



## MEMORANDUM

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**TO:** City Planning Commission, Committee of the Whole  
**FROM:** [Haila Maze](#), Principal City Planner, (612) 673-2098  
**DATE:** October 30, 2014  
**SUBJECT:** Holland Neighborhood Small Area Plan

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In the Dropbox and on the project website (link below) is a draft of the Holland Neighborhood Small Area Plan. This plan will be discussed at the October 30, 2014, Committee of the Whole.

This plan represents the culmination of a community-based planning process, led by the Holland Neighborhood Improvement Association (HNIA) and assisted by a consulting team. The scope, planning process, and documents have been developed in consultation with CPED Long Range Planning staff – with the intent that the proposed vision will be consistent with the Minneapolis Plan for Sustainable Growth, the City’s comprehensive plan.

This plan represents the first small area plan for the neighborhood (with the exception of narrow corridors of the neighborhood covered by plans for Central Ave NE and Lowry Ave NE), originating from an intent to be proactive about its future. As with other recent plans in NE Minneapolis, the plan embraces opportunity to support additional growth and density, strengthen transit and non-motorized modes, and build upon the local NE focus on the arts. It includes half of the Central & Lowry Activity Center, and borders on the proposed Nicollet Central streetcar corridor. It is also being coordinated with Hennepin County’s update to its plan for Lowry Ave NE, currently underway.

At this point, the plan is in the midst of an internal City review process. After that is complete, it will be entering into the City’s 45 day public comment period, which will extend into December 2014. The purpose of bringing the plan to CPC COW at this point is to update the Planning Commission on the process to date, and to provide an opportunity for initial input on the draft. The plan will be returning to the CPC COW prior to the Planning Commission public hearing to provide an update on input received during the public comment period.

Attached is a summary of the plan to provide an overview of the purpose, process, and result of this planning effort. More information is also available on the plan website:

<http://www.ci.minneapolis.mn.us/cped/projects/WCMSIP-118359>

## CPED Long Range Planning: Small Area Plan Brief

### Name of Plan and Web Link

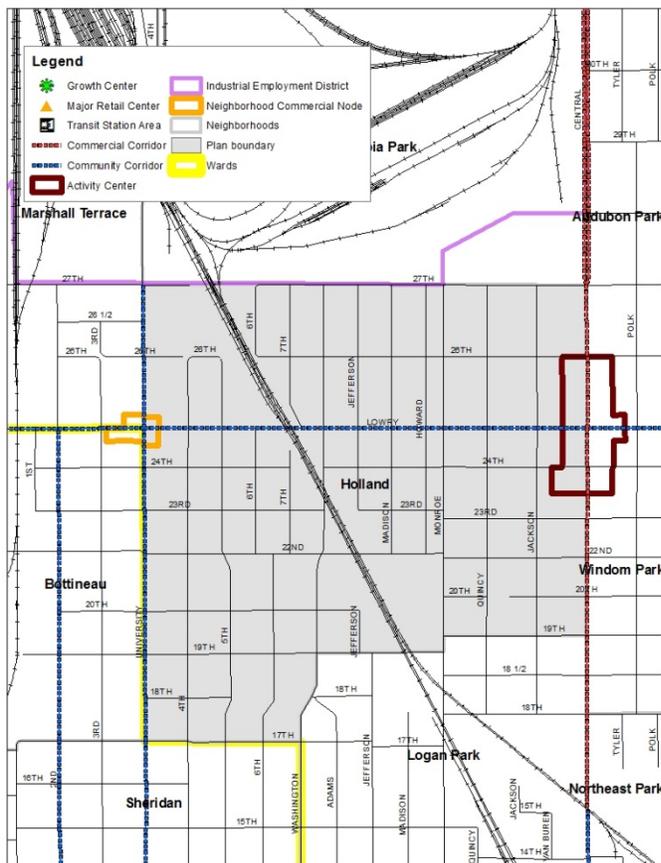
Holland Neighborhood Small Area Plan;  
<http://www.ci.minneapolis.mn.us/cped/projects/WCMS1P-118359>

### Staff Contacts

Haila Maze is LRP lead

### Study Area and Land Use Features

- The plan covers the entire Holland neighborhood, and is located in Ward 1
- Includes a portion of the Central & Lowry Activity Center, Lowry Ave NE & University Ave NE Neighborhood Commercial Node, Central Ave NE Commercial Corridor, and Lowry Ave NE and University Ave NE Community Corridors



### Motivating Factors for Planning

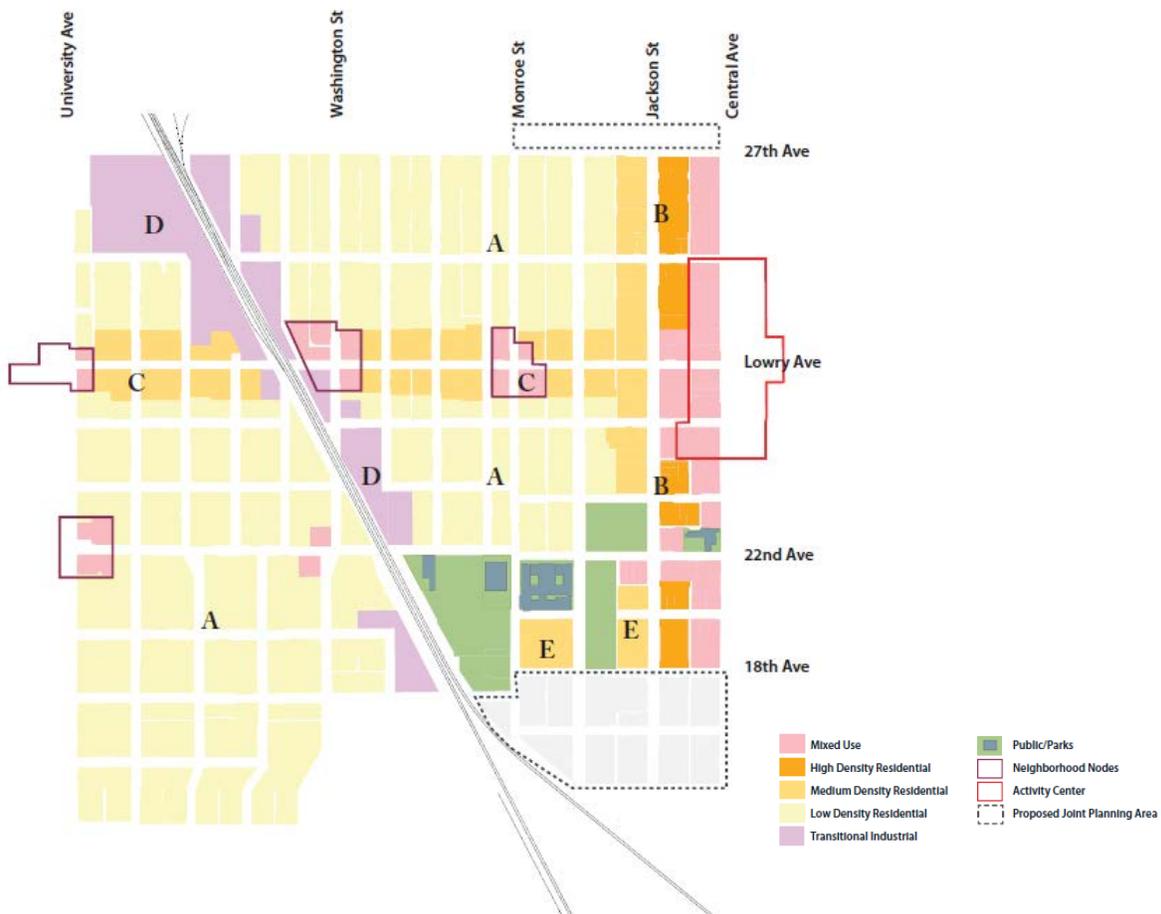
- This plan was undertaken at the initiative of the neighborhood association.
- While it had not been explicitly identified as a priority by the city, the comprehensive plan does say a small area plan should be conducted for all Activity Centers.
- Hennepin County is undertaking a plan for the Lowry Ave NE corridor, which overlaps significantly with the Holland Neighborhood.
- Holland has been identified by the Metropolitan Council as a Racially Concentrated Area of Poverty, which may reflect a need for greater public intervention

### Planning Process Summary

- The planning process was led by the Holland Neighborhood Improvement Association (HNIA), with the assistance of a consultant.
- The planning process was conducted from Fall 2013-Spring 2014, and included a number of public meetings, a community survey, and various outreach strategies.
- The plan was adopted by the HNIA board in Summer 2014.

### Overview of Recommendations

- The Lowry Ave corridor is guided for pedestrian-oriented mixed use, with additional infill development and commercial at key intersections
- Mixed use guidance was expanded to locations along Lowry Ave NE and 22<sup>nd</sup> Ave NE



- Support for commercial corridor development along Central Ave NE, and supporting density along Jackson St NE
- Development of a “signature street” concept along 22<sup>nd</sup> Ave NE, building upon the Holland Commons around Edison, Jackson Square Park, the Firefighters’ Museum, and Northeast Library
- Increase bicycle and pedestrian connectivity, including addressing the barriers created by the railroad and its overpasses

### Implementation Priorities

- Participate in the County-led Lowry Ave NE project, to ensure the plans are consistent in scope and implementation
- Continue to focus on improvements within and adjacent to the Holland Commons, including exploring ways to include a more flexible mix of uses
- Address community barriers in terms of bicycle and pedestrian access, including railroad overpasses at Lowry Ave NE and 22<sup>nd</sup> Ave NE, and a missing connection at 27<sup>th</sup> Ave NE.

### Status of Approval Process

As of 10/8/14, the plan is in the internal review process with City staff and management. Once this is complete, it will start through the formal review and approval process.

### Policy Issues and Options for Discussion

The plan has been largely noncontroversial, with fairly strong agreement among those involved as to the main features of the plan. Major themes addressed include:

- **Strong support for the arts.** As with the recent Sheridan plan, the Holland plan reflects strongly on its Northeast Arts District connection. This includes a focus on the transition from older Northeast working class roots to a “new Northeast” which is more diverse, creative, and independent.
- **Focus on the neighborhood’s heart.** The Holland Commons green campus area is a vital neighborhood asset, built around public buildings and spaces. The neighborhood is looking for additional creativity and flexibility in how to use buildings and spaces along this corridor. This is similar to the recent St. Anthony East plan’s treatment of Broadway St NE, but even more so.
- **Support for growth and density.** The plan supports additional mixed use and higher densities community and commercial corridors and at nodes. Like other Northeast plans, it embraces new development as an asset to the community.
- **Taking on the freight rail issue.** More than most neighborhoods in Minneapolis, Holland is impacted by the rail (a BNSF mainline track diagonally bisects the neighborhood). The track isn’t going anywhere, and indeed it is part of the neighborhood’s working class heritage. However, it does raise questions about how to address negative impacts of rail lines on adjacent communities.