**Shepard Davern Task Force Meeting #3 Notes**

June 12, 2013

**Task Force members in attendance:** Lynn Bach; Gregory Campbell; Laura Deuberry; Jack Dobier; Ken Henk; Larry Kaiser; Lisa Moe; Laura Nichols; Bill Rosenbloom; Jerold Rothstein; Michael Waldman

**Staff and guests:** Michelle Beaulieu (PED staff); Merritt Clapp-Smith (PED staff); Chris Peebles (Cooper Foods); Fay Hassie; Mike Johnson (Paster)

**Committee Process:**

There was a concern that the views of the members that the views of the group would not affect plans or development activity in the area. After a discussion among the group and a review of City planning processes, it was decided that after each meeting, the recommendations of the group will be summarized by staff for review by the task force at the following task force meeting.

**Moratorium Discussion:**

There is a concern that there is the potential for development to occur in the study area that would be contrary to the group’s vision and desire. However, there was not a clear consensus at the meeting whether a moratorium would be considered appropriate or not. Staff will collect comments from the task force members to inform the official task force position. Individuals may continue to advocate for a moratorium, but the group’s collective vision must be respected.

**Presentation:**

(see PDF of full presentation)

At the Open House we got a lot of feedback on what people want in the area. The major themes include:

* “Family” shopping options
* More service businesses (pharmacy, hardware store, etc.)
* More Bus shelters and benches
* Safer crossings on Shepard Road (esp. at Davern)
  + Access to the river, parks, and walking / biking trails
* Safer crossings on W. 7th Street (esp. at Davern)
* Better sidewalks / walking environment / pedestrian access
* Better access to the outlook at Hwy 5 and Mississippi River Blvd
* US Bank property redevelopment
* Farmers’ market and/or community garden
* Sibley Plaza improvements
* More trash / recycling receptacles

Of these, the business and industrial themes were:

* “Family” shopping options
* More service businesses (pharmacy, hardware store, etc.)
* US Bank property redevelopment
* Farmers’ market and/or community garden
* Sibley Plaza improvements

Staff discussed how these different desires fit in with existing populations in the area, and reviewed what mixed-use development could look like. These different retail desires need to be weighed by what the market demands are.

**Paster Enterprises Market Overview Presentation:**

(see PDF of full presentation)

Paster Enterprises owns the Sibley Plaza shopping center, and Mike Johnson, Market Analyst, gave a presentation on the overview of market potential of desired business uses in the trade area and the “Shepard Davern Area” specifically.

The Shepard Davern Area is significantly denser than the rest of the trade area (which includes most of Highland and parts of the West Seventh District Council area—see map in presentation for map). The Shepard Davern area also has a lower average household income, twice the diversity, higher rental rates, and lower spending than the rest of the trade area.

The lifestyles of the residents in Shepard Davern are very different from those in the larger trade area as well. (see detailed breakdown in presentation) This implies that it may be difficult to find and attract businesses that meet the needs of both the full trade area and the immediate neighborhood. The study area alone cannot support the businesses that the task force members and open house attendees identified as desirable.

Paster has found that businesses are looking for locations with more people that can support services. Though it is more difficult to build in urban areas, they want to because that is how to serve customers.

The representatives from Paster also said that there is an interest in meeting the desires of the community when looking for business tenants, though they do still need to look at the reality of the levels of demand in a particular area.

The task force felt that there was a strong consensus that everyone goes elsewhere for their shopping, and wanted to see more of an analysis of what the immediate neighborhood needed for services—what the Shepard Davern gaps analysis would look like. The task force also felt that if Sibley Plaza were more attractive, both in the design of the center and in the mix of businesses, more people would come to the area to shop.

\*Paster’s gaps analysis showed that there is a retail gap for grocery stores, furniture stores, health and personal care stores, furniture and home furnishings stores, and clothing and accessories stores for both the full trade area and the Shepard Davern trade area. \*this information was provided by Paster post-meeting.