

11. Implementation Strategies

The focus of this chapter is on how the objectives of this plan can be realized, and the proposed strategies implemented. A great many proposed strategies are being recommended through this plan in preceding chapters. The purpose of this chapter is to look at how these strategies are put into action.

This chapter also touches on who should be engaged in pursuing various tasks. Overall implementation of the plan is not the sole responsibility of any one party. Rather it is a shared task, in which many organizations and individuals must bring their energy, resources and creativity to bear over an extended period of time—and with different parties playing different roles with respect to different strategies depending on their capacity and expertise.

Some major themes should be kept in mind if significant implementation of this plan is to be realized. Implementation will require:

- **Market improvement.** Some improvement to the commercial and residential market must happen in order to support the changes called for in this plan. This improvement is stimulated by all the energy being invested in improving conditions related to public safety, mortgage foreclosures, the public schools, etc. It is also improved by each of the developments currently underway.
- **Significant investment—over time.** The market will not be self-supporting in a few years. It will require a decade or two of steady improvements and new investments to foster an environment where new investments are happening completely on a market basis.
- **Sustained focus—by community, business and property owners, and public officials.** These efforts require champions in different sectors that can sustain energy for implementation activities and investments.
- **Resource development.** New sources of financial capacity are likely required in order to mount a sufficient revitalization effort, and to provide niche support in areas not well supported by existing financial resources.
- **Infrastructure investment.** Certain key physical infrastructure investments are critically important to stabilizing values in the community and stimulating new development that helps the corridor reach its potential.

With a commitment of attention and resources over time by local government, the community, and other partners, a market can be cultivated to support a higher functioning West Broadway commercial district, and these gains can become self-sustaining. This plan puts a major emphasis on identifying the actionable strategies that lead to this self-sustaining future.

This planning process consciously attempted to lay the groundwork for these actions through community outreach and consensus building, and by building and strengthening connections with potential future implementation partners.

The Implementation Strategies chapter looks at the action strategies that are most pivotal in realizing the West Broadway Alive vision. They are presented initially in a comprehensive fashion under topical headings. Next, the strategies for geographic sub-areas are highlighted. The final section of this chapter looks at how these actions might be phased, with some being pursued in the short term and another set of inter-related actions being coordinated with future street infrastructure and transportation improvements.

Implementation Strategies

Implementation of the West Broadway Alive plan requires multiple lines of attack. In this section, the recommended implementation strategies are categorized under the following topical headings:

- Regulation and Guidance
- Infrastructure Investments
- Redevelopment
- Economic and Business Development
- Design Enhancements
- Resource Development

The Implementation Worksheet provides a framework for itemizing these actions. It includes recommended timelines, identifies the likely lead organization, and lists key partners and potential funding sources.

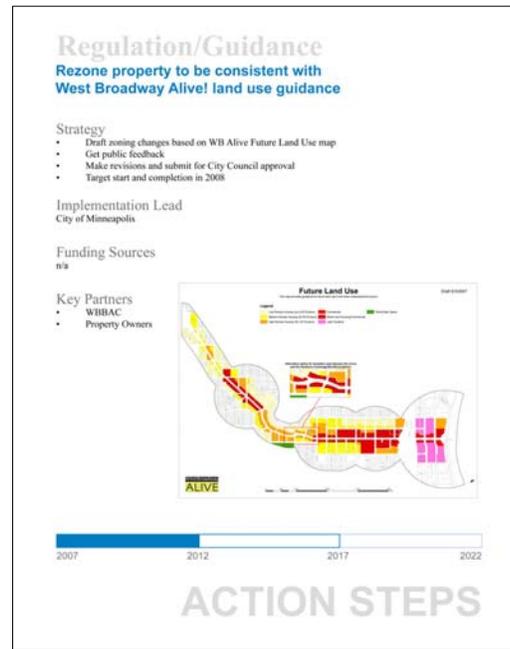
Selected strategies are highlighted in the section below utilizing a “recipe cards” format that provides additional description about the strategy.

Regulation and Guidance

	Proposed Timeline	Implementation Lead	Key Partners	Funding Sources
Regulation/Guidance				
Modify designated features and land use map in The Minneapolis Plan to support WB Alive land use guidance	First 5 years	City of Minneapolis		n/a
Rezone property to be consistent with WB Alive land use guidance	First 5 years	City of Minneapolis	West Broadway Business and Area Coalition (WBBAC), property owners	n/a
Explore regulatory changes to require increased development intensity	First 5 years	City of Minneapolis	WBBAC, property owners	n/a

The primary mechanism for implementing the development guidance in this plan is through modification of the city’s regulatory framework. This includes the city’s comprehensive plan (The Minneapolis Plan), its zoning code, and the zoning of property in the plan area.

The Minneapolis Plan is the city’s comprehensive plan. The West Broadway Alive plan proposes changes to The Minneapolis Plan related to its designated land use features and parcel-specific future land use guidance. (See maps in Chapter 4.) At the time of this writing, the City is in the process of rewriting The Minneapolis Plan. The changes recommended in the West Broadway Alive plan will be incorporated in the updated version of The Minneapolis Plan.



Zoning changes will be required to further implement the guidance in this plan’s future land use map and development intensity map. This must be done shortly after plan adoption, since state law requires consistency between a city’s comprehensive plan and the zoning of property.

This plan’s recommendation that new buildings have at least two floors would be implemented through the addition of requirements in the City’s zoning code. This should be done as soon as possible after plan adoption.

Infrastructure Investments

	Proposed Timeline	Implementation Lead	Key Partners	Funding Sources
Infrastructure Investments				
Reconstruct and Realign West Broadway between I-94 and Emerson Avenue--to provide increased sidewalk width, space for streetscaping, landscaped medians, pedestrian street crossing improvements	5 to 10 years	Hennepin County, City of Minneapolis	Property owners, business owners, community organizations	Hennepin County, Mpls capital improvements program, special service district, new resources
Reconstruct and Realign West Broadway between West River Parkway and I-94--to provide increased sidewalk width, and space for streetscaping, pedestrian street crossing improvements	5 to 10 years			
Develop a streetcar line from downtown to West Broadway/Emerson	5 to 10 years			
Implement short term pedestrian street crossing improvements--signal count-down, striping	First 5 years	City of Minneapolis	Hennepin County	Not identified
Safety and aesthetic enhancements to Interstate 94 bridge	First or second 5 years	Hennepin County	City of Minneapolis	State of Minnesota, federal transportation programs

Getting new development along West Broadway will mean breaking down the barriers to development as discussed in Chapter 7 of this plan. It also means attracting developers through infrastructure investments that make the West Broadway area a more desirable and marketable place to live and to do retail business.

Physical/Design Improvements
Street Reconstruction

Strategy

- Street reconstruction allows widening of sidewalks, addition of landscaped boulevards in medians, installation of streetscaping elements, special crosswalks
- Project needs to get on Hennepin County's five-to-ten year capital improvement program
- Community engagement in design process to ensure that design meets the objectives of the West Broadway Alive plan
- Work closely with business community to support business survival
- One to two year project

Implementation Lead

- Hennepin County
- City of Minneapolis

Key Partners

- Property Owners
- Business Owners
- Community Organizations

Funding Sources

- Hennepin County
- City of Minneapolis
- Property owners



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Infrastructure investments have a role to play in stimulating change and maintaining property values. The benefits of streetcar development are described in Chapter 5 and below. To realize this for West Broadway will be a significant challenge being that there have been no streetcar lines developed in Minneapolis since the last of the streetcar lines was removed some decades ago. A strong case for streetcar development to West Broadway would need to include a combination of some of the following: outside (federal or state) resources, the identification of existing or new internal resources, synchronization of streetcar development with other capital projects, a dramatically significant joint development opportunity.

Street reconstruction with associated streetscaping will require Hennepin County support and leadership. This project is not yet identified in Hennepin County's capital improvement program. Typically street reconstruction projects require financial contributions from the city and property owners. There were

several points of engagement with each of these governmental partners during the West Broadway Alive process. These conversations can now be deepened and focused on implementation.

The proposed improvements of Emerson and Fremont, as well as the bridge over I-94, need study at a more detailed level, with additional community engagement. More detailed design proposals and cost estimates would come out of that process. An attempt to identify resources could follow.

Redevelopment

	Proposed Timeline	Implementation Lead	Key Partners	Funding Sources
Redevelopment				
Redevelop high priority opportunity sites	Ongoing	Developers	City, community, intermediaries	multiple
Address redevelopment challenges--pre-development assistance, site assembly, gap financing, market building	Ongoing	Developers, City of Minneapolis	City of Minneapolis, Hennepin County, State of Minnesota, lenders	Developer equity, traditional sources of public funding, new resources
Grow the residential market by identifying and attracting potential submarkets	First 5 years	City of Minneapolis	City of Minneapolis, developers, community	Will attempt to identify pro-bono assistance for this

Getting new development along West Broadway will mean breaking down the barriers to development as discussed in Chapter 7 of this plan. It also means attracting developers through infrastructure investments that make the West Broadway area a more desirable and marketable place to live and to do retail business.

Redeveloping properties on the scale that is needed on West Broadway is a daunting task that requires taking a fresh look at every tool in the development toolkit. The Development Opportunities map identifies a large number of properties that a) are under-developed, and b) would provide a great benefit to the community if redeveloped. The Economic and Business Development chapter of this plan discusses many of the strategies that may

Redevelopment
Redevelop High Priority Opportunity Sites

Strategy

- WB Alive plan establishes guidance for development
- Site selection is developer driven as market opportunities are identified
- Developer interest can be recruited by government, community
- City can play role in addressing development challenges through site assembly, gap financing, etc
- Additional proposed actions support development
 - Increasing resource base for development support
 - Market research
- Ongoing—no specific start or termination dates

Implementation Lead
 Developers

Key Partners

- City of Minneapolis
- Community
- Intermediaries

Funding Sources
 Multiple



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be employed to support and catalyze the development called for in this plan—from market enhancement to resource enhancement to environmental improvements. Some of these strategies can be explored and developed in response to a development proposal that needs additional resources to address a challenge or close a development gap. But most should be undertaken independent of any specific proposal because the development of the tool or service takes time and will have general use with multiple development projects. Examples of redevelopment strategies that should be undertaken independent of a specific development proposal include:

- Market research on potential residential submarkets
- Creating a corridor-specific capital source that can amplify the financial resources available for development support. This is described in more detail below.
- Others as described in Chapter 7

Economic and Business Development

	Proposed Timeline	Implementation Lead	Key Partners	Funding Sources
Economic/Business Development				
Rehabilitate storefront buildings	Ongoing	Property owners	City of Minneapolis, financial institutions	Private financing, city business finance programs, new resources
Enhance business technical assistance and financial support	Ongoing	City of Minneapolis, NEON	WBBAC, Neighborhood Development Corporation, Local Initiatives Support Corporation, Mpls Consortium of Community Developers	Same as partners, City of Mpls "Great Streets" program, Empowerment Zone, foundations
Improve business mix--Make leasing consultant available	First 5 years and ongoing	WBBAC, City of Minneapolis, property owners		City of Minneapolis Great Streets Program, foundations
Market W Bdwy commercial districts	First 5 years and ongoing	WBBAC, Northside Marketing Task Force	City of Minneapolis, Northway, nbhd organizations, business and property owners	Corporations, foundations, business and property owners
Program Hawthorne Crossings for community activity	First 5 years	WBBAC or other community organization	Property & business owners, collaboration of community organizations, City of Minneapolis	Neighborhood Revitalization Program, others
Improve shared parking opportunities	First 5 years and ongoing	Developers, property owners, City of Minneapolis	WBBAC, neighborhood organizations, business owners	Private financing, developers, City of Minneapolis

Economic and business development both benefit from a close collaboration between public and private parties. On West Broadway these relationships have been strengthened through the planning process. Additional collaboration can be organized around implementation of specific strategies that the plan identifies.

The Implementation worksheet highlights a wide-ranging mix of strategies that would strengthen West Broadway’s business districts. Each of these can be undertaken in the near term, and do not depend on street reconstruction.

Technical support for West Broadway businesses is available, and is already being strengthened. Entrepreneurship training is available as well, with a structured and multifaceted program that can lead to the opening of a new business in the community.

The Hawthorn Crossings/Historic Storefront District provides an excellent opportunity to reshape and activate a physical space along West Broadway so that it can support regular community events. The realization of this objective requires the full engagement of property owners in the district. It

requires the development of a detailed design, and the aggregation of resources to reconfigure the shopping center parking lot, and construct the community space. This would contribute to changed perceptions of West Broadway by bringing positive attention and a celebratory atmosphere to the corridor.

This plan encourages marketing and branding of West Broadway. It lays the groundwork for marketing and branding activities through identifying topical and visual themes that are recommended for the corridor. It does not, however, substitute for a fully realized marketing strategy. Efforts to market the district should be pursued. They should build on this plan, and on the work of the Northside Marketing Task Force. A strong marketing plan will require additional investment to hire a commercial marketing professional. A rollout of new marketing for West Broadway should build upon the creation and activation of new public space in the Hawthorn Crossings/Historic Storefront District.

Economic/Business Development
Improve Business Mix - Make Leasing Consultant Available

Strategy

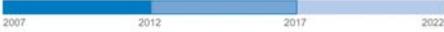
- Working closely among implementation partners, identify services to be made available through a leasing consultant
- Leasing consultant would fill commercial space while consciously improving array and synergy of business district offerings of district
- Establish funding for program
- Contract with appropriate individual or company for services
- Recruit interest in West Broadway Commercial space, and market commercial space as it becomes available
- Program would be multi-year, with a target start in 2008 or 2009

Implementation Lead

- West Broadway Business and Area Coalition
- City of Minneapolis
- Property owners

Funding Sources

- City of Minneapolis "Great Streets" program
- Foundations

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Improvement of the business mix in Broadway's commercial sub-districts is another plan priority, as discussed in detail in Chapter 7. This strategy starts with strengthening the sense of common purpose between property owners. Then resources must be identified, and finally an agent hired that would represent the district as a whole and bring prospective tenants to all property owners in the district.

Design Enhancements

	Proposed Timeline	Implementation Lead	Key Partners	Funding Sources
Design Enhancements				
Limited streetscaping improvements from Mississippi River to Girard Avenue—bike rack and bench installation, annual public art installation	First 5 years	Collaboration of community organizations	WBBAC, Northside Arts Collective, Juxtaposition Arts, local schools	Mpls capital improvements program, new resources
Full streetscaping from Mississippi River to Girard Avenue—complete streetscaping installation at the time of street reconstruction	5 to 10 years	Hennepin County, City of Minneapolis	Property owners, business owners, community organizations	Hennepin County, Mpls capital improvements program, special service district, new resources
Parkway style enhancements along Emerson and Fremont from Plymouth Avenue to West Broadway or Lowry	First or second 5 years	City of Minneapolis	Nbhd orgs	State of Minnesota, U.S. DOT
Façade and security-related improvements	First 5 years and ongoing	Property owners	City of Minneapolis, WBBAC	City of Minneapolis Great Streets Program, neighborhood NRP funds
Landscaping and fencing improvements	Ongoing	Property owners	City of Minneapolis	Private
Hawthorne Crossings facelift and site reconfiguration	First 5 years	Sherman Associates	City of Minneapolis, community organizations	Private investment, City of Mpls, foundations
Create and install public art	Ongoing	Collaboration of community organizations	WBBAC, Northside Arts Collective, Juxtaposition Arts, North High	Various

One of the most effective ways to encourage reinvestment and development along West Broadway is to make visual improvements to the corridor environment. This requires engaging private property owners and tenants along West Broadway in a coordinated effort to upgrade building facades

utilizing the same aesthetic playbook—and to make improvements to properties using landscaping and the installation of fencing of a common design. These efforts can be engaged immediately and will take some time to fully implement.

There is a category of aesthetic improvements that requires relatively little financial investment but an extensive effort to enlist and coordinate participation. Strategies related to developing a common landscaping theme—around street trees or in the street median—fall in this category. These are labor-intensive efforts that could naturally be undertaken by a West Broadway focused nonprofit organization.

Most streetscape improvements will require that local governments play a major role. West

Broadway business owners are generally not earning revenues sufficient to make deep contributions to the installation of street furniture as part of area-wide beautification efforts. In any case property owners should take on responsibility for maintenance and upkeep of the streetscape.

Most streetscape improvements will need to wait several years, in order to be coordinated with the anticipated reconstruction of West Broadway from the river to Girard Avenue. This plan recommends taking advantage of the future street reconstruction to widen sidewalks and install landscaped medians. If elements such as pedestrian scale lighting were installed right

Physical/Design Improvements

Façade Improvement Program

Strategy

- Design guidelines for façade improvements are established through the West Broadway Alive plan
- Community organization selected to market availability of funding, and disburse funds, to business and property owners along West Broadway
- Set goal of transforming West Broadway commercial districts (as opposed to individual businesses) through providing incentives for greater participation
- Multi-year program, with target start in 2008

Implementation Lead
Property and Business Owners

Key Partners

- City of Minneapolis
- West Broadway Business and Area Coalition
- Other community organization

Funding Sources

- City of Minneapolis "Great Streets" program
- Neighborhood Revitalization Program
- Local Initiatives Support Corporation

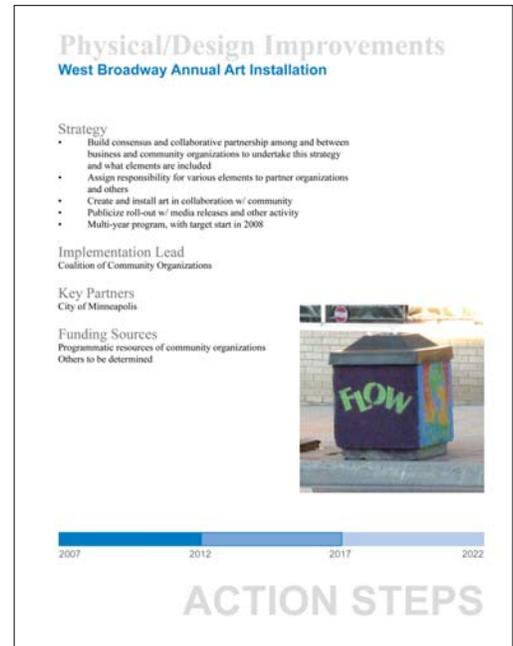




ACTION STEPS

away, they would have to be removed and re-installed with street reconstruction so as to be in proper relationship with the new curb lines.

In the near term, some aesthetic improvements and visual touches are already being added by local nonprofits. Banners have been created and hung on light poles. Trash receptacles are being painted annually. This plan recommends that these efforts be coordinated, expanded, and touted as an annual arts installation on West Broadway.



Resource Development

	Proposed Timeline	Implementation Lead	Key Partners	Funding Sources
Resource Development				
Create corridor-specific or area-specific value capture fund from property value appreciation	First 5 years	City of Minneapolis	Hennepin County, State of MN	Local property appreciation
Nurture and build West Broadway focused alliance of champions, implementation leaders, and resource partners--residents, property owners, business owners, corporations, foundations, public sector elected officials and staff	First 5 years and Ongoing	WBBAC	City of Minneapolis, Northway, neighborhood organizations	

Financial

While there has been some development activity on West Broadway that is purely market driven, it will not occur to the extent that is needed without a significant investment of resources over a number of years. Moreover, the improvements and activation of West Broadway as envisioned in this plan goes well beyond the redevelopment and rehabilitation of property and buildings—important as that is. These pieces—streetscaping, public art, business support, etc—will not be supplied by the market. They will not be fully realized in the absence of leadership and additional resources.

North Minneapolis in general, and West Broadway in particular, have been receiving a lot of attention recently due to public safety concerns and more recently the mortgage foreclosure crisis. This planning process brought additional attention to the needs and potential of West Broadway. Clearly the continued cultivation of corporate, foundation, and developer interest will pay great dividends in the implementation of this plan.

Several factors argue for the development of an additional financial resource to support West Broadway revitalization.

- **The magnitude of need.** West Broadway is a long corridor. Scores of properties would benefit from redevelopment or rehabilitation, and many properties require improvement in order to have a significant impact on the visual environment. Moreover, some of the most promising sites for redevelopment are very large. Developing them to their potential will be very expensive.
- **The timeline.** A big resource outlay over the next couple of years would result in the development of a few projects. In the view of this study, that won't be enough to create a self-sustaining commercial and residential market. What is needed is a significant investment that is ongoing for 10 to 15 years.
- **Programmatic blind spots.** Current housing development programs are set up to support affordable housing units—both ownership and rental. In the core of this disadvantaged community it is critically important that new housing development creates mixed income housing. Capital costs for streetscaping are typically supported by the property owners along the street. In this corridor, we recommend that outside funding be identified for streetscape installation, and the property owner commitment is to pay for just the ongoing maintenance of the streetscape.
- **Lowry Avenue.** Lowry Avenue faces development challenges of a similar magnitude, and insufficient resources to address them.

This plan recommends the creation of a West Broadway/Lowry Revitalization Fund that would bring additional resources to addressing these challenges. It would allow North Minneapolis to essentially pay for its own improved environment by leveraging the increased value of North Minneapolis properties. North Minneapolis property values are at a depressed level in comparison with the rest of the city—and even in comparison with north Minneapolis property values a couple of years ago. As crime is stabilized, the mortgage foreclosure crisis is addressed, and West Broadway and Lowry Avenues become useful and attractive community destinations, property values in North Minneapolis will rise to a level that more closely approaches the value of comparable properties in other parts of the city. This appreciation over time can be front-loaded via a public finance mechanism to pay for the corridor improvements that will stimulate the value increases. The West Broadway/Lowry Revitalization Fund has the following recommended characteristics:

- **Source of funds.** The resources come from properties that are located in the neighborhoods fronting on West Broadway and Lowry Avenues—Cleveland, Folwell, McKinley, Jordan, Hawthorne, Willard-Hay, and Near North. As values increase due to area improvements, the increase or “increment” in taxes collected, or a portion thereof, is directed to the Revitalization fund.
- **Use of funds.** The funds are directed to investments in property or the right of way along West Broadway and Lowry Avenues. They would be used to advance the goals of this plan and the Lowry Avenue

Corridor Plan. They could be used flexibly within a framework of defined eligible activities. It is recommended that eligible expenditures include site assembly, gap financing, rehab support, streetscaping, and contributing to the capital costs associated with installing the Washington Avenue/West Broadway streetcar line.

- **Capitalization and capture period.** These have not yet been determined. Municipal bonding is a candidate for capitalizing the fund, using a conservative approach to estimating the anticipated revenues to be generated. The proposed capture period would likely be 15 years or more.
- **Authorization.** The establishment of this fund may require special legislation.

People

Implementation ultimately requires people that are aligned in purpose. This encompasses broad community engagement, and the cultivation of relationships on multiple additional levels.



Ongoing community engagement allows the community to see results from their investment in this planning process, and honors their role as the driver of continuous forward progress over time. Ongoing engagement provides an opportunity to keep the objectives of this plan in the forefront of the collective consciousness of the West Broadway area community and its organizational partners.

There has been significant public interest in receiving some kind of ongoing communication about West Broadway revitalization. The West Broadway Alive steering committee recommended the following concrete actions steps.

- **Ongoing community stewardship.** The West Broadway Business and Area Coalition should take on the recommendations of this plan as a major part of its mission and work plan.
- **WB Alive advisory committee.** The WBBAC should host a broadened WB Alive advisory committee on a quarterly or semiannual basis to advise the WBBAC and City staff on their ongoing actions in support of realizing the WB Alive plan.
- **Annual community event.** A widely advertised community event should be held on an annual basis with the objective of keeping the community apprised, encouraged, and engaged in West Broadway revitalization. This could be used as an opportunity to garner community input on upcoming implementation activities

The planning process also allowed for the creation of important connections with other organizations that have extremely important roles to play in plan implementation. These include property owners, business owners, corporate and foundation representatives, developers, churches, neighborhood

organizations and others. Because implementation hinges on the quality and investment of networks such as this, relationship building and nurturing needs to be ongoing.

District Focused Implementation Plans

West Gateway



The West Gateway street segment is an important entrance to Minneapolis from the city of Robbinsdale. There is a wide median at this entry point that offers an outstanding opportunity for an artwork or monument that marks this important gateway to North Minneapolis. The design and construction of this gateway element should be seen as a short term implementation priority. Improved landscaping of medians could also be undertaken by some organization or set of stakeholders.

One property stands out in this street segment as an important opportunity for redevelopment—the triangular block at 2601 West Broadway. This plan’s guidance

would encourage a multi-story development that met identified goals for housing mix.

Sidewalks and boulevards are substandard in many parts of this street segment. This plan recommends that, as redevelopment occurs, boulevards and sidewalks are improved to the standards of the City’s adopted Transportation Action Plan.

Penn Broadway

The Penn Broadway street segment extends from Oliver Avenue to the 26th Avenue North intersection. It is a mix of housing and commercial development, and functions as a neighborhood commercial district. Three development projects are currently underway that will strengthen this node—

rehabilitation of the Delisi building, the restoration and of the Capri Theater with amplified programming, and the construction of a new commercial building at West Broadway and Logan Avenue. There is physical space and interest in installing unique



and striking public spaces at the southeast and northwest corners of the Penn/West Broadway intersection. Enhanced bus shelters could be incorporated into the design of the space. District wide façade

improvements are another short-term priority. Changes to the design of the Penn/West Broadway intersection are recommended in order to make it easier for pedestrians to cross the street. Improved striping and the installation of signal countdowns are complementary improvements.

Over the longer term, there are excellent opportunities for larger scale redevelopment at the northwest and southeast quadrants of the intersection. Sidewalk widths should be widened to the city standard whenever redevelopment occurs. And joint parking arrangements need to be explored that satisfy the complementary need for parking of the different purposes.

The narrow width of sidewalks through most of this commercial district is of great concern as it contributes to an inhospitable environment for pedestrians. This plan recommends that, as redevelopment occurs, boulevards and sidewalks are improved to the standards of the City's adopted Transportation Action Plan. The installation of additional streetscaping elements should be considered over time. And improved landscaping of medians could also be undertaken by some organization or set of stakeholders.

The Curve

This street segment extends from Girard Avenue to Oliver Avenue. It is a mix of housing and commercial development, and the West Broadway Alive Plan calls for its residential character to be strengthened over time.



There are many opportunities for redevelopment in this part of West Broadway. There is a lengthy stretch of property along the north side of the curve where multi-family residential development is being pursued. The westernmost of these properties is the visual terminus of the view down Broadway from the west, and is one of the strongest opportunities on West Broadway to capitalize on a prominent location with distinctive architectural features and/or public art. Redevelopment of the 1601 block on the south side of West Broadway might give North Commons Park a visual presence on West Broadway, as was explored as a case study in one of the West Broadway Alive open houses.

Where redevelopment does occur, boulevards and sidewalks should be improved to the standards of the City's adopted Transportation Action Plan. The installation of additional streetscaping elements should be considered over time. Improved landscaping of medians could also be undertaken by some organization or set of stakeholders.

Hawthorn Crossings/Historic Storefronts

This section of West Broadway extends from Girard Avenue to the Aldrich/Bryant Avenue midblock. It is a mix of housing and commercial development, with commercial development predominating. It is a sub-district of the commercial core of West Broadway, and an area with great promise for being activated as a main street style shopping area. This plan

recommends that several strategies be employed in combination in the near term.

- Reconfigure the parking lot of the shopping center to create space along West Broadway for a linear plaza along the West Broadway sidewalk.



- Build the linear plaza and program it with a regular outdoor market and special events.
- Make special incentives available in combination with a façade improvements program, with the goal of seeing upgraded facades for the great majority of the storefront properties.
- Make a limited set of streetscape and aesthetic improvements to the public realm.
- Add signal countdowns to the traffic signals at Bryant, Dupont and Emerson, and refresh or install a bold crosswalk striping pattern in order to make pedestrians feel more comfortable crossing the street.

Next tier strategies to be pursued should include the improvement of parking areas at the rear of the storefronts, and evaluation and improvement of the on-street parking meter system.

Street reconstruction in the five to ten year time frame will allow further improvements that include widening sidewalks and installation of a complete streetscape treatment. A streetcar line might also be extended to the Broadway Emerson area at that time or at a point further in the future.

Broadway/Lyndale

The Broadway/Lyndale segment of West Broadway extends from the Aldrich/Bryant Avenue mid-block to the Interstate 94 Bridge. It is a mix of commercial and industrial development, with several large parcels and few remaining storefronts. It is a sub-district of the commercial core of West Broadway. Because of its proximity to the freeway, its existing shopping center, grocery store and big box businesses, and its large parcels, it has great promise for further development as the center of gravity for destination-oriented businesses on West Broadway. There are several sites that present tremendous opportunities for redevelopment with the result that more than any other part of West Broadway, the Broadway Lyndale area can establish its own environment.

In the near term it will be important to support the existing development proposal for a North Minneapolis YWCA at Broadway and Aldrich, as well as to work in cooperation with the Cub Foods grocery store at Lyndale Avenue to continue to improve their security environment. Capital monies can be pursued for aesthetic enhancement of the bridge over Interstate 94.

A number of important steps can be taken over a longer time period. Firstly, street reconstruction allows for the widening of sidewalks and the installation of a complete streetscape including some landscaped medians. This would green the street, create an inviting aesthetic environment, and provide visual continuity all the way to the Mississippi River. It will likely be five to ten years before this work can be undertaken, given that it must first be programmed in the Hennepin County capital improvements program.

Secondly, several properties in this area seemed poised for redevelopment—which would dramatically change the character of the area. Most notably, three blocks at the Broadway Lyndale intersection



represent tremendous development opportunities. There has been developer interest in the Broadway Center shopping center. This plan developed case study scenarios of liner development along the Cub Foods site. And the northwest quadrant of the West Broadway/Lyndale intersection holds promise for redevelopment as well.

Thirdly, the proposed Washington Avenue/West Broadway streetcar line would tremendously strengthen the market's response to redevelopment in the West Broadway/Lyndale area. Streetcar availability improves the transit connection to downtown and greatly reduces its psychological distance.

Efforts should be made to synchronize these private and public development elements as much as possible in order to create a market for the new development, while expanding the anticipated ridership and success of the new streetcar line. In the absence of coordination of these elements, West Broadway is less likely to be developed to its potential, and the Washington Avenue/West Broadway streetcar line is likely to be less successful. Preparatory steps should be taken in the five to ten years prior to this constellation of improvements. These include retaining site control of key parcels, and establishing a funding source such as the West Broadway/Lowry Revitalization Fund that can contribute to both the new development and the streetcar line capital costs.

River Gateway

The River Gateway segment of West Broadway extends from the Mississippi River to the Interstate 94 Bridge. It is an important gateway to Minneapolis from northeast Minneapolis, as well as from points south such as the city's warehouse district. It is a mix of commercial and industrial development, including some of the properties that are the strongest impediments to attracting higher quality businesses and development to the West Broadway corridor. Because of its immediate freeway access and outstanding visibility from the freeway, its proximity to downtown Minneapolis and the Mississippi River, and its buffering from residential property, this part of West Broadway holds great promise for an office and corporate headquarters district.

In the near term it is important to support the existing development proposal at West Broadway and 2nd Street. The city and business community should work vigorously to enforce site standards for all of the businesses in the area, as well as parking and trucking regulations—and to encourage healthy and safe business practices among businesses in the area. An outstanding opportunity for a gateway public art element is available at the Mississippi River Boulevard. The design and construction of this gateway element should be seen as a short term implementation priority.

A number of important steps can be taken over a longer time period. Firstly, street reconstruction allows for the widening of sidewalks and the installation of a complete streetscape. This would allow for greening the street, create an inviting aesthetic environment, and provide visual continuity all the way to the Mississippi River. It will likely be five to ten years before this work can be undertaken, given that it must first be programmed in the Hennepin County capital improvements program.

Secondly, redevelopment of several of these blocks should be pursued. If possible, redevelopment should include the properties in this area that are most blighting. If this is not accomplished, the area is unlikely to reach its potential with more intensive development of the kind explored in this plan's case study scenarios.



Thirdly, the proposed Washington Avenue/West Broadway streetcar line would tremendously strengthen the market's response to redevelopment in the West Broadway/Lyndale area. Streetcar availability improves the transit connection to downtown and greatly reduces its psychological distance.

Just as with the Broadway Lyndale street segment, the existing conditions and potential of this area argue for making efforts to synchronize these private and public development elements as much as possible in order to create a market for the new development, while expanding the anticipated ridership and success of the new streetcar line. In the absence of coordination of these elements, West Broadway is unlikely to be able to attract high quality corporate interest. And the Washington Avenue/West

Broadway streetcar line is likely to be less successful. Preparatory steps should be taken in the five to ten years prior to this constellation of improvements. These include retaining site control of key parcels, and establishing a funding source such as the West Broadway/Lowry Revitalization Fund that can contribute to both the new development and the streetcar line capital costs.