



and ideas.

here because of the vibrant mix of people
desirable place to live and work will grow
productivity and innovation; that a more
creative capacities bringing increased
people will make a living through their
satisfying; that an increasing number of
that creative work is both necessary and
enterprise. The vision is rooted in the idea
sustained as a center of creativity and
neighborhood recognized and
mixed-use, transit-oriented

This Action Plan envisions a livable,

Vision



Thank you...

This report was guided by the Saint Anthony Park Creative Enterprise Zone Steering Committee 2010-2011:

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Action Plan for 2011-2013

Creative Enterprise Zone

Saint Paul, Minnesota

South Saint Anthony Park



Why (and How) this Action Plan was created:

The University & Raymond area of Saint Anthony Park - at the geographic heart of the Twin Cities – is an historic intersection of industry, retail, service, education, nonprofit, and residential communities. This neighborhood is also an emerging center for arts, artists, and creative entrepreneurship.

Light rail transit will soon become a part of this fertile mix. Although the current economic climate has temporarily dampened speculative development, change

has already started to alter the neighborhood. This has spurred Saint Anthony Park leaders to prepare for these changes by encouraging development that will be appropriate to the values and vision of the community. Too many similar neighborhoods around the country have lost their unique local identity, creative assets, and/or mixed-use environment through lack of planning and community organization.

To accomplish our goal, we have formed a Creative Enterprise Zone Committee consisting of representatives from a cross-section of area stakeholders and charged it with formulating a strategy for growth that builds upon the existing community bonds and dedication to place. The Action Plan is a result of six months of meetings and consideration. It seeks to provide a framework for a sustainable, economically vital, creative community where people live, work, trade, visit, and enjoy the cultural assets of this strategically-positioned neighborhood.

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SAPCC.org/cezplan

"The Saint Anthony Park Community Council promotes active citizen involvement in local issues, ensures the neighborhood has an effective voice in government decisions, and serves as a conduit for connections in our community."

St. ANTHONY PARK

COMMUNITY COUNCIL DISTRICT 12



Imagine...

Light Rail drops you at a stop just east of University & Raymond. You are immediately engaged in the vibrant mix of industry, creativity and living space that makes the area unique.

On one side of the avenue are historic buildings converted to condominiums, apartments and live-work artist spaces. Across the street, buildings are filled with working studios for artists, inventors and entrepreneurs. Nearby, a 100-year-old industry recycles paper into boxes.

You walk past buildings filled with offices of nonprofits, architects, arts groups and other creative enterprises. Residents and visitors mingle in sidewalk cafes; public spaces are sprinkled throughout the community.



From painting "Paper Piles, Mist; Rock-Tenn Paper Recycling Plant" courtesy Michael Kareken

The boulevard is home to distinctive shops and businesses that serve the population that lives and works in this down-to-earth blend of blue- and white-collar. Bike paths coupled with transit provide access to adjacent neighborhoods and campuses of Minneapolis and Saint Paul.

Trucks and railroads honor the centuries-old heritage of this transportation hub. Small manufacturers continue a tradition of handmade craftsmanship. Business incubators support innovative start-ups. Galleries show the work of local artists. Cutting edge educational institutions bring youthful exuberance. Eclectic performance venues draw a rich mix of audiences.

This authentic and historic crossroads, backed by community building and sustaining organizations, promotes the kind of creative, relational and vocational juxtapositions that generate a constantly emerging and stimulating sense of place.



Actions

● Stabilize & advance conditions in which creative enterprises, businesses, artists, nonprofits & residents flourish together

- A. Work to support and stabilize existing artist/creative enterprise buildings including the Dow, Triangle, Mattress Buildings, Carleton Lofts, music rehearsal spaces, and others
- B. Participate in activities that support businesses during construction
- C. Create inventory of all businesses and creative enterprises in the area
- D. Determine market need for stable and affordable workspace for artists, crafts persons and creative industries
- E. Identify optimally located affordable buildings that can feasibly be acquired and adapted
- F. Monitor and participate in zoning change proposals
- G. Work with city to ensure communication on parking issues and other policies that serve businesses and the community
- H. Track shifts in businesses and industries and related land use

● Improve the spaces, places & physical infrastructure that promote our vision

- A. Ensure that cultural, educational and other nonprofits are supported in their efforts to remain and grow in the neighborhood
- B. Expand options for new, stable work and live/work or work-only spaces for creative enterprises/artists
- C. Encourage a private nonprofit entity to develop and manage a low-cost "creative enterprise" facility in the West Midway Area
- D. Create new pedestrian friendly corridors, greenways, pocket parks
- E. Increase opportunities for locally-owned retail and services including restaurants, cafes, grocery, and retail
- F. Enhance the appearance and prominence of historic buildings and leverage funding through tax credits and other sources for improvement and re-purposing to serve creative enterprises
- G. Engage with innovative architectural designers on projects to heighten area visibility while adapting for new uses



● Foster creative collaborations among neighborhood stakeholders

- A. Create networking opportunities for business people, creatives, and other community members to build relationships
- B. Build support system for entrepreneurial projects, creative sector start-ups and artists
- C. Cross-fertilize and promote partnerships and new ideas across fields and industries
- D. Conduct Corridor Development Initiative Workshops (Block Exercise)
- E. Develop relationships with local colleges, universities, and secondary schools to fulfill key tasks and expand our impact
- F. Work with DEED on work-force development for new and existing enterprises

● Promote a distinctive identity that expresses the unique nature of the district

- A. Determine a widely-accepted name for the West Midway/South Saint Anthony Park area
- B. Build partnerships with local marketing/PR firm and other civic associations for ongoing branding work
- C. Develop a promotional campaign including banners, murals and other prominent public artworks
- D. Document and distribute the story of creative people, innovative industries, and nonprofits in our area ("24/7" project)
- E. Support events such as Mid-City Fest and Hats Off to Central Corridor that attract visitors to our unique destination

● Organize & advocate to implement the vision

- A. Re-formulate an ongoing partnership entity or coalition to oversee above work, advise, staff, and ensure shared ownership of vision by multiple stakeholders
- B. Create and fund a position through partner nonprofit to manage and implement the action items
- C. Develop a well-articulated case emphasizing that the vision has civic and economic value to the entire city and region
- D. Create a web presence for the CEZ along with printed literature
- E. Maintain ongoing communication with wider area stakeholders, leaders, and residents

See full plan

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