Northwest Crossing
Development Guide

MARCH 2020
Hennepin County and Greater MSP coordinated with the following cities, agencies, and organizations in the creation of this document:

Blue Line Coalition
City of Brooklyn Park
City of Crystal
City of Golden Valley
City of Minneapolis
City of Robbinsdale
Metropolitan Council
Metro Transit
Perkins and Will
Introduction

The Northwest Crossing Development Guide is a brief introduction to the people and the opportunities found along the Bottineau Corridor. For over 150 years, the Corridor has been a vital link between the Twin Cities and central and northwestern Minnesota as well as the Dakotas and Canada. In recent decades it has been one of the primary growth corridors for the Twin Cities as the region expanded northwestward.

With more than 100,000 people living within a mile of the Corridor, it is on the verge of a major transformation with the extension of Metro Transit’s Blue Line LRT (light rail transit). Based on the experience of other recently completed LRT lines, the people and businesses of the Bottineau Corridor will become increasingly connected to the rest of the Twin Cities region and vice versa. This will bring the potential for tremendous change. This document will help you learn more about the Corridor and provide insight into how you can be apart of the transformation.

Report Organization

This report begins with a brief overview of the Bottineau Corridor. However, because most of the changes in the Corridor will be driven by the new LRT, the report primarily focuses on the areas within 1/2-mile of each station.
Introduction

Oak Grove Pkwy Station:
Target North Campus & potential to develop a new transit-oriented, mixed-use village.

85th Ave Station:
Regionally important civic center, including the North Hennepin Community College.

Brooklyn Blvd Station:
Important shopping district with a mixture of large, national retailers and smaller locally-owned businesses.

Robbinsdale Station:
Pedestrian-scaled main street with a thriving restaurant scene.

Golden Valley Rd Station:
Access to Theodore Wirth Park and Sochacki Park. Select sites may be candidates for long-term redevelopment.

Plymouth Ave/Theodore Wirth Park Station:
Direct access to main entrance of Theodore Wirth Park, including the historic Wirth Chalet and the Trailhead facility.

93rd Ave Station:
Expanding employment district with opportunities to add amenities that support nearby businesses.

63rd Ave Station:
Established residential area with an existing Park and Ride and a key site immediately available for redevelopment.

Bass Lake Rd Station:
Anchored by newly renovated Becker Park with adjacent shopping district.

Penn Ave Station:
Established residential district with access to both downtown Minneapolis and Theodore Wirth Park.

Van White Blvd Station:
Closest station to downtown Minneapolis and a growing education center.

Click on any photo or the banner at the bottom of the page to learn more about a particular station area.

Northwest Crossing Development Guide
Introduction | Context

Status of the LRT

The Bottineau Corridor has been identified by the Metropolitan Council as a key regional transit corridor best served by future light rail transit service (LRT). Coordinated planning efforts along the Corridor have determined an optimal alignment for the LRT and the location of specific stations. More importantly, the results of these planning efforts also mean that the Corridor has received preliminary approval from the Federal Transportation Administration to receive critical federal funding for the LRT project. Once funding is fully approved, construction of the line is estimated to take four years.

Development Potential of LRT

The transformative potential of LRT is significant. According to a 2019 Metro Transit study, corridors with high-frequency transit service have captured nearly $12 billion in permitted development from 2003 to 2018. This is over 35% of the region’s development value on only 3% of the region’s land. Furthermore, an additional $8.2 billion in development is planned along high frequency transit, representing 60% of the currently planned development for the region.

To see the full report, click here
The Bottineau Corridor is one of the most demographically and culturally diverse areas of the Twin Cities metropolitan region. Throughout the Corridor there are important concentrations of communities of color and new Americans representing a wide variety of cultures, languages, and experiences. These communities add vibrancy to the Corridor, and any development should highlight and celebrate this unique aspect of the area.

Did You Know?
The Bottineau Corridor is home to one of the nation’s largest Liberian communities. According to the US Census, there an estimated 10,000 Liberian-Americans that live in the Corridor, many of which are in Brooklyn Park. To learn more detailed information about the demographic make-up of the Corridor, click on the following link: https://gis.hennepin.us/Templates/MapJournal/BottineauOverview.html
Introduction | Context

The Bottineau Corridor contains people of all backgrounds and walks of life. This is not only a defining characteristic, but also a significant asset. Therefore, in order to leverage this asset, it will be important that future investments benefit both existing and future stakeholders. The following are strategies that can help ensure a bright future for everyone in the Corridor.

Best Practices for Community Engagement

Because the Bottineau Corridor is so diverse, traditional engagement strategies are often ineffective and don’t necessarily lead to desired outcomes. Although all engagement needs to be tailored to the stakeholders one is trying to reach, some best practices include:

- Use of various media
- Meetings at accessible times and locations
- Use of a trusted advocate
- Use of a translator
- Use of incentives
- Use of easily understood exhibits and descriptions of the process

To learn more about how to best structure community engagement, please click here

Equitable Development Scorecard

The Blue Line Coalition, a coalition of community-based organizations, has developed a scorecard that can assist developers and other potential investors to evaluate their projects in terms of community equity.

To learn more about the scorecard, please click here

Innovative Financing

The Metropolitan Council is currently developing a set of Innovative Financing Strategies to help support TOD development along the Bottineau Corridor. Once in place, they will assist the public and private sectors with technical assistance for specific development projects/concepts that face financing barriers; recommendations to address commercial affordability issues due to the impact of light rail transit, and identification of funding and financing strategies to minimize resident and business displacement along the corridor.

Source: City of Robbinsdale
Van White Boulevard
Station Area

**Van White Station** is the closest station to downtown Minneapolis and a prominent education center

Including portions of the Sumner Glenwood, Near North, Harrison, and the North Loop neighborhoods, the Van White Boulevard station is the closest Bottineau Corridor station to Downtown Minneapolis. The station area has seen significant change in the last decade. Recent years with the development of Heritage Park, a mixed-income residential community, the addition of new commercial businesses along Glenwood Avenue, and the building boom in the nearby North Loop area. Furthermore, the station area has become a center of education with six different institutions located within 1/4-mile of the station.

Despite all the recent change, the Van White Boulevard station area still has a variety of potential sites, both large and small, that could accommodate significant future mixed-use developments.
Van White Boulevard | Opportunities

Potential Sites:

- Tier 1: Vacant Publicly Owned Parcels
- Tier 2: Vacant or Underutilized Privately Owned Parcels
- Tier 3: Long-term Future Redevelopment Areas
  - Penn Avenue North BRT (C Line)*
  - Proposed Emerson/Fremont Avenue North BRT (D Line)
  - Proposed Blue Line LRT Alignment
  - Proposed Blue Line LRT Station
  - Proposed Green Line / Southwest LRT Alignment

*Click [here](#) for further details on the station area plan

* C Line will run on Glenwood after Blue Line extension is operating

There are a significant number of sites with short-term opportunity for redevelopment.
2018 Housing Gap Analysis:

**Demand = 500+ new units through 2040**

- New affordably-priced owner-occupied townhomes and condominiums would help diversify the mostly renter-occupied housing stock
- Preservation of affordable housing will be critical because of the station area’s proximity to downtown and the pressure to raise rents and home prices

**2018 Median Home Sales Price**

- **Van White Boulevard**: $310,200
- **Metro Area**: $264,000

**2018 Median Market Rate Rent**

- **1BR**: Van White: $1,559, Metro Area: $1,105
- **2BR**: Van White: $2,221, Metro Area: $1,427

**Housing Tenure**

- **Van White Boulevard**: Owners 18%, Renters 82%
- **Metro Area**: Owners 41%, Renters 59%

**Existing Housing Units**

- **1,858** within 1/2 mile radius

**Housing Types**

- **Large MF (20+ units)**: 41%
- **Small MF (5-19 units)**: 23%
- **Duplex/Triplex/Quad**: 11%
- **Townhomes**: 10%
- **Single Family**: 15%

**Source:**
- Minneapolis Area Association of Realtors
- CoStar

**Intro Resources**

- Northwest Crossing Development Guide
- Plymouth Avenue/Wirth Park

**Van White Boulevard** | **Housing**

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*Note: Details and data points from the image are not fully transcribed due to the complexity of the visual representation.*
Van White Boulevard | Employment

Forecasted Employment Growth thru 2040: 4%

Employment Breakdown by Industry:
(Within 1-mile of station)

- Eds/Meds: 27%
- Retail/ Hospitality: 19%
- PDR*: 20%
- Knowledge**: 29%
- Other: 7%

* Production, Distribution, and Repair industry sectors
** Finance, Insurance, Real Estate, Management, Information, and Professional Services industry sectors

Source: US Census, 2017 LEHD data set

Source: US Census, 2017 LEHD data set

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Bass Lake Road
63rd Avenue
Brooklyn Boulevard
85th Avenue
93rd Avenue
Oak Grove

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The Blue Line Extension will provide residents access to various education institutions within the region. It will also increase the availability of educational assets, including Summit Academy OIC and Harvest Preparatory School, in the station area to the region. A possible component of the economic development strategy for this station area could be to develop it as an educational hub or a part of a larger educational corridor.
Van White Boulevard | Connectivity

Transportation Options & Distance to Prominent Destinations From the Light Rail Station

1. Proposed Green Line Van White LRT station: 0.7 miles
2. West Broadway Commercial Area: 1.0 miles
3. Walker Art Center and Sculpture Garden: 1.1 miles
4. Loring Park: 1.1 miles
5. Downtown Minneapolis Core: 1.2 miles
6. Theodore Wirth Park: 1.25 miles

- Existing Bikeway
- Planned Bikeway
- Bus Transit Route
- Regional Trail
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT station
- Penn Avenue North BRT (C Line)**
- Emerson/Fremont Avenue North BRT (D Line)
- Existing Blue Line LRT
- Proposed Green Line / Southwest Proposed Blue Line LRT Alignment
- Existing Green Line / Southwest LRT

** C Line will run on Glenwood after Blue Line extension is operating

The construction of the LRT will increase new sidewalk and bicycle connections that will support access to nearby destinations.
Van White Boulevard | Resources

Process:

• Overall city policy guidance for station area is provided by the Comprehensive Plan, Minneapolis 2040

• In the Van White station area additional guidance (except for land use) for development is provided by the Van White Station Area Plan

• General questions about zoning, licensing, and the building code can call 311 (612-673-3000 outside of Minneapolis)

• Larger scale projects that need housing or business assistance can contact the CPED Residential Finance or Business Development sections for technical assistance; or Jim Voll to triage the most appropriate person or team of people to provide assistance

Valuable On-Line Information:

Minneapolis Comprehensive Plan:
https://minneapolis2040.com/

Van White Station Ara Plan:
http://minneapolismn.gov/cped/projects/vanwhitestationareaplan

City of Minneapolis Economic Development and Business Assistance:
http://www.minneapolismn.gov/cped/ba/index.htm

City of Minneapolis Housing Developer Resources:
http://www.minneapolismn.gov/cped/housing/WCMS1P-125170

Staff Contact:

Jim Voll, Planning Project Manager
Long Range Planning
James.Voll@minneapolismn.gov
(612) 673–3887

City Website: www.minneapolismn.gov
Penn Avenue Station Area

Penn Avenue Station is an established residential neighborhood with excellent access to both Downtown Minneapolis and Theodore Wirth Park.

Largely residential in character, the Penn Avenue station area includes portions of the Harrison, Near North, and Willard-Hay neighborhoods in Minneapolis. New investment has been occurring near the Penn Avenue station in recent years. For example, two buildings with a combined 100,000 square feet of commercial space were constructed in 2018 at the intersection of Penn and Plymouth Avenues a 1/2-mile north of the station stop.

As a mostly residential area, the station area has an aggregate income of over $400 million. Nevertheless, there are very few options to obtain basic goods and services within a mile of the station. This means there is a significant untapped demand for stores and other businesses that serve the local household base.
Although the Penn Avenue station area lacks sizable sites for transformative projects, the City of Minneapolis has recently revised its future land use plan to allow more density at a smaller scale.

*Click here for further details on the station area plan

*C Line will run on Glenwood after Blue Line extension is operating.
Penn Avenue | Opportunities

Opportunity Sites
1. Ownership: Minneapolis Public Schools
   Current Use: Vacant
   Guided Use: Medium Density Residential
2. Ownership: Varied
   Current Use: Residential
   Guided Use: Mixed Use Medium / Medium-High Density Residential
3. Ownership: Varied
   Current Use: Residential
   Guided Use: Mixed Use Medium-High Density Residential

Pending/Recent Investments
4. Estes Funeral Home
5. Regional Acceleration Center
6. Northpoint Health and Wellness
7. LEEF / Artspace Northside Lofts
8. Harrison Townhomes
9. LEEF South
Penn Avenue | Residents

2019 Population Estimate:
- 1/2 Mile: 5,294 Residents
- 1-Mile: 15,668 Residents
- 3-Mile: 193,869 Residents

5 Year Projected Growth Rate:
- N/A
- 3.4%
- 5.4%

2017 Racial and Ethnic Composition


2017 Aggregate Annual Household Income within 1-Mile
$407,000,000


2017 Household Type


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Northwest Crossing Development Guide
Penn Avenue | Housing

2018 Housing Gap Analysis:

Demand = 200–400 new units through 2040

- Rental housing with a mix of market rate and income-restricted units
- Small multifamily properties (2-4 units) on infill lots
- Senior housing
- New construction would help improve overall quality of aging housing stock

2018 Median Home Sales Price

$222,200 (Penn Avenue)
$264,000 (Metro area)

2018 Median Market Rate Rent

1BR: $830
2BR: $973

1BR: $1,105
2BR: $1,427

Source: Minneapolis Area Association of Renters

Source: CoStar

Existing Housing Units

2,287

within 1/2 mile radius


Housing Tenure

Penn Avenue
Owners: 60%
Renters: 40%

Metro Area
Owners: 39%
Renters: 61%


Housing Types

Large MF (20+ units): 9%
Small MF (5-19 units): 8%
Duplex/Triplex/Quad: 26%
Townhomes: 8%
Single Family: 49%


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Forecasted Employment Growth thru 2040: **2.4%**

Employment Breakdown by Industry:
(Within 1-mile of station)

- **Eds/Meds**: 50%
- **Retail/Hospitality**: 7%
- **PDR***: 24%
- **Knowledge****: 19%
- **Other**: 26%

* Production, Distribution, and Repair industry sectors

** Finance, Insurance, Real Estate, Management, Information, and Professional Services industry sectors

Source: US Census, 2017 LEHD data set
There are limited shopping, dining, and entertainment options in the Penn Avenue station area, especially north of Highway 55 (Olson Memorial Blvd). As more housing is constructed in the station area, this will add to an already sizable household base and create significant opportunity for new businesses.
Penn Avenue Connectivity

Transportation Options & Distance to Prominent Destinations From the Light Rail Station

1. Glenwood Avenue Shops And Restaurants: 0.3 miles
2. Theodore Wirth Regional Park: 0.4 miles
3. North Commons Park: 0.8 miles
4. Animal Human Society: 1.05 miles
5. Lyndale Farmers Market: 1.1 miles
6. Downtown Minneapolis Core: 1.7 miles

- Existing Bikeway
- Planned Bikeway
- Bus Transit Route
- Regional Trail
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT Station
- Penn Avenue North BRT (C Line)**
- Emerson/Fremont Avenue North BRT (D Line)
- Existing Blue Line LRT
- Proposed Green Line / Southwest Proposed Blue Line LRT Alignment

** C Line will run on Glenwood after Blue Line extension is operating
Penn Avenue | Resources

**Process:**

- Overall city policy guidance for station area is provided by the comprehensive plan, Minneapolis 2040
- General questions about zoning, licensing, and the building code can call 311 (612-673-3000 outside of Mpls)
- Larger scale projects that need housing or business assistance can contact the CPED Residential Finance or Business Development sections for technical assistance; or Jim Voll to triage the most appropriate person or team of people to provide assistance.

**Tools:**

Minneapolis Comprehensive Plan:
https://minneapolis2040.com/

City Of Minneapolis Economic Development and Business Assistance:
http://www.minneapolismn.gov/cped/ba/index.htm

City of Minneapolis Housing Developer Resources:
http://www.minneapolismn.gov/cped/housing/WCMS1P-125170

**Staff Contact:**

**Jim Voll,** Planning Project Manager
Long Range Planning
James.Voll@minneapolismn.gov
(612) 673-3887

**City Website:** www.minneapolismn.gov
The Plymouth Avenue and Theodore Wirth Park station straddles the cities of Golden Valley and Minneapolis. The Golden Valley portion of the station area almost entirely consists of Theodore Wirth Park. The Minneapolis portions are largely residential in character and is within the Willard-Hay neighborhood.

Because there are limited opportunities for new development in the near-term, activity in and around the station area will be heavily influenced by visitors to Theodore Wirth Park.

Theodore Wirth Park, however, is one of the most well-attended of the Twin Cities regional parks. In 2016, the park had over 650,000 visits. Moreover, regional parks are becoming increasingly significant destinations. The regional park system of the Twin Cities experienced a near doubling in attendance from 2004 to 2017. This growth has been fueled by a growing metropolitan population, but more so because of greater interest in attending regional parks, especially those that have added complementary amenities, such as restaurants, to their traditional choice of activities.
Despite limited development potential, there will be substantial commercial and vendor opportunities as well as a new park program for the community to partner with the Minneapolis Park Board to leverage benefits that come from increased visitorship to Theodore Wirth Park.

*Click here for further details on the station area plan

*C Line will run on Glenwood after Blue Line extension is operating
Opportunity Sites

1. Ownership: St. Margaret Mary Church*
   Current Use: Institutional
   Guided Use: Mixed Use
   * The church has no current plans to redevelop

2. Ownership: New Life Ministry
   Current Use: Institutional
   Guided: Medium-Density Residential

Pending/Recent Investments

3. Estes Funeral Home
4. Regional Acceleration Center
5. Northpoint Health and Wellness
2018 Housing Gap Analysis:

Demand = 100 new units through 2040

- Small multifamily properties 2-4 units on in-fill lots
- Accessory dwelling units

2018 Median Home Sales Price

- $206,400 (Plymouth Ave)
- $264,000 (Metro area)

2018 Median Market Rate Rent

- 1BR: $1,090
- 2BR: $1,828
- 1BR: $1,105
- 2BR: $1,427

Housing Tenure

- Owners: 67%
- Renters: 33%

Housing Types

- Single Family Detached: 85%
- Single Family Attached: 6%
- Multifamily: 2%

Source:

- Minneapolis Area Association of Renters
- CoStar

Existing Housing Units

1,350

within 1/2 mile radius

Plymouth Avenue/Wirth Park | Housing

Northwest Crossing Development Guide
Plymouth Avenue/Wirth Park | Employment

Forecasted Employment Growth thru 2040: 1.8%

Employment Breakdown by Industry:
(Within 1-mile of station)

- Eds/Meds: 20%
- Retail/ Hospitality: 7%
- PDR*: 24%
- Knowledge**: 33%
- Other: 9%

* Production, Distribution, and Repair industry sectors
** Finance, Insurance, Real Estate, Management, Information, and Professional Services industry sectors

Source: US Census, 2017 LEHD data set
Plymouth Avenue/Wirth Park | Amenities

Parks, Trails, & Open Space Amenities
- Parks And Open Space
- Existing Trails
- Planned Trails
- Shopping, Dining & Entertainment Amenities
- Schools
  1. Willard Elementary School
  2. Urban League Academy Elementary School
  3. Hay School
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT station
Plymouth Avenue/Wirth Park | Connectivity

Transportation Options & Distance to Prominent Destinations From the Light Rail Station

1. Theodore Wirth Regional Park: 0.3 miles
2. Animal Humane Society: 0.5 miles
3. Mortenson Company: 0.7 miles
4. Minnesota African American Heritage Museum & Gallery: 0.7 miles
5. North Commons Park: 0.9 miles
6. North Memorial Hospital: 1.5 miles

- Existing Bikeway
- Planned Bikeway
- Bus Transit Route
- Regional Trail
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT Station
- Penn Avenue North BRT (C Line)**
- Emerson/Fremont Avenue North BRT (D Line)
- Proposed Green Line / Southwest Proposed Blue Line LRT Alignment

** C Line will run on Glenwood after Blue Line extension is operating
City of Minneapolis:

- Overall city policy guidance for station area is provided by the comprehensive plan, Minneapolis 2040.
- General questions about zoning, licensing, and the building code can call 311 (612-673-3000 outside of Mpls).
- Larger scale projects that need housing or business assistance can contact the CPED Residential Finance or Business Development sections for technical assistance; or Jim Voll to triage the most appropriate person or team of people to provide assistance.

Staff Contact:

City of Minneapolis:

Jim Voll, Planning Project Manager
Long Range Planning
James.Voll@minneapolismn.gov
(612) 673-3887

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Minneapolis Comprehensive Plan:
[https://minneapolis2040.com/](https://minneapolis2040.com/)

City of Minneapolis Economic Development and Business Assistance:

City of Minneapolis Housing Developer:
[http://www.minneapolismn.gov/cped/housing/WCMS1P-125170](http://www.minneapolismn.gov/cped/housing/WCMS1P-125170)

City of Golden Valley:

- Overall city policy guidance for the station area is provided by the 2040 Comprehensive Plan.
- General questions about zoning, licensing, and the building code can call the Physical Development Department: (763) 593-8099.

Staff Contact:

City of Golden Valley:

Jason Zimmerman, Planning Manager
JZimmerman@goldenvalleymn.gov
(763) 593-8099

City Website: [www.goldenvalleymn.gov](http://www.goldenvalleymn.gov)

- [www.goldenvalleymn.gov/planning/comprehensiveplanupdate](http://www.goldenvalleymn.gov/planning/comprehensiveplanupdate)
Golden Valley Road Station Area

**Golden Valley Road Station** is the back door to Theodore Wirth Park

It is noteworthy that the Golden Valley Road station area is located at the northern end of Theodore Wirth Park. Although the station is located entirely within the City of Golden Valley, the station area also encompasses portions of the Willard-Hay neighborhood of Minneapolis.

The station area is dominated by residential uses and park park. However, the Courage Center and St. Margaret Marys Church and School are prominent institutions in the station area.

The median age of residents within a ½-mile of the Golden Valley Road station is 42, which is the highest median age along the Bottineau Corridor and well above the metro area median age. Furthermore, there is very little age-restricted housing within one-mile of the station. Therefore, the potential to support new senior housing that would allow many local residents to remain in the neighborhood is very high should suitable sites become available.
Limited near-term potential for redevelopment, but demographic conditions and lack of nearby services suggest strong local demand should sites become available.

*Click here for further details on the station area plan*
Golden Valley Road | Opportunities

Opportunity Sites

1. Ownership: St. Margaret Mary Church*
   Current Use: Institutional
   Guided Use: Mixed Use

*The church has no current plans to redevelop.
2018 Housing Gap Analysis:

Demand = 100-200 new units through 2040

- Senior Housing

2018 Median Home Sales Price

- **$263,200** (Golden Valley Rd)
- **$264,000** (Metro area)

2018 Median Market Rate Rent

- 1BR: **$682** (Golden Valley Rd)
- 2BR: **$884** (Metro area)
- 1BR: **$1,105** (Golden Valley Rd)
- 2BR: **$1,427** (Metro area)

Source: Minneapolis Area Association of Realtors

Source: CoStar

Existing Housing Units

- 1,151 within 1/2 mile radius

Housing Tenure

- 81% Owners
- 19% Renters

Housing Types

- 89% Single Family
- 6% Multifamily
- 2% Townhomes
- 2% Duplex/Triplex/Quad
- 1% Small MF (5-19 units)
- 1% Large MF (20+ units)


Golden Valley Road | Employment

Forecasted Employment Growth thru 2040: 19.6%

Employment Breakdown by Industry:
(Within 1-mile of station)

91% Eds/Meds
24% Retail/ Hospitality
19% PDR*
23% Knowledge**
26% Other
5% Other
7% 1/2 Mile Radius
1 Mile Radius

* Production, Distribution, and Repair industry sectors

** Finance, Insurance, Real Estate, Management, Information, and Professional Services industry sectors

Source: US Census, 2017 LEHD data set

Source: US Census, 2017 LEHD data set

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Golden Valley Road | Amenities

Parks, Trails, & Open Space Amenities

- Parks And Open Space
- Existing Trails
- Planned Trails

- Shopping, Dining & Entertainment Amenities
- Schools

1. St Margaret Mary Church Charter School

- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT station

Northwest Crossing Development Guide
Golden Valley Road | Connectivity

Transportation Options & Distance to Prominent Destinations From the Light Rail Station

1. **Courage Kenny Rehabilitation Institute**: 0.25 miles
2. **Capri Theater**: 0.7 miles
3. **Regency Minneapolis**: 0.75 miles
4. **Victory Memorial Park**: 0.9 miles
5. **North Memorial Hospital**: 1.0 miles
6. **West Broadway Shops and Restaurants**: 1.45 miles

- **Existing Bikeway**
- **Planned Bikeway**
- **Bus Transit Route**
- **Regional Trail**
- **Proposed Blue Line LRT Alignment**
- **Proposed Blue Line LRT station**
- **Penn Avenue North BRT (C Line)**
- **Emerson/Fremont Avenue North BRT (D Line)**

**C Line will run on Glenwood after Blue Line extension is operating**
City of Minneapolis:

- Overall city policy guidance for station area is provided by the comprehensive plan, Minneapolis 2040.
- General questions about zoning, licensing, and the building code can call 311 (612-673-3000 outside of Mpls).
- Larger scale projects that need housing or business assistance can contact the CPED Residential Finance or Business Development sections for technical assistance; or Jim Voll to triage the most appropriate person or team of people to provide assistance.

Staff Contact:

City of Minneapolis:

Jim Voll, Planning Project Manager
Long Range Planning
James.Voll@minneapolismn.gov
(612) 673-3887

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Minneapolis Comprehensive Plan:
https://minneapolis2040.com/

City of Minneapolis Economic Development and Business Assistance:

http://www.minneapolismn.gov/cped/ba/index.htm

City of Minneapolis Housing Developer:

http://www.minneapolismn.gov/cped/housing/WCMS1P-125170

City of Golden Valley:

- Overall city policy guidance for the station area is provided by the 2040 Comprehensive Plan.
- General questions about zoning, licensing, and the building code can call the Physical Development Department: (763) 593-8030

Staff Contact:

Jason Zimmerman, Planning Manager
jzimmerman@goldenvalleymn.gov
(763) 593-8099

City Website: www.goldenvalleymn.gov
www.goldenvalleymn.gov/planning/index.php
www.goldenvalleymn.gov/planning/comprehensiveplanupdate
www.goldenvalleymn.gov/planning/housing/index.php
Robbinsdale Station Area

**Robbinsdale Station** is the only pedestrian scaled commercial area along the entire Bottineau Corridor

Downtown Robbinsdale has been experiencing an important renaissance in recent years. Its historic main street (West Broadway Avenue) between 41st Avenue North and 42nd Avenue North is emerging as a regional destination for dining. This has resulted in nearly every building along this stretch of its main street having some sort of major investment within the last 10 years. Furthermore, increased awareness of this dynamic has been catalyzing new development in areas near or adjacent to the downtown. Just south of the downtown, a new full-service grocery store and two market rate multifamily developments are furthering the trend.
There is a mixture of both large and small sites in and near Downtown Robbinsdale that would make them candidates for redevelopment.

*Click here for further details on the station area plan*
Opportunities

Opportunity Sites

1. Ownership: U.S. Bank, Varied
   Current Use: Office / Commercial
   Guided Use: High-Density Residential / Commercial / Mixed Use

2. Ownership: Varied
   Current Use: Mixed Use
   Guided Use: Mixed Use

3. Ownership: Varied
   Current Use: Mixed Use
   Guided Use: Mixed Use
   City Hall

4. Ownership: Varied
   Current Use: Medium Density Residential
   Guided Use: Medium-High Density Residential

Pending/Recent Investments

4. Ownership: Hy-Vee
   Current Use: Mixed Use / Commercial

5. Ownership: Parker Station Flats LLC
   Under Construction: 198 Units

6. Ownership: Birdtown Flats
   Completed May 2020: 152 Units

7. Ownership: Varied
   Current Use: Office
   Approved: for 118 Multiple Family Residential

Post LRT Developments

6. Ownership: Varied
   Current Use: Mixed Use
   Guided Use: High-Density, Mixed Use

9. Ownership: Varied
   Current Use: Mixed Use
   Guided Use: 400 Space Parking Ramp -Wrap

Intro: Van White Boulevard, Penn Avenue, Plymouth Avenue/Wirth Park, Golden Valley Road, Robbinsdale, Bass Lake Road, 63rd Avenue, Brooklyn Boulevard, 85th Avenue, 93rd Avenue, Oak Grove

Resources: Northwest Crossing Development Guide
Robbinsdale | Residents

2019 Population Estimate: 4,224 Residents
N/A

5 Year Projected Growth Rate: 4.4%

1/2 Mile
1,066 Residents
330 Households

1-Mile
1,721 Residents
434 Households

3-Mile
787 Residents
946 Households

2017 Aggregate Annual Household Income within 1-Mile
$351,000,000

24% Families with Children
26% Families without Children
44% Singles
7% Roommates

2017 Racial and Ethnic Composition

Black (Non-Latinx) 13%
Asian-Pacific Islander (Non-Latinx) 2%
Latinx 9%
Other (Non-Latinx) 6%
White (Non-Latinx) 71%


Intro
Van White Boulevard
Penn Avenue
Plymouth Avenue/Wirth Park
Golden Valley Road
Robbinsdale
Bass Lake Road
63rd Avenue
Brooklyn Boulevard
85th Avenue
93rd Avenue
Oak Grove

Northwest Crossing Development Guide 47
2018 Housing Gap Analysis:

Demand = 100-200 new units through 2040
- Middle market rental housing
- Owner-occupied townhomes with 3BR+ units

2018 Median Home Sales Price
- Robbinsdale: $233,400
- Metro area: $264,000

2018 Median Market Rate Rent
- Robbinsdale: 1BR: $937, 2BR: $1,174
- Metro area: 1BR: $1,105, 2BR: $1,427

Source: Minneapolis Area Association of Realtors
Source: CoStar

Existing Housing Units
- Robbinsdale: 1,875
- Metro Area: 4,585

Housing Tenure
- Robbinsdale: Owners 54%, Renters 46%
- Metro Area: Owners 70%, Renters 30%

Housing Types
- Large MF (20+ units): Robbinsdale 32%, Metro Area 15%
- Small MF (5-19 units): Robbinsdale 9%, Metro Area 13%
- Duplex/Triplex/Quad: Robbinsdale 2%, Metro Area 11%
- Townhomes: Robbinsdale 11%, Metro Area 47%
- Single Family: Robbinsdale 45%, Metro Area 45%


Van White Boulevard
Penn Avenue
Plymouth Avenue/Wirth Park
Golden Valley Road
Robbinsdale
Bass Lake Road
63rd Avenue
Brooklyn Boulevard
85th Avenue
93rd Avenue
Oak Grove
Northwest Crossing Development Guide 48
Robbinsdale | Employment

Forecasted Employment Growth thru 2040: 1.5%

Employment Breakdown by Industry:
(Within 1-mile of station)

- Eds/Meds: 39%
- Retail/ Hospitality: 29%
- PDR*: 19%
- Knowledge**: 23%
- Other: 26%
- Production, Distribution, and Repair industry sectors
- Finance, Insurance, Real Estate, Management, Information, and Professional Services industry sectors

Source: US Census, 2017 LEHD data set

Image courtesy of CoStar
Robbinsdale | Amenities

Parks, Trails, & Open Space Amenities

- Parks And Open Space
- Existing Trails
- Planned Trails Bicycle Boulevard / Neighborhood Slow Street

Shopping, Dining & Entertainment Amenities

1. Robin Center
2. Town Center
3. Wicked Wort Brewing Company
4. Travail Kitchen

Schools

1. Lakeview Elementary School
2. Sacred Heart Catholic School
3. Robbinsdale Middle School
4. RiverTree School

Community Centers/Libraries

1. Robbin Gallery / Historical Museum
2. Robbinsdale City Hall

Proposed Blue Line LRT Alignment

- Proposed Blue Line LRT station
Robbinsdale | Connectivity

Transportation Options & Distance to Prominent Destinations From the Light Rail Station

1. Robbinsdale Downtown: 0.1 miles
2. Robbinsdale City Hall: 0.2 miles
3. Crystal Lake: 0.6 miles
4. Sanborn Park: 0.7 miles
5. Lakeview Terrace Park: 0.9 miles
6. North Memorial Health Hospital & Medical Center: 1.2 miles

- Existing Bikeway
- Planned Bikeway
- Bus Transit Route
- Regional Trail
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT station
- Emerson/Fremont Avenue North BRT (D Line)
Robbinsdale | Resources

Staff Contact:
Marcia Glick
City of Robbinsdale
mglick@ci.robbinsdale.mn.us
(763) 531-1258

City Website: www.robbinsdalemn.org

Tools:
Robbinsdale Station Area Plan:
https://www.hennepin.us/-/media/hennepinus/residents/transportation/bottineau/Robbinsdale-station-area.pdf?la=en&hash=391647A8DF6A885CF1B8118DB244283EC4F40784

CDI Development Guidelines:
https://www.robbinsdalemn.com/home/showdocument?id=10402

County Business District Grant Money
Forgiveable Loans
Bass Lake Road
Station Area

Bass Lake Road Station and renovated Becker Park are signature amenities that will refashion a new town center district.

The intersection of Bass Lake Road and West Broadway is the center of a prominent community-scale shopping district that contains over 500,000 square feet of retail and commercial space. Strong market conditions have driven down vacancy rates in recent years. Although this means there are few underutilized properties that are near-term candidates for redevelopment, it does indicate strong market fundamentals. Therefore, should properties become available, it suggests an opportunity to significantly increase investment on a per square foot basis.
Crystal’s new Town Center zoning district allows greater development density in this area - potentially up to 80 units/acre on some sites. The city is looking for redevelopment that complements Becker Park’s role as a town square/community gathering space.
### Bass Lake | Opportunities

#### Opportunity Sites

<table>
<thead>
<tr>
<th>Site</th>
<th>Ownership</th>
<th>Current Use</th>
<th>Guided Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 Owners (County 1 of 2 owners)</td>
<td>Offices</td>
<td>Mixed-use</td>
</tr>
<tr>
<td>2</td>
<td>1 Owner</td>
<td>Apartments</td>
<td>Mixed-use</td>
</tr>
<tr>
<td>3</td>
<td>2 Owners</td>
<td>Minnesota Grinding/Steen Engineering</td>
<td>Mixed-use</td>
</tr>
<tr>
<td>4</td>
<td>2 Owners</td>
<td>Restaurants</td>
<td>Mixed-use</td>
</tr>
<tr>
<td>5</td>
<td>2 Owners</td>
<td>Crystal Gallery Mall/Tire Shop</td>
<td>Mixed-use</td>
</tr>
<tr>
<td>6</td>
<td>4 Owners (Crystal is one owner)</td>
<td>Retail</td>
<td>Mixed-use</td>
</tr>
<tr>
<td>7</td>
<td>1 Owner</td>
<td>Retail</td>
<td>Mixed-use</td>
</tr>
</tbody>
</table>

---

**Opportunity Sites**

1. **Ownership:** 2 Owners (County 1 of 2 owners)
   - **Current Use:** Offices
   - **Guided Use:** Mixed-use
2. **Ownership:** 1 Owner
   - **Current Use:** Apartments
   - **Guided Use:** Mixed-use
3. **Ownership:** 2 Owners
   - **Current Use:** Minnesota Grinding/Steen Engineering
   - **Guided Use:** Mixed-use
4. **Ownership:** 2 Owners
   - **Current Use:** Restaurants
   - **Guided Use:** Mixed-use
5. **Ownership:** 2 Owners
   - **Current Use:** Crystal Gallery Mall/Tire Shop
   - **Guided Use:** Mixed-use
6. **Ownership:** 4 Owners (Crystal is one owner)
   - **Current Use:** Retail
   - **Guided Use:** Mixed-use
7. **Ownership:** 1 Owner
   - **Current Use:** Retail
   - **Guided Use:** Mixed-use
2018 Housing Gap Analysis:

**Demand = 400-600 new units through 2040**

- Middle market rental housing
- Middle market rental housing with a higher proportion of 2BR+ units
- Owner-occupied townhomes and condominiums
- Senior housing

### 2018 Median Home Sales Price

- **Bass Lake Rd:** $208,900
- **Metro area:** $264,000

### 2018 Median Market Rate Rent

- **1BR:** Bass Lake Rd: $1,002
  - Metro area: $1,105
- **2BR:** Bass Lake Rd: $1,173
  - Metro area: $1,427

*Source: Minneapolis Area Association of Renters*

### Housing Tenure

- **Bass Lake Road:**
  - Owners: 48%
  - Renters: 52%
- **Metro Area:**
  - Owners: 57%
  - Renters: 43%

*Source: US Census, ACS 2011-2015*

### Housing Types

- **Large MF (20+ units):** 27%
- **Small MF (5-19 units):** 13%
- **Duplex/Triplex/Quad:** 4%
- **Townhomes:** 1%
- **Single Family:** 55%

*Source: US Census, ACS 2011-2015*

### Existing Housing Units

- **950** units within 1/2 mile radius

*Source: US Census, ACS 2011-2015*
**Bass Lake | Employment**

**Forecasted Employment Growth thru 2040:** 8.3%

**Employment Breakdown by Industry:**  
(Within 1-mile of station)

- Eds/Meds: 24%  
- Retail/ Hospitality: 40%  
- PDR*: 23%  
- Knowledge**: 26%  
- Other: 7%

* Production, Distribution, and Repair industry sectors  
** Finance, Insurance, Real Estate, Management, Information, and Professional Services industry sectors

Source: US Census, 2017 LEHD data set

Image courtesy of CoStar

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**Intro Resources**

- Northwest Crossing Development Guide

**Resources**

- Van White Boulevard  
- Penn Avenue  
- Plymouth Avenue/Wirth Park  
- Golden Valley Road  
- Robbinsdale  
- Bass Lake Road  
- 63rd Avenue  
- Brooklyn Boulevard  
- 85th Avenue  
- 93rd Avenue  
- Oak Grove
Bass Lake | Amenities

Parks, Trails, & Open Space Amenities

- Parks And Open Space
- Existing Trails
- Planned Trails

Shopping, Dining & Entertainment Amenities

1. Crystal Town Center
2. Crystal Gallery Mall
3. Crystal Shopping Center and Target

Schools

1. Crystal Learning Center (Robbinsdale School District)

Proposed Blue Line LRT Alignment

- Proposed Blue Line LRT station
Bass Lake | Connectivity

Transportation Options & Distance to Prominent Destinations From the Light Rail Station

1. Becker Park: 0.1 miles
2. Crystal Shopping Center and Target: 1.0 miles
3. Crystal Airport (general aviation - no passenger service): 0.5 miles
4. Twin Lake: 1.1 miles

- Existing Bikeway
- Planned Bikeway
- Bus Transit Route
- Regional Trail
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT Station
Bass Lake | Resources

Process:
• 6-8 week development review process
• Optional: Pre-application presentation to Council / EDA
• Optional: Neighborhood meeting
• Land use application
  - Planning Commission hearing
  - Council action

Staff Contact:
Dan Olson, City Planner
danolson@crystalmn.gov
(763) 531-1142

City Website: www.crystalmn.gov

Tools:
• Town Center Ordinance
• TOD Grants
• Brownfield Grants
• TIF
• Tax Abatement
• Tax Exempt Bonds

2019 Art on the Strip event and Fabric of the Community mural
63rd Avenue
Station Area

63rd Avenue Station is an established residential area with an existing park and ride and a key site immediately available for redevelopment.

The 63rd Avenue station area is largely a residential area with a variety of housing styles including single-family homes, townhomes, and apartments. Adjacent to the station is an existing Park and Ride facility that underscores how this station area will primarily facilitate the ability of local residents to access employment centers along the Corridor. Over the long-term, though, there will likely be opportunities to add a significant amount of new housing and neighborhood-scale residential.

Nevertheless, as suitable sites potentially become available there are distinct market opportunities. For example, a 2018 housing gaps analysis of the Corridor revealed that the supply of housing in the station area does not meet the needs of the population that lives there. According to the study, the average number of persons per bedroom in the station area is 1.2, which is more than 30% higher than the metro area average (0.92 persons per bedroom). Given that the station area also has a very high proportion of one-bedroom units that make up the housing stock, this means that many households are living in overcrowded conditions. Therefore, increasing the supply of housing with larger unit types (three bedrooms or more), especially among units that are rented, would help alleviate current instances of overcrowding.
Potential Sites:

- Tier 1: Vacant Publicly Owned Parcels
- Tier 2: Vacant or Underutilized Privately Owned Parcels
- Tier 3: Long-Term Future Redevelopment Areas
  (Assemble Single Parcels into Larger Development Sites)
- Transit-Oriented Development Districts
- Green space
- LRT alignment
- LRT station
- City border

*Click here for further details on the station area plan

Key site owned by Hennepin County on the southeast corner of 63rd Avenue and County Highway 81 (Bottineau Boulevard) is ripe for redevelopment. Other potential sites within the station area are long-term opportunities requiring a willing seller and the need to acquire multiple properties.
63rd Avenue | Opportunities

Opportunity Sites

1. Ownership: Varied
   Current Use: Transit-Oriented Development
   Guided Use: Transit-Oriented Development

2. Ownership: Varied
   Current Use: Multi-Family Residential
   Guided Use: Transit-Oriented Development

3. Ownership: County / City
   Current Use: Vacant
   Guided Use: Transit-Oriented Development

4. Ownership: Varied
   Current Use: Multi-Use Industrial / Industrial
   Guided Use: Transit-Oriented Development
2018 Housing Gap Analysis:

Demand = 300-600 new units through 2040

- Priority need for preserving existing affordable housing
- Large unmet demand for 3BR and 4BR units
- New construction would help improve overall quality of aging housing stock

### 2018 Median Home Sales Price

**63rd Avenue**

- 1BR: $206,000
- 2BR: $264,000

**Metro area**

- 1BR: $264,000
- 2BR: $312,000

### 2018 Median Market Rate Rent

**63rd Avenue**

- 1BR: $851
- 2BR: $986

**Metro area**

- 1BR: $1,105
- 2BR: $1,427

### Housing Tenure

**63rd Avenue**

- Owners: 30%
- Renters: 70%

**Metro Area**

- Owners: 70%
- Renters: 30%

### Housing Types

**Large MF (20+ units)**: 43%

**Small MF (5-19 units)**: 20%

**Duplex/Triplex /Quad**: 1%

**Townhomes**: 4%

**Single Family**: 31%

### Existing Housing Units

1,875 units within 1/2 mile radius


Source: Minneapolis Area Association of Renters

Source: CoStar
63rd Avenue | Employment

Forecasted Employment Growth thru 2040: 1.1%

Employment Breakdown by Industry:
(Within 1-mile of station)

- Eds/Meds: 20%
- Retail/ Hospitality: 17%
- PDR*: 23%
- Knowledge**: 21%
- Other: 0%

* Production, Distribution, and Repair industry sectors
** Finance, Insurance, Real Estate, Management, Information, and Professional Services industry sectors

Source: US Census, 2017 LEHD data set

Image Courtesy of CoStar

Source: US Census, 2017 LEHD data set
63rd Avenue | Amenities

Parks, Trails, & Open Space Amenities

- Parks And Open Space
- Existing Regional Trails
- Existing Trails
- Planned Trails

Shopping, Dining & Entertainment Amenities

Schools
1. Fair Oaks Elementary
2. Minnesota International University

Proposed Blue Line LRT Alignment

Proposed Blue Line LRT station
63rd Avenue Connectivity

Transportation Options & Distance to Prominent Destinations From the Light Rail Station

1. 63rd ave Park and Ride: 0.1 miles
2. Crystal Airport: 0.8 miles
3. Crystal Mac Wildlife Area: 1.5 miles
4. Hennepin Technical College: 2.3 miles
5. Eagle Lake Regional Park: 1.2 miles

- Existing Bikeway
- Planned Bikeway
- Bus Transit Route
- Regional Trail
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT Station
63rd Avenue | Resources

Typical Development Review Process:
01. Attend a pre-application meeting
02. Attend a neighborhood meeting (recommended but optional)
03. Submit application
04. Application review
05. Public notice and public hearing
06. City Council review
07. City attorney’s review

For more information, visit:
https://www.brooklynpark.org/development-plans/

Staff Contact:
Jennifer Jordan, LRT Senior Project Manager
jennifer.jordan@brooklynpark.org

City Website: www.brooklynpark.org/developers-and-builders/

Tools:
- Financial Resources: www.brooklynpark.org/financing
- Small Business Micro Loan
- Real Estate/Equipment Loan
- Loan Guarantee Program
- Minnesota Investment Fund
- Job Creation Fund
- LRT Planning: www.brooklynpark.org/light-rail-transit/
Brooklyn Boulevard Station Area

**Brooklyn Boulevard Station** is a community-scale shopping district with a mixture of large, national retailers and smaller, locally-owned businesses.

The Brooklyn Boulevard station area is dominated by a community-scale retail district anchored by several national retailers and complemented with numerous small retailers. In recent years, this commercial district has experienced a fair amount of reinvestment. Nevertheless, the auto-oriented design of many retail centers suggests that there is long-term opportunity to fill-in parking areas with mixed-use developments.

One of the unique attributes of this location is that it is near the center of one of the most culturally diverse populations in the Twin Cities metro area. In the Brooklyn Boulevard station area, 70% of the population are people of color. This is reflected in the variety of businesses in the shopping district. Many of these businesses, more importantly, are not only serving the local household base but also attracting customers from throughout the region, which is starting to make the shopping district function as a destination.
Vacant sites in the northern portion of the station area present opportunities for near-term development. Longer-term potential, however, exists throughout the station area because of the amount of surface parking that could be filled-in with strategically located development or redevelopment.

*Click here for further details on the station area plan*
Brooklyn Boulevard | Opportunities

Opportunity Sites

1. Ownership: Candlelight LLC
   Current Use: Vacant
   Guided Use: Transit-Oriented Development

2. Ownership: Varied
   Current Use: Commercial and Industrial
   Guided Use: Transit-Oriented Development

3. Ownership: Varied
   Current Use: Office / Medium-Density Residential
   Guided Use: Transit-Oriented Development
Brooklyn Boulevard | Residents

2017 Household Type
- Families with Children: 37%
- Families without Children: 39%
- Singles: 19%
- Roommates: 5%

2017 Aggregate Annual Household Income within 1-Mile: $204,000,000

2017 Racial and Ethnic Composition
- White (Non-Latino): 43%
- Black (Non-Latino): 23%
- Asian/Pacific Islander (Non-Latino): 27%
- Latino: 5%
- Other (Non-Latino): 2%

Brooklyn Boulevard

2019 Population Estimate: 1,994 Residents
5 Year Projected Growth Rate: 7.7%

2017 Population Estimate:
- 1/2 Mile: 1,994 Residents
- 1-Mile: 8,895 Residents
- 3-Mile: 90,356 Residents

5 Year Projected Growth Rate:
- 1/2 Mile: N/A
- 1-Mile: 7.7%
- 3-Mile: 5.6%
### 2018 Housing Gap Analysis:

**Demand = 300-600 new units through 2040**

- Senior housing
- Affordable rental housing with a mix of market-rate and income-restricted units
- New owner-occupied townhomes

### 2018 Median Home Sales Price

- **Brooklyn Blvd:** $237,900
- **Metro area:** $264,000

### 2018 Median Market Rate Rent

- 1BR: $861
- 2BR: $1,088
- 1BR: $1,105
- 2BR: $1,427

### Housing Tenure

- **Brooklyn Blvd:**
  - Owners: 37%
  - Renters: 63%

- **Metro Area:**
  - Owners: 70%
  - Renters: 30%

### Housing Types

- Large MF (20+ units): 14%
- Small MF (5-19 units): 9%
- Duplex/Triplex/Quad: 5%
- Townhomes: 10%
- Single Family: 62%

### Existing Housing Units

- **728** within 1/2 mile radius

### Sources:

- Minneapolis Area Association of Renters
- CoStar

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Northwest Crossing Development Guide 75
Brooklyn Boulevard | Employment

**Forecasted Employment Growth thru 2040:** 7.2%

**Employment Breakdown by Industry:**
(Within 1-mile of station)

- **Eds/Meds:** 24%
- **Retail/ Hospitality:** 19%
- **PDR*:** 23%
- **Knowledge****: 26%
- **Other:** 7%

* Production, Distribution, and Repair industry sectors
** Finance, Insurance, Real Estate, Management, Information, and Professional Services industry sectors

Source: US Census, 2017 LEHD data set

Image courtesy of CoStar
Brooklyn Boulevard | Amenities

Parks, Trails, & Open Space Amenities

- Parks And Open Space
- Existing Trails
- Planned Trails

Shopping, Dining & Entertainment Amenities

1. Parksquare Shopping Center
2. Starlite Center
3. Northwind Plaza

Schools

1. Park Brook Elementary

Proposed Blue Line LRT Alignment

- Proposed Blue Line LRT station
Brooklyn Boulevard Connectivity

Transportation Options & Distance to Prominent Destinations From the Light Rail Station

1. Brooklyn Boulevard and West Broadway Shopping District: 0.2 miles
2. North Hennepin Community College: 0.9 miles
3. Hennepin Technical College: 1.1 miles
4. Brooklyn Park City Hall: 1.8 miles

- Existing Bikeway
- Planned Bikeway
- Bus Transit Route
- Regional Trail
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT Station

Northwest Crossing Development Guide
Brooklyn Boulevard | Resources

Typical Development Review Process:
01. Attend a pre-application meeting
02. Attend a neighborhood meeting (recommended but optional)
03. Submit application
04. Application review
05. Public notice and public hearing
06. City Council review
07. City attorney’s review

For more information, visit:
https://www.brooklynpark.org/development-plans/

Staff Contact:
Jennifer Jordan, LRT Senior Project Manager
jennifer.jordan@brooklynpark.org

City Website: www.brooklynpark.org/developers-and-builders/

Tools:
• Financial Resources: www.brooklynpark.org/financing
  • Small Business Micro Loan
  • Real Estate/Equipment Loan
  • Loan Guarantee Program
  • Minnesota Investment Fund
  • Job Creation Fund
• LRT Planning: www.brooklynpark.org/light-rail-transit/
85th Avenue Station Area

85th Avenue Station is a cultural and educational district anchored by North Hennepin Community College and a branch of the Hennepin County Library.

At the core of the 85th Avenue station area is a robust mixture of institutional uses including North Hennepin Community College, the Brooklyn Park Library, and a planned center for innovation and the arts. This civic and educational district, however, is also surrounded by established residential neighborhoods and a thriving employment center.

The activity generators in the station area indicate a strong market base for new residential and commercial development. For example, North Hennepin Community College has an enrollment of nearly 10,000 students. Due to the lack of existing commercial and residential choices targeted to students, this means there is a significant amount of pent-up demand for these uses should sites become available.
85th Avenue | Opportunities

Potential Sites:

- Tier 1: Vacant Publicly Owned Parcels
- Tier 2: Vacant or Underutilized Privately Owned Parcels
- Tier 3: Long-Term Future Redevelopment Areas
  (Assemble Single Parcels into Larger Development Sites)
- Transit-Oriented Development Districts
- NHCC Master Facilities Plan (https://www.nhcc.edu/)
- Green space
- LRT alignment
- LRT station
- City border

*Click here for further details on the station area plan

Strong near-term opportunity located adjacent to North Hennepin Community College.
Opportunity Sites

1. Ownership: Century Life of America
   Current Use: Commercial
   Proposed: Transit-Oriented Development

2. Ownership: NHCC
   Current Use: Undeveloped
   Proposed: Transit-Oriented Development
   Targeted at Supporting NHCC Students, Faculty, Staff, etc.

Pending/Recent Investment

3. Brooklyn Park Library

4. Center for Innovation & The Arts (CITA) Facility
85th Avenue | Residents

**2017 Aggregate Annual Household Income within 1-Mile**

$330,000,000

**Source:** US Census, ACS 2013-2017

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**Age Profile**


**2017 Household Type**

- **Families with Children:** 41%
- **Families without Children:** 31%
- **Singles:** 24%
- **Roommates:** 4%


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**2017 Racial and Ethnic Composition**

- **Black (Non-Latinx):** 23%
- **Asian-Pacific Islander (Non-Latinx):** 27%
- **Latinx:** 5%
- **Other (Non-Latinx):** 2%
- **White (Non-Latinx):** 43%


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**2019 Population Estimate:**

- **1/2 Mile:** 3,368 Residents
- **1-Mile:** 10,161 Residents
- **3-Mile:** 85,652 Residents

**5 Year Projected Growth Rate:**

- **1/2 Mile:** N/A
- **1-Mile:** 5.0%
- **3-Mile:** 5.5%


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**Intro Resources**

- **Northwest Crossing Development Guide**
- **Plymouth Avenue/Wirth Park**

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**Resources**

- **Van White Boulevard**
- **Penn Avenue**
- **Plymouth Avenue/Wirth Park**
- **Golden Valley Road**
- **Robbinsdale**
- **Bass Lake Road**
- **63rd Avenue**
- **Brooklyn Boulevard**
- **85th Avenue**
- **93rd Avenue**
- **Oak Grove**
2018 Housing Gap Analysis:

Demand = 300-600 new units through 2040

- Senior housing
- Affordable rental housing with a mix of market-rate and income-restricted units
- New owner-occupied townhomes

2018 Median Home Sales Price

$210,800 (85th Avenue)
$264,000 (Metro area)

2018 Median Market Rate Rent

1BR: $750
2BR: $926
1BR: $1,105
2BR: $1,427

Source: Minneapolis Area Association of Realtors
Source: CoStar

Housing Tenure

85% Owners
15% Renters
85th Avenue

30% Owners
70% Renters
Metro Area

Housing Types

Large MF (20+ units) 4%
Small MF (5-19 units) 1%
Duplex/Triplex/Quad 5%
Townhomes 35%
Single Family 56%


Existing Housing Units

1,263
within 1/2 mile radius

85th Avenue North

Van White Boulevard
Penn Avenue
Plymouth Avenue/Wirth Park
Golden Valley Road
Robbinsdale
Bass Lake Road
63rd Avenue
Brooklyn Boulevard
85th Avenue
93rd Avenue
Oak Grove

Northwest Crossing Development Guide
Forecasted Employment Growth thru 2040: **2.4%**

Employment Breakdown by Industry:
(Within 1-mile of station)

- **Eds/Meds**: 24%
- **Retail/Hospitality**: 19%
- **PDR***: 47%
- **Knowledge****: 23%
- **Other**: 7%

* Production, Distribution, and Repair industry sectors
** Finance, Insurance, Real Estate, Management, Information, and Professional Services industry sectors

Source: US Census, 2017 LEHD data set
85th Avenue | Amenities

Parks, Trails, & Open Space Amenities
- Parks And Open Space
- Existing Trails
- Planned Trails

Shopping, Dining & Entertainment Amenities

Schools
1. Nasha Shkola K-8 Russian - American Charter School
2. North Hennepin Technical College
3. Step By Step Montessori School Of Brooklyn Park

Community Centers/Libraries
1. Brooklyn Park Library

Proposed Blue Line LRT Alignment

Proposed Blue Line LRT station
Transportation Options & Distance to Prominent Destinations From the Light Rail Station

1. North Hennepin Community College: 0.1 miles
2. Rasmussen College - Brooklyn Park/Maple Grove: 1.15 miles
3. Brooklyn Park City Hall: 1.43 miles
4. Downtown Brooklyn Park: 1.5 miles
5. Central Park: 1.6 miles
6. Elm Creek Park Reserve: 3.75 miles

- Existing Bikeway
- Planned Bikeway
- Bus Transit Route
- Regional Trail
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT Station
85th Avenue | Resources

Typical Development Review Process:

01. Attend a pre-application meeting
02. Attend a neighborhood meeting (recommended but optional)
03. Submit application
04. Application review
05. Public notice and public hearing
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07. City attorney’s review

For more information, visit:
https://www.brooklynpark.org/development-plans/

Staff Contact:

Jennifer Jordan, LRT Senior Project Manager
jennifer.jordan@brooklynpark.org

City Website: www.brooklynpark.org/developers-and-builders/

Tools:

• Financial Resources: www.brooklynpark.org/financing
  • Small Business Micro Loan
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93rd Avenue Station Area

93rd Avenue Station is an employment district with opportunities to add amenities that support nearby businesses.

The Highway 610 corridor extending east-west across Brooklyn Park has been a job growth dynamo. Between 2007 and 2017, the corridor went from roughly 6,000 jobs to over 13,500 jobs. A lot of this growth has had to do with the establishment of Target’s north headquarters, which is located closer to the Oak Grove station, but still impacts the 93rd Street station area. However, substantial employment growth due to other business investment has occurred throughout the corridor, as well, with room to grow.
**Potential Sites:**

- Tier 1: Vacant Publicly Owned Parcels
- Tier 2: Vacant or Underutilized Privately Owned Parcels
- Tier 3: Long-Term Future Redevelopment Areas
  (Assemble Single Parcels into Larger Development Sites)
- Transit-Oriented Development Districts
- Green Space
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT Station
- City Border

*Click here for further details on the station area plan*

A recent surge of new development in the station area has dwindled the supply of potential sites. Nevertheless, there are still a couple undeveloped sites in the station area that are near-term opportunities for development.
Opportunity Sites

1. Ownership: Varied
   Current Use: Office
   Guided Use: Business Park Development

Pending/Recent Investments

2. Capstone Business Center (220,000 SF warehouse)
3. Hampton Inn and Home2 Suites (200 hotel rooms)
4. Commerce Center (400,000 SF warehouse)
2018 Housing Gap Analysis:

Demand = 100-200 new units through 2040

- New rental apartments with rents aligned with wages of jobs in the station area
- New owner-occupied townhomes with prices aligned with wages of jobs in the station area
- Senior housing

2018 Median Home Sales Price

- **$304,200** (93rd Avenue)
- **$264,000** (Metro area)

2018 Median Market Rate Rent

- 1BR: **$1,493** (93rd Avenue)
- 2BR: **$1,608** (Metro area)
- 1BR: **$1,105** (Metro area)
- 2BR: **$1,427** (Metro area)

Existing Housing Units

- **264** units within 1/2 mile radius

Housing Tenure

- **93rd Avenue**
  - Owners: 8%
  - Renters: 92%
- **Metro Area**
  - Owners: 70%
  - Renters: 30%

Housing Types

- **30%** Single Family Detached
- **30%** Single Family Attached
- **30%** Multifamily
- **10%** Townhomes


Source: Minneapolis Area Association of Renters

Source: CoStar

Intro Resources

Northwest Crossing Development Guide
93rd Avenue | Employment

Forecasted Employment Growth thru 2040: **18.4%**

Employment Breakdown by Industry:
(Within 1-mile of station)

- **Eds/Meds**: 24%
- **Retail/Hospitality**: 19%
- **PDR***: 23%
- **Knowledge**: 42%
- **Other**: 7%

* Production, Distribution, and Repair industry sectors
** Finance, Insurance, Real Estate, Management, Information, and Professional Services industry sectors

Source: US Census, 2017 LEHD data set
93rd Avenue | Amenities

Parks, Trails, & Open Space Amenities

- Parks And Open Space
- Existing Trails
- Planned Trails
- Shopping, Dining & Entertainment Amenities
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT station

Northwest Crossing Development Guide
93rd Avenue | Connectivity

Transportation Options & Distance to Prominent Destinations From the Light Rail Station

1. Rasmussen College: 0.5 miles
2. Target Northern Campus: 0.9 miles
3. Northern Hennepin Community College: 1.1 miles
4. Elm Creek Reserve: 3.1 miles
5. Coon Rapids Dam Regional Park: 3.3 miles

- Existing Bikeway
- Planned Bikeway
- Bus Transit Route
- Regional Trail
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT Station
93rd Avenue | Resources

Typical Development Review Process:
01. Attend a pre-application meeting
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• LRT Planning: www.brooklynpark.org/light-rail-transit/
Oak Grove
Station Area

**Oak Grove Station** is anchored by a fortune 500 headquarters and has substantial tracts of vacant land and a significant opportunity to develop a new transit-oriented, mixed use village.

The Oak Grove station area is currently anchored by Target’s north headquarters. Surrounding the campus, however, are several hundred acres of vacant land. Therefore, this is the only station area along the Bottineau Corridor that presents a true “blank slate” for future opportunities.

Underscoring the potential impact of the LRT is the fact that the adjacent Highway 610 corridor has been a job growth dynamo in recent years. Between 2007 and 2017, the corridor went from roughly 6,000 jobs to over 13,500 jobs. A lot of this growth has had to do with the establishment of Target’s north headquarters. However, substantial employment growth due to other business investment has occurred throughout the corridor, as well, with room to grow.
Potential Sites:

- Tier 1: Vacant Publicly Owned Parcels
- Tier 2: Vacant or Underutilized Privately Owned Parcels
- Tier 3: Long-Term Future Redevelopment Areas
  (Assemble Single Parcels into Larger Development Sites)
- Transit-Oriented Development Districts
- Green Space
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT Station
- City Border

*Click here for further details on the station area plan*
Opportunity Sites

1. Ownership: Target
   Current Use: Agricultural / Undeveloped
   Guided Use: Office Campus / Mixed-Use Development

2. Ownership: Target
   Current Use: Undeveloped
   Guided use: To Be Determined

3. Ownership: Target
   Current Use: Undeveloped
   Guided Use: Target - Northern Campus Expansion

4. Ownership: Target
   Current Use: Undeveloped
   Guided Use: Mixed-Use Development
2018 Housing Gap Analysis:

Demand = 1,500-2,000 new units through 2040

- All multifamily housing types and styles will be demanded in the station area as it is built out and becomes a new mixed-use district

2018 Median Home Sales Price

$550,700 (Oak Grove)
$264,000 (Metro area)

2018 Median Market Rate Rent

1BR: $1,105 (Oak Grove)
2BR: $1,427 (Oak Grove)
1BR: $1,615 (Metro Area)
2BR: $2,023 (Metro Area)

Source: Minneapolis Area Association of Renters
Source: CoStar

Housing Tenure

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<tr>
<td>Metro Area</td>
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Housing Types

- Single Family: 6%
- Multifamily: 92%
- Townhomes: 6%
- Duplex/Triplex/Quad: 0%
- Small MF (5-19 units): 1%
- Large MF (20+ units): 88%


342 Existing Housing Units
within 3/4 mile radius

Intro

Van White Boulevard
Penn Avenue
Plymouth Avenue/Wirth Park
Golden Valley Road
Robbinsdale
Bass Lake Road
63rd Avenue
Brooklyn Boulevard
85th Avenue
93rd Avenue
Oak Grove

Resources

Northwest Crossing Development Guide
Forecasted Employment Growth thru 2040: **79.9%**

**Employment Breakdown by Industry:**
(Within 1-mile of station)

- Eds/Meds: 10%
- Retail/Hospitality: 19%
- PDR*: 24%
- Knowledge**: 23%
- 60% Other

* Production, Distribution, and Repair industry sectors
** Finance, Insurance, Real Estate, Management, Information, and Professional Services industry sectors

Source: US Census, 2017 LEHD data set
Oak Grove | Amenities

Parks, Trails, & Open Space Amenities

- Parks And Open Space
- Existing Trails
- Planned Trails
- Shopping, Dining & Entertainment Amenities
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT station

Parks And Open Space

Existing Trails

Planned Trails

Shopping, Dining & Entertainment Amenities

Proposed Blue Line LRT Alignment

Proposed Blue Line LRT station

Van White Boulevard
Penn Avenue
Plymouth Avenue/Wirth Park
Golden Valley Road
Robbinsdale
Bass Lake Road
63rd Avenue
Brooklyn Boulevard
85th Avenue
93rd Avenue
Oak Grove

Northwest Crossing Development Guide
Oak Grove | Connectivity

Transportation Options & Distance to Prominent Destinations From the Light Rail Station

1. Target Northern Campus: 0.2 miles
2. Oak Grove Park: 0.7 miles
3. Fairview Brooklyn Park Clinic: 1.0 miles
4. Twin Cities Maze: 1.4 miles

- Existing Bikeway
- Planned Bikeway
- Bus Transit Route
- Regional Trail
- Proposed Blue Line LRT Alignment
- Proposed Blue Line LRT Station
Oak Grove | Resources

Typical Development Review Process:
01. Attend a pre-application meeting
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jennifer.jordan@brooklynpark.org

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• LRT Planning: www.brooklynpark.org/light-rail-transit/
Glossary

ACS: American Community Survey - an on-going survey conducted by the US Census Bureau to gather socio-economic data about the population of the United States.

Bikeway: a transportation facility designed to accommodate bicycles. The physical form of a bikeway may take many shapes, but the most common are off-street bile trails and on-street bike lanes.

BRT: Bus Rapid Transit - a type of mass transit that uses busses but replicates other forms of mass transit, such as light rail transit, with higher frequency of services, distinct stations, and payment of fares before boarding.

CPED: Minneapolis Department of Community Planning and Economic Development.

Flex Space: Generic real estate term that indicates a highly flexible building space that could be used for a variety of needs, such as offices, retail, warehouse, or manufacturing.

Latinx: a gender-neutral term to refer to people of Latin American cultural or ethnic identity in the United States. Sometimes used instead of Latino or Latina.

LEHD: Longitudinal Employment-Householder Data - a research program conducted by the US Census Bureau that links employment data with commuter patterns.

LRT: Light Rail Transit - a type of mass transit that differentiates itself from “heavy” rail, such as subway lines or commuter rail lines, but often provides the same level of frequency of serve and capacity.

Mixed-Income: A residential development that includes both market rate units and subsidized units available to lower-income households.

Mixed-Use: A type of development pattern that mixes different, such as residential and retail, in the same building or an adjacent properties.

MPHA: Minneapolis Public Housing Authority
Contact Information

Minneapolis
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James.Voll@minneapolismn.gov
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City Website: www.minneapolismn.gov

Golden Valley:
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Robbinsdale
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City Website: www.robbinsdalemn.org

Crystal
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Brooklyn Park
Jennifer Jordan, LRT Senior Project Manager
jennifer.jordan@brooklynpark.org
City Website: www.brooklynpark.org/developers-and-builders/
## Parcel Information (Van White)

### Map
![Map of Van White Boulevard](image)

### Parcel Data

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## Resources
- Van White Boulevard
- Penn Avenue
- Plymouth Avenue/Wirth Park
- Golden Valley Road
- Robbinsdale
- Bass Lake Road
- 63rd Avenue
- Brooklyn Boulevard
- 85th Avenue
- 93rd Avenue
- Oak Grove

Northwest Crossing Development Guide
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## Parcel Information (Brooklyn Boulevard)

### Parcel Map

![Map of Brooklyn Boulevard area with parcel numbers and acres](map_image)

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- **ID 39**: 3011921110009, Acres: 4.121886

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**Note:** The map and parcel information are provided for reference and analysis purposes. The actual acres and identification numbers may vary. For official records, please consult the relevant governmental or municipal sources.
Parcel Information (85th Ave)

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Parcel Information (93rd Ave)

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## Parcel Information (Oak Grove Parkway)

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