

## Near East Side Area Roadmap – Draft Outline

10/20/11

A Corridor action/implementation strategy that assesses and recommends - block-by-block - key property needs, real estate development opportunities, and streetscape improvements, as well as identifies and recommends capacity- and community-building efforts.

**Vision. (possible)** *"A unique, walkable commercial district that is respectful of history, animated by new and ongoing investments, and composed of a strong, engaged mix of businesses, upbeat and supportive neighbors, and enthusiastic, frequent visitors."*

- *"Make it Happen on East 7<sup>th</sup> Street."* Find spaces within which small and medium size businesses could locate.
- *Maria to Mendota.* Invest in existing buildings and sites near the E. 7th Street/Arcade intersection, and along E. 7th Street to Maria, to support and enhance the existing commercial district.
- *Metro State University, Cerenity, Beacon Bluff, Globe, Hamm's site.* Redevelop and/or re-occupy large vacant sites in the short to medium term.
- *Hope to Mendota, and Maria.* Make investments to the public realm to improve the walkability of the E. 7th Street streetscape from Mounds Boulevard to Forest Street. Initial efforts might focus at Maria/ E. 7<sup>th</sup> St, Hope to Mendota, and Arcade/Reaney.
- *Brewery neighborhood and the Phalen-Atlantic Triangle.* Improve the transitions between commercial-industrial and residential uses.
- *The south side of E. 7<sup>th</sup> Street, east of Forest.* Re-position East 7th Street east of Forest Street.

### Investments in real estate to support and grow corridor businesses.

Strategic actions for commercial buildings

Building condition assessment for buildings selected for reuse

Strategic actions addressed through programs (*e.g., façade and site improvements*)

Storefront aesthetics, signage, and public art

Maps

Land Use recommendations

Large and small redevelopment sites

Rezoning and site assembly

Shared parking opportunities – district approach

Open space strategies

Stormwater and water resources – district approach

Implementation partners

Funding options

### Streets that make it easy for customers to get here.

Initial steps toward a pedestrian-friendly design of the streetscape in key places

Bicycle facilities to connect

Options to slow traffic and support the commercial district (*key ideas from Metro Design Center work*)

Implementation partners

Funding options

### Building up our capacity and building community (towards an asset-based approach).

Inventory of businesses (*Who are our businesses? What's missing?*) Done.

Research on the market (*Who are our customers? Who could be?*)

Inventory of entrepreneurs (*Who's here, needs support to grow businesses? Who needs space? Who leases space, but could own?*)

Enlist more businesses to participate (*Increase number of E. 7<sup>th</sup> Street businesses as DBABA members => ownership of initiatives; increased Latino business engagement*)

Positive branding of the commercial district and community  
Community events to showcase businesses, meet neighbors

Implementation partners  
Funding options

**Credits**

**Appendix**

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