

ECONOMIC DEVELOPMENT

Revised July 2009

Issues, Solutions, and Outcomes Identified by Community Members and Businesses

Issue	Solution or Strategy	Desired Outcomes
1. SUMMARY ISSUE: How do we retain existing business?		
A-1 Neighborhood businesses are not surviving / succeeding	B-1 Provide seed money or tax incentives for small business start-ups or for expansion of existing businesses	C-1 Stable, small businesses
A-2 Corridor has an industrial look and feel that pushes away desired retail environment	B-2 Collaborate with NRP	C-2 New businesses are started in corridor and remain successful
A-3 Hiawatha-lack of access to businesses	B-3 Encourage residents to buy local	C-3 Fewer vacant commercial buildings
A-4 Hiawatha-long waiting at traffic lights	B-4 Need to define the best locations for retail, industrial, and residential	C-4 Perception of increased small businesses
A-5 Issues-Minnehaha corridor has no identity	B-5 Give Minnehaha an identity	C-5 Businesses reflect the diversity of the neighborhood
A-6 We are an industrial business that has been on location since 1939 and don't want to be pushed out	B-6 Acquire vacant buildings to erect parking ramps	C-6 People will know Minnehaha as a certain kind of corridor
A-7 City and County-less tax assessments and regulation	B-7 Financing	C-7 Economic development
A-8 Taxes for businesses are too high	B-8 Businesses diversify to get perception of vitality	C-8 Less economic pressure fill more vacant spaces with small businesses
A-9 Minnehaha is transit corridor to avoid Hiawatha	B-9 Critical mass of health-related businesses down south end of Minnehaha	C-9 Continue with developing the positive image of the area
A-10 Timing of traffic lights for accessibility	B-10 Traffic calming on Minnehaha	C-10 Economic vibrancy – real and perceived
A-11 Loss of diversity of businesses	B-11 Hiawatha – Better access to east side of Hiawatha	C-11 27 th and Lake as a destination
A-12 Perceptions – lack of destination business	B-12 Hiawatha – Traffic lighting and patterns that encourage patronage	C-12 Improved access across Hiawatha
A-13 On Minnehaha – half residents, half businesses	B-13 Pedestrian bridge	C-13 Creating “Uptown” or “Eat Street” identity
A-14 Two types of corridors: fast lane to Hiawatha and community to Minnehaha	B-14 Co-location of like businesses	C-14 Value-added industry, manufacturing of mechanical devices, suppliers of steel, aluminum, glass
A-15 Cannibalization of local businesses by Mall of America	B-15 Simplify zoning and regulatory pressure	C-15 See no shuttered buildings as drive down Minnehaha
A-16 Hiawatha is not a street for “boutique” stores	B-16 Accessibility of 394 to Hiawatha to Lake	C-16 Collaborative business/government working relationship
A-17 Keep businesses that corridor residents need and use	B-17 Improve bike access	C-17 Preserve local business competitive position
A-18 Too much influence on corridor/bldg appearance	B-18 Provide adequate parking	C-18 Identity
A-19 Unsightly buildings, run-down storefronts, especially south of Falls Hardware	B-19 Landlord/tenant improvement program	C-19 Build places where people want to be (see and be seen)
A-20 Mixed-use retail may compete with existing corridor area businesses	B-20 Need fix up façade guide to help businesses	C-20 Gain a better understanding of what businesses do and what they need
	B-21 Façade help because buildings are nasty	C-21 Sense of belonging fostered by small/local businesses
	B-22 Something that will fulfill need that hasn't been met by SE neighborhood	C-22 Number of employees
	B-23 Entertainment – restaurants	C-23 Number of businesses
	B-24 Needs to be niche businesses – people will travel to Trader Joe's, craft store	
	B-25 Fix up program that works	
	B-26 Stop building retail (corridor can't support more)	

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<p>A-21 Not a big enough concentration of businesses at nodes along Minnehaha</p> <p>A-22 Difficult to keep businesses open along Minnehaha Avenue south of Lake Street</p> <p>A-23 Existing building don't look kept-up on Minnehaha Avenue. Don't attract people</p> <p>A-24 Impact of new Frattallone's hardware store on existing Minnehaha hardware business</p> <p>A-25 Existing buildings are obsolete with limited parking</p>	<p>B-27 Have to have things people want to buy</p> <p>B-28 Keep existing neighborhood-oriented businesses. (Don't try to replace everything with trendy stores.)</p> <p>B-29 38th Street good</p> <p>B-30 New green businesses in warehouse</p> <p>B-31 Add a Caribou Coffee</p> <p>B-32 Provide a circulator within the corridor for customers.</p> <p>B-33 Green businesses: solar, bikes, food production, insulation</p> <p>B-34 Small industry: bike trailers, bike repair hub</p> <p>B-35 Coffee shop on 46th Street is good example of reuse of old/vacant building</p> <p>B-36 Shop local campaigns</p> <p>B-37 Walkscore.com</p> <p>B-38 Drive less</p> <p>B-39 Create a tool that could evaluate the impact of potential new businesses on the walkability of the neighborhood</p> <p>B-40 Love restaurant Minnehaha & Lake</p> <p>B-41 Four season market gardens</p> <p>B-42 Hoop gardens for coops</p> <p>B-43 Informative business signage</p> <p>B-44 Parking ramp at Minnehaha and Lake</p>	<p>C-24 New business development</p> <p>C-25 Business sales increase</p> <p>C-26 Enticing businesses</p> <p>C-27 Don't drive out the assets we have</p> <p>C-28 Higher density residential near corridor supports increased businesses</p> <p>C-29 Businesses in the community are heavily used and appealing to all customers (successful)</p> <p>C-30 Bigger cluster of businesses at 46th Street</p>

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2. SUMMARY ISSUE: How do we enhance the retail environment of the corridor?		
<p>A-26 Greater variety of retail and shopping needs in the community and that are walkable and on a smaller scale</p> <p>A-27 More retail on west side of Hiawatha</p> <p>A-28 Stores that stay open longer hours</p> <p>A-29 Too many vacant commercial buildings No new taxes</p> <p>A-30 Tax increment financing</p> <p>A-31 Keep property values relative for business</p> <p>A-32 Resolve traffic delays on Hiawatha</p> <p>A-33 Build parking ramp for retail area</p> <p>A-34 Bring development that attracts people</p> <p>A-35 Advertise fix-up funding resources</p> <p>A-36 Reduce crime</p> <p>A-37 Financing for development or building improvements without strings</p> <p>A-38 Change perception of safety</p> <p>A-39 Loan/funding available to building owners to repair rundown retail properties</p> <p>A-40 Retaining auto-oriented businesses that are barely surviving isn't sustainable for the neighborhood</p>	<p>B-45 Support smaller stores</p> <p>B-46 Support more locally owned businesses that hire local people and meet community needs</p> <p>B-47 Concentrate retail shops and services at major intersections or key nodes</p> <p>B-48 Focus on filling existing empty storefronts</p> <p>B-49 Create a retail association</p> <p>B-50 Replace industry with big-box stores</p> <p>B-51 Replace grain silos with a mall</p> <p>B-52 Encourage residents to buy local</p> <p>B-53 Focus commercial development west of Hiawatha between the Midtown Greenway and 38th Street</p> <p>B-54 Encourage newsstands or small street vendors near LRT stations</p> <p>B-55 Market to downtown workers who may visit over lunch hours</p> <p>B-56 Implement a wayfinding system to draw customers into the neighborhoods for goods and services</p> <p>B-57 Bring in a small-scale grocery store or co-op that has good products but is affordable to corridor residents</p> <p>B-58 Create/enhance commercial nodes that are unique and preserve a smaller-scale community presence</p> <p>B-59 Need a fabric store</p> <p>B-60 Attractive plantings</p> <p>B-61 Bakery becomes a destination. Think cupcakes!</p> <p>B-62 Remove and improve blighted appearance</p> <p>B-63 Plants in parking lots</p> <p>B-64 Colorful identity markers</p> <p>B-65 Do exit interviews of businesses that leave</p> <p>B-66 Partner with existing retail associations such as LBA</p> <p>B-67 Build off of existing niches</p> <p>B-68 New businesses on east side of Hiawatha must look</p>	<p>C-31 More locally owned, stable businesses that are well-supported by community members because they meet their needs</p> <p>C-32 More viable businesses</p> <p>C-33 Ability to fulfill shopping needs in neighborhood</p> <p>C-34 Full and vibrant commercial centers</p> <p>C-35 Commercial development along LRT line</p> <p>C-36 Diversity of businesses</p> <p>C-37 Money put back into community</p> <p>C-38 Draw in customers from outside the corridor (destination businesses)</p> <p>C-39 Retail "curb appeal"</p> <p>C-40 More customers at local businesses to keep them viable</p> <p>C-41 Public services in corridor (such as a city/county service center, public/community gathering spaces)</p> <p>C-42 Link retailers with compatible businesses...dance studio...pie shop or coffee shop. "Synergy"</p> <p>C-43 Community members know what's going on in new businesses along Hiawatha and are attracted to/patronize them</p> <p>C-44 More independent, non-chain businesses in neighborhood</p> <p>C-45 More concentration of businesses, less spread out</p>

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	friendly, open, welcoming, and attractive to prospective customers. (Design guidelines?) B-69 Develop design guidelines B-70 Attract a unique, popular, destination business like a grocery store to attract customers to other businesses, and anchor B-71 Use incentives to get higher development standards B-72 Coffee restaurant B-73 Community meeting rooms B-74 Offices for telecommuting workers B-75 Nodes at Lake Street, 38 th Street, 46 th Street	

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3. SUMMARY ISSUE: How do we modernize or revitalize older commercial/industrial spaces to meet current needs?		
A42 Need to revitalize existing commercial nodes and care for what we have	B-76 Encourage and bring in a wider variety of goods and services	C-46 More new businesses open and thrive in corridor
A43 Lots of empty commercial properties	B-77 Provide seed money or tax incentives for small business start-ups or for expansion of existing businesses	C-47 Updated older buildings meet needs of new businesses and community organizations
A44 Neighborhood businesses are not surviving	B-78 Provide financial support for owners to modernize aging buildings so they can meet the needs of contemporary businesses	C-48 More jobs
A45 Older and obsolete buildings don't compete as well for companies that need more modern technology	B-79 Promote a façade improvement program to help maintain aging structures and offer a nicer shopping environment	C-49 Level playing field for industry
A46 Local and community businesses and nonprofits can't find good quality, attractive, affordable properties to buy or lease in the corridor	B-80 Get help to update beautiful older buildings to provide quality, affordable space for artists, community theater, and nonprofits	C-50 More occupied retail space (if less regulated)
	B-81 Regulations need to take into account specific and varied needs	C-51 Incentives with no strings attached and easy to use
A47 Pedestrian overlay zone creates challenges with business expansion or growth Empty storefronts.	B-82 Provide matching funds to businesses	C-52 Regulations that work better
A48 Need to better understand why buildings don't work for new businesses.	B-83 Remove graffiti at no charge	C-53 Economic growth of small business
A49 Are there enough people to support business?	B-84 Permits: City One Stop concept needs to be implemented	C-54 Unique design and architecture
	B-85 Look into underserved markets	C-55 Retain uniqueness of buildings
	B-86 Government restrictions limit ability to modernize space	C-56 Square footage of industrial
	B-87 Maintain historic "character," but don't designate	C-57 Number of employees
	B-88 Maintain historic industrial buildings	C-58 More industrial activity (actively encourage)
	B-89 Encourage unique industrial facades	C-59 Base neighborhood design on \$6.00 gas!
	B-90 Consistent street trees along Hiawatha	C-60 Create updated, contemporary work places
	B-91 Shield parking with plants	
	B-92 Uniform design standards for industrial	
	B-93 Convert warehouses with rollup doors and locks into artist spaces/incubator business/wine bar/coffee shop	
	B-94 Allow accessory units without a variance to increase density options	
	B-95 Adapt warehouse buildings to multi-use commercial, retail, office spaces, e.g. Leder Brothers	
	B-96 Some retail areas could be redeveloped with housing	
	B-97 Consider where replacement of old/obsolete buildings is appropriate for redevelopment	
	B-98 Increase options for smaller office space. Big companies may hire people but they work off-site	
	B-99 Reuse as green buildings, businesses	

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4. SUMMARY ISSUE: How do we provide a wider range of living-wage jobs in the corridor?		
A-41 Conflict between industrial character and higher intensity job growth	B-100 Provide incentives to businesses that can help diversify and grow the local job base	C-61 Available living-wage jobs in neighborhood that offer long-term employment opportunities
A-42 Need to find a balance between industrial/commercial and residential uses	B-101 Create museums/tourist venues from historic industry and milling businesses	C-62 More “green” jobs
A-43 Need more jobs that allow kids to learn skills and have long-term employment that can support a family – not just low-paid jobs in fast-food	B-102 Provide mini-government service center near LRT stations.	C-63 Businesses and jobs that capitalize on proximity to LRT
A-44 Conflict is in question between industry and job growth. Is it a problem?	B-103 Focus on the health industry for economic development opportunities	C-64 Well-paid jobs related to community needs or area history/industry
A-45 Higher energy costs will make local manufacturing more important and necessary	B-104 Look to other successful Minneapolis businesses for assistance or advice	C-65 Good jobs by increasing incubator businesses
A-46 Do or can existing jobs serve the neighborhood	B-105 Promote business ventures that need easy access to airport	C-66 Attract businesses to vacant spaces
	B-106 Maintain inventory of vacant space	C-67 Manufacturing jobs bring money back into community
	B-107 Advertise incubator business opportunities	C-68 Living wage jobs
	B-108 Encourage garage sales	C-69 Maintain assets created by generations before us
	B-109 Lactose intolerant bakery	C-70 People have better health
	B-110 Neighborhood job bank	C-71 More jobs for area residents
	B-111 Information on area businesses	C-72 People can support <u>selves</u> – pride
	B-112 Reach out to young people/work sponsorship through schools	C-73 Kids have better idea of what we do for work
	B-113 Link emerging improvement needs with business ventures, i.e., energy efficiency	C-74 Government saves money
	B-114 Emphasize job creation around LRT stations	C-75 Respect for trades as jobs
	B-115 Kids work on clean-up programs	C-76 Transit-oriented employment area with access to international airport
	B-116 Industrial building in shadows of grain elevators would be buffer to residential	
	B-117 Need copy business like Kinko’s	
	B-118 Help me. Create jobs	
	B-119 Carbon tax, expensive gas, incentives for business devel.	
	B-120 Allow higher density (taller) buildings near transit stations	
	B-121 Encourage the next corporate headquarters to locate in corridor	
	B-122 Metromsp.org website of vacancies	

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5. SUMMARY ISSUE: How do we address demand for parking: LRT and business?		
<p>A-47 Park and ride spaces for LRT riders are inadequate and unsafe.</p> <p>A-48 Parking needed by businesses in corridor</p> <p>A-49 Not enough parking for new apartments</p> <p>A-50 Issues/problems are greater on west side of Hiawatha</p> <p>A-51 Is the LRT really a problem with parking?</p> <p>A-52 Permits for parking near LRT stations – good resolution?</p> <p>A-53 Parking at Minnehaha Falls – cost, inconvenient</p> <p>A-54 Businesses can't find parking on Snelling</p>	<p>B-123 Tear down foreclosed properties and build parking for LRT riders</p> <p>B-124 Tie parking for retail into LRT parking</p> <p>B-125 Build additional park-and-ride at 38th or 46th</p> <p>B-126 Consider pay permits for park-and-ride users</p> <p>B-127 Put parking meters by Post Office</p> <p>B-128 Put parking behind buildings</p> <p>B-129 Turn the “triangles” into nice parking lots to serve area businesses</p> <p>B-130 Shared use parking at Target site</p> <p>B-131 Affordable parking meters would help turnover (limit employees parking for 8 hours in 2-hour zone) and more spots available for retail, etc.</p> <p>B-132 Make more parking ramps for retail</p> <p>B-133 East side of Hiawatha and Lake Street park and ride add signs and lights to let people know to park there. It is underutilized</p> <p>B-134 Stop wasting tax dollars</p> <p>B-135 Needs City or County clout to move forward with ramps at 27th and Lake (see studies on number of parking spaces needed)</p> <p>B-136 Update parking demand and deficit figures</p> <p>B-137 Parking regulations must be more sensitive to different business needs and able to change over time</p> <p>B-138 Shared parking ideas with businesses</p> <p>B-139 Build parking ramp on Minnehaha near 27th & Lake</p> <p>B-140 Small feeder local buses to feed the LRT stations (as alternative to more park and rides). Energy-efficient buses. Grants?</p> <p>B-141 Better signage for park & ride lots</p> <p>B-142 Use Target lot for other businesses (27th & Lake)</p> <p>B-143 There is enough parking. People are just lazy</p> <p>B-144 Use Target parking lot for parking and plantings</p> <p>B-145 Give area residents a pass to park at Minnehaha Falls</p> <p>B-146 Code requirements for parking for businesses</p> <p>B-147 Don't allow vehicles to block or infringe on any of the sidewalk</p>	<p>C-77 Sufficient, safe, and secure off-street parking at LRT stations</p> <p>C-78 Enough parking for businesses and residents, done in a way that makes the neighborhood even more attractive and appealing</p> <p>C-79 Parking regulations <u>help</u> businesses – manage traffic, etc.</p> <p>C-80 Parking constraints don't <u>harm</u> businesses</p> <p>C-81 More on street parking</p> <p>C-82 More successful (small) businesses</p> <p>C-83 Less parking = less storm water runoff</p> <p>C-84 Less parking = more efficient use of land</p> <p>C-85 Better use of existing parking</p> <p>C-86 People need to park and ride LRT, but need may have been met</p> <p>C-87 Easy access to <u>transit</u> (for various needs)</p>