



# Housing Engagement Initiative

~ Final Report ~

June 2021



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Minnesota Housing 2019 Capacity Building Initiative



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## Acknowledgements

The following people worked closely on project planning, engagement, and preparation of this report:

### Golden Valley Staff

- ❖ Myles Campbell, Planner
- ❖ Jason Zimmerman, Planning Manager

### Moxie Consultant Team

- ❖ Merritt Clapp-Smith, Moxie Consulting LLC
- ❖ Antonio Rosell, Community Design Group
- ❖ Emily Stover, +/&
- ❖ Mary Cutruffello





## Project Background

The City of Golden Valley and its leadership are committed to expanding the supply and type of affordable living options across its many neighborhoods. The City has demonstrated this commitment over the past decade by adding several large multi-family housing projects with affordable rents. What has been elusive is finding infill lots within established neighborhoods on which to construct affordable single-family, townhomes or small multi-unit housing.

Realizing that some of the remnant land parcels distributed across the city might provide unique opportunities for small-scale affordable infill housing, the City identified eight publicly owned sites for consideration as sites for affordable housing. The parcels are mostly remnants from the construction of highways and are now vacant.

City staff prioritized three of the eight sites as the most likely candidates for infill, given their size, shape and location. The three parcels, located at 504 Lilac Drive, 300 Turners Crossroads, and 2415 Douglas Drive, are within largely single-family areas, but two of the sites have enough land to accommodate more than one home.

Instead of pursuing the typical development path of designing a project and moving it forward, with little or no opportunity for public comment, the City opted to invite the public to assist from the very start of initial concept planning activities for each site.

In June 2019, the City applied for and received a \$22,000 Capacity Building grant from Minnesota Housing Finance Agency (MHFA). MHFA's Capacity Building Initiative is intended to build organizational capacity to address housing disparities, empower underrepresented communities, pilot innovative solutions to housing challenges, and support inclusive communities. Funding is available to organizations and communities to use their local knowledge and creativity to develop strategies that work for them. The City was awarded the grant in August 2019, and used the funding to hire a consultant and administer the project.

The primary goal of the project was articulated in the city's Request for Proposals for the project:

“Any change that occurs in a neighborhood will have an impact on that community, and the City hopes that a thorough engagement process in advance of any disposition and redevelopment of these sites will help to create more support for these crucial housing projects.”

Using the grant funds, the City Council approved hiring of a consultant team to assist Golden Valley staff in designing an early engagement process focused on the three sites, conducting the engagement, and providing a report on input received and effectiveness of the engagement methods used.

## Key Project Steps

Successful projects follow a series of key steps from inception to conclusion. At each step, ideas and information are identified and documented, creating a guide for reference throughout the project. The steps used in this engagement project are listed below; each step is explained in more detail over the following pages.

Step 1: Project Goals and Objectives

Step 2: Project Resources and Limits – staff, schedule, funding

Step 3: Stakeholder Identification – team members

Step 4: Final Product and Consumers (Audience)

Step 5: Prepare a Community Engagement Plan

Step 6: Conduct Engagement

Step 7: Share Input Results – raw form, summary form, how it will be used

Step 8: Findings and Next Steps – communicate this to key audiences

### Step 1: Project Goal and Objectives

**Goal** – Engage and collaborate with the community to prepare concept plans for new affordable housing at three city sites.

#### Objectives

- Examine a subset of small, vacant parcels owned by the city for redevelopment as single- or multi-family homes.
- Organize and identify an engagement process to work with the city’s demographically and ideologically diverse residential population.
- Engage residents in a manner that brings them together and builds greater consensus among them for affordable housing.
- Research opportunities to support affordable housing initiatives via public land disposition, including the use of City-owned remnant land.
- Test, learn from and document engagement methods for proactive and constructive community dialogue on affordable housing projects.

### Step 2: Project Resources and Limits – staff, schedule, funding

#### Funding

City planning projects and community engagement are typically undertaken by City staff with no additional funding. Sometimes, staff may have limited time and/or experience. If a large or specialized project is desired, then funding to provide outside assistance is required. Funding may come in grants from local foundations, other government agencies, or private sector

contributors. It is always prudent for a City to have a list of potential funding partners and programs to reference for match to projects under consideration.

#### Funding for this project

The City applied for and secured a \$22,000 Capacity Building grant from Minnesota Housing Finance Agency (MHFA). This grant would cover the cost of a community engagement consultant and materials, while City Staff would handle administrative aspects of the project such as title research.

#### **Schedule**

Projects move most effectively when there is a clear project schedule identifying start, key milestones, and finish. The schedule should include dates, expected hours for activities, responsible parties, and expected deliverables at each stage. Typical factors that shape project schedules are:

- Staff availability relative to other work program priorities
- A grant or funding cycle
- Political considerations such as changes in leadership or elections
- Schedules of other project partners or reviewers such as neighborhood councils, Planning Commission, City Council, or legal parameters on project review

#### Schedule for this project

A detailed project schedule was prepared for this project and all parties were ready to proceed based on tasks and due dates.

Unfortunately, two major events occurred near the start of the project that impacted the planned timeline.

The first major event was the beginning of Covid-19 awareness and activity restrictions. This caused three key delays – (1) time needed to identify new engagement activities for virtual settings, (2) City staff time was redirected to helping the City manage Covid-19 protocols and assist with emergency services, and (3) consultants and City delayed activities in hopes that it would be possible to do at least some of them in person. As the Covid pandemic drew on, plans for any in-person engagement activities (described in the appendices) were replaced with online engagement.

The second major event that delayed the project was the murder of George Floyd. In its aftermath, staff time and energy were redirected to preparing for potential civil unrest, prioritizing community conversations about social justice, and focusing on the economic needs of groups disadvantaged by discrimination and the pandemic.

It became clear through the months of 2020 that the stresses of Covid, social unrest, and the economic downturn, were further compounded by political turmoil at the state and national



levels. As a result, engaging residents and the community overall became more challenging than it would be under normal circumstances.

## Staff

Successful projects clearly identify staff to be involved and the expected time commitment for all phases of the project. Ideally, these expectations are communicated to and approved by managers and other leadership who may call off staff from other duties. Unfortunately, these steps are often short-changed in a fast-paced and crisis-driven workplace. Projects often take more staff time than assumed, thereby delaying the project, or displacing other work. This in turn causes inefficiencies in project delivery that consume more time than planning with "perfect information" at the beginning would have. Taking the time to build a strong schedule and work plan at the start, and getting that approved by others, saves time in the long run.

### Staff for this project

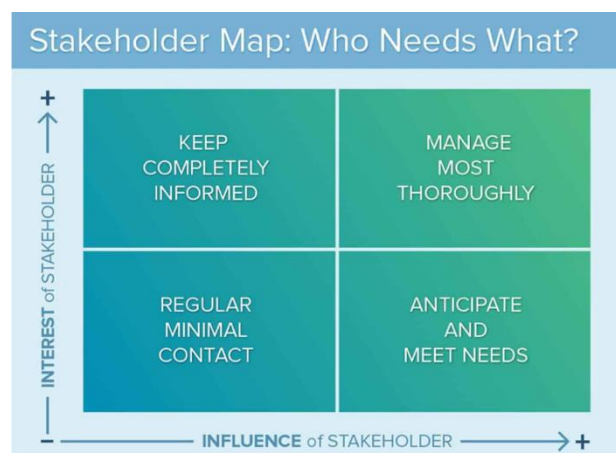
The staff for this project were Planner Myles Campbell, Planning Manager Jason Zimmerman, and Communications Director Cheryl Weiler. Their roles were to:

- Guide key decisions and the overall direction of the project
- Provide support with gathering data
- Facilitate communication with stakeholders and the public
- Provide initial review of key items prior to wider distribution
- Promote the project and project events through city communication channels, social media, and key stakeholders
- Offer guidance for development of project recommendations and the draft plan
- Ensure that the final report is compatible with the current City plans and policies

Additional staff might have been needed on a limited basis to help host and support in-person community events, but Covid restrictions prevented any such events.

## Step 3: Stakeholder Identification

Stakeholders for a project can be thought of as people or entities who might be impacted by a project or who can influence the outcome of the project. One can begin by thinking about potential stakeholders from different arenas of a community – residents, businesspeople, visitors, elected officials, advocacy organizations, educational or religious institutions, etc.



A useful first step is creating a list of all potential stakeholders by working with a small group of staff or community leaders who know players from the different arenas. As a next step, by assessing each stakeholder by level of impact and influence. The quadrant organizing system shown is a classic tool that helps project staff to better understand the role of each stakeholder and how to engage them.

### Stakeholders for this Project

Staff worked with the consultant team and members of a community taskforce to create a Stakeholder Identification Matrix. Steps to create such a matrix are:

- 1) Identify general categories for types of stakeholders.
- 2) Identify specific groups or people within each category and their contact information.
- 3) Note which site(s) each stakeholder might have an interest in.

Below is a sample matrix header showing column groupings and identifying information.

CONTACT INFO				TYPE OF STAKEHOLDER							APPLICABLE SITE		
Name	Organization	Contact Info	Reason for Interest	Civic	Business	Public	Education	Religious	Non-Profit	Other	300 Turners	2415 Douglas	504 Lilac

The matrix can be further built out to identify who will contact different stakeholders, the status of contact, and specific ways they will be engaged.

For this project, special attention was paid to identifying specific organizational groups that might have an interest in the project. These groups included:

- Neighborhood or Resident Organizations
- Schools in Golden Valley
- Golden Valley Area Chamber of Commerce
- Golden Valley Human Rights Commission
- Community Action Partnership of Hennepin County
- Global Golden Valley
- Jewish Community Action
- League of Women Voters
- PRISM
- Prospective Tenants
- Rising Tides
- Spirit of Hope (Methodist)
- Suburban Hennepin County Housing Coalition
- Sweet Potato Comfort Pies
- Valley Allies
- Non-English language groups



The intent was to make a proactive effort to keep each group informed of upcoming engagement events and focus group conversations. This was done to some extent through general emails and social media. However, there was not the capacity in 2020, given Covid-19 health protocols and other important staff commitments, to spend extra time doing personal outreach with each group. Personal outreach is often the most effective way to bring people to the table because it makes people feel more valued for their participation.

In the future, as work on the three project sites progresses along next steps, City staff and partners can use and build out the stakeholder matrix developed in this project for ongoing outreach and engagement. Other types of information can be added to the matrix to assist engagement, such as how responsive people are, if there are certain times and days that are better for people to participate, what form of communication each stakeholder prefers, and which stakeholders are willing to help with outreach. Since outreach takes time, the City might consider collaborating with existing community organizations that have strong outreach systems, or hiring an intern who enjoys working with people and has an interest in outreach and organizing. Ideally, the City can continue to develop an outreach list specific to each of these three sites and work with partners to build out the list. Those on the list can be sent periodic project reports, engagement opportunities, and asked if they have ideas for outreach.

#### **Step 4: Final Product and Consumers (Audience)**

Once stakeholders are identified, the project team has a good sense of the “audience” for the project's findings. What will they want to learn or see? What form should the data and findings take that will appeal to and make sense for stakeholders? For example:

- Elected officials will need a thorough yet concise document that spells out the main points and identifies what action they are being asked to take.
- Neighbors are best served by a brief inventory of key findings, next steps, and specific information on whether and how they can engage further. Charts, bullet points and graphics can make the information more accessible to a range of people. If there are community populations whose first language is not English, then providing text in those languages is a key step for furthering engagement.

Providing alternative formats for the final product is prudent to reach diverse audiences, while recognizing the participation of stakeholders and their interest in the outcome.

When the format(s) for the project products are identified, planning for engagement that creates the right type of materials for those formats can begin. For instance, if the goal is to share information in a way that is highly engaging to audiences, short video interviews of stakeholders sharing their ideas could be helpful. Or, if elected officials want the project to have broad community awareness and support, then interactions with a wide range of stakeholders, particularly in highly participatory formats, should be implemented and documented.

Early identification of the project's destination and what it looks like at the end will make planning and taking the [project] trip more efficient and productive.

## Step 5: Prepare a Community Engagement Plan

A Community Engagement Plan (CEP) is a document that identifies the various elements of engagement that will take place in a project. The CEP is a roadmap describing the tools and approaches that will be used to engage identified stakeholders in thoughtful, intentional, creative, and inclusive ways. This project's CEP, which was modified following the outbreak of Covid-19 to shift from in-person to online activities, is provided in the appendices.

## Step 6: Conduct Engagement

Community engagement generally occurs across a varied platform of in-person and online activities. However, due to conditions during the project's timeline, all project activities were shifted to occur online. The engagement activities used for this project are described on the following couple of pages. Each activity is then evaluated according to level of participation, what worked, what did not, and recommendations for future use.

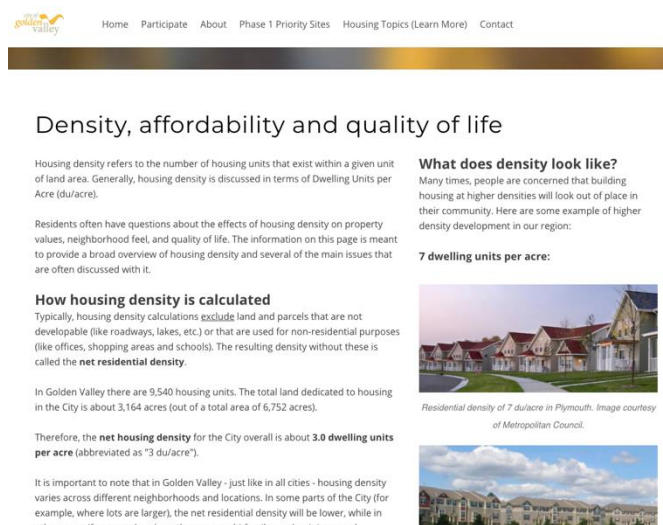
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### Website

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A project website was created (URL: [www.gvmnhousing.org](http://www.gvmnhousing.org)) and used to:

- Provide an introduction and overview of the project.
- Provide detailed information about each site, its potential uses, configurations, and applicable City zoning and land use guidance.
- Share project progress.
- Provide access to online surveys for each site and a more detailed “open house” survey.
- Offer a platform for commenting on the project.



The website served as the central online resource for the project. The consultant team developed the website and updated its content. A link to the project website was provided on the City of Golden Valley's official website and shared by the city through social media.

*Image 1: The project's website was a key tool for community information-sharing and engagement.*

## **Level of Participation**

Over the course of the project there were 1,075 “unique visits” to the project webpages. “Unique visits” are the number of different IP addresses that connected to the website; repeat visits are not counted.

## **What Worked**

- Webpages were well designed and easy to use.
- City promoted the webpages through its newsletter and social media platforms.
- The website was developed and hosted by the consultant team, which freed up City resources and enabled quick updates by the team.
- Content for the webpages could be drafted and tested by approved users before posting, thereby ensuring quality and useability.
- There was strong participation in the surveys provided through the webpages.

## **Challenges**

- Website-based engagement has a limited audience of users and certain stakeholders who lack the technology or skills to engage are missed.

## **General Evaluation of Website**

The website worked well as an engagement tool. While it was planned pre-Covid, it ended up being the main means of communication with the public during the pandemic. It provided a good format to share information about the project, to invite people to engagement activities, and to post surveys for public input. The limitations of the website are ubiquitous to web engagement as a tool. Only a segment of the population goes to municipal websites looking for project information and even fewer are willing to provide input online. Second, webpages can never provide the intimacy of connection and relationship building that happens through interpersonal communication.

## **Recommendations for Future Use**

- Use the webpages as just one of multiple engagement tools.
- Set aside scheduled time for webpage content review and updates.
- Provide as much content for people to respond to as possible, given the capacity to create and process the input.
- Create small cards advertising the project website to distribute widely at community events and gathering places (this was not feasible during the Covid period).

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## General Survey and “Virtual Open House” Survey

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Two surveys were conducted during the project to understand people’s attitudes about housing in general and specifically to the three project sites.

The first survey was brief and included just a few questions about each of the three sites, including participants' impressions about each of the sites' suitability for specific types of housing.

The second survey was more detailed and asked participants about their impressions regarding neighborhood amenities, their assessment of the importance of affordable housing, and ideas about potential housing types. In addition, participants were shown a variety of housing images and asked to indicate their preferences for each of the

locations (this activity was intended to replicate the visual preference surveys common to in-person open houses). The second survey (conducted entirely online), when paired with the online meetings that were held for each site, was presented as was a “virtual open house”.

Please select the types of housing that you think could work here by clicking on them. Please select **up to 3**.



*Image 2: Visual preference images included in Survey 2.*

### Level of Participation

Levels of participation for the surveys were surprisingly high (a total of 687 responses), and exceeded typical levels of participation typically encountered for in-person activities:

- The first round of surveys received a total of 386 responses
- The second round of surveys (the "virtual open house" survey) received a total of 301 responses (with a 101 of those participants offering their responses for all three sites)

Details for responses for each survey are:

#### First round: Simple survey

- 83 people – replied re: 2415 Douglas Drive
- 118 people – replied re: 504 Lilac Drive
- 168 people – replied re: 300 Turners Crossroads
- 17 people – replied re: Accessory Dwelling Units

## Second round: Detailed “Virtual open house” survey

- 300 people participated in the “virtual open house” survey
- 100 of those answering all questions for all sites and 200 completing only part of the survey, perhaps because they only wished to comment on one of the sites.

### What Worked

- The surveys received a high level of participation.
- People actively used the open comment sections of the surveys and the City received a lot of good information from people about their opinions and ideas.
- Online surveys are easy to promote – survey information and active links can be quickly shared through emails and social media channels.
- Surveys offer anonymity and make some people more comfortable sharing their opinions honestly, as opposed to in-person events where social norms and tensions make many people reticent about being completely open with their opinions.
- People commented that the surveys were easy to use.
- It was easy to gather basic information about people and their own housing experience, which provides some context for why they may show certain preferences for one type of housing or another; gathering this background information would be challenging at an in-person event since it is not anonymous.

### Challenges

- Online surveys offer some opportunity for double voting. An analysis of the response data found that up to 15% of survey responses were potential duplicates (though not conclusively so). Potential duplicate answers were more prevalent among (although not exclusive to) respondents who opposed housing at the sites.
- Although online surveys can be effective for receiving participant comments and preferences they are not a replacement for in-person engagement as they do not offer the opportunity for interactive back-and-forth exchange of information between the project team and participants.

### General Evaluation of Online Surveys

The simple "checkbox" format of questions provided a quick and easy way

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**General Housing Questions**

Different types of buildings provide homes for people. Which types do you think are needed in Golden Valley over the next decade?

	Very Needed	Needed	Modestly Needed	Not Needed
Single-Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duplex or Triplex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Townhomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessory Dwellings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Multi-family housing, such as apartments and condominiums, provide multiple homes in one building, which may range in size. What size of multi-family buildings do you think are needed in Golden Valley over the next decade?

	Very Needed	Needed	Modestly Needed	Not Needed
Low-rise multi-family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medium-rise multi-family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-rise multi-family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The cost of housing varies widely in a community, to meet the needs of people in different life circumstances. Which types of housing, by price, do you think are needed in Golden Valley over the next decade?

	Very Needed	Needed	Modestly Needed	Not Needed
Deeply Affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Image 3: Questions about general housing preferences from Survey 2 (the Virtual Open House survey).*

for participants to communicate their attitudes toward housing development, and the "open text" comment boxes provided space for participants to express other opinions about what might work in the locations under consideration. Additional prompting questions and "open text" answer opportunities may have helped gather additional guidance; however, given the limited project budget and time required it would not have been feasible to implement additional processing within the allotted budget.

Some survey respondents indicated that the lack of non-housing options suggested that the City would not be interested other kinds of development on the sites, regardless of how popular those options might be among participants. Those opinions only showed up in the comments; looking at the question results did not give a full picture of the range of opinions expressed.

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## Virtual Design Workshop - collaborative site concepts development

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A Virtual Design Workshop was held for each of the three sites under consideration. The workshops were held using an innovative combination of online tools - combining a collaborative online drawing tool ([Miro](#)) within an online meeting held via [Zoom](#). Community members were invited to join the online collaborative workshop online for the site(s) they were interested in, while sitting in the comfort of their own home.

Miro allowed participants to brainstorm and write comments on "virtual Post-Its" notes and to draw their ideas directly on maps of each of the sites. The consultant team developed the format and reference materials for each site in the Miro platform, and coached users through using the tools throughout the design workshop. The goal for each workshop was to have a group of participants working together in designing 2 to 3 residential concepts for each site.

Miro is a low cost software platform that is reasonably easy to learn for users and hosts. It is



Image 4: One of the brainstorm boards from a Virtual Design Workshop.



Image 5: One of the site plans developed by participants at a Virtual Design Workshop, showing a recommendation for townhomes.



an effective virtual platform for collaborative brainstorming and an interactive design experience. **Level of Participation**

Approximately 23 people attended the three Virtual Design Events. The figure is approximate for two technology-related reasons. First, some participants attended by phone and it was not always possible to verify if they were also attending by video. Second, some Zoom participants were couples, but it was not always clear if both people were participating.

- 504 Lilac virtual design event – 4 people approximately
- 2415 Douglas Drive virtual design event – 7 people approximately
- 300 Turners Crossroads virtual design event –12 people approximately

### **What Worked**

- Once people learned the basics of the tool, they enjoyed the activity of using virtual “post its” to provide comments on a virtual “board” at the same time as other people. It was a fast and efficient way to get a lot of comments.
- It was a new and novel engagement tool, which some people found fun.
- Younger users were generally more comfortable with the tool and might find it a convenient and satisfactory alternative rather than attending meetings in person (particularly during the workday or evenings if there are children at home).
- It was efficient to save, process and share the images and input collected during the meeting (in contrast to the time it takes to convert post-it notes and map into input results that can be shared digitally).

### **Challenges**

- The interactive tools and format are new and may be unfamiliar to participants. If used repeatedly with participants who can increase their familiarity over time (such as a steering committee that meets multiple times) they will be able to make the most of its features. In this project, the tool was used in only a few meetings and with different people, so opportunity to grow participants comfort and familiarity was limited.
- Some participants were unsure about drawing directly using Miro so they watched and spoke their direction for staff to draw instead of directly drawing.
- Participants were not familiar with project goals and objectives and wanted to ask questions and express their opinions before doing a design activity. A focused design activity on a sensitive topic should be introduced after people learn about the issue at a high level and have a chance to express themselves. Then they can settle into more focused activities and dialogue.
- There was limited dissemination about the Virtual Design Workshop to the broader Golden Valley community. Participants tended to be residents from the immediate area of the sites, which tended to amplify desires for “no change” for the area (although

there was also broad recognition from participants about the need to address affordable housing for the City overall).

### **General Evaluation of Virtual Design Workshop**

The Virtual Design Workshops were an innovative, Covid-driven pivot from the in-person events that had been anticipated for the project. They provided an opportunity for community engagement that would otherwise have been lost. Participants were game to try the online collaborative drawing tool, which served as a springboard for deep conversations about the future of each of the sites.

The facilitators were able to provide space for these robust conversations, recording comments and adding that information to the other inputs (brainstorm and drawings) collected during the meetings. Some of the participants had trouble with the software or were unable to connect on a laptop. While facilitators were able to help those participants access the tool, it does point to a potential equity issue as the tool requires both an internet connection and access to a computer or tablet (it is not possible to easily use the drawing tool on a mobile phone). Nevertheless, participants were able to direct the facilitators to draw their recommendations. Additional "on-boarding" support for new users may be helpful if using this approach in future online engagement.

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### **Social media**

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City staff used the City's Facebook and Twitter channels to share project information and event announcements.

### **Level of Participation**

The project information and event announcements published on social media received a moderate amount of participation from Golden Valley residents. Some topics proved to be more engaging online than others, but the number of posts and the impacts of COVID-19 may have hindered the participation of some.

### **What Worked**

- The post that performed the best by far on both Facebook and Twitter was published Sept 24. The post shared a very brief description of the project and the City's intentions and included two links: one to take the survey and one to register for a virtual design workshop.
  - The Facebook post reached over 1200 users and 296 users engaged with the post.
  - The tweet reached 180 users and 28 users engaged with the tweet.

## Challenges

- Social media participation tapered off as the survey deadline and the final design workshop approached:
  - The final three posts on Facebook reached a combined 1386 users and a combined 51 users engaged with the posts.
  - The final three tweets reached a combined 637 users and a combined 33 users engaged with the tweets.

## General Evaluation of Social Media

The challenges of Covid-19 impacted participation numbers through social media. With no in-person events, social media was relied on heavily to spread information and awareness of this topic. Given other competing topics, it is possible that over time the Golden Valley audience lost interest in the project and the Facebook and Twitter reach and engagement numbers showed that.

## Step 7: Collect and Organize Input Results

Collecting all stakeholder input, organizing it in an easy-to-understand format, and then sharing it in an accessible location for all stakeholders are key activities for any genuine community engagement process.

A summary of input is quick to review and understand but does not give full voice to people's input. People who provide input take their role seriously and want their voice to be heard. Summarizing input will not satisfy some commentors – they may feel their opinion was watered down or missed the point by being grouped into a generalized statement. Therefore, sharing the feedback in full form, in addition to summary form, can be a vital step for showing respect to stakeholders and building trust in the process. Public staff or officials are sometimes concerned about showing unfiltered input and the rough edges that go with it, but the downside of that is often smaller than upsetting stakeholders who may then claim the city is hiding what it heard and was not genuine about wanting input.

Feedback from each engagement activity for this project is summarized in the following section of this report, and the complete input is provided in the appendices.

## Step 8: Project Findings and Next Steps

When a project is complete, it is very important to wrap up any loose ends, document the key findings and lessons learned, and identify next steps. There are multiple audiences for this information – City staff (current and future), City leaders, external stakeholders, and the public.

Sometimes when a project ends, there are no follow up activities, such as a change in zoning or completion of a development. Other times, the project may only be one phase of an ongoing

activity, such as creating a strategic plan to do something. People who have been engaged in the project want to know when it ends and if there is any role for them moving forward. If the project has subsequent phases, those phases, activities, and roles should be documented and available for review by all stakeholders. This demonstrates respect for what the stakeholders have contributed to date and recognizes the potential value of their contributions moving forward. A common format for identifying next steps is an implementation plan or matrix. These are a helpful reference points and help hold people accountable.

If a project is the final point of activity and has no follow up phases, it can be harder (and less motivating) to do wrap up documentation. It is very common across municipal websites to find project web pages lingering for months and even years after project completion, with the last update being prior to final city decision-making. Someone happening upon the web page does not know if the project is done, if it was approved or rejected, and cannot find final documents or plans. Investing the extra staff time to post final information on such public platforms is evidence of good customer service and respect for engaged stakeholders.

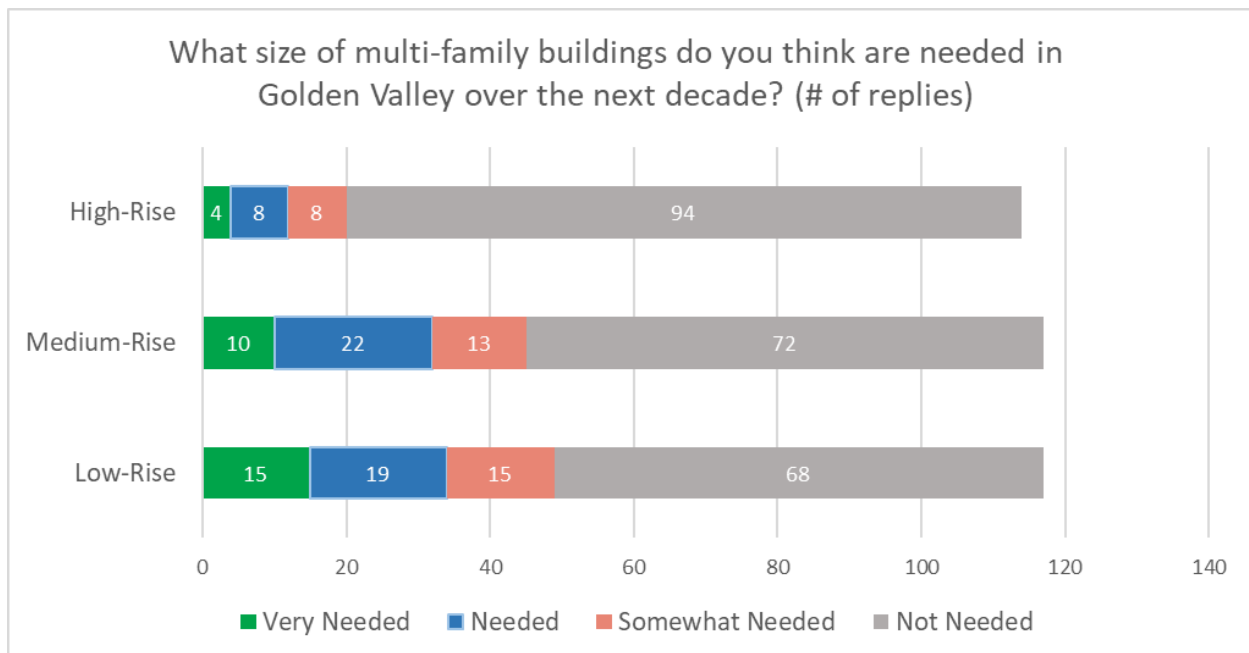
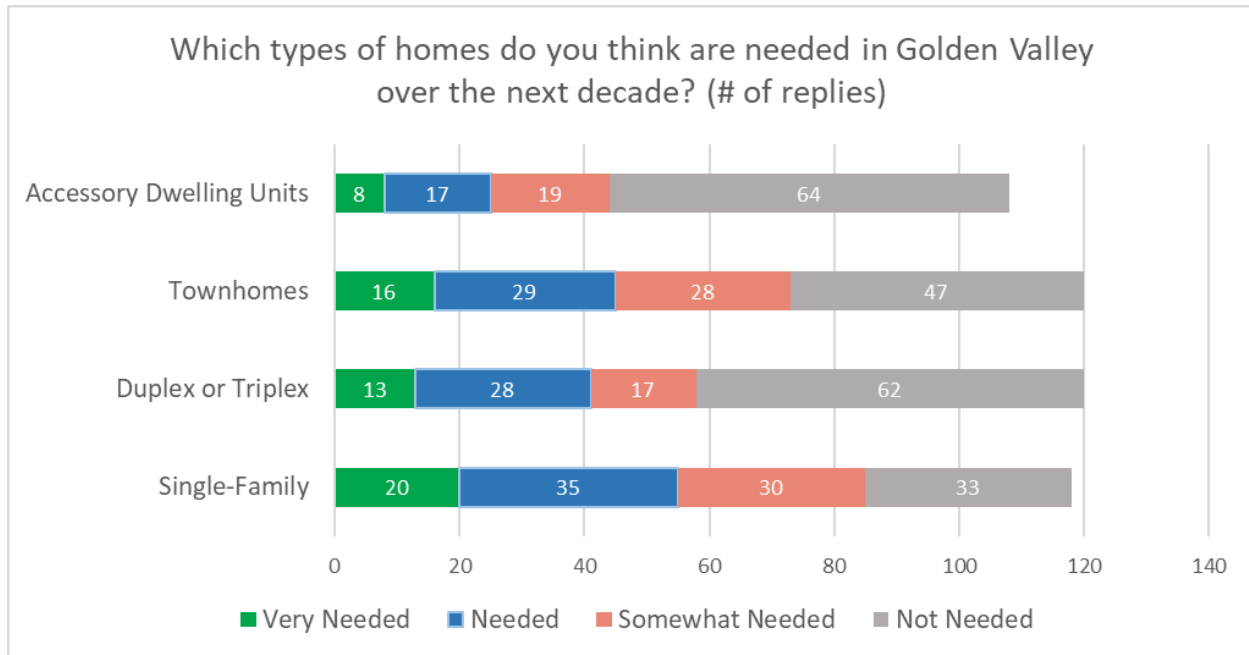
A final step, which is rarely done and particularly tempting to skip in the busy lives of municipal employees, is a project debrief memo. This gives a quick record to future staff or policy makers on the history of the project and how it might inform things they are looking into. In figuring out what to document, consider what a person unfamiliar with the project would need to know 1, 5 or 10 years from now, such as:

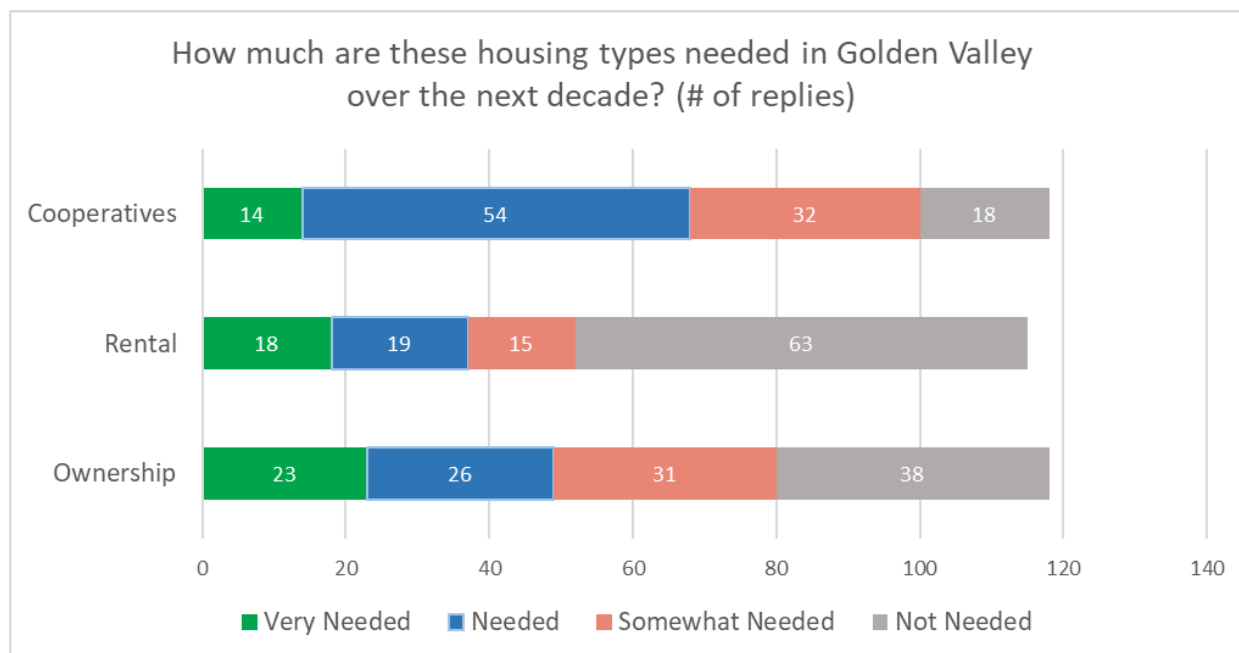
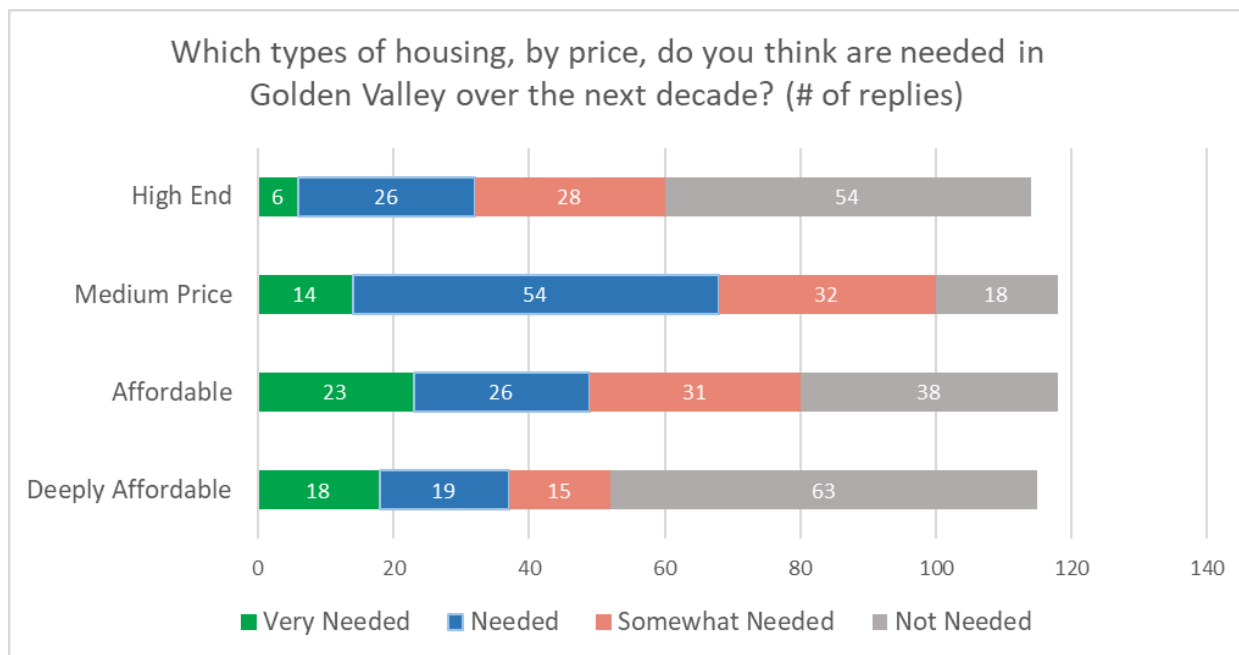
1. Why was the project done?
2. What was the project result?
3. Were there important things learned that can save someone the time of doing them over again in the future?
4. What would you do differently?

Project close out activities are a short-term nuisance with an important long-term gain. **This report serves as the wrap up documentation for this project.**

## Engagement Results

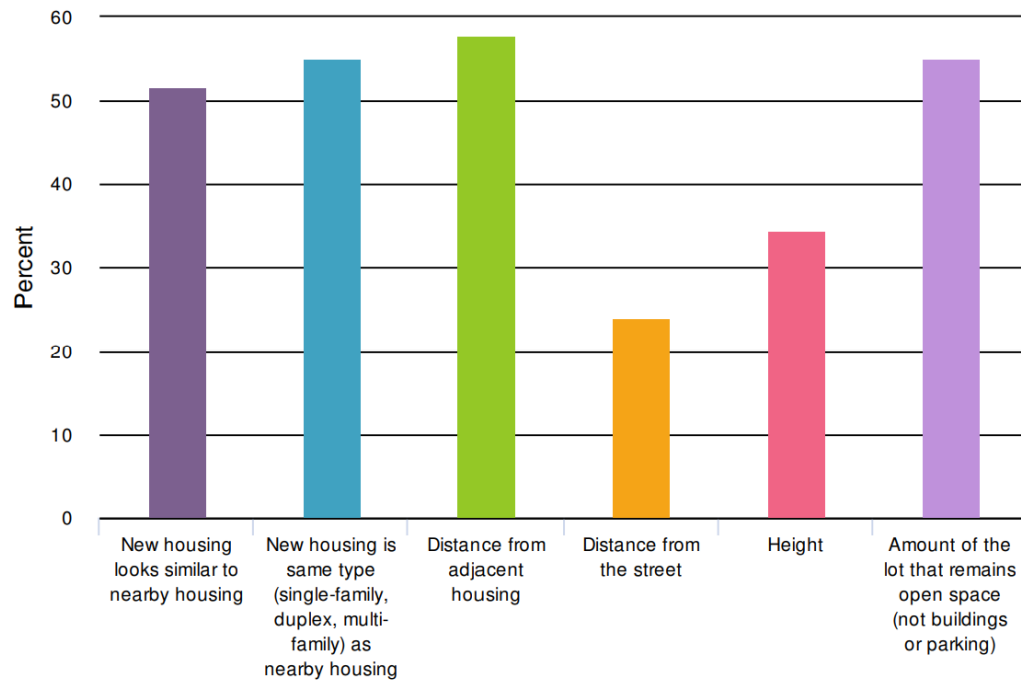
Overview of responses to general questions on housing.



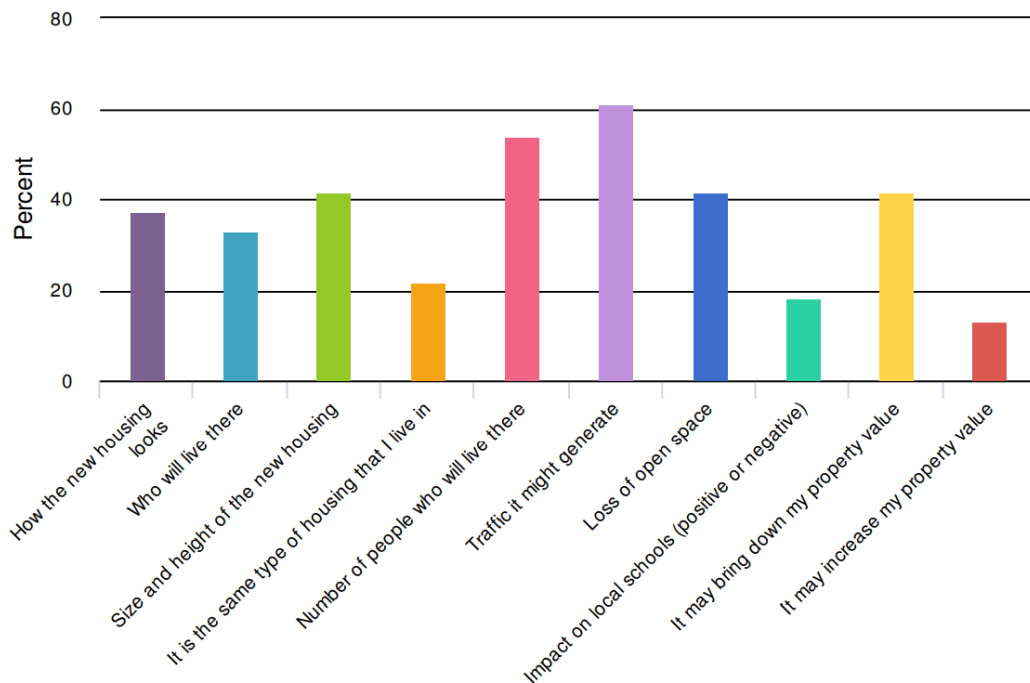




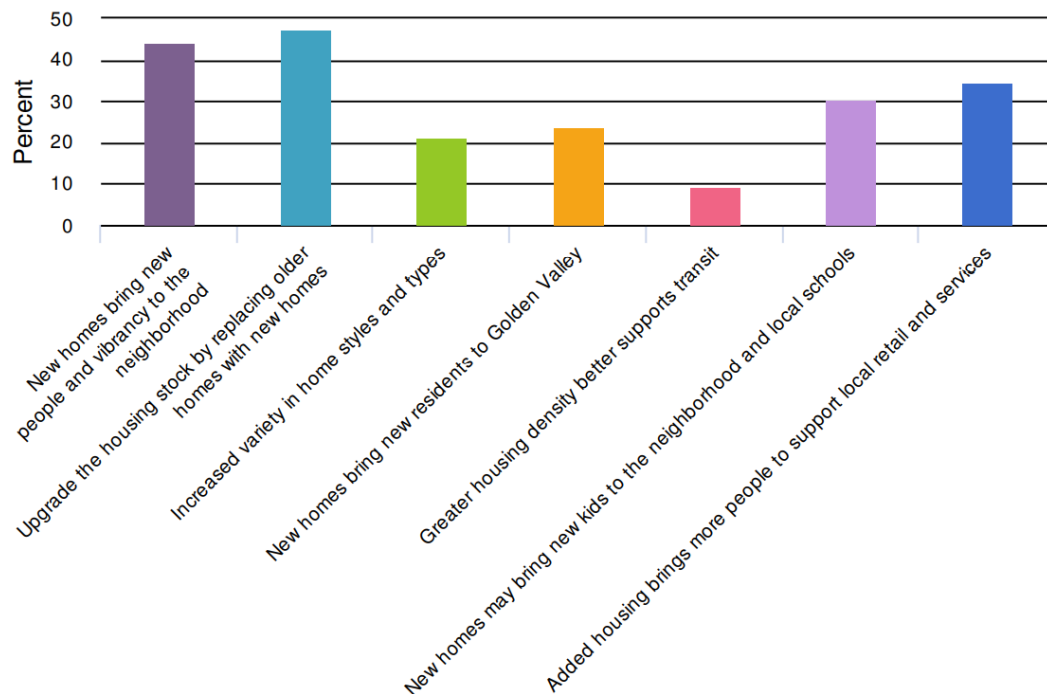
6. Which of the following characteristics make new housing fit in with nearby houses? Please select up to three (3) items that are most important to you.



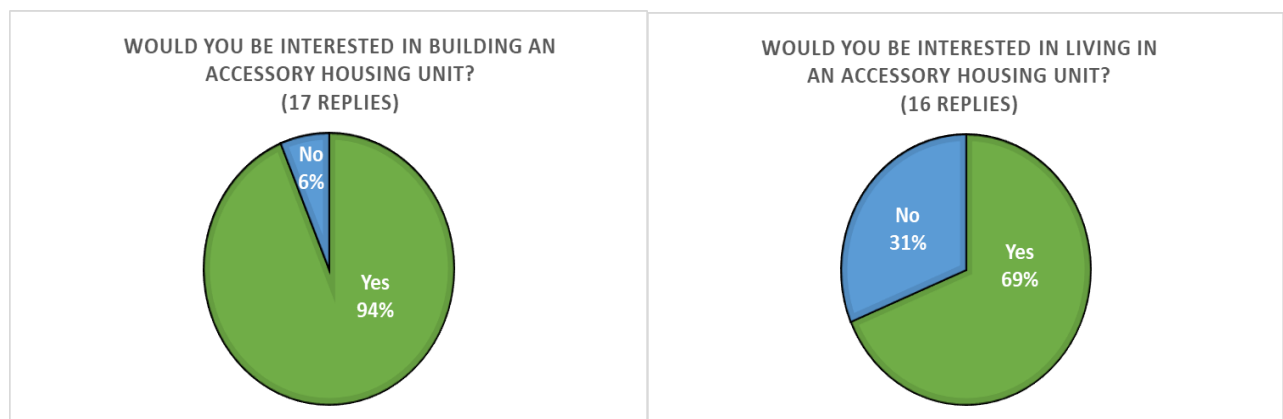
7. What aspects of new housing in your neighborhood are most important to you in deciding whether or not you support it? Please select up to four (4) items that are most important to you.



8. Which potential benefits of new housing are most important to you in deciding whether or not you support it? Please select up to three (3) items that are most important to you.



#### IF ACCESSORY HOUSING UNITS WERE ALLOWED IN GOLDEN VALLEY...?



## Housing Style Preferences for each site

Open House survey respondents were asked to select up to 3 types of housing from the options below which they thought could work at each site. The results show the number of people who selected each. The housing options are ordered from most popular overall to least popular.



Option 2 - Douglas 21 / Turners 23 / Lilac 26



Option 1 - Douglas 23 / Turners 17 / Lilac 19



Option 3 - Douglas 21 / Turners 20 / Lilac 17



Option 4 - Douglas 15 / Turners 20 / Lilac 5



Option 8 - Douglas 12 / Turners 11 / Lilac 12



Option 9 - Douglas 13 / Turners 15 / Lilac 5



Option 10 - Douglas 6 / Turners 12 / Lilac 10



Option 5 - Douglas 10 / Turners 13 / Lilac 5



Option 7 - Douglas 7 / Turners 10 / Lilac 10



Option 6 - Douglas 8 / Turners 8 / Lilac 6



Option 11 - Douglas 6 / Turners 9 / Lilac 3



## Landscaping and Public Amenity Preferences for each site

Open House survey respondents were asked to select which type of landscaping and amenities they thought could fit and be a nice addition to each of the sites, in addition to new housing. The results show the number of people who selected each.

### Types of Landscaping Appropriate to Each Site



**Rain garden**

*Douglas 34*

*Turners 38*

*Lilac 30*



**Decorative garden**

*Douglas 29*

*Turners 41*

*Lilac 29*



**Boulevard garden**

*Douglas 15*

*Turners 21*

*Lilac 15*

### Types of Amenities Appropriate to Each Site



**Pocket park**

*Douglas 28*

*Turners 44*

*Lilac 24*



**Small community garden**

*Douglas 24*

*Turners 23*

*Lilac 22*



**Dog park (small)**

*Douglas 21*

*Turners 30*

*Lilac 18*

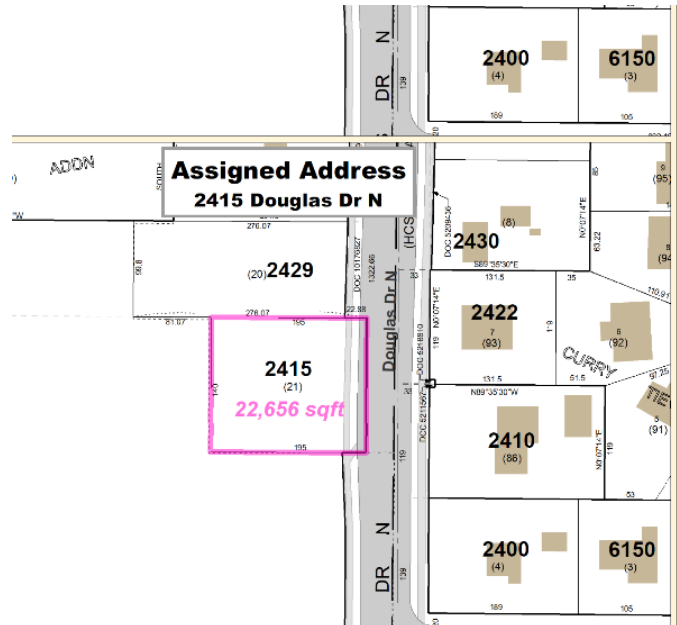
# Site Design Concepts

## Site 1 – 2415 Douglas Drive North

### Site 1: Description

2415 Douglas Drive North is a small parcel on the west side Douglas Drive North, between Sandburg Road and the city's northern boundary at 27th Avenue North. It sits within a residential neighborhood and adjacent to Sandburg Middle School.

The lot is about 0.5 acres in size. It is zoned as R-1 Low Density residential but is recommended for R-2. The property is mostly flat and grassy with one very large tree in the middle.





## Site 1: Input Highlights from Survey, Virtual Open House and Virtual Design Event

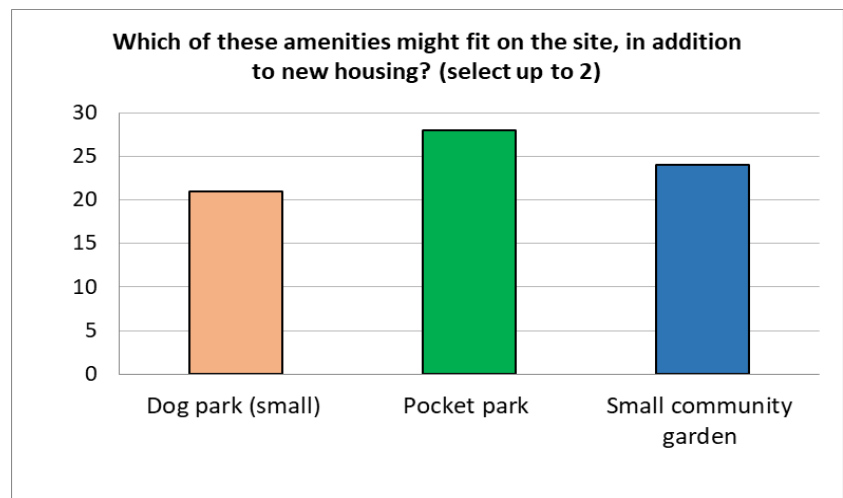
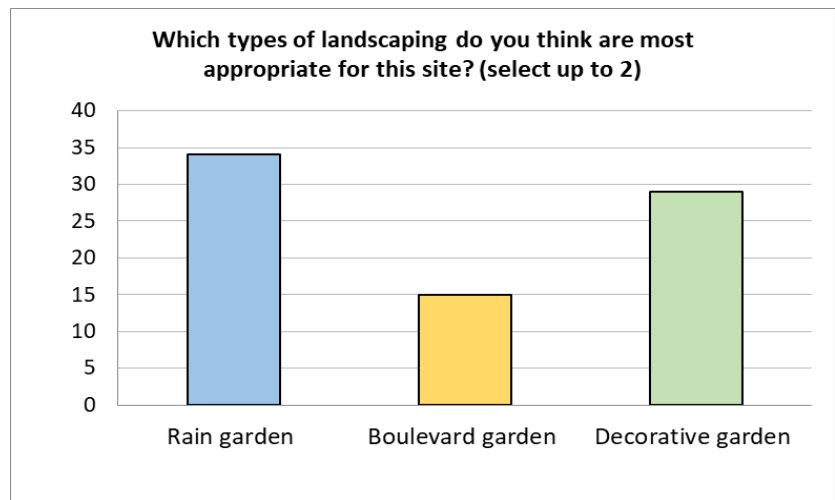
### PREFERENCES FOR RESIDENTIAL TYPE



### LANDSCAPING AND PUBLIC AMENITY PREFERENCES



Joe Pye weed is a common raingarden plant for northern gardens.



## VIRTUAL DESIGN WORKSHOP for 2417 Douglas Drive North – Input examples

This was the second most well-attended Virtual Design Event, with about 7 people in attendance on a Zoom call. There were technical difficulties with the online collaborative tool for some of the participants. Resolving them in real time impacted the overall flow of the event. Limited discussion occurred in the breakout rooms and when the group reconvened at the end.

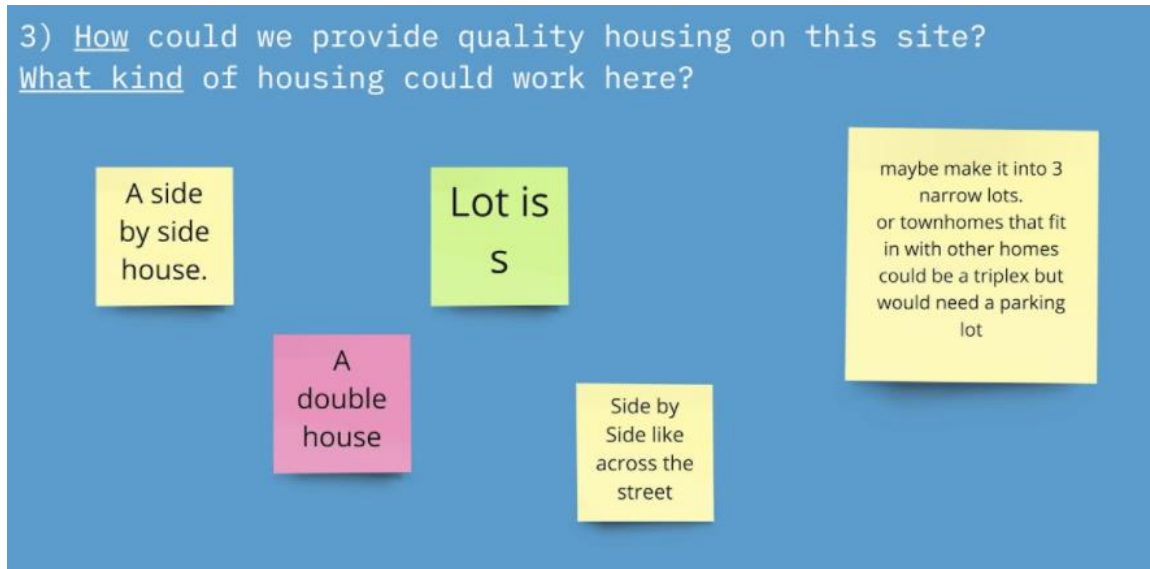


Image 6: One of the brainstorm boards from the Douglas Drive Virtual Design Workshop.



Image 7: One of the site plans developed by participants for the Douglas Drive property. It shows a recommendation for townhomes.

## Site 1: Design Images for 2417 Douglas Drive North

### Description

- One single-family home with an attached Accessory Dwelling Unit (ADU)
- The home is generally centered on the site, matching the front setbacks in the area
- The home is sited and scaled to retain as many existing trees as possible
- Additional trees are added for vegetative cover



*Image 8:  
Architectural  
rendering of one  
potential  
configuration for  
one new home with  
an attached ADU  
on the site.*



*Image 9: Site plan,  
showing location  
and context for  
one potential  
home with an  
attached ADU on  
the site.*



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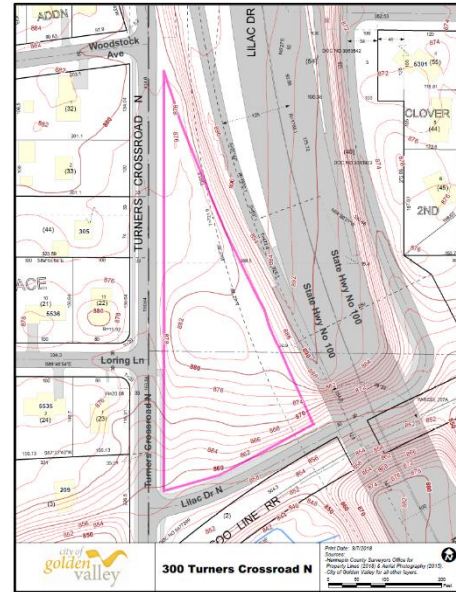
## Site 2 – 300 Turners Crossroads

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### Site 2: Description

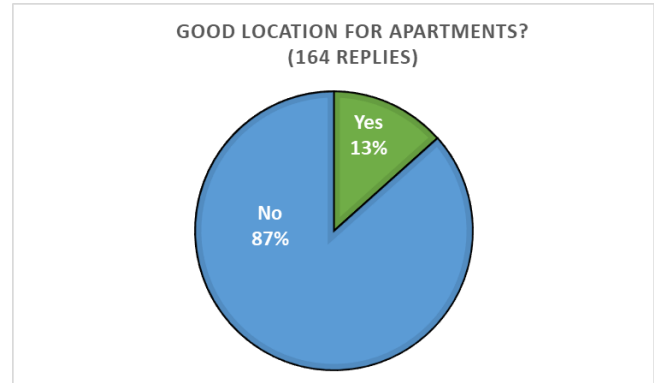
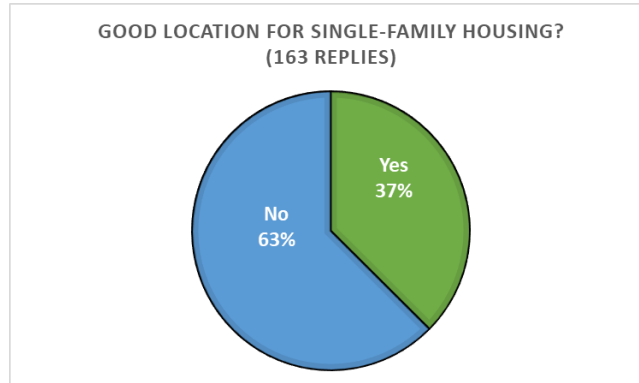
300 Turners Crossroads is a large site just west of Highway 100 and halfway between Highway 55 and Glenwood Avenue, and just north of the railroad. It is in a residential neighborhood, with shopping and important transportation corridors nearby. However, the area is not easily walkable, and the site is next to a highway.

The lot is approximately 2.2 acres and could qualify for a few zoning designations and host multiple residences. The site used to be Blazer Park and retains a parklike feel, with native perennials, shrubs, and large spruce trees. It has moderate slopes and some existing utility easements.



## Site 2: Input Highlights from Survey , Virtual Open House and Virtual Design Event

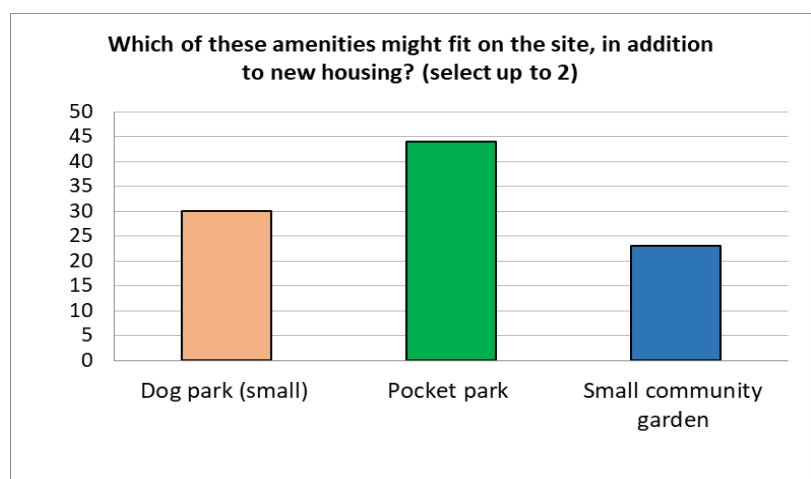
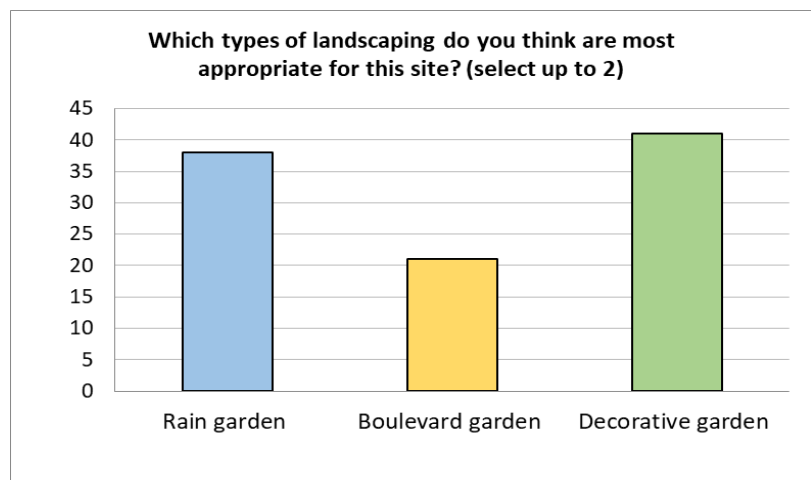
### PREFERENCES FOR RESIDENTIAL TYPE



### LANDSCAPING AND PUBLIC AMENITY PREFERENCES



Decorative gardens can feature outdoor furniture, sculpture or other elements to complement the plants.



## VIRTUAL DESIGN WORKSHOP for 300 Turners Crossroads – Input examples

This was the best-attended event of the Virtual Design Workshop series, with approximately 12 attendees. The group was highly engaged, with strong opinions about the site. Some participants had difficulty using the drawing tool. Members of the project team were able to work with participants to draw their comments.



Image 10: One of the brainstorm boards from the Turners Crossroads Virtual Design Workshop.

Image 11: One of the site plans developed by participants for the 300 Turners Crossroads property. It shows a recommendation for two single-family homes and three attached townhomes.





## Site 2: Design Images for 300 Turners Crossroads

### Description

- Three attached townhomes are developed toward the middle of the site, just north of the end of Loring Lane
- Parking for the townhomes is provided off-street, with an integrated garage and additional space to the rear of the building
- The townhomes are sited and scaled to retain as many existing trees as possible
- A public community playground and path, including benches and other community amenities, are provided
- Two pollinator prairies are added, toward the site's north and south
- Additional trees and vegetation are planted to strengthen the area's natural assets



*Image 12: Architectural rendering of one potential configuration for three new attached townhomes on the site.*



*Image 13: Site plan, showing location and context for three potential attached townhomes on the site. The north end of the lot has space for decorative vegetation such as a butterfly garden and end of the lot is large enough for a public open space area and trail.*

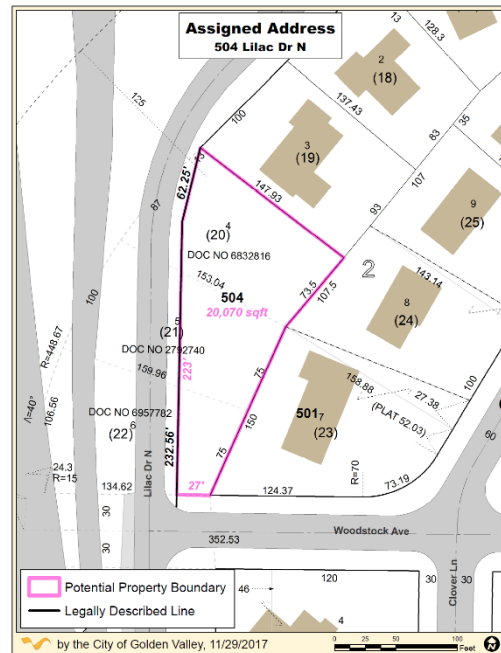


## Site 3 – 504 Lilac Drive

### Site 3: Description

504 Lilac Drive is a small site just east of Highway 100, along Lilac Drive North and between Olson Memorial Highway (Highway 55) and Woodstock Avenue.

The 0.48-acre lot is tucked into a single-family residential area and is zoning R-1 Single Family. It is slightly sloped with naturalized vegetation and a mix of medium and large trees.

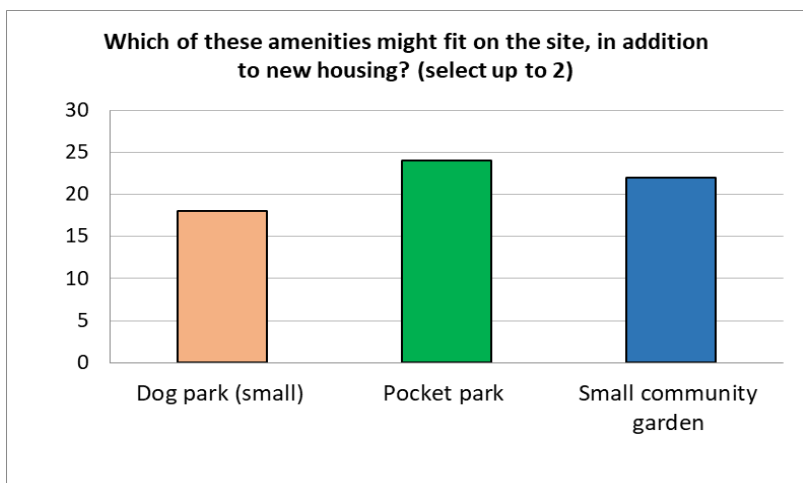
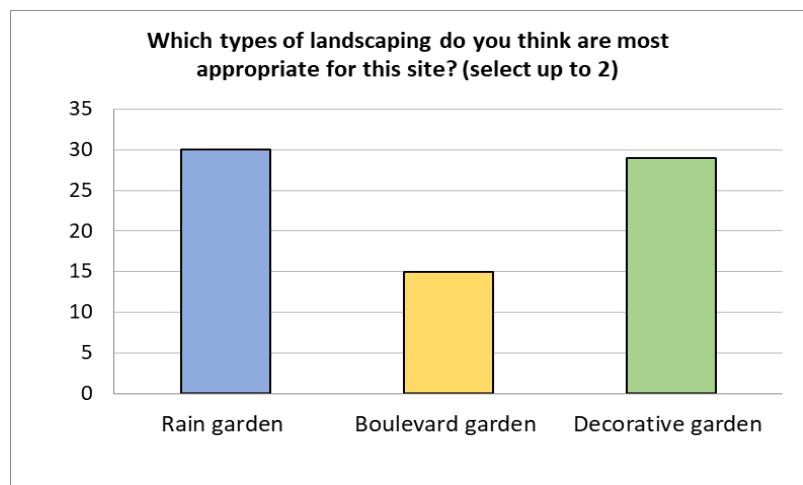


## Site 3: Input Highlights from Survey, Virtual Open House and Virtual Design Event

### PREFERENCES FOR RESIDENTIAL TYPE



### LANDSCAPING AND PUBLIC AMENITY PREFERENCES



## VIRTUAL DESIGN WORKSHOP for 504 Lilac Drive – Input examples

This was the first Virtual Design Event. Four residents participated, with all of them living in the neighborhood around the site. The discussion was engaging and highly participatory.

One participant had trouble with the tool, but a project team member was able to draw the participant's ideas on the sheets.

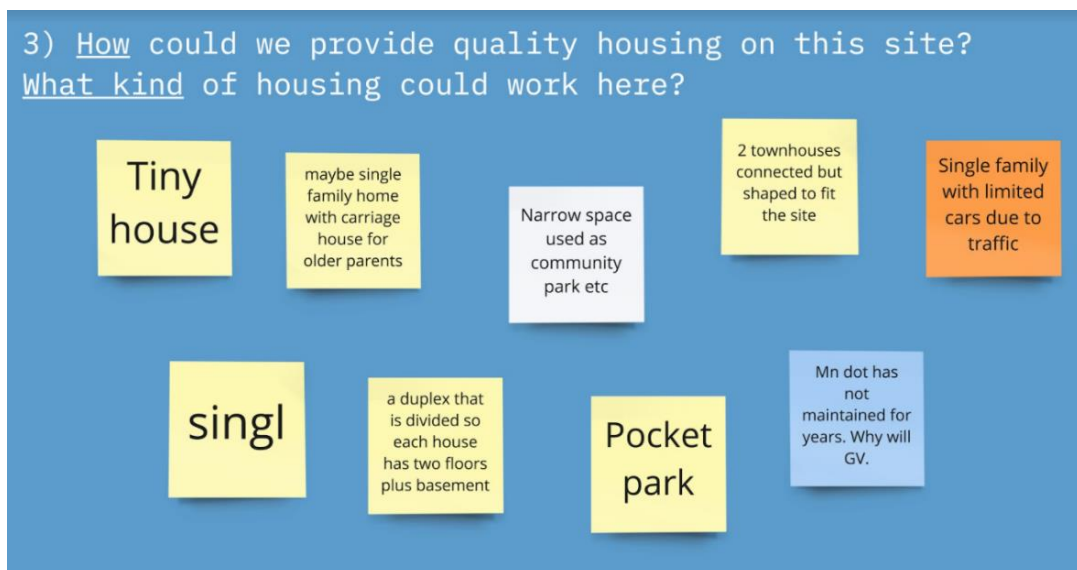
Participants were generally pleased with the virtual drawing tool, especially as a community engagement alternative during the pandemic.

The discussion addressed larger housing issues but focused on site specific items and how it might be best used for the benefit of the neighborhood.

*Image 14: This site plan developed by participants for the Lilac Drive property shows a single-family home with a detached accessory dwelling unit in the rear yard.*



*Image 15: One of the brainstorm boards from the Douglas Drive Lilac Drive Virtual Design Workshop.*





## Site 3: Design Images for 504 Lilac Drive

### Description

- One new single-family home
- The home is placed to match the front setbacks in the area
- The home is sited and scaled to retain as many existing trees as possible
- Additional trees are added for vegetative cover
- Native prairie plants on southern corner are retained and enhanced



*Image 6: Architectural rendering of one potential configuration for one new single-family home on the site.*



*Image 17: Site plan for 300 Lilac Drive showing location and context for one single-family home. Existing large trees on the site should be preserved to the extent possible.*

## Findings and Next Steps

The engagement and community input achieved during this project provides a solid base of information from which to proceed to the next steps of housing considerations for the three subject sites.

### Findings

The findings from this study highlight the successes and limitations of certain engagement techniques and processes.

**Familiar is favored** – It is well known that people generally like where they live and will be concerned about proposed changes nearby. Even when a city is proactive and thoughtful in engaging neighbors, and even when the change seems positive, opposition can be expected. This is particularly true if the neighbors like the existing use on the site. Vacant properties covered with vegetation are among the hardest for people to see developed, regardless of the development type (other than a park).

**Affordable housing is a hot button issue** – There are many negative preconceptions about affordable housing that makes it one of the most hotly contested issues in our communities. Many people – community organizers; housing advocates; researchers – have recommended strategies to navigate affordable housing debates. Nevertheless, the opposition and arguments continue. After decades of negative and often misleading press about “projects” and crime ridden public housing, it will take time to shift public perception to view affordable housing more favorably. In the meantime, strong leadership and active allies must champion and advance affordable housing projects, which are so desperately needed to meet demand. There is no avoiding loud voices of opposition. The only remedy for those is the continued introduction of affordable housing, to demonstrate how similar it is to any other housing that might come to the community.

**Housing is a citywide issue with many stakeholders** – We expect stakeholders closest to or most impacted by a proposed change to be the most interested and vocal. After decades of NIMBY (Not in My Backyard) experiences, policy makers and citizens are talking more about the citywide value of projects and harnessing engagement that brings a broader perspective to project review. For this project, several stakeholders were identified who think about housing as part of the citywide economic system and social fabric. Community based groups such as schools, religious institutions and business groups were also noted. The intent was to reach out and engage members of these groups in addition to immediate neighbors, in the hopes of balancing the interests of immediate neighbors and community stakeholders in housing decisions. Unfortunately, this outreach was less effective than it might have been during non-Covid times, given the limitation on in person engagement and other priorities for staff.

**Online engagement is good at some things and weak at others** – Engagement that focuses on individual review and input, such as a survey, is accomplished very well and sometimes better than in person engagement, because it is easy – it allows people to participate from home, quickly, and on their own schedule. Presentations and question and answer sessions are also effective for online platforms such as Zoom which gained prominence and widespread use during Covid. Small group conversations are also productive in platforms that allow break out rooms from the larger attending audience. The primary weaknesses of online engagement are the inability to do spontaneous engagement (interacting with people who have not already decided to engage because they have a strong opinion), and deeper, collaborative work that is better cultivated through in-person interaction.

**Online engagement tools limit participation to the digitally adept** – Online tools vary in usability. Most people are web proficient these days and can readily complete a simple online survey, thus its status as the most effective tool in this project. Tools that allow deeper interaction, such as the Miro tool used in this project, are quickly embraced by certain people while being a limitation or deterrent to others. If such tools are desired to solicit more detailed engagement than surveys enable, then expect an investment of time to familiarize people with it. Then use that investment of time to deploy the tool on multiple occasions with your audience.

**People can choose not to collaborate** – This project tested an important hypothesis – that inviting people to work with others on a solution may reduce their opposition and increase collaborative problem-solving. In this project, that did not occur. People who chose to engage to express opposition to new housing did not want to collaborate on housing ideas. They felt that talking about housing options would suggest they were okay with housing going there and undermine their ‘no housing’ message. Even if in-person engagement had been possible and attracted wider audiences, it is doubtful that people opposed would have acted any differently. The City’s idea of reaching out to involve people in the housing concept phase was a good one, but it may require a more intensive method of proactive engagement to reach success.

**Robust engagement is staff and resource intensive** – There are no short cuts or clever tools to get broad and deep engagement. It takes a lot of work to design events, get people there, run them and compile results. The availability of staff and consultant time for that level of activity was in place for this project. However, just as the work was about to begin, that capacity was redirected to the vital activities of responding to Covid and the economic and social stresses in communities. The consultant team shifted to finding effective online engagement methods and we deployed those with reasonable success given the circumstances. Most of the time, projects can proceed with the time and resources dedicated to it. If something comes up to hinder that, take a moment to consider realistically if the project objectives can be achieved under the changed circumstances or if the project should wait until it can proceed as originally planned.

**Site Design Preferences - minimal housing density and vegetative amenities** - The input for each site gathered in this study, favored doing nothing on the sites or very limited housing. Traditional residential design (as opposed to modern design) was preferred, as was retaining or creating an attractive green, open space area. Site specific recommendations are identified previously in this report and can serve as the steppingstone to further site design.

## Next Steps

This report provides a solid body of input and findings, and high-level site concepts based on that input. Given the engagement limits of Covid, further community conversation on the sites should wait until in-person dialogue and activities are possible.

With this information in hand, city leaders and staff can evaluate the concepts and estimate their financial feasibility. Potential funding and development partners can be considered, for the housing itself and for creating site-based amenities such as rain gardens, a small dog play area, or a community garden. This analysis will inform what concept refinement is needed.

As site development opportunities emerge, the city can return for a second round of community engagement to evaluate the concepts. It is essential at this time that the city clearly communicate what the input can impact and what it cannot. Setting clear expectations and sticking to that reduces confusion and enables more constructive and productive dialogue. At a broader level, the City can set clear expectations about affordable housing growth in the city. If residents hear a clear and consistent message from the City that preserving and adding affordable housing is a priority, then efforts to fight it will dissipate over time, and allies will be buoyed by the commitment and step up to help the City achieve its goals.



## APPENDICES

### Appendix 1: Online Survey Results

- Accessory Housing
- 300 Turners Crossroads
- 504 Lilac Drive
- 2415 Douglas Drive

### Appendix 2: Virtual Open House Results

- Questionnaire Format
- General Housing preferences
- 300 Turners Crossroads
- 504 Lilac Drive
- 2415 Douglas Drive

### Appendix 3: Virtual Design Event – Detailed Results

*Use this link to view the virtual design event materials.*

### Appendix 4: Community Engagement Plan for this project

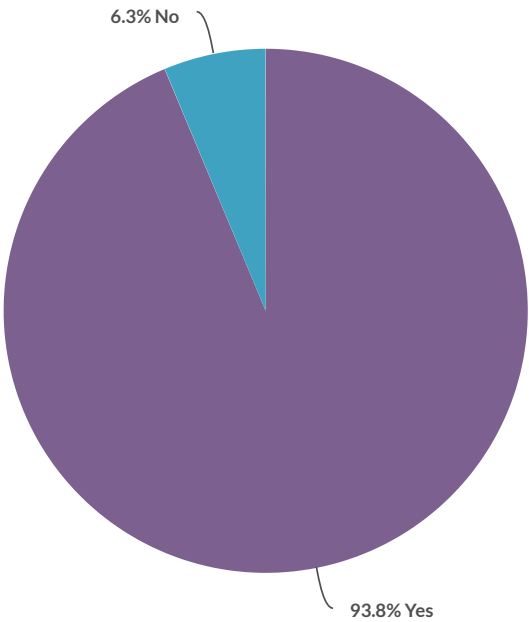
### Appendix 5: Example of Detailed Event Plan

# Report for Your ideas: Accessory housing

## Response Counts

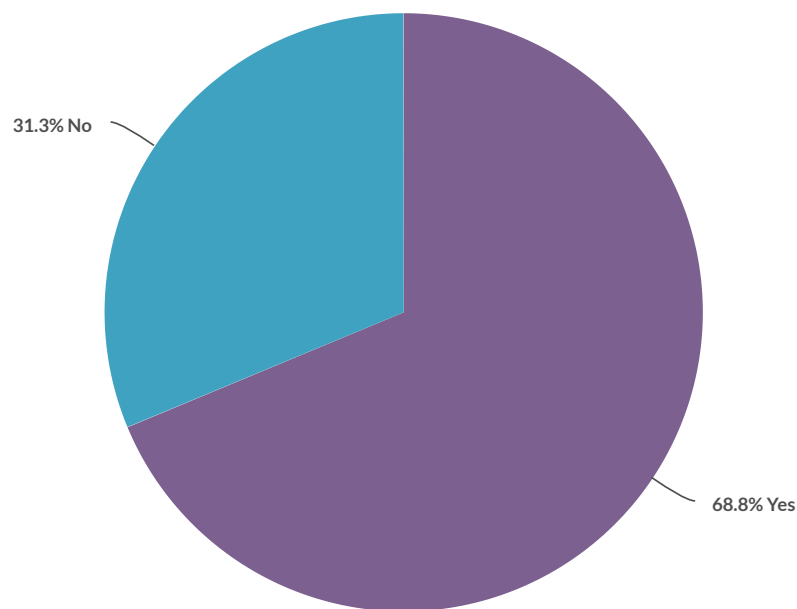
Completion Rate:	100%	
	Complete	17
		Totals: 17

1. If they were allowed in Golden Valley, I would be interested in building an accessory housing unit.



Value	Percent	Responses
Yes	93.8%	15
No	6.3%	1
		Totals: 16

2. If they were allowed in Golden Valley, I would be interested in living in an accessory housing unit.



Value	Percent	Responses
Yes	68.8%	11
No	31.3%	5
		Totals: 16

3. What else do you think about accessory housing units? Do you have some specific ideas or questions we should keep in mind?



[Hide Responses](#) ▼

ResponseID	Response
4	Is the infrastructure ready for this- sewerage, utilities, cable...? Could there be a green requirement or incentive?
7	I'd like to see these allowed with the reasonable restrictions.
9	Please address tiny houses as part of this.

## ResponseID    Response

---

- 10      I think they would be very welcomed inventory in a city that already offers such a nice mix of homes and neighborhoods. The versatility of ADUs will also suit the varying needs of families, couples, and individuals who may need the extra space for a family member or need minimal space for their living needs. Importantly, it will support intergenerational living and offer extended family and grandparents comfortable options for living near loved ones at a manageable price (hopefully) and size. We already have a number of these living arrangements and family situations in Golden Valley (and many other cities) so it would be great for our city to be forward-thinking in this manner. I fully support ADUs and with that I think we should welcome varying types of construction methods that will allow for thoughtfully designed ADUs for many different purposes, not just living.
- 11      I believe ADU should definitely be allowed in Golden Valley. We have thought of building one for years and would be grateful for the opportunity. A place where we can live and have the option to put our elderly parents in or rent out. Thank you!
- 13      I think it would be so helpful for Golden Valley to allow ADUs - as parents are aging and need help, it would be so much more affordable to have them live close by. The options available right now are financially draining.
- 14      We need them.
- 15      How to reduce the cost of building them. Thats why so few were built in Mpls
- 18      I think this is a great idea. As our parents get older, it would be ideal to have them living with us in our home but this will give them a sense of independence.

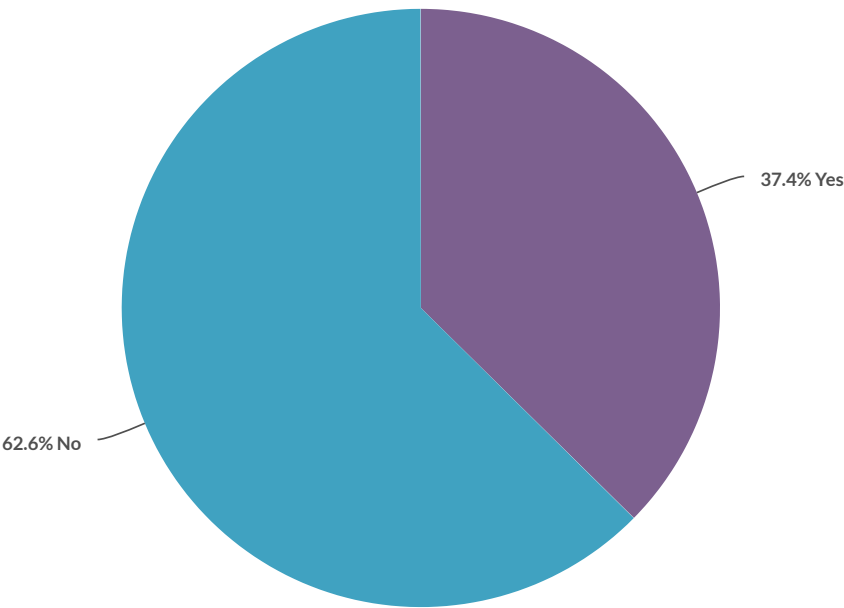
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# Report for Your ideas: 300 Turners Crossroad

## Response Counts

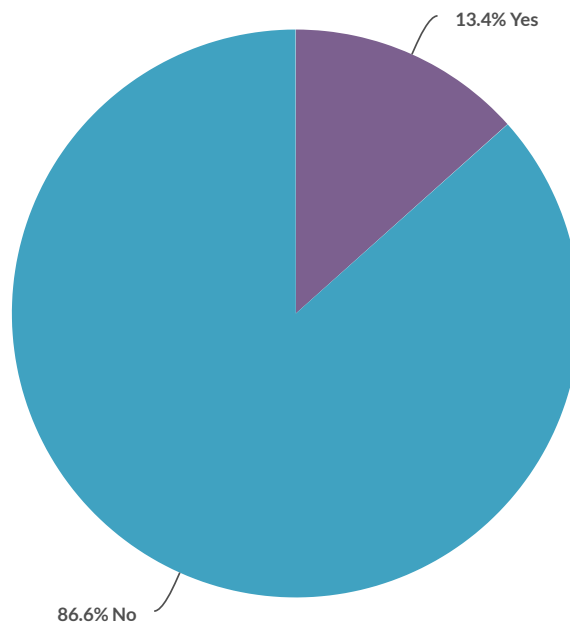
Completion Rate:	100%	
	Complete	168
		Totals: 168

1. Do you think this could be a good location for single family homes?



Value	Percent	Responses
Yes	37.4%	61
No	62.6%	102
		Totals: 163

2. Do you think this could be a good location for apartments?



Value	Percent	Responses
Yes	13.4%	22
No	86.6%	142
		Totals: 164

3. What else do you think about this site? Do you have some specific ideas for what we should do here?



[Hide Responses](#) ▼

ResponseID	Response
6	I live on Turners Xrd N and the current frontage road cannot support a traffic increase of the proposed volume. Pollinator or community gardens would be a much more appropriate and appreciated use of the space.
7	Leave the space as it is. Community gardens. Pollinator Gardens. This space is not suitable for any type of development other than land management. Bryan Pyne 952-381-5604

ResponseID	Response
9	This location, if it has to be developed it should match the neighborhood and be populated with single family homes. A better use for the space would be a community gardens and open space. This area has a long history as a park and is linked to the historic lilac drive.
10	2 or 3 levels of apartment or condo living. Under ground parking. Need noise barrier along Hwy 100 side. Curved building structure with visitor parking and green space facing Turners Cross road.
11	Single family homes would blend in better to the neighborhood to the east.
13	I think that homeownership is very important to building wealth, and if GV can help families in the long term by offering affordable homes for sale, that should be the goal. Single family homes, or condos (not rental apartments) will help move that ball.
14	This former park should be brought back as a park. Residents in this part of the city have little available in terms of walkable distance parks. Additionally, adding MORE apartments (we've had 4large developments added in the last 5 years) will further tax an already overcrowded Meadowbrook school.
15	there is a HUGE apartment building on Xenia/Laurel that has been unfinished for YEARS now!!! It is an eyesore, but if it ever gets finished, it will bring a large amount of new renters to this very area of GV. How do you propose to deal with traffic issues? Increased need for services, such as police and fire? Increases to the school population?
18	Need more parks, tennis courts and basketball courts.
19	My family and I moved here 4 years ago. Since then we have seen 2 apartment buildings completed or being completed and several more just on the other side of 394. Golden Valley specifically is increasing the population way too fast and too much. It is already too crowded the way it is. We do not need more apartment buildings in this area. This is not Minneapolis, but some are trying to make it that way. The school systems here are too crowded already as well.
20	I support additional affordable housing. The challenges with this site will include noise (highway and train), and this section of Turners That already sees a very high volume of traffic and congestion due to its proximity to Meadowbrook Elementary. The easy access to highways is overstated. The morning and evening commute pressure on traffic intersections at Turner and Glenwood, 55 and Glenwood, and 55 and Douglas are already problems for residents and commuters. School capacity demand at Meadowbrook should also be considered carefully after the district has invested in expansions to that school twice over the last few years. These are existing issues that don't account for the additional housing capacity being built at Turners and Laurel. Please fully consider the necessary support infrastructure needed for additional resident capacity in this area before committing to additional housing capacity.
21	Leave it as a buffer from the highway for existing neighborhood.
22	Size and shape of light would accommodate single-family homes the best.
23	This site is currently vacant so it wouldn't displace any Golden Valley residences. I would prefer single family homes on this site. We have enough large apartment complexes in GV. This is too close to an already over crowded school with bad parking and traffic. The traffic some would be a nightmare if an apartment is built on this site.
26	Adding homes or apartments in this area will increase congestion and likely lead to accidents or close calls. I live near this area and walk by it a lot. I can't imagine cars parked in the area, leaving driveways that lead to Xenia. It would seem there are far better locations north of Hwy 55 and west of 100.
27	Please have more single family housing



## ResponseID    Response

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- 28            GV is out of control with housing development in this area. STOP IT! The 'monster' at Xenia/Laurel is not yet done and we have no idea on impact (traffic, MORE dogs without a dog park, NO added amenities to those of us who already live here, etc.). And like other developments in the n-hood, if this is already a 'done deal' STOP asking our damn opinion!
- 29            The northern part looks like too much of an acute triangle for housing, so the lot, at least the northern part would work better as a park. With the large housing complex going up on Xenia right now, there should be enough apartment availability in the area, so we don't need more. Single-famiy homes or town homes with a community park/playground might be an option if the city does not want the whole lot to return to being a park.
- 30            Given the proximity to the highway sound walls, I don't think housing right there is a viable option. Also, the infastructure around there is not setup to handle 100 new residents with apartments...and given the size of that space parking would be a challenge with many residents and visitor parking spilling into neighboring streets (we see this with apartments just south of this proposal). Adding in a park with tennis & basketball courts would be amazing. Or even a park with a splash pad, or a dog park. I bike by this area with my family a lot, and keeping it green space would be ideal.
- 31            The city has added several apartments on our side of the city without enriching the community with amenities. This odd shaped lot should be a green space, community park for our neighborhood! This is what we need and would add value. Other parks are too far away or located on Meadowbrook school property where we are limited to use due to school rules. Be a green friendly city and make this odd shaped lot a fantastic community park.

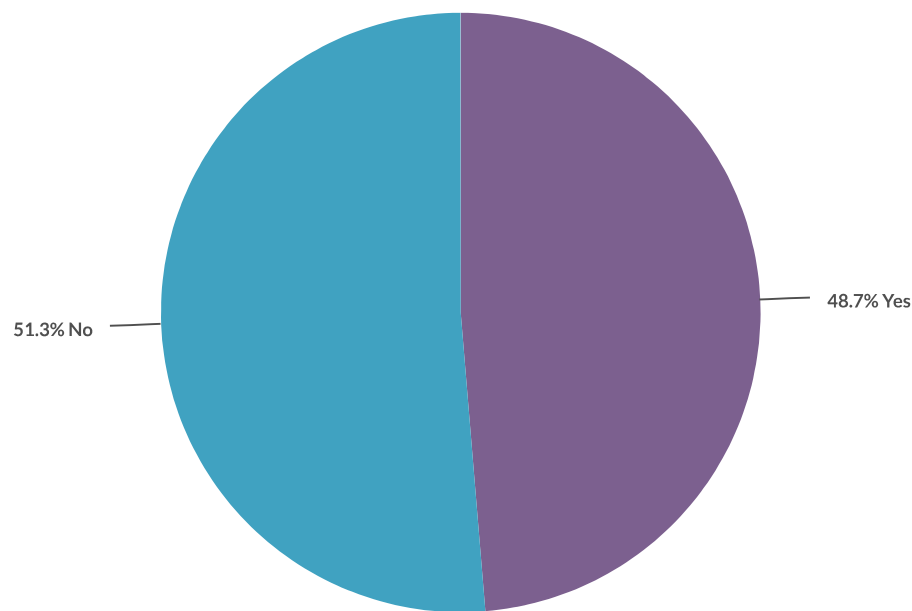
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# Report for Your ideas: 504 Lilac Drive

## Response Counts

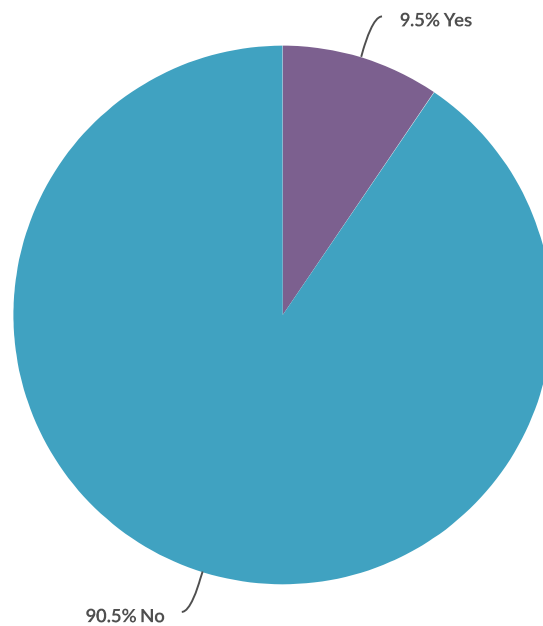
Completion Rate:	98.3%	
	Complete	116
	Partial	2
		Totals: 118

1. Do you think this could be a good location for single family homes?



Value	Percent	Responses
Yes	48.7%	56
No	51.3%	59
		Totals: 115

2. Do you think this could be a good location for apartments?



Value	Percent	Responses
Yes	9.5%	11
No	90.5%	105
		Totals: 116

3. What else do you think about this site? Do you have some specific ideas for what we should do here?



[Hide Responses ▼](#)

ResponseID	Response
3	Small green space park with playground fixtures. Fence or low wall to reduce noise from highways as well as provide some level of safety.
4	Single family neighborhood. Multi family will not fit in with the neighborhood.
7	It's too dangerous at this corner. People drive way too fast!

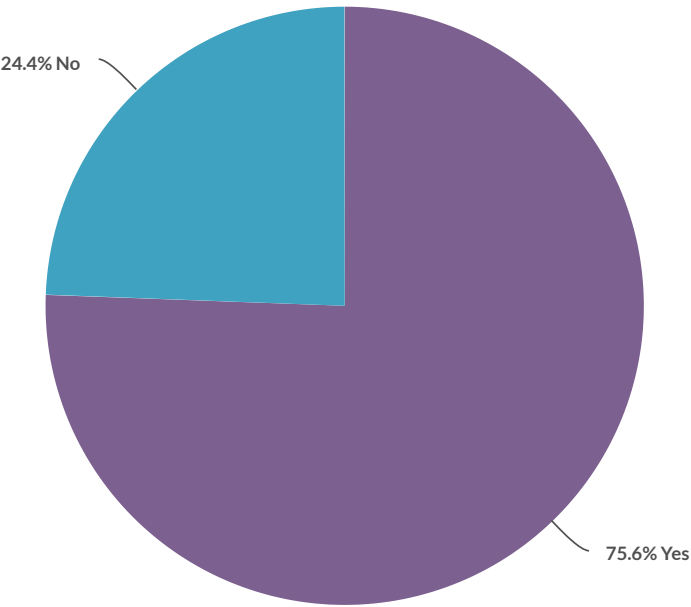
ResponseID	Response
8	Single family houses
9	The City of golden valley does not maintain this property and has told the residence in this neighborhood several times that this is annexed maintained and owned by Highway 100. This space Would be best used for a neighborhood park or other community area.
10	Definitely do not think an apartment or house should be built here. If anything it could be a nice community garden for the residents who live in the community since there are many families or a small park.
11	Why would you displace people from their current homes during a pandemic? That's unacceptable. I am absolutely opposed to this in my neighborhood. Leave Clover Leaf Terrace alone. This neighborhood was already disrupted by the construction of highway 100.
13	Let it be grass and let the trees grow that were planted when widening 100. why must you build? not to mention there is to much traffic coming thru there now.
14	Let it be grass and let the trees grow that were planted when widening 100. why must you build? Not to mention there is to much traffic coming thru there now.
18	Would not be ideal given size and shape of lot, proximity to neighboring housing, and blind corner entering property.
19	Leave as native habitat. A multi tenant property would be a terrible parking and traffic situation. We have lost enough value of our property with the widening of hwy 100. And the noise is getting worse every year.
20	Keep it as a buffer/natural area to help absorb the horrible highway noise. Plant trees OR prairie to help replace all the other areas that have been decimated by haphazard development. There are many existing empty lots in GV or large and dilapidated houses and duplexes on much larger lots that the city could buy- and the infrastructure like sewer and water would already be in place. You'd need to build a sidewalk the entire length of the Woodstock to Cloverleaf drive- that stretch of road has no sidewalk and is NOT walkable at all.I don't even know how the city could safely build a driveway- the residents who live there already have a horrible time. Why such a substandard lot? affordable housing should be safe and walkable and the kind of place YOU would like to live.
22	A park
24	This is such a small lot that I cannot imagine anything more than a single family home. For the reasons listed above (low walkability, noise from Hwys 100 and 55, and distance to biking and walking facilities, the other two lots are more accessible locations.
25	Leave as is
27	Leave as is
28	Keep it as it is now.
29	As noted on this posting, the site is on a frontage road with unregulated traffic making additional drive way(s) dangerous, even if traffic is going within the posted speed. It is not at all pedestrian friendly, allows for no street parking and whould have to be shoe-horned to fit any structure requiring variances to build anything on the site. Certainly there must be more optimal locations.
30	This would be a nightmare as No parking, cars all ready speed around that corner as many times I have all most been hit coming out of our neighborhood.
34	Not enough land

# Report for Your ideas: 2415 Douglas Drive

## Response Counts

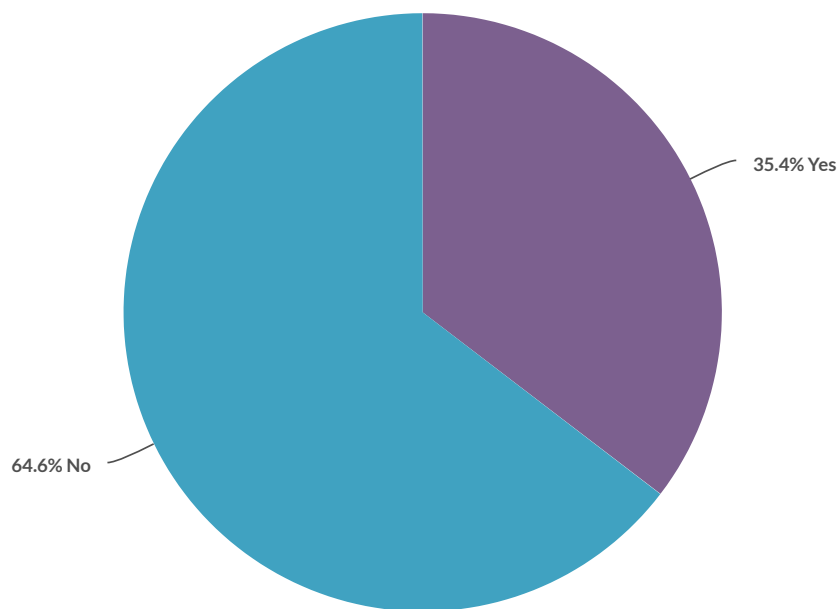
Completion Rate:	100%	
	Complete	83
		Totals: 83

1. Do you think this could be a good location for single family homes?



Value	Percent	Responses
Yes	75.6%	62
No	24.4%	20
		Totals: 82

2. Do you think this could be a good location for apartments?



Value	Percent	Responses
Yes	35.4%	29
No	64.6%	53
Totals: 82		

3. What else do you think about this site? Do you have some specific ideas for what we should do here?



[Hide Responses ▼](#)

ResponseID	Response
1	Higher density with good quality of life and affordable housing Works here, (and should work in other locations). Provide a barrier between the houses and the road that is nice and safe for kids.
2	Smaller single family homes. Similar to the American Bungalow style. Facing Douglas Drive. Possibly two homes.
3	Lot size feels appropriate for housing.



## ResponseID Response

- 5 Of the three properties, this seems the most workable for single family homes or residential facility. The noise level here is not as great as the other two, which abut Hwy 100. Are there other locations to consider that are not city-owned? As a 20 year resident of GV, I see many lots that are open and offer more walkability and less congestion.
- 7 As long as this does not cause any traffic safety issues for students, a single family home might be acceptable. Apartments would be troublesome to the neighborhood for reasons of increased traffic and there are already enough in the area.
- 8 I think this would be a great place to show that low-medium density can be aesthetically pleasing and fit in well with single family homes. So a duplex or similar would be perfect in my mind, whereas a large facility solidifies for many residents that any change in built form will be drastic.
- 11 This is the best site for this type of housing, as it offers proximity to many things and we all have some house from the highways that we have to deal with.
- 12 Not appropriate.
- 13 Not appropriate.
- 18 Not appropriate.
- 22 A duplex or triplex would fit in well here. It would match the area, especially the duplexes on the corner of Douglas and 27th.
- 23 Good site for apartments or single family homes, walking is good, connected to parks, and commercial, along corridor and bus line.
- 24 great for both or either single family homes or apts.
- 25 This location has a lot of nice space and has great room for more development and parking space.
- 28 Townhomes would work
- 30 I have some concern about them becoming rental property depending on how they are managed. I think landlords inflate pricing, and right now I believe we need to focus on affordable options for single housing.
- 31 Not much room for anything more than a house or two.
- 34 Single family homes only NO apartments.
- 35 Single family homes or a duplex to match those across the street would be appropriate
- 36 Small business

[< Previous Page](#) [Next Page >](#)

# Open House Survey

## Select the Sites You'd Like to Offer Comments for

1. This Virtual Open House is designed to collect your ideas and comments about three sites within the City of Golden Valley where additional housing may one day be developed.

The three sites are: 2415 Douglas Drive N | 300 Turners Crossroad North | 504 Lilac Drive N (click on the site's name to see a map, photos and a summary).

Please select the site or sites you'd like to comment on (you can select one, two, or all three sites):

- ☐ 2415 Douglas Drive N
- ☐ 300 Turners Crossroad North
- ☐ 504 Lilac Drive N

## General Housing Questions

2. Different types of buildings provide homes for people. Which types do you think are needed in Golden Valley over the next decade?

	Very Needed	Needed	Modestly Needed	Not Needed
Single-Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duplex or Triplex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Townhomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessory Dwellings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Multi-family housing, such as apartments and condominiums, provide multiple homes in one building, which may range in size. What size of multi-family buildings do you think are needed in Golden Valley over the next decade?

	Very Needed	Needed	Modestly Needed	Not Needed
Low-rise multi-family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medium-rise multi-family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-rise multi-family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. The cost of housing varies widely in a community, to meet the needs of people in different life circumstances. Which types of housing, by price, do you think are needed in Golden Valley over the next decade?

	Very Needed	Needed	Modestly Needed	Not Needed
Deeply Affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medium price housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High end housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. There are different types of ownership for housing. Which types do you think are needed in Golden Valley over the next decade?

	Very Needed	Needed	Modestly Needed	Not Needed
Rental housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ownership housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooperative housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Housing and Site Design Preferences

---

6. Which of the following characteristics make new housing fit in with nearby houses? Please select **up to three (3)** items that are most important to you.

- ☐ New housing looks similar to nearby housing
- ☐ New housing is same type (single-family, duplex, multi-family) as nearby housing
- ☐ Distance from adjacent housing
- ☐ Distance from the street
- ☐ Height
- ☐ Amount of the lot that remains open space (not buildings or parking)

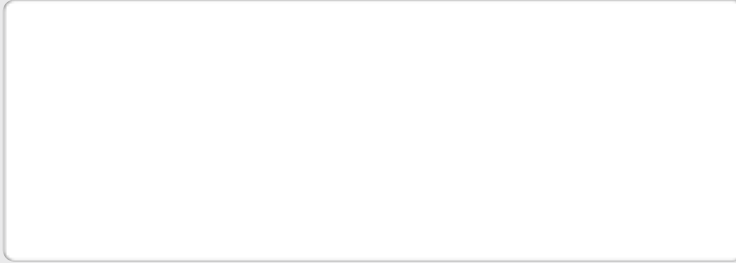
7. What aspects of new housing in your neighborhood are most important to you in deciding whether or not you support it? Please select **up to four (4)** items that are most important to you.

- ☐ How the new housing looks
- ☐ Who will live there
- ☐ Size and height of the new housing
- ☐ It is the same type of housing that I live in
- ☐ Number of people who will live there
- ☐ Traffic it might generate
- ☐ Loss of open space
- ☐ Impact on local schools (positive or negative)
- ☐ It may bring down my property value
- ☐ It may increase my property value

8. Which potential benefits of new housing are most important to you in deciding whether or not you support it? Please select **up to three (3)** items that are most important to you.

- ☐ New homes bring new people and vibrancy to the neighborhood
- ☐ Upgrade the housing stock by replacing older homes with new homes
- ☐ Increased variety in home styles and types
- ☐ New homes bring new residents to Golden Valley
- ☐ Greater housing density better supports transit
- ☐ New homes may bring new kids to the neighborhood and local schools
- ☐ Added housing brings more people to support local retail and services

9. Do you have any other comments or preferences related to housing types and site design, including types, siting, and potential benefits or drawbacks?

A large, empty rectangular text box with a thin gray border, intended for user input.

### **2415 Douglas Drive N**

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**Page description:**

Questions on this page are for the site at **2415 Douglas Drive North** ([please click here to view a map and photos >](#)):

10. Please select the types of housing that you think could work here by clicking on them. Please select **up to 3**.





11. Please select the types of landscaping that you think are appropriate for this site. Please select **up to two**.



Rain garden



Boulevard garden



Decorative garden

12. Please identify which, if any, of these site amenities might fit on the sites, in addition to new housing. Please select **up to two**.



Dog park (small)

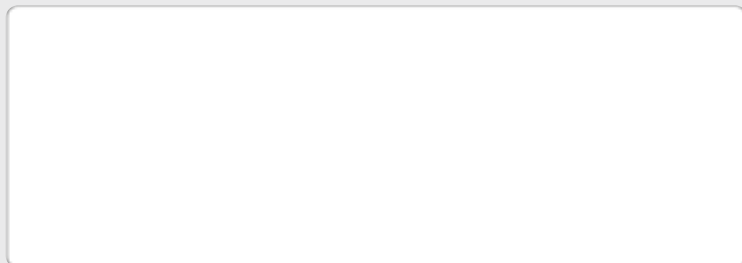


Pocket park



Small community garden

13. Do you have any other comments or ideas you would like to share about the future of this site? Please write them in the space provided below.



### **300 Turners Crossroad**

---

**Page description:**

Questions on this page are for the site at **300 Turners Crossroad** ([please click here to view a map and photos >](#)):

14. Please select the types of housing that you think could work here by clicking on them. Please select **up to 3**.





15. Please select the types of landscaping that you think are appropriate for this site. Please select **up to two**.



Rain garden



Boulevard garden



Decorative garden

16. Please identify which, if any, of these site amenities might fit on the sites, in addition to new housing. Please select **up to two**.



Dog park (small)

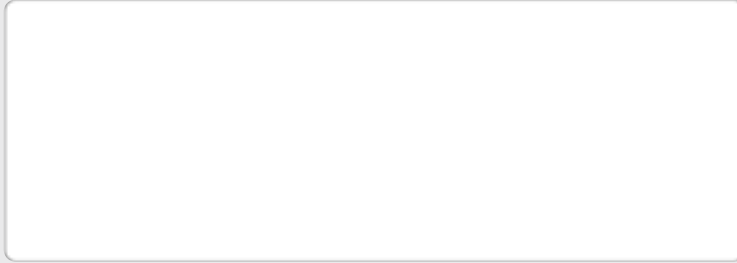


Pocket park



Small community garden

17. Do you have any other comments or ideas you would like to share about the future of this site? Please write them in the space provided below.



## **504 Lilac Drive**

---

### **Page description:**

Questions on this page are for the site at **504 Lilac Drive** ([please click here to view a map and photos >](#)):



18. Please select the types of housing that you think could work here by clicking on them. Please select **up to 3**.



19. Please select the types of landscaping that you think are appropriate for this site. Please select **up to two**.



Rain garden



Boulevard garden



Decorative garden

20. Please identify which, if any, of these site amenities might fit on the sites, in addition to new housing. Please select **up to two**.



Dog park (small)



Pocket park



Small community garden

21. Do you have any other comments or ideas you would like to share about the future of this site? Please write them in the space provided below.

## About You

---

22. What is your age?

- ☐ 0 to 18 years
- ☐ 19 to 29 years
- ☐ 30 to 45 years
- ☐ 46 to 65 years
- ☐ Over 65 years

23. What is your racial identity or origin?

- ☐ American Indian or Alaska Native
- ☐ Asian or Pacific Islander
- ☐ Black, African American or African origin
- ☐ Hispanic, Latino or Spanish origin
- ☐ White, European American or Caucasian
- ☐ Other - Please describe:

24. What is your approximate annual household income?

- ☐ \$0 to \$30,000
- ☐ \$30,000 to \$50,000
- ☐ \$50,000 to \$80,000
- ☐ \$80,000 to \$110,000
- ☐ \$110,000 to \$150,000
- ☐ \$150,000 to \$180,000
- ☐ \$180,000 to \$240,000
- ☐ Over \$240,000

25. How many years have you lived in Golden Valley?

- ☐ Never lived in Golden Valley
- ☐ 0 to 2 years
- ☐ 3 to 5 years
- ☐ 5 to 10 years
- ☐ 10 to 20 years
- ☐ 20 to 40 years
- ☐ More than 40 years

26. What types of housing have you lived in during your lifetime? (Please select all that apply)

- ☐ Single-family
- ☐ Duplex or Triplex
- ☐ Townhome
- ☐ Apartment
- ☐ Condominium
- ☐ Other - Please identify:

27. Do you have any questions about the three sites or about the City's process for considering future development at them? If yes, please note your question below. We will post responses on the City's Project Website ( [www.gvmnhousing.org](http://www.gvmnhousing.org) ) by October 15th.



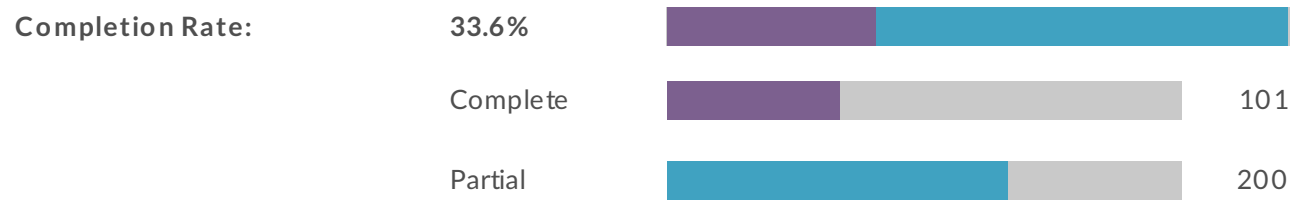
28. The City of Golden Valley values the voice and input of community members. Please let us know if you found this survey to be an effective way to communicate your ideas on the sites.

Please let us know if you agree with this statement: "This survey provided me a good opportunity to share my perspective." Pick select the option that most closely matches how you feel.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Disagree
- ☐ Strongly Disagree

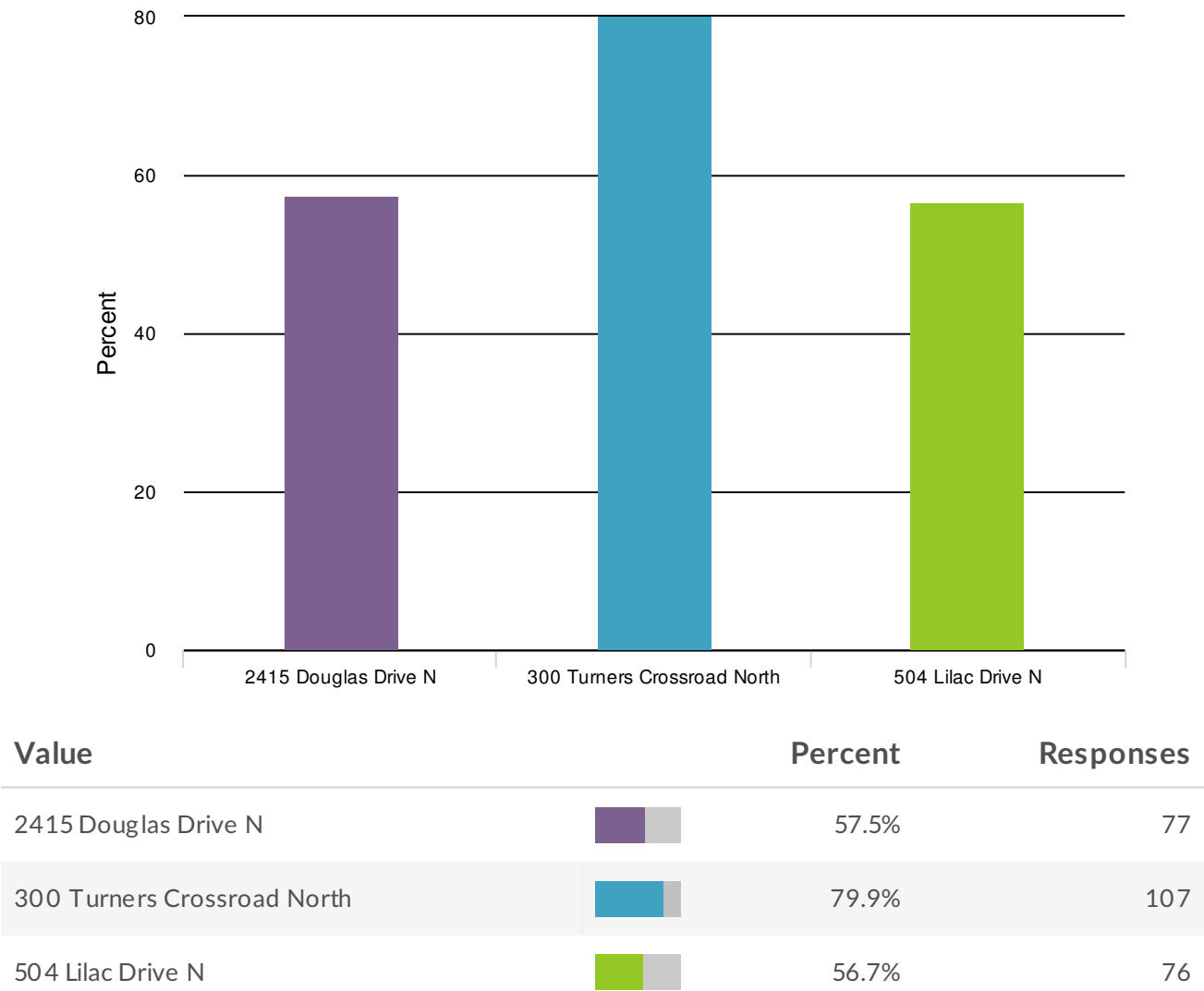
# Report for Open House Survey

## Response Counts



Totals: 301

1. This Virtual Open House is designed to collect your ideas and comments about three sites within the City of Golden Valley where additional housing may one day be developed. The three sites are: 2415 Douglas Drive N | 300 Turners Crossroad North | 504 Lilac Drive N (click on the site's name to see a map, photos and a summary). Please select the site or sites you'd like to comment on (you can select one, two, or all three sites):



2. Different types of buildings provide homes for people. Which types do you think are needed in Golden Valley over the next decade?

	Very Needed	Needed	Modestly Needed	Not Needed	Responses
Single-Family Count Row %	20 16.9%	35 29.7%	30 25.4%	33 28.0%	118
Duplex or Triplex Count Row %	13 10.8%	28 23.3%	17 14.2%	62 51.7%	120
Townhomes Count Row %	16 13.3%	29 24.2%	28 23.3%	47 39.2%	120
Accessory Dwellings Count Row %	8 7.4%	17 15.7%	19 17.6%	64 59.3%	108
Totals Total Responses					120

3. Multi-family housing, such as apartments and condominiums, provide multiple homes in one building, which may range in size. What size of multi-family buildings do you think are needed in Golden Valley over the next decade?

	Very Needed	Needed	Modestly Needed	Not Needed	Responses
Low-rise multi-family					
Count	15	19	15	68	117
Row %	12.8%	16.2%	12.8%	58.1%	
Medium-rise multi-family					
Count	10	22	13	72	117
Row %	8.5%	18.8%	11.1%	61.5%	
High-rise multi-family					
Count	4	8	8	94	114
Row %	3.5%	7.0%	7.0%	82.5%	
Totals					
Total Responses					117

4. The cost of housing varies widely in a community, to meet the needs of people in different life circumstances. Which types of housing, by price, do you think are needed in Golden Valley over the next decade?

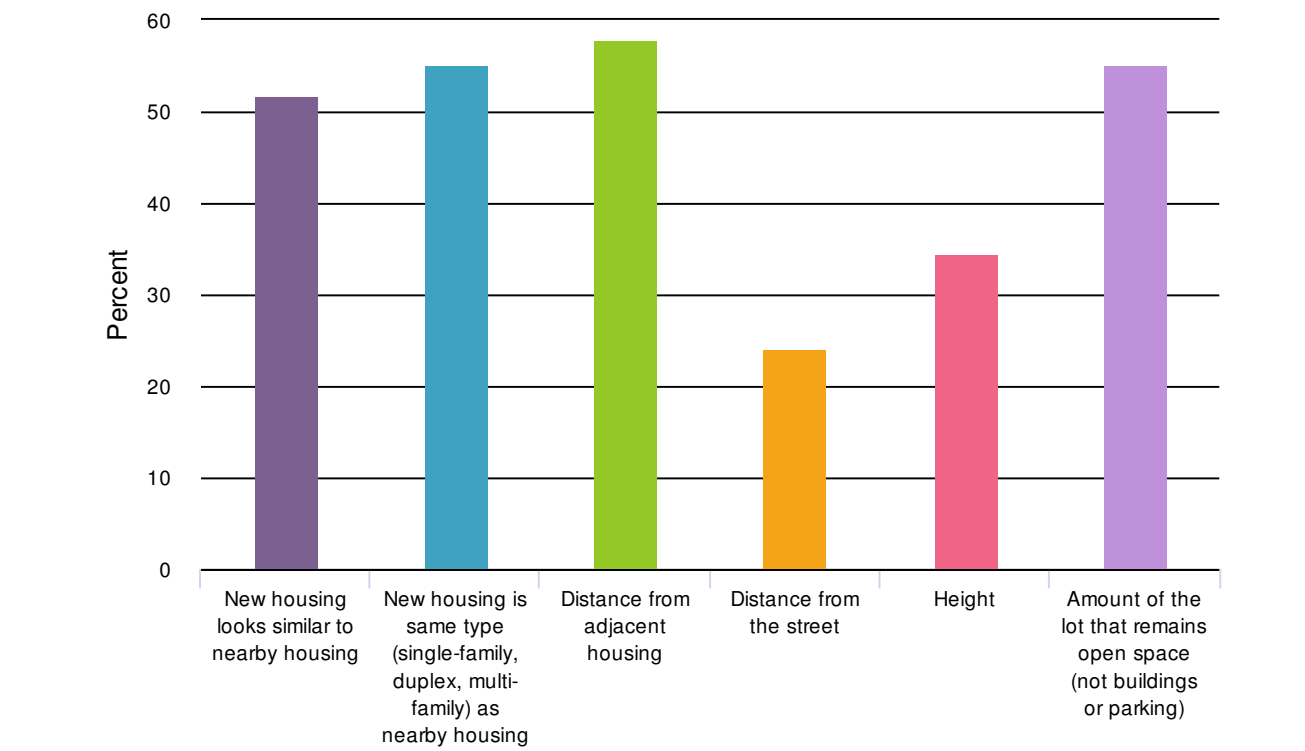
	Very Needed	Needed	Modestly Needed	Not Needed	Responses
Deeply Affordable housing Count Row %	18 15.7%	19 16.5%	15 13.0%	63 54.8%	115
Affordable housing Count Row %	23 19.5%	26 22.0%	31 26.3%	38 32.2%	118
Medium price housing Count Row %	14 11.9%	54 45.8%	32 27.1%	18 15.3%	118
High end housing Count Row %	6 5.3%	26 22.8%	28 24.6%	54 47.4%	114
Totals Total Responses					118



5. There are different types of ownership for housing. Which types do you think are needed in Golden Valley over the next decade?

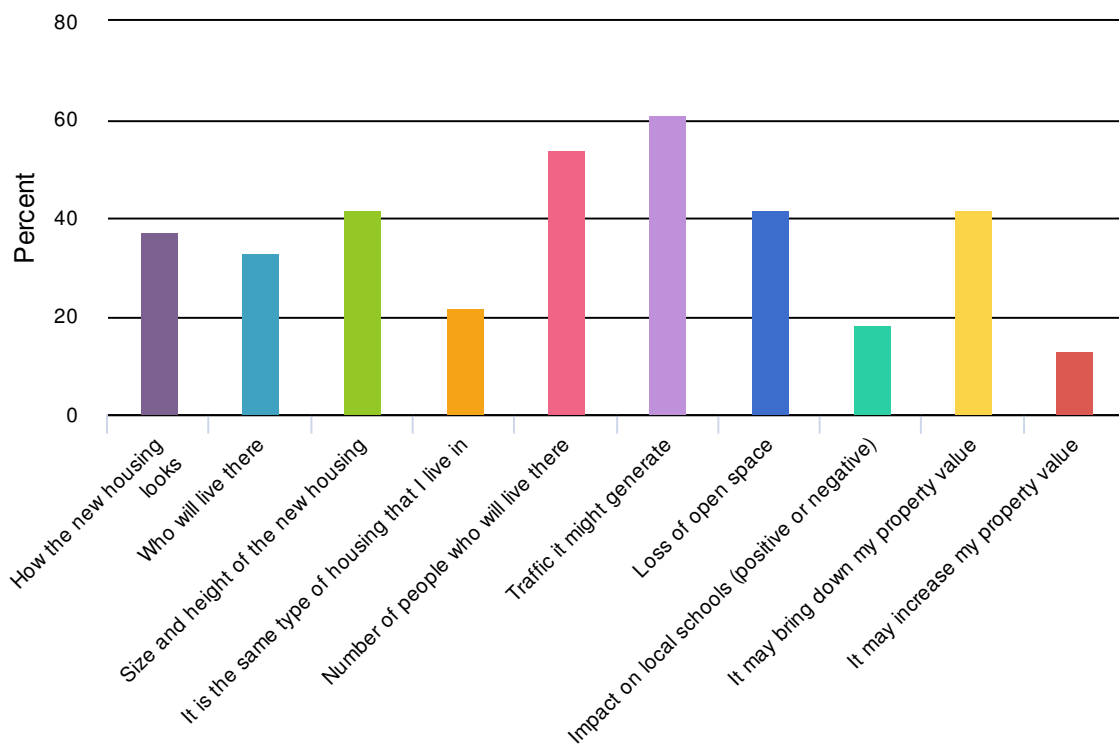
	Very Needed	Needed	Modestly Needed	Not Needed	Responses
Rental housing Count Row %	10 8.5%	19 16.2%	31 26.5%	57 48.7%	117
Ownership housing Count Row %	40 33.9%	45 38.1%	15 12.7%	18 15.3%	118
Cooperative housing Count Row %	11 9.7%	19 16.8%	21 18.6%	62 54.9%	113
Totals Total Responses					118











6. Which of the following characteristics make new housing fit in with nearby houses? Please select up to three (3) items that are most important to you.



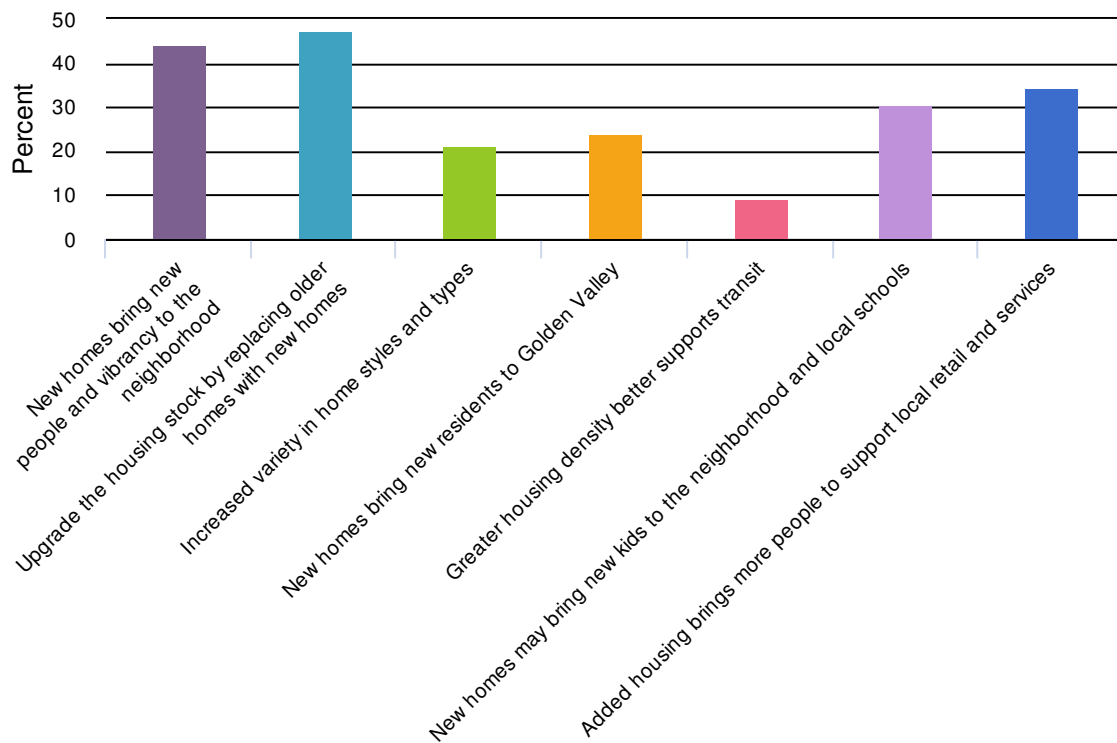
Value		Percent	Responses
New housing looks similar to nearby housing	<div><div></div><div></div></div>	51.7%	60
New housing is same type (single-family, duplex, multi-family) as nearby housing	<div><div></div><div></div></div>	55.2%	64
Distance from adjacent housing	<div><div></div><div></div></div>	57.8%	67
Distance from the street	<div><div></div><div></div></div>	24.1%	28
Height	<div><div></div><div></div></div>	34.5%	40
Amount of the lot that remains open space (not buildings or parking)	<div><div></div><div></div></div>	55.2%	64








7. What aspects of new housing in your neighborhood are most important to you in deciding whether or not you support it? Please select up to four (4) items that are most important to you.



Value		Percent	Responses
How the new housing looks		37.4%	43
Who will live there		33.0%	38
Size and height of the new housing		41.7%	48
It is the same type of housing that I live in		21.7%	25
Number of people who will live there		53.9%	62
Traffic it might generate		60.9%	70
Loss of open space		41.7%	48
Impact on local schools (positive or negative)		18.3%	21
It may bring down my property value		41.7%	48
It may increase my property value		13.0%	15

8. Which potential benefits of new housing are most important to you in deciding whether or not you support it? Please select up to three (3) items that are most important to you.



Value		Percent	Responses
New homes bring new people and vibrancy to the neighborhood		44.4%	48
Upgrade the housing stock by replacing older homes with new homes		47.2%	51
Increased variety in home styles and types		21.3%	23
New homes bring new residents to Golden Valley		24.1%	26
Greater housing density better supports transit		9.3%	10
New homes may bring new kids to the neighborhood and local schools		30.6%	33
Added housing brings more people to support local retail and services		34.3%	37

9. Do you have any other comments or preferences related to housing types and site design, including types, siting, and potential benefits or drawbacks?



## ResponseID Response

50 Golden valley is a beautiful, diverse, family friendly place to live. One of the community's greatest asset is its green space and well planned developments with appropriate lot sizes. I hope that the city does not ignore these fact for its own financial gain.

52 We just finished walking up and down Zane. We met up with quite a few neighbors. I love our neighborhoods and the fact we can walk and feel safe. I live on Medicine Lake. Traffic has increased. For some reason it feels it feels like there is more truck traffic. My concern is the schools on Medicine Lake and the lack of caution many drivers have for pedestrians and bikes. It is unusual for cars to stop for people crossing. Today kid on a bike started across The street in front of a car that stopped. The car coming from the other direction did not stop. Thankfully the kid stopped and the next car stopped too, allowing the kid to cross the street. I think traffic is a bit of an issue And I would hate to see multi family housing increase without addressing the traffic.

53 Traffic is a drawback. Crosswalks by the schools seem a bit dangerous for pedestrians. I love Golden Valley for the different housing styles and the large yards.

55 Proximity to school, which already has a lot of traffic. Taking away small amounts of green space. Apartments are already very near. Explore bringing back the park before bringing more traffic, riff raff and construction to an already highly trafficked area. Terrible idea.

57 Safety for kids walking to school Traffic control in terms of access, flow and street parking

## ResponseID    Response

58                    504 lilac. I am highly discouraged and I'm encouraging Golden Valley to reconsider not including this location. My concerns are regarding foot and car traffic, insufficient space and adjacency to the neighboring houses and previous communication regarding this site. We were informed that this site is annexed by Highway 100 and would not be built. More communication needs to happen on this site sense much miss information over the years was shared with the residence of this community. In addition, if this property is in fact for sale, then I would urge the city of Golden Valley to offer it up at auction. I am personally requesting a meeting with the city regarding 504 Lilac. Please contact me at 612-750-7506. kelliraesebwe@yahoo.com

60                    I would like to see very affordable housing including tiny houses, small houses or apartments for seniors or single people and small families. Less expensive than the published guideline of \$ 1250 or less for household making 50,000 per year. How about some energy efficient initiatives? Solar and modern houses and apartments that look good and help the planet. This is a chance for Golden Valley to go above and beyond with some new ideas to really benefit people in need of homes. I want to live in a neighborhood with more diversity than the 3 pillar/ 3 garage stall upper middle class cookie cutter houses that get developed on every vacant lot. Many people are obsessed with the idea that their property values will fall if a house valued less than theirs is within a half mile of their house. Those people need some perspective! Keep Golden Valley a sustainable community by encouraging economic diversity.

62                    Affordable housing in Golden valley needs to lead people towards actual home ownership. Plunking down apartment buildings simply funnels more money from from the working class to the wealthy, with no long term asset gained by those paying rent. I would like to see Golden valley actually engage in innovative paths to home ownership vs. following the cookie cutter approach of approving apartment and then paying landlords a subsidy on their taxes. With regard to 300 Turner's, our part of Golden valley has seen a drastic reduction in open spaces and a relative population explosion die to the addition of apartment developments. I am opposed to the loss of any more green space in the interest of bringing in new residents, when the current residents (who the council works for) are not being considered in the plans.

67                    Need more single family homes. Too much high density with not enough park space? Can we please add park space with the increase number or people?

73                    Potential housing at 300 Turners Crossroad would destroy 2 acres of forest to develop more of our city. The forest is a natural buffer for highway noise. How is this addressed in housing development?

74                    Destruction of forest, green space, and a sewer system will impact noise and pollution. Decrease of wildlife habitat. Traffic and parking concerns since underground is not likely an option given the sewer on site. High density, low income housing has been proven to decrease property values. Hundreds of high-density rental units have been added to the area (West End) over the last 10 years.

83                    Please no more rental units nearby our neighborhoods. Renters generally don't care about long term GV residents or our neighborhoods.



## ResponseID Response

86	I don't think we will have much room for more housing than we have already. Upgrade affordable housing we already have, but don't add more.
95	We should not be giving up more green space in GV. Way too much has disappeared already with all the new apartment buildings.
101	Are you putting low income housing on park land?
119	Please consider how this will impact the community. The idea of cutting back police and then adding additional residents just doesn't make sense. Don't want to get political, just stating facts, this will increase crime. As much as it seems like the right thing to do, it's important to come from a factual point of view and be realistic about the risks and rewards.
133	What type of people will affordable housing attract? And will my HIGH TAXES pay for them to live their cheaply.
140	More affordable in GV is a bad idea. That belongs on Crystal, not GV where I'm paying \$5200 a year in property taxes.
151	We need better schools in order to attract more families.
158	I would like to see more affordable housing for first time home buyers and affordable senior housing.
162	Finish the buildings that are under construction before you start planning for anything new
168	it is no longer a requirement to have a proportion of low rent housing in the suburbs. Use the sites for moderate homes owned by middle income families who will not be a burden to the community and schools
173	Low income housing, group home owned, and rental properties increase the need for police and emergency services. People always ask for "affordable housing" until it's their next door neighbor. Why take care of it if you don't have to pay for it?
178	I do not support building low income or "affordable" housing of any type in Golden Valley.
184	Needs more affordable housing
185	No
186	Two family rental that fits in with the neighborhood. No apartments or high rise buildings.
188	Golden Valley needs more one level living for seniors

## ResponseID Response

- 189 Your choices are rather limited and seemed designed to guarantee a particular outcome. Golden Valley is a fully developed community and opportunities for new housing are not readily available. The site selected are currently vacant for a number of reasons. Will these sites be needed in the future for other purposes? Several sites that MNDOT used as staging areas for up-construction of Highway 12 into 394 have recently been developed. Will staging areas ever be needed again? Additionally, A regional sewer main exists underneath the Turners Crossroads site. There are valves nearby that allow gases from sewage to escape on that property, will that have any impact on development of the property? How will the development of these properties affect the level of service at nearby intersections. Have traffic studies been generated? Will the City's plans to put a cul-de-sac on the South frontage road to Highway 55 have a cumulative impact on the level service at Douglas Drive and Highway 55 intersection? Is there adequate access to parks?
- 199 There is a conspicuous lack of affordable housing in Golden Valley and that which does exist is segregated from the predominantly white, wealthy, oversized single family homes on massive lots. New affordable housing needs to be integrated into every neighborhood.
- 201 One level townhomes with everything you "need" on main level - designed with accessibility (and with basement for add'l space) would allow GV residents to continue to live here after our ramblers and split levels and big yards are too much...
- 231 There are already too many rental houses in golden valley. We do not need more of them.
- 232 I think there enough apartment buildings in Golden Valley. I used to think of GV as a nice suburb but it's now turning into "how much can we fit on a lot with and with so many people". These apartments, newer homes with basically a zero lot line are decrease the charm of this city. I guess it really is about the almighty dollar and not the residents who live here. Shame.
- 245 We need to have a balance with our housing. The housing at Liberty Crossing was a disappointment in how it looks. It is cheap looking and so crowded and a detriment to the city. The housing units/town houses that were established off of Golden Valley still look as fresh as when they were built. We do not need any more cheap housing added to the city. As it is there are existing homes that do not follow a maintenance code. Find a way to help those residents to keep a city vibrant.
- 248 I like GV the way it is. I do not want to live in Minneapolis or any high density neighborhood. Do no take away our parks.
- 250 Deemphasize rental housing - reduce problems and crime
- 254 New homes should stay as single family in single family areas. Consider more garage space/stalls up to 3 so that cars can be parked inside (and can put bikes, toys, etc.) Don't overwhelm the lot with all house and have some yard space as well.

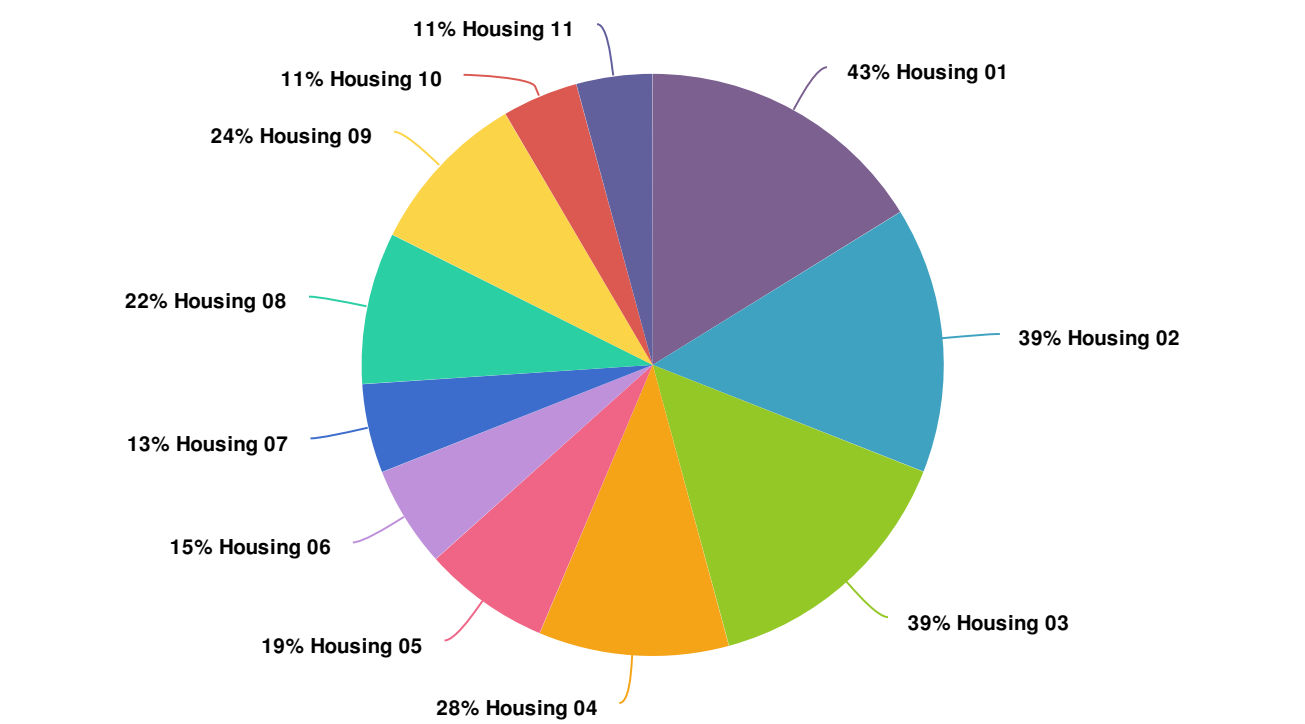
## ResponseID Response

257	The main concern I have with this site on Douglas is the amount of potential traffic and parking issues that could arise from too many new families on this lot.
261	We have too many apartments / high density housing as is. The city is changing too fast. It is the city it is because we have stayed true to how the city was built. The turnover rate is very low here and people are willing to pay taxes to live and keep it the way it has been.
264	Some of the items listed perpetuate biases about who will live in affordable housing. I hope the education and the why behind why GV is doing this really includes correcting these biases. For example, service workers often make less than the median income and have difficulty securing home ownership.
266	Definitely need more affordable housing so young adults who grew up in GV can live in GV but not have to make a six figure income to do so.
273	Do not overburden our streets and make sure we have height restrictions and other limits that allow these buildings to blend into the community. Use open, blighted locations we already have. Why not seek to redevelop along 55.
278	I am concerned with the Douglas Ave property and the low income apartment complex on the corner of Medicine Lake and how it may affect the value of my own property. Douglas and Crystal bordering to the North already seem to be a hot bed of police activity.
280	The only type of housing model I see observe recently is a clearcut gentrification model. The changes always outprice the people who leave. Second, builders have no clue about preservation of any trees. There is no standard to maintain greenspace. How do you allow a four story house on a street with mostly single or two stories?? Third, Builders don't speak English or building plans. Fourth, builders allow their trash to blow around the neighborhood. Fifth, What are the standards allowing builders to work here? Sixth, who is responsible in the city for making good or lousy design decisions? Seventh, what are the standards for time allowed to build a house from start to finish? It appears to be a year, not all of which is progress time. These dates should be posted at the project site. Eighth, there appears to be no bounds for when noisy construction can occur. Are they free to build 7 days a week? Are there any hours established for start-end of construction day? Which office can answer these questions normally?
288	I am very concerned about not being able to live here anymore after I retire
298	I am very concerned with increasing traffic at Turner's Crossroad. During drop off and pick up at Meadowbrook the traffic is very heavy and a big concern for me. I also do not want to increase traffic on Glenwood. There are many children in the neighborhood and more cars would be dangerous. The neighborhood is already cut off from local businesses with 2 busy streets (Hwy 55 and 394), we don't need anymore busy streets to cross to get to parks and businesses.

## ResponseID Response

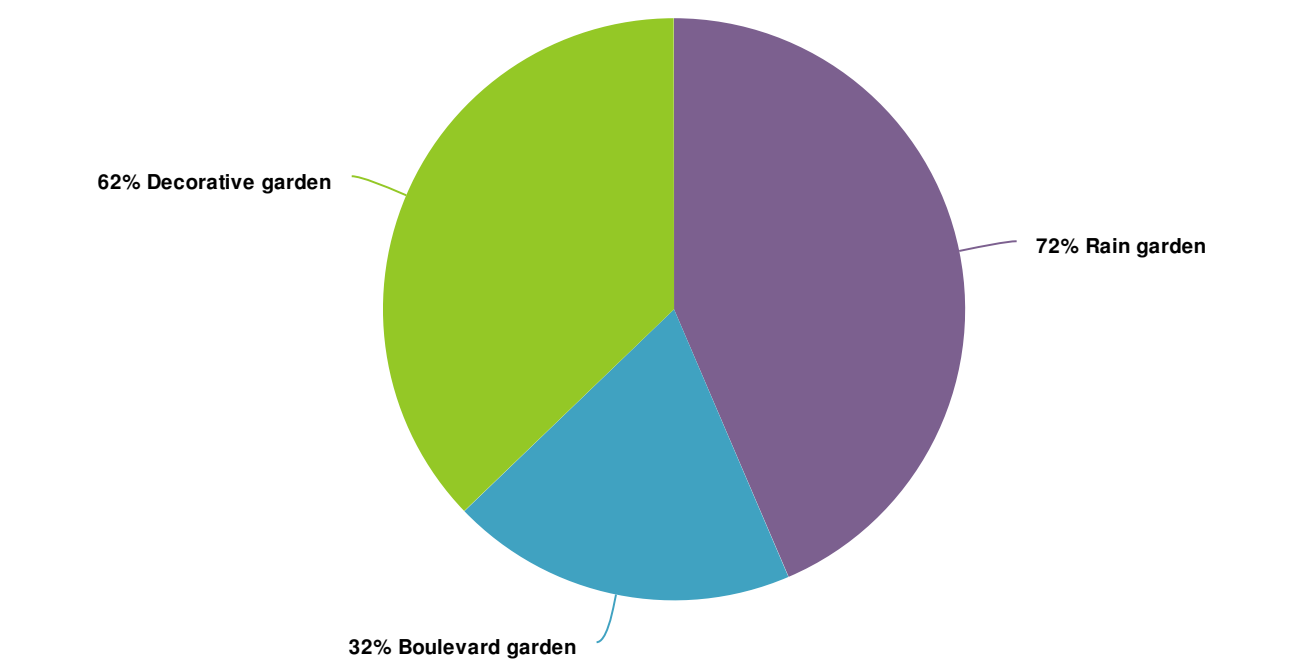
302	New homes need not be cookie cutter to the neighborhood, but it is important that they do not dwarf the homes on either size. McMansions can be and should be prevented. You can build beautiful new homes without making them look ridiculous in a neighborhood.
312	The turner's crossroad location is too close to Meadowbrook, which already has severe traffic congestion. We should not add more traffic to that area.
313	Lilac drive option should only be single-family home. That is a very quiet residential neighborhood and any development should mirror that.
316	To vary housing and add youth appeal, medium cost/ modern condos would be a welcome site. Golden Valley population is aging and we need to attract younger people. Current housing is looking dated.
317	No
319	I am a home owner in Golden Valley and I dont agree with moving forward with the affordable housing on these 3 sites.
320	Attention should be paid to not losing too many trees. New buildings shouldn't dwarf other buildings. Generally feel making our city a place that's affordable and welcoming to live is an excellent civic goal.
325	We like our open spaces in Golden Valley. Schools are already too full. We DO NOT need more affordable housing. We've worked hard to get into this neighborhood and school district. The mid century houses and character of large lot size was a draw to the neighborhood. Don't ruin Golden Valley by bringing in apartments and/or townhomes. Plus the traffic increase will be noticeable. I vote NO on all three plans. You'll ruin the charm and uniqueness of GV.
328	Will answering this survey honestly make a difference. The decision to cram more homes in every open space the goal here? Density is not the answer.
339	People need to be flexible. Less NIBMY.
346	Accessible housing

10. Please select the types of housing that you think could work here by clicking on them. Please select up to 3.



Value		Percent	Responses
Housing 01	<div><div></div></div>	42.6%	23
Housing 02	<div><div></div></div>	38.9%	21
Housing 03	<div><div></div></div>	38.9%	21
Housing 04	<div><div></div></div>	27.8%	15
Housing 05	<div><div></div></div>	18.5%	10
Housing 06	<div><div></div></div>	14.8%	8
Housing 07	<div><div></div></div>	13.0%	7
Housing 08	<div><div></div></div>	22.2%	12
Housing 09	<div><div></div></div>	24.1%	13
Housing 10	<div><div></div></div>	11.1%	6
Housing 11	<div><div></div></div>	11.1%	6

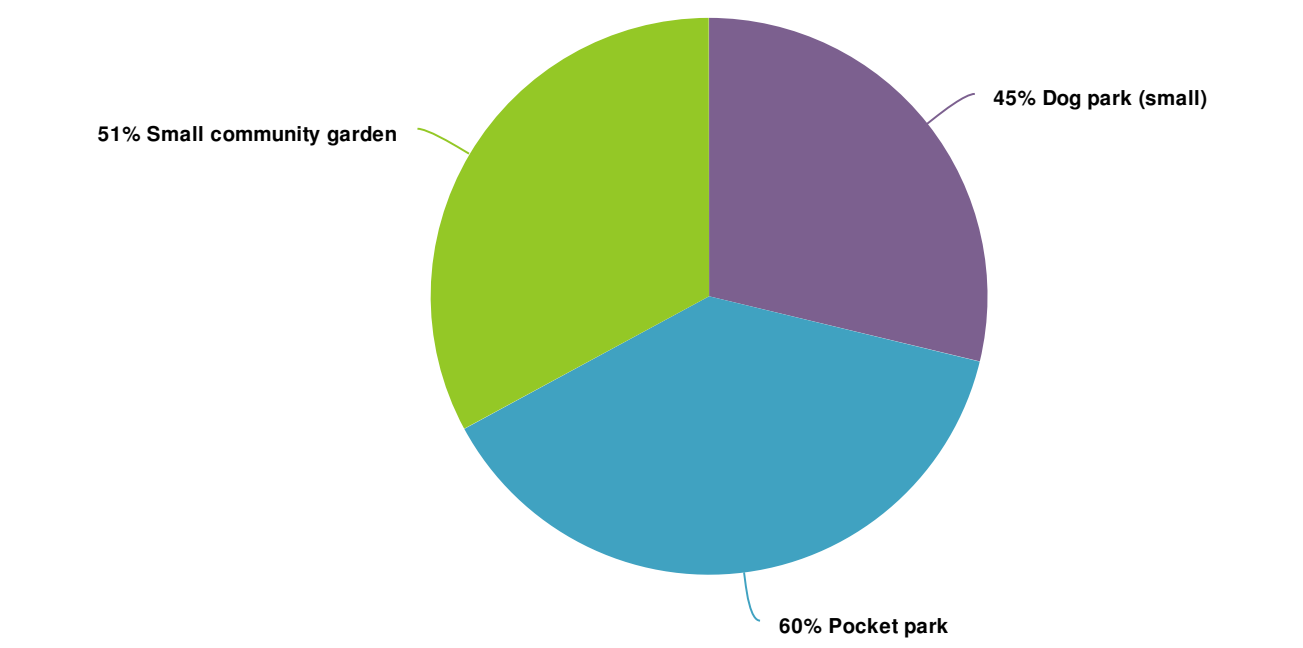
11. Please select the types of landscaping that you think are appropriate for this site. Please select up to two.



Value		Percent	Responses
Rain garden	<div><div></div><div></div></div>	72.3%	34
Boulevard garden	<div><div></div><div></div></div>	31.9%	15
Decorative garden	<div><div></div><div></div></div>	61.7%	29

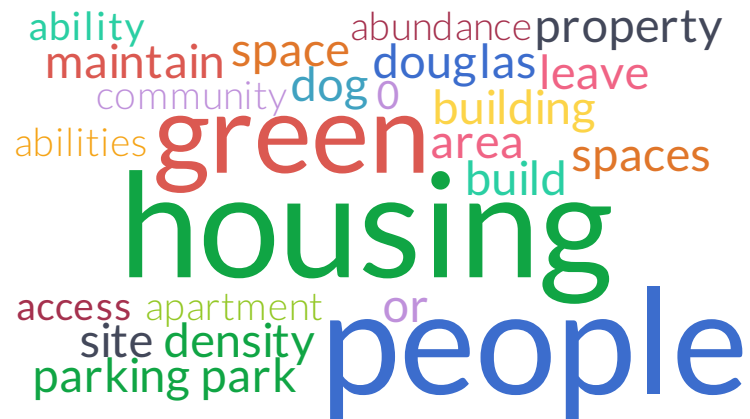


12. Please identify which, if any, of these site amenities might fit on the sites, in addition to new housing. Please select up to two.



Value		Percent	Responses
Dog park (small)	<div><div></div><div></div></div>	44.7%	21
Pocket park	<div><div></div><div></div></div>	59.6%	28
Small community garden	<div><div></div><div></div></div>	51.1%	24

13. Do you have any other comments or ideas you would like to share about the future of this site? Please write them in the space provided below.



## ResponseID Response

133 LEAVE IT GREEN!

173 Too busy for dog park and the area isn't conducive to vehicular parking after the restructure of Douglas Dr. I'd worry if a dog got out. People run geese over all the time, God forbid someone's pet.

189 Seriously are you kidding? Why not put Valley fair there too! Just put housing on the site and quite trying to make it be all things to all people. Because of the value of land in Golden Valley you get the most square footage by building up. That is why no one builds ramblers anymore. Senior and housing for people of different abilities is the only kind of housing that should be one level. That housing is then usually two stories with stacked living units.

199 This is by far the best of the three sites.

202 This property was originally part of the plan to expand parking and access to the adjacent park. A play structure for sandburg park users. I am disappointed that all the spaces that are identified in this survey are focused on putting housing on the limited areas that the city had the opportunity to expand their parks and green space. Why is adding more housing a priority? Who asked for it to be a priority? We can't have dog parks because people object to it, or the demand didn't support it. Where is the demand for supporting more housing!? Also the city has historically restricted subdivisions and continues to restrict homeowners ability to build on their properties for fear of being the next Edina, but in the next breathe takes the city's properties that could be green space and wants to build on it?! This does not make sense and does not align with the city's historical viewpoint and is not reflective of the desires of the community.

213 I like that this site is in a main road with good traffic flow be the 2 other locations

231 The landscaping proposals would require the homeowner to maintain them. Unless they do that it will become a mess and not look nice.

245 Boulevard gardens are hard to maintain as people tire of them. We do not want to lose our green spaces and a community would be a wonderful way to bring people together.

248 Please do not add high density housing. Leave some green space.

278 There is an abundance of low income housing in the area of Douglas and I'm concerned about crime in bordering Crystal, the apartment complex on Medicine Lake and lowering my property value.

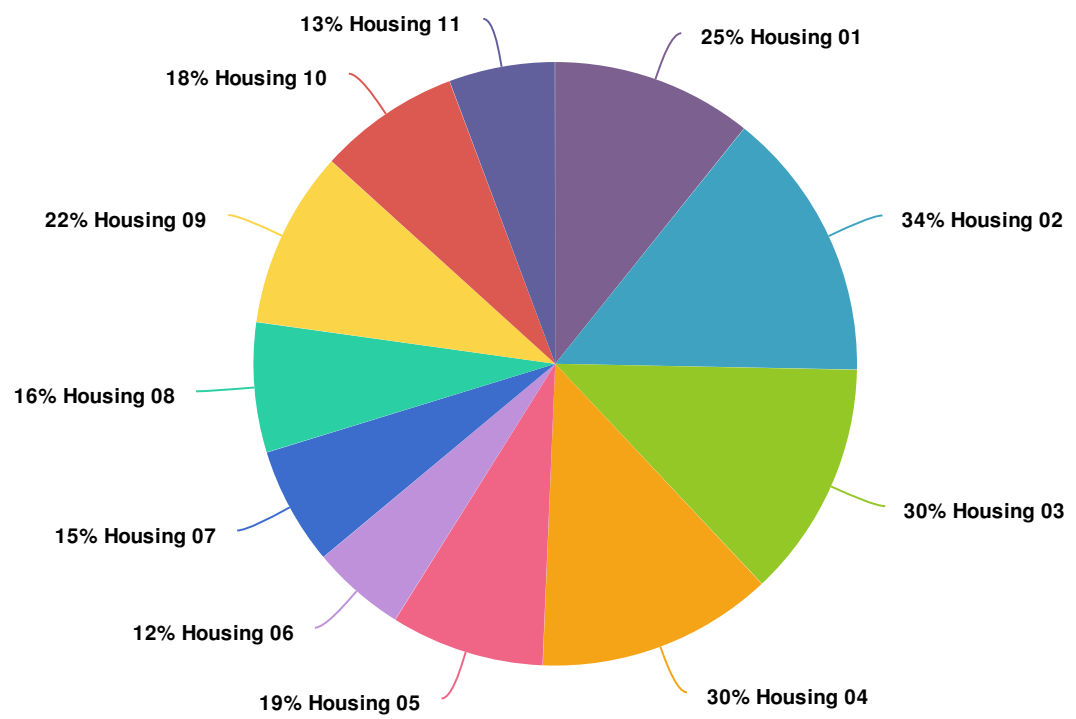
305 Please don't build apartment building or town homes

317 No

339 We need to increase housing density do that public transportation is viable and people are less auto-dependent

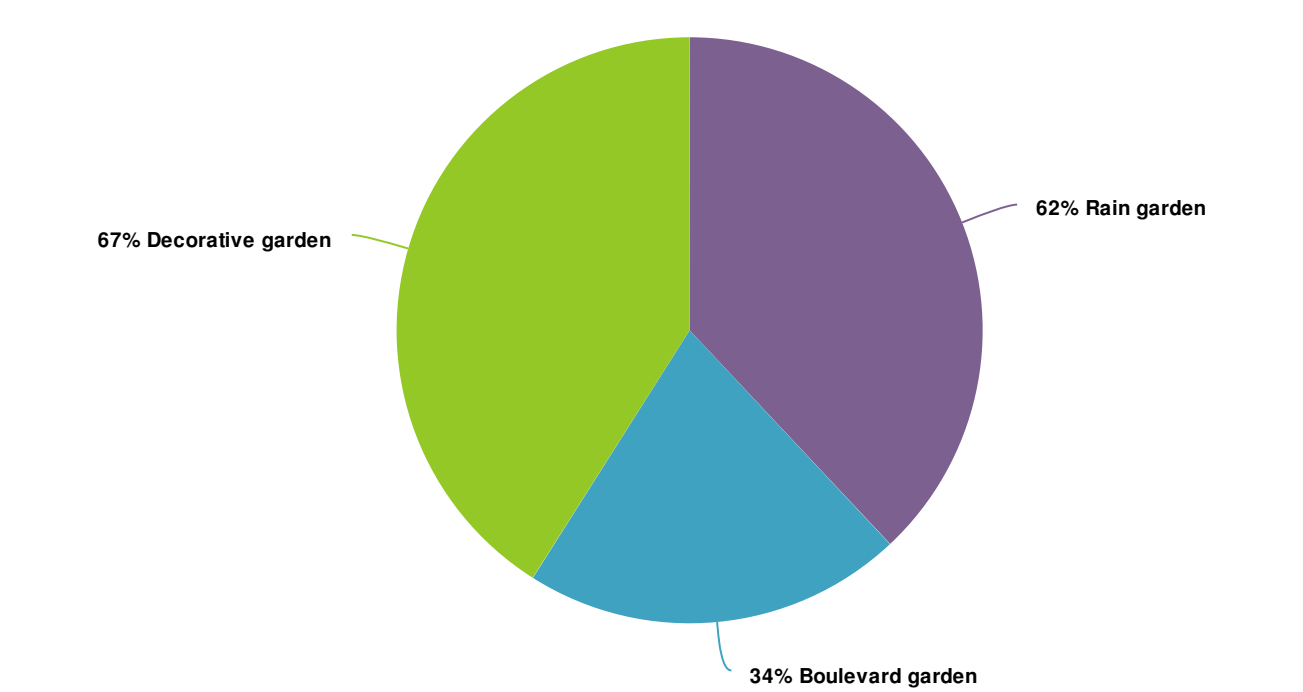


14. Please select the types of housing that you think could work here by clicking on them. Please select up to 3.



Value		Percent	Responses
Housing 01	<div><div></div></div>	25.4%	17
Housing 02	<div><div></div></div>	34.3%	23
Housing 03	<div><div></div></div>	29.9%	20
Housing 04	<div><div></div></div>	29.9%	20
Housing 05	<div><div></div></div>	19.4%	13
Housing 06	<div><div></div></div>	11.9%	8
Housing 07	<div><div></div></div>	14.9%	10
Housing 08	<div><div></div></div>	16.4%	11
Housing 09	<div><div></div></div>	22.4%	15
Housing 10	<div><div></div></div>	17.9%	12
Housing 11	<div><div></div></div>	13.4%	9

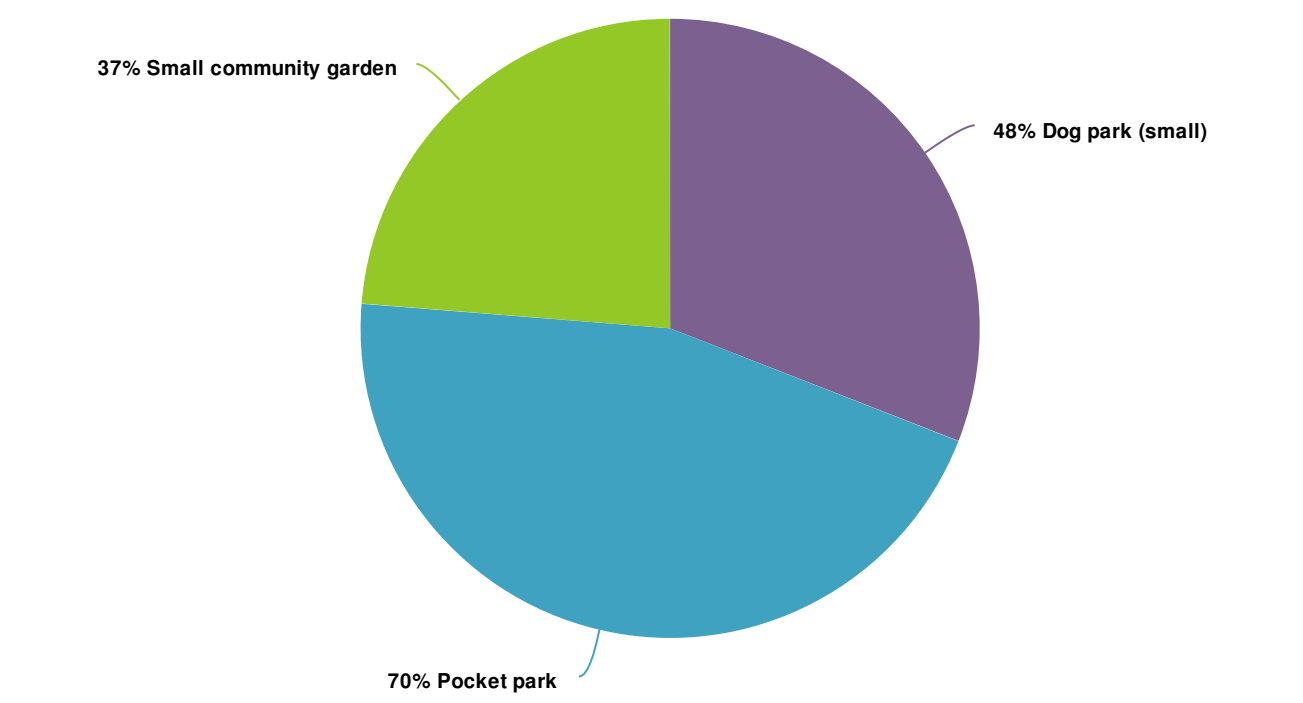
15. Please select the types of landscaping that you think are appropriate for this site. Please select up to two.



Value		Percent	Responses
Rain garden	<div><div></div><div></div></div>	62.3%	38
Boulevard garden	<div><div></div><div></div></div>	34.4%	21
Decorative garden	<div><div></div><div></div></div>	67.2%	41



16. Please identify which, if any, of these site amenities might fit on the sites, in addition to new housing. Please select up to two.



Value		Percent	Responses
Dog park (small)	<div><div></div><div></div></div>	47.6%	30
Pocket park	<div><div></div><div></div></div>	69.8%	44
Small community garden	<div><div></div><div></div></div>	36.5%	23

17. Do you have any other comments or ideas you would like to share about the future of this site? Please write them in the space provided below.



## ResponseID Response

50 I believe that this entire space should be green space or a pollinator garden there should be no additional houses or housing types placed on this property the infrastructure and roads surrounding it will not support this type of development. The space should obviously be left as is.

51 I sincerely hope that the city does not choose to develop this lot. There has been an influx of new single family residential builds and apartment complexes going up in the vicinity. Traffic and population density has gone up dramatically over the last few years with no alteration to the current infrastructure or roads. There aren't many small businesses left in the area, only chains; SLP/West End doesn't have the funding to improve/expand existing transit options (we've asked); and Meadowbrook elementary is already at capacity. Denser population on Turners Xrd N does not have any benefits to the community, especially not during a global pandemic. The existing residents in this neighborhood would benefit MUCH more from leaving the space as-is to better accommodate social distancing or building out a functional community space such as a pollinator/rain garden or shared garden space.

55 Terrible housing idea.

60 This is a beautiful natural area but also an ideal site for high density rental, owned homes , or a combination. I hope the city can make maximum use if this site with a combination of affordable and very affordable housing for small and large families, seniors, and give us a good variety of new neighbors. The close proximity of the school and daycare and bus line is a big plus. Please keep a small natural buffer area near the highway and south side.

## ResponseID Response

62	The ideal is that 300 Turner's is recommissioned as a park, giving neighbors in the spring green and cloverleaf neighborhoods a park that is walkable. This would also provide another amenity for Meadowbrook elementary, a school that is already overcrowded and hurting for space. However, since the council seems to have made up their minds that these spaces will be developed, the only agreeable option is affordable single family homes with a pathway towards ownership for the residents. I will not stand buy and watch the city funnel ever increasing amounts of residents income towards subsidizing wealthy landlords to perpetuate asset inequality within our community.
73	None of these proposals allow for the existing tall trees, which buffer highway noise and aid in combating pollution.
74	None of these plans allow for tall trees. Traffic is already problematic on this road, where will residents access the property from? None of the landscaping options have large trees in them. Who would maintain any of those options? Where will the vehicles park?
82	The biggest issue in this neighborhood is the traffic and parking related to Meadowbrook Elementary school. I have no idea why the space isn't made into some sort of parking for the school. Parents are constantly parking in our neighborhood and they would benefit from parking and their traffic wouldn't continue to stop any traffic from entering the school.
83	Please make this a park area. Dog park, community garden, etc...
90	Housing on this site would be a horrible decision. Please don't do it.
133	LEAVE IT AS IS!
173	Too small for housing and right beneath a busy highway and next to tracks. It's been a "park" for a long time but not very enticing. Near to a school, it would be a neat place for learning about gardening and within walking distance of many neighborhoods for a dog park.
189	If you want to put a dog park on this site the entire site should be a dog park. The topography of this site is not conducive to a rain garden. Boulevard gardens are a great idea, but no one wants to maintain them and the city already can't maintain everything it is responsible for. Take a look at the medians and the boulevards along Winnetka south of Highway 55. Not sure how garages and packing will be accessed at this site, given the examples of housing pictured.
199	What a horrible place. Between the highway and the tracks? Absolutely nothing in walking distance.
202	See my comments for last property.
248	Do not add high density housing. Leave green space.

## ResponseID Response

266 Why should there be any housing development here?

305 Please don't build apartments or townhomes

317 No

323 I don't understand why other uses for the space are not also being considered. The land at one point was a park and was zoned that way and I don't understand the need to develop it, rather than restore it to that purpose. I also am very concerned with the impact on traffic on that road, which is already a busy frontage with speeders and close to the elementary school. Additionally, this part of GV has a high density of housing, including Xenia project which isn't even online. Therefore, it's hard to imagine this project will have much impact on housing supply in the community, while eliminating an important open space which provides a pollution barrier to the nearby highway. I think the community should consider these other potentially uses before exclusively focusing on housing development. I also wonder if would be possible to partner with Meadowbrook Elementary on a project that could make the land available for the school to use and maintain. For example, nature trails, walking paths, a garden, etc.

325 Please keep our green spaces in Golden Valley. Schools are already over populated and we have enough affordable housing. Do not build.

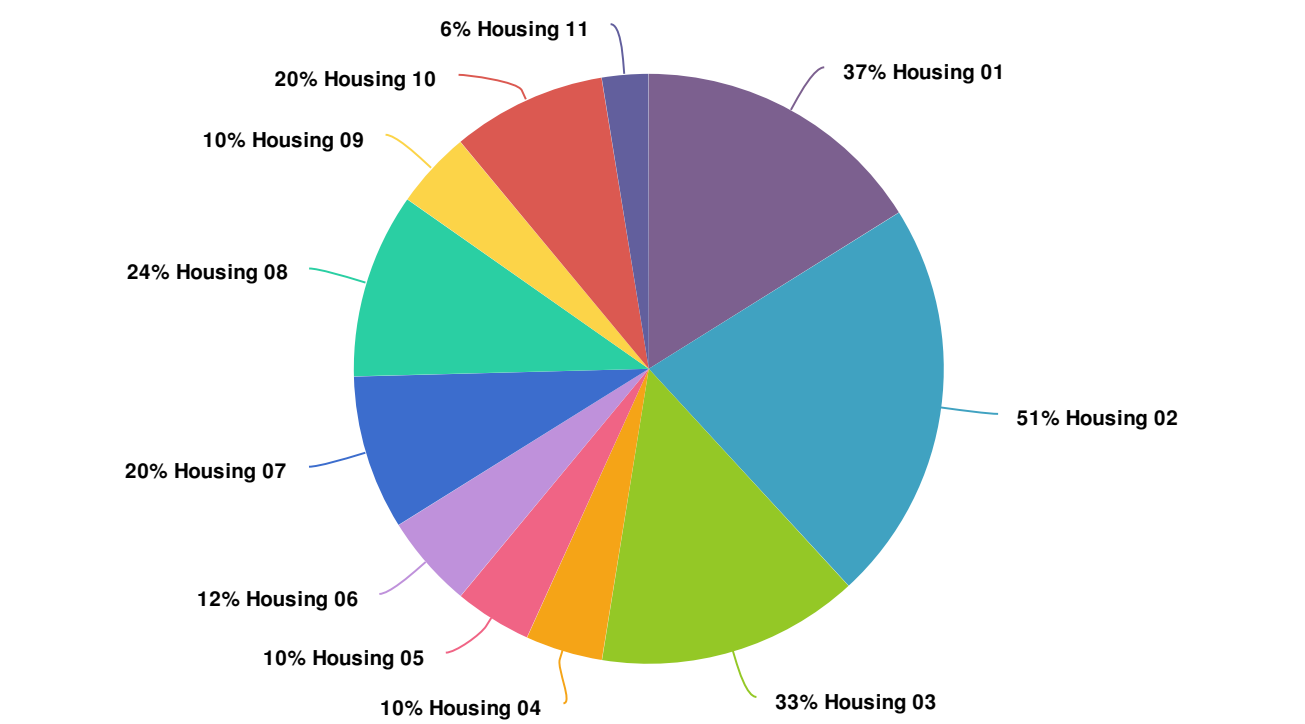
334 This site is not a viable site for housing - it should be heavily treed and work as a filter from pollution. Putting affordable housing next to a freeway and far from limited service transit is a horrid idea that further stigmatizes the poor EJ - NOT

338 I think multi family property (apartments) would be a great opportunity to provide affordable housing due to the location which is close to the school, businesses and highway access. I would not like to see single family homes or unaffordable rentals there because it wouldn't bring anything new to the neighborhood.

339 This is a high traffic area and would be ideal for High density like apartments or at least townhomes. Also keep in mind that many of us will soon be in need of one-level living spaces. Condo? Coop?

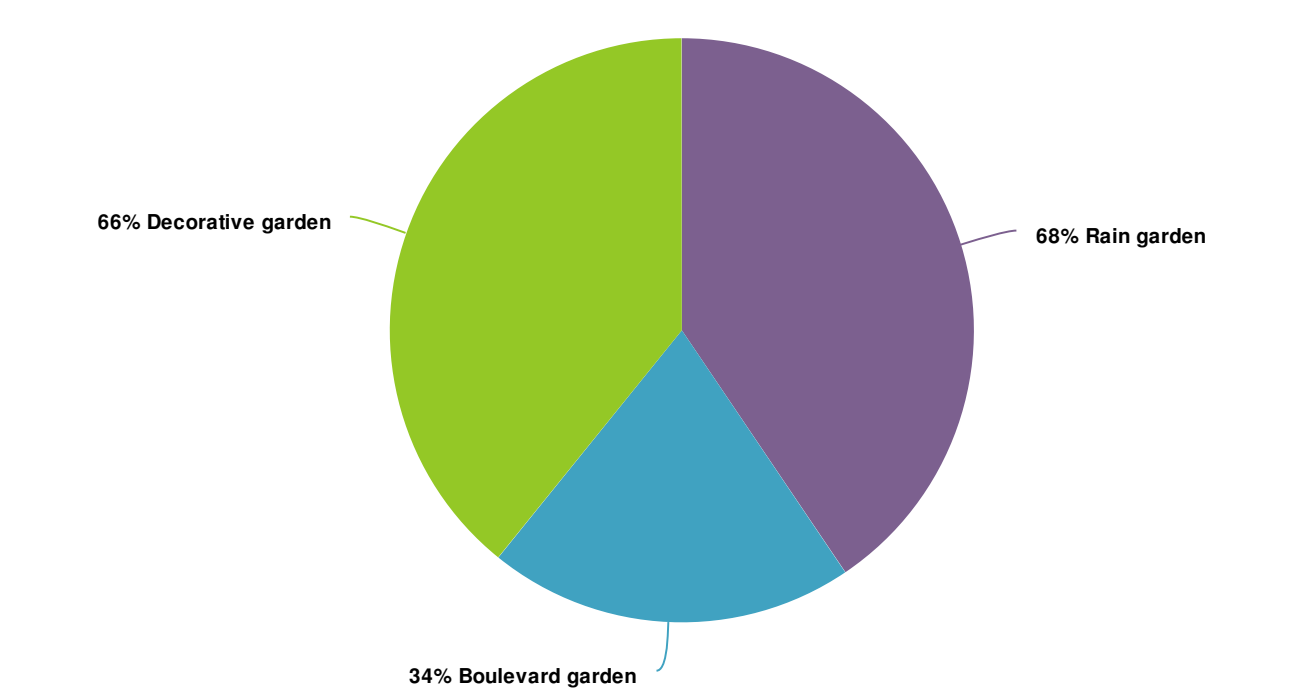
341 A walking path with natural plants and trees. This area could be used to teach the children about the importance of greenspace in a city. This is green space that is needed for the neighborhood. The neighborhood infrastructure can't support additional housing. This neighborhood already has a variety of housing types - apartments, duplexes, and single family homes.

18. Please select the types of housing that you think could work here by clicking on them. Please select up to 3.



Value		Percent	Responses
Housing 01	<div><div></div></div>	37.3%	19
Housing 02	<div><div></div></div>	51.0%	26
Housing 03	<div><div></div></div>	33.3%	17
Housing 04	<div><div></div></div>	9.8%	5
Housing 05	<div><div></div></div>	9.8%	5
Housing 06	<div><div></div></div>	11.8%	6
Housing 07	<div><div></div></div>	19.6%	10
Housing 08	<div><div></div></div>	23.5%	12
Housing 09	<div><div></div></div>	9.8%	5
Housing 10	<div><div></div></div>	19.6%	10
Housing 11	<div><div></div></div>	5.9%	3

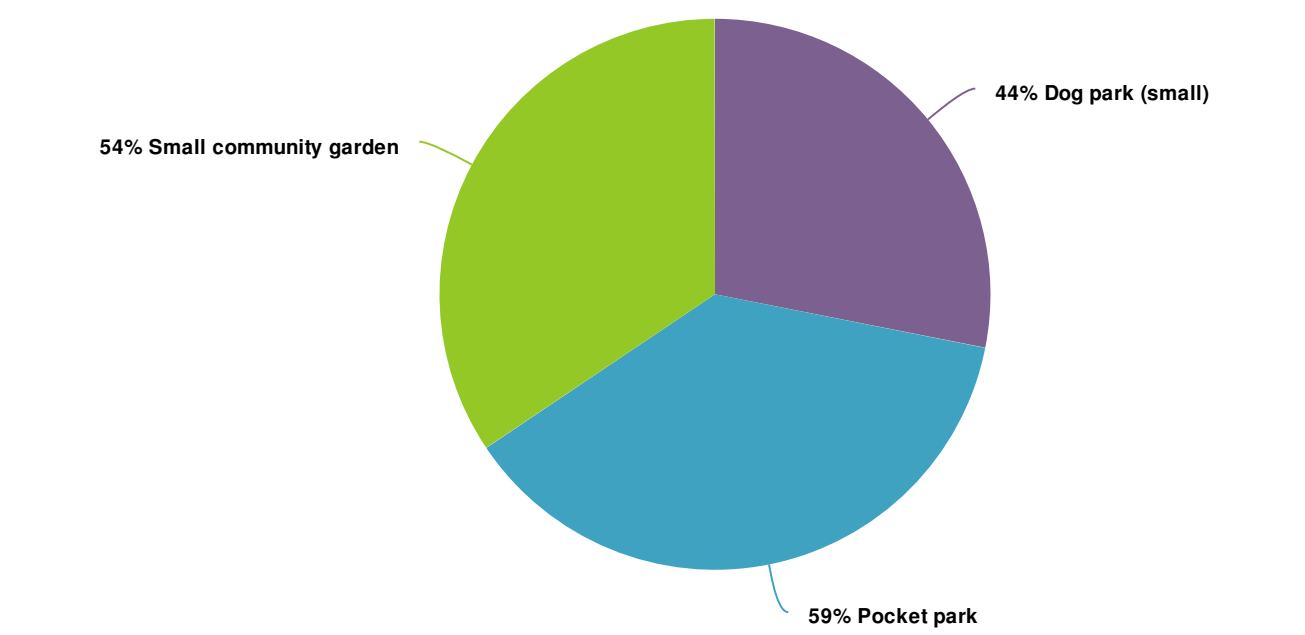
19. Please select the types of landscaping that you think are appropriate for this site. Please select up to two.



Value		Percent	Responses
Rain garden	<div><div></div><div></div></div>	68.2%	30
Boulevard garden	<div><div></div><div></div></div>	34.1%	15
Decorative garden	<div><div></div><div></div></div>	65.9%	29



20. Please identify which, if any, of these site amenities might fit on the sites, in addition to new housing. Please select up to two.



Value		Percent	Responses
Dog park (small)	<div><div></div><div></div></div>	43.9%	18
Pocket park	<div><div></div><div></div></div>	58.5%	24
Small community garden	<div><div></div><div></div></div>	53.7%	22

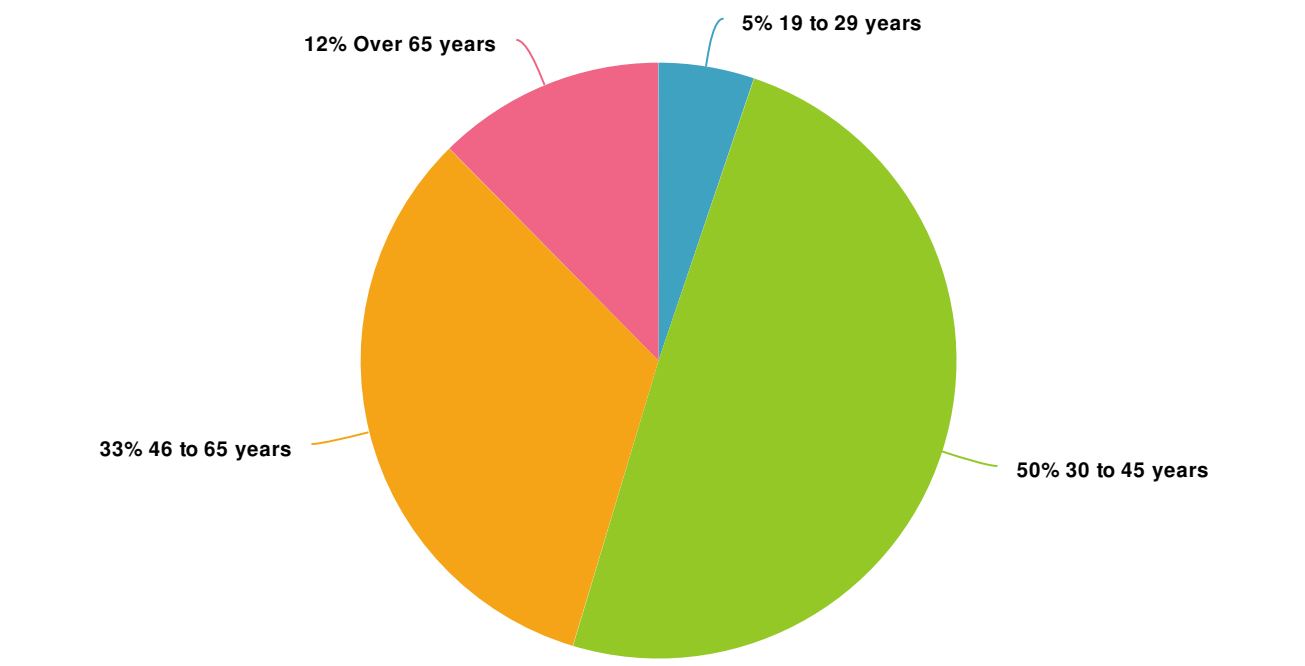
21. Do you have any other comments or ideas you would like to share about the future of this site? Please write them in the space provided below.



## ResponseID Response

58	Please see my previous comments regarding this site. I am highly disappointed that the city is considering this. I am requesting a meeting with the City of golden valley. we have received opposite information regarding the ownership and the ability to build on this property over the years. Thank you. 612-750-7506 kelliraesebwe@yahoo.com
60	This site has some challenges being on a very busy fast moving frontage road. The city would need to build a sidewalk for safety. The driveway would need to have a turnaround. A very small house or duplex might fit here. it would be nice to see something very affordable, with unique style and more modern design than the stodgy houses being built in Golden Valley typically. Solar or tiny houses with natural landscaping would be fun!
133	Leave it alone!
173	This is next to an established neighborhood that already has issues with dumping and speeders. Something that won't bring increased traffic or noise to the area would be the only thing I'd appreciate if I lived there. A dog park with strict rules or a community garden would for best.
189	You can't put these other kinds of amenities on this site along with housing. Topography is not suitable for rain garden. Most housing in the area is single story rambler, but that is not practical because of the cost of land in GV. All new housing should be required to keep rain water on site at least up to the 10 rain event.
199	No way those neighbors would let this happen. This little neighborhood is very cut off.
202	Same as before. This was identified as a possible dog park.
225	This is a nice single family home neighborhood and I believe the approved design should be single family.
248	Do not add high density housing. Leave green space.
317	No
325	We love our green space in Golden Valley. No more affordable housing is needed. Maybe a park or dog park. Schools are already TOO full!

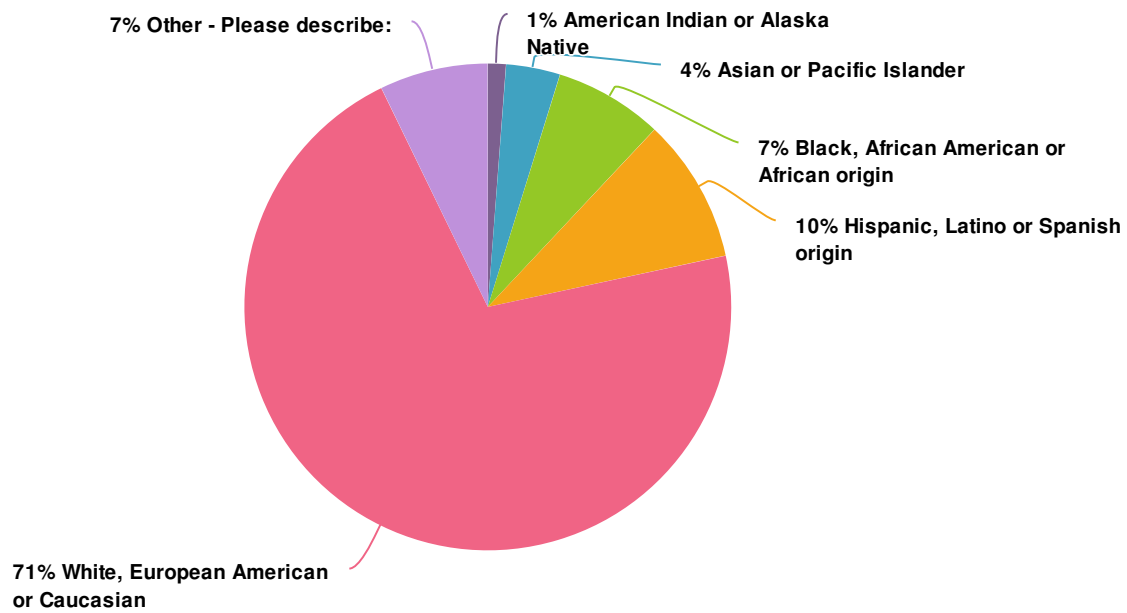
22. What is your age?



Value		Percent	Responses
19 to 29 years	<div><div></div></div>	5.2%	5
30 to 45 years	<div><div></div></div>	49.5%	48
46 to 65 years	<div><div></div></div>	33.0%	32
Over 65 years	<div><div></div></div>	12.4%	12

Totals: 97

## 23. What is your racial identity or origin?

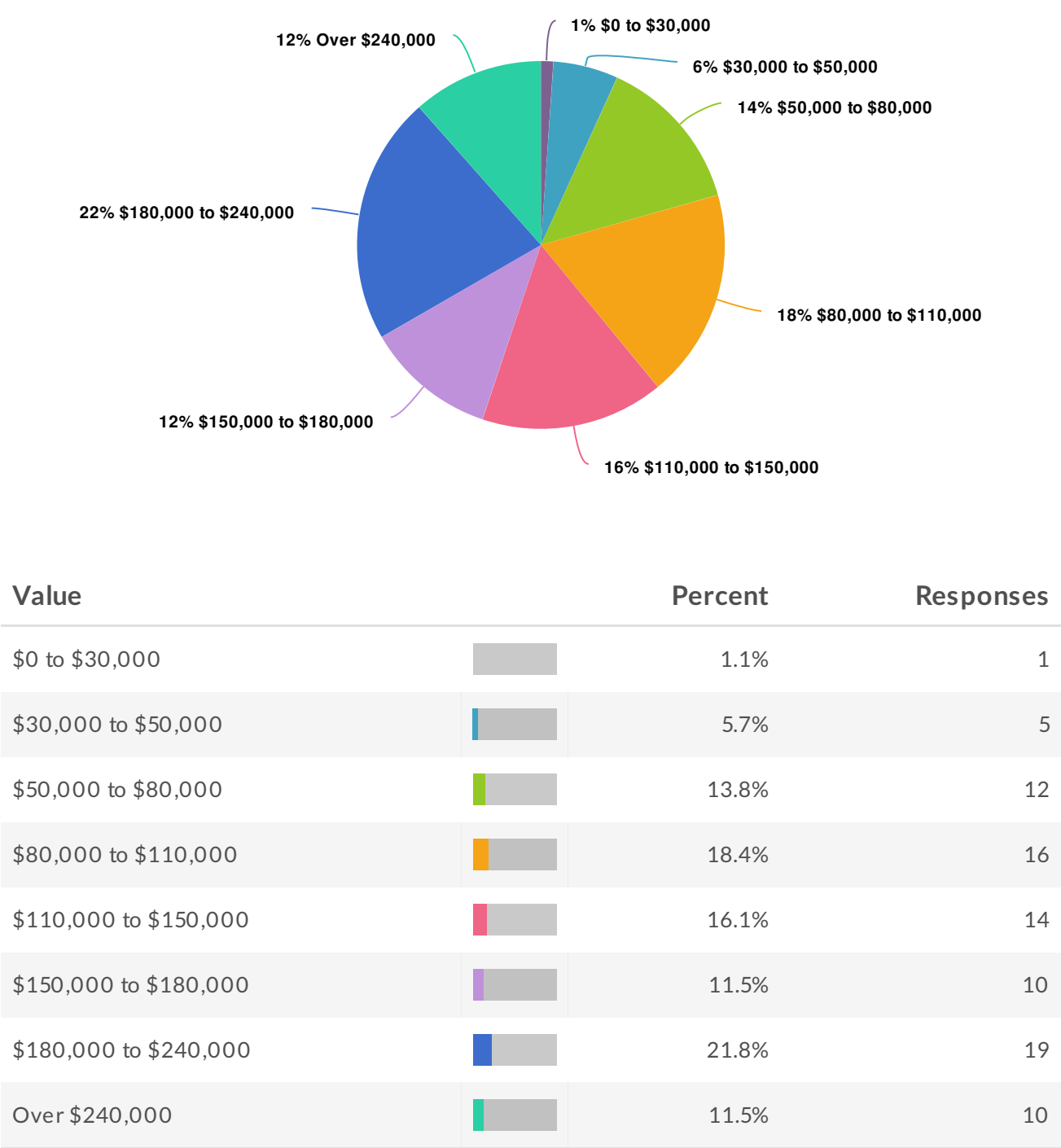


Value		Percent	Responses
American Indian or Alaska Native	<div><div></div></div>	1.2%	1
Asian or Pacific Islander	<div><div></div></div>	3.6%	3
Black, African American or African origin	<div><div></div></div>	7.2%	6
Hispanic, Latino or Spanish origin	<div><div></div></div>	9.6%	8
White, European American or Caucasian	<div><div></div></div>	71.1%	59
Other - Please describe:	<div><div></div></div>	7.2%	6

Totals:83

Other - Please describe:	Count
African, European	1
Do not wish to share	1
Na	1
Samoan	1
This should not matter	1
human being	1
Totals	6

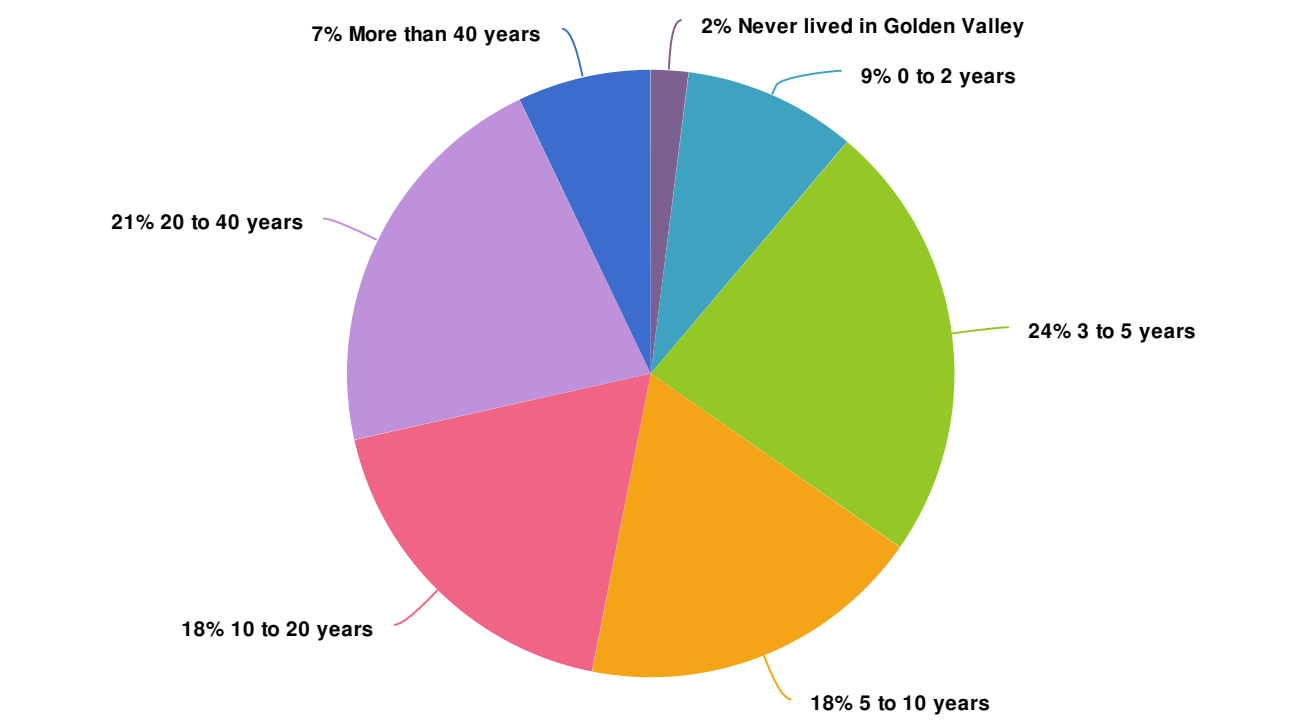
24. What is your approximate annual household income?



Totals: 87



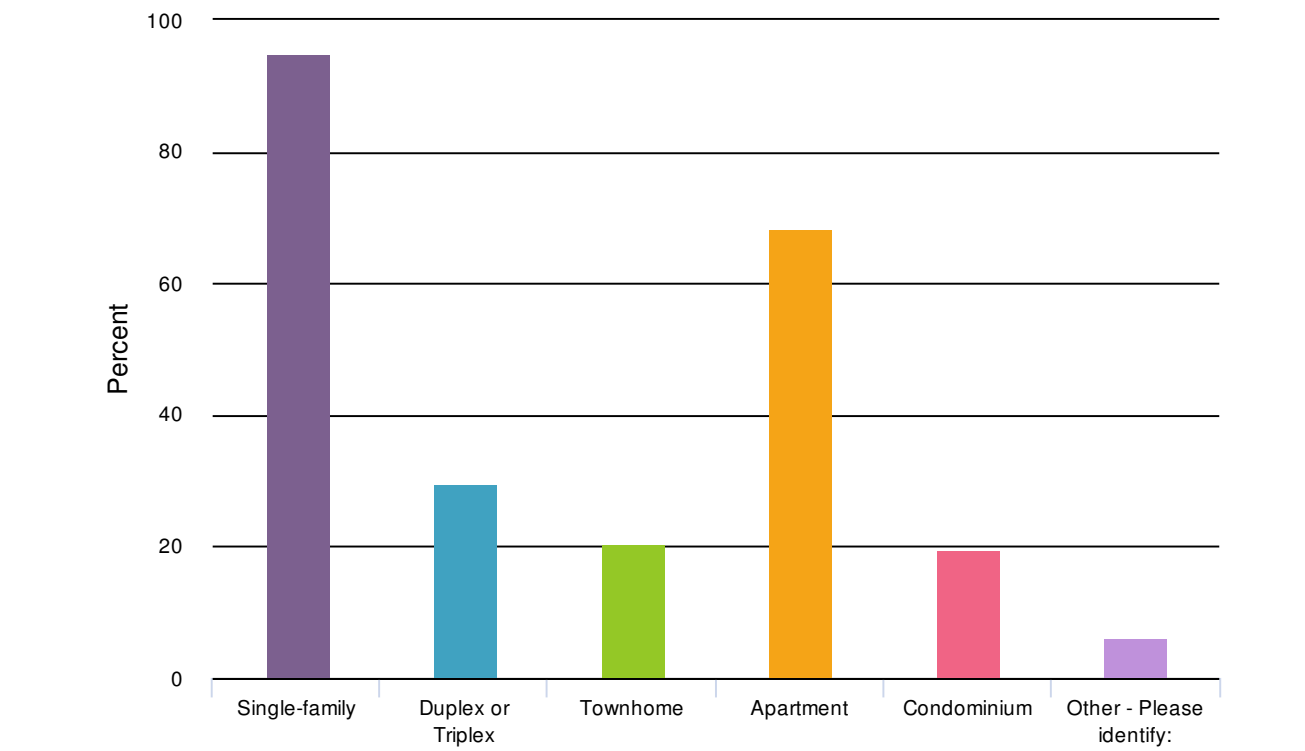
25. How many years have you lived in Golden Valley?



Value		Percent	Responses
Never lived in Golden Valley	<div><div></div></div>	2.0%	2
0 to 2 years	<div><div></div></div>	9.2%	9
3 to 5 years	<div><div></div></div>	23.5%	23
5 to 10 years	<div><div></div></div>	18.4%	18
10 to 20 years	<div><div></div></div>	18.4%	18
20 to 40 years	<div><div></div></div>	21.4%	21
More than 40 years	<div><div></div></div>	7.1%	7

Totals: 98

26. What types of housing have you lived in during your lifetime? (Please select all that apply)



Value		Percent	Responses
Single-family	<div><div></div></div>	94.9%	93
Duplex or Triplex	<div><div></div></div>	29.6%	29
Townhome	<div><div></div></div>	20.4%	20
Apartment	<div><div></div></div>	68.4%	67
Condominium	<div><div></div></div>	19.4%	19
Other - Please identify:	<div><div></div></div>	6.1%	6

Other - Please identify:	Count
Carriage house	1
Dormatory w/ communal bathrooms and kitchen	1
Farm	1
Mobile home	1
Sorority house	1
homeless	1
Totals	6

27. Do you have any questions about the three sites or about the City's process for considering future development at them? If yes, please note your question below. We will post responses on the City's Project Website ( [www.gvmnhousing.org](http://www.gvmnhousing.org) ) by October 15th.



## ResponseID Response

- |    |  |
|----|--|
| 50 | Why is the city so eager to develop all of these sites? Is the city of Golden Valley in serious financial trouble? Are local developers making agreements on the side with the city? How much value does the city of Golden Valley plan to generate through these developments? What considerations are given to the type of housing that the is proposed and it's proximity to schools? What percentage of the cities green space will be lost if all of these properties are developed?  |
| 53 | I am concerned about losing our beautiful lots and homes. I think Golden Valley is very special. I would hate to lose that.  |
| 58 | Why is the city considering 504 Lilac? For years the city has neglected the maintenance on this property and has said that it was annexed by Highway 100 and therefore maintained by the state. In addition, the sidewalks were never completed for safe pedestrians. There is also a lack of public transportation on the street and consistent high-speed cars. I would suggest that the city maintain this property or place it up for auction if it is indeed owned by the City of golden valley. There are no dog parks in the City of golden valley. This location could be considered for such. |

## ResponseID Response

62 Please describe the rationale behind the Golden Valley affordable housing program. It seems to follow this logic 1. Golden valley is expensive to live in due to high property values and high taxes 2. Approve projects that offer tax subsidies to resident and non-resident developers to keep units affordable 3. Raise taxes and divert more funds (police) to affordable housing, thereby making existing housing even less affordable while providing fewer services to current residents. Besides this questionable logic of this approach, it only serves to perpetuate asset inequality. Subsidized apartments take resident and renter income and funnel it to wealthy developers. In doing this, we force lower income people to dedicate the lions share of their income towards an asset in which only the landlord gains equity. The biggest difference between white america and everyone else is the rate of home ownership. My question is: is it worth pursuing affordable housing options that only perpetuates and exacerbates the home ownership inequity? Do you have an alternate plan other than rental units?

64 No

67 Please add park space with all the APT buildings going up.

73 Losing valuable forest/green space is a detriment to any urban area. How will the city make up for the decades of tree growth? Why are you removing green areas within our city? I want to live in an urban area with grass and trees ... not just concrete and houses.

74 What will be the unit density at 300 Turners? What are the zoning limitations for number of units on 2.4 acres of land? Are there any zoning variances being provided for the location? How is the sewer system on this site being accommodated, and what is the potential risk to nearby homes? Where will traffic access be for the complex? Removing green space for the water runoff (stream) within 100 feet will cause more pollution, how will this be mitigated? Will there be a clear property manager, if so who? What are the height restrictions for this site? Can this location also house solar panels on the roof? If development happens can there be a partnership with telecom to route fiber internet to the site? Will street parking require stickers and different enforcement? Where will snow removal vehicles pile snow?

86 No more new housing. No room.

133 LEAVE THESE SPACES BE. We don't need affordable housing in GV

173 The adjacent residents/homeowners should have significantly more say in what happens here than someone that lives in other parts of town or don't own property. It's easy to spend other people's money if it doesn't impact your own financial situation, but something that all residents can enjoy if they choose should take precedent over a few benefiting from ie low income or multi family homes.

189 Choices were limited and seemed directed to result in a specific outcome in responses.

199 The most important consideration is will this provide affordable housing for new young families, retirees on fixed income, and offer opportunities to lower income individuals to live in a beautiful city like Golden Valley and have access to all it has to offer.

**ResponseID    Response**

250                Minimize problems by deemphasizing rental housing

280                Would you live there?

317                No

319                As a resident, I would prefer parks over building affordable housing on the sites. I do not support the current plans.

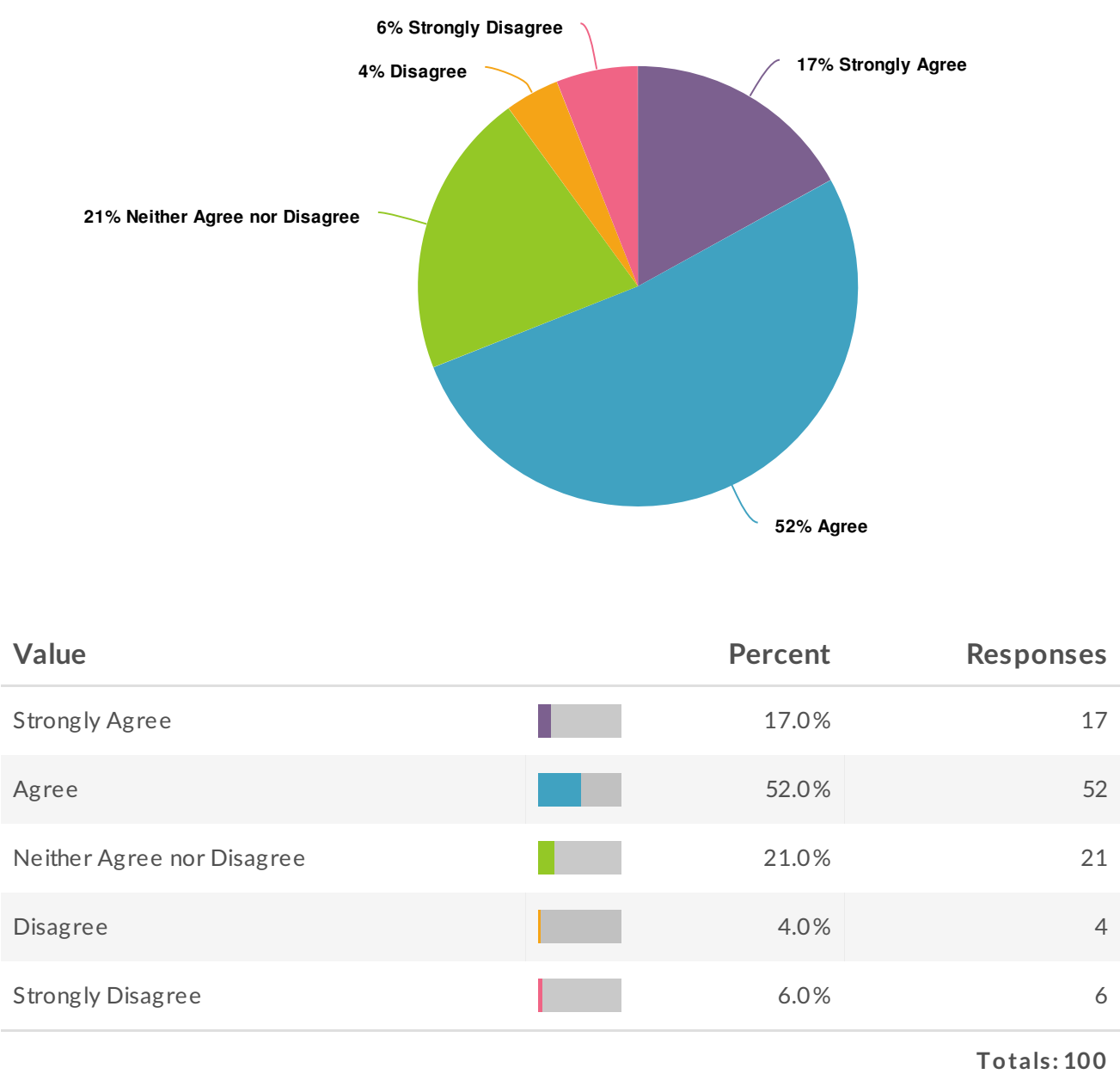
323                What are uses for these spaces are being considered? What was the criteria for eliminating other potential sites? Please provide some of the metrics that the city plans to use to evaluate the projects?

325                Why is this necessary?

334                these remnant sites are not where the city should focus. Allowing ADU's and units within houses can help with affordability.

341                1. I would like to know what other sites the city owns that could be utilized for housing. 2. I understand there were about ten sites reviewed and these were the three locations selected. When, who and what criteria were applied to make the decision. How was this communicated to the citizens in GV? 3. Has a traffic assessment been completed for these locations? If yes, did it include the impact from all the high density housing added to the city and neighboring St Louis Park. Also, there is a large complex at Xenia and Laurel that is not yet completed and will generate traffic through this neighborhood.

28. The City of Golden Valley values the voice and input of community members. Please let us know if you found this survey to be an effective way to communicate your ideas on the sites. Please let us know if you agree with this statement: "This survey provided me a good opportunity to share my perspective." Pick select the option that most closely matches how you feel.



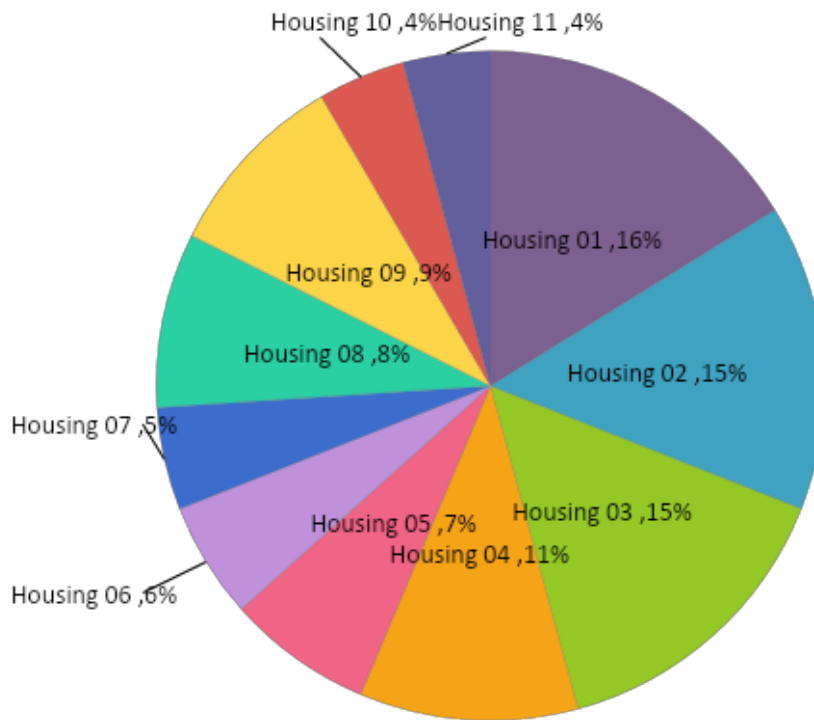


# **Golden Valley Housing Sites Engagement Report for Virtual Open House Survey**

## **2415 Douglas Drive**

Conducted on Golden Valley webpage - September and October 2020

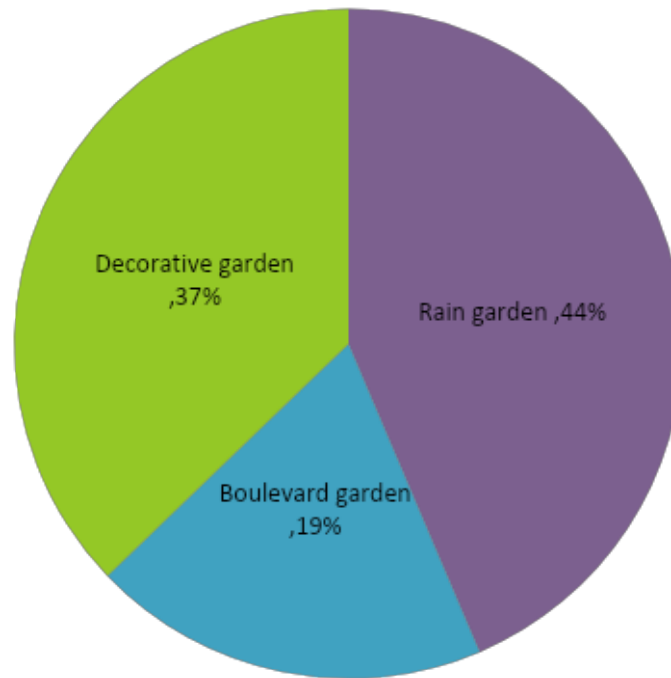
**10. 2415 DOUGLAS DRIVE - Please select the types of housing that you think could work at here by clicking on them. Please select up to 3.**



Value	Percent	Count
Housing 01	42.6%	23
Housing 02	38.9%	21
Housing 03	38.9%	21
Housing 04	27.8%	15
Housing 05	18.5%	10
Housing 06	14.8%	8
Housing 07	13.0%	7
Housing 08	22.2%	12
Housing 09	24.1%	13

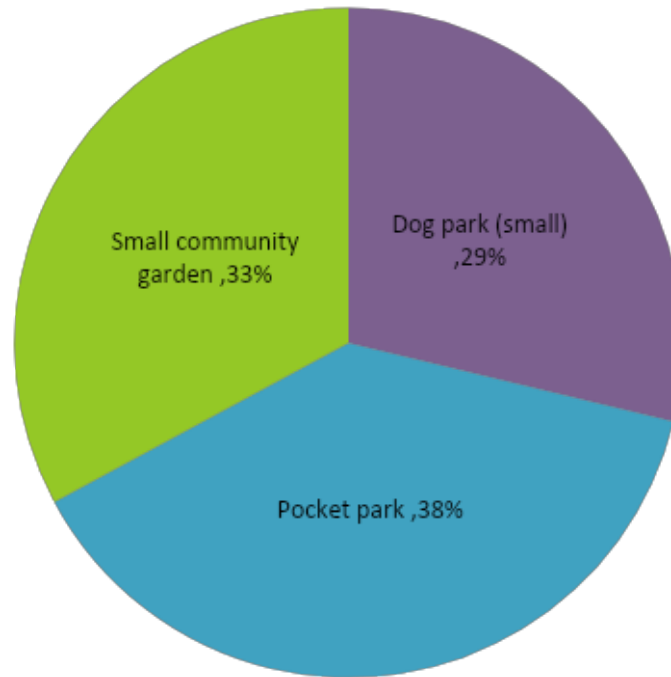
Housing 10	11.1%	6
Housing 11	11.1%	6

**11. 2415 DOUGLAS DRIVE - Please select the types of landscaping that you think are appropriate for this site. Please select up to two.**



Value	Percent	Count
Rain garden	72.3%	34
Boulevard garden	31.9%	15
Decorative garden	61.7%	29

**12. 2415 DOUGLAS DRIVE - Please identify which, if any, of these site amenities might fit on the sites, in addition to new housing. Please select up to two.**



Value	Percent	Count
Dog park (small)	44.7%	21
Pocket park	59.6%	28
Small community garden	51.1%	24

**13. 2415 DOUGLAS DRIVE - Do you have any other comments or ideas you would like to share about the future of this site? Please write them in the space provided below.**

ResponseID	Response
133	LEAVE IT GREEN!
173	Too busy for dog park and the area isn't conducive to vehicular parking after the restructure of Douglas Dr. I'd worry if a dog got out. People run geese over all the time, God forbid someone's pet.
189	Seriously are you kidding? Why not put Valley fair there too! Just put housing on the site and quite trying to make it be all things to all people. Because of the value of land in Golden Valley you get the most square footage by building up. That is why no one builds ramblers anymore. Senior and housing for people of different abilities is the only kind of housing that should be one level. That housing is then usually two stories with stacked living units.
199	This is by far the best of the three sites.
202	This property was originally part of the plan to expand parking and access to the adjacent park. A play structure for sandburg park users. I am disappointed that all the spaces that are identified in this survey are focused on putting housing on the limited areas that the city had the opportunity to expand their parks and green space. Why is adding more housing a priority? Who asked for it to be a priority? We can't have dog parks because people object to it, or the demand didn't support it. Where is the demand for supporting more housing!? Also the city has historically restricted subdivisions and continues to restrict homeowners ability to build on their properties for fear of being the next Edina, but in the next breathe takes the city's properties that could be green space and wants to build on it?!! This does not make sense and does not align with the city's historical viewpoint and is not reflective of the desires of the community.
213	I like that this site is in a main road with good traffic flow be the 2 other locations

231	The landscaping proposals would require the homeowner to maintain them. Unless they do that it will become a mess and not look nice.
245	Boulevard gardens are hard to maintain as people tire of them. We do not want to lose our green spaces and a community would be a wonderful way to bring people together.
248	Please do not add high density housing. Leave some green space.
278	There is an abundance of low income housing in the area of Douglas and I'm concerned about crime in bordering Crystal, the apartment complex on Medicine Lake and lowering my property value.
305	Please don't build apartment building or town homes
317	No
339	We need to increase housing density do that public transportation is viable and people are less auto-dependent.

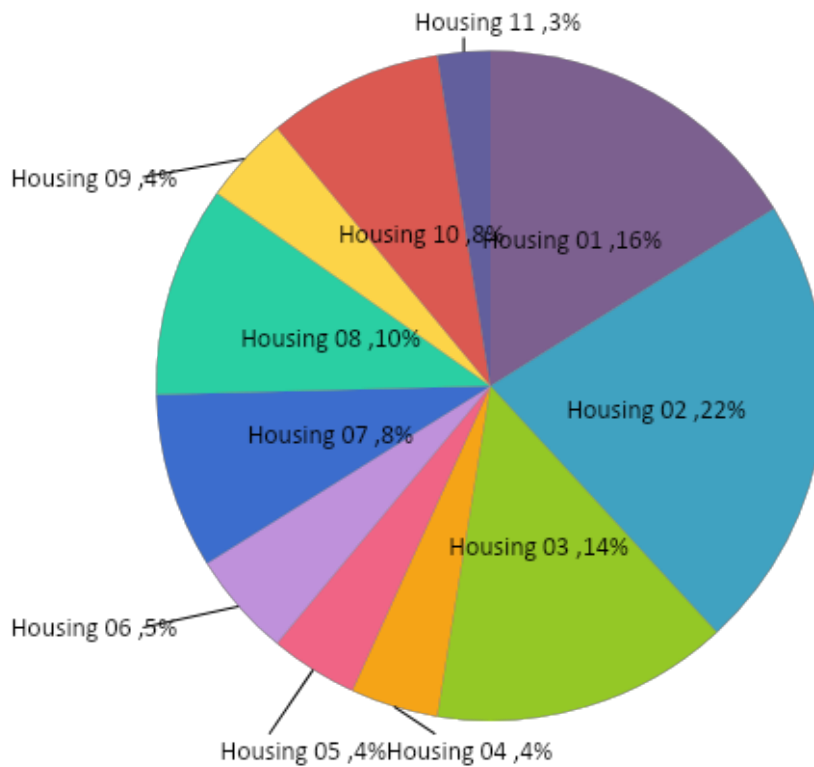


# **Golden Valley Housing Sites Engagement Virtual Open House Survey Results**

## **504 Lilac Lane**

Conducted on Golden Valley webpage - September and October 2020

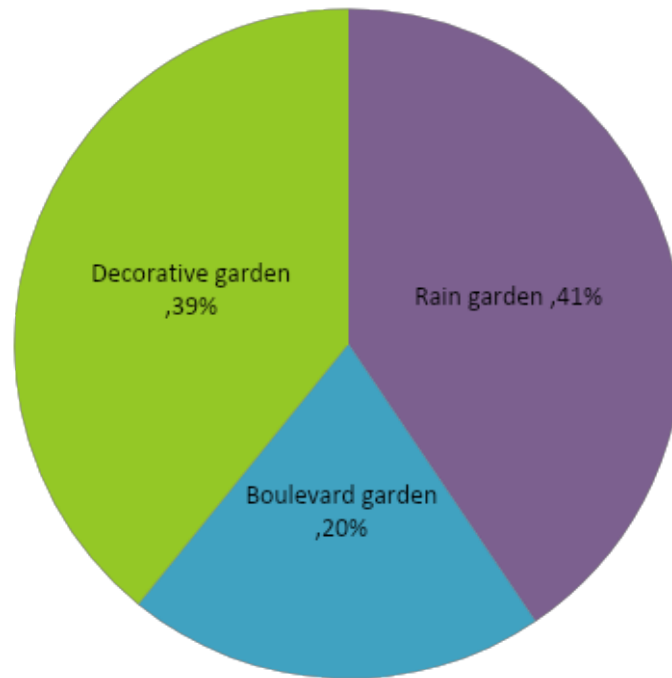
**18. 504 LILAC LANE - Please select the types of housing that you think could work here by clicking on them. Please select up to 3.**



Value	Percent	Count
Housing 01	37.3%	19
Housing 02	51.0%	26
Housing 03	33.3%	17
Housing 04	9.8%	5
Housing 05	9.8%	5
Housing 06	11.8%	6
Housing 07	19.6%	10
Housing 08	23.5%	12
Housing 09	9.8%	5

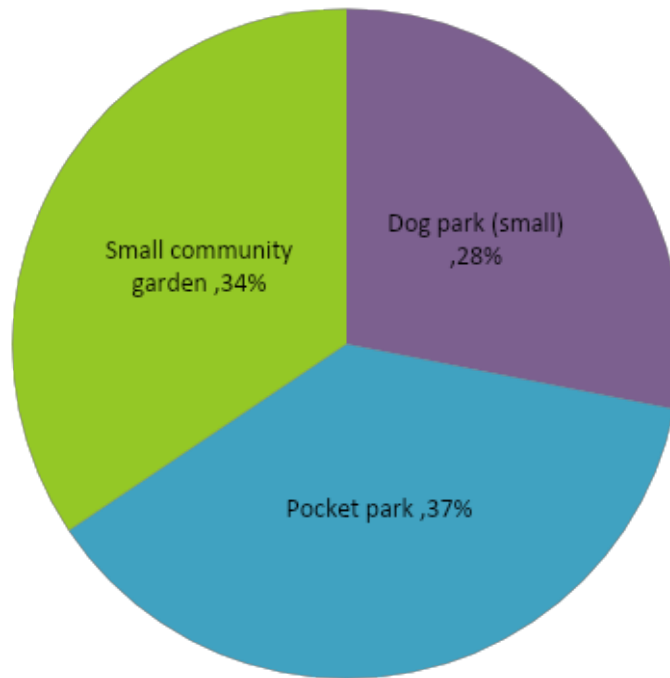
Housing 10	19.6%	10
Housing 11	5.9%	3

**19. 504 LILAC LANE - Please select the types of landscaping that you think are appropriate for this site. Please select up to two.**



Value	Percent	Count
Rain garden	68.2%	30
Boulevard garden	34.1%	15
Decorative garden	65.9%	29

**20. 504 LILAC LANE - Please identify which, if any, of these site amenities might fit on the sites, in addition to new housing. Please select up to two.**



Value	Percent	Count
Dog park (small)	43.9%	18
Pocket park	58.5%	24
Small community garden	53.7%	22

**21. 504 LILAC LANE - Do you have any other comments or ideas you would like to share about the future of this site? Please write them in the space provided below.**

ResponseID	Response
58	Please see my previous comments regarding this site. I am highly disappointed that the city is considering this. I am requesting a meeting with the City of golden valley. we have received opposite information regarding the ownership and the ability to build on this property over the years. Thank you. 612-750-7506 kelliraesebwe@yahoo.con
60	This site has some challenges being on a very busy fast moving frontage road. The city would need to build a sidewalk for safety. The driveway would need to have a turnaround. A very small house or duplex might fit here. it would be nice to see something very affordable, with unique style and more modern design than the stodgy houses being built in Golden Valley typically. Solar or tiny houses with natural landscaping would be fun!
133	Leave it alone!
173	This is next to an established neighborhood that already has issues with dumping and speeders. Something that won't bring increased traffic or noise to the area would be the only thing I'd appreciate if I lived there. A dog park with strict rules or a community garden would for best.
189	You can't put these other kinds of amenties on this site along with housing. Topography is not suitable for rain garden. Most housing in the area is single story rambler, but that is not practical because of the cost of land in GV. All new housing should be required to keep rain water on site at least up to the 10 rain event.
199	No way those neighbors would let this happen. This little neighborhood is very cut off.
202	Same as before. This was identified as a possible dog park.

225	This is a nice single family home neighborhood and I believe the approved design should be single family.
248	Do not add high density housing. Leave green space.
317	No
325	We love our green space in Golden Valley. No more affordable housing is needed. Maybe a park or dog park. Schools are already TOO full!

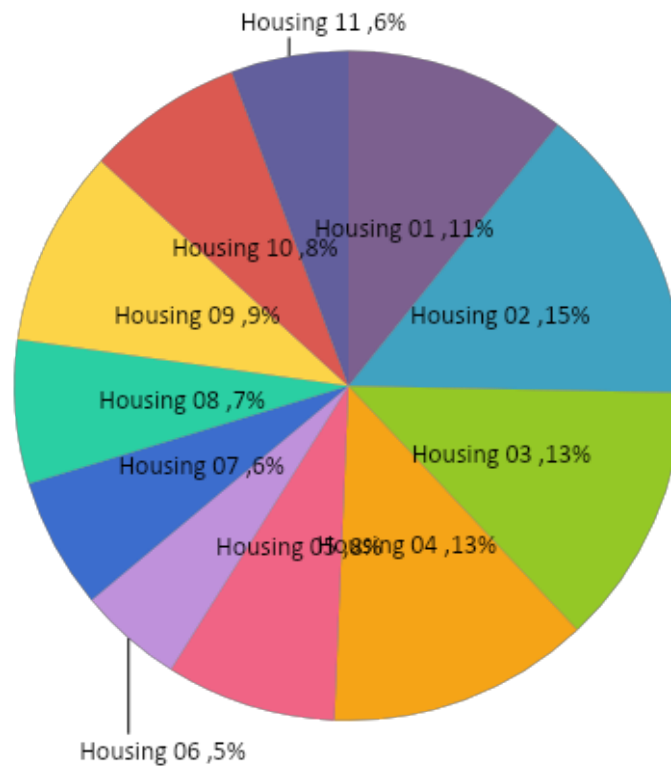


# **Golden Valley Housing Sites Engagement Virtual Open House Survey Results**

## **300 Turners Crossroads**

Conducted on Golden Valley webpage - September and October 2020

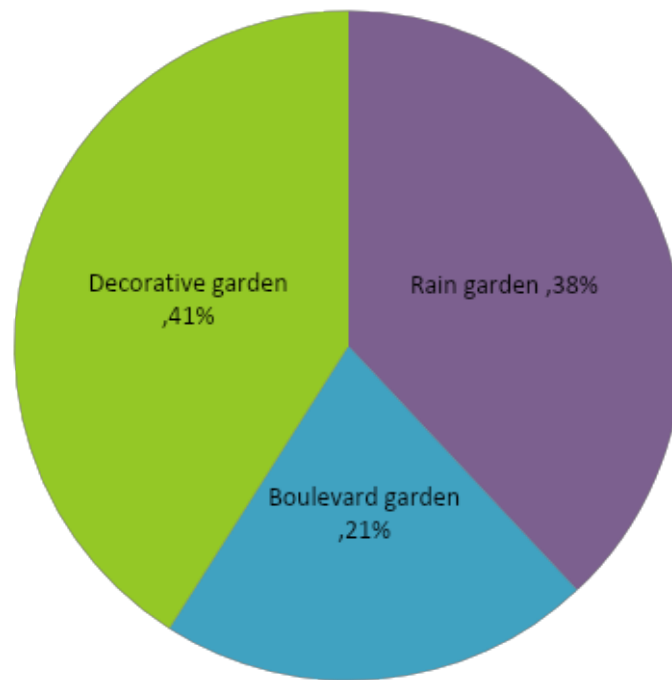
**14. 300 TURNERS CROSSROADS - Please select the types of housing that you think could work here by clicking on them. Please select up to 3.**



Value	Percent	Count
Housing 01	25.4%	17
Housing 02	34.3%	23
Housing 03	29.9%	20
Housing 04	29.9%	20
Housing 05	19.4%	13
Housing 06	11.9%	8
Housing 07	14.9%	10
Housing 08	16.4%	11
Housing 09	22.4%	15

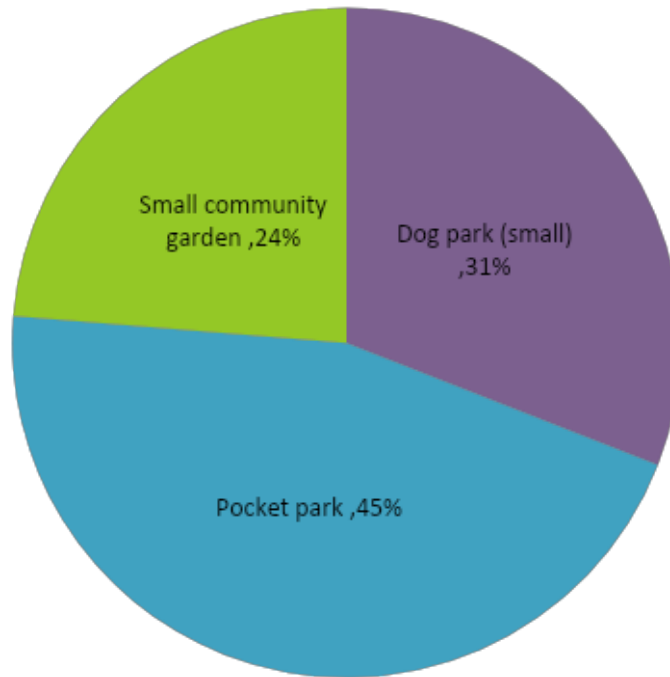
Housing 10	17.9%	12
Housing 11	13.4%	9

**15. 300 TURNERS CROSSROADS - Please select the types of landscaping that you think are appropriate for this site. Please select up to two.**



Value	Percent	Count
Rain garden	62.3%	38
Boulevard garden	34.4%	21
Decorative garden	67.2%	41

**16. 300 TURNERS CROSSROADS - Please identify which, if any, of these site amenities might fit on the sites, in addition to new housing. Please select up to two.**



Value	Percent	Count
Dog park (small)	47.6%	30
Pocket park	69.8%	44
Small community garden	36.5%	23

**17. 300 TURNERS CROSSROADS - Do you have any other comments or ideas you would like to share about the future of this site? Please write them in the space provided below.**

ResponseID	Response
50	I believe that this entire space should be green space or a pollinator garden there should be no additional houses or housing types placed on this property the infrastructure and roads surrounding it will not support this type of development. The space should obviously be left as is.
51	I sincerely hope that the city does not choose to develop this lot. There has been an influx of new single family residential builds and apartment complexes going up in the vicinity. Traffic and population density has gone up dramatically over the last few years with no alteration to the current infrastructure or roads. There aren't many small businesses left in the area, only chains; SLP/West End doesn't have the funding to improve/expand existing transit options (we've asked); and Meadowbrook elementary is already at capacity. Denser population on Turners Xrd N does not have any benefits to the community, especially not during a global pandemic. The existing residents in this neighborhood would benefit MUCH more from leaving the space as-is to better accommodate social distancing or building out a functional community space such as a pollinator/rain garden or shared garden space.
55	Terrible housing idea.
60	This is a beautiful natural area but also an ideal site for high density rental, owned homes , or a combination. I hope the city can make maximum use if this site with a combination of affordable and very affordable housing for small and large families, seniors, and give us a good variety of new neighbors. The close proximity of the school and daycare and bus line is a big plus. Please keep a small natural buffer area near the highway and south side.
62	The ideal is that 300 Turner's is recommissioned as a park, giving neighbors in the spring green and cloverleaf neighborhoods a park that is walkable. This would also provide another

	<p>amenity for Meadowbrook elementary, a school that is already overcrowded and hurting for space. However, since the council seems to have made up their minds that these spaces will be developed, the only agreeable option is affordable single family homes with a pathway towards ownership for the residents. I will not stand buy and watch the city funnel ever increasing amounts of residents income towards subsidizing wealthy landlords to perpetuate asset inequality within our community.</p>
73	<p>None of these proposals allow for the existing tall trees, which buffer highway noise and aid in combating pollution.</p>
74	<p>None of these plans allow for tall trees. Traffic is already problematic on this road, where will residents access the property from? None of the landscaping options have large trees in them. Who would maintain any of those options? Where will the vehicles park?</p>
82	<p>The biggest issue in this neighborhood is the traffic and parking related to Meadowbrook Elementary school. I have no idea why the space isn't made into some sort of parking for the school. Parents are constantly parking in our neighborhood and they would benefit from parking and their traffic wouldn't continue to stop any traffic from entering the school.</p>
83	<p>Please make this a park area. Dog park, community garden, etc...</p>
90	<p>Housing on this site would be a horrible decision. Please don't do it.</p>
133	<p>LEAVE IT AS IS!</p>
173	<p>Too small for housing and right beneath a busy highway and next to tracks. It's been a "park" for a long time but not very enticing. Near to a school, it would be a neat place for learning about gardening and within walking distance of many neighborhoods for a dog park.</p>
189	<p>If you want to put a dog park on this site the entire site should be a dog park. The topography of this site is not conducive to a rain garden. Boulevard gardens are a great idea, but no one</p>

	wants to maintain them and the city already can't maintain everything it is responsible for. Take a look at the medians and the boulevards along Winnetka south of Highway 55. Not sure how garages and packing will be accessed at this site, given the examples of housing pictured.
199	What a horrible place. Between the highway and the tracks? Absolutely nothing in walking distance.
202	See my comments for last property.
248	Do not add high density housing. Leave green space.
266	Why should there be any housing development here?
305	Please don't build apartments or townhomes
317	No
323	I don't understand why other uses for the space are not also being considered. The land at one point was a park and was zoned that way and I don't understand the need to develop it, rather than restore it to that purpose. I also am very concerned with the impact on traffic on that road, which is already a busy frontage with speeders and close to the elementary school. Additionally, this part of GV has a high density of housing, including Xenia project which isn't even online. Therefore, it's hard to imagine this project will have much impact on housing supply in the community, while eliminating an important open space which provides a pollution barrier to the nearby highway. I think the community should consider these other potentially uses before exclusively focusing on housing development. I also wonder if would be possible to partner with Meadowbrook Elementary on a project that could make the land available for the school to use and maintain. For example, nature trails, walking paths, a garden, etc.
325	Please keep our green spaces in Golden Valley. Schools are already over populated and we have enough affordable housing. Do not build.



334	<p>This site is not a viable site for housing - it should be heavily treed and work as a filter from pollution. Putting affordable housing next to a freeway and far from limited service transit is a horrid idea that further stigmatizes the poor EJ - NOT</p>
338	<p>I think multi family property (apartments) would be a great opportunity to provide affordable housing due to the location which is close to the school, businesses and highway access. I would not like to see single family homes or unaffordable rentals there because it wouldn't bring anything new to the neighborhood.</p>
339	<p>This is a high traffic area and would be ideal for High density like apartments or at least townhomes. Also keep in mind that many of us will soon be in need of one-level living spaces. Condo? Coop?</p>
341	<p>A walking path with natural plants and trees. This area could be used to teach the children about the importance of greenspace in a city. This is green space that is needed for the neighborhood. The neighborhood infrastructure can't support additional housing. This neighborhood already has a variety of housing types - apartments, duplexes, and single family homes.</p>

# Appendix 4: Community Engagement Plan

## City of Golden Valley Housing Sites Engagement Project

### COMMUNITY ENGAGEMENT PLAN (CEP)

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# Appendix 4: Community Engagement Plan

## Purpose and Goals

This Community Engagement Plan (CEP) presents an overview of the tools, approaches, issues and considerations for engaging the Golden Valley community and receiving their comments and guidance for the Golden Valley Housing Engagement Project.

This CEP is intended to evolve through the life of the project, and to respond to guidance from City staff, City Council, residents, and other project partners.

## Project Background

The City of Golden Valley is working to address the need for affordable housing in the city. The City has initiated this project, funded by a Minnesota Housing Finance Agency (MHFA) Capacity Grant, to achieve two main goals:

- Provide guidance to the City on types of housing that can be developed in several identified parcels
- Develop innovative tools and approaches for engaging neighbors and the entire community in conversations about housing in the City

An important (and unforeseen) component of the project is that it started right at the time that COVID-19 was reaching Minnesota and making in-person meetings and other in-person engagement activities an impossibility. Thinking through and developing innovative online and social distance-compliant tools for genuine engagement is a key goal for the project.

## Project Sites

The City has identified eight publicly-owned sites that it is considering for use as affordable housing. These parcels are mostly remnants from the construction of highways and are now vacant.

City staff have prioritized three of these sites based upon their development potential and their ability to accommodate a residential use. Those sites are:

- 300 Turner's Crossroad North
- 2415 Douglas Drive N
- 504 Lilac Drive N

The sites were also selected because they offered the opportunity for different housing styles and densities. Because they are more ready and potentially attractive to developers, they are identified as Phase 1 projects.

# Appendix 4: Community Engagement Plan

## Stakeholders and Audience Types

Two general audiences / types of stakeholders are identified as part of this project:

- Internal stakeholders: City staff, Steering Committee members, agency and organizational partners
- External stakeholders: Community organizations and the general public

More detailed definition and potential engagement activities for each are provided in the following sections of this document.

## Engagement with Internal Stakeholders

Internal stakeholders include City staff, agency partners, and members of project-related bodies who are directly involved in the steering, management, or development of the project.

### *Project Steering Committee (PSC)*

The Project Steering Committee is made up of City staff and:

- Guides key decisions and the overall direction of the project
- Offers guidance for development of project recommendations and the draft plan
- Facilitates communication with other stakeholders
- Provides initial review of key items prior to wider distribution
- Provides support with gathering data
- Ensures that the project is compatible with the current City plans and policies

The PSC meets as needed. Meetings are coordinated by City of Golden Valley Planner Myles Campbell and facilitated by the MOXIE Team.

Members of the PSC include:

- Jason Zimmerman
- Maria Cisneros
- Cheryl Weiler
- Myles Campbell

Meetings will begin in May 2020 and continue until the completion of the project in October 2020. Meetings will be used to share project updates and receive guidance at key points throughout the plan process.

### *City Council and Mayor*

The Golden Valley Mayor and City Council will be informed of project progress and consulted as needed throughout the project. Myles Campbell will be the main point of contact with the Mayor and City Council, and will coordinate meetings and presentations as needed.

## Appendix 4: Community Engagement Plan

### *Other City Boards and Committees*

The City of Golden Valley includes several councils, boards and commissions. As needed, board members may be invited to participate in project update meetings and to provide comments on project direction at major milestones.

City boards and committees that may receive project updates from the project team include the City's Planning Commission and others. Myles Campbell will be the main point of contact with City boards and committees, and will coordinate meetings and presentations as needed.

### *Engagement with Community and External Stakeholders*

External stakeholders include residents, business owners, other governing bodies, educational entities, religious Institutions, and civic groups.

#### *Residents*

Golden Valley residents will be consulted at the project visioning stage and at major decision points throughout the project. Both residents in the immediate area of the Phase 1 projects and the general population of the City will be engaged in the project's engagement activities.

Potential organizations for connecting with residents include:

- Neighborhood or Resident Organizations
- Golden Valley Public Schools
- Farmer's Market and Community Events
- Arts Centers
- Religious institutions

#### *Business Community*

Members of the Golden Valley business community will be consulted to receive their goals and priorities for housing in the City.

Potential organizations for connecting with the business community include:

- Golden Valley Area Chamber of Commerce

#### *Schools and Education Partners*

Schools and other education partners will be consulted to learn about their existing issues related to housing in the City, and to discuss opportunities to increase engagement of parents and families in the project.

Potential organizations for connecting with the Golden Valley education community include:

- Golden Valley Public Schools
- Private K-12 schools

## Appendix 4: Community Engagement Plan

### *Under-Represented Populations*

Members of under-represented communities will be consulted to learn about their current issues regarding housing in the City, and to receive their goals and visions for improvements.

Potential organizations and partners for connecting with under-represented populations in Golden Valley include:

- Golden Valley Human Rights Commission
- Food shelves
- Non-English language groups

### Engagement Activities

Engagement for the project will include both in-person AND online activities.

### In-Person Activities

#### *Drop-in Open House on site (In-Person)*

Drop-in Open Houses / Community Workshop meetings will provide an opportunity for members of the public to receive project information, express preferences, and ask questions of the project team.

Early and proactive outreach using social media, press releases, and communications with community partners, will be an important contributor to higher levels of participation by members of the public.

Open house events will provide opportunity for residents to drop by and provide input through on-site interaction and discussion, while respecting social distancing. The open house can include a number of activities for people to engage in.

Three events will be organized, one at each Phase 1 location.

Please review **Appendix 1: Event flow for ON-SITE Drop-in Open House (In-Person)** for a detailed description of activities and flow for the event.

# Appendix 4: Community Engagement Plan

## Online Activities

### Website

The project website (URL: [www.gvmnhousing.org](http://www.gvmnhousing.org)) will be used to:

- Provide an introduction and overview of the project
- Provide detailed information about each site, its potential uses, configurations, and applicable City zoning and land use guidance
- Share project progress
- Provide access to online surveys for each site
- Provide access to interactive drawing tools
- Offer a platform for commenting on the project

The website will serve as the central online resource for the project. Our team will develop the website and regularly update its content. A link to the plan website will be provided by the City of Golden Valley from the City's official website in one or several visible locations.

Webcards advertising the project website will be distributed widely at community events.

### *Virtual Design Workshop - collaborative site concepts development*

An interactive online collaborative drawing tool (AWW, Miro, or similar) will be used to host a Virtual Design Workshop to work with residents (each working remotely) to simultaneously work on a single site. Our team will prepare the necessary reference materials for each site, and include user-friendly icons, tools and process to develop one or several site concepts for each of the three sites.

Information on signup, link to the session, and results received will be available and publicized through the project's website.

### *Social media*

Coordination with the City's current Facebook and Twitter channels will be used to provide timely project announcements and share information about the online participation tools and upcoming public workshops to help increase participation.

Social media can also be used to invite visitors to the project website to view project updates and plan drafts.

In addition, specific social media campaigns - like crowd-sourced Instagram photos of housing developments people like - can be implemented in coordination with the City and its existing channels.

If needed, Our team can provide the City with social media template messages that can be easily used.

## Appendix 4: Community Engagement Plan

Myles Campbell will be the liaison with the City's communications department for publishing information and announcements.

### *Video Focus Groups*

The MOXIE team will organize 1-2 focus group video meetings to talk through concepts for each site, mid-way through the engagement process. Each focus group will have representatives of key stakeholder groups for the sites. Background information, questions for discussion, and desired outcomes from the meeting will be sent in advance. If there is the opportunity to meet in person with social distancing, then this is preferred.



## Appendix 4: Community Engagement Plan

### APPENDIX 1: Event flow for ON-SITE Drop-in Open House (In-Person)

**Description:** Open house style event for people to drop by and provide input through on-site interaction and discussion, while respecting social distancing. The open house can include a number of activities for people to engage in.

**Location:** At each housing site property

**Duration:** 2-hour Open House

**Time and Day:** Saturday late morning, Sunday late afternoon, or weekday evening

#### Activities

1. **LEARN THE BASICS** -- Information sheet or board about the property with site image - identify use options under zoning, development envelope on the property, and any development limitations
2. **WHAT'S THE NEED?** – Provide information on housing need. Telling the story about how many people in GV are house poor. What's the current mix of housing types and price points and ownership vs rental?
3. **WHAT'S OUT THERE?** – Information on examples of housing types and models in GV already and in other communities.
4. **WHAT DO YOU CARE MOST ABOUT?** – Visual preference survey. Or take your own pictures of things you like.
5. **WHAT'S POSSIBLE?**
  - a. **Reactive Input** -- Information sheet(s) or board(s) or 3D visual that shows design elements to be considered for the site. Ask people what they like / prefer for the different elements and why.
  - b. **Proactive Input** – With the basics from #1 in mind, ask attendees to imagine and communicate what they would want. This can be done a number of ways:
    - i. Blank paper to draw or write what they imagine (pens, colored markers or crayons).
    - ii. Building blocks kit, with photo of each creation recorded. (This may be too germ intensive for some, though fresh gloves could be provided for each person.)
    - iii. Verbal description by attendee, recorded by staff.
6. **HOW CAN THIS SITE BE SPECIAL?** – Very similar to “What’s Possible” exercise, but focused on site amenities that bring interest or value to the property for people not living there. Site amenity ideas to propose or have in mind include:
  - a pollinator or rain garden near the street
  - ornamental trees or shrubs
  - art that is publicly visible
  - a bench or decorative wall
  - other ideas...

## Appendix 4: Community Engagement Plan

7. KEEP WHAT'S SPECIAL – Ask people to identify what they most like about the site now and ideas to preserve or recreate that in some way when the site develops. This may include:
  - Existing vegetation or trees (if this, people could be invited to walk around the site and tag with stickers or ribbons, what they want to see remain / be recreated)
  - Distinctive features like a boulder, a small knoll, or a little wetland
  - Something that provides a visual or noise screen for neighbors and passersby from unwanted impacts such as roadway noise or a view to a large parking lot
8. STAYING ENGAGED – Provide information on next steps for the site planning and how people can stay involved. Ask people for any suggestions they have for future engagement. Ask people if they think there are other people to reach out to and their contact information.
  - Using the Reactive or Proactive Input option from activity
  - Business card of staff lead for future comments or questions
  - Site information and website URL on post card or business card

### Invitees

1. Neighbors within 1,000 feet
2. Institutions within 1 mile
  - a. Schools
  - b. Religious
  - c. Community centers

### Promotion / Invitation Method

1. Posting on project webpage
2. Mailing to people within 1,000 feet of project
3. Personal email invite to identified stakeholder reps.
4. Other...?

### Materials

1. Folding tables (1-2) – for sign in and information boards
2. Folding or camp chairs (2-4) – for people to rest in
3. Inexpensive pens (20-30) – for single use and then set aside for post event cleaning
4. Hand sanitizer (2-3)
5. Disposable masks (10-15) – for people who may come unmasked
6. Disposable gloves (box) – for people who would feel safer wearing those
7. Trash bags (2) – waste and recycling
8. Portable rain canopy, if needed
9. Sign-in sheet
10. Colored dots -- for people to put on identifying if they are a resident, businessperson, or organizational representative
11. Name tags (OPTIONAL) –for person to write first name and an adjective describing what they would like the site to be (provide example adjectives)
12. Information pages (during Covid) or boards (post Covid) – providing basic information about the property, constraints and opportunities

## Appendix 4: Community Engagement Plan

13. Post-its – for people to write comments
14. Preference posters / boards – For people to identify preferred items from a set of options (people can use dots to mark things or staff can place dots for them)
15. First Aid Kit
16. Sunscreen and bugspray

### Staffing

1. Welcome / event info table – 1 person
2. Roaming staff to engage people in activities – 2-4 depending on activities and expected attendance
3. 1-2 community / stakeholder representatives to provide a friendly face and assist people with activities or engage them in conversation

### Event Preparation

1. Create list of expected Q & A (can trees be cut down; can neighbors determine the design; where will the driveway be...) and have answers.
2. Do pre-event team prep that includes review of anticipated questions, comments, issues, and how to respond.
3. Prepare all materials
4. Assign responsible parties for bringing materials

### Attendance Record

1. Sign-in sheet for name, address, and whether resident or other
2. Dots on a map (where people live, work, or go to church – color coded by which one)
3. Visual counts and descriptions (age range, neighbor, not sure...)
4. Data entry into laptop, done by staff based on verbal information provided by attendee

### Record of Input

1. Document all input in its raw form, such as photos of marked up posters, a typed-up list of post-it comments, photos or video taken at event, and attendance (retain this documentation for project records and inquiries)
2. Create summary of input – key themes, select quotes, data on responses, select photos, etc.
3. Post engagement summary on project webpage and at future events

### Info for People Who Didn't Attend

1. Summary of input from in-person event, posted on project website
2. A few options for people to provide similar input on the same topic on project website

# Appendix 5: Example of Detailed Event Plan

## Drop-in Open House (In-Person)

**Description:** Open house style event for people to drop by and provide input through on-site interaction and discussion, while respecting social distancing. The open house can include a number of activities for people to engage in.

**Location:** At each housing site property

**Duration:** 2-hour Open House

**Time and Day:** Saturday late morning, Sunday late afternoon, or weekday evening

### Activities

1. **LEARN THE BASICS** -- Information sheet or board about the property with site image - identify use options under zoning, development envelope on the property, and any development limitations
2. **WHAT'S THE NEED?** – Provide information on housing need. Telling the story about how many people in GV are house poor. What's the current mix of housing types and price points and ownership vs rental?
3. **WHAT'S OUT THERE?** – Information on examples of housing types and models in GV already and in other communities.
4. **WHAT DO YOU CARE MOST ABOUT?** – Visual preference survey. Or take your own pictures of things you like.
5. **WHAT'S POSSIBLE?**
  - a. **Reactive Input** -- Information sheet(s) or board(s) or 3D visual that shows design elements to be considered for the site. Ask people what they like / prefer for the different elements and why.
  - b. **Proactive Input** – With the basics from #1 in mind, ask attendees to imagine and communicate what they would want. This can be done a number of ways:
    - i. Blank paper to draw or write what they imagine (pens, colored markers or crayons).
    - ii. Building blocks kit, with photo of each creation recorded. (This may be too germ intensive for some, though fresh gloves could be provided for each person.)
    - iii. Verbal description by attendee, recorded by staff.
6. **HOW CAN THIS SITE BE SPECIAL?** – Very similar to “What’s Possible” exercise, but focused on site amenities that bring interest or value to the property for people not living there. Site amenity ideas to propose or have in mind include:
  - a pollinator or rain garden near the street
  - ornamental trees or shrubs
  - art that is publicly visible
  - a bench or decorative wall
  - other ideas...

## Appendix 5: Detailed Event Plan Example

7. KEEP WHAT'S SPECIAL – Ask people to identify what they most like about the site now and ideas to preserve or recreate that in some way when the site develops. This may include:
  - Existing vegetation or trees (if this, people could be invited to walk around the site and tag with stickers or ribbons, what they want to see remain / be recreated)
  - Distinctive features like a boulder, a small knoll, or a little wetland
  - Something that provides a visual or noise screen for neighbors and passersby from unwanted impacts such as roadway noise or a view to a large parking lot
8. STAYING ENGAGED – Provide information on next steps for the site planning and how people can stay involved. Ask people for any suggestions they have for future engagement. Ask people if they think there are other people to reach out to and their contact information.
  - Using the Reactive or Proactive Input option from activity
  - Business card of staff lead for future comments or questions
  - Site information and website URL on post card or business card

### Invitees

1. Neighbors within 1,000 feet
2. Institutions within 1 mile
  - a. Schools
  - b. Religious
  - c. Community centers

### Promotion / Invitation Method

1. Posting on project webpage
2. Mailing to people within 1,000 feet of project
3. Personal email invite to identified stakeholder reps.
4. Other...?

### Materials

1. Folding tables (1-2) – for sign in and information boards
2. Folding or camp chairs (2-4) – for people to rest in
3. Inexpensive pens (20-30) – for single use and then set aside for post event cleaning
4. Hand sanitizer (2-3)
5. Disposable masks (10-15) – for people who may come unmasked
6. Disposable gloves (box) – for people who would feel safer wearing those
7. Trash bags (2) – waste and recycling
8. Portable rain canopy, if needed
9. Sign-in sheet
10. Colored dots -- for people to put on identifying if they are a resident, businessperson, or organizational representative
11. Name tags (OPTIONAL) –for person to write first name and an adjective describing what they would like the site to be (provide example adjectives)
12. Information pages (during Covid) or boards (post Covid) – providing basic information about the property, constraints and opportunities

## Appendix 5: Detailed Event Plan Example

13. Post-its – for people to write comments
14. Preference posters / boards – For people to identify preferred items from a set of options (people can use dots to mark things or staff can place dots for them)
15. First Aid Kit
16. Sunscreen and bugspray

### Staffing

1. Welcome / event info table – 1 person
2. Roaming staff to engage people in activities – 2-4 depending on activities and expected attendance
3. 1-2 community / stakeholder representatives to provide a friendly face and assist people with activities or engage them in conversation

### Event Preparation

1. Create list of expected Q & A (can trees be cut down; can neighbors determine the design; where will the driveway be...) and have answers.
2. Do pre-event team prep that includes review of anticipated questions, comments, issues, and how to respond.
3. Prepare all materials
4. Assign responsible parties for bringing materials

### Attendance Record

1. Sign-in sheet for name, address, and whether resident or other
2. Dots on a map (where people live, work, or go to church – color coded by which one)
3. Visual counts and descriptions (age range, neighbor, not sure...)
4. Data entry into laptop, done by staff based on verbal information provided by attendee

### Record of Input

1. Document all input in its raw form, such as photos of marked up posters, a typed-up list of post-it comments, photos or video taken at event, and attendance (retain this documentation for project records and inquiries)
2. Create summary of input – key themes, select quotes, data on responses, select photos, etc.
3. Post engagement summary on project webpage and at future events

### Info for People Who Didn't Attend

1. Summary of input from in-person event, posted on project website
2. A few options for people to provide similar input on the same topic on project website

## Appendix 5: Detailed Event Plan Example

### Drop-in Open House – Detailed Event Plan

*NOTE: This activity was not conducted due to Covid health risks. However, on site open houses can be a great engagement when conditions are right. These notes provide an overview and details on conducting an on-site open house.*

**Purpose:** Provide an opportunity for members of the public to receive project information, express preferences, and ask questions of the project team.

Early and proactive outreach using social media, press releases, and communications with community partners, will be an important contributor to higher levels of participation by members of the public.

Open house events provide opportunities for residents to drop by and provide input through on-site interaction and discussion, while respecting social distancing. An open house can include a few activities for people to engage in.

**Description:** Open house style event for people to drop by and provide input through on-site interaction and discussion, while respecting social distancing. The open house can include a few activities for people to engage in.

**Location:** At each housing site property

**Duration:** 2-hour Open House

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#### Activities

1. LEARN THE BASICS -- Information sheet or board about the property with site image - identify use options under zoning, development envelope on the property, and any development limitations
2. WHAT'S THE NEED? – Provide information on housing need. Tell the story about how many people in GV are house poor. What is the current mix of housing types and price points and ownership vs rental?
3. WHAT'S OUT THERE? – Information on examples of housing types and models in GV already and in other communities.
4. WHAT DO YOU CARE MOST ABOUT? – Visual preference survey. Or take your own pictures of things you like.
5. WHAT'S POSSIBLE?
  - a. **Reactive Input** -- Information sheet(s) or board(s) or 3D visual that shows design elements to be considered for the site. Ask people what they like / prefer for the different elements and why.
  - b. **Proactive Input** – With the basics from #1 in mind, ask attendees to imagine and communicate what they would want. This can be done a few ways:
    - i. Blank paper to draw or write what they imagine (pens, colored markers, or crayons).

## Appendix 5: Detailed Event Plan Example

- ii. Building blocks kit, with photo of each creation recorded. (This may be too germ intensive for some, though fresh gloves could be provided for each person.)
  - iii. Verbal description by attendee, recorded by staff.
6. HOW CAN THIS SITE BE SPECIAL? – Very similar to “What’s Possible” exercise but focused on site amenities that bring interest or value to the property for people not living there. Site amenity ideas to propose or have in mind include:
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3. Inexpensive pens (20-30) – for single use and then set aside for post event cleaning
4. Hand sanitizer (2-3)



## Appendix 5: Detailed Event Plan Example

5. Disposable masks (10-15) – for people who may come unmasked
6. Disposable gloves (box) – for people who would feel safer wearing those
7. Trash bags (2) – waste and recycling
8. Portable rain canopy, if needed
9. Sign-in sheet
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2. Create summary of input – key themes, select quotes, data on responses, select photos, etc.

## Appendix 5: Detailed Event Plan Example

3. Post engagement summary on project webpage and at future events

### **Info for People Who Did Not Attend**

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2. A few options for people to provide similar input on the same topic on project website