



2040 Comprehensive Plan Update Advisory Committee Agenda

Wednesday, May 9, 2018

5:00 – 7:30 PM

Hopkins Fire Station – Conference Room

Arrival and Dinner

- Table discussions

Process Update

- Summary of planning process to date
- Contributions of Advisory Committee
- Plan overview

Implementation Plan

- Social Environment
- Economic Environment

Ranking Exercises

- Ranking/rating top priorities by category

Next Steps

- June 2: open house at Artery grand opening event
 - Volunteers to participate in open house?
- June 26: Planning Commission public hearing
 - Volunteers to speak at public hearing?
- July 17: City Council action



MEMO

To: 2040 Comprehensive Plan Advisory Committee

From: Haila Maze, Senior Urban Planner and Jason Lindahl, City Planner

Date: April 11, 2018

Subject: Cultivate Hopkins Comprehensive Plan Update

Overview

The purpose of this meeting is to provide an overview of draft recommendations coming out of the Cultivate Hopkins planning process. As you know, the draft goals and policies being shared here are the same as were provided to the City Council and Planning & Zoning Commission at their meeting in March.

The 2040 Comprehensive Plan Advisory Committee has been tasked with using these goals and policies (with revisions) as a basis for the final element of the comprehensive plan document: the implementation plan. While the implementation of the comprehensive plan will be far too extensive to capture completely in this document, this element will lay out the highest level priorities – both in terms of importance, level of commitment on behalf of the city, and timeliness.

At this meeting, the committee will consider implementation priorities for the built and natural environments. At the May meeting, the committee will consider on priorities for the social and economic environments.

As you review this memo and attached information, please consider the following questions:

- Are the main topics we are focusing on the most important ones to the future of the City? Are we missing anything?
- What topics should be the top priorities for implementation? What should that implementation look like?
- How should the City measure results of implementation? Is it important (and achievable) to set specific quantifiable benchmarks?

The Story of Hopkins

While the plan is the sum of many different elements, in essence it is all about contributing to the vision of what makes Hopkins unique and valued. Below is an attempt to tell that story, and how the plan fits into this vision.

The story of the City of Hopkins is one of reinvention and renewal, while still maintaining the place's core identity and unique character.

Like many small towns, the first settlement in this location sprung up as a modest clustering of housing and businesses along a railroad line, serving local farmers and factory workers. The distinctive direction for Hopkins is that it chose to embrace change, without erasing its past. Decades of growth and investment have added a wide range of housing, commercial, industrial, and institutional uses to the original core settlement. However, the original layout and form of the traditional small town has remained at the heart, instead of being swept away in the name of progress. This has meant continual efforts to reinvent and renew older areas, so that they can accommodate change.

The result is a community that has managed to merge old and new, bringing together the classic charm of a small town with modern amenities. The faces of Hopkins reflect this continuum as well, with households tracing their history back to its origins (and indigenous people who originally inhabited this area) alongside those that are new to both the city and even the nation.

This experience and history translates into a built-in understanding of the principles and values of sustainability – a long term perspective of how to sustain a community successfully over time. As the past has shown, this process is a continuum, not a destination, and change will continue to happen even in places that remain essentially the same.

The 2018 Comprehensive Plan further explores the concept of sustainability – and the related concept of resilience – and what it means to plan for the future of the city with this in mind. As outlined below, this has implications for all elements of the community environment: built, natural, social, and economic. These concepts are summarized in the Cultivate Hopkins tagline: “Rooted. Vibrant. Connected. Resilient.”

Purpose of the Plan

The purpose of this plan update is to provide long range guidance for growth, development, and investment in the City of Hopkins. It will replace the City’s current comprehensive plan which was adopted in 2009. This comprehensive plan envisions the growth and change the community will see by 2040, and creates a framework for what the City needs to do to get there. To do this, the plan interweaves guidance from City-established goals, public comments and feedback, past plans and initiatives, and analysis of data and trends.

As a community within the seven county Twin Cities metropolitan region, Hopkins is required by state statute to update its comprehensive plan every ten years, as part of an overall regional planning cycle managed through the Metropolitan Council. This plan will fulfill all requirements of this cycle.

Over the next ten years, the City will make numerous decisions related to development, infrastructure, public services, budgeting, and many other topics that need to be aligned with its overall goals. This plan provides a framework for this decision making process – to ensure consistency, and progress toward longer range goals.

Vision and Goals

The foundation for the citywide vision guiding this plan is found in the 2018 Hopkins City Council Goals and Strategic Plan, adopted by the City Council in 2017 at the start of the comprehensive plan update

process. While these goals do not provide detailed guidance for every area covered by the plan, they focus attention on the most important elements for consideration and action.

The mission for the City is “Inspire. Educate. Involve. Communicate.” The vision and goals provide a picture of the city as a place that people can call home, connect with one another, and explore on foot, bicycle, or transit. It focuses on inclusion of everyone – in community events, governmental services, and decision making processes. This spirit has been modeled in the planning process for the comprehensive plan, as well as its goals, policies, and priorities.

What’s New?

The vision and goals also contributed to the decision during the planning process to go over and above what is required in a comprehensive plan, to include some new elements not previously featured. These sections, detailed on the following page, will include:

- New element on quality of life in Hopkins, facilitated through cross-sector and cross-discipline collaboration, including safety and emergency preparedness, community facilities and infrastructure, and public health
- New element on sense of community, exploring equity, race, and social connectedness, and the role of the city in addressing disparities and encouraging engagement and connections.
- New details related to natural resources and environmental responsibility, including renewable energy, climate change and resilience, and sustainable building practices.
- Expanded focus on economic competitiveness, including community economic development, business development, education, and disparities.

Sustainability Framework

The vision for Hopkins is that of a sustainable community – defined as one that meets the needs of the present without compromising the ability of future generations to meet theirs. It is also envisioned as a resilient community – defined as one that is able to respond to social, economic, and environmental changes and disruptions while maintaining its integrity and purpose.

The City of Hopkins consulted several best practice materials to shape and inform the framework for the comprehensive plan update. The primary source was **Sustaining Places: Best Practices for Comprehensive Plan** (American Planning Association, 2015). This document details national best practices for creating a sustainable, resilient and complete community. Traditionally, comprehensive plans were developed from a top-down approach with separate stand-alone chapters focused primarily on land use and physical development. By comparison, Hopkins is using the Sustaining Places document to further enhance the City’s existing work and ensure the new comprehensive plan fully embraces the topics of resilience, system thinking, community engagement, equity, adaptation and measurable implementation practices. To supplement this framework, the following resources are being used to provide more detailed information, implementation strategies and performance matrix in specific topic areas.

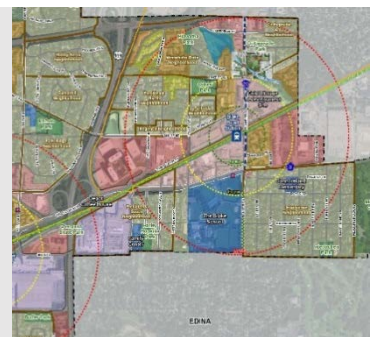
- **STAR Community Rating System.** The Sustainability Tools for Assessing and Rating Communities (STAR) system, developed by STAR Communities, is used to rate community performance on a range of topics related to promoting local sustainability.
- **GreenStep Cities.** Minnesota GreenStep Cities is a voluntary program for cities that helps them achieve goals in sustainability and quality of life.
- **Regional Indicators Initiative.** Hopkins has participated in the Regional Indicators Initiative, which helps participating communities to benchmark their status on a range of metrics, to measure progress against itself and peer communities.
- **Climate Resilience Workshop Series.** In early 2017, Hopkins participated with six other cities in a workshop series designed to identify opportunities to build resilience related to local climate change.
- **Mainstreet – Keeping It Real.** In 2016, the City undertook a planning process to explore directions, opportunities, and ideas for downtown Hopkins. This report summarized the recommendations coming out of that process.
- **Amazing Place.** Smart Growth America produced a report in 2016 on a series of places using a new and more inclusive approach to community economic development.
- **Smart Growth Fixes for Climate Adaptation and Resilience.** The EPA’s 2017 report provides a range of changes for land use, building codes, and policies to prepare for climate change.

The Four Environments

Sustainability may be new to comprehensive planning but not to Hopkins. The City Council Goals and Strategic Plan and many of the City’s existing practices and planning documents incorporated various aspects of sustainability. The Cultivate Hopkins 2040 Comprehensive Plan Update seeks to fit together the City’s existing vision, goals and policies with comprehensive planning best practices in a more relatable, interconnected and measurable comprehensive plan for the future of Hopkins. Rather than traditional individual chapters focused on land use and physical development, the Cultivate Hopkins plan looks at the community’s through four environments detailed 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.



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.



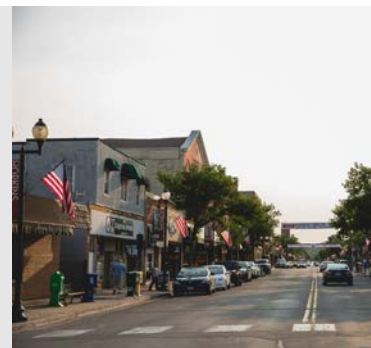
Natural Environment

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.



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).



A Plan for the Whole City

As is traditionally the case for comprehensive plans, the task of developing the document is being led by the planning staff of the City. However, as this is a plan for the **entire** City, there are elements which apply to the work of all City leadership and staff. Ways this plan will be used across the entire City include:

- Provides support for any major new initiatives or investments
- Guides priorities for capital project budgeting
- Puts short term implementation in context of longer term goals
- Establishing a framework for making decisions

As such, we are meeting in advance with department heads across the City to ensure that the direction presented here adequately represents their area of expertise.

Meeting Discussion

There has already been significant outreach and research as part of the comprehensive plan update process, including regular meetings of the Advisory Committee. At this point, a set of draft goals and policies have been drafted that will form the main substance of the plan update – along with a full documentation of the existing conditions, trends and challenges, analysis of data, and public input that inform the development and refinement of these goals and policies.

The implementation steps included with these draft materials are preliminary. It is likely that not all will show up in the final plan – as they represent a significant amount of work and resources to implement. It is important that they not be so ambitious that they are unachievable. At the same time, as this plan is aspirational, they should go beyond “business as usual” – at least to an extent.

Paired with the implementation steps are some possible ways of measuring progress. Not all progress is easily quantifiable, but having measures helps both to show forward movement towards goals and promotes accountability. None of these have specific numeric targets, but those could be introduced if supported.

As the committee moves into the final stages of plan development, the following questions will shape our discussion:

- Are the main topics we are focusing on the most important ones to the future of the City?
Are we missing anything?
- What topics should be the top priorities for implementation? What should that implementation look like?
- How should the City measure results of implementation? Is it important (and achievable) to set specific quantifiable benchmarks?

In addition to general feedback, we will have a couple more in-depth questions related to infill development and sustainable design, which will explore the multiple perspectives and positions that shape the policy debate on these topics.



Implementation Plan for Social and Economic Environment 5/3/18 DRAFT

Overall focus areas to keep in mind:	
Affordability Inclusive and connected community Livable communities Sustainable buildings	Downtown Race and equity Climate change Arts and culture

SOCIAL ENVIRONMENT

Element	Policy	<i>Potential Action Steps</i>	<i>Potential Indicators</i>
Quality of Life	QL#1: Public Safety	<ul style="list-style-type: none"> • Increased involvement and use of Multicultural Advisory Committee • Development of youth programs and outreach, including school partnerships • Training and programs for staff regarding de-escalation and mental health awareness • Police budget and operations (ongoing) • Partnership with County, JCPP, other cities, and community (ongoing) 	<ul style="list-style-type: none"> • Incidence of crimes by type • Community satisfaction surveys on safety
	QL#2: Emergency Response	<ul style="list-style-type: none"> • Ongoing training of staff to enhance readiness for emergencies • Expand and promote Community Emergency Response Team training and readiness • Police budget and operations (ongoing) • Partnership with County, other cities, and community (ongoing) 	<ul style="list-style-type: none"> • Emergency response times • Number of incidents responded to • Number of residents involved in CERT
	QL#3: Social Services	<ul style="list-style-type: none"> • Expanded integration of service provision coordinated with City operations • Partnerships with County and other service providers (ongoing) 	<ul style="list-style-type: none"> • Number of service referrals

	QL#4: Property Standards	<ul style="list-style-type: none"> Targeted inspections on problem properties and/or problem landlords and property owners Inspections budget and operations (ongoing) 	<ul style="list-style-type: none"> Number of substandard properties by type Number of businesses not meeting standards
	QL#5: Facilities and Infrastructure	<ul style="list-style-type: none"> Public Works budget and operations (ongoing) 	<ul style="list-style-type: none"> Statistics on facility and infrastructure conditions
	QL#6: Education	<ul style="list-style-type: none"> Expand initiatives to coordinate school facility planning and investment with City plans Work with school district on community education offerings Work with library as both a community educational resource and Downtown destination Partnerships with school district and library (ongoing) 	<ul style="list-style-type: none"> School system performance – graduation rates, test scores, etc. Community surveys on school satisfaction
	QL#7: Public Health	<ul style="list-style-type: none"> Identify barriers to active living in community and address through infrastructure investments Use health impact assessments and/or collect public health data to determine impacts of city programs and projects Expand focus on community gardens and/or access to healthy foods, particularly in areas lacking them Partnerships with County and other service providers (ongoing) 	<ul style="list-style-type: none"> Incidence of chronic disease and disability in community Rates of healthy eating and active living in community
Sense of Community	SC#1: Connected Community	<ul style="list-style-type: none"> Establish and implement strong standards for community engagement on all City projects Revisit plans and strategies for major community events to emphasize inclusion Continue community engagement for City programs and plans (ongoing) Support inclusive representation on City boards and commissions (ongoing) 	<ul style="list-style-type: none"> Level of involvement in community events and programs

	<p>SC#2: Equity and Inclusiveness</p>	<ul style="list-style-type: none"> • Pursue next steps on Hopkins Race and Equity Initiative, including implementing GARE recommendations • Track involvement and outcomes in City programs by race/ethnicity where appropriate • Community engagement for City programs and plans (ongoing) 	<ul style="list-style-type: none"> • Diversity of involvement in community events, programs, boards, and commissions • Social and economic disparities
	<p>SC#3: Culture and Identity</p>	<ul style="list-style-type: none"> • Partner with Hopkins Historical Society to identify and preserve historic resources • Pursue evaluation and/or designation of historic sites or districts where appropriate, including underrepresented resources • Identify ways to recognize history and culture of newer residents, including through events and activities 	<ul style="list-style-type: none"> • Number of designated historic resources • Number of public art installations • Number of cultural events and activities held in the community
	<p>SC#4: Arts and the Creative Economy</p>	<ul style="list-style-type: none"> • Incorporate public art in parks, plazas, public facilities, private developments, or other places where appropriate • Develop and implement a public art plan for the city • Use arts advisory board to provide input on arts in the community and in public plans, events, and facilities • Support funding for the arts in the community, particularly in City led projects and programs • Continue partnerships with arts organizations on mutually beneficial initiatives (ongoing) 	<ul style="list-style-type: none"> • Number of public art installations • Number of arts-related events and programs available in Hopkins

ECONOMIC ENVIRONMENT

Element	Policy	Potential Action Steps	Potential Indicators
Economic Competitiveness	EC#1: Community Economic Development	<ul style="list-style-type: none"> • Pursue City assisted redevelopment projects on sites in areas targeted for growth • Invest in placemaking for redevelopment areas, including public realm enhancements • Align infrastructure investments in the capital improvement plan with development goals where possible 	<ul style="list-style-type: none"> • Community surveys on livability • Number of new development projects in targeted areas
	EC#2: Business Development	<ul style="list-style-type: none"> • Connect with existing businesses in the city and provide district assistance and referrals where appropriate • Partner with County, MN DEED, and others to support business development • Expand City business support initiatives, tied to overall goals • Consider regulatory review to streamline permitting processes and other regulations impacting businesses 	<ul style="list-style-type: none"> • Number of jobs created and retained • Number of new business startups • Number of businesses assisted
	EC#3: Workforce Development	<ul style="list-style-type: none"> • Partner with schools other educational institutions to support workforce readiness and local business partnerships • Provide direct support for local job training and/or hiring initiatives 	<ul style="list-style-type: none"> • Job referrals and placements • Hiring of local residents by area businesses
	EC#4: Equity and Disparities	<ul style="list-style-type: none"> • Review City procurement and hiring regulations and practices to assess need for changes to support equity goals • Assess equity impact of specific City policies and regulations • Track disparities in outcomes among community residents, including related to City services 	<ul style="list-style-type: none"> • Hiring and retention of diverse contractors and employees • Reduction of disparities in outcomes for residents
Downtown	D#1: Economic and Social Center	<ul style="list-style-type: none"> • Assess City operations and budget to determine if property aligned to support Downtown • Monitor and revisit Downtown parking regulations periodically to ensure they are appropriate to 	<ul style="list-style-type: none"> • Level of community involvement in Downtown events

Element	Policy	<i>Potential Action Steps</i>	<i>Potential Indicators</i>
		support both business development and livability <ul style="list-style-type: none"> • Support creative placemaking investments and events planned for the Downtown area 	
	D#2: Population and Jobs Base	<ul style="list-style-type: none"> • Support targeted redevelopment and reinvestment projects in Downtown area • Consider expansion or intensification of zoning in Downtown area to allow for more development opportunities • Development review (ongoing) 	<ul style="list-style-type: none"> • Level of investment in Downtown businesses and properties

DRAFT