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News Release

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West Broadway Revitalization Efforts Showcased at Community Development Expo

*A public plaza, a new look for the avenue, development
projects, and more*

January 28, 2009 (MINNEAPOLIS)—The City of Minneapolis, the West Broadway Coalition, and the Northside Arts Collective are hosting a Community Development Expo on Saturday, February 7, from 9 a.m. to noon at the Plymouth Christian Youth Center High School, 2210 Oliver Avenue North, across from the Capri Theater at West Broadway and Oliver.

Attendees will gain a clearer understanding of how, despite troubled economic times, community organizations, developers and the City of Minneapolis are working to forge ahead on transformative projects for West Broadway Avenue. A number of efforts are underway to implement the recently approved plan, [West Broadway Alive: A Revitalization Plan for North Minneapolis' Main Street](#).

Many of these projects will be on display, and public input will be solicited. The projects to be showcased include the following:

- **New public plaza.** The public is invited to offer their ideas about the design and programming of a new public plaza which is planned for the Hawthorn Crossings Shopping Center at West Broadway and Emerson. It may support an outdoor community market as well as community festivals and events.
- **Rezoning Study.** There will be an opportunity to review and give feedback on a proposal to rezone property along West Broadway. The changes to zoning are intended to support the land use and development policies in the West Broadway Alive plan.
- **New development.** Eight development projects that are planned for different locations along West Broadway will be on display, along with the University of Minnesota's proposed Urban Research and Outreach/Engagement Center planned for the Plymouth and Penn Shopping Center.
- **Bottineau Boulevard.** Maps will be displayed related to the light rail and bus rapid transit lines being considered as part of the current Bottineau Boulevard Alternatives Analysis.

- **Façade Improvement grants.** WBC and NAC staff will be on hand to answer questions about two new façade grant programs. These will support businesses that are interested in sprucing up their storefronts in a way that adds to the visual character of West Broadway. One of these programs will begin to brand West Broadway as an Art Street by pairing business owners with artists to create one-of-a-kind façade features.

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