OVERVIEW

The Penn Avenue Vision and Implementation Framework - Inventory and Analysis report addresses a broad range of topics including relevant past plans, demographics, transportation, housing, economic development, corridor character, utilities, and land use. This information establishes a foundation of facts, figures, and preliminary findings that support the launch of Phase 3 of the project, which will focus on assembling a series of options and alternatives for future corridor improvements.

The Introduction section of this report characterizes the information that has been gathered to date as a series of “layers”. As Phase 3 is initiated, these layers will become increasingly intertwined as comprehensive options and alternatives are assembled, reviewed publicly, and refined. In order to present a summary of the key findings of the Inventory and Analysis work, an initial compilation of the full spectrum of information and findings has been completed. Key findings are summarized in three categories:

- Housing and Economic Development (see Table 2-1)
- Transportation and Transit (see Table 2-2)
- Land Use and Corridor Character (see Table 2-3)

The following tables summarize key findings and observations for each of these categories.
### 2. Key Findings

#### Figure 2-1: Key Findings - Housing and Economic Development

<table>
<thead>
<tr>
<th>Station/Node</th>
<th>Residential In-fills Opportunities</th>
<th>Commercial Opportunities</th>
<th>Retail Mix/Marketing Strategies</th>
<th>Jobs Concentrations</th>
<th>Jobs Development Opportunities</th>
<th>Existing Initiatives Underway</th>
<th>Development Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>49th Avenue</td>
<td>Limited</td>
<td>Moderate</td>
<td>Connect retail to jobs/residents</td>
<td>Moderate</td>
<td>High; redevelopment of sites</td>
<td>Hyde Development</td>
<td>What services/retail to provide?</td>
</tr>
<tr>
<td>44th Avenue</td>
<td>Limited; mixed use</td>
<td>Moderate to high; compatible uses</td>
<td>Strengthen business mix; enhance marketing</td>
<td>Limited</td>
<td>Limited</td>
<td>None at this time</td>
<td>Limited land to support development</td>
</tr>
<tr>
<td>Dowling Avenue</td>
<td>Limited would require site acquisition</td>
<td>Limited; would require redevelopment</td>
<td>None at this time</td>
<td>Limited</td>
<td>Limited</td>
<td>None at this time</td>
<td>Limited land to support development</td>
</tr>
<tr>
<td>Lowry Avenue</td>
<td>Sites available</td>
<td>Moderate to high; compatible uses</td>
<td>Strengthen existing retail mix</td>
<td>Limited</td>
<td>Limited</td>
<td>2007 AIA redevelopment study</td>
<td>Concern about resources/funding</td>
</tr>
<tr>
<td>Broadway Avenue</td>
<td>Available as part of Capri Block</td>
<td>High; identify sites for new commercial development</td>
<td>Support new commercial development</td>
<td>Moderate</td>
<td>Moderate on specific sites</td>
<td>Rose Investments Capri Block</td>
<td>Support private investment</td>
</tr>
<tr>
<td>Golden Valley Road</td>
<td>Available on each corner of intersection</td>
<td>Moderate; in concert with new residential development</td>
<td>Strengthen existing and encourage new businesses</td>
<td>Limited</td>
<td>Limited</td>
<td>Building Blocks</td>
<td>Funding to support initiatives</td>
</tr>
<tr>
<td>Plymouth Avenue</td>
<td>Site available</td>
<td>Moderate to high; additional retail to serve employees/residents</td>
<td>Health services node; New grocery planned; Living wage jobs</td>
<td>High; expansion of living wage jobs</td>
<td>Northpoint expansion; Grocery Store planned</td>
<td>Potential concerns from operators re: lower spending power</td>
<td></td>
</tr>
<tr>
<td>Highway 55</td>
<td>Potential site available</td>
<td>Connected to BRT/LRT</td>
<td>None at this time</td>
<td>Connections to job concentrations</td>
<td>Limited</td>
<td>BRT/LRT Station Area Design</td>
<td>Parcel sizes/shapes may be limiting for some uses</td>
</tr>
<tr>
<td>Glenwood Avenue</td>
<td>Site available</td>
<td>Strengthen retail goods and services</td>
<td>Improve business mix and marketing</td>
<td>Limited</td>
<td>Limited</td>
<td>Redeemer Church; Possible coop nearby</td>
<td>Acquisition of parcels may be difficult</td>
</tr>
<tr>
<td>Cedar Lake Road</td>
<td>Sites for increased density limited</td>
<td>Strong as existing business mix may shift</td>
<td>None at this time</td>
<td>Limited</td>
<td>Limited</td>
<td>None</td>
<td>Limited</td>
</tr>
<tr>
<td>I-394</td>
<td>High; connection to SWLRT</td>
<td>Moderate; in concert with SWLRT and residential</td>
<td>None at this time</td>
<td>Limited</td>
<td>Limited</td>
<td>SWLRT Station</td>
<td>Limited</td>
</tr>
</tbody>
</table>

**Corridor-Wide**

- **Programmatic**
  - Develop business support strategies, employment strategies, improved connections to living wage jobs; connections to organizations to build worker skill sets.

- **Economic Development**
  - Develop strategies for viable long-term property investment/management to sustain housing quality.

- **Housing Management/Livability**
  - Develop a continuum of housing density options directed at specific sites and locations that address housing needs and neighborhood preferences.

- **Housing Density**
  - Identify sites to accommodate smaller scale residential designs; consider locations with adjacent blighted properties for potential acquisition to optimize new investments.

- **Infill**
  - Develop strategies to promote community assets and improve neighborhood aesthetics to attract local and regional investment that will expand outward from the corridor.
  - Improved transit connections can connect residents to a multitude of job opportunities and reduce transportation costs resulting in increased discretionary income.
  - Increased access to retail goods and services in the neighborhood reduces auto dependence and expense.

- **Financial Resources**
  - Need to develop/create better communication strategies between public sector and private sector; improve direction and assistance to the private development community to navigate public financial resources; create a developer toolkit/resources.

- **Critical Mass**
  - Identify locations where there is the potential to create a critical mass that will attract additional investment (e.g. Broadway Ave., Plymouth Ave., Golden Valley Rd., and Lowry Ave.)

- **Synergies w/Existing Uses**
  - Leverage existing uses to support additional development that would be compatible and enhance livability (e.g. employment at Northpoint and in the Humboldt Industrial Park)
TABLE 2-2: KEY FINDINGS - LAND USE AND CORRIDOR CHARACTER

<table>
<thead>
<tr>
<th>Station/Node</th>
<th>Character Description</th>
<th>Mix of Land Uses</th>
<th>Current and Planned Development</th>
<th>Vacant and Undeveloped Sites</th>
<th>Redevelopment Opportunities</th>
<th>Parks/Open Space</th>
<th>Schools</th>
<th>Faith-Based Institutions</th>
<th>Public Art</th>
<th>Community Gardens</th>
<th>Existing Streetscape Elements</th>
<th>Bike Parking (BP)</th>
<th>Bike share (BS)</th>
<th>Traffic Signals</th>
<th>Wayfinding</th>
<th>Street Trees</th>
<th>Security Cameras</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lowry Avenue</td>
<td>Neighborhood Business</td>
<td>Retail, Restaurant, Office, Services, Residential, Institutional</td>
<td>Yes</td>
<td>Near Term</td>
<td>Maryland Park, Victory Park, New Horizons Academy</td>
<td>Future Potential</td>
<td>Existing</td>
<td>Potential BP BS</td>
<td>Existing</td>
<td>Existing</td>
<td>Future Potential</td>
<td>Future Potential</td>
<td>Future Potential</td>
<td>Future Potential</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golden Valley Road</td>
<td>Neighborhood Design</td>
<td>Residential, Retail, Residential</td>
<td>Yes</td>
<td>Near Term</td>
<td>The Commons at Penn</td>
<td>Faith in the City, Health Ministries</td>
<td>Future Potential</td>
<td>Potential BP</td>
<td>Future Potential</td>
<td>Existing</td>
<td>Future Potential</td>
<td>Future Potential</td>
<td>Future Potential</td>
<td>Proposed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plymouth Avenue</td>
<td>Health and Wellness</td>
<td>Institutional, Service, Residential</td>
<td>Yes</td>
<td>Near Term</td>
<td>Willard Park, Lincoln School Playfields</td>
<td>Minneapolis College Prep School, Minneapolis Believers in Christ Ministries, House of Israel</td>
<td>Future Potential</td>
<td>Existing</td>
<td>Existing</td>
<td>Future Potential</td>
<td>Future Potential</td>
<td>Potential BP BS</td>
<td>Existing</td>
<td>Future Potential</td>
<td>Proposed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highway 55</td>
<td>Multi-Modal Transit</td>
<td>Residential</td>
<td>Yes</td>
<td>Near and Long Term</td>
<td>Harrison Neighborhood Park and Community Center</td>
<td>Existing, Future Potential</td>
<td>Existing</td>
<td>Potential BP BS</td>
<td>Existing</td>
<td>Future Potential</td>
<td>Future Potential</td>
<td>Future Potential</td>
<td>Proposed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glenwood Avenue</td>
<td>Neighborhood Design</td>
<td>Retail, Residential</td>
<td>Yes</td>
<td>Near Term</td>
<td>Bassett's Creek Park, Bassett Creek Trail</td>
<td>Redeemer Lutheran Church</td>
<td>Future Potential</td>
<td>BP</td>
<td>Existing</td>
<td>Future Potential</td>
<td>Future Potential</td>
<td>Proposed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cedar Lake Road</td>
<td>Neighborhood Design</td>
<td>Retail, Restaurant, Office, Services, Residential</td>
<td>No</td>
<td>Long Term</td>
<td>Bryn Mawr Meadows Park, Laurd Triangle, Bryn Mawr Community School, Shoreview Middle School, Bryn Mawr Presbyterian Church</td>
<td>Future Potential</td>
<td>Existing</td>
<td>Potential BP</td>
<td>Existing</td>
<td>Existing</td>
<td>Proposed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I-394</td>
<td>Multi-Modal Transit</td>
<td>Office, Light Industrial, Residential</td>
<td>Yes</td>
<td>Near Term</td>
<td>Cedar Lake Park, North Cedar Lake Trail</td>
<td>Existing, Future Potential</td>
<td>Future Potential</td>
<td>Potential BP BS</td>
<td>Existing</td>
<td>Future Potential</td>
<td>Future Potential</td>
<td>Proposed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**2. KEY FINDINGS**

**PENN AVENUE VISION AND IMPLEMENTATION FRAMEWORK**

- **Streetcape Enhancements**
  - Enhance and complete sidewalks throughout the corridor - meet ADA requirements.
  - Provide attractive and functional seating at key nodes along the corridor.
  - Provide street trees, plantings and other amenities throughout the corridor.
  - Incorporate distinct identity/signmarking elements related to the character designation (banners, signage, etc.).

- **Neighborhood Concerns**
  - Safety, security at night; pedestrian environment; amount of vehicular traffic on Penn Avenue; desire for more goods and services in close proximity; concerns about gentrification in some locations; caution regarding the amount of additional rental housing in some locations; desire for more community gathering and recreation spaces.

- **Corridor Strengths**
  - Strong residential character along the corridor.
  - Key intersections at major east-west cross streets offer opportunities to increase development intensity/density.
  - Several nodes have already started to shape individual identities (health services, arts-entertainment, neighborhood services).
  - Several nodes already have specific projects and/or initiatives underway that will increase the availability of affordable housing and access to retail goods/services.
  - Residents are supportive of increasing density in the corridor.
  - Neighborhoods that abut the corridor have 1,774 businesses with 11,815 workers.

- **Corridor Weaknesses**
  - There are a number of vacant lots or properties in poor condition along the corridor between nodes.
  - Limited sites available at some nodes to establish a critical mass, especially for commercial development.
  - Incomes are higher at opposite ends of the corridor; this may present a challenge in trying to attract more retail to the central nodes in the corridor.
  - Limited diversity of housing products, single-family dwellings dominate.
  - Higher concentrations of retail and service employment in the corridor.

- **Development Opportunities**
  - Opportunity to introduce more diverse mix of housing products in the corridor.
  - Develop individual identities for the nodes to increase the potential to attract cluster development.
  - Develop commercial mix and improve marketing strategies, especially for neighborhood commercial nodes.
  - Some nodes have opportunities to create a critical mass of housing and commercial to increase momentum for new development.
  - Opportunity to increase employment at nodes that already have existing job concentrations.

- **Development Challenges**
  - Need to create a strong base of resources initially to encourage private development to mitigate higher front-end development risks.
  - Need to introduce more market rate housing into the corridor, but need an effective and viable strategy to do so.
  - Challenging to match the service needs with appropriate retail formats.
  - Need to develop good strategies for attracting living wage jobs to the corridor.