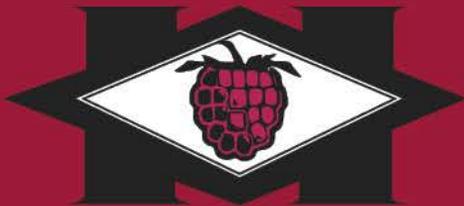


Cultivate Hopkins Economic Environment

Comprehensive Plan Update

January 10, 2018



City of
Hopkins
Minnesota



Dinner Discussion Topics

- **What does a walkable and/or bikable community look like to you?**
- **What changes in the Economic Environment have you notice in your own life?**



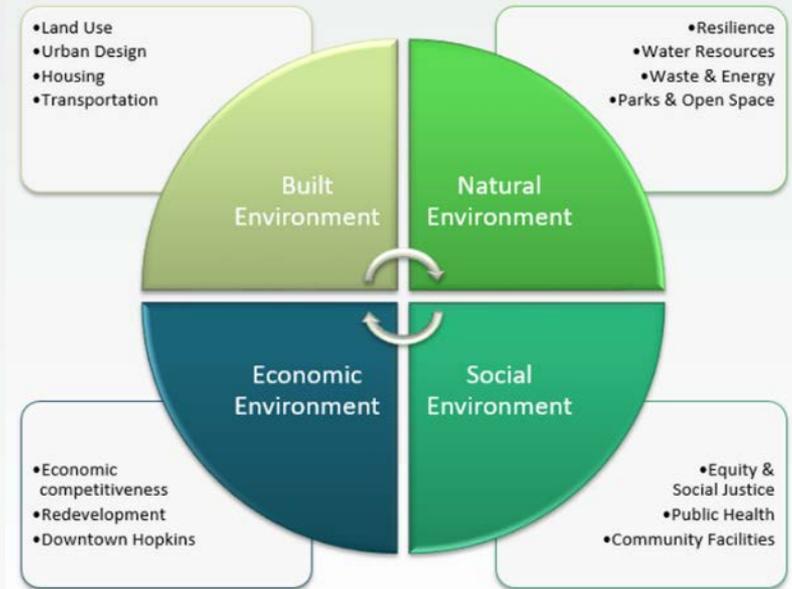
Process & Schedule

■ Comp Covers 4 Environments

- Built Environment
- Natural Environment
- Economic Environment
- Social Environment

■ Meeting Schedule (2nd Wednesdays)

- ✓ July 27 - Kick-Off
- ✓ September 13th - Built Environment
- ✓ November 8th - Natural Environment
- ✓ January 10th - Economic Environment
- February 7th - Social Environment
- March 20th – Joint Meeting with City Council and Planning & Zoning Commission
- April 11th – Implementation
- May 9th – Implementation
- May 22 – Public Hearing before Planning & Zoning Commission (tentative)
- June 5th – City Council Action (tentative)



Committee's Role & Feedback

■ Committee's Role

- Share your views
- Provide guidance
- Serve as plan ambassadors

■ Meeting Survey

- Most strongly agreed or agreed workshops we going well and committee members are being heard
- Members want more information on:
 - TOD
 - Housing
 - Diversity
 - Better use of public buildings
 - Walkable and bikable community



Top Priorities

- Priority exercise identified key issues needing to
 - TAKE ACTION NOW

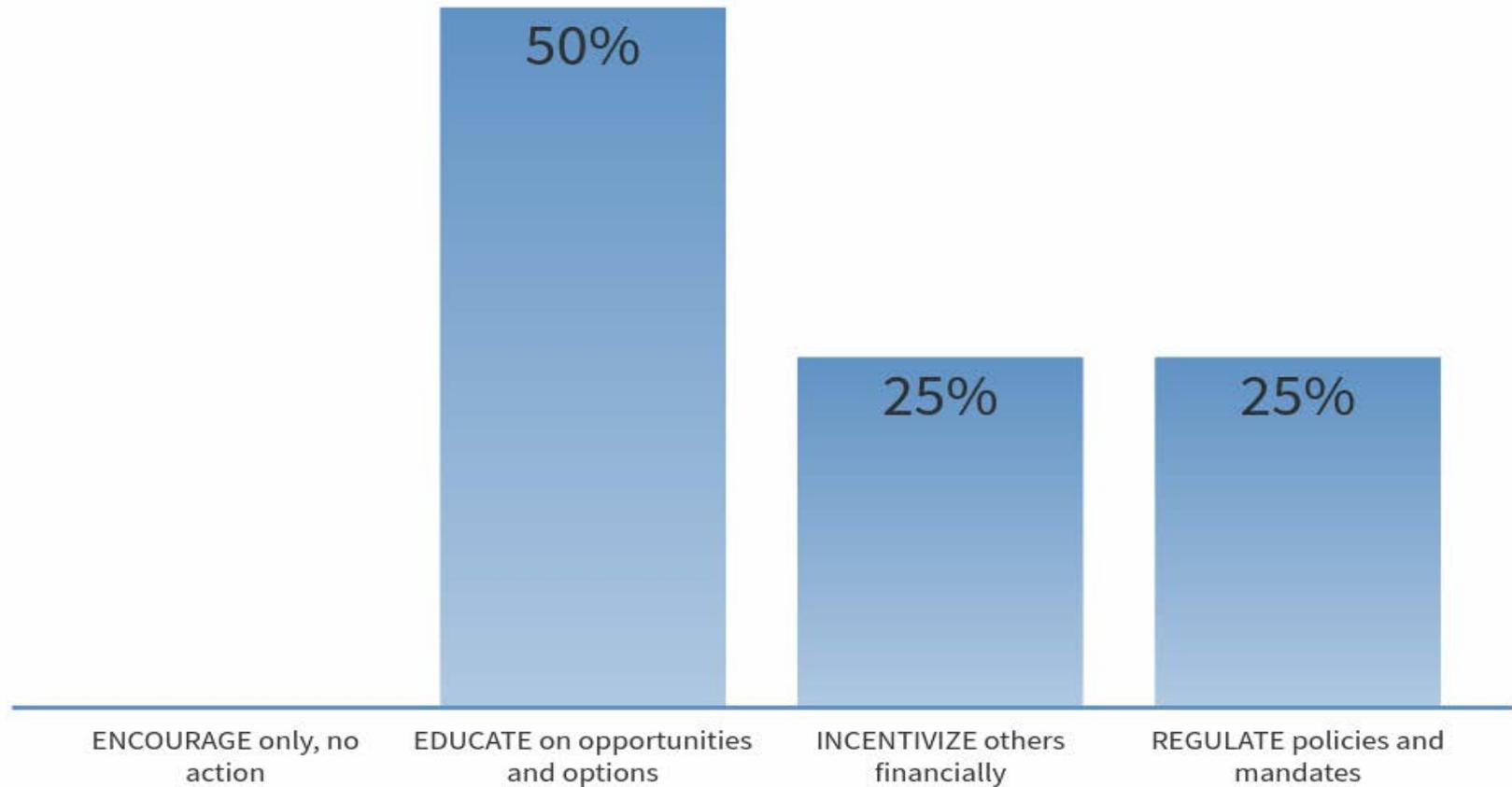
1. Alternative Energy

2. Natural Resources/Open Space

3. Sustainable Construction



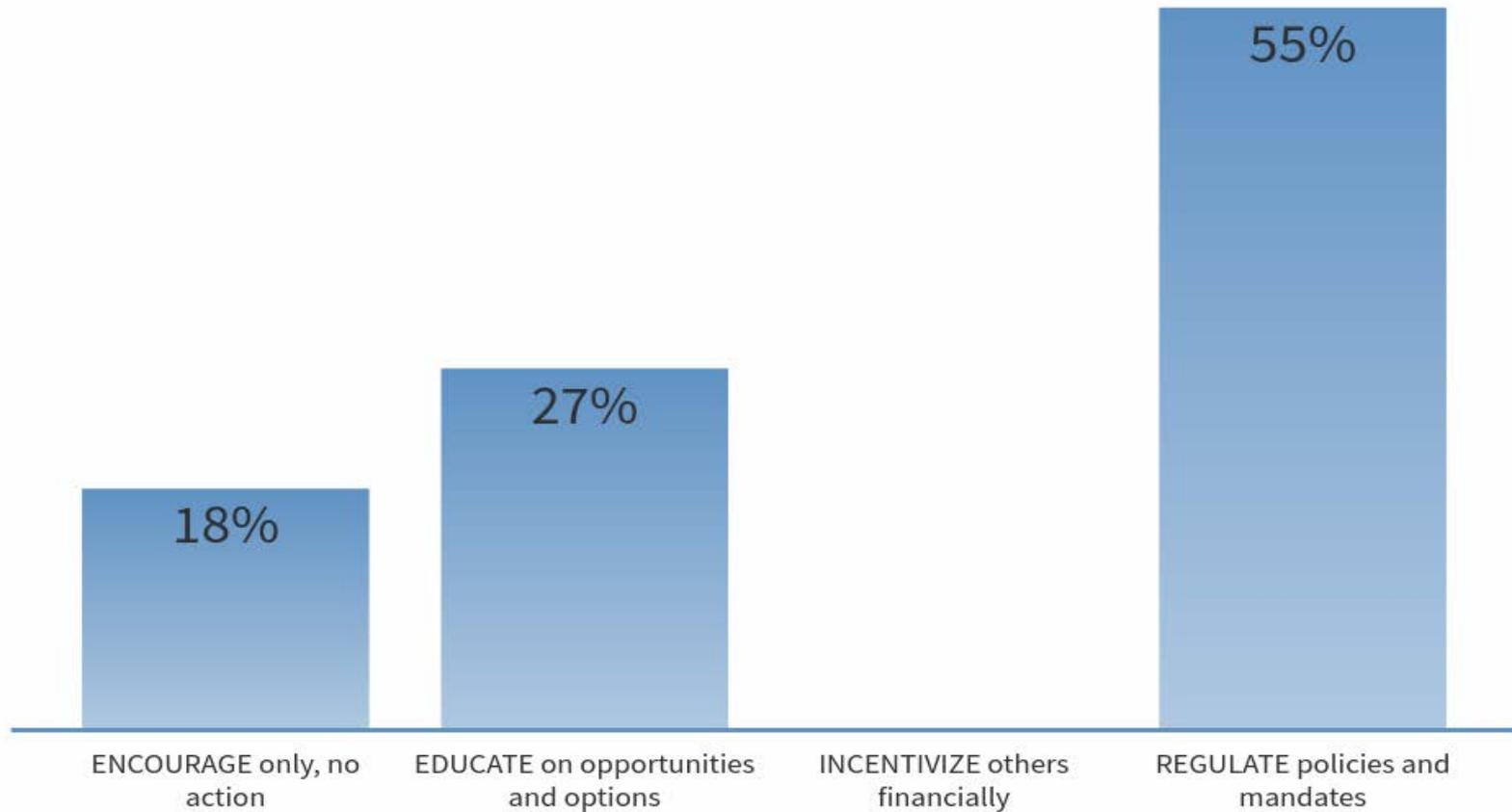
What should the City's role be in alternative energy?



Total Results: 12



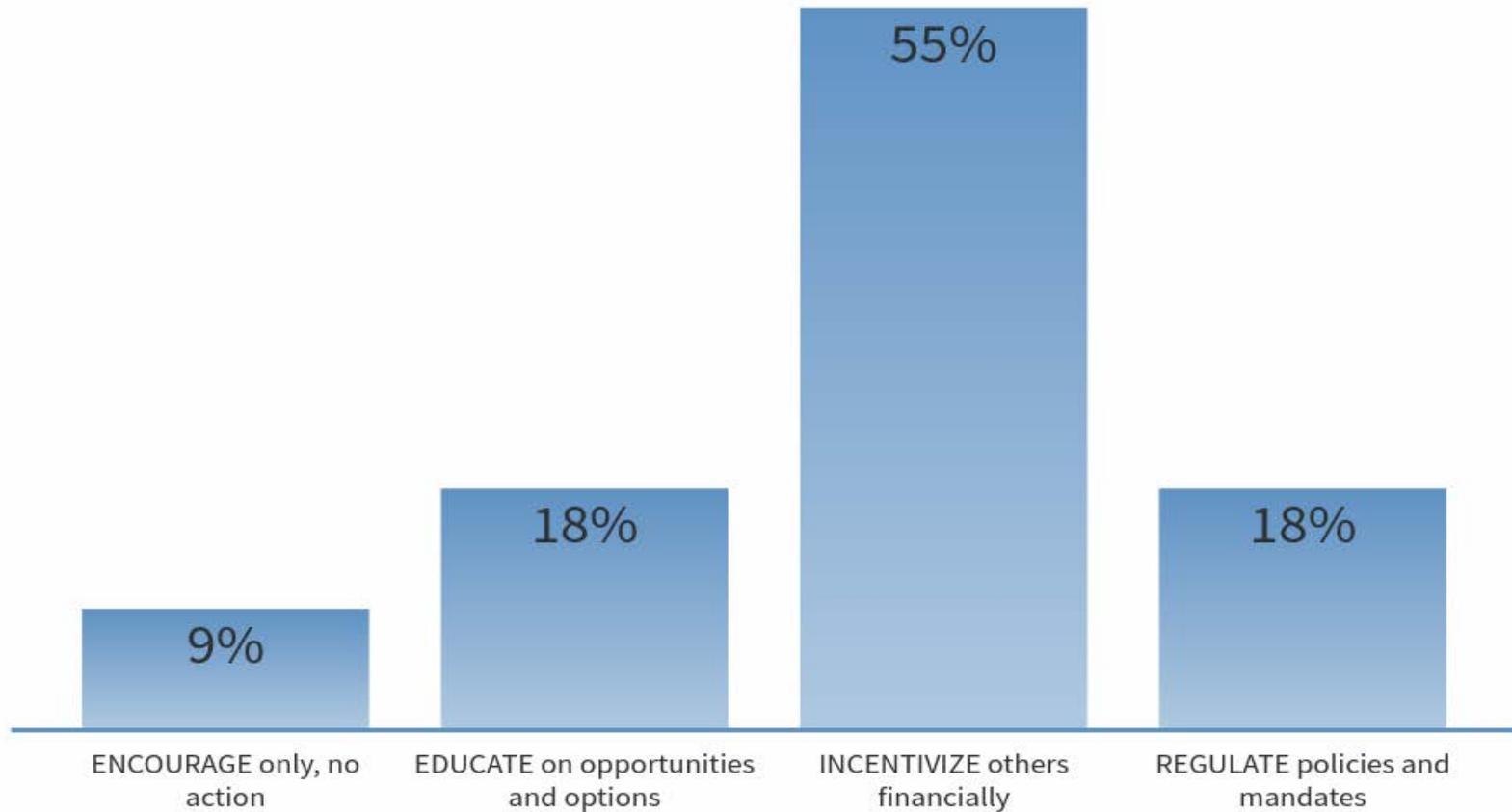
What should the City's role be in natural resources/open space?



Total Results: 11



What should the City's role be in sustainable construction?



Total Results: 11



Land Use Update



**Potential
Redevelopment Areas**

Hwy 7 / 17th Ave

Main St West

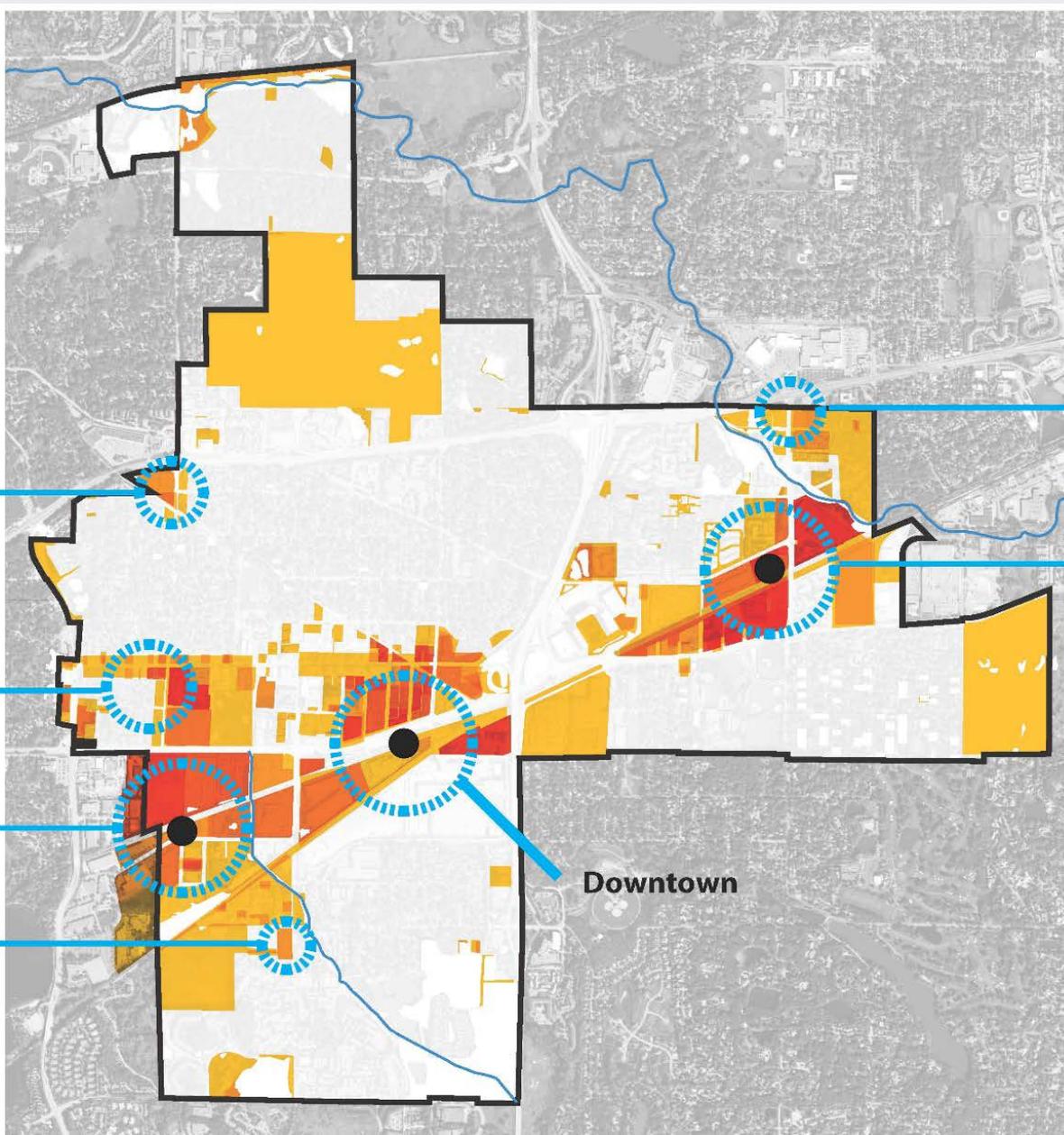
Shady Oak Station

11th Ave / 7th St

Blake / Hwy 7

Blake Station

Downtown



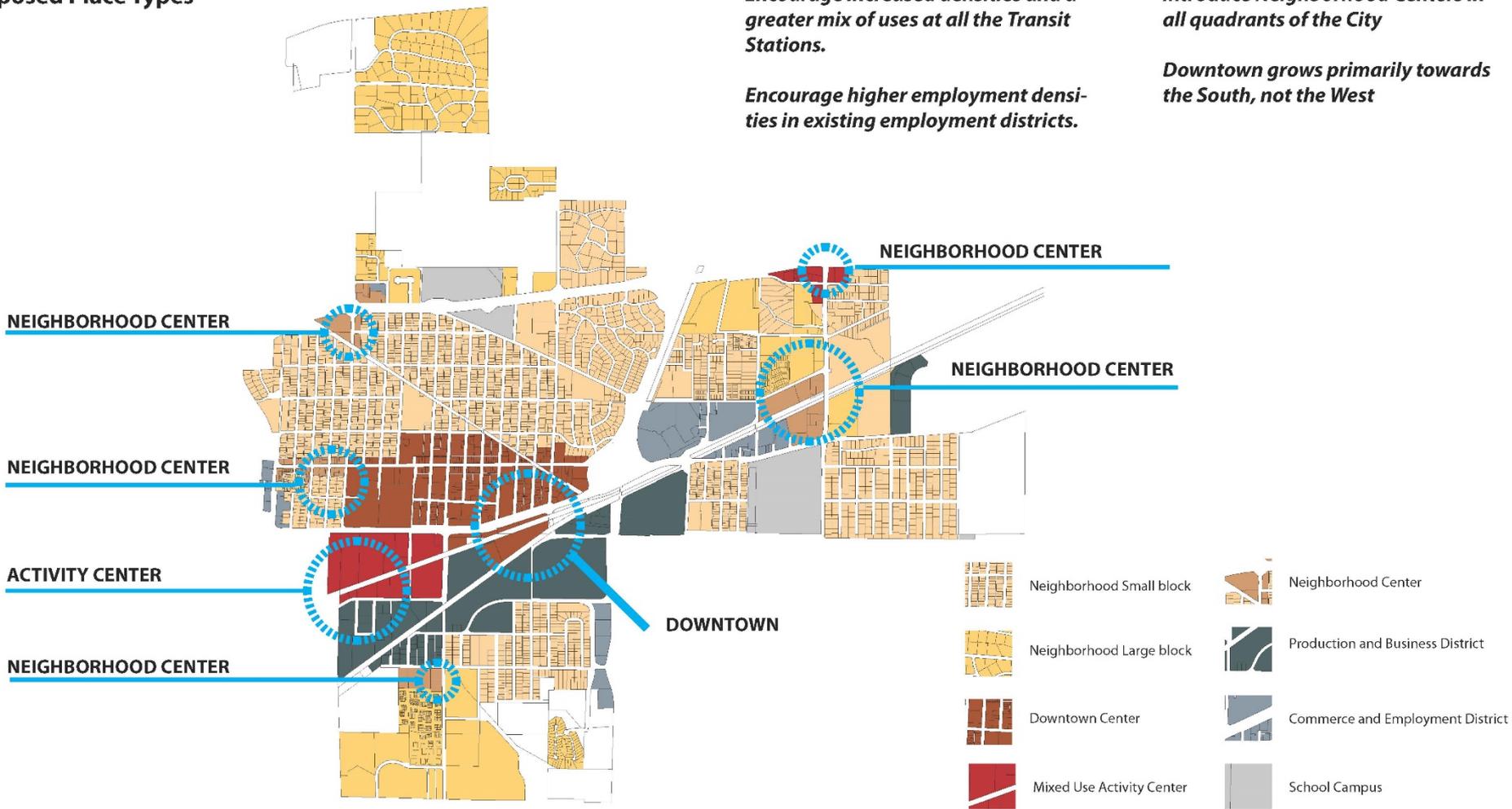
Proposed Place Types

Encourage increased densities and a greater mix of uses at all the Transit Stations.

Introduce Neighborhood Centers in all quadrants of the City

Encourage higher employment densities in existing employment districts.

Downtown grows primarily towards the South, not the West



Transportation



Opening Discussion Topic

What is a “walkable community”?



Transportation

- **What does it mean to be a “walkable community”?**
- **Amenity based definition?**
 - Distance to amenities
 - Daily errands that be accomplished by pedestrians
- **Facility based definition?**
 - # of sidewalks/trails, safety/lack of barriers, etc
 - Ammenity or destination based?



Transportation

Walk Score®	Description
90-100	Walker's Paradise Daily errands do not require a car.
70-89	Very Walkable Most errands can be accomplished on foot.
50-69	Somewhat Walkable Some errands can be accomplished on foot.
25-49	Car-Dependent Most errands require a car.
0-24	Car-Dependent Almost all errands require a car.

Source: www.walkscore.com/methodology



Walk Scores By City

Walk Score
55

Hopkins

Walk Score
48

St Louis Park

Walk Score
21

Minnetonka

Walk Score
37

Edina

Walk Score®	Description
90-100	Walker's Paradise Daily errands do not require a car.
70-89	Very Walkable Most errands can be accomplished on foot.
50-69	Somewhat Walkable Some errands can be accomplished on foot.
25-49	Car-Dependent Most errands require a car.
0-24	Car-Dependent Almost all errands require a car.



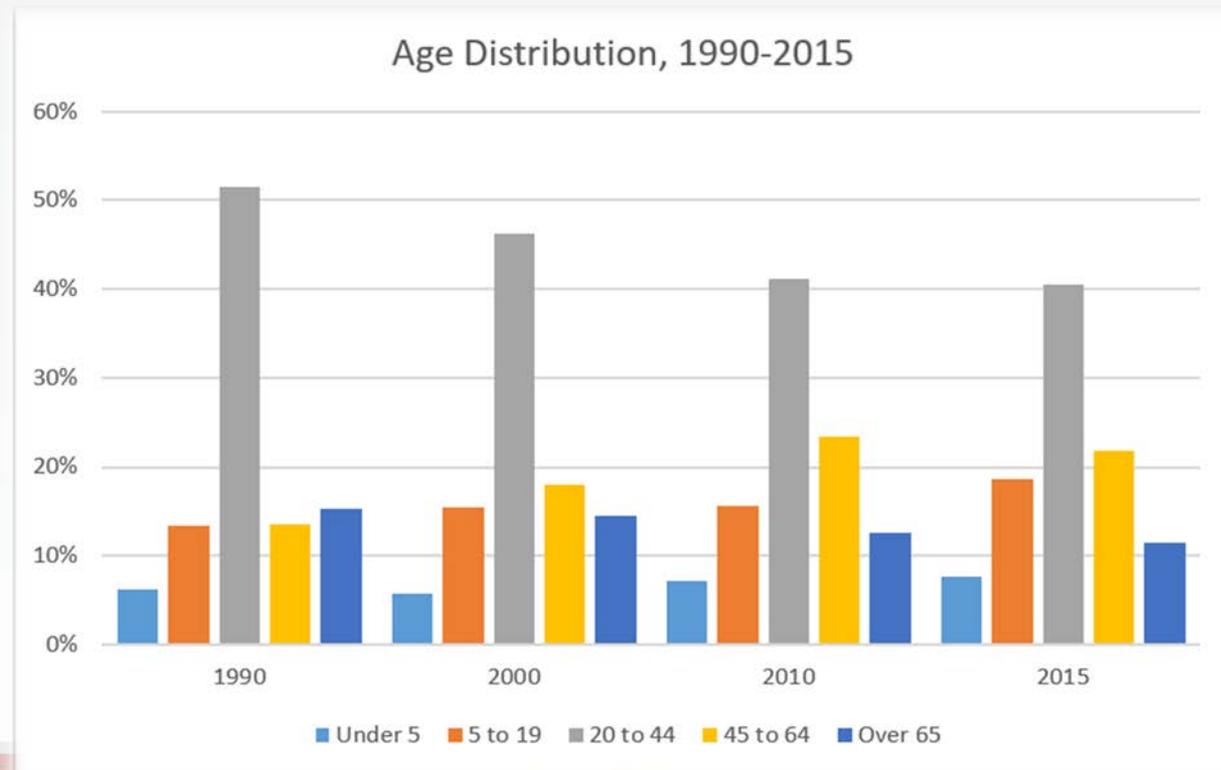
Walk Scores in Hopkins

- Walk Score 82** Gallery Flats Apartments
- Walk Score 72** 300 14th Avenue N (Middle of Avenues)
- Walk Score 65** Ramsgate Apartments
- Walk Score 60** Brentwood Park Townhomes & Apts
- Walk Score 24** Meadow Creek Condos
- Walk Score 13** Loring Road (Near Minnetonka Blvd)



User Needs

- Who are our 'customers'? Who are aiming to make the community more walkable for?



Source: US Census



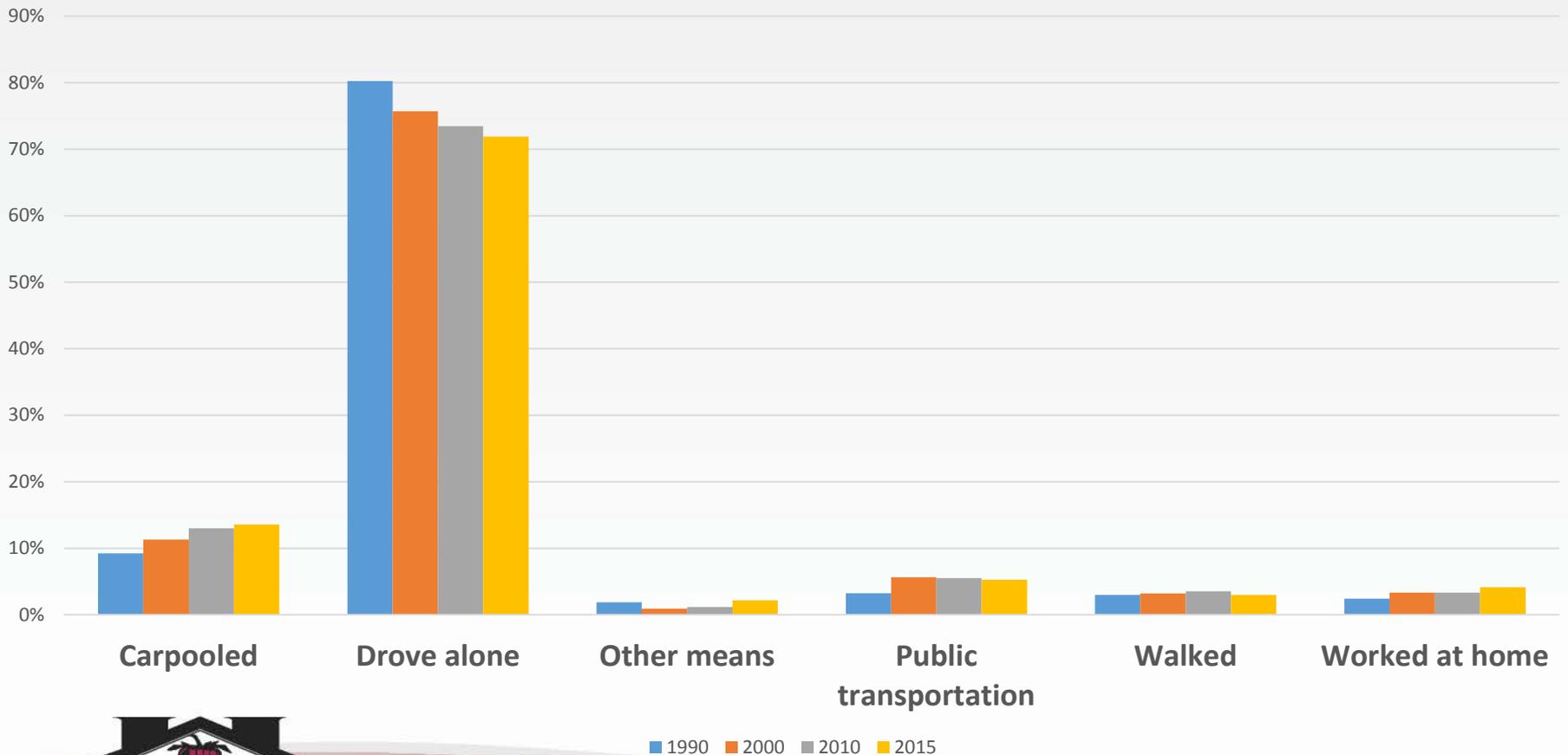
User Needs

- Who are our 'customers'? Who are aiming to make the community more walkable for?
 - 11.7% of population are peoples with disability
 - 28% of population is under age 19
 - 11% of population is over age 65



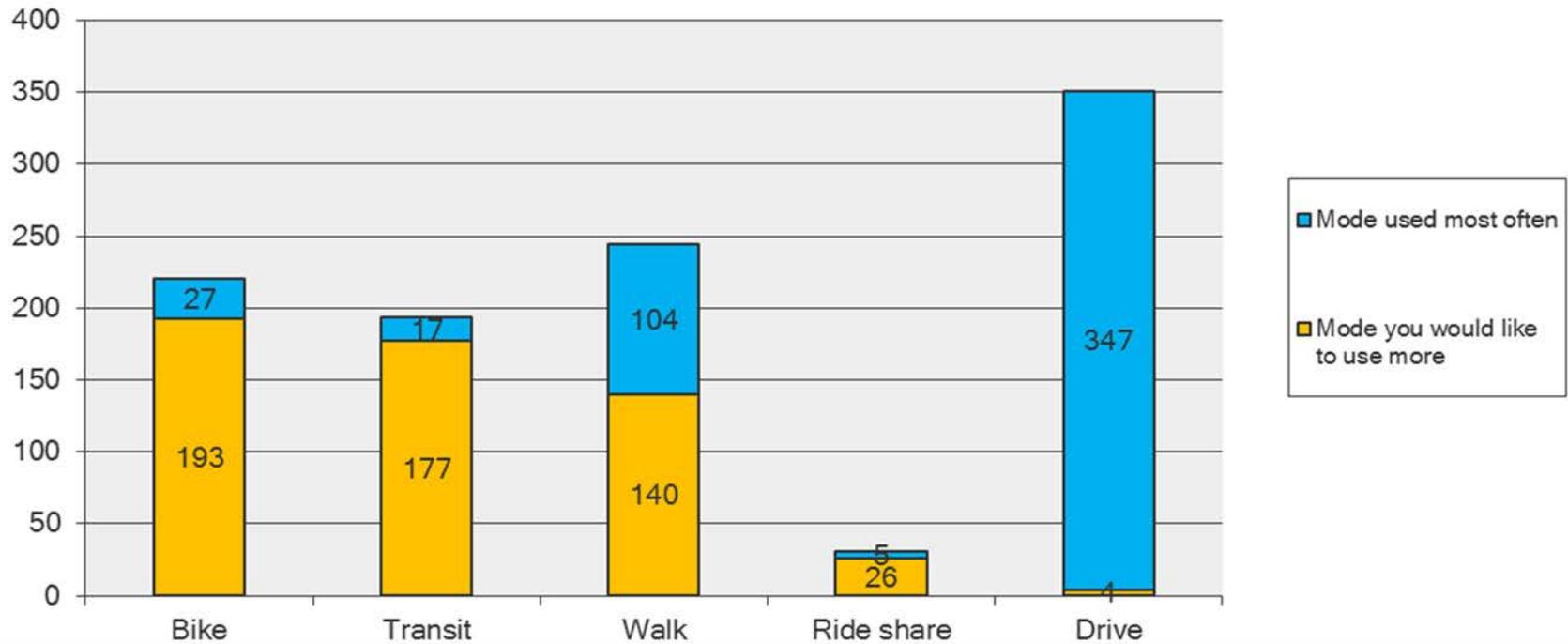
User Needs

Hopkins Residents Means of Commuting to Work



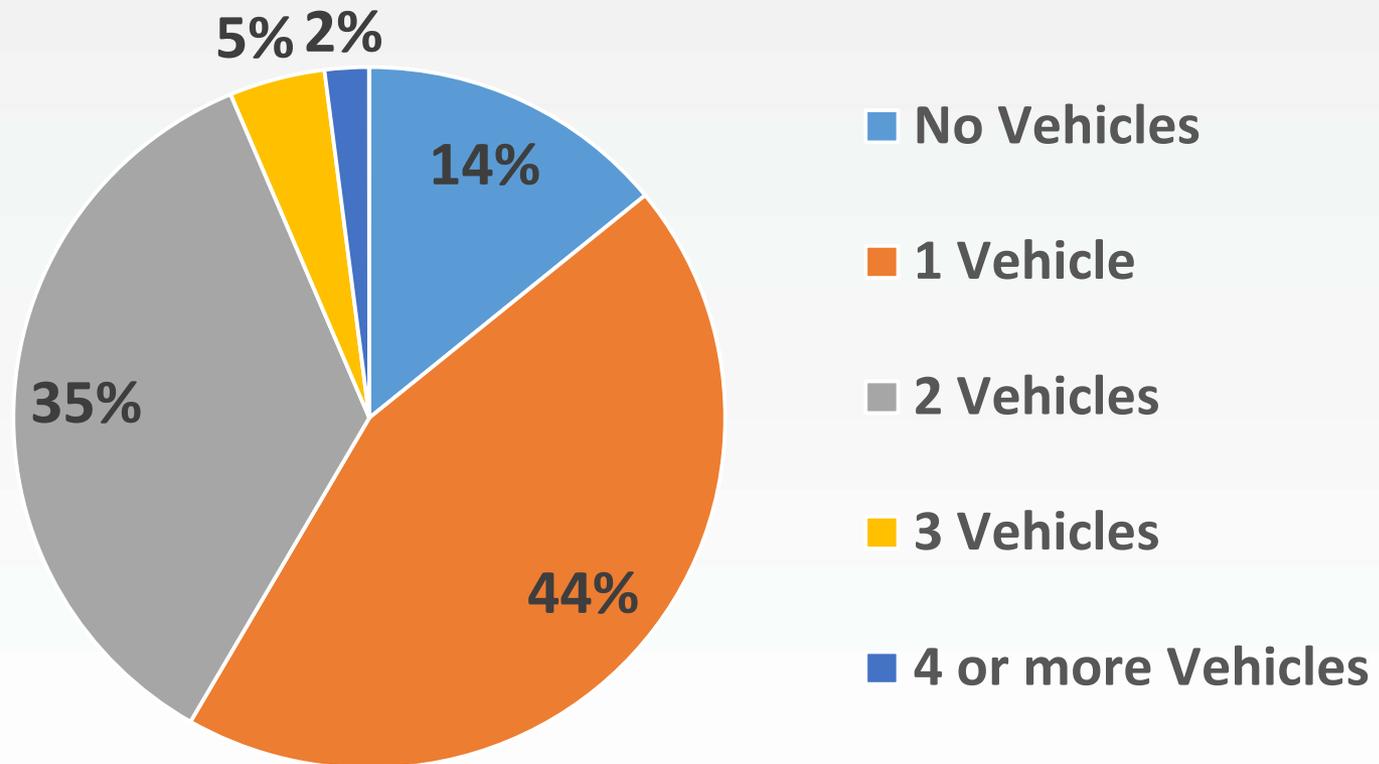
User Needs

What transportation mode do you use most often?
Are there modes you would like to use more?



User Needs

Vehicle Availability of Hopkins Households, 2015



Complete Streets Policy

- **Vision Statement**

- This Complete Streets Policy incorporates the City of Hopkins' belief that streets and roadways should be designed and operated to be safe and accessible for all transportation users whether they are pedestrians, bicyclists, transit riders or vehicular motorists. Transportation shall include all multi-modal users regardless of age or ability.

- **Transportation Users and Needs**

- **Complete Streets Elements**

- **Planning and Design**

- **Policy Exemptions**



Retrofitting Facilities

- Public Costs
- Private Costs
- Physical Impacts
- Social Impacts

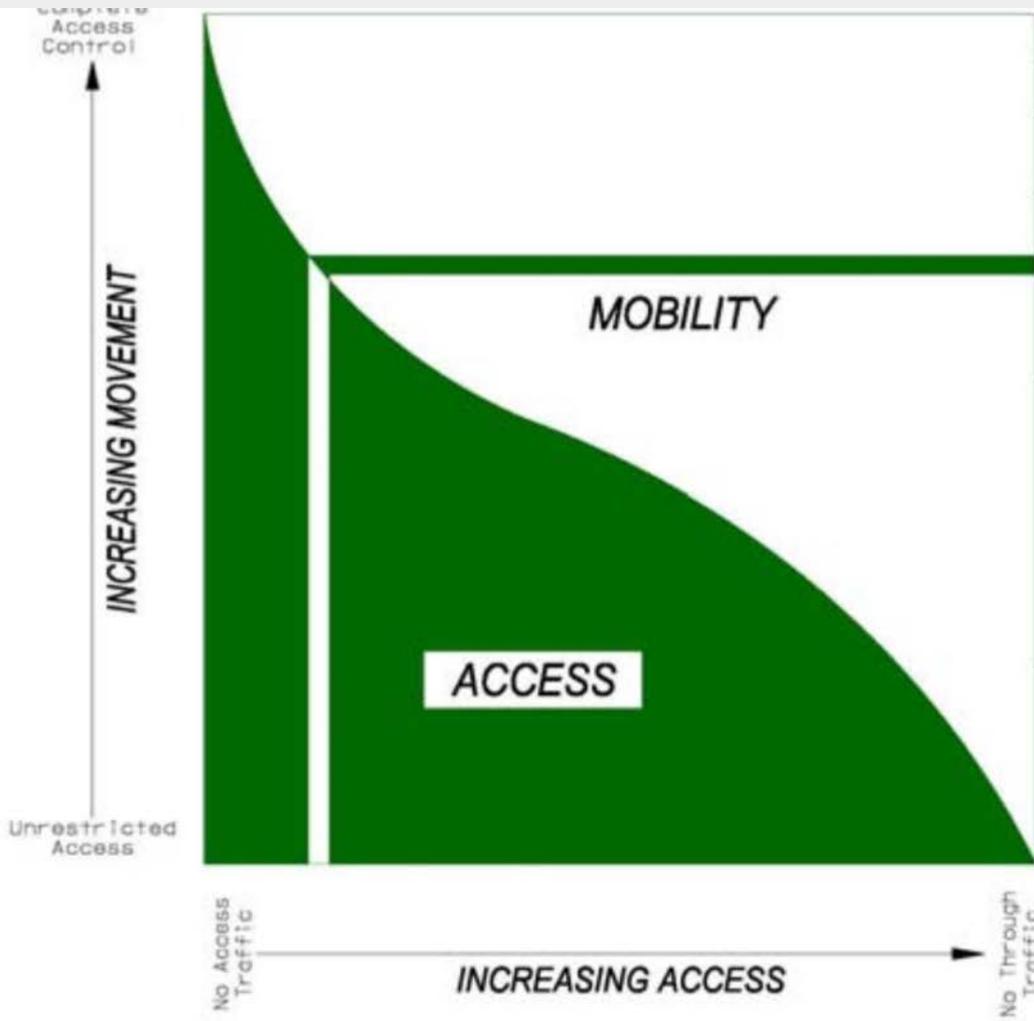


Complete Streets Policy

- **Summary of Policy Exemptions**
 - Insufficient space
 - Excessive and disproportionate cost
 - Construction is not practically feasible or cost effective because of significant or adverse environmental impacts...including impact from right of way acquisition



Functional Classifications



Principal Arterial

Minor Arterial

Major Collector

Minor Collector

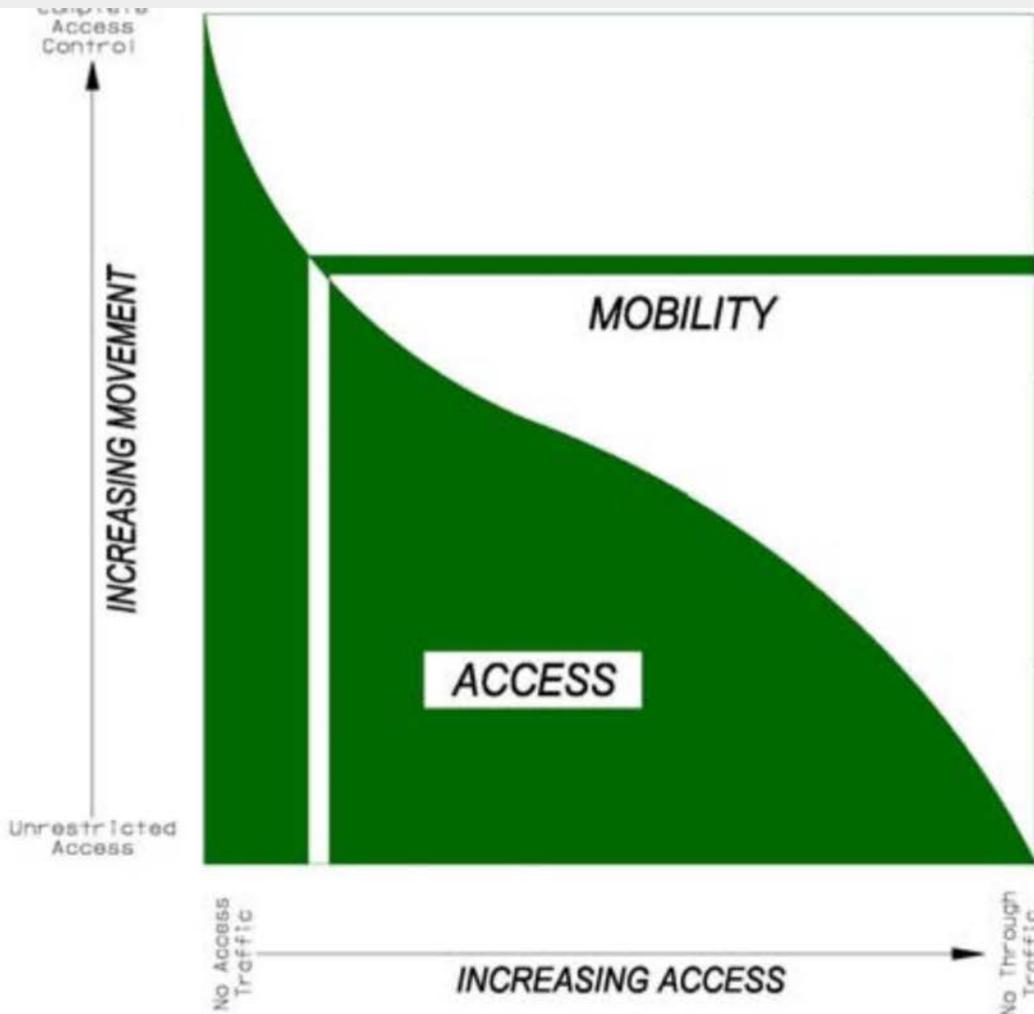
Local / Neighborhood Roads

Cul-de-sac

**Primary
Ped / Bike
Barriers**



Functional Classifications



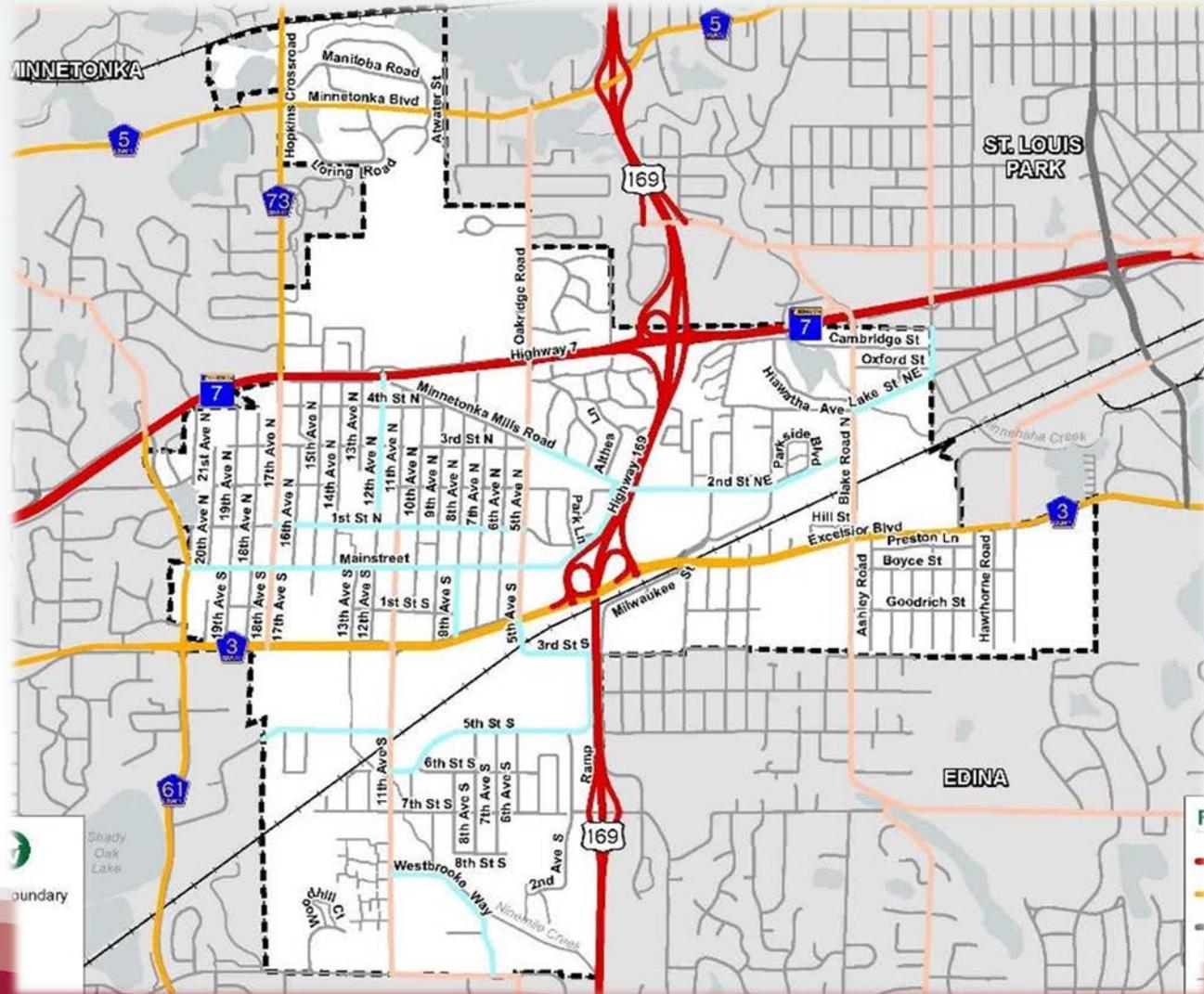
- I-35, I-94
 - Hwy 169
 - Hwy 7
 - CSAH 3 (Excelsior)
 - 17th Ave N
 - Minnetonka Mills / 2nd St N
 - 15th Ave N
 - Cul-de-sac
- Primary
Ped / Bike
Barriers



Corridor Functional Classification

Functional Class

- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector



Transportation

- Where do you draw the line -- which type of roadways should have sidewalks / trails?
- Where are community priorities for facilities?
 - All local roads? Both sides?
 - Minor Collectors and up? Both sides?
 - Major Collectors and up? Both sides?

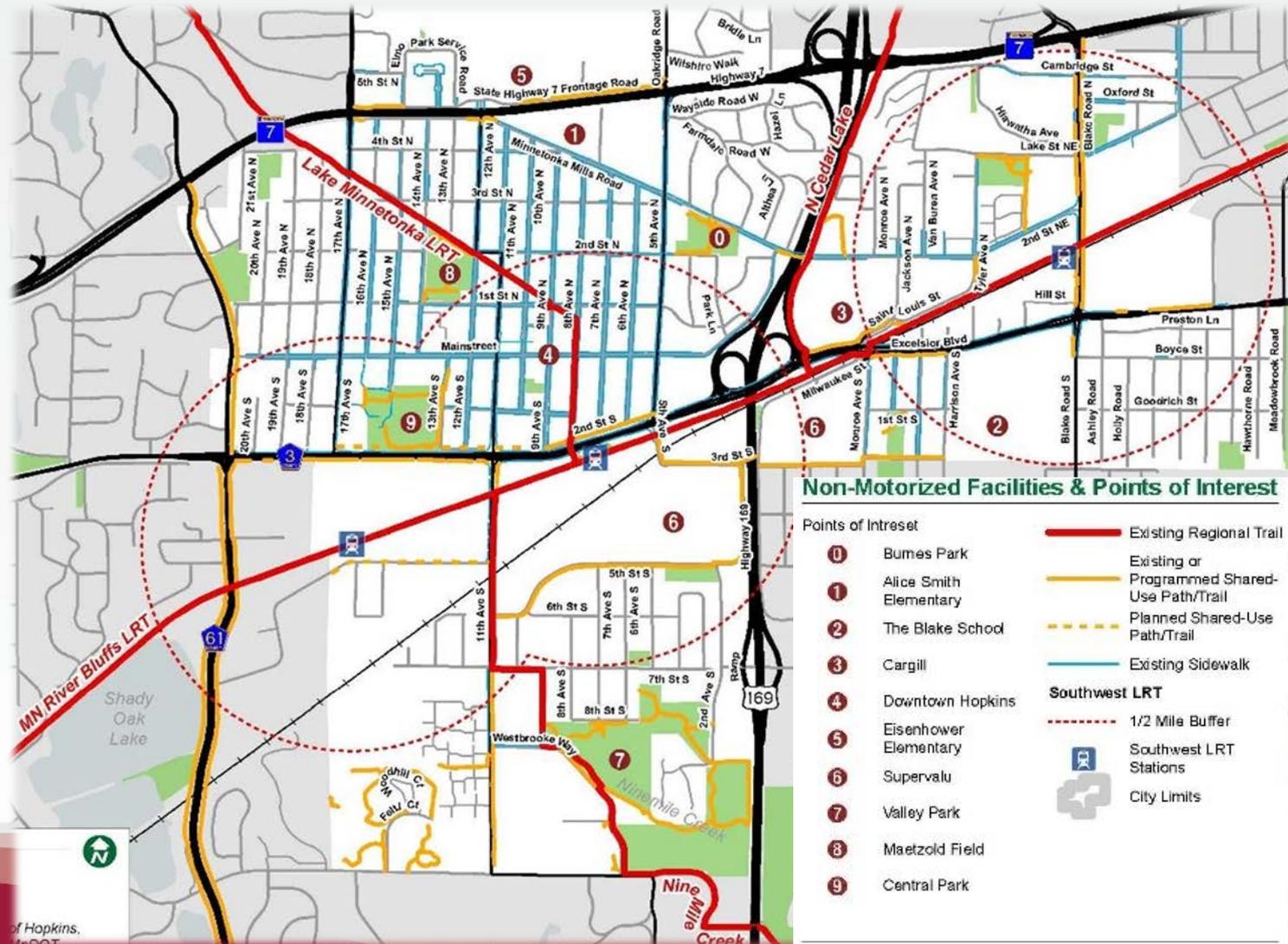


Transportation

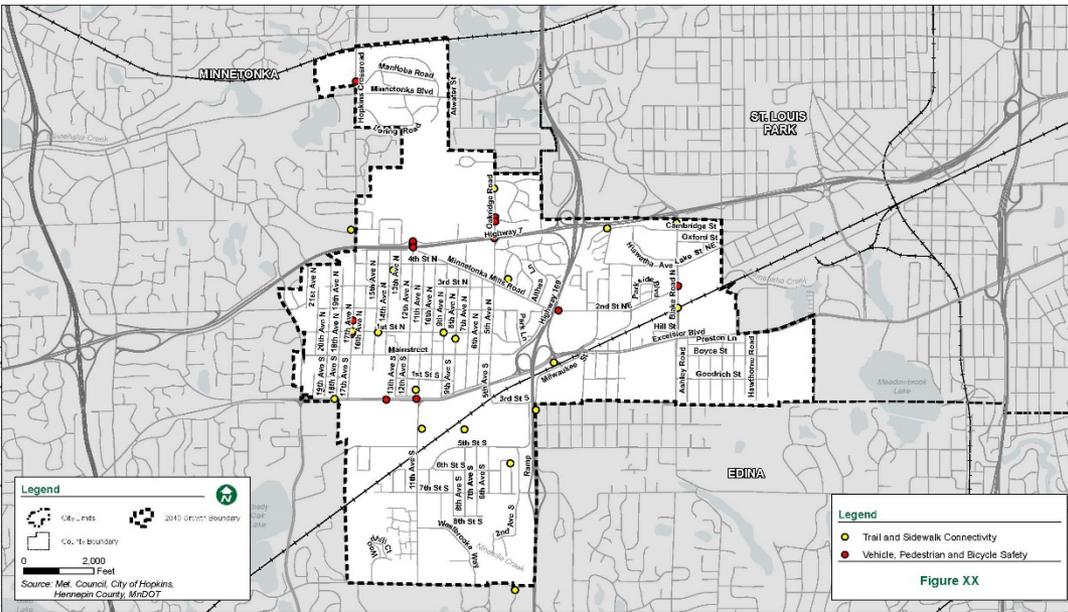
- Develop community priorities for where facilities should be located
- Set the table for specific implementation



Existing and Planned Non-Motorized Facilities



Ideas Map Input



- Gaps
 - 1st St N
 - Connect south presidents to downtown
 - Connect to CSAH 5
 - Neighborhood walks
- Crossings at collectors and arterials
 - Excelsior, Hwy 7, 17th Ave, 1st St N, Blake Rd



Small Group Exercise

- **On the large map, sketch desired sidewalk, trail, and/or bicycle facilities**
- **Considerations**
 - Complete streets
 - User needs & equity
 - Impact of retrofitting
 - Network Gaps
 - Barriers
 - Destinations
- **Ideas**
 - New barrier crossings
 - Improved barrier crossings
 - New facility connections
 - Facility improvements



Full Group Discussion

- Which considerations did you focus on?
- **Considerations**
 - User needs, equity
 - Complete streets
 - Impact of retrofitting
 - Network Gaps
 - Barriers
 - Destinations



Economic Environment



Economic Environment

- Economy, businesses, employment, jobs, income/poverty, affordability



Sustainable Principles

- Resilient economy
 - Economic growth
 - Fiscal sustainability
 - Capacity to meet projected demands
 - Balanced mix
- Interwoven equity
 - Affordability
 - Jobs/housing balance
 - Targeted areas/groups



Hopkins City Goals

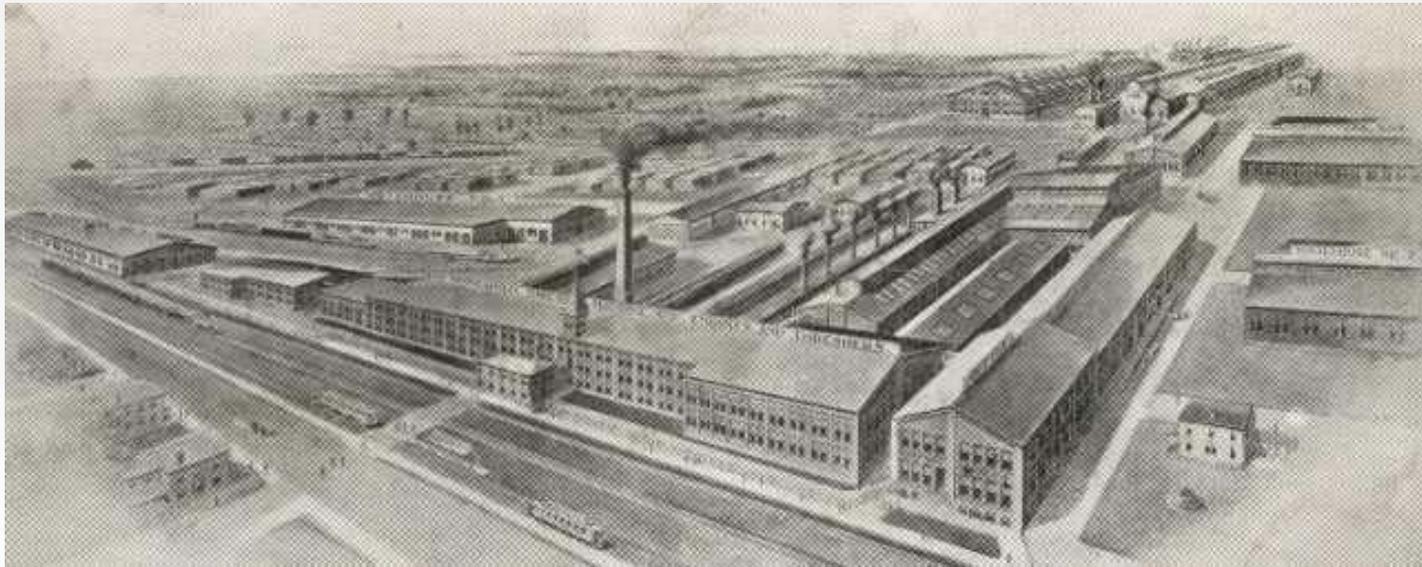
- Goal – Preserve the Home Town Feel
 - Create a more vibrant business community
 - Strengthen arts community
 - Promote shopping local
 - Promote business assistance program/Think Hopkins



Affordable Housing in Hopkins



Historical Development Pattern



Affordable Housing Development



1995 Livable Communities Act

	CITY INDEX	BENCHMARK
Affordability		
Ownership	81%	60-77%
Rental	45%	37-41%
Life-Cycle		
Type (Non-single family detached)	72%	37-41%
Owner/renter Mix	31/69%	(64-67) / (33-36)%
Density		
Single-Family Detached	3.2/acre	1.8-2.9/acre
Multifamily	18/acre	14-15/acre



Affordable Housing Development Makes a Comeback

Oxford Village, Hopkins' newest affordable housing complex, welcomes first residents

Community room will offer supportive services for neighbors, residents

Sabina Badola Dec 5, 2017 0



Oxford Village, 439 Blake Rd. N. in Hopkins, is next to the newly redeveloped Cottageville Park.

Sun Sailor staff photo by Sabina Badola

SUN SAILOR SECTION

MOST POPULAR REG

Articles

- Driver in crash on Twin L remains hospitalized
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- Thomas Reese owner De felony
- Man dies in Hanover cra
- Three arrested for allege Swanville Township
- New restaurant may repl Kentucky Fried Chicken I
- Man dies in Hanover cra
- Wayzata-Plymouth comp year
- Phillip Lee Terborg



Today

BUSINESS

Twin Cities apartment market stays hot, driving up rents

Persistent demand and an increase in new upscale apartments mean average rents are on the rise.

By Jim Buchta Star Tribune | AUGUST 26, 2017 — 5:23PM

Sold Out: New documentary shares tenant stories, lifts up solutions to loss of affordable housing

JUNE 9, 2017 BY ERIC HAUGE

LEAVE A COMMENT



With alarming frequency individuals, households and whole communities are being displaced as a result of a growing wave of real estate investments upscaling formerly affordable apartments found across the Twin Cities region. Tenants who formerly lived at Crossroads at Penn in Richfield, along with HOME Line and a coalition of affordable housing nonprofits worked with Twin Cities

Cost-burdened Twin Cities households by annual income, 2011-2016

Households that spend more than 30 percent of income on housing expenses are considered "cost-burdened."



Source: U.S. Census Bureau, compiled by Minnesota Compass



Tools – 3 Pillars

- Tenant Protection
- Preservation
- Production



New Policies: Preservation & Protection

Prohibit discrimination against Section 8 voucher holders (source of income discrimination)

Just Cause Non-Renewal:

Requiring the rental property owner to give reason for a non-renewal of a lease

Advanced Notice of Sale:

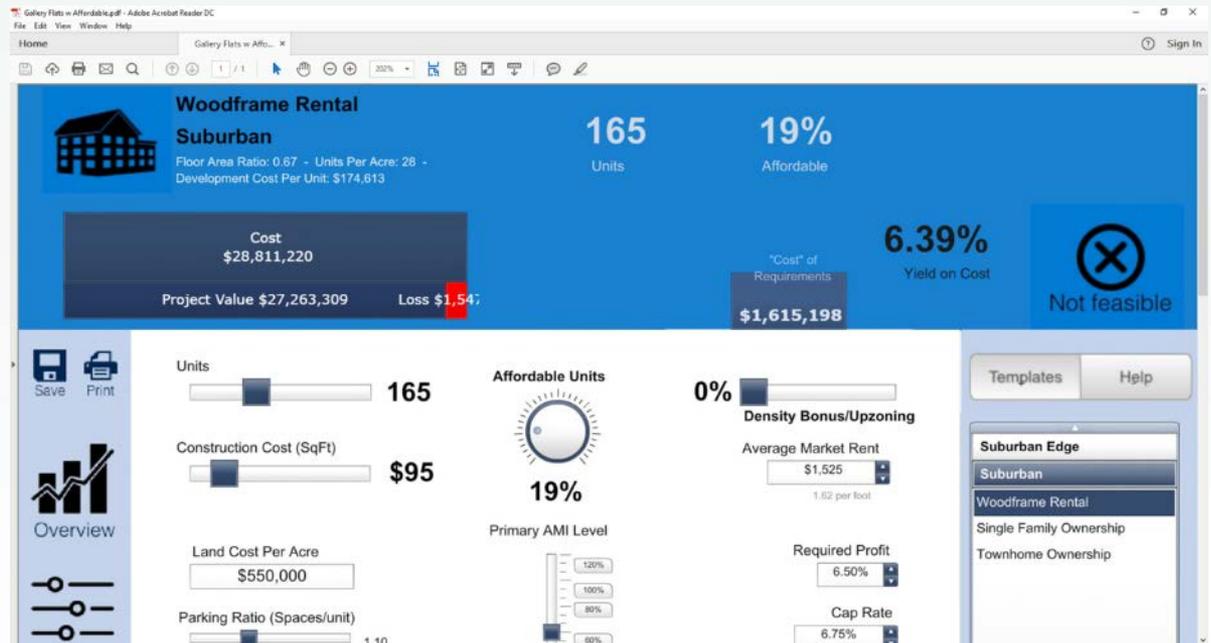
Identify buildings for sale through a mandatory notice to the City. The intent is to alert affordable housing developers of the opportunity.

Incentives for a 'socially-responsible' business model



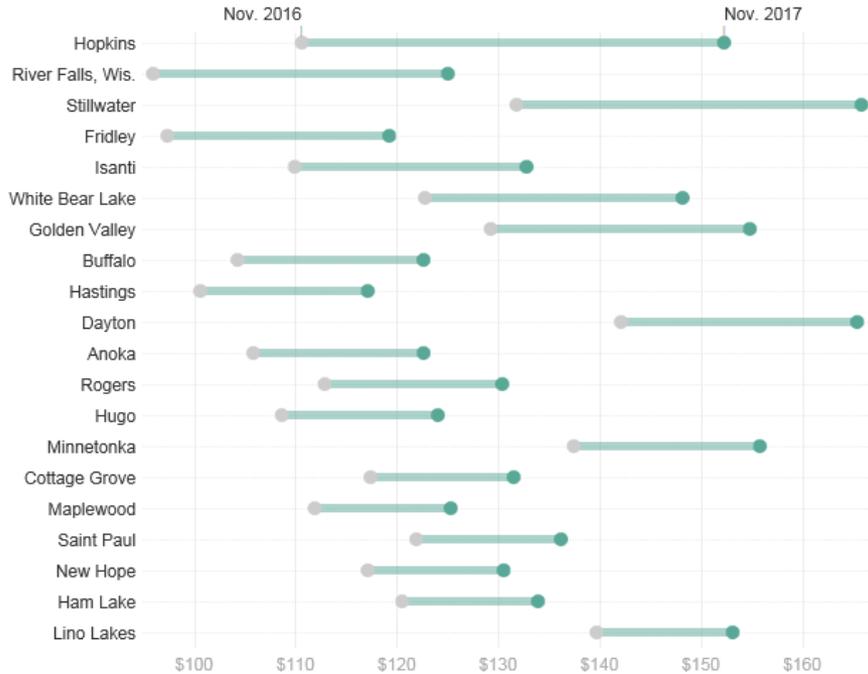
Production

Inclusionary Housing: Require affordable units in new construction



Where home prices rose the fastest in the Twin Cities

Cities, with at least 15 closings in November, that had the largest percentage increases in price per square foot compared to the same month in 2016.



Source: Minneapolis Area Association for REALTORS • Created with Datawrapper

- Largest increase in price per square foot over past year (+34%)
- Significant increase in median price (+12%)
- Major decrease in time on the market (-45%) and inventory (-50%)

November

	2016	2017	+ / -
New Listings	22	17	-22.7%
Closed Sales	17	21	+ 23.5%
Median Sales Price*	\$222,000	\$248,000	+ 11.7%
Average Sales Price*	\$226,006	\$267,439	+ 18.3%
Price Per Square Foot*	\$115	\$153	+ 33.7%
Percent of Original List Price Received*	93.0%	96.3%	+ 3.5%
Days on Market Until Sale	71	39	-45.1%
Inventory of Homes for Sale	46	23	-50.0%
Months Supply of Inventory	2.0	1.0	-50.0%

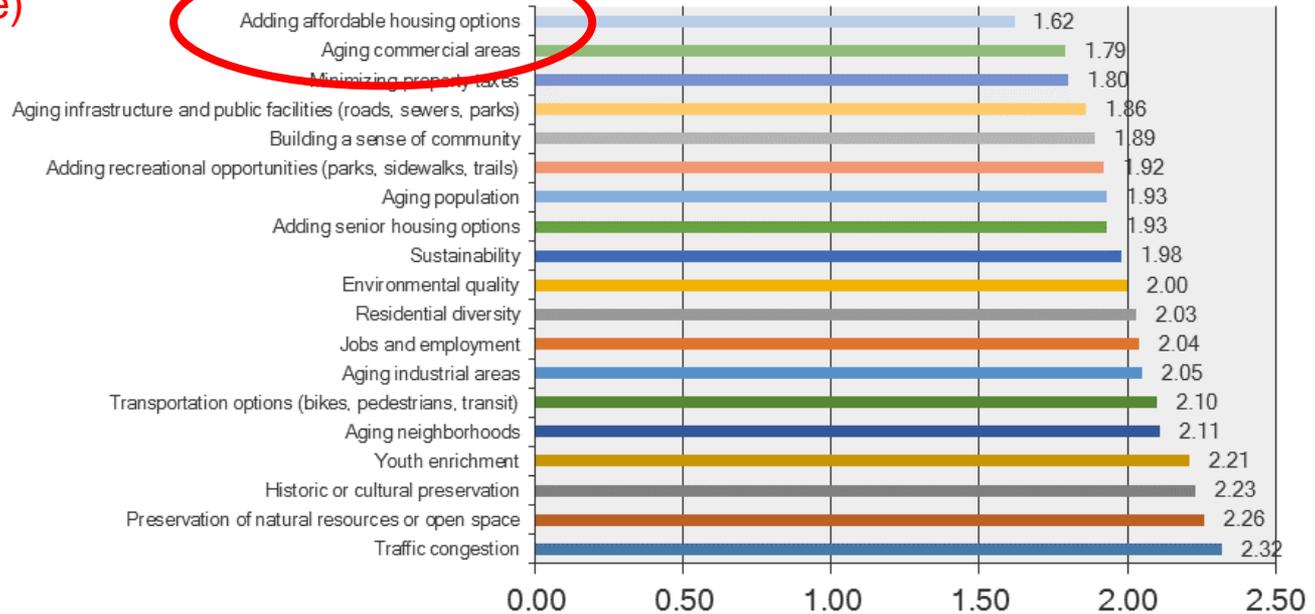
* Does not account for seller concessions. | Activity for one month can sometimes look extreme due to small sample size.



What We've Heard

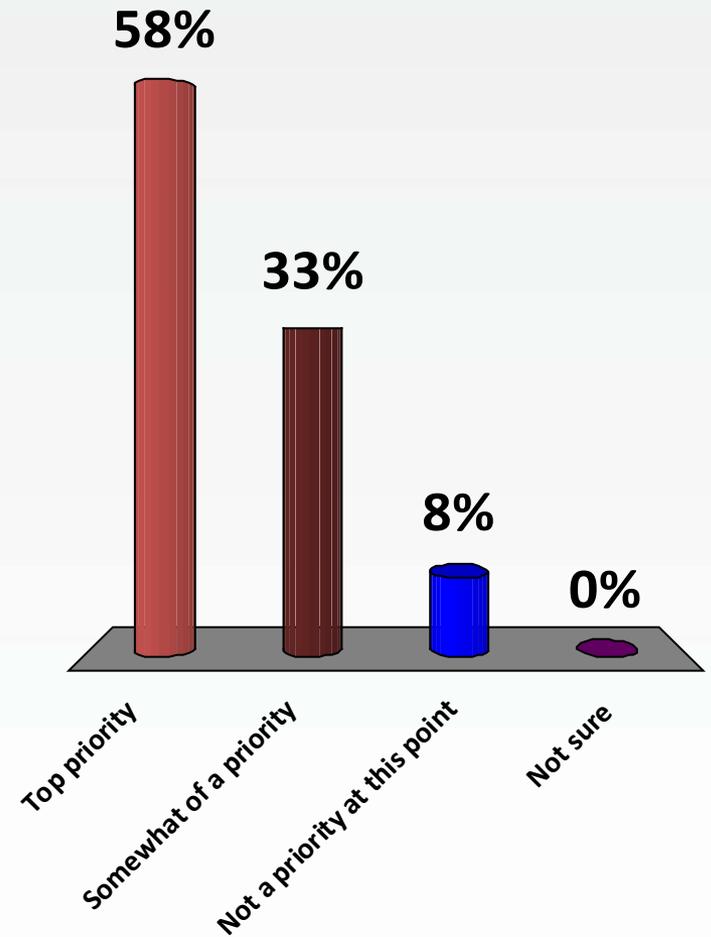
Select the THREE most important factors to address with planning for the future of Hopkins (rank up to THREE of the factors, where 1 = most important)

Adding affordable housing options (#1 choice)



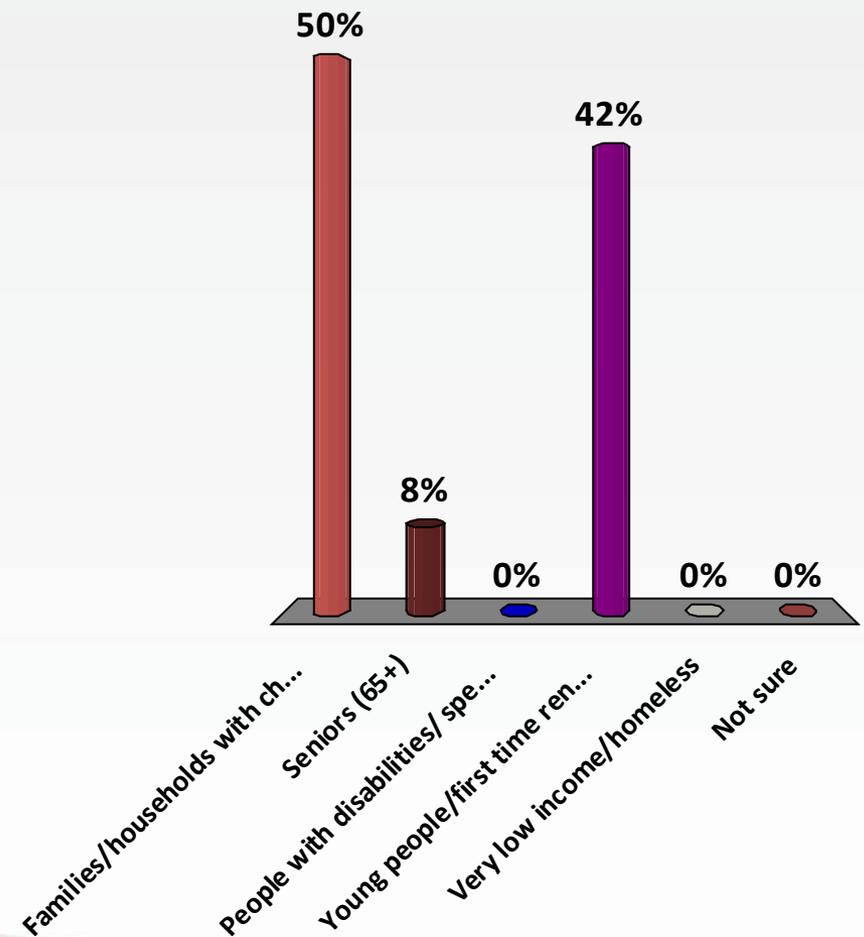
What priority for the City is developing ways to preserve and expand affordable housing options available to residents?

- A. Top priority
- B. Somewhat of a priority
- C. Not a priority at this point
- D. Not sure



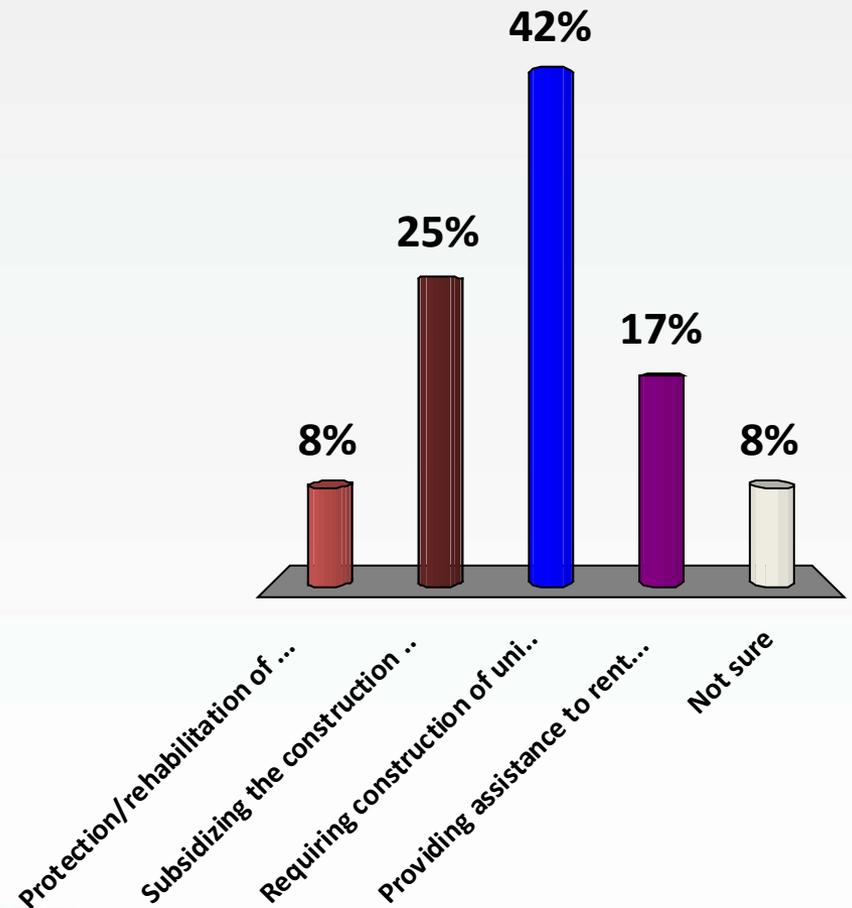
What is the biggest need in the community in terms of expanding affordable housing options?

- A. Families/households with children
- B. Seniors (65+)
- C. People with disabilities/special needs
- D. Young people/first time renters and homebuyers
- E. Very low income/homeless
- F. Not sure



What strategy for increasing/preserving affordable housing should be the highest priority?

- A. Protection/rehabilitation of existing affordable housing
- B. Subsidizing the construction of new affordable units
- C. Requiring construction of units through inclusionary housing
- D. Providing assistance to renters/homebuyers based on income
- E. Not sure



Business Development



Business Development

- Supporting businesses and business districts
- Creating an environment conducive to healthy businesses
- Growing tax base and jobs for community



Expanding the Toolkit

Traditional

- **Recruitment** of new or expanded businesses to community
- **Direct subsidy** of new business development (land, grant funds, etc.)
- **Ongoing subsidy** of business operations (tax breaks, loans, etc.)

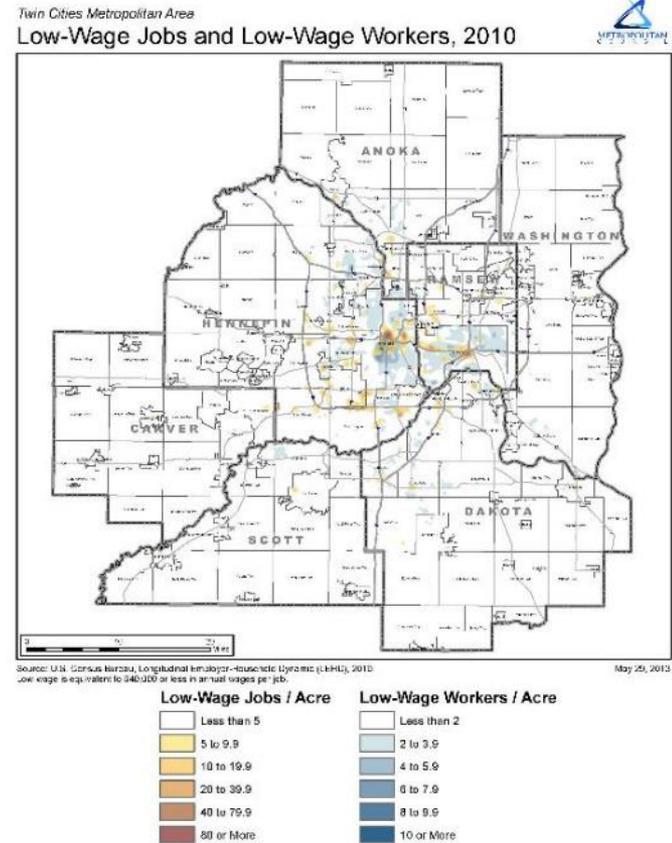
New

- Supporting a **livable community** with amenities that attract and retain workers
- Investing in **public infrastructure** and spaces
- Attracting and retain **residents**, which attracts businesses



Resilient Economy

- Supporting diversification of business mix
- Fiscal health for the city
- Green businesses (and greening existing ones)
- Business districts are accessible, proximate to housing



Future of Retail



Trend

- New **e-commerce** shopping habits mean less need for brick and mortar stores
- A number of larger retail chains are **closing** multiple stores
- Continued strong presence of **restaurants**
- People increasingly spending time at **home** (e.g. Netflix)



Counter-Trend

- **Amazon's** investment in Whole Foods shows ongoing strength of physical stores
- Store closings could open up potential for **new ones**
- Restaurant business increasing in **take-out and delivery**
- People still spend discretionary income on going out – looking for a **experience**



Future of Office Space

- Businesses are using **smaller spaces** than in the past – even during economic recovery
- Trading **bigger spaces for amenities**, focused on keeping and retaining top talent
 - Renovated or new spaces
 - On-site amenities (fitness centers, outdoor areas, bike storage, etc.)
 - Walkable/bikeable area
 - Nearby restaurants and shops
- **Coworking** office arrangements provide flexible work space options



Sharing Economy



Source: Robin Tieglend, Brussels School of Economics



Creative Economy and the Arts



Twin Cities commercial real estate market is ranked tops in Midwest

Commercial real estate survey highlights investor demand, senior housing.

By Don Jacobson Special to the Star Tribune | NOVEMBER 9, 2017 — 8:44PM

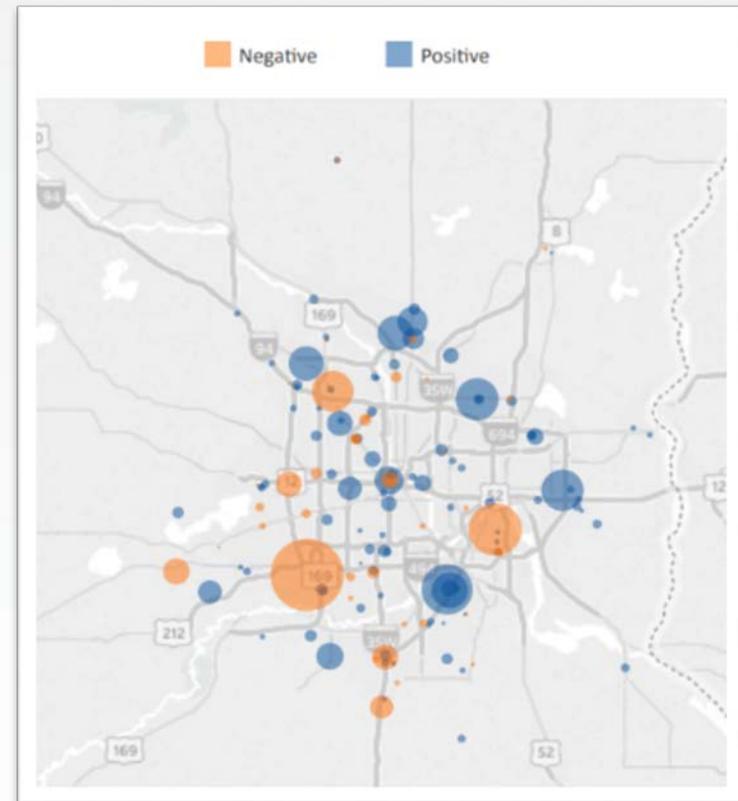


ONETWOONE DEVELOPMENT, KAAS WILSON ARCHITECT

New construction of senior housing such as the upcoming Zvago Central Village co-op in Apple Valley helped boost the Twin Cities' ranking.

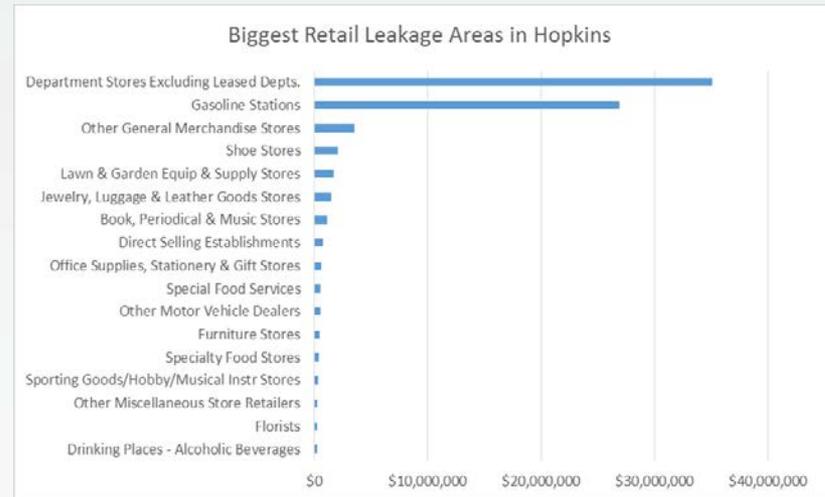
Boosted by the strength of the local economy, investor demand, senior housing and other key criteria, the Twin Cities metro area earned the No. 1

- Commercial real estate market strong
- However, retail experiencing lots of churn, bankruptcies

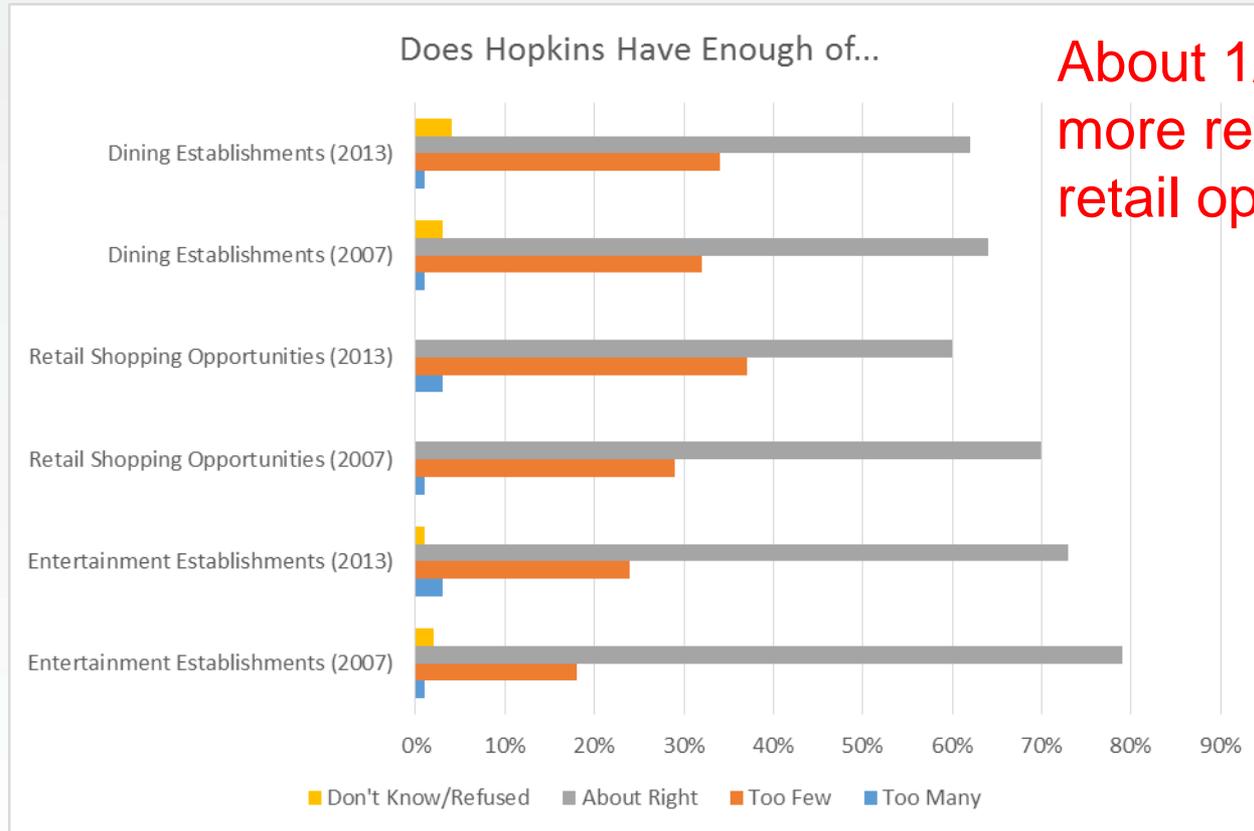


Opportunities and Issues

- Continued support for Downtown
- Transitioning uses in redevelopment areas (including LRT stations)
- Underserved uses – more of these here?
- Affordability and flux issues for small businesses



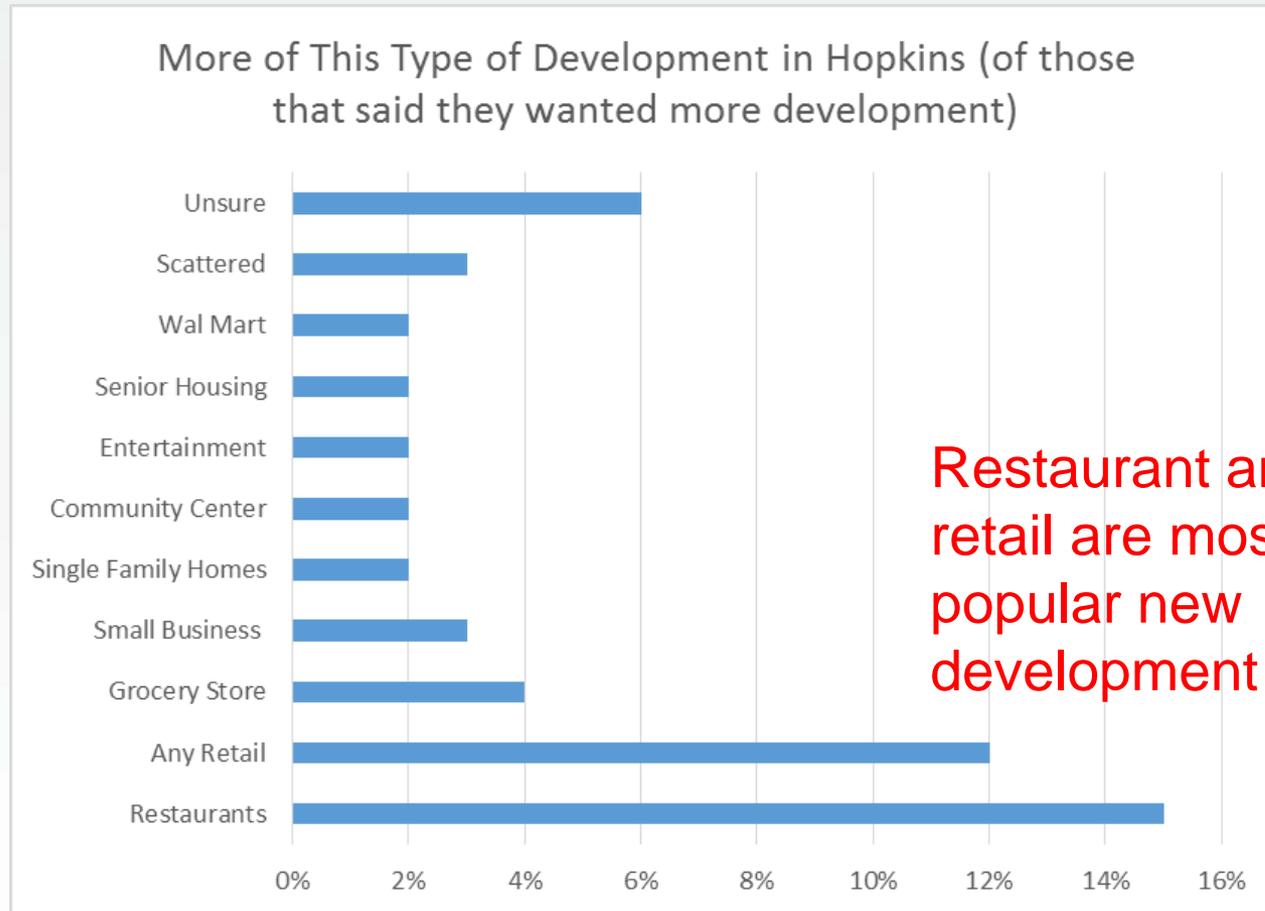
What We've Heard



About 1/3 want more restaurant and retail options



What We've Heard



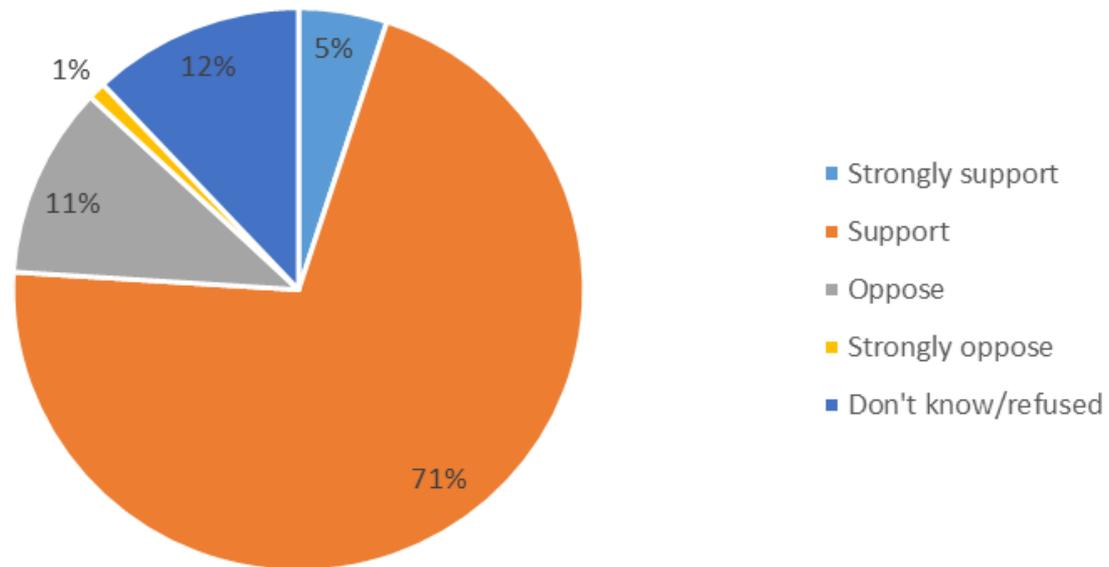
Restaurant and retail are most popular new development types



What We've Heard

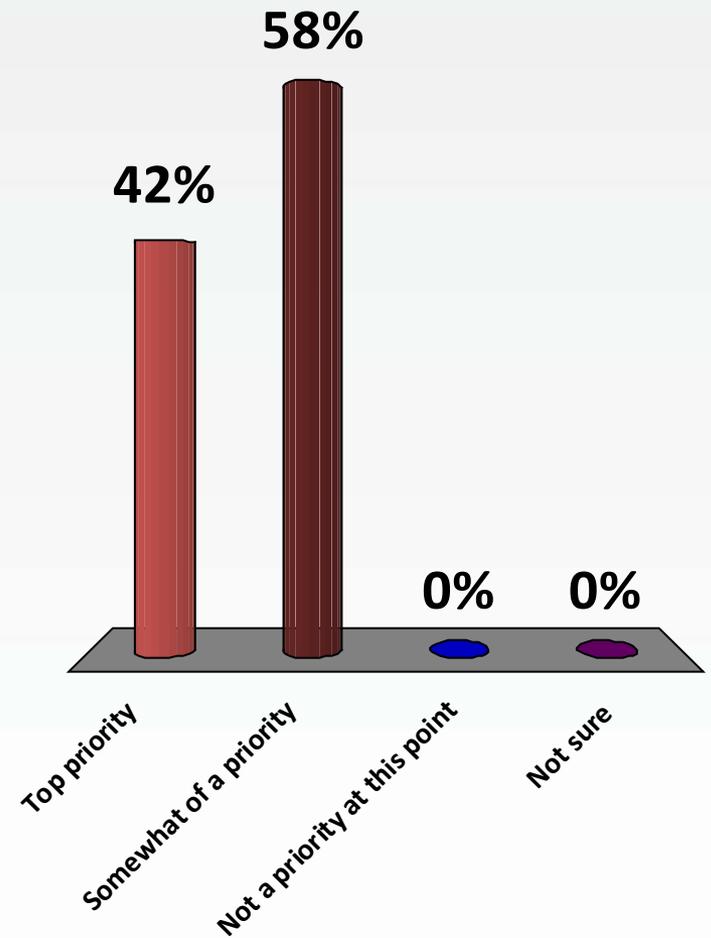
Over 75% support
City providing
assistance for
development

Opinion on City Providing Assistance for
Development



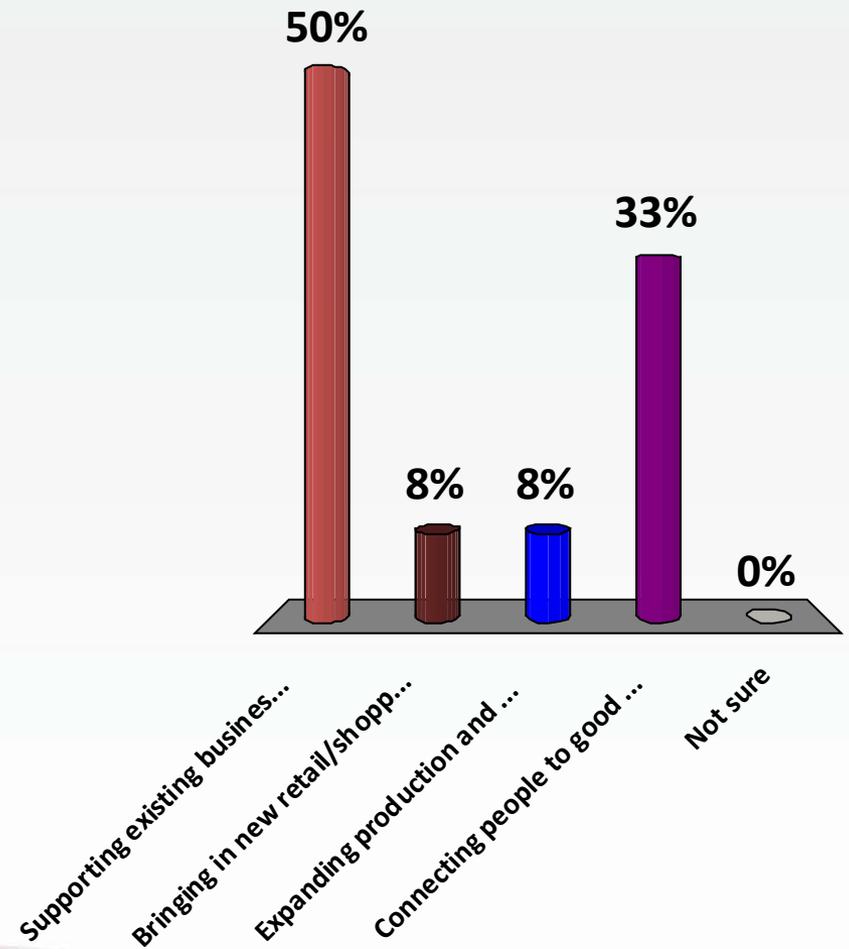
How high a priority is it to support business development overall in Hopkins?

- A. Top priority
- B. Somewhat of a priority
- C. Not a priority at this point
- D. Not sure



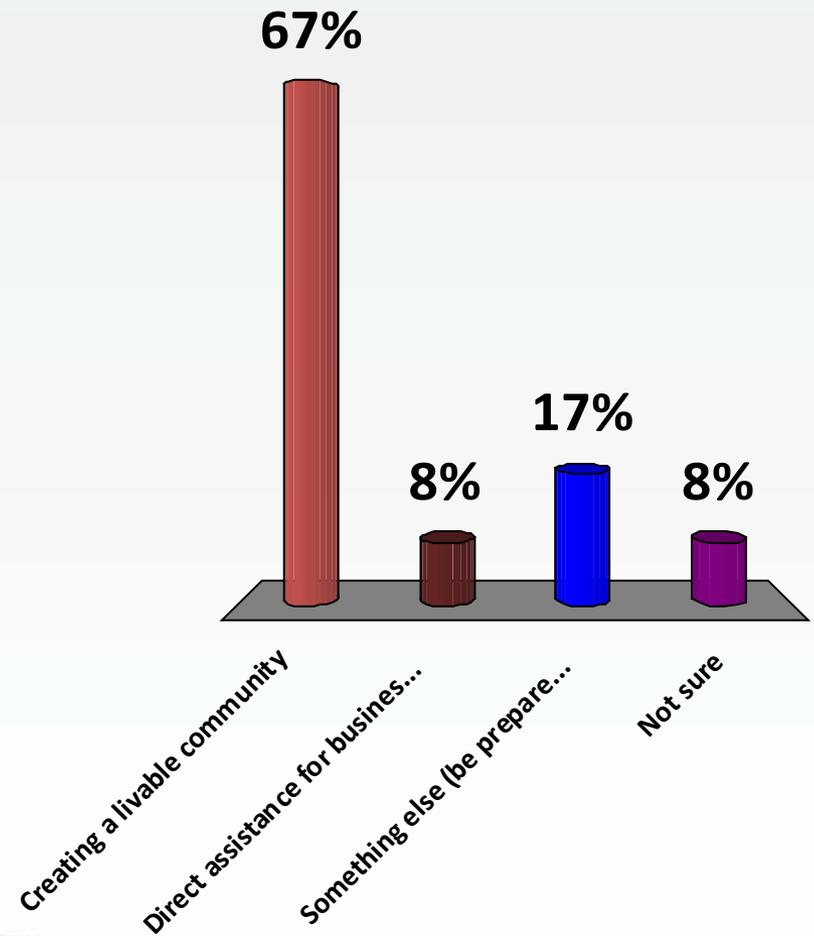
What is the current biggest need in Hopkins in terms of business development?

- A. Supporting existing businesses and business districts
- B. Bringing in new retail/shopping/restaurant options
- C. Expanding production and manufacturing jobs
- D. Connecting people to good jobs, providing job training
- E. Not sure



What tool/strategy is more important in ensuring a healthy business environment in Hopkins?

- A. Creating a livable community
- B. Direct assistance for businesses and business districts
- C. Something else
(be prepared to discuss)
- D. Not sure

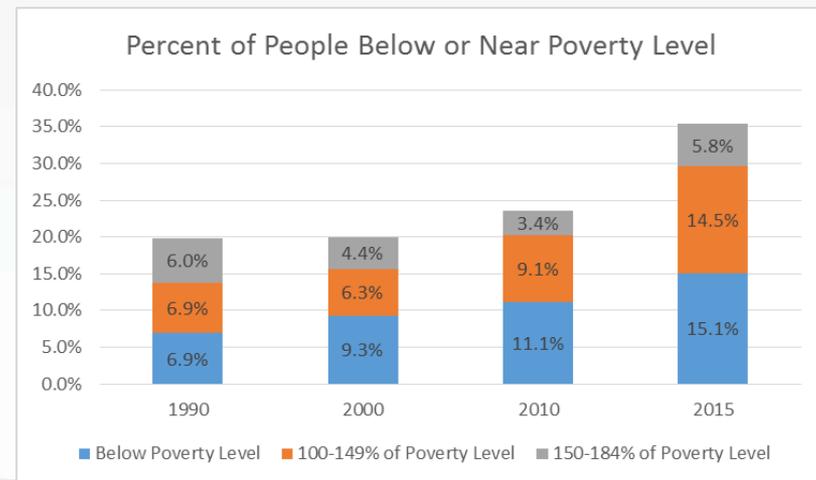
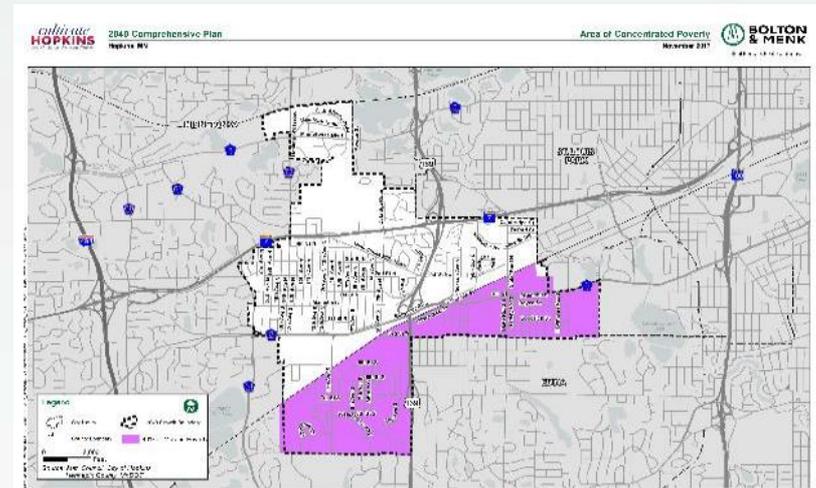


Poverty and Disparities



Equity and Poverty

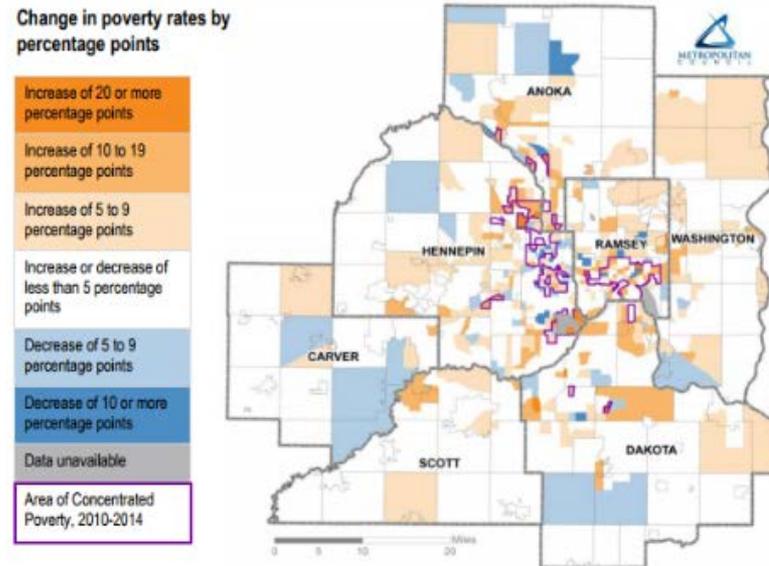
- Disparities in income and wealth exist
- Concentrated areas of poverty have grown
- Overlaps with job access, affordability



Suburbanization of Poverty

- Growing poverty in suburban areas, especially with older/ more affordable housing
- Issues of access to jobs, transit, services, etc.

Figure 3. Change in poverty rates between 2005-2009 and 2010-2014 by census tract

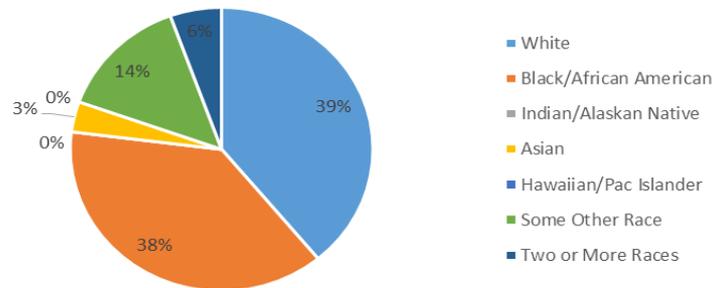


Source: U.S. Census Bureau, American Community Survey 5-year estimates, 2005-2009 and 2010-2014. Note: Some census tract boundaries changed between these two datasets. When that occurred, we converted 2005-2009 to 2010-2014 boundaries. While we did not examine the statistical significance of all changes in poverty rates, changes of less than 10 percentage points are unlikely to be statistically meaningful.

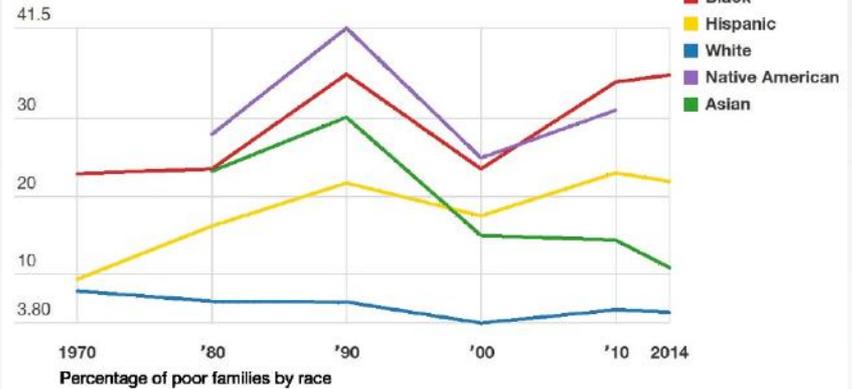


Economic Disparities

Hopkins Residents Below the Poverty Level by Race, 2015



Families in poverty



- Disparities in income, poverty, and wealth by race and ethnicity
- Minnesota has larger gaps than other states

Average Family Wealth by Race/Ethnicity, 1963–2013



Sources: Urban Institute calculations from Survey of Financial Characteristics of Consumers 1962 (December 31), Survey of Changes in Family Finances 1963, and Survey of Consumer Finances 1983–2013.

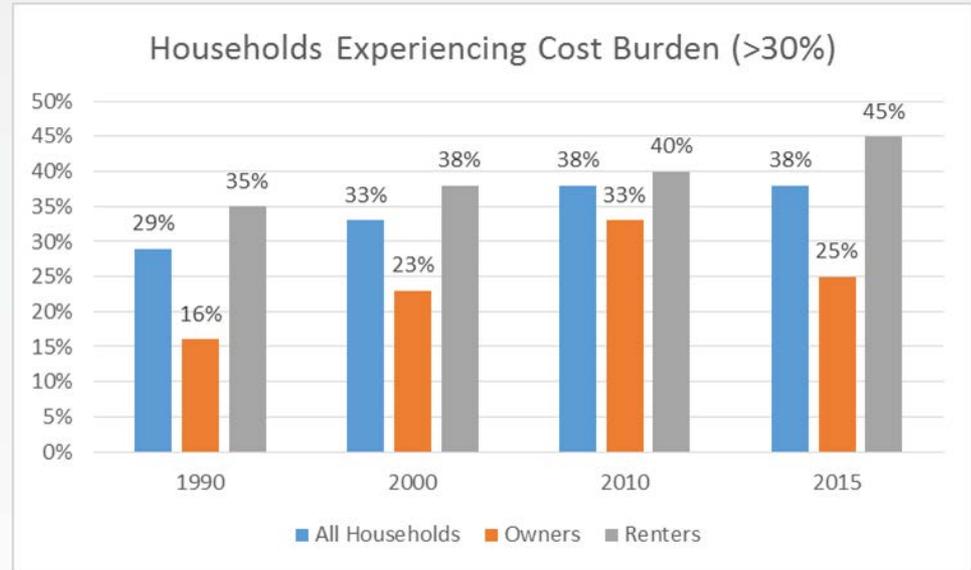
Notes: 2013 dollars. No comparable data are available between 1963 and 1983. African American/Hispanic distinction within nonwhite population available only in 1963 and later.

URBAN INSTITUTE



Potential for Displacement

- Affordability issues for housing and small business
- Disparate impact on certain groups



Economic Growth Tradeoffs

Pros

Benefit those with ownership

Build wealth and prosperity

Funding increased amenities

Investing in livable community

Cons

Many change "authentic" local character

Potential to displace low income people/business

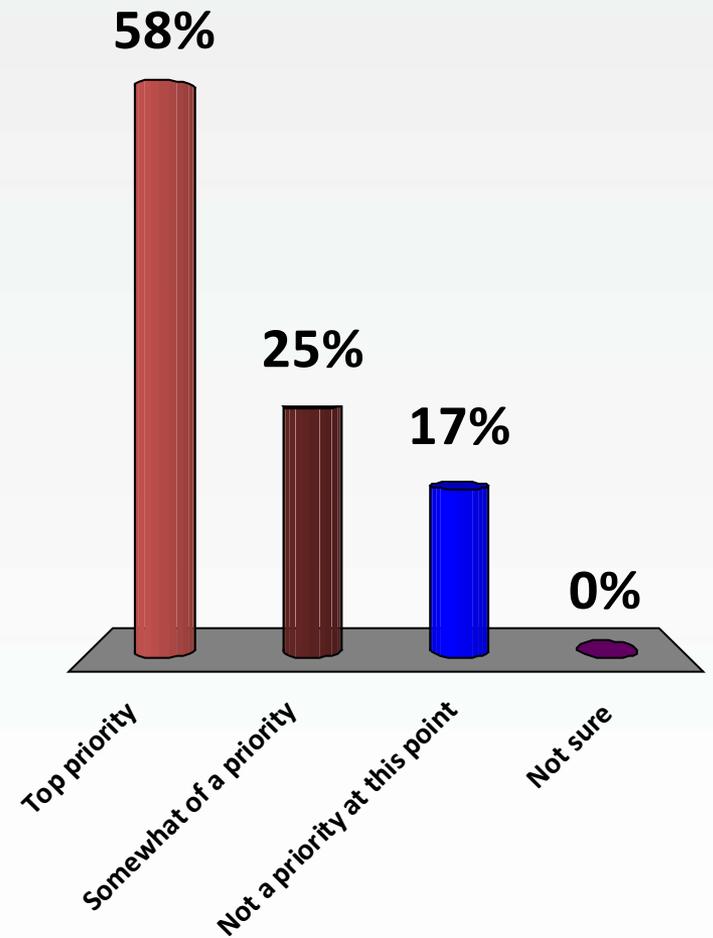
Unequal gains across society, widen disparities

Less affordable housing and business space



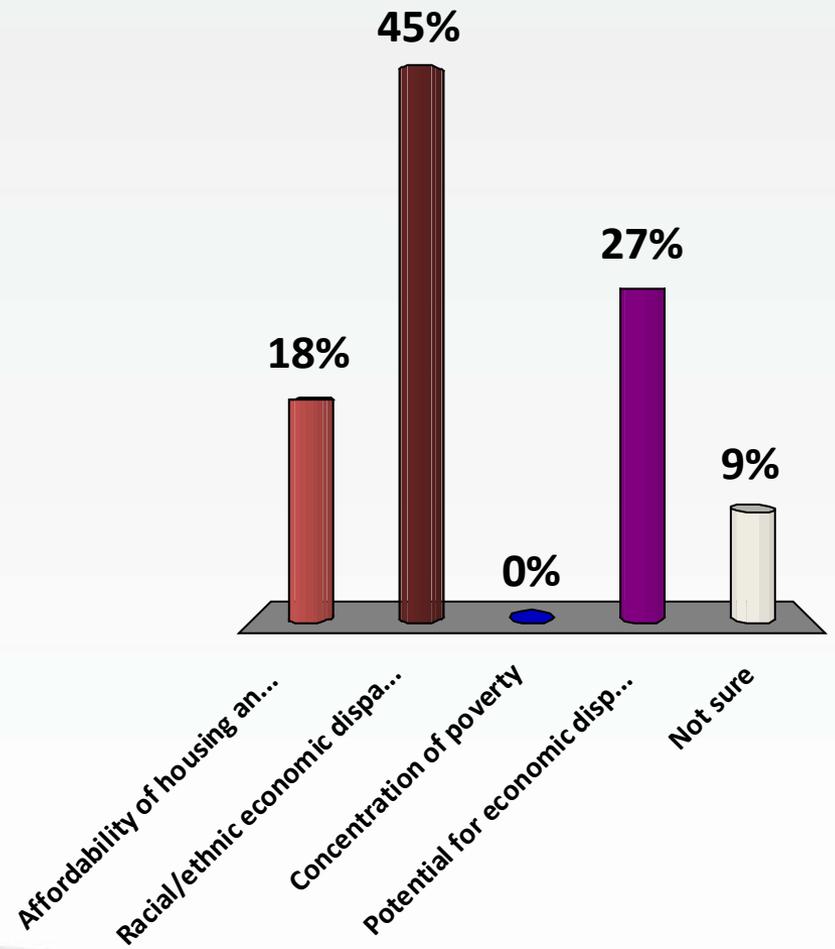
How high a priority is this for Hopkins to address issues of poverty and economic disparities?

- A. Top priority
- B. Somewhat of a priority
- C. Not a priority at this point
- D. Not sure



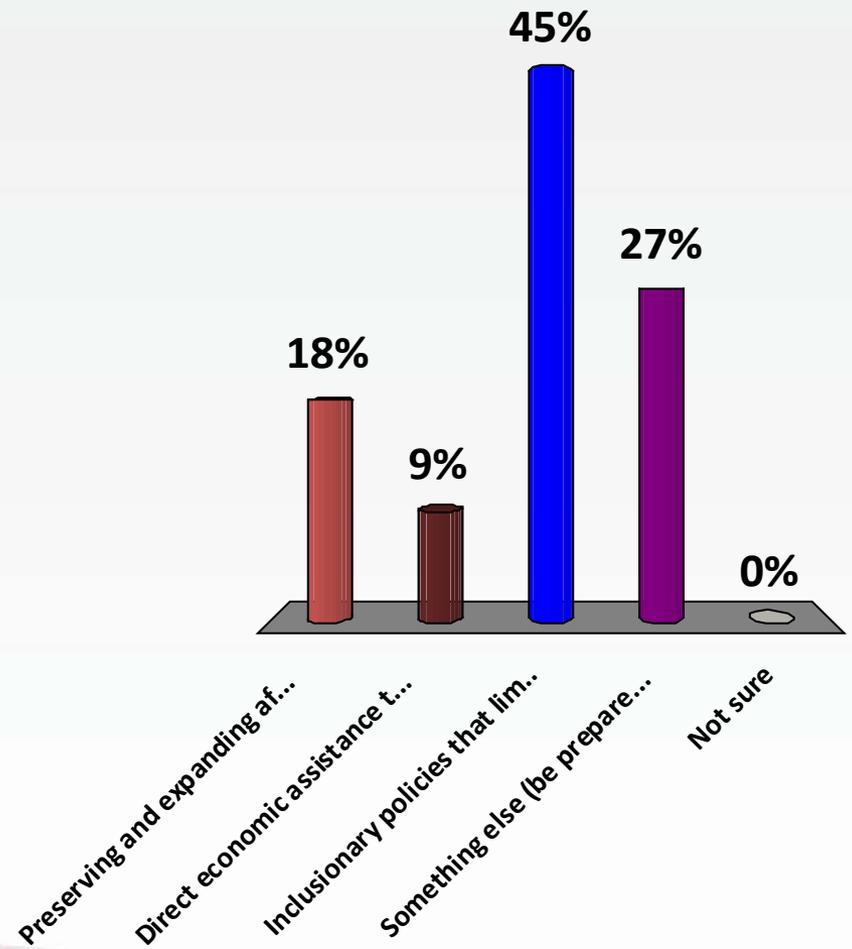
What economic issue is the biggest concern that should be addressed now in Hopkins?

- A. Affordability of housing and commercial space
- B. Racial/ethnic economic disparities
- C. Concentration of poverty
- D. Potential for economic displacement from growth
- E. Not sure



What type of assistance is most needed now to address poverty and disparities in Hopkins?

- A. Preserving and expanding affordability
- B. Direct economic assistance to eligible individuals and groups
- C. Inclusionary policies that limit concentration of poverty
- D. Something else
(be prepared to discuss)
- E. Not sure



Next Steps



Next Meeting

Social Environment Meeting

- Equity and inclusion
- Public spaces and facilities
- Community events and recreation

Wednesday, February 7, 2018

