



CITY of CRYSTAL

Economic Development Authority

2024 Work Plan

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April 2, 2024

EDA Work Plan elements added since 2016

- 2017: Douglas Dr & West Broadway train horn quiet zones at CPKC crossings
Neighborhood signs with city flag
- 2018: Bass Lake Road Streetscape Reconstruction
- 2019: City flag banners on light poles
Planter boxes (8)
- 2019: Becker Park Reconstruction
- 2020: More planter boxes (12)
Started “Love Local” small business promotion during the holidays
- 2021: More planter boxes (10)
Ribbon-cuttings to promote new businesses
Contract with Senior Community Services (blight prevention)
Contract with Sentenced to Service for litter clean-ups
- 2022: City entrance signs with city logo and 2020 population
Started storefront façade program
Added Small Business Brainteaser to Love Local promotions during holidays

Redevelopment - Large Sites

- Staff will continue to meet with developers and promote redevelopment opportunities.
- A significant barrier to new development is the lack of vacant land and low retail building vacancy (<5%) in Crystal.
- Higher interest rates have broadly reduced apartment construction and developer interest since 2022.
- Interest rates have stabilized and may start declining in 2024.
- The Wells Fargo building at 7000 56th will be vacated this summer and the 2.2 acre site would be a prime redevelopment site.



2024 activities

- ❑ Continue outreach to property owners and prepare/update development site flyers
- ❑ Follow up with developers from previous discussions and seek out additional developers
- ❑ Goal is to put another development deal together for 2025 construction
- ❑ Continue to seek funding for replacement of Douglas Drive - West Broadway intersection

Scattered Site Redevelopment - 6110 Lakeland

- Purchased from the state for \$60,000 in Jan. 2024.
- To date: Property surveyed, contents cleaned out and asbestos assessment underway.
- Anticipated next steps:
 - Asbestos abatement in late April
 - Demolition in late May - early June
 - Begin marketing lot to builders after demolition
 - Goal is to sell the lot and have construction start before winter begins



Potential Scattered Site Lot - 5565 Vera Cruz

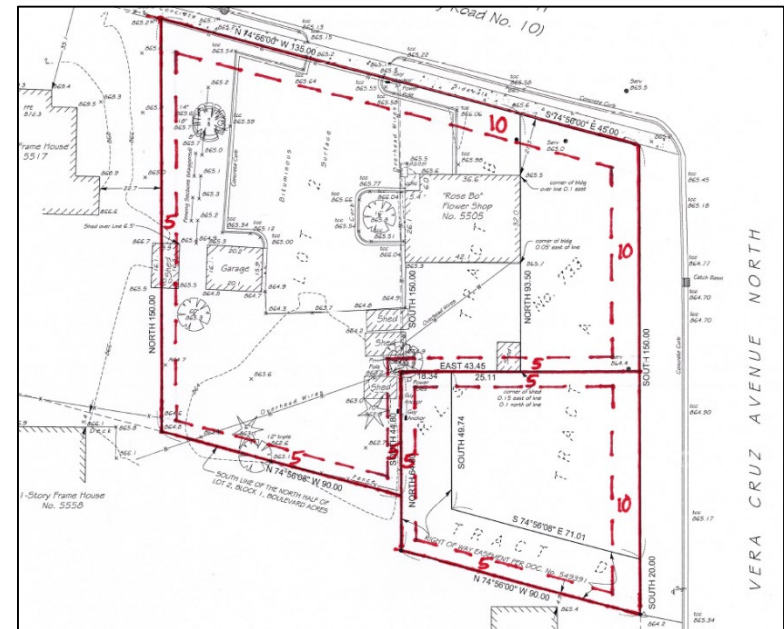
Options:

1. Sell EDA lot to adjacent owner of 5505 56th (Rose-Bo flower shop):
 - If Rose-Bo is interested, EDA would need closed meeting to discuss terms
2. Replat both properties:
 - Increases Rose Bo's street frontage and space for expansion
 - Creates a buildable lot for EDA to sell for new home construction
 - Basically a property swap - but a much more complicated option than #1

Aerial Photo

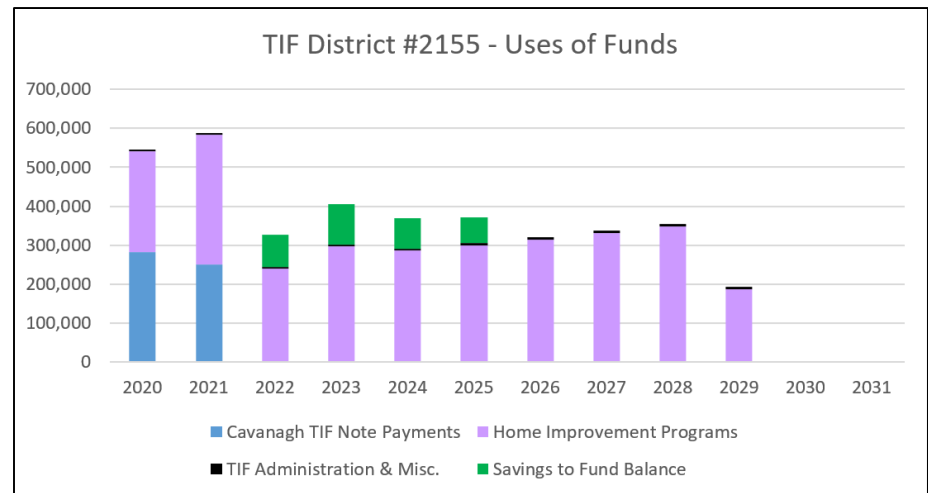
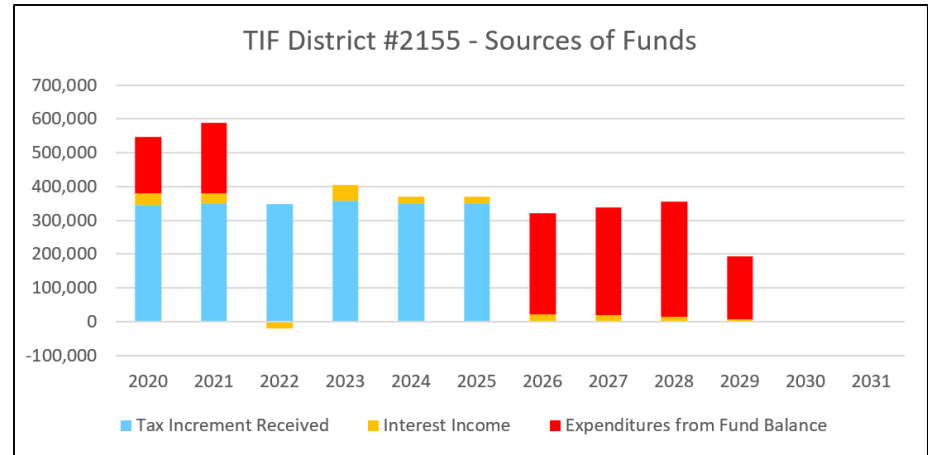


Replat Scenario



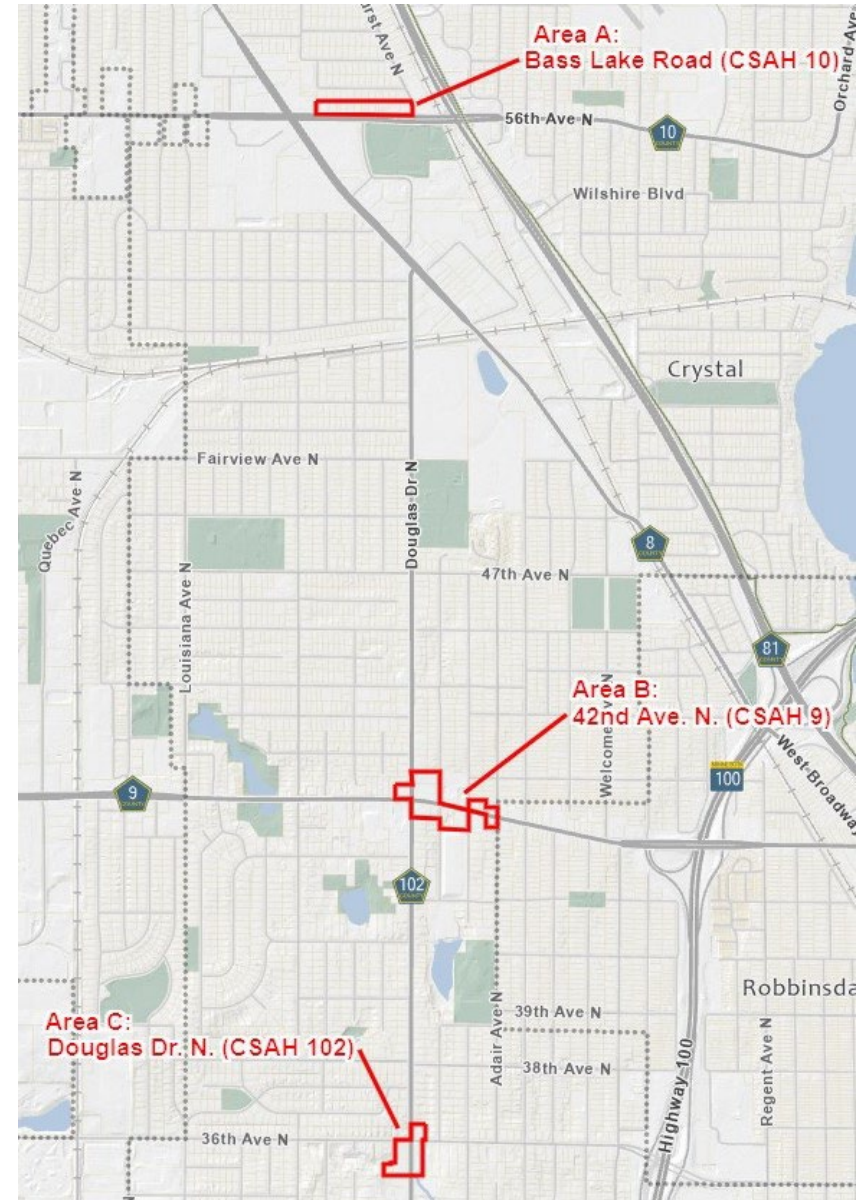
Home Improvement Grant Program

- Administered by Center for Energy & Environment; current contracts go through June 2025.
- EDA will consider the July 2025 - June 2026 contract in Dec. 2024.
 - Staff suggests increasing the minimum project from \$4,000 to \$5,000
 - This means the minimum grant would increase from \$800 to \$1,000
 - Reason for change: Grant admin costs a flat \$500 per grant
- Program largely funded with increment from housing TIF district that expires at the end of 2025.
- TIF fund balance estimated to be sufficient to continue grant program into 2029.
- Based on current law, program could be funded with the new state housing aid.



Storefront / Façade Grants

- In 2023, Hennepin County awarded \$25,000 for three specific districts.
- The 2024 EDA budget also includes \$40,000 for other areas.
- Staff has requested county approval of the following program changes:
 - Establish the maximum share for any combination of windows, doors and accessibility expenses at 50% of the eligible project
 - Increase the maximum share for landscaping expenses from 25% to 50% of the eligible project
 - If approved, staff will relaunch program with expanded geographic eligibility.
 - If not approved, EDA will consider other options.



Beautification

Continued and Expanded Activities

Planter boxes and landscape beds:

- 37 flower planter boxes and bowls in commercial districts
- Enhanced maintenance for landscape beds on Bass Lake Road and Bottineau Blvd

Plant materials: \$3,000 (\$2,500 in 2023)

NEW: Box & bowl watering contract \$5,000

Necessary due to unreliable watering by many of the adjacent businesses

NEW: Bed maintenance contract \$10,000

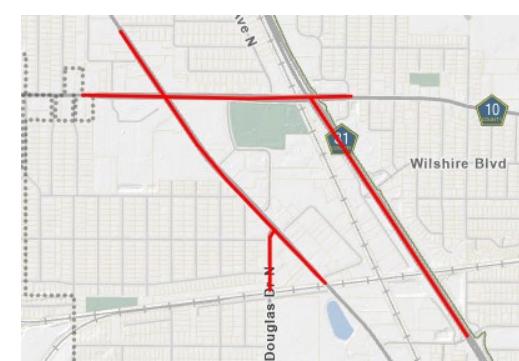
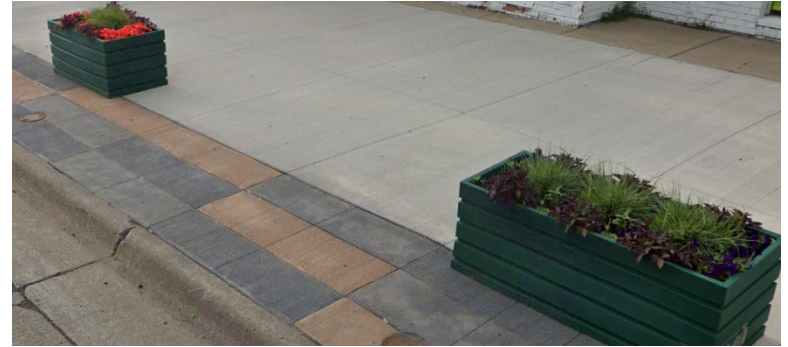
Necessary to reduce workload for Park Maintenance staff

Litter clean-up (STS):

- Hennepin County Sentenced to Service picks up litter in commercial districts
- Clean-ups start after snowmelt and occur every 2-3 weeks through October

Estimated cost \$6,300 (\$5,500 in 2023)

Note - started a month early in 2024



Beautification

New Activity

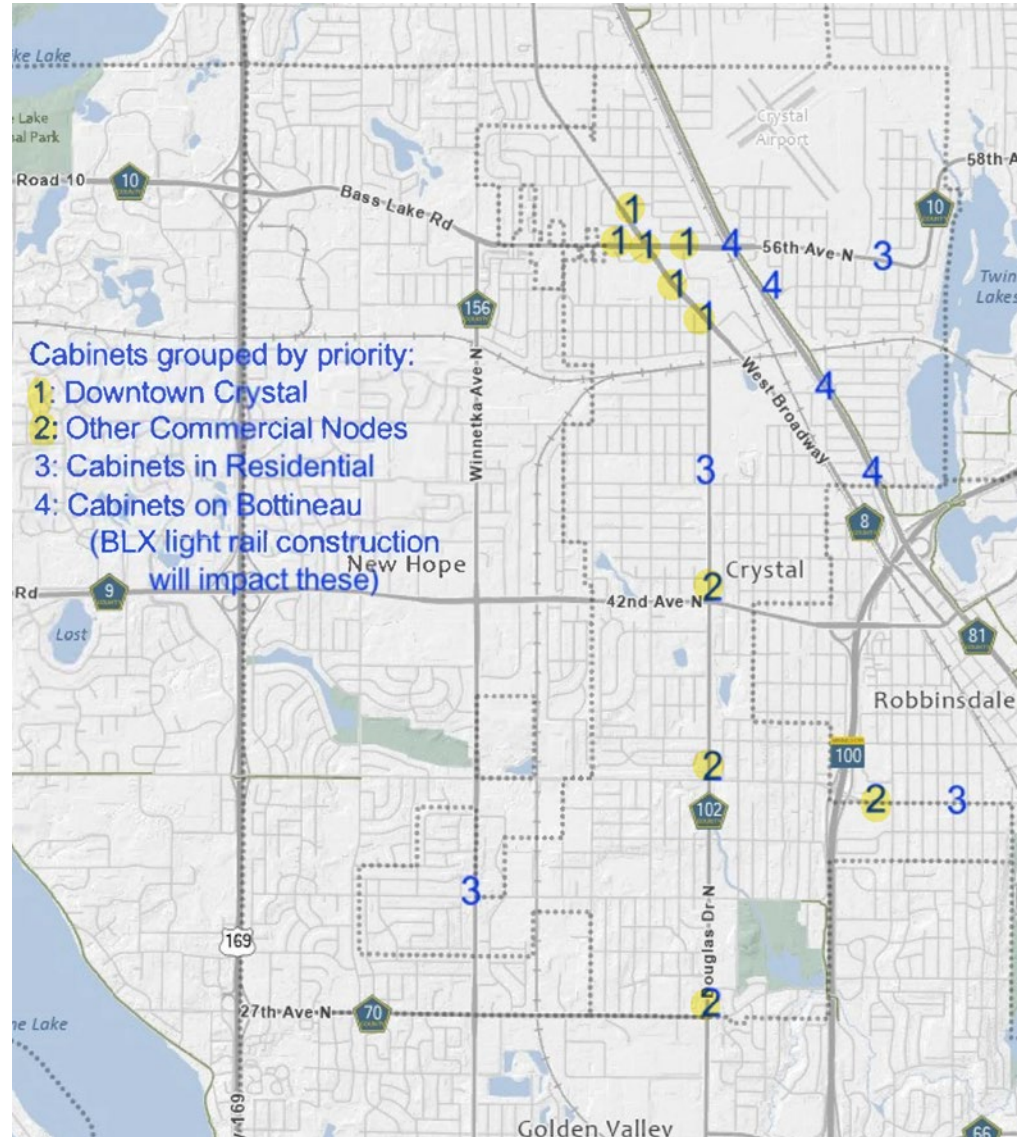
Traffic signal cabinet wraps \$21,000 (new in 2024)

- 10 cabinets (priorities 1+2)
- Solicit artist proposals for artwork
- Will first try without compensation for the artists but would include an attribution plaque as part of the artwork

If inadequate proposals are received, EDA would consider compensation options

Anticipated timeline:

- April: Stratus provides templates
- May-June: Artwork proposals solicited, EDA selects design(s)
- July: Fabrication and installation
Goal is to install before Frolics



Business Development and Promotion



- Provides expertise, capital, and resources to businesses.
- Focused on helping business start up, scale up and expand.
- Services include legal, business plans, operations and marketing.
- Services provided at no cost due to funding primarily from the county.
- Secondary funding from local city partners - **\$5,000 (same as 2023)**.
Supplanted the \$3,750 we had been providing to Open to Business.

Business Promotion

- Ribbon cuttings and media outreach to promote new business openings
- Local Business Brainteasers during the Thanksgiving-New Year holiday season.
- Explore advertising options (value-for-money is a big concern).
- Continue to try new things and see what works - and what doesn't.

Business Networking Group

- Crystal Business Association disbanded at the end of 2022.
- CBA's value was business networking and city-business connections.
- New Hope/Crystal Business Networking Group serves that function without any formal structure.