian church
• Project flyers posted
• Robot Mobile Disco
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
More info and links

- Mybluelineext.org/Cultivate

Contact:

Sam King, Cultivate Arts Engagement Lead, Hennepin County // Samuel.King@hennepin.us

Rail to Souls event

Open Streets West Broadway

AfroContigbo-Afrodance for All
Additional partner updates
Discussion: 2023 Planning
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

Bottineau Community Works
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

Bottineau Community Works
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

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Potential topics</th>
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<tbody>
<tr>
<td>January 2023</td>
<td>• Business support initiatives</td>
</tr>
<tr>
<td></td>
<td>• Update on station planning</td>
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<tr>
<td></td>
<td>• Focus areas/organization for 2023</td>
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<tr>
<td>March 2023</td>
<td>• Anti-displacement workgroup recommendations</td>
</tr>
<tr>
<td></td>
<td>• BCW focus areas/work activities for 2023</td>
</tr>
<tr>
<td>May 2023</td>
<td>• TOD/development update</td>
</tr>
<tr>
<td>July 2023</td>
<td>• Workforce</td>
</tr>
<tr>
<td>September 2023</td>
<td>• Infrastructure</td>
</tr>
<tr>
<td></td>
<td>• Arts/Placemaking</td>
</tr>
<tr>
<td>November 2023</td>
<td>• Focus areas/organization for 2024</td>
</tr>
</tbody>
</table>
Steering Committee meeting agenda organization

- **Administrative items:**
  - Meeting minutes, calendar items, charter

- **Deep Dive:**
  - Key focus of the meeting
    - TOD development
    - Small business support
    - Workforce
    - Infrastructure
    - Placemaking

- **City Spotlight:**
  - Highlight actions by cities or other BCW partners at station areas

- **Partner Updates:**
  - Share successes, challenges, policy initiatives, development information
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
Welcome to Elevate Business

• **Curated hub** for relevant small business events, services, and resources provided by multiple agencies

• Online platform at [elevatebusinesshc.com](http://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
Pre-launch

- Elevate Business consulting, advising, and mentorship
- Cohort based and on-demand learning

Startup

- Lending Pathways
- Elevate Business Resource Hub

Microenterprise (1-4 employees)

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

Early growth (5-9 employees)

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

Second stage (10-99 employees)

- CEO Next Business Institute
- Elevate Business Resource Hub

Established
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.”
CEO Next

Helping 2nd Stage Businesses Grow

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

Heidi Oas, Air Quality Engineering, CNBI Alum
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
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
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
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
Questions?

Tashie George, Business Resource Navigator
tashie.george@hennepin.us
Bottineau Community Works

Kerri Pearce Ruch
kerri.pearce.ruch@hennepin.us, 612-348-3080

Andrew Gillett
andrew.gillett@hennepin.us, 612-348-4949

Bottineau Community Works website: hennepin.us/bottineau