



PHILLIPS WEST MASTER LAND USE PLAN

ADOPTED BY THE MINNEAPOLIS CITY COUNCIL ON JULY 17, 2009



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I. Introduction

PROJECT PURPOSE

The Phillips West neighborhood became an independent neighborhood organization recognized by the City of Minneapolis on April 29th, 2005. Prior to that, it was part of what is now the Phillips Community (or Greater Phillips) along with Midtown Phillips, East Phillips, and Ventura Village. Although there are several plans that have been adopted by the City of Minneapolis that overlap and address areas within Phillips West, this plan will be the first master land use plan drafted for the Phillips West neighborhood.

This plan will serve as a guide for investment in the Phillips West neighborhood and as a guide for where and what development the community would most benefit from. It will be proposed for adoption as an amendment to the 2008 Minneapolis Plan for Sustainable Growth and will serve to give specific guidelines regarding land use, zoning, and future development.

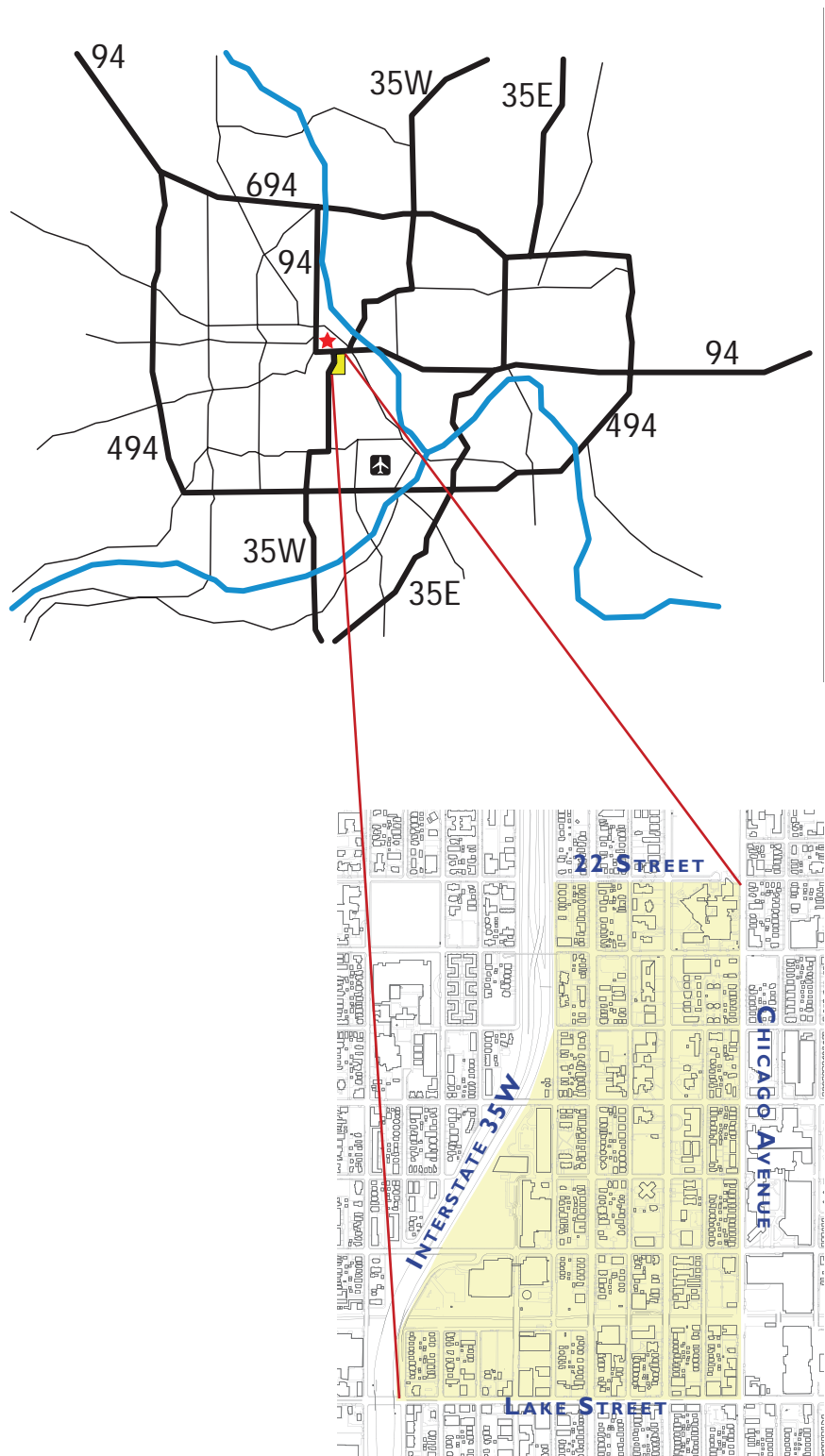
Beyond that, this plan will serve to document the neighborhood as it is today and also to express the future vision that various stakeholders in the neighborhood share. It should be used as a tool to preserve, improve, and develop the neighborhood in a sustainable and sensitive manner.



PROJECT STUDY AREA - GEOGRAPHIC DEFINITION

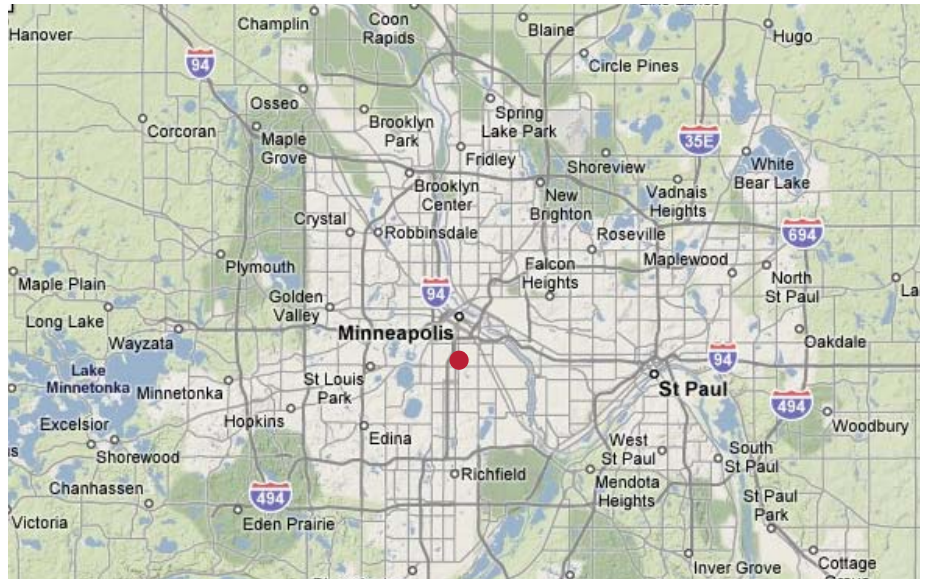
The Phillips West neighborhood boundaries are Interstate 35-W on the west, East 22 Street to the north, Chicago Avenue on the east, and East Lake Street to the south. Main north-south through streets include Park Avenue, Portland Ave, and Chicago Ave. Main east-west streets are East Lake Street, East 28th Street, and East 26th Street.

The neighborhood is within 1.5 miles of downtown Minneapolis and 8 miles of downtown St. Paul. It's central location and proximity to Interstate 35W and Interstate 94 allow direct and easy access to all the major arterial roads within the twin cities. Phillips West's major one-way corridors cross over the interstates and are direct routes to the North, South East and West.



SITE WITHIN THE REGIONAL CONTEXT

Phillips West is located in Hennepin county just south of downtown Minneapolis. It is centrally located within the Twin Cities regional area and it's proximity to Interstate 35W and 94 allow connection to all the major Twin Cities arterial roads.



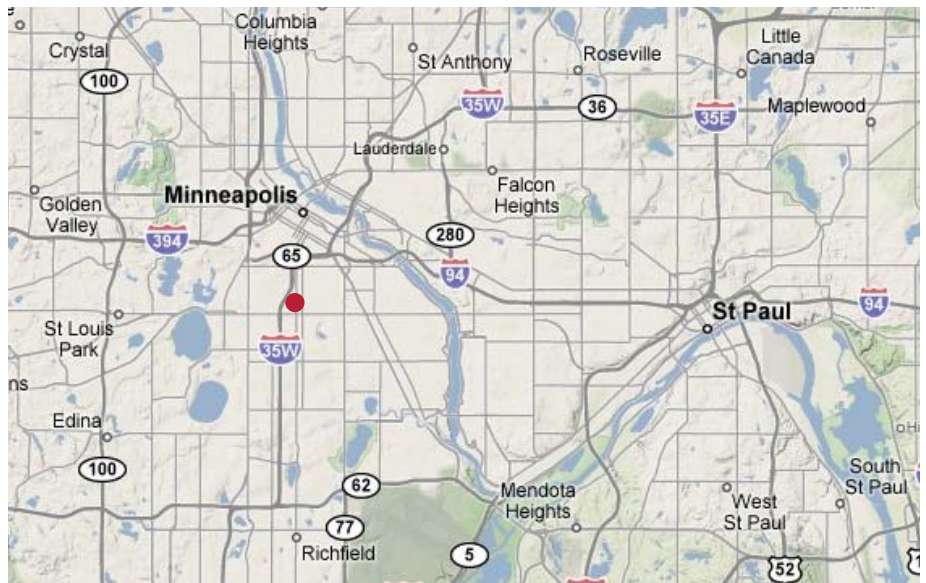
Map showing the regional context of Phillips West.

SITE WITHIN ITS CITY-WIDE CONTEXT

Phillips West is approximately 1.5 miles south of downtown Minneapolis and 8 miles west of downtown Saint Paul.



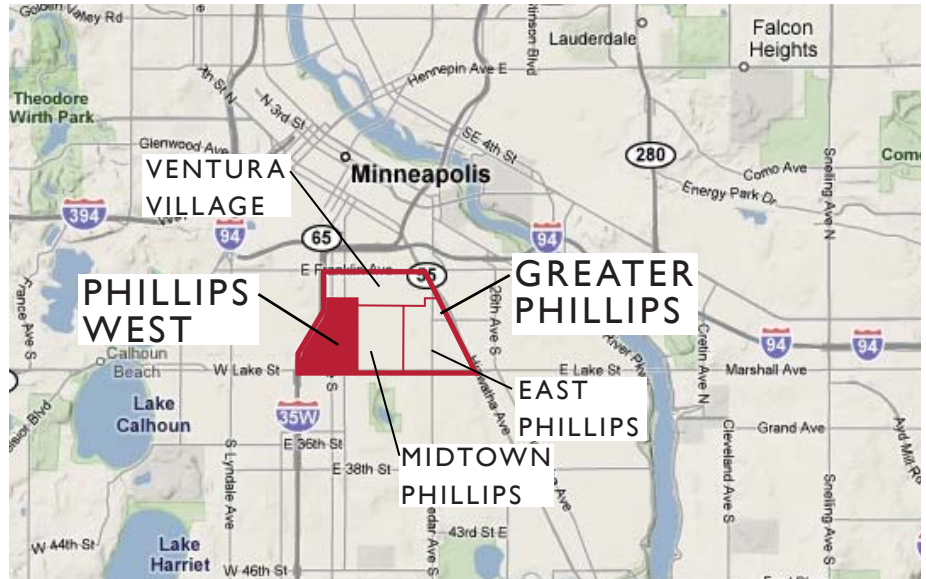
View looking north towards downtown Minneapolis from the 26th Street Bridge over Interstate 35W. Phillips West neighborhood is to the east (right).



Map showing the city-wide context of Phillips West.

SITE WITHIN ITS IMPACT AREA

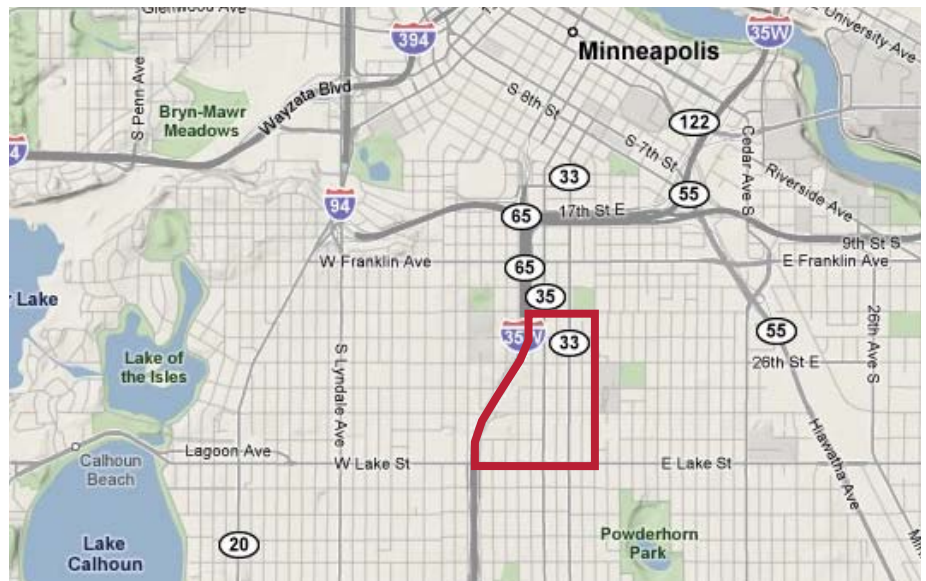
Phillips West is part of Greater Phillips in south Minneapolis which is made up of four neighborhoods: Phillips West, Midtown Phillips, East Phillips, and Ventura Village.



Map showing Phillips West and its impact area.

SITE WITHIN ITS IMMEDIATE AREA

The study area includes the forty blocks between 22nd Street and Lake Street, and Interstate 35W and Chicago Avenue.

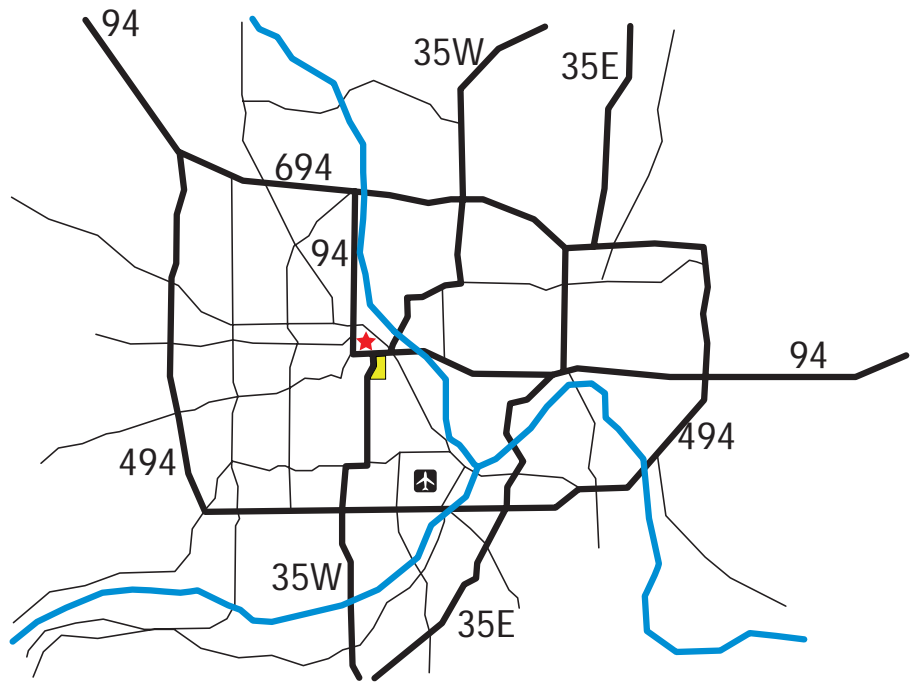


Map showing the immediate area surrounding Phillips West.

HIGHWAYS AND ARTERIAL ROADS

Description

Interstate 35W is the western border of the Phillips West Neighborhood. Despite the proximity to I 35W, there are currently no on or off ramps within the neighborhood boundaries. There is a partial interchange south of Lake Street at 31st St, a full interchange at 35th/36th St, and a partial interchange at northbound 5th Ave in Ventura Village. The 35W access project has been planned but not yet funded or implemented. If it were to proceed, there would be a full interchange at Lake/31st St and a northbound exit from I 35W onto 28th St would be added.



Observations

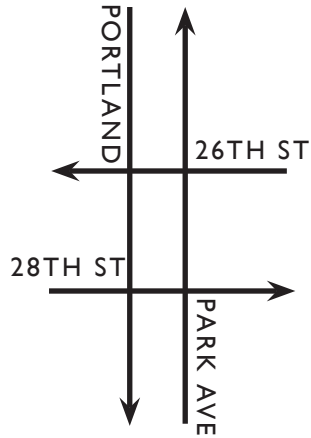
Although there is currently no direct access to I-35W from within the neighborhood boundaries, once on I-35W, there is easy access to I-94, 494, and then all other major arterial roads within the Twin Cities.



CONTEXT STREET GRID

Description

The study area has a relatively regular street grid pattern with four main one-way streets. Portland and Park Avenues are the main North-South one-ways and 26th & 28th are the main East-West one-ways. These main corridors continue far beyond the Phillips West neighborhood and essentially extend from downtown Minneapolis to 494, and from Lake of the Isles to the Mississippi River.



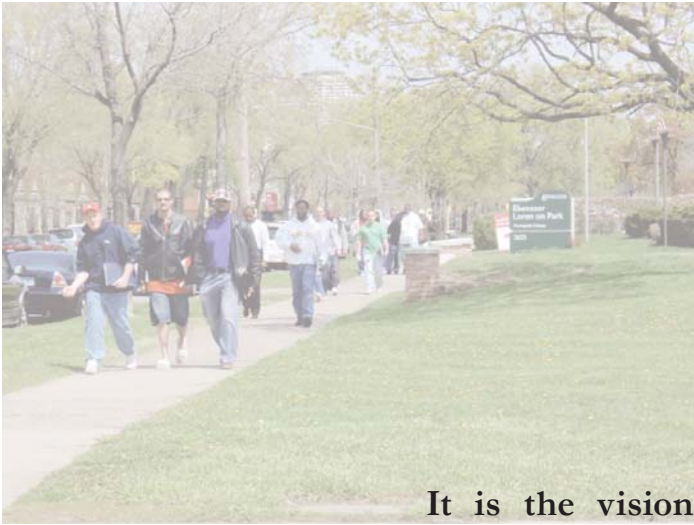
Observations

Neighborhood residents have reported that traffic speeds on one way streets consistently exceed posted limits and contribute to unsafe conditions for pedestrian and bicycle traffic.

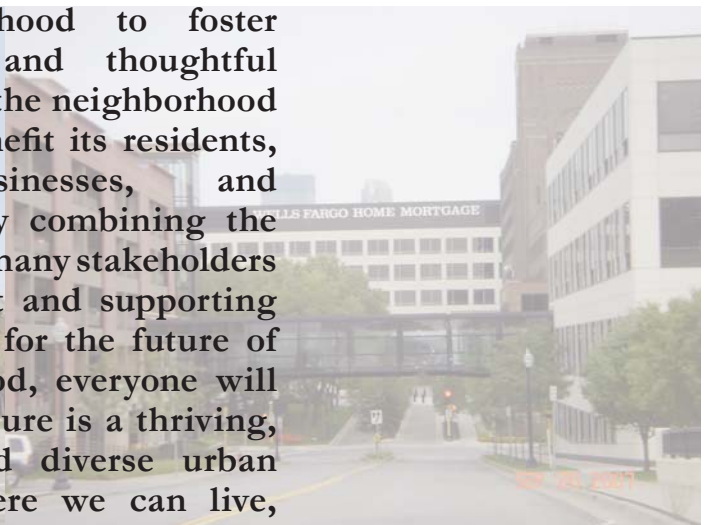
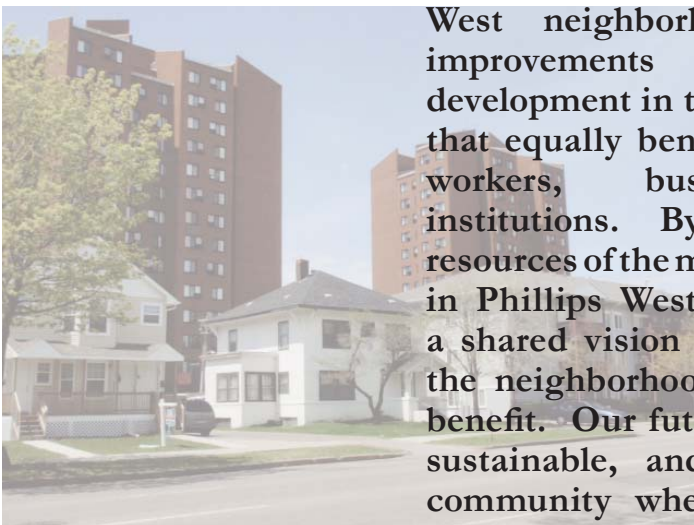


View looking north on Portland Avenue. Bike lanes are heavily used and in need of improvements to increase safety for and awareness of cyclists.

VISION STATEMENT



It is the vision of the Phillips West neighborhood to foster improvements and thoughtful development in the neighborhood that equally benefit its residents, workers, businesses, and institutions. By combining the resources of the many stakeholders in Phillips West and supporting a shared vision for the future of the neighborhood, everyone will benefit. Our future is a thriving, sustainable, and diverse urban community where we can live, work, and share in community.



II. History and Background



Phillips West Resident



Phillips West Residents on Lake Street



Students outside of Cristo Rey High School



Phillips West Resident



Phillips West Residents on Park Avenue

DEMOGRAPHICS

This demographics section provides a snapshot of the population of Phillips West and surrounding neighborhoods. This information is useful in understanding population shifts, demands for services, anticipated turnover, predicting market trends for development, and provides context for understanding the history and present nature of the neighborhood.

All demographic information presented on pages 9 through 17 is based on data collected during the 1980, 1990, and 2000 censuses. Data for the Greater Phillips community includes the four neighborhoods of Phillips West, Midtown Phillips, East Phillips, and Ventura Village. The term “Greater Phillips” includes all four neighborhoods in the community and the term “Phillips West” refers to the neighborhood within “Greater Phillips”. Some demographic information has been broken down into individual neighborhoods and is included in the following pages. Supportive images and data presented on pages 9 through 17 are from CPED/ City of Minneapolis Website.

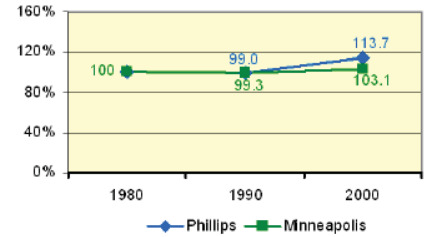
This summary of demographics was prepared 8 years after the last census. New census data will be collected for the 2010 census. More up-to-date information can be obtained through consultants or other sources such as “Claritas” or “Excensus”.

POPULATION

In 1980, the population of Greater Phillips was 17,413. The 1990 census indicated a slight drop in population down to 17,247. Between 1990 and 2000, Greater Phillips experienced an increase in population that exceeded the rate of increase for Minneapolis as a whole. In 2000, the population of Phillips West was 4,771, or about 24% of the 19,805 residents in the Greater Phillips community.

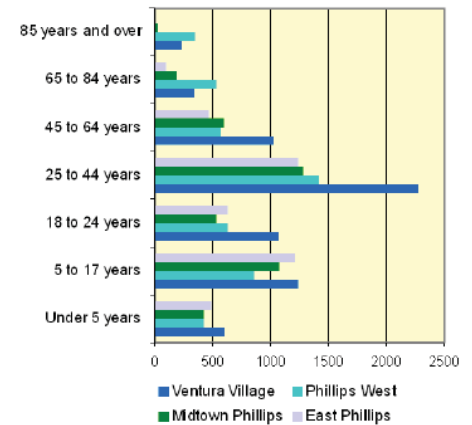
The greatest increase in population from 1980 to 2000 for Greater Phillips was working-age adults (age 28-44) and children (age 5-17). During this time there was also a significant decrease of nearly 50% of residents aged 65 to 84 in Greater Phillips; Phillips West is home to half of those remaining seniors. A temporary decline in residents aged 18 to 24 was seen from 1980 to 1990, but was recovered by 2000.

Phillips / Minneapolis
Population change
1980=100 percent



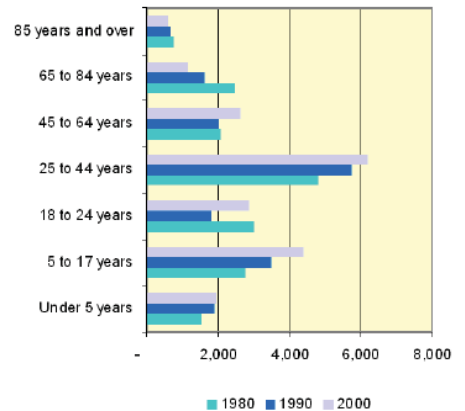
Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF1)

Phillips: Age distribution by neighborhood in 2000



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF1)

Phillips: Age distribution



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF1)

POPULATION CONTINUED

There were significant shifts in the ethnic distribution of residents of Phillips from 1980 to 2000. From 1980 to 1990, the white population decreased from 11,137 to 7,591--a 32% decrease. A decrease in the white population was seen again during the next decade and was at 4,836 in 2000--a 36% decrease.

In 1980, Phillips had a large population of 2,931 American Indians and this number grew to 3,974 by 1990. Then from 1990 to 2000, the population dropped a dramatic 46% to 2,144.

The black population of Phillips has steadily risen from 8% of the total population in 1980 to 29% in 2000.

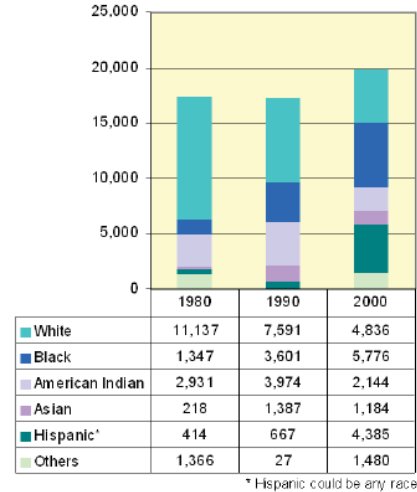
The Hispanic population also saw significant increases in population. In 2000, the Hispanic population was 4,385--more than 10 times the population of 414 in 1980.

Phillips West's ethnic composition in 2000 was primarily white and black with both populations just above 1500. The Hispanic population in 2000 was approximately 900. The populations of other, Asian, and American Indian's were all less than 400.

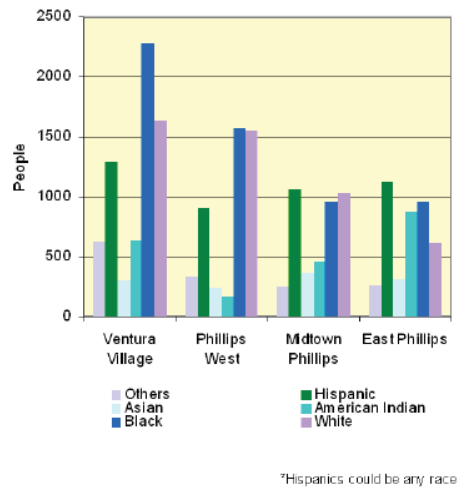
POPULATION	1980	1990	2000
Phillips*	17,413	17,247	19,805
Minneapolis	370,951	368,383	382,618
East Phillips			4,147
Midtown Phillips			4,118
Ventura Village			6,769
Phillips West			4,771

* includes all four Phillips neighborhoods

Phillips: Ethnic distribution



Phillips: Ethnic composition by neighborhood in 2000



HOUSEHOLDS

From 1980 to 2000, the average household size in Greater Phillips increased from 2.2 to 2.9. During that same time, the City of Minneapolis maintained a fairly steady household size of 2.2 to 2.3. Phillips West's average household size in 2000 was 2.2, slightly lower than that of Minneapolis and the lowest of the Greater Phillips neighborhoods. East Phillips' average household size in 2000 was 3.8, the highest of the Greater Phillips neighborhoods.

AVERAGE HOUSEHOLD SIZE IN 2000

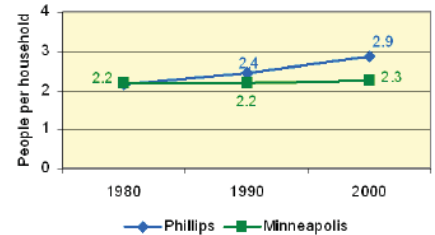
Ventura Village	2.5 people
Phillips West	2.2 people
Midtown Phillips	3.6 people
East Phillips	3.8 people

In 1980, there were 7,464 households in Greater Phillips. By 1990 that number had decreased to 6,543 and in 2000 there were 6,333 households in Greater Phillips--a 15% decrease over 20 years. Family households accounted for about half of all households in Greater Phillips and they have seen a slight but steady 6% increase from 2,973 in 1980 to 3,155 in 2000.

The number of households comprised of people aged 65 or older and living alone dropped from 1,295 in 1980 to 652 in 2000--a 50% decrease. The number of households of people who live alone but are under the age of 65 declined from 1980 to 1990, but then rose to 1,863 in 2000. Households of people who live together but are not related decreased 26% from 1980 to 2000.

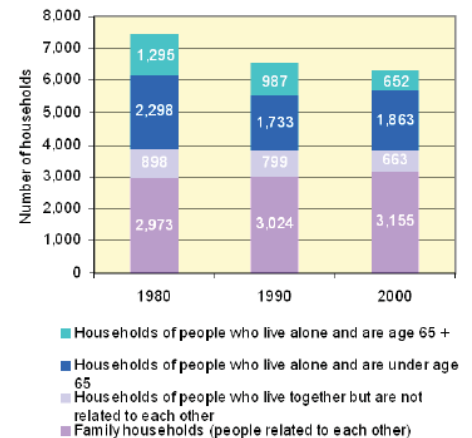
In 2000, A majority of Phillips West's households were families. Second to that were people living alone aged 65 or older. Phillips West's accounts for 67% of households living alone and aged 65 and older in Greater Phillips.

Phillips / Minneapolis
Average household sizes



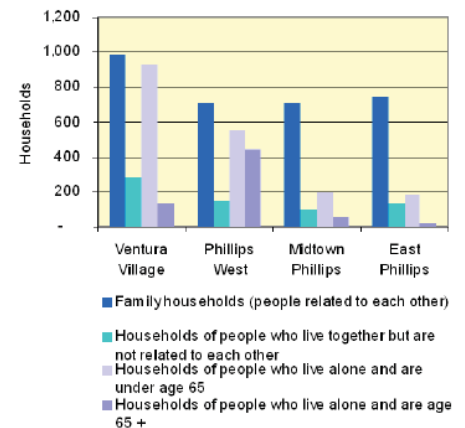
Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF1)

Phillips: Household composition



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF1)

Phillips: Household composition by neighborhood in 2000



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF1)

HOUSEHOLDS CONTINUED

In 1980, 48% of all householders in Greater Phillips lived alone compared to 38% for Minneapolis at that time. From 1980 to 2000, that percentage decreased for Greater Phillips and increased for the City of Minneapolis until both were at 40% in 2000. In 2000, the percentage of households living alone in Phillips West was 54%, the highest percentage in Greater Phillips.

PERCENTAGE OF HOUSEHOLDS LIVING ALONE IN 2000:

Ventura Village	46%
West Phillips	54%
Midtown Phillips	24%
East Phillips	19%

Greater Phillips had a higher percentage of seniors living alone than Minneapolis from 1980 to 1990. By 2000, the percentage of seniors living alone in Greater Phillips had dropped to 37%, the same percentage as for Minneapolis.

PERCENTAGE OF SENIORS LIVING ALONE IN 2000

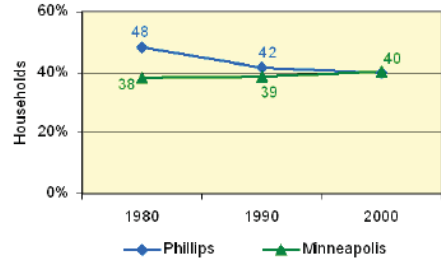
Ventura Village	24%
West Phillips	50%
Midtown Phillips	26%
East Phillips	22%

Greater Phillips had a higher percentage of families with children under 18 than Minneapolis from 1980 to 2000. 68% of families in Phillips West had children under 18 in 2000.

PERCENTAGE OF FAMILIES WITH CHILDREN IN 2000

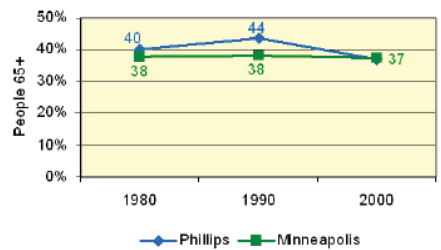
Ventura Village	65%
Phillips West	68%
Midtown Phillips	78%
East Phillips	78%

Phillips / Minneapolis
Percentage of all householders living alone



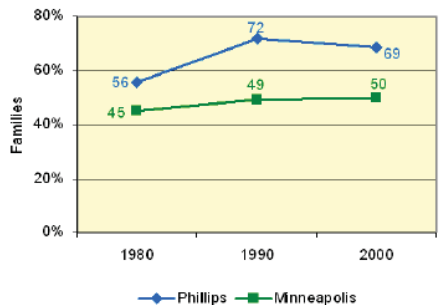
Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF1)

Phillips / Minneapolis
Percentage of seniors living alone



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF1)

Phillips / Minneapolis
Percentage of families with children under 18



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF1)

LABOR FORCE / EMPLOYMENT

From 1980 to 2000, the percentage of Greater Phillips residents working or looking for work was consistently lower than labor force participation for Minneapolis. From 1980 to 2000, the percentage of Greater Phillips residents working or looking for work increased by 1% while it increased by 6% in Minneapolis. During that same time, labor force participation of Greater Phillips residents was between 13% to 18% lower than that of Minneapolis. In 2000, just over half of Phillips West residents were working or looking for work.

LABOR FORCE PARTICIPATION IN 2000

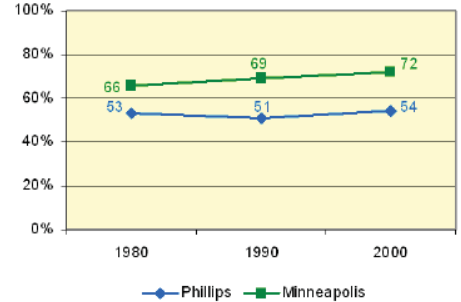
Ventura Village	51%
Phillips West	51%
Midtown Phillips	61%
East Phillips	63%

The unemployment rate in Greater Phillips from 1980 to 2000 was more than double that of the City of Minneapolis during that time. The percentage of the labor force that was looking for work increased from 1980 to 1990 in both Minneapolis and Greater Phillips and decreased from 1990 to 2000 for both Minneapolis and Greater Phillips. The unemployment rate for Phillips West in 2000 was 10.4%, the lowest unemployment rate of the Greater Phillips neighborhoods.

UNEMPLOYMENT RATES IN 2000

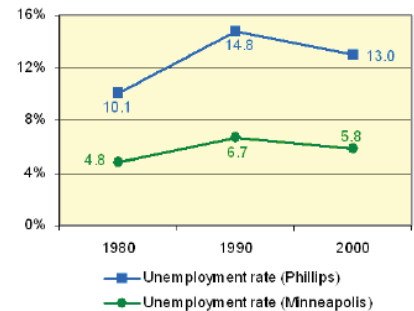
Ventura Village	14.5%
West Phillips	10.4%
Midtown Phillips	12.5%
East Phillips	11.5%

Phillips / Minneapolis
Labor force participation



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

Phillips / Minneapolis
Unemployment trends



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

INCOME

The median household income in Greater Phillips from 1979 to 1999 was on average 45% lower than the median income for the city of Minneapolis. Although the median household income in Greater Phillips increased by nearly 14% from 1979 to 1999, it was still \$15,900 less than that of Minneapolis.

MEDIAN HOUSEHOLD INCOME IN 2000

Ventura Village	\$ 19,405
Phillips West	\$ 19,364
Midtown Phillips	\$ 28,539
East Phillips	\$ 23,759

HOUSING

From 1980 to 2000, Greater Phillips lost 1,271 housing units--a 16% decrease. The vacancy rate was 7% in 1980. By 1990 it had doubled to 14% and then dropped to 6% by 2000. The vacancy rate in 2000 for Phillips West was 7%.

HOUSING AVAILABILITY IN 2000

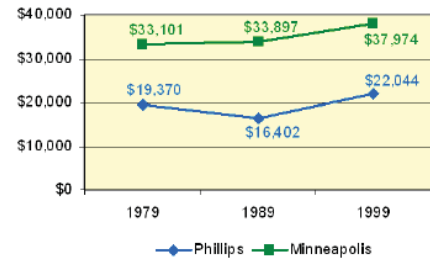
	Ventura Village	Phillips West	Midtown Phillips	East Phillips
Vacant Housing Units	110	145	74	72
Occupied Housing Units	2,330	1,851	1,062	1,090

In 1980 and 2000, the number of owner occupied housing units in Greater Phillips was virtually the same. In 2000, 73% of the housing units in Phillips West were rental properties.

OCCUPIED HOUSING UNITS IN 2000

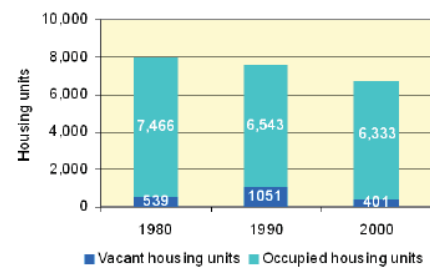
	Ventura Village	Phillips West	Midtown Phillips	East Phillips
Owner-Occupied	277	379	368	342
Renter-Occupied	2,053	1,032	1,134	748

Phillips / Minneapolis
Median household income (in 1999 dollars)



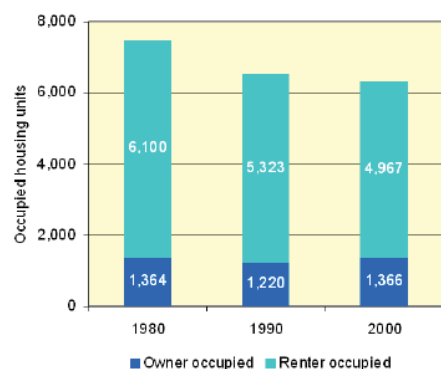
Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

Phillips: Housing availability



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

Phillips: Homeowners and renters



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

HOUSING CONTINUED

There was a significant increase in the vacancy rates of Greater Phillips from 1980 to 1990. During that time, homeowner vacancy rates more than doubled and rental vacancy rates nearly tripled. By 2000, vacancy rates had dropped significantly and were just slightly higher than those in Minneapolis. The 2000 Phillips West rental vacancy rates were 7%--the highest in Greater Phillips.

HOMEOWNER & RENTAL VACANCY RATE IN 2000

	Ventura Village	Phillips West	Midtown Phillips	East Phillips
Homeowner vacancy rate	5.8%	.5%	.3%	1.7%
Rental vacancy rate	1.9%	7%	1.3%	2.9%

The median house value for Greater Phillips decreased 18% from 1980 to 1990 and then increased 17% by 2000, similar to trends for Minneapolis. In 2000, the median house value in Phillips West was \$66,400-- 35% less than Minneapolis.

MEDIAN HOUSE VALUE IN 2000

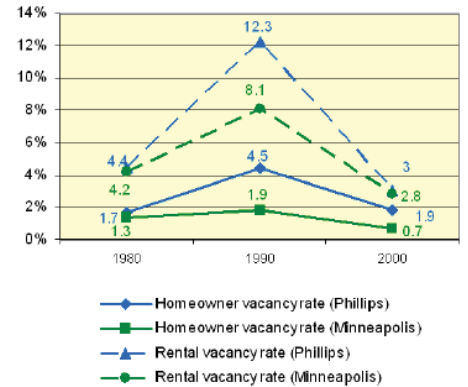
Ventura Village	\$ 79,800
West Phillips	\$ 66,400
Midtown Phillips	\$ 65,800
East Phillips	\$ 64,200

Housing costs for the average Minneapolis resident is usually around 30% of their income. For Greater Phillips residents, the percentage of their income that covers housing costs is much higher and reflects a lower median income. The median Phillips West resident devotes 58% or their income to housing.

MEDIAN HOUSING COSTS AS A PERCENTAGE OF MEDIAN HOUSEHOLD INCOME IN 2000

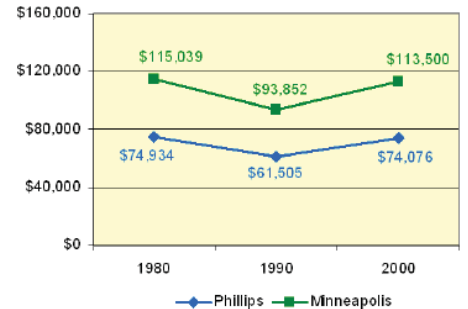
Ventura Village	50%
Phillips West	58%
Midtown Phillips	29%
East Phillips	36%

Phillips / Minneapolis
Homeowner and rental vacancy rate



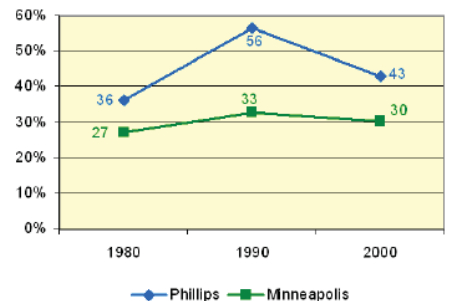
Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

Phillips / Minneapolis
Median house values (in 2000 dollars)



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

Phillips Park / Minneapolis
Median housing costs as a percentage of median household income



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

HOUSING CONTINUED

The median gross rent in Greater Phillips increased by \$54 per month from 1980 to 2000 (adjusted to 2000 dollars).

The median gross rent in Minneapolis rose by \$96 during that same time. In 2000, the median rent in Phillips West was \$412 per month--28% lower than in Minneapolis.

MEDIAN GROSS RENT IN 2000

Ventura Village	\$ 454
Phillips West	\$ 412
Midtown Phillips	\$ 572
East Phillips	\$ 555

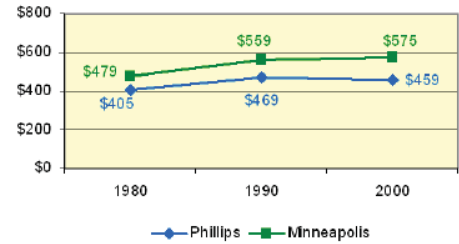
In 1990, lower incomes raised the percentage of income that is used to pay rent to 34% in Greater Phillips. This percentage dropped to 25% by 2000, but it was still 7% higher than for Minneapolis at that time. Phillips West's gross rent as a percentage of median household income was 26% in 2000--8% higher than Minneapolis.

MEDIAN GROSS RENT AS A PERCENTAGE OF MEDIAN HOUSEHOLD INCOME IN 2000

Ventura Village	28%
Phillips West	26%
Midtown Phillips	24%
East Phillips	28%

Phillips / Minneapolis

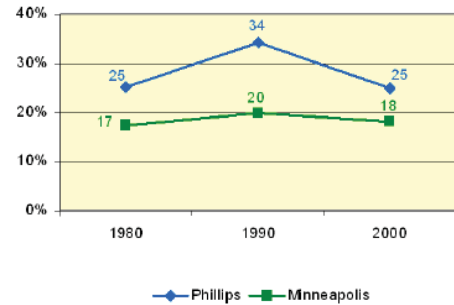
Median gross rent
(in 2000 dollars)



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

Phillips / Minneapolis

Median gross rent as a percentage of
median household income



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

POVERTY

Nearly half of the population in Greater Phillips earned incomes below the poverty line in 1989--nearly twice that of Minneapolis. By 1999, the percentage earning incomes below poverty level in Greater Phillips had dropped 34%, which was still double that of Minneapolis.

More than a quarter of people aged 65 or older living in Greater Phillips lived below poverty level from 1979 to 1999--this is more than double that for Minneapolis.

POVERTY IN 1999

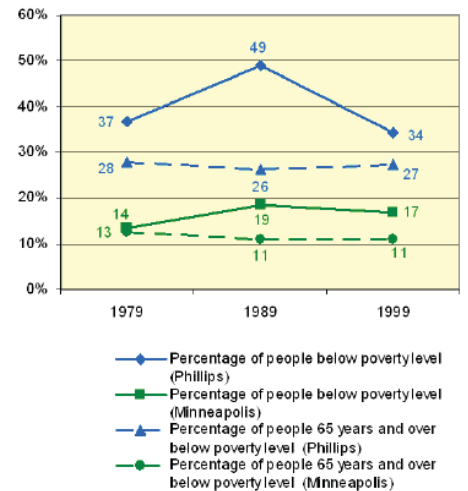
	Ventura Village	Phillips West	Midtown Phillips	East Phillips
% of people below poverty level	38%	35%	28%	33%
% of people age 65+ below poverty level	27%	27%	38%	10%

The percentage of Greater Phillips residents living in poverty followed city-wide trends from 1979 to 1999, but has been consistently higher. In 1989, 50% of families and 63% of families with children lived at poverty levels. By 1999 these percentages had dropped 36% and 40% respectively. In 1999, the percentage of Phillips West families and families with children living at poverty level was about 20% higher than in Minneapolis.

POVERTY IN 1999

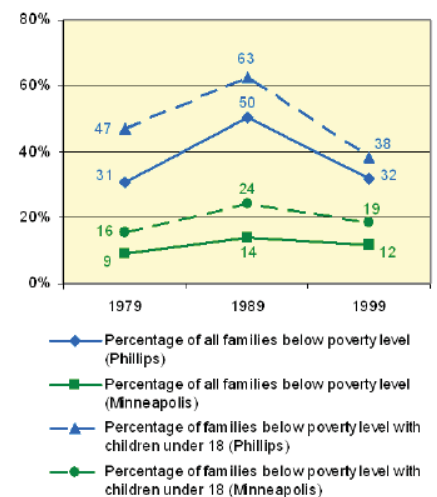
	Ventura Village	Phillips West	Midtown Phillips	East Phillips
% of families below poverty level	33%	33%	26%	35%
% of families with children under age 18 below poverty level	42%	39%	31%	40%

Phillips / Minneapolis
Poverty status of all people and people 65 years and over



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

Phillips / Minneapolis
Poverty status of all families and of families with children under 18



Source: Minneapolis Community Planning and Economic Development with data from the U.S. Census of Population and Housing (SF3)

INITIATIVES SERVING THE STUDY AREA



Visit the Phillips Partnership website at www.phillipspartnership.org

PARTNERSHIP MEMBERS:

- Hennepin County
- City of Minneapolis
- Abbott Northwestern Hospital
- Wells Fargo Home Mortgage
- Children’s Hospitals and Clinics
- Metro Transit

PHILLIPS PARTNERSHIP

The Phillips Partnership is an organization that has raised, organized, and invested 1.5 billion dollars in the Phillips Community for more than ten years. The tremendous efforts of the Phillips Partnership have received nationwide recognition and continue to focus resources on improving the Phillips Community in the following four areas:

- Safety
- Jobs
- Housing
- Infrastructure

The following text describes the targeted efforts of the partnership.
Source: www.phillipspartnership.org/

SAFETY

From its outset the Phillips Partnership has tackled crime head on, organizing and aiding community organizations, forging special law-enforcement partnerships and guiding new preventative strategies. These efforts have driven down crime rates in Phillips, vastly improving opportunities for investment. And the Partnership has followed through, immediately leveraging these opportunities to results – quality housing, institutional expansions and public realm improvements.

Midtown Safety Center (2005-)

The Midtown Community Safety Center serves five core communities – acting as a hub for connecting police and community in important ways. The Safety Center is centrally located at the corner of Chicago Avenue and Lake Street to provide easy access. The Midtown Community Safety Center strengthens the redevelopment of the Lake Street corridor, and provides a critical component in the economic development strategy of surrounding neighborhoods.

The Midtown Community Safety Center has been constructed with an emphasis on people. The Safety Center has a full-time staff that can follow up on problems or issues and act as ongoing outreach, offering a valuable resource for anyone living, working, or otherwise participating in nearby communities. To further its connection to neighbors, a large community room is available for neighbors to come together and work on common issues or public policy.

Midtown Security Collaborative

The Midtown Security Collaborative is a network of many Phillips neighborhood businesses, both big and small, that are working together to improve safety for their employees, customers, and area residents. The Security Collaborative brings together Third Precinct police officers, the community attorney, and local businesses to talk about crime in the neighborhood. The Security Collaborative meetings provide information about ways



businesses can protect their property and their customers. This includes dealing with chronic offenders, talking with police about neighborhood hot spots and sharing information with other business owners with similar concerns.

Community Crime Prevention Initiative (1998–)

Organized by the Phillips Partnership, the Community Crime Prevention Initiative (CCPI) is an educational forum that brings community residents together to provide information about crime and safety efforts in the neighborhood. These monthly meetings provide in-depth presentations about Community Impact Statements, Court Watch, addressing problem properties, the use of force by police and livability crimes. CCPI meetings arm residents with information about the best ways to help police and security forces, use government agencies that address safety issues and get to know who is working to improve safety in the Midtown and West Phillips neighborhoods.

For more information about CCPI or to get involved, please contact info@phillipspartnership.org.

Chicago-Lake Intervention (2002–2004)

The Phillips Partnership has set in motion a chain of highly successful community partnerships to improve conditions at the neighborhood's busiest and most volatile intersection. These include the creation of the Chicago Lake Improvement Project



and the Chicago-Lake Crime Workgroup, both alliances of residents, businesses and public officials. Working together, these groups cleaned up the intersection and developed enforcement strategies that cut crime in half within six months. Lessons learned from these efforts have been translated into the Citizens and Law Enforcement Action Network (CLEAN), which is now targeting quality-of-life crime along Lake Street, Bloomington Ave. and Franklin Ave. in Phillips. These strategies have been incorporated into the Midtown Security Collaborative and the Midtown Safety Center.

Joseph Selvaggio Initiative (1998–2001)

The Phillips Partnership organized a comprehensive plan to stabilize the neighborhood between the Abbott Northwestern Hospital and Wells Fargo campuses. The initiative tore down crack houses, converted slum apartments, helped every one of the 67 homeowners in the target area make improvements to their properties, and beautified the sidewalks. Crime has dropped substantially from these blocks after the completion of the Joseph Selvaggio Initiative.

PHILLIPS PARTNERSHIP, CONTINUED

JOB

The Phillips Partnership has organized two of the nation's largest hospital-based jobs programs, one for entry-level work and the other for advancing up the career ladder. Now administered by Project for Pride in Living, the programs offer local residents the opportunity to advance continuously from unskilled work to professional positions as highly qualified as registered nurses at local hospitals.

Train to Work

Train to Work is a paid job skills training program for neighborhood residents that provides training in job readiness, workplace expectations and life management skills. The program also helps to meet the staffing needs of area hospitals for entry level workers. The program offers 2-4 weeks of training followed by mentoring and support for 12-18 months after job placement. From 1997 through 2008, there have been almost 900 graduates and close to 700 job placements.

Health Careers Partnership (HCP)

Health Careers Partnership provides financial assistance to eligible employees at healthcare institutions who are interested in pursuing a health care degree or certification at Minneapolis Community & Technical College. Originally designed to serve the employment needs of partner hospitals, Abbott Northwestern Hospital, Children's Hospital and Hennepin County Medical Center, HCP has since expanded to 15 area healthcare providers. The program administrator, Project for Pride in Living, has worked to align the needs of employers with HCP's core training programs to provide the best range of opportunities for program graduates. In the program's first five years, more than 1,200 students have participated in the program and helped employees advance along career ladders.



Image Source: www.phillipspartnership.org



Helping people help themselves

Visit the Project for Pride in Living website at: <http://www.ppl-inc.>

HOUSING

There's no more meaningful investment in a neighborhood than making your home there. The Phillips Partnership has funded, organized or helped support \$35 million in improvements to the neighborhood's housing stock and streetscapes.

Midtown Exchange (2004–2006)

For decades the Sears center at Chicago and Lake supplied household goods to the Minneapolis region. Now, the site's redevelopment into the Midtown Exchange relies on housing to support its mix of uses. In 2006, the Midtown Exchange began offering approximately 360 units of new housing geared toward a range of incomes from market rate to 50-percent area median income (AMI). These include rental apartments and for-sale condominiums within the original 1928 former Sears building, as well as for-sale townhomes and condos in the Midtown Exchange Condos, a new building immediately adjacent to the historic tower. Developed by Project for Pride in Living, the award-winning Midtown Exchange Condos offer a high-quality, secure, and amenity-filled housing option in the Midtown Phillips neighborhood.



Image Source: www.phillipspartnership.org

PHILLIPS WEST NEIGHBORHOOD

Joseph Selvaggio Initiative (1998–2001)

This \$6.8 million investment stabilized a section of West Phillips through home-improvement grants, multi-unit housing rehabilitations and streetscape improvements. The Joe Selvaggio Initiative, located in the eight-block area between Portland and Chicago Avenue included the rehabilitation of 24 affordable apartment units; the funding of exterior improvements for 69 homes; and public realm improvements such as fencing, lighting and plantings.

After the completion of the Joe Selvaggio Initiative, housing values in Phillips West proceeded to lead the metro area for three consecutive years. This initiative was led by Allina Health System.

East Phillips Infill Campaign (1999–)

More than \$1 million invested in 20 new single-family homes built on vacant lots in East Phillips. Led by the Fannie Mae Foundation.

Portland Place (1997–1999)

A \$12 million project to build 52 new owner-occupied homes. Led by Honeywell.

Phillips Park Initiative (1997–1998; 2003–)

To date \$15 million has been invested to create 29 new home-ownership opportunities in townhouses, condominiums and carriage houses, and to improve adjacent properties. Twenty-four new rental units are now underway as part of Phase II, with additional new owner-occupied units planned. Led by Phillips Eye Institute and Lutheran Social Services..

PHILLIPS PARTNERSHIP, CONTINUED

INFRASTRUCTURE

The private-sector members of the Phillips Partnership have initiated \$400 million in development in the neighborhood on the strength of the public-sector members' ability to deliver needed infrastructure. This has resulted in 4,000 new jobs.

The \$100 million in freeway access improvements the Phillips Partnership has mobilized complements nearly \$750 million in light rail, roadway and greenway projects in or linked to Phillips.

I-35W Access Project

Construction of I-35W in the 1960s meant new opportunities for suburban growth, but poorly placed access to the freeway left South Minneapolis split in two and largely bypassed by the growing regional economy.

Working with Hennepin County, the Phillips Partnership proposed a plan in 1998 to improve freeway connections to Phillips and adjoining neighborhoods, with Lake Street as the primary focus.

Seven years, 30 designs and 200 public meetings later, a community-endorsed plan has been approved and the project will move forward. The I-35W Access project will improve traffic flow and expand transit service in South Minneapolis. It will introduce urban design around the freeway that is conducive to safer streets



Rendering showing Mitigation & Enhancements at Lake Street and I 35W as part of the I-35W Access Project.

Image Source: www.phillipspartnership.org

and the revitalization of neighborhoods. And it will help to open up the growing commercial corridor of Lake Street and the Midtown Greenway.

MIDTOWN COMMUNITY WORKS

The Midtown Community Works Partnership is a public-private partnership formed to guide the redevelopment of the Midtown Greenway-Lake Street corridor in south Minneapolis. Hennepin County, the City of Minneapolis, and the Metropolitan Council formed this partnership to provide leadership, integrate planning, and mobilize resources for this corridor.

The MCW Partnership provides a forum to coordinate a wide array of public and private investments. We focus on projects that have community support and seek to enhance economic vitality, improve connections to the local and regional transit systems, and improve the surrounding neighborhoods.



Hennepin County Commissioners
Commissioner Peter McLaughlin
Commissioner Gail Dorfman

Mayor of Minneapolis
Mayor R.T. Rybak

Minneapolis City Council Members
Council Member Robert Lilligren
Council Member Ralph Remington
Council Member Elizabeth Glidden

Council Member Gary Schiff

Minneapolis Park and
Recreation Board
Commissioner Tracy Nordstrom

Metropolitan Council
Tom Weaver, Regional Administrator

Allina Hospitals and Clinics
David Orbuch, President,

Phillips Eye Institute

Target Corp.
Nate Garvis, Vice President Government
Affairs

Payne-Lake Community Partners
Repa Mekha, Executive Director

Midtown Greenway Coalition
Michael Nelson

Wells Fargo Bank
Kelly J. Gosz, President and District
Manager, Twin Cities Banking

Xcel Energy
Paul Adelman, Manager, Community and
Local Government Relations

Lake Street Council
Becky George, Chair

Metropolitan Transportation Services

Arlene McCarthy

MCW Chair

David Orbuch

Past Chairs
Jim Campbell, Chairman and CEO, Wells
Fargo (retired)

Nate Garvis, Target Corp.

Counsel
Louis Smith, Smith Partners, P.L.L.P.

PAST PLANNING EFFORTS IN THE STUDY AREA

The following plans and studies have been reviewed and considered in the creation of the Phillips West Master Land Use Plan. The first three plans listed have been recently adopted or partially adopted by the Minneapolis City Council and have been given extra consideration in order to align the Phillips West Master Land Use Plan with the City of Minneapolis' planning efforts.

- Midtown Greenway Land Use and Development Plan*+ (Adopted by Minneapolis City Council on February 23, 2007)
- Midtown Minneapolis Land Use and Development Plan*+ (Adopted by Minneapolis City Council in 2005)
- Access Minneapolis-Ten Year Transportation Action Plan:
Downtown Action Plan*+ (Adopted by Minneapolis City Council on June 29, 2007)
Citywide Action Plan
Design Guidelines for Streets & Sidewalks
Minneapolis Streetcar Feasibility Study
- Minneapolis Trends 2000-2005 (2006)
- The Feasibility of a Single-Track Vintage Trolley in the Midtown Greenway (2001)
- Community Plan for Midtown Region of Minneapolis' Phillips Neighborhood (2001)
- The Minneapolis Plan - Volume I (2000)
- The Minneapolis Plan - Volume II (2000)
- Chicago-Lake Public Improvement Program - Phase 1 (2000)
- The Public Art Master Plan for the Midtown Greenway Corridor (2000)
- Lake Street Midtown Greenway Corridor Framework Plan (1999)
- Multi-block Land Use Covenant (1998)
- Phillips / Central / Powderhorn small area plan* (1997)
- People of Phillips Neighborhood Action Plan (1995)
- Ventura Village: A Bridge to the Future (1999)



The Phillips West Master Plan will be adopted by the City Council and added as an amendment to the Minneapolis Comprehensive Plan.

**+ These plans have recently been adopted by the Minneapolis City Council and have been given special consideration*

** Adopted by the Minneapolis City Council*

CURRENT PLANNING EFFORTS IN THE STUDY AREA

The Midtown Greenway Coalition is currently partnering with the Phillips West Neighborhood Association and NRP to design and construct a pedestrian pathway at street level on the north side of the Greenway for four blocks from Chicago Avenue to Portland Avenue.

“In Phillips West, there are no streets or walkways on either the north or south side of the Greenway between Portland and Chicago Avenues, but land exists to put in such a walkway without moving any buildings. A walkway here would allow neighborhood children and others to access nearby Greenway trail entrance ramps without traveling north to 28th Street or south to Lake Street in order to traverse east or west along the Greenway. A walkway here would also provide better access for residents within a block of the Greenway to get to Midtown Exchange and a future rail transit station in the Greenway at Chicago Avenue.”

Source: www.midtownGreenway.org/parksplazas/rim.html

The Midtown Greenway Coalition is also collaborating with the Phillips West Neighborhood Association and representatives from Wells Fargo and Urban Ventures in order to conceptualize and hopefully realize a vision for a public greenspace and recreational area along the Greenway at 5th Avenue.

“The guidelines of Minneapolis Park and Recreation Board state that every neighborhood should have its very own public open space. Phillips West, however, is one of only three neighborhoods in the city that do not. The at-street-grade crossing of the Midtown Greenway at 5th Avenue provides a unique opportunity for a future public open space...”

Source: www.midtownGreenway.org/parksplazas/5th.html



View looking north of the Greenway, Wells Fargo ramp, and Urban Ventures field at Fifth Avenue. Currently there is limited access to the open space and the neighborhood has shown strong support for public open space at this location.



Rendering showing public open space along the Midtown Greenway.

Source: Midtown Greenway Coalition website

CURRENT PLANNING POLICIES RELATED TO THE STUDY AREA

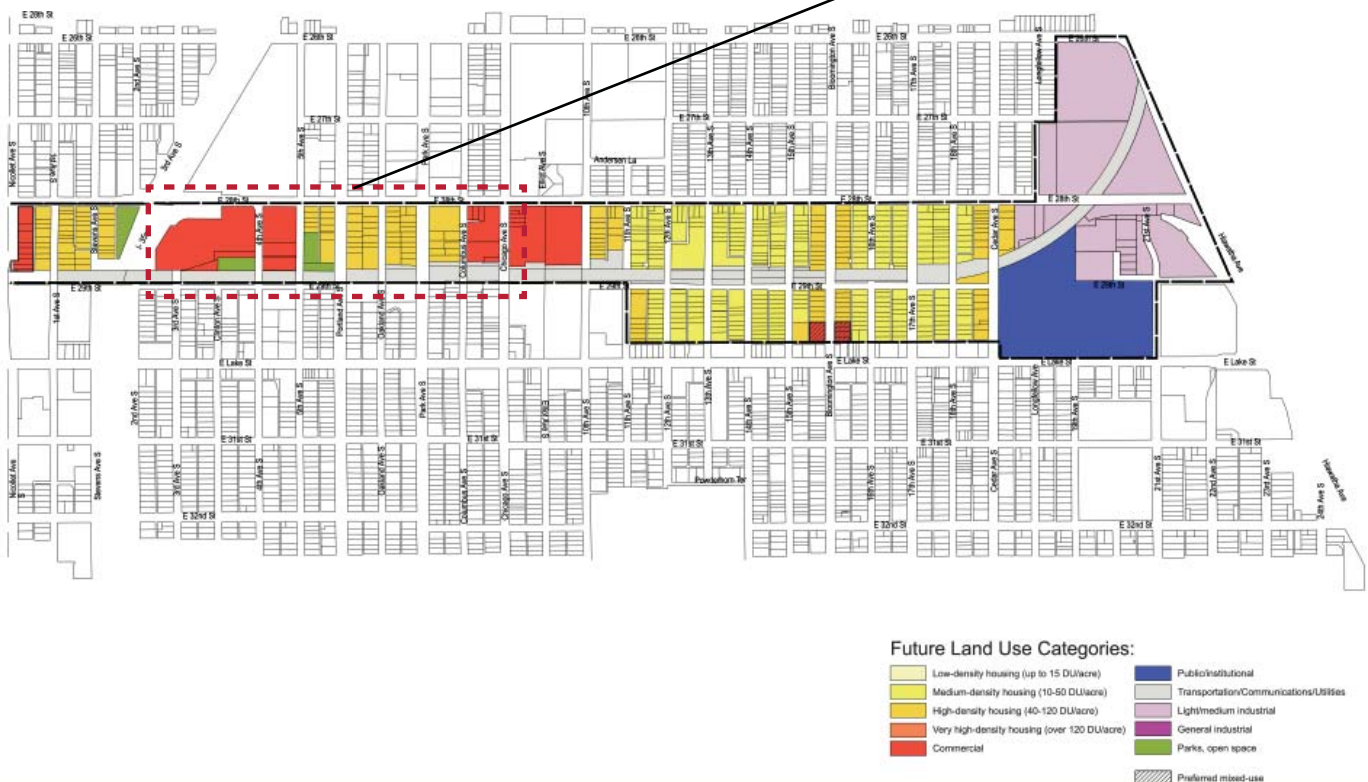
The following land use plans have been recently adopted by the Minneapolis City Council and overlap the planning efforts for the Phillips West Master Land Use Plan. The Phillips West Master Land Use Plan was informed by these planning efforts and is in alignment with them.

MIDTOWN GREENWAY LAND USE AND DEVELOPMENT PLAN

The image below shows a portion of the land use plan from the Midtown Greenway Land Use and Development Plan (adopted by the Minneapolis City Council on February 23, 2007). The area within the red dashed box is in Phillips West. It indicates land uses for the north side of the Greenway from I-35W to Chicago Avenue to be a mix of commercial (red), parks and open space (green), and high density housing (dark yellow).

Link: http://www.ci.minneapolis.mn.us/CPED/docs/Midtown_Greenway_full_plan_noapp.pdf

AREA OF MIDTOWN GREENWAY LAND USE AND DEVELOPMENT PLAN THAT AFFECTS PHILLIPS WEST

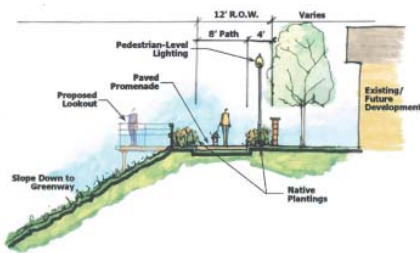


Midtown Greenway Land Use and Development Plan
 FUTURE LAND USE: EAST SUBAREA
 Figure 4

Image from Midtown Greenway Land Use and Development Plan

The Midtown Greenway Land Use and Development Plan indicates several improvements for the public realm along the midtown Greenway. The image below indicates the following improvements:

- A promenade along the northern edge of the Greenway
- 29th Street Extension from Portland Avenue to Chicago Avenue on the south side of the Greenway
- New Greenway Access point at Chicago Avenue
- Proposed transit stations on the Greenway at I-35W and Chicago Avenue
- Greenway Corridor with additional greenspace along the Greenway from I-35W to Portland Avenue



Section showing a typical cross-section of a promenade on the north side of the Greenway. Source: The Midtown Greenway Land Use and Development Plan

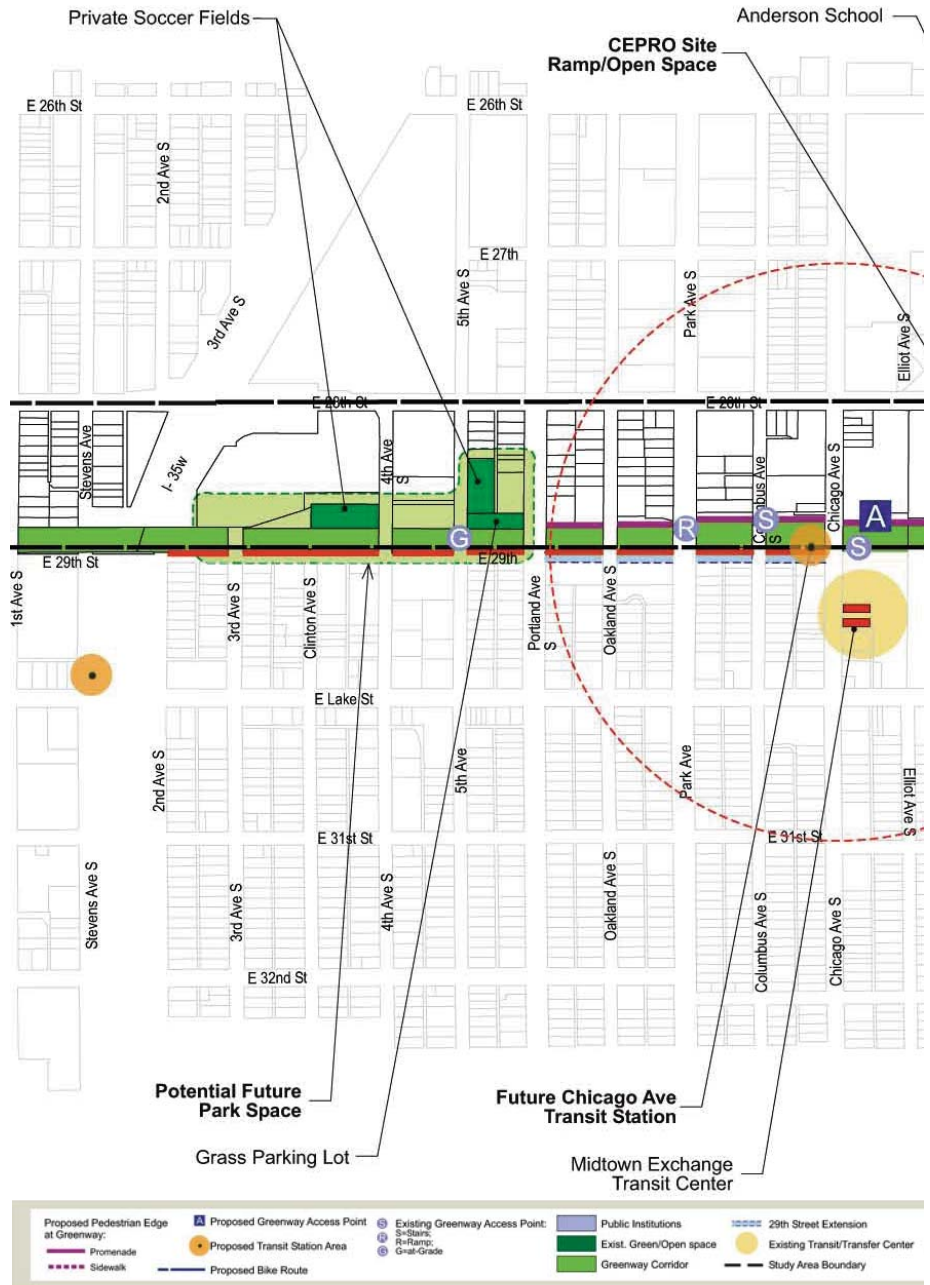


Image from Midtown Greenway Land Use and Development Plan

MIDTOWN GREENWAY LAND USE AND DEVELOPMENT PLAN, CONTINUED

The Midtown Greenway Land Use and Development Plan indicates that the area from I-35W to Chicago Avenue between the Greenway and 28th Street should be urban-oriented and transit-oriented districts. Key features of these districts are as follows:



2 - Urban-Oriented Development District

- Rowhouse/Townhouse, Apartments, and Greenway Buildings
- 2.5 - 5 stories
- Setbacks adequate for maintaining solar access to Greenway
- Building entrances and balconies facing Greenway
- parking limited to rear 30% of lot or under building

DEVELOPMENT DISTRICT	BUILDING TYPE
1 NEIGHBORHOOD-ORIENTED	I SINGLE FAMILY II ROWHOUSE/TOWNHOUSE III SMALL APARTMENT VI GREENWAY BUILDING VII ACCESSORY UNIT
2 URBAN-ORIENTED	II ROWHOUSE/TOWNHOUSE III SMALL APARTMENT VI GREENWAY BUILDING IV APARTMENT
3 TRANSIT-ORIENTED	IV APARTMENT V TALL APARTMENT VI GREENWAY BUILDING

3 - Transit-Oriented Development District

- Apartments, Tall Apartments, and Greenway Buildings
- 3 - 5+ stories
- Setbacks adequate for maintaining solar access to Greenway
- Building entrances and balconies

MIDTOWN MINNEAPOLIS LAND USE AND DEVELOPMENT PLAN

The Midtown Minneapolis Land Use and Development Plan (adopted by the Minneapolis City Council in 2005) affects the study area for the Phillips West Master Land Use plan along the north side of Lake Street from I-35W to Chicago Avenue.

The relevant planning directives are as follows:

- Encourage Office and Mixed Use Commercial/Residential uses along Lake Street
- Highest intensity development should occur at transit nodes, where Lake Street intersects with I-35W and Chicago Ave.
- Chicago Ave-Midtown Exchange has historically been a major transit node and should remain as such

The land use plan from the Midtown Minneapolis Land Use and Development plan (below) indicates a commercial office development in the blocks from I 35W to Clinton Avenue on the north side of Lake Street. However, the supportive text also lists an alternate land use designation of “mixed residential, green space with commercial located on Lake Street”. Both of these alternatives are depicted in the Phillips West Master Land Use Plan.

“High intensity, commercial office development in the northeast quadrant of I35W/Lake Street or mixed residential, green space with commercial located on Lake Street (mixed use could include appropriate intensity industrial land use)”

Midtown Minneapolis
Future Land Use Plan
October, 2005



Image and quote from Midtown Minneapolis Land Use and Development Plan.

Link: http://www.ci.minneapolis.mn.us/cped/docs/Midtown_Mpls_plan_final_edits_after_12_23_05_CC_approval.pdf

THE MINNEAPOLIS PLAN

The concepts described below are found in the Minneapolis Plan for Sustainable Growth and have been used to guide the planning process for the Phillips West Master Land Use Plan.

Continue to strengthen Lake Street as the Primary Commercial Corridor

Lake Street is a high-traffic corridor consisting mainly of commercial businesses and retail. The stretch of Lake Street from I-35W to Chicago Ave is the southernmost border of Phillips West and therefore recommendations are limited to the north side of the street. Currently, building heights range from one to nine stories with some vacant parcels on parking lots fronting on Lake Street. The following policies should be applied to redevelopment along Lake Street:

- Encourage higher density uses that front on Lake Street
- Promote a mix of uses including retail, residential, office, and institutional
- Design site circulation for pedestrians, bicycles, vehicles, and mass and alternative transit
- Maintain and rehabilitate historically relevant buildings

Continue to support the Chicago-Lake intersection as an Activity Center

This intersection has served as a major transportation node historically and should continue to serve as a transportation node for buses, cars, pedestrians, bicycles, and possibly a future rail or trolley. Improvements designed to increase access to the Greenway from Chicago Avenue will also strengthen this area as a major transportation node.

Phillips West as a Growth Center

The Minneapolis Plan for Sustainable Growth has designated Phillips West as a growth center. One goal of this designation is to encourage the creation of jobs, many of which are intended for those who wish to live and work in Phillips West.

The most significant concentration of employment activity that exists in Minneapolis today, outside of downtown and the University of Minnesota campus, is found in South Minneapolis just off Lake Street. Wells Fargo, Inc. and Abbott Northwestern Hospital (part of Allina Health Systems) are employment anchors in that neighborhood. There is a solid core of entrepreneurial growth and investment in the immediate surroundings...The twin goals of job creation that maximizes opportunity for city residents and the need to foster mixed-use urban neighborhoods that accommodate housing, shopping, dining and entertaining as well as recreational amenities, will have a direct impact on the revitalization of the Wells Fargo/Hospitals area.

-The Minneapolis Plan (2000), Page 1.3.3

MINNEAPOLIS LIFESCIENCES CORRIDOR

The Minneapolis Lifesciences Corridor is a 1.5 long by .5 mile wide corridor in an urban setting that is home to a collaborative group of physicians, hospitals, health care institutions, researchers, and the City of Minneapolis.

“The Minneapolis Lifesciences Corridor is... a collaborative working to advance health, improve research and technology, increase educational and economic development opportunities, and develop strong community-business partnerships among those working and living along the corridor.” -www.mplsifesciences.org

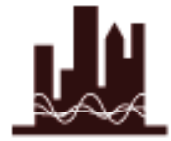
More than half of the Phillips West neighborhood is within the Minneapolis Lifesciences corridor and many residents have expressed concern about the impact of the expanding corridor on adjacent residential properties. The close proximity of large institutional users and small residences has created land use tensions, but has also contributed to the unique character and diversity of Phillips West. The success of the relationship between Phillips West and the Minneapolis Life Sciences corridor is largely dependent on open communication and a shared vision for a healthier neighborhood. Future opportunities for public-private partnerships will enhance the neighborhood for the benefit of residents and those that work in the corridor.

“Despite past tensions over property, these institutions show commitment to open dialogue and residents challenge them to make positive contributions to the overall quality of life within the neighborhood.” -Amanda Dlouhy, Resident

Addition information can be found at:

www.mplsifesciences.org

www.allina.com/ahs/news.nsf/page/Center_for_Healthcare_Innovation



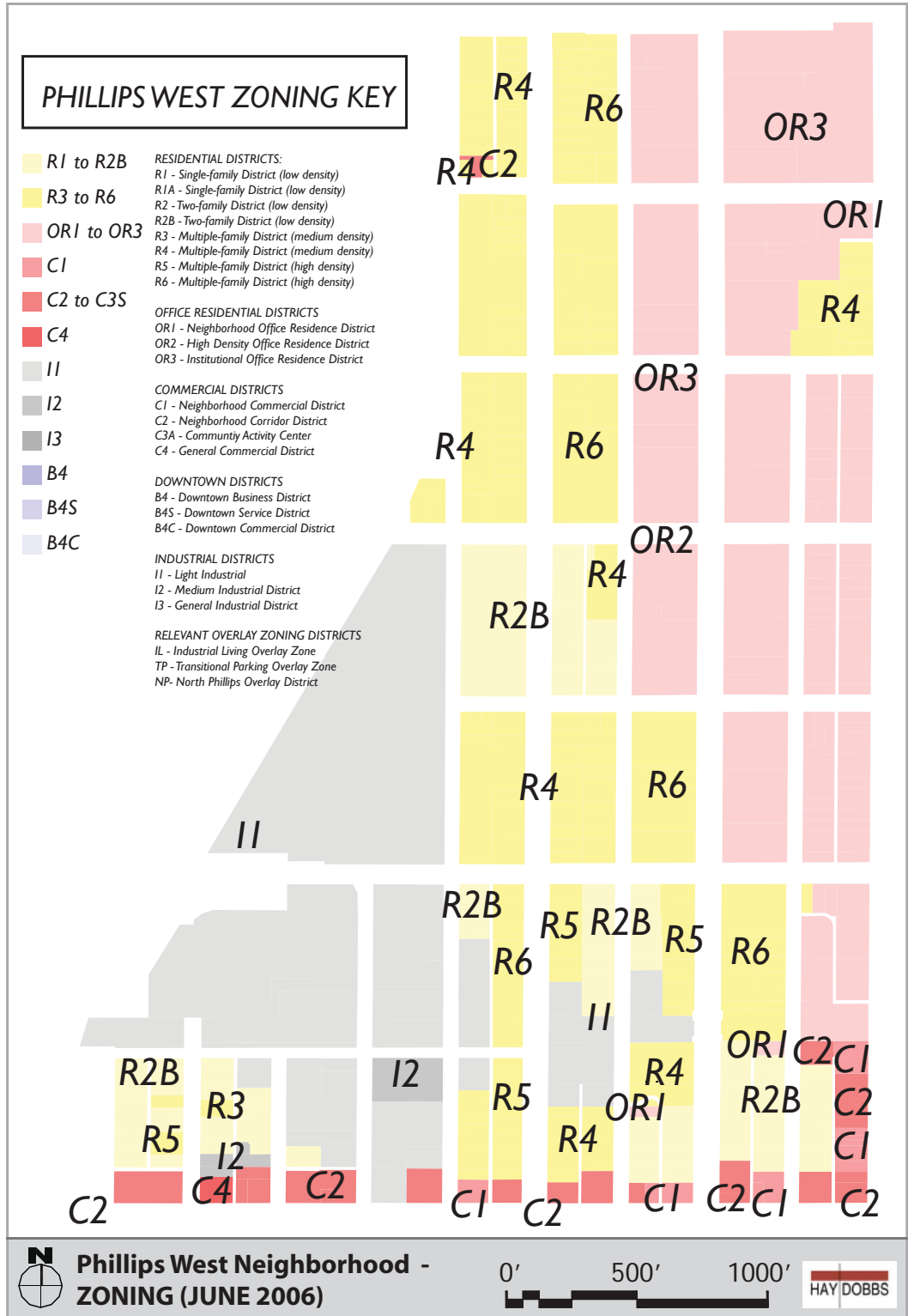
Plan showing the boundary of the life sciences corridor (yellow) and the boundary of the Phillips West neighborhood (red).

CURRENT ZONING

The current zoning map for Phillips West dated June 2006:

A zoning map indicates how each parcel of land is zoned. Zoning classifications regulate land uses, establish setback requirements, define maximum building heights and other key parameters.

The adopted Phillips West Master Land Use Plan will provide guidance for future rezoning decisions.



The following land use definitions are from the City of Minneapolis website:

LAND USE DEFINITIONS

The source for land use information contained in the neighborhood profile land use map is the City of Minneapolis Assessor's Office property information, which is based on tax classifications defined by the state property tax system. The data used in this map series was obtained from the Assessor's Office in July 2006.

The following categories of land uses are used:

Apartment

Multi-family apartments with 4 units and over

Commercial

Includes bars, restaurants, entertainment uses (except for sport facilities, which have their own category), public accommodations, retail, automobile sale lots and other miscellaneous commercial uses; however it excludes office buildings, which also have a separate category

Condo and townhouse

Includes single family attached with 4 units and over

Garage or Misc. residential

Includes public and private garage and other miscellaneous residential accessory structures

Group residence

Includes dormitories, group homes and other congregate living facilities

Industrial

Includes warehouses and factories

Institutional

Land with buildings for government or private institutional use such as schools, church, hospitals and museums

Mixed use

A combination of commercial and residential uses

No data

Land parcels with or without buildings for which the Assessors Office did not have current information at the time the data was extracted (July 2006)

Office

Land with buildings used for offices; including both private and public buildings

Parks

Open space with parks for public use

Residential common area

Includes common area such as parking lot for townhouses, hall ways and entry ways for condominiums

Single-family, duplex and triplex

Includes detached single, duplex and triplex dwellings

Sport and recreational facilities

Facilities such as auditoriums, stadiums, and others

Utilities

Infrastructure for electricity, gas and water services such as power plants, sewage treatment plants and others

Vacant land

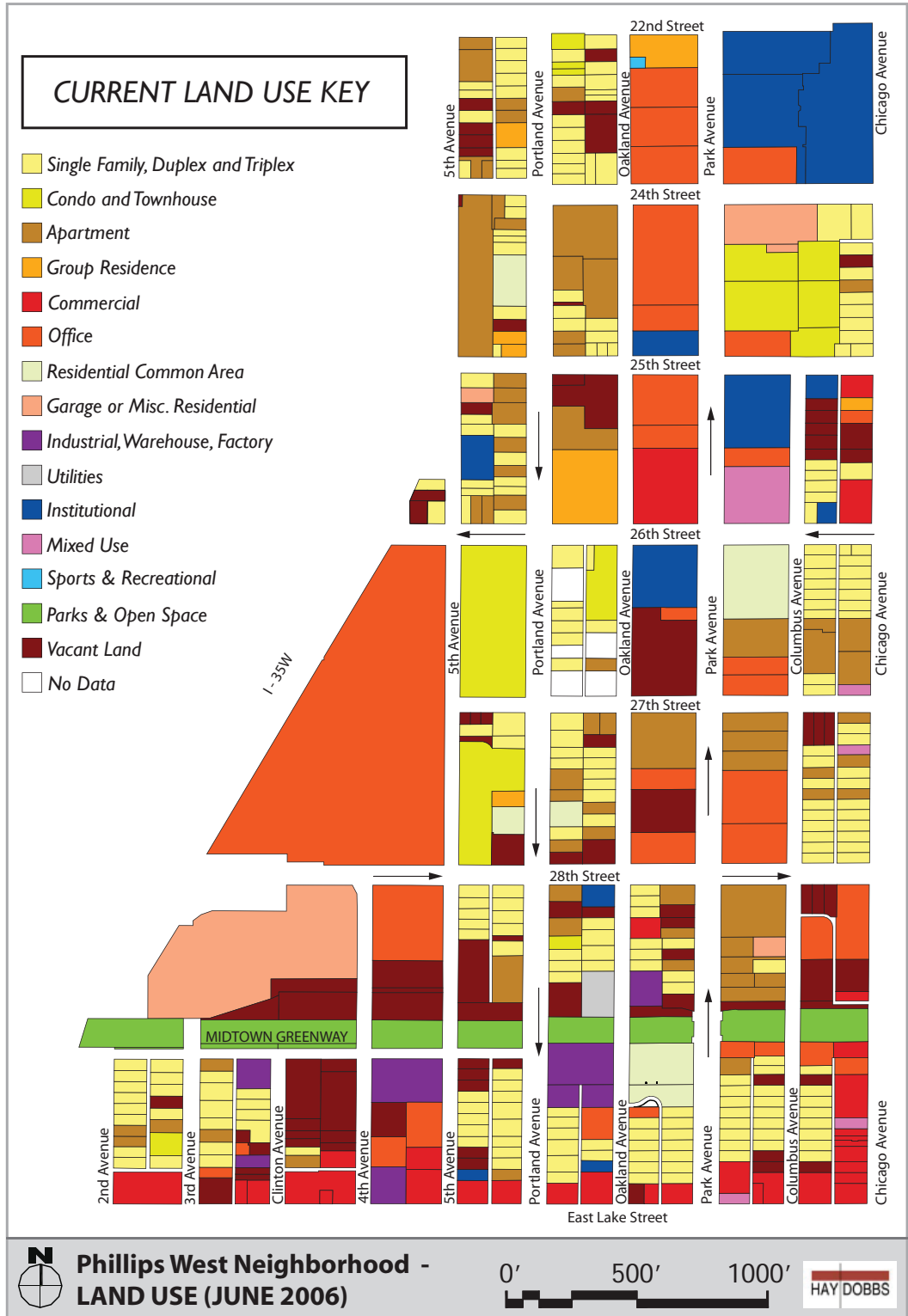
Land with no buildings or usable structures. Includes vacant land zoned for apartments and other residential buildings, commercial and industrial land, vacant streets and alleys, industrial railway land and vacant landscapes

CURRENT (EXISTING) LAND USE

The current land use map for Phillips West dated June 2006:

This map indicates how each privately-owned parcel is being used. For example, the yellow color on this plan indicates that those parcels have dwelling structures on them and are being used as residences.

Land use plans, such as the one shown on page 35, are used as a tool by city planners to inform zoning classifications and overall planning strategies. A land use plan is not a zoning plan-but it will inform how the parcels are zoned in the future.



III. Analysis

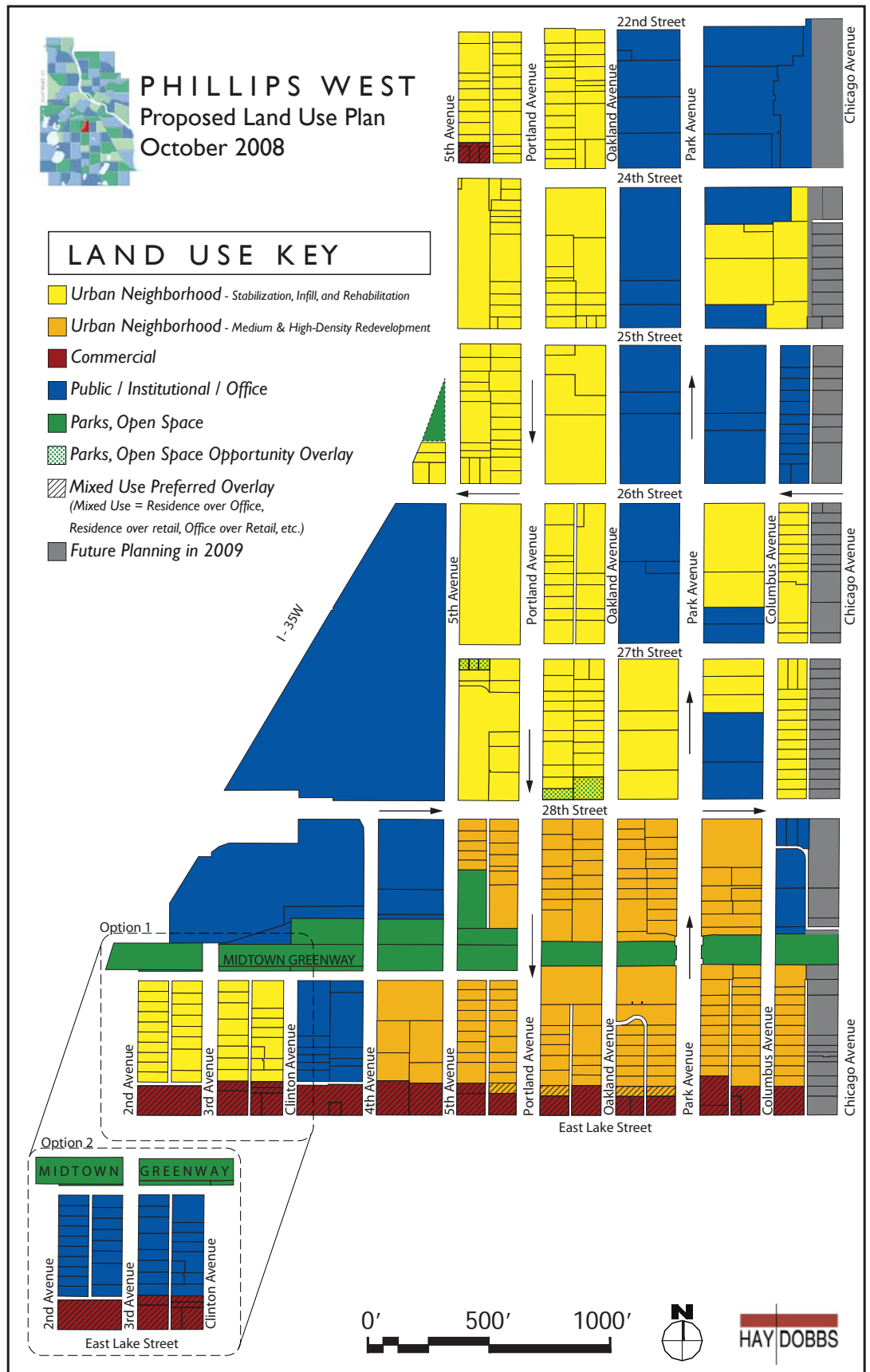
PROPOSED (FUTURE) LAND USE

The proposed (future) land use map is inserted here to easily compare the current land use with proposed land use. Please refer to section IV. Planning Framework on page 41 for the guiding principals and detailed information on the proposed land use plan.

The proposed land use map maintains a majority of existing land use. The most significant change in land use is along the Greenway-which should phase out industrial uses and phase in medium and high-density residential.

The land use designations for the proposed land use map were simplified in many cases.

For the two blocks in the Southwest corner of the neighborhood, two options are listed-Option 1 shows the existing residential and commercial uses remaining while Option 2 indicates the residential land uses transitioned to Public/ Institutional / Office uses. Both of these options are also indicated in the Midtown Minneapolis Plan. (See Page 29)



URBAN CHARACTER & DESIGN

THE URBAN NEIGHBORHOOD

Within Phillips West's 40 blocks, there is a uniquely diverse array of residents, land uses, densities, and building types. In few other Minneapolis neighborhoods could you find major hospitals and medical facilities, single family homes, large institutions, high rise residences, commercial/office campuses, small businesses, and the diversity of people that are home to Phillips West.

Unlike many urban neighborhoods that are predominantly residential with a relatively confined commercial corridor or node, Phillips West is uniquely recognizable by its contrasting juxtaposed land uses. While some of these seemingly incompatible uses can and have caused land use tensions throughout the neighborhood, most residents are very proud of this diversity and are quick to realize the advantages it provides. One resident described Phillips West's land use plan and praised it for its "intense, splattered spots". Residents of Phillips West have embraced this unique urban fabric and celebrate their distinct identity.

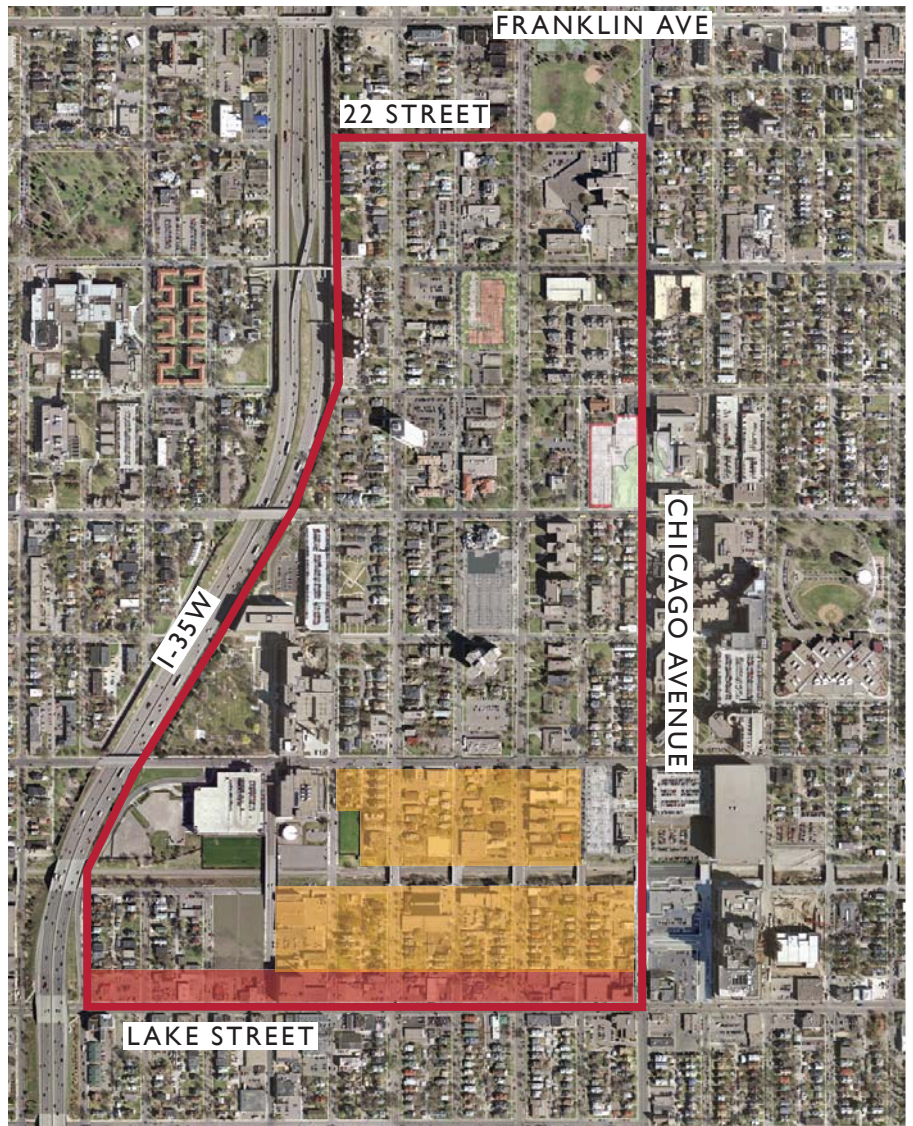





ECONOMIC DEVELOPMENT

SENSITIVE GROWTH

Creating stability and continued interest in investment for the Phillips West community and preserving the remaining single family homes are guiding urban design principles for this land use plan. Balancing these two principles will no doubt be a challenge in future development in Phillips West, however residents are supportive of the primary development opportunities which are to:

- Phase out the Industrial uses along the Greenway and replace them with high density residential. Residents support the idea of 4-story residential structures that front onto the Greenway, preserve solar access to the Greenway, and have parking behind or below the buildings.
- Revitalize Lake Street, the primary commercial corridor in the neighborhood. There are several immediate opportunities to redevelop vacant parcels and other low density, low lot coverage parcels. The neighborhood supports redevelopment that would increase density along Lake Street with 4-9 story mixed-use that has parking behind or below the buildings.



-  Medium and High-Density Residential Redevelopment Opportunity
-  Commercial Redevelopment Opportunity
-  Phillips West Boundary

HOUSING

INFILL & STABILIZATION

There is wide variety of housing styles, types, and densities in Phillips West including detached houses, duplex/triplexes, condos, apartments, and high rises.

The largest assemblage of continuous residential land use is along Portland Avenue, which is predominantly single/multi family detached homes in a variety of styles from Moorish Victorian to modest mid-century duplexes.

Many structures have fallen into disrepair or have been condemned. Wherever possible, existing residential structures should be rehabilitated and preserved.

Along the Greenway, high-density residential should be phased in to replace the existing industrial land uses.



Photos of the various housing types, styles, and densities in Phillips West.

TRANSPORTATION

ACCESS

No major changes or realignments to roadways are being proposed in the Phillips West master land use plan. However, it must be noted that major renovations and realignments of I-35W associated with the I-35W Access Plan may be on the horizon.

If the I-35W Access Plan were to be implemented, major changes would take place at the intersection of I-35W with Lake Street and 28th Street. The I-35W Access Plan, as it is currently designed, would create a new off-ramp from northbound I-35W onto eastbound 28th Street. It would also create an on-ramp from westbound Lake Street onto northbound I-35W. These changes would be the only on/off ramps to I-35W within the boundaries of Phillips West. The current design of the I-35W Access Plan is also intended to reduce congestion along Lake Street by adding turn lanes and diverting a portion of the traffic to 28th Street.

Although the I-35W Access Plan is not funded or programmed at this time, if it is implemented, areas of the Phillips West master land use plan may need to be revisited, including the parcels along Lake Street and 28th Street.

Bus Rapid Transit (BRT) is also being planned for the I-35W / Lake Street Intersection.



The Greenway is currently used by pedestrians and bicyclist and may have rail or trolleys in the future.



The Midtown Exchange is a major transportation hub on Chicago Ave & Lake St.



The I-35W Access plan proposes to create an off-ramp from northbound I-35W onto eastbound 28th Street and an on-ramp from westbound Lake Street onto northbound I-35W.

PUBLIC REALM

STREETScape

Major improvements to the Lake Street streetscape were recently completed including:

- Street Lamps
- Park Benches
- Tree Grates
- Sidewalk Improvements
- Stamped Concrete Branding

The City of Minneapolis is reconstructing Chicago Avenue from 8th St to 28th St in 2009-2010. Future streetscape improvements within Phillips West should complement the styles and materials established along Lake Street and Chicago Avenue and continue to enhance the pedestrian experience in order to encourage a more sustainable and walkable neighborhood. Park Ave, Portland Ave, 26th St, and 28th St are primary connectors within the neighborhood and streetscape improvements would offer increased access and safety.



IV. Planning Framework

GUIDING URBAN DESIGN PRINCIPLES

The following urban design principles were developed and refined through a process that combined community feedback and professional planning experience. The process began with the generation of a list of approximately 30 guiding design principles based on preliminary analysis of the Phillips West neighborhood. Those principles were then presented at the November 1, 2007 Phillips West Neighborhood Organization meeting and 40 respondents at that meeting indicated their agreement or disagreement with each principle. From those results, the guiding principles were narrowed and refined to respond to the most important planning issues facing the Phillips West neighborhood. Each guiding principle was revised and refined throughout the planning process and yielded the following six guiding principles that form basis for land use plan:

PRINCIPLE 1

Create stability and continued interest in investment for the Phillips West Community.

PRINCIPLE 2

Find opportunities to introduce sustainability, including more public greenspace and natural resource management strategies. Seek ways to enhance existing greenspace and connect it to new public greenspace.

PRINCIPLE 3

Preserve and restore single/multi-family detached residences whenever possible and continue to develop, improve, and strengthen the residential nature of this urban neighborhood.

PRINCIPLE 4

Maintain the historic diversity of people, land uses, and building types that exist in Phillips West while encouraging future growth of jobs and population.

PRINCIPLE 5

Plan for alternative transportation including streetcars, Light Rail Transit, Bus Rapid Transit and increased use of the Midtown Exchange Transportation hub.

PRINCIPLE 6

Seek mutually beneficial and carefully guided Public/Private Initiatives to concentrate and direct available funding for the best use and betterment of the Phillips West Neighborhood.

V. Implementation Plan

PROPOSED REDEVELOPMENT SITES AND LAND USE CONCEPTS

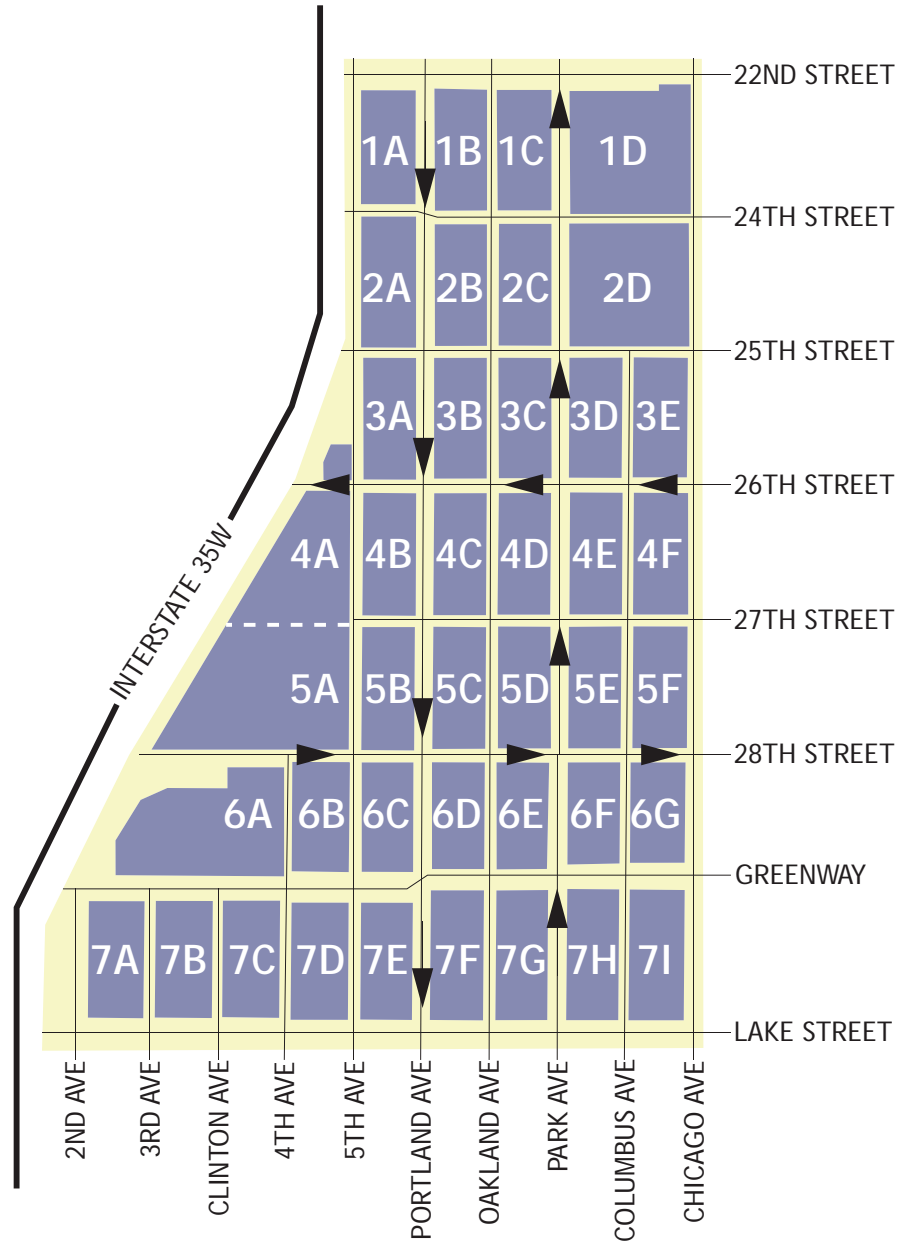
URBAN NEIGHBORHOOD- STABILIZATION, INFILL, AND REHABILITATION

CONCEPT A (Relating to Principles 1-6 from page 41)

Stabilize and continue to invest in single-family detached housing. In order to strengthen the residential nature of Portland Avenue, and adjacent streets 5th Ave and Oakland Ave, infill vacant lots with new single/Multi-family detached housing that compliments the scale and style of neighboring structures. Refer to key (right) for block numbers.

Immediate Possible Infill Opportunities for new single-family detached houses include but are not limited to:

- 4 parcels on Block 1A (5th Ave)
- 1 parcel on Block 1B (Portland Ave)
- 1 parcel on Block 2A (Portland Ave)
- 1 parcel on Block 3A (5th Ave)
- 6 parcels on Block 7E (5th and Portland Aves)
- 3 parcels on Block 7F (Oakland Ave)
- 1 parcel on Block 7A (3rd Ave)
- 3 parcels on Block 7B (Clinton Ave)
- **20 Possible New Single/Multi-Family Detached Houses**



PHILLIPS WEST
Block Number Key

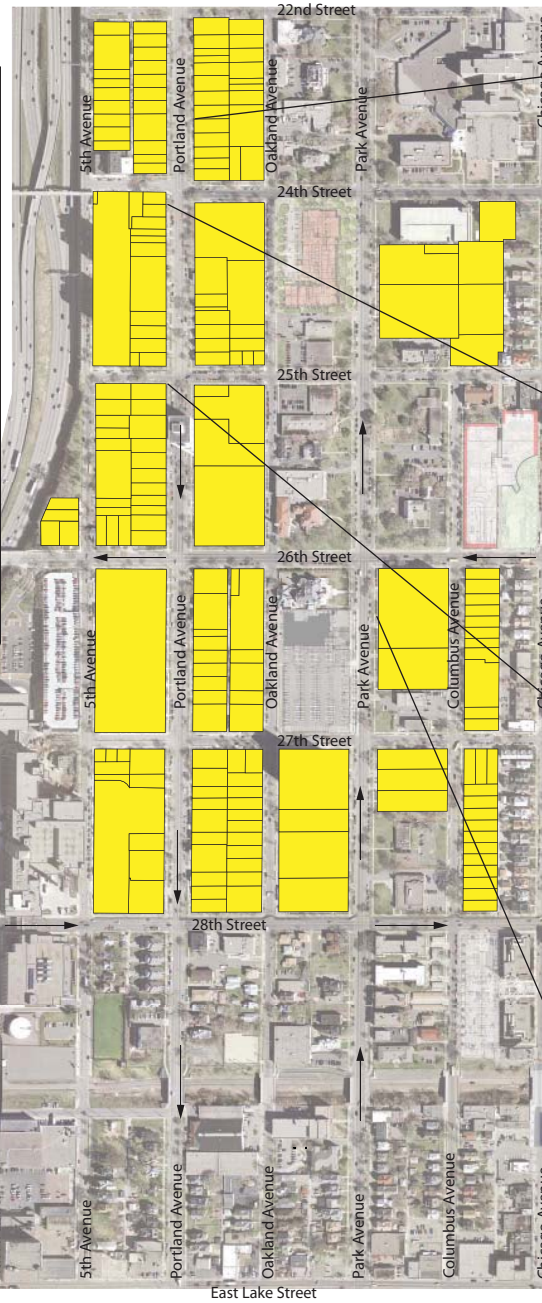




This home was relocated onto 3rd Ave and is being renovated. Investment such as this helps to stabilize the neighborhood and raise property values.



Many residences are vacant and / or uninhabitable. The first priority for Phillips West residents is to stabilize and encourage investment in the existing housing stock.



A wide variety of housing styles exist on Portland Avenue and they reveal a history of residents that ranged from the wealthy to the working class.



This urban residential neighborhood ranges from low density to high density housing.



This moorish victorian on Portland Ave is one of many historically significant structures in Phillips West.



An historic apartment building on Park Avenue.

Urban Neighborhood - Stabilization, Infill, and Rehabilitation

Phillips West currently has a range of housing types from single/multi-family detached homes to apartment buildings and high-rise residences. The first priority of the residents of Phillips West is to preserve the residential feel of the neighborhood and especially the remaining single-family and multi-family detached houses.

In order to strengthen the residential nature of Portland Avenue, and adjacent streets 5th Ave and Oakland Ave, infill vacant lots with new single-family and multi-family detached housing that compliments the scale and style of neighboring structures. Rehabilitating and maintaining existing structures is also critical to the stabilization of residential areas.

**URBAN NEIGHBORHOOD-
MEDIUM & HIGH-DENSITY
REDEVELOPMENT**

CONCEPT B (Relating to Principles 1-6 from page 41)

Enhance and realize full potential of the Midtown Greenway. The “Midtown Greenway Land Use Development Plan” adopted by the City of Minneapolis on February 23, 2007 indicates that the entire area from 28th Street to the Greenway between 5th Ave and Columbus Ave should become High-density Housing (40-120 Dwelling Units / Acre). The number of dwelling units called for in this plan could be achieved while also respecting the Phillips West Community’s desire to maintain Low-density Single Family Detached houses by the planning for the following:

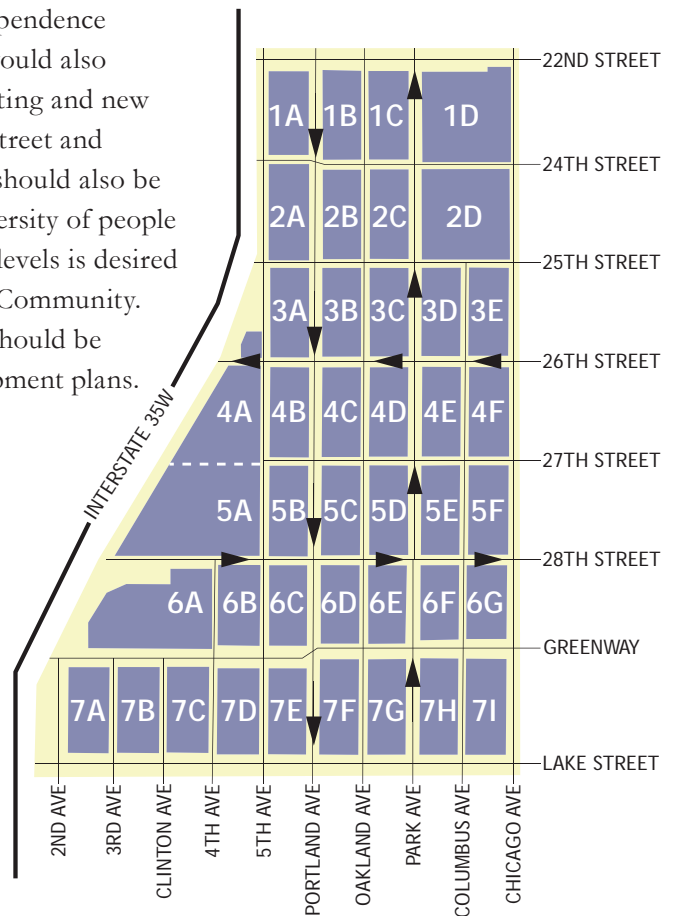
Medium and High density housing on blocks 6C through 6F and the northern parcels of blocks 7D through 7I.

For reference:

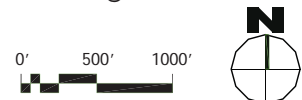
- Low-density Housing (up to 15 DU/Acre)
- Medium-density Housing (10-50 DU/Acre)
- High-density Housing (40-120 DU/Acre)
- Very-High Density Housing (Over 120 DU/Acre)

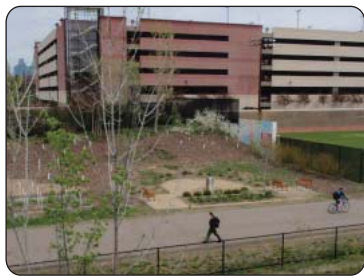
It is important to plan for the significant future growth expected in the Phillips West community

and by designating limited areas for medium and high-density housing, it serves to protect other low-density areas from redevelopment. The land immediately surrounding the Greenway is the best suited to accommodate future growth because of its proximity to the Midtown Exchange Transit Station and the potential for rail-transit on the Greenway. This transit-oriented development would concentrate new housing near public transportation and would reduce dependence on automobiles. It would also serve to support existing and new businesses on Lake Street and Chicago Avenue. It should also be mentioned that a diversity of people and socio-economic levels is desired by the Phillips West Community. Affordable housing should be included in redevelopment plans.



**PHILLIPS WEST
Block Number Key**





Residents of Phillips West would like to see the open spaces along the greenway to be open to the public—preferably with playgrounds, picnic areas, and structured places to gather.



The Midtown Greenway is a unique amenity for Phillips West residents. A significant increase in bicycle and pedestrian users is expected in the coming years and this corridor will likely see a commuter rail or trolley in the future.



Over time, industrial uses along the greenway will be phased out and medium to high density housing will be developed.



The Midtown Lofts are an example of new residential development on the Midtown Greenway between Bryant and Colfax. New residential development on the Midtown Greenway in Phillips West should be medium to high density, face the Greenway, and have setbacks that allow unobstructed solar access to the Greenway.



Urban Neighborhood - Medium & High-Density Redevelopment

As indicated by recently adopted planning policies for the midtown greenway and in order to accommodate future population growth, the neighborhood would like to see 4-story townhomes replace the light industrial uses that are currently along the greenway. By concentrating new housing units along the greenway, it is intended that this will accommodate future growth and allow other residential blocks within the neighborhood to remain at their current density.

New residential development along the greenway should be consistent with the guidelines already set forth in the Midtown Greenway Land Use Development Plan as well as the Midtown Minneapolis Land Use Plan. Specifically, new development should respect and protect solar access to the greenway and anticipate an increase in pedestrian, bike, and rail users.

INSTITUTION / PUBLIC / OFFICE

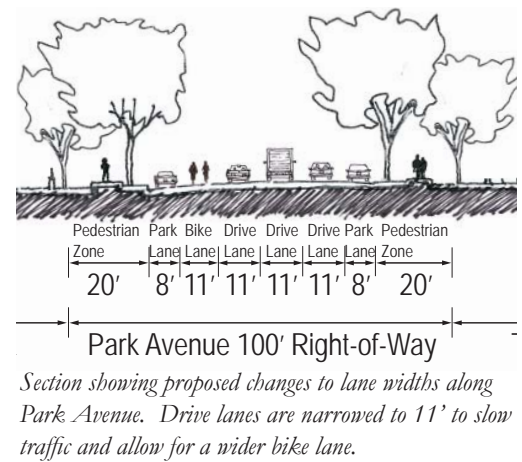
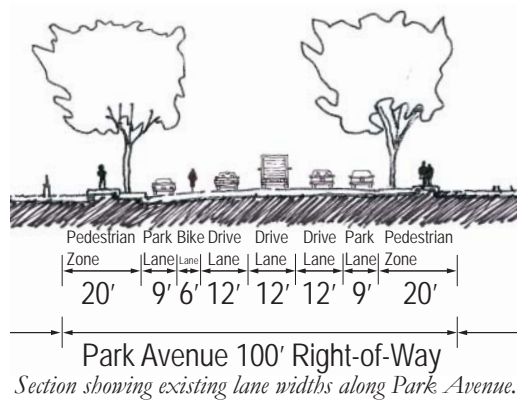
CONCEPT C (Relating to Principles 1-4, and 6 from page 41)

Park Avenue is currently home to many cultural institutions including: The American Swedish Institute, Phillips Eye Institute, Saint Mary’s Universtiy, Messiah Lutheran, American Indian Services, Lutheran Social Services, Abbott Northwestern and others.

Any future development or redevelopment along Park Avenue should maintain the established setbacks and building typology.

TRAFFIC CALMING AND BIKE LANES

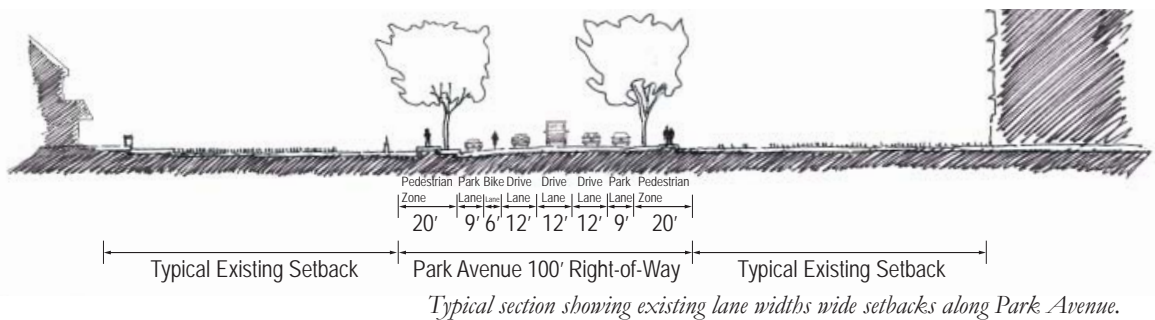
Sections to the right and below show the preservation of wide setbacks and possible changes to lane widths on Park Avenue. The suggested changes to lane width are intended to calm traffic and provide a safer bike lane while maintaining the existing crown of the road and curb & gutter. By reducing the driving and park lanes by 1 foot each, it should slow traffic and allow for a wider bike path. It should be noted, however, that an 11 foot wide bike land could cause driver confusion and lead to cars driving in the bike lane. Special consideration should be given to bike lane improvements that would more clearly delineate the Bike Lane without interfering with plowing, drainage, or park lanes.



It will be important to prevent cars from driving in bike lanes.



The three precedent images above show painting, striping, and special pavers that help to delineate the bike lane and create a safe buffer between bicycle and vehicular traffic.





Thompson Dougherty Funeral Home.



American Indian Services.



Phillips Eye Institute.



Model of future addition to the American Swedish Institute. (photo courtesy of ASI website)



Wide setbacks along Park Avenue should be maintained.

Institution / Public / Office

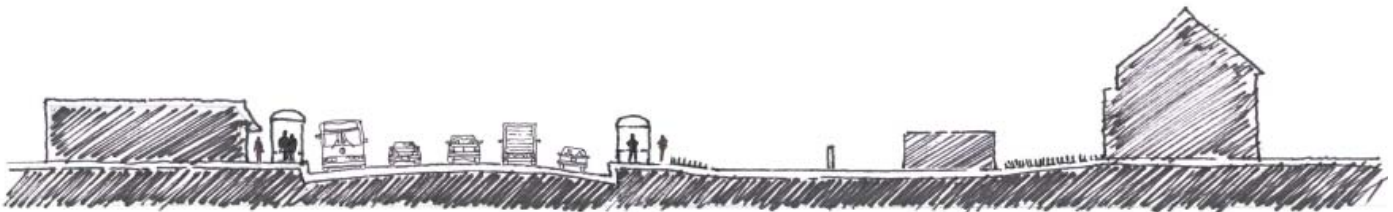
Park Avenue Cultural Institutions, such as the American Swedish Institute, are perceived to be good neighbors that have served as a stabilizing factor in the Phillips West neighborhood and should remain. Any future development or redevelopment along Park Avenue should maintain the established setbacks and building typology. It is especially important to preserve and maintain historic covered mansions. Other corporate / institutional users, such as Wells Fargo and the hospitals, serve an important role in the community and provide a high concentration of employment in Phillips West.

Option 2 in the land use plan shows the two blocks in the southwest corner of the neighborhood as an opportunity to develop a larger corporate site.

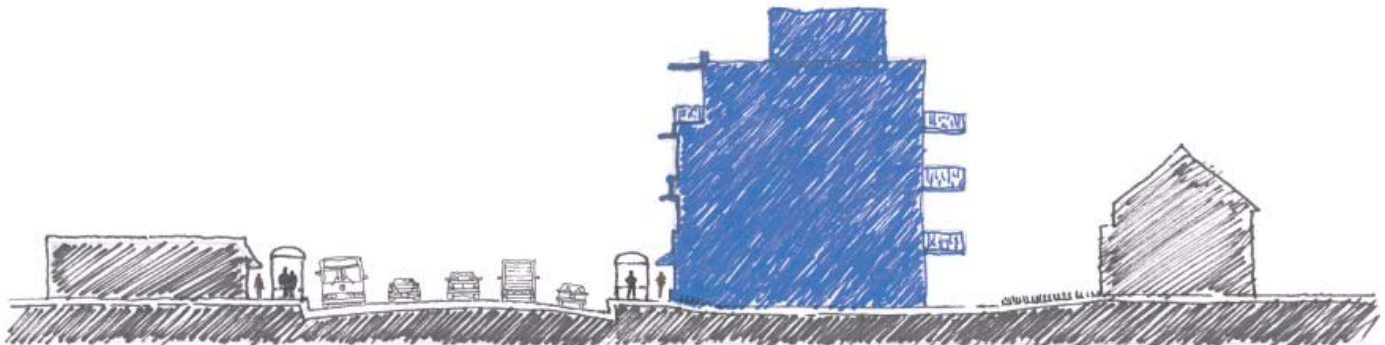
COMMERCIAL CORRIDOR ON LAKE STREET

CONCEPT D (Relating to
Principles 1,4-6 from page 41)

Lake Street should continue to be promoted as the primary commercial corridor for this neighborhood. The scale and bulk of the buildings should be put to their highest and best use. Vacant lots and 1-2 story buildings should be redeveloped to 4-5 story buildings when and where the market can sustain this. At key locations such as Lake & Chicago, 5-9 story buildings would help to punctuate major intersections.



Section through Lake Street at Park Ave looking west. Notice low lot coverage and vacant / parking lots at Lake Street.



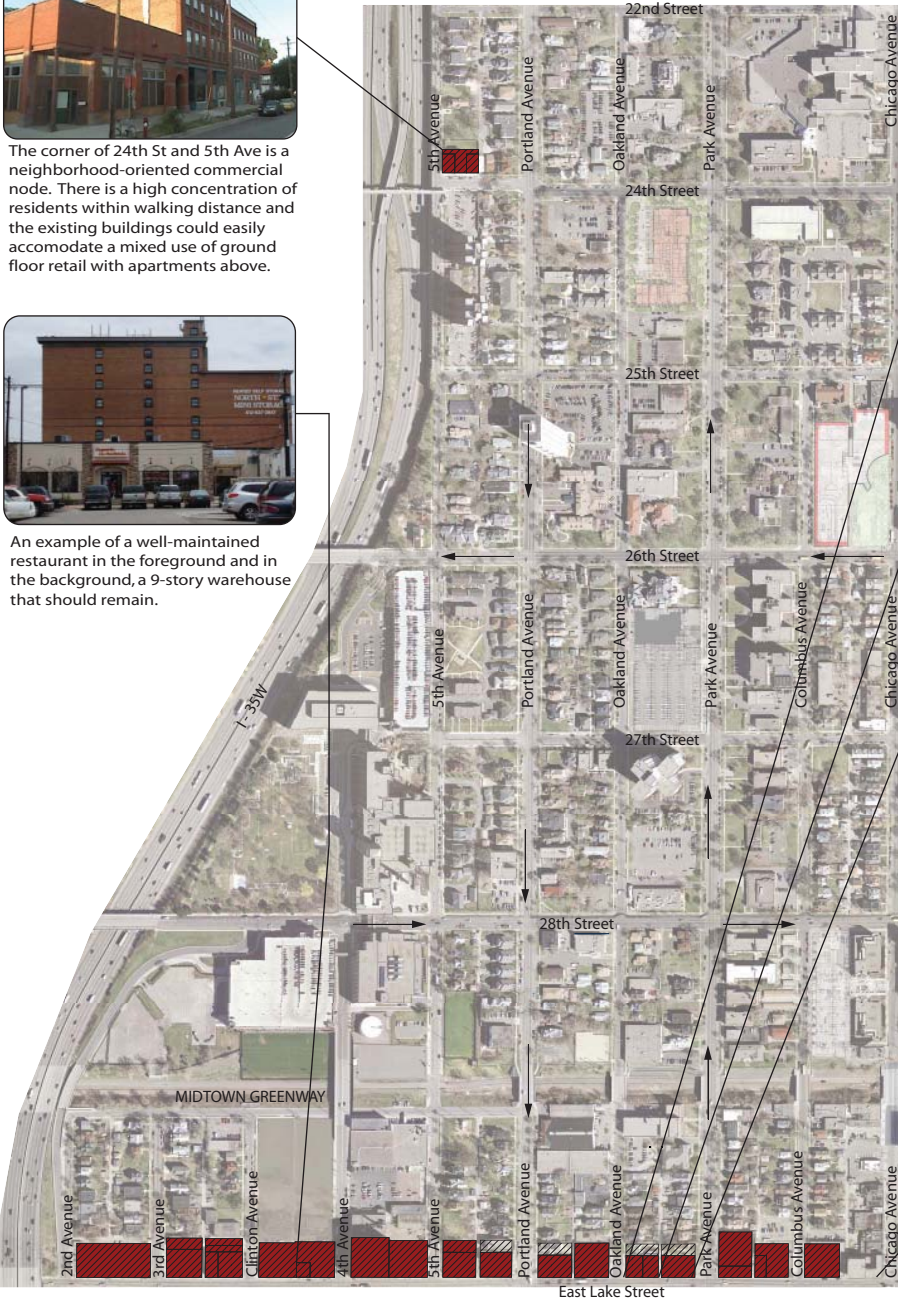
Section through Lake Street at Park Ave looking west with new 4-5 story mixed use building with parking behind building and below ground.



The corner of 24th St and 5th Ave is a neighborhood-oriented commercial node. There is a high concentration of residents within walking distance and the existing buildings could easily accommodate a mixed use of ground floor retail with apartments above.



An example of a well-maintained restaurant in the foreground and in the background, a 9-story warehouse that should remain.



One of several successful auto-related businesses on Lake Street.



The images above show existing buildings on Lake Street. These parcels should be redeveloped to their highest and best use.



New mixed use development on Lake St should have ground floor retail with residences above, and parking below or behind the building. The pedestrian experience should be made pleasant.



The Roberts Shoes building on Lake St and Chicago Ave. This handsome building should be preserved.

Commercial Corridor on Lake Street

The north side of Lake Street is primarily 1-story buildings with many auto-related retailers and other small businesses. Recommendations for future redevelopment are to replace the low-density, low lot coverage uses with medium to high density commercial mixed-use development. With the exception of the 9-story warehouse at 4th Ave and the Roberts Shoes building at Chicago Ave, which the neighborhood would like to preserve; new development should be a mix of building heights ranging from 2-9 stories with major intersections at Portland, Park, and Chicago Ave punctuated with the highest relative structures. It is strongly preferred that parking for new development be located below-ground or within the building footprint.

**PARKS, OPEN SPACE, AND
GREENSPACE**



Rendering showing potential development in Phillips West



Peavey Park is the closest public park -- it is in the Ventura Village neighborhood. Many residents of Phillips West have expressed concerns about safety in this park and would welcome improvements to increase use and safe access.



The community garden at 28th Street & Portland Ave would benefit from improved amenities and maintenance.



Benches and plantings have enhanced the usability and experience along the greenway. There is strong neighborhood support for expanding amenities and public access to open spaces at the greenway and 5th Ave.

■ Parks, Open Space, and Greenspace

Part of what makes a neighborhood desirable, walkable, bikeable, and connected is to have public open spaces where people can come together and be a part of the happenings in the community. Currently, the Midtown Greenway is the largest connected greenspace in Phillips West and many recognize the potential to improve on this amenity which would enliven and strengthen community ties. There is wide support from residents to create a public open space along the greenway at 5th Ave (which is currently a privately owned parcel). Other opportunities to create small parks and community gardens throughout the neighborhood are indicated on the map as well.

FUTURE PLANNING ON CHICAGO AVENUE

The parcels along Chicago Ave were originally included in the Phillips West Land Use Plan, however, due to Chicago Avenue's designation as a Community Corridor and Growth Center coupled with neighborhood support for a residential-only land use designation, the parcels along Chicago Avenue were set aside for a more extensive City-led planning effort in 2009.

For more information, contact:

City of Minneapolis
Community Planning and
Economic Development
612-673-2597
www.ci.minneapolis.mn.us/cped/



A new mixed use (apartments and retail) project on the east side of Chicago Ave.



Many residential structures on Chicago Ave are currently vacant, boarded, and in some cases, condemned. In 2009, there will be a Chicago Avenue corridor planning effort led by the Minneapolis Community Planning and Economic Development department (CPED) to plan future uses of these parcels.



Children's Hospital is currently located on the east side of Chicago at 25th Street. They are expanding their facilities to the west side of Chicago Ave between 25th & 26th Street.

Abbott Northwestern hospital is also located on the east side of Chicago Avenue between 26th and 28th Street.



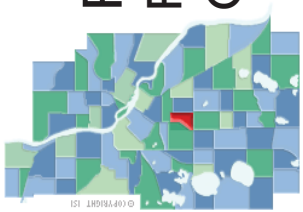
An example of the existing mixed use (retail and residential) on 27th & Chicago Ave.



An example of a residential structure with a mixed use on Chicago Ave.

Future Planning on Chicago Ave

The unique development patterns of Phillips West are particularly apparent along Chicago Avenue and contribute to the unique character of Phillips West. At this time, there is a mix of residential, retail, and institutional users along Chicago Avenue. This plan is not making land use recommendations for the parcels along Chicago Avenue. In 2009, there will be a Chicago Avenue corridor planning effort led by the Minneapolis Community Planning and Economic Development department (CPED) to plan the future uses of these parcels.



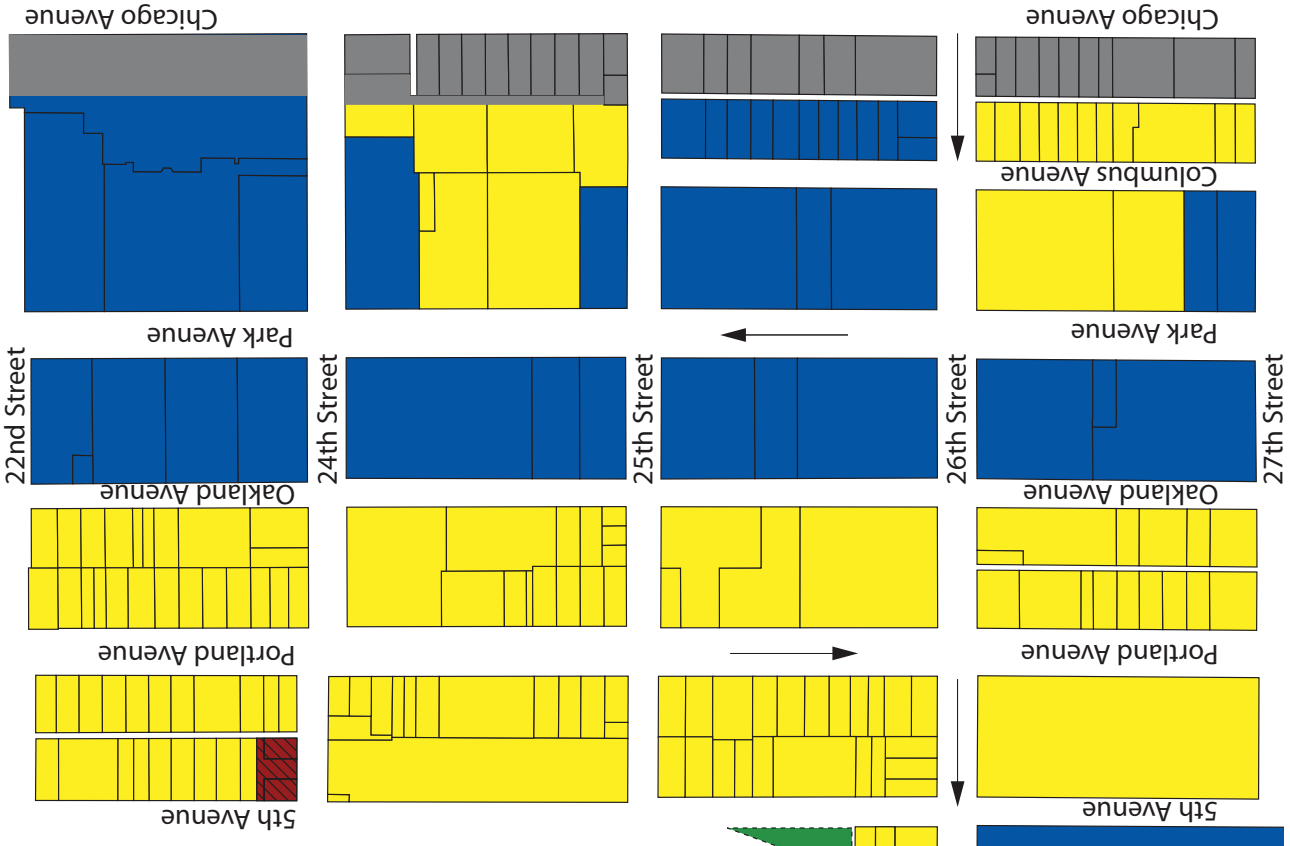
PHILLIPS WEST

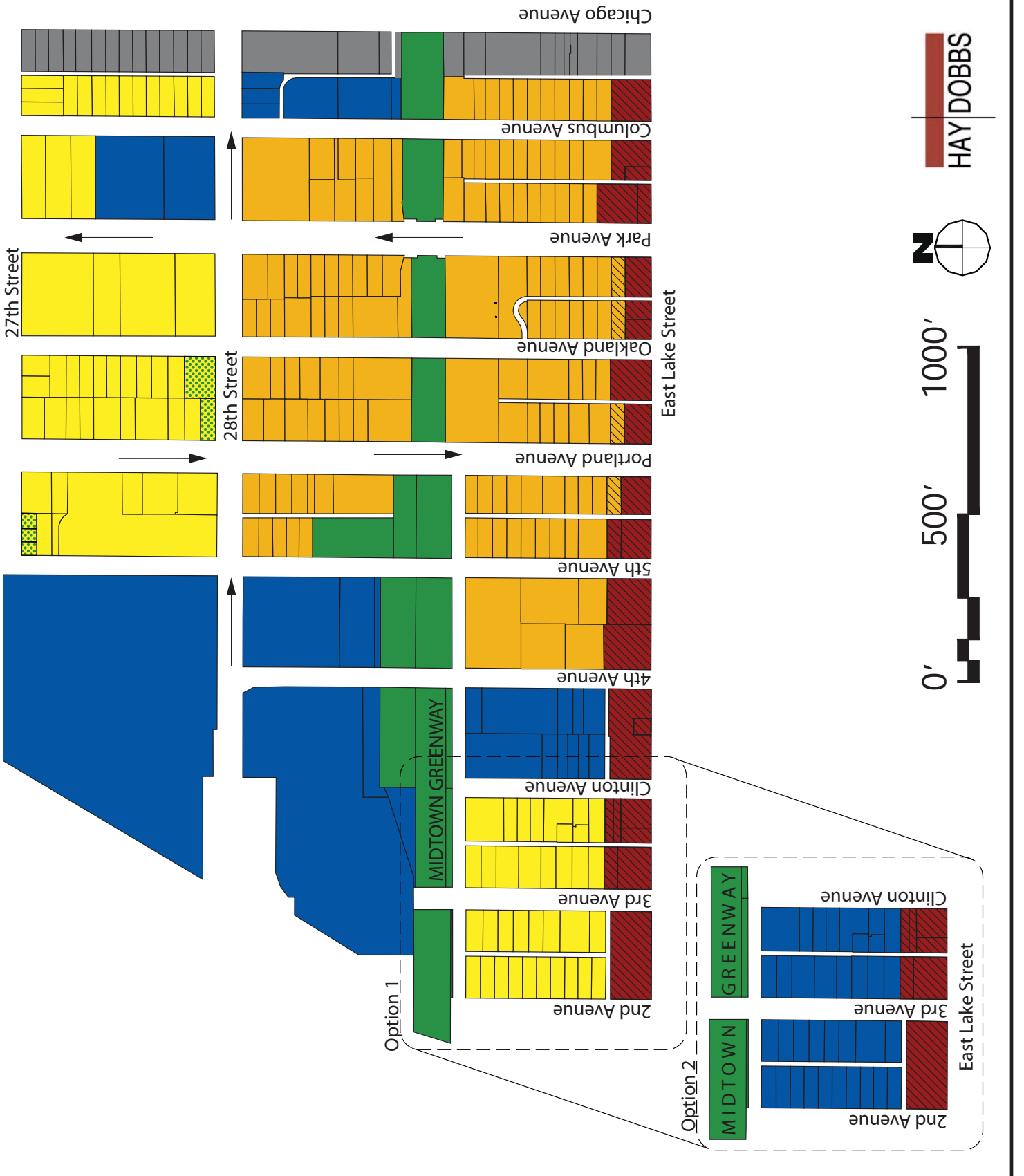
Proposed Land Use Plan

October 2008

LAND USE KEY

- Urban Neighborhood - Stabilization, Infill, and Rehabilitation
- Urban Neighborhood - Medium & High-Density Redevelopment
- Commercial
- Public / Institutional / Office
- Parks, Open Space
- Parks, Open Space Opportunity Overlay
- Mixed Use Preferred Overlay
(Mixed Use = Residence over Office, Residence over retail, Office over Retail, etc.)
- Future Planning in 2009





PUBLIC IMPROVEMENTS

GREENSPACE OPPORTUNITIES

Phillips West is one of only three Minneapolis neighborhoods that does not have a public park and residents of the neighborhood are major advocates for increasing greenspace. The following opportunities are available for future consideration and implementation:

- Acquire parcels at the intersection of 5th Avenue and the Greenway and create a large public greenspace. Residents have indicated that picnic areas, playing fields, and play equipment are amenities that they would like to see in this space.
- Continue to sponsor community gardens on vacant parcels.
- Maintain large setbacks and visual access to greenspaces along Park Avenue.
- Encourage new development to create public greenspace through incentives.



Photo of the Greenway west of 5th Street. Residents would like to see private parcels acquired and used as a public greenspace.



Greenspaces created by large setbacks on Park Avenue are privately owned.

COSTS

Redevelopment will be focused on Lake Street and along the Greenway. Most of the costs associated with redevelopment will be borne by the developers, however, the city may want to incentivise in order to spur investment.

The city should provide sufficient infrastructure improvements to allow development. The existing infrastructure may sustain new development, but the city may need to increase capacity of electrical lines, sewer, etc. in order to support long term development.



This abandoned gas station on Lake Street and Park Ave is most likely a brownfield and likely has contaminated soils or other hazardous materials that will require remediation before redevelopment.

TIMELINE

Redevelopment will be ongoing and phased over the long term. Parcel acquisition and market demands will greatly affect the timeline of development, particularly along the Greenway.

Immediate redevelopment opportunities exist along Lake Street and can be implemented where and when the market can sustain it.



Vacant and abandoned structures along Lake Street are ripe for redevelopment.



View looking north along Portland Avenue towards downtown Minneapolis

NEIGHBORHOOD INITIATIVES

REMOVE THE I-35W WALL

From the earliest phases of community involvement, the neighborhood has identified the I-35W sound-barrier wall as an eyesore to the neighborhood and many have indicated a desire to have the wall removed or improved. In a visual preference survey given at the 11-1-2007 neighborhood meeting, the image to the right of the I-35W sound barrier wall scored the lowest of all the images presented.

Throughout the planning process, there have been several discussions about possible remedies to improve the aesthetics of the wall as well as its performance as a sound barrier. The options that were considered were to introduce climbing vines that could cover the wall, paint a mural on the wall, or to remove the wall and replace it with trees and shrubs to create a natural shelter belt. Ultimately, the neighborhood voted on and approved a motion to remove the I-35W wall and replace it with a shelterbelt of trees and shrubs.

In order to accomplish this goal, Phillips West and its residents will coordinate with MNDOT to remove the wall and replace it with a shelterbelt of trees and shrubs. Funding for this initiative will most

likely be tied to improvements to I-35W and the schedule is likely to be set by MNDOT.

“MNDOT must remove the Soviet-Era I-35 ugly wall on our western border. Replace the I-35 ‘Sound Barrier (sic),’ with an Eleanor Roosevelt inspired ‘Green Shelter Belt.’” -Jogues Epple



The I-35W wall in Phillips West. Residents voted in favor of removing the wall and replacing it with a shelter belt of trees and shrubs.



An example of a nearby shelterbelt along I-35W on the Wells Fargo campus.

COMMUNITY GARDENS

Phillips West is one of only three neighborhoods in Minneapolis that does not have a public park within its boundaries. Most residents agree that there is inadequate green space and that more public open spaces and large parks are needed. As an interim step to meeting this goal, the Phillips West Neighborhood Association has leased vacant lots and converted them to community gardens. 2933-2937 5th Avenue is one example of a community garden in Phillips West.



A community garden along the Greenway.

COMMUNITY RAIN GARDENS

Meetings with the City of Minneapolis Public Works identified areas within Phillips West and along Lake Street that are prone to flooding. The most effective way for residents of Phillips West to help delay storm and surface water from reaching overloaded storm sewers is to build many scattered raingardens throughout the neighborhood. The cumulative effect of multiple small raingardens located on residential property or in public right of ways combined with on-site storm water management on larger parcels can dramatically reduce the loads on existing surface water and sewer systems.

Many planning resources and incentive programs are available to help residents plan and install raingardens. For more information, visit:

www.ci.minneapolis.mn.us/stormwater/green-initiatives/rain-garden.asp



Raingardens can be incorporated into most any landscape. The image above shows a rain garden with native plantings and an attractive stone border.

TREE PLANTING

The Phillips West Neighborhood Organization, Allina Hospitals, and Messiah Lutheran partnered to host and support an annual spring cleaning and tree planting effort. In May of 2008, over 500 white pine and norway pine trees were planted by volunteers in the community. This effort is scheduled to continue on an annual basis.



Annual tree planting efforts support the vision of a sustainable Phillips West.

PEDESTRIAN & CYCLISTS SAFETY

With two major north/south bike lanes and the Greenway running through Phillips West, there are many pedestrians and bicyclists that share the roads of this busy urban neighborhood with vehicular traffic. Past accidents, concern over safety, and a desire to encourage walking and biking in the neighborhood have all contributed to the need to reassess the safety of pedestrians and cyclists in Phillips West. Residents support narrowing drive lanes down to 11' to reduce traffic speeds, improved crosswalks for pedestrians, and increased signage and markings for bike lanes.



SMALL AND MINORITY BUSINESS OWNERS

The diversity of small and minority business owners in Phillips West have created a unique retail niche along Lake Street and Chicago Avenue. Opportunities to partner with, support, and encourage the many small and minority business owners should be a priority in future planning efforts.



CONTACT PHILLIPS WEST NEIGHBORHOOD ORGANIZATION

For more information on how to get involved in these or other neighborhood initiatives, contact:

Crystal Trutnau, Executive Director

Phillips West Neighborhood Organization

2400 Park Avenue South, Suite 152

Minneapolis, MN 55404

612-879-5217



Small and minority businesses are essential to maintaining the diversity and character of Phillips West.

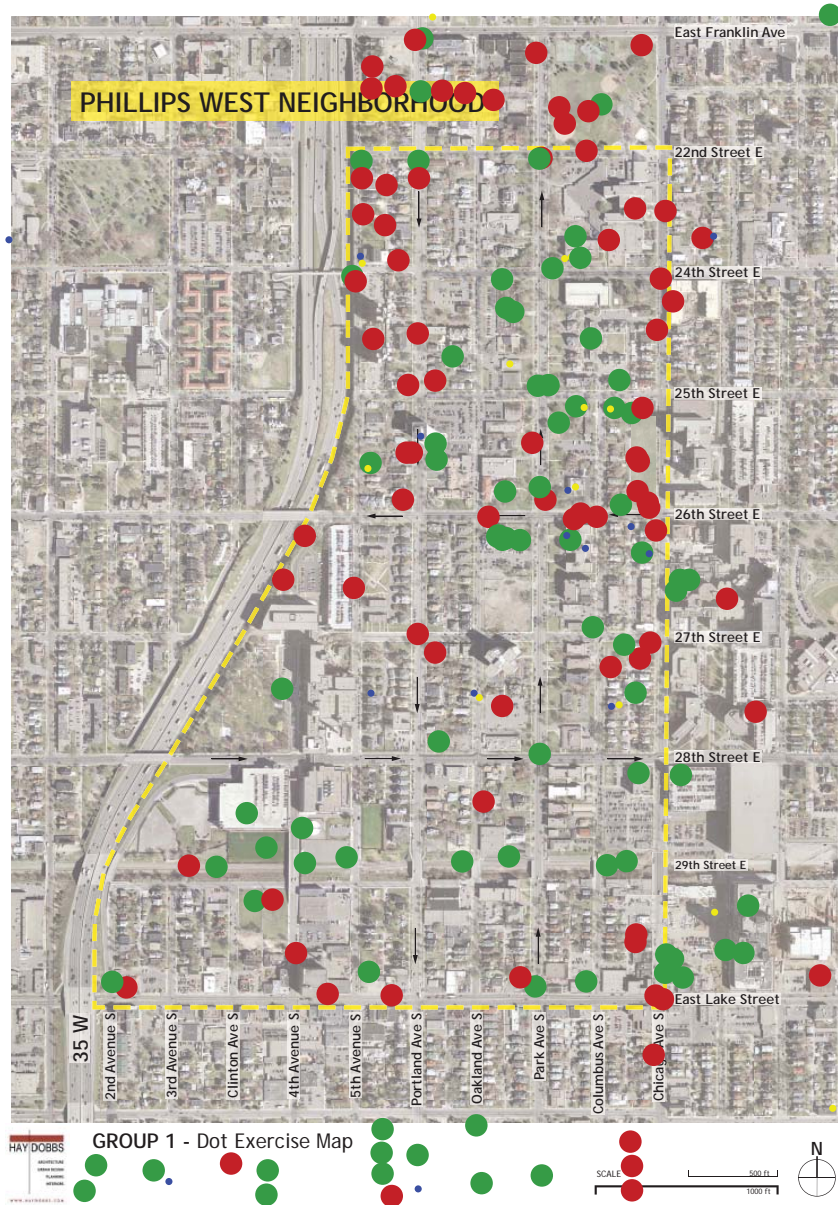
VI. Public Process

COMMUNITY OUTREACH DETAILS

The following pages describe the community meetings and outreach efforts that took place from October 2007 through August 2008.

Meetings and events were advertised and community input was sought in the following ways:

- Flyers to all residents
- E-mails to PWNO mailing list
- Website listing meeting dates
- Meeting Minutes with announcements of upcoming meeting dates
- Community Outreach Staff Persons
- PWNO full time office hours
- Door Knocking
- Website with drafts of the Phillips West Master Land Use Plan and related documents and presentations at <http://preview.pnn.org/phillipswest/landuse/index.html>



The “Dot Exercise” asked each resident to place 5 green dots ● and 5 red dots ● on the map to represent the strengths and weaknesses of the neighborhood. Small blue dots ● indicate where participants live and small yellow dots ● indicate where they work.

The map above shows all the dots from all the participants. A list of neighborhood strengths/assets and weaknesses/liabilities was generated from the exercise above.

PHILLIPS WEST NEIGHBORHOOD ORGANIZATION MEETING DATES

October 4th, 2007 - Phillips West Community Meeting

AGENDA: Firm introduction, purpose of the plan, project schedule, base data review, the “Dot Exercise” (see previous page for description), and assign homework to describe future vision for the neighborhood.

ATTENDANCE: 19 attendees listed on sign-in sheet including Phillips West Residents and representatives from Messiah Lutheran, Lutheran Social Services, and Saint Mary’s University.

November 1st, 2007 - Phillips West Community Meeting

AGENDA: Results of future vision homework assignment and Dot exercise, Visual Preference Survey, and Design Principles Survey.

ATTENDANCE: 43 attendees listed on sign-in sheet including Phillips West Residents and representatives from Messiah Lutheran, Children’s Hospital, Abbott Northwestern Hospital, and Peace House.

December 6th, 2007 - Phillips West Community Meeting

AGENDA: Results of Visual Preference and Design Principles Surveys, Land Use & Development 101 (defining the role, expectations, and outcomes of the Land Use Plan).

ATTENDANCE: 29 attendees listed on sign-in sheet including Phillips West Residents and representatives from Messiah Lutheran, Abbott Northwestern Hospital, Kaleidoscope, and MPLS City Council.

April 10th, 2008 - Phillips West Community Meeting

AGENDA: Review of community input and process, Presentation of Primary Land Use Concepts, Primary Land Use Concepts Survey Round 1, Review of Schedule and City Approval Process.

ATTENDANCE: 23 attendees listed on sign-in sheet including Phillips West Residents and representatives from Children’s Hospital, Kaleidoscope, and Augsburg College.



Phillips West Land Use Committee meeting on 3-19-2008. Pictured from left to right: Crystal Trutnau (PWNO Executive Coordinator), Joyce Krook (Abbott/Allina), Dell Lundeen (Board Chair and Resident), Robert Lilligren (MPLS City Council VP and Resident), Paula VanBeckum (Resident)

May 1st, 2008 - Phillips West Community Meeting

AGENDA: Review of community input and process, Presentation of Primary Land Use Concepts, Primary Land Use Concepts Survey Round 2, Review of Schedule and City Approval Process.

ATTENDANCE: 22 attendees listed on sign-in sheet including Phillips West residents and representatives from Lutheran Social Services, Children's Hospital, and Allina Health Systems.



Phillips West Land Use Committee meeting on 3-19-2008 Attendees from left to right: Joyce Krook (Abbott/ Allina), Dell Lundeen (Board Chair and Resident), Robert Lilligren (MPLS City Council Vice President and Resident), Paula VanBeckum (Resident), Tim Springer (Midtown Greenway Coalition Executive Director), Father Jognes (Resident), Paul Mogush (MPLS City Planner), Amanda Dlouhy (Resident), Dawn Wangen (Resident), not pictured - Crystal Trutnan (PWNO Executive Coordinator)

June 5th, 2008 - Phillips West Annual Meeting/Open House

AGENDA: Annual Meeting / Open House with presentation materials describing the Primary Land Use Concepts and copies of the Draft Phillips West Master Land Use Plan.

ATTENDANCE: 39 attendees listed on sign-in sheet including Phillips West Residents and representatives from Kaleidoscope, Saint Mary's University, Messiah Lutheran, City of Minneapolis, and Augsburg College.

August 5th, 2008 - National Night Out

AGENDA: Phillips West Master Land Use Plan available for public review at the Phillips West Neighborhood Organization booth.

ATTENDANCE: Estimated that 1500 residents and representatives were present.

August 7th, 2008 - Phillips West Community Meeting

AGENDA: Neighborhood approval vote on the Phillips West Master Land Use Plan: 30 ayes, 0 nays, 2 abstentions.

ATTENDANCE: 34 eligible voters were present.

LAND USE COMMITTEE MEETING DATES

February 20th, 2008 - Land Use Committee Meeting

AGENDA: Draft of Phillips West Land Use Plan presented.

ATTENDEES: David Spartz, Del Lundeen, Amanda Dlouhy, Dan Kratz, Kristin Petersen, Crystal Trutnau, Kenlyn Rosera, Erika Osterbur, Dan Kerrigan, Robert Lilligren, Dawn Wangen, Mary R. Moore, and Jeanine Ferguson



Phillips West Land Use Committee meeting on 3-19-2008. Pictured from left to right: Amanda Dlouhy (Resident), Dawn Wangen (Resident).

March 19th, 2008 - Land Use Committee Meeting

AGENDA: Discussion of Housing, Businesses, Transportation, Sustainable Initiatives, and their affect on the Land Use Plan.

ATTENDEES: Del Lundeen, Amanda Dlouhy, Jogues Epple, Kristin Petersen, Crystal Trutnau, Paul Mogush, Dawn Wangen, Gary Hesser, Joyce Krook, Robert Lilligren, Paula VanBeckim, and Tim Springer

April 16th, 2008 - Land Use Committee Meeting

AGENDA: Part 1 of Land Use Designations by Parcel.

ATTENDEES: Del Lundeen, Jogues Epple, Crystal Trutnau, Kristin Petersen, Dawn Wangen, See meeting minutes for additional attendees

May 7th, 2008 - Land Use Committee Meeting

AGENDA: Part 2 of Land Use Designations by Parcel

ATTENDEES: Del Lundeen, Greg Walsh, David Spartz, David Boehnke, Paul Mogush, Kristin Petersen, Jogues Epple, Dan Kratz, Joyce Krook, Tom Dobbs, Kristin Petersen, Ben Hill, Robert Lilligren, Amanda Dlouhy, Mike Neel, Joe Olson, Crystal Trutnau, Dawn Wangen, Janine Ferguson, and Maryellen Mikwold

June 11th, 2008 - Land Use Committee Meeting

AGENDA: Review and Comments on Draft of Phillips West Master Land Use Plan.

ATTENDEES: David Spartz, Del Lundeen, Dawn Wangen, Jogues Epple, Dan Kratz, Joyce Krook, David Boehnke, and Crystal Trutnau

July 16th, 2008 - Land Use Committee Meeting

AGENDA: Report on Land Use Committee Member Outreach during the Phillips West Neighborhood 45-day review period.

ATTENDEES: Del Lundeen, Dave Johnson, Pastor Tate, Dawn Wangen, Jogues Epple, Dan Kratz, Amanda Dlouhy, and Crystal Trutnau

VII. Appendix

COMMUNITY SURVEYS & SURVEY RESPONSES

Under separate cover. Available at the Phillips West Neighborhood Organization

VALUES STATEMENTS

The following two pages contain a list of values statements that a group of residents from Phillips West has submitted to be included in the Phillips West Master Land Use Plan.



Phillips West Resident's Value Statements about Land Use

4/9/2008

Date	#	Category	Res	What I Value (from Phillips West residents):
3/20/2008	1	Preservation	A	I value the preservation of old, historic properties (all housing and commercial) whether they are rickety or not.
3/20/2008	2	Green	A	I value maintaining and adding more greenspace to our neighborhood.
3/20/2008	3	Green	A	I value encouraging new development to implement and comply with LEED standards.
3/20/2008	4	Housing	A	I value keeping residential areas residential (28th St in particular).
3/20/2008	5	Green	A	I value making a giant public open space at 5th Ave and the Midtown Greenway.
3/20/2008	6	Transportatn	A	I value horses and buggies.
3/20/2008	7	Transportatn	A	I value bikes.
3/20/2008	8	Residents	A	I value the concept of not displacing residents, especially for parking spaces.
3/20/2008	9	Residents	A	I value Phillips West residents.
3/20/2008	10	Transportatn	A	I value giving bikers, walkers, rollers, & mass transit users priority for transportation funding.
3/20/2008	11	Housing	A	I value high-quality design, materials, and workmanship in rehab projects and new construction.
3/20/2008	12	Preservation	B	Historic preservation.
3/20/2008	13	Housing	B	Affordable housing in new developments.
3/20/2008	14	Transportatn	B	Public transit.
3/20/2008	15	Jobs	B	Jobs for neighborhood residents.
3/20/2008	16	Economic Opportunity	B	Preservation of economic opportunity--making sure entrepreneurs, especially from within the immigrant community, can still afford to start businesses in our neighborhood.
3/20/2008	17	Safety	B	Safety for pedestrians and bikers--specifically through pedestrian-level street lighting.
3/20/2008	18	Development	B	Quality building materials. I'll accept development in any architectural style, as long as it's well done, and it must be better than what it's displacing. It's NOT okay to tear out a house and build an ugly box store or a parking ramp, but it is okay to tear out a house and build another architectural landmark like the Sears Building, if it employs residents, makes better use of the land, is LEED certified, etc. I'm wary of development, but if it's done well, it's good for the neighborhood.
3/20/2008	19	Green	B	Boulevard rain gardens and pocket parks wherever possible.
3/25/2008	20	Quality of Life	C	A safe, quiet, livable neighborhood like so many others in Minneapolis;
3/25/2008	21	Development	C	A development plan that reflects the interests of the residents as opposed to corporate investors;
3/25/2008	22	Residents	C	Honest dealings and genuine negotiations with residents as opposed to disengenuous ones;
3/25/2008	23	Residents	C	The rest of the city of Minneapolis acknowledging that Phillips West is a NEIGHBORHOOD with residents, not a parking ramp or thoroughfare designed for rapid freeway access or a place to park 18-wheelers;
3/25/2008	24	City Government	C	City representatives who respect the constituency they serve and represent without siding with special interest groups and corporate investors;
3/25/2008	25	Residents	C	Corporate and non-profit neighbors who acknowledge that their places of business are located IN a neighborhood, and as such, they should be respectful and not violate city ordinances because they can;

Above and to the right: A list of values statements from 5 residents of Phillips West.

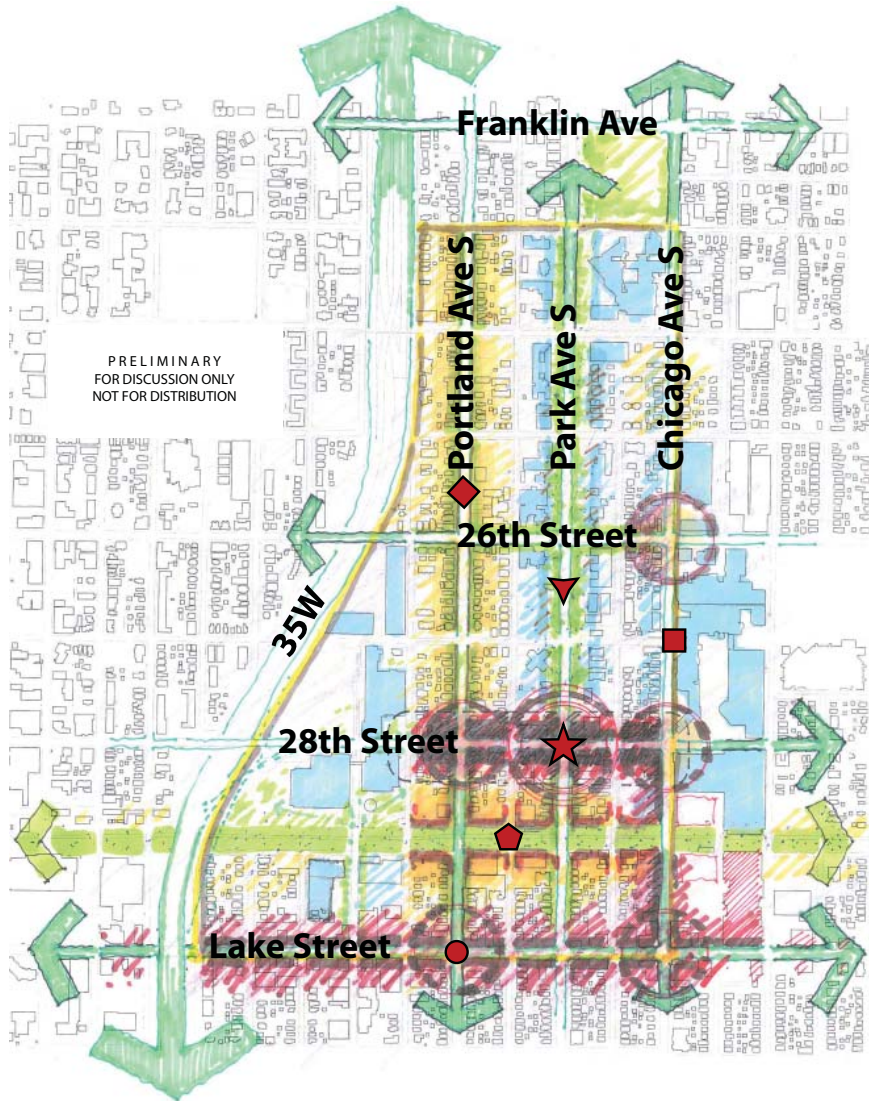
Date	#	Category	Res	What I Value (from Phillips West residents):
3/25/2008	26	Residents	C	Respect for working neighbors. Most residents work, some have more than one job. This makes attending meetings a challenge. Many of our corporate and non-profit participants are paid to be in attendance; residents are not;
3/25/2008	27	Diversity	C	A diverse neighborhood organization that reflects our community.
4/9/2008	28	Green	D	Neighborhood means a place where people feel safe, valued and connected to something larger than themselves. Corporations have displaced the values that make strong neighborhoods and co-opted elected officials by using their financial prowess to silence opposition to their financial goals. Demolition is destruction not development. It is not green. It is not cost effective. It does not foster a sense of community continuity. It is waste. More parking lots are folly. Green, human scale, social structures that are not dependent on petroleum are the future of local economies.
4/9/2008	29	Green	D	Trees, new ones and much much more effort to save the ones that we have. It should be illegal to cut down any healthy tree.
4/9/2008	30	Green	D	Air quality and clean water.
4/9/2008	31	Green	D	Geothermal and/or other alternative fuel heating systems or the cost of heating our homes will be the cause of the next wave of foreclosures.
4/9/2008	32	Diversity	D	Mixed income neighborhoods and decentralization of social service agencies.
4/9/2008	33	Transportatn	D	No freeway expansion. This is insane. What is the future of the automobile? You tell me before you tear down my neighborhood to build more off ramps.
4/9/2008	34	Amenity	E	A coffee shop / breakfast place where I can visit with my neighbors.
4/9/2008	35	Transportatn	E	More speed bumps - on the freeways - (Park & Portland Aves, 26th & 28th Sts)
4/9/2008	36	Transportatn	E	Dedicated bike lanes
4/9/2008	37	Residents	E	Wide sidewalks
4/9/2008	39	Residents	E	A serious neighbor and/or neighborhood process for approving home improvements and new construction. We should be able to have some say in what is ok for design, style, and structure, NOT just the property owner and the folks at the Mpls Inspections Department or Zoning & Planning. And the residents most impacted by changes should be given extra consideration in the decision-making. This ain't the wild west. In Norway, some communities approve paint colors for homes, not just the individual homeowner. I'm not talking Big Brother here. I'm saying, let your neighbors have some input into how the neighborhood looks.
4/9/2008	40	Residents	E	Residents should be given more power to approve or disapprove new development of any kind.
4/9/2008	41	Green	E	Trees, trees, trees, trees, trees, trees, trees, trees, trees, trees, trees, trees, trees, and shrubbery!
4/9/2008	42	Green	E	Absentee property owners need to contribute water to allow tenants to care for boulevard trees. This should be required by the city.
4/9/2008	43	Housing	E	Single family homes. Period. High-density buildings can go elsewhere. Our history here is single family homes and low-density, quiet, real brick apartment buildings.
4/9/2008	44	Green	E	Access to the Midtown Greenway from Oakland Avenue.
4/9/2008	45	Green	E	Raingardens. The city could help educate people about this and offer help with plants, design, how to, etc.

PLANNING CONCEPTS DISCUSSED BUT NOT IMPLEMENTED

In February 2008, the concept plan to the left was presented to the Phillips West Land Use Committee.

Of the preliminary concepts presented, there were concerns and objections raised to the following:

- Establish a new mixed-use corridor along 28th St that would provide a sense of place and arrival in Phillips West; respond to the need and desire for neighborhood-oriented retail, restaurants, and jobs; create new housing as described in the Midtown Minneapolis Land Use and Development Plan and the Midtown Greenway Land Use and Development Plan; connect Wells Fargo Campus to Institutional uses on Chicago Avenue; create more public greenspace; and to reorient buildings so that they front onto 28th St.
- Strengthen the Life Sciences Corridor along Chicago Avenue with predominantly medical-related institutional and office uses.



INTENT	Establish a new mixed use corridor along 28th Street that will: -Provide a sense-of-place and arrival in Phillips West -Respond to the need for more retail, restaurants, and jobs -Create new housing -Connect Wells Fargo campus to Industrial uses on Chicago	Celebrate the Midtown Greenway by replacing Industrial uses with medium-density housing.	Revitalize Residences along Portland
		Welcome new businesses and encourage revitalization of existing businesses along Lake Street.	Encourage Institutional Uses on Park
			Strengthen the Life Sciences Corridor

28TH STREET CORRIDOR

A key driver of the 28th St corridor concept was to create a sense of place, arrival, and identity for the Phillips West neighborhood. To achieve this, new development would be encouraged to front onto 28th Street and maintain a wide setback that would establish a public greenspace and community activity center, especially between Park and Portland Avenues.



Perspective looking east along a redeveloped 28th St with a wide public greenspace and new neighborhood center.



Rendering showing Birds Eye View looking west along a redeveloped 28th Street between Columbus Avenue and 5th Avenue.

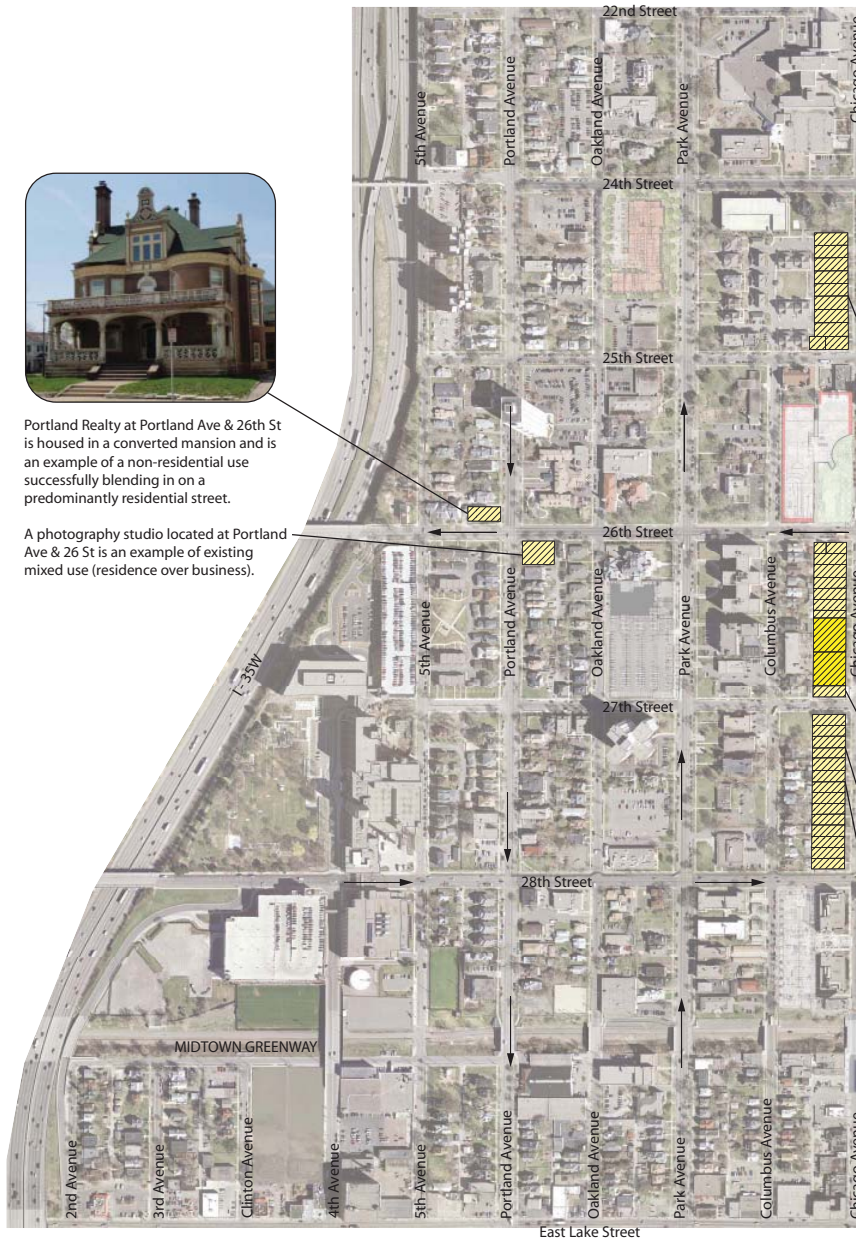
PLANNING CONCEPTS DISCUSSED BUT NOT IMPLEMENTED, CONTINUED

CHICAGO AVENUE



Portland Realty at Portland Ave & 26th St is housed in a converted mansion and is an example of a non-residential use successfully blending in on a predominantly residential street.

A photography studio located at Portland Ave & 26 St is an example of existing mixed use (residence over business).



A new mixed use (apartments and retail) project on the east side of Chicago Ave.



An example of a residential structure with a mixed use on the east side of Chicago Ave.



Many residential structures on Chicago Ave are currently vacant, boarded, and in some cases, condemned. A mix of uses including coffee shops, restaurants, bookstores, offices, specialty retail or services should be encouraged to occupy these structures.



An example of the existing mixed use on 27th & Chicago Ave.



An example of a residential structure with a mixed use on Chicago Ave.



Houses on Chicago Ave that could be used as residences or transitioned to a mixed use.

Mixed Use on Chicago Avenue

The unique development patterns of Phillips West are particularly apparent along Chicago Avenue and contribute to the unique character of Phillips West. Despite land use tensions between the hospitals and residences, the residential structures should remain. Non-residential uses such as coffee shops, restaurants, or offices should be encouraged to use existing structures. Zoning currently allows non-residential uses.

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