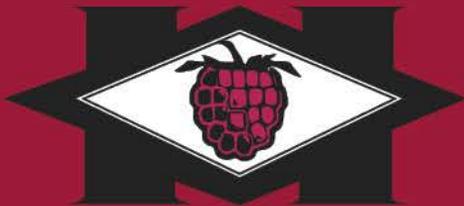


# Cultivate Hopkins Implementation: Social and Economic Environment

Comprehensive Plan Update

May 9, 2018



*City of*  
**Hopkins**  
Minnesota

# Table Discussion:

## Which of these are highest priority for you?

### Social Environment

- Addressing race equity issues
- Building an inclusive and connected community
- Supporting healthy neighborhoods and people
- Adapting services to changing needs
- Proactive community-oriented approach to public safety and preparedness

### Economic Environment

- Downtown as a central social district
- Promoting resilient and equitable community
- Placemaking as economic development
- Transitioning some low job density areas



# Process & Schedule

## Completed

- ✓ **July 27, 2017** – Kick-Off
- ✓ **Sept 13** – Built Environment
- ✓ **Nov 8** – Natural Environment
- ✓ **Jan 10, 2018** – Economic Environment
- ✓ **Feb 7** – Social Environment
- ✓ **March 20** – Joint Meeting with City Council and Planning & Zoning Commission
- ✓ **April 11** – Implementation – Built and Natural Environment

## Coming Up

- **May 9** – Implementation – Social and Economic Environment
- **June 2** – Open House at Artery Grand Opening Event
- **June 26** – Public Hearing before Planning & Zoning Commission (*tentative*)
- **July 17** – City Council Action (*tentative*)
- **July-January 2019** – Six month adjacent jurisdiction review
- **First Quarter 2019** – Metropolitan Council final submittal



# Comprehensive Plan Approach

## Existing – Standalone Chapters

- Land Use
- Downtown
- Housing
- Parks and Trails
- Transportation
- Water
- Solid Waste
- Implementation

## New - Interconnected Elements

- Land Use
- Transportation
- Housing
- **Quality of Life** 
- **Sense of Community** 
- **Sustainability and Natural Resources** 
- Parks and Trails
- **Economic Competitiveness** 
- Downtown
- Implementation



# Four Environments



## Built Environment

- Land Use
- Transportation
- Housing



## Natural Environment

- Sustainability and Natural Resources
- Parks and Trails



## Economic Environment

- Economic Competitiveness
- Downtown Hopkins



## Social Environment

- Quality of Life
- Sense of Community

# Built Environment



All human-made elements of the space where people live, work, and play.

# Built Environment: Major Issues

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1

Strengthening nodes and neighborhoods

2

Maximizing value of transit investment

3

Balanced multimodalism on complete streets

4

Addressing challenges of affordability

5

Arts, culture, and unique places



# Social Environment

Public services and facilities, education, public health, community connections, equity, culture.



# Social Environment: Major Issues

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1

Addressing  
race equity  
issues

2

Building an  
inclusive and  
connected  
community

3

Supporting  
healthy  
neighborhoods  
and people

4

Adapting  
services to  
changing needs

5

Proactive  
community-  
oriented  
approach to  
public safety and  
preparedness



# Natural Environment

Natural systems and resources, including land, water, air, habitat, and ecology.



# Natural Environment: Major Issues

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1

Practice environmental responsibility

2

Promoting use of renewable energy

3

Planning for climate change resiliency

4

Expanding sustainable building and site practices

5

Protecting and restoring natural areas

# Ⓢ Economic Environment

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



# Economic Environment: Major Issues

---

1

Downtown as  
central social  
district

2

Promoting  
resilient and  
equitable  
economy

3

Placemaking as  
economic  
development

4

Transitioning  
some low job  
density areas

# Focus Areas

Livable  
Communities

Downtown

Inclusive and  
Connected  
Community

Race and  
Equity

Affordability

Climate  
Change

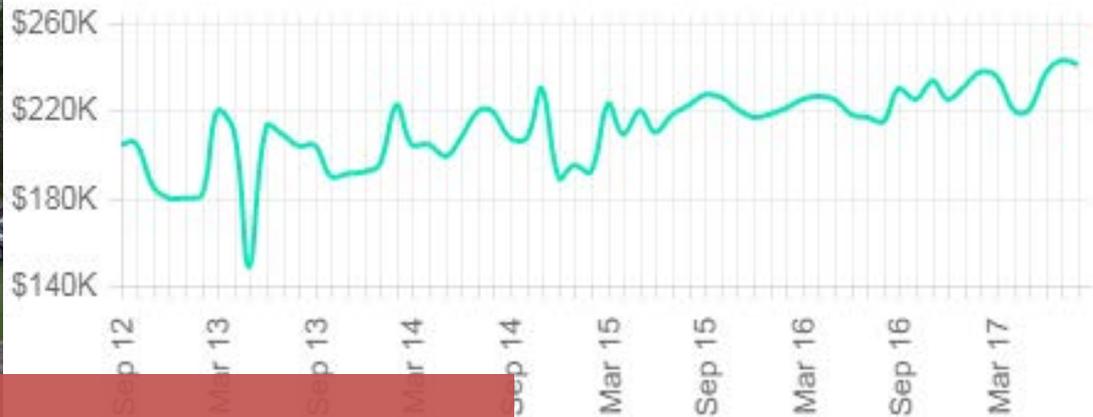
Arts and  
Culture

Sustainable  
buildings

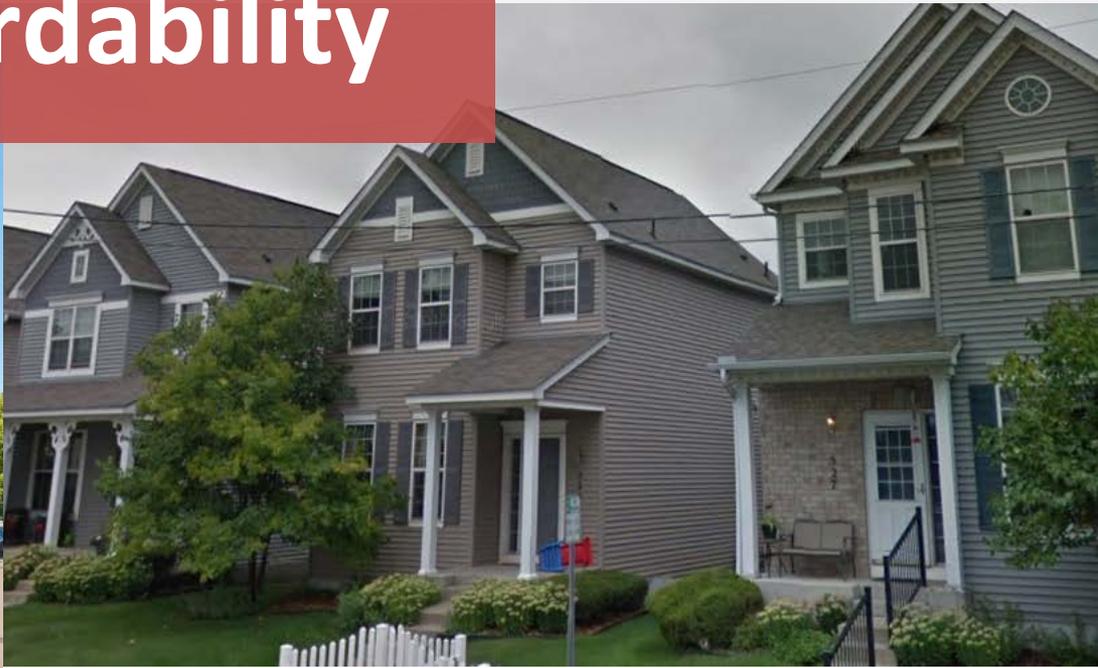




Median Sales Price



# Affordability



# Construct new affordable housing units to meet range of needs in the community

- A. High priority – **73%**
- B. Good idea, but not most important – **9%**
- C. Needs more work – **0%**
- D. Don't pursue this right now – **18%**



# Support affordable commercial space in business districts

- A. High priority – **50%**
- B. Good idea, but not most important – **20%**
- C. Needs more work – **10%**
- D. Don't pursue this right now – **20%**



# Develop partnerships, policies, and programs that support livable wages in Hopkins

- A. High priority – **9%**
- B. Good idea, but not most important – **64%**
- C. Needs more work – **18%**
- D. Don't pursue this right now – **9%**



# Downtown



**Directly support businesses and business districts to  
locate and remain in Downtown  
(e.g. sign and façade improvement programs)**

- A. High priority – 50%**
- B. Good idea, but not most important – 50%**
- C. Needs more work – 0%**
- D. Don't pursue this right now – 0%**



## Promote community social and civic events and activities that support Downtown

- A. High priority – **0%**
- B. Good idea, but not most important – **70%**
- C. Needs more work – **0%**
- D. Don't pursue this right now – **30%**



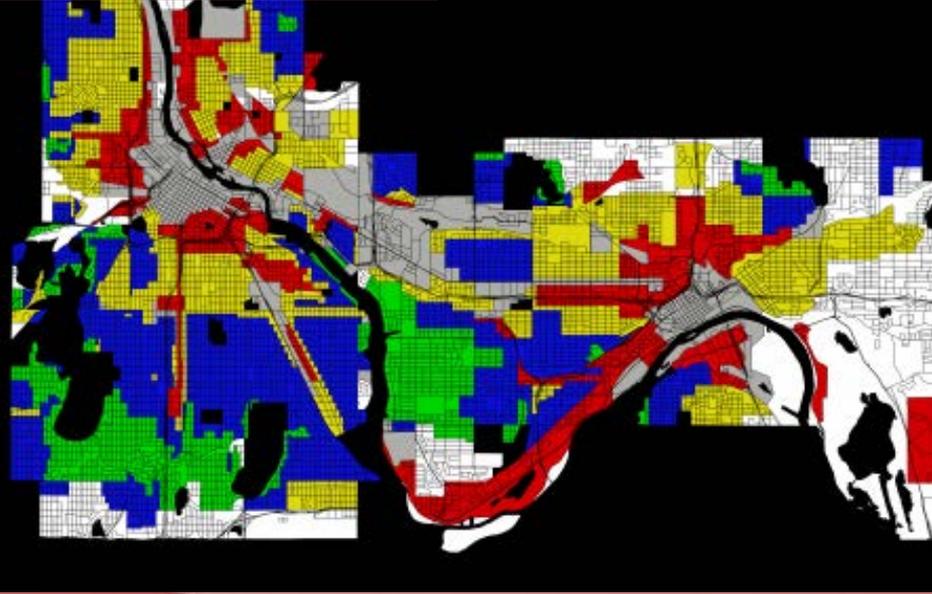
Revisit aesthetic controls (e.g. signage, design standards, nuisance issues), including regulatory tools and enforcement

- A. High priority – **20%**
- B. Good idea, but not most important – **50%**
- C. Needs more work – **30%**
- D. Don't pursue this right now – **0%**





# Race and Equity



# Investigate racial disparities in the community and proactive steps to reduce them, consistent with GARE guidance

- A. High priority – **33%**
- B. Good idea, but not most important – **56%**
- C. Needs more work – **11%**
- D. Don't pursue this right now – **0%**



# Evaluate community engagement practices across the City and determine appropriate approaches for each use

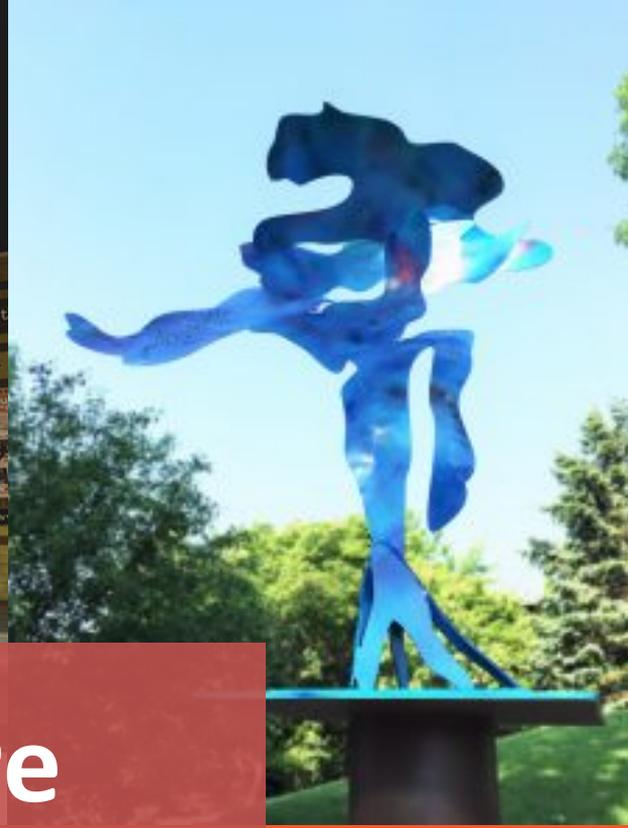
- A. High priority – **40%**
- B. Good idea, but not most important – **50%**
- C. Needs more work – **10%**
- D. Don't pursue this right now – **0%**



**Pursue inclusionary approach to City services and programs, to ensure they serve the entire community**

- A. High priority – 89%**
- B. Good idea, but not most important – 11%**
- C. Needs more work – 0%**
- D. Don't pursue this right now – 0%**





# Arts and Culture



You're Invited To An...

# artspace

Community Meeting

Join us to learn about Artspace and share ideas for a possible future project in Hopkins!

Wednesday, August 9, at 7 p.m. @ Hopkins Center for the Arts

## Expand the City's focus on public art from Downtown to citywide approach

- A. High priority – **25%**
- B. Good idea, but not most important – **63%**
- C. Needs more work – **12%**
- D. Don't pursue this right now – **0%**



**Diversify the types of City supported public art beyond permanent installations to include temporary exhibits, events and performances, etc.**

- A. High priority – 11%**
- B. Good idea, but not most important – 89%**
- C. Needs more work – 0%**
- D. Don't pursue this right now – 0%**



# Pursue additional funding to support arts and culture in Hopkins

- A. High priority – **11%**
- B. Good idea, but not most important – **56%**
- C. Needs more work – **11%**
- D. Don't pursue this right now – **22%**



# Ranking Exercise

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- Place dots next to goals which are highest priority over and above the City's existing level of investment and effort
- Be prepared to discuss why you made your choice



# Next Steps

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- **May 24:** boards and commission recognition dinner
- **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



# *cultivate* **HOPKINS**

*Rooted. Vibrant. Connected. Resilient.*



## **Plan Initiation**

First and second quarter 2016



## **Public Engagement**

Third quarter 2016 through second quarter 2017



## **Plan Development**

Third quarter 2017 through second quarter 2018



## **Plan Review and Approval**

Third quarter 2018 through first quarter 2019



# Thank you!

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