

WEST BROADWAY CURVE

Development Objectives

1. Development along The West Broadway Curve should not feel like a wall separating the neighbors on James Avenue from neighbors on West Broadway. Development along The West Broadway Curve should pay special attention to providing attractive access off West Broadway and onto James Avenue. Appropriate design scale and balance will be important.
2. New development should build on and complement the character of the neighborhoods. Please reference the West Broadway Alive! Small Area Plan for guidance on the inclusion of public art, color, façade design and quality of building materials.
3. New construction projects in the Jordan neighborhood should pay special attention to maintaining the traditional fabric and feel of the neighborhood. Projects should be mindful of the need to build the housing market, preserve the housing styles and increase the sense of community and connectedness. The inclusion of features such as columns, trellises, porches and dormers is encouraged.
4. Residential development is preferred for new development. A mix of ownership and rental is preferred with an emphasis on market rate housing, but the development must have at least 51% of the new unit's occupied by and affordable to households at or below 80% of Area Median Income.
5. Amenities are highly desirable. These include, but are not limited to underground parking, outdoor bicycle racks and indoor bicycle parking, plazas, green spaces, play areas, public art and rooftop gardens or gathering spaces to take advantage of the skyline view.
6. When considering building height at this location, refer to the policy guidance in the West Broadway Alive Small Area Plan. Pay special attention to the rear elevations as they face established neighborhoods. Special consideration for views and sunlight should be given to homes adjacent and in the rear of new development.
7. New development should incorporate Crime Prevention Through Environmental Design (CPTED) principles, including large front windows, porches and balconies, exterior lighting and the minimizing of surface parking lots.
8. Innovative and sustainable design is encouraged. Consider elements such as geothermal heating and/or cooling, green roof design, wind source power, storm water management with bio retention, tree box filters, permeable pavers and native plant landscaping design. LEED Certification is encouraged.
9. Please reference the following for site and building design guidance and regulations:
 - Minneapolis Zoning Code Chapter 530 – Site Plan
Review <http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcms1p-132300.pdf>
 - Minneapolis Plan for Sustainable Growth Chapter 10 – Urban Design
http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/convert_259208.pdf
 - West Broadway Alive! Small Area Plan [West Broadway Alive! Plan - City of Minneapolis](#)