



The Near East Side Roadmap - Addendum to the Saint Paul Comprehensive Plan

Recommended by the Saint Paul Planning Commission on _____

Adopted by the City Council _____

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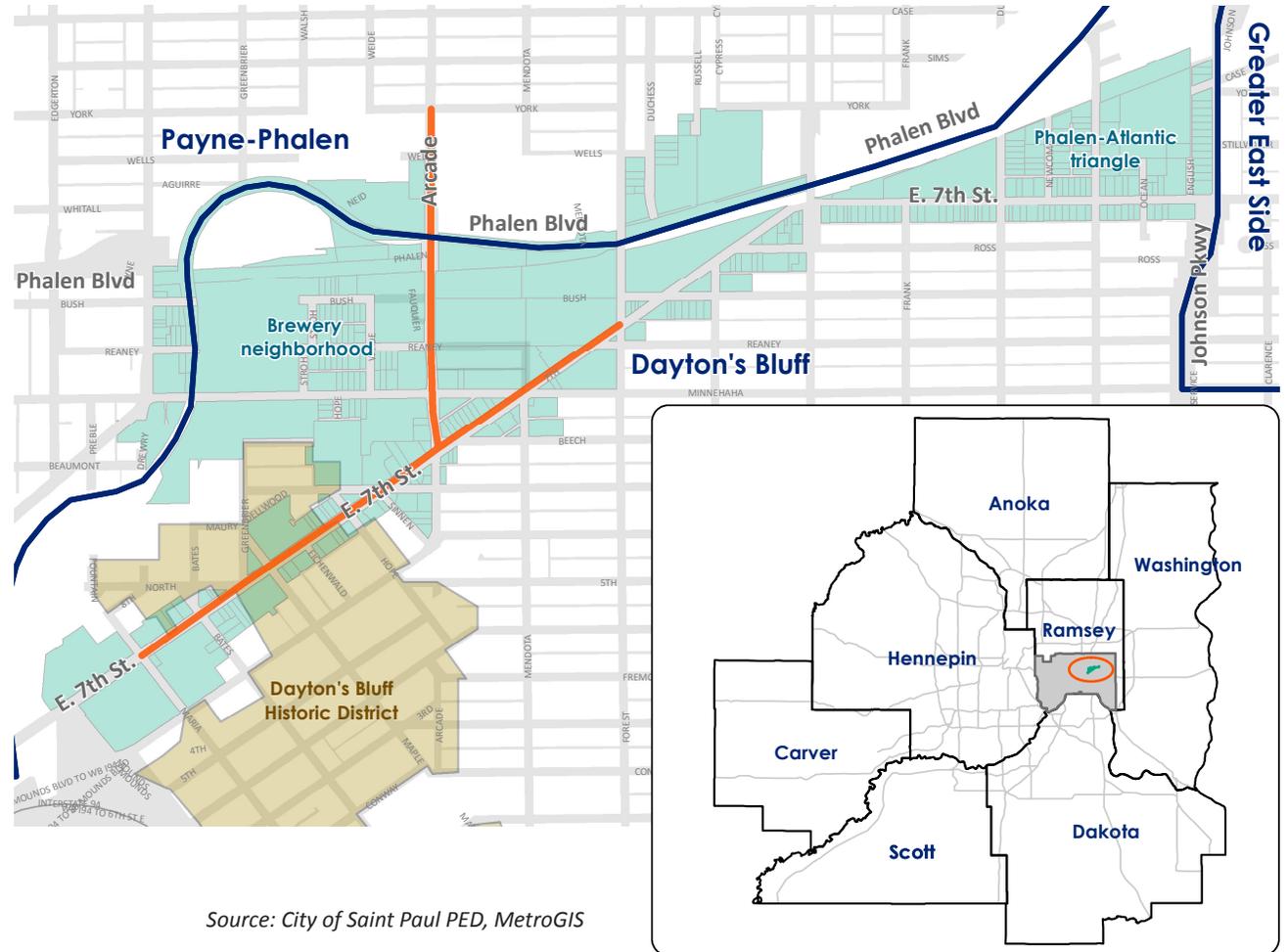
Cover images:

Community Design Center, Historic Saint Paul, Metropolitan Design Center, Dayton’s Bluff Community Council, and Metropolitan State University

Study Area

Figure 1. Study area map

The Near East Side Study Area extends along both sides of East 7th Street from Maria Street on the southwestern end to Johnson Parkway on the east. It also includes properties on both sides of lower Arcade Street extending just north of Phalen Boulevard to Karl Neid Lane, as well as properties on both sides of Minnehaha Ave East between Arcade and Payne Avenue.



Major planning subgeographies within this study area include the walkable commercial district between Maria and Forest, the Brewery neighborhood (area between the Bruce Vento Trail, Arcade, Phalen Boulevard, and Minnehaha Ave), the Phalen-Atlantic triangle (area between Earl Street, Johnson Parkway, York/Frank/Case/Phalen Blvd, and alley just north of Minnehaha Ave), and the Dayton's Bluff Historic District, applying to study area properties between Bates/Maple and Hope, shown above.

*The Planning Commission passed a resolution in 2005 in support of neighborhood plans for the Middle Section South/Brewery neighborhood as well as the Phalen/Atlantic triangle

Purpose

The East 7th Street corridor and Dayton's Bluff neighborhood have experienced many changes that have fundamentally shaped their character. Changes with significant impacts include the decision to locate Metropolitan State University at the old St. John's Hospital, the expansion and loss of major employers such as Hamm's (later Stroh's) brewery and the 3M company, the creation of a local historic district on the lower bluff, and the more recent additions of the Mexican Consulate, CLUES, and several vibrant immigrant businesses to the neighborhood.

The area is no stranger to neighborhood planning efforts. However, previous plans, with a number of exceptions, involved either a larger East Side geography or focused more specifically on other corridors. The most recent plan that included the East 7th corridor, the Phalen Middle Section plan (2004), recommended that the 3M company's R&D/manufacturing presence be retained in the area; the same plan also contains recommendations that have been implemented related to access and open space/recreation. In early 2009, the Saint Paul Port Authority led a Community Advisory Committee through a planning process to create two development concepts for new uses for the former 3M main plant site; these concepts were approved at the end of 2009. Dubbed "Beacon Bluff," the site includes both vacant land and existing buildings for potential new employers.

This **roadmap** has an intentional focus on the East 7th Street commercial corridor, along with adjacent commercial-industrial property along Minnehaha Ave (Middle Section south) and the commercial node near Atlantic/Johnson Parkway. We call it a roadmap because its purpose is to provide an action/implementation strategy that assesses and recommends – at the scale of a city block – **key property and streetscape improvement strategies in support of a vibrant commercial district, as well as identifies and recommends capacity- and community-building efforts.**

The Near East Task Force was established in early 2011, composed of District Councils 4, 5, and 2; area community development corporations; representatives of the Dayton's Bluff Area Business Association; commercial property owners and/or business owners (the Saint Paul Port Authority, owners of Hamm's Brewery, and others); institutional partners including Metropolitan State University, and legislative aides from Wards 6 and 7. Meeting monthly beginning in March 2011, the Near East Side Task Force called for actions in both the short and long term in support of a revitalized commercial district. These action steps will guide the decisions of public officials, residents, business owners, and other stakeholders for the next 5 to 10 years.

Previous plans

Below is a list of past small area and neighborhood plans in the Near East Side area:

- Near East Side Neighborhood Improvement Strategy (1989)
- Lower Dayton's Bluff Small Area Plan & 40-Acre Study/Dayton's Bluff Historic District (1992)
- Phalen Corridor Development Strategy (2001)
- Phalen Corridor Westminister Amendment (2001)
- East 7th Street Design Guidelines (2002; adopted by City Council in 2009)
- Phalen Corridor Middle Section Amendment (2004)
- Northeast Corridor Development Plan (2005)
- Phalen Corridor Atlantic Amendment (2006)
- Railroad Island Updated Area Plan (2007)
- Arcade Street Small Area Plan (2007)
- Dayton's Bluff District 4 Plan (2009)

Other studies relevant to study area

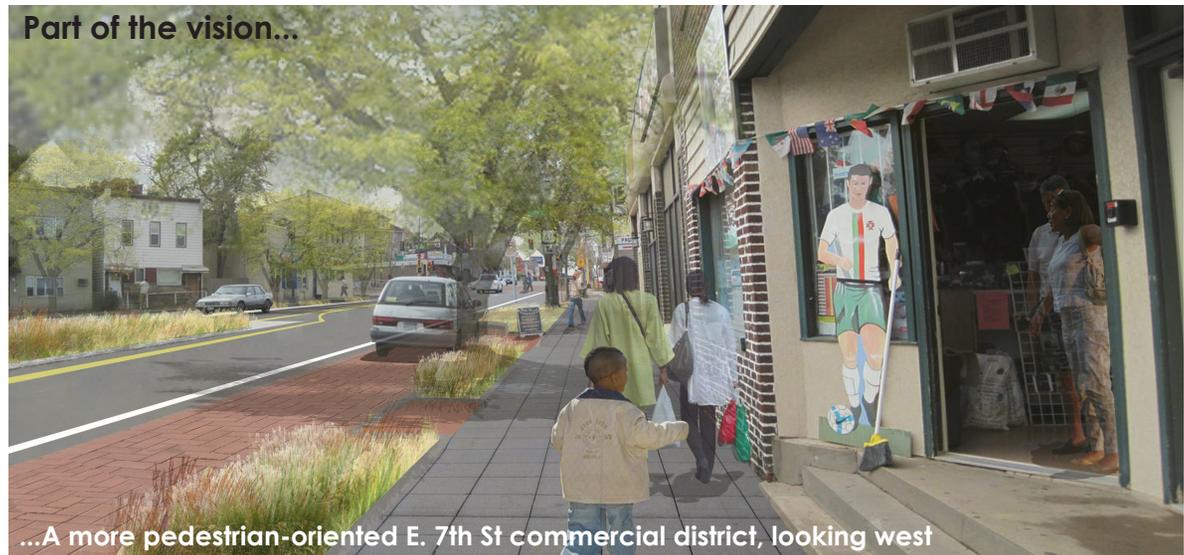
- The Hamm's Brewery Reuse Study and Vision Plan (July 2004). The study explored different types of housing reuse; commercial reuse; educational reuse; and complete demolition and redevelopment of the site
- The Beacon Bluff (3M site) Development Concepts (2009).

Overall Vision

“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.”

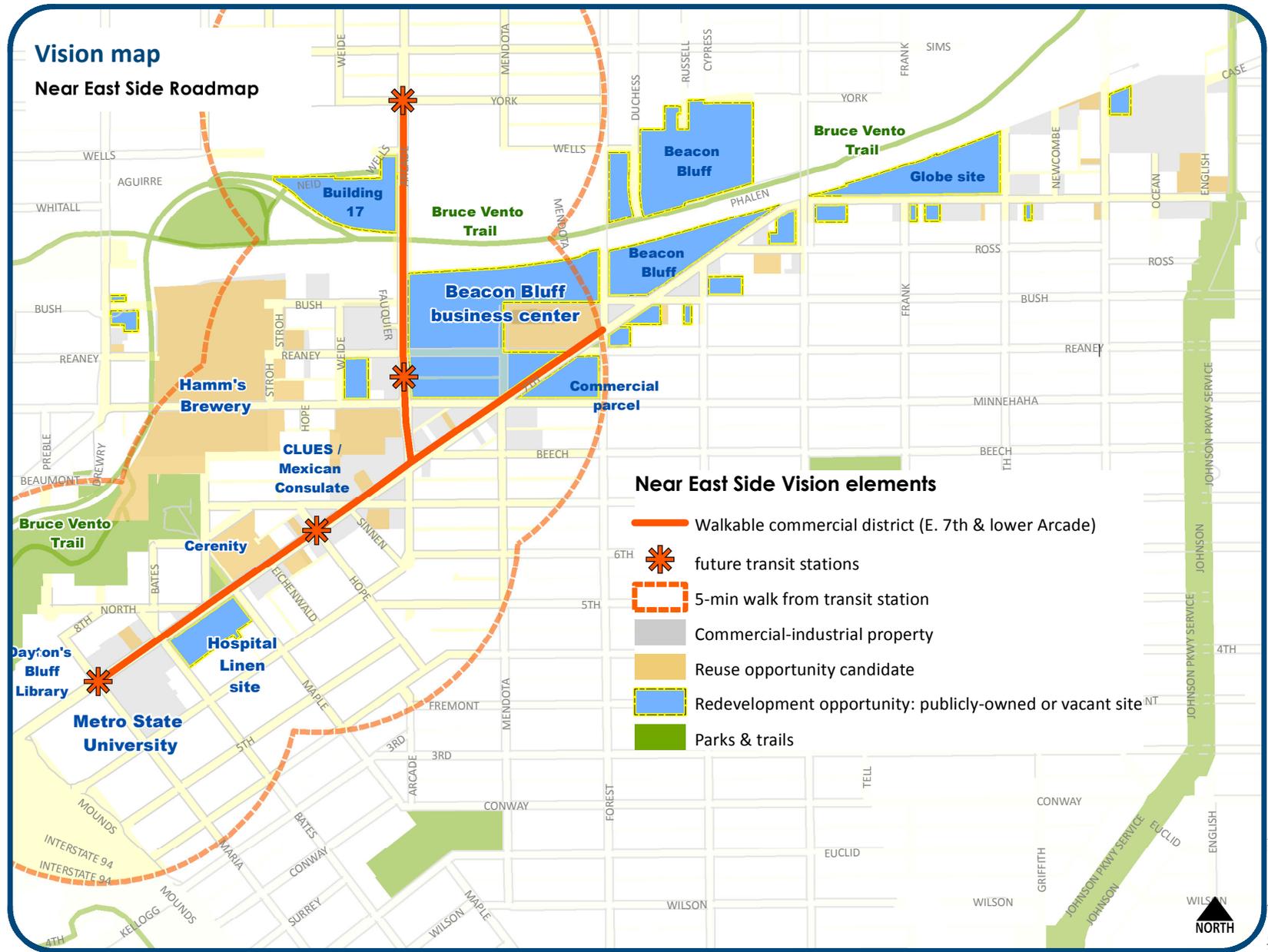
- **“Make it Happen on E. 7th Street.”** Create a vibrant neighborhood center and a regional destination on E. 7th Street. The *Make it Happen on East 7th Street* initiative will, among other activities, work to promote new strategies for success of existing businesses and find locations for new small and medium size businesses along E. 7th St.
- **Maria to Forest.** Invest in existing buildings and sites near along E. 7th St. from Maria to Forest, to support and enhance the existing mixed use commercial district. Also make investments to the public realm to improve the walkability of this portion of the E. 7th St. streetscape, and lower Arcade Street streetscape north of E. 7th St.
- **Metro State University, Hospital Linen, Beacon Bluff, Globe, Hamm’s site.** Take steps to redevelop and/or re-occupy large vacant and under-utilized sites in the short to medium term.
- **Brewery neighborhood and the Phalen-Atlantic Triangle.** Improve the transitions between commercial-industrial and residential uses by supporting existing land use patterns and supporting new development where vacancies exist.
- **The south side of E. 7th Street, east of Forest.** Re-position E. 7th St. east of Forest Street by filling vacant and under-utilized spaces with new, stand-alone multifamily housing, live-work opportunities, and additional small small-scale commercial-industrial uses.

A walkable, mixed use commercial district. The liveliest portion of the E. 7th St. commercial district lies between Hope and Mendota. Each of the small businesses in this area might have difficulty surviving if located on a stand-alone site. However, because they are clustered together in a walkable commercial district, each business can help create impulse traffic and may lead to sales for the others. Because this roadmap seeks to capitalize on traffic to and from large neighborhood developments and community anchors, it identifies a slightly larger walkable district that extends from Metro State University on the east (Maria) to Beacon Bluff on the west (Forest St).



Source: Metropolitan Design Center

Figure 2. Vision map



Near East Side Roadmap



Real estate in support of corridor vitality

The Near East Side Task Force was impatient in the spring of 2011. Long-term plans had not seemed to move the area forward. The Task Force highlighted the need for short-term outcomes that included strategic research on demographics, the market, and vacant buildings, and thoughtful planning for large redevelopment and transit projects. They took a pragmatic approach and re-visited old plans to incorporate good ideas and discard those with less currency, and established a commercial buildings subcommittee to review every building and property in the study area. The result is an “all hands on deck” approach to revitalization, including the need to engage property owners and neighborhood anchors such as Metropolitan State University, and the development of collaborative community partnerships to realize their common vision for E. 7th Street.

Real Estate Objectives and Action Steps (RE)

RE1. Strategic actions for commercial buildings (see Figure 3. Property-specific recommendations, Appendix F, and the *Near East Side Commercial Buildings Subcommittee Report*).

RE1.1. Continue to use existing programs to enhance the appearance of corridor buildings

- a. Make façade improvements and aesthetic site improvements
- b. Rehabilitate housing in need of repair in the corridor.
- c. Increase the coordination of existing programs and resources to leverage more resources and investment.

RE1.2. Develop strategic information to inform the feasibility of reuse of vacant/under-utilized candidate buildings

- a. Collect additional, publicly-available building data for candidate buildings (data on age of building; square feet; mechanical/electrical/plumbing systems; condition of roof, windows; accessibility, etc.)
- b. Engage building owners to discuss possibilities and access additional information
- c. Conduct a building condition assessment for selected priority buildings

RE1.3. Capitalize on available funding sources for existing corridor buildings

- a. For traditional commercial structures, utilize available funding sources for rehabilitating buildings such as Main Street Program funds, community development corporation grants/loans, and other governmental, philanthropic, or private sources.

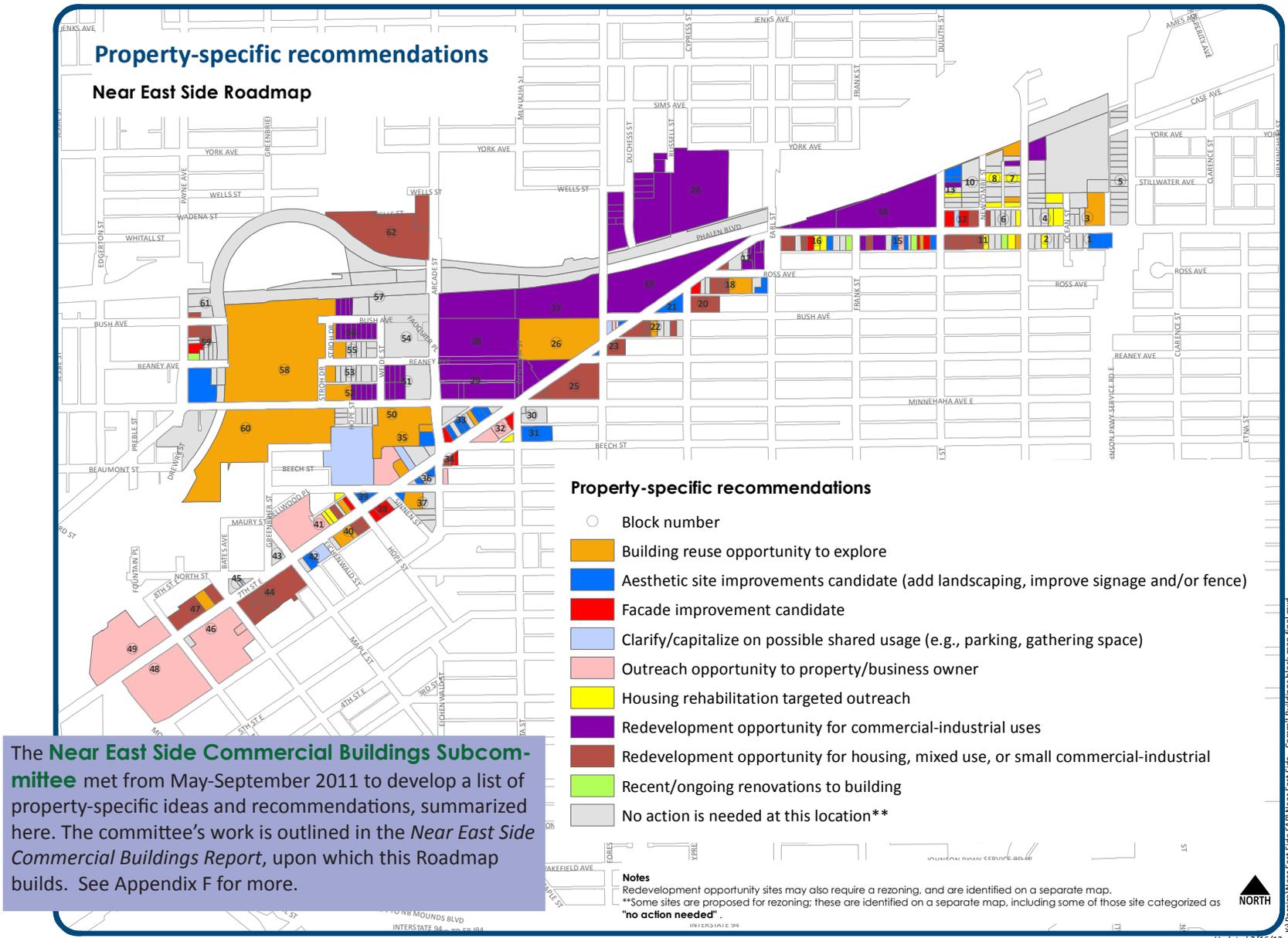


*Façade improvement for Dr. Thao Medical at 796 7th St E.
Source: Historic Saint Paul*



*Completed façade improvement by Historic Saint Paul at 796 7th St E.
Source: Karin Du Paul*

Figure 3. Property-specific recommendations





Real estate in support of corridor vitality

Real Estate Objectives and Action Steps (RE), *continued*

RE1.3. *(continued)*

- b. Explore a re-survey of E. 7th St and surrounding properties in the Dayton's Bluff Historic District to determine if there are buildings or a collection of buildings that are eligible for the National Register of Historic Places. Eligibility or listing on the National Register would open up the possibility of utilizing historic tax credits for income producing properties

RE2. A shared community development ethic through private investment

RE2.1. Engage the neighborhood anchors (property owners and business owners) to leverage their influence and investments in the corridor.

- a. Determine each anchor's role in supporting revitalization initiatives for E. 7th St.
- b. Work with anchors to ensure their actions are in support of an active streetscape



Key anchor: **Metropolitan State University**

Its recent Master Facilities Plan (2011) calls for a doubling of the number of students by 2040. Near term plans include constructing a parking ramp and creating a Science Education Center at 6th and Maria. Early planning is beginning for a Student Center, likely to include community meeting space.

RE2.2. Improve storefronts through signage and best practices in storefront design

- a. Work with large property and business owners to improve business signage
 - 1. Develop a creative signage improvement initiative that draws on the district's diverse cultural identities
- b. Improve the appearance of storefront windows



*Re-designed sign on H Street in Washington DC, part of an expressive signs project
Source: <http://farm5.static.flickr>*



Source: Luis Pereira

A few best practices in storefront and signage appearance. . .

- Support the use of canvas-type fabrics and discourage plastic fabric in signage
- Permit two colors for sign awnings, and the use of business names & logos
- Differentiate businesses via signage, color, and façade variations
- Reduce visual clutter in windows
- Update storefront window displays monthly and paint doors regularly
- Mandate a 40% minimum and encourage up to a 70% minimum clear-glass frontage at the first level of all newly-constructed storefront spaces

Sustainable Urbanism: Urban Design with Nature, 2008, Douglas Farr, p. 143.



Real estate in support of corridor vitality

Real Estate Objectives and Action Steps (RE), *continued*

RE2.3. Develop parking solutions at periodic intervals along E. 7th Street

- a. Work with businesses to develop and/or formalize shared parking solutions along 7th within the commercial district, including a menu of solutions for the block between Eichenwald and Hope St, and increased parking supply options on the blocks immediately west of Arcade
- b. Further explore ways of using cross streets to develop additional parking solutions
- c. Explore and implement best-practice parking policy for high-demand areas of the commercial district, including but not limited to the use of parking time limits, meters, and improvement districts; reducing minimum parking requirements; and redesigning existing lots for better shared use and utilization

RE2.4. Develop and maintain placemaking elements and community gathering spaces at visible places along the E. 7th St corridor

- a. Work with anchors, business, and property owners to develop small pieces of their property frontage or sideyard for pedestrian extensions of the sidewalk, patios or small plazas possibly to include seating, lighting, public art, or “pocket” green spaces. This space should be publicly-accessible, but

need not be publicly-owned (See Fig. 4 for a map of possibilities, and Appendix G for criteria).

- b. Work with building owners to create community murals on blank walls
- c. Create “gateway” visual improvements along E. 7th St and at Arcade/7th (e.g., signage, landscaping, wayfinding).

RE3. Increased resident, business, and placemaking activities within the walkable commercial district, especially near transit nodes

RE3.1. Focus efforts and resources on the walkable commercial district from Maria to Forest St

- a. Ensure that the expansion of Metro State University has the effect of activating E. 7th Street; i.e., that new construction between Maria and Bates connects to transit and the adjacent commercial district



Re-design concept for Margaret St? One-way onstreet parking

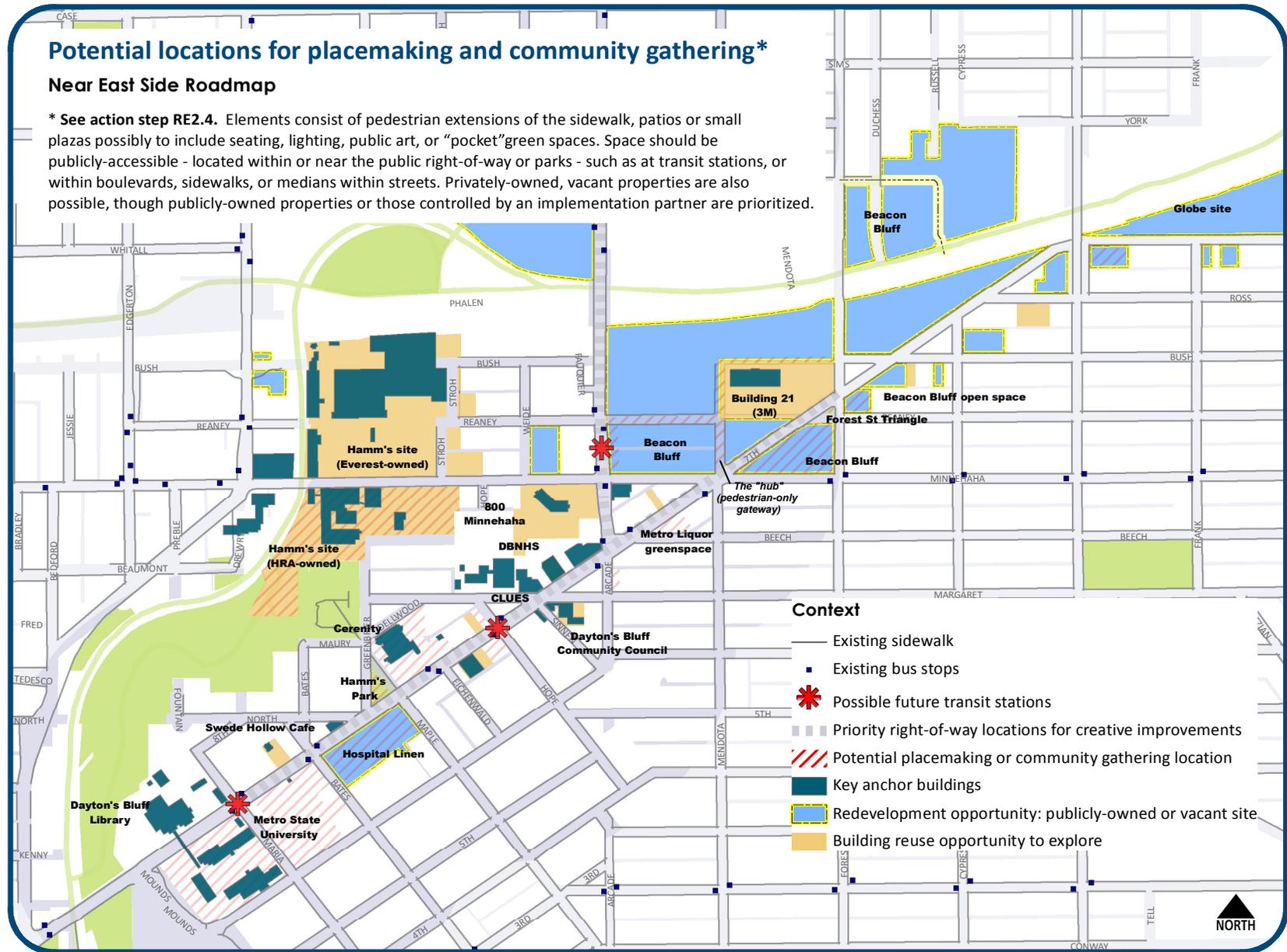
Source: Metropolitan Design Center



Hamm's Brewery and adjacent Brewery neighborhood

Source: Google streetview 2012

Figure 4. Creative placemaking opportunities



3/13/12

K:\Pereira\Near East Side SAP\Near East Side - Creative streetscape.mxd



Real estate in support of corridor vitality

Real Estate Objectives and Action Steps (RE), *continued*

- RE3.1. Focus efforts and resources on the walkable commercial district from Maria to Forest St, *continued*
- c. Implement the Beacon Bluff development concepts to support the location of commercial-light industrial businesses and related employment at the former 3M campus.
- d. Intensify the uses on the block between Maria and Bates, as well as at the 7th/Hope Laundry site



Old Napa/Mercedes site



Forest Street Triangle Park

Source: Google streetview, 2012

- e. Recruit a bank or credit union, a pharmacy, a clothing shop, a food cooperative, an arts/crafts supplies store, and/or additional eating/drinking establishments to locate within the commercial district
- f. Work to find a more productive commercial-retail use for the Old Napa/Mercedes site such as a flexible retail format with leased or condo-ed space(s) for business(es).
- g. Support productive commercial-industrial uses for the vacant M&H property along Minnehaha Ave, the Building 17 site along Arcade, and the vacant commercial spaces within the privately-owned portion of the Hamm's Brewery.
- h. Explore and develop a centralized location for community-oriented urban agriculture
- i. Enhance sight lines to Building 21 of the Beacon Bluff campus
- j. Avert the diversion of the Forest Street Triangle Park by developing an enhancement and maintenance plan in which a community organization and adjacent businesses participate, in order to maintain it as a commercial district amenity.

Of 76 pocket/triangle parks in the city, there are two notable ones in the study area - **Hamm's Park** near the Cerenity property, and the Forest Street Triangle Park near Beacon Bluff. The City of Saint Paul Parks & Recreation Systems Plan states that existing parks should be maintained if they have a purpose, but due to a shrinking budget, the City needs to prioritize its investments. While Hamm's Park was not identified to be diverted from the system, the **Forest Street Triangle** was identified for "enhancement or possible diversion." This means that eventually, Saint Paul Parks may choose to sell it off, or find another entity to maintain it. Models include making it part of the public right of way (Saint Paul Public Works to maintain, like the Maria/McLean park nearby), creating a public-private partnership with adjacent or nearby business(es), or neighborhood volunteers maintaining it. Any of these possible future options would be evaluated with a public process.



Real estate in support of corridor vitality

Real Estate Objectives and Action Steps (RE), *continued*

RE4. A re-positioned E. 7th Street east of Forest Street and a better-defined Phalen-Atlantic Triangle

RE4.1. Collaborate with the Saint Paul Port Authority and private real estate brokers to determine complementary uses near large industrial properties (Beacon Bluff parcel 4 and the Globe site)

RE4.2. Capitalize on the proximity to Phalen Village, including capturing vehicular traffic to destination commercial uses and bicyclist-pedestrian traffic along Johnson Parkway and Bruce Vento trail

RE4.3. Rehabilitate existing housing to provide greater stability for the area, as per figure 3 (Property-specific recommendations map)

RE4.4. Where multiple vacant buildings or properties exist in a cluster, assemble multiple properties and create opportunities for high/medium density housing, live-work options, or small-scale commercial-industrial uses

RE4.5. Rezone properties to improve the transition from residential to commercial-industrial properties.



1144, 1130, 1124, & 1120 E. 7th St , at the southeast corner of Frank & E. 7th St
Source: Dan Bayers



1192-94, 1190, and 1180-84 E. 7th St , at the southeast corner of Duluth & E. 7th St
Source: Dan Bayers



1066-1082 E. 7th St , at the southeast corner of Earl & E. 7th St
Source: Dan Bayers



1035/1043 Ross St & 1042-1056 E. 7th St , the triangular block between Earl, Ross, & E. 7th St
Source: Dan Bayers



Streets that make it easy for customers to get here (S)

Another short and longer-term outcome of this roadmap is a safe, clean, attractive, and vibrant streetscape. To achieve this, E. 7th Street must become more pedestrian friendly, and have a greater consistency of design along the street. To achieve a critical mass of active uses and foot traffic, the walkable commercial district would benefit from a defined beginning (Maria) and end (Forest), and should engage local customers and regional traffic (car traffic, transit riders, and bicyclists).

Streets Objectives and Action Steps (S)

S1. A cohesive and attractive streetscape design for E. 7th Street, and lower Arcade Street

S1.1. Enlist business owners to participate in the design and maintenance of streetscape elements

S1.2. Continue working with businesses and expand on the E. 7th Street flower pot program, potentially in conjunction with a *Blooming Saint Paul* project

S1.3. Encourage the maintenance of clear walkways and street furniture in the district

S1.4. Initial investments in pedestrian amenities

a. Re-paint existing crosswalks at signalized intersections

b. Upgrade and replace or remove existing street furniture, crumbling pavers and masonry, and bollards

c. Add new pedestrian-scale lighting, and street trees

d. Create unique physical identifiers to distinguish the district from other commercial districts

e. Generate creative crosswalk designs parallel to E. 7th St to encourage pedestrians to “walk up the bluff”

f. Ensure that large redevelopment projects have high-quality pedestrian connections to the walkable commercial district



Source: Community Design Center



Source: Luis Pereira



Creative crosswalks up 7th St?

Source: <http://www.publiz.net/2011/03/07/15-publicites-sur-des-passages-pietons/>



Permeable pavers

Source: Metropolitan Design Center

Blooming Saint Paul is a citywide initiative to revitalize our communities through aesthetic and environmental enhancements, including planters, median plantings, on-street plantings. Neighborhood volunteers are important partners in the initiative.





Streets that make it easy for customers to get here (S)

Streets Objectives and Action Steps (S), *continued*

S2. Expanded bicycle facilities within and beyond the study area

S2.1. Inform facilities planning with citywide bicycle and neighborhood bicycling initiatives, including the St. Paul Grand Rounds

S2.2. Create an east-west bikeway south of E. 7th St to connect Johnson Parkway to Forest St

S2.3. Provide an on-street bike lane on Atlantic Street to connect the area south of E. 7th Street to Phalen Boulevard

S2.4 Implement a way-finding system for pedestrians and bicyclists near E. 7th St to connect to and from the Bruce Vento Regional Trail at key locations (E. 7th St trailhead; Arcade/Neid Lane; Forest; Atlantic). Follow best practices developed through regional work in bicycle/pedestrian wayfinding

S2.5. Encourage the location of bicycle-oriented businesses and facilities within the walkable commercial district, including bike racks, bike lockers, and bicycle-oriented retail (e.g., repair, storage, etc.)



Source: Ryan Kelley

S3. Larger efforts to calm traffic and support the walkability of the commercial district

S3.1. Analyze the feasibility of converting a small portion of E. 7th Street within the walkable commercial district to a 3-lane section (two travel lanes, and a combined center turn lane median)

S3.2. Further explore the use of bump-outs and medians in calming traffic in selected portions of the walkable commercial district; implement as feasible

S3.3. Reduce the perceived width of drive lanes and impervious space by using contrasting materials in key crosswalks and in on-street parking areas. Materials may include colored concrete, pervious pavement or porous concrete, interlocking pavers, or simply a painted stripe to indicate the edge of these areas



Possible improvements at intersections include improved sidewalk paving, bollards and planters to increase pedestrian safety, plantings to buffer pedestrians and filter stormwater, shorter crosswalks to reduce pedestrian crossing times, and colored paving and a meaningful image printed in the middle of the intersection

Source: Metropolitan Design Center



Streets that make it easy for customers to get here (S)

Streets Objectives and Action Steps (S), *continued*

S3. Larger efforts to calm traffic and support the walkability of the commercial district, *continued*

S3.4. Determine ideal location(s) 1-2 midblock crosswalk(s) across a re-designed 3-lane E. 7th Street

S3.5. Determine where to install sustainable technologies such as infiltration planters or planted buffer areas (including trees) within in an expanded, 4-foot wide 7th St boulevard area to filter stormwater

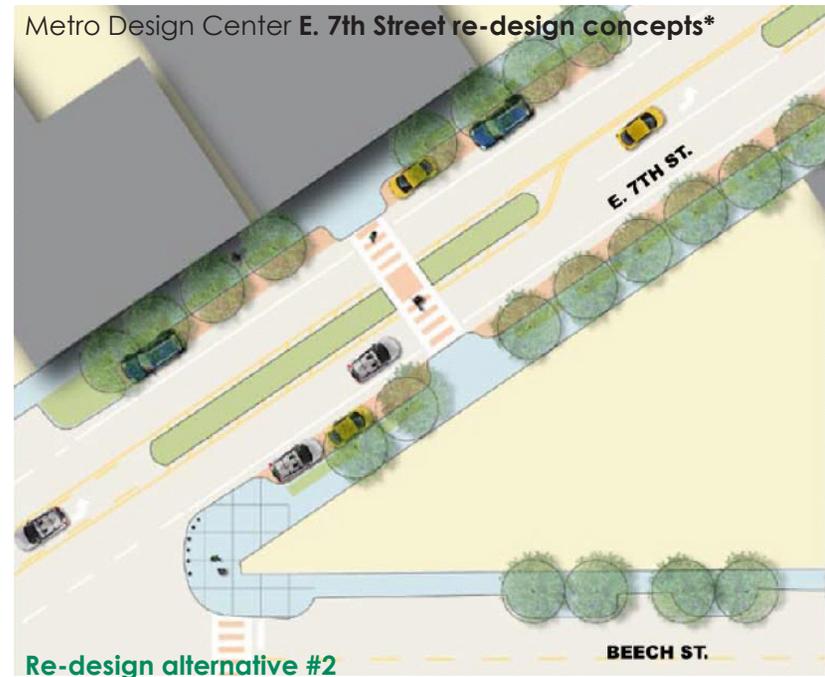
S3.6. Collaborate with Metro Transit to design and implement improved transit stations within the study area, potentially including limited stop or arterial bus rapid transit service, and/or fixed rail

S3.7. Work with MNDOT to develop a feasible streetscape re-design plan that includes preferred elements from the Metropolitan Design Center work

- a. Seek funds to implement the plan
- b. Develop a maintenance plan for each element of the streetscape



Small transit station with windscreen concept, rapid bus
Source: Metro Transit Arterial Transitway Corridors Study



Re-design alternative #2

Source: Metropolitan Design Center

Possibilities...

- Add/replace street trees
- Extend curbs at corners
- Reduce drive lanes from four to three?
- Possible median in the center?
- Possible mid-block crossing location just east or west of Arcade?

***See Appendix H for more detail**

Connectivity to open space. The City of Saint Paul has a rich system of parks and open space that provide increased livability. Open space is essential to quality of life and fortifies community. Parks and Recreation's Vision Plan sets up a goal to ensure that all residents are within ½ mile from a park, trail or open space. Commercial areas receive benefits from proximity to open space. Facilitating connectivity through thoughtful planning and design can help increase access. The City's Parkland Dedication Ordinance (Section 69.511 of the Zoning Code) helps support the development and maintenance of parks throughout the City as demand increases. Developers work with City staff to establish Parkland Dedication requirements.



Strengthened capacity and a stronger commercial district (C)

The East 7th St and lower Arcade Street area is more than its individual businesses. It is a distinct area that has a unique identity of small, retail and convenience service businesses. However, if businesses developed their capacities and became involved in district-wide initiatives, they would be better positioned as a whole in the local and regional marketplace. This capacity-building would give them a stronger hand in marketing the district to large employers, local and regional traffic, and the surrounding residential area.

Community Capacity Objectives and Action Steps (C)

C1. Current business needs and entrepreneurs within the neighborhood

C1.1. Work with East Side business associations' memberships to catalog business needs

C1.2. Work with LEDC to catalog Latino business needs and develop capacities

C1.3. Develop an inventory of neighborhood entrepreneurs in need of space

C1.4. Support established small businesses in their efforts to gain an equity stake in the corridor.

C2. Participation of E. 7th St businesses in commercial district initiatives

C2.1. Provide staff time to support business organizing; ensure staff has inter-cultural and neighborhood experience

C2.2. Increase the number of E. 7th Street businesses that are East Side business association members to magnify the collective voice of the commercial district

C2.3. Increase the engagement of business owners of color in district and neighborhood activities

C2.4. Encourage retail and restaurant businesses in the district to stay open after 5:30 PM on weekdays and have regular hours during the weekends.



Source: Dayton's Bluff Area Business Association

C2.5. Continue to hold community events to showcase businesses; hold such an event along E. 7th St.

C3. Business inventory analysis to determine gaps needed for commercial district vitality

C3.1. Determine business types that currently experience a moderate to significant level of spending by residents but lack a presence in the district and/or neighborhood

Sabor latino. Aproximadamente 22 de 130 negocios por este tramo de la calle séptima son manejados por latinos. Además, el barrio tiene al Consulado Mexicano, que atrae a ciudadanos mexicanos residentes del estado de Minnesota. Otras nacionalidades representadas incluyen Salvadoreños, Peruanos, Colombianos, Panameños y mas!

En mayo de 2011, una reunión de negociantes latinos tomó lugar como parte de este proceso. Unas ideas/prioridades surgieron de la discusión:

- Mejorar el imagen de la zona – explotar el Consulado Mexicano y la universidad
- Realizar una campaña de mercadeo
- Organizar una fiesta en la calle cada año
- Utilizar una variedad de colores en los edificios en la zona y decorar la calle con luces y macetas de flores.
- Bajar la velocidad de los carros en la calle 7.
- Crear un diálogo continuo de negocios latinos



CLUES y el Consulado Mexicano



Strengthened capacity and a stronger commercial district (C)

Community Capacity Objectives and Action Steps (C), *continued*

C4. Take strategic actions to better respond to the market

C4.1. Assess the size and characteristics of the market for this commercial district, including neighborhood, city, and regional demographics and demand

C4.2. Draw upon lessons learned from other corridors with similar profiles that have revitalized

C4.3. Develop a position statement and positive branding of the commercial district (long-term)

C4.4. Implement a common marketing campaign for the district and its businesses.

Questions.

Who leases space, but could own?

Who are our customers? Who could be?

How can we market our goods and services to our neighbors?

How is our commercial district unique from others?

What role do I have as a member of this business community?

The importance of regular hours Approximately 70% of all retail sales occur after 5:30 PM or on Sundays, according to *Sustainable Urbanism*, an influential guidebook on walkable urban development. The book advises commercial retail shops to keep these hours to avoid losing out on two-thirds of the available market share.

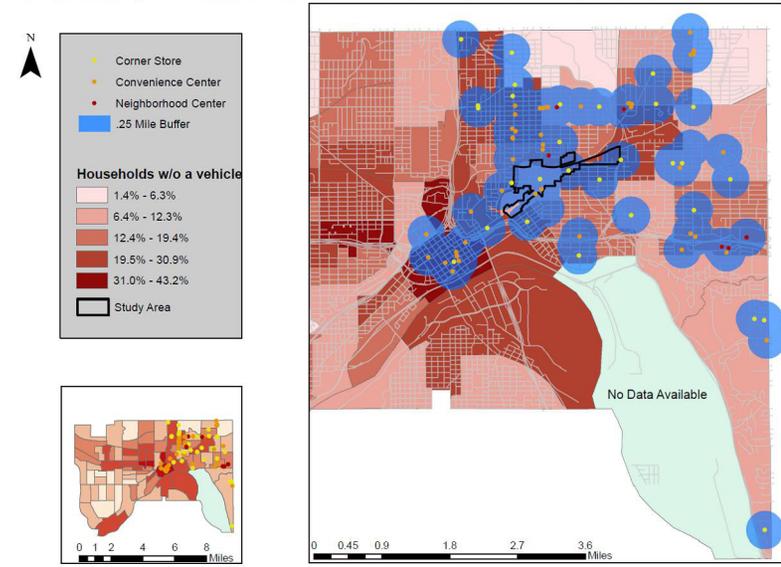
Sustainable Urbanism: Urban Design with Nature, 2008, Douglas Farr, p. 142.



DBABA 2011 annual meeting

Source: Lou "the Photo Guy" Michaels

Walkability to retail food in east side Saint Paul by vehicle ownership



Source: Matthew Wolff

Near East Side Roadmap

Implementation partners list

The following organizations or entities have either been a part of the Near East Side Task Force process or have been identified as bringing important value as an implementation partner of this roadmap. Organizations are not listed in any sort of priority order.

1. Historic Saint Paul (HSP)

Façade improvement – Any residential/commercial property built before 1940 is eligible to receive a Restore Saint Paul loan. Priority is given to properties that are architecturally compatible with the predominant character of the surrounding area.

Work on creative placemaking

2. North East Neighborhoods Development Corporation (NENDC)

Façade improvement and exterior site improvements (e.g., beautification, landscaping, parking lots)

Business development

Commercial/mixed use real estate development

3. Dayton's Bluff Community Council (DBCC or District 4)

Outreach to homeowners – education about resources

Landlord and renter outreach, organizing, and training

Outreach to underrepresented constituencies

Work on creative placemaking (e.g. flowerpots with CDC)

Support for community gardening

Promotes positive community marketing of the district

4. *Make it Happen on East 7th Street* initiative of the DBCC

Business organizing and capacity-building

Vacant/under-utilized building inventory

Corridor marketing and beautification

Procure funding to seed commercial district investment and improvements (e.g. building design, signage, landscaping, parking lots)

New business recruitment

Promote commercial, housing, mixed use real estate development

5. Dayton's Bluff Area Business Association (DBABA)

Business organizing , capacity-building, recruitment and member services

Encourage members to participate in corridor marketing and beautification, and commercial district improvements

6. Payne-Phalen District 5 Planning Council

Outreach to homeowners – education about resources

Landlord and renter outreach, organizing, and training

Outreach to underrepresented constituencies

Organizes recycling program and neighborhood clean ups.

Work on creative placemaking

Support for community gardening

Promotes positive community marketing of the district

7. Council Wards 7 and 6

Support for physical improvements

Support for public service activities and creative placemaking

Pre-development support – e.g., rezonings, site assembly

Advocate for funds (CIB, STAR, HRA) to implement these activities

8. St. Paul Department of Planning and Economic Development (PED)

Business development

Housing, commercial, mixed use real estate development

Housing rehabilitation funds

Homebuyer resources

Work on creative placemaking

Implementation partners list

9. St. Paul Port Authority (SPPA)

- Business development
- Industrial real estate development
- Workforce development – Employer Solutions, Inc. (ESI), with the Midway and Saint Paul Area Chambers of Commerce
- Work on creative placemaking

10. Community Design Center (CDC)

- Youth organizing, capacity-building, and employment
- Community gardening
- Green space planting and maintenance
- Work on creative placemaking (e.g. flowerpots with DBCC)

11. Saint Paul Public Works

- Street and streetscape physical improvements
- Work on creative placemaking

12. Saint Paul Parks and Recreation

- Operations and maintenance of existing parkspace
- Work on creative placemaking

13. Minnesota Department of Transportation (MNDOT)

- Street and streetscape physical improvements
- Work on creative placemaking

14. Latino Economic Development Center (LEDC)

- Workforce development – computer literacy, English Language Learner courses, resumes, etc.

Business development – basic skill development, accounting, cash flow, taxes, etc.

Commercial/mixed use real estate development

15. Dayton's Bluff Neighborhood Housing Services (DBNHS)

- Housing rehabilitation funds
- Homebuyer resources
- Housing real estate development

16. East Side Neighborhood Development Corporation (ESNDC)

- Façade improvement and exterior site improvements
- Business development
- Business organizing and capacity-building
- Commercial/mixed use real estate development

17. Neighborhood Development Center (NDC)

- Business development - lending and consulting services
- Commercial/mixed use real estate development - targeted projects to transform strategically located commercial buildings into small business incubators that provide tenants with stable, affordable places to do business.

Implementation



Source: Community Design Center



Real Estate Strategies (RE)

#	Strategy Summary	Implementation partners (*=lead)	Time Frame
RE1.1	Continue to utilize existing programs to enhance the appearance of corridor buildings	Historic Saint Paul*, NENDC*, DBNHS, property owners, ESND, St. Paul PED	Short term; ongoing
RE1.2	Develop information about the feasibility of reuse of vacant/ under-utilized buildings	DBCC Make it Happen*, St. Paul PED, Historic Saint Paul	Short term; ongoing
RE1.3	Capitalize on available funding sources for existing corridor buildings	Historic Saint Paul*, DBCC Make it Happen* , NENDC, DBNHS, ESND, St. Paul PED	Ongoing
RE2.1	Engage the neighborhood anchors to leverage their influence and investments in the corridor	DBCC Make it Happen*, St. Paul PED, St. Paul Port Authority	Ongoing
RE2.2	Improve storefronts through signage and best practices in storefront design	Historic Saint Paul*, DBCC Make it Happen*, NENDC, Business owners, St. Paul PED	Short term; ongoing
RE2.3	Develop parking solutions at periodic intervals along E. 7th Street to maximize the utilization and benefits of existing parking resources	St. Paul PED*, DBCC Make it Happen*, business association, property owners, St. Paul Port Authority	Short term; medium term
RE2.4	Develop and maintain placemaking elements and community gathering spaces at visible places along the E. 7th St corridor.	DBCC Make it Happen*, Community Design Center*, Historic Saint Paul, Metro State University, St. Paul PED, Saint Paul Port Authority, St. Paul Public Works, St. Paul Parks and Recreation	Ongoing
RE3.1	Increased activity within the walkable commercial district (near transit nodes)	St. Paul PED*, DBCC Make it Happen*, property owners, Metro State University, St. Paul Port Authority, Historic Saint Paul, St. Paul Parks and Recreation	Medium term; ongoing
RE4.1	Collaborate with the Saint Paul Port Authority and private real estate brokers to determine complementary uses near large industrial properties	St. Paul PED*, DBCC Make it Happen, property owners	Medium term

Implementation

Real Estate Strategies (RE)			
#	Strategy Summary	Implementation partners (*=lead)	Time Frame
RE4.2	Capitalize on the proximity to Phalen Village, capturing vehicular traffic to destination commercial and bicyclist-pedestrian traffic along Johnson Parkway and Bruce Vento trail	NENDC*, business owners, business association, St. Paul PED, DBCC Make it Happen	Ongoing
RE4.3	Rehabilitate existing housing to provide greater stability for the area	DBNHS*, Historic Saint Paul, homeowners, property owners, St. Paul PED	Ongoing
RE4.4	Assemble multiple properties and create opportunities for high/medium density housing, live-work options, or small-scale commercial-industrial uses	Developers*, property owners*, St. Paul PED, St. Paul Port Authority	Medium term; long term
RE4.5	Rezone properties to improve the transition from residential to commercial-industrial properties	St. Paul PED*	Short term



Streets Strategies (S)			
#	Strategy Summary	Implementation partners (*=lead)	Time Frame
S1.1	Enlist business owners to participate in the design and maintenance of streetscape	DBCC Make it Happen*, St. Paul PED, St. Paul Parks and Recreation	Ongoing
S1.2	Continue working with businesses and expand on the E. 7th Street flower pot program	DBCC*, Community Design Center*, St. Paul Parks and Recreation, business association,	Short term; ongoing
S1.3	Encourage the maintenance of clear walkways and street furniture in the district	DBCC Make it Happen*, business association, St. Paul Public Works	Ongoing
S1.4	Initial investments in pedestrian amenities	St. Paul Public Works*, DBCC*, St. Paul PED, Community Design Center	Short term
S2.1	Inform facilities planning with citywide bicycle and neighborhood bicycling initiatives	St. Paul Public Works*, DBCC	Ongoing
S2.2	Create an east-west bikeway south of E. 7th St to connect Johnson Parkway to Forest St	St. Paul Public Works*, DBCC	Short term
S2.3	Provide an on-street bike lane on Atlantic Street to connect the area south of E. 7th Street to Phalen Boulevard	St. Paul Public Works*	Medium term
S2.4	Implement a way-finding system for pedestrians and bicyclists along/near E. 7th St	St. Paul Public Works*, St. Paul Parks and Recreation, DBCC	Medium term

Implementation

Streets Strategies (S)			
#	Strategy Summary	Implementation partners (*=lead)	Time Frame
S2.5	Encourage bicycle-oriented businesses and facilities within the commercial district	DBCC Make it Happen*, St. Paul PED, business association	Ongoing
S3.1	Analyze feasibility of converting a small section of E. 7th Street to a 3-lane section	St. Paul Public Works*, MNDOT*, St. Paul PED*, DBCC Make it Happen*	Medium term
S3.2	Further explore the use of bump-outs and medians in the walkable commercial district; implement as feasible	St. Paul Public Works*, MNDOT*, St. Paul PED	Long term
S3.3	Reduce the perceived width of impervious space by using contrasting materials in key crosswalks and on-street parking areas	St. Paul Public Works*, MNDOT*	Medium term
S3.4	Determine ideal location(s) 1-2 midblock crosswalk(s) across a re-designed 3-lane E. 7th Street	St. Paul Public Works*, MNDOT*, St. Paul PED, DBCC Make it Happen	Medium term
S3.5	Determine where to install sustainable technologies such as infiltration planters or planted buffer areas (including trees) within in an expanded, 4-foot wide 7th St boulevard area to filter stormwater	St. Paul Public Works*, Capitol Region Watershed District, MNDOT, St. Paul PED	Long term
S3.6	Collaborate with Metro Transit to design and implement improved transit stations within the study area, potentially including limited stop or arterial bus rapid transit service, and/or fixed rail	St. Paul Public Works*, St. Paul PED*, MNDOT, DBCC, Engage East Side	Medium term
S3.7	Work with MNDOT to develop a feasible streetscape re-design plan that includes preferred elements from the Metro Design Center work	St. Paul Public Works*, St. Paul PED*, DBCC, DBCC Make it Happen	Medium term



Community Capacity-Building Strategies (C)			
#	Strategy Summary	Implementation partners (*=lead)	Time Frame
C1.1	Work with East Side business associations' memberships to catalog business needs	DBCC Make it Happen*, business association	Ongoing
C1.2	Work with LEDC to catalog Latino business needs and develop capacities	DBCC Make it Happen*, business association	Ongoing
C1.3	Develop an inventory of neighborhood entrepreneurs in need of space	DBCC Make it Happen*	Ongoing

Implementation

Community Capacity-Building Strategies (C)			
#	Strategy Summary	Implementation partners (*=lead)	Time Frame
C1.4	Support established small businesses in their efforts to gain an equity stake in the corridor	DBCC Make it Happen*	Ongoing
C2.1	Provide staff time to support business organizing	DBCC Make it Happen*, business association	Ongoing
C2.2	Increase the number E. 7th Street businesses that are East Side business association members to magnify the collective voice of the commercial district	Business association*	Ongoing
C2.3	Increase the engagement of business owners of color in district and neighborhood activities	DBCC Make it Happen*, business association	Ongoing
C2.4	Encourage retail and restaurant businesses in the district to have regular hours during evenings and weekends	DBCC Make it Happen*, St. Paul PED, business association	Ongoing
C2.5	Hold community events to showcase businesses – include an event on E. 7th St.	DBCC Make it Happen*, business association	Ongoing
C3.1	Business inventory analysis to determine gaps needed for commercial district vitality	Research organization*, St. Paul PED	Short term, ongoing
C4.1	Assess the characteristics of the market for the commercial district (demographics)	Research organization*, DBCC Make it Happen*	Short term
C4.2	Draw upon lessons learned from other corridors with similar profiles that have revitalized	DBCC Make it Happen*, business owners, business association	Short term, medium term
C4.3	Develop a position statement and positive branding of the commercial district	DBCC Make it Happen*, business association, St. Paul PED	Long term
C4.4	Implement a common marketing campaign for the district and its businesses	DBCC Make it Happen*, business association	Long term

Funding sources

The following descriptions are current as of February 2012, but they may be subject to change over time.

Saint Paul Neighborhood STAR - Neighborhood-based projects to strengthen Saint Paul neighborhoods and address perceived and actual problems, needs and opportunities. Proposals can be a project, program, or strategy that results in capital improvements in Saint Paul; must be matched on a 1:1 basis with eligible resources; capital improvements must have an expected life of seven years, including improvements of residential, commercial and industrial property, economic development efforts; and minor public improvements.

CIB (CDBG)-supported funding programs:

Saint Paul PED

- a) **Commercial and Citywide Economic Development Program** - provide financing to assist businesses with expansion, property acquisition, rehabilitation, energy conservation improvements, leasehold improvements and development projects on a citywide basis (\$200K for 2012 and \$250K for 2013*)
- b) **Housing Real Estate Multi-unit Development Fund** – for address rental or ownership properties with more than four units as follows: Assist in preservation, rehabilitation and/or redevelopment; Implement CDBG-eligible activities related to acquisition and related costs (e.g. relocation, demolition, site preparation, public improvements), rehabilitation, new construction (if marketable), and all financing and other related costs that are part of the total development cost of a CDBG-eligible housing project. (\$730K for 2012 and \$655K for 2013*)

Historic Saint Paul

Restore Saint Paul Commercial Facade improvement program – provides forgivable loans and technical resources that assist business owners with historically appropriate façade

improvements on old/ historic buildings in six neighborhoods of St. Paul (D3, D4, D5, D7, D8, and D9). (\$100K for each year, 2012 and 2013*)

North East Neighborhoods Development Corporation (NENDC)

NENDC's Economic Development Fund – loans and grants to businesses located in the service area and/or to assist in the acquisition of properties or their construction to bring new businesses to the East Side. The Economic Development Loan Leverage fund is designed to target small to medium service, retail or manufacturing businesses that both provide service to the neighborhood and the opportunity for employment. Eligible uses include site acquisition, construction, machinery, working capital and site improvements. (\$200K for each year, 2012 and 2013*)

**As allocated in City-adopted Capital Improvement Budget 2012.*

Other funding programs to support community development/ redevelopment:

DEED

Contamination Investigation and Cleanup Grants – To help with the extraordinary costs of cleaning up contamination order to facilitate redevelopment. Grants are highly competitive and are awarded to projects that will enhance the job and tax base. Two cycles a year, with May and Nov. deadlines. Only public agencies are eligible to apply, but if the City of Saint Paul sponsors an application, it requires the developer to prepare the application. DEED requires a Response Action Plan (RAP) approved by the Minnesota Pollution Control Agency in order to apply. DEED also requires a 25% match, some of which can come from the corresponding Met Council grant. Depending on the kinds of contamination, applications can be submitted to both DEED and the Met Council.

Urban Initiative Fund – To assist minority-owned and -operated

Funding sources

businesses and others that will create jobs in low income areas of MSP. Must create jobs for low-income people; be unable to obtain sufficient capital from traditional private lenders; and demonstrate the potential to succeed. Start-up and expansion costs, including expenses such as machinery and equipment, inventory and receivables, working capital, new construction, renovation and site acquisition. Micro-enterprises, including retail businesses, may apply for up to \$25,000 in state funds. Max total loan available is \$300,000 (the state may contribute 50% of the loan up to \$150,000). Terms require a 1:1 match with interest rates ranging between 2% and the Prime Rate plus 4%.

Metropolitan Council

Livable Communities Demonstration Account Grants - *Development* grants provide funding for basic public infrastructure and site assembly to support development to be completed within two years of the grant award. *Pre-Development* grants assist cities with activities such as detailed redevelopment designs and economic feasibility analysis to prepare projects to compete for grants in the Development category. Grant applications are due in May each year, and the Met Council makes final decisions about grant awards in December.

Tax Base Revitalization Account Grants - For the extraordinary costs of cleaning up contamination to facilitate redevelopment (including asbestos abatement or removal). Two cycles a year, with May 1st and Nov. 1st deadlines. Applications can be submitted to both DEED and the Met Council.

Saint Paul Port Authority

Industrial Revenue Bonds - A bond product that offers manufacturing businesses below market rate financing for the purchase of real estate and fixed assets. A direct loan to the borrower, up to \$10 million maximum bonds outstanding. Eligible projects include manufacturing businesses, real estate,

and equipment.

New Market Tax Credits - These tax credits are available to investors who put up money to fund business expansion loans in economically depressed areas of the City.

Sources that could help support small businesses (inventory, equipment, working capital, and commercial building improvements)

Small Business Micro Loans and Technical Resources - Administered by community development organizations – the African Development Center, the American Indian Economic Development Fund, the Latino Economic Development Center, the Metropolitan Consortium of Community Developers, the Metropolitan Economic Development Association, Neighborhood Development Center, SPARC, and Women Venture - loans may be used for inventory, equipment or working capital. Loan sizes are from \$350 - \$40,000. Management and technical assistance available to all recipients.

4% Loan Program: The Metropolitan Consortium of Community Developers (MCCD) partners with private lenders to provide financing for commercial building improvements and production equipment. MCCD will provide up to \$40,000 in loan funds at an interest rate of 4%, provided that its funds are matched by an equal or greater amount of the bank funds at the bank's lending rate. Open to businesses that own their own facilities as well as to tenant businesses that intend to make leasehold improvements.

Sources to support street and streetscape improvements

State and federal transportation funds include a trunk highway funds, federal Surface Transportation and Transportation Enhancements funds.

Foundations and corporations may also provide philanthropic support and donations to support the above activities.

Appendix C: Basic Census Information

The following Census information comes from ESRI's Community Analyst tool. It is data from a 1-mile radius around the E. 7th St and Arcade intersection.



Source: Community Design Center

Community Profile

pulled February 22, 2012

1 mile radius of E. 7th St at Arcade, Saint Paul, MN 55106

Latitude: 44.96219

Longitude: -93.06569

	Within 1 mile
Population Summary	
2000 Total Population	27,437
2010 Total Population	27,060
Household Summary	
2000 Households	8,403
2000 Average Household Size	3.22
2010 Households	7,921
2010 Average Household Size	3.37
2000 Families	5,424
2000 Average Family Size	4.05
2010 Families	4,925
2010 Average Family Size	4.28
Housing Unit Summary	
2000 Housing Units	8,849
Owner Occupied Housing	51.0%
Renter Occupied Housing	44.0%
Vacant Housing Units	5.0%
2010 Housing Units	9,151
Owner Occupied Housing	46.0%
Renter Occupied Housing	40.6%
Vacant Housing Units	13.4%
Median Household Income	
2000	\$32,774
2010	\$46,474
Median Home Value	
2000	\$78,004
2010	\$98,554
Per Capital Income	
2000	\$12,486
2010	\$16,421
Median Age	
2000	25.7
2010	26.3

	Within 1 mile
2000 Population by Race/Ethnicity	
Total	27,437
Black Alone	14.0%
American Indian Alone	2.2%
Asian or Pacific Islander Alone	23.5%
Some Other Race Alone	5.6%
Two or More Races	5.5%
Hispanic Origin	11.3%
Diversity Index	74.7
2010 Population by Race/Ethnicity	
Total	27,059
White Alone	43.3%
Black Alone	17.8%
American Indian Alone	2.3%
Asian or Pacific Islander Alone	23.3%
Some Other Race Alone	7.1%
Two or More Races	6.2%
Hispanic Origin	14.6%
Diversity Index	79.5



Appendix D: Business Inventory Summary

The following statistics are based on City staff analysis of Dunn & Bradstreet data.

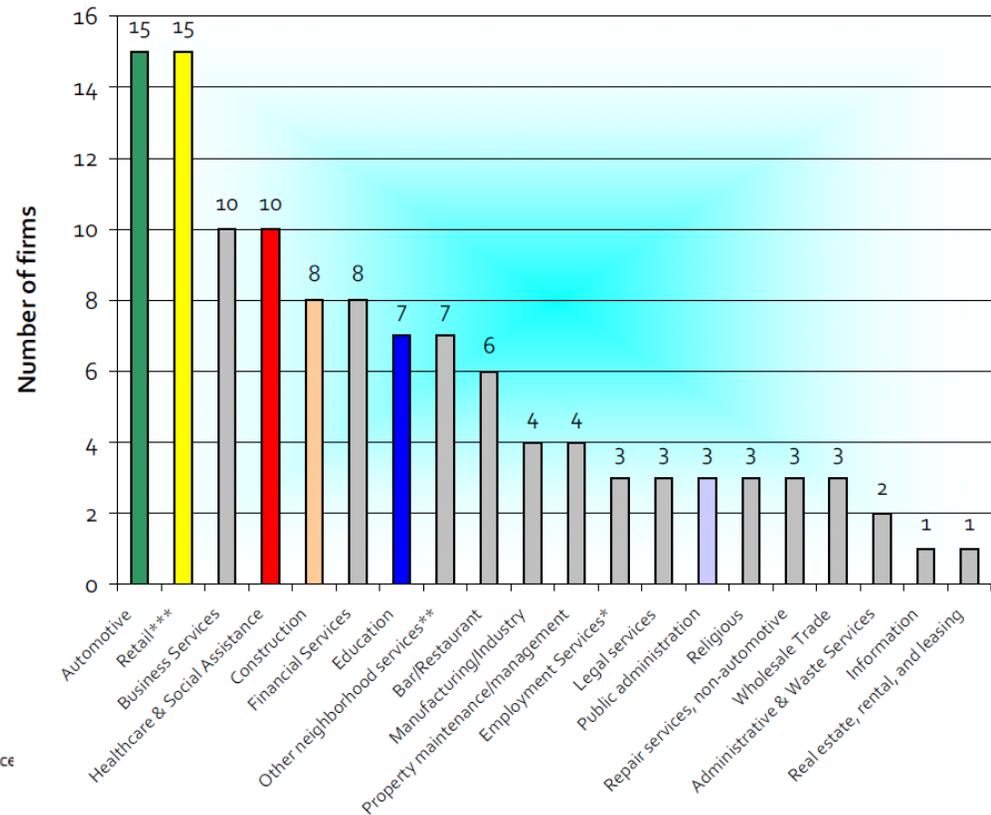
Dunn & Bradstreet firm-specific business data

Business Group	# Firms	% of Firms
Automotive	15	13%
Retail***	15	13%
Business Services	10	9%
Healthcare & Social Assistance	10	9%
Construction	8	7%
Financial Services	8	7%
Education	7	6%
Other neighborhood services**	7	6%
Bar/Restaurant	6	5%
Manufacturing/Industry	4	3%
Property maintenance/management	4	3%
Employment Services*	3	3%
Legal services	3	3%
Public administration	3	3%
Religious	3	3%
Repair services, non-automotive	3	3%
Wholesale Trade	3	3%
Administrative & Waste Services	2	2%
Information	1	1%
Real estate, rental, and leasing	1	1%

*One firm also provides Healthcare/social assistance

** Includes beauty shops, laundromats, and a funeral home service, and animal adoption service

Number of firms by Business groups



Appendix E: Data supportive of local retailers

The following table is reproduced from *Sustainable Urbanism: Urban Design with Nature*, by Douglas Farr (p. 141).

Table 7.8

	Gross Retail Area (S.F.)	Dwellings Necessary to Support Retail ²	TNDs Necessary to Support Retail (@ 6 DU/Gross Acre) ¹	Sales per S.F.	Average Annual Rent per S.F.	Average Trade Area	Parking ³	Urban Form	Anchor stores
Corner store	1,500-3,000	1,000	1	\$210	\$14-\$16	Neighborhood (5-min. walk)	On-street	Mixed use corner building	Any small-scale retail
Convenience centers	10,000-30,000	2,000	2	\$225	\$12-\$18	1-mile radius	4.0 cars/1,000 s.f of gross building area	Main street	Specialty food market or pharmacy
Neighborhood Center	60,000-80,000	6,000-8,000	6 to 8	\$245	Highly varied (\$7.25 to \$40.00)	1-2 mile radius	4.0 cars/1,000 s.f of gross building area	Mixed use main street	Supermarket, pharmacy

1. TNDs or Traditional Neighborhood Design: a basic unit of the new urbanism containing a center that includes a public space and commercial enterprises; an identifiable edge, ideally a five-minute walk from the center; a mix of activities and variety of housing types; an interconnected network of streets, usually in a grid pattern; and a high priority on public space, with prominently located civic buildings and open space that includes parks, plazas, and squares.

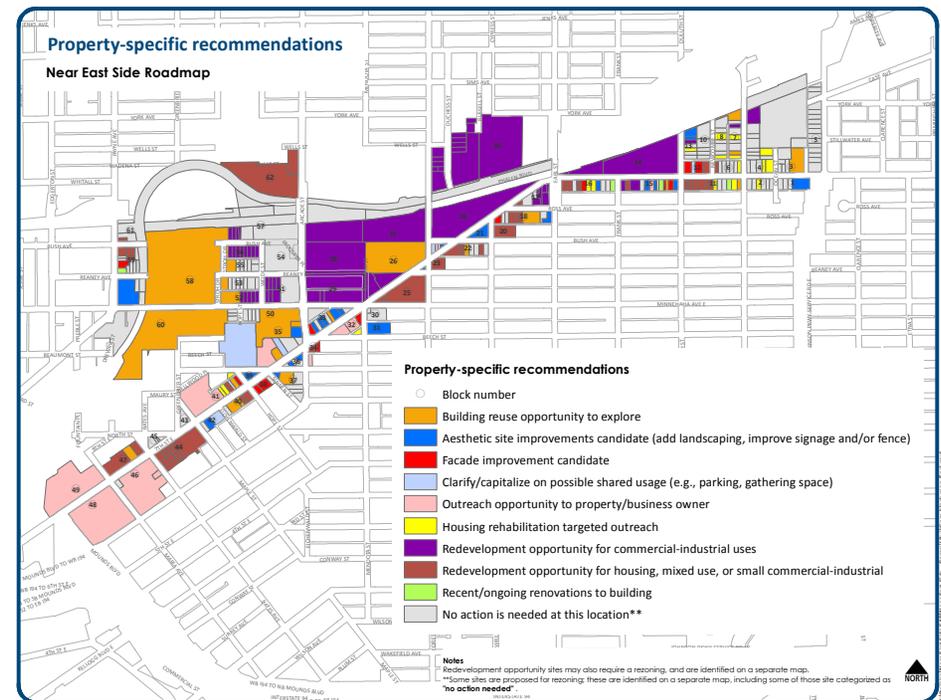
2. This number can be reduced significantly if the store is located along a major road with 15,000 cars per day, and reduced nearly to zero if gasoline is sold.

3. Combines on-street and off-street parking.

Appendix F: Property-specific recommendation summary

The following table summarizes the types of property-specific recommendations made by the Near East Side Commercial Buildings Subcommittee and Task Force.

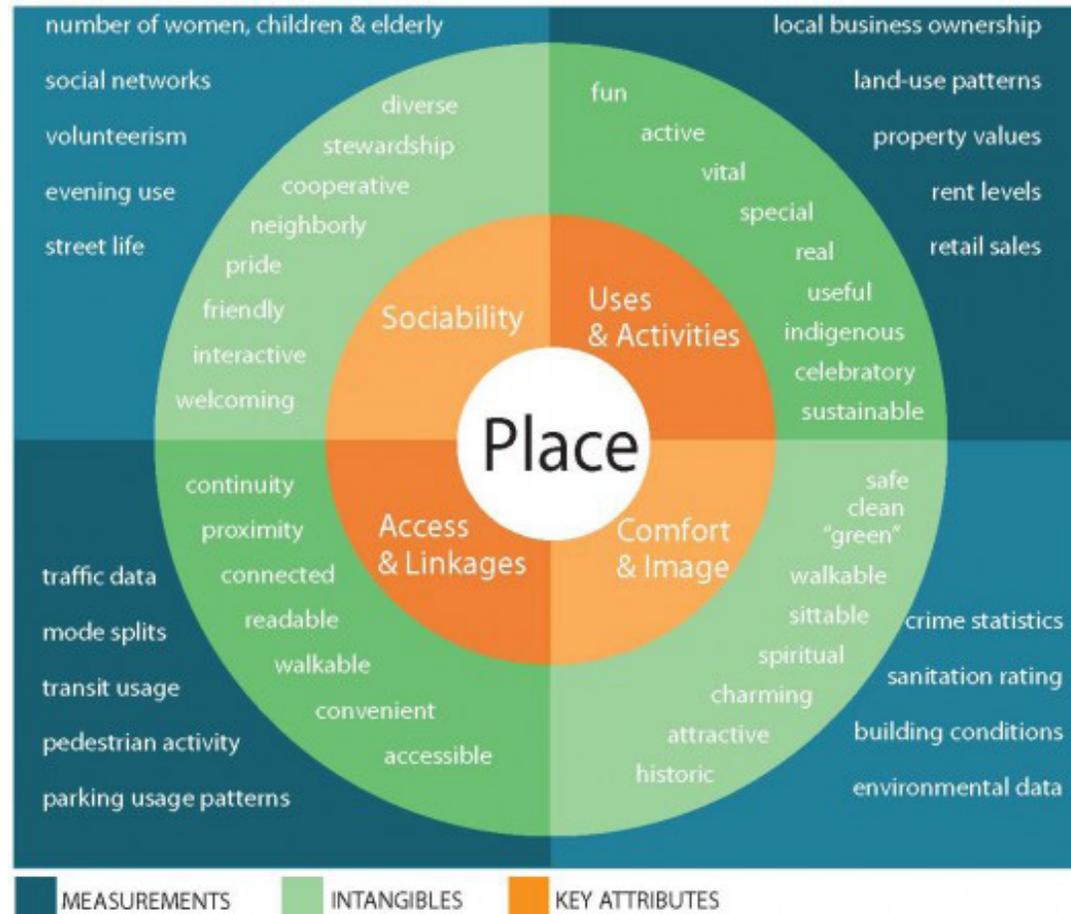
Property-specific recommendation category	Total # of properties	% of properties
Building reuse opportunity to explore	20	6%
Aesthetic site improvements candidate- add landscaping, improve signage, other	25	8%
Façade improvement candidate	14	4%
Clarify/capitalize on shared usage (e.g. parking, private open space)	6	2%
Outreach opportunity to property/biz owners	9	3%
Housing rehabilitation targeted outreach	18	5%
Redevelopment opportunity for commercial-industrial uses	48	15%
Redevelopment opportunity for housing, mixed use, or small commercial-industrial uses	48	15%
Recent/ongoing renovations to building	5	2%
No action needed at this location	136	41%
Total	329	100%



Near East Side Roadmap

Appendix G: Criteria for successful public spaces

Below are criteria that are borrowed from the Project for Public Spaces on what makes a quality public space. Applied to the Near East Side area, “public” space might include the public streetscape along E. 7th St, Arcade, and Minnehaha Ave (sidewalks, boulevards, crosswalks, and property frontage that is accessible to pedestrians); public parks; and indoor and outdoor gathering places within the business district, including private spaces that are accessible to the public (e.g. businesses).



Source: Project for Public Spaces, accessed on 3.8.12 at <http://www.pps.org/articles/grplacefeat/>

“Imagine that the center circle on the diagram is a specific place that you know: a street corner, a playground, a plaza outside a building. You can evaluate that place according to four criteria in the red ring. In the ring outside these main criteria are a number of intuitive or qualitative aspects by which to judge a place; the next outer ring shows the quantitative aspects that can be measured by statistics or research.”

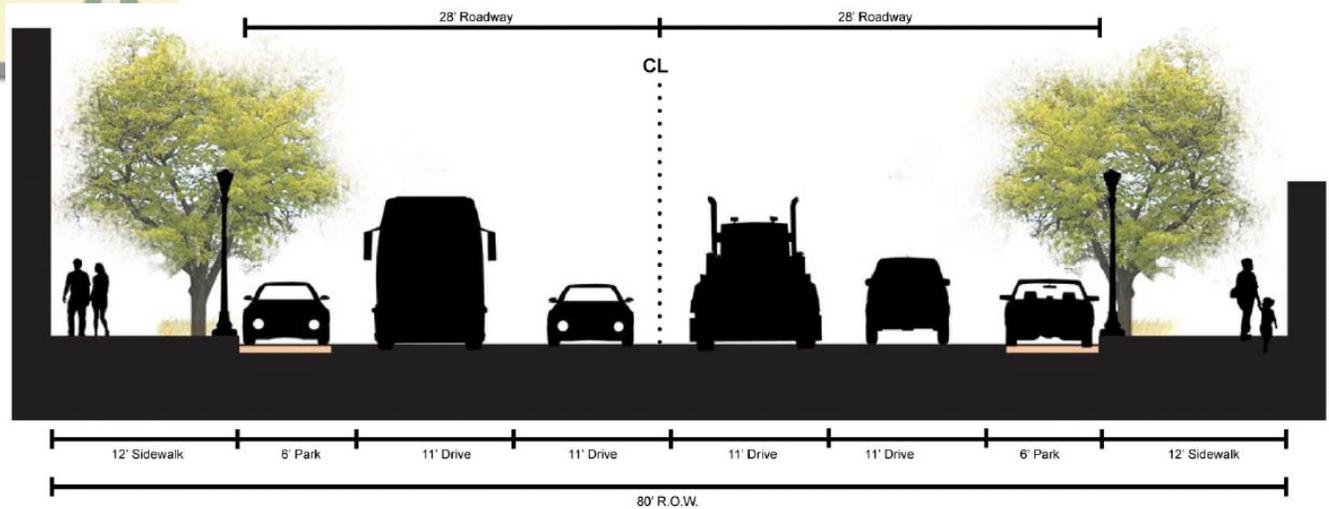
Excerpt from “What Makes a Successful Place?,” located at www.pps.org/articles/grplacefeat

Appendix H: Two alternative options for East 7th Street streetscape re-design

From November 2011-January 2012, the Metropolitan Design Center of the University of Minnesota studied a portion of East 7th Street between Hope and Mendota. The following two alternative options were developed by the Metropolitan Design Center for the E. 7th Street streetscape, each viable alternatives endorsed by as possibilities for the future by the Near East Side Task Force.



Proposed street section: E. 7th St.



Alternative 1

- Maintain 4 drive lanes (11'-wide, each direction)
- Create curb bumpouts to narrow roadway
- Provide colored/textured parking to visually separate lanes
- Shorten pedestrian crossings at intersections
- Intersections are textured/colored
- Plant trees along curb edge

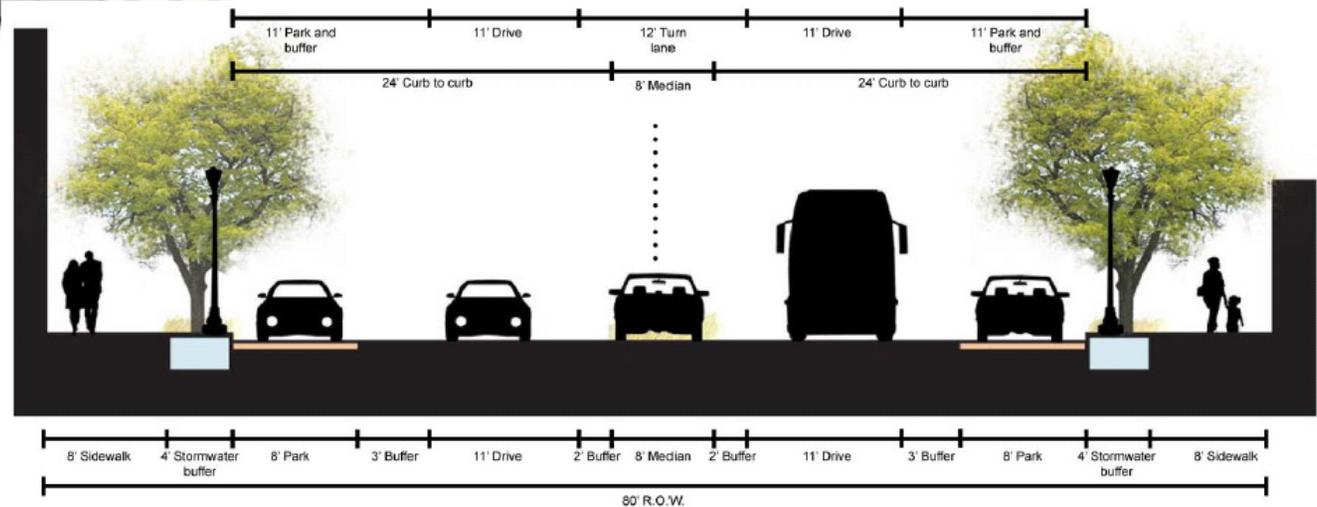
Appendix H: Two alternative options for East 7th Street streetscape re-design



Alternative 2

- Reduce drive lanes to two 11' drive lanes and one 12' left turn lane
- Create curb bumpouts to narrow roadway in places
- Build 8'-wide median in center lane to separate and slow traffic
- Provide colored/textured parking to visually separate lanes
- Shorten pedestrian crossings at intersections
- Create mid-block crossings near Mexican Consulate and east of Arcade
- Intersections are textured/colored
- Install stormwater planters at curb edge
- Designate bus pullout lanes at Hope and E. 7th St
- Plant trees along curb edge

Proposed street section: E. 7th St.



Near East Side Roadmap