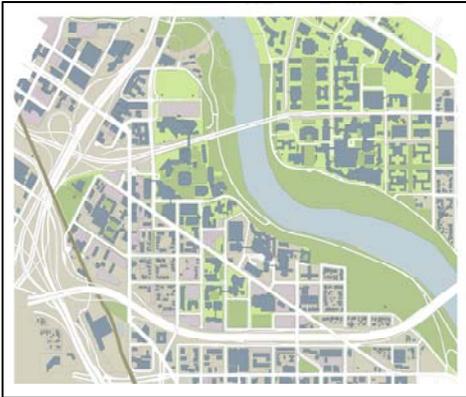


# Cedar Riverside

Small area plan



*The neighborhood is bordered by the Mississippi River and two interstates*

## 1. Executive Summary

### Introduction

The Cedar Riverside Small Area Plan is a policy document produced by the City of Minneapolis to guide land use and development in the Cedar Riverside neighborhood for the next 20 years. It builds upon the policy direction of The Minneapolis Plan, the City's comprehensive plan. It is meant to articulate a vision for the neighborhood based on existing City policy and input from 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.

The plan examines the current conditions of the area, develops a future vision of what residents want the neighborhood 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.

### Vision and Principles of Development

*"The Cedar Riverside neighborhood, vibrant with activity and historic character, will continue to welcome a diversity of activities and the people who support them. Residents and visitors alike will have a variety of unique shopping and cultural options that are safe and pleasant to experience as a pedestrian and bicyclist. Residential areas will provide a variety of attractive housing options at all levels of affordability. Beautiful and functional gathering spaces will bring people together. Transit amenities for residents, visitors, employees, and students will be easy to navigate and attractive to use. The neighborhood will continue its tradition as a much-beloved, unique seat of culture where memories are made and connections are built."*

As part of the community process, ten principles were established to guide the community's vision (above):

1. Improve the safety and comfort of pedestrians with the increased public safety presence and through environmental design features including lighting, visible doors and windows, and improved landscaping.
2. Enhance the neighborhood's economic prosperity through a varied customer base, appearance and condition of business storefronts, and more variety of destination and neighborhood-serving businesses.
3. Emphasize a lively and diverse urban environment with compact, infill development and mixed use in existing commercial areas; support existing and locally-based businesses.

4. Preserve the historic and multicultural qualities of Cedar Riverside in its residents, businesses, and structures.
5. Increase opportunities for people to both live and work in the neighborhood which are affordable and accessible, particularly ownership options.
6. Support an integrated multimodal transportation system while addressing neighborhood parking issues in a way that is efficient, affordable, and responsive to needs.
7. Encourage environmental sustainability through best practices in the construction of new and rehabilitated development.
8. Form a better partnership between community stakeholders, major institutions, and public agencies, leading to more seamless transitions throughout the neighborhood.
9. Improve maintenance, aesthetics, and amenities for pedestrians and bicyclists along streets, sidewalks, and other areas in the public realm.
10. Continue to pursue opportunities to improve the quantity and quality of gathering spaces within Cedar Riverside, and provide opportunities for information sharing between individuals and groups.

## **Plan Overview**

The plan is broken up in several main sections:

The Summary of Research, Site Conditions, and Community Engagement Process chapters provide a summary of information that sets the stage for the plan's analysis and recommendations.

The Land Use and Design Plan, Economic Development Plan, and Transportation Plan chapters provide analysis of the issues facing the neighborhood, describe options, and outline recommendations.

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

## **Land Use and Design Plan**

The land use and development patterns in the Cedar Riverside neighborhood have experienced little change over the past few decades. Much of the land area is used for public and institutional purposes, commercial uses are concentrated along busy corridors, and various types of housing are found throughout the neighborhood. Much of the area's historic development pattern and design is still reflected on Washington and Cedar Avenues, with Riverside Avenue dominated with large institutional structures. The Cedar Riverside Small Area Plan offers an opportunity to influence the character of land uses and types of development patterns that strengthen the community,

support enhanced transit service and business districts, and encourage compatibility with existing development patterns.

### **Future Land Use Plan**

There are two major components of the Future Land Use Plan:

- Land use by parcel
- Designated land use features

Every parcel in the City is assigned a future land use designation. Identifying future land uses also allows a city to preserve areas that should largely stay the same over time, such as established neighborhoods, while promoting change in other areas where needed.

The Cedar Riverside Small Area Plan calls out future land uses generally for residential, mixed use, public/institutional, parks and open space, and parking/mixed use.

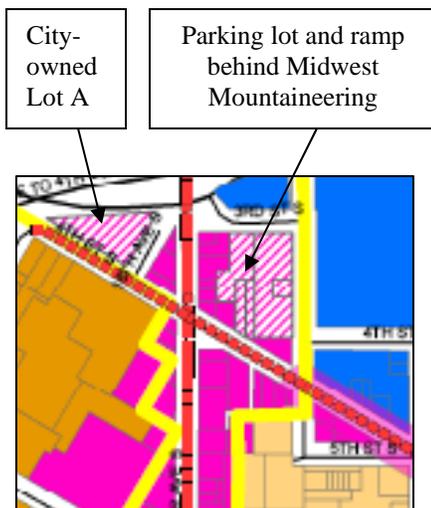
**Residential** – Parcels with housing are proposed to fall into two categories – medium-density and high-density. In Cedar Riverside, the future residential use designations generally reflect existing conditions of an overall area even though some residential uses may be of a lower or higher density than the designation.

**Mixed Use** – The plan proposes that the location of retail, restaurants, theaters and other commercial uses continue to be located along the major corridors. Parcels identified for future mixed use should continue to include commercial uses with more options for housing and offices, particularly on floors above the ground level. While it is ideal that all future developments within this designation include a mix of uses on site, the main goal is to have a variety of uses within the entire Mixed Use category.

**Public/Institutional** –The plan does not propose any new expansion areas for the institutions beyond the property they currently own, though redevelopment may well occur within these boundaries.

**Parks and Open Space** - The parks and open spaces depicted in the Future Land Use map indicate existing land being used for parks and/or owned by the Minneapolis Park and Recreation Board. Even though not identified in the Future Land Use Map, the public realm within the neighborhood goes well beyond these parks and open spaces and offers extensive opportunities for enhancing Cedar Riverside through greening of public right-of-way or with fragment parcels.

**Parking/Mixed Use** – Parcels identified with this classification are recommended to include an element of publicly-accessible parking on site if they are redeveloped in the future. While there are many parking lots and facilities in the neighborhood, the elimination of this neighborhood amenity in these locations would have a dramatic negative affect on the economic vitality of the neighborhood due to their large size and variety of users.



*Two of the three parking facilities recommended to include publicly-accessible parking if redeveloped*

## Designated Land Use Features

Land use features are designations developed through The Minneapolis Plan to provide policy guidance for specific areas within the City, particularly those where growth is anticipated or desired. Designated areas typically have functioned as centers for transportation, economic activity, and more intense development in the past.



*Activity Center boundary  
with the designated  
Commercial Corridors*

The plan proposes the existing **Activity Center** remain and have a boundary that contains the Seven Corners and includes the entirety of properties along Cedar Avenue through the Cedar-Riverside intersection. This area will continue to support a diversity of uses that draw people from throughout the region, activity that spans throughout the day and into the evening, medium- to high-density housing, traditional urban form and massing of structures, and significant pedestrian and transit orientation.

The plan supports reclassifying Cedar Avenue and Riverside Avenue as **Commercial Corridors**. Areas with a Commercial Corridor designation are characterized by high traffic volumes, high-density housing, a mix of uses with commercial dominating, and traditional urban form. This change is reflective of Cedar Avenue's existing character of primarily commercial uses, which is planned to continue into the future. As a designated Commercial Corridor, the plan highlights Riverside Avenue's opportunities for better pedestrian orientation, development potential of institutional properties, tapping the institutional market of thousands of employees, and potential for commercial exposure with significant traffic volumes.

## Urban Design – Public and Private Realm

The following policy guidance is meant to support and function alongside the future land use plan and address broad design characteristics of development within the context of the land use categories indicated in the future land use plan. In addition to the design of buildings and other structures that adhere to these principles, the careful implementation and maintenance of a prominent public realm is also a key to the creation of a human-scaled, pedestrian-friendly environment. The public realm includes streets, sidewalks, bike and walking paths, transit stations, and open space and plazas.

General urban design principles include:

- new development that reflects the historic and eclectic character of the neighborhood;
- the establishment of a connected network of streets that provide circulation for automobiles, pedestrians, bicyclists and transit, as well as parking and landscaped boulevards that allow for the urban forest to grow and prosper;
- a prominent public realm of parks, plazas, and open spaces that are accessible, well designed, and safe; and

- development design that clearly defines street frontages at the pedestrian level of the built environment and that guide the overall form of buildings.



*Traditional shop fronts orient display windows and entries to the street and sidewalk.*



*It is typical for institutional buildings to be oriented inward and away from Riverside Avenue.*

The primary purpose of urban design recommendations is to establish a physical context and framework for coordinating public and private investments. When a private developer builds in the Cedar Riverside neighborhood, they should adhere to these recommendations for creating a well-designed, livable environment. At the same time, the City will help perpetuate these recommendations with incremental changes to the public realm over time.

Good design must be used to ensure that residential, commercial, and institutional developments are functional, attractive, and inviting.

**Commercial and Mixed Use:** Successful commercial and mixed use buildings and areas attract pedestrians by bringing their storefronts to the sidewalk’s edge, orienting building design to the street and respecting traditional urban form by keeping building heights to a scale compatible with the surrounding neighborhood. These areas should be designed in order to be accessible from a balanced variety of transportation modes, including pedestrian, automobiles, transit and bicycles.

**Institutional:** Institutional buildings along public rights-of-way should feel welcoming for all people entering the campus externally. A strong street presence should be created with building design oriented to the street, front entrances in close proximity to the sidewalk, and visibility in and out of the building at the pedestrian level with an abundance of windows.

**Residential:** In Cedar Riverside, large and small residential buildings and sites add to the neighborhood’s character. Overall, the design of new residential developments should reflect the immediate area’s existing character in terms of height and scale while adhering to traditional urban design.

### **Open Spaces**

A prominent feature of the public realm in Cedar Riverside is the open spaces it contains. The neighborhood includes three official public parks – Currie Park, Murphy Park, and Riverside Park.

The three identified parks are not the only open spaces in Cedar Riverside, however. Due to the neighborhood’s system of vacated street and angular intersections, many fragments of land exist. These fragments mostly run along Cedar and Riverside, but many are tucked within the interior of the neighborhood. Coupled with the public realm features of pedestrian walkways, bike paths, and streets, future improvements can make a dramatic change to how residents and visitors to the neighborhood view and use the public realm. Enhancements can build on the existing amenities and create stronger green connections between them.

## Economic Development Plan

Cedar Riverside enjoys a number of remarkable assets and advantages such as transportation and transit access, proximity to downtown and the Mississippi River, a well-established arts and entertainment district, successful destination retailers, and three major institutions that draw students, employees and visitors to the area. These factors contribute to the continued success of its unique and diverse business mix.

The neighborhood is home to approximately 3,000 households with a median household income approximately one-third that of the City of Minneapolis. Consequently, the buying power of the neighborhood residents is insufficient alone to sustain healthy commercial corridors along Washington/Cedar and Riverside or attract a broad range of new businesses by itself. To succeed, businesses must capture not only the buying power of area residents, but also students, employees and visitors associated with area institutions, as well as customers from throughout the metropolitan area who are drawn to destination-oriented businesses, theater, dining, and entertainment venues.

As described the Land Use and Design Plan, both Cedar and Riverside Avenues are recommended to be designated Commercial Corridors. Additionally, the existing Activity Center is proposed to have a boundary that encompasses the Seven Corners and properties along Cedar Avenue almost to the freeway. Among many things, the Commercial Corridor and Activity Center designations recognize the current commercial vitality of the neighborhood.

Just like other business districts in the City, there will always be a need for mitigation of negative impacts on surrounding areas and district-wide parking strategies. In order to create vital and active commercial areas, the plan proposes striking a balance between providing enough parking for the businesses and residents while perpetuating transit use, biking, and walking. This plan proposes that the three large public parking areas in the neighborhood – Lot A on 4<sup>th</sup> Street and 16<sup>th</sup> Avenue, Seven Corners Ramp, and the surface lot and ramp behind Midwest Mountaineering – continue to have parking available to the public if they are redeveloped in the future. This policy direction recognizes the need to maintain district parking facilities in an Activity Center while encouraging further use of transit, walking, and biking.

The Cedar Riverside neighborhood includes four distinct commercial areas, each reflecting unique competitive advantages. This plan proposes to build on those unique qualities while developing better connections among the distinct areas so they comprise a larger Cedar Riverside cohesive style. Possibly using Nicollet Avenue's Eat Street in South Minneapolis as a model, neighborhood commercial should have a consistent look and feel with specific sub-areas building on their own characters. The vision for each area is described below.



*The economic development analysis looked at the distinct commercial areas in the neighborhood as well as how to create better cohesiveness among them.*

### **Seven Corners Market Niche**

The immediate impression of Seven Corners is that of a small town plaza. The area is home to a diverse mix of theaters, restaurants, a large hotel, and a growing residential population. It will continue to serve as a theater, arts, and dining destination while linking the neighborhood to Downtown. Seven Corners will be better recognized as a prime location to meet near Downtown, near the University, just off the Interstate, and near the future Central Corridor light rail station. West Bank theater, music and arts activity will be integrated with arts and cultural activity on Washington Avenue west of I-35W.

### **Cedar-Riverside Market Niche**

The high visibility intersection of Cedar and Riverside will include restaurants, coffee shops, and businesses focused on attracting students, faculty and staff from nearby institutions, as well as serving the needs of local residents. There will be a successful collection of destination retailers and service businesses oriented primarily to the active lifestyle, outdoor/nature, folk music and folk arts customer built upon the regional draw of existing retailers. Neighborhood residents will have access to convenience goods and services at local businesses including a pharmacy, bank, coffee shops, and restaurants.

### **South Cedar Market Niche**

South Cedar will continue to build on its proximity to Riverside Plaza and The Cedars by primarily emphasizing ethnic businesses meeting the culturally unique, daily needs of the area's diverse residential population. While this does not mean immigrant businesses will not enhance other commercial areas in the neighborhood, a concentration on this corridor will help to create more identity as a culturally unique place to visit and shop. Additionally, successful bars, music and entertainment venues on South Cedar will continue the area's long standing tradition as a regional center for music and entertainment while mitigating conflicts with the area's Muslim population.

If the vacant strip of Minneapolis Public Housing Authority (MPHA) property fronting on Cedar were to be redeveloped with a mix of uses, Cedar Avenue will be able to reclaim more of the neighborhood-scale retail characteristics it exhibited prior to Cedar Riverside experiencing large-scale redevelopment in the 1960s and 1970s. This is an opportunity for a creative and well-designed development with potential for shared parking among MPHA residents and nearby businesses if feasible.

### **Riverside Avenue Market Niche**

Riverside Avenue businesses will meet the needs of employees, students and visitors to area institutions including restaurants, coffee shops, and other employee/visitor oriented convenience goods and services. Institutions will create a human-scale interface with Riverside Avenue, where a pedestrian, bicycle and transit friendly environment with public realm improvements attracts employees, students, residents, and visitors to walk, eat, shop and socialize.



*Businesses along South Cedar*



*The Oren Gateway Center at Augsburg is a good example of new development on Riverside that serves both the college and neighborhood.*

## Transportation Plan

The transportation system in Cedar Riverside includes city and county roads, bike lanes, buses, light rail transit, and sidewalks. While this infrastructure together creates an efficient and cohesive system, some parts of it were identified as holding higher priority for improvements. Through an existing systems analysis and community input, certain system elements were identified for further analysis. They included:

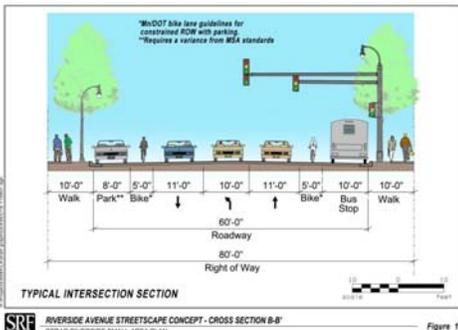
- Riverside Avenue, including an emphasis on improved bicycle facilities
- Cedar/Washington Avenue, including an emphasis on improved pedestrian facilities
- Parking in the neighborhood, with an emphasis on publicly available parking facilities
- Central Corridor, particularly the planned station location in Cedar Riverside

### Riverside Avenue

Riverside Avenue can be much more accommodating and comfortable for bicyclists as well as pedestrians. In order to gauge the ability to make bicycle and pedestrian improvements, the City worked with a consultant to analyze existing and future travel patterns along the length of Riverside Avenue, both under current roadway conditions and with the option of converting the road from four travel lanes to two travel lanes with a center turn lane and added bicycle lanes. The analysis included traffic counts, other data collection, traffic modeling, and development of proposed cross sections. The recommendation is an illustrative concept; the location and sizing of elements will be determined and refined during the final design stage of any improvements that are implemented.

Though outside the scope of a basic bicycle lane project, there are additional opportunities to improve Riverside Avenue that could be incorporated into any infrastructure improvements. These include:

- **Landscaped medians.** Converting the road to two lanes with a center turn lane would result in various unused median spaces where the turn lane is not needed. These could be landscaped to improve the overall appearance of the road and to provide a refuge for crossing pedestrians. It would be preferable to have a maintenance agreement in place for these medians, possibly with the adjacent institutions that would benefit from the improved “gateway” to their campuses that an attractively landscaped street would provide.
- **Other streetscape improvements.** These may include additional street trees, screening of parking lots with either fencing or vegetation, screening of newspaper stands, street furniture (including benches, trash



*An illustrative concept of Riverside Avenue with two travel lanes, a center turn lane, and bike lanes*

receptacles, bike racks, and kiosks), enhanced transit stops, enhanced paving materials or interesting score patterns in concrete, enhanced crosswalks, integration of public art into streetscape elements, ornamental lighting and banners.

- **Improved intersection design.** Due to Riverside’s angular design cutting through the traditional grid, intersection crossing can be unsafe for pedestrians. Bump outs at intersections could assist in making it quicker and easier to cross the street. They could also help define bus stop and parking bays more clearly.

### **Cedar Avenue**

More than most areas of the neighborhood, Cedar Avenue – including its northern end where it joins Washington Avenue – has frequent pedestrian traffic. This is due to its traditional commercial character, the presence of many residents and students with limited access to cars, and the location of many destination entertainment uses. However, as public comment frequently revealed, the pedestrian experience needs some improvements.

In addition to aesthetic, some of the most commonly cited issues were related to traffic safety. Cedar Avenue has several high accident locations – including some of the highest rates of pedestrian accidents in the city. This has not gone unnoticed, and various improvements have been tried over the years to address this issue. However, the problem remains.

An internal analysis was conducted, including a visual survey of the corridor, meetings with transportation planning staff familiar with the area, and an analysis of collected data. Several major areas of concern include:

- **Complex intersections.** Intersections at Riverside Avenue and Washington Ave/15<sup>th</sup> Ave S (Seven Corners) are sites of many of the pedestrian accidents in the neighborhood. The irregular angles of these intersections, as well as the width of the street to be crossed, make them difficult for a pedestrian to cross safely. Currently, the existing pedestrian crossings and signalization are fairly basic and could be improved to encourage safe crossing and make pedestrians more visible to drivers. Solutions may include repaving or improved painting of crosswalks, upgraded pedestrian signals, reconstruction of the triangle island at the Cedar Riverside intersection, better signal timing for cars and pedestrians, new surface materials or patterns, general street repaving, and reconfiguration of turn lanes.
- **Underutilized mid-block crossing.** At one time, there was a pedestrian bridge crossing over Cedar Avenue near the point where 5<sup>th</sup> St S used to intersect before its vacation. The bridge has since been removed and was replaced by a mid-block pedestrian crossing. While the crossing does function, it is not heavily used and not particularly visible. A series of improvements, including curb extensions at the crossings, upgraded pedestrian signals, and more visible pavement markings, could help make this a more prominent and better utilized crossing.



*A future concept for Cedar Avenue  
(Credit: Cuningham Group, PA)*

Cedar-Riverside Parking Supply		
Parking Location	General Use	Restricted
Augsburg College		315
Business parking	290	
Cedar Towers		211
City of Minneapolis ramp	796	
City of Minneapolis lots	231	
Critical Street Parking		484
Fairview Hospital		2,359
Free street parking	378	
Meters	327	
Privately owned lots	189	
Riverside Plaza		758
University of Minnesota		1,549
<b>Totals</b>	<b>2,211</b>	<b>5,676</b>

2007 Existing Parking Supply

- **Incomplete pedestrian connections and cut-through paths.** A major example of the incomplete pedestrian system is the vacated 5<sup>th</sup> St corridor. While it is frequently used for pedestrian travel, it is not paved, and portions of this connection from Cedar Ave to Riverside Ave are private property, not technically open to the public. Clarifying public and private space and clearly identifying public walkways can not only enhance pedestrian connectivity, but it can improve public safety and discourage trespassing.

### Parking

Parking has consistently been identified as a major issue for the neighborhood. The neighborhood experiences a number of factors that contribute to parking problems, including:

- Traditional urban form built before widespread use of the automobile, with limited parking for both residents and businesses
- Many destination businesses and cultural institutions that bring in visitors and patrons from across the region, usually during evening hours
- Two universities and one major health care institution, each with its own parking problems and constraints
- Large scale apartment buildings built with less parking than current residents typically demand

There are some mitigating aspects to these parking constraints, however, including the presence a large percentage of households without cars and the neighborhood’s central location relative to Downtown, job centers, and the region as a whole. Nonetheless, these factors are not enough to outweigh parking problems, and it continues to be a major issue for many residents, businesses, and visitors to the neighborhood.

One unique characteristic of Cedar Riverside is that some of its largest public parking facilities have been owned by the City. As the City has moved away from the business of owning and operating parking facilities, the issue arises regarding the eventual fate of these facilities. One of them has already changed hands: the Seven Corners parking ramp is now owned by a private developer. Current land use patterns suggest that, if this public parking were to be removed to make room for new development that did not include public parking, it would be very difficult to compensate for the loss of these spaces – particularly for the businesses that use them as their primary source of parking. As stated in the Land Use and Design Plan, three specific large facilities are recommended to include publicly-accessible parking onsite if there are redeveloped in the future.

Recommendations for improved parking management include:

- **Develop district parking strategies.** The current parking system is rather fragmented, with a wide range of pricing, enforcement, and

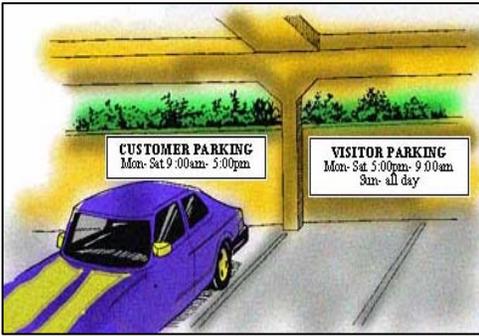
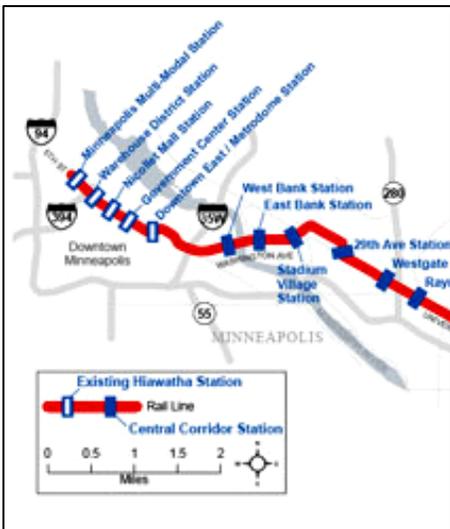


Illustration of a shared parking arrangement



Parking attendants offer a security presence



Proposed Central Corridor stations in Minneapolis

management strategies. Even in the publicly-owned lots, there are different approaches. A district-wide approach could help present a more logical and consistent system for all users.

- Improve shared parking arrangements.** The variety of neighborhood uses have a range of parking needs that peak at different times of day. There are already some shared parking arrangements, particularly in publicly-owned lots. However, other opportunities for shared parking arrangements may exist that could help to maximize the efficiency of existing parking.
- Better signage and way-finding to parking.** In order to make the best use of a district or shared parking strategy, parking needs to be easy to find. Travelers will often seek parking that is close to their destination and highly visible. Clear and consistent signage, maps, and other way-finding tools can help users to find parking where it is available. This could also include improvements at the parking site as well as consistent signage related to parking validation at participating businesses.
- Security improvements.** Though this does not alter the amount or availability of parking, security has been identified as a priority by many in the neighborhood. Improved lighting, presence of a parking attendant, and other improvements may help limit property damage and loss, as well as ensuring personal security of individuals.
- Continued transit and other multi-modal improvements.** Cedar Riverside already has a number of good transit options and, particularly with the planned Central Corridor LRT, is poised to have more. Improvements that make this system easy, intuitive, safe, and convenient for users may serve to decrease demand for parking.
- Strategic parking additions.** As mentioned above, there are relatively few opportunities in the neighborhood to expand upon parking availability, particularly for general public use. However, there may be some. The City still has the opportunity to influence the development of parking, either through requirements tied to the development of publicly-owned land, on projects which involve public subsidy, or even through the development review process with privately-developed projects. There may be opportunities for the City to influence developers to either create new or retain existing public parking in Cedar Riverside.

### Central Corridor

The Central Corridor LRT is a planned 11-mile transit line connecting downtown Saint Paul to downtown Minneapolis. The alignment of the line through Cedar Riverside will follow the Washington Avenue trench, and will feature one stop serving both the neighborhood and the University of Minnesota’s West Bank.

During the planning process, there was some debate as to the best location of the station serving Cedar Riverside. The purpose of this small area plan was



*A sample concept for creating a prominent station access point at street level*

not to make a final decision on station location because, quite simply, the plan and the City itself do not have the authority to do this. The decision is made by the Metropolitan Council, after weighing input from various stakeholders and taking into account practical considerations, including feasibility and cost. However, this plan does provide guidance as to elements of the station location and design that are most important to the neighborhood. This information, and the supporting analysis, can be used to guide the City's position in advocating for these aspects. The recommended station elements are:

- A primary entrance point at Cedar Avenue
- Good pedestrian and bicycle linkages between the station and all areas of the neighborhood
- Station design that is attractive and reflects the unique character of the Cedar Riverside neighborhood
- Convenient and accessible connections between the LRT station and major bus routes through the neighborhood, including enhanced bus facilities at Cedar Avenue and 19th Avenue

## **Implementation**

The Implementation chapter outlines an implementation methodology for the Cedar Riverside Small Area Plan and offers tools to assist the public and private sectors in the realization of the community vision for the neighborhood. 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.

Tables in the chapter outline ideas for how the recommendations in this Plan can begin to be realized. The table defines responsible parties, timeframe for implementation (Near term: 0-5 years: Mid term: 5-10 years: Long term: 10-20 years), and relevant notes to better understand how implementation can happen.

## **Land Use and Design Plan**

The recommendations for land use and design improvements will be implemented over the long-term incrementally 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.

## **Economic Development Plan**

Economic revitalization in Cedar Riverside will require a coordinated implementation strategy. These recommendations provide the essential foundation for public and private partners to begin work on the next steps. While a coordinated effort will be required for large-scale economic revitalization, the implementation of recommendations from other parts of the plan will be beneficial for incremental positive changes - a healthy economy also depends on a good land use mix, housing choices, perceptions of personal safety, effective and safe physical infrastructure, and a well-designed environment.

The implementation strategies presented are in *sequential* order, starting with strategies that create the foundation on which others are built. While this is the ideal order for economic revitalization, no two areas are alike and therefore implementation strategies should be prepared for as opportunities arise. The strategies in sequential order are:

1. **Initiation by business community:** Coordinated focus from the business community, including commercial property owners, on commercial corridor revitalization in the Cedar Riverside neighborhood with committed partners in the public and private sector.
2. **Crime and safety:** Bring together institutional, business, public and private resources to aggressively address crime and safety issues in the commercial areas.
3. **Clear economic vision:** Engage property owners and business owners in refining the market niche for the four sub-areas of Cedar Riverside as a foundation for shaping the business mix through more strategic leasing, guiding the design and appearance of public realm improvements, facades and other features, as well as focusing marketing and promotional efforts.
4. **Design and appearance:** Strengthen connections between the commercial districts and the institutions, light rail transit, housing, downtown, freeways, and parking. Create an environment that inspires people to walk, bike, shop and visit the area.
5. **Marketing and promotion:** Implement marketing and promotional strategies to enable the sub-areas to attract businesses, developers and/or customers consistent with the sub-area market niches.
6. **Opportunity sites:** Stimulate commercial district revitalization by supporting redevelopment and/or renovation at key locations. (While this is a 6<sup>th</sup> element, it should not be considered 6<sup>th</sup> in sequential order. Market conditions, property owners and developer interest will substantially impact the time frame for redevelopment of opportunity sites.)

## *Transportation Plan*

Many public entities have authority over transportation elements in Cedar Riverside. Roads are either owned by Hennepin County or the City of Minneapolis, the Metropolitan Council and Metro Transit are responsible for the bus and LRT lines and the University of Minnesota has authority over roads, bicycle paths, and sidewalks within its campus. Because of this complicated system of ownership and management, all parties will need to work in partnership to implement the transportation recommendations. From the public side, the primary implementation tool for infrastructure improvements are capital improvement plans. Federal, state, and local grants may also be a possibility should an opportunity for funding become available.

As with any transportation improvement projects citywide, a goal is not only to improve connectivity within the neighborhood but to improve connections to other parts of the city. This will be a primary consideration as transportation infrastructure projects are designed and implemented throughout the life of this plan.

Several individual implementation recommendations can be grouped together as part of larger projects. Prime examples of this are general road and streetscape improvement efforts along Cedar Ave or Riverside Ave. This will not only result in greater benefits for the area, but has the potential to reduce long-term costs and minimize disruption from construction. Implementation of this plan will include identifying these projects and seeking appropriate funding, either through the capital improvements process, public/private partnerships, general City funds, grant programs, or other sources.