

cultivate **HOPKINS** *Rooted. Vibrant. Connected. Resilient.*

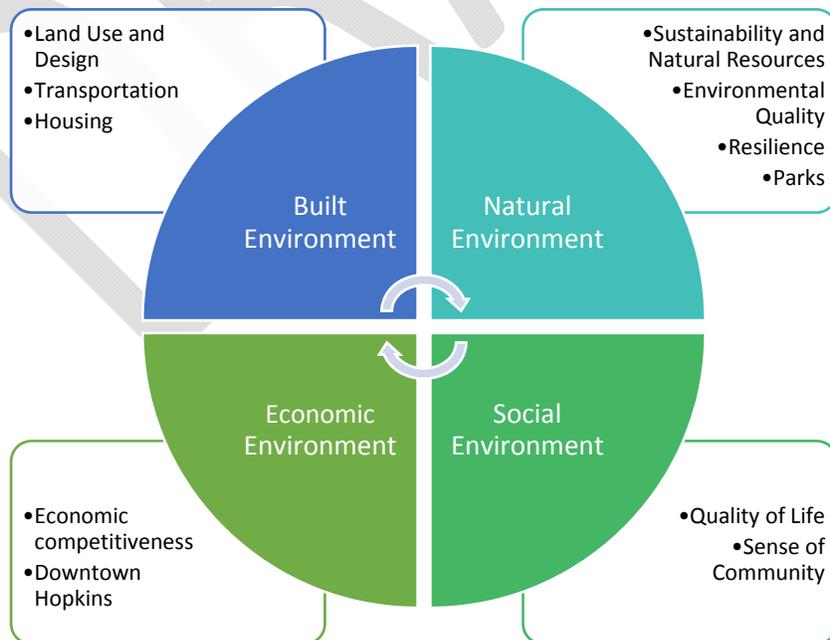
GOALS AND POLICIES

3/15/18 DRAFT

Introduction

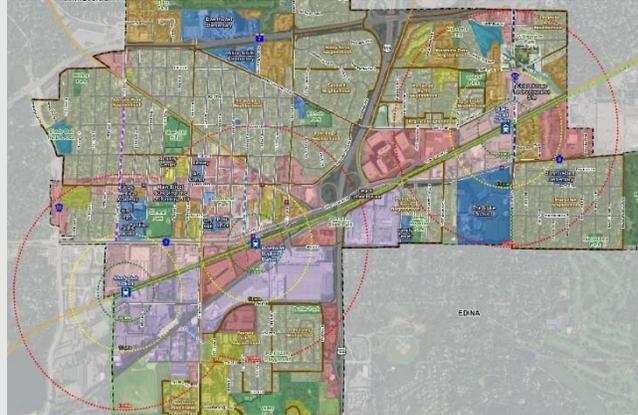
The following is an excerpt of the goals and policies from the draft Cultivate Hopkins comprehensive plan. These form the core of the plan’s guidance for the future of the community. In the full plan document, these will be supported with a review of existing conditions, current and future trends, community feedback, and established City priorities.

The plan has been developed based on a comprehensive view of both sustainability and resilience. The concept of sustainability is a complex one, and there are many definitions and interpretations of how it should apply to a community. Frequently, the concept is broken down into four subparts, which define different aspects of a sustainable environment that need to be addressed: built, social, natural, and economic. The Hopkins plan is organized according to this structure, as shown below.



Built Environment

The built environment is defined as all human-made elements of a space where people live, work, and play. It includes sections on land use and development, multimodal transportation, and housing and neighborhoods. This is the most traditional element of city planning – and the land use map and supporting descriptions are at the hub of the planning framework.



Land Use

Accommodating Growth

Growth remains an important pursuit of the City. It is necessary to increase tax base and to continue to provide high quality services to the city's businesses and residents. While the City is fully built out, the next ten years offer the opportunity to redevelop land more efficiently and to introduce density in select places throughout the city – namely along corridors and in centers.

As the city grows its population and employment, there are opportunities to develop additional pedestrian scaled commercial and retail locations. The City's proposed Framework Plan designates centers of varying scale to be located throughout the city to meet this need. These are places where several land uses come together in a compact manner. Their resulting urban form is human-scaled and walkable.

LAND USE GOAL #1: Welcome growth to the city by directing most of new housing and employment to the city's centers and corridors, allowing the continuation of the scale and characteristics of Hopkins' existing neighborhoods.

Policies:

- Encourage the development and redevelopment of housing and employment in areas of the city that are most accessible to transit, particularly the centers and corridors defined in the City Framework Plan.
- Encourage use of and access to high quality transit facilities throughout the city, especially in locations that have the highest density and ridership projections. Provide appropriate amenities, such as parks and services, in high growth areas so they transition into mixed use areas.
- Plan for the transition of low density employment uses with higher density employment uses.

LAND USE GOAL #2: Create additional pedestrian oriented centers throughout the city.

Policies:

- Encourage the transition of selected auto-oriented properties (see framework map) into mixed use centers.
- Encourage the introduction of Neighborhood Centers into select locations (see framework map).

- Improve pedestrian and bicycle access to all centers.

Employment Areas

Due to its location along rail lines and highways, Hopkins historically has had a strong employment base, anchored originally by industrial uses. Over the past ten years, the composition of jobs in Hopkins has changed to include with more retail and office jobs. This transition will likely continue, with the opportunity for light manufacturing, creative industries, and home-based businesses becoming more prominent throughout the city, not just in the industrial areas.

LAND USE GOAL #3: Maintain and diversify the city's strong employment base through investments in designated employment and mixed use areas.

Policies:

- Encourage development of living wage jobs in the wedge between Excelsior Boulevard and the railroad tracks. Uses with higher densities of jobs per acre are preferred, particularly near transit station areas.
- Encourage location and maintenance of arts and creative economy businesses in the Downtown area.
- Support small local businesses in Downtown and at other commercial centers throughout the City.
- Encourage businesses and offices uses with a considerable daytime population to locate in Downtown to support retail and services businesses on Mainstreet.
- Encourage larger employers that draw employees from across the region to be in the most regionally accessible locations.

Residential Areas

One of the City's strongest assets is its diverse and relatively affordable housing, including strong stock of single family homes. Growing the city will include maintaining existing residential areas, as well as adding housing in new mixed use districts, particularly around nodes and centers in proximity to transit.

LAND USE GOAL #4: Broaden the City's housing options while maintaining affordability.

Policies:

- Encourage investments in existing detached dwelling units (single family and duplex homes) by permitting uses that increase their financial viability – including accessory dwelling units, home based businesses, and subdivision into owner-occupied duplexes and triplexes.
- Increase the city's overall supply of housing by adding substantial amount of new medium to high density housing in Downtown, centers, and corridors.
- Explore ways to introduce "gentle density" into existing neighborhoods. This consists of small (12 units and below) unit apartments that strengthen the existing character of existing neighborhoods.

Community Design

The character and design of Hopkins are fundamental to its unique identity and sense of community. The City Council Goals and Strategic Plan and many of the City's existing practices and planning documents recognize the value of high quality urban design. This section details the value of urban design, its unique importance for Hopkins and offers a set of goals and policies to guide future development of the built environment.

Urban Design pertains to the overall arrangement of buildings, space and infrastructure in the City and to the relationship between private investments and public spaces. Urban Design contributes to the overall identity and usability of the City and it determines, in part, how the City is viewed and perceived, and how people interact with it. As Hopkins continues to grow and redevelop, urban design will play a larger and larger role in people's day to day lives and it will have a greater impact on the overall desirability and competitiveness of the City. High quality urban design that reinforces a strong public realm and creates places for healthy public life, will help create a more memorable, positive, efficient, and sustainable built environment.

The compact nature of the City heightens the importance of urban design because buildings are closer, spaces are smaller, and people inevitably interact more frequently. Good urban design is important because it can enhance compact conditions and increased density into human scaled and vibrant places that further distinguish Hopkins from its peer communities.

Urban design is also important in Hopkins because it can help ensure predictable edges and transitions between adjacent uses and districts. Due to the compact nature of the City, its density, and the desired proximity of different uses, much attention should be paid to the transition from one area to another – particularly between areas of different use, scale, and intensity. Successful transitions help integrate different uses and makes a city more accessible and desirable.

LAND USE GOAL #5: Reinforce Hopkins' unique identity and sense of community

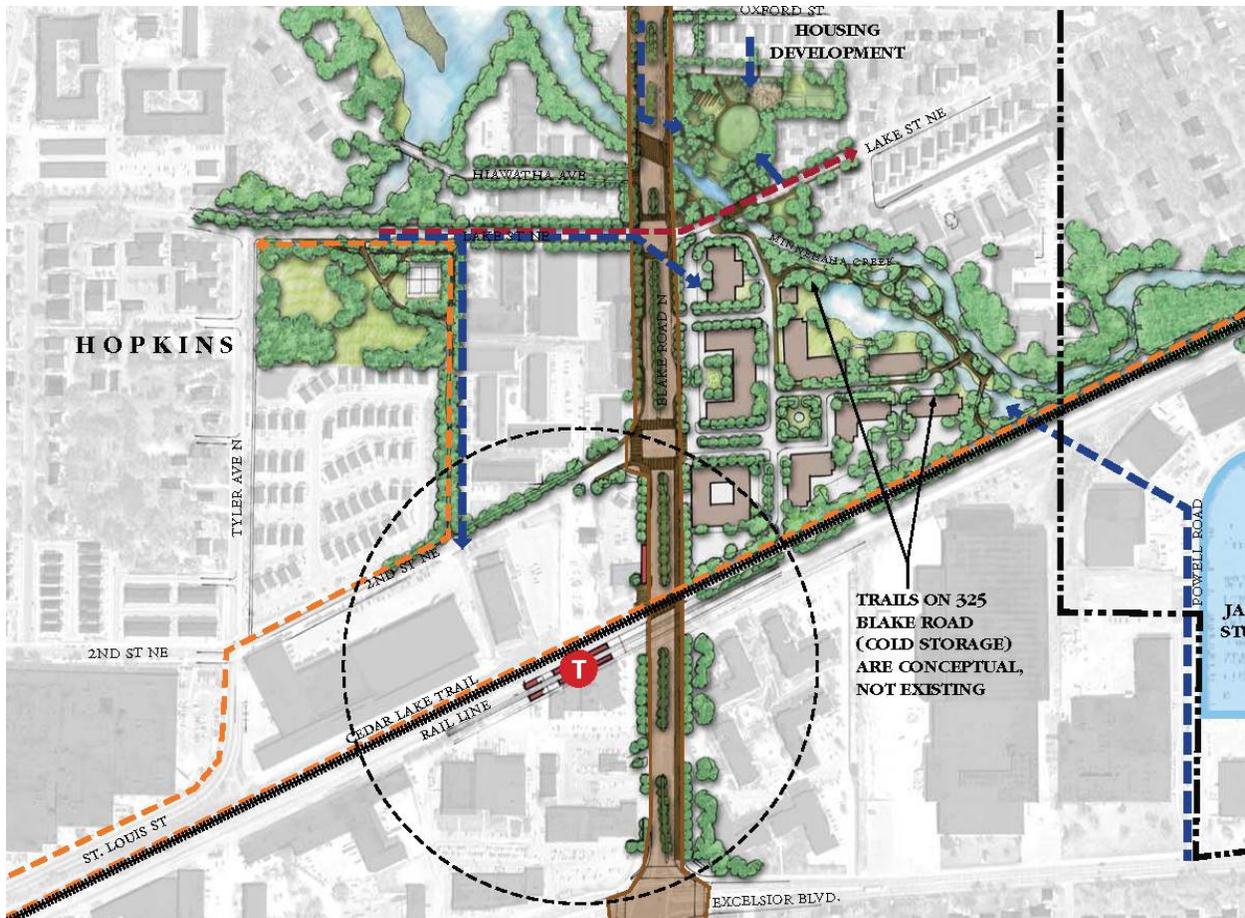
- Reinforce the distinctive characteristics of Downtown and existing neighborhoods by encouraging developments that are compatible and supportive with their context.
- Establish strong identities for emerging Centers and Districts. Their identities should evolve from unique features of the area.
- Design streets, parks, and open spaces to encourage pedestrian activity, gathering, and art in its various forms.
- Encourage creative placemaking throughout the City.
- Support community events hosted in public parks and facilities to help foster a sense of community and celebrate Hopkins' distinct character and diversity. (also see Social Environment).
- Collaborate with stakeholders and other government agencies to insure Hopkins major entry points and corridors reflect its unique identity and sense of community.

LAND USE GOAL #6: Create appropriate transitions between areas of the city where uses or land use intensities change.

- Use urban design elements, building massing, land use strategies and public realm improvements to provide appropriate transitions between developments
- Encourage pedestrian and bicycle continuity and connection between established and developing areas of the City.
- Carefully manage vehicular access to minimize its impact on individual developments, the public realm and the overall fabric of the community.

LAND USE GOAL #7: Encourage all public and private developments to be well-designed, durable, human-scaled, and pedestrian oriented.

- Encourage all new projects to have a positive relationship to the street by orienting main entrances to the front of the property, connecting the front door to the sidewalks, and by reducing parking, as much as possible, between the building and the street.
- Encourage all projects to be durable and environmentally responsible.
- Encourage all developments to incorporate common spaces (interior or exterior) that help enhance the public realm and sense of community.



Transportation

Roadway System

Hopkins will continue to design and maintain its roads according to the established functional classification system in order to serve the needs of the community and enhance regional efforts to reduce traffic congestion.

TRANSPORTATION GOAL #1: Develop and maintain a safe and functional roadway network that accommodates all users and balances access and mobility.

Policies:

- Continue to maintain roads and related infrastructure to established standards.
- Ensure there is adequate multimodal connectivity at future LRT stations.
- Consider alternative methods of funding road improvements to maintain roadways following completion of the City’s long standing street and utility reconstruction program. Considerations may include the use of franchise fees or street reconstruction bonds in lieu of or in supplement to the use of MN 429 special assessments.
- Consider the potential impact of the expanded use of autonomous vehicles on the roadway network, and periodically evaluate to determine if any changes are needed.
- Consider how changes in travel behavior, such as ride sharing, may impact demands on

roadways, including parking and staging areas, and periodically evaluate to determine if any changes are needed.

- Promote multi-modal usage through improved infrastructure in public right of way corridors, with an increased focus on collector roadway corridors, access routes to transit, and crossings of major collectors and arterials.

Travel Demand Management

Hopkins has a mixture of low-and high-density housing, industrial, and office uses which may help reduce travel on the metropolitan highway system by allowing people to live near their place of work. This pattern of existing and planned growth provides an opportunity to implement travel demand management (TDM) practices, which are aimed at limiting peak hour automotive travel that contributes to congestion on the road network.

TRANSPORTATION GOAL #2: Promote travel demand management practices where feasible with existing and new development.

Policies:

- Continue to review the site plans of major new developments to ensure that they contain provisions for preferential parking for ride-sharing vehicles.
- Continue to support existing policies that include TDM incentives and goals for large development projects, and consider opportunities to expand or incorporate similar policies in other zoning or development standards.
- Support Minnesota Department of Transportation (MnDOT) and the Metropolitan Council regional educational and outreach efforts to encourage ride-sharing, staggered work hours, and off-peak travel.

Fixed Route Transit

The City of Hopkins will continue to actively participate in the planning, design, and construction of the future Green Line Extension. The City supports the proposed locations for light rail transit stations in Hopkins and will continue to work with the Hennepin County Regional Railroad Authority (HCRRRA) and Metro Transit on implementation of the Green Line Extension.

TRANSPORTATION GOAL #3: Participate in the development of the Green Line Extension project to expand transportation and development benefits for the community.

Policies:

- Implement LRT station area plans, which accommodate transit-oriented development and to ensure excellent pedestrian facilities within a half mile of the stations and bicycle connectivity within 2-3 miles.
- Publicize the accessibility of the LRT stations in the community to promote the use of this new travel mode and also to make the general public more aware of the convenient access to the central city.
- Strive to ensure that parking demands at LRT stations do not negatively impact surrounding

residential or business areas.

- Collaboratively implement vehicular and multi-modal transportation improvements consistent with the City's downtown and citywide economic development goals identified separately in this plan.

Metro Transit Bus Service

While the Green Line Extension will provide enhanced transit access along the planned corridor, regular bus route service will continue to provide transit service for much of the community. In addition to providing transportation to destinations, bus routes will be designed to provide feeder route service to Green Line Extension stations.

TRANSPORTATION GOAL #4: Work with Metro Transit to promote convenient, reliable bus service on corridors throughout the city.

Policies:

- Work with Metro Transit to create new or improved bus stops and stations along its routes through Hopkins, especially along major corridors.
- Review major new developments to encourage the inclusion of bus shelters and pullouts as needed if such sites are along existing or planned bus routes.
- Ensure that there is good bus transit service and LRT feeder bus connectivity at each LRT station located in Hopkins, wherever feasible.

Demand-Responsive Transit

Demand responsive transit provides transportation at the request of the rider, as opposed to running on a fixed route. They allow for flexible timing of trips within designated service areas. Demand responsive transit service is particularly important for those who are unable to ride regular transit, particularly seniors and people with disabilities. Services like Dial-a-Ride and Metro Mobility can help riders maintain independence and provide valuable "last-mile" connections between fixed transit routes and the rider's destination.

TRANSPORTATION GOAL #5: Continue to support the presence of demand responsive transit in Hopkins to meet the needs of the community.

Policies:

- Continue to assist as needed to facilitate Metro Mobility service.
- Provide referrals to demand responsive transit service as requested by residents.

Bicycle and Pedestrian Facilities

Bicycle and pedestrian facilities are a frequently requested improvement in Hopkins. While a significant number of local and regional connections exist, there are still gaps in the system and places in the city that are underserved. The City's adoption of a Complete Streets Policy in 2010 sets the standard for how bicycle and pedestrian facilities will be incorporated into the existing transportation network.

TRANSPORTATION GOAL #6: Support the development of a safe, connected, accessible network or regional and local bicycle and pedestrian facilities in Hopkins.

Policies:

- Pursue the implementation of the City’s Complete Streets Policy by considering all modes of transportation when designing or reconstructing streets, with particular focus on collector roadway corridors, access routes to transit, and crossings of major collectors and arterials
- Pursue bicycle and pedestrian facility improvements and implement the City’s Complete Streets Policy in consideration of the City’s identified priorities for such improvements.
- Support the development of new trailhead facilities near the confluence of the regional trails, like The Depot, as required with the implementation of the Green Line Extension.
- Continue to build pedestrian ways along collectors and certain minor arterial streets to improve accessibility and pedestrian travel safety between residential areas, downtown, parks, and the regional trails.
- Strive to create excellent pedestrian environments in and around future LRT stations and transit oriented development areas.
- Continue to ensure the safest possible conditions at regional trail street crossing locations.
- Improve pedestrian and bicycle accessibility between the regional trails and the Hopkins central business district, particularly through connections along 17th Avenue. The Artery is an example of improved pedestrian and bicycle facilities and connections that support both regional trail access and local connections.

Aviation

There are no existing or planned aviation facilities within Hopkins; however, the City recognizes that it has a responsibility to include airspace protection in its Comprehensive Plan update. The protection is for potential hazards to air navigation including electronic interference.

TRANSPORTATION GOAL #7: Comply with all state and federal regulations related to airspace.

Policies:

- Identify any existing or potential structures which may impact airspace.
- As appropriate, notify MnDOT and the FAA upon receipt of any development proposals for structures of 200 feet or taller.

Freight

The freight needs for Hopkins are served by the major arterial road network and freight rail lines passing through the community. There are no specialized freight facilities within city limits. At present, the City does not anticipate any major expansions to this network, though it will be maintained to meet existing and future demand for movement of goods.

TRANSPORTATION GOAL #8: Accommodate local and regional freight movement.

Policies:

- Allow for the continuation of rail and truck freight traffic, while minimizing the impacts on local traffic and land uses.
- Locate uses that rely on heavy movement of freight along major freight corridors.



Housing

Housing Growth and Supply

Growing the housing supply in Hopkins has multiple positive benefits. These include supporting the city’s business districts through employees and customer base, strengthening the tax base to fund public facilities and services, supporting safe and livable communities, and building transit ridership.

Redevelopment has created a number of new housing opportunities in recent years and future projects will offer even more choices. Of particular note is the current plan for transit oriented development around the Green Line Extension, especially at the three planned stations in Hopkins.

HOUSING GOAL #1: Grow the supply of housing in Hopkins, particularly in targeted areas.

Policies:

- Support the development of moderate to high density housing in appropriate locations, particularly near commercial nodes and activity centers.
- Develop housing as part of mixed use transit oriented development around transit stations.
- Support the infilling of vacant parcels in and near residential neighborhoods, consistent with guided land use.

Housing Affordability

As shown in the data, housing affordability is a critical issue in Hopkins – particularly going forward. While there has been a substantial amount of affordable housing historically, market pressures will likely result in this changing. Lack of affordable housing contributes to instability in households due to financial strain, lack of opportunity to live in an area, and potentially displacement of existing households that are no longer able to remain in an area.

The City of Hopkins has a long history of providing housing options for low income, elderly and special needs residents. Due to the age of the city's housing stock, a significant number of rental and owner-occupied units are affordable – with both legally binding and naturally occurring types. Accordingly, Hopkins will continue to provide housing assistance in a targeted manner.

HOUSING GOAL #2: Maintain an inventory of housing that is affordable to low and moderate income households.

Policies:

- Support preservation of existing affordable housing units.
- Support programs and initiatives that create long term affordable units.
- Strengthen partnerships with developers, nonprofits, banks, and others to create and preserve affordable units.

Housing Choice

The current supply of housing in Hopkins provides opportunities for people in all stages of life. Hopkins' current housing stock also addresses a wide range of income levels. Entry level opportunities exist in the supply of rental housing; more affordable units are also available for first-time home buyers. Existing neighborhoods offer opportunities for move-up housing, and the needs of seniors are addressed in a number of subsidized and market rate housing choices. Support services for seniors in the form of assisted living and long-term care opportunities also exist in the community.

HOUSING GOAL #3: Maintain neighborhoods with a choice of quality housing options, including those meeting the needs of a variety of household types and life stages.

Policies:

- Use redevelopment opportunities to provide new housing choices for the community.
- Encourage the development of a balanced inventory of owner and rental occupied housing, and of single family and multifamily housing types.
- Continue to strive for a mix of housing that accommodates a balance of all housing needs.
- Support the use of universal design principles to allow for accessibility.
- Pursue tenant protection policies where appropriate to ensure fair and equal treatment for tenants of rental properties in the city.

Housing Maintenance and Character

Much of Hopkins' housing stock is at least 50 years old. Due to the age of these structures, ongoing maintenance will be critical to maintaining and enhancing property values and keeping neighborhoods attractive and livable.

HOUSING GOAL #4: Maintain the quality, safety, and character of existing housing stock.

Policies:

- Enforce housing and yard maintenance, including single and multi-family housing, through

building codes and other city regulations.

- Support property inspection programs, including rental inspections, to ensure substandard property conditions are addressed.
- Encourage neighborhood groups to organize for voluntary community efforts to support neighborhood livability.
- Protect residential areas from the encroachment of incompatible uses, and promote the removal of existing incompatible uses.
- Ensure that new housing proposals address building massing, parking locations, access, traffic impacts, landscaping, exterior architectural design, fencing, trash handling, and parking ratios.

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Social Environment

The social environment is defined as human interaction and engagement in the community. It includes sections on public services and facilities, education, public health, community connections, equity, and arts and culture. Much of the content for this element is new to the Hopkins comprehensive plan this time around, motivated by the City's focus on related issues as citywide priorities.



Quality of Life

Public Safety

Protecting and promoting public safety is an essential element of quality of life in Hopkins. Through the work of city staff, and cooperative partnerships with other agencies, there is continued work to reduce both the incidence and perception of crime. In recent years, the Police Department in particular has focused on a crime prevention strategy that involves a cooperative partnership with the community and proactively seeks to inform and involve a diverse range of residents.

QUALITY OF LIFE GOAL #1: Prevent and reduce crime and increase perceptions of safety through interagency collaboration and coordination with residents as empowered partners.

Policies: (Based on Police's 2017 Strategic Plan)

- Continue to build community trust and strengthen partnerships with diverse communities.
- Increase involvement and membership on the Multicultural Advisory Committee (MAC).
- Cultivate and continue to foster relationships with youth in the community through new and current programs.
- Continue to promote transparency through community academies and educational forums.
- Develop a volunteer base to assist in department activities.
- Continue in commitment to hold de-escalation and mental health awareness training for department staff.
- Utilize social media to educate, form partnerships, and promote police events.
- Implement regular mental health check-in programs with police staff.
- Support officer development through ongoing training, formal education, and career enhancement opportunities.
- Research and implement new recruitment efforts for department personnel.

Emergency Response

Emergency response is another core function of government. Through the Fire Department and a range of other partners, Hopkins responds to numerous fire, medical, and other emergency incidents annually. In addition to incident management, planning for future disaster response and recovery is a key component in the vision of a resilient city.

QUALITY OF LIFE GOAL #2: Reduce harm to people and property by utilizing collaborative approaches to increase capability and capacity to respond to emergency incidents.

Policies:

- Maintain and improve public safety infrastructure in order to improve response times, incorporate technological advances, and enhance interagency communications.
- Maintain an Emergency Operations Plan for emergency preparedness, including needed facilities, equipment, staffing, and training.
- Conduct appropriate training to enhance readiness for emergencies, including table top and simulation trainings.
- Support community emergency response through training volunteers to assist with basic disaster response.
- Maintain partnerships with other emergency response agencies, including Hennepin County.

Social Services

While the City of Hopkins typically does not have an active role in providing social services to its residents, it is the location of several large agencies that do. Additionally, through other ongoing work in the community, City staff will come into contact with people who may benefit from a referral to social services. Maintaining partnerships with social services agencies and being able to provide timely information and referrals can help support residents, particularly those facing challenges.

QUALITY OF LIFE GOAL #3: Use partnerships to ensure that residents are connected with necessary services to meet health, economic, and practical needs.

Policies:

- Maintain information sharing and referral partnerships with social services providers who provide assistance to people in Hopkins.
- Where appropriate, provide referral information to Hopkins residents seeking assistance.

Property Standards

Maintaining property standards in Hopkins has multiple objectives. The primary goal is promoting public health and safety through enforcement of regulations, including the building code, fire code, heating and plumbing code, and environmental health guidance. Additionally, inspections can help maintain community livability, appearance, and value by enforcing property maintenance standards and other regulations.

QUALITY OF LIFE GOAL #4: Maintain property standards and enforcement to ensure that neighborhoods and buildings remain safe and livable.

Policies:

- Continue to enforce applicable regulations on buildings, properties, businesses, and building systems to support public health, safety, and community livability.
- Educate the public, developers, property owners, business owners, and other stakeholders on applicable city and state regulations.

Facilities and Infrastructure

The City of Hopkins maintains its system of public infrastructure, buildings, equipment, and open space primarily through its Public Works Department. In addition to maintaining existing elements to established standards, the City must consider what new and/or improved elements will be needed to accommodate future growth, development, and change.

QUALITY OF LIFE GOAL #5: Provide and maintain adequate facilities and infrastructure to meet current and future community needs.

Policies:

- Maintain and improve existing public infrastructure, buildings, equipment, and open space to established standards.
- Identify facility and infrastructure needs associated with future development, as well as changes in the population, to ensure that investments are consistent with longer term community goals.
- Make efficient use of space in the city through partnerships and co-location of public functions, where feasible.
- Collaborate with Hopkins Public Schools on mutually beneficial projects and initiatives, to strengthen both institutions.

Education

The City of Hopkins benefits directly from having high quality public and private educational opportunities, particular for its children. While not directly involved in the governance of either the schools or library, the City can help support these institutions a variety of ways. A strong educational system helps in promoting economic opportunity by preparing future employees with the skills and training needed. It also strengthens the city overall by helping to attract families, enhancing the tax base through increased value of property in the district, and contributing to quality of life.

QUALITY OF LIFE GOAL #6: Support educational opportunities for Hopkins residents that support basic education, lifelong learning, and economic opportunity.

Policies:

- Support the presence of a public library system that provides a range of reading materials and related resources free of charge to the public.
- Support the presence of an educational system that meets the needs of school children, job

seekers, and lifelong learners.

- Promote economic opportunity for all residents through access to jobs and access to financial resources.

Public Health

The vision of public health in this plan is a holistic one, so that almost all goals and policies can be seen in terms of how they contribute to public health. With that in mind, this section includes guidance for elements that are not covered more explicitly elsewhere – namely, access to healthy food, access to health care, active living opportunities, and environmental health.

QUALITY OF LIFE GOAL #7: Support the vision of a community where everyone has access to the resources and opportunities to live healthy, active lives.

Policies:

- Support the goal that adults and children of all income levels have physical and economic access to fresh and healthful food and have opportunities to learn about nutritious eating and food safety
- Support the provision of high quality local health systems that are accessible and responsive to community needs
- Assist adults and kids in maintaining healthy, active lifestyles by providing a range of recreational facilities and programming that are accessible and convenient.
- Work in partnership to restore and maintain a clean and healthy environment, with particular attention to impacts on vulnerable populations.
- Support investments in infrastructure that encourage the incorporation of physical activity into daily routines, such as walking or bicycling to destinations.



Sense of Community

Community Connections

The level of social connectedness in a community has significant implications for the future of Hopkins. Well connected residents participate in public events and activities, volunteer, vote in elections, and have their voice heard by decision makers. This builds community pride and a sense of ownership in the current and future state of the community. The City of Hopkins prioritizes connecting with people as a key element in meeting overall goals for community and quality of life.

SENSE OF COMMUNITY GOAL #1: Support a strong, connected, inclusive vision of community that provides opportunities for everyone to participate in public events and processes.

Policies:

- Support a local community context where people have opportunities to connect with others through a variety of means, to strengthen a sense of community and enhance people's lives.
- Facilitate inclusive civic engagement through the empowerment of all community members to participate in local decision-making.
- Maintain a system of public places and facilities which strengthen community livability and support social interaction and recreation.
- Investigate strategies to establish dedicated and ongoing resources for public art.

Equity and Inclusiveness

As demonstrated by community surveys and demographic data, both perceptions and realities of peoples' experiences in Hopkins vary significantly by their race and ethnicity. While the City has taken proactive steps to address this in recent years, there is more to be done. This may mean intentionally inclusive policies and programs, where the City will "take it to them" instead of waiting for people to ask to be included. This includes all dimensions of diversity in the community, including those with special

needs and requirements for services and accessibility.

SENSE OF COMMUNITY GOAL #2: Proactively support the development and maintenance of an equitable and inclusive community.

Policies:

- Celebrate, respect, and represent the diverse social and cultural backgrounds of the community and its members and seek to address any disparities in outcomes.
- Specifically address the needs of youth, seniors, people with disabilities, and other populations with special needs.

Culture and Identity

Along with other aspects of the community, the culture and identity of Hopkins is an evolving concept. The history of the development of the community (from the time of indigenous peoples to present) should be recognized and preserved, as it is important to what Hopkins is today. However, the community should also seek to recognize and highlight a range of artistic and cultural contributions, including those that have come to Hopkins more recently. Community events and public spaces provide opportunities to recognize and celebrate these contributions.

SENSE OF COMMUNITY GOAL #3: Recognize, promote, and preserve important elements of the city's history, culture, and arts.

Policies:

- Provide a broad range of arts and cultural resources and activities that encourage community member participation, creative self-expression, and community revitalization.
- Preserve important elements of Hopkins' history and culture for future generations through preservation, restoration, and interpretation.
- Include public art as an element of public realm improvements, including major infrastructure projects.
- Encourage private developments to include public art or other culturally distinctive elements as part of their development plan.

Arts and the Creative Economy

Art can be used to define unique places, enhance community pride, and interpret local history and culture. More interactive styles can be used to reach out to the community in non-traditional ways, encouraging interaction and enhancing quality of life. Furthermore, consistent with the concept of creative economy, creative and thoughtful people (including artists) bring energy and vibrancy to the community where they live and work. This has been proven in many communities to translate to economic gain, as it attracts people and investment to the value of a unique place.

SENSE OF COMMUNITY GOAL #4: Promote arts and culture as tools for community and economic development.

Policies:

- Collaborate with community-based arts organizations to support arts-related exhibits, events, and initiatives within the city.
- Investigate ways to measure the presence and impact of arts and creative industries in the city, including economic and social benefits.
- Encourage the location of new arts organizations and creative industries within Hopkins, particularly in the Downtown area.
- Involve representatives of the arts and creative economy in Hopkins in discussions about how the city can continue to foster a supportive environment for these uses.

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Natural Environment

The natural environment relates to natural systems and resources, including land, water, air, habitat, and ecology. In addition to addressing policies around these specific systems and resources, it includes direction for practices that are specifically aimed at protecting or improving the natural environment, including guidance for parks and open space, renewable energy, and climate change resilience.



Sustainability and Natural Resources

Building and Site Efficiency

Building and site efficiency relates to the relationship between buildings or site improvements and the environment. Decisions around building and site location, design, construction, maintenance, and use can help restore and enhance the natural environment.

Building and Development Design and Location

Decisions around development play a significant role in the City's ability to support and strengthen the natural environment. Best practices in how development is located and designed set the stage for how sustainable a development can be. The City's role in development review is critical to ensuring sustainable construction and development. Likewise, the City's decisions on how it manages its own facilities and sites can set a standard for expectations and encourage best practices.

SUSTAINABILITY AND NATURAL RESOURCES GOAL #1: Encourage sustainable practices in locating, designing, constructing, and maintaining development in the city.

Policies:

- Direct construction away from environmentally sensitive areas, locations with high ecological value, or areas with severe development limitations.
- Support development in areas that are or will be served by transit, bicycle, and pedestrian infrastructure to reduce dependency on automobiles for travel.
- Support site design that efficiently and sustainably uses space.
- Encourage the use of sustainable construction techniques that promote the reuse and recycling of materials.
- Ensure heightened development review through the creation and implementation of green building codes and sustainable building regulations.
- Implement energy efficient building standards and make sustainable investments to new and existing facilities to reduce energy consumption, improve air quality, and reduce greenhouse gas emissions.

Renewable Energy

Benefits of using renewable energy to diversify the energy supply include reducing dependence on fossil fuels, improving air quality, and reducing greenhouse gas emissions. All of these have measurable environmental benefits. Hopkins is currently participating in Sol Smart solar energy technical assistance, reviewing ordinances related to solar barriers, partnering with the St. Paul Port Authority on PACE (Property Assessed Clean Energy) program to provide low interest loans to those interested in pursuing clean energy, and the City is participating in solar energy through utility.

SUSTAINABILITY AND NATURAL RESOURCES GOAL #2: Increase the use of solar power and other renewable sources for city infrastructure, facilities, and operations and encourage residents and businesses to make renewable energy improvements.

Policies:

- Implement energy efficiency measures to reduce the overall energy consumption and carbon dioxide emissions of the development.
- Support the development and use of renewable energy sources in Hopkins, including solar, wind, geothermal, biomass, and other alternatives.
- Encourage the use of renewable energy sources in relation to City facilities, infrastructure, and operations.
- Provide incentives for residents and businesses to utilize renewable energy sources and energy efficient alternatives.
- Promote balance between the benefits of urban forests and the benefits of enabling solar development.
- Create local community solar garden opportunities for residents and businesses who have limited on-site solar resources or do not own land or buildings.
- Encourage development projects to evaluate on-site solar resources and incorporate solar development into designs.

Water Conservation

In Hopkins, average water usage has been progressively decreasing. For residential use, the number of gallons per person per day of water usage has dropped from 80 gallons in 2005-2010, to 68 gallons in 2011-2016. Additionally, the average *total* water usage has decreased from 138 gallons per person per day in 2005-2010 to 120 gallons in 2011-2016.

Pressure is now being put on the Minnesota Department of Natural Resources to reduce the burden that is currently being placed on the aquifers. It is anticipated the DNR will implement more restrictive water use policies throughout the metro in the future, forcing communities to decrease water usage. Fortunately but not by coincidence, Hopkins is already trending in a positive direction suggesting existing policies and practices have been effective.

SUSTAINABILITY AND NATURAL RESOURCES GOAL #3: Conserve water resources by continuing education and incentive programs to ensure the city has adequate water supply to meet the long term needs of the citizens.

Policies:

- Identify and promote water conservation strategies through coordination and outreach with private landowners, developers, citizens, and other local governments.
- Raise water conservation awareness through strategically placing educational signage at decision-making points, such as faucets, showers, and water fountains.
- Encourage the use of drought-tolerant plantings, promote irrigation systems that utilize reclaimed water, and incentivize systems that collect rain water for reuse.
- Meter or otherwise estimate water usage for system maintenance/management and work to identify leaks or wasted water in the system.

Stormwater Management

Several rule/policy making agencies, including the Minnesota Pollution Control Agency, the Minnesota Department of Natural Resources, 9 Mile Creek Watershed District, and Minnehaha Creek Watershed District have already initiated measures to reduce the amount and impact of stormwater runoff.

Hopkins does and should continue to ensure compliance with federal, state, and local regulations, enhance and protect biodiversity and ecosystems, and improve water quality by requiring design and use of erosion control and stormwater pollution prevention plans.

SUSTAINABILITY AND NATURAL RESOURCES GOAL #4: Improve water quality by requiring design and use of erosion control plans and stormwater pollution prevention plans to ensure compliance with federal, state, and local regulations, minimize pollution and contamination of waterways, and enhance and protect biodiversity and ecosystems.

Policies:

- Implement and encourage the use of stormwater Best Management Practices to reduce the speed and impact of stormwater runoff.
- Incorporate permeable paving, bioretention cells, buffer strips, swales, and other strategies that address stormwater runoff, where applicable.
- Require the use of erosion control plans and stormwater pollution prevention plans to minimize the pollution of waterways and ensure compliance with federal, state, and local regulations.
- Consider implementation of regional facilities/banks where feasible and cost effective, such as existing 8th Avenue regional treatment example.

Wastewater

Regional investments allow us to foster efficient and economic growth, and these investments include those in our wastewater system. To ensure orderly and economic development and re-development, each local government needs a wastewater and sewer plan to evaluate service needs and ensure compliance with the 2040 Water Resources Policy Plan.

For long-term wastewater service areas, the staging of sewer development through 2040 as well as the protection of the remaining long-term service areas for economical future sewer development should be planned. Furthermore, the regional wastewater system should be expanded as necessary to

facilitate development in Hopkins. To ensure these measures are taken, the following policies have been developed:

SUSTAINABILITY AND NATURAL RESOURCES GOAL #5: Ensure wastewater is managed and treated in a way that protects the natural environment.

Policies:

- Establish a wastewater management plan that ensures all water and wastewater is treated in a manner that protects the natural environment.
- Ensure facilities are able to meet the maximum day-to-day demand of Hopkins' current and future populations.
- Consider the increase of sanitary sewer and water main sizes during implementation of the street and utility reconstruction program adjacent to potential future redevelopment sites.



Environmental Quality

Efforts to protect, preserve, restore, and enhance our natural environment will ultimately improve the quality of life for those currently living in Hopkins and help ensure a legacy for future generations.

Open Space & Natural Resources

As population, development, and land values increase, the need for strategic open space and natural resource planning and management becomes more important. Since Hopkins is a fully developed city, expansion of open space areas is limited, and changes will be strategic and focused.

ENVIRONMENTAL QUALITY GOAL #1: Conserve and restore open spaces and natural resources to increase resilience, adaptability, and biological integrity

Policies:

- Protect, preserve, restore, and enhance Hopkins' natural resources and open space areas through establishing environmental development regulations, education programs, and local

partnerships.

- Promote the return of native vegetation to enhance the ecosystem's ability to handle human and natural impacts and initiate processes that sustain them (i.e. prescribed prairie burns.)
- Establish, connect and maintain healthy habitats that meet the needs of native animal populations and their migratory patterns.

Waste Minimization

Hopkins manages its own solid waste and recycling program. In addition to providing reliable services to residents and businesses, an overall goal of this program is to minimize the amount of waste generated and disposed of in landfills. Hopkins already supports recycling through a mandatory recycling ordinance, fees on disposal of certain items, city purchases of recycled products, and promoting recycling through education and outreach. A key component in further addressing solid waste and waste minimization is proactively managing waste systematically.

ENVIRONMENTAL QUALITY GOAL #2: Reduce the overall disposal of solid waste and increase reuse and recycling to conserve environmental resources.

Policies:

- Provide residential refuse collection necessary to ensure public health and safety.
- Encourage residents to reduce solid waste generation.
- Provide recycling services to 1-3 unit residential and enforce mandatory ordinance.
- Maximize efficiency with regard to refuse and recycling collections.
- Support alternatives to disposal which emphasize the reuse of materials whenever possible.
- Keep the community clean.
- Provide adequate, reliable and effective waste disposal and recycling at reasonable cost to residents.
- Expand opportunities for recycling, including organics recycling, with additional education and more options to recycle items.
- Develop and promote additional waste reduction strategies relating to composting and methane-capture.
- Reduce the volume and toxicity of materials used in production while promoting low-impact lifestyles.
- Reuse/recycle post-consumer products to their best possible use, driving new local economic opportunities and creating public benefits.

Water Quality

Our water resources have the ability to provide valuable habitat, support natural ecosystems, and offer a wide variety of recreation opportunities. Abundant, high-quality water plays a major role in advancing the region's growth, economic prosperity, and livability. Infrastructure for water supply, stormwater, and wastewater play a critical role in managing this essential resource. Water quality in the area is

regulated at the state level, and Hopkins is required to comply with various regulatory standards and practices. In addition, Hopkins can pursue additional optional best management practices to further improve water quality and integrate stormwater management sustainably within an urban context

ENVIRONMENTAL QUALITY GOAL #3: Improve water quality through reduction in runoff and management of stormwater.

Policies:

- Further develop partnerships with local entities to identify and establish additional water quality measures, promote expanded infiltration through the use of best management practices, and ensure new developments meet applicable standards for water quality.
- Provide leadership, planning, information, and technical assistance to actively preserve, enhance, and where possible restore the essential functions of wetlands, streams, rivers, creeks, and lakes.
- Establish measures for limiting the loss or degradation of Hopkins' riparian zones, wetlands, and other water bodies.

Air Quality

Clean, healthy air is an essential element of the environment. However, air quality can be difficult to influence at a City level, as ambient air quality is determined by many factors and jurisdictions. Many point source emissions are already regulated at the state level, so there is limited opportunity for improvement there. One area of potential change is to promote the reduction of greenhouse gases from vehicle emissions by encouraging land use and mode choice patterns that reduce dependence on fossil fuels. Hopkins has electric car charging stations and is planning for major transit improvements.

ENVIRONMENTAL QUALITY GOAL #4: Protect and improve indoor and outdoor air quality.

Policies:

- Support a reduction in vehicle emissions by improving travel efficiency and enhancing non-auto modes of transportation, including walking, biking, and public transportation alternatives.
- Support expanded use of vehicles that do not rely on fossil fuels.
- Foster air quality improvements to preserve the natural environment and sustain community health and enjoyment.
- Improve indoor air quality through sustainable building practices and proper maintenance.
- Comply with state and local air quality standards.
- Expand use of energy-efficient and alternative fuel vehicles, including through the city fleet.
- Partner with other agencies and organizations to monitor non-point source emissions (cars, trucks, etc.) and their impact on air quality, and increase community awareness of air quality in the city.

Brownfields Remediation

A brownfield site refers to the expansion, redevelopment, or reuse of a property, which may be

complicated by the potential or presence of a hazardous substance, pollutant, or contaminant. Based on that definition, brownfield remediation refers to the cleaning up and reinvesting in these properties. Reinvesting in these sites increases local tax bases, utilizes existing infrastructure, facilitates job growth, takes the pressure off of undeveloped, open land, and improves and protects the environment.

ENVIRONMENTAL QUALITY GOAL #5: Promote the cleanup and reuse of brownfields sites, and use sustainable practices to prevent future soil contamination.

Policies:

- Support the development of planning, implementation, and maintenance controls for brownfield remediation and reuse.
- Encourage the cleanup and redevelopment of brownfield sites in the city.
- Promote sustainable practices to prevent future soil contamination.

Noise Pollution

Noise pollution takes place where there is either an excessive amount of noise or an unpleasant sound that causes temporary disruption in the natural rhythm of life and can inhibit sleep. Our environment is such that it has become difficult to escape unwanted noise. Hopkins' current code states "Between 10pm and 7am, the City prohibits gatherings of people from which noise emanates of sufficient volume that disrupts the peace and quiet, and can easily be heard at a distance of 50 feet from and residential dwelling." Currently this code does not address other factors such as railroads and highways, both major sources of noise pollution.

ENVIRONMENTAL QUALITY GOAL #6: Mitigate and/or reduce noise pollution where possible, particularly near residential areas.

Policies:

- Further develop and enforce noise pollution metrics and criteria.
- Examine the potential increase in sound levels over ambient conditions when reviewing applications for pre-construction approval.
- Reduce the levels of noise that can cause a nuisance, cause injury to human health or animal life, to vegetation, or to property, and/or interfere with the overall quality of life.
- Work with the railroad to implement railroad quiet zone improvements at crossings in the city.

Urban Tree Canopy

Data suggests Hopkins currently lacks the level of urban tree canopy found in some surrounding communities. Increasing the urban tree canopy would offer benefits regarding stormwater, reducing the urban heat island effect, providing shade, improving air quality, reducing stress, and enhancing quality of life. Hopkins is already a designated Tree City USA, has a tree board/department, a tree care ordinance, a comprehensive community forestry program, and an Arbor Day observance.

ENVIRONMENTAL QUALITY GOAL #7: Maintain and increase the urban tree canopy to provide benefits to the community.

Policies:

- Identify and consider best practices for the strategic placement of trees and plant cover within the City of Hopkins.
- Determine high priority planting areas and foster tree planting initiatives through local partnerships.
- Accelerate reforestation and conservation in urban and suburban areas, by increasing the number of neighborhoods with commitment to tree canopy expansion goals.
- Support greater species diversity in Hopkins, based on recommended tree species suitable for Hopkins' urban microclimate.
- Pursue heightened landscape requirements for new parking and streetscape projects or updates.
- Develop a tree management plan for the City of Hopkins to maintain the health of existing trees and plant cover, save mature trees, and identify opportunities for additional tree and plant cover.



Resilience

As cities adjust to increasingly threatening weather events, stress on infrastructure and public facilities, and greater costs of services, there is a growing need to not only plan for these events, but also lessen the impacts through conscious climate adaptation and resilience planning. Resilience is having the capacity to adapt, respond, and thrive under changing conditions. Not all consequences of climate change are environmental; societal and economic concerns will need to be addressed as well.

Climate Change Impacts

Climate hazards are natural events related to our changing climate that can cause harm to people, infrastructure, and the environment. Hopkins is beginning the planning process to adapt to Minnesota's changing climate and the associated impacts that the community will experience. One of the ways Hopkins is preparing was through participating in a three-part climate resilience workshop series in 2017, which was led by two local watershed districts. The workshops helped the city identify opportunities to build resilience to Minnesota climate events and the impacts most likely to be felt in

Hopkins given the city's geography, development patterns, and demographics.

RESILIENCE GOAL #1: Support increased resilience in Hopkins by increasing the ability of a system to survive, adapt, and grow in the face of climate change and related incidents.

Policies:

- Assess community and population vulnerability to the impacts of climate change, in order to prioritize assistance for most vulnerable populations.
- Identify mitigation and adaptation strategies that can be implemented in Hopkins.
- Partner with other agencies and organizations to increase capacity to predict extreme events and natural disturbances through monitoring and modeling efforts at all scales and intensities of environmental change.

Hazard Management and Mitigation

Hopkins' top climate hazards include extreme heat, extreme precipitation, strong storms/winds, and warmer winters. Extreme heat impacts the quality of the urban forest stressing the health of trees and causing them to be more susceptible to disease and death. Furthermore, heat impacts streams and lakes causing too much water to evaporate, as well as the warming of water can result in algal blooms.

Large storm events can cause extreme participation and strong winds, both of which can cause life-threatening conditions. Hopkins is also experiencing increased winter nighttime low temperatures. These rising winter temperatures often fluctuate around the freezing point causing increased freezing rain and ice.

RESILIENCE GOAL #2: Develop response strategies for major incidents, both natural and human-made.

Policies:

- Support development and maintenance of hazard response, recovery, and mitigation plans.
- Further develop initiatives and funding resources to help the City of Hopkins enhance disaster resilience.
- Develop a framework to safely house and protect personnel and patients to prevent a lapse in the availability of medical services and ensure the overall health of the community can be effectively managed during and immediately after an event.

Holistic Approach

As a result of an increasingly complex natural and built environment, we must modify our current methods of thinking and planning. When thinking holistically we establish stronger relationships, understand wholes, seek relevance, and create conditions that promote synergy. Holistic thinking and planning seek multiple paths to shape the future and provide synthesized results to detailed analysis.

The act of allowing multiple people, groups, disciplines, and systems to work together ultimately creates a stronger, more resilient, and comprehensive approach to planning.

RESILIENCE GOAL #4: Pursue holistic approach to developing a resilient city, including natural environment, public health, economic impacts, and other aspects.

Policies:

- Promote a holistic approach to resiliency that is characterized by an integrative vision that

incorporates community involvement and governmental agreement.

- Ensure a proactive approach that is open and inclusive, as opposed to a reactive approach.
- Develop a framework to ensure that policy decisions are reached and implemented through a strong integration of practitioners, scholars, steering committees, and community members to best serve the greater good.



Parks

Recreation, Leisure, and Active Living

A primary function of the parks and trails system in Hopkins is to provide an opportunity for the public to enjoy a range of recreational and leisure activities – contributing to a healthy, active lifestyle. Improvements to these facilities and programs supports and strengthens the city’s social environment as well, by providing public spaces for community events and gatherings, both formal and informal.

PARKS GOAL #1: Provide a range of public spaces, programs, and facilities that meet community needs for recreation and leisure.

Policies:

- Continue to provide a park, trail, and recreation system that meets the needs of a diverse population.
- Focus on maintenance and enhancement of existing parks and recreation facilities.
- Provide a park and recreation system that strengthens the community and serves as gathering places for community and neighborhood events.
- Continue to collaborate with the City of Minnetonka, Hopkins School District, Three Rivers Park District, and other agencies to provide recreational opportunities for Hopkins residents.
- Promote active living and a healthier community through parks and recreation opportunities.
- Cooperate with other jurisdictions on the development of the regional trail network and supporting amenities, and provide local trail connections that link regional trails to local parks and destinations.
- Prioritize and execute improvements at Focus Parks and other parks based on the guidance

documented in the 2015 Hopkins Parks Reinvestment Plan.

Equity and Accessibility

While parks and recreation facilities in Hopkins are available to the public, only a portion of residents report using them regularly. While some of this may be due to personal choice, there are opportunities to improve overall accessibility – particularly for groups and areas currently underserved. This includes ensuring there are opportunities for people with mobility limitations.

PARKS GOAL #2: Support and improve overall accessibility of the park and recreation system to all residents.

Policies:

- Support the development of additional park and recreation opportunities in areas of the city that are currently underserved.
- Ensure facilities and spaces are accessible to people with a range of abilities and levels of mobility.
- Promote safety within parks and along trails to ensure that they have a comfortable and welcoming environment for potential users.
- Partner with other agencies to address any financial barriers that prevent participation of lower income households and individuals in recreational programs.
- Educate the public about parks and recreation opportunities in the community.
- Prioritize and improve accessibility to and within parks based on the guidance documented in the 2015 Hopkins Parks Reinvestment Plan so parks can be enjoyed by all Hopkins residents.

Natural Environment and Ecology

Parks and open space provide space for natural resources, including vegetation, natural habitat, and ecological functions. These passive uses of park and open space need to be balanced with more active recreational uses. A key common element is connectivity: developing connections helps support natural environment outcomes around habitat and ecological function, while also adding accessibility to the recreational elements.

PARKS GOAL #3: Use the park and open space system to protect and enhance natural resources.

Policies:

- Protect and enhance natural resources located within public park and open space areas.
- Use park and open space areas where appropriate for stormwater management.
- Maintain current trees and vegetation in public parks and open space areas to established standards, and encourage additional plantings in appropriate areas.
- Provide information and education about natural resources in Hopkins, including opportunities to protect and enhance those resources.

Economic Environment

The economic environment covers the economy, jobs, businesses, income and poverty, and affordability. This section includes economic development and competitiveness, and guidance for Downtown Hopkins (as the city's economic hub). Issues related to affordability and poverty are covered in overlapping sections in the built environment (housing) and social environment (equity).



Economic Competitiveness

Community Economic Development

A livable community creates the type of place people want to live, work, invest, and build. Hopkins has a firm foundation for this already, with opportunities to further improve through redevelopment and renewal. In recent years, the toolkit of economic development strategies has been expanded, moving beyond traditional business subsidies to include creating unique and livable place that attract businesses, people, jobs, and investment.

ECONOMIC COMPETITIVENESS GOAL #1: Support the development of a strong, vibrant, livable community that attracts jobs, population, and investment.

Policies:

- Make strategic investments in physical and technological infrastructure, public facilities, and public spaces to support community livability.
- Identify and implement long term redevelopment projects that can catalyze revitalization and investment, particularly around strategic locations in the city.
- Work with community partners around livability initiatives.
- Periodically survey businesses and residents to provide feedback on progress and to suggest changes to approach.

Business Development

Business and business districts in Hopkins are vital to a healthy economic environment. They create jobs, contribute to the tax base, provide goods and services for residents and visitors, and add activity and energy on a daily basis. Supporting these businesses in various ways helps support a healthy and balanced economy.

ECONOMIC COMPETITIVENESS GOAL #2: Support a healthy, diverse mix of businesses in Hopkins.

Policies:

- Use public sector resources strategically to leverage private investment in the community.
- Develop partnerships with other jurisdictions and agencies to support business development and economic growth.

- Continue to make improvements to city regulatory guidance and procedures to streamline the redevelopment process in Hopkins.
- Promote the development of business start-ups and entrepreneurial activities in Hopkins, and encourage small businesses in appropriate areas throughout the city.
- Encourage locations of co-working spaces to promote business start-ups, and consider office locations along side streets.
- Work with existing businesses to identify opportunities to retain or expand operations.
- Provide information to business owners about programs, resources, and opportunities that can assist them with their businesses.
- Work to attract businesses with living wage jobs to redevelopment areas, particularly those that align with the area's existing strengths, such as their industry clusters.
- Encourage the development of green jobs, as well as greening of conventional industry sites and operations where appropriate.

Education and Workforce

While not a primary function of the City of Hopkins, education and workforce development are essential elements of a healthy economy. Educational systems – including grade schools, higher educational, and specialized training programs – both prepare people for jobs, and enhance their quality of life and choices.

ECONOMIC COMPETITIVENESS GOAL #3: Support the development of a well prepared, diverse workforce.

Policies:

- Partner with schools and other educational institutions to support a range of educational opportunities in the community.
- Provide information to businesses and others about job training assistance available.
- Encourage businesses in Hopkins to hire local, particularly in populations that are underemployed.
- Support work opportunities for nontraditional employees, including youth and seniors.

Equity and Disparities

Economic growth does not automatically benefit everyone. Current circumstances, rooted in historic patterns of discrimination, result in disparate outcomes for some groups, particularly people of color, recent immigrants, and lower income households. To ensure that all have an opportunity to benefit and succeed, Hopkins must be intentional in its policies to address these gaps.

ECONOMIC COMPETITIVENESS GOAL #4: Promote economic equity in Hopkins, to benefit residents regardless of identity or background.

Policies:

- Encourage the development and maintenance of affordable housing and commercial space
- Support the expansion of public transportation and other transportation alternatives that connect workers to jobs.
- Encourage the availability of a full range of child and elder care services in the community.
- Revisit City’s procurement policies to ensure they provide opportunities for small and disadvantaged businesses to do business with the city.
- Actively address any complaints of discrimination in the community that are related to city facilities or operations.
- Strive to create a workforce that reflects the community and population in Hopkins

Downtown

Downtown Hopkins is a strong and vibrant district. Ongoing work over the past decades has strengthened its identity as a unique and livable place, with a good mix of retail, restaurants, services, and entertainment. The development of nearby regional transportation corridors – namely the Artery and the Green Line Extension – have the ability to bring more people and investment to the area. The future of downtown will leverage these opportunities and others to bring in more investment and growth, while still maintaining the area’s character and charm.

DOWNTOWN GOAL #1: Maintain a viable downtown core that serves as an economic and social center for the community.

Policies:

- Recognize Downtown’s unique role as the center for daily activities, all within proximity to each other, as well as the home of cultural and civic institutions that support the entire city.
- Promote Downtown as a living laboratory demonstrating how the design and function of a Downtown can concurrently provide equitable benefits to human health, the natural environment and the economy.
- Encourage creative placemaking throughout Downtown that expresses the identity of the entire community of Hopkins.
- Consider ways in which Central Park can be more integrated into the community through flexible spaces, passive recreational spaces, plazas, and increased connectivity.
- Continue the active management of public parking as a means of promoting efficient land use and creating high quality urban form.
- Encourage the adoption of uniform downtown store hours and consistent management to improve customer service.
- Foster communication between the City, Hopkins Business and Civic Association (HBCA), Twin West, and owners and managers of commercial properties on issues that concern Downtown.
- Identify ways to recognize, protect, preserve and interpret historic resources and districts in Downtown and surrounding neighborhoods.
- Promote public places and Mainstreet in Downtown as places of business, social activity and

gathering, thereby creating a Downtown that embodies the inclusive and welcoming goals of the City.

- Expand joint advertising and promotions for the businesses in the district. Promote Mainstreet via special events.

DOWNTOWN GOAL #2: Continue to grow Downtown’s population and jobs base.

Policies:

- Target development efforts that encourage growth and expansion of commercial establishments that address two market orientations: (1) the destination specialty market, and (2) the local convenience and specialty market.
- Assess the market’s perception of Downtown Hopkins. Determine types of businesses needed and identify sites for appropriate new businesses. For example, a hotel may be needed, and the site selection for a hotel should be appropriate, ensuring access to community destinations and variety of transportation options while keeping local disruptions to a minimum.
- Attract specialty retail and destination uses including arts, entertainment, recreation, antiques, hobbies and crafts, gifts and family-oriented uses.
- Encourage the growth of Downtown’s share of housing and employment and continue its growth as the City’s center for innovation, and exchange through commerce, employment, arts, culture, entertainment, education and government.
- Encourage commercial development to be clustered close along Mainstreet where it reinforces and is consistent with existing establishment types.
- Encourage medium density housing south of Mainstreet and along Mainstreet to the west of 12th Avenue.
- Create a neighborhood retail node at 17th Avenue and Mainstreet.
- Create a public realm throughout Downtown, the Avenues, and Excelsior Boulevard that is human scaled, pedestrian oriented and welcoming to all.
- Encourage an anchor development at the east end of Mainstreet that supports transit and complements both Mainstreet and Downtown Hopkins.
- Emphasize 17th Avenue and 11th Avenue as community connectors between Downtown, the Avenues, and neighborhoods south of Excelsior Boulevard. This includes considering changes to intersections to improve safety and comfort of crossing Excelsior Boulevard.
- Target financial incentives toward catalytic development that meets multiple city goals.