DINKYTOWN USA

Business District Plan

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MPLS PLAN

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1. Executive Summary

Introduction

The Dinkytown Business District Plan is a policy document produced by the City of Minneapolis, in partnership with the Dinkytown businesses and property owners and Marcy-Holmes Neighborhood Association, to guide land use and development in the Dinkytown business district for the next 20 years. It builds upon the policy direction of The Minneapolis Plan for Sustainable Growth, the City's comprehensive plan. It is meant to articulate a vision for the business district based on existing City policy and input from property owners, residents, businesses, students, and employees throughout the planning process. The City, public institutions, and community organizations will use the plan to guide their own decision-making processes with incremental changes to realize the full vision.

View of 14th Ave SE from the 1970's

The plan examines the current conditions of the area, develops a future vision of what area stakeholders want the area to become and then formulates specific goals, objectives, and policies that will help implement that vision. The plan itself builds on past planning efforts and public involvement processes, particularly with regards to themes that have emerged repeatedly.

Related Processes

The plan has a unique relationship to the Marcy-Holmes Master Plan, which was being updated at the same time this planning process was underway. While the Marcy-Holmes plan covers the entire neighborhood (including Dinkytown), the Dinkytown plan provided more detail and focus on the issues specific to the business district. The plans together represent a unified framework for the entire area. A summary of the recommendations for Dinkytown are included in the Marcy-Holmes Master Plan, where Dinkytown is identified as one of five "character areas" which make up the neighborhood.

The plan also has a unique relationship to a pilot artist-planner collaborative project called Creative CityMaking, in partnership with Intermedia Arts. The goals of Creative CityMaking include:

- Develop new creative strategies for community planning;
- Create a collaborative laboratory and learning environment that engages artists and City staff working with a city department;
- Engage artists in critical thinking and art making around city and urban issues, and to increase artists' and planners' ability to facilitate community change;
- Provide artists and planners with new tools for community engagement and working with traditionally underrepresented communities;
- Document and communicate lessons learned

In the context of Dinkytown, a three-artist team was assigned to work alongside planning staff throughout the planning process. This resulted in the development of unique outreach strategies to reach underrepresented participants in the process, summarized in the Community Process chapter – and a documentary of the process that was shown at the final public meeting.

Plan Overview

The plan is broken up in several main sections:

The Community Process, Background and Context, and Existing Conditions, chapters provide a summary of information that sets the stage for the plan's analysis and recommendations.

The Heritage Preservation, Economic Development, Transportation and Parking, and Land Use and Design chapters provide analysis of the issues facing the area, describe options, and outline recommendations.

The Implementation chapter describes the steps needed for implementing the recommendations in the previous chapters, as well as timeline for implementation, and lead organizations. This outlines potential options for the implementation process; a more in-depth implementation strategy will need to be formulated once the plan is adopted.

The Dinkydale building dates back to the early 19th century; it was originally built as student and traveler housing with retail on the ground floor

Heritage Preservation

The historic character of the Dinkytown was central to many comments submitted on what people valued about this. Research done for the plan backed that up, with a plausible case for a potential historic district or similar designation.

The recommendations focus on joint effort and support for new approaches to preserving the character of Dinkytown, including consideration of one that is still under development – a conservation district. They include:

- Establish a clear "commercial district" and consider practices to preserve the remaining historic, architectural, and cultural value of that area.
- Conduct a study to evaluate the eligibility of the Dinkytown commercial district or local or national historic designation.
- Pursue Dinkytown's participation in the Minnesota Main Street Program.
- Consider establishment of a Local Conservation District for the Dinkytown area.

Economic Development

The economic development focus of this plan was both on strengthening the existing business mix, and supporting long-term viability of the district. One of the major findings was the identification of several distinct markets visiting Dinkytown, and how their needs could be served. Recommendations included:

Dinkytown's transportation system is truly multimodal, with people arriving on bike, foot, car, and bus

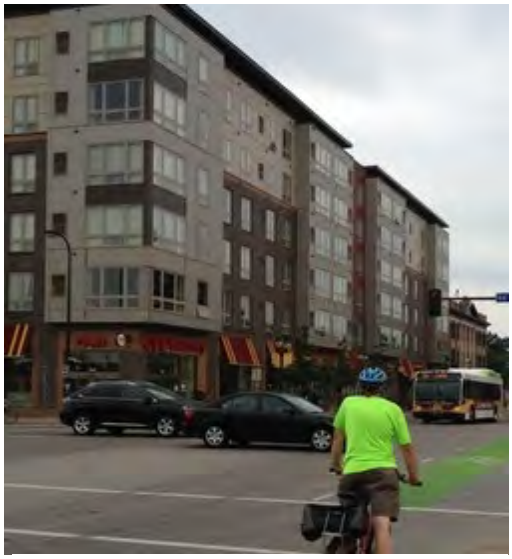
- Expand the commercial footprint of Dinkytown, thereby increasing the potential supply of retail space available.
- Require ground floor retail or other active uses in the commercial core.
- Support the existing mix of small businesses in Dinkytown through various regulatory, financial, and technical assistance tools.
- Support a broad diversity of businesses in Dinkytown that serve the needs of the area by placing controls on granting new and/or expanded liquor licenses.
- Pursue enhanced maintenance of public realm, including litter removal, façade maintenance and renovation, upgrades to aging infrastructure, and other elements.
- Promote safety and security of the district through regular foot patrols, including late nights and events.
- Support marketing and branding strategies that build on Dinkytown's uniqueness.
- Contribute to a mutually beneficial relationship between the University and Dinkytown.

Transportation and Parking

Transportation and parking recommendations, as with the economic development, reflect that range of people who travel to Dinkytown – and how they get around the area. Parking is a major issue for those driving here, and the plan addresses that in depth. Bicycle and pedestrian access is just as important to those traveling from the campus or neighborhood, and the plan addresses that as well. Recommendations include:

- Support current efforts around providing a remote parking shuttle service.
- Explore development of and funding for a public Dinkytown circulator bus.
- Improve signage to and from available on- and off-street parking.
- Develop shared parking strategies for off-street surface parking.
- Explore the use of "smart" parking meters in the commercial core of Dinkytown where parking demand is highest.
- Consider modifications to on-street parking in the Dinkytown area, in coordination with both the business district and the neighborhood.
- Work with the University of Minnesota to encourage students, faculty, and staff to not occupy long-term street parking spaces in and around Dinkytown at peak times.
- Enhance lighting and safety features at the 4th Street SE parking ramp, and improve the pedestrian experience along 4th Street SE and other pedestrian routes
- Increase the use and favorability of valet options in Dinkytown.
- Consider charging residential developers fees in-lieu of providing off-street parking that can then be used to provide public parking
- Explore costs and benefits of placing an additional parking ramp within the study area
- Increase the education and awareness of road users.
- Identify and complete missing and inadequate links in the bicycle network.

- Install high visibility crosswalks at key intersections, and observe to determine additional potential traffic improvements.
- Explore additional options to delineate and enhance bicycle facilities on 15th Ave SE and other routes.
- Consider narrowing travel and parking lanes on 4th Street SE to provide room for a bicycle lane through the commercial core
- Install on-street bicycle infrastructure along 5th Street SE, and continue similar streetscape treatments present along the street to the west of Dinkytown
- Complete a vertical connection from the Dinkytown Greenway into Dinkytown, and install orienting and wayfinding signage for people walking and bicycling.
- Place wayfinding signage on streets directing bicyclists towards Dinkytown.
- Install additional new bicycle racks where feasible, particularly along 14th Avenue SE and 4th Street SE in the core of Dinkytown.
- Investigate Dinkytown as a possible location for a designated and branded bicycle hub
- During times of construction, provisions should always be made to maintain pedestrian and bicycle connectivity so that preferred routes of travel are not obstructed
- Fund year-round maintenance of the Dinkytown commercial core.



Sydney Hall, one of Dinkytown's newest buildings, reflects the recent campus area building boom

Land Use and Design

Land use in the Dinkytown district is recommended to be mixed use, reflecting the existing and planned collection of uses. The plan does recommend an expansion of the mixed use core area, as well as the Activity Center boundary. This expansion reflects the recommendations of the plan's market study as well as a recommendation from the Marcy-Holmes Master Plan update process.

The plan does acknowledge a potential conflict between supporting Activity Center densities and preserving the character of the Dinkytown area. This is addressed through a series of design guidelines and preservation-related recommendations, which encourage new development to be compatible with the existing character. These guidelines could also become a basis for those developed if a district designation is pursued as described in the Heritage Preservation chapter.

- Guide the business district of Dinkytown for mixed use, to accommodate existing and new commercial, residential, institutional, and office uses.
- Expand the Dinkytown mixed use business district to the blocks immediately surrounding the core area, as shown on the future land use map.
- Expand the boundary for the Dinkytown Activity Center to the blocks immediately surrounding the core area, as shown on the future land use map.
- Ensure that new development within the Activity Center is designed in a way that is compatible with and contributes to the area's unique character.

- Require an active ground floor retail presence in development within the core area of Dinkytown, particularly near the intersection of 4th St SE and 14th Ave SE.
- Use the plan's design guidelines as part of the development review process to ensure that new development is compatible with the existing area.
- Support residential development in the area surrounding the Dinkytown business district compatible with the guidance in the Marcy-Holmes Master Plan Update.
- Encourage an active, pedestrian oriented street presence for the University-owned property fronting 15th Ave SE.

2. Community Process

This chapter gives an overview of the community engagement process used during the development of the Dinkytown Business District Plan.

Direction for Outreach

Planning in Dinkytown area invokes numerous thoughts and opinions regarding its significance, and the role of growth and change in shaping its future. Some themes that emerged throughout the community conversations included:

- Recognizing the impacts of recent growth on Dinkytown, and assessing how to respond.
- Connecting the past, present and future of Dinkytown, in terms of its role in the community – and how elements have changed or remained constant over time.
- Ensuring that the area remains safe and livable, and encouraging partners to work together to this end.
- Recognizing the broad range of people with an interest and stake in the area, and working to have their voices in the process.
- Identifying the stakeholders with the most significant roles in the Dinkytown area, and how they can work together.
- Supporting the development of Dinkytown as an attractive place with a distinct identity.

The process described below is designed within the context of these observations and principles.

Marquee at the Varsity, the night of a public meeting

Steering Committee

Early in the planning process, a steering committee was formed for the Dinkytown Business District Plan. The steering committee plays an important role in any small area planning process such as this one. This role includes:

- **Advising on process**. The steering committee provided advice to City staff and consultants on elements of the planning process.
- **Communicating with organizations**. Steering committee members served as a communication link between the study process and the entities they represent.
- **Supporting public engagement**. Steering committee members worked with community organizations and their own networks to get the word out about public events related to this study.
- **Advising on plan content**. Although the committee had input in the plan, broader public input is essential in informing the plan. The steering committee was asked to be a sounding board and offer initial feedback on plan options in preparation for broader public engagement.
- **Representing others**. Steering committee members represented the values of their own organizations. They also had a responsibility to factor in the perspectives of other groups and individuals. They

considered citywide policies and values, the satisfaction of multiple needs, and the feasibility of plan implementation.

The membership of the Dinkytown Business District Plan steering committee represented a range of interests in the Dinkytown area, including business owners and employees, property owners, residents, students, institutions, the University of Minnesota, and others. Although not all of them were able to regularly attend steering committee meetings, all members were kept informed of the plan's progress via frequent informational updates.

Dinkytown businesses and property owners were the main partners for the plan, representing the ongoing interests of those in the business district. This was also coordinated closely with the Marcy-Holmes Neighborhood Association. Members representing each planning process sat on the steering committee for the other in a liaison role.

Among their roles, the steering committee members advised as to the best way to reach out to the community as a whole. This is described below.

Public Outreach Strategy

Public involvement is a key component of any community planning process. In addition to providing valuable insight into community needs and preferences, it helps the public to become more involved in how policy decisions are made, and hopefully increases public support for the plan once it is completed.

It is the goal of a good planning process to reach and engage a representative sample of the area's stakeholders, including businesses, residents, employees, and visitors. At the start of the Dinkytown planning process, several major stakeholder groups were identified, along with possible strategies for reaching them:

- **Business owners and employees**. These groups have been very involved in the planning process, particularly as major changes in development have directly impacted them and their customers. Dinkytown businesses and property owners represented this group.

- **Property owners**. While there is some modest overlap with business owners, many businesses in Dinkytown are renters – so property owners is in fact a separate group, with their own interests. Property owners were included on the steering committee, and were also met with separately upon request.

- **Student population**. The demographic profile shows clearly that a large percentage of the population of the area is college students – both residents and those commuting from elsewhere. They tend to be mobile, however, and lack a long term connection to the community. Therefore, they are less likely to participate in traditional meetings and outreach.

Flyer from third public meeting

- **Other residents**. While there is a large student population, a number of other residents occupy the Marcy-Holmes neighborhood. They were included as well. The Marcy-Holmes Neighborhood Association was the primary partner in reaching the broader community.

- **Non-resident stakeholders**. Dinkytown serves a large number of people who do not live in the area. This includes students, faculty, and staff at the University of Minnesota who travel into the area for school and jobs. It also includes customers of the area businesses that travel to the area just to patronize the businesses. There is also a range of others, including those attending sporting events, patients at medical clinics and their families, youth attending camps at the University, and many others.

- **The University of Minnesota**. The University is the dominant institutional presence in the Dinkytown area. However, with all the divisions, departments, and varying interests, it needs to be addressed carefully. This is particularly important as the University is largely exempt from local land use regulations and plans.

- **Faith communities and other local institutions**. Local institutions in the area include several churches, a public library, and some others. They were included in the process in various ways, including on the steering committee.

To reach out to these various groups, a framework for public involvement was crafted. Three major stages of the public process were identified: general visioning and goals, research and analysis, and development of recommendations. These phases, and the techniques used, are described below. Appendix A contains additional information.

Outreach Prior to Meetings

Getting the word out about meetings is always an important part of community outreach. People cannot attend something they are not aware is happening. A number of approaches were used throughout the plan development process to let people know about upcoming events and opportunities. These included:

- **Community contact lists**. Email addresses were collected from a variety of sources. The station area plan built on already existing lists of key stakeholders and interested participants compiled by the neighborhood, area businesses, and other stakeholders.

- **University communications network**. The University itself utilizes a well-maintained and structured electronic communications system. Word of meetings and surveys was distributed through this system, reaching thousands of staff, faculty, and students.

- **University District Alliance**. Many of the key stakeholder groups in this area are also represented on the University District Alliance, a University-community partnership that has worked to address

shared issues for several years. Participation in and communication through the Alliance provided an effective way to update key stakeholders, including adjacent neighborhoods that were not as directly involved in the planning process but wanted to track with it.

- **Media coverage**. The Dinkytown planning process received a substantial amount of media coverage throughout the process. Regular communications with reporters got the word out via a series of news articles – both in print and online.

- **Flyers**. Flyers were distributed, both in print and electronically, prior to public meetings. This included a limited number of direct mailings to targeted groups.

- **Website**. The Dinkytown Business District Plan website was regularly updated throughout the planning process. It contained information about upcoming events, meeting summaries and materials from previous presentations.

- **Steering committee**. The steering committee performed the valuable service of reaching out to their own contact networks to let them know about upcoming community outreach opportunities.

Phase #1: Community Priorities

The first phase of outreach began in Spring 2013. The main purpose of this phase was to determine the top concerns, issues, and priorities of stakeholders. Outreach in this phase included two main activities:

- Kickoff meeting. The project kickoff meeting was held in March 2013. The intent was to provide a very general outline of the planning process and to solicit input from the community regarding issues and priorities they would like to see addressed in the planning process.

- Scoping with key stakeholders. Using the general community input as a starting place, a series of meeting with the key stakeholder groups (Dinkytown businesses and property owners and Marcy-Holmes Neighborhood Association) were held to determine the priorities for more in-depth focus and study as part of the planning process.

From this phase came the plan's three focus areas: transportation and parking, preservation and design, and market and economic development. These were used to scope the consultant contract, which was used as the basis for a request for proposals resulting in the hiring of the project consultants.

The plan's steering committee also discussed strategies for public outreach, which were implemented in the following phases.

Phase #2: Focused Research and Analysis

After the first phase of outreach was concluded, there was a period of research and analysis. This included both technical analysis and additional information gathering from the public to gather more detailed information about views and priorities.

This phase also included a public meeting in September 2013. Participants were asked to respond to some preliminary findings from consultant research on transportation, market and preservation. They were also asked to indicate their stand on key values and approaches. Information was compiled and used to inform the next phase of research and plan drafting.

However, due to unique nature of the community, several other strategies were used to collect information, each targeting different audiences. To ensure the information could be compiled in a meaningful way, the questions asked were similar throughout all outreach efforts (though customized in each case for the specific circumstance). These included:

- **Community survey**. This survey was launched at the September meeting. It was also distributed at Neighborhood Fest, a community event in October. However, the majority of the survey responses were received online via an electronic link that was emailed out broadly. In total, over 1,000 responses were received and compiled from this survey. Results are summarized in Appendix A. This survey reached many people who do not live in the area. In fact, over 160 different zip codes were indicated among the survey responses, covering much of the metro area and beyond. (Over one third did indicate they lived in the zip code where Dinkytown is located.)

- **Artist led mobile engagement theater**. The artist team of the Creative Citymaking partnership implemented a unique outreach strategy. They designed a mobile cart with an illustrated scroll of Dinkytown information, and pulled it around the area on a bike numerous times. When parked, they gave a presentation, and distributed surveys in the form of illustrated "zines" to viewers. Respondents got screen printed t-shirts with a Dinkytown logo designed by the artist team – and also featured on the cover of this plan. Over 800 responses were received and compiled, with results summarized in Appendix A. This predominantly brought in students, with a proactive attempt to ensure a diverse cross-section of individuals. One interesting fact: only 16% of the respondents indicated they had ever been asked for their input in a planning process before.

- **Customer survey**. This survey was distributed at the point of sale to customers of participating area businesses. They were necessarily shorter in format, and focused on parking and access issues. Over 240 surveys were collected and compiled. The respondents were typically destination customers, who travel to the Dinkytown area primarily via car. Results are summarized in Appendix A.

A mobile engagement theater presentation

- **Stakeholder meetings**. In addition to the more broadly focused surveys, two stakeholder meetings were held with specific groups. One focused on property owners in the Dinkytown area, and the other on representatives from key University divisions. Both provided an overview of the planning process and preliminary recommendations, along with the discussion focused on the topics of most interest to the subgroup.

The information from all these was compiled and used to inform the draft plan that was developed, and was reviewed in the next phase.

Phase #3: Draft Recommendations

After the second phase of public involvement, staff began drafting recommendations for the plan based on the input received to date and the research and analysis conducted. The third phase of outreach focused on presenting these draft recommendations and asking for input. As with previous phases, input was used to inform and update the plan content.

COMPLETE WHEN PROCESS IS COMPLETE

3. Background and Context

This chapter provides a summary of existing plans and current planning processes, as well as a historic and socioeconomic profile of the Dinkytown study area.

Existing Plans

Existing land use in Comprehensive Plan (see Chapter 8 for bigger map and legend)

Comprehensive Plan

The Minneapolis Plan for Sustainable Growth, the City's official comprehensive plan adopted in 2009, provides long term vision and policy guidance for the city as a whole. Other City plans, regulations, and City actions must by law be found consistent with the comprehensive plan.

In contrast, small area plans such as this one provide more specific guidance for particular neighborhoods, while remaining consistent with the overall comprehensive plan. These plans are initiated generally in areas facing growth or change, including transit station areas. Once this plan is complete, it will be incorporated into the comprehensive plan – including possible updates to the overall future land use map.

The land use section of the comprehensive plan has both general policies, and those specific to land use features. These features are located throughout the city and defined by their function, density, and concentration of certain types of uses. Several corridors and locations in the Dinkytown study area are designated as land use features. These are described below. See Chapter 8 for more discussion of land use features and a map showing their extents.

Future land use in Comprehensive Plan (see Chapter 8 for bigger map and legend)

- **University Avenue SE and 4th Street SE** west of Washington Avenue are designated as Community Corridors. Community Corridors are defined as having primarily a residential nature, with intermittent commercial clusters located at intersections. They have a range of traffic levels but are not generally high volume. The commercial uses along these corridors tend to be small-scale retail sales and services serving the immediate area. Medium densities are frequently allowed.

  Policy guidance in the comprehensive plan for Community Corridors includes: (1) support existing small-scale retail sales and commercial services; (2) support new small-scale retail sales and services, commercial services, and mixed uses at Commercial Node intersections; (3) discourage uses that diminish the transit and pedestrian oriented character; (4) discourage the conversion of existing residential uses to commercial uses; (5) encourage the development of low- to medium-density housing; and (6) promote more intensive residential development at appropriate locations. The designation of an Activity Center in the Dinkytown business

district provides guidance over and above the baseline corridor guidance along University and 4th.

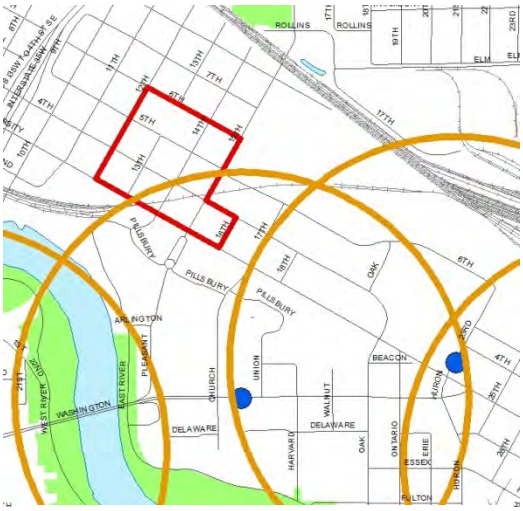
- **Dinkytown's business district** is a designated Activity Center. Activity Centers support a wide range of commercial, office, and residential uses. They typically have a busy street life with activity throughout the day and into the evening. They are urban form and scale. Activity Centers are also well-served by transit. There are sometimes needs to mitigate the impacts of typical uses here on surrounding areas.

  Policy guidance in the comprehensive plan for Activity Centers includes: (1) encourage a variety of commercial and residential uses that generate activity all day long and into the evening; (2) encourage mixed use buildings; (3) encourage active uses on the ground floor of buildings; (4) discourage uses that diminish transit and pedestrian character; (5) encourage a height of at least two stories for new buildings; (6) encourage the development of high- to very-high density housing; (7) encourage the development of medium- to high-density housing immediately adjacent; (8) support district parking strategies; (9) encourage architectural design, building massing and site plans to create or improve public and semi-public spaces; (10) encourage developments to incorporate climate sensitive site and building design practices.

  It has already been noted that, while the guidance for density in an Activity Center is high to very high, the historic densities of Dinkytown have been low – and much of the zoning remains at neighborhood commercial levels. This will need to be addressed in the context of the plan.

- **University of Minnesota's campus** is the heart of a designated Growth Center. Growth Centers are characterized primarily by a high concentration of employment. They are typically guided for high density uses that complement the employment center, including residential, office, retail, entertainment and recreational uses. The plan specifically calls out the University as the second largest employment concentration in the city after Downtown and identifies its important regional role – while also describing the need to mitigate some impacts on surrounding areas.

  Policy guidance in the comprehensive plan for Growth Centers includes: (1) support development through planning efforts to guide decisions and prioritize investments in these areas; (2) support the intensification of jobs through employment-generating development; (3) encourage the development of high- to very high-density housing; (4) promote the integration of major public and private institutional campuses with the function and character of surrounding areas.



A portion of Dinkytown is within a half-mile radius of the East Bank LRT station

Land use features in Comprehensive Plan (see Chapter 8 for more detail)

- **Industrial Employment District**. As described in the *Industrial Land Use and Employment Policy Plan*, the Southeast Minneapolis Industrial Area is designated for long term employment growth. In particular, it is planned for development that complements nearby University research activity, including the adjacent Biomedical Discovery District.

- **The East Bank Light Rail Station** is the center of a designated Transit Station Area. These are defined as the area within a half mile of a fixed-route transit station, such as light rail, commuter rail, or busway. Since not all transit stations have the same guidance or context, these often coincide with other land use features that provide additional direction. In this case, it overlaps with both the Dinkytown Activity Center and the University of Minnesota Growth Center.

  While the Dinkytown study area does not include the station itself, a portion of it is within a half mile of the East Bank station, and therefore technically within the station area. Additional work will be needed to determine the likely impact of the relative proximity to light rail for Dinkytown.

  Policy guidance in the comprehensive plan for Transit Station Areas includes: (1) encourage pedestrian-oriented services and retail uses as part of higher density development; (2) pursue opportunities to integrate existing and new development with transit stations through joint development; (3) discourage uses that diminish the transit and pedestrian character; (4) encourage architectural design, building massing and site plans to create or improve public and semi-public spaces; (5) concentrate highest densities and mixed use development at stations and along connecting corridors; (6) encourage investment and place making around transit stations through infrastructure changes and the planning and installation of streetscape, public art, and other public amenities.

As these policies from the comprehensive plan show, the Dinkytown study area is located at the convergence of several land use features guided for growth. However, it is also currently at a scale that is much lower density than the guidance allows, and this is part of its historic character. These two aspects of the study area will need to be evaluated and balanced in the planning process.

Other Planning Efforts - Past and Ongoing

Although there has not been a recent plan focused exclusively on Dinkytown, there have been several which include some or all of the area in a larger plan framework. Together with the comprehensive plan, these plans form the existing policy framework and general context for this current plan. Additionally, there are some planning efforts that were ongoing at the same

time this plan was being developed. These are listed below, with brief descriptions.

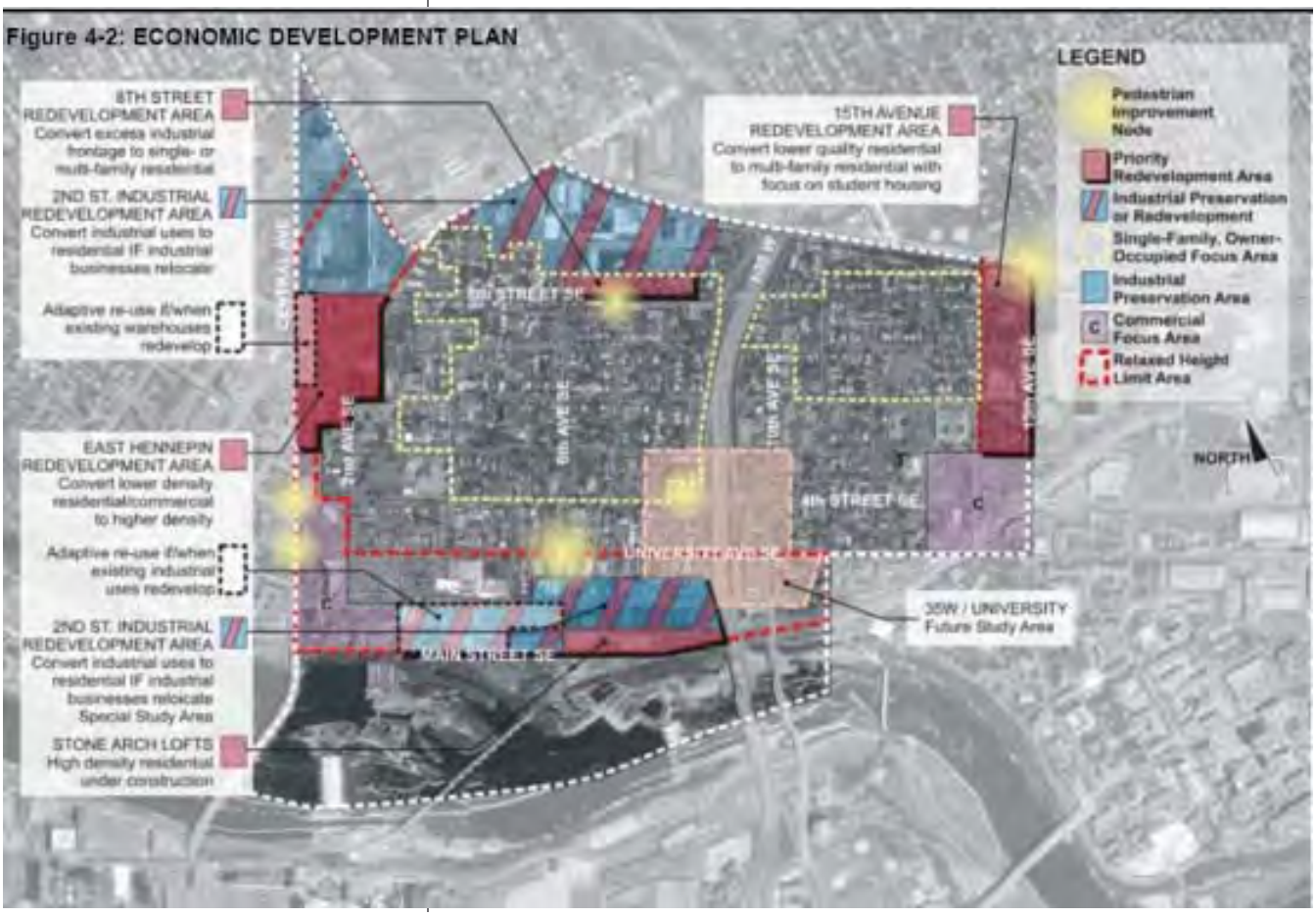
Where most relevant, recommendations from these related plans are incorporated throughout this document, depending on subject matter. In particular, technical and other in-depth studies provide more scope to this study's content.

- **Master Plan for the Marcy-Holmes Neighborhood** (Marcy-Holmes Neighborhood Association, 2003) – The neighborhood led a planning process that resulted in the adoption of a small area plan that included the Dinkytown area, and was subsequently adopted by the City Council and incorporated into the Comprehensive Plan. Elements related specifically to Dinkytown include:

    - Focus attention on Central Avenue, East Hennepin Avenue, and Dinkytown for core neighborhood services such as groceries, hardware, and pharmacies.

    - Dinkytown will be primarily, though not exclusively, a pedestrian-oriented place for walk-in business from University students, faculty, employees, visitors to the University, and nearby residents.

    - Support the preservation of the historic, eclectic character of Dinkytown.



- Preservation of the character requires that new buildings be built within the four (4) story height framework of the district and relate to the surrounding architecture in scale and design

- All businesses should have active, glass storefronts, with individual business entrances on the sidewalk.

- There should be no parking lots with frontage on 4th Street SE.

- Support a diverse mix of businesses. The Dinkytown district should not be dominated by restaurants and drinking establishments.

- The city should re-examine its parking meter regulations in Dinkytown to allow free parking to start earlier in the evening.

- Complete the bike trail through the Dinkytown trench that will eventually connect the Saint Paul Campus, Minneapolis Campus and Stone Arch Bridge.

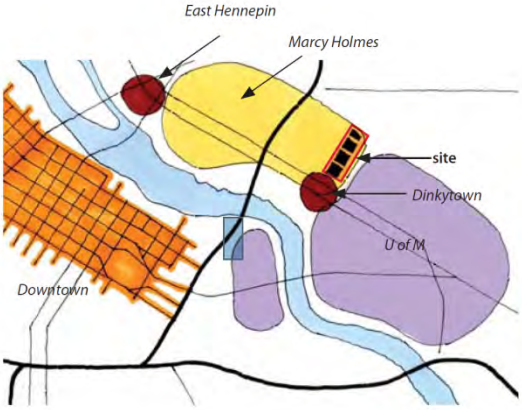
- Support the construction of a public plaza over the existing railroad trench that runs through Dinkytown. The elevated plaza should have ramp connections to the bike trails below.

- Support the concept of a Dinkytown parking ramp possibly on the site of the Tech Center parking lot or in the block bounded by 14th Avenue, 4th Street, 15th Avenue, and 5th Street

- Support a preservation designation study for Dinkytown

- Dinkytown should continue its current compact form and boundaries. Commercial uses should not expand beyond the area bounded by 13th Avenue, University Avenue, 15th Avenue, and 5th Street SE, except UTEC and the Chateau.

- Improved services in Dinkytown, including expansion of foot patrols, snow clearance, monitoring of liquor licenses, and underage drinking enforcement.



15th Ave SE Plan study area

- **15th Avenue SE Urban Design Plan** (Marcy-Holmes Neighborhood Association, 2009) – The neighborhood led a planning process to supplement the adopted Master Plan with more specific guidance for development along 15th Avenue SE. While the

focus of the plan was on the 3 ½ blocks fronting 15th Avenue SE immediately north of Dinkytown, it addresses some aspects of guidance for Dinkytown as well. These include:

- The lower half of the southern-most block adjacent to Dinkytown should be considered for nonresidential uses like retail space, university office space, and/or a new SE library as a part of a larger mixed-use project.

- If possible, additional retail parking should be provided on the southernmost block to support Dinkytown, possibly in the form of shared parking.

Existing and planned bicycle routes in the area

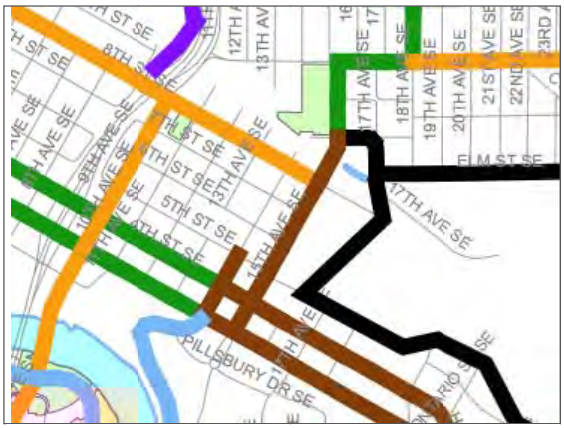
- **University of Minnesota Twin Cities Campus Master Plan** (University of Minnesota, 2009) - This plan establishes a support the academic mission. It sets the vision for the future, building upon the existing physical attributes, including natural features, open spaces, existing buildings and infrastructure, land use relationships, and the network for movement to, from, and around the campus. Some of the main recommendations related to Dinkytown:

  - Participate in initiatives that improve the visual image perceived along student and visitor pedestrian access routes.

  - Support efforts to promote local businesses and community services to students, staff and faculty as potential patrons of these enterprises.

  - All of Dinkytown (as well as most of Marcy-Holmes east of Interstate 35W) is identified as being within a sensitive area, defined as a location where the University has a strong impact on the community.

  - The 15th Avenue SE corridor is designated as a joint planning area, which is defined as a transitional area that may support new development, where the University has a "desire to work with landowners, neighborhoods and municipalities to plan for the mutual benefit of University and the community."



Access Minneapolis Image: Activity Area (brown), Neighborhood Connector (orange), and Community Connector (green) Streets exist in Dinkytown

- **Access Minneapolis** (City of Minneapolis, 2009-2010) – Access Minneapolis is the City's transportation action plan that addresses a full range of transportation options and issues, including pedestrians, bicycles, transit, automobiles, and freight. The purpose of Access Minneapolis is to identify specific actions that the City and its partner agencies need to take within the next ten years to implement the transportation policies articulated in The Minneapolis Plan for Sustainable Growth. Chapter 7 contains

additional analysis and recommendations for transportation improvements.

Access Minneapolis designates types of streets in the city, and presents principles and standards for pedestrian realms and streets in different parts of the city. The plan regards the core Dinkytown area an Activity Center and parts of 4th Street SE, 5th Street, SE, 14th Avenue SE and 15th Avenue SE as Activity Area Streets. Activity Area Streets prioritize pedestrians; the recommended standard for the "pedestrian zone" is 20 feet between the building and the curb, with 15 feet considered acceptable.

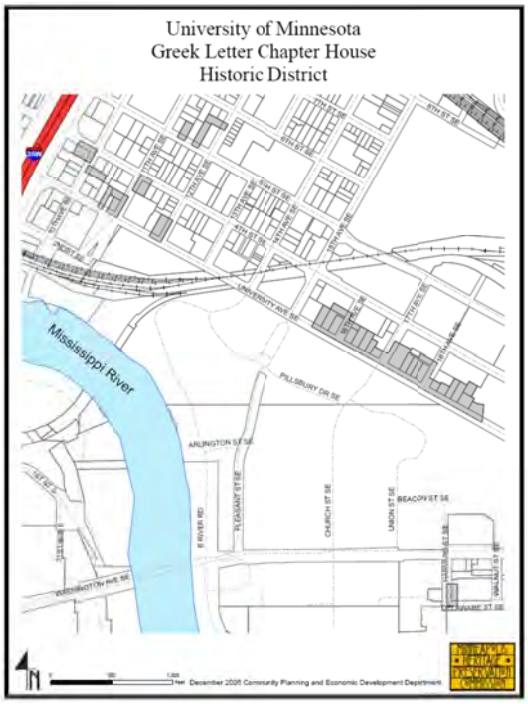
The 2011 Minneapolis Bicycle Plan, a component of Access Minneapolis, recommends a signed bicycle route in the core of Dinkytown on 4th Street SE and a bicycle boulevard (currently existing) on 5th Street SE.

- **University District Urban Design Framework** (University District Alliance, ongoing) – The University District Alliance, a collaborative effort of stakeholders in the neighborhoods surrounding the University of Minnesota campus, has been working on various elements of urban design guidance for development and investment in the area. To date, the Alliance has developed development principles to be used in reviewing and responding to development proposals. Work to integrate this with neighborhood level review is ongoing.

- **Historic Resources in the Central Core Area** (Mead & Hunt, July 2011) – As part of a citywide initiative to survey historic resources, this study covered the Dinkytown area and vicinity (with the exception of the U of M main campus, which regulates its own historic resources independently). The purpose was to identify resources that might be eligible for local and/or national designation and to call out themes that merit additional research and study. The study recommended that the commercial core of Dinkytown (as shown on Map 3.1) be evaluated as a potential historic district.

- **Granary Corridor Feasibility Study** (City of Minneapolis, 2012). The purpose of this study was to conduct a cost benefit analysis of constructing a road and/or greenway in the path of the planned Granary Road, between the SEMI industrial area and the river. The study produced mixed results, with findings supporting road infrastructure at the eastern (industrial) end but not at this time at the western end. The portion of the corridor passing through Dinkytown showed support for a bicycle/pedestrian greenway amenity, though questions of cost and feasibility remain.

- **University District Open Space Framework** (Metro Design Center, 2010-2011). This collaborative effort between the Metro



Map of Greek letter house historic district

Design Center and the University District Alliance had two main phases. The first looked at defining a network of intersections between natural ecological corridors and existing urban features to create an open space framework. The second looked at way to build on this to create a sustainable and healthy community. The future of Granary Corridor (as discussed in the previous item) was also a consideration. The study recommended a greenway in the trench area, as well as development that connected the street level down to the trench, providing connectivity and public amenity.

- **Minneapolis Streetcar Feasibility Study** (City of Minneapolis, 2007) – This study was conducted to evaluate the feasibility of constructing a modern streetcar network in the City of Minneapolis and some adjacent cities. This study evaluated fourteen Primary Transit Network (PTN) routes identified in the City's Ten-Year Transportation Action Plan as highly productive transit routes. The study focused on both physical feasibility and the ability of each potential route to meet a number of defined objectives. One of the identified routes was along 4th and University, traveling through Dinkytown. Chapter 7 provides more detail on this study and its implications for the area.

1914 map of a portion of Dinkytown

Identified issues and themes in these plans with bearing on this current plan include, but are not limited to, the following:

- Support for maintaining the traditional commercial character and scale of the Dinkytown area, including a mix of businesses.
- Identification of need for bicycle and pedestrian facilities and amenities in Dinkytown and along connecting corridors.
- Exploration of options for redevelopment of the trench area, and connections to surface development.
- Investigation of historic preservation options for Dinkytown.
- Problem-solving needed around parking solutions for Dinkytown, including shared parking facilities.

Historic streetcar routes near Dinkytown

Historical Context

Since the late 1800's, Dinkytown has developed as a commercial district. Served by three streetcar lines during the heyday of the streetcar era (now mirror by the bus routes that took its place), it was a destination for a variety of neighborhood shopping needs. Its special relationship with the University has grown over the years, and the retail and services there have grown and changed in response to the demographics of the area. More details on the history of the area, and its historic resources, can be found in Chapter 5.

Historic Resources

The Dinkytown area is enriched by many historic properties in the near vicinity. To the south is the historic campus area of the University of Minnesota known as the Knoll. This is the oldest portion of campus, dating to the late 19th century and still largely intact.

To both the east and west are properties of the University of Minnesota Greek Letter Chapter House Historic District. The emergence of a thriving Greek letter system at the University of Minnesota reflected the tremendous growth and prosperity of the University during the first three decades of the twentieth century. Recognized as well for their highly symbolic, architecturally distinctive 20th century designs, the houses defined the northern edge of the campus. The core of the district extends east along University Avenue from 15th Avenue SE to 19th Avenue SE in an area commonly known as "Fraternity Row." During the period of significance, from 1907 to 1930, a total of thirty-three chapter houses were built that still retain a fair level of historic integrity.

Historic photo of Dinkydome

While they are for the most part not designated, a large number of the residential properties surrounding the Dinkytown area date to the late 19th Century to early 20th Century, and reflect a range of architectural styles of that time. Home to a number of prominent early citizens – many affiliated with the University – in the early years, many have since been turned into largely rental housing stock. However, there are still aspects of the area's history and character manifested here that are worth evaluating.

Potential Historic District

The most relevant aspect of the area's historic resources is the potential historic district at the heart of Dinkytown. This was identified in the 2011 historic resources survey identified below, and recommended for further study – which is included in this plan.

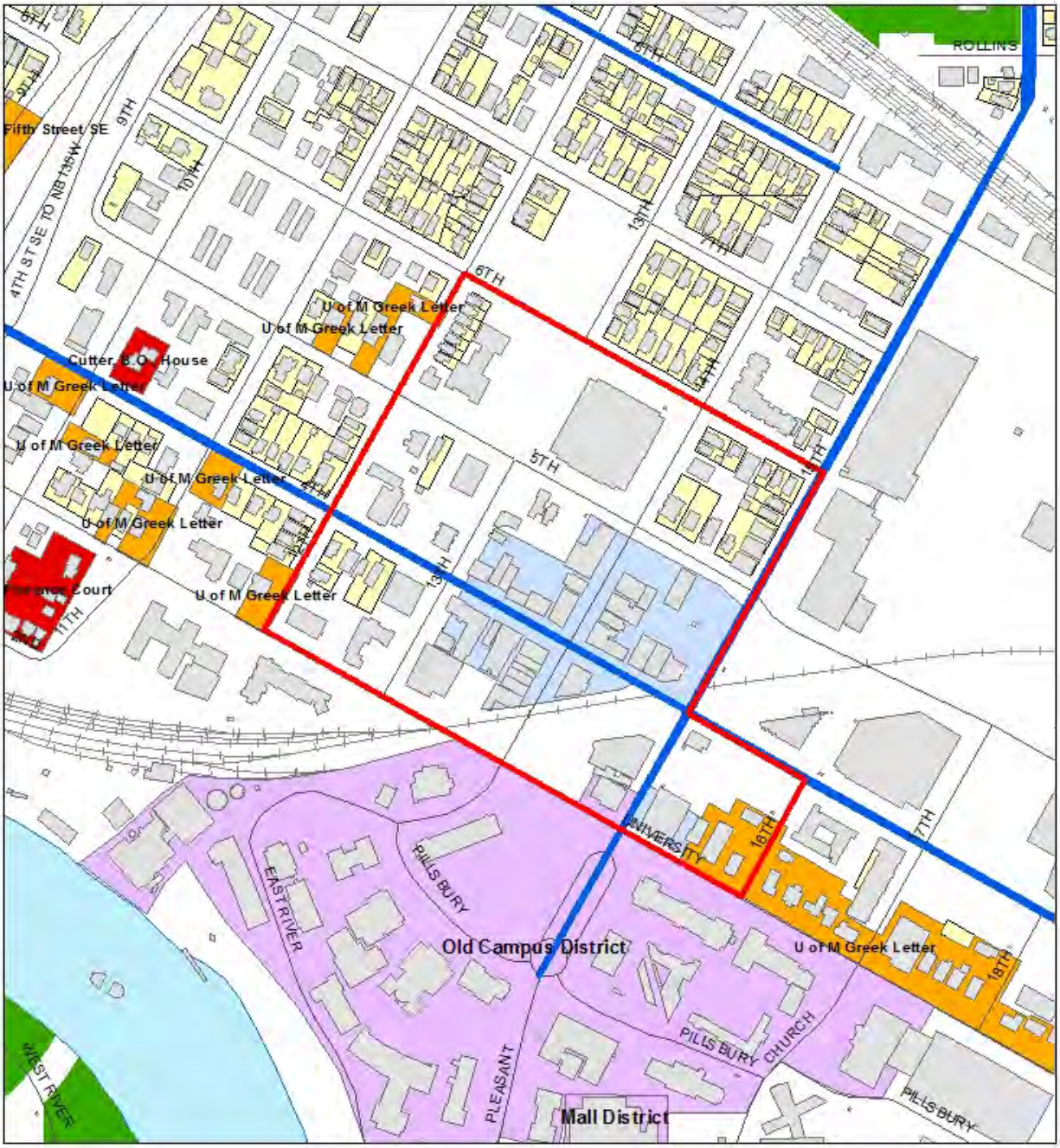
Located at the intersection of 4th Street SE and 14th Avenue Southeast, near the oldest part of the University of Minnesota campus, Dinkytown has served as a social and commercial district for university students and faculty since the early twentieth century. The potential commercial historic district is generally bounded by 13th Avenue SE on the west, 15th Ave SE on the east, 5th St SE on the north, and the railroad corridor on the south. It also includes the building located at the northeast corner of University Ave SE and 15th Ave SE known as the Dinkydome. See Map 3.1 of the proposed boundaries of this potential historic district.

This commercial node was constructed in three distinct phases. The first phase, centered on the intersection and along each side of 14th Ave SE, occurred from 1900 to the 1920s. The second phase included buildings constructed in the late 1940s to 1955, mid-block along the north side of 4th St SE, east and west of the intersection. The last phase of construction occurred in the early 1970s to build out the edges of the potential historic

district. Since that time, there has been fairly little-recently constructed infill development.

Although there have been alterations over time, such as storefront changes to early twentieth century buildings, the potential commercial district retains a good degree of integrity. It also represents a more intact commercial node associated with the University compared to Stadium Village, located on the University's eastern edge.

Although a historic district eligibility determination is beyond the scope of this plan, Chapter 5 identifies the pros and cons of particular preservation programs related to the Dinkytown area.



Map 3.1 Dinkytown Historic Resources

Legend

- Dinkytown Study Area
- Buildings
- Historic Streetcar Routes
- Centerline
- Potential Historic District
- U of M Historic District
- Local Historic District
- Local Historic Landmark
- Homes built before 1930
- Parks
- Railroad
- Water

N W E S

0 0.01 0.03 0.06 0.09 0.12 Miles

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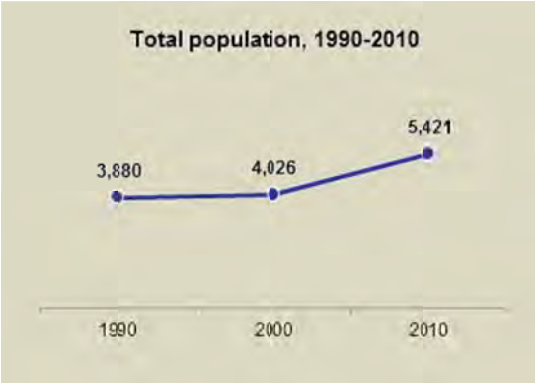
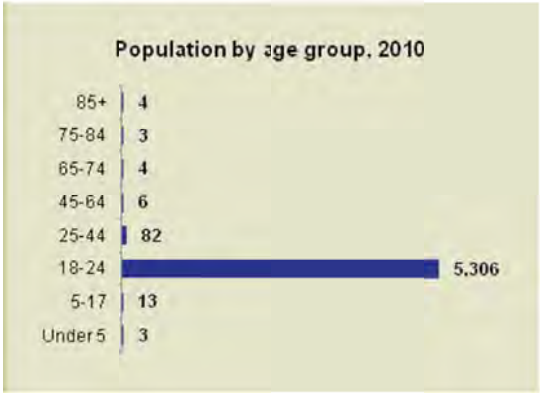
Demographic Profiles

The area around Dinkytown is heavily influenced by its close proximity to and relationship with the University of Minnesota. The residential population contains a high percentage of students, which means any population profile is skewed by age, education status, income, and other factors. Some students in residence hall type living are categorized in "group quarters." The result is not a completely clear picture of the demographic features of this area.

To provide a better look at the demographics of the area around, this chapter will consider two parts of the area separately. The Marcy-Holmes neighborhood, which includes most of the study area, is a diverse area with a range of residential types and densities. The University neighborhood, which is dominated by the campus itself, has no formally recognized neighborhood organization and is home primarily to students in medium to high density housing. For the purposes of this section, the information provided is for the areas within the officially designated neighborhood boundaries.





University area population

Population

University

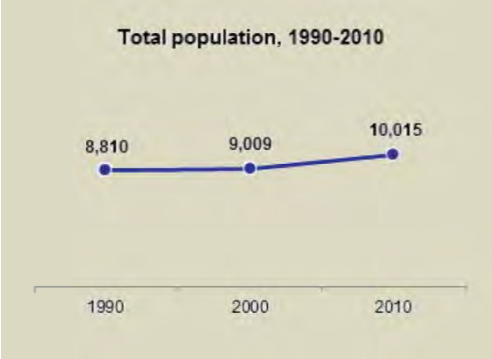
From 1990-2010, the population of the University neighborhood has been increasing, especially in the 2000's. This reflects the relatively recent decision of the University to expand some of their on campus housing options to accommodate more first year students – a policy decision in response to research that students living near or on campus generally perform better and graduate at a higher rate than those that do not. This has set the stage for increases in student housing in the surrounding neighborhoods for the subsequent school years, as students have developed a preference for living near campus rather than commuting.

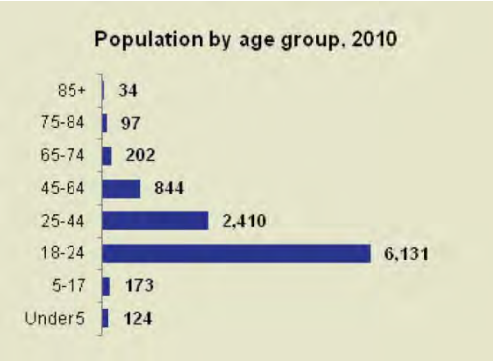
As is expected, the age distribution mirrors the student population. In 2010, 98% of the residents were between 18-24 years of age, a percentage that has increased since 1990.

Likewise, the population's racial and ethnic distribution reflected the student body. The area remained predominantly white, but saw increases in the percentages of Asian, Black, and Latino residents.

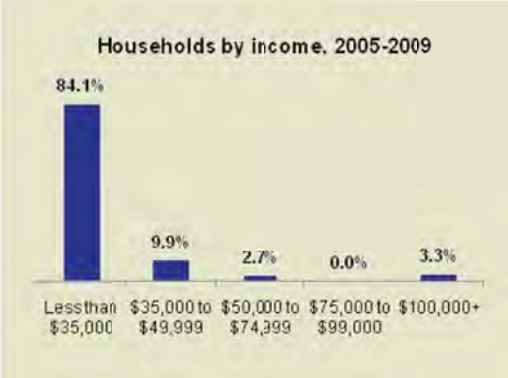
Since most of the residents lived in group quarters (dormitories and Greek housing), the number of households was very small in comparison. Though there were 5,421 residents in 2010, there were only 169 households, with the vast majority of the population living in group quarters (dormitories). Additionally almost all of those in households were either people living alone or with unrelated individuals (i.e. roommates). In 2010, only 4 family households were identified.

Marcy-Holmes





Marcy-Holmes area population



University area income

From 1990-2010, the population of Marcy-Holmes grew more than the citywide average with a 14% increase, to a total of 10,015. This reflects the construction of some new medium to high density infill housing along the edges of the established residential core, consistent with the neighborhood master plan. This includes several large student housing developments, more of which are currently in development.

The age distribution reveals that this growth was driven by the 18-24 year old population, which accounted for 62% of the population in 2010. The next largest group was the 25-34 year old population, with 24% of the total. The percentages of residents under 18 or over 65 have declined. However, Marcy-Holmes still has a more diverse age spread than University.

The neighborhood has also become more racially diverse, especially in the category of Asian and Pacific Islander which now accounts for 13% of the population. As this mirrors the trends in the University neighborhood, it likely also reflects the demographics of the students.

Unlike in the University neighborhood, most residents live in households. However, the composition is shifting. In 2010, 86% of the households were classified as non-family – which likely means students. By comparison, less than 4% of households were families with minor children.

Employment and Income

University

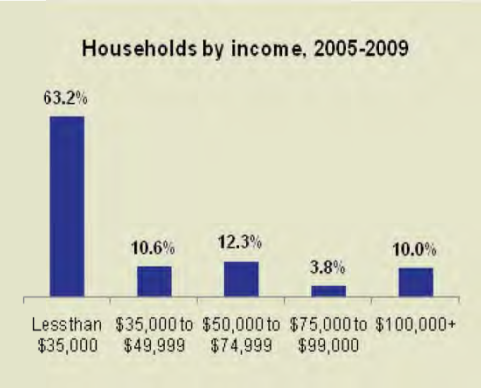
The University neighborhood's labor force and employment trends followed its unusual composition with much lower than average workforce participation. Of the 5,421 residents, only 403 were actively employed as of 2009. Although this would a be a sign of stress in many neighborhoods, it is not surprising in a place where many residents are full time students for whom their current employment situation may be only a supplementary or temporary arrangement. It is possible that there may be some undercounting of these part time jobs in this total.

Likewise, the neighborhood's very low incomes (around $14,713 in 2009 - a third of the city average) reflect a temporary situation while students are obtaining degrees, rather than a longer term condition of poverty. It should be noted that these income measures would not typically capture payments from the students' families and other sources of financial aid, for tuition, room, board, and other expenses. Therefore, they would also not equate closely to their actual standard of living.

Marcy-Holmes

Compared with University, the statistics for Marcy-Holmes show a slightly different picture. As of 2009, 2,832 residents were employed. It is notable that almost half of these (47%) work in Minneapolis, a higher rate than in

the city as a whole. However, this is still a lower rate of participation than citywide – again, due to the presence of full time students.



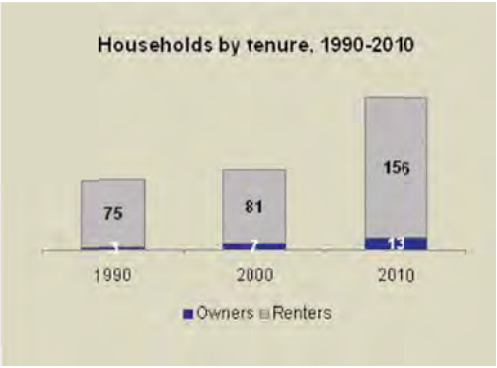
Marcy-Holmes area income

Consequently, the median income in 2009 ($24,582), while higher than the University area, is still nearly half the citywide number. Declines in this value since 1999 are most likely due to the increased presence of students in the neighborhood, who for the reasons given above tend towards low incomes. However, a look at the income distribution shows that there are also a substantial number of households with higher than median incomes.

This is evident in the poverty statistics as well. In 2009, over 46% of the residents were identified as being in poverty. (This information is not available at present from the University neighborhood due to disclosure issues related to the small number of actual households.) There is some subsidized housing that may account for a portion of this, but it is likely that the majority is due again to the student effect.

Housing

University



University area housing

The unique character of this neighborhood is once again seen in the housing characteristics. Of the 169 occupied housing units in 2010, 156 of them were renter occupied. The percentage of renters has continually remained over 90 percent for decades. The number of housing units has been increasing, but remains low – only 170 units total, with only one of these being vacant.

The average household size was much higher than the citywide average – 3.7 people per household compared to the citywide 2.2. There is a split by tenure: rental households average 3.9 residents, while the small number of owner occupied ones average 1.4. This suggests once again that the rental units are student housing shared by multiple students.

Residents also experience extremely high turnover: 79% said they had lived in a different residence one year ago.

Marcy-Holmes

Marcy-Holmes area housing

Compared with the low number of housing units in University, in 2010 Marcy-Holmes had around 4,890 residences, with 95% of these occupied. The consistent majority of these units are rental - increasing to around 89% of the total in 2010. Approximately 14% of the units are in the form of single family residences, with the remainder in multi-family structures.

The average household size is smaller than the citywide average, at 2.0 people per household – reflecting the fact that 47% of the households are composed of one person living alone. Similar to citywide averages, around 18% of these households do not own a car. The housing stock is a mix of new and old, with 31% of the units dating back to 1939 or earlier, and 10% of the units constructed within the past 10 years. Over 51% of residents had

moved from another residence within the previous year – a fairly high rate, but lower than in University.

Employment and Worker Profiles

Employment and workforce information was obtained from the Census' Local Employment Dynamics tool, which is updated as of 2009.

Jobs per square mile in University area neighborhoods

Jobs Profile

University

There are approximately 25,000 jobs in the University neighborhood in 2009. They were more likely to be held by older workers and to receive higher pay in comparison with citywide averages. Workers were also more likely to be highly educated – 42% had a bachelor's degree or higher compared to 33% of workers citywide.

Not surprisingly, the most prevalent industries were educational services (56%) and public administration (15%).

Comparing the numbers of the statistics on the population, it is clear that the residents are younger and lower paid in comparison with the employees. This again reflects the dynamic of a large resident student population.

Marcy-Holmes

Marcy-Holmes had around 4,600 jobs in 2009. In contrast to University, the jobs were more likely to be held by younger workers and to receive lower pay in comparison with citywide averages. Educational attainment also appeared to be lower.

Consistent with these statistics were the types of industries that were represented here. Relatively low pay accommodation and food services (14%) was the biggest category, reflecting the retail and dining components of the Dinkytown and East Hennepin areas. This was followed by manufacturing and health care and social assistance (each around 13%), reflecting proximity to the University medical campus and an industrial area.

Employed Residents Profile

University

As mentioned above, the reported labor force participation for this neighborhood was quite low due to the prevalence of full time students. The reported labor force is substantially larger than the number of employed residents, suggesting the nature of short term and seasonal (e.g. school year) employment.

With regards to transportation to work, over 63% indicated they walked or biked to work or worked at home – compared to 15% citywide. Though not

clearly identifiable in the data, this suggests that many of this group work in or near the campus area where they live.

Marcy-Holmes

Workers residing in Marcy-Holmes are moderately more likely than citywide averages to work in Minneapolis, with around 47% doing so.

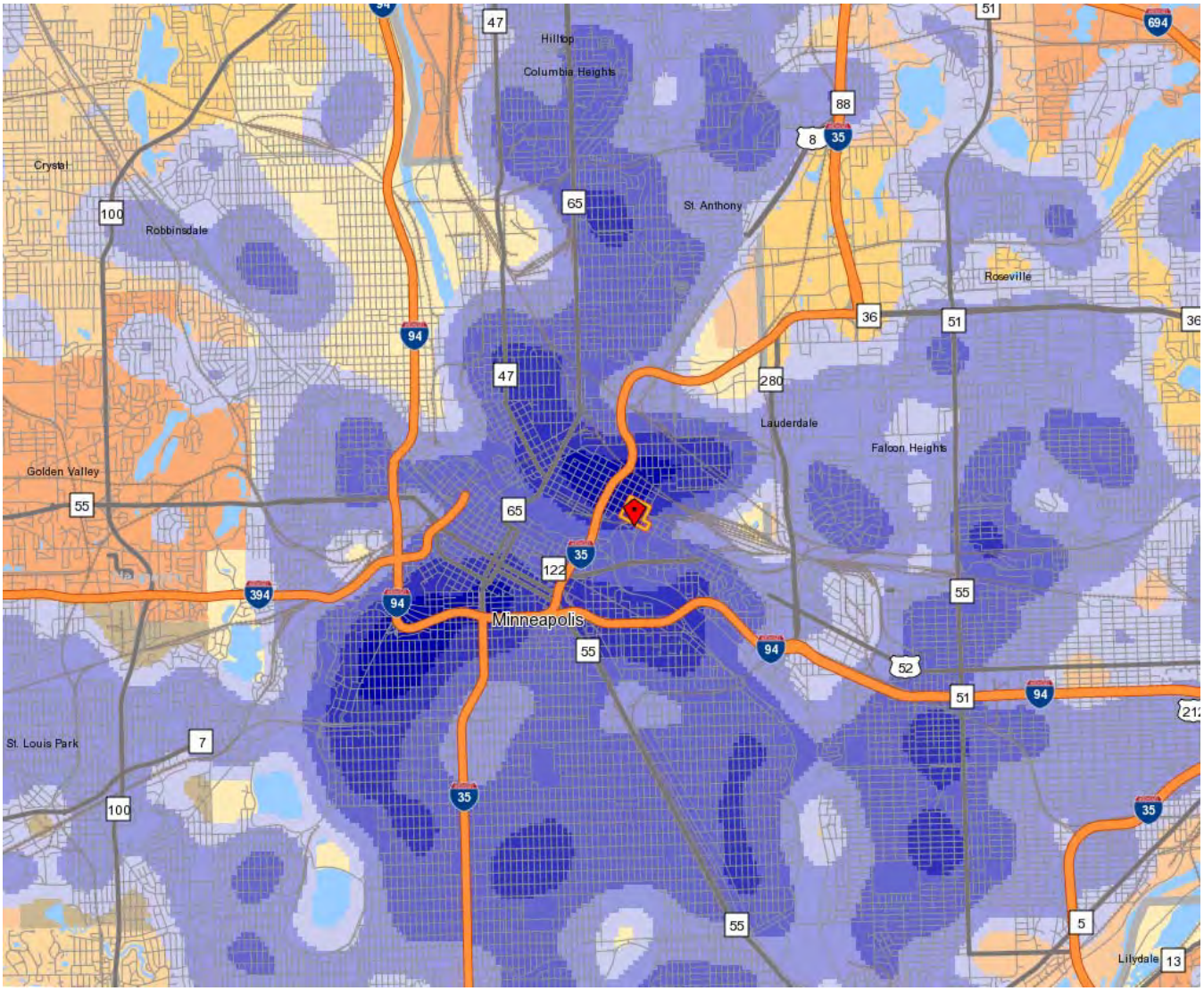
The percentage walking or biking to work, 34%, is more than double citywide numbers but lower than University ones. Around 52% of workers in this neighborhood drive to work.

The overall picture is that this area is an employment destination with high quality jobs that draw people from around the metro. This is a similar profile to Downtown Minneapolis, although with its education/medical focus, the Dinkytown area is much more specialized. Furthermore, unlike Downtown, the Dinkytown area is populated largely by those that are still up and coming in their careers and have not reached their full income potential.

Commuting Patterns

Workers traveling to Dinkytown come to the area from diverse locations. Approximately half are within 10 miles of Dinkytown, with the remainder coming from farther away. This may be somewhat skewed, at the data appear to include a high number of health care jobs which may actually be more appropriately assigned to the nearby medical campus.

Regardless, there is a distinct pattern for commuters, as shown on the following graphic. A number come from the nearby University area neighborhoods, especially Marcy-Holmes, and the area near Stadium Village. Additionally, there is a large cluster from the Uptown area in Southwest Minneapolis. Lesser concentrations come from Seward and Sheridan neighborhoods in South and Northeast Minneapolis. As there are known concentrations of student and recent graduate/young adult populations in these areas, it’s likely this reflects the employee base for many of the businesses here.



This map shows where people who work in Dinkytown live. There are concentrations in Marcy-Holmes, Southeast Como, Seward, and Uptown, among other places. (Source: Census on the Map 2011 data)

4. Existing Conditions

This chapter provides a summary of the existing land use, zoning, community facilities, property characteristics, and transportation systems within the study area.

Zoning and Land Use

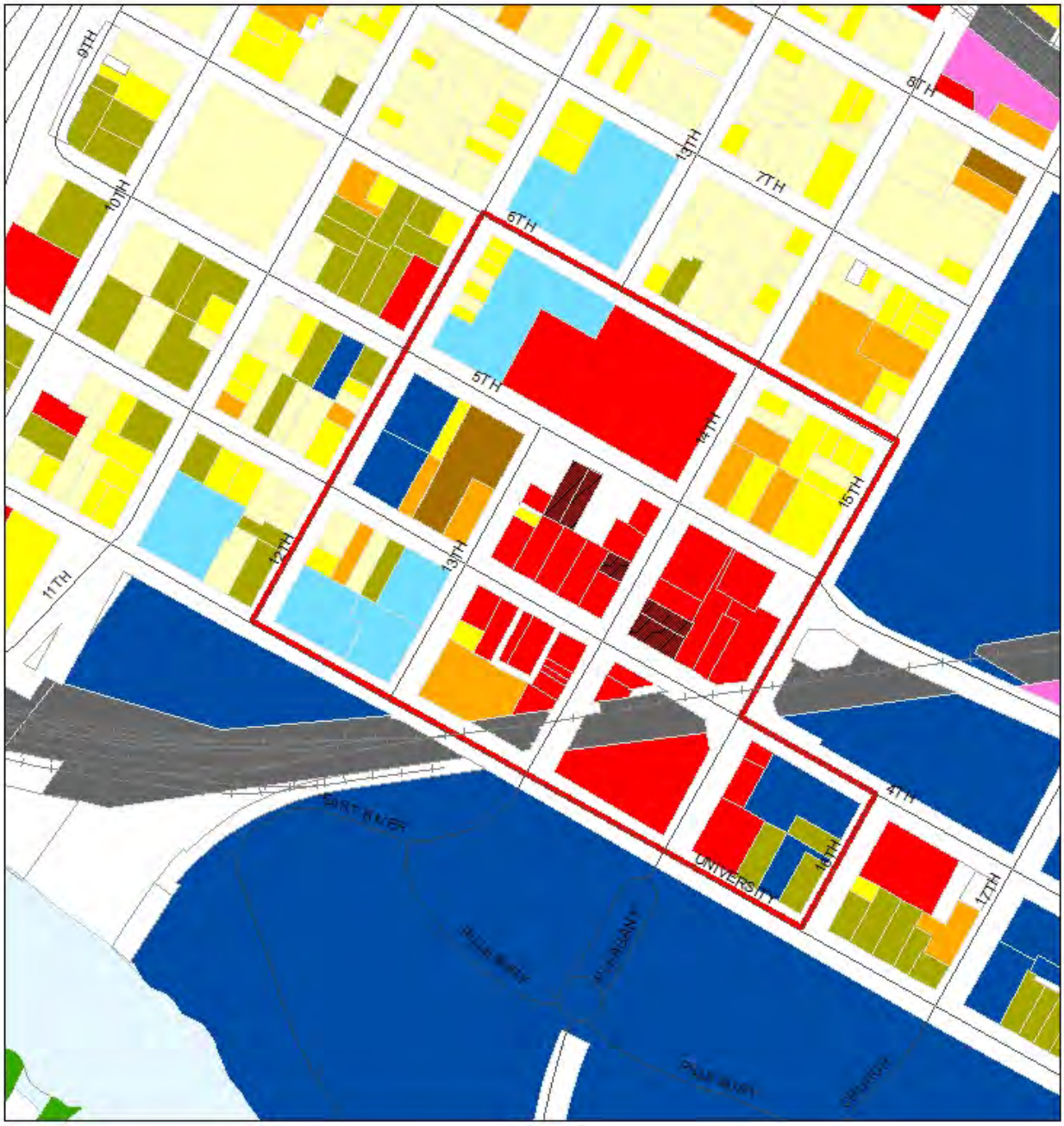
The mix of uses around the Dinkytown is fairly diverse. On all sides are a variety of land uses and zoning classifications, as outlined below. See Map 4.1 for existing land use and Map 4.2 for existing zoning. This mix offers a variety of implications for planning.

On the positive side, Dinkytown is part of a vibrant urban community where home, shopping, work, recreation, and school are all within walking or bicycling distance. Its attractiveness is manifested in the marketplace, as multiple new developments have come online in recent years. On the other hand, a mix of uses can create issues spillover effects that may need to be mitigated.

- **Institutional**. The area immediately to the east and south of study area is dominated by the large institutional presence of the University of Minnesota. The campus is mostly zoned Institutional Office Residence (OR3), the City's highest density institutional zoning classification.

- **Commercial**. The Dinkytown business district is predominantly commercial mixed with some residential uses. The zoning is mainly neighborhood commercial (C1 and C2), with an area rezoned to activity center commercial (C3A) within the past few years. The commercial core is also covered with a Pedestrian Oriented Overlay District (PO), which (among other regulations) restricts auto oriented uses and drive-through facilities, reduces residential parking requirements, and eliminates non-residential parking requirements.

- **High Density/Mixed Residential**. The area immediately to the north and west of the study area is a residential neighborhood with a mix of densities and uses. The higher density (R5) zoning is along the major corridors of 15th Ave SE, 4th St SE, and University Ave SE, consistent with the Marcy-Holmes master plan. This includes a significant amount of congregate living, in the form of fraternities and sororities. The fraternities and sororities to the east of Dinkytown are zoned R6.



Map 4.1 Dinkytown Existing Land Use

from 2009 comprehensive plan

Legend

- Centerline
- Railroad
- Dinkytown_study_area
- Parks
- Low-Density Housing (up to 20 DU/acre)
- Medium-Density Housing (20-50 DU/acre)
- High-Density Housing (50-120 DU/acre)
- Very High-Density Housing (>120 DU/acre)
- Congregate Living
- Commercial
- Mixed Use
- Public/Institutional
- Cultural/Entertainment
- Transportation/Communication/Utilities
- Light Industrial
- General Industrial
- Parks/Open Space
- Vacant
- Water

N W E S

0 0.015 0.03 0.06 0.09 0.12 Miles

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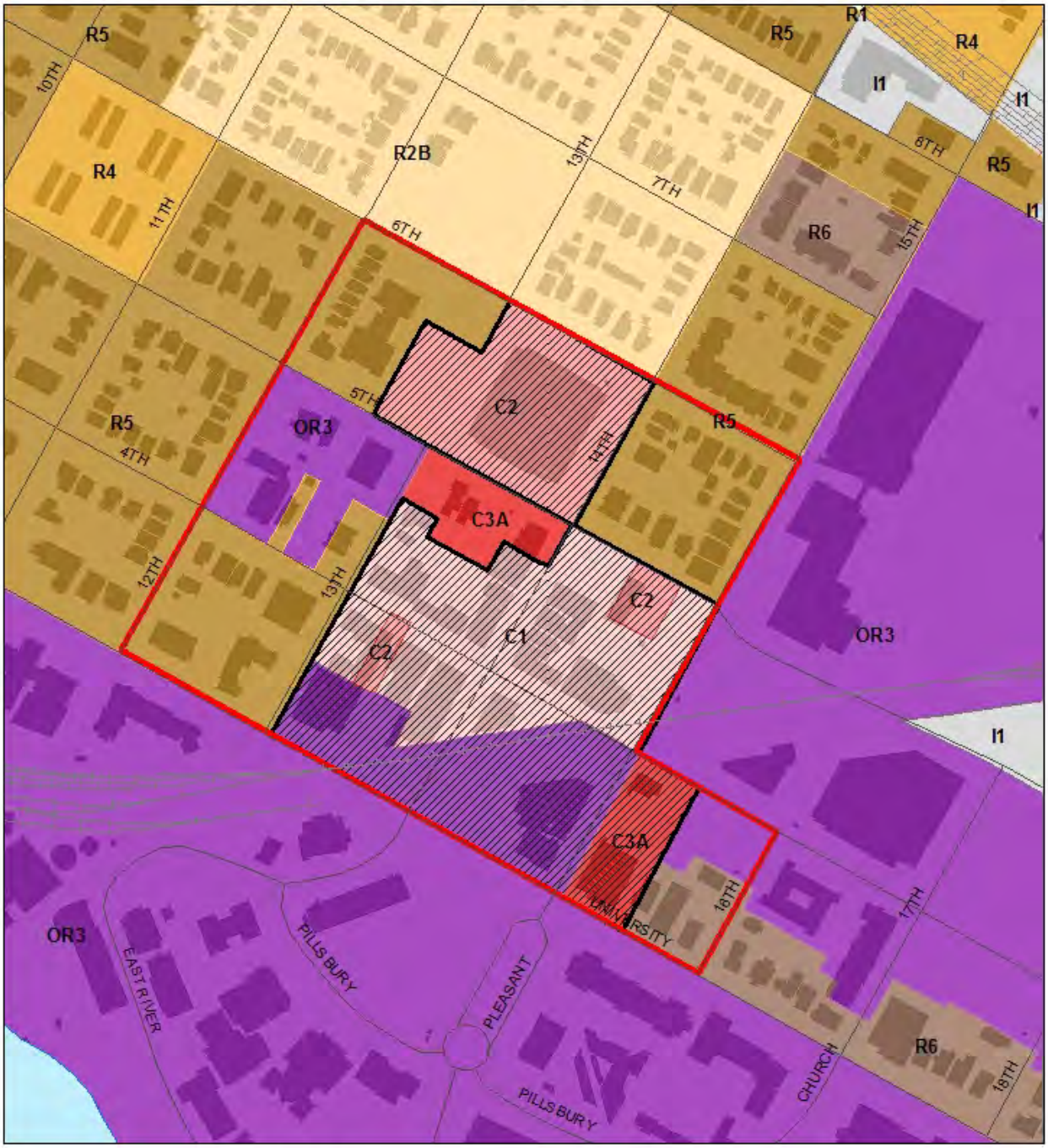
- **Low-Medium Density Residential**. A portion of the interior of the Marcy-Holmes neighborhood northwest of Dinkytown is guided zoned R2B for lower density residential. This reflects the vision of the existing Marcy-Holmes Master Plan to protect the traditional lower density core of the neighborhood.

As noted elsewhere in the plan, the contiguous campus of the University of Minnesota is largely exempt from zoning regulations and other aspects of development review, due to its special standing under state statute as a land grant university. However, the City will continue to encourage the University to participate in development review, in the interest of furthering joint goals of well-integrated, attractive, functional development in and around the campus area.



Map 4.2 Dinkytown Existing Zoning

Legend

- Railroad
- Centerline
- Dinkytown Study Area
- Water
- Pedestrian Oriented
- C1
- C2
- C3A
- C3S
- C4
- I1
- I2
- I3
- OR1
- OR2
- OR3
- R1
- R1A
- R2
- R2B
- R3
- R4
- R5
- R6
- Buildings

N W E S

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Community Facilities

The Dinkytown area is in the midst of a number of community assets and facilities. See Map 4.3 for locations of facilities serving the area.

Marcy Open School

- **Parks and open space**. While there are no parks in Dinkytown itself, there is fairly close access to some park facilities. Van Cleve Park is around 4 blocks north of Dinkytown in the Southeast Como neighborhood, while Marcy Park is around 4 blocks northwest. East River Parkway and the riverfront park area are a couple blocks south. Northrop Mall and other green spaces on campus are close by. The closest green space to Dinkytown is a triangle of University-owned land at 14th Ave SE and University Ave SE. Because these are not immediately adjacent, convenient and safe connections to these spaces are a priority. The rail trench that runs through Dinkytown actually is fairly green, but at present is not readily accessible as an amenity – though its potential has been discussed. There is also the linear green space of tree boulevards along most area streets, and patches of green around parking lots, buildings, and other sites that form part of the urban public realm.

Southeast Library

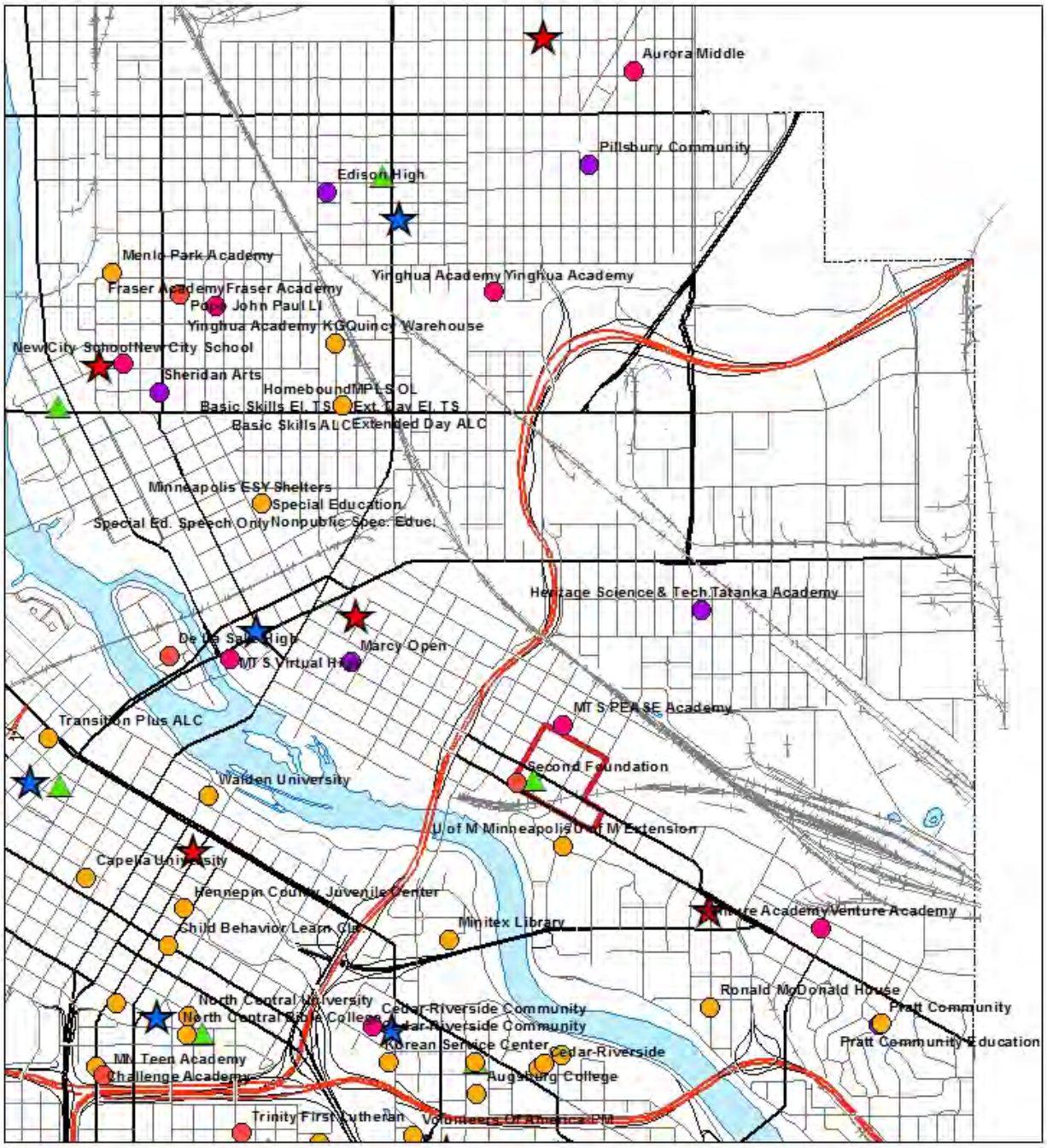
- **Schools**. Marcy Open School, a K-8 public magnet school serving portions of southeast and northeast Minneapolis, is located in the western half of Marcy-Holmes neighborhood. Second Foundation, a private K-12 school, is located in Dinkytown. MTS PEASE Academy, a public charter school for grades 9-12, is located in the eastern half of the neighborhood. The elementary community school for the area is Pillsbury Community, located outside the neighborhood in Northeast Minneapolis. Middle school students attend Northeast Middle, and high school students attend Edison High School, also in Northeast Minneapolis outside the neighborhood. There are also numerous public, private, and charter schools in the surrounding neighborhoods where students could apply to attend. Busing to numerous other community and magnet schools is available. The presence of the University of Minnesota provides many opportunities for continuing education.

Fire Station 19

- **Fire station**. The study area is served by Fire Station #19, centrally located near the commercial core of Stadium Village on Ontario Street. This station serves the entire University campus and nearby neighborhoods.

- **Police station**. The study area is located within the 2nd Police Precinct, whose main offices are outside the study area on Central Avenue. A police substation is located in Dinkytown, serving the immediate area, though it is not always fully staffed. Another substation is located in the East Hennepin area a few blocks to the west of Marcy-Holmes. The campus area is patrolled by the University of Minnesota Police Department, whose offices are located on Washington Ave SE.

- **Library**. The public library serving the area is Southeast Library, located within the study area at the corner of 13th Ave SE and 4th St SE. The University of Minnesota has numerous general and specialized libraries on its campus that have some availability to the public. There has been some discussion that the Southeast Library location may be substantially renovated or moved. The assessment process is now underway. When findings from the assessment are available, this will be addressed in the context of this plan's guidance.



Map 4.3 Dinkytown Community Facilities

Legend

- Public Grade Schools
- Charter Schools
- Private Schools
- Other Schools
- Police Station
- Fire Station
- Library
- Railroad
- Dinkytown Study Area
- Water

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0 0.1 0.2 0.4 0.6 0.8 Miles

The Campus Connector serves the Dinkytown area as well

Transportation System

Just as this area is characterized by a diverse mix of land uses, it is also marked by a diversity of transportation facilities and options. These are discussed briefly below. See Map 4.4 for existing transportation facilities.

Bus Transit

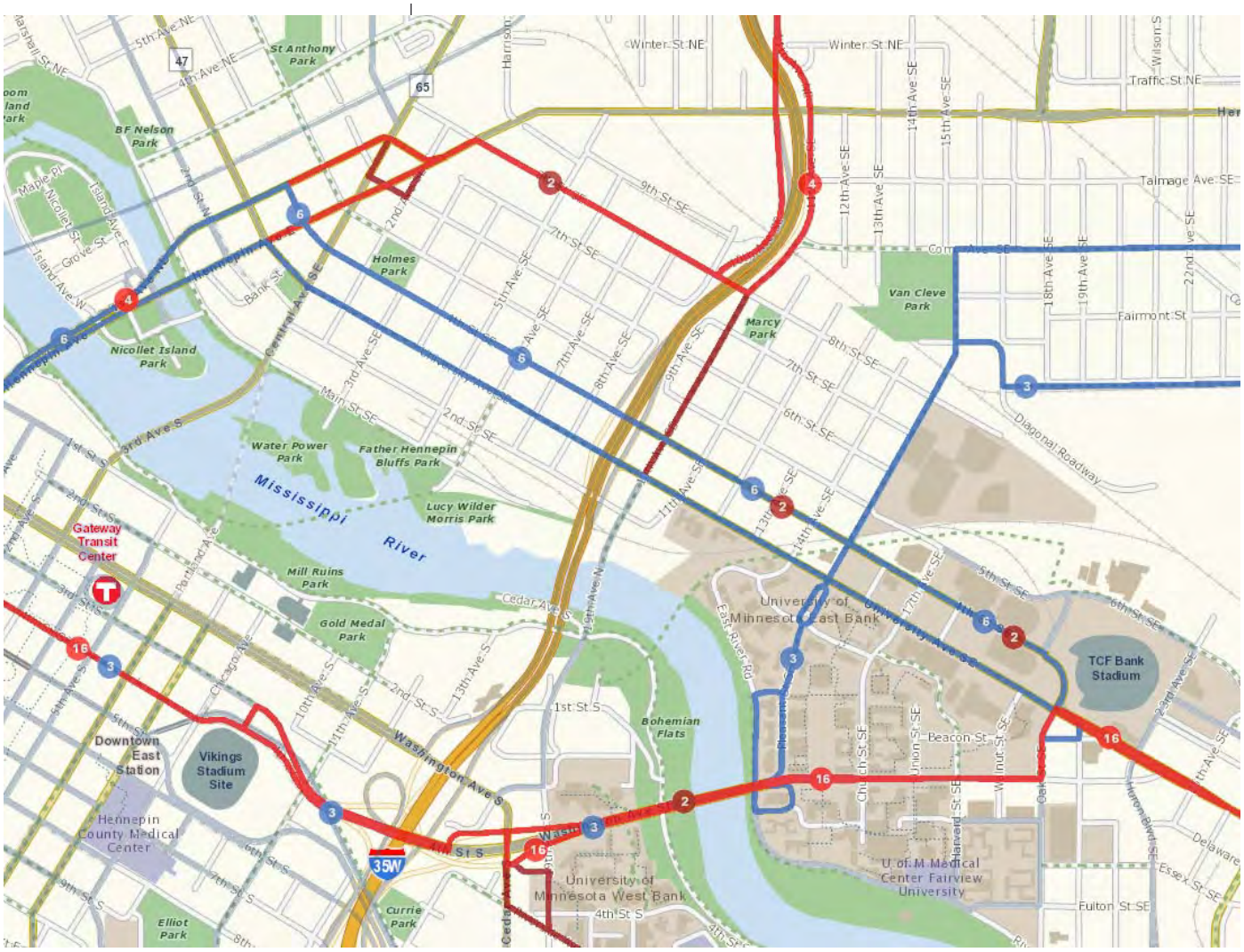
The Dinkytown area is well connected to the regional bus transit system. Several major routes run through the area. Route 2 connects to the University campus area and the West Bank and East Hennepin business districts. Route 3 connects southeast neighborhoods to Downtown. Route 6 connects the campus area to East Hennepin and Downtown. Route 4 does not go through Dinkytown, but provides a convenient transfer point to destinations to the north and south of the area.

Route 16 (a Hi-Frequency route with service every 15 minutes or better) provides a link between Downtown Minneapolis and St Paul. It was detoured near Dinkytown while the Central Corridor was under construction, but since has been moved back to its permanent location on Washington Ave SE. Route 50, an express version of Route 16, was replaced by the Central Corridor LRT when it began running in mid-June 2014.

The Campus Connector and the East Bank Circulator are University-run shuttle buses that provide service within and between the University campuses. Both of them stop at University Ave SE and 15th Ave SE/Pleasant Ave SE, directly adjacent to Dinkytown. All services are free.

Bus ridership is very high in this area, in part due to the large employment destination, frequent service on multiple routes, and availability of the U-Pass, a deeply discounted bus pass available to students at the University, and the Metropass, a similar program for University faculty and staff. In addition to Metro Transit and Campus Connector buses, the area is also a destination for suburban opt-out lines like Southwest Transit.

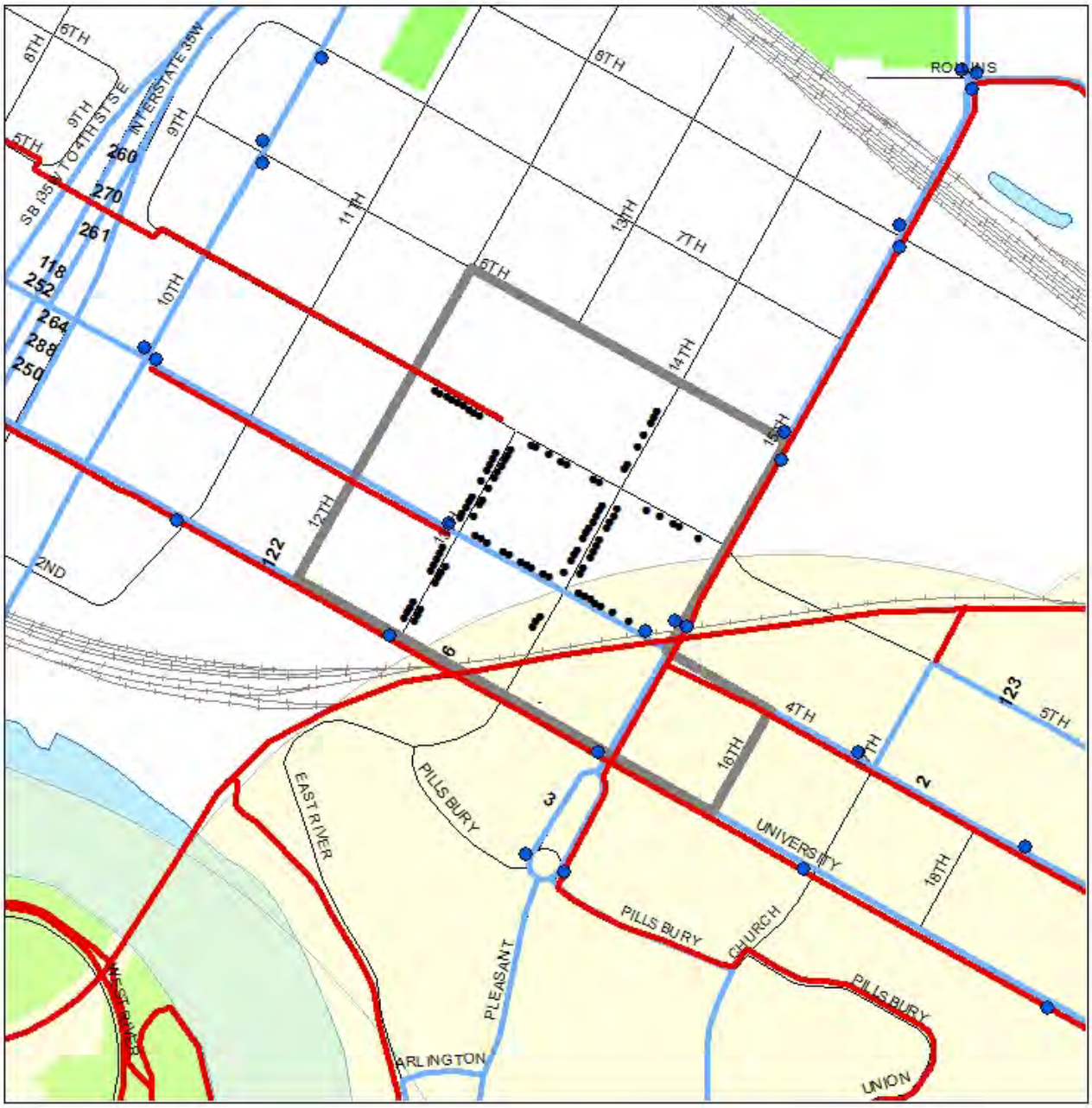
A route study was initiated in early 2012 to look at bus routes along the Central Corridor and assess the need for any changes. No major changes were made to the routes around Dinkytown. This is not surprising – the existing bus routes running through Dinkytown mirror historic streetcar corridors, which have served this area effectively for generations.



The Dinkytown area is served by a number of Metro Transit routes, most directly by Routes 2, 3, and 6.

Light Rail

The Central Corridor LRT project is now complete and open, and has been branded as the Green Line. The route runs along Washington Ave SE, approximately 3-4 blocks south of Dinkytown. Bus Route 16 runs the same route as the Green Line, but with more frequent stops. A portion of Dinkytown is within a half mile of the East Bank station on Washington Ave SE near Coffman Union, which is considered to be within the station area for planning purposes. In addition to various pedestrian connections, Bus Route 3 provides connectivity between this station and Dinkytown.



Map 4.4 Dinkytown Existing Transportation Facilities

Legend

- Parking Meter
- Bus Stops
- Bike Lanes & Trails
- Marcy_Park
- Dinkytown Study Area
- Railroad
- Bus Routes (with route #s)
- Centerline
- Half mile from LRT station
- Water
- Parks

N W E S

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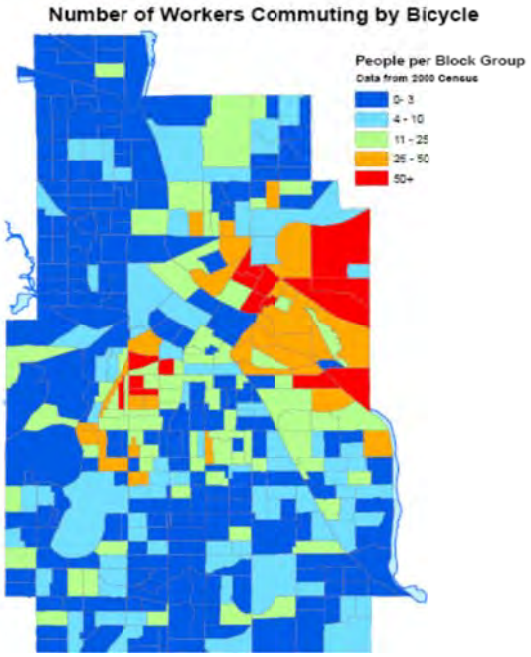


Citywide map of bicycle commuting shows a strong concentration around the University campus area

Streets

Dinkytown is located a few blocks east of Interstate 35W, providing access to regional freeway network. Several arterial roads run through here as well, including University Avenue SE, 4th Street SE, and 15th Ave SE. University Avenue SE (CSAH 36) and 4th Street SE (CSAH 37) are owned and maintained by Hennepin County. 14th Ave SE/East River Parkway is a collector.

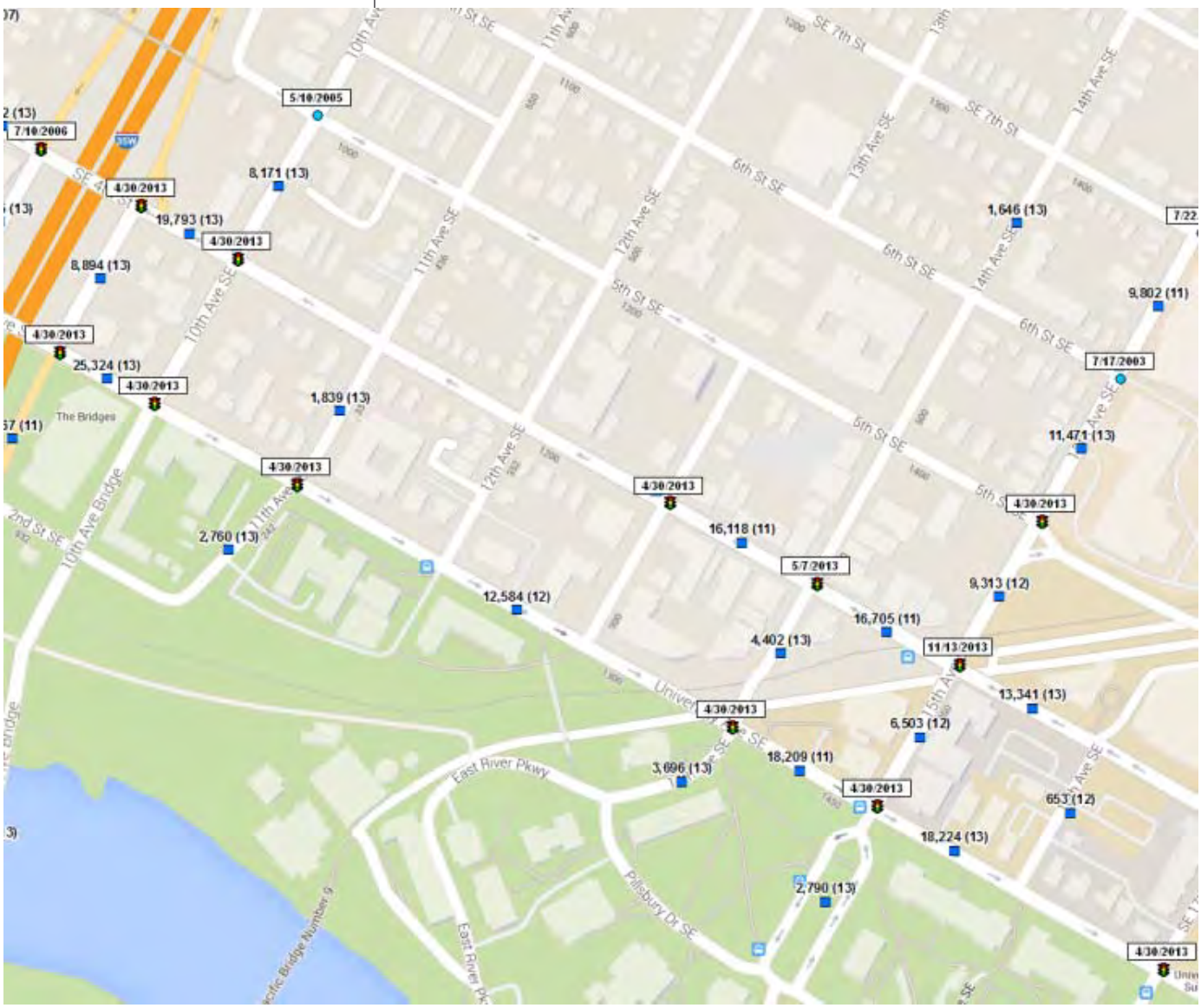
Currently, the highest volume street is University Ave SE with over 18,000 vehicles per day, followed by 4th St SE with over 16,000 and 15th Ave SE with around 11,000. Looking at traffic count trends over the past couple decades, traffic levels have fluctuated (especially around the times of the I-35W bridge collapse, and the closure of Washington Ave SE to through traffic), but have not changed significantly in either a positive or negative direction on average. This is typical for streets in largely built-out urban areas, and suggests that traffic growth projections may be fairly modest.

The closure of a segment of Washington Avenue SE for the campus transit mall as part of the Central Corridor project has shifted some traffic onto parallel routes like University and 4th. The exact impact is not yet known, as the project is still under construction and there are temporary routes and detours in place. In preparation, some changes were made to the local road network through the University campus to accommodate changes in traffic patterns and shifting volumes. This has implications for short term and possibly long term traffic patterns in the Dinkytown area.

It also appears there may be increased traffic on 14th Ave SE, which provides a direct connection to East River Pkwy. East River Parkway now receives more traffic than previously due to the closure of Washington. This may require additional measures to address traffic along 14th, especially at the main intersections with University and 4th. The added traffic on East River Parkway also has implications for a planned connection to Main St SE, and whether it should be bike and pedestrian only as opposed to a previous plan for a full parkway link. This connection, particularly the bicycle and pedestrian component, is in the Minneapolis Park and Recreation Board's long term plan for completing the Grand Rounds system of riverfront parks and trails.

There have been ongoing discussions about the potential for a new transportation connection through the Granary Corridor trench. The most recent analysis of this corridor, the Granary Corridor Feasibility Study, was completed in 2012. This study used cost-benefit analysis to evaluate alternative proposals for both road and greenway connections through the rail corridor between Interstate 35W and the Street Paul boundary. While results were in the form of findings, not recommendations, the study did demonstrate that current analysis does not support the construction of the road for the entire corridor, and suggested that the portion running through Dinkytown may be best suited for a bicycle/pedestrian greenway.

The study also highlighted existing traffic conditions in the area. In addition to economic development of the SEMI area, much of the motivation for pursuing a road connection is related to the closure of Washington Avenue for light rail and the resulting increased traffic on University Avenue SE and 4th Street SE. The study demonstrates that the most substantial traffic problems occur at two bottlenecks – the interchange at Interstate 35W and 10th Avenue SE, and the intersections around the Highway 280 interchange – located at either end of the corridor. Any plans traffic mitigation will need to take this into account.



Automobile traffic counts (with year in parentheses) from City's traffic count management system

There are numerous heavily traveled bike routes in the study area

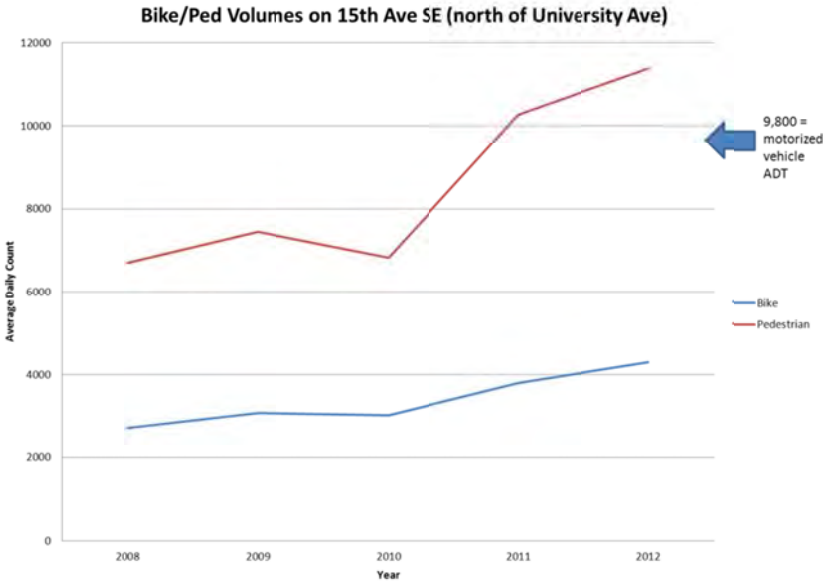
Accident locations involving bicycles/pedestrians – numerous but not as many as the high levels of bicycle/pedestrian traffic might suggest

Bicycle

The Dinkytown area sits near what could be considered the most prominent hub of bicycle commuting in the region. Based on Census data, no other area has higher bicycle commuting than the University campus and its environs. Furthermore, bicycle traffic counts collected in 2012 revealed some of the highest bicycle path usages on area streets: 4,300 trips per day on 15th Ave SE north of University Ave SE and 3,900 on 15th Ave SE north of 5th St SE. This makes 15th Ave SE a busier bike corridor than the Midtown Greenway. The busiest location in the city is close by: the Washington Avenue Bridge over the Mississippi, with over 7,300 trips per day.

As identified in the Alternative Transportation Study of the National Park Service, the University of Minneapolis and Downtown are defined as key transportation nodes. This is demonstrated by the strong non-motorized travel patterns within and between these two areas.

According to the Bike Score website, Dinkytown has a Bike Score of 98 (out of 100), ranking it as a "Biker's Paradise." It notes great access to bike lanes and relatively flat terrain.



Interestingly enough, despite the high levels of bicycle usage, the crash rates involving bicyclists do not appear abnormally high compared to other parts of the city. This is perhaps because bicyclists are so prevalent than automobile drivers are more alert to their presence than they would be otherwise. The highest crash volumes in proximity to Dinkytown are over near the I-35W interchange. While the pedestrian volumes are lower there than in the Dinkytown business district, traffic volumes are higher and likely faster moving.

There are a number of bicycle facilities serving the area. A series of lanes and paths run along major corridors including University Ave, 4th Street SE,

5th St SE, 15th Avenue SE, and various routes on campus. Note all bicycle routes through the Dinkytown business district but are striped, as priority is given to on-street parking in this area. The recently completed Dinkytown Greenway follows the Granary trench and crosses the Mississippi River to the West Bank campus, though it does not fully connect yet to the Stone Arch Bridge. Recent investments in lanes and paths have created an intentional ring of bicycle access around the entire East Bank and West Bank campuses. Additionally, on-campus routes provide access through the campus itself. The campus and its surroundings have numerous bicycle parking facilities.

While this network provides fairly good connectivity, the high volumes suggest that additional work may be needed to assess if higher priority should be given to accommodating bicycle and pedestrian traffic on area routes. Portions of 15th Ave SE have been painted with green bike lanes, with a bike signal and bike box at the intersection with University. However, not all bicycle routes are marked with signage and paint.

One additional potential aspect of the bicycle network: the Missing Link. Although the proposed route for the Grand Rounds connection through this area goes well east of Dinkytown over the rail yards, there is a high likelihood an interim route may be considered as the significant cost and feasibility issues related to the final route are resolved. 15th Ave SE provides one of the few viable parallel connections to that alignment – hence its popularity as a bike route. The Marcy-Holmes neighborhood's 15th Ave SE Urban Design Plan envisions a landscaped pedestrian promenade along the street, which could support an amenity-rich streetscape and potential bicycle route if completed. Improvements to 15th Ave SE will be evaluated as part of this plan, although the Grand Rounds is beyond the scope of this analysis.

Gaps in the pedestrian network

Pedestrian

A recent pedestrian count of select locations throughout the city showed that 15th Avenue SE was the fourth most traveled corridor in the city, with over 11,000 walkers per day – significantly more than the auto traffic on that street. Two of the locations that ranked higher were also near campus on Washington Avenue.

The Walkscore.com rating of the Dinkytown area is 95 out of 100, which it classifies as a "Walker's Paradise," meaning that many daily errands are within walking distance. The Dinkytown commercial area has fairly wide sidewalks, pedestrian scale lighting, street trees, and other amenities – including outdoor dining areas.

There are some concerns remain regarding the area's pedestrian network. University Ave SE and 4th St SE are wide one-way streets with a significant amount of traffic, creating a conflict sometimes with the pedestrian volumes that cross them. And in the larger area, there are some streets lacking sidewalks on one or both sides – though these tend to be industrial areas with relatively lower pedestrian volumes.

As with bicycles, the crash rates in the area are quite low in comparison with the pedestrian volumes, perhaps due to drivers being more aware of the presence of pedestrians and acting accordingly.

Freight

Freight traffic also has a presence in the Dinkytown area. University and 4th are truck routes, linking the area's major highways. Businesses in Dinkytown are often served by trucks of various sizes themselves, particularly vendors servicing restaurants and retail stores. Truck traffic can present hazards to bicycle and pedestrian traffic, due to limited sight lines and wider turning movements.

The trench through Dinkytown has an active rail spur. Own by Burlington Northern and operated by Minnesota Commercial, the spur directly serves only one customer: the University of Minnesota's energy plant. Other trains are sometimes brought into the trench for storage purposes. Although there is an interest in maintaining this rail connection, traffic on the line is very light, and there is a potential for other parallel uses within the same trench.

Travel Patterns

Access to other modes of travel and a central location mean that residents of the area on average are less likely to drive to work than citywide or regional averages. According to Census data, around 52% of people in Marcy-Holmes drive to work, and only 23% in the University area do. This compares with a citywide average of 72%.

For those who do not drive, around 14% ride transit in both the Marcy-Holmes and University areas. Almost 34% walk or bike in Marcy-Holmes, while a majority of 63% walks or bike in the University area. The University statistics must be qualified with the statement that the population there is largely full-time students, so the percentage employed full time is fairly low, and many jobs are part time and located in or near campus.

Despite this high non-auto mode split, most households still own at least one automobile – only 18% of homes in Marcy-Holmes are car free. With the prevalence student housing this might be somewhat skewed, as households of roommates are frequently comprised of more licensed drivers than many other household types. This demonstrates that despite the pedestrian and bicycle focus, parking and general accommodation of automobiles must be taken into account.

The University of Minnesota keeps parking statistics on travel to and from campus. Some recent facts they have compiled include:

- 80,000 people per day arrive on campus
- Only 30% drive alone

- Only 40% are traveling more than five miles to get to campus

The University itself has been a major advocate of encouraging alternative forms of transportation, ranging from transit passes to car sharing. They are also the biggest owner and manager of parking in the area by far. Their information and analysis has been incorporated in this planning process to help provide a full and comprehensive picture of transportation dynamics.

Property Ownership and Value

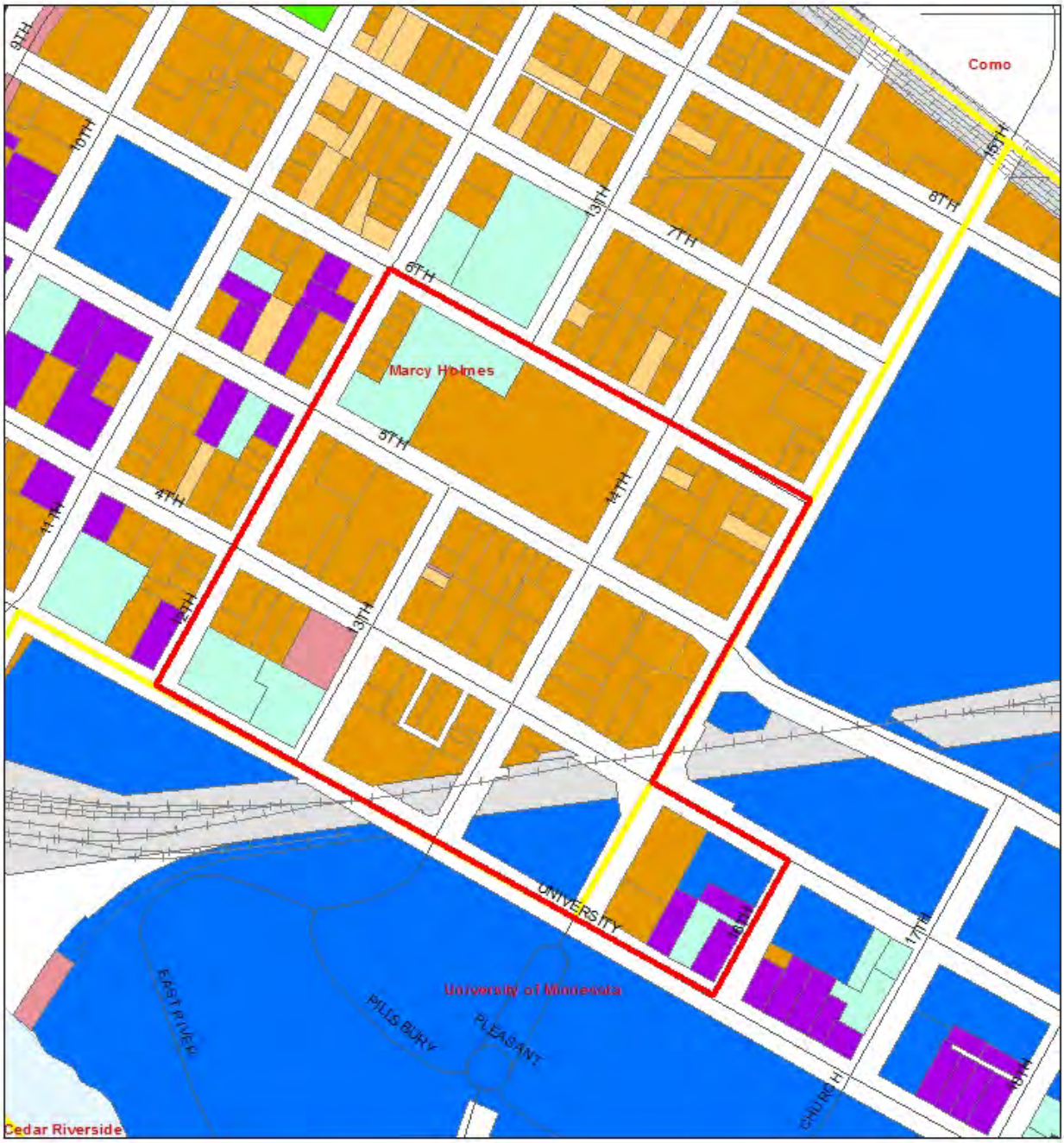
The Dinkytown area is located at the edge of two distinct areas of property ownership: the largely privately owned Marcy-Holmes neighborhood and the publicly owned University campus. Some other characteristics of nearby ownership patterns:

- The Dinkytown/campus area is edged by a number of places of assembly, including churches, community organizations, and other mission-driven organizations. Many of these have a strong orientation to serving the campus community, and a long history of a presence in the area.

- A number of fraternities and sororities are located to the east and west of Dinkytown, in clusters and scattered intermittently. As with the community organizations and churches, many have a long history in the area – and many are in historically designated structures.

- The residential neighborhood surrounding Dinkytown's business district is nearly entirely rental property, with just a handful of homesteaded (owner occupied) sites. Review of area licensing and permitting data suggests this is not a new trend, but one that has evolved over a number of decades. This is no doubt due to the proximity to campus, and hence the attractiveness of this housing as a place for students and others working on campus that prefer to rent rather than buy.

Map 4.5 shows the distribution of ownership by type, as well as the prevalence of homesteaded properties.



Map 4.5 Dinkytown Property Ownership

Legend

- Dinkytown Study Area
- Neighborhoods
- Railroad
- Centerline
- Private - Homestead
- Private - Fraternity/Sorority
- Private - Assembly/Community/Org
- Private - Other
- University
- Park Board
- Other Public
- Railroad
- Water

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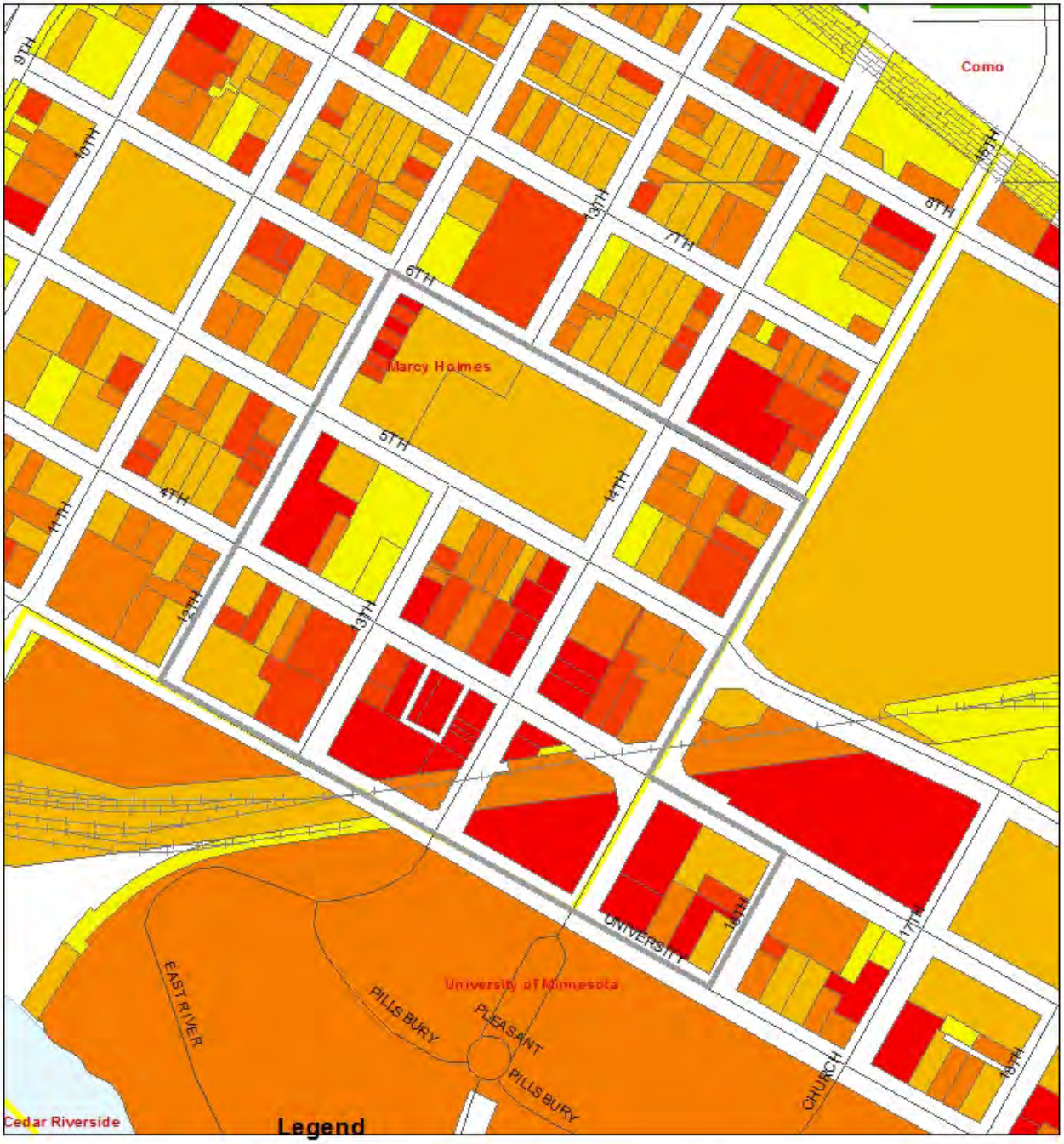
Map 4.6 shows the valuation of properties by acre. For taxable properties, this reflects their taxable value. For tax exempt properties (such as the University campus) it is more an estimation.

The Dinkytown business district has on average very high property values, likely due to the prime location next to campus. Generally, values are very mixed throughout the area, depending on the level of investment, condition, and density of individual sites.

The valuation of properties in area with a lot of rentals is complicated by the fact that revenue streams for rental units are often taken into account with the buying and selling of properties. While the assessment of the properties attempts to take this into account, a closer look may be needed to better understand the impacts of these market factors on property ownership and value.

Map 4.7 shows the ratio of land value to building value. (Note this is prior to redevelopment of several recent large projects, showing the original values of the site.) This shows which properties have buildings that are relatively low in value compared to their land, and hence may be possible targets for redevelopment. Those more attractive for redevelopment show up as darker on this map. Properties with a low land value to building value ratio are most attractive for developers to purchase and convert to another use.

This map demonstrates why several parking lots in Dinkytown area have targets for redevelopment lately – they have more value to a developer as a new development site than from an ongoing existing use.



Map 4.6 Dinkytown Property Value Per Acre

Legend

- Dinkytown Study Area
- Railroad
- Centerline
- Less than $1 million
- $1 million to $2 million
- $2 million to $3 million
- $3 million to $5 million
- More than $5 million
- Neighborhoods
- Parks
- Water

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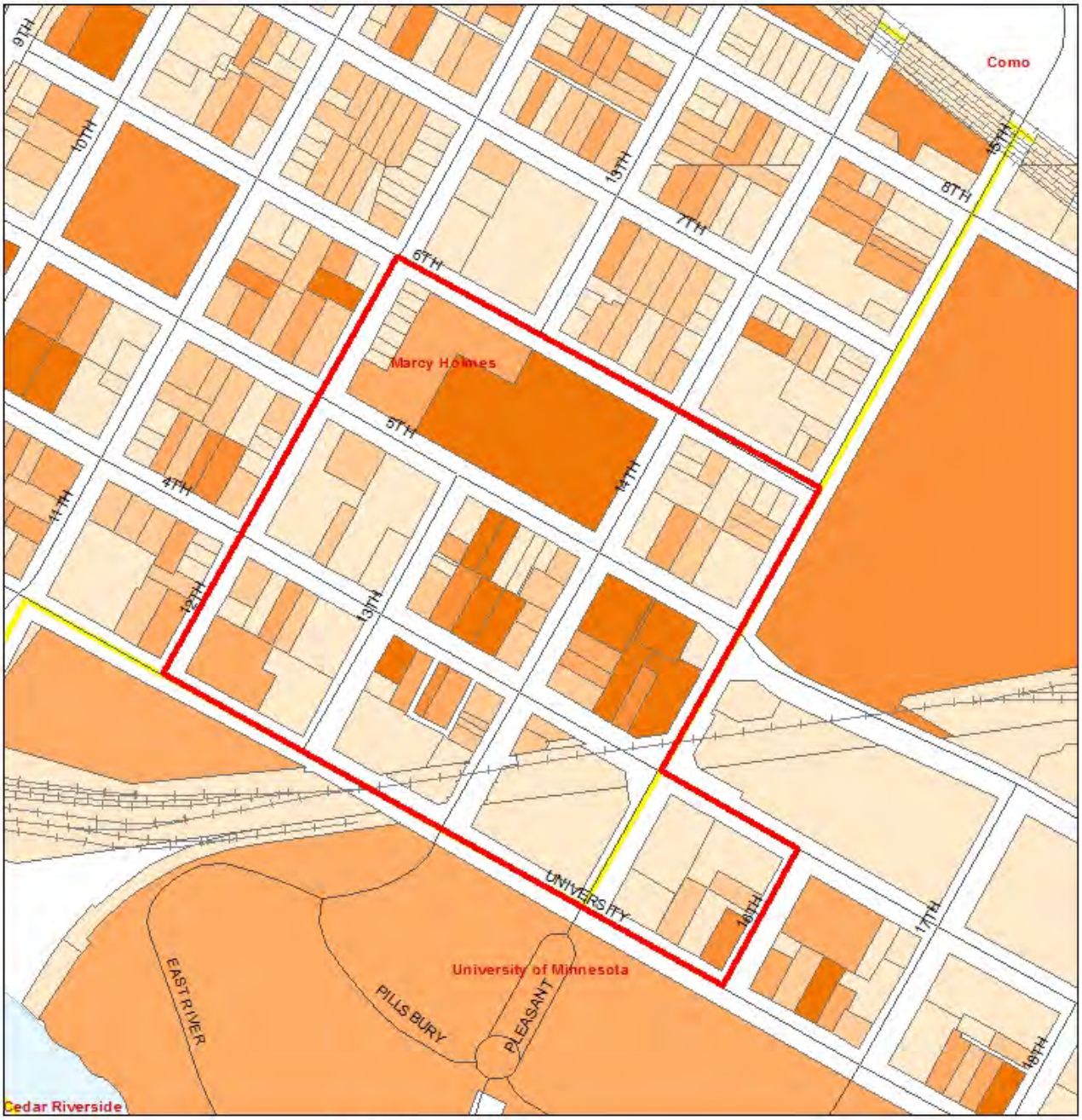

Map 4.7 Dinkytown Land to Building Value Ratio

Darker color = more attractive for redevelopment (currently underutilized based on land value)

Legend

- Dinkytown Study Area
- Railroad
- Centerline
- Less than 0.25
- 0.25 - 0.49
- 0.50 - 0.74
- 0.75 - 0.99
- More than 1.00
- Neighborhoods
- Parks
- Water

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Property Age and Condition

Map 4.8 shows the age of buildings in the Dinkytown area. This shows a couple distinct patterns in redevelopment over time.

Within the Dinkytown business district, it shows that there have been multiple changes throughout the past 100+ years. While some buildings date back to the late 19th Century (especially around the central intersection of 4th and 14th), a number of buildings are more recent, from the 1950's-present. This reflects the fact that evolution and change are not new to Dinkytown.

By contrast, much of the surrounding area still maintains its historic fabric, with various scattered projects of more recent vintage. The campus itself is an amalgamation of buildings of diverse ages, obscured in this map by the fact that many are located on large combined parcels.

The overall picture of development is a dynamic, changing one for the area in the business district and close to campus, with slower change in areas farther into the neighborhood core.

Map 4.8 Dinkytown Property Year Built

Legend

- Dinkytown Study Area
- Neighborhoods
- Railroad
- Centerline
- Vacant
- Pre 1890
- 1890 - 1916
- 1917 - 1927
- 1928 - 1944
- 1945 - 1954
- 1955 - 1967
- 1968 - 1976
- 1977 - 1989
- 1990 - 1999
- 2000 - 2005
- After 2005

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0 0.015 0.03 0.06 0.09 0.12 Miles

The City periodically reviews the condition of all buildings citywide to assess their condition. They assign a rating of 1-7 to each building, with 1 being excellent and 7 being poor.

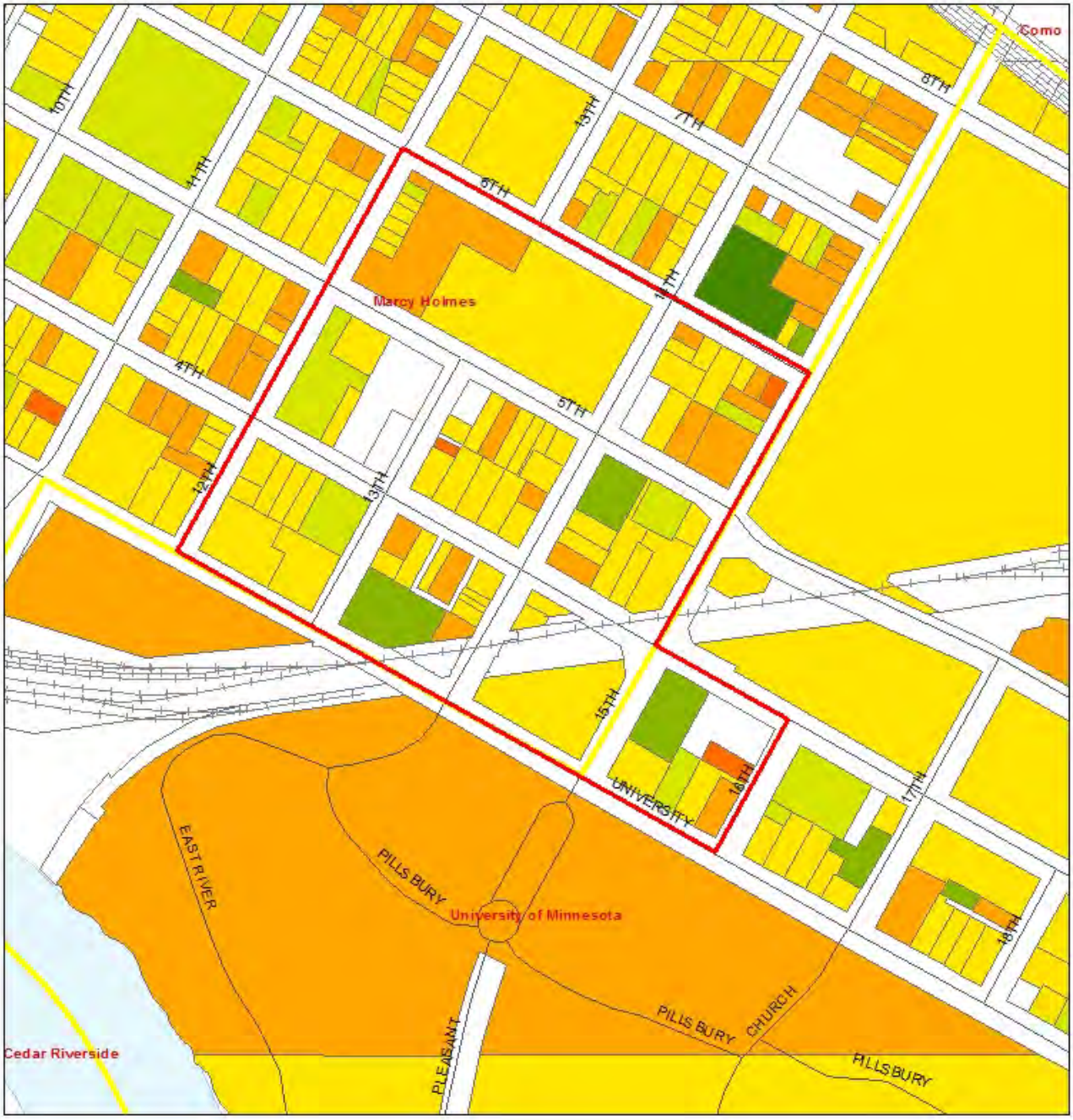
Map 4.9 shows the building condition for all parcels where it is available in the study area. The majority of the buildings tend to be around average condition, with some excellent and a few poor. A few patterns in the distribution:

- The average to average-minus condition of the business district suggests a somewhat weathered look for the Dinkytown area, which may be interpreted as either authentic or in need of updating – depending on the perspective.

- Not surprisingly, buildings identified as good or excellent condition tend to be the newer, more recently constructed properties.

- There seems to be a cluster of below average condition properties along 15th Ave SE. Not coincidentally, this is an area Marcy-Holmes neighborhood has targeted this corridor for redevelopment.

Since buildings are reviewed only every few years, this source is not always completely up to date, and often will not reflect recent redevelopment projects immediately. However, in general it provides useful insights into areas with property maintenance issues.



Map 4.9 Dinkytown Building Condition

Legend

- Dinkytown Study Area
- Neighborhoods
- Railroad
- Centerline
- Vacant/NA
- 1 - Excellent
- 2 - Good
- 3 - Average Plus
- 4 - Average
- 5 - Average Minus
- 6 - Fair
- 7 - Poor

N W E S

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5. History and Preservation

The Dinkytown commercial district is a potential historic resource directly connected to the growth of the University of Minnesota and the residential population of the surrounding neighborhood. The commercial district began to develop in 1875 when the Minneapolis Street Railway Company constructed its first station and storage center on the corner of 14th Avenue SE and 4th Street SE. Since then the commercial district has progressed into a crossroads of commerce, culture, and community due to its proximity to downtown and the U of M.

The importance of Dinkytown to the surrounding area can be explained through the structures of historic value, the businesses that have called it home, and the events that have occurred there over the years. Although the area is filled with a number of intact historic structures that convey a strong sense of visual continuity and character, it is important to acknowledge the value of the area for other reasons. Over the years, the many people that have called this place home, shopped in its stores, and attended the adjacent university have created memories and added their own stories to the district's history. This "people" component is uniquely important to Dinkytown, and should be considered in any effort to preserve the history that gives this district its special sense of place. Dinkytown is a place that conjures affection and nostalgia for a vast number of University alumni, residents, and business owners, therefore there is a strong interest in its future. Many define it as an area that is "funky" and "eclectic" and there is a strong desire to preserve that feeling.

14th Ave street scene in the 1970's

Goals

Overall preservation goals for Dinkytown are:

- Though Dinkytown will continue to change, priority should be placed on recognizing the value of older buildings, their effect on the character of the neighborhood, and the value of a diverse business district which includes small, local businesses.
- Preservation efforts should focus on the core business area of Dinkytown the Dinkytown Commercial District, and its potentially contributing buildings.
- Preservation should be considered as a strategy for economic viability and growth, to ensure the area remains economically vibrant while maintain its unique character.
- The impacts of height and density on the historic district should be mitigated.

Dinkytown's History

Dinkytown's first major commercial buildings—two three-story buildings on 14th Avenue SE between 4th and 5th Streets—were constructed in 1880. The 14th Avenue corridor, between University Avenue and 5th Street, was at the center of the commercial development that progressed through the remainder of the nineteenth century and into the twentieth. Many of the remaining structures located along 14th Avenue were built between the early 1900s and late 1920s.

A streetcar on 4th Street c. 1945. Dinkytown was connected to the greater Minneapolis-St. Paul area by three streetcar lines, fueling its growth as a thriving commercial area.

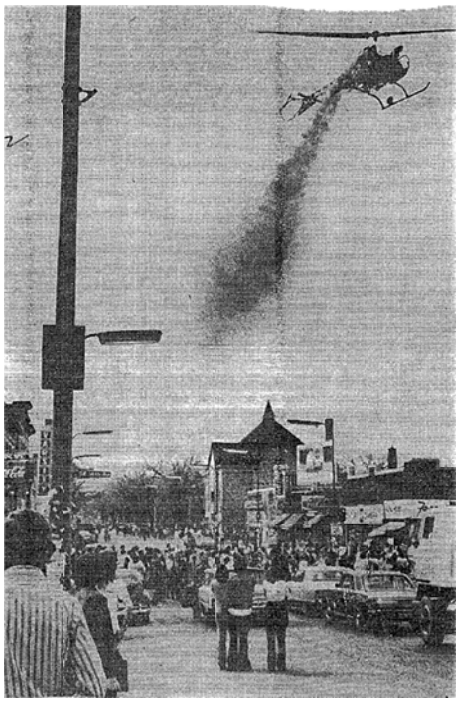
Much of the rapid construction that occurred in Dinkytown during this time can be attributed to the streetcar, which had several lines serving the area. The original station and storage area was located where the Loring Pasta Bar sits today. This station became the point of entry for students commuting from across the region to the University. The lines running through Dinkytown connected Minneapolis and St. Paul as well as surrounding cities. Anyone heading east-west by streetcar would pass through the neighborhood, which connected this commercial district and the surrounding neighborhood and university to the cities beyond. With all the traffic moving through the area, Dinkytown grew in importance, becoming known as the "second downtown Minneapolis," furthering interest in the commercial development potential of the neighborhood.

The services provided within the Dinkytown area are much different than what would have been found even sixty years ago. Until the late twentieth century, the businesses were primarily student- and neighborhood-centric; almost any daily necessity could readily be found in the commercial district. Study of the Minneapolis city directories from 1900 through 1960, reveals that there was a diverse range of businesses, from bakeries, groceries, cleaners, hardware stores, and a butcher shop, to clothing stores, gift shops, camera shops, jewelry stores, and cafes. With such a large and diverse number of businesses, it is apparent that this four-block commercial district was important to the surrounding neighborhood, university, and region. Typically within historic urban areas, each neighborhood has a commercial center that attended to the needs and services of the local population, however, Dinkytown is even more important because it supported not just area residents, but students, workers, university faculty and staff, and locals alike. This local service- and goods-based commercial activity is not as apparent today; according to contemporary news accounts, the business activity in the area began to decline in the 1970s. This was blamed, at the time, on the addition of national chains and the gradual closing of businesses providing everyday services, a national as well as a regional trend. Local businesses tend to be subject to changing demographics and commercial trends.

In Dinkytown, the some concern over the viability of local businesses has been present for the past 40 years. An article from 1989 in the Star Tribune echoes these concerns: according to one Dinkytown business owner, "It's more of a plastic area than it once was. You have more corporate stores

taking over. Dinkytown is basically turning into a big corporate entity…I don't have a good feeling for what's going to happen in five or ten years down the road." These concerns are not far removed from many of those expressed during the public engagement process of the small area plan. The following recommendations provide the framework for meeting these concerns and preserving the local business flavor, as well as the historic building stock, of Dinkytown.

Dinkytown has the reputation of being a "Bohemian" place, especially from the late 1950s through the 1970s. The Bohemian culture of Dinkytown can be attributed to its proximity to the University of Minnesota and the events of that time period. One business that exemplified this unique cultural bent was the Ten O'clock Scholar, which operated at the corner of 14th Avenue SE and 5th Street SE (since replaced by a small strip mall and surface parking lot). The Ten O'clock Scholar was a coffee shop that featured live music, making it reminiscent of coffee shops in New York City that were frequented by the beatniks. During Bob Dylan's time in Dinkytown, the coffee shop was a popular spot for him to play live as he tried to gain experience and start out his music career. The neighborhood was known in the late 1950s through the 1960s as a funky hangout for the fringe subculture. In a 1996 article from the University of Minnesota alumni magazine, a University professor was quoted as saying, "Dinkytown made you believe we could have a little patch of Greenwich Village in the Twin Cities."

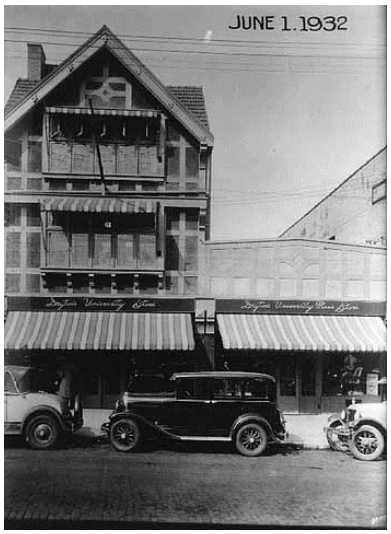


A Minneapolis police helicopter sprayed pepper fog over war protesters at 4th Street SE and 14th Ave SE in 1972.

In the late 1960s and early '70s, this strong Bohemian culture was paired with the political unrest typical of college and university campuses across the U.S., riled by the Vietnam War. Dinkytown became a lightning rod for protests and marches. The 1968 DFL political caucuses held within the neighborhood swelled to ten times the normal attendance levels as the young residents of the area became more politically outspoken and active. As students mobilized and united in support of political, social, and environmental causes, one particular incident—directly related to the built and small-business character of Dinkytown, issues that are still relevant today—lives in infamy. The proposed construction of a free-standing Red Barn fast-food restaurant in the spring of 1970 sparked an epic protest that demonstrated to the surrounding area, city, and state that the young people of Dinkytown were tired of outside forces controlling their neighborhood, their daily lives, and their futures.

After the Red Barn corporation proposed building a restaurant at 1307-1311 4th Street SE, the newly vacated buildings were quickly occupied by students. Eventually the protestors were flushed out by police and the buildings subsequently torn down overnight. After this the students rallied and formed a "People's Park" on the site—complete with flowers and playground equipment—that they occupied until Red Barn finally withdrew its proposal. The students had successfully blocked development from occurring in Dinkytown, making the point that with community-wide support and grassroots action, the character of Dinkytown could be

A current picture of 313 14th Ave. SE, one of the oldest buildings in Dinkytown. A wood and glass stairwell was added to the side of the buildina in 1977.



321 14th Ave. SE, pictured in 1932, a unique three-story structure built in the Tudor Revival style.

A current picture of the Grodnik building, built in 1923. This building is one of the most architecturally rich buildings in Dinkytown and current home of the Loring Pasta Bar.

preserved. The Red Barn never came to the site, though two new single story buildings were eventually constructed for other uses.

Structures of Historic Value

The oldest building within the Dinkytown commercial district is located at 313 14th Avenue SE, which now houses Annie's Parlor and the Kitty Cat Club. The building, built in 1899, has had some obvious modifications, including an enclosed staircase built on the side of the building in 1977. The building's historic character is still evident in its brick facade, fenestration, intact cornice, and ghost signs that illustrate the history of its occupants. One legendary historic business that occupied the building was Stiffy's Gopher, opened in 1923 by William Harrison "Stiffy" Steadman. This establishment was a popular campus "hangout" for U of M students, typifying the major role the students played in the success of the area's businesses.

A very unique structure within Dinkytown can be found at 321-323 14th Avenue SE. The three-story structure was built in 1910 and expanded with the addition of a one-story commercial building in 1921. The earlier building was built in the Tudor Revival style, to replicate an English style home, an unusual iteration for a commercial structure. At first, the upper two stories were used as a private residence by U of M professor Harlow S. Gale, with the Oak Street Restaurant occupying the first floor. In 1928, the building was purchased by the Dayton Department Store Corporation, which established a campus store in the building, with tea rooms located on the second and third floors. After Dayton's closed this location in 1950, it was converted into the Campus Cobbler, a shoe shop. The current tenant of the building is the Refinery, a salon and spa. Although the upper story windows have been replaced, the building's historic character and architectural features remain largely untouched. The modifications to the storefront appear to date from the 1940s or '50s, and have obtained significance in their own right, so they do not detract from the importance of this unique building design within the district.

One of the most architecturally rich buildings in Dinkytown is the Grodnik Block, constructed in 1902 and designed by A. L. Dorr. Initially used as the Northwestern School Supply Company, an addition was completed in 1923 by then-owner Lewis S. Grodnik. A plaque bearing his last name was placed over the doorway, and is still intact today. The building was also used as a drugstore called Gray's Drug, with the adjacent Dinkytown Dime store. The ghost sign for Gray's Drug is still visible within the prism glass transom over the storefront, contributing to our understanding of the building's history. The building now houses the Loring Pasta Bar, a popular local restaurant. Although the storefront level has been altered, with new windows and Tuscan-inspired ornament, the upper story of the building is largely intact. The design integrity and prominent corner location of this building make it a valuable historic landmark within the Dinkytown district.

1310-1320 4th Street (Dinkydale), formerly the College Inn, was built in 1902. This photograph was taken c. 1950.

A current picture of the Varsity Theater and marquee, an icon of Dinkytown, now used as a live music venue.

320 14th Ave. c. 1920, an architecturally detailed building, now houses a Potbelly's, Qdoba, and Sushi restaurant.

The building at 1314-1320 4th Street, now known as "Dinkydale," was built as the College Inn hotel in 1902. This presence of a hotel to support visiting students, professors, and businessmen illustrates the wide range of services Dinkytown had to offer for the area. This building now houses the Shuang Cheng Chinese Restaurant, two bike shops, and other businesses. The building's historic cornice, corner quoins, and other significant architectural elements are well preserved.

One of the most iconic and well recognized structures of the Dinkytown neighborhood is the Varsity Theater. The historic marquee towers over 4th Street, enlivening the streetscape with its indication of nightlife and entertainment. Initially constructed in 1915, the building was remodeled in the Art Deco style in 1933, and was eventually used as a movie theater before becoming a live music hall, its current use.

Having a venue such as the Varsity within Dinkytown offers a distinctive entertainment component that draws people to the area, aiding in the support of the surrounding local businesses. The exterior of the building retains a high degree of historic integrity that makes it eligible for designation as a contributing resource within a potential National Register historic district. The interior, however, has been significantly altered, and it is unlikely that the building would meet the criteria for individual listing in the National Register of Historic Places.

Another architecturally unique building, found at the corner of 4th Street and 14th Avenue, now houses three restaurants: Potbelly's, Qdoba, and One, Two, Three Sushi. The building, constructed in 1925 with storefront alterations dating from the mid-1960s and more recent years, has many distinctive architectural elements such as fluted pilasters, intact cornices, and decorative transom-level corner pieces that resemble scrolls. Historic photographs indicate that the rounded canopy at the corner of 4th Street and 14th Avenue was constructed before 1965. Bridgeman's restaurant occupied this corner space in the 1960s. Transom-level alterations also appear to date from this period, and an asymmetrical angled storefront in the southernmost bay appears to date from the 1950s. The modern storefront alterations are in keeping with traditional forms and proportions, allowing this building to adequately convey its historic importance.

Built in 1904, the building that now houses Espresso Royale is one of the oldest in the neighborhood. It is the only building in the district clad entirely in narrow, Roman brick. A ghost sign on the south side of the building illustrates its history has a hardware store from the building's construction through the 1970s. The hardware store is just one example of the many kinds of businesses that called the neighborhood home, providing the area with needed services. Its current use as a coffee shop illustrates Dinkytown's changeover from providing basic neighborhood retail services to a more college student-centric entertainment and service focus.

The historic Schmid Building, which occupies the corner at 400-404½ 14th Avenue SE and 1401-1411 4th Street SE, is in a prominent location within the neighborhood. Built in 1905, the building has provided a wide-range of services to the area over the years, including clothing stores, cafes, and offices, as well as second floor apartment housing. It now houses both national chain and local businesses including Jimmy John's, Peppermint Park (a local clothing store), and Goldy's Locker Room.

The buildings outlined above are some of the larger, more iconic structures that can be found within the commercial area. There are many other historic structures that contribute to the character of Dinkytown. Low-scale, one-story buildings such as 1319-1325 4th Street SE, which houses Mesa Pizza and other businesses; 1327 4th Street SE/ 401-409 14th Ave. SE, which houses Tony's Diner and other businesses; and 417-423 14th Ave. SE, which houses Kafe 421 and other businesses, are equally important to the historic value of Dinkytown and help provide the pedestrian scale that is typical of the district. Other two-story buildings, more modest in size and architectural style than those pictured above but no less important, include 406 14th Ave. SE, which has housed Vescio's Italian restaurant for the past sixty years. These buildings all play an integral part in forming the unique fabric and historic feeling that Dinkytown possesses.

A current picture of 411 14th Ave., built in 1904. This building is a prime example of a preserved cornice and unique material use with the thin Roman brick.

Al's Breakfast, located in the tiny building at 413 14th Ave SE (immediately to the right of 411), is an iconic Dinkytown institution.

Preserving these buildings may maintain the historic integrity of Dinkytown sufficiently for the district to qualify for listing in the National Register of Historic Places and/or designation as a local historic district. Due to the relatively small size of the commercial area, additional demolition of contributing resources may have a significant impact on the character of the district as a whole, impairing its eligibility.

Economic Impacts of Preservation

As the Dinkytown area is an active, functioning business district, discussion of preservation efforts raised questions during the planning process about any potential impacts on business or development activity. The main concern expressed was that it may be more challenging to make needed investments in the area to keep it economically viable.

Two leading studies were reviewed to provide a sense of the economic impacts of historic preservation. The studies looked at multiple sites in two states (Utah and Florida), comparing the economic activity of areas with historic district designation and those without. Findings included:

- Historic preservation created jobs, especially related to visitor spending and investment in building rehabilitation.
- Historic designation did not depress property values and may help maintain value.

- In a good economic climate properties in most of the historic districts studied outperform the rest of the market. In tough times the decline in value was less than elsewhere.

- Foreclosure rates in historically designated neighborhoods were lower than that of the greater city.

- Homes in historic districts were affordable in a wide range of income brackets.

- Most building permits requested in historic districts were approved.

- National Register designation opens up availability of federal historic preservation tax credits (and state ones too in Minnesota), which can help increase the economic feasibility of a rehabilitation project on a historic building.

More information on these studies is available in Appendix B.

As a counterpoint, some participants have pointed to the fact that there are costs to property owners and developers associated with preservation. These include:

- The historic review process adds time and expense to development review, and reduces the level of certainty around approvals.

- Requirements related to historic preservation may increase the costs associated with both rehabilitation and new construction, in terms of materials and design.

- Increased costs may be a disincentive to invest in properties, which might result in deteriorating conditions and loss of economic vitality in the area.

Some level of preservation can support an economically strong business district (as described further in the Economic Development chapter), even though some aspects of the studies cited above might not apply here. Consistent guidelines provide surrounding property owners with predictability, limiting their options but also providing more certainty as to neighboring properties. Thus the economic benefits will need to be considered alongside with potential limitations to growth and opportunity in the area. This requires further study and discussion prior to a final decision on the appropriate tool or tools to be used in this area.

Next Steps

There are a range of preservation alternatives to guide future development in Dinkytown and to protect it from changes that would result in the loss of historic buildings and the district's associated historical importance. These include:

- Local historic district designation
- National Register historic district designation
- Local conservation district designation
- Design guidelines (see Chapter 8)
- Voluntary programs and strategies to preserve community character, such as the Main Street program

Appendix B provides more detailed information on the local designation, national designation, and Main Street. A draft ordinance allowing the development of conservation districts in Minneapolis is under discussion. However, since it is not adopted and could change significantly before it is adopted, the draft guidelines are not summarized here.

The four-block commercial area has experienced some infill development over the years. However, a majority of the remaining buildings retain distinct historic architectural elements such as intact cornices and other parapet-level ornamentation, facade materials and detailing, and storefront design. A 2011 reconnaissance-level survey recommended the area be further evaluated for its potential for both local and National Register listing.

Because there are several viable options for preservation, and numerous opinions about the desirability of each of them, this plan recommends a designation study to follow the plan's adoption. This will allow for additional research of the potential district and its properties, review and discussion with community stakeholders, and exploration of options. This approach has been further emphasized by the Heritage Preservation Commission's action in early February 2014, nominating Dinkytown as a potential historic district and requesting a designation study.

Map 5.1
Dinkytown Potential Historic Designation
(labeled with year built)

Legend

- Streetcar era
- Post-WWII era
- Landscape feature
- Noncontributing
- U of M district
- Historic Streetcar Routes
- U of M Historic District
- Greek Letter District
- Centerline
- Railroad

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The 45-day public review period for the plan will allow time for some advance work on implementation.

Historic designation study work will proceed, providing more clarity to this plan and likely amending the potential significant properties map in the plan – as discussed in the plan and shown on Map 5.1

It will also provide time to further explore some design concepts for the area, to inform plan and potential district guidelines.

Recommendations

1. Establish a clear "commercial district" and consider practices to preserve the remaining historic, architectural, and cultural value of that area.

    - The core commercial district is focused around the intersection of 4th Street SE and 14th Avenue SE. A contiguous streetscape of buildings fronting on 4th and 14th in this vicinity should be designed as the "Dinkytown Commercial District."

2. Conduct a designation study to evaluate the eligibility of the Dinkytown commercial district for local and/or national historic district designation.

    - Convene a working group – representing residents, business owners, property owners, and other key stakeholders – to advise on process and provide a forum for discussion and education on preferences and options.

    - Deepen stakeholder understanding of the benefits and constraints of the range of historic preservation options through additional research and education efforts.

    - As stated in this chapter, the result of the designation study has not been predetermined, and will depend on the additional research and discussion generated by the process. The various preservation options will be evaluated and discussed.

    - More detailed information regarding local and national designation is included in Appendix B.

3. Coinciding with the designation study process, conduct an analysis of several alternative development and design futures for Dinkytown, to illustrate the potential impacts of various levels of regulation.

    - The future appearance of Dinkytown is likely to vary, based on the level of controls on design, bulk, massing, height, and other features. An alternative futures study provides a way to visualize these outcomes, to better inform the desired course of action.

4. Based on the results of the designation study and supporting alternative futures analysis, make a determination regarding the appropriate preservation and design guidance for the Dinkytown area.

- The level of restriction on development in the core of Dinkytown may have implications for land use and development in the proposed district and surrounding area.

- While this plan has design and land use guidance based on the current situation, new preservation guidance may prompt additional discussion and possible revisions to follow for the area. This would take place in the form of additional analysis and public process.

5. Investigate Dinkytown's participation in the Minnesota Main Street Program as a potential framework for supporting and promoting the business district.

    - The Minnesota Main Street Program, formed in 2010 and administered by the Preservation Alliance of Minnesota (PAM), has been a proven success for communities statewide. The Main Street program was formed by the National Trust in 1985 and since then has become a staple in states nationwide. Minnesota currently has five designated Main Street communities, all in small-town, rural settings. Urban Main Street programs have a slightly different focus, but are generally structured the same way and have had similar positive results in terms of local business expansion and retention and building preservation efforts.

    - Nationwide there are over 70 Urban Main Street programs, some of which have been in operation for 20 years. The Main Street program is a viable option to sustain local businesses and market the neighborhood as an attractive area for business owners and patrons. Designation as a Main Street community would assist Dinkytown through the creation of jobs, businesses, building improvements, facade design assistance, and technical assistance funding.

    - More information about Main Street can be found in Appendix B.

6. Consider establishment of a Local Conservation District for the Dinkytown area as an option for preserving the area's character.

    - Designation as a Local Conservation District could perpetuate and proliferate the visual character evident in the area's notable architecture, development pattern, scale, or landscape design by regulating changes to those attributes according to adopted design guidelines within the defined area. The value of existing and proposed buildings in the district is measured by the extent to which they embody the district's notable visual character.

- The process for Local Conservation District designation, and specifics of what this would entail, are still being drafted as of the writing of this plan. Once the language is finalized and adopted into ordinance, this should be further explored as an option for Dinkytown.

- If the area is designated as a local or national historic district, it may not be an option to have a conservation district as well.

7. Consider using the existing Transfer of Development Rights tool to address development in Dinkytown, when the appropriate opportunities exist.

    - This tool would allow developers to transfer the right to development density from one site to another more suitable location. This is already an option in the zoning ordinance, but has had limited applicability in the city to date.

    - This option requires there to be “sending” and “receiving” areas for density, to be determined at the time of the project. The locations must be close together. This will not be an option for all projects.

6. Economic Development

The purpose of this chapter is to provide information about the market forces influencing Dinkytown, and how they can be influenced to support broader goals for the area. Much of the information is from a market analysis, the full report available in Appendix C.

Dinkytown is a small commercial district located in the Marcy-Holmes neighborhood of Minneapolis. It is adjacent to the Twin Cities campus of the University of Minnesota, one of the nation's largest land grant universities with a student enrollment of over 50,000.

Encompassing an area of roughly nine city blocks and centered on the intersection of 4th Street SE and 14th Avenue SE, Dinkytown is a long-established commercial district that has continuously evolved and adapted to various market conditions over the years. Nonetheless, it has always served a mixture of markets including University students and employees, neighborhood residents, and visitors attracted to the district's eclectic mix of businesses and University functions. Recently, though, new residential development focused on students has begun to seek development sites in Dinkytown, which may potentially alter many of the district's longstanding characteristics, such as its built form, parking availability, types of businesses, and market position.

Goals

Overall economic development goals for Dinkytown are:

- Ongoing growth and vitality of the commercial district, including a diversity of business types.
- Support for small and locally owned businesses that contribute to the unique character of the area.
- Accommodation of market trends and changes, including competition from other nearby business districts.

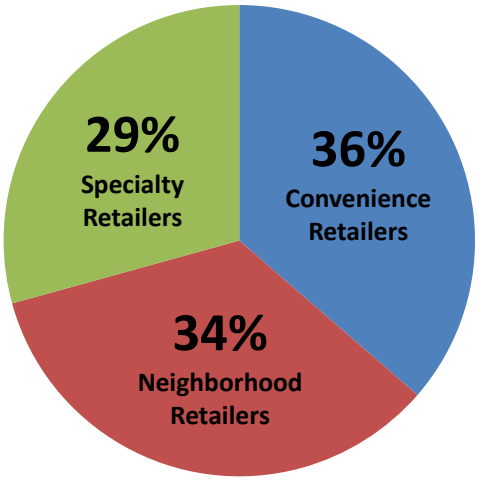
Dinkytown Market Profile

Commercial Business Mix

Dinkytown primarily functions as a retail node adjacent to the University of Minnesota. Although there are examples of office-based businesses located on some of the upper floors of buildings within the study area, the overall character and market position of the district is dominated by retail activity. The former UTEC building served as a business incubator that housed dozens of businesses and nonprofit organizations, but was demolished and is now being replaced by new residential and retail development.

As of summer 2013, there were approximately 60 retail establishments within the Study Area. Figure 1 provides a breakdown of the retail establishments by type. According to the figure, approximately one-third of these retail establishments can be classified as convenience retailers, another one-third as neighborhood retailers, and the final one-third as specialty retailers. This mix of retail businesses is supported in part by Dinkytown's location adjacent to the University, its central location within the Metro Area, and its availability of smaller spaces and buildings owned by multiple property owners.

There are also a few small office uses. There used to be more: the UTEC building, a former high school, provided office space to numerous small businesses. However, this building was recently purchased and demolished, and is being replaced by housing with ground floor retail. This reflects in part the economics of the area, where certain uses are able to bid higher for space than others. This is discussed more below.



Source: Stantec

Dinkytown Businesses by Retail Type

Each retail type generally serves a market with differing needs and characteristics as follows:

Convenience Retailers (21 businesses or 36%)

- Serve a local or pass through market (i.e., persons with a nearby destination in which they regularly travel through Dinkytown – this can be a residence, workplace, school, etc.)
- Customers generally don't distinguish between competitors as convenience often takes precedent over pricing, quality, and other characteristics
- Dominated by fast food and other chain restaurants

Neighborhood Retailers (20 businesses or 34%)

- Exclusively serve a local market
- Businesses form relationships with customers due to the frequency of business
- Consist mostly of retail service businesses (e.g., salons, repair shops, etc.)

Specialty Retailers (17 businesses or 29%)

- More dependent on a broader, non-local market
- Typically a destination for the customer or part of a shopping "experience"

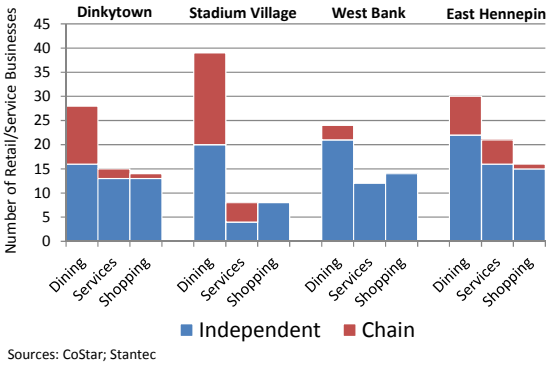
- Mixture of business types, but each can be easily distinguished from competitors

Competitive Commercial Districts

Dinkytown is located on the northern edge of the University of Minnesota campus. However, given the University's size, both demographically and geographically, there are several other similar commercial districts near or adjacent to the campus that in varying degrees compete with Dinkytown for customers.

These competitive districts include Stadium Village on the eastern edge of campus; West Bank on the western edge of campus; and East Hennepin, which is located approximately one mile northwest of Dinkytown. Stadium Village is closest in proximity to Dinkytown, and thus is the most competitive of the districts. It also shares an orientation that is heavily influenced by the University, whereas West Bank and East Hennepin are influenced by other geographic factors, namely their closer proximity to downtown Minneapolis and the demographic diversity of area residents.

Each district has a similar number of businesses but they differ in other important respects. In Dinkytown about half the businesses are restaurants and bars, and of those, about half are part of a chain operation.



Commercial Businesses by Type

Consumer Markets

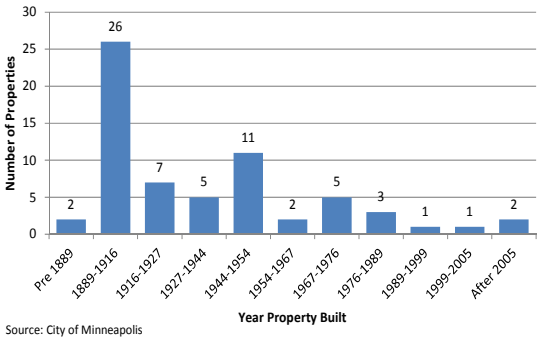
With its diverse array of businesses, Dinkytown attracts a variety of visitor types that vary throughout a typical day or when large events occur at the University. The variation in customers and their reasons for visiting Dinkytown can present challenges when planning for the district's future. Although many businesses and their customer bases can and do complement one another, in other cases, these differences can be at odds with each other creating problems with respect to parking, branding, security, to name a few possible issues. With input from Dinkytown businesses and property owners, the following is a brief breakdown of the major visitor types and their characteristics.

- **Morning and Afternoon Markets**. During the morning and afternoon hours, Dinkytown's consumer market consists mostly of University students and employees as well as workers within a 10-minute drive of Dinkytown, which include the employment districts centered in Northeast Minneapolis and the area around University Avenue and Highway 280. These visitors are drawn to the convenience of Dinkytown and support many of the fast food and quick service restaurants. Students and University employees are somewhat of a captive market for Dinkytown as they work or attend classes on campus according to a regular schedule. Typically, this market walks to Dinkytown.

- **Evening Markets**. During the evening hours, the consumer market for Dinkytown changes to a regional destination for dining in which visitors come from outside of the immediate Dinkytown area. This market almost exclusively travels to Dinkytown by car and is highly dependent on the availability of parking, especially its perceived sense of convenience as this market can be easily diverted to any number of other dining destinations throughout the metro area. Except during special events, availability of parking generally increases in the evening when many of the University garages become more available.

- **Late Night Markets**. During the late night hours, the consumer market shifts back to primarily students who are drawn by area bars and restaurants with late night hours. The critical mass of bars in Dinkytown helps create a destination for bar goers as they can easily "bar-hop" from one establishment to another in a small geographic area. The economics of bars, especially those that specialize in higher volume alcohol sales, is that they often achieve very high sales per square foot. This can impact the commercial market as such businesses can easily "out-price" other business types for space, particularly specialty retailers.

- **Special Event Markets**. Because the University of Minnesota hosts many large sporting and cultural events, Dinkytown regularly experiences peaks in consumer demand driven by attendees to these events. The events generally occur during the evening hours, particularly on weekends. However, they also regularly occur during the day as well. Attendees to such events come from a very wide geographic area that can often extend well beyond the metropolitan area. An important component of this market is alumni who have a nostalgic connection to Dinkytown and, therefore, value long-standing establishments. Because these events generate a pool of national and international consumers, they help contribute to an awareness of Dinkytown that extends beyond the immediate region.



Age of Buildings in the Study Area

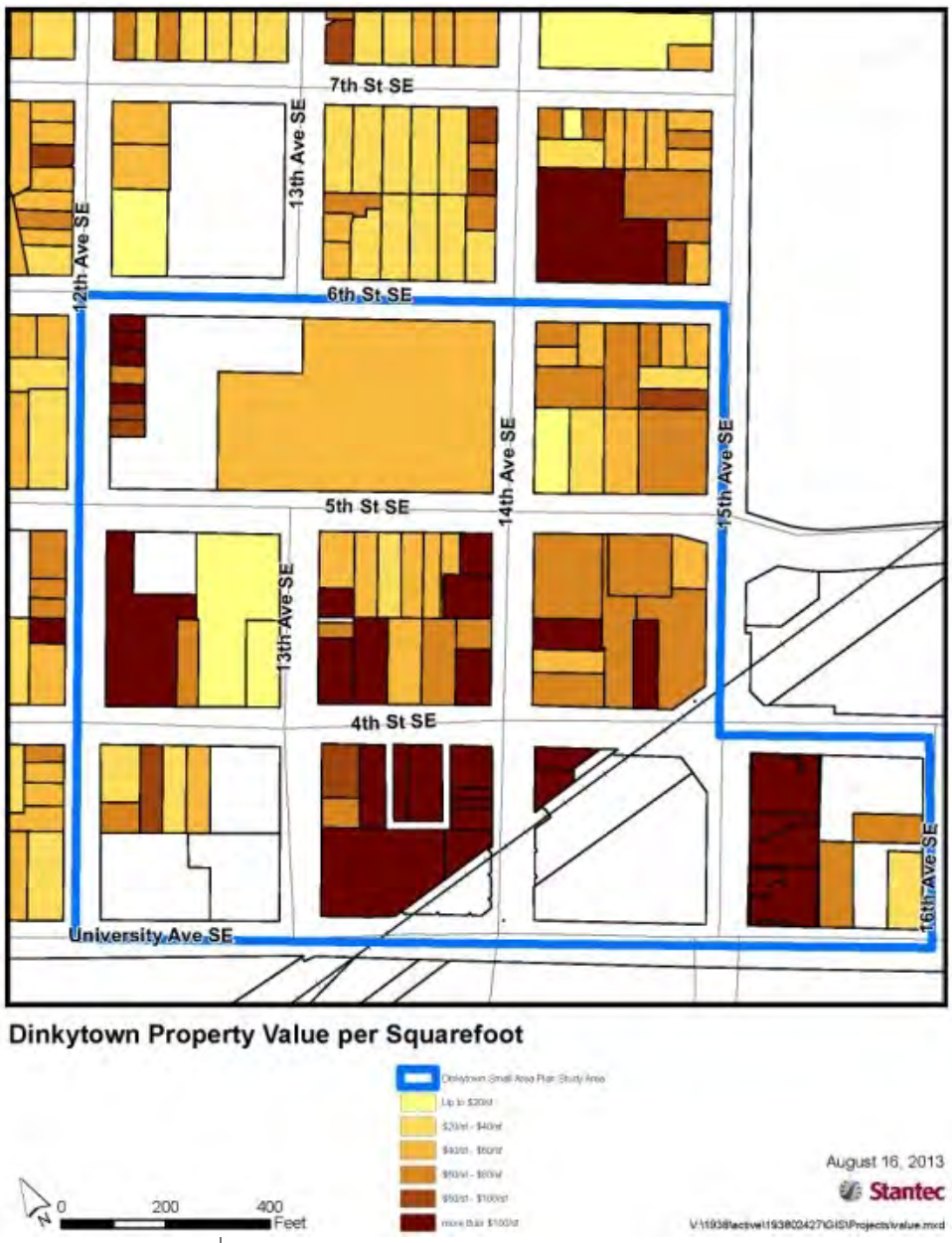
Building Form

Dinkytown's built form influences its market profile. The age and size of the buildings affect the character of the environment, the business mix, and achievable rents. Most buildings in Dinkytown are smaller one, two, and three-story commercial buildings of varying ages and conditions. This includes several properties that were originally built as residences but have been adapted over time into commercial spaces. According to CoStar, a commercial real estate database, the largest contiguous commercial space in Dinkytown is 12,500 square feet with the average space being about 2,500 square feet.

According to City records, approximately two-thirds of the buildings in the Dinkytown study area were built before World War II and one-third were built after the War. Figure 3 presents a detailed breakdown by age period of when Dinkytown buildings were constructed. Older buildings generally contain smaller spaces, have higher maintenance costs, and many times have non-standard layouts. Non-standard layouts, in particular, can influence the business mix of a retail district as many chain store operations have specific layout designs that are challenging to adapt. Although many older buildings can and do attract the highest paying tenants despite these issues, they generally have lower rents per square foot when competing with more modern commercial spaces.

Property Values

Underlying property values can be a key determinant of which properties are likely to be ripe for redevelopment, and thus are susceptible to developer interests. Map 6.1 shows the estimated market value of each property in the Dinkytown Study Area on a per square foot basis. This value accounts for both the value of the underlying land and the structures on the property. The lighter colored properties indicate where property values are low relative to other nearby property values and therefore more easily redeveloped.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13th Ave SE
12th Ave SE
6th St SE
14th Ave SE
15th Ave SE
5th St SE
13th Ave SE
4th St SE
16th Ave SE
University Ave SE
Dinkytown Property Value per Squarefoot
Dinkytown Small Area Plan Study Area
Up to $20/sf
$20/sf - $40/sf
$40/sf - $60/sf
$60/sf - $80/sf
$80/sf - $100/sf
more than $100/sf
0
200
400
Feet
August 16, 2013
Stantec
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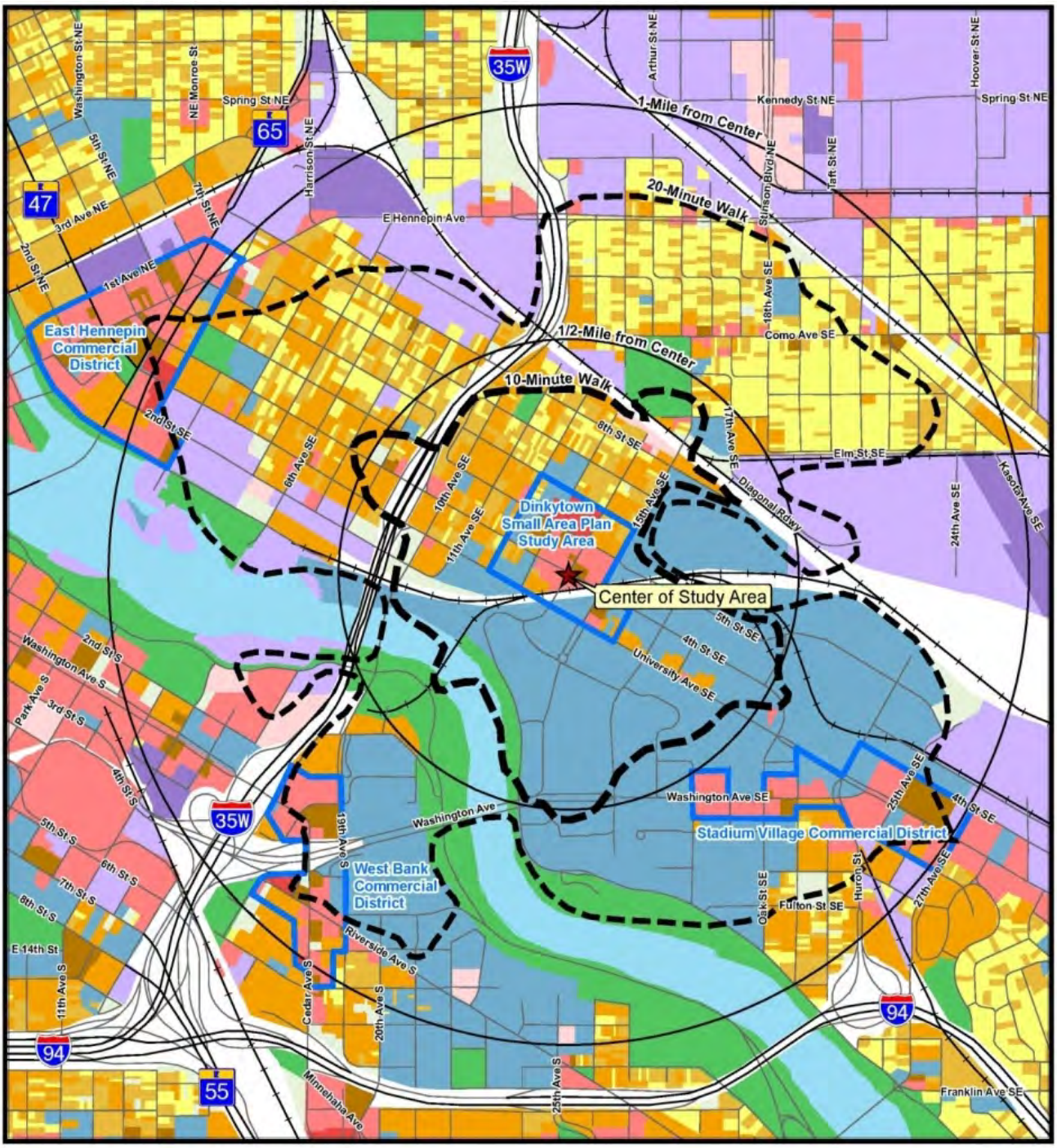
Map 6.1



Dinkytown Walk-Up Trade Area

GeneralizedLandUse2010

- Single Family Detached
- Single Family Attached
- Multifamily
- Retail and Other Commercial
- Office
- Mixed Use Residential
- Mixed Use Industrial
- Mixed Use Commercial and Other
- Industrial and Utility
- Institutional
- Park, Recreational or Preserve
- Airport
- Undeveloped
- Open Water

N

0 1,000 2,000 Feet

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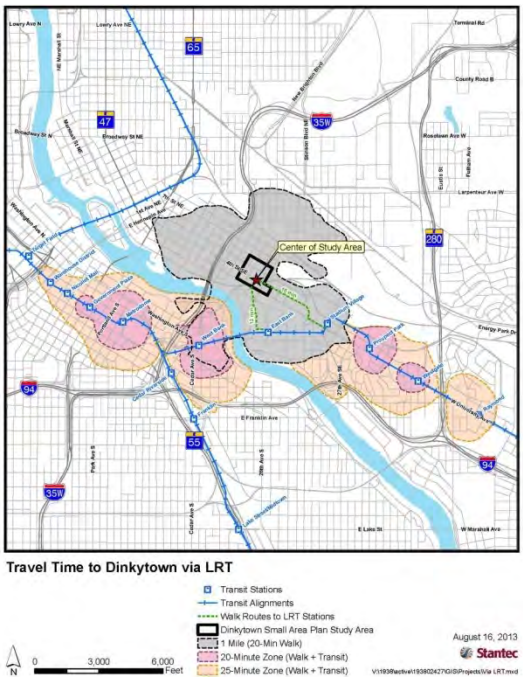
Map 6.2

Trade Area Analysis

Map 6.2 depicts a 10- and 20-minute walk shed around Dinkytown. The 10-minute walk shed covers most of the eastern half of the Marcy-Holmes neighborhood east of I-35 as well as those portions of the east bank of the University campus north of Washington Avenue. This might be the geographic extent one might walk in order to patronize many of the businesses in Dinkytown, particularly convenience goods. This area contains a population of about 8,000 residents and approximately 10,000 employees and non-resident students. Combining these two population groups means there are roughly 18,000 people living, working, or attending classes every day in this area.

Expanding the walk shed out to a 20 minute walk, increases the day time population to about 60,000 people. This is a very sizable number of people within a comfortable walking distance of Dinkytown, which helps explain the strong pedestrian character of Dinkytown and its ability to support a variety of businesses. However, within a 20-minute walk from Dinkytown, one can reach the competitive districts of Stadium Village, West Bank, and East Hennepin, which ultimately limit the size of the local market. As noted previously, though, Dinkytown also attracts many customers from beyond this walk shed. Nonetheless, the high concentration of people within this walk shed defines many of the characteristics currently associated with Dinkytown.



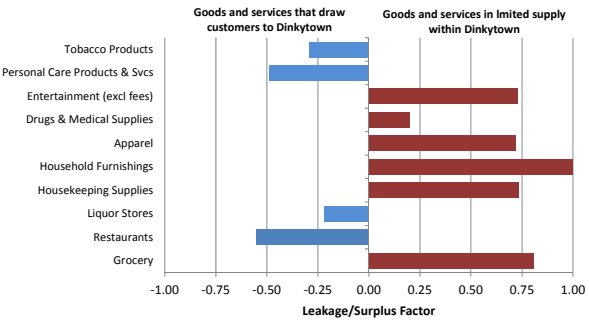
Impact of Light Rail Transit

The map titled Travel Time to Dinkytown via LRT depicts a theoretical walk shed should one use the LRT to get to Dinkytown. In other words if one was committed to spending 20 minutes to get to Dinkytown, the LRT would expand this persons geographic reach to include areas around several LRT station stops. If this time budget was increased slightly to 25 minutes, the area would be much larger. Therefore, the impact of the LRT on Dinkytown can be summarized as follows:

- It will expand the pedestrian trade area for Dinkytown.
- Over the long-term, though, other competitive commercial districts, namely Stadium Village and the West Bank, will benefit from an even much larger expanded market than Dinkytown.
- As the commercial areas adjacent to the station evolve to more uniformity, there will be potential for Dinkytown to expand market by leveraging its unique attributes/character.

Supply and Local Demand Analysis

As previously noted, Dinkytown has a diverse market profile defined by an eclectic mix of businesses, a varied building stock, and a consumer market that shifts dramatically throughout a typical day or according to a special University event. Despite this variation, the core market has historically been and will continue to be persons living and working within a short walk of Dinkytown. As this core market changes, so too will the businesses within Dinkytown. Therefore, it is important to understand which types of commercial categories are pulling in visitors from beyond this core market and which categories may be lacking within Dinkytown. The major categories with either a leakage (excess unmet demand) or surplus (excess supply, given the defined market) are summarized in the accompanying table.

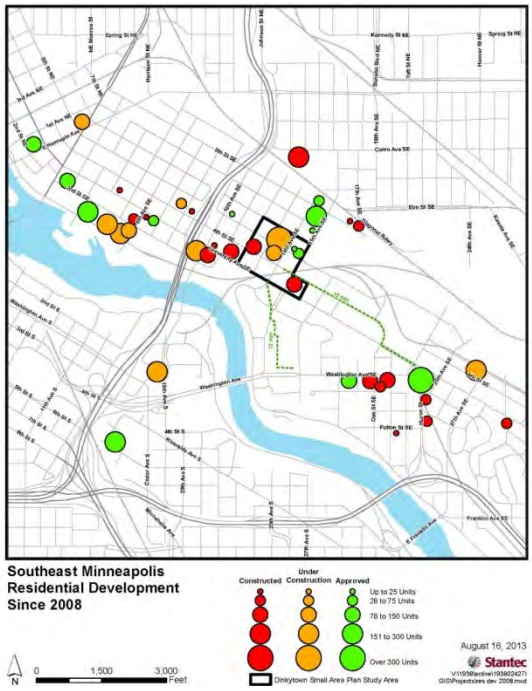


This does not necessarily mean that all markets much reach the balance point. A "surplus" might be sustainable if there are destination customers coming from a broader area, and the area might not have appropriate space for everything where there is a "leakage." However, this does provide a general guide to how this market is functioning.

Residential Market and Its Impacts

Although Dinkytown is bordered by residential uses to the west and north, it has historically maintained its commercial character without significant encroachment from other uses. Recently, though, with a very heated housing market, developers have begun to eye strategic properties within the core of Dinkytown for residential development.

The accompanying illustrates the strong growth in residential development in and near Dinkytown. Since 2008, over 1,400 new housing units have been built or are currently under construction within ½-mile of Dinkytown and another 280+ units having been approved for development. Furthermore, if the area is expanded out to one-mile from the Dinkytown, the number of units, built under construction, or approved increases by 1,300.



Persons living close to Dinkytown represent a key core market, and any significant growth of this group will have a profound impact on the commercial businesses in Dinkytown. In 2010, the population living within ½-mile of Dinkytown was approximately 7,500. Given recent housing development, this area is forecasted to increase its population to nearly 8,700 or 16% by 2017. Expanding the radius out to one mile, the increase is forecasted to be over 2,600 persons by 2017. This short-term population growth in the immediate Dinkytown area could increase resident purchasing power by $3-4 million over the next five years. This could translate into another 15,000-20,000 square feet of demanded commercial space on top of the current demand generated by residents, workers, and visitors.

Market Conclusions

Below are key conclusions from the previous analyses:

- The market for commercial space is very strong in Dinkytown. The surrounding demographics are very attractive and rents are well above the metro average for retail space. This attracts attention from businesses that can generate the highest sales per square foot (e.g., fast food restaurants and bars). Unfortunately, this puts pressure on long-standing businesses dependent on more modest rents, many of which contribute to the rich and varied mixture of activities currently found in Dinkytown.

- Commercial categories that pull people into Dinkytown from outside its immediate trade area include dining, liquor, personal care products, and tobacco products. Many of the businesses in these categories generate very high sales per square foot and can outbid other types of retailers

- Commercial categories underrepresented in Dinkytown, in which even trade area inhabitants must go outside of Dinkytown to access, include apparel, household furnishings, housekeeping supplies, and groceries. For most underrepresented categories, these types of retailers perform best in larger format stores with very large trade areas dependent on copious amounts of parking. A new Target Express store is currently under construction in Dinkytown, the first of its kind in the nation. This general merchandise store, scaled down for an urban market, may help address some of these gaps.

- Nonetheless, as the population of the immediate trade area increases, some of these types of retailers will consider more dense, urban environments with less parking availability provided the demographics are very strong and there is a complement of related retailers to help generate local traffic. However, the consuming habits of students have changed in recent years as certain products that used to be regularly purchased at school are now purchased at home, such as clothing and electronics.

- Although new residential developments within the core commercial areas of Dinkytown will likely alter the built form and physical character of the district, additional housing will stabilize certain segments of the commercial market by increasing the number of local residents who will support a greater variety of businesses.

- New development in Dinkytown that results in new, modern commercial space may result in more national chains moving into Dinkytown.

- Although the University of Minnesota has added some new retail concepts, the bulk of their commercial offerings do not compete directly with Dinkytown businesses.

- When the Green Line LRT opens in 2014 it will provide a larger customer base for many Dinkytown businesses, but it will also increase competition for existing customers from the Stadium Village and West bank competitive commercial districts in a way that Dinkytown has not experienced previously. The LRT station areas in Stadium Village and the West Bank will increasingly compete with Dinkytown based on their "newness" and enhanced convenience.

- Given an increasingly competitive environment for customers motivated by the transit conveniences of the LRT, Dinkytown's older character, especially at its core could become an increasingly important differentiator once the LRT station areas become more established.

Recommendations

1. Expand the commercial footprint of Dinkytown as shown in the Land Use chapter, thereby increasing the potential space available for retail and service uses.

    - This could result in lower rents for all uses and provide enough space that it would support a broader range of commercial uses, including small businesses.

    - See Chapter 8 for the dimensions of the expanded area.

2. As commercial footprint of Dinkytown is expanded, consider expansion of special services district to ensure that services are provided in the expanded area as well.

3. Require ground floor retail or other active uses in the commercial core at 4th St SE and 14th Ave SE, to support commercial district vitality and to ensure that housing does not outbid the retail.

4. Support the existing mix of small businesses in Dinkytown through various regulatory, financial, and technical assistance tools available through the city and other local sources.

    - More details on available funding sources can be found in Appendix C.

5. Support a broader diversity of businesses by placing controls on granting new and/or expanded liquor licenses.

- Since uses with liquor licenses are among the most profitable in the area, limitations on new licenses will keep them from outbidding all other potential commercial uses.

- In addition to business diversity issues, there are some public safety concerns regarding large concentrations of liquor-serving establishments, and the potential impacts to the surrounding community.

- There are some regulatory challenges involved in placing controls on granting or expanding liquor licenses. As a result, this recommendation will need further discussion regarding feasibility and viable options prior to implementation.

6. Support the preservation of elements of Dinkytown which contribute to its unique branding and market niche.

    - The Preservation chapter has more detailed recommendations related to this strategy.

7. Continue to maintain a special service district for the area, and consider higher service levels to further the goals of this plan.

    - This recommendation relates closely to those supporting maintenance of the public realm, safety and security, and marketing and branding.

8. Pursue enhanced maintenance of public realm, including litter removal, façade maintenance and renovation, upgrades to aging infrastructure, and other elements.

9. Add new features to the public realm, including greening, public art, pedestrian-friendly amenities, and art-inspired bicycle racks.

10. Promote safety and security of the district through regular foot patrols, including late nights and events, and improve staffing of the existing police substation in Dinkytown area.

11. Support marketing and branding strategies that build on Dinkytown's uniqueness, including the element of nostalgia which distinguishes it from other commercial areas.

    - Strategies could include an updated website, maps and other wayfinding, organized promotional events, and development of a logo, brochure, or other marketing materials.

12. Contribute to a mutually beneficial relationship between the University and Dinkytown, in terms of cross-promotion, vendor relationships, and shared use of infrastructure and transit.

- Among other things, this can include an ongoing and active involvement in the University District Alliance, the partnership between the University and the surrounding community

7. Transportation and Parking

This chapter focuses on transportation within Dinkytown: existing conditions, strengths, challenges, and recommendations for improvement. The recommendations presented in this chapter are intended to increase the safety, comfort, convenience, access, and enjoyment of the district by users of all modes of transportation while preserving Dinkytown's unique character and positioning the district for growing prosperity and access well into the future.

Goals

Overall transportation and mobility goals for Dinkytown are:

- Work to improve parking conditions in Dinkytown through the provision of additional parking, signage, marketing, and other strategies.
- Reduce the congestion in Dinkytown related to people seeking parking.
- Capitalize on longstanding mobility assets and recent investments (in walking, biking and transit infrastructure and service) to provide convenient means to access the district without necessitating larger transportation investments.
- Improve the overall safety, comfort, and connectedness of pedestrians and bicyclists traveling in the area.
- Consider and respond to the needs of visitors and customers who arrive at "destination" businesses and venues using transit or private automobiles so they may choose to continue patronizing them.
- Define a mobility framework that maintains the district's prominence as a desirable place to visit and enjoy, and that provides a foundation for continued business prosperity and compatible urban development.

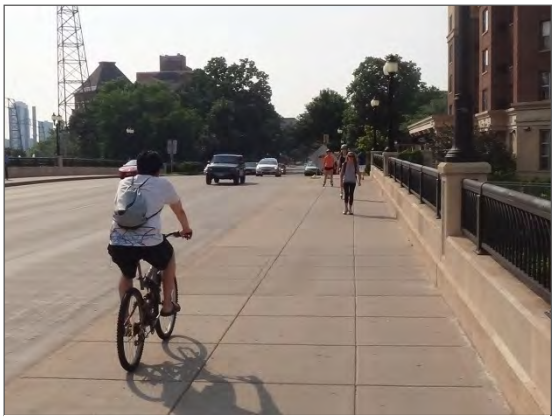
Looking southeast along 4th St SE through the heart of Dinkytown

Current Conditions

A unique and well-known area frequented by generations of residents, students, and visitors alike, Dinkytown acts as a commercial core of a vibrant and highly pedestrian-oriented area of the city of Minneapolis adjacent to the University of Minnesota. The unique businesses, character, and streetscapes of Dinkytown that have developed over decades continue to draw numerous visitors, who access the area on foot, bicycle, transit, and private automobiles.

Development is booming in Dinkytown; developers, landowners, employers, and the business community are all influenced by the size, location, and economic activity involved in new developments. In addition to eliminating the supply of surface parking lots, the additional density and redevelopment activity will put added pressure on the demand for transportation and parking. Giving people a desirable neighborhood to visit, and ensuring minimal difficulties in transportation can be a powerful tool to generate activity and bolster the area's economy.

Pedestrian Travel



Bicyclists and skateboarders often use sidewalks, presenting potential conflicts with pedestrians.

Inherent Walkability

Walking is the most basic and sustainable form of transportation that exists and, when adequately accommodated for, provides a true level of mobility for a wide range of individuals. Walking is free and accessible for people of all ages, income levels and physical abilities (including persons with mobility devices). To be "walkable" a place must provide a safe, convenient, functional and comfortable walking experience for recreation and transportation needs. Walkable places are interesting and inviting for all, foster human connections and provide healthy, physical activity.

Dinkytown's prominence as one of the most well-known and visited areas of the city is inextricably linked with its highly walkable nature. Tree-lined sidewalks are present throughout the central portion of Dinkytown, contributing to a pedestrian environment that encourages passersby to stop and explore. Wide sidewalks and interesting and accessible buildings contribute to the inherent walkability of the area.

Nearby surrounding neighborhoods, high-density residential structures and proximity to the University of Minnesota all contribute to generating a large number of pedestrians who walk through Dinkytown for daily needs and entertainment. According to the 2012 Minneapolis Pedestrian Count Reports and daily modeling, 15th Avenue SE—just north of University Avenue SE in Dinkytown—saw the fourth highest estimated daily pedestrian traffic in the city (including Downtown) at 11,390 pedestrians per day.

Conflicts Involving Pedestrians and Other Modes

Despite these positive characteristics, the significant volume of users of all modes of transportation—including pedestrians, bicyclists, transit vehicles, and private motor vehicles—leads to potential conflicts on streets and sidewalks.

For instance, bicyclists and skateboarders often ride on district sidewalks, creating safety issues for pedestrians. People on bikes and skateboards may choose to ride on the sidewalk due to the absence of on-street bicycle infrastructure on several streets with high motor-vehicle traffic volumes. 2012 Minneapolis Bicycle Count Report Data suggests that bicycling on the sidewalk is highest when average daily motor vehicle traffic on the road is

Green painted bicycle routes and a bike box exist at the intersection of University Avenue SE and 15th Avenue SE, providing a clear connection from Dinkytown to the University campus.

The Dinkytown Greenway has opened in the Granary Corridor, running from TCF Bank Stadium through Dinkytown to the Number 9 pedestrian and bicycle bridge connecting to the west bank of campus.

greater than 15,000 vehicles per day and no on-road bicycle facility is present.

Furthermore, according to City of Minneapolis crash data for Dinkytown intersections, there were 6 reported crashes involving motor vehicles and pedestrians between 2005 and 2009 and 17 reported crashes involving motor vehicles and bicyclists between 2005 and 2010. Based on this data, the most dangerous intersection for pedestrians is 15th Avenue SE and 4th Street SE; the most dangerous intersection for bicyclists is 15th Avenue SE and 5th Street SE.

Bicycle Travel

Significant and Well-Traveled Bicycle Connections

Located at the convergence of several primary bicycle routes that link the University of Minnesota with other destinations around the Twin Cities, Dinkytown sees some of the highest bicycle volumes of any area in the City of Minneapolis. The 2012 City of Minneapolis Bicycle Counts reveal that 15th Avenue SE north of University Avenue SE (4,310 daily bicyclists) and 15th Avenue SE north of 5th Street SE (3,860 daily bicyclists) see the second and third highest average daily bicycle traffic of any location recorded in the city. Additionally, the newly-completed Dinkytown Greenway along the Granary Corridor trench, as well as the presence of many bicycle retail establishments in the area, make Dinkytown a major bicycling hub within the Twin Cities.

Bicycle lanes on University Avenue SE were recently widened by the Minnesota Department of Transportation (MnDOT) from Central Avenue SE to I-35W within Marcy-Holmes. Additionally, a new bicycle lane has been painted on 4th Street SE in this same area.

Currently, bicycle lanes are present on University Avenue SE, portions of 4th Street SE, and 15th Avenue SE. Stretches of 5th Street SE have varying types of bicycle facilities including traditional bicycle lanes, contraflow lanes and sharrows to designate the street as a bicycle boulevard. The nearby University of Minnesota campus contains numerous on and off-road bicycle routes connecting Dinkytown to the East Bank of the Mississippi River and to Saint Paul.

Dinkytown Greenway

As of July 2013, an off-road shared-use path is open along the Granary Corridor trench running from the Northern Pacific Bridge Number 9 (a pedestrian and bicycling bridge connecting the East Bank to the West Bank) to TCF Bank Stadium on the eastern end of campus. The trail is referred to as the “Dinkytown Greenway” and has access points onto 5th Street SE near 17th Avenue SE, as well as further east near TCF Bank Stadium at Oak Street SE. No direct access exists from the trail to the core of Dinkytown.

A Nice Ride bicycle sharing station is located in front of the Southeast Branch of the Hennepin County Library.

Furthermore, bicycle facilities do not exist on 5th Street SE at the access points to the trail, making bicycling into Dinkytown difficult.

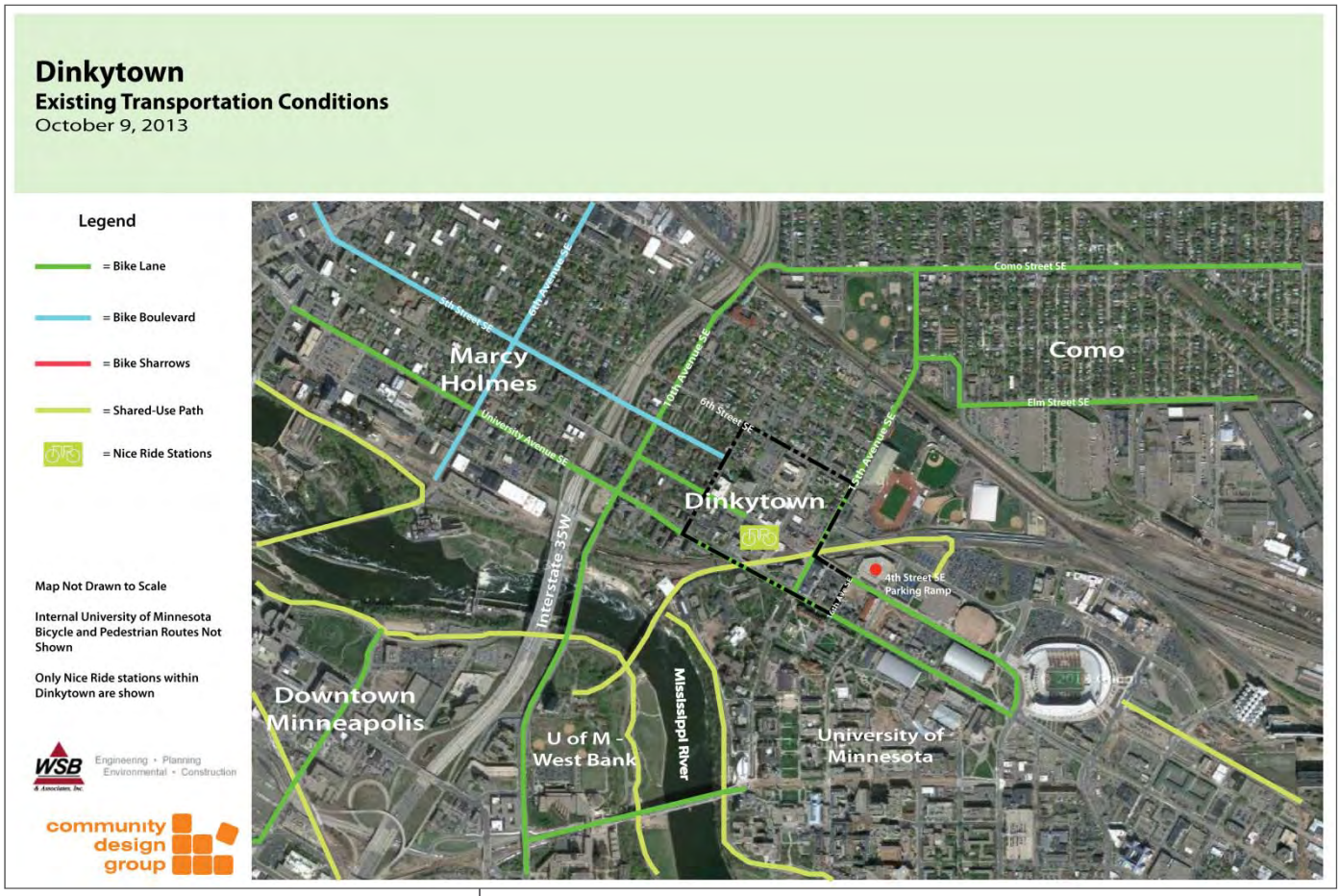
A planned extension of this shared-use path is shown on the City of Minneapolis's Bicycle Master Plan extending from the western terminus at the Number 9 Bridge west to the Stone Arch Bridge (currently, there is an access road and railroad bed in a trench along this corridor). This would provide a direct off-road connection from Dinkytown to the Stone Arch Bridge and Downtown Minneapolis. Additionally, a planned extension is shown extending from the eastern terminus at TCF Bank Stadium to the eastern boundary of Minneapolis.

Public Bicycle Share Infrastructure

One Nice Ride Minnesota bicycle sharing station is located within the district, at the intersection of 4th Street SE and 13th Avenue SE in front of the Hennepin County Library - Southeast Branch. In addition, multiple Nice Ride bicycle share stations are located around the district and within the University of Minnesota, providing easy access to and from Dinkytown to a potentially significant number of students and other visitors and customers.

Bicycle Parking and End-Of-Trip Facilities

There is an acute shortage of available bicycle parking in Dinkytown, particularly in core areas adjacent to businesses where need is highest. Many bicyclists lock their bikes to sign posts and trees.



The University of Minnesota Campus Connector connects the Minneapolis and St. Paul campuses of the University.

Transit Service

Dinkytown is located at the convergence of 21 different bus routes, including local, limited stop, university, and express routes. Most of these routes travel on University Avenue SE and 4th Street SE, or 15th Avenue SE.

Although none of its stations will be located within the district, the opening of the Central Corridor/Green Line Light Rail Transit (LRT) in 2014 will place Dinkytown in close proximity to stations in Stadium Village and on the East Bank of the University of Minnesota Campus. The Central Corridor LRT will connect Downtown St. Paul to Downtown Minneapolis via University Avenue SE, Washington Avenue SE, and the existing Hiawatha/Blue Line LRT route in Downtown Minneapolis.

Route 6 is an important east-west connector for Dinkytown, with buses arriving every thirty minutes. Service every ten minutes or less is high frequency. Community members are advocating for an increase in frequency to accommodate increased demand created by recent increases in density.

Long term streetcar network map, from Minneapolis Streetcar Feasibility Study

Streetcar

The 2007 Minneapolis Streetcar Feasibility Study was conducted to evaluate the feasibility of constructing a modern streetcar network in the City of Minneapolis and some adjacent cities. This study evaluated fourteen Primary Transit Network (PTN) routes identified in the City's Ten-Year Transportation Action Plan as highly productive transit routes. The study focused on both physical feasibility and the ability of each potential route to meet the following objectives:

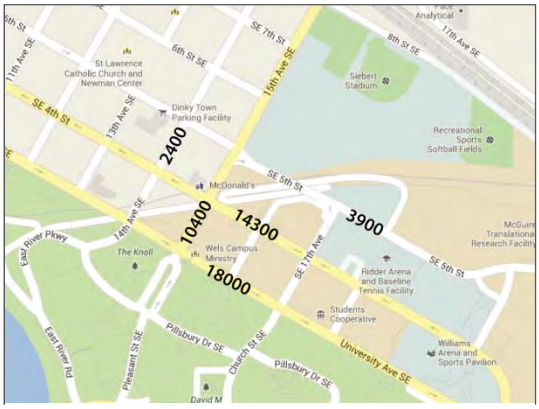
- Increase transit ridership by regular and occasional riders; especially by providing enhanced and attractive local circulation service connecting city neighborhoods with the downtown core.
- Increase the attractiveness of transit to new markets by providing a unique vehicle and customer experience.
- Provide connections and distribution between high capacity regional transit and local neighborhoods.
- Enhance the environment by replacing diesel bus service with clean and quiet electric vehicles.
- Catalyze and organize development and redevelopment potential around a transit investment by providing a quality transit line with a sense of permanence.

An alignment along 4th and University is identified as one of the corridors on the long range streetcar network map. It would provide a direct connection (along with the Central-Nicollet alignment, which is likely to be the first phase) between the University area (including Dinkytown) and Downtown. The study called out the following opportunities and issues for this particular alignment:

- Potential to serve tourists, workers, visitors to entertainment district, local residents and businesses, and University students and staff.
- Moderate economic development potential along corridor and in surrounding areas.
- Long term has the highest potential for ridership if linked with Hennepin and Uptown.
- Potential to replace buses in the Hennepin and University/4th corridors.
- Serves multiple anchors (downtown, Uptown, U of M), special generators and mix of uses.

In March 2010, the City Council approved the long-term streetcar network identified in the Minneapolis Streetcar Feasibility Study Final Report. This report recommends a long-term streetcar network made of seven of the most heavily used Primary Transit Network corridors that could be implemented in 20-50 years, depending on funding availability.

This plan supports the development of the 4th and University streetcar line, as does the Marcy-Holmes Master Plan. The area is already highly transit oriented, and an enhanced facility like a modern streetcar could support high quality redevelopment and strengthen community character. This in particular would enhance the character of Dinkytown, which was originally developed at the junction of historic streetcar lines.



Average daily traffic counts on Dinkytown streets, courtesy of MnDOT

Automobile Circulation and Parking

Important Automobile Connections

Dinkytown is well-connected to the Marcy-Holmes Neighborhood and the rest of Northeast Minneapolis, as well as the University of Minnesota and St. Paul, by the primary northwest-southeast roadways of University Avenue SE (U.S. Highway 47) and 4th Street SE. 12th Avenue SE - 16th Avenue SE provide southwest-northeast connections between Dinkytown and the East Bank of the university, as well as neighborhoods to the northeast. 4th Street SE and University Avenue SE see particularly high levels of traffic congestion during rush hour periods. Traffic levels, congestion, and driver delay increase significantly on days of university sporting and other events.

Concerns About Parking Availability and Accessibility

Parking is a controversial and challenging issue in the Dinkytown area. The primary challenges are related to balancing the needs of destination visitors who drive to the area with local consumers who walk. According to the online survey results, 74% of respondents typically walk to Dinkytown, while 41% typically drive. Additionally, there is the Dinkytown consumer who drives to park all day (mostly employees of the University) and then walks to the area. Each of these groups have varied parking needs, which this study examines in further detail below.

Heavy afternoon motor vehicle traffic is a common occurrence at the corner of 4th Street SE and 15th Avenue SE

Automobile parking issues have been consistently noted as a concern by members of the Dinkytown business community and by residents of the surrounding community. Dinkytown businesses whose clientele includes a significant portion of “destination” customers (customers who travel longer distances and arrive via personal automobile to patronize a specific business in the district) are particularly concerned about difficulty those customers may have in finding available parking, and the impact that experience may have in customers’ continuing patronage of Dinkytown establishments. This situation is intensified for businesses serving the elderly and persons with disabilities, who may be limited in how far they are able to walk from where they park to their destination.

Former public parking lots in Dinkytown serving area businesses have been closed and are being redeveloped

New residential development in the area surrounding Dinkytown is changing the availability and configuration of automobile parking. One recent example of this type of change is the ongoing development of a six-story residential structure at the site of the former University Technology Center and a large public surface parking lot.

The majority of Dinkytown is in the city's Pedestrian Oriented (PO) Overlay District, as well as the broader University Area Overlay District. The University Area Overlay District requires a minimum 1/2 parking space per bedroom, but not less than 1 space per dwelling unit.

In a PO Overlay District, non-residential shared parking is encouraged, off-site parking is permitted to be further from the use served than in areas outside of the PO Overlay District, and parking minimums are reduced relative to other districts. The Dinkytown PO Overlay District further reduces parking requirements, so that nonresidential uses within the boundary are not be required to provide off-street parking.

In general, a number of issues exacerbate the limited automobile parking available in Dinkytown, including: proximity to the university sporting and event venues; employees of businesses using available parking spaces in the area that could otherwise be used by customers; students, faculty and staff commuting to campus and occupying available parking in and around Dinkytown while they are on campus; restrictions limiting the use of on-street parking in the surrounding residential districts of the Marcy-Holmes neighborhood; and the approval of new development that removes public, surface parking opportunities.

Automobile Parking Options

Three primary types of public automobile parking exist within or in proximity of the Dinkytown District:

- On-street metered parking
- On-street restricted "free" parking
- Off street structured parking ramp

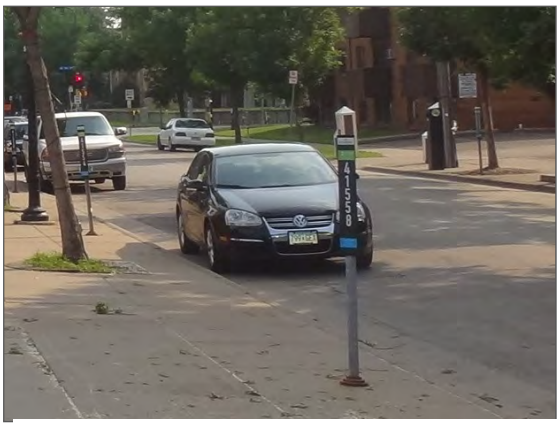
Additionally, there are several, private lots and contracted lots located in the Dinkytown area that serve a limited amount of visitors. However, this analysis does not include private parking spaces.

The team completed an inventory and utilization study of the three types of public automobile parking to gain an understanding of the peak hour needs and amount of additional parking that may be needed. A survey of street parking utilization was conducted on September 11, 2013 from 11:00 am to 1:00 pm, and on October 5, 2013 from 5:00 pm to 7:00 pm. These times reflect the highest and second highest demand for parking, as reflected by the city of Minneapolis parking meter data. These dates were chosen to

explore parking demand at the lunch rush on a weekday, and the dinner/event rush on a weekend evening. The study intentionally picked a weekend day that did not have a major event at the University or surrounding area.

At the time of completion, there were approximately 813 publicly available parking spaces in the neighborhood; 376 public spaces in the University of Minnesota 4th street ramp, 143 metered parking spots, and 294 spaces (24 blocks) on street free spaces, some of which have parking restrictions.

Off-Street Structured Parking Ramp



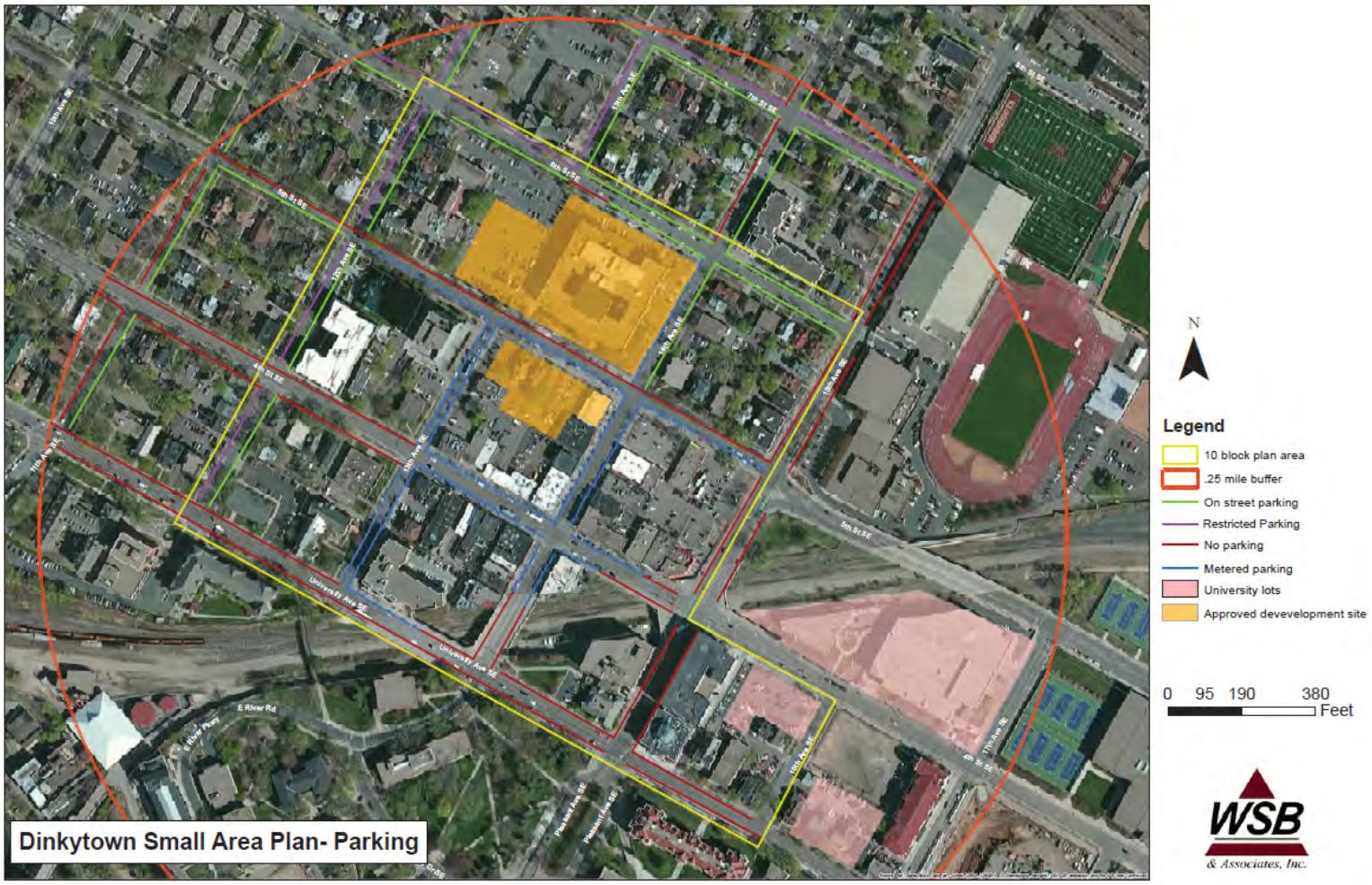
Metered on-street parking is the predominant parking type available in Dinkytown.

The 4th Street ramp, owned by the University of Minnesota, exists at the corner of 4th Street SE and 17th Avenue SE, just outside of the core of Dinkytown. This ramp serves university athletic facilities on the eastern end of campus and university employees, but could also serve the general Dinkytown destination traveler. According to University data, the parking ramp averaged 58% occupancy during the month of July 2013. Weekday utilization of the ramp was much higher than weekend utilization (80% utilization on weekday peak hour versus 14% on weekend peak hour.

The University parking services states that they over sell the number of parking contracts under the assumption that not every user will be present at the same time. According to University collected data, the public parking peaks at 11 am and can be over 100 percent capacity for contracted and public parking availability. The university oversells the parking capacity under the assumption that not everyone will be there at the same time. A higher than 100 percent capacity shows that patrons are entering the ramp to find no parking available and leaving to find a space elsewhere in the neighborhood. Generally the ramp is 80 percent occupied or higher between 8 am and 3 pm on weekdays. During the summer nonacademic months, the average occupancy decreases; in July the ramp averaged 58 percent occupied.

Public Parking Supply	
On-street, free	294
On-street, metered	143
University Fourth Street Ramp public	376
TOTAL	**813**

Parking data was collected from the University Parking Service on the dates and times that the parking inventory survey was collected. On Wednesday, September 11 from 11:00 am – 1:00 pm there was an average of 939 users of the University owned lots. Approximately 73 percent of users at this time were contract parkers, and the remaining 27 percent of users were non contract public users. At this time, the University parking facilities were about 80 percent utilized. On Saturday, October 5, from 5:00 pm to 7:00 pm where was an average of 173 users of the University parking facilities, with only about 35 percent of users being contract holders; therefore the remaining 65 percent were public users.



Although, at this time the University parking facilities were only about 14 percent utilized. Opportunities to engage in shared parking strategies with the University should be explored. Additional parking signage and wayfinding mechanisms should also be integrated into the neighborhood to direct and educate Dinkytown patrons on all their parking options.

The distance from this ramp to Dinkytown limits its use by patrons to area businesses, particularly older customers who may be traveling from outside of the area to one of Dinkytown's destination businesses. Additionally, concern has been expressed about the safety and experience of parking in the ramp and walking along 4th Street SE into Dinkytown. The ramp and sidewalk are not well lit, and being adjacent to a three-lane, one-way street makes this walk uncomfortable for many.

Dinkytown business owners have also reported customers saying that parking in this ramp is inconvenient and too far of a walk. As of October of 2013, the businesses have begun operating a shuttle between this ramp and the core of Dinkytown. "The Dinky", or "Lucille," offers free service every five minutes—six nights a week between 5 and 9 pm—to help address this issue.

Addressing the needs of people using walking, biking, transit and driving modes will enhance conditions for Dinkytown businesses and neighbors

On-street "free" parking

At the time of the study completion, there were 294 spaces of "free" on-street parking available. Parking utilization rates averaged of 89 percent during the weekday lunch rush, and 95 percent during the weekend dinner rush. These high rates indicate a high demand for parking in the neighborhood, which could have little turn over, forcing short term patrons with a challenge to park their vehicle. Opening up some of the currently restricted parking during the lunch rush during the weekdays could remove some of the demand pressure, and increase turnover rates of parking around the commercial district. It is important to note that some of the parking restrictions differ between the first and second survey due to changes in parking restrictions between weekdays (more restrictions) and weekends (fewer restrictions). It is assumed that much of this parking is utilized by longer-term parkers who are willing to walk farther than an average business customer, and the data collected suggests less turnover in these spots than the metered spots.

On-street metered parking

Metered on-street parking exists in the core of Dinkytown, and free on-street parking is more prevalent on the fringes of the study area and in the Marcy-Holmes Neighborhood to the west. Parking meter data was collected from the City of Minneapolis parking services.

There are 143 available metered parking spaces in Dinkytown. There appears to be little change in demand between the academic and nonacademic year. On average, the highest uses with greater than 80 transactions per meter house during the lunch rush. Between 1:00 p.m. and

8:00 p.m. have moderately high use with between 60 and 80 transactions per hour.

Utilization rates were also calculated from the parking survey at peak demand periods. The survey found an average utilization rate of 73 percent on the weekday rush, and an average utilization rate of 94 percent on the weekend rush.

Demand for parking is continuing to grow; from November 2011 to February 2013 there has been a 31% increase in revenue from the meters. The revenue collected by the Dinkytown meters is of a significant amount, on average $28,000 of revenue per month/ $336,000 per year (before expenses) is earned. There may be opportunities to expand the meter service area and explore variable pricing mechanisms to ensure high turnover, and remove some pressures of finding adequate parking spaces close to the commercial center during peak times of demand.

Map 7.1 Dinkytown Proposed Capital Improvements

Legend

- Pedestrian crossing upgrades
- Potential vertical circulation to trench
- New Off-Street Trail Connection
- On-Street Bicycle Facility Upgrades
- Dinkytown Study Area
- Railroad
- Centerline
- Half mile from LRT station

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0 0.015 0.03 0.06 0.09 0.12 Miles

Lucille, the new Dinkytown shuttle project

Recommendations

The following recommendations address improvements to enhance the safety, connectedness, livability and prosperity of Dinkytown as a whole, while striving to preserve its unique character and identity. These recommendations are based on site visits and observation within Dinkytown, as well as conversations with business owners, steering committee members and the general public.

Recommendations are presented for the following components of the Dinkytown transportation and mobility framework:

- Strategies for addressing parking concerns
- Enhancing bicycle circulation, safety, and amenities
- Improving pedestrian safety and the co-existence of all modes of transportation
- Addressing construction impacts on walking and bicycling in Dinkytown
- Maintenance of sidewalks and bicycle infrastructure in Dinkytown

Parking Supply and Availability

Improving accessibility and convenience of existing parking

Strategies for increasing accessibility and convenience of available existing parking in and around Dinkytown include:

1. Support current efforts around providing a remote parking shuttle service from the 4th Street SE parking structure to Dinkytown businesses.

    - Dinkytown businesses and property owners, working with the Loring Pasta Bar and the Varsity Theater, are currently operating a free Dinkytown Shuttle. “The Dinky” (also called “Lucille”) shuttle is a short school bus that provides frequent late afternoon/early evening service between the 4th Street SE parking ramp and the center of Dinkytown. Dinkytown businesses and property owners are currently working to develop sponsorship packages to fund continued operation of the shuttle service. The Marcy-Holmes Neighborhood Association has also supported this service, and encourages its continuation.

    - Formal support (from the city or other government / institutional partners) will help to ensure the continued success of this shuttle service. In addition, marketing and

advertising of the shuttle service and of the availability of parking at the 4th Street SE structure and other nearby ramps is essential.

- As is currently the case with the "Dinky" service, it may be appropriate for future shuttle bus service to run only during limited hours, be funded through sponsors and/or local businesses, and exemplify the overall look and feel of Dinkytown.

2. Explore the development of and funding for a public Dinkytown circulator bus.

   - A public circulator bus that makes frequent trips connecting the 4th Street SE parking ramp, the core of Dinkytown, the university campus, the university athletic area, and the future Central Corridor light rail station along Washington Avenue may serve to alleviate parking issues in Dinkytown. If operated frequently throughout the week, the circulator bus would improve access to Dinkytown, the university campus and the athletic venues for those wishing to park at the 4th Street SE parking ramp or travel to the area via light rail.

   - Working in partnership with the University of Minnesota, it may be useful to explore if establishment of such a service could involve modification of existing University of Minnesota Campus Connector Route 121 and Campus Connector Route 123, which currently operate similar routes.

3. Improve signage to and from available on and off-street parking and develop a positive marketing campaign around parking options to patrons and employees of Dinkytown businesses.

   - Clear and visible signage should be placed along 4th Street SE, 5th Street SE, and University Avenue SE, and 15th Avenue SE at various locations directing drivers to the 4th Street SE parking ramp, and to other available surface parking lots.

   - Dinkytown businesses and property owners may wish to launch a marketing campaign for the district in conjunction with the recent changes that have been occurring to remind customers that businesses are open and thriving, point them to specific parking options, and to promote visits to their businesses on foot, by bicycle and by transit. An ongoing marketing and branding campaign could focus on the "variety of transportation/access options" and "open and available parking."

"Smart" parking meters are a potential solution for ensuring available parking in the core of Dinkytown. Photo courtesy Kyle Robertson, Columbus Dispatch photos.

- Available remote parking facilities should be marketed to employees of Dinkytown businesses, so that employees do not fill more convenient parking spaces for customers. Businesses should work directly with their employees on these issues, offering them incentives to use remote parking and/or to travel to work on foot, by bicycle, or to use transit.

- Offer a user friendly parking map as marketing literature. Dinkytown businesses and property owners can work toward a marketing flier to highlight local businesses, including the location of free or affordable parking options.

Maximizing utilization of existing available parking

Strategies for increasing the utilization of existing parking in and around Dinkytown include:

4. Develop shared parking strategies for off-street surface parking in and around Dinkytown.

    - Any off-street parking used by businesses along 4th Street SE and 14th Street SE—as well as the block bounded by 4th Street SE, 5th Street SE, 14th Avenue SE, and 15th Avenue SE—that is unused after daytime business hours should be explored for shared use by those requiring parking in the evenings and on weekends.

    - City ordinances contain existing language providing authorization for shared parking arrangements. However, there is still the need for voluntary cooperation between businesses and property owners to make this work.

5. Explore the use of "smart" parking meters in the commercial core of Dinkytown where parking demand is highest.

    - "Smart" parking meters have the ability to provide parking availability information to motorists looking for spaces. Such information could be integrated into real-time web-based and mobile interfaces, allowing motorists to more quickly find available parking.

    - These meters intentionally vary per-hour parking rates throughout the day as a form of variable congestion pricing, with rates the highest during periods of the highest parking demand. The goal would be to vary the price of parking throughout the day to achieve 85% parking space occupancy at all times. This corresponds to roughly one available parking space per block face, resulting in a high utilization of existing metered parking spaces, while

providing an adequate availability of spaces for patrons who wish to park near businesses.

6. Consider modifications to on-street parking in the Dinkytown area, in coordination with both the business district and the neighborhood. Focus particularly on the streets bordering the proposed expansion of the business district.

   - This will require a coordinated effort between the neighborhood and business district, to consider and balance the multiple parking needs in the area.

   - Currently, only areas near the commercial core of Dinkytown have metered on-street parking—in other areas, on-street parking is free and does not have time limits.

   - Increase parking turnover and therefore available parking throughout the day in Dinkytown and in surrounding areas. This could be achieved by decreasing the amount of free/unmetered parking spaces on block faces in areas within a short walk to the core of Dinkytown and where vehicles have been known to occupy spaces for long periods of time. Additionally, an increase in parking rates and/or greater time limit restrictions on metered parking spaces in the area could help increase overall parking turnover and make more spaces available more frequently throughout the day.

   - One option would be to consider placing a 2-3 hour time restriction on one side of the street in areas that are not currently metered, with the other side of the street being long-term restricted parking for residents. Placing shorter time restrictions on unmetered parking spaces, and enforcing these limits, could help increase parking turnover, and alleviate parking pressure within the Dinkytown core.

   - The City of Minneapolis began a one-side only parking policy for Marcy-Holmes in 1999 for areas of the neighborhood east of I-35W. One option for increasing parking to service Dinkytown would be to expand this to allow for parking on both sides of the street again. Some community leaders oppose eliminating this to allow for parking on both sides of the street because of public safety concerns and the understanding that the street parking would be used by commuters and would not help Dinkytown businesses.

- Street width will need to be taken into account, including accommodation of snow storage and emergency vehicle access.

- Monitoring and enforcement will still be needed on an ongoing basis to ensure the system is working as it is intended, and there are not excessive violations.

- Potential streets to consider may include portions of 12th Ave SE, 11th Ave SE, 5th St SE, and streets where there already is some metered parking.

7. Work with the University of Minnesota to encourage students, faculty, and staff to not occupy long-term street parking spaces in and around Dinkytown during weekdays and weekday evenings.

    - Students, faculty, and staff parking in and around Dinkytown contributes to the shortage of available on-street parking in and around the district.

    - Efforts should be combined with current and ongoing Transportation Demand Management (TDM) efforts led by the University of Minnesota. Care should be taken to encourage these individuals to consider alternative transportation to campus.

    - Coordination with the University may also include investigating opportunities for additional public parking on University-owned land in proximity to Dinkytown.

8. Enhance lighting and safety features at the 4th Street SE parking ramp, and improve the pedestrian experience along 4th Street SE from the ramp into Dinkytown, as well as along other significant pedestrian corridors connecting into Dinkytown and the University campus.

    - Strategic enhancements to the 4th Street SE ramp and along 4th Street SE from the ramp into Dinkytown should be made to increase the perception of safety and comfort in this area and encourage more visitors to Dinkytown to use this ramp, especially in the evening. Features may include increased lighting and safety call boxes at the ramp, and a wider sidewalk along 4th Street SE. A consistent presence of sidewalk furniture, planters, decorative lighting and other elements adjacent to the pedestrian zone would act as a buffer to vehicle traffic and enhance the aesthetic quality and perception of safety along the street.

- Currently elevator access in the ramp is only on the side farthest from Dinkytown. Adding an elevator closer to Dinkytown would reduce the distance people need to walk from the ramp to Dinkytown.

- The connection between the ramp and Dinkytown could include informational and aesthetic enhancements to help tell the story of Dinkytown, and lessen the perceived distance.

9. Work with the city to increase the use and favorability of valet options.

    - In areas with critical and peak parking needs, valet is a good solution to matching those who demand convenient, nearby parking with the availability of parking several blocks away.

    - The neighborhood should work with the city to explore ways to make this option easier in Dinkytown by removing the barriers to valet utilization. The primary obstacles at present are finding affordable on-street locations for loading and securing suitable off-street parking for vehicles.

Increasing overall parking supply

First a caveat: it is important while pursuing strategies to increase the overall parking supply in the District to consider the potential impacts that requiring additional parking for commercial or residential uses may have on the quality of the urban realm in the district, and on the additional costs that may be imposed on a developer and which will then be passed on to potential tenants for commercial spaces. These additional costs will work against the possibility of local, unique businesses finding those commercial spaces affordable and will undermine efforts toward maintaining the eclectic and local feel which is a prominent and distinguishing characteristic of Dinkytown. It is for this reason that revisiting Dinkytown Pedestrian Oriented Overlay District provisions (which state that non-residential uses are not required to provide accessory off-street parking) is not recommended.

Recommended strategies for increasing the overall supply of parking in and around Dinkytown include:

10. Consider charging residential developers fees in-lieu of providing off-street parking that can then be used to provide public parking spaces.

    - Developers of higher density residential developments within the Dinkytown study area are subject to the zoning

requirement for a minimum of 1/2 parking space per bedroom, but not less than 1 space per dwelling unit. Fees charged to developers in-lieu of providing the required number of parking spaces may be used by the city to pay for and provide public parking spaces at a nearby location, or to fund circulator service.

11. Explore costs and benefits of placing an additional parking ramp within the study area, possibly over the Granary Corridor trench or on nearby properties.

    - A parking structure within Dinkytown could help alleviate parking limitations for area businesses. Building such a structure over the Dinkytown Greenway trench could provide an opportunity to establish a multi-modal transportation hub equipped with bicycle parking and amenities, and to provide a direct connection between the trench and the district.

    - While there is currently some vehicle access in the trench serving a University of Minnesota building, future access in the trench should be focused just on bicycle and pedestrian modes rather than automobile traffic.

    - A ramp or some additional structured public parking could be incorporated within a private development as well.

    - Early analysis suggests it might be challenging for a ramp to be constructed without some sort of subsidy. The evaluation should include investigation of possible funding mechanisms.

High visibility crosswalks similar to this one should be installed at the busiest intersections in Dinkytown.

Transit

The transit orientation of the Dinkytown area is evident. However, improvements and upgrades are needed, to ensure that transit is an attractive and convenient option. The parking issues discussed above also raise the importance of alternative modes of transportation.

12. Support upgrades to bus transit frequency and service to ensure the needs of the community are being met.

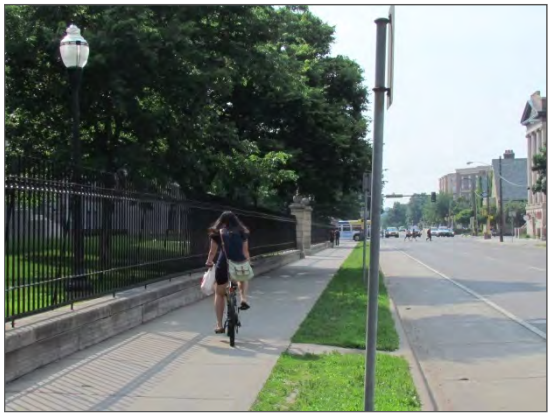
13. Support future planning and development of modern streetcar along 4th and University.

    - While implementation of the plan for streetcar on these streets may still be years in the future, this linkage provides a viable link not just to alleviate parking demand but also to connect to other areas.

Pedestrian Safety and Coexistence of Modes

Pedestrians are the most vulnerable users of our roadway network, and are the end condition of all travelers as they arrive to their destinations (people may drive somewhere, but they have to walk from their car to access the place they intend to visit). For a commercial district like Dinkytown, the way pedestrians are treated is a key component of how safe, comfortable and inviting people perceive a place to be, and may be an overlooked opportunity for creating a sense of place that will bring customers back to area businesses and institutions.

Unfortunately, pedestrians are not consistently well-treated in the district. In many instances bicyclists and skateboarders ride on sidewalks, creating hazards for people walking. Reports of inconvenience and hazards for pedestrians from motor vehicles are commonplace at certain intersections. An environment where pedestrians are treated with respect, and where they can safely coexist with all modes of transportation, both motorized and non-motorized, is a goal of this plan.



Education and signage can help decrease sidewalk riding by cyclists

14. Increase the education and awareness of road users in the form of a public campaign aimed at all modes of transportation.

    - Providing clearer and more abundant signage could help to lessen conflicts. This could include “Walk Your Bike” and “Walk Your Skateboard” signage posted along sidewalks in the area.

15. Identify and complete missing links in the bicycle network to ensure that these non-motorized forms of transportation are not forced onto sidewalks for safe travel.

    - Lack of adequate bicycle infrastructure is a prominent reason why bicyclists elect to use sidewalks.

16. Consider installation of high visibility crosswalks at the intersections of 15th Avenue SE and 5th Street SE, 15th Avenue SE and 4th Street SE, and 14th Avenue SE and 4th Street SE to improve the visibility of pedestrians.

17. Observe the intersections of 15th Avenue SE and 5th Street SE, 15th Avenue SE and 4th Street SE, and 14th Avenue SE and 4th Street SE at peak rush hour periods during the University of Minnesota school year to determine traveler behavior and determine other potential specific engineering improvements to improve safety and convenience of non-motorized transportation users.

18. Enhance the pedestrian realm throughout Dinkytown with additional pedestrian amenities, potentially including more and

Provision of designated bicycle facilities on 4th Street SE between 13th Avenue SE and 15th

improved benches, trash containers, planters, lighting, and public art.

Bicycle Circulation, Safety, and Amenities

Existing road markings

In several locations throughout Dinkytown, green painted bicycle areas, bicycle symbol road markings, and other bicycle facility road markings have become faded.

19. Regularly repaint faded pavement markings for bicycle facilities throughout Dinkytown.

    - Consider use of thermoplastic markings instead of paint. Although this treatment is more expensive, it lasts longer and requires less frequent maintenance or reapplication.

15th Street SE

This is a heavily traveled bicycle route connecting neighborhoods to the north with Dinkytown, and the university. Additionally, motor vehicle traffic volumes can be high along this street at certain times of the day.

20. Pursue additional options to delineate and enhance bicycle facilities on 15th Ave SE, a primary bicycle route.

    - Explore the installation of green paint, along with a physical barrier (e.g. bollards) and/or additional width as a separation buffer between bicyclists and motor vehicles along the 15th Ave SE corridor.

    - Installing physical and/or spatial separation would increase comfort for bicyclists and increase ridership along this route.

4th Street SE

An important gap in bicycle facilities can be found on 4th Street SE between 15th Avenue SE and 13th Avenue SE in the center of the Dinkytown commercial core. This gap makes it difficult for bicyclists, who must abruptly transition from riding in a designated lane to riding between moving traffic and parked cars. Bicyclists who are uncomfortable riding in traffic may then choose to ride on the sidewalk, generating conflicts and hazardous condition for pedestrians. Additionally, this “incomplete” road section through this commercial core encourages motorists to drive at higher speeds, which decreases safety for all road users.

21. Conduct traffic study to consider narrowing travel and parking lanes on 4th Street SE to provide room for a bicycle lane, or

More convenient and clear bicycle and pedestrian connections from the Dinkytown Greenway into Dinkytown should be explored.

even a buffered bicycle lane, to increase safety and accessibility for people choosing to ride a bicycle to and through the district.

5th Street SE

Bicycle facilities on 5th Street SE end to the east of 13th Avenue SE, just as 5th Street SE reaches the Dinkytown Commercial core. While 5th Street SE experiences significantly lower traffic volumes than 4th Street SE, it includes a high number of turning movements, which make cycling without a designated lane uncomfortable and potentially dangerous.

22. Install on-street bicycle infrastructure along 5th Street SE.

    - This would make for traveling from Dinkytown Greenway access points (to the west of Dinkytown) into Dinkytown more comfortable for bicyclists, and would link Dinkytown and the athletic complex with the rest of the 5th Street SE bikeway.

    - O n-road bicycle lanes are prescribed by the City of Minneapolis Bicycle Master Plan.

Additional new bicycle racks are needed in Dinkytown

Dinkytown Greenway Connections

The Dinkytown Greenway does not have a direct access point into Dinkytown. Instead, there are access points east of Dinkytown's commercial core onto 5th Street SE near 17th Avenue SE, as well as further east near TCF Bank Stadium at Oak Street SE. There is a lack of existing bicycle facilities and wayfinding to bring trail users into the heart of Dinkytown, reducing the effectiveness of these access points.

23. Complete a vertical connection between the Dinkytown Greenway and Dinkytown and install orienting and wayfinding signage for people walking and bicycling.

    - A likely location is the southwest corner of 15th Avenue SE and 4th Street SE.

    - This connection would allow trail users to exit and enter the trail directly from Dinkytown along the 15th Avenue SE bicycle route, and could provide important customer traffic for Dinkytown businesses.

24. Place clear signage along 5th Street SE near 17th Avenue SE and at Oak Street SE near TCF Bank Stadium directing bicyclists northwest into Dinkytown.

    - Signage could be playful and artistic, and evoke the uniqueness of Dinkytown.

A stacked bicycle parking hub would address Dinkytown's bicycle parking shortage and

Bicycle Parking and Amenities

There is a shortage of bicycle parking within Dinkytown and many bicycles are routinely locked to trees and sign posts. Racks should be at street-level and be adjacent to businesses and other destinations. All new development within Dinkytown should include street-level bicycle parking.

25. Install additional new bicycle racks where feasible, particularly along 14th Avenue SE and 4th Street SE in the core of Dinkytown.

    - Design of the bicycle racks may be creative and distinctive, designed to complement Dinkytown's brand and identity.

26. Increase density of Nice Ride Minnesota bicycle sharing stations.

27. Investigate Dinkytown as a possible location for a designated and branded bicycle hub equipped with amenities like covered bicycle parking, bicycle lockers, bicycle maintenance features, and others. This should be studied in conjunction with examining the feasibility of a parking ramp within the greenway trench.

    - A bicycle hub could increase the number of cyclists who patronize Dinkytown businesses, and bring bicyclists on the Dinkytown Greenway trail into the district who might not otherwise stop.

    - An example is the University of Minnesota's bike center located in the Oak Street SE parking ramp that offers services from the Hub Bicycle Co-Op, showers, lockers, and equipment and amenities catered to bicycle commuters coming to campus.

If at all possible, sidewalks should not be closed due to building construction. If they must be, obvious and well-marked alternate routes should be provided.

Construction Impacts

Dinkytown and the surrounding neighborhood are currently undergoing significant changes as the construction of many new student rental mixed-use properties is taking place. Construction noise and pollution affect pedestrians and bicyclists in ways that do not affect motorists. Road closures and detours may make trips by pedestrians and people with mobility limitations too long and inconvenient. Pedestrians using mobility assistance devices and bicyclists are highly susceptible to road defects, gaps, potholes, and debris from construction.

28. During times of construction, provisions maintain pedestrian and bicycle connectivity so that preferred routes of travel are not obstructed, particularly on important pedestrian and bicycle routes such as 15th Avenue SE.

Public Realm Maintenance

Walking and bicycling are year-round activities, and clearing sidewalks and bicycle facilities (i.e. trails, bicycle lanes, bicycle parking) of snow and debris during winter months is essential to maintaining a high level of mobility for those using non-motorized modes of transportation.

29. Use special service district and other strategies to fund year-round maintenance of the Dinkytown commercial core, possibly in partnership with the University.

    - The special service district in Dinkytown, which has the same boundary as the plan study area, provides an existing funding mechanism for public realm maintenance.

8. Land Use and Design

This chapter provides guidance for future land use in the Dinkytown area, as well as design standards for new development.

The land use patterns in Dinkytown have maintained some level of consistency over the years, though subject to continual new development. The core of the district has been predominantly commercial, though the specific mix of business types has varied over the years. There has been some limited residential in the core, and increasingly more residential density in adjacent areas.

In recent years, it has been clear that Dinkytown will be increasingly faced with development pressures, including pressure to grow at a higher level of density than it has in the past. This plan offers the opportunity to positively influence the type and character of land uses and development patterns that will be emerging, with a particular focus on compatibility with the area's unique character.

The active commercial presence, pedestrian scale, and varied architectural styles make Dinkytown an interesting and unique place.

Goals

The goals for this chapter are:

- Support the existing mix of uses in the Dinkytown area
- Ensure that infill development is consistent with the unique character of the area
- Accommodate new growth in a way that is sustainable and adds value to the community and city.
- Promote good design that enhances the area's pedestrian orientation, environmental health, sustainability, and community livability

Future Land Use

A major component of this plan is a future land use plan. This provides guidance as to the location and type of uses desired in the neighborhood in the future.

The future land uses proposed here build upon The Minneapolis Plan for Sustainable Growth, the City's comprehensive plan, while making some changes in response to the analysis and input received through this planning process. The Future Land Use Plan will be used by the community organizations, institutions, and City as a tool for encouraging and regulating long-term land use decisions. If redevelopment occurs within the neighborhood, it will be required to adhere to the future land use plan

The future land use map provides parcel and district level guidance for planned future uses (see Map 8.1). The land use designations in the future

land use map were chosen based on several factors. These include current land use and zoning, City land use designations and planned uses, community input, existing character, and potential for redevelopment. The following section discusses in more depth the research findings, policies and principles upon which these decisions were based. The policy basis for decisions included current policies in the comprehensive plan and the goals established in this plan.

There are two major components of the future land use plan:

- Land use by parcel
- Designated land use features

Land Use by Parcel

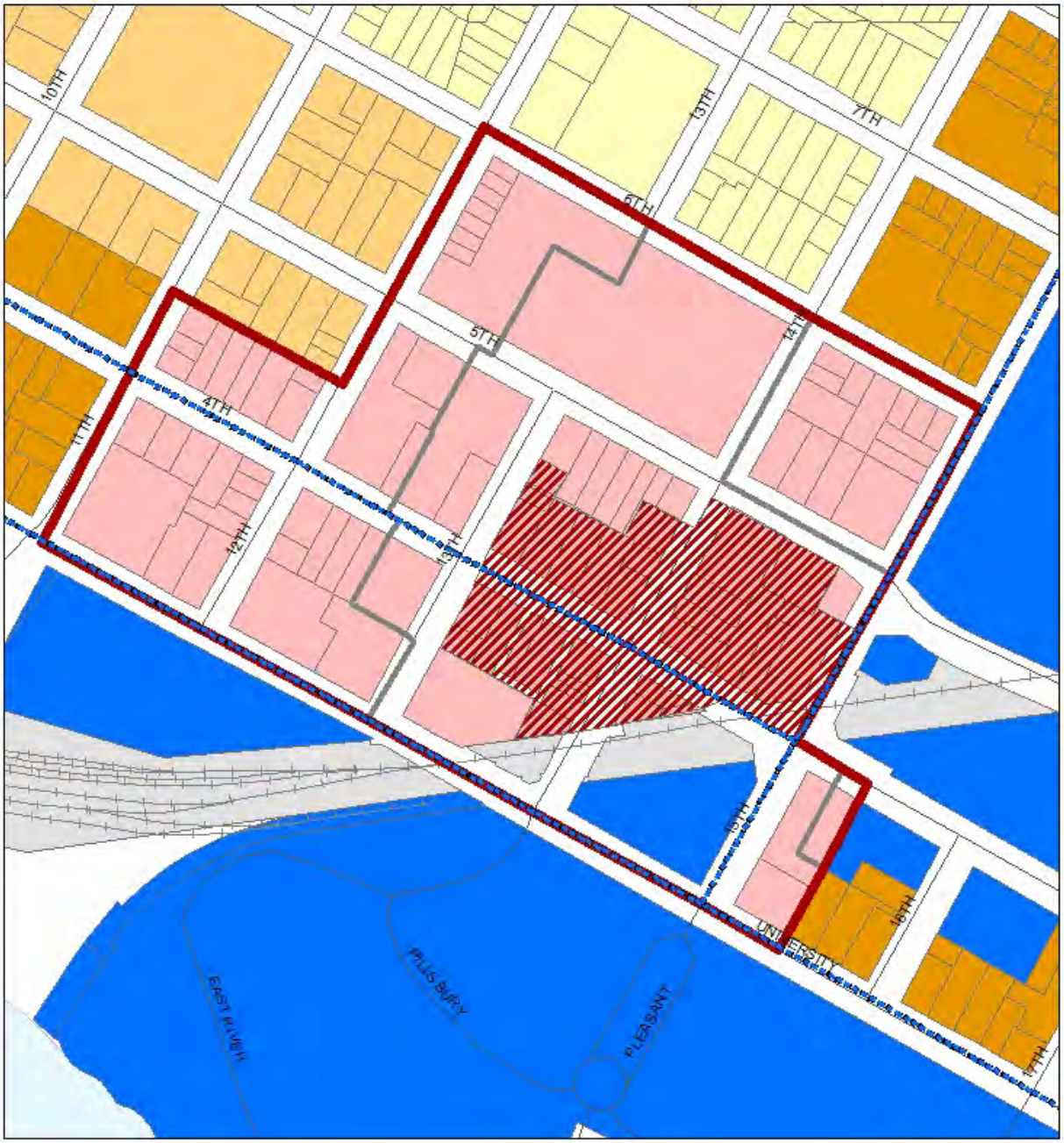
In the City's comprehensive plan, every parcel in the City is assigned a future land use designation. Minneapolis and other cities in the region are required by the Metropolitan Council to regulate land use so they can accommodate new growth and respond to change. Identifying future land uses also allows a city to preserve areas that should largely stay the same over time, while promoting change in other areas where appropriate.

This plan recommends a change to the Dinkytown area of the future land use map in the comprehensive plan. At present, it is represented in the comprehensive plan as commercial, which does not typically include residential. However, residential has been a component of a number of buildings in Dinkytown for many years. Additionally, two new projects currently under construction are adding hundreds of residential units to Dinkytown. Therefore, it is clearer and more accurate to show the area as mixed use on the future land use map. This also allows for more consistency with zoning, as all commercial zoning districts in Minneapolis also allow residential.

Parcels identified for future mixed use may include commercial uses combined with housing, particularly on floors above the ground level. Office and institutional uses are also appropriate as part of the mix of uses. Mixed use guidance does not require that every building have ground floor retail, but does require an active ground floor use of some sort to strengthen the walkable pedestrian character of these districts.

The plan expands the mixed use guidance to cover additional parcels around the existing commercial core (see Map 8.1). This reflects the recommendation of the market analysis, which suggests that providing additional mixed use development sites can take the pressure off the core area. It also reflects the existing character of these sites, which already include several commercial and institutional uses. Furthermore, this helps to strengthen the commercial uses around the outskirts of the existing core, with complementary active uses facing them across the street.

The future land use map identifies the central commercial core area within the Activity Center for additional guidance. This is the proposed historic district, as discussed in Chapter 5, and reflects the area where compatibility with the existing scale and character of development is most important. Chapter 5 provides additional guidance and recommendations around the preservation aspects of this area.



Map 8.1 Dinkytown Future Land Use

Legend

- Commercial Corridor
- Community Corridor
- Core Commercial District
- Proposed Activity Center
- Industrial Employment District
- Activity Center - existing
- Centerline
- Railroad

Proposed Future Land Use

- Low density residential
- Medium density residential
- High density residential
- Mixed use
- Public and institutional
- Transitional industrial
- Park and open space
- Transportation/connector

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The future land use guidance for the surrounding area is consistent with what has been developed through the Marcy-Holmes Master Plan Update process, including identified areas for higher residential density.

For the University of Minnesota owned properties located adjacent to and across the street from Dinkytown, it is anticipated they will remain part of the campus in the long term. As such, they are identified as institutional on the future land use map, as is the rest of the campus. Regardless, this plan encourages an active presence in the uses fronting on Dinkytown along 15th Avenue SE. The University's planned improvements to the athletic complex at this location provide an opportunity for an improved and more activated facility facing the street. While the facility will still primarily serve the University, it has the potential to create a more attractive and safer environment along 15th, a heavily traveled and important bicycle and pedestrian route.

Designated Land Use Features

Land use features are additional designations in the City's comprehensive plan beyond the individual parcel designations. They provide policy guidance for specific types of areas within the City, particularly those where growth is anticipated or desired (see Map 8.1). Designated areas typically have functioned as centers for transportation, economic activity, and more intense development. Refer to Chapter 4 Existing Conditions for a more thorough explanation of the land use features.

The Dinkytown commercial core area is a designated Activity Center in the City's comprehensive plan. Activity Centers support a wide range of commercial, office, and residential uses. They typically have a busy street life with activity throughout the day and into the evening. They are heavily oriented towards pedestrians, and maintain a traditional urban form and scale. Activity Centers are also well-served by transit. There are sometimes needs to mitigate the impacts of typical uses here on surrounding areas.

The mixed use project currently under construction on 5th St SE and 14th Ave SE was approved for a rezoning to C3A, consistent with Dinkytown's status as an Activity Center.

Activity Centers are typically guided for high density redevelopment. Indeed, the C3A zoning district – the mixed use commercial district allowing the most intensive development outside of Downtown – is typically associated with Activity Centers.

This plan recommends keeping the Activity Center, and expanding the limits of the boundary to include some additional parcels. This matches the expanded extent of the mixed use area, as described above. Both the existing and expanded boundaries are shown on Map 8.1. The rationale for maintaining and expanding the Activity Center is further strengthened by its close proximity to the University of Minnesota Growth Center.

The expansion area includes some properties that have recently redeveloped or have indicated no interest in redevelopment, and are therefore unlikely to change in the near future. However, the plan chooses not to try to carve these out, as it would result in an uneven and inconsistent boundary – and may miss future opportunities that are not currently anticipated. As mixed use is defined by the City, there is no requirement that all properties have a mix of uses.

The planning process directly addressed an inherent complexity with this guidance: as the Dinkytown commercial core has typically not been high density, Activity Center guidance may seem at odds with goals for preservation of the area's character. Community discussion has been lively on the topic of preserving Dinkytown's character and addressing the concerns of businesses and property owners who need to invest in and modify their properties, and believe that preservation may hinder their efforts. While city officials have approved some high-density development projects outside of the Dinkytown Commercial District, they also have voted to consider historic designation of the Dinkytown commercial district.

To balance these concerns, the second half of this chapter focuses on design guidelines for new development. This plan's recommendations emphasize the importance of requiring that new development take into account compatibility with existing character in its design and massing, particularly in the four block commercial core district around the intersection of 4th and 14th. The design guidelines are based on common features present in the existing buildings in Dinkytown, particularly related to traditional urban commercial districts and pedestrian scale development.

An example of a two-story style typical of Dinkytown. A variety of storefront canopies along the block break up the street façade. Corner entries add character and are present on many buildings. Recessed entries are typical.

Design guidelines by themselves have limitations in their ability to preserve character. As expressed in the History and Preservation chapter, the addition of just a few large developments has the potential to greatly impact the character of the area. Preservation tools, such as historic district designations, have a much stronger capacity to maintain existing character. These are addressed in detail in Chapter 5.

There has been some discussion of whether maintaining the existing zoning in the commercial core – primarily C1 and C2 – could be a tool in preserving the area's scale and character. However, due to the characteristics of these zoning districts, they are not necessarily effective in this context. Neither zoning district would prevent the removal of existing buildings, without some additional controls in place. Additionally, both districts could potentially allow for larger infill development. For instance, the six-story, 300+ unit Marshall project was approved without changing its existing C2 zoning. That said, this plan does not recommend a rezoning study to upzone all the properties in Dinkytown, as it is not needed at this time to bring zoning into compliance with policy. The development review process allows for consideration of rezoning requests to be consider on a case by case basis, with requirements for public notification and a public hearing.

The comprehensive plan also identifies University Avenue SE, 4th Street SE, and 15th Avenue SE as Community Corridors. These are proposed to remain unchanged. The Activity Center effectively provides an additional level of guidance on the portions of the corridors within the Dinkytown area, over and above the baseline guidance for the corridors. As it is typically done with comprehensive plan land use features in Minneapolis, when there are overlapping land use features, the one allowing the more intensive development is typically the guiding feature.

Design Guidelines

A unique characteristic of Dinkytown is that there is a variety of heights within a block and the commercial district as a whole – some one-story

buildings, a few prominent two-story buildings, and only a couple three-story buildings. This essential character of the district must be retained as a defining feature of the streetscape. In addition, though the existing first floor awning style, color and materials vary greatly, the underlying building fabric is predominantly a single color of brick over the whole facade.

For the purposes of this plan, these guidelines may be used as guidance for community and City review of new development projects in the area, particularly with discretionary approvals. They are more advisory than adopted ordinance language, providing guidance rather than specific requirements. However, if a historic district or conservation district designation is considered in the future, they may serve as a starting point for developing design guidelines for a designated district. Additional options for design guidance will be explored as part of the designation study process, as discussed in Chapter 5.

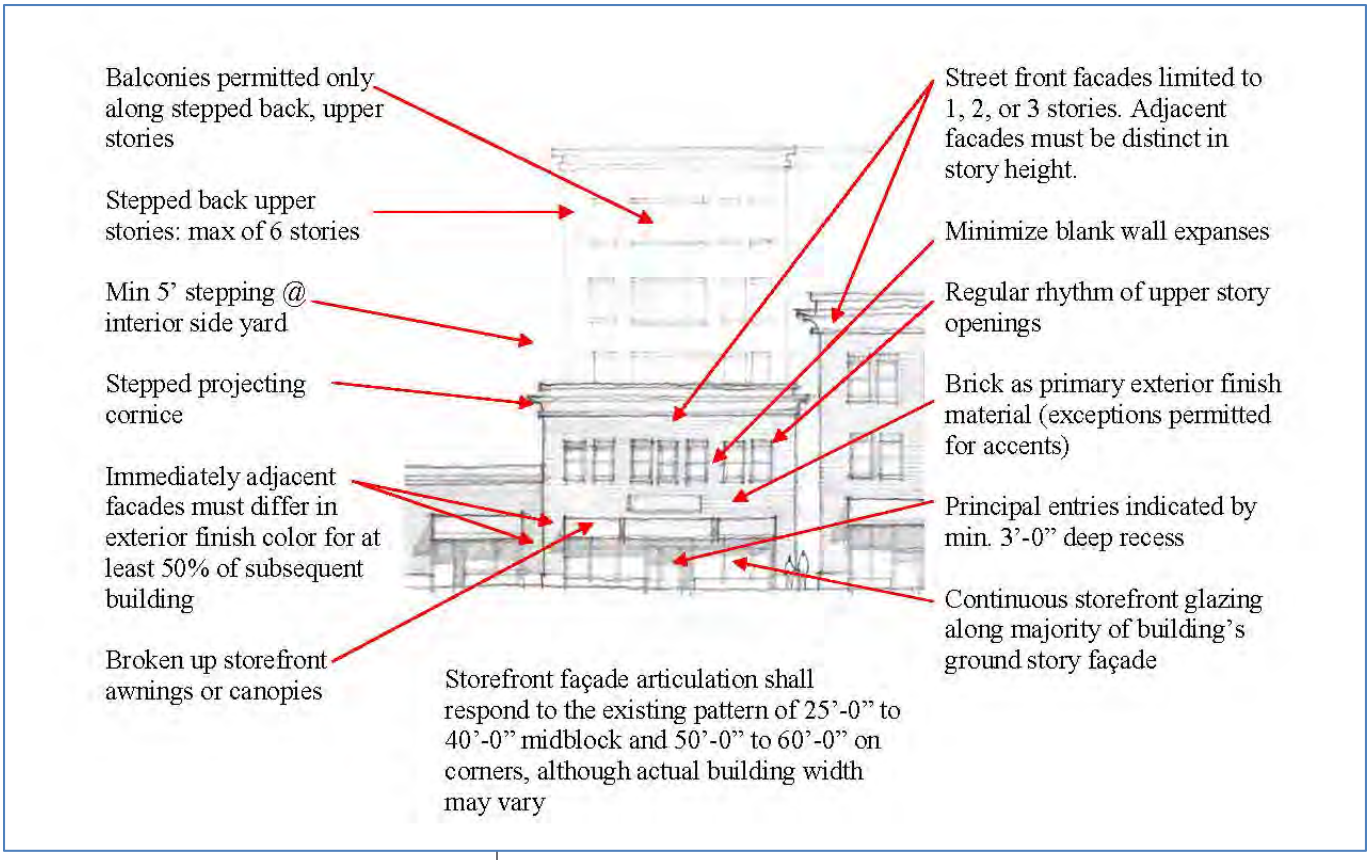
Height and Massing

New development within the district should retain the varied height characteristic by displaying a mixture of story heights, and responding appropriately to the context of the other existing buildings on the block. Large massed buildings with an extended single plane façade parallel to the street should not be allowed (see following graphics).

While building widths may vary, they should be designed to be compatible in character and articulation with the existing fabric, which has fairly narrow storefronts of 25-40 feet. Wider massing may be considered for corner or prominent mid-block structures.

An example of a one-story style typical of Dinkytown. Stepped parapet common on single level structures. Different signage locations add variety to storefront scale. Projecting pilasters, while evident, are uncommon. Recessed entries are common.

An example of consistent character: projected cornice, single façade material, predominately brick, regular rhythm of upper level openings (smaller scale), no more than double windows. Decorative awnings with printed signage, minimal back lit signage, predominantly clear storefront glazing. Recessed entries are typical.



A good example of projected cornice. A single material is used for majority of façade. Texture, pattern, and windows add visual interest.

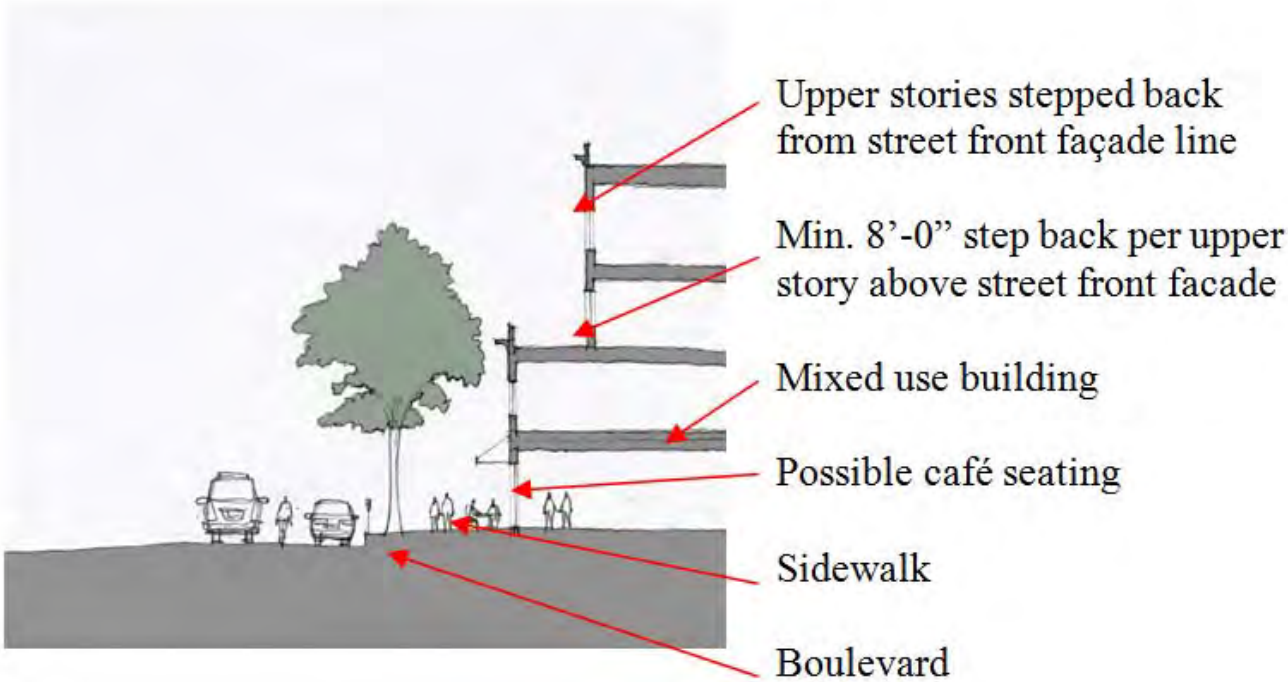
Building heights at the street property line should maintain the variety characteristic of the existing neighborhood with a variety of one, two and a limited number of three story frontages with story heights around 12 feet. Building heights should be six stories at a maximum, but only if they step back from the street at least 8 feet per story above two stories to limit the visual impact at the street. For larger buildings, additional setbacks and articulation may be appropriate – for example, 10 foot side yard setbacks instead of 5 foot ones.

Materials and Details

New buildings in the Dinkytown area should follow the existing palette of materials which is almost uniformly comprised of one primary facade material, predominately brick. Detail, where it exists, is in the form of surface ornament – brick soldier courses or quoins. Only a very small amount (5-7% of the façade) should be of a single contrasting material such as stone, stucco, or wood. New buildings should be similar in their constrained use of facade materials.

Cornices and Parapets

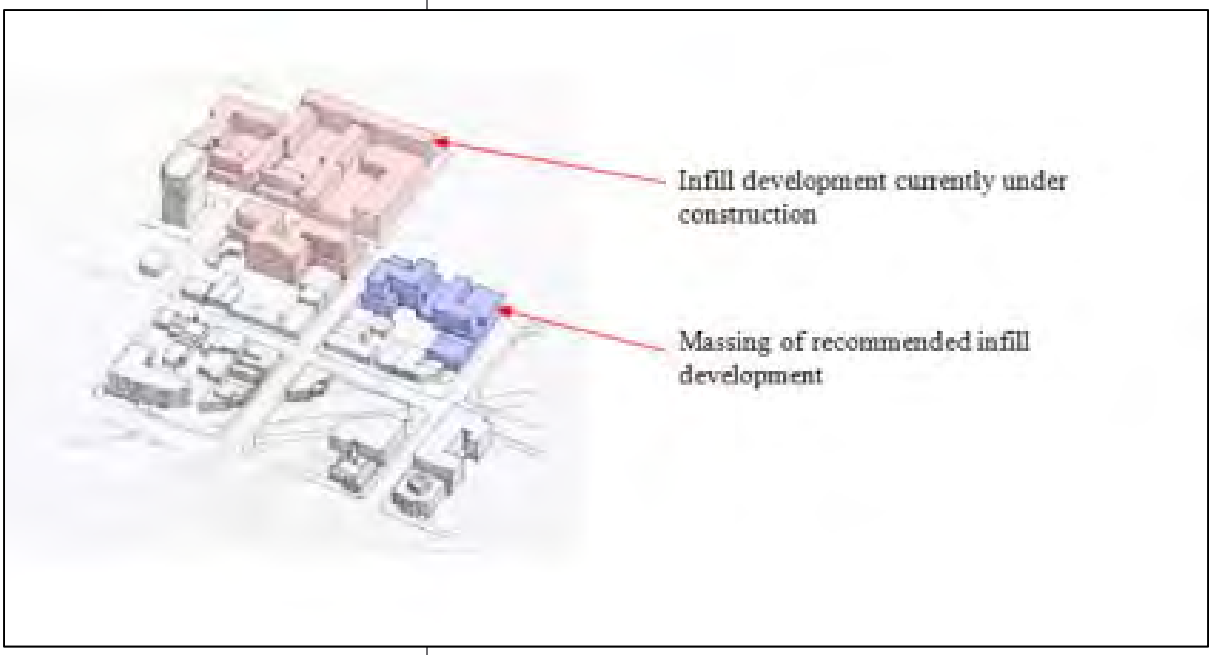
One very unique feature of Dinkytown is that most of the historic building cornices are still intact. New construction that is two stories or greater should have a projecting cornice treatment. New, one story buildings (even if stepped back on the upper stories) should have some level of parapet ornamentation and articulation, which must be in a stepped configuration.



Street Frontage & Pedestrian Experience

New buildings should be constructed out to the property line. As Dinkytown is a largely commercial zone, ground floors should be predominantly filled with large sheets of transparent glass, as is seen throughout the area.

Storefront entries should be visually distinctive on the façade via recessed entries at a minimum of three feet and through canopies or awning treatments which enhance the pedestrian experience. They can be either centered or asymmetrical in the building façade.



An example of externally-lit signage. Contrasting signature band over storefront, large glazing panels, and masonry or stucco base below windows are also distinctive.

Signage

New signage should generally conform to the City of Minneapolis signage requirements for historic districts. Signage design should be surface applied and externally lit. Internally lit signage should not be used.

Recommendations

1. Guide the business district of Dinkytown for mixed use, to accommodate existing and new commercial, residential, institutional, and office uses.

2. Expand the Dinkytown mixed use business district to the blocks immediately surrounding the core area, as shown on the future land use map.

    - This will allow for commercial, retail, service, office, and institutional uses in broader area than currently allowed. As discussed in the Economic Development chapter, this provides more options and takes some pressure off Dinkytown's commercial core located around the intersection of 4th St SE and 14th Ave SE.

3. Expand the boundary for the Dinkytown Activity Center to the blocks immediately surrounding the core area, as shown on the future land use map.

    - Expansion of the Activity Center will help accommodate development pressures in the area, consistent with City goals for growth.

4. Ensure that new development within the Activity Center is designed in a way that is compatible with and contributes to the area's unique character.

    - While accommodating new growth is consistent with City comprehensive plan policy for Activity Centers, new development should both respond and contribute to the unique character of the Dinkytown area.

5. Require an active ground floor retail presence in development within the core area of Dinkytown, particularly near the intersection of 4th St SE and 14th Ave SE.

6. Use the plan's design guidelines as part of the development review process to ensure that new development is compatible with the existing area.

    - While these guidelines are established to be used on their own, they could also be the basis for more formalized district guidelines, as discussed in the History and Preservation chapter.

- Work done alongside the designation study for the commercial district, as described in the History and Preservation chapter, will provide additional opportunity to explore design concepts for redevelopment and their potential impact on the area.

7. Support residential development in the area surrounding the Dinkytown business district compatible with the guidance in the Marcy-Holmes Master Plan Update.

    - The Marcy-Holmes plan identifies areas for higher density housing development along University Ave SE, 4th St SE, and 15th Ave SE outside the Dinkytown commercial core.

8. Encourage an active, pedestrian oriented street presence for the University owned property fronting 15th Ave SE.

    - While this will remain primarily University-oriented property, the University has some plans to redevelop the site and add amenities that could improve the experience along 15th Ave.

    - A more active street frontage along 15th Ave SE will create a safer and more attractive environment for this heavily traveled bicycle and pedestrian corridor.

9. Implementation

The following chapter outlines an implementation methodology for the Dinkytown Business District Plan and offers tools to assist the public and private sectors in the realization of the community vision for the area. After adoption by the City Council, the Plan will become a part of the City's comprehensive plan. While many implementation strategies will be the responsibility of the City, most of the directives will take a cooperative effort over time to achieve from community organizations, the neighborhood institutions, and private developers and property owners.

The tables on the following pages outline initial ideas for how the recommendations in this Plan can begin to be realized. The table defines responsible parties and timeframe for implementation (Immediate Term: proceeding as soon as possible; Short Term: 1-5 years; Mid Term: 5-10 years; Long Term: 10+ years). Some of these recommendations are ongoing in implementation – they are indicated as short term, since for most implementation can begin soon, although it will continue over time. The Immediate Term ones are identified to show highest priorities for action. This does not necessarily mean these items can be fully accomplished immediately, but rather that they should have action soon to get started on implementation.

This list of recommendations is not meant to convey an immediate obligation or intent to undertake all items at once. The implementation horizon for this plan is 20 years, though it will likely be revised before that timeframe elapses. Resources are not readily available for all of these projects in the short term, so many will not proceed at once. However, having a plan in place allows the City and its partners to respond to opportunities as they emerge, and be proactive about making investments when the time is right.

The tables also identify responsible agencies. This does not imply those identified bear the full responsibility to complete these recommendations. Rather, it is meant to suggest a logical lead agency with an existing role in this particular issue. For many of these recommendations, multiple other partners will be needed to achieve full implementation.

History and Preservation

The recommendations in the History and Preservation chapter are intended to balance preserving the character of Dinkytown with accommodating growth. While the plan recommends considering a range of options, it does not make a final determination on the best approach, but rather recommends further study. Local and national designation will be explored through a designation study. Since, as of this writing, the conservation district ordinance is still in draft form and has not been adopted by the City Council, it would make sense to wait for this to be finalized before making a more definite determination whether to pursue this as an option. Finally, the Main Street Program depends on the full cooperation of the stakeholders in the area to participate in this voluntary strategy.

The implementation steps for this section are immediate and intensive. The designation study will proceed in the near term, and include a public outreach, education, and input component. There will also be an exploration of the design guidelines and strategies, looking at alternative futures and differing approaches to accommodating density and growth. Regardless of the outcome chosen, this will help inform the balancing of growth, development, preservation, and livability that is critical to the future of Dinkytown.

Recommendation	Responsibilities	Timeframe
Establish a clear "commercial district" and consider practices to preserve the remaining historic, architectural, and cultural value of that area.	City - CPED, Dinkytown Businesses and Property Owners; Marcy-Holmes Neighborhood	Immediate Term

	Association	
Conduct a designation study to evaluate the eligibility of the Dinkytown commercial district for local and/or national historic district designation.	City - CPED, Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Immediate Term
Coinciding with the designation study process, conduct an analysis of several alternative development and design futures for Dinkytown, to illustrate the potential impacts of various levels of regulation.	City - CPED, Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Immediate Term
Based on the results of the designation study and supporting alternative futures analysis, make a determination regarding the appropriate preservation and design guidance for the Dinkytown area.	City - CPED, Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Immediate Term
Pursue Dinkytown's participation in the Minnesota Main Street Program as a potential framework for supporting and promoting the business district.	City - CPED, Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Short Term
Consider establishment of a Local Conservation District for the Dinkytown area as an option for preserving the area's character.	City - CPED, Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Short Term
Consider using the existing Transfer of Development Rights tool to address development in Dinkytown, when the appropriate opportunities exist.	City – CPED	Short Term

Economic Development

The Economic Development recommendations will largely be implemented on an ongoing basis. As stated in the chapter, there is intent to strengthen the existing business mix, along with accommodating change. This is likely to happen on a project by project basis.

Some activities, especially those related to marketing/promotion and maintenance of the public realm, require a degree of collective decision making at the business district level – most likely in consultation with the City and neighborhood. The existing Dinkytown Businesses and Property Owners and Special Services District provides a framework for this process to happen. The Main Street program (as described in the Heritage Preservation chapter) could provide additional structure and expertise to pursue some of these strategies.

Recommendation	Responsibilities	Timeframe
Expand the commercial footprint of Dinkytown as shown in the Land Use chapter, thereby increasing the potential space available for retail and service uses.	City – CPED	Immediate Term
As commercial footprint of Dinkytown is expanded, consider expansion of special services district to ensure that services are provided in the expanded area as well.	Dinkytown Businesses and Property Owners	Short Term
Require ground floor retail or other active uses in the commercial core at 4th and 14th, to support commercial district vitality and to ensure that housing does not outbid the retail.	City – CPED	Short Term

Support the existing mix of small businesses in Dinkytown through various regulatory, financial, and technical assistance tools available through the city and other local sources.	City - CPED, Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Short Term
Support a broader diversity of businesses by placing controls on granting new and/or expanded liquor licenses.	City - CPED, Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Short Term
Support the preservation of elements of Dinkytown which contribute to its unique branding and market niche.	City - CPED, Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Short Term
Continue to maintain a special service district for the area, and consider higher service levels to further the goals of this plan.	Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Short Term
Pursue enhanced maintenance of public realm, including litter removal, façade maintenance and renovation, upgrades to aging infrastructure, and other elements.	City - CPED, Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Short Term
Add new features to the public realm, including greening, public art, pedestrian-friendly amenities, and art-inspired bicycle racks.	City - CPED, Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Short Term
Promote safety and security of the district through regular foot patrols, including late nights and events, and improve staffing of the existing police substation in Dinkytown area.	City - Police, Dinkytown Businesses and Property Owners, University of Minnesota, Marcy-Holmes Neighborhood Association	Short Term
Support marketing and branding strategies that build on Dinkytown's uniqueness, including the element of nostalgia which distinguishes it from other commercial areas.	Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Short Term
Contribute to a mutually beneficial relationship between the University and Dinkytown, in terms of cross-promotion, vendor relationships, event management, and shared use of infrastructure and transit.	Dinkytown Businesses and Property Owners, University of Minnesota, Marcy-Holmes Neighborhood Association	Short Term

Transportation and Parking

Transportation recommendations will largely be implemented as opportunities and resources are available. This relates to the capital budgeting process for the City and other governmental levels, but also to the incremental improvement to infrastructure that occur through both new private development and regular maintenance. As stated above, the

timeframes here are meant to convey a general sense of when these projects move forward, but do not imply any current commitment in the capital improvement plans of the City or others.

Parking recommendations are much more related to a combination of operational improvements and negotiated relationships. This can proceed on an ongoing basis. As noted in the plan, most strategies focus on making the best use possible of existing parking supply – as constructing new parking is expensive and limited in potential location.

Recommendation	Responsibilities	Timeframe
Parking		
Support current efforts around providing a remote parking shuttle service from the 4th Street SE parking structure to Dinkytown businesses	City – Public Works, Dinkytown Businesses and Property Owners, University of Minnesota, Marcy-Holmes Neighborhood Association	Immediate Term
Explore the development of and funding for a public Dinkytown circulator bus, providing access to the business district, parking facilities, and other destinations in the area.	Dinkytown Businesses and Property Owners, University of Minnesota, Marcy-Holmes Neighborhood Association	Medium Term
Improve signage to and from available on and off-street parking and develop a positive marketing campaign around parking options to patrons and employees of Dinkytown businesses.	Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Short Term
Develop shared parking strategies for off-street surface parking in and around Dinkytown.	City – CPED; Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Immediate Term
Explore the use of “smart” parking meters in the commercial core of Dinkytown where parking demand is highest.	City – Public Works, Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Immediate Term
Consider modifications to on-street parking in the Dinkytown area, in coordination with both the business district and the neighborhood. Focus particularly on the streets bordering the proposed expansion of the business district.	Dinkytown Businesses and Property Owners, Marcy Holmes Neighborhood Association, City – Public Works	Immediate Term
Work with the University of Minnesota to encourage students, faculty, and staff to not occupy long-term street parking spaces in and around Dinkytown during weekdays and weekday evenings	Dinkytown Businesses and Property Owners, University of Minnesota, Marcy-Holmes Neighborhood Association	Immediate Term
Enhance lighting and safety features at the 4th Street SE parking ramp, and improve the pedestrian experience along 4th Street SE from the ramp into Dinkytown, as well as along other significant pedestrian	University of Minnesota, City – Public Works	Medium Term

corridors connecting into Dinkytown and the University campus.		
Work with the city to increase the use and favorability of valet options in Dinkytown.	Dinkytown Businesses and Property Owners, City – Public Works, Marcy-Holmes Neighborhood Association	Immediate Term
Consider charging residential developers fees in-lieu of providing off-street parking that can then be used to provide public parking spaces	City – CPED	Long Term
Explore costs and benefits of placing an additional parking ramp within the study area, possibly over the Granary Corridor trench or on nearby properties.	City – CPED	Immediate Term
Transit		
Support upgrades to bus transit frequency and service to ensure the needs of the community are being met.	City – Public Works; City – CPED; Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association; Metro Transit	Medium Term
Support future planning for streetcar along 4th and University.	City – Public Works; City – CPED; Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association; Metro Transit	Medium Term
Pedestrian and Traffic Safety		
Increase the education and awareness of road users in the form of a public campaign aimed at all modes of transportation.	Dinkytown Businesses and Property Owners, City – Public Works, Marcy-Holmes Neighborhood Association	Medium Term
Identify and complete missing and inadequate links in the bicycle network to ensure that these non-motorized forms of transportation are not forced onto sidewalks for safe travel.	City – Public Works	Medium Term
Consider installation of high visibility crosswalks at the intersections of 15th Avenue SE and 5th Street SE, 15th Avenue SE and 4th Street SE, and 14th Avenue SE and 4th Street SE to improve the visibility of pedestrians.	City – Public Works	Medium Term
Observe the intersections of 15th Avenue SE and 5th Street SE, 15th Avenue SE and 4th Street SE, and 14th Avenue SE and 4th Street SE at peak rush hour periods during the University of Minnesota school year to determine traveler behavior and determine other potential specific engineering improvements to improve safety and convenience of non-motorized transportation users.	City – Public Works	Medium Term
Enhance the pedestrian realm throughout Dinkytown with additional pedestrian amenities, potentially including more and improved benches, trash containers, planters, lighting, and public art.	Dinkytown Businesses and Property Owners, City – Public Works, Marcy-Holmes Neighborhood Association	Medium Term
Bicycle Facilities		

Regularly repaint faded pavement markings for bicycle facilities throughout Dinkytown.	City – Public Works	Short Term
Pursue additional options to delineate and enhance bicycle facilities on 15th Ave SE, a primary bicycle route.	City – Public Works	Medium Term
Conduct traffic study to consider narrowing travel and parking lanes on 4th Street SE to provide room for a bicycle lane through the commercial core, to increase safety and accessibility for people choosing to ride a bicycle to and through the district.	City – Public Works, Hennepin County	Medium Term
Install on-street bicycle infrastructure along 5th Street SE, and continue similar streetscape treatments present along the street to the west of Dinkytown	City – Public Works	Medium Term
Complete a vertical connection between the Dinkytown Greenway and Dinkytown and install orienting and wayfinding signage for people walking and bicycling.	City – Public Works	Immediate Term
Place clear signage along 5th Street SE near 17th Avenue SE and at Oak Street SE near TCF Bank Stadium directing bicyclists northwest into Dinkytown	Dinkytown Businesses and Property Owners, City – Public Works, Marcy-Holmes Neighborhood Association	Short Term
Install additional new bicycle racks where feasible, particularly along 14th Avenue SE and 4th Street SE in the core of Dinkytown.	City – Public Works	Medium Term
Investigate Dinkytown as a possible location for a designated and branded bicycle hub equipped with amenities like covered bicycle parking, bicycle lockers, bicycle maintenance features, and others. This should be studied in conjunction with examining the feasibility of a parking ramp within the greenway trench.	City – CPED	Long Term
Other Transportation		
During times of construction, maintain pedestrian and bicycle connectivity so that preferred routes of travel are not obstructed, particularly on important pedestrian and bicycle routes such as 15th Avenue SE	City – Public Works	Short Term
Use special service district and other strategies to fund year-round maintenance of the Dinkytown commercial core, possibly in partnership with the University.	Dinkytown Businesses and Property Owners, Marcy-Holmes Neighborhood Association	Short Term

Land Use and Design

For the most part, the recommendations for land use will be implemented as sites redevelop or property owners make improvements to structures and their surroundings. The City's main tool for implementation will be the development review process, which provides community members and policymakers the opportunity to weigh in on specific land use and development changes in accordance with zoning regulations and existing policy direction. This plan will be the main policy tool used by city staff and policymakers in that decision-making process.

The recommendations in this section refer to the future land use map, as shown in Chapter ____. This lays out general guidance for land uses within the study area. The future land use map also shows portions of land use guidance from the Marcy Holmes Plan, to reflect that the decisions here are reflected in that plan as well. The plan also includes some information from the Stadium Village Plan, whose study area borders Dinkytown to the east.

Recommendation	Responsibilities	Timeframe

Guide the business district of Dinkytown for mixed use, to accommodate existing and new commercial, residential, institutional, and office uses.	City – CPED	Immediate Term
Expand the Dinkytown mixed use business district to the blocks immediately surrounding the core area, as shown on the future land use map.	City – CPED	Immediate Term
Expand the boundary for the Dinkytown Activity Center to the blocks immediately surrounding the core area, as shown on the future land use map.	City – CPED	Immediate Term
Ensure that new development within the Activity Center is designed in a way that is compatible with and contributes to the area's unique character.	City – CPED	Short Term
Require an active ground floor retail presence in development within the core area of Dinkytown, particularly near the intersection of 4th St SE and 14th Ave SE.	City – CPED	Short Term
Use the plan's design guidelines as part of the development review process to ensure that new development is compatible with the existing area.	City – CPED	Short Term
Support residential development in the area surrounding the Dinkytown business district compatible with the guidance in the Marcy Holmes Master Plan Update.	City – CPED, Marcy Holmes Neighborhood Association	Short Term
Encourage an active, pedestrian oriented street presence for the University-owned property fronting 15th Ave SE.	University of Minnesota	Medium Term