



Community Organizing & Community Benefits along the Hiawatha LRT Corridor: A Report from Longfellow



Longfellow
Community
Council

Dec 14, 2007

Serving Longfellow, Cooper, Howe & Hiawatha neighborhoods



Longfellow Community Council

- ➔ Citizen participation organization for 4 Minneapolis neighborhoods
- ➔ 22,000 residents, Over 300 businesses
- ➔ LCC Mission: *To improve the quality of life and develop a sense of community among the Longfellow, Cooper, Howe and Hiawatha neighborhoods and promote their wellbeing. The Longfellow Community Council (LCC) will involve and empower the members of the community in all its diversity to take action on issues affecting their lives.*

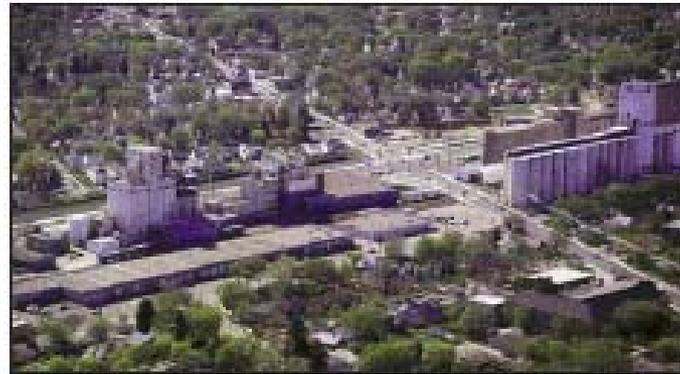
Context

- ➔ Minnesota's First LRT Line, Hiawatha Line Opened in 2004
- ➔ 12-Mile Line Runs through or adjacent to 14 neighborhoods
- ➔ 9.4 million rides in 2006 on the Hiawatha Line
- ➔ Growing momentum for more LRT/transit options





38th & Hiawatha Views



The building which is situated at the intersection of 38th & Hiawatha on 11/11/2011.





Reactive Process Doesn't Benefit Community, Developers or the City

- ➔ Experience of earlier developers who came to the community late in the pre-development process & generated significant friction/mistrust
- ➔ Discussions between community, developers and City focused on concerns rather than collaborating on what we can do well and creating a vision for the area.



Timing & Opportunity:

- ➔ Convergence of City Policy Work (Station Area Planning), Developer Interest, and Community Interest sparked Task Force process
- ➔ Chance for Longfellow to organize around community goals, vision and values – *proactively*



Community Process

- ➔ Community Meeting: December 2005
 - Over 60 residents attended
- ➔ 38th Street Station *Area Plan* paused in city approvals process to evaluate a 4-block area immediately adjacent to Sta.
- ➔ Task Force created to update Area Plan and consider a CBA



Partners

- ➔ Residents as Volunteers
- ➔ LCC and Seward Redesign staff
- ➔ Development Team – Capital Growth Real Estate, architects, consultants
- ➔ City of Minneapolis Planning Dept (CPED)
- ➔ City Council Members & Aides



Gathering Input & Communicating About Efforts

- ➔ Interactive segments at all Task Force meetings
- ➔ Values and Principles List – drives CBA
- ➔ Task Force meetings - 2x per month January thru July 2006 at Hiawatha School Park
- ➔ Community Forums in March, July and November 2006 at community venues
- ➔ Ongoing features & updates in community newspaper, reports to e-mail lists as well as community meetings



Community Generated List of Principles and Values

- ➔ Housing
- ➔ Commercial/Retail/Office Development
- ➔ Environmental Issues
- ➔ Public Spaces and Benefits
- ➔ Design
- ➔ Access, Circulation & Connectivity



What's in Store for Development at the 38th Street LRT Station?

Wednesday, May 3 • 7:00 pm • Hilsenrath School Park • 4905 E. 42nd Street
 Longfellow Community Residents have met over the past four months to learn about development concepts and convey community values and priorities for development at the 38th Street Station. At this meeting, the community will get a first look at design concepts for the four-block area between 35th and 39th Street along the east side of Hilsenrath Avenue at this meeting. Don't miss it!
 For more info, call LCC at 612-722-4528 or visit www.longfellow.org



TOP
 Christy Thompson oriented the 38th St Community Forum on 38th Street LRT Station Development

MIDDLE LEFT
 Molly Bergquist and Allison and Ray Holt

MIDDLE RIGHT
 Shirley Moore explains her development opinion

Photos by Karin Hall



Longfellow/Neokon is Hilsenrath • May 2006



Accomplishments To Date:

- ➔ Offered amendments to 38th Street Station Area Plan – adopted by City
- ➔ Providing extensive opportunity for community involvement & trained volunteers
- ➔ Near finalizing the CBA with developer
- ➔ Stronger relationships with public officials, city and county staff



CBA Articles Include:

- ➔ Transit Oriented Development Principles
- ➔ Environmental Commitments
- ➔ Embracing Community
- ➔ Affordable Housing
- ➔ Economic Development & Employment
- ➔ Design & Place-making
- ➔ LCC Support Obligations



Key CBA elements

- ➔ Environmentally responsible development
- ➔ TOD design that connects to community
- ➔ Commitment to local & small business
- ➔ Substantial affordable housing w/ mix of prices, and combined with market rate
- ➔ Community space & non-profit space
- ➔ Support of ongoing organizing costs



Final notes

- ➔ Keep engaging and informing community about status of process and development
- ➔ Outreach to current residents & businesses and new neighbors
- ➔ Allow time for legal review
- ➔ Use CBA process to educate community volunteers: organizing and leadership skills
- ➔ And, of course: “Things Always Take Longer Than You Think”



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