

# Hamm's Brewery Redevelopment

February 21, 2024

## Questionnaire Results

1. Check the options that you think are the most viable (value to community, economic viability, customer based).

✓	Commercial Uses	✓	Community Amenities
14	Food Court/Hall (not big chains) – could include multiple kitchens as incubator	14	Bike racks and benches
13	Farmers market (sponsored by Urban Roots?)	14	Improved sidewalks (poor condition)
11	Artist gallery, space for art or trade shows	13	Pedestrian paths that are ADA accessible and safe crosswalks
10	Express bike shop	12	Trees and native plantings
10	Grocery store	11	Bus stop
9	Global market – unique shops and stalls	11	Public restrooms
8	Performance space	11	Community event space (flexible)
8	Coffee shop	10	Outdoor community gathering space between buildings (avoid creek corridor)
8	No chain brands	10	Additional street parking on Minnehaha
8	Movie theater (like Trilengua or Trylon Cinema)	10	Be mindful to wildlife corridor
7	Skate Park shop – connects to Heritage Park	10	Live music
7	Ice cream shop	9	Parking lots (city financed for public use)
7	Pop-up shops (test concepts)	9	Connections to public transit on Arcade and Payne
7	Co-working space, internet cafes	9	Daylight Phalen Creek
7	Hardware store	9	Connections to Purple BRT line at Arcade Street station
6	Space for artists to share expensive equipment (3D printer, Kiln, etc.)	9	Pollinator garden
6	Business incubator	8	Amphitheater, sheltered stage for performances (avoid creek corridor)
6	Indoor playground	8	Security cameras
5	Food Cooperative	8	Street artists and entertainers
5	Flexible space that's used differently at different times (shared uses)	8	Trolley service to Arcade, Maryland, Payne (funded by local businesses)
5	Small drug store	8	Pedestrian safe connections to Payne/East 7 <sup>th</sup> Street
5	Tool library	7	East Side History Museum and historic tours
5	Childcare	7	Community center
5	Educational space – art, industrial arts, etc.	7	Handicapped access at stairs (southwest corner of site)
5	Greenhouse cooperative, food production	7	Rebuild stairs to Greenbrier Street (Beech Street neighborhood)

5	Book store	7	Community center
5	Native programming	7	Create connections to upper park
5	Interpretive center	6	EV charging spot
4	Maker space (accessible to community)	5	Raised walkways to Purple BRT line
4	Maker space (accessible to community)	4	City-led sculpture walk throughout the site
3	Business cooperatives (e.g., Black businesses, architectural/makers, etc.)	4	City-led sculpture walk throughout the site
3	Swede Hollow Cafe	4	Signage
3	Library	4	Switchbacks on hills for accessibility
2	Pharmacy	3	Native kiosk
2	Hope Breakfast Bar	3	Accommodations for animals
2	Boutique hotel	3	Scavenger hunt throughout the space
2	Antique store	3	Create a land bridge from new housing to neighborhood by Beech Street
1	Toy store (STEM)	3	Large elevator
	<b>Other suggestions (Commercial Uses)</b>		<b>Other suggestions (Community Assets)</b>
	Community Laundromat		Heat pumps / rooftop solar
	Springwater Well – house		Use smokestack for destination signage
	Build parking ramp across street (Minnehaha)		Playground in front of the apartments
	Small bank or credit union		
	Fix-it shop/general repair shop. Some artists lofts could be rented to people repairing things (e.g. clothing, etc.)		
	Tailor		
	Cat Café		
	Trade School		
	Dollar Store		
	Montessori School		

**2. Developing and constructing a successful large-scale mixed-use development requires incorporating uses that generate revenue (i.e., commercial, housing) and “free” uses or amenities (i.e., large gathering spaces/venues, outdoor activities and green space) that require additional funding. It’s a careful balance to ensure the community benefits from the entire development, whether that means easy access to local businesses or calling the development home or providing spaces and venues to hold community events.**

**What are some types of revenue-generating and community driven uses you are interested in seeing on the site?**

- Parks and local businesses
- Would like to see tenants be able to own their own suite/stall. Coop models for businesses.

- We should have a community laundromat that allows us to connect and do laundry!
- Prefer revenue-generating over community-driven.
- Art/work studios for rent, low cost
- Conservatory alike to Como.
- Alike to Northrup King
- Complimentary to existing businesses and neighborhood.
- Marketplace
- Really liked what Max Musicant said about being relevant, adaptable, flexible.
- Potential collaboration with local cooperatives, small scale developers of color who have ideas/funding for projects on the Eastside is Georgia Fort or Imagine Deliver.
- Coffee shop
- Low-cost community rental space.
- Open up to local entrepreneurs.
- Cultural/school festivals

### **3. What are some potential partnership agreements that could take place that would promote the East Side and frequency/useability of the Hamm’s site?**

- Urban Roots
- We need more play spaces for kids and community spaces for organizations. Would be great for the site to include this in the plans.
- Build strong bonds with the Payne/Arcade/E 7th business community.
- Pay what you can, percentage of services. 25% of services must be accessible to the surrounding people.
- City funding for amenities.
- Parking partnerships – high use times, low use times, Hope Community, Arcade leased location.
- Partner with owner of parking lot across Minnehaha – skyway?
- Invest in a marketing team that engages with the community.
- Connectivity between Payne, Arcade and E 7<sup>th</sup>, making the site more accessible and supportive of the existing businesses, especially during the construction process.
- Partner with local business networks.
- You must create a Hamm’s cooperative of businesses.
- East Side Day, lots of family events

### **4. Are there any areas of “cultural significance” you feel should be represented on this site?**

- Native land recognition

- Would love to see this be a cultural destination spot because of the diverse businesses on the site.
- Hamm's/East Side industrial history
- Descendants of enslaved African people. Those affected by red lining in this neighborhood.
- Native populations with history here.
- Creek, old farmer mill ruins.
- Swede – Swede Hollow
- Eastside is known as one of the places where communities with lower economic status lives. How can the project engage these community members?
- Three nearby union jobs at Hamm's, 3M, and Seerer
- WakenTipi/Bruce Vento
- Mounds Park
- The immigrant history of East Side
- The Mounds

**5. How can this project be connected with and integrated into the surrounding area, and how can we improve access to this site for everyone?**

- Invite local entrepreneurs.
- Important for it to be family-oriented space.
- Daylight Phalen Creek corridor
- Pay community members to give feedback.
- Parking and safe pedestrian connections.
- Bring existing successful businesses into the marketspace (Tongue & Cheek, Mex/Tex, Yarussos).
- Consistent events; cultural events, engaging events.
- Repave Minnehaha
- Establish business district coalition with surrounding areas.
- Think creatively – we can find other sites for extra nearby parking.
- Public transit, parking