



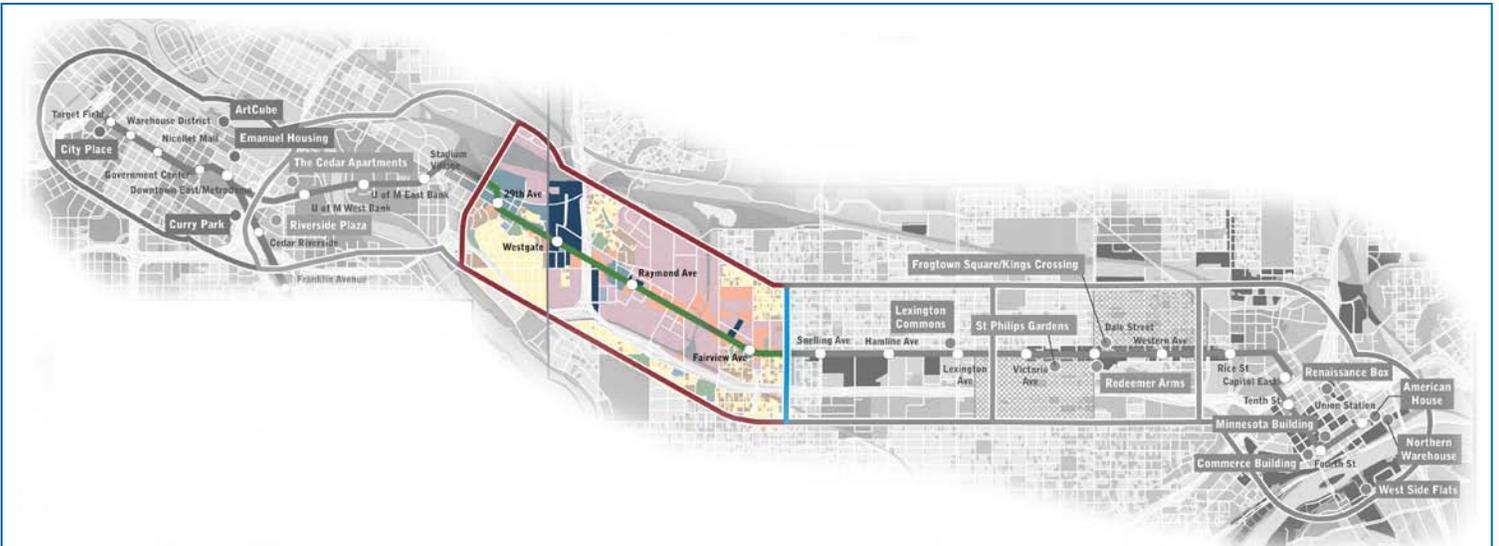
SOUTH ST. ANTHONY / RAYMOND STATION AREA DEVELOPMENT OBJECTIVES

INTRODUCTION

Showcasing a mixture of urban-industrial and innovative enterprises, the Creative Enterprise Zone promises to be a fertile laboratory of entrepreneurship, business incubation, artistic endeavor and eclectic urban design. Located along the Central Corridor Light Rail Transit line at the hub of the Raymond Station area, this dynamic nucleus of artisans and industry provides a unique sense of place that captures the imagination.

Regionally significant due to the central location and ease of access, the community offers a symbiotic mix of live and work opportunities. Cultivation of diverse, affordable spaces for entrepreneurial businesses, artisans and residents, and support systems for a tightly interconnected public realm, are high priorities.

In order to preserve and promote the area's unique character, the CEZ (Creative Enterprise Zone) Action Team formed in 2010 to engage partners in advancing the vision and goals. The group has active support from the local neighborhood council, the City of St. Paul, the Saint Paul Port Authority, the Central Corridor Funders Collaborative, Saint Anthony Park Foundation, and the Twin Cities Local Initiatives Support Corporation (LISC). These community leaders are actively seeking development partners that bring talent, creativity, resources and expertise to this effort.



The South St. Anthony / Raymond Station Area sits in the heart of the Central Corridor LRT, connecting Minneapolis & St. Paul

NEIGHBORHOOD ASSETS

The South St. Anthony / Raymond Station Area offers a unified interface representing public and private interests that actively supports the redevelopment and reuse of buildings to enhance or preserve creative enterprise work space in the South St. Anthony area. Key community assets include:

- A location at the geographic heart of the entire metro region, the Central Corridor LRT (connecting both Minneapolis and St. Paul downtowns), with convenient transit, rail, and freeway access;
- Supportive and engaged business, institutional, creative and residential communities; and
- A vibrant mix of residential, commercial and industrial land uses already home to a thriving community of manufacturers, transport, retail, non-profits, and educational institutions.



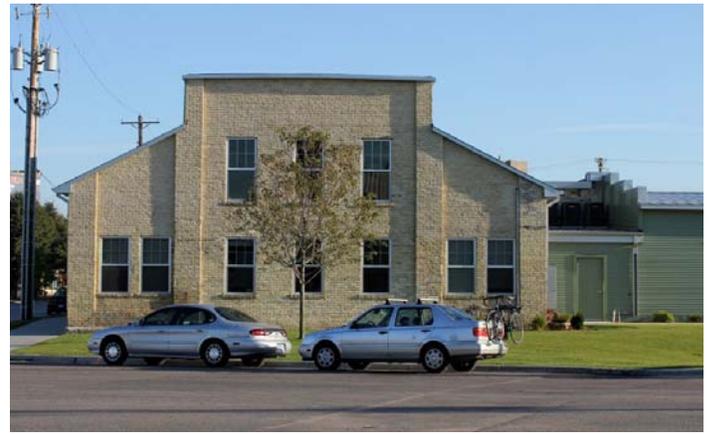
Recent housing development with artists in mind.



Small local retail businesses.



Attention to detail and ease of access.



Creative reuses of space in a historic district.

The St. Anthony Park Community Council asks the City of St. Paul and potential developers to support the following development objectives:

I. Strengthen the Place-Making Elements of a Creative Enterprise Zone

- A. Incorporate design elements that help to enhance the creative atmosphere and visual appeal of the area through plantings, public art, ornamental lighting, and other interesting features.
- B. Provide places for diverse events and activities that support industry and artists (urban industrial creative mix).
- C. Create connections and transitions between land uses through an engaging pedestrian-friendly street level.

II. Encourage Redevelopment or Reuse of Buildings for Creative Enterprise Businesses

- D. Strong support for:
 - 1. Reuse of existing buildings for creative enterprise space (high ceilings, large windows, wide hallways, a lot spacious, unfinished surfaces, vacant and/or affordable).
 - 2. Live / work space that provides cost efficiencies for creative businesses.
 - 3. Mixed-use projects that include residential, live/work, office, studio, showroom gallery or retail spaces.
 - 4. Flexible warehouse space appropriate for small businesses and creative enterprise incubators.
 - 5. Interesting, forward-looking spaces designed for small businesses, health related services, artists, residences, and schools.
 - 6. A range of housing types and affordability within the District addressing and supporting the changing lifestyle needs of a diverse population.
 - 7. Buildings that meet design standards for historic structures or infill sensitive to historic quality of the area.
 - 8. Buildings that are built to the sidewalk and enhance a pedestrian and bicycle oriented environment.
 - 9. Preserving existing industrial capacity in the area, out of a recognition that it is an integral part of the environment that has fostered creative enterprises.



Strong businesses and gathering places.

Along with our partners (the City of St. Paul, developers, others), the Creative Enterprise Zone Action Team (CEZAT) and the St. Anthony Community Council will:

- E. Create an inventory and map of creative enterprises in South St. Anthony to use as a marketing tool for attracting and recruiting other entrepreneurs to the area.
- F. Establish a referral service to guide prospective businesses to available space in the area.
- G. Promote and demonstrate the connection between South St. Anthony, Lowertown, and North Loop Arts Districts (anchors of Central Corridor).



CONTACT INFORMATION

Amy Sparks, Executive Director
St. Anthony Park Community Council, District 12
890 Cromwell Ave., St. Paul MN 55114
651-649-5992 | amy@sapcc.org
www.sapcc.org

Catherine Reid Day, Chairperson
Creative Enterprise Zone Action Team
2242 University Ave, St. Paul, MN 55114
651-354-5901 | catherine@storyslices.com