



CITY of CRYSTAL

Staff Contact:

John Sutter

Community Development Director

(763) 531-1130

john.sutter@crystalmn.gov

www.crystalmn.gov

Economic Development Authority

2020

Work Program

Approved by EDA

February 18, 2020



Branding and Beautification

Façade Enhancement Incentive

- EDA share would be 50% of qualifying costs paid to property owner upon completion
- EDA share secured by a no-interest deferred loan to be forgiven after 5 years
- We will seek Henn Co funding (again)
- If Henn Co doesn't provide funding, there will be no program

Murals

- Identify preferred locations (location, visibility, etc.)
- Seek private grants (typically require funds to pass through the city)
- Requires buy-in from property owners

“Town Center” Branding

- Develop logo (in progress)
- Use first in development marketing materials
- Then roll out to property owners and businesses in the area
- Expect a gradual uptake by the community over time - in much the same manner as the neighborhood names which were first coined 20 years ago



Branding and Beautification

Planter Boxes

- 8 will be placed on Bass Lake Road as in 2019
- 12 more to be placed as follows:
 - 6 on Douglas Dr south of 36th
 - 6 on 42nd Ave from Adair Ave to Douglas Dr
- \$3,700 estimated expenditure to purchase 12 planter boxes plus \$2,000 estimated expenditure for soil and flowers for 20 planters
- \$5,000 budgeted in Beautification line item (other line items will be below budget)

Litter Clean-Up by Sentenced to Service program (STS)

- There's no way to fully control litter, but this makes a noticeable difference
- Cost is roughly \$385 each time (we get a crew for a day)
- Once every three weeks from mid-April - mid-November
- \$4,300 estimated expenditure
- \$5,000 budgeted in Rubbish Removal line item



CITY of CRYSTAL

Promotion

Residential Marketing Package

- Focus on quality of life, neighborhoods, city responsiveness & financial practices
- Dry run: Presenting to District 281 Realtors' Forum on April 2

Commercial Marketing Package

- Focus on city responsiveness & financial practices, access, workforce
- Will include business testimonials

Developer Marketing Package

- Specific marketing package for the Town Center area
- Primarily aimed at developers
- Part of Bottineau corridor "Northwest Crossing" marketing efforts

Continue membership in Open to Business

- Technical assistance at no cost to small business start-ups or expansions
- EDA cost is \$3,750 per year and matched by Hennepin County
- Enhanced outreach and promotion in 2020 concurrent with other efforts

Disposition of EDA Property

4824 56th

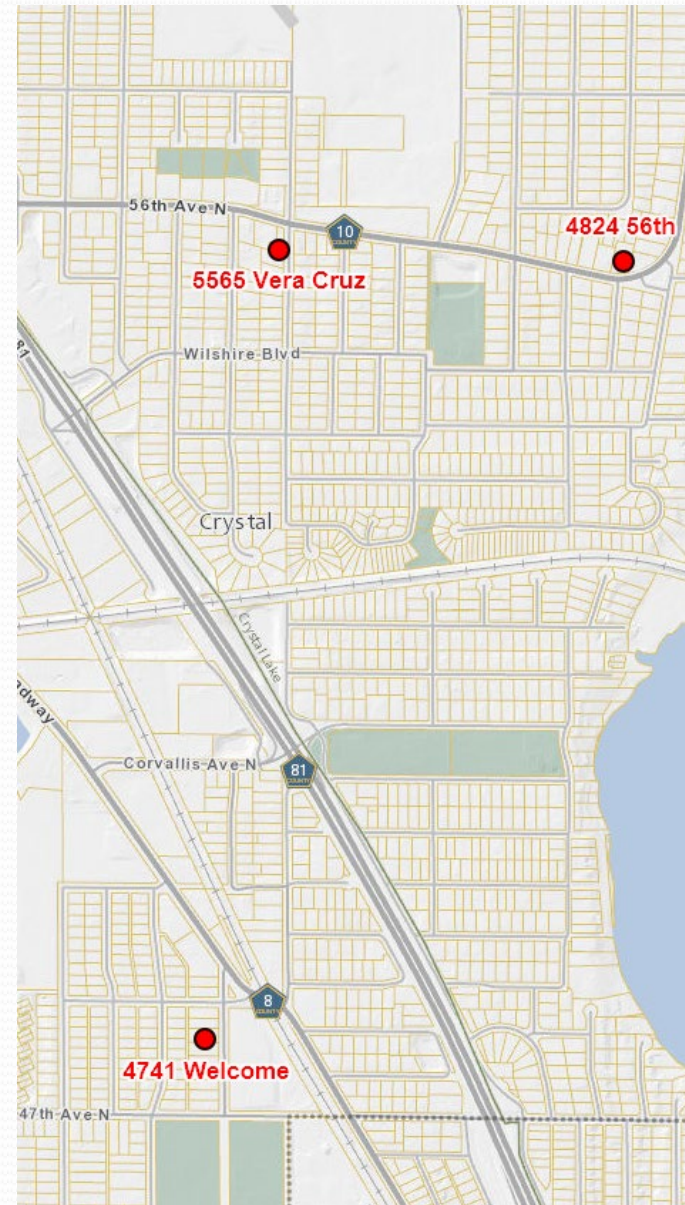
- Could be split into two 52.5'-wide lots for single family homes
- Monitoring well will be there at least another year
- Hold until early 2021, then reevaluate

5565 Vera Cruz

- Attempt to sell to adjacent commercial property owner (flower shop)
- If that doesn't happen, then attempt to rearrange lot lines to create a buildable lot to sell for single family home construction

4741 Welcome

- Guided medium density residential - allows up to 7 units on the property
- If combined with adjacent property at 4749 Welcome, site could have up to 12 units
- Wait to see what happens with 4749 Welcome (currently for sale by auction), then reevaluate



Disposition of EDA Property

3443 Douglas Dr and 3443 Edgewood

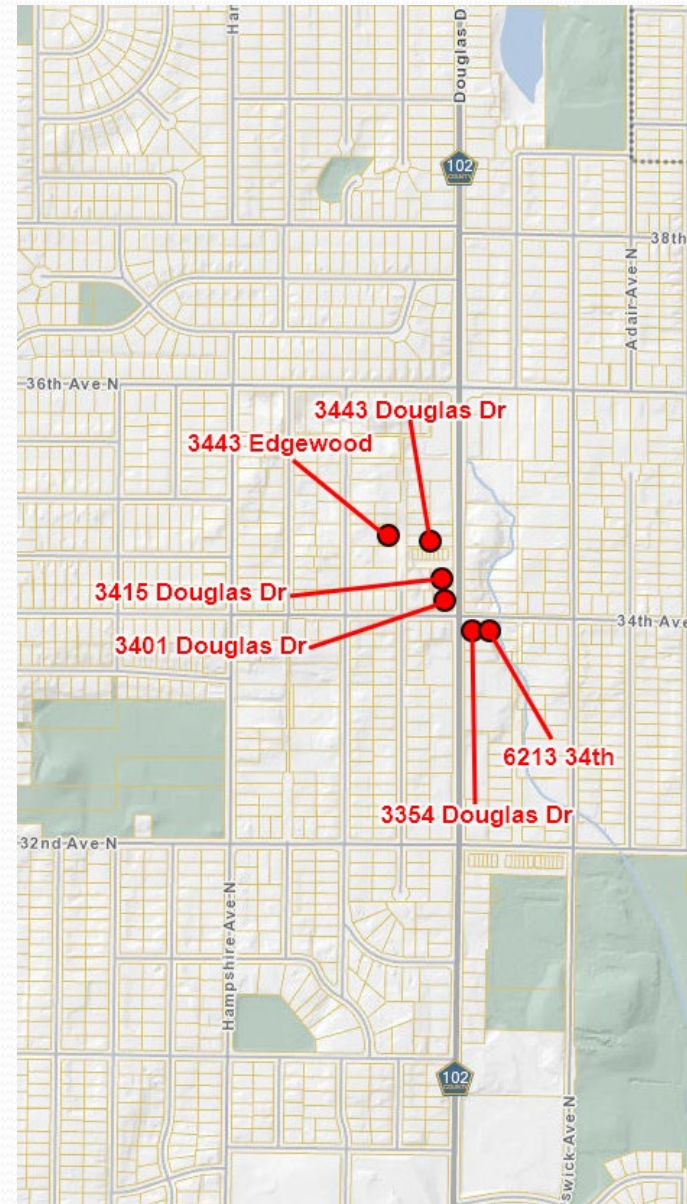
- Vacant lots south and west of Hampton Companies site at 3501 Douglas Dr
- Extension of Edgewood north of 34th would be required for development of these and several other lots owned by other parties - may not be feasible
- Hold until early 2021, then reevaluate after Hampton Companies assisted living facility is complete

3401-3415 Douglas Dr

- Currently in talks with developer interested in the site
- Guided medium density residential - allows up to 17 units (presumably townhomes)

3354 Douglas Dr and 6213 34th

- Guided medium density residential - allows up to 12 units (presumably townhomes)
- Property to south (3342 Douglas Dr) has a single family home on two oversized lots; if combined with current EDA site, could have up to 30 units
- Hold until adjacent owner ready to sell for development



Disposition of EDA Property

3240 Hampshire

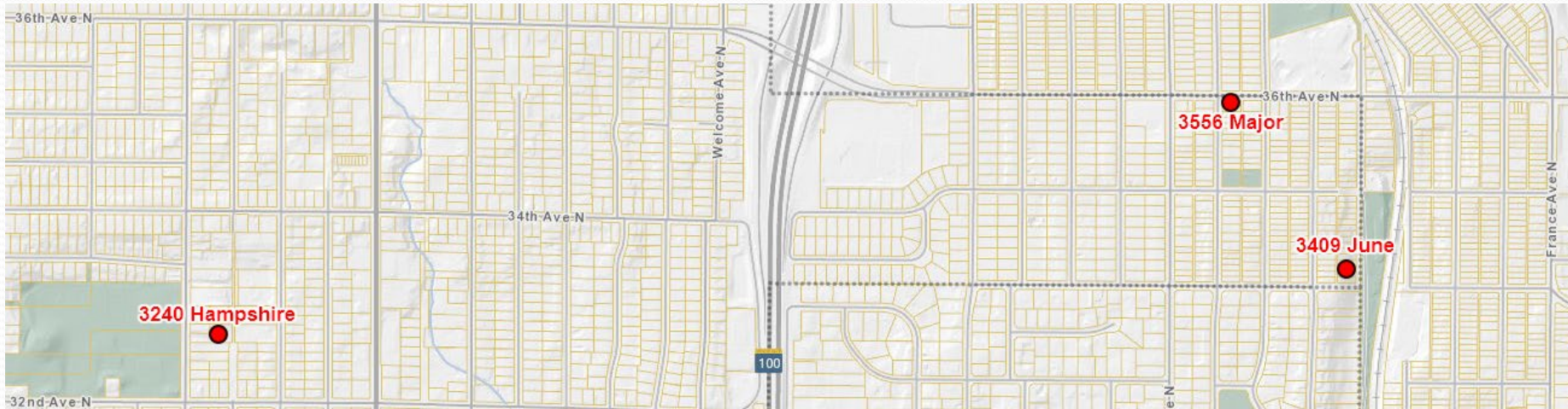
- Remnant left over after selling 3244 Hampshire lot for new home in 2000
- South portion not buildable due to soils and wetland issues
- North portion (behind 3244) may be buildable but would require driveway, water and sewer from Georgia Avenue - may not be feasible
- Hold until early 2021, then reevaluate

3556 Major

- Currently for sale for \$25,000 for new home construction

3409 June

- One of 15 contiguous vacant lots with limited development potential due to steep slope, lack of access and fragmented ownership (there are ten other owners)
- Four lots are owned by homeowners on Kyle across the unimproved alley
- Attempt to sell to homeowner across alley at 3408 Kyle
- If that doesn't happen, then offer to any owner of other lots in the strip
- And if that too doesn't happen, then continue to hold





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Major Development Opportunities

Staff met with 17 developers (so far) to promote the new Town Center zoning districts (West Broadway / Bass Lake Road area)

Several developers have expressed interest in building new multi-family residential in this area due to market demand

Later in 2020, we expect to receive one or two development proposals for EDA, Planning Commission and City Council consideration

