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Community Planning and Economic Development

News Release

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Greenway Heights to Celebrate Opening of Affordable, Large Family Rental Housing on the Midtown Greenway

September 9, 2015 (Minneapolis, MN) - Greenway Heights will host a celebratory open house on Thursday, September 10th at 2845 Bloomington Avenue South in Minneapolis from 4pm-6pm. The open house will showcase recently completed work, feature tours of the building's 2-, 3- and 4- bedroom apartments as well as offer attendees the opportunity to interact with the project management team, City leaders, and building residents. Greenway Heights stands out amidst a sea of residential construction for its affordability, style and larger family units.

"There are some basic steps that we can take as a City to make sure that every resident in Minneapolis is on the path to prosperity," said Minneapolis Mayor Betsy Hodges. "Ensuring the availability of affordable large family rental housing is the perfect ingredient to both, reducing financial burden and keeping low and middle income families together, particularly our growing diverse families."

Co-Developed by PRG and Phoenix Development, Greenway Heights is the product of years of community planning efforts by the East Phillips Improvement Coalition (EPIC). EPIC saw the need for affordable larger family units in the neighborhood where rents were increasing and living conditions were not always ideal for renters.

"When every day, you're seeing a new high-end luxury building break ground, seeing a stylish, affordable family housing project on one of the city's biggest amenities – the Midtown Greenway – is gratifying," said Kathy Wetzel-Mastel, executive director of non-profit co-developer PRG.



“Greenway Heights shows how persistence and perseverance pays off to create the right project at the right place,” said Loren Brueggemann Director of Phoenix Development Company.

Greenway Heights features 42 affordable family-sized 2-4 bedroom apartment units on the Midtown Greenway with community-inspired amenities including balconies, a youth activity center, a fitness room, a community room, and an indoor play area.

With affordable rents starting at \$840/2-bedroom to \$1,087/4-bedroom and easy access to transportation (including the light rail) the building’s units were in high demand.

“We had people calling for a year before the building was even open,” said Pam Schmidt-Cree of Premier Housing Management, which manages Greenway Heights. “We closed the interest list when we reached 300.”

Organizations that financed the development of Greenway Heights, including the City of Minneapolis’ department of Community Planning and Economic Development, will be recognized at the event. The City’s support acted as a catalyst for development.

“The biggest challenge of any affordable housing project is funding,” said Wetzels-Mastel. “With 11 sources of funding, it’s like putting a puzzle together. We’re grateful for their support.”

Sources of funding for Greenway Heights include: the City of Minneapolis, City Real Estate Advisors, Dougherty & Company LLC, the East Phillips Improvement Coalition, the Family Housing Fund, Hennepin County, the Greater Metropolitan Housing Corporation, the Local Initiatives Support Corporation, the Metropolitan Council, the Minnesota Housing Finance Agency, and U.S. Bank.

For more information visit the Greenway Heights [website](#).

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