



### Midtown Greenway, Phase II

In September trucks began hauling fill into the Midtown Greenway between 5th and Hiawatha Avenues to prepare for construction of the trail, access points and retaining walls. Hennepin County expects to open this portion in September 2004. In the background is the Sears complex, including the 1964 addition that bridges the greenway.

## Thinking Big Partnerships Add Insight to Sears Redevelopment Effort

When Sears closed its massive retail and distribution center in the heart of south Minneapolis in 1994, it signaled the end of the era of old-guard commerce that once made Lake Street a prime draw in the regional economy. Today, hope for sustaining Lake Street's comeback as a 21st Century urban corridor rests heavily on the redevelopment of the former Sears complex.

The city acquired the property in 2001 after previous attempts by private owners to convert the site fell through. In trying to ensure that its bid to redevelop the landmark would meet with financial success and community acceptance, the City of Minneapolis sought widespread reaction to the four redevelop-



A Sears building reborn: Boston's "Landmark Center."

ment proposals it has received. Among the key stakeholders invited to submit formal comments were the Midtown Community Works Partnership and the Phillips Partnership.

These partnerships, whose members include elected offi-

cial and executives of leading business and community interests, have contributed significantly to revitalization in the neighborhood through strategic planning and investment.

In an effort culminating in September 2003, the partnerships worked jointly to offer the city council a rigorous evaluation of the merits of each proposal and a resolution articulating a set of priorities that the redevelopment should embrace in its financing, community presence and site planning.

The city is expected to award the redevelopment contract for the Sears site in October. The joint resolution can be found at [www.midtowncommunityworks.org](http://www.midtowncommunityworks.org).

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## MCW Partnership Sets Priorities for Corridor Development Members Apply Five-Year Goals to Lake Street Reconstruction, Sears Planning

The parallel arteries of Lake Street and the Midtown Greenway are carrying an urban transformation to the 14 Minneapolis neighborhoods through which they pass. Together they define a focus of the city's population growth and the most ambitious redevelopment efforts in a gen-

eration.

Ask any one organization or task force to get its arms around the "vision" for this six-mile corridor, and you have a tiger by the tail.

The members of the MCW Partnership devoted two of its quarterly meetings this year to wrestling with the tiger to iden-

tify its five-year priorities.

The partnership affirmed commitments to integrate the visions and governance of Lake Street and the Midtown Greenway as a single corridor, and to maintain a strong presence in promoting the corridor. Members also resolved to advo-

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# Scale and Ambition

## The Rise, Fall and Rise of Sears Centers Nationwide

### The Big League: Classic Sears Centers

City	Floors	Built	Status
Minneapolis	13	1928	City weighing RFP responses for redevelopment.
Boston	12	1928	Redeveloped in 2000 as mixed-use "Landmark Center."
Memphis	14	1927	Vacant. For sale by private owner.
Atlanta	14	1925	20% occupied by municipal depts. City considering sale.
Los Angeles	13	1925	Continuous commercial use.
Philadelphia	13	1919	Demolished in 1994.
Kansas City #2	12	1925	Demolished in 1997.
Kansas City	10	1913	Redeveloped 2002 as upscale residential property.
Dallas	11	1910	Redeveloped 2001 as mixed-use "Southside on Lamar."

Source: skyscrapers.com

#### MCW Partnership

**Mayor of Minneapolis**  
Mayor R.T. Rybak

**Hennepin County Commissioners**  
Commissioner Peter McLaughlin  
Commissioner Gail Dorfman

#### Minneapolis City Council Members

Council Member Robert Lilligren  
Council Member Dan Niziolek  
Council Member Dean Zimmermann  
Council Member Gary Schiff

**Mpls. Park & Recreation Board**  
Commissioner Marie Hauser

**Abbott Northwestern Hospital**  
Denny DeNarvaez, President

**Target Corporation**  
Nate Garvis, Vice President  
Government Affairs

**LISC**  
Paul Williams, Senior Program Director

**Midtown Greenway Coalition**  
Bob Corrick, President

**Wells Fargo Bank**  
Kelly J. Gosz, President and  
District Manager, Twin Cities Banking,  
Wells Fargo Bank

**Xcel Energy**  
Dan Pfeiffer, Manager,  
Community and  
Local Government Relations

**Reliant Energy Minnegasco**  
Gary Cerny, President and COO

**Lake Street Council**  
Julie Ingebretsen, Chair

**MCW Chair**  
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The "Sears Tower" on Lake Street is one of nine mail-order and retail centers erected nationally by Sears Roebuck & Company between 1910 and 1928. These buildings captured the scale and ambition that attended the country's rapid expansion and improving standard of living.

With 1.2 million square feet of leasable square feet, Minneapolis' Sears center remains the largest building in the city and is second only to the Mall of America as the largest in the state.

Sears Roebuck & Co. closed its old-line mail-order centers in a wave of restructuring starting in the late 1980s. In Minneapolis, the Sears operation on Lake Street closed in 1994. As the country endured economic doldrums, most of the Sears centers became civic liabilities—unimproved, vacant and encumbered by debt. But in Dallas and Boston, these iconic buildings were redeveloped with great success as mixed-use attractions.

Dallas' 1910 catalog distribution and retail center was the first building Sears built outside of Chicago and was expanded over the years to contain 1.2 million square feet. Sears closed the building in 1993, ending what little commerce remained in the core neighborhoods along South Lamar, a corridor similar in character to Lake Street.

The "Southside on Lamar" redevelopment of the former Sears property came together as 455 units of loft housing above a retail and entertainment promenade. The complex also includes

a jogging track and swimming pool, fitness center, movie theater, office wing and two-story parking garage.

The four-year redevelopment, completed in 2001, cost more than \$100 million and has been deemed an unqualified success. The developer said he anticipates an additional \$300 million to be invested in the vicinity over the next 10 years because of the potential created by the conversion of the Sears site.

Boston's 1.5-million-square-foot Sears center closed in 1988, leaving the building vacant. Landmark status conferred in 1989 protected the building from demolition but did little to encourage new uses. Two attempts to stock the building with laboratories to support Boston's famous medical establishment both failed. A third attempt by a mall developer to turn the building into a parking garage serving new stores built around it encountered sharp neighborhood opposition, helping to doom the plan.

In 1996, a developer that had done several comparable, if smaller, historic conversions in the Boston area made the proposal that would become the Landmark Center. Its angle was to emphasize office space, which was very tight in Boston's nearby downtown, in the mix of uses, which also included retail, entertainment and public space.

The Landmark Center, which opened in 2000 and cost \$115 million to complete, added 3,000 jobs to the neighborhood. ■

# MCW Events Showcase Midtown Greenway

The MCW Partnership redoubled its commitment to promoting the Midtown Greenway by producing two very successful events this year. The organization's third-annual Arbor Day event celebrated the newly completed connection between the greenway and the recreational trails of the west metro. And the first-ever Parade of Bikes took advantage of these trails with a festive July 4 ride that drew hundreds of participants.



Wells Fargo Home Mortgage turned out 50 volunteers for the Arbor Day tree planting.

## Trailhead Opening Highlights Arbor Day Event

A major link in the regional greenway system officially opened on Arbor Day when Hennepin County Commissioner Gail Dorfman led the dedication ceremony for the new trailhead connecting the west metro's Southwest Corridor Trail to the Midtown Greenway.

"We are beginning with this trail segment to knit together the patchwork systems that make up Hennepin County," said Dorfman.

Other speakers included County Commissioner Peter McLaughlin, Congressman Martin Sabo, St. Louis Park Mayor Jeff Jacobs, Commissioner Jeffrey H. Olson of Three Rivers Park District, Meg Forney of the West Calhoun Neighborhood Association, Bob Corrick of the Midtown Greenway



Parade of Bikes attracted more than 200 riders, including Bob Corrick of the Midtown Greenway Coalition and Mayor R.T. Rybak.

Coalition and Kelly Gosz of Wells Fargo.

The ceremony took place at the new community gateway developed by the West Calhoun Neighborhood Association at 31st Street and Chowen Avenue South.

The tree planting that followed drew more than 100 volunteers, including 50 from Wells Fargo Home Mortgage and a busload of school-age visitors from around the country in town for the annual conference of the National Youth Leadership Council. Staff from the Tree Trust guided the volunteers, who made quick work of planting 80 trees.

## Parade of Bikes Has Spectacular Debut

Bicycles decorated with streamers, balloons, fabric and foam added to the festivities as more than 200 riders of all ages—in many cases entire families—embarked on the first Parade of Bikes, a July 4 bicycle rally beginning and ending in the Midtown Greenway.

Members of the MCW Partnership came together to produce Parade of Bikes, celebrating the Midtown Greenway and its links to the regional trail system. The event also raised money for Twin Cities Habitat for Humanity.



Abbott Northwestern Hospital, Target and Xcel Energy were among the sponsors; the Midtown Greenway Coalition and the Lake Street Council supported the Parade of Bikes, and partnership counsel Smith Parker organized it pro bono. Mayor R.T. Rybak, City Council Member Dean Zimmermann, County Commissioners Peter McLaughlin and Gail Dorfman, Denny DeNarvaez of Abbott Northwestern Hospital and Bob Corrick of the Midtown Greenway Coalition were all on hand to kick off the event.

Parade of Bikes ran from the Midtown Greenway in south Minneapolis to Hopkins and St. Louis Park and back on a 17-mile loop of regional bike trails.

The event debuted as part of the Greenway Parade of Arts, an Intermedia Arts production that also includes the popular Art Car Parade, food, dancing, music and performance art. ■

## Small Business, Big Picture

# Lake Street Council Joins MCW Partnership

This May the Lake Street Council, a nonprofit organization representing more than 1,100 businesses in the Lake Street commercial corridor, made its debut as a member of the Midtown Community Works Partnership. Members of the MCW board have greeted the addition of the Lake Street Council as an opportunity to build bridges between the large corporate interests already represented in the partnership and the small businesses community.

“The Lake Street Council’s expertise in organizing small businesses, its credibility on Lake Street and its history in the corridor are all great assets,” said Nate Garvis, vice president for governmental affairs for Target Corporation and a board member of the MCW Partnership. “As we continue promoting redevelopment along the Greenway and Lake Street, we’ll be able to draw ideas and build support from the full spectrum of the business community.”

Julie Ingebretsen, president of the Lake Street Council board, will represent the organization on the MCW board. Ted Muller, executive director of Lake Street Council, will attend MCW committee meetings on the organization’s behalf. Muller said the Partnership will benefit from the “voice of the street” that the Lake Street Council provides. Similarly, he said, the Lake Street Council will enjoy greater civic engagement because of its membership in the MCW Partnership.

“All the members have their particular focus. Ours is the development and marketing of Lake Street so that businesses opening up here have a reasonable shot at success. But the partnership’s objective is to look beyond business or transit or real estate and toward the big picture—community development. This is what ties all these agendas together,



**Julie Ingebretsen, Lake Street Council president**



**Ted Muller, Lake Street Council executive director**

and the Lake Street Council is eager to participate.”

The Lake Street Council has represented the business, industrial, commercial and professional community within the Lake Street corridor in Minneapolis for 35 years. The organization has supported many of the initiatives on the MCW Partnership’s agenda, including Lake Street reconstruction, the Midtown Greenway, the Pilot Cities initiative, the I-35W Access project, Hiawatha light rail, and the development of transit-oriented, mixed-use real estate. ■

## PARTNER PROFILE: Lake Street Council

Founded in 1967 to stem the flight of established businesses from Lake Street, the Lake Street Council, the perennial business booster, is now positioning itself to help steer the planned revitalization headed for South Minneapolis.

Redevelopment of the Sears building at Chicago and Lake, expansion of transit service and freeway access, reconstruction of the Lake Street roadway and the continuing development of the Midtown Greenway are all slated to occur along Lake Street in the coming years. Close coordination between government and the large corporate interests of south Minneapolis has in large part delivered these whopping infrastructure investments. But what sparked the urgency around the timing of these plans was the flowering of immigrant small businesses in the storefronts on Lake Street, a boon the Lake Street Council has been influential in supporting. As the full-scale redevelopment draws ever nearer, its prime movers have recognized the value of the Lake Street Council’s connections to the “street” of Lake Street.

The Lake Street Council has been at the table for years alongside neighborhood associations in advising the plans for these projects, but more recently has expanded its interest in policy issues, said Julie Ingebretsen, president of the Lake Street Council’s board.

“We used to focus almost exclusively on membership services,” said Ingebretsen. “Now the trend is toward the health of the whole Lake Street community.”

Last year the Lake Street Council participated in a major quality-of-life initiative focused on the Chicago-Lake commercial node.

*Lake Street Council history, continued page 5*

“The success of the Chicago-Lake intervention is the success of the business community uniting to protect their turf from street crime and blight,” said Hennepin County Commissioner Peter McLaughlin. “The Lake Street Council proved indispensable to our getting the intersection cleaned up.”

### Deep Roots

The Greater Lake Street Council was formed in 1967 by “big hitters” on Lake Street, said Ted Muller, the organization’s executive director. These included Honeywell, US Bank and Norwest Bank, but most original members were car dealerships. Like the local business community, the organization’s membership has diversified over the years, embracing an increasing number of immigrant entrepreneurs and types of businesses. “Greater” was eventually dropped from the organization’s name.

Most of the other business associations along the corridor originated from within the Lake Street Council’s membership. The Lake Street Council has maintained a close relationship with the organizations representing the eight Lake Street commercial nodes, serving as an umbrella organization for all member businesses from 26th to 32nd Streets between Lake Calhoun and the Mississippi River.

The Lake Street Council’s fortunes rose and fell over the years, mostly, Muller said, on the shoulders of the executive director serving at the time. Some were part-timers. Others poured everything they had into the effort. Through all the ups and downs, the organization has remained credible in the local business community by offering a range of services that seem to belie its low operating budget—currently \$75,000—and its



**Fashions change, but the Lake Street Council has endured as an advocate for local small business.**

one staff member, Muller.

These programs—Paint & Fix, Employment Skills Training and pro bono business legal services—make the Lake Street Council a sought-out resource, especially among startups. “We help people cut through the red tape, especially the city bureaucracy—licensing, zoning, inspections,” said Muller.

Muller also describes a legacy factor in the organization’s membership. “People know us because we’ve been around so long,” he said. “Many second-generation business owners grew up going to our meetings and events as kids.”

### Branching Out

In his five years as executive director, Muller has been busy putting the infrastructure in place to build membership and expand the organization’s mission from member support to marketing, and from keeping decay in check to embracing revitalization.

“We’re rolling out a new slogan, ‘Travel Lake Street,’” he said. “We want to market Lake Street as a place to come, shop, live and work.” Even so, said Muller, “you can’t market Lake Street successfully until you get the rudimentary things cleaned up—trash, graffiti, crime, prostitution. This was true in 1967 and remains the case today.”

Muller and Ingebretsen say that positioning the organization to shape policy around the redevelopment of the Lake Street corridor will only enhance its voice in the region’s business community.

“We would like to become the Chamber of Commerce for Lake Street,” said Muller. ■

cate for strong connections between Lake Street and the Greenway.

Several members of the partnership turned out to do just that at a visioning meeting June 9 for the Lake Street Reconstruction and Streetscaping project.

County Commissioners Gail Dorfman and Peter McLaughlin joined Mayor R.T. Rybak and City Council members Gary Schiff, Dean Zimmermann, Dan Niziolek, and Robert Lilligren in calling for the Lake Street project to be planned within a framework of economic development, transit and urban design that includes the Greenway.

“We need to capitalize on the vitality that is developing and look at the whole corridor, not pieces,” Lilligren said.

“Connections between the Greenway and Lake Street are critical to the overall planning,” added Dorfman. “Without them you have no corridor, only two parallel arteries.”

“It’s very significant when so much leadership in the community lines up behind issues like a Greenway streetcar with connections to Lake Street,” said Paula Gilbertson of Lake Street Partners, chair of the advisory committee for Lake Street reconstruction, which hosted the visioning meeting.

While no funding source is currently identified to support a Greenway streetcar, members of the partnership hope to continue technology and environmental reviews to position the project for funding in the future.

In September, in a joint resolution with the Phillips Partnership, the MCW Partnership included accommodations for a greenway streetcar among its planning priorities for the Sears redevelopment.

Other long-term priorities identified by the MCW Partnership include completion of the Greenway construction, support for housing and commercial development in the corridor, and ongoing sponsorship of annual Greenway events such as Arbor Day and the Parade of Arts.

## Con Mucho Gusto

# Reaching Out to South Minneapolis' Latino Community

For decades, the urban barnacles of Lake Street—its massage parlors, pimps, and drug dealers—made it the last place a tony magazine would look to feature the upbeat side of city life. Yet there it is: the July 2003 issue of *Mpls. St. Paul* showcases Lake Street as a “multicultural mosaic,” Minneapolis’ own “Little Mexico” with the city’s largest collection of Hispanic shops and eateries. A different kind of word is getting out, and it is clearly new immigrants who have made the difference.

The Latino community in south Minneapolis that has emerged over the last 10 years is widely credited for giving the neighborhoods of central Lake Street a much-needed sense of promise. Immigrant small business, with Latino enterprise at the forefront, has inspired major reinvestment, ending decades of stalled efforts to improve the beleaguered corridor.

### Road to the Future

Improvement has arrived as a surge of private investments and public initiatives. To lay the groundwork for redevelopment, Hennepin County has begun planning to rebuild the Lake Street roadway, the sidewalks, the utility poles—everything in between the storefronts on opposite sides of the street. This is neither the beginning nor the end of public-realm improvements slated for the area.

Civic leaders sketch the Lake Street vision with bold strokes, searching for, in the words of Minneapolis Mayor R.T. Rybak, “the Lake Street way” of glossing up to the old dray horse of Minneapolis streets. Developers eye deals as giant as the million-square-foot Sears building on Lake and Chicago. Metro Transit intends to add more service—buses, light rail, even streetcars in the nearby Midtown Greenway.

The results promise to be, in the words of Hennepin County Commissioner Peter McLaughlin, “a once-in-a-lifetime opportunity to make Lake Street a vibrant and



Hennepin County Commissioner Peter McLaughlin with Manuel and Victoria Gonzalez, members of the advisory committee for Lake Street reconstruction.

attractive corridor again.”

There are partnerships and coalitions and frameworks and initiatives and advisory committees. Amid all this, it may be the Latino community that has the most to gain and the most to lose.

### A Brief History

The Latino community on Lake Street began to take shape in 1992, says Ramon Leon, director of the Latino Economic Development Center, when St. Stephen’s church on Clinton and 22nd Street first offered services en Español, touching off a relocation of Latinos from all over the metro to the heart of south Minneapolis.

In 1994 Me Gusta opened on Lake and 4th Avenue. Other enterprises followed—Hoy Dia Latina and Video Latino among them. People looking for a stake in America built a community amid a crime epidemic in the mid-1990s. Immigrants started businesses on blighted blocks, “places nobody wanted,” Leon said, leveraging growth on the other pillar of Latino life, the *mercados*—cooperative marketplaces whose independent vendors sell all the staples of life from meat to books. Today the Latino Economic Development Center counts more than 200 Latino-owned businesses

in the Lake Street corridor, nearly all of which continue to be small businesses that cater to local traffic, though a few have become regional draws.

### Terms of Engagement

Many large institutional arms—among them the city, the county, the McKnight Foundation and the MCW Partnership—are reaching out to Latinos on Lake Street. Yet this key constituency remains a variable in the calculus of the corridor’s fortunes. Latino leaders describe their community as emerging but not rooted, interested in advancement but with a population largely disen-

gaged from civic affairs.

Manuel Gonzalez, owner of Manny’s Tortas, is president of Mercado Central and the representative of the Latino Economic Development Center on the project advisory committee (PAC) for Lake Street reconstruction. Both he and Leon pull on the side of attaining greater representation for Latinos. But on the other side is a formidable opponent, the community’s general distrust of government.

Gonzalez and Leon say the local Latino community is at a stage in which its members have as their highest priority the desire to live their lives quietly and outside the realm of government, which they associate with harassment by law enforcement and the immigration service.

“Most Latinos you’ll meet are busy just trying to survive,” said Gonzalez. “This is true of a lot of people, not just in our community. But average Latinos are less likely to look to government to improve their lives.”

### Building Bridges

Nevertheless, south Minneapolis’ Latino community has begun to assert itself in public affairs. Mayor Rybak held a



Ramon Leon, executive director of the Latino Economic Development Center

### Top Five Issues for Lake Street Reconstruction

- Special assessments passed on to tenants, encouraging flight.
- Availability of parking to serve businesses.
- Public safety.
- Technical assistance to sustain small business during construction.
- Encouraging increased property investment by emerging businesses.

—Ramon Leon

Hispanic forum in September 2002 and again this May. For the past year, Leon has sat on the advisory committee for the Pilot Cities Initiative, a multi-million dollar effort led by the McKnight Foundation to strengthen existing structures in immigrant communities and create new growth opportunities in select cities nationwide, including Minneapolis and St. Paul. He has also participated in an *ad hoc* committee of the former Minneapolis Community Development Agency that explored opportunities to involve immigrants in development activities. Leon added that several Latinos are now members of neighborhood and business associations.

This summer the Latino Economic Development Center was instrumental in the attempt by civic leaders, including members of the MCW Partnership, to woo an office of the Mexican consulate to Minneapolis. Both Gonzalez and his sister, Victoria (representing the Powderhorn Park Neighborhood

Association), joined the PAC for Lake Street reconstruction.

In July, McLaughlin met with several members of the Latino Economic Development Center to discuss the reconstruction project for a lead story in the local startup of the newspaper *Lazos Hispanos*. In addition, *La Prensa de Minnesota*, the leading Hispanic paper in the local market, published two articles on Lake Street reconstruction and has dedicated a reporter to ongoing coverage of the story.

### Common Ground

On August 30, staff of the reconstruction project and members of the PAC joined Hennepin County Commissioners Gail Dorfman and Peter McLaughlin in a presentation to the membership of Mercado Central. Financial issues like special assessments and economic assistance predominated the discussion. A second meeting at the Mercado Central is being planned to follow up on the intense interest expressed in the project.

Paula Gilbertson, chair of the Lake Street PAC, has been active in community initiatives in south Minneapolis for more than 20 years. As a board member of Lake Street Partners, a community development corporation, she has viewed the emergence of local immigrant communities with keen interest.

“The big players have recognized the value of engaging immigrant groups to participate in community planning, but this kind of thing doesn’t happen overnight,” Gilbertson said. “There has to be a reason—and in this case, it’s the need to succeed in rebuilding the corridor. There also has to be a will to accommodate new sets of priorities, which is what we see being tested now.”

Justo Garcia of Hennepin/Powderhorn Partners, a county agency focused on neighborhood services, asserts that appealing to the Latino community requires the appreciation that main street institutions and the Lake Street immigrant communities are organized differently.

“The rise of immigrant communities on Lake Street and the revitalization that

they’ve started are only accomplished with real organization,” said Garcia. “The leadership of government and business should recognize that it’s not the same as the way they do things. Traditional outreach, like writing a couple of press releases and holding a meeting during business hours, needs to adapt to an approach like we saw this summer with the Lake Street meeting at Mercado Central, where word goes out through the mercados and the meeting is held Saturday morning.”

Ultimately, says Ramon Leon, the interests of Latinos are the interests of the greater community and vice versa. He calls outreach to Latinos a dual responsibility.

“A lot of policy is being made in the name of Latinos, but as yet we have had little influence on these actions,” said Leon. “Latinos need to raise their voice more than they are accustomed to doing, and the decision makers in the community need to really listen. What will keep Latinos in the Lake Street area? Will we be able to make larger investments there, or will be driven out by the very prosperity we helped to create? These are questions not just about us, but about the way the whole city will develop its potential. That’s when people will see that we can move forward together.” ■

## [www.lakestreet.info](http://www.lakestreet.info)

The Lake Street Reconstruction and Streetscaping project debuted its website in September. Through the site you can locate your representatives in the decision-making process, get the latest news, view planning documents, learn about meetings in the community, submit questions and comments, and more.

## Midtown Community Works Partnership Five-Year Priorities

- Fully integrate visions and governance of Lake Street and Midtown Greenway as a single corridor.
- Maintain and enhance strong, dynamic advocacy and governance structure of MCW Partnership to promote the Corridor.
- Promote strong connections between Lake Street and the Midtown Greenway.
- Support and advocate planning that: (a) encourages a safe, aesthetic, and functional built environment complementing the Corridor and surrounding neighborhoods, and (b) identifies desirable land use changes, such as higher density developments and selected public open spaces, in anticipation of future transit oriented development.

### Midtown Greenway

- Complete Greenway construction, including bridges across Hiawatha and the Mississippi River.
- Design and implement Greenway amenities for security and aesthetics: lighting, security and access, landscaping, public art, “green nodes,” furniture and related amenities.
- Support implementation of Midtown Crossings design initiative to enhance Greenway Bridges design while maintaining a sustainable construction budget.

- Support implementation of select housing/commercial developments such as Chicago (Sears), Hiawatha, East Lake, and Nicollet.
- Pursue planning funds for development of streetcar rail transit and staging plan, with LRT conversion as appropriate.
- Sponsor annual Greenway events such as Arbor Day and the Parade of Arts to promote and improve the Corridor.

### Lake Street

- Design and implement Lake Street reconstruction and streetscape improvements.
- Collaborate with the Pilot Cities Initiative to connect Lake Street communities, including emerging immigrant entrepreneurs, to the local and regional economy; foster strong linkage between large institutions and small businesses through active promotion of small businesses to employees, employment recruitment and training of neighborhood residents, improved transportation access, and supplier/vendor relationships.
- Develop and implement safety, traffic management, transit and parking, and maintenance plans.
- Support select housing/commercial developments such as Chicago (Sears), Hiawatha, East Lake, and Nicollet.



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Business Leadership

Public Commitment

Citizen Involvement