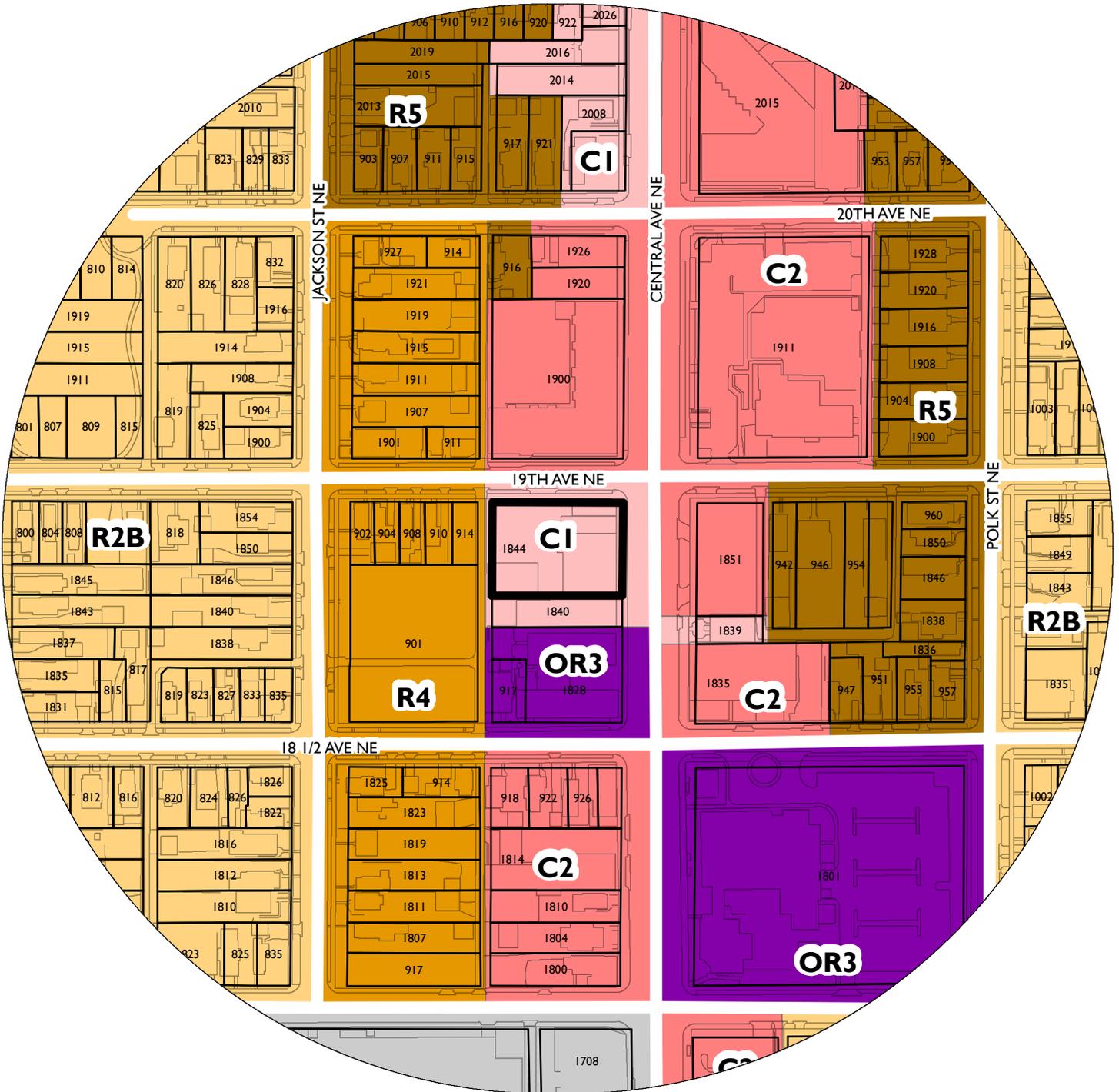


NAME OF APPLICANT

WARD



PROPERTY ADDRESS

1844-1858 Central Avenue Northeast

FILE NUMBER

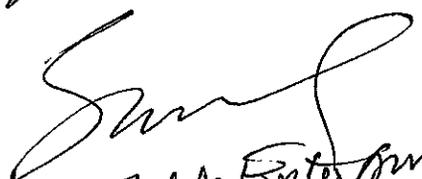
BZZ-7470

Statement on the Proposed
change of zoning from C1 to C2

1. Property address: 1844 Central Ave NE
MPLS Mn 55418
2. legal description: Lots 1, 2 & 3 Block 33
Wilson Rearrangement,
Block Eastside ^{addition}
3. We are applying for the change of zoning
from C1 to C2 for our property
located at 1844 — 1858 Central Ave NE
Minneapolis Mn 55418. This will
provide the opportunities to our
present & future tenants to run
variety of businesses from this location

(over)

The C2 zoning will also help
our present tenants to sell Tobacco
and cigarettes and to run auto
repair business also. We will
highly appreciate the approval
of change of zoning from C1 to C2
for our property. Thank you so much


Julie Epstein
MIA
owner & CEO
2947 Bent Tree Blvd
New Brighton
NY 11551
(651) 329 7161

Zoning Comparison: C1 and C2

	C1	C2
	Neighborhood Commercial District	Neighborhood Corridor Commercial District
FAR		
Base FAR Maximum	1.70	1.70
20% bonus for enclosed, underground or structured parking	0.34	0.34
20% bonus for 50% ground floor commercial	0.34	0.34
20% bonus for 20% affordable units	0.34	0.34
Total possible FAR	2.72	2.72
Required lot area per dwelling unit (sq. ft.)	700	700
Possible DU Bonuses:		
20% bonus for enclosed, underground or structured parking	Yes	Yes
20% bonus for 50% ground floor commercial	Yes	Yes
20% bonus for 20% affordable units	Yes	Yes
Base building height maximum (in stories)	2.5/3	4
Maximum size of retail store (sq. ft.)	8,000	30,000
Maximum Lot Coverage	n/a	n/a
Maximum Impervious Surface Coverage	n/a	n/a
Yard Requirements		
Front	0	0
Interior side or rear ¹	5	5
Corner Side	0	0
Height Requirements		
Feet	35	56
Stories	2.5	4
Retail		
Maximum size of retail store (sq. ft.)-base	4,000	30,000
Bonus for no parking b/w structure and street	2,000	0
Bonus for additional stories & parking	2,000	0

Principal Uses in the Commercial Districts

Use	C1	C2	C3A	C3S	C4	Specific Development Standards
COMMERCIAL USES						
Retail Sales and Services						
General retail sales and services	P	P	P	P	P	
Alternative financial establishment		P		P	P	
Antiques and collectibles store	P	P	P	P	P	
Art gallery	P	P	P	P	P	
Art studio	P	P	P	P	P	
Bank or financial institution	P	P	P	P	P	
Bookstore, new or used	P	P	P	P	P	
Building material sales	P	P		P	C	
Child care center	P	P	P	P	P	
Consignment clothing store	P	P	P	P	P	
Contractor's office	C	C	C	C	C	
Day labor agency					C	
Exterminating shop					P	
Farmers' market	P	P	P	P	P	
Firearms dealer					C	
Funeral home	P	P	P	P	P	
Greenhouse, lawn and garden supply store	P	P		P	P	
Grocery store	P	P	P	P	P	
Laundry, self service	P	P	P	P	P	
Market garden	P	P	P	P	P	
Memorial monuments		P			P	
Motorized scooter sales	P	P	P	P	P	
Neighborhood electric vehicle sales	P	P	P	P	P	
Office supplies sales and service	P	P	P	P	P	
Pawnshop					P	
Performing, visual or martial arts school	P	P	P	P	P	
Pet store	P	P	P	P	P	
Photocopying	P	P	P	P	P	

Rental of household goods and equipment		P	P	P	P	
Secondhand goods store	P	P	P	P	P	
Shopping center	C	C	C	C	C	
Small engine repair		C		P	P	
Tattoo and body piercing parlor	P	P	P	P	P	
Tobacco shop		P	P	P	P	
Veterinary clinic	P	P	P	P	P	
Video store	P	P	P	P	P	
Offices	P	P	P	P	P	
Automobile Services						
Automobile convenience facility existing on the effective date of this ordinance	C	C		C	C	
Automobile convenience facility		C		C	C	
Automobile rental		C			C	
Automobile repair, major					C	
Automobile repair, minor		C		C	C	
Automobile repair, minor, existing on the effective date of this ordinance	C	C		C	C	
Automobile sales		C		C	C	
Car wash		C		C	C	
Food and Beverages						
Catering	P	P	P	P	P	
Coffee shop, with limited entertainment	P	P	P	P	P	
Liquor store, off-sale		C	C	C	C	
Nightclub			C			
Restaurant, delicatessen	P	P	P	P	P	
Restaurant, fast food	C	C	C	C	C	
Restaurant, sit down, including the serving of alcoholic beverages, with limited entertainment	P	P	P	P	P	
Restaurant, sit down, including the serving of alcoholic beverages, with general entertainment		P	P	P	P	
Commercial Recreation, Entertainment and Lodging						
Bed and breakfast home	P	P	P	P	P	

Hotel, 5—20 rooms	P	P	P	P	P	
Hotel, 21 rooms or more			P	P	P	
Indoor recreation area		P	P	P	P	
Outdoor recreation area		C	C	C	C	
Radio or television station	P	P	P	P	P	
Reception or meeting hall		C	P	C	C	
Regional sports arena			P			
Sports and health facility	P	P	P	P	P	
Theater, indoor	P	P	P	P	P	
Medical Facilities						
Birth center	P	P	P	P	P	
Blood/plasma collection facility					P	
Clinic, medical or dental	P	P	P	P	P	
Laboratory, medical or dental	P	P	P	P	P	
Planned Unit Development						
	C	C	C	C	C	
Transportation						
Ambulance service					C	
Bus garage or maintenance facility					C	
Limousine service					C	
Package delivery service					C	
Taxicab service					C	
Truck, trailer, boat, recreational vehicle or mobile home sales, service and rental					C	
PARKING FACILITIES						
Parking facility	C	C	C	C	C	
RESIDENTIAL USES						
Dwellings						
Single or two-family dwelling	P	P				
Single or two-family dwelling existing on the effective date of this ordinance			P	P	P	
Cluster development	C	C	C	C	C	
One (1) to four (4) dwelling units, as part of a mixed use building	P	P	P	P	P	
Multiple-family dwelling, three (3) and four (4) units	P	P	P	P	P	

Multiple-family dwelling, five (5) units or more	P	P	P	P	P	
Planned Unit Development	C	C	C	C	C	
Congregate Living						
Community residential facility serving six (6) or fewer persons	P	P	P	P	P	
Community residential facility serving seven (7) to sixteen (16) persons	C	C	C	C	C	
Community residential facility serving seventeen (17) to thirty-two (32) persons		C	C	C	C	
Board and care home/Nursing home/Assisted living	C	C	C	C	C	
Inebriate housing		C			C	
Residential hospice		C			C	
Supportive housing		C			C	
INSTITUTIONAL AND PUBLIC USES						
Educational Facilities						
Early childhood learning center	P	P	P	P	P	
Preschool	P	P	P	P	P	
School, grades K—12	C	C	C	C	C	
School, vocational or business	C	P	P	P	P	
Social, Cultural, Charitable and Recreational Facilities						
Athletic field	C	C	C	C	C	
Club or lodge, with limited entertainment	C	P	P	P	P	
Club or lodge, with general entertainment		P	P	P	P	
Community center	C	P	P	P	P	
Community garden	P	P	P	P	P	
Developmental achievement center	P	P	P	P	P	
Educational arts center	P	P	P	P	P	
Library	C	P	P	P	P	
Mission					C	
Museum	C	P	P	P	P	
Park, public	P	P	P	P	P	
Religious Institutions						
Convent, monastery or religious retreat center	C	P	P	P	P	

Place of assembly	P	P	P	P	P	
PRODUCTION, PROCESSING AND STORAGE						
Limited production and processing	C	C	C	C	C	
Dry cleaning establishment		C			C	
Film, video and audio production	P	P	P	P	P	
Furniture moving and storage					C	
Industrial machinery and equipment sales, service and rental					C	
Laundry, commercial		C			C	
Packaging of finished goods					C	
Printing and publishing		C			C	
Self-service storage					C	
Urban farm					C	
Wholesaling, warehousing and distribution					C	
PUBLIC SERVICES AND UTILITIES						
Bus turnaround	C	C	C	C	C	
Communication exchange	C	C	C	C	C	
Electric or gas substation	C	C	C	C	C	
Fire station	C	C	C	C	C	
Garage for public vehicles					C	
Heating or cooling facility	C	C	C	C	C	
Passenger transit station	C	C	C	C	C	
Police station	C	C	C	C	C	
Post office	C	C	C	C	C	
Railroad right-of-way	C	C	C	C	C	
Regional financial service center			C			
Stormwater retention pond	C	C	C	C	C	
Street and equipment maintenance facility					C	
Water pumping and filtration facility	C	C	C	C	C	



5b. Central Segment

The Central Segment of the Avenue is the historic commercial strip. The area between 18th Avenue NE and 27th Avenue NE suffers from high retail turnover, incompatible uses, under-performing buildings and properties, and a lack of physical identity. By concentrating regional destinations and intense urban redevelopments at two locations (18th Avenue NE and NE Lowry Avenue), providing housing opportunities on the Avenue, and creating a series of small urban gathering spaces, the Avenue can once again be a vibrant mixed-use street alive with a range of businesses that serve all of Northeast and a series of niche markets attracting customers from around the region.

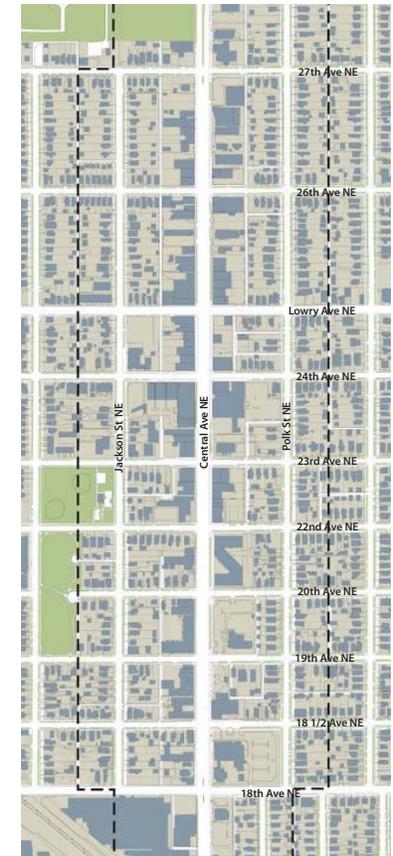
Setting

The Central Segment extends from 18th Avenue NE to 27th Avenue NE. This area has long been Northeast's constantly evolving commercial core. Once a full service retail corridor serving the immediate Northeast community, the area has fully transformed into a niche-serving mixed-use district. In addition to the well-known ethnic restaurants, there are small and medium offices, grocery stores and markets, service retail establishments, an assortment of retail offerings, and other businesses and public institutions up and down the Avenue.

The Making Central Avenue Great Plan resulted in several public improvements that established the groundwork for a range of investments. Coordinated



Setting: The Central Segment of the Avenue is a mixed-use strip commercial area.



Location Map

Setting (continued)

parking areas, new streetscape, and banners contributed to an important stage of growth for Central Avenue. Private investments and public/private partnerships responded to public improvements. Most recent private new investments have been well received. The new mixed-use projects have established an urban scale on the street, setting the tone and precedent for new investments. Various tenant and building improvements up and down the Avenue have also been well received as they typically represent a success story of a small scale entrepreneur.

To some, this portion of Central Avenue is thriving. Select businesses do quite well. Some ethnic markets and restaurants along the Avenue are known throughout the region and have a strong customer base. Many serve as informal social centers for ethnic communities. Other businesses that do well on the Avenue tend to cater to the local market of Northeast. Walgreens, Silver Angel Thrift Shop, and the banks, for example, serve a customer base beyond those living within walking distance.

To others, the Avenue is struggling. Turnover is high. Since 2000 nearly 50 percent of the businesses have left the Avenue. The relatively low rents attract new and aspiring entrepreneurs. Some succeed, but many do not, creating retail turnover. Surveys indicate that many Northeasters do not use the Avenue; with the exception of Walgreens, Eastside Food Co-op, Holy Land and the banks, many Northeasters simply do not regularly use the Avenue. In the eyes of many who travel Central Avenue but do not use the businesses, the Avenue is uncomfortable and unattractive. Many buildings are in need of repair. Some buildings are blighted, past their economic life, and clearly unsuited for the Avenue. Others are in need of simple cosmetic or signage improvements.

Many stakeholders cite Jackson Street NE and Polk Street NE as more or equally problematic than Central Avenue. Some blocks on these streets are hot spots for crime, containing run down houses, vacant properties, and properties in disrepair. The causes of this pattern are complex and multi-faceted. The result, however, is a poor relationship between the neighborhoods and the commercial area: a dysfunctional and poorly defined seam between the neighborhoods and Central Avenue.

Regardless of one's opinion of the current state of Central Avenue, there is agreement that the Central Segment of the Avenue can be improved and that it is not to living up to its potential. Stakeholders expect Central Avenue to:

- Be Northeast's downtown.
- Serve all Northeasters, but also draw customers from around the City and the region.
- Be a mixed-use street that one can comfortably walk down one side and back the other throughout the day and into the evening.
- Be a place where small entrepreneurs can succeed.
- Be a place where local, regional, and national retailers can coexist.
- Be a place where one can complete many of their daily activities of life by walking from one store or establishment to the next.
- Be a place that is pedestrian friendly, compact, appropriately dense, environmentally sensitive, and supportive of transit.
- Be a place for Northeasters to linger, pass time, meet friends and family, stroll, and people watch.

Built Form and Land Use

Land Use and Development Intensity

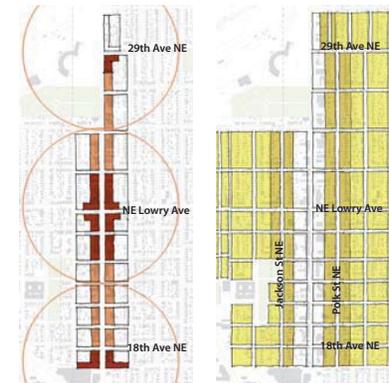
The Central Segment of the Avenue is Northeast's downtown. The Avenue suffers from under performing buildings and properties, a lack of physical identity, a degraded edge in Polk and Jackson Streets NE and a business mix that creates little synergy.

This Plan recommends the Central Segment of the Avenue to re-establish itself in Northeast as a vibrant mixed-use Avenue, and for Jackson and Polk Streets NE to be strong residential streets. Over time, Central Avenue should improve both its physical setting and its commercial/retail/entertainment offerings such that is a walkable, pleasant, pedestrian-oriented street lined with active uses at the sidewalk. Jackson and Polk Streets NE should be repaired with new market rate housing and renovated homes.

The commitments to realize these changes will come from a range of investors, large and small. A steady diet of incremental investments will keep the Avenue unique, local, niche, and authentic. The Plan strongly encourages investments from shopkeepers and building owners alike. Shopkeepers are encouraged to improve signage and window displays and to seek assistance in marketing their business to a wider cross section of the population. Building owners are encouraged to invest in their buildings and their properties, and to make the necessary improvements that will bring new economic life to the Avenue.

The plan also anticipates more significant redevelopment efforts where property assembly and acquisition will take place. Such projects will likely result in an intensified block – one with below grade parking and multi-story buildings. Redevelopment of this scale should not be discouraged; however, it must be balanced with the small and more incremental investments.

Larger redevelopment projects should contribute to the Avenue by being contextual. That is, they should be designed as pieces of the fabric, not as objects that stand apart from the prevailing patterns. Both Monroe Village and the Central Avenue Lofts projects are good examples of how to intensify a block while designing buildings that respond to their context.



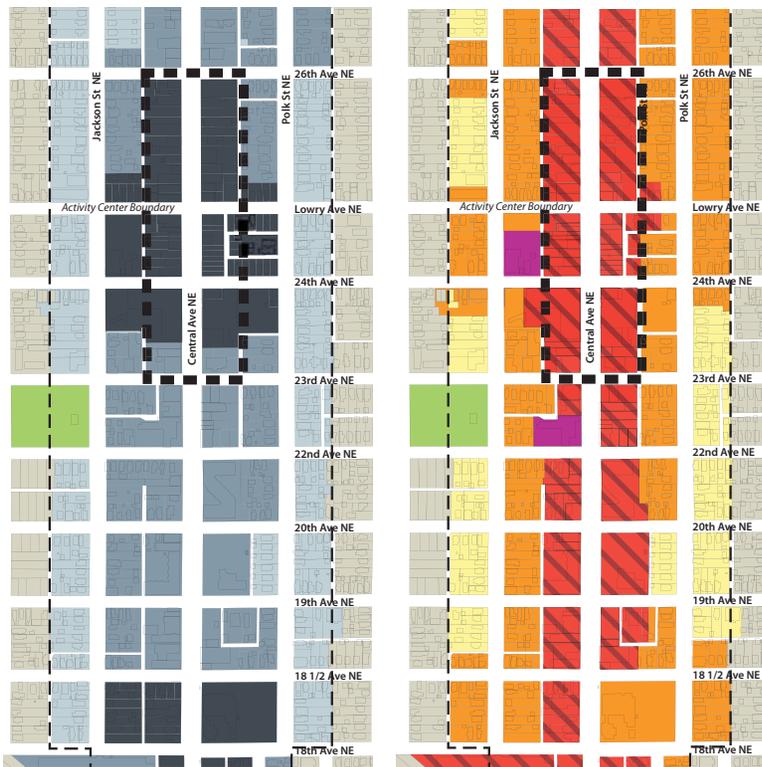
A Strong Commercial Corridor (left) and Strengthened Neighborhood Edges (right)

The Land Use Plan is based on two premises. First, the definition between and transition from the neighborhoods to the Avenue must be clear, predictable, and deliberate. Second, the corridor should serve a range of markets and provide a range of experiences. There should be places where more intense development and regional attractions are concentrated.

Recommendations:

- Reinforce Central Avenue from 31st Avenue NE to 18th Avenue NE as Northeast's commercial core and its downtown.
- Encourage a diversity of investments along Central Avenue, ranging from small incremental investments to large transformative investments.
- Consider rezoning from 18th Avenue NE to 31st Avenue NE to C2 with an area of C3A at Lowry Avenue NE.
- Extend Pedestrian-Oriented Overlay District from 31st Avenue NE to 18th Avenue NE.

Built Form (continued)



- | | | |
|--|---------------------|------------------------|
| neighborhood oriented (detached homes, townhouses, small mercantile buildings; max 35') (approx. 2-3 floors) | low density housing | medium density housing |
| urban oriented (townhouses, small apartments, live/work, mixed-use buildings; max 56') (approx. 4-5 floors) | mixed-use | public/institutional |
| transit oriented (mixed-use buildings, live/work, lofts, parking; max 84') (approx. 6-8 floors) | | |

Development Intensity

Land Use Plan

Built Form (continued)

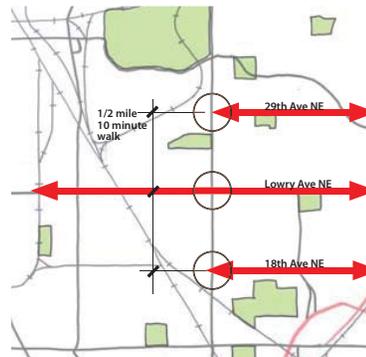
Areas to Concentrate Density and Development

The Northeast street grid is interrupted by large land masses (Shoreham Yards and Columbia Park), rail lines and their related industrial yards, and an inconsistent block pattern. The strongest east-west streets are 18th Avenue NE, NE Lowry Avenue, and 29th Avenue NE. These streets establish the most accessible and valuable corners and blocks along Central Avenue.

Recommendations

- Establish physical differentiation and distinctions along the Avenue by creating concentrated areas of redevelopment at 18th Avenue NE and NE Lowry Avenue (activity center) and 29th Ave NE.
- Encourage retail and active uses on the ground floor of buildings at 29th Ave NE (east side of Central Ave only), Lowry Ave NE and 18th Ave NE.

The intersection of Lowry Avenue NE and Central Avenue should be the primary and most intensely developed area. It is defined in this report as one of three "Transformative Projects" and is described in greater detail later in the report. It should contain a signature plaza with mid-rise buildings that transition



Transit Oriented Developments: The pattern of east west connecting streets defines three logical locations for more intense development.

to residential scale on Jackson and Polk Streets NE. The four blocks can develop at different scales. Some will be larger redevelopment efforts, and some will intensify incrementally over time.

Recommendations

At the Central Avenue/Lowry Avenue Intersection:

- Encourage intensification of all four corners by selected demolition and careful infill.
- Preserve important buildings that contribute to the character of the area, such as the Arcana Building
- Support uses that will make the Activity Center a regional destination that is active throughout the day and into the evening.

The 18th Avenue NE Central Avenue intersection can be developed with an orientation to the Arts District and to the communities along both sides of the Avenue. On the south west corner, the Thorp Building



Existing Conditions



Existing Zoning Envelope



Proposed Zoning Envelope

Built Form (continued)

is the birthplace of Art-A-Whirl and represents an important arts production building. Currently, the NECDC is developing a 40 unit live/work housing project for local artists on Jackson Street NE on Jackson Street NE between 18 1/2 Ave NE and 19th Ave. In addition, a bike trail along 18th Avenue NE is being built to connect across Northeast directly through this area. Current parking for this segment is adequate at this time but if infill development occurs and parking demand increases, new parking areas will be created. Adaptive reuse is encouraged over demolition for buildings in this area. Redevelopment and improvement of the remainder of the area will be incremental and privately initiated. There are significant opportunities for improvements and intensification of the area.

Recommendations

- Establish an area of concentrated development at 18th Avenue NE and Central Avenue. Work with property owners to redevelop properties with multi-use buildings containing active ground floor uses.



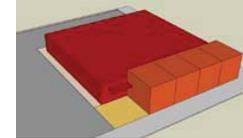
18th Ave NE: Underutilized properties and buildings should be redeveloped with a mix of uses containing retail and housing.

- 1 Full block redevelopment with parking structure to serve as a district resource. 4-8 story buildings on Central Avenue containing retail at grade and residential or offices above. Medium-density housing on Jackson Street NE containing townhouses, small apartments, or lofts.
- 2 Examine possibility of redesigning the one-story component of Parker Skyview located at the northeast corner of 18th Avenue NE and Central Avenue so it has windows, doors, and a better relationship to Central Avenue.
- 3 Redevelop corner with loft or mixed-use building. Parking beneath.
- 4 Recognize artistic and significance of the Thorp Building, and encourage redevelopment and arts presence that highlights this community asset. Consider partial demolition in order to create additional parking for redevelopment of the former Hannay building.

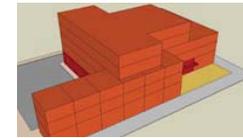
Built Form (continued)

Urban Oriented Blocks: 18 1/2 Avenue NE to 24th Avenue NE

The Plan recommends the blocks in between the nodes be developed as a moderately intense mixed-use corridor. Development should be "urban-oriented" consisting of mixed use-buildings, small apartments, live/work units, and small commercial buildings. The immediate redevelopment opportunities along the Avenue between 18 1/2 Avenue NE and 24th Avenue NE exist on underutilized surface parking lots (police station and Wells Fargo Bank) and in the demolition and intensification of other underutilized properties containing small buildings, buildings in disrepair, or incompatible uses such as single family homes or auto-oriented uses on the Avenue.



Guideline for larger retail stores (>15,000 sf) in urban oriented areas: Larger retail stores should have liner buildings with multiple storefronts on Central Avenue. An entrance plaza can be located mid-block and be accessible from the parking lot.



Guideline for larger retail stores (>15,000 sf) at transit oriented nodes: Larger retail stores should be nestled into a base of a larger building, with the entrance located on the corner plaza. The parking should not be exposed to the street.

Recommendations

- Encourage infill development on parking lots that face Central Avenue. New development should be multi-story with active ground floor uses.
- Encourage redevelopment and redesign of single-story, single-use buildings to improve their relationship to the Avenue and to give them new economic life.

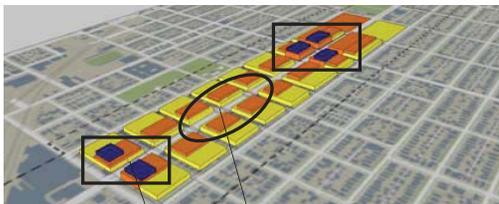


Transit Oriented Grocery Store: Larger retailers can fit on the Avenue if they are not single use and auto-oriented buildings. The grocery store above sits in the base of a mixed-use building

Built Form (continued)

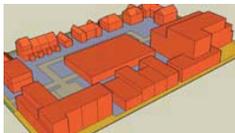


Active Ground Floor Uses: A vibrant Avenue relies heavily on active ground floor uses. Retail and restaurants are required at the nodes and encouraged elsewhere

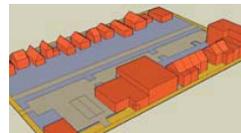


Transit Oriented Areas

Urban Oriented Areas



Typical Transit Oriented Block: On the blocks surrounding 29th Ave NE, Lowry Ave NE and 18th Ave NE, blocks should be developed with multi-story buildings, retail at grade, and medium to high density housing



Typical Urban Oriented Block: Blocks in between the nodes should contain a mix of uses, with medium density housing. Gaps in the street wall should be limited.



Landmark and Signature Buildings: The nodes can be further distinguished with well-designed landmark buildings.



New Construction: Generally, new buildings should be high-quality urban buildings that create a consistent but varied urban street wall. Landmark or signature buildings should be reserved for important intersections such as Lowry Avenue, 29th Avenue NE or 18th Avenue NE.

Built Form (continued)

Business Mix and Strategy

The mix of businesses on Central Avenue is constantly changing. Several decades ago, Central Avenue was a full service main street. It contained a range of goods and services catering to a broad cross section of Northeast residents as well as the sizable number of daytime employees that worked in Northeast.

Over the past 10 years, the retail and business mix has changed considerably. In the wake of the increased competition from the development of the Quarry and other shopping centers, many of the retailers either closed their shops or moved off the Avenue. As the region grew and the suburbs expanded, these shopping centers were accessible to more people, and more people with higher disposable income.

Rents remained relatively low, and most of the retail space was filled with a new wave of entrepreneurs. Today, the Avenue retains a mix of goods and services; however, many of the businesses cater to a very narrow niche in the market. As a whole, the Avenue has a positive reputation as a place for ethnic foods and markets; however, the overall business mix does not serve a broad cross section of the Northeast population (the primary market within two miles), nor does it attract from the relatively wealthy downtown, East Hennepin, Riverfront, and University market (secondary market greater than two miles away).

Whereas vacancies are relatively low on the Avenue, retail turnover is high. The Plan recommends both support for existing young businesses that have the capacity to grow as well as an aggressive business recruiting program to create a healthy, sustainable, and unique mix of businesses along the Avenue.

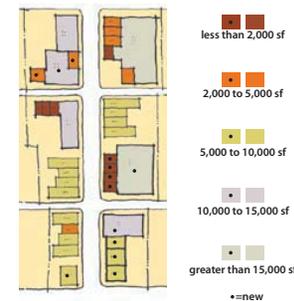
Many new entrepreneurs need technical, marketing, and service support on a day-to-day basis to help them connect with a larger customer base. Others need assistance with designing shop fronts and improving signage. Guidelines for such improvements are detailed later in this Plan.

New businesses are needed to build upon the Avenue's reputation as a place for ethnic markets and restaurants,

and to diversify and broaden the offerings along the Avenue. Capable small businesses from around the region (emerging second tier businesses) should be recruited to the Avenue to occupy existing retail space whose rent will remain relatively low in the near term. These businesses will serve to continue to improve the Avenue's reputation as the place to go for ethnic foods and markets.

Equally important to building on existing strengths will be to diversify the offerings on the Avenue. New retailers and businesses are needed to penetrate deeper into the Northeast markets (primary market) as well as the relatively wealthy and consumer-oriented secondary market.

Most existing retail space on the Avenue is relatively similar in size (less than 5,000 square feet). Whereas this space is attractive to young entrepreneurs, much of it is not attractive to more established local, regional, or national businesses. New construction is necessary for the Avenue to recruit a wider range of businesses but not at the expense of emerging young entrepreneurs.



Possible Scenario of Variety of Retail Spaces: Currently, there is not a wide range of retail spaces available. Most retail spaces are less than 5,000 square feet. It is important to introduce new retail space that diversifies the opportunities for both existing and new businesses.

Built Form (continued)

The Plan organizes retail patterns by creating a variety of retail addresses and encouraging a range of retail sizes. Destination businesses with a regional base will be drawn to the Lowry/Central Avenue intersection. When redeveloped, it will likely have structured parking, evening activity, and larger retailers. In-line blocks will likely remain community serving. Businesses will be local, generally small, and unique, convenient, and service-oriented. Side streets at Lowry Ave NE, 18th Ave NE, and 29th Ave NE (half block to Jackson and Polk Street NE) can accommodate small commercial services and service retail and live/work units that are less reliant on visibility and foot traffic. With approximately 400,000 to 500,000 square feet of ground floor space along the Avenue, there is room for a range of businesses. The range of types of space will help facilitate a healthy business mix.

National retailers should be welcomed to the Avenue if they fit the urban design guidelines in this Plan and if they positively contribute to an eclectic business mix. Storefront Kinkos and Subway are two such examples.

Recommendations

Broaden the mix of retail and businesses along the Avenue by:

- Supporting existing and new entrepreneurs that offer unique products and services.
- Providing larger retail spaces for regional and national businesses that appeal to a broad cross section of Northeast as well as to a regional market.
- Recruiting businesses that serve the day-to-day needs of the local Northeast market.
- Build on Central Avenue's niche in the market for ethnic stores and restaurants by recruiting related businesses from around the region.
- Support existing and new independent businesses by encouraging small-scale improvements to storefronts and signage.



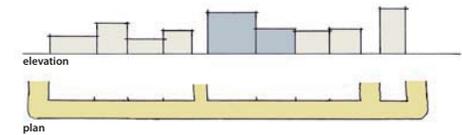
Existing Ground Floor uses: Approximate overall square feet of non residential space on the corridor

Built Form (continued)

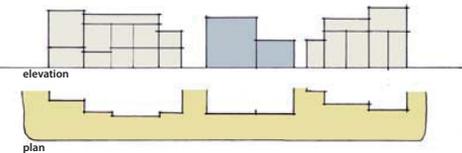
The Cadence of the Street

As a historical commercial street that has evolved over a long period of time, the Avenue has maintained a cadence or rhythm of buildings. The cadence is a regular pattern of buildings that create a one to three story street wall with few gaps for driveways or vacant lots. Buildings are generally 30 to 60 feet wide, built with adjoining walls, or a few feet apart, and aligned directly on the sidewalk.

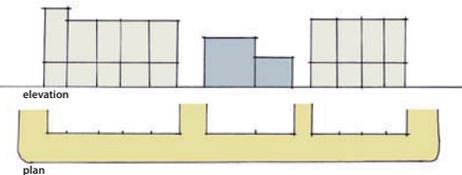
The Plan encourages new buildings on underutilized parcels that do not overwhelm the street or existing smaller buildings. They can vary in style, however they should reflect the prevailing cadence of the street. They should be built within 8 feet of the sidewalk, be designed to reflect the traditional scale of the street, contain relatively flat facades, regular spacing of windows and storefronts, and a clearly articulated base middle and top.



Existing Cadence: One and two story street wall with flat fronts and no ground plane articulation



Encouraged Future Cadence: Two to four story street wall with ground plane articulation, varied massing.



Discouraged Cadence: Monolithic rhythm with no relationship to existing buildings

Built Form (continued)

Jackson Street NE and Polk Street NE

Currently, on select blocks of Jackson Street NE and Polk Street NE, housing is in disrepair and vacant lots blight the street. Several Central Avenue properties extend to Jackson Street NE and Polk Street NE, utilizing their Central Avenue frontage for parking, access, loading, or signage. Repairing this seam and edge between the neighborhoods and Central Avenue will yield benefits to both the neighborhoods and the businesses along the Avenue. New housing on these streets will encourage additional investments throughout the neighborhoods, and will offer choices for new residents to move to Northeast, and for existing residents to stay in Northeast. New market rate investments on these streets, and more attractive alley/loading/parking conditions will create a more comfortable walking and biking environment. Finally, new investments on Jackson Street NE and Polk Street NE will create a stronger market of potential customers for business on Central Avenue.



Jackson Street NE and Polk Street NE: Over the years, commercial uses have spread onto the adjacent residential streets.

Recommendations

- Strengthen Jackson Street NE and Polk Street NE as high quality neighborhood streets with residential uses in townhouses, duplex, small apartment buildings, and lofts. Eliminate commercial incursions onto these streets by developing the parking lots with infill housing, and eliminating direct access and signage from these streets. All new parking should be located mid-block, below ground, or in structures above.

Built Form (continued)

Transitions between the Neighborhoods and the Avenue

The Plan projects robust growth along the Avenue; creating clear and predictable transitions between the Avenue and the neighborhoods. It is important to the success of each. Neighborhood patterns are delicate and sensitive to commercial redevelopments that create traffic, cast light and shadows, and impart other externalities on the neighborhood. The same is true in reverse, a degraded neighborhood creates an uncomfortable, unattractive edge to the commercial area. This environment often causes concern for visitors and customers.



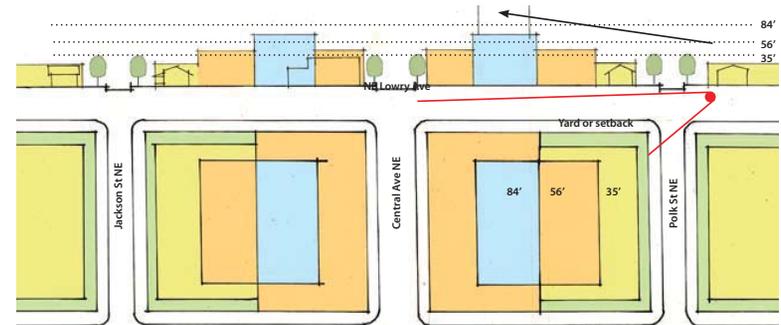
Transitions: View west on Lowry Avenue looking at Central Avenue (from red dot on drawing below).

Recommendations

- Locate tallest buildings (84' at 18th Ave NE, and Lowry Ave NE, 56' on in-line blocks) in the middle of the block where they do not shadow or otherwise impact the neighborhood streets.
- Locate only residential uses on Jackson Avenue NE and Polk Avenue NE. New construction on these streets should follow the prevailing pattern of rear alleys, maximum 35 feet in height at the street and stepped back to taller buildings mid block, generous front yards and sloped roofs.
- New construction should be medium-density housing consisting of townhouses, small apartment buildings, and lofts.



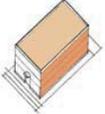
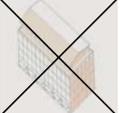
Polk Street: Commercial uses and signs degrade the quality of Polk Street as a residential address



Building Heights and Transitions: New development should present a residential scale and use to Polk Avenue NE, but can transition up in height, topping out at 84 feet in the middle of the block where it will not shade the neighborhoods or block sight lines

Built Form (continued)

Building Types

					
detached	townhouse	live-work	small apartment	courtyard apartment	mercantile mixed-use
• Only on Jackson and Polk St NE.	• Only on Jackson and Polk St NE and side streets.	• Primarily side streets	• Primarily between 26th Ave NE and 19th Ave NE.	• Only on Jackson and Polk St NE and side streets.	• Primarily on Central Ave in-line blocks between 19th Ave NE and 24th Ave NE.
					
large plate mixed-use	loft studio	office/lab	industrial warehouse	podium & tall apartment	parking building
• On Central Avenue Between 18th Ave NE and 27th Ave NE				• Only at 18th Ave NE and Lowry Ave.	• On Central Ave at 18th Ave NE and Lowry Ave. • Mid block.

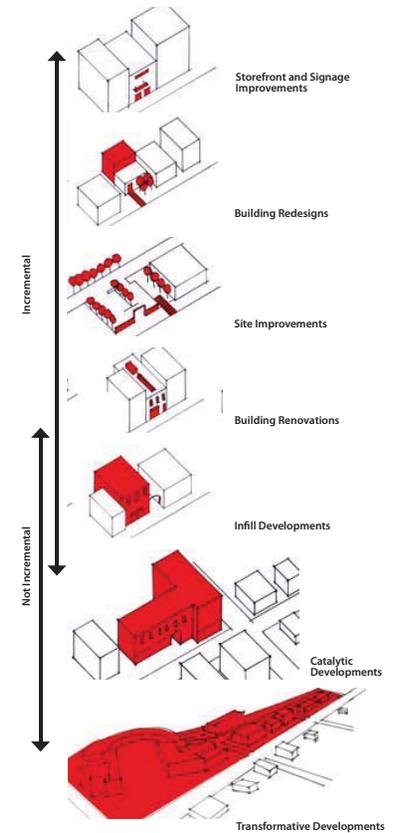
		
Parking Building	Mercantile Mixed-Use	Live-Work
		
Townhouse	Large Plate Mixed-Use	Podium & Tall Apartment

Built Form (continued)

Guidelines for Incremental Investments

Much of the redevelopment on in-line blocks is likely to be incremental, as vacant land is scarce and most buildings contain retail/service uses that positively contribute to the Avenue. Incremental investments will be undertaken by both the building owners and tenants. They will include:

- Signage and storefront (improvements undertaken by the tenants and shopkeepers): Improvements to building and store identity, improvements to window display, awnings, window boxes, potted plants and flowers, etc. Such improvements are often completed in conjunction with larger scale restorations, renovations, or redesigns.
- Redesign (building and site improvements undertaken by the building/property owner): Improvements to buildings that are sound but do not follow prevailing patterns of the area. Reorientation of entrance, new lighting, new windows and door locations, site improvements.
- Restoration and renovation (building improvements undertaken by the property/building owner): Improvements to buildings with the intent of retaining their original integrity. New/replaced windows and doors, tuck pointing, rebuilt cornices and restored/replaced cladding and lighting and window patterns.



Scale of Investment: A wide range of investments, from simple storefront improvements to larger transformative projects, are needed to revitalize Central Avenue.

Built Form (continued)

Storefront & Signage Improvements

Small scale improvements by the tenants are some of the most important investments along the Avenue. Individually they are not transformative, but collectively they are significant. They are often not financed with loans from banks, but they are a significant investment for a typical small business. These small scale investments can have immediate positive impacts as they are visible indications of investment confidence. Below are some strategies for small scale tenant improvements.

Clear and simple signage. Signage is one of the most important design elements of a building and a commercial district. Signs should be simple and clear. Because they are meant to be read and understood, signs command the attention of both pedestrians and motorists even more than the building itself. When well designed, a sign complements the building and conveys a high-quality image; when poorly designed, it disfigures a building and creates unattractive visual clutter.

Recommendations

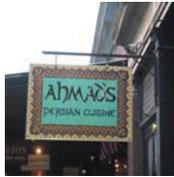
- Signage should fit within the pattern and structure of the building itself. Signs should be framed by building elements such as pilasters, columns, or windows. They should not extend beyond and cover up these elements of the building.
- Signs should always be designed for the pedestrian - on both sides of the street. Consideration should be given to the placement and the scale of all signs. They should be scaled to that audience.
- Signage should not obscure views into the store. Signs should never cover windows or storefronts. Window signs should be individual letters applied or etched on a window. Boards or panels should be avoided.
- Signage should be permanent. Businesses are encouraged to invest in their signage. It is the identity of the business to thousands of people. Temporary signs should be avoided.
- Signage should not say too much. Signs should indicate the name of the business and not much more. They are not advertisements for products.
- Signs can be an expression of creativity. Signs and logos can be an opportunity to express creativity. Blade signs are an excellent opportunity to use interesting materials to fabricate a sign.



Banner sign



Awning Sign



Blade sign



Fountain sign



Transom sign



Marquee sign

Built Form (continued)

Awnings that fit and match. Awnings are a common feature along the Avenue. They are both aesthetic and functional design elements. Awnings can provide shade to storefronts and can help manage heat and glare within the building. They also provide protection to pedestrians from rain and wind. Finally, the valance of an awning can offer signage opportunity.

- Awnings are not required. Before installing awnings, business are encouraged to consider if they absolutely need them. This will depend on hours of operation and types of business. Buildings facing east typically do not need awnings. They will protect the pedestrian from rain and wind, but they have very little effect on the sun. Buildings facing west, have more need for of awnings because they protect from heat gains as well as rain and wind. Restaurants that face west, in particular, will likely require some shading from the setting sun.
- The size and placement of the awning should be informed by the rhythm and pattern of the building. Awnings should not cover up windows, pilasters, cornices, or other features of the building. They should not exceed 10' in length and they should never extend the length of the building.
- The material and color of the awning should be carefully considered as it is an important part of the building. Canvas awnings are the most authentic, but they are also expensive and require maintenance. Bubble awnings are the least expensive, the most obtrusive, and have the least color range. Back lit awnings are discouraged. External goose-neck lights are encouraged.

Engage the sidewalk with accessories. Business and building owners are encouraged to adorn their businesses with planters, sculptures or other elements that indicate care in the community and the business. The simple gesture of maintaining window box flowers in front of a store tells customers and passersby that you are invested in the community.

Encourage window shopping. A well designed window display will entice a customer into the store. The storefront does not need to display all the products



Candidate Buildings for Improved Storefronts

available in the store. It should be carefully designed to pique the interest of pedestrians. It should allow visibility into the store. Finally, the window display should change periodically, with the seasons or holidays.

Built Form (continued)

Building Restorations and Renovations

Some of the most important investments along Central Avenue will be building renovations and restorations. The following guidelines can be used to focus investments in existing buildings.

- **Articulate a base, middle and top:** Building design and styles will and should vary. Establishing a base middle and top to a building, regardless of size or style, will help unify all buildings. The base should relate to the pedestrian, have solid materials, transparent storefronts, awnings, and appropriate signage. The middle of the building typically extends from the top of the first floor to just beneath the roof line or cornice. The middle is typically a single material with regularly spaced, recessed and trimmed windows. The top of a building should be articulated with a cornice, or horizontal sign panel.
- **Frame the storefront:** The storefront windows should be contained within the structure of the building. Often pilasters or piers were used to enclose the storefront on each side and to create a base to the building.
- **Transparency:** The storefront should be as transparent as possible. A large and transparent storefront allows passersby to see as deep into the shop as possible, increasing the appeal of the store to potential customers. Transparency also allows shopkeepers to view the sidewalk, creating public surveillance and ownership. The storefront can be recessed slightly, to provide weather protection, additional sidewalk space and the sense of containment. Storefronts should be as free of signage as possible, and should always have clear glass (not tinted) with thin frames and mullions and bulkheads at the base.
- **Simple pattern of windows:** Upper floor windows should be vertically proportioned and regularly spaced across the facade of a building. A consistent pattern of upper floor windows across a block will tie together a range of building styles and types.
- **Reveal original materials:** In many cases, original materials were covered up with new modern cladding. Rarely does the new material improve the appearance of the building. Often the new material was installed because it requires less maintenance. Often when new cladding is installed it covers up windows. In addition, often the new cladding creates moisture and mold problems for the facade behind it. The Plan encourages revealing original materials, typically masonry, in order to improve the appearance of the building.



Candidate Buildings for Renovations



Example of Building Renovation

Built Form (continued)

Guidelines for Building Redesigns & Site Improvements

Several buildings along the Avenue are structurally sound, however they do not positively contribute to the quality of the Avenue. Many of these buildings were built in the second half of the 20th century, single story buildings with larger parking lots. The following guidelines can be used to focus investments in such buildings.

- **Re-orient the entrance to the sidewalk:** Many buildings constructed after 1950 were designed to accommodate automobiles and were therefore oriented to parking lots. With site improvements and door relocations, the buildings can re-establish a strong relationship to the street and become pedestrian friendly.
- **Add a storefront:** Opening up the front of a building will allow it to animate the sidewalk and will increase visibility of products in the store to customers on the sidewalk.
- **Make site improvements that create pedestrian amenities:** Parking lots can be improved to become plazas, courtyards, or rain gardens. Reducing the amount of impervious surface will help manage stormwater.
- **Build an addition that improves the relationship to the sidewalk.** On underutilized sites, there is often ample space to build an addition to an existing building. The addition can offer new opportunities for leasing space that is more visible than smaller buildings set back from the street.



Candidate Buildings for Redesign



Example of Building Redesign

1844 - 1854 CENTRAL AVE. NE MPLS.



EXISTING LANDSCAPING DATA
PLANT SCHEDULE

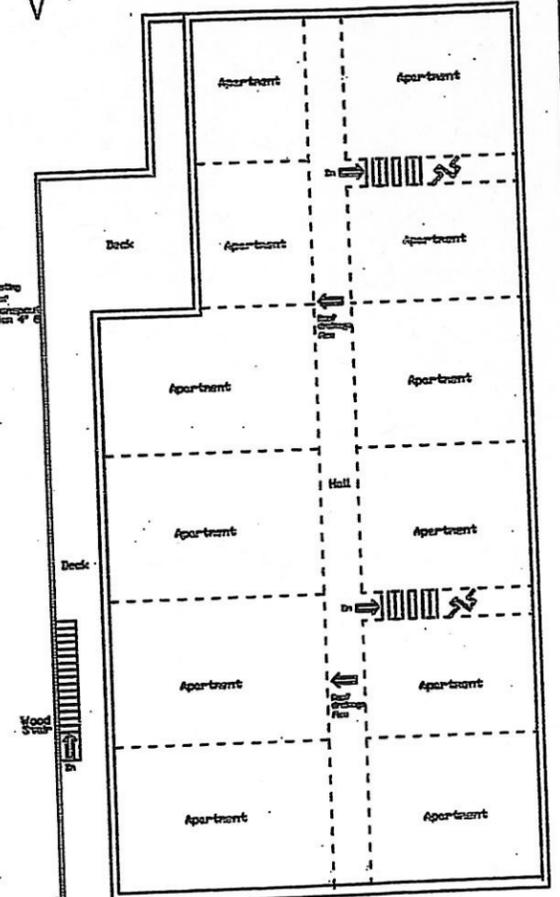
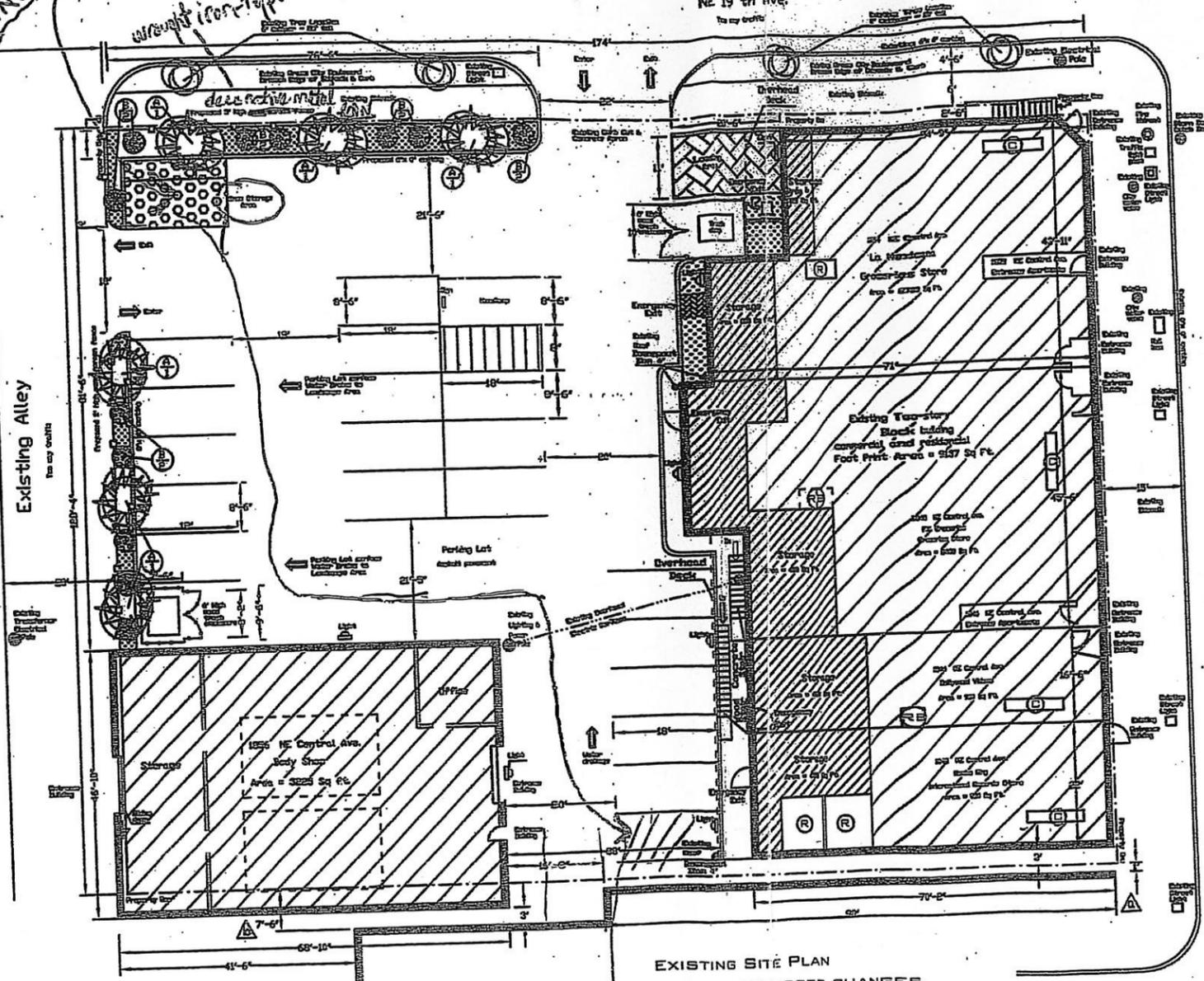
Key	#	Common Name
A	6	Bald Cypress City Spire Tree
B	12	Spiraea Japonica Shrubs

PROPOSED LANDSCAPING
Total Landscaping Area = 705 Sq. Ft.

LEGAL DESCRIPTION
Lots 1, 2, & 3, Block 33, WILSONS REARRANGEMENT
BLOCKS EAST SIDE ADDITION,
Hennepin County, Minnesota.
Zoning Classification
C - 1 per City of Minneapolis
Building Type: Mixed Use Development.
Gross Site Area = 22,459.7 Sq. Ft.
Building Foot Print Area = 11,743 Sq. Ft.
Exist. Bituminous Paving = 10,466 Sq. Ft.
Proposed Landscaping Area = 705 Sq. Ft.
Proposed Parking Lot Area = 9,770 Sq. Ft.
Proposed Parking 19 Stalls + 1 HC.
+ one at Summer Tire (Snow Storage)

- LEGEND
- Rental Space
 - Property line
 - Restroom
 - Restroom in the basement
 - Counter

PROPOSED FENCE
Cedar split fence rail with square edge rough
sawn timber cosmetic treatment 6" x 6"



EXISTING APARTMENTS UPSTAIRS
STATEMENT OF ENCROACHMENTS:

- A perpetual easement over the North 1.0 feet of the East 90 feet of Lot 4. Nov. 1987
- An easement over the North 75 feet of the West 68.8 feet of Lot 4. Nov. 1987

CITY OF MINNEAPOLIS
OPEN-PLANNING
210 CITY HALL
APPROVED

NE 1/2 th Ave.
To my office



ARQUIPLANDS
GUSTAVO LOPEZ
3845 LODESTONE CIRCLE
SABAN, MN 55122
651 335-0337 651 699-1095

ZULFE ENTERPRISE
OWNER: MIR ALI
1844-1854 CENTRAL AVE. NE MPLS
MINNEAPOLIS, MN 55418
PHONE: 651 329-4161



As to requirement of the attached CPC
action of 12/13/04 for BZZ 2024
and this site and landscaping plan
s/les los
DATE
Lonnier Nichols
DIRECTOR OF PLANNING OR

Not a Good
PARKING SPACE
LANDSCAPING?
SNOW STORAGE AREA



SHAPLA
613-354-5882 613-703-0791

Andreas
Tel: 613-541-9976
Beauty Salon

BOMBAY
RESTAURANT & BAR
613-739-6734

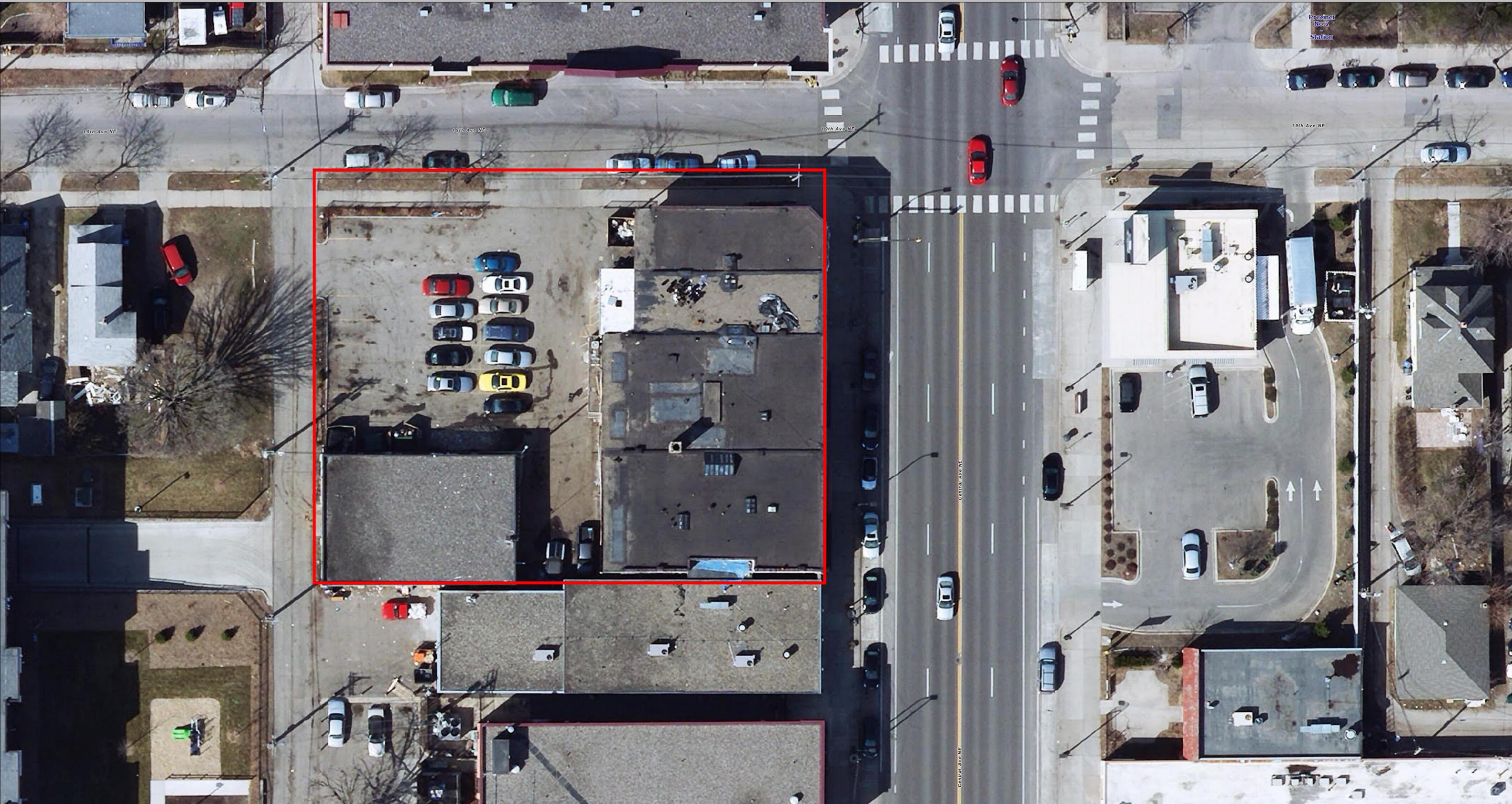
SUPERMARKET



Erly's
HAIR SALON
612-354-2072

BOMBAY
FOOD AND BREADERY
612-789-0234

Bus



Precinct
No. 2
Station

19th Ave NE

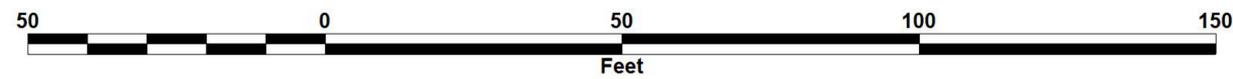
19th Ave NE

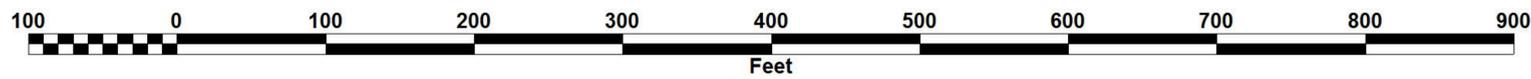
19th Ave NE

19th Ave NE

Central Ave NE

Central Ave NE





December 7, 2015

Aaron Hanauer
Senior City Planner
Community Planning and Economic Development
250 S. 4th St.
Minneapolis, MN 55415

RE: Conditional Use Permit Application for 1844 Central Ave NE, Minneapolis, MN 55418 to allow for light auto repair shop

Dear Mr. Hanauer:

The Holland Neighborhood Improvement Association (HNIA) Board of Directors was informed by the owner of 1844 Central Ave NE, that as part of their application to up zone the property from C1 to C2 they will also be seeking a Conditional Use Permit (CUP) to allow for operation of a light auto repair shop on the premises. Because of a long history of problems with the current and prior auto repair shops operating at this address, resulting in significant livability issues for neighbors triggering numerous 311 calls and complaints to HNIA, HNIA wishes to go on record in strong opposition of granting this CUP.

In the very least, if it is deemed appropriate by the City to grant the CUP for this purpose, HNIA believes that strict conditions are essential as part of any CUP for this property, in order to address the significant livability and safety issues that have plagued neighbors of this property for decades. Specifically, we request the following:

- At no time can vehicles that are either finished or waiting for repairs be parked on the City right of way, in the alley or on the surrounding streets;
- At no time can auto repair work be undertaken in the parking lot, on the City right of way, in the alley or on the surrounding streets;
- At no time can an inoperable vehicle be parked outside the enclosed building;
- Litter and debris must be patrolled and removed in immediate premises and for 100 feet around business;
- Dumpster enclosures must be maintained and intact at all times and closed when not in use;
- Tires must not be stored outside of an enclosure;
- All business-related signage must comply with City Zoning requirements.

Thank you for your consideration of our comments and request. If you have any questions, please do not hesitate to contact our Board President, Adelheid Koski, at 612-202-7038 or sisteradelheid@icloud.com.

Sincerely,

HNIA Board of Directors
Adelheid Koski, President; Kurt Nowacki, Vice President; Doug Werner, Secretary; Jared Hoffman, Treasurer; Tammy Shaw-Sykes, Hans Schumacher, Meg Kosowski, Tim Eian, Jason Branson