

2016

Belgrade Avenue Master Plan



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Executive Summary

The purpose of the Belgrade Avenue Master Plan is to achieve a framework for investment in the Central Business District (CBD) and to achieve a shared vision of the future of the CBD by the City, citizens and property owners in the downtown area. Issues in the downtown were discussed at a stakeholder meeting back in December of 2014. Citizens and business owners in the district worked with City staff and consulting staff to identify a way forward for the district. This plan should serve as a guide for both public and private redevelopment and streetscape improvements throughout the CBD into the near future. Both public and private sectors play a vital role in this process and should use this plan as outlined below:

Public Sector

1. This document should be adopted as an addendum to the North Mankato Comprehensive Plan.
2. City departments should refer to the components in this document to coordinate, design, and budget for capital improvements.
3. Citizens should look to this plan to understand how the City hopes to enhance the downtown and make it a stronger destination.

Private Sector

1. Developers should work with City Staff and refer to this document prior to generating design concepts, in order to better understand the overall goals of the community and how their proposed project fits into the context of the Belgrade Avenue Master Plan.
2. Entrepreneurs and business owners looking for a place to set up or relocate a retail establishment should consult this plan to gain an understanding of what businesses exist and how consumers in the region spend their money.
3. Existing business owners and organizations should look to this plan for guidance on business expansion that will best serve the identified goals and to become aware of potential funding sources that could assist with the success of their businesses.

The key 5, 10 and 20-year implementation initiatives of this plan are outlined below:

5-Year Implementation

- Redevelop the corners of major intersections in the CBD as mixed use centers.
- Extend the commercial/mixed use environment north and south of Belgrade Avenue along Range Street.
- Implement short-term traffic calming, streetscaping, and other improvement recommendations from the 2016-2017 Belgrade Avenue Corridor Study along Belgrade Avenue.

10-Year Implementation

- Redevelop the corners of major intersections in the CBD as mixed use centers and look to expanding redevelopment toward the center of blocks along Belgrade facilitating the conversion or redevelopment of existing residential dwellings and/or blighted properties.
- Implement long-term traffic calming, streetscaping and other improvement recommendations from the 2016-2017 Belgrade Avenue Corridor Study along Belgrade Avenue.

20-Year Implementation

- Redevelop the corners of major intersections in the CBD as mixed use centers and look to expanding redevelopment toward the center of blocks along Belgrade facilitating the conversion or redevelopment of existing residential dwellings and/or blighted properties.
- Promote and participate in the further western expansion of mixed use throughout the CBD.
- Pursue opportunities for expansion of 200 Block south of Nicollet.

Section 1 – Introduction

1.1 Plan Purpose

The purpose of this document is to achieve an identifiable plan for investment in the Central Business District (CBD) by the City of North Mankato, and to achieve a shared vision of the future of the CBD by the City, citizens and property owners in the downtown area.

As the gateway to the North Mankato, the CBD located along Belgrade Avenue is a critical part of the community. The City provides this document as an implementation plan for the goals, objectives and policies presented in the North Mankato Comprehensive Plan which suggest that the future downtown should be memorable, vibrant, attractive and welcoming to pedestrians.



Attributes that are vital to a vibrant commercial center will include a mix of retail stores, unique dining experiences, service providers, residential opportunities and welcoming public gathering spaces in the form of plazas and green space. In pursuit of this cause, this plan aims to:

- Focus redevelopment efforts to solidify the identity of the downtown by blending commercial activity with a variety of residential uses to create a unique urban atmosphere in the City.
- Provide guided implementation for the defined Goals, Objectives and Policies in the North Mankato Comprehensive Plan. The Comprehensive Plan outlines the major issues facing the downtown and this plan aims to provide solutions for those issues through recommended land use suggestions.
- Draw visitors to the area by supporting land use decisions, infrastructure investment, and beautification efforts that make the area more attractive to those activities and maintain the downtown as a magnet for community gathering, shopping and dining through added open gathering spaces, unique shopping options, and dining options.

1.2 Planning Process

Business owners within the CBD have repeatedly expressed the desire to work with the City to acquire economic development tools to enhance the Downtown as a destination providing unique shopping, dining and gathering opportunities. The business owners are the primary stakeholder group within the District, including those that make up the Business on Belgrade organization; a group of businesses that, through partnership, pursue enhanced marketing efforts and facilitate events in the downtown such as Blues on Belgrade, Bier on Belgrade, Bumpers on Belgrade, and Bells on Belgrade. Members from the Business on Belgrade organization gathered with City Staff leadership to begin brainstorming efforts early in the planning process.

Previous efforts for Downtown planning were reviewed to include the results of the public participation processes and to incorporate relevant, conceptual ideas from those efforts into this plan.

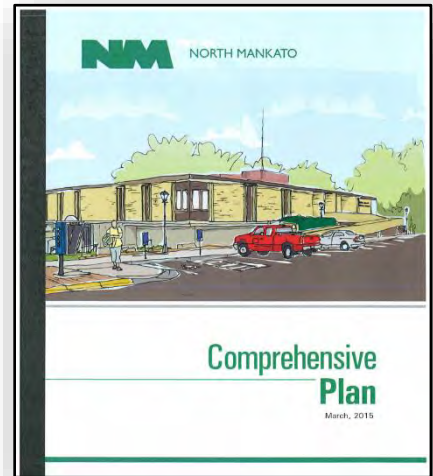
1.3 Previous and Related Planning Efforts

Since 2010, there have been several planning efforts for the downtown with community engagement ranging from small focus groups to large community open houses. Those efforts are listed here and the overall public response from each is outlined in Appendix A.

Comprehensive Plan (2015)

The North Mankato Comprehensive Plan was completed in 2015 and was the result of two years of work completed by WSB and Associates and other consulting firms as well as City Staff. This is the first comprehensive planning document for the City and serves as the basis for the actions implemented in this plan.

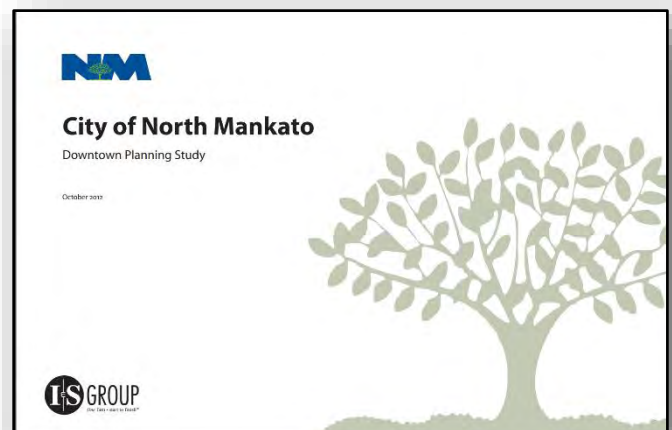
Focus group meetings were held with specific stakeholders including local government representatives, the business community, institutional stakeholders and other various organizations and government agencies. A community wide open house was held early in the process as well as informational booths at local events. Student bodies from local schools provided younger stakeholder feedback in the process.



The goals, objectives and policies outlined in Chapter 3 – Land Use, Chapter 9 – Downtown Redevelopment, and Chapter 10 – Community Design represent the results of those public input endeavors that are relevant to this plan. These goals and objectives can be seen in Section 2 of this document.

I & S Downtown Study (2012)

Considered within the Comprehensive Plan is the Downtown Planning Study conducted in 2012 by the I & S Group in Mankato. The study considered a vision for the downtown offering design concepts, façade and streetscape improvements, parking enhancements and guidance on next steps. This Belgrade Avenue Master Plan moves forward with some of the concepts from that study and includes the themes that developed through the public process.



Business on Belgrade (BoB) Focus Group (2010)

A mix of six Business on Belgrade/business community members and eight North Mankato residents gathered for a focus group meeting on January 12, 2010 led by the Kluender Consulting Group to discuss the future of North Mankato's downtown area. There were several major themes outlined through this meeting that were supported by the majority of the participants including the pursuit of branding efforts, creation of a gateway to downtown, a unique shopping environment, building restoration, a pedestrian friendly environment, and wayfinding signage for parking among other things.

Mankato Area Planning Organization (MAPO) – Belgrade Avenue Corridor Study (2016-2017)

In 2015, the Mankato/North Mankato Area Planning Organization created the MAPO 2045 Transportation Plan geared toward translating identified multimodal needs into specific actionable projects in the area. The plan prioritizes improvements to coordinate preservation needs with mobility, safety, freight, and congestion needs to accommodate planned growth. That effort identified the need to further study the Belgrade corridor to address projected insufficiencies. The Belgrade Avenue Corridor Study identifies future transportation improvements to increase the

function and safety for all modes of traffic on Belgrade Avenue between Lee Boulevard and the Veteran's Memorial Bridge. The study covers transportation considerations that are absent in the Belgrade Avenue Master Plan was completed in concurrence with this plan.

1.4 Summary of Issues and Themes

Walkability and the Pedestrian Realm

As stated in the Comprehensive Plan, safety, comfort and an inviting atmosphere lend to attractiveness and walkability. While the CBD is well served by the existence of sidewalks on both sides of Belgrade as well as most side streets, existing pedestrian infrastructure may benefit from improvements.

- Opportunities to cross Belgrade Avenue in the 200 Block are seen as lacking or unsafe.
- Excessive public and private access on the north side of Belgrade Avenue in the 200 Block
- Increases in mixed use buildings will likely increase pedestrian movement in the downtown elevating the need for enhancements to the pedestrian realm.
- Public gathering and open space downtown are seen as lacking.

Parking

As the downtown density increases with additional businesses and creates a draw for residents and patrons, parking resources will need to increase as well. 2015 parking lot additions just north of the Belgrade Avenue 200 block have alleviated near term parking needs.

- Current parking options can sustain the existing conditions within the district. Suitable parking that will service an expanding downtown business existence will need to be included in the vision.

Land Use, Design and Downtown Character

Both commercial and residential properties within the CBD have been identified as having desirable design elements that lend to the overall character of the district. Steps should be taken to maintain the desirable characteristics and encourage new construction efforts to achieve designs that integrate well within the district.

- Buildings don't follow a consistent theme in the CBD regarding design.
- The streetscape should be enhanced to reflect community character and to accommodate public gatherings.
- The existing art sculpture walk in the downtown is valued in the community. Other efforts to improve sidewalks and encourage pedestrian movement should be explored.
- The City should adopt design guidelines for the CBD.

Circulation Issues

- The current state of circulation in the Central Business District provides patterns and roadway characteristics that may not be conducive to an enhanced pedestrian realm and more inviting sense of place in the district.
- Access, traffic volumes and speeds, and other criteria will need to be addressed to accommodate future change in the district and achieve the goals of the Comprehensive Plan.
- Wayfinding signage should be added in the district.

Economic Development

- Several existing buildings along the corridor have been identified as having the potential to be better utilized through redevelopment as mixed use buildings accommodating more business, office, and residential opportunities while providing an enhanced downtown atmosphere. Buildings include those close to major intersections along the corridor.

- Steps should be taken to ensure a diverse mix of businesses exists for the future economic success of the downtown.

1.5 How the Plan is used

The Belgrade Avenue Master Plan has been created to inform and guide both public and private redevelopment within the North Mankato CBD. The Master Plan contains guiding principles for success of the business environment, enhanced character, integration of residential and commercial uses, revitalization, and building key partnerships that will work together to achieve a common vision.

This document should serve as a guide for both public and private sectors.

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3. Existing business owners and organizations should look to this plan for guidance on business expansion that will best serve the identified goals and to become aware of potential funding sources that could assist with the success of their businesses.

1.6 Guiding Principles

As the community is pursuing downtown revitalization in the future, it should consider the following guiding principles when evaluating efforts and proposals for reinvesting, redesigning and redeveloping the CBD:

1. Utilize the CBD as a gathering place and place for businesses to succeed

The CBD should serve as the community's priority location for major activities and celebrations to attract and accommodate a wide variety of uses by residents, employees and visitors. Examples of activities include: Blues on Belgrade, Bier on Belgrade, Bookin' on Belgrade, Bells on Belgrade, Bumpers on Belgrade and City Art.

2. Strengthen the variety and vitality of the CBD

The CBD's economy and vibrancy as a community destination should be revitalized by attracting more retail, restaurant and service businesses. This plan promotes downtown as a home to a variety of destinations for citizens and visitors. In order to attract people downtown, there needs to be a concentration or critical mass of destinations to fully realize the downtown as one of the community's gathering places.

Parking in the CBD should be provided and managed to meet the needs of existing businesses and to accommodate future businesses.

3. Establish flexible Design Guidelines for new construction and rehabilitation efforts

As part of this planning effort, design guidelines have been including to guide the exterior design of new construction and rehabilitation efforts in the CBD. Working off of the CBD's unique character and connection to the former Wheeler Brickyard, design guidelines should be used to promote the community's unique heritage of brickmaking and community building. The presence of North Mankato brick buildings remaining in the CBD significantly contributes to the visually unique CBD environment. The focus will be on attracting more retail, restaurant, entertainment and service businesses to both new and renovated storefronts.

4. Revitalization of neighborhoods in and near the CBD

Due to the age and condition of the residential dwellings in and adjacent to the CBD, the opportunity for housing rehabilitation exists. Rehabilitation of existing housing and the addition of new housing options is encouraged to strengthen the CBD as a complete district with desirable housing options and amenities. Both public and private efforts should be made to target revitalization of the housing stock to become great places to live.

5. Create inviting streets and sidewalks within the CBD

The streets and sidewalks with the CBD should be designed and reconstructed to create a desirable and balanced environment for vehicles and pedestrians, creating a Complete Street network.

6. Strengthen CBD partnerships to achieve common goals

The City cannot achieve successful revitalization of the CBD and adjacent properties on its own. It is imperative that strong partnerships are established that enable the City to identify common goals with other downtown stakeholders and leverage their resources. These partnerships will involve public and private entities.



Section 2 – Vision, Goals and Objectives

2.1 Vision

Throughout past public meetings and previous planning efforts, several ideas have been generated about an ideal future for the CBD. While there have been many positive characteristics associated with Belgrade Avenue today such as active, historic, beautiful, and recreational, some negative characteristics have been expressed as well. Some thought the district was ugly, not inviting, and dangerous in certain locations.

Staff asked open house participants to express desirable characteristics they would like to experience in the downtown in the near future. It is with these characteristics in mind that a vision for the downtown is generated.

A Vision for the North Mankato Central Business District

The North Mankato Central Business District is a growing and safe district characterized by cohesive architectural design, pedestrian friendly streetscapes, and new destinations all contributing to a beautiful, thriving, and inviting area serving as the core for community convention.



Figure 1. Revitalization efforts in the downtown will assist with achieving the vision for the downtown. This graphic illustrates areas of potential redevelopment in orange. The full implementation plan can be seen in Section 5 - Implementation. Source: City of North Mankato, ESRI.

2.2 Goals and Objectives

The North Mankato Comprehensive Plan serves as the vision and roadmap for where the community is headed with ideas and goals aimed at reflecting the community's values and the desire for what North Mankato is to become. Several chapters within the plan identify goals that are pertinent to ensuring a vibrant downtown in the City. The following goals and objectives from the Comprehensive Plan were designed as specific guidelines to incorporate into the Belgrade Avenue Master Planning process.

CHAPTER 3 – LAND USE:

Goal 1: Maximize the use of land within the City of North Mankato in a way that strengthens the local economy, preserves natural resources, and ensures a high-quality of life for all residents.

Objective 1.1: Preserve and enhance the small business environment of the downtown.

CHAPTER 9 – DOWNTOWN REDEVELOPMENT:

Goal 1: Expand the number and variety of businesses and residential varieties in the downtown.

Objective 1.1: Redevelop underutilized parcels or outdated and deteriorating buildings.

Objective 1.2: Increase the number of businesses and residents in the downtown.

Objective 1.3: Ensure adequate parking for all businesses.

Goal 2: Create a safe and inviting pedestrian realm.

Objective 2.1: Improve safety for pedestrians

Objective 2.2: Improve the appearance of the streetscape and façades in the downtown.

CHAPTER 10 – DESIGN:

Goal 1: Enhance the livability of North Mankato through quality design.

Objective 1.1: Make enhancements that improve the functionality of the public realm.

Objective 1.2: Make decisions that enhance the appearance and attractiveness of the public realm.



Section 3 - Public Involvement

3.1 Business on Belgrade (BoB) Meetings

Early meetings began in December of 2014 for the development of ideas among members of the Business on Belgrade Organization and City Staff. Discussions were focused on problem areas within the district regarding land use, traffic and streetscape, as well as desires and opportunities for business expansions or property redevelopment.

Early Meeting topics included:

1. What draws people into the downtown to stay and spend time?
2. What do we want the Central Business District to look like?
3. What will potential funding sources be?
4. What are concerns for further consideration?

These early meetings led to a BoB stakeholder meeting held on March 5th, 2015 where City Staff conducted a visioning exercise with a larger group of BoB members. The group was divided into smaller groups to generate discussion on existing materials and themes presented for 5, 10, and 20 year concepts. Small groups identified items to add, items to remove, and best ideas in the existing materials provided.

Major themes collected from this meeting:

- Slow traffic in the district
- Spread mixed use throughout the district and not just in the 200 block
- Convert homes to businesses
- Maintain the historic feel
- Focus redevelopment efforts on the corners of blocks

Participants often spoke of striving for a feel similar to Grand Avenue in St. Paul where there is a historic feel and homes have been maintained as businesses. These preferences have been supported by participants throughout this process. Full meeting summaries are located in Appendix C.

3.2 Belgrade Avenue Master Plan Steering Committee

The public process for this plan ramped up in early 2016 with leadership provided by the City Center Partnership and the development of a steering committee to guide efforts for public involvement. Several steering committee meetings were held to assess the major issues and gain a better understanding of topics that should be discussed at future meetings. Full meeting summaries are located in Appendix C.



Figure 2. City Staff engages with members of the Business on Belgrade group early in the planning process. Photo Source: Eric Harriman.

3.3 Community Survey Results

In 2015, a public survey was administered to garner public input from residents and business owners regarding the status of North Mankato's business environment as a place to work, live and operate a business. Approximately 350 people responded to the survey which was initially distributed at the 2015 Bier on Belgrade event and successively placed on the City's website for further comment opportunity. The nine question survey and results can be seen in Appendix B.

86% of participants in the survey either lived in Lower North Mankato or within five minutes of the downtown and 62% of participants work in the Mankato/North Mankato area. When asked why they live and/or spend time in Lower North Mankato, 24% of participants said they have family or friends that live nearby, 21% suggested that Lower North provided the sense of place/community character, 17% associated this with recreation opportunities, and 14% associated this with affordable/quality housing stock. This response illustrates the various reasons that people frequent Lower North Mankato and identifies specific areas where improvement efforts might be focused such as sense of place/community character, recreation, and quality housing options.

Participants were then asked to grade how they value the historic character of Lower North Mankato on a scale of one to five with five being "highly value." 40% assessed a grade of five and 28% gave this a four. These results identify that 68% of participants value the historic look of the downtown that should be reflected in design guidelines adopted for the district.

To assess the types of businesses that patrons would frequent in Lower North, participants were asked to choose from various business types and state which they would frequent most often. The following received the highest support:

- 20% - Grocery store/farmer's market
- 18% - Ice cream parlor/bakery
- 17% - Coffee shop/bistro
- 10% - Hardware store

Participants were then asked perceptions regarding the ability of certain infrastructure changes to benefit the economic stability of Lower North. 25% chose expanded public parking, 22% chose expanded commercial opportunities, 16% chose expanded green spaces, and 15% chose bicycle friendly facilities/infrastructure as enhancements that would best benefit economic stability.

Finally, participants were asked what actions would positively impact the economy in Lower North Mankato. The following percentages of participants found the associated action to have the greatest potential to positively impact the economy in Lower North:

- 27% - Rehabilitation of Dilapidated Buildings
- 23% - Redevelop Underutilized Buildings
- 15% - Improve Marketing Efforts
- 14% - Improve the Appearance of Belgrade Avenue
- 14% - Provide Financial Incentive to Businesses to create more jobs
- 7% - Increase Housing Options

Overall, the community survey results support the efforts of this plan to identify areas of potential redevelopment for the expansion of commercial resources and improvements to the overall functionality of Lower North Mankato as a whole. Though the survey was focused on Lower North, the questions were focused on topics specific to the CBD.

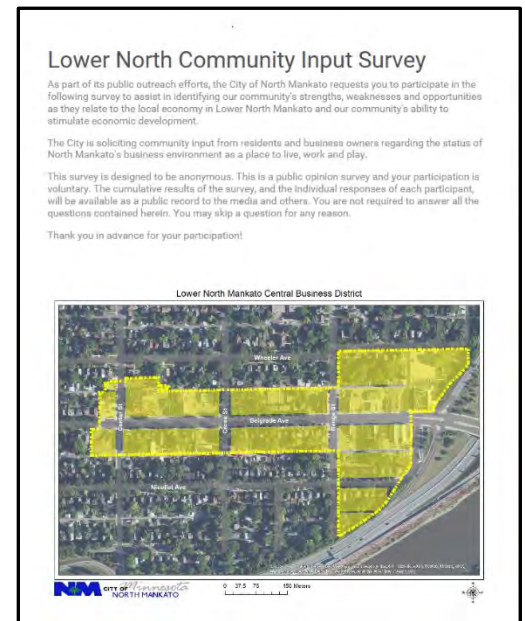
The findings of the survey support findings from various meetings with the project steering committee, business owners, the general public, and previous planning efforts.

Staff then used this feedback as the foundation for plan development and compared and contrasted this information with previous planning efforts. The Lower North Community Input Survey summary can be seen in Appendix B.

3.4 Public Open Houses

Three open house events were held for the Belgrade Avenue Corridor Study on the following dates:

- April 26, 2016
- January 26, 2017
- January 28, 2017



The first open house was held at the Belgrade Avenue United Methodist Church located on the corner of Sherman Street and Belgrade Avenue. Several interested citizens and business owners along with members of City Staff and Elected official attended the meeting as did members of the project steering committee.

There was a brief presentation and various boards and materials describing the project were made available for review and comment. Participants were seated at round tables with approximately eight individuals at each to facilitate discussion. Project staff along with Steering Committee members circulated the room approaching each table with a list of 20 questions drafted by the committee to solicit feedback on the downtown. Those questions and associated feedback can be seen in the meeting summary located in Appendix C.

The following January open houses were combined with those of the Belgrade Avenue Corridor Study and were summarized as part of that effort. Summaries of those open houses can also be seen in Appendix C.

Section 4 – Existing and Emerging Conditions

A solid understanding of the existing conditions within the CBD is vital to achieving a successful future. The following section describes existing conditions in the downtown considering demographic and social conditions, land use considerations, transportation and circulation, utility infrastructure, community events, design guidelines, and market analysis.

4.1 Demographic and Social Conditions

Population

North Mankato is part of a larger statistical area designated by the US Census Bureau as the Mankato-North Mankato Metropolitan Statistical Area (MSA). The Mankato-North Mankato MSA overall shows growing population trends exhibiting 12.9% growth between 2000 and 2010. Centrally located within this statistical area, and close to the Mankato urban core, the North Mankato CBD is positioned well to take advantage of that population growth and expand its commercial and residential offerings. This is reflected in chapter 9 of the North Mankato Comprehensive Plan, Goal 1, Objective 2 which strives to increase the number of businesses and residents in the downtown.

Within that same 2000-2010 timeframe, the City of North Mankato exhibited 7% growth in population (Figure 3). In 2015, the City had an estimated 13,591 residents and this is projected to grow to nearly 14,500 by 2020. Increased population means potential for increased patronage to area retail and community gathering places.

Age

City wide, age group population totals remained fairly consistent between 2000 and 2010. The city has seen the largest increases in those age groups consisting of 25 to 34 years and 55 to 64 years of age (Figure 2). Those in age groups within 25 to 54 years old represented the largest percentage of the population in 2010, representing

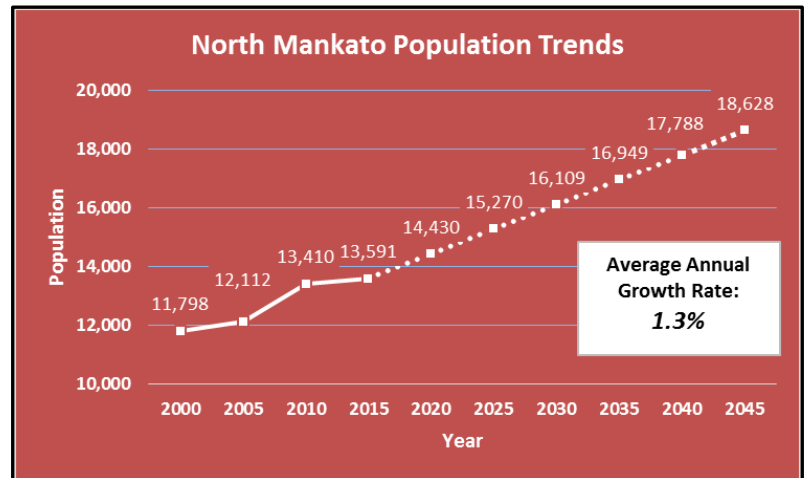


Figure 3. North Mankato general population trends. Population projections developed by multiplying the number of future housing units by the existing ratio of residents per household of (2.3). **Source:** US Census Bureau, North Mankato Comprehensive Plan, WSB & Associates.

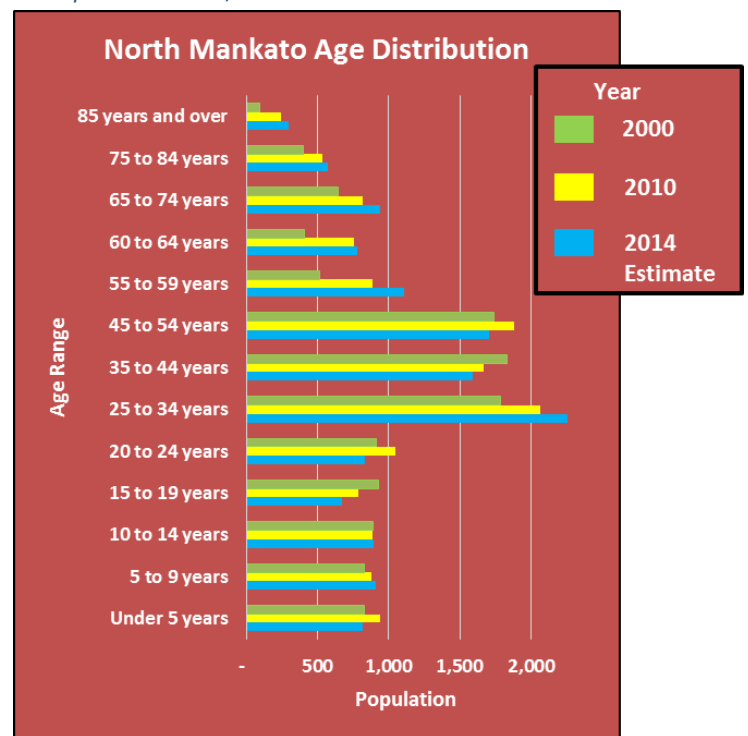


Figure 3. Comparison of Age Distribution in North Mankato from 2000 to 2014. **Source:** US Census Bureau.

roughly 5,600 people or 42%. This is a large percentage of the population at an age that will likely engage in community events and activities in the downtown, visiting the downtown to shop, dine-out, and socialize among groups. Downtown revitalization should strive to provide more of a destination for that active population and others as well.

Location Demographics

The area immediately surrounding the CBD is contained within three US Census Block Groups with a total of 2,615 residents with median ages ranging from 34 to 36 years old (Figure 5). Lower North Mankato is known as an area coveted by new families looking for a first home as well as young working professionals who like to live near the urban core. Additional retail offerings in the downtown will likely attract more of this younger population to use the downtown for socializing, entertainment and shopping. More information on US Census Blocks in North Mankato is included at the end of this section.

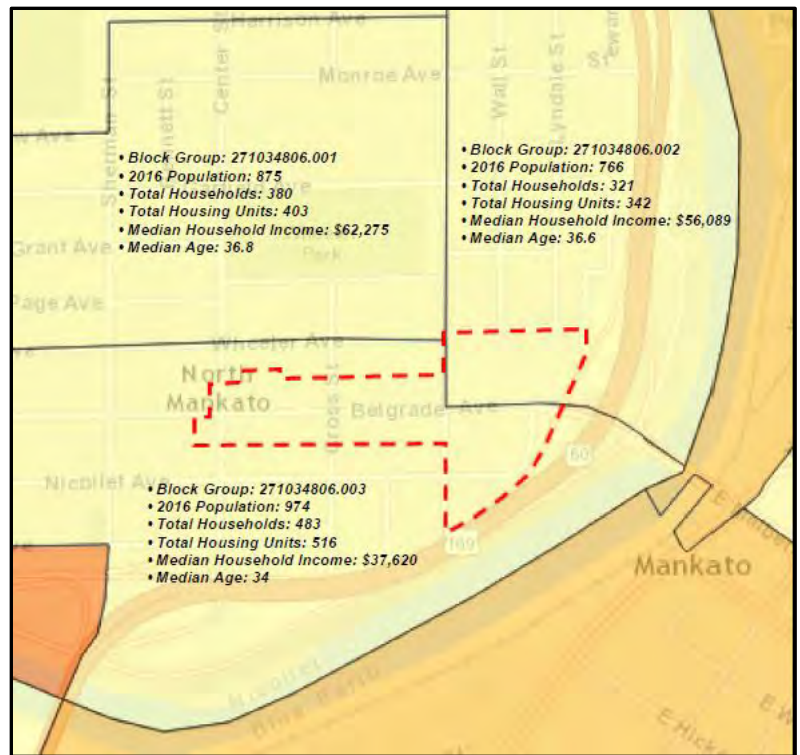


Figure 5. US Census Block Groups surrounding the CBD. **Source:** ESRI Business Analyst, US Census Bureau.

Market Area Demographics

Below is a snapshot of market area demographics for the downtown within 10, 20, and 30 minute drive times. While there is little to no population growth within the area immediately surrounding the CBD, steady population and income growth is projected beyond the CBD to the greater Mankato-North Mankato Area. This presents an opportunity for the CBD to position itself as a destination that provides unique shopping, dining, and gathering experiences to leverage that growth and expand patronage.

Demographic	10 Minute Drive Time			20 Minute Drive Time			30 Minute Drive Time		
	2015	2020	Growth	2015	2020	Growth	2015	2020	Growth
Population	58,063	59,946	3.24%	88,922	91,833	3.27%	112,197	115,695	3.12%
Population 18+	47,673	49,101	3.00%	71,652	73,648	2.79%	89,474	91,896	2.71%
Households	22,710	23,557	3.73%	33,824	35,112	3.81%	43,097	44,658	3.62%
Median Household Income	\$49,002	\$56,376	15.05%	\$53,252	\$61,702	15.87%	\$54,572	\$63,041	15.52%

Table 1. Area demographics within 10, 20, and 30 minute drive times from the CBD. **Source:** ESRI Business Analyst, Greater Mankato Growth.

Overall growth in and surrounding North Mankato as well as area demographics indicate opportunity for the CBD to attract more users in the future. The right steps will need to be taken to maintain it as a place worth visiting.

4.2 Land Use and Structures

The North Mankato CBD extends from the properties on the west side of the Belgrade Avenue/Center Street intersection east to the Veteran's Memorial Bridge. In the 200 Block, the CBD extends north to Wheeler Avenue and south to US Highway 169. West of the 200 Block, the CBD contains only those properties adjacent to Belgrade Avenue on the north and south sides of the roadway.



Figure 6. North Mankato Central Business District. *Source: City of North Mankato*

Along Belgrade, there is a mix of commercial with single- and multi-family housing giving the corridor an integrated feel with some single-family residences having converted to commercial uses. Figure 6 illustrates structure use within the CBD.

A full mix of commercial and residential uses exist throughout North Mankato's Central Business District. The age and architecture of many of the structures in the district contribute to a historic feel, though, as identified in the Comprehensive Plan, structures in the CBD are in various states of physical condition. The major goals in the CBD include the renovation and rehabilitation of existing buildings, ensuring adequate parking, and working with property owners and businesses to identify redevelopment areas. Early planning efforts were highly focused on the 200 Block of Belgrade Avenue and citizens have expressed a desire to spread new commercial and mixed use development throughout the district to the west rather than maintaining focus exclusively on obtaining greater density in the 200 block.

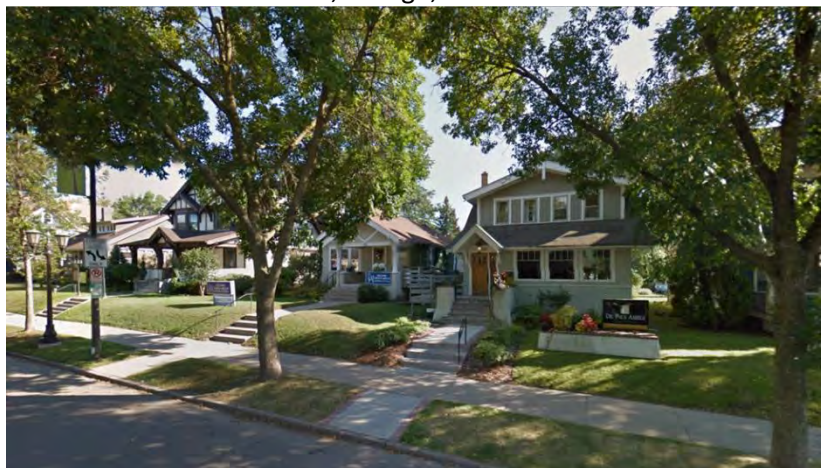


Figure 7. Homes converted to businesses on Grand Avenue, St. Paul, MN.

45 single-family residential homes exist in the district, some mixed among the businesses and some whose lots are contiguous (Table 2). As mentioned, some of the homes have incorporated small businesses further expanding the commercial environment. The incorporation of commercial uses in homes can prove successful in providing a unique shopping experience. Some of these in home businesses can be seen along the 300 and 400 Blocks of Belgrade Avenue. Citizens have expressed that this type of conversion should continue to maintain the character of the district and revitalize some of the old homes that have aesthetically pleasing characteristics.

Existing Land Use (2015)	Number of properties					
	200 Block	300 Block	400 Block	500 Block	District Totals	% of Total
Commercial	12	5	7	3	27	28.13%
Mixed (Residential/Commercial)	8	4	1	0	13	13.54%
Parking	4	0	0	0	4	4.17%
Residential: Multi-Family	2	3	1	0	6	6.25%
Residential: Single Family	22	17	5	1	45	46.88%
Vacant Lot	1	0	0	0	1	1.04%
Total Number of Properties	49	29	14	4	96	100.00%
% of Total	51%	30%	15%	4%	100%	

Table 2. Existing Land Use in the CBD by block. *Source: ESRI, City of North Mankato, Nicollet County.*

Table 2 shows the existing distribution of land use per block within the district. Most of the properties slated for redevelopment are currently used as commercial and redevelopment could enhance the character of the buildings, provide a higher number of business opportunities and provide increase residential opportunities.

Expanded business space available in mixed use buildings could offer opportunities to fill the gaps in retail and other businesses identified in Section 4.7 of this document. A listing of acceptable uses for the district can be found in Appendix D.

4.3 Transportation and Circulation

The Mankato/North Mankato Area Planning Organization (MAPO) initiated the Belgrade Avenue Corridor Study in June of 2016. That study serves as an addendum to this plan and contains in depth analysis of existing and future conditions while providing recommendations for corridor improvements. MAPO and the City of North Mankato, in partnership with the Minnesota Department of Transportation (MnDOT), identified future transportation improvements to increase the function and safety for all modes of traffic on Belgrade Avenue between Lee Boulevard and the Veteran's Memorial Bridge. This section illustrates the issues explored through that study.

Traffic Operations

Belgrade Avenue is a minor arterial roadway carrying nearly 9,000 vehicles per day through the CBD. As a minor arterial, the corridor has to serve the dual functions of moving traffic and providing land access. Pedestrian safety and draw are major desires for those that participated in the public process for this and other planning efforts. In order to create a corridor that works for all modes of transportation, a balance between access and mobility will need to be achieved.

Concerns have been raised considering excessive access locations along the north side of Belgrade Avenue within the 200 Block (Figure 8). Meeting participants have expressed that walking on the sidewalk can be unsafe in peak hour traffic times with vehicles entering and exiting businesses.



Figure 8. Excessive access locations in 200 Block of Belgrade.

Another area of concern is the entrance to the public parking lot adjacent to the American Legion. Vehicles have been observed pulling onto Belgrade from Range Street and stopping in the intersection. Figure 9 illustrates this movement.

Pedestrian Realm

Citizens have repeatedly expressed a desire for improvements to the pedestrian environment along Belgrade Avenue. Pedestrian safety is a concern that has surfaced on several locations. While vehicular crashes have not been significantly high along the corridor, there have been some occurrences of pedestrian/bicycle crashes at certain intersections. One bicycle crash occurred at the intersection of Belgrade and Range Street in 2013. This intersection has been perceived as unsafe by owners of nearby businesses and citizens who regularly use and observe the intersection.

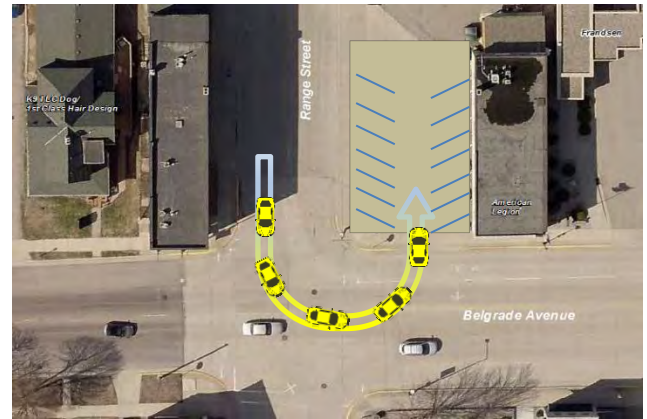


Figure 9. This figure illustrates problem movements for vehicles accessing the public parking lot adjacent to the American Legion.

Outside of the 200 Block, sidewalks line both sides of the corridor throughout the CBD with a boulevard and vehicle parking separating sidewalks from the vehicle throughway. Within the 200 Block, citizens would like to see wider sidewalks in areas where the sidewalk serves as the building frontage, primarily the 200 Block. Wider sidewalks will also need to be a consideration as redevelopment occurs within the CBD.

Walkability

Spanning only 3.5 blocks, Belgrade Avenue within the CBD can be walked within approximately eight minutes from the Veteran's Memorial Bridge to the western extent just beyond Center Street. Figure 11 shows walking times from the intersection of Belgrade Avenue and Range Street which is perhaps the busiest pedestrian section of the district. Numerous residences, businesses and parks as well as downtown Mankato can be reached within a seven minute walk from this intersection.



Figure 11. Walking times from the Range St/Belgrade Avenue intersection. **Source:** ESRI, City of North Mankato

Parking

Public parking in the CBD has been increased with the addition of two public lots; one located at the intersection of Wall Street and Wheeler Avenue and one located north of the public parking lot located at the intersection of Range Street and Belgrade Avenue.

Participants in the various past and current planning efforts have expressed that there is a shortage of public parking, especially on the southern portion of the intersection at Range and Belgrade. The I & S Downtown planning study and the Comprehensive Plan both identify this as a perceived shortage. Most businesses have private parking and on-street parking to supplement. However, discussions on parking availability have shifted from number of spaces to location. Most believe current parking is too far or isolated from destinations in the downtown. Walking distances from public parking located at the Wheeler Avenue/ Wall Street intersection are shown in Figure 12.

A parking inventory of the entire CBD will be included in the 2017 Belgrade Avenue Corridor Study. This parking inventory will be useful for future assessment of how parking resources serve the area businesses.

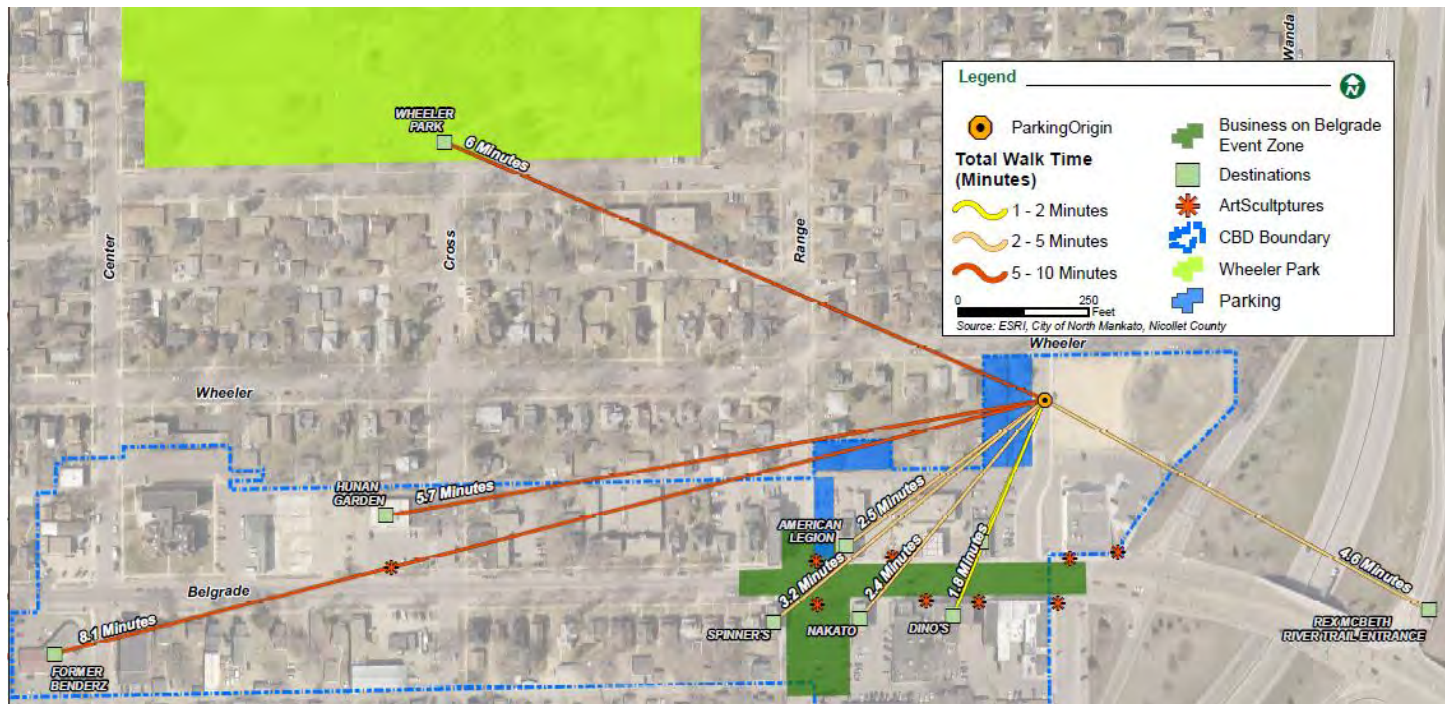


Figure 12. Walking times from public parking to various points of interest in the CBD. *Source:* ESRI, City of North Mankato, Nicollet County

Intersection Traffic Control

Traffic speeds in the 200 Block of Belgrade have been observed as being too fast to accommodate a safe pedestrian environment. Early in the process for this plan, different suggestions were generated regarding methods for slowing traffic along the 200 Block. In 2015, Mankato, North Mankato and MnDOT completed efforts to enhance pedestrian access over the Veteran’s Memorial Bridge by narrowing the lane widths and providing wider sidewalks to accommodate both pedestrians and cyclists. In spite of these changes, meeting participants still expressed concerns that the Bridge is designed to look and feel like a highway and this encourages speeding traffic entering the 200 Block. As part of the 2016-2017 Belgrade Avenue Corridor Study, an Intersection Control Evaluation (ICE) Study will be conducted at the US 169 Southbound ramp intersection that will identify appropriate traffic control at this intersection based on traffic data analysis.

4.4 Infrastructure

The excellent condition of the existing utility infrastructure under the roadway will facilitate streetscape reconstruction initiatives that may occur as a result of this plan by removing the costs of replacement from projects.

Streets

The road surface on Belgrade Avenue will be due for replacement within the next 10 to 15 years. Roadway improvements can be greater justified with impending pavement surface improvements creating an opportunity to reshape the streetscape in compliance with the initiatives of this plan. Furthermore, the roadway will not require total reconstruction as it can utilize existing aggregate under the pavement.

Water, Waste Water and Stormwater

City Staff has concluded that the existing sewer and drainage were installed within the last 50 years and are expected to last until approximately 2036. This further removes construction costs from roadway changes. Updates were implemented in 1986. All sewer and water infrastructure are size appropriately to handle any future growth within the district.

Electrical Utilities and Lighting

Overhead power lines pose concerns to not only the envisioned pedestrian realm but also to all users of Belgrade. City Staff and members of the Business on Belgrade Association have expressed a desire to bury overhead lines on Range Street from Nicollet Avenue to Wheeler Avenue.

The City also has plans to upgrade the lighting in the CBD to meet the community design guidelines seen in Appendix E of this document.

4.5 Community Events

Business on Belgrade Community Events

Blues on Belgrade
Bells on Belgrade
Bier on Belgrade
Bumpers on Belgrade
North Mankato Fun Days Parade

The Business on Belgrade (BoB) organization works together to create community events that are held along Belgrade Avenue (Figure 13). This creates a draw for residents into the CBD for entertainment and exposure to district businesses. The successes of previous year's events have stimulated the launching of new events with indelible success. The City will often close Belgrade and portions of side streets to

accommodate and provide a unique gathering common for residents and visitors. Streetscaping enhancements along Belgrade could assist with creating this unique event zone by utilizing special pavement markings, unique pavers, seating nodes, and other elements.



Figure 13. Blues on Belgrade held at the intersection of Range Street and Belgrade Avenue. *Source:* City of North Mankato.

4.6 Historic Preservation and Design Guidelines

Goal 2, Objective 2.2 of chapter 9 in the North Mankato Comprehensive Plan is to improve the appearance of the streetscape and facades in the downtown. Participants in the public process for this plan have expressed a desire for the City to maintain a consistent architectural design in the area that acknowledges some of the district's historic features and encourages preservation of historically significant properties.

The City should consult with the State Historic Preservation Office (SHPO) to create an inventory of any historic properties in the CBD and to help the City consider a process to protect and preserve them as appropriate, which may include the establishment of a Historic Preservation Commission or similar program.

Participants in the planning process suggested informational plaques or signs on historic properties and the creation of walking tours to inform residents and visitors of the area's history.

To maintain consistent architectural design and accomplish some level of historic preservation in the CBD, it is recommended that design guidelines be adopted as part of this plan to provide guidance for consistent, attractive and compatible design for all remodeling, renovations, and future development in the CBD. Developers, designers, and business owners should consult these guidelines for design characteristics to include in new development or revitalization efforts. The Design Guidelines can be found in Appendix E of this plan.

4.7 Downtown Market Analysis

A policy of the North Mankato Comprehensive Plan is to consider a market study to determine commercial and residential needs, existing capacity, and areas for growth within the downtown (See Chapter 9 – Downtown Redevelopment).

The Mankato-North Mankato MSA has achieved accolades such as being ranked number three in the nation on Forbes 2014 Best Small Places for Business and Careers and eighth in the nation for work-life balance by nerdwallet.com among many others. The awards and accolades support a strong business environment and may be an indicator that the area could accommodate even more businesses.

As part of this report a market analysis was completed and is included in Appendix G.

Industry Distribution

The North American Industrial Classification System (NAICS) is the standard for industrial sector classification created and used by the Bureau of Economic Analysis, the U.S. Department of Commerce and the U.S. Bureau of the Census among others. With the help of the U.S. Census Bureau's Economic Census, the CBD businesses were evaluated to identify industry distribution throughout the district. The results of which can be seen in the graph in figure 14.

The downtown is strongest in the Other Services sector with 12 businesses including barber shops, beauty salons, dry cleaners and animal grooming services to name a few. This is followed by Accommodation and Food Services and Retail Trade with each sector represented by eight

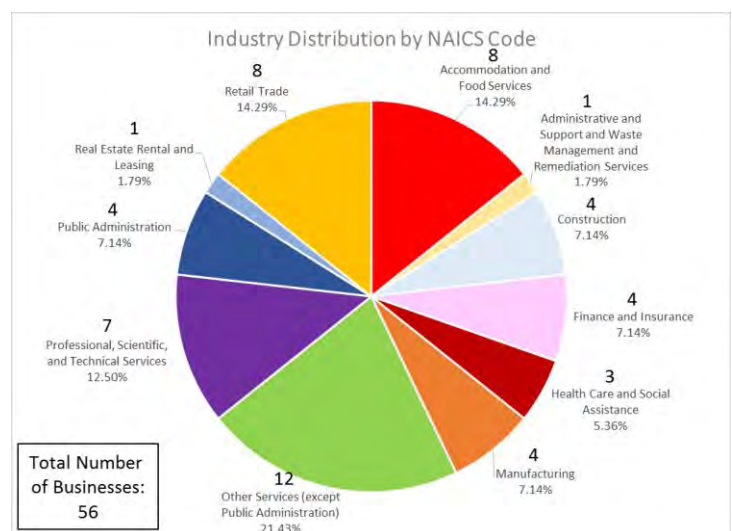


Figure 14. Industry Distribution in the CBD by NAICS Code. Source: US Census Bureau.

businesses including a handful of restaurants and drinking places as well as women’s clothing stores, a liquor store and a convenience store. A full inventory of the businesses and there NAICS classifications can be seen in Appendix F. A Retail Marketplace Profile completed by the Greater Mankato Growth using ESRI software shows an analysis of retail potential within the CBD as well as within 10, 20 and 30 minute driving distances seen in Figure 15. The report is broken into two major parts; Retail Market Potential and Retail Market Profile.

Retail Market Potential

The report outlines product and consumer behavior within each service area distance allowing for a snapshot of what consumers have purchased within a specified timeframe. A Market Potential Index (MPI) was calculated for behavior criteria in the report which measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average and MPI’s over 100 show a greater propensity for consumers to use various products and services, applied to local demographic composition. Table 3 identifies product consumer behaviors analyzed in the report.

Product/Consumer Behavior		
• Apparel	• Convenience Store	• Insurance (Adults/Households)
• Automobiles	• Entertainment (Adults)	• Pets (Households)
• Automotive Aftermarket (Adults)	• Financial (Adults)	• Psychographics (Adults)
• Beverages (Adults)	• Grocery (Adults)	• Reading (Adults)
• Cameras	• Health (Adults)	• Restaurants (Adults)
• Cell Phones (Adults/Households)	• Home (Adults)	• Television and Electronics (Adults/Households)
• Computers		

Table 3. Product/Consumer Behaviors observed in the Retail Market Potential Report seen in Appendix G. Source: ESRI Business Analyst, Greater Mankato Growth.

Retail Market Profile

The Retail Market Profile identifies strengths and weaknesses within the CBD trade area by estimating sales to consumers by establishments (Supply) and by estimating the anticipated amount spent by consumers at retail establishments (Demand) to identify gaps in retail as well as leakage and surplus of retail opportunities. Table 4 breaks down retail gaps identified within 10, 20, and 30 minute drive times from the CBD.

Retail Market Profile - Retail Gaps within 10 Minute Radius		
• Lawn & Garden Equip & Supply Stores	• Health & Personal Care Stores	• Electronic Shopping
• Specialty Food Stores	• Other Miscellaneous Store Retailers	• Vending Machine Operators
• Beer, Wine & Liquor Stores	• Nonstore Retailers	• Direct Selling Establishments
Retail Market Profile - Retail Gaps within 20 Minute Radius		
• Lawn & Garden Equip & Supply Stores	• Clothing Stores	• Nonstore Retailers
• Specialty Food Stores	• Miscellaneous Store Retailers	• Electronic Shopping
• Beer, Wine & Liquor Stores	• Office Supplies, Stationery & Gift Stores	• Vending Machine Operators
• Health & Personal Care Stores	• Other Miscellaneous Store Retailers	• Direct Selling Establishments
Retail Market Profile - Retail Gaps within 30 Minute Radius		
• Furniture Stores	• Clothing Stores	• Other Miscellaneous Store Retailers
• Specialty Food Stores	• Shoe Stores	• Nonstore Retailers
• Lawn & Garden Equip & Supply	• Department Stores Excluding Leased Depts.	• Electronic Shopping
• Beer, Wine & Liquor Stores	• Miscellaneous Store Retailers	• Vending Machine Operators
• Health & Personal Care Stores	• Office Supplies, Stationery & Gift Stores	• Direct Selling Establishments
• Clothing and Accessory Stores	• Used Merchandise Stores	• Full-Service Restaurants
		• Limited-Service Eating Places

Table 4. The Retail Market Profile identified retail gaps within 10, 20, and 30 minute drive times. Source: Greater Mankato Growth, ESRI

These are estimates for the designated areas within those drive times and some of the identified retail establishments are present along Belgrade Avenue. A gap existing within certain distance radius from the CBD does not necessarily indicate a gap in the CBD. The full Retail Market Potential and the Retail Market Profile report can be seen in Appendix G.

Household Budget Expenditures

Household budget expenditures for North Mankato are also an indicator of how residents are spending their money for not only housing but also for goods and services. Household budget expenditure reports were

Household Budget Expenditures						
Product/Service	MSA		City-Wide		CBD Census Blocks	
	% of Income	SPI	% of Income	SPI	% of Income	SPI
Food Away from Home	4.8%	95	4.7%	101	4.7%	81
Alcoholic Beverages	8.0%	95	0.8%	100	0.8%	83
Apparel and Services	3.1%	94	3.0%	99	3.0%	81
Entertainment and Recreation	4.4%	93	4.4%	100	4.3%	79
Personal Care Products and Services	1.1%	92	1.1%	100	1.1%	79
Smoking Products	7.0%	104	0.6%	101	0.7%	88

Table 5. Household Budget Expenditures for the MSA, City, and within census blocks surrounding the CBD. The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

generated for the MSA, the City of North Mankato, and for the three block groups surrounding the CBD to provide an indication of how these three areas are spending money. The full reports can be seen in Appendix H.

Table 5 shows a comparison of the area bounded in the MSA (Figure 16) as well as the City and block group areas restricted to the US Census Block Groups (Figure 17). These areas exhibit similar behavioral characteristics. However, the Spending Potential Index which is a comparison to the national average shows that people in this area spend less on those products than do people similarly situated in the US. According to this data, aside from essential food and shelter expenditures, consumers in the greater Mankato/North Mankato MSA spend the largest percentages of their income on dining out, apparel & services, and entertainment & recreation.

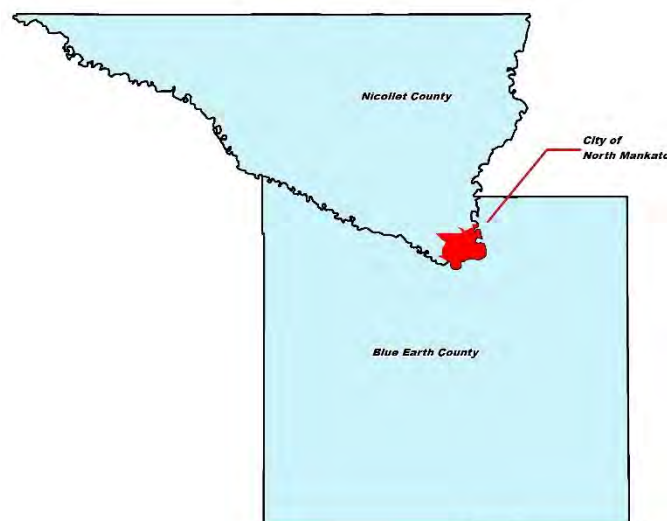
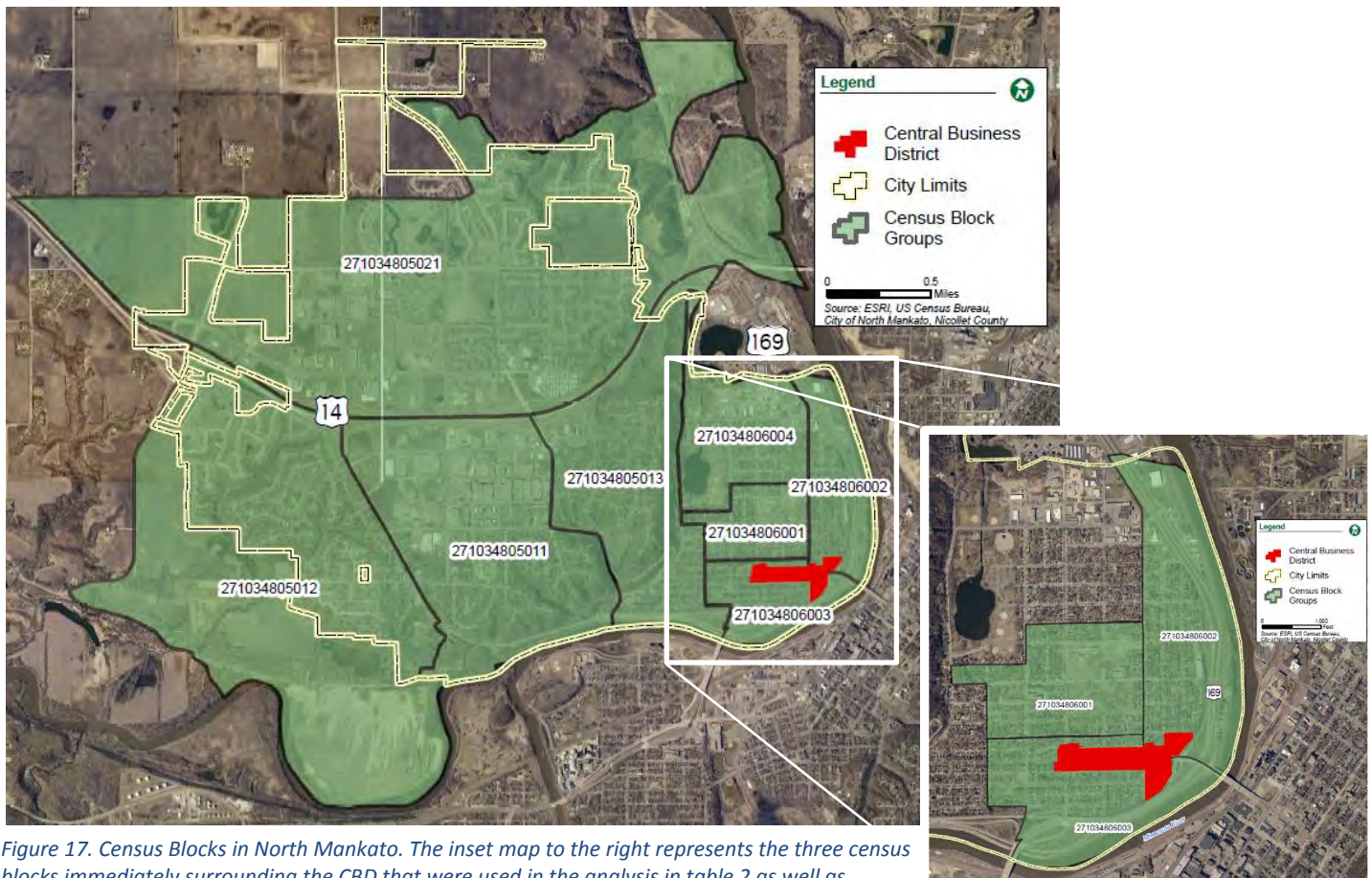


Figure 16. Mankato/North Mankato Metropolitan Statistical Area (MSA). Source: U.S. Census Bureau, ESRI.



Citizen Survey Preferences

Citizens expressed specific desired businesses within the community survey distributed in 2015. This may be useful to gain a better understanding of the type of business that could thrive if added to the district. Figure 18 shows the level of response for each type of business mentioned. According to this, it appears that citizens have a higher preference toward the establishment of a coffee shop/bistro, ice cream parlor/bakery, grocery store/farmer's market, and a hardware store. The entire survey can be seen in Appendix B.

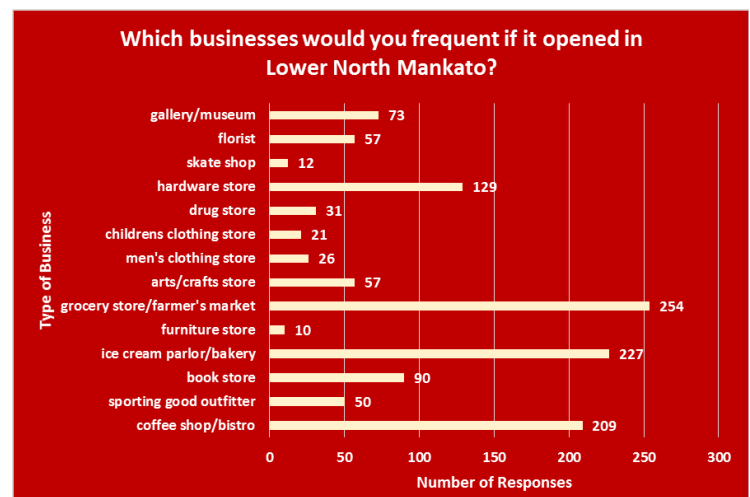


Figure 18. Community Survey Results for citizen business preferences in the CBD. **Source:** City of North Mankato.

Section 5 – Implementation

The elements of this plan are not intended to be implemented all at once, rather spread over time as financing opportunities become available, both in the public and private sectors. With that in mind, an implementation plan has been created based on community engagement that will serve to guide redevelopment and revitalization efforts in the next 5, 10, and 20 years.

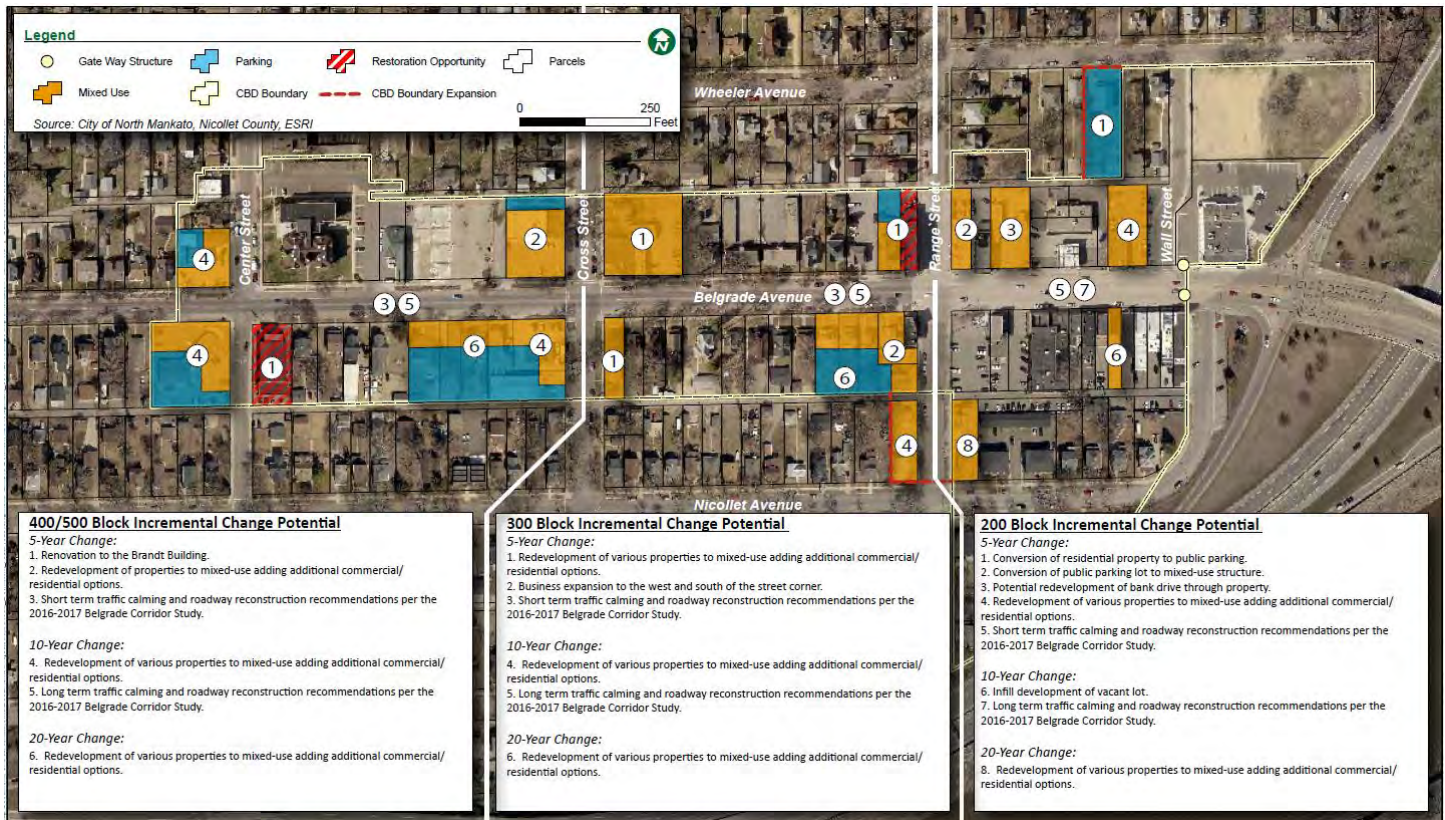


Figure 19. CBD Implementation Plan for 5, 10, and 20 years (See full size map in Appendix I). Source: City of North Mankato, ESRI, Nicollet County.

5-Year Implementation

The City would like to see the corners of the intersections throughout the CBD redeveloped as mixed use buildings including the intersections of Range Street and Cross Street. Redevelopment should closely consider design guidelines that have been developed as part of this plan and buildings should be two to three stories and contain a mix of commercial uses along the street front and office or residential uses on the second and third floors. Existing businesses along Belgrade displaced by mixed use development would be invited into new building structures to continue to thrive in the enhanced downtown environment.

As the Range Street intersection is the site of major public events as well as the heaviest foot traffic, efforts to extend mixed use to the north and south at this intersection could provide some depth to the downtown experience while expanding commercial and residential offerings.

Citizens and stakeholders have expressed that they would like to see traffic calming, streetscaping, and other pedestrian improvements incorporated into the CBD. Specific recommendations regarding these enhancements will be

recommended through the 2016-2017 Belgrade Avenue Corridor Study. Enhancement of the pedestrian environment and slower traffic should create a more inviting destination for public gathering.

10-Year Implementation

Within 10 years, redevelopment/revitalization should begin expanding toward the center of blocks whether through the renovation/conversion of residential dwellings to commercial establishments or overall redevelopment of underutilized parcels. Infill development of vacant lots should also be considered to maximize mixed use potential.

Long term corridor improvements through the Belgrade Avenue Corridor Study should be implemented to further improve district circulation.

20-Year Implementation

Within 20 years, the City would like to see the further expansion of mixed use development throughout the CBD to the western portions. This will ensure that redevelopment efforts are not focused just on the 200 Block and will maximize the potential of the district to become a place of enhanced public gathering and commerce.

The Implementation Plan seen in Figure 19 can be seen in Appendix I. A breakdown of the 5, 10, and 20 year use per parcel (Figure 20) is also in Appendix I.



Figure 20. Parcel specific Implementation Plan – identifies proposed uses for specific properties within 5, 10, and 20 years. Source: City of North Mankato, ESRI, Nicollet County.

Section 6 – Funding Strategies

Short Term Funding Strategies

A number of tools for financing redevelopment and public infrastructure for redevelopment are available to the City of North Mankato. Success in identifying and utilizing available funding sources will contribute greatly to the success of achieving North Mankato's redevelopment objectives. Part of North Mankato's approach to financing redevelopment should include constant monitoring of federal, state, county, and private foundation and non-profit sources for grants that can be applied to public and private costs for redevelopment activity. The primary financial tools available for redevelopment at this time include:

Tax Increment Financing (TIF):

TIF can provide assistance for land write-down, public infrastructure and/or site improvements. Redevelopment TIF Districts are established based on blight and functional obsolescence criteria and may be 25 years in length. Public hearings are required by the governmental unit for review and approval of a TIF District budget and spending plan as well as a Development Agreement.

Tax Abatement:

Tax Abatement can be established to operate in a fashion similar to TIF, but with potentially more flexibility in the use of funds. The state statute establishing tax abatement allows political subdivisions to grant an abatement of the taxes they impose to be used for increasing or preserving tax base, providing employment, acquiring or constructing public facilities, redeveloping blighted areas, or financing or providing public infrastructure. Revenue from abated taxes is used to fund bonds for improvements in a fashion similar to the typical use of TIF revenue, but without the stricter use limitations applied to TIF districts. Tax Abatement may be applied for periods up to 15 years for the purposes outlined above. The City of North Mankato could request that other political subdivisions such as the County or School District also abate taxes within a district established by the City, but the other jurisdictions are not obligated to do so. Tax abatement cannot be applied within an active TIF District. North Mankato would need to establish a policy for the utilization of Tax Abatement to finance redevelopment activities.

USDA Rural Development Community Facilities Grant and Loan Program:

These funds are used to assist communities with population less than 20,000 in developing/redeveloping essential public facilities and/or infrastructure. Grants require other funding sources to be involved; the grant amount is based on a community's economic capacity & economic distress data. Loans generally carry favorable interest rates and long payback periods of 25 to 30 years. Applications must be submitted to the USDA staff/offices. The USDA staff will work closely with applicants via a pre- 67 application process to ensure that projects meet the eligibility guidelines and the goals and risks are understood by the involved parties.

Minnesota DEED Redevelopment Grant Program:

Grant funding can be used in Downtown Redevelopment efforts/projects for land acquisition, demolition, infrastructure and other redevelopment project related improvements. The Grant dollars may total up to 50 percent of the costs for the eligible items. A Redevelopment Grant application must be submitted to the Minnesota Department of Employment and Economic Development (DEED) per the application schedule/deadline.

Community Development Block Grant Entitlement Program:

The Community Development Block Grant (CDBG) Entitlement Program provides annual grants on a formula basis to entitled cities and counties to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for low- and moderate-income persons. The program is authorized under Title 1 of the Housing and Community Development Act of 1974, Public Law 93-383, as amended; 42 U.S.C.-5301 et seq.

This is an annual allocation of funds from the HUD entitlement program which could be used in the CBD.

Minnesota Legacy Grants:

In 2008, Minnesota voters passed constitutional amendment dedicating an additional 3/8 of one percent of sales and use tax to Clean Water, Wildlife, Cultural Heritage and Natural Areas for a 25-year period beginning July 1, 2009. These funds can provide a key source of funding for parks and trail connections, history and history preservation, and arts and cultural projects (Figure 21) associated with North Mankato's downtown revitalization effort. In 2011, \$10.5 million was available for Arts and Cultural Heritage – this represents about 20% of the total funding available each year. Applications are submitted through different state agencies based on funding category. Agencies involved include the MN Department of Natural Resources, MN Historical Society and MN Arts Board.

Small Business Administration 'SBA 504' Loans:

The Small Business Administration provides direct loans to qualifying for-profit businesses for fixed assets (land, building and equipment) for 40% of total project costs. They require 10% equity, 50% loan participation from a private lender as well as job creation. SBA 504 loans provide an attractive option for small businesses seeking to own their own facility. Benefits include a low down payment (10%), longer term (20 years for loans that consist primarily of real estate); and a fixed interest rate, at a low rate (currently less than 5%).

Small Business Administration Loan Guarantee 'SBA 7A':

The Small Business Administration encourages private lenders to lend to small businesses by providing a loan guarantee which reduces the lenders exposure if there is a default. These loans can be used for equipment purchases and/or working capital; the bank completes the application steps with the borrower and makes the loan to the borrower.

Commercial Grant and Loan Funds:

Many communities involved in downtown revitalization establish revolving loan funds to support façade improvements and/or renovation activities related to bringing older buildings up to current code building code standards. Examples of this approach include:

- Façade improvement loan programs which may carry no/low interest rate and be subordinated to bank and may require a matching contribution from a bank or the business or property owner. They may be structured to provide an incentive for property owners to freshen up the exterior appearance in accordance with design guidelines.



Figure 21. Minnesota's Legacy Fund 2010-2016 appropriations. **Source:** Minnesota's Legacy: <http://www.legacy.leg.mn/>.

- Loan funds targeted to code related building renovation (e.g. electrical, mechanical, handicap access, etc.) In all other respects they are structured similar to the façade improvement loans.

The Port Authority and North Mankato City Council would need to establish a policy for the utilization of designated loan funds to assist in financing building renovations. Staff recommends adopting the Commercial Grant and Loan Fund as outlined in Appendix J in this study.

MnDOT Transportation Economic Development Pilot Program (TED):

This program is an example of grant initiatives that appear from time to time through MnDOT to address transportation-related issues like economic development, safety, roadway beautification, and other, similar issues. The TED program was set up in 2011 to provide \$39 million in MnDOT funds for transportation improvements that would improve the statewide transportation network while promoting economic growth through the expansion of an existing business, or development of a new business. Grants of up to \$10 million dollars were available under this program. Proposals were solicited from applicants that were required to be governmental entities as defined by state law, but governmental entities were allowed to partner with private concerns. Typical of most state funding programs, a local match for a portion of the funds was required, so governmental units applying for a grant must have some local funding available for the proposed project. North Mankato should actively monitor funding programs offered by MnDOT and other state agencies.

Long-Term Funding Strategies

Business or Area Association Membership

Downtown business, and property owners, including cultural and educational institutions, banks and government agencies, would pay a fee to fund program activities and events. Fees can be calculated on a sliding scale based on size of business or level of membership.

Special Service District (SSD):

SSDs (known in some states as Business Improvement Districts or Special Improvement Areas) are a tool for improving, managing, and maintaining a commercial district. Businesses pay for these services through service charges, which may be collected as part of property tax collection or other means. Several dozen such districts have been established, although no comprehensive survey of results is available. The following list includes some of those MN cities that have SSDs:

- | | | | |
|--------------|--------------|---------------------|----------------|
| 1. Crookston | 2. Duluth | 3. Mankato | 4. Minneapolis |
| 5. New Ulm | 6. Rochester | 7. Saint Louis Park | 8. |

The pros and cons of this approach can be summarized as:

Advantages:

- Steady revenue stream for a variety of downtown improvements, revenue should also be sufficient to provide dedicated staff support.
- Flexibility in use of funds, including for operating expenses. Organizing process can build support for downtown improvements.

Disadvantages:

- Organizing process requires gaining support of property owners, not business tenants, and this group may be more difficult to reach.

- Organizing process can result in opposition from some property owners who view the district service charge as a 'tax.'
- Establishment process requires time and effort, as well as a strong City commitment to establish and help manage the district.



Appendices

Appendix A:

Public and Stakeholder Input

THE CITY OF NORTH MANKATO DOWNTOWN REDEVELOPMENT MASTER PLAN				
PUBLIC INPUT: PREVIOUS AND CURRENT PLANNING EFFORTS FOR DOWNTOWN REDEVELOPMENT				
Project Group	Downtown Focus Group Kluender Consulting Group	Downtown Planning Study Advance Resources for Development and the I & S Group	North Mankato Comprehensive Plan WSB and Associates	Current Downtown Planning Efforts North Mankato City Staff/ Business on Belgrade
Year	2010	2011	2014	2017
Participants/ Stakeholders	Business on Belgrade Business community members and North Mankato Residents	Business community members and North Mankato Residents	Business community members and North Mankato Residents	Business on Belgrade Business community members and North Mankato Residents
Number of Participants	14	60	N/A	
Topic/Theme				
Marketing / Feasibility / Development	<ul style="list-style-type: none"> • Creation of a theme leveraged with slogans, banners, advertizing, promotions, and future development • Provision of a more attractive entrance to the downtown via the Veteran's Memorial Bridge; 	<ul style="list-style-type: none"> • Upgrade website to "sell the product" of the downtown. • Chamber of Commerce • Heritage Center / monuments / kiosks / rivers / biking / walking • Develop a regional marketing plan - what is here and what will be here • Grants / marketing for existing and new businesses • Study feasibilty of new businesses • New buildings to complement existing buildings • Balance north and south sides of Belgrade • New development must match existing infrastructure • Park development campaign • Draw in destination businesses • Draw in softball/sports teams 	<ul style="list-style-type: none"> • Pursue state and federal grants which aid in the revitalization of downtown districts • Assess the potential for creating tax increment financing (TIF) districts to aid in downtown revitalization • Work with property owners and explore “outside the-box” solutions for accommodating businesses that wish to expand their business in the downtown • Consider a market study to determine commercial and residential needs, existing capacity and areas for growth within the downtown • Incorporate principles that support a “live, work, play” mentality for the downtown • Explore opportunities for additional downtown events and festivals to expand the branding of downtown North Mankato and increase awareness of the downtown businesses • Regularly review the list of permitted and conditional uses for the Central Business District to ensure that an ideal mix and type of uses are allowed in the downtown • Review the list of performance standards for the Central Business District and remove any standards that may unnecessarily constrain existing or potential future businesses • Implement streetscape policies consistent with the improvements called for in the Downtown Planning Study completed by I & S Group 	<ul style="list-style-type: none"> • Convert homes to businesses • Spread mixed use throughout the CBD and not just in the 200 Block. • Focus redevelopment efforts on the corners of major intersections. • Incorporate a variety of new businesses. • Implement branding efforts in the downtown. • A business incubator, artist workspaces (active vacant spaces), or other creative ways of gathering and offering options to start up small businesses; • Re-establish the community grant & loan program; • TIF.
Existing Building Improvements	<ul style="list-style-type: none"> • Retention of historic feel; quaint area with unique shops • Façade improvements while keeping costs to owners down. • Restoration of current buildings • Financial support and planning assistance • Assistance with façade improvements • Financing/Tax Incentives • Sales tax money 	<ul style="list-style-type: none"> • Financial incentives for façade improvements • Historic mural on American Legion wall in public parking lot • Improve Sharon's Craft and Floral Center • Open lot should be green space/park (vacant lot) • Fix up alleys / backs of buildings • Limit overhanging signs and awnings • Clean up existing buildings/ enforce codes • Clean up 300 block properties and buildings - expand commercial buildings • Clean up properties along Wheeler • Maintain History, charm, and old world character for future generations • Signage/pictures on buildings showing what was there before • "Class up the joint" 	<ul style="list-style-type: none"> • Encourage and promote the renovation and rehabilitation of existing buildings within the downtown • Connect businesses with façade improvement grants and loans • Work with property owners and businesses to determine which buildings are no longer well suited or marketable for commercial use to identify redevelopment areas. • Actively recruit and match entrepreneurial start-up businesses with underutilized buildings • Work with property owners that have deteriorating buildings and connect them to resources for making improvements • Support the transition of residential homes to commercial uses along Belgrade Avenue • Encourage façade characteristics that enhance the pedestrian realm such as large storefront windows, awnings, architectural detail at the ground level, and interesting signage • Consider implementing design standards to enhance the downtown character 	<ul style="list-style-type: none"> • Maintain historic character • Renovate/Revitalize buildings • Redeveloped underutilized or blighted properties. • Increase housing options • Focus on building exteriors, windows, awnings, and signs; • Buildings should have a cohesive look (no hodge podge);
Public / Green Space		<ul style="list-style-type: none"> • Trees, shrubs, flower pots, grass, fountains, sculpture • Tables, seating, bike racks, shelters • Family friendly and pet friendly • Outdoor events and entertainment (movies/farmers' market) • Boutique shops • Parking behind shops with path to park area • Green space "buffer" between commercial and residential areas 	<ul style="list-style-type: none"> • Explore opportunities for purchasing property within the downtown for the purpose of constructing a public plaza as a central gathering place for community activities • Identify locations for small public spaces which will attract residents and provide greater visibility for businesses 	<ul style="list-style-type: none"> • Enhance the public gathering area for BoB events in the downtown. • Functional Art (Benches and Bike Racks)
Business Preferences	<ul style="list-style-type: none"> • Area filled with unique shops, an art center, places to sit, a connection to the river with beautiful plants and a unifying theme • Food Co-op would be a welcome addition to the area • Small grocery store • unique options for food, coffee, etc. • Business by day; Entertainment by night • Lodging available within area • Mix of destination shopping and needs shopping • Bed and Breakfasts in beautiful big houses • Open air market with indoor area for functions • Gas station • Art Center 	<ul style="list-style-type: none"> • Convenience store / gas station / car was • Food Co-op • Florist / photography / scrapbooking • Hairdresser • Book store / clothing store / antique store • Bike shop and rental / canoe and kayak outfitter • Restaurant / coffee shop / café / ice cream shop • Hotel with parking structure (Nicollet Avenue) • Bed and breakfast • Professional offices • Chamber of Commerce / tourism office • Dance / gymnastics • Theater / plays • Daycare center • Senior housing / nursing home / VINE annex • Mixed use - office / retail / restaurant with housing above (live/work space) 		<ul style="list-style-type: none"> • Gallery/Museum • Hardware Store • Florist • Grocery Store/Farmer's Market • Arts & Crafts Store • Ice Cream Parlor/Bakery • Bookstore • Coffee Shop/Bistro • Sporting Goods Outfitter • Mixed use buildings along Belgrade Avenue which can support the desired Café’s and other dining options and specialty shops, community gathering spaces for special events, kid’s activities, and continued community events.

Other Activities	<ul style="list-style-type: none">• The area needs special events and promotions to draw people• Provide venue for regular swap meets, farmers markets, art festivals, children's programs, receptions, etc.	<ul style="list-style-type: none">• Walking tours with maps / audio guide• Parks / history / vets / art• Pedestrian bridge connecting cities - "Walk to Lower North" night• Businesses/churches offer activities• Teen activities• Boat Landing• Camping		<ul style="list-style-type: none">• Continue creating new events in the downtown to draw people.• A stronger online presence and a community magazine is also desired.• Signage for Wheeler Park from Belgrade;• Historic Walking tour;• Geocaching;• Tour of homes;• Front yard contests;• Communication of helpful programs – share info from city to public;• Christmas decorating contest;• Promoting available funding options to business owners and residents;• Education of grants and funding;• Business on Belgrade events.• Charging stations for electronics;• fountains;
Parking / Traffic / Pedestrians	<ul style="list-style-type: none">• Pedestrian, bicycle, family friendly and handicap accessible• Busy sidewalks• Much green space• Lighting• The area would benefit from slowing traffic coming over bridge• Fix four-lane Belgrade Area to help increase pedestrian traffic• Signage for parking areas	<ul style="list-style-type: none">• More parking near businesses - not in residential areas• No diagonal parking on Belgrade• Wheel stops to keep parked cars off of sidewalks• Don't increase traffic on Belgrade or Nicollet• Reduce speed of traffic coming from bridge / vehicles leaving businesses• Safer walkways - crosswalks / yellow light / stop sign• Wider sidewalks for pedestrians and bikes to share• Shuttle/bus service	<ul style="list-style-type: none">• Make infrastructure improvements that enhance the pedestrian realm such as lighting and seating• Consider property acquisition for parking in the downtown area• Assess and where necessary amend the parking requirements for commercial uses in the downtown area• Explore the establishment of a downtown parking district to create a revenue source for future parking improvements• Provide adequate pedestrian lighting in the downtown at night.• Study the need for intersection improvements where conditions may be dangerous for pedestrians crossing the street and implement improvements at those intersections• Where possible, remove barriers from the pedestrian realm.• Incorporate wide sidewalks where possible• Encourage and work with businesses to allow them to place items in the pedestrian realm that enhance their storefronts such as planter boxes, seating, public art, sandwich board signs, etc• Develop a streetscape plan to promote a positive and unified image for downtown	<ul style="list-style-type: none">• Slow traffic in the district• Improve the pedestrian environment; safety• Assess parking in the district and provide wayfinding signage to facilitate awareness.• Install Wayfinding Signage.• Parking is adequate• Signage, lighting, and aesthetics (wrought iron with greenery);• Bumpouts;• More bike racks;• Safer cross walks, intersections are dangerous for pedestrians;• Nodes with benches;• LED lighting;• Median island.
This table represents feedback from agencies, citizens, stakeholders and other interest groups involved in downtown North Mankato planning and revitalization efforts from 2010 to present (2017).				

Appendix B:

Community Survey



Lower North Community Input Survey

2015

As part of its public outreach efforts, the City of North Mankato requests you to participate in the following survey to assist in identifying our community's strengths, weaknesses and opportunities as they relate to the local economy and our community's ability to stimulate economic development.

The City is soliciting community input from residents and business owners regarding the status of North Mankato's business environment as a place to work, live and operate business.

This survey is designed to be anonymous. This is a public opinion survey and your participation is voluntary. The cumulative results of the survey, and the individual responses of each participant, will be available as a public record to the media and others. You are not required to answer all the questions contained herein. You may skip a question for any reason.

Thank you in advance for your participation.

An online version of this survey is available at
www.northmankato.com

Lower North Mankato

Community Input Survey

1. How far do you live from Lower North Mankato?

- ☐ Live in Lower North
- ☐ 5 min away
- ☐ 10 min away
- ☐ 15-20+ min away

2. Where do you work?

- ☐ At home/telecommute
- ☐ Lower North Mankato
- ☐ Mankato/North Mankato
- ☐ Outside the area

3. Why do you live and/or spend time in Lower North Mankato?

- ☐ Family & friends live nearby
- ☐ Close to work
- ☐ Affordable/quality housing
- ☐ Close to surrounding cities
- ☐ Recreation opportunities

- ☐ Family oriented community
- ☐ Sense of place/community character

4. On a scale of 1-5, how much do you value the historic character of Lower North Mankato?

	1	2	3	4	5	
not at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	highly value

5. Of the following, which businesses would you frequent if it opened in Lower North?

- ☐ Coffee Shop/Bistro
- ☐ Sporting Good Outfitter
- ☐ Book Store
- ☐ Ice Cream Parlor/Bakery
- ☐ Furniture Store
- ☐ Grocery Store/Farmer's Market
- ☐ Arts/Crafts Store
- ☐ Men's Clothing Store
- ☐ Children's Clothing Store
- ☐ Drug Store

- ☐ Hardware Store
- ☐ Skate Shop
- ☐ Florist
- ☐ Gallery/Museum
- ☐ Other:

6. If the business you chose in the previous question existed in Lower North, what would cause you to shop at a similar store in surrounding communities rather than in Lower North?

- ☐ Better location
- ☐ Better Parking
- ☐ Better Hours
- ☐ Better Quality
- ☐ Better Price
- ☐ Better Service/Selection
- ☐ Other:
- ☐ I like to shop locally, I would NOT choose to shop anywhere else

7. Which of the following do you feel would best benefit the economic stability of Lower North Mankato?

- ☐ Bicycle friendly facilities/infrastructure
- ☐ Seating nodes at corners
- ☐ Expanded sidewalks
- ☐ Expanded residential opportunities
- ☐ Expanded commercial opportunities
- ☐ Expanded green spaces
- ☐ Expanded public parking
- ☐ Other:

8. Which type of actions would have the greatest positive impact on the economy in Lower North Mankato?
(order 1-6 from least to greatest)

- ____ Redevelop existing or underutilized areas
- ____ Rehabilitation of dilapidated buildings
- ____ Improve the appearance of Belgrade Ave
- ____ Provide financial incentives to businesses to create more jobs
- ____ Increase housing options
- ____ Improve marketing efforts in Lower North

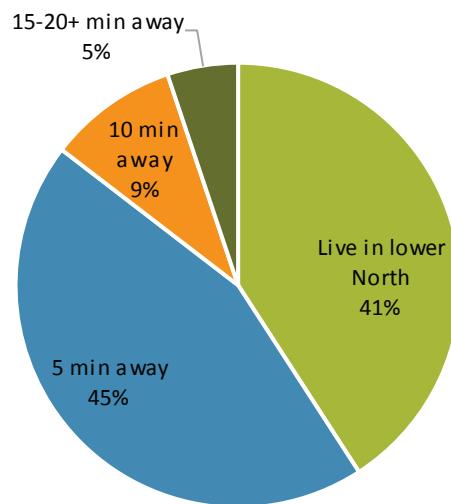
9. What improvements would you like to see to enhance the character and overall experience in Lower North Mankato?

Survey Results: 2015 Lower North Community Input Survey

A community survey was distributed at the 2015 Blues on Belgrade Festival to gain insight into the views of residents and visitors to the downtown area. Respondents were asked to answer a series of multiple choice and ranking questions and had the option to submit additional comments. 351 responses were collected and the results are contained below.

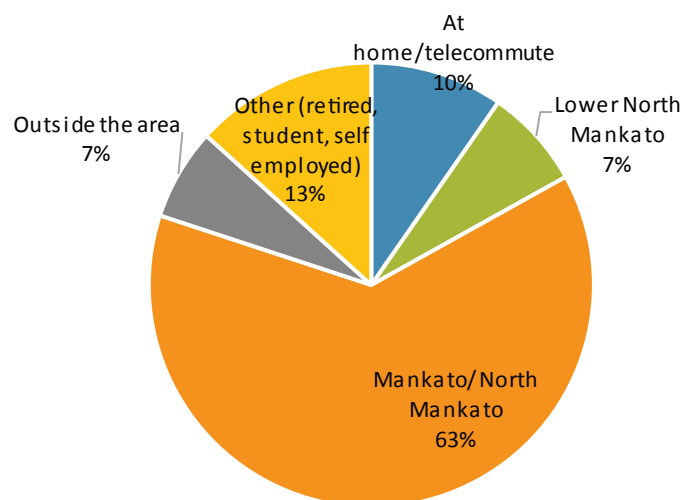
How far do you live from lower North Mankato?

(350 Total Respondents)

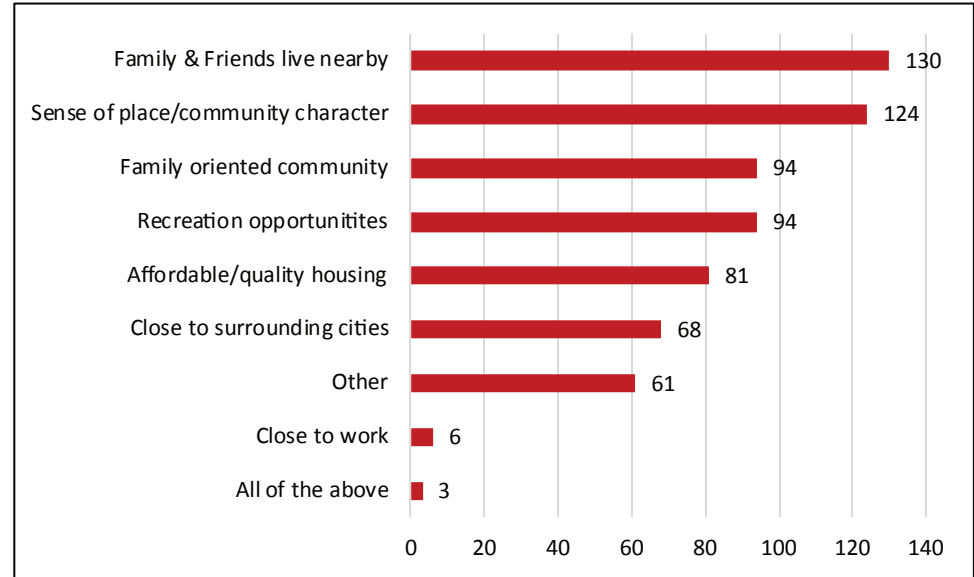


Where do you work?

(331 Total Respondents)



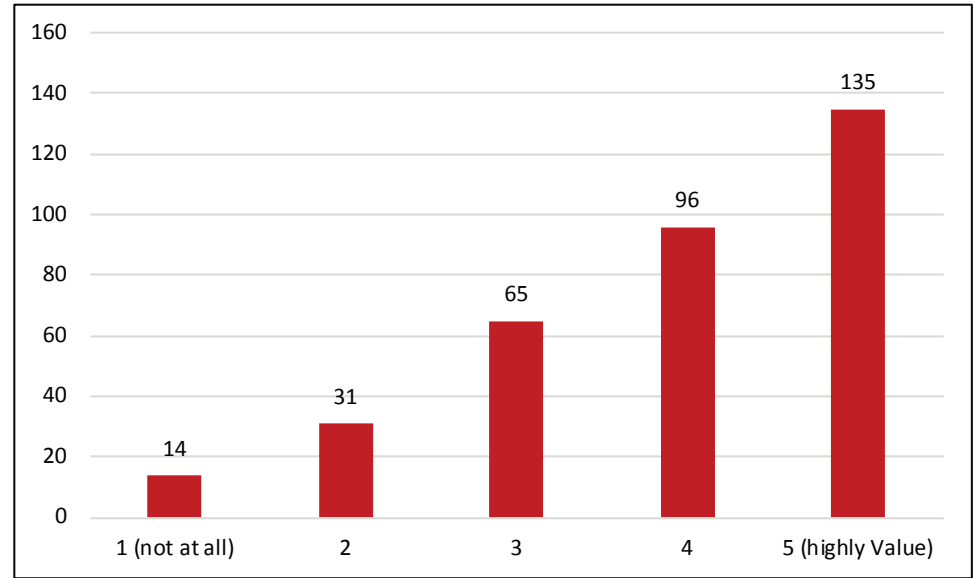
Why do you live and/or spend time in lower North Mankato?
(331 Total Respondents)



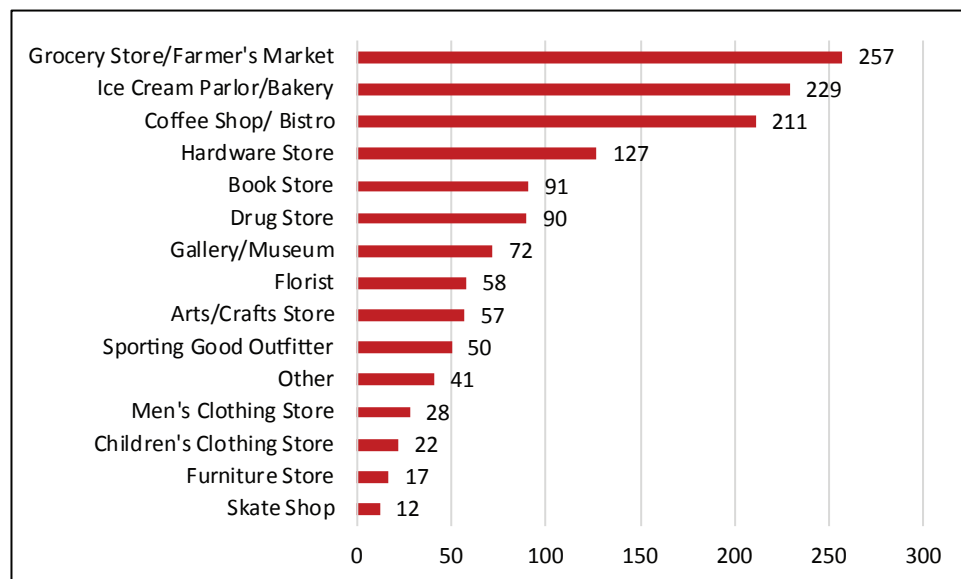
**There were 336 participants that chose 661 responses. Values are based on total number of votes; participants were allowed multiple selections.*

Other Responses:
Restaurants/Bars/Dining
Dinos
Support businesses/purchase goods & services
Hometown/ Love our home
Schools
Dry Cleaners
Post Office
Low Crime/Safe Community
Benders
Parks
Bank
Barbers
Library
Events
Hardly spend time here
Centralized location for bicycle commute
Love the peace & quiet
Church

On a scale of 1-5, how much do you value the historic character of lower North Mankato?
(341 Total Respondents)



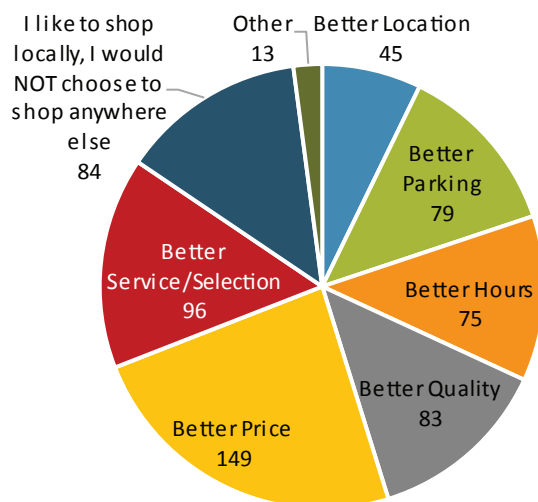
Of the following, which businesses would you frequent if it opened in lower North Mankato?
(342 Total Respondents)



**Values are based on total number of times each option was selected and participants were allowed to make multiple selections.*

Other Responses:
Rooftop bar
Retail (Target)
Local watering hole
Zoo
Restaurants
Shoe repair/other unique services
Roller sport park
Used book store
Toy/gaming store
Coffee/wine
Non-bar late night music venue
Antiques
Dollar Store
Bakery/Sandwich Shop
Higher density apartments/condos
Clinic/doctor's office
Caribou Coffee
Soup, pie & deli
Tap house
Meat Market
Small theatre/comedy club
Gardening/international market

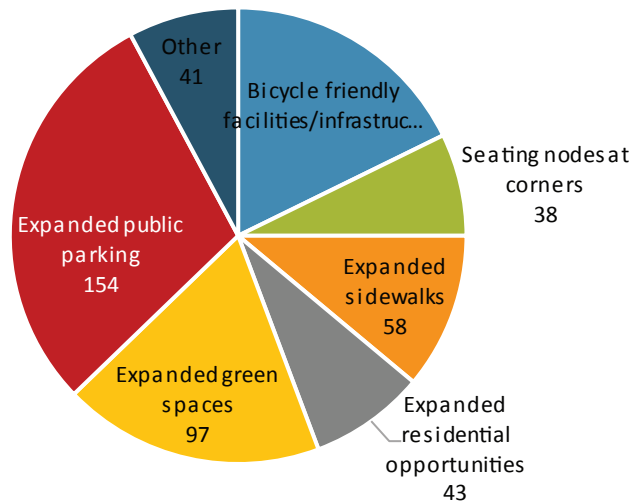
If the business you chose in the previous question existed in lower North Mankato, what would cause you to shop at a similar store in surrounding communitites rather than in lower North Mankato? (340 Total Respondents)



**Values are based on total number of times each option was selected and participants were allowed to make multiple selections.*

Other Responses:
I might be able to walk there
Close option
Closer to my house
Better pedestrian/bike design
More density of mixed uses
We shop all over
if it wasn't a true grocery store
Local is always first choice
Businesses in historic buildings

Which of the following do you feel would best benefit the economic stability of lower North Mankato? (322 Total Respondents)



**Values are based on total number of times each option was selected and participants were allowed to make multiple selections.*

Other Responses:
Less affordable housing/renters
Benches
Better variety of restaurants
More parking
Fewer rentals
Retail/destination shopping
Walkability
Stay-ability (keep people here)
More events
Traffic Calming
Less crime in the neighborhood
Arts center
Dog friendly parks
Higher end condo complex
Café with Outdoor Seating
Local artist boutiques
Tax discount for new businesses
Outdoor skating rinks
Enforcement at four corner stop
More weekend hours at Library

Which type of actions would have the greatest positive impact on the economy in lower North Mankato? (321 Total Respondents)

- 1. Rehabilitation of dilapidated buildings**
- 2. Redevelop existing or underutilized areas**
- 3. Improve the appearance of Belgrade Avenue**
- 4. Improve marketing efforts in lower North Mankato**
- 5. Provide financial incentives to businesses to create more jobs**
- 6. Increase housing options**

**Actions are listed in order of importance based on the highest scores awarded to each project.*

What improvements would you like to see to enhance the character and overall experience in lower North Mankato?
Create financially viable opportunities for small businesses who are looking for start-up help
River Access or River Park to walk/bike paths, picnic area with outdoor seating, food trucks, craft beer establishments
Parking with additional lighting near parking and sidewalks
Outside seating for Dino's in the back
Better Signage
Property maintenance enforcement
More businesses in empty buildings
Develop aesthetic guidelines to improve the character of the area
Buy Sharon's Craft & Floral and buy the houses they own behind for parking
Improve public transportation between Mankato & North Mankato. Currently not enough pick up & drop off.
Renovation/completely starting over for commercial properties and necessary parking is a step in the right direction
Bike infrastructure and traffic calming measure on Belgrade and Lee Blvd
Parking in the back – develop existing public parking lots that front the street (American Legion)
Wider sidewalks
Expand the business district
Tear down gas station and replace with 3 to 4 story building with housing and businesses
Any new construction should match the old brick feel
Add more greenery and green space
Support the creation of businesses that do not exist elsewhere
Expand pedestrian ramps to face in the direction of travel (currently angled to go diagonal across street)
Truncated domes for impaired people (none currently exist)
Map/directory of the City to promote ALL businesses for visitors and new residents
Cultivate a hipster, locavore setting
Add a bike/pedestrian bridge over the Minnesota River near the library over to Sibley park area and bike trail
Add a community page to the website for suggestions, complaints or open talk forums
Group businesses together that complement each other
Uniqueness that pulls a very diverse demographic
A place for businesses to hold off-site meetings
Parking is a critical component to any future success
Keep the small town, historic feel
Don't lose the character of Belgrade Ave along the residential section
Pedestrian environment organized not around cars, but around green spaces, community, and walkability
More diversity of businesses
Cohesive architectural appearance instead of Hodge podge of styles
Design guide that encourages/requires building designs that activate the sidewalks with activity
Add more resources that are frequently needed within walking distance
Small town thought process has a positive effect on the business economy
Fixing up homes to enhance the character, many great old homes that have been neglected throughout the years
Open things up from inside the community, celebrate visitors in a more purposeful fashion

Appendix C:

Meeting Summaries

5 – 10 Year Area Development Plan/ Downtown Master Plan	
What draws people into the downtown to stay and spend time currently?	<p>Magnets:</p> <ol style="list-style-type: none"> 1. Dining opportunities: Spinner's, Dino's, Nakato, Circle Inn, Legion. 2. Gas station brings people in but not to stay for a length of time. 3. Sculpture Walk. 4. The licensing agency was identified as a magnet bringing people downtown; people have to go there and will grab lunch. 5. Events: Blues on Belgrade, Bells on Belgrade, Bier on Belgrade, Fun Days, etc. <p>Need to define others here.</p>
What do we want the CBD to look like? Major/Minor alterations to infrastructure?	<p>General Themes:</p> <ol style="list-style-type: none"> 1. Suggestions that the future of the downtown could be modeled around Grand Ave. in St. Paul. 2. Slowing traffic down over the bridge through various methods. 3. More opportunity for unique shops on the street with opportunities on second and third floors of buildings. 4. Gathering places for community. 5. Population density increase 6. Aesthetics of the downtown <p>Specific Alterations:</p> <ol style="list-style-type: none"> 1. West of Legion: potential multi-level, mixed-use, storefronts on ground level; residential on top 2. South of Belgrade on Nicollet: Potential hotel with opening in the buildings serving as a gateway from Belgrade. 3. Angled parking downtown on south side of street: <ol style="list-style-type: none"> a. Will slow down traffic; curb bump outs b. Will add spaces 4. Potential round-about to assist with slowing traffic; coming from Mankato. 5. Street corners, alleys, and other potential seating and landscaping nodes around the downtown to create a destination. (See I & S Plan). 6. Adjacent parcels to Spinners: West and south parcels could be acquired in future to accommodate business expansion and parking. <ol style="list-style-type: none"> a. Current businesses could be offered a street front space in a development to include commercial base with residential or other commercial on top. (Landkamer building, Wine Café building) 7. Nakato owner sees expansion of business within parking lot to include an outdoor music venue area. 8. Future potential for a parking ramp on the recently acquired Wheeler properties.
Can the Downtown work with Commerce Drive businesses to create a mutually beneficial partnership?	<p>The Downtown might be able to join forces with Commerce Drive to establish a plan for mutual benefit;</p> <ol style="list-style-type: none"> a. Consensus among Commerce Business Owners is that they only want assistance for promoting business. b. Some citizens want improvements to make Commerce a better place to visit. c. Need to have discussion among businesses to see the possibilities.

Funding Sources (Potential)	<ol style="list-style-type: none"> 1. Food and Beverage Tax: \$80,000 (<u>Can rollover to following year</u>) 2. Hotel/Motel: \$80,000 3. Business Improvement Districts (BID): May not be sufficient at this point but may be something to consider as the District grows. <ol style="list-style-type: none"> a. Special taxing district established to include additional taxes on businesses in district. Creates autonomy for businesses to achieve these criteria: <ol style="list-style-type: none"> i. Marketing ii. Cleaning and Maintenance iii. Security iv. Policy Advocacy v. Economic Development vi. Community Development b. Small towns often use for Capital Improvements c. BID may make people angry at first (per our discussion) d. May generate roughly 5-10k per year e. Setting a five year renewal to incorporate new business. f. May be long-term vision for <i>Business on Belgrade</i> (BOB) 4. BOB has several grants and other funding resources that they obtain every year.
Miscellaneous thoughts and concerns for further consideration	<ol style="list-style-type: none"> 1. We have blighted properties need to assess these 2. Unsafe pedestrian conditions on the north side of the street with parking access to Legion, entry to gas station, etc... 3. How do we create an environment that is different than that of Front St. in Mankato which struggles to hold on to retail? 4. Over \$2million spent on Marigold; provides limited benefit to nearby business; don't want this to happen again. 5. In terms of function, smaller, more unique storefronts will bring people in. 6. Phasing: some properties might benefit from phasing plans to include the addition of parking lots that will eventually morph into business expansion as adjacent lots become available to replace lost parking. (i.e. Spinners, Nakato) 7. Food and Beverage Tax may be the best current method for revenue generation 8. Main Street Program: This may aid to assist with tax breaks and incentives; resources for economic development. Link: http://www.mnpreservation.org/pdf/MN-ConsideringMainStreet.pdf 9. Heritage Preservation Designations for specific buildings: This may provide opportunities for individual buildings to acquire monetary help for building improvements through incentives and tax credits.
Action Steps	<ol style="list-style-type: none"> 1. Map suggested alterations: <ol style="list-style-type: none"> a. Separate maps for incremental changes b. Different Scenarios c. Area magnets; places that attract the most and have capacity to encourage pedestrians to stay. d. Roundabout and Parking analysis (Traffic Analysis) 2. Establish Funding Sources 3. Next Meeting: <ol style="list-style-type: none"> a. Date b. Topics c. Participants 4. Establish 5-10 year plan criteria

NORTH MANKATO DOWNTOWN REDEVELOPMENT PLAN

STAKE HOLDER MEETING – MARCH 5, 2015

Meeting Minutes

City Staff and the Business on Belgrade Organization conducted a stakeholder meeting on Thursday, March 5, 2015 at 7pm at the Police Annex in North Mankato regarding a visioning process for the creation of a Downtown Redevelopment Plan. Below is a summary of the presentation from Staff outlining the driving forces behind the plan and a description of the consensus building exercises with corresponding results. Accompanying this document is the PowerPoint from the meeting containing the mapped results from previous meetings with Business on Belgrade and City Staff that served as a starting point to foster community ideas. These maps incorporate ideas from previous and current planning efforts for Downtown Redevelopment.

Meeting Presentation Summary

The City Administrator, John Harrenstein, with the assistance of City Staff, began a presentation outlining the reasons behind the plan and how we will proceed with the plan making process as well as ideas that were formulated based on preliminary business owner feedback and Comprehensive Plan Goals. Here is a summary of that presentation.

Focusing Events. In the recent past, the City had a downtown visioning study produced by the I & S Group which outlined several potential changes to the downtown as gathered through public meetings. Administration would like to move forward with the creation of a plan that incorporates relevant concepts from that process and feedback from current stakeholders in the District.

Other items discussed that are fueling the plan creation are the extension of the sales tax as a potential funding source for downtown redevelopment, the completion of the Marigold project, and questions about the City's financial commitment to the downtown parking lot acquisition.

Proposed Policy Process. Administrator Harrenstein laid out a potential plan making process to show the events leading until now and where we plan to go from here. This list outlines the proposed policy process; some items have been completed and other still to come:

- | | |
|--|-------------------|
| • Brainstorming Sessions with Business on Belgrade | December 2014 |
| • Ideas mapped and discussed further | January 2015 |
| • Stakeholder/Focus Group Meeting | March 2015 |
| • Summary Feedback and emails to participants | March 2015 |
| • Draft Plan | April 2015 |
| • 2-3 Open Houses | May and June 2015 |
| • City Council Workshop | June 2015 |
| • City Council Adoption | June 2015 |

This listing of events may be subject to change as the plan develops. Updates and alternative meeting dates will be communicated as time progresses.

Consensus Building Exercises. Participants were asked to observe large maps representing 5, 10 and 20 year visions for the downtown and were asked to engage, question, support and offer concerns regarding the ideas that were to provide a starting point for the discussions. The feedback provided through these exercises and those to come will guide the plan creation and implementation.

Each table answered these questions:

1. What should be added?
2. What should be removed?
3. List best ideas for the selected timeframe.

The tables reported out ideas and the ideas were voted on through a dot ranking exercise; all participants were given three dots to place on their favorite ideas at the end of the process. These results are outlined further in this document.

Comprehensive Plan Goals Summary. Staff presented the Comprehensive Plan goals that are guiding the Downtown Redevelopment Plan. This is a listing of those goals:

Chapter 3 – Land Use

GOAL 1: Maximize the use of land within the City of North Mankato in a way that strengthens the local economy, preserves natural resources, and ensures a high-quality of life for all residents.

Objective 1.1 – Preserve and enhance the small business environment of the downtown.

Chapter 9 – Downtown Redevelopment

GOAL 1: Expand the number and variety of businesses and residential varieties in the downtown.

Objective 1.1 – Preserve and enhance the small business environment of the downtown.

Objective 1.2 – Increase the number of businesses and residents in the downtown.

Objective 1.3 – Ensure adequate parking for all businesses.

GOAL 2: Create a safe and inviting pedestrian realm.

Objective 2.1 – Improve safety for pedestrians

Objective 2.2 – Improve the appearance of the streetscape and facades in the downtown.

Chapter 10 – Design

GOAL 1: Enhance the livability of North Mankato through quality design.

Objective 1.1 – Improve safety for pedestrians

Objective 2.2 – Improve the appearance of the streetscape and facades in the downtown.

Visions for 5, 10 and 20 Years. Accompanying these minutes is the PowerPoint containing the maps representing preliminary ideas and concepts for the 5, 10 and 20 year redevelopment of

the downtown. These maps were those that were provided to the groups for the exercise that gathered opinions to guide the plan.

Results of Consensus Building Exercises

This table features the collective answers to the questions and how they were eventually voted on for preference by the participants.

YEAR	QUESTION	RESPONSE DESCRIPTION	NUMBER OF VOTES	
5 YEAR	ITEMS TO ADD	Roundabout is a great way to slow traffic; needs to be added to five year plan	6	
			Nicollet and Belgrade cross over bridge for pedestrians; entry way development	6
			1 lane on Center street converted to bike lane	1
			Number 8 on the 200 Block (missing building) show mixed use building rather than plaza	0
			Stop sign coming over bridge	0
			Signaled crossing in middle of streets	2
		ITEMS TO REMOVE	Remove suggested crosswalk coming over bridge into town.	1
			No parking ramps in the downtown as they take from the ambience	0
		BEST IDEAS	Bump outs to slow traffic throughout district	8
			Street light ambience	4
		Additional lighting on bridge in collaboration with Mankato	1	
		Closure of traffic lane going into Mankato for extension of sidewalk in front of business	3	
		Pedestrian focused design	3	
10 YEAR	ITEMS TO ADD	Leave gas station as it is a big draw; provides store; or provide alternative for gas station location.	5	
			Leave Circle Inn as it is; it is iconic	6
	ITEMS TO REMOVE	Move potential plaza to a 20 year item and leave the gas station as it is a big draw.	1	
	BEST IDEAS	Add a Bistro or Deli Shop	4	
		Add 4-way stop at Belgrade and Cross	3	
		Align Wheeler Avenue on Range	3	
		If parking ramp north of gas station; incorporate bank drive thru into the ramp circulation.	3	
20 YEAR	ITEMS TO ADD			
	ITEMS TO REMOVE	Remove Hotel Idea; Put Hotel up near Caswell	3	
		Don't close Wall Street for mixed use infill building	3	
	BEST IDEAS	Additional parking garages and surface parking are good	0	
		Hotel is good idea in the downtown	3	
		Mixed Use needs to be spread downtown rather than just in the 200 block; spread more into the 300 and 400 blocks.	7	
GENERALLY	BEST IDEAS	Keeping the look of the Historic Downtown all the way; consistent with aesthetic appeal	6	
		Relocate gas station	2	

		Center Cross walk for 200 Block	0
		Focus on developing corners of blocks with all corners having mixed use building	7
		Bike Lane down Belgrade	1
		Displace density down Belgrade; rather than crowding over bridge area; Convert homes to business	12
		Widening alleys behind Legion and Frandsen to accommodate increased traffic	3
		Add Streetcar	3
		Consider relaxing building height restrictions	3
		Revisit materials and color ordinances and guidelines	2

It is clear from the results that participants favored some of the ideas more than others. These results will assist in moving forward with the plan and it should be noted that they don't represent the end of citizen input as we will have other meetings that will shape and mold the plan.

As mentioned before, the maps used in the exercise can be seen in the accompanying PowerPoint. Each Map has numbers that correspond to the changes and a list of changes at the bottom of the page for each block.

Next Steps. As a result of this meeting, we are working to establish another meeting date with some of the major changes to the plan incorporated. City Staff will keep BoB posted regarding progress and possible future meetings.

If you have any questions regarding the plan progress or some of the changes suggested for the downtown, please contact:

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or

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Belgrade Avenue Master Plan
Steering Committee Meeting
Wednesday, April 6, 2016 6:00 PM

The purpose of this meeting was to prepare questions for the upcoming open house to facilitate discussion and feedback among participants. The following notes are discussion points from that meeting.

Discussion Points:

- Strong support for a “We not I” approach
- Strong support for historic resources. Lower North in general has a strong historic presence not just on Belgrade. People could be guided from the downtown to take a walk through and see the historic resources with signage outlining the history of the area
- Residential incorporated into mixed use buildings should be affordable to maintain a mix of people and not just affluent
- Belgrade too wide and vehicles travel too fast in 200 Block
- Left onto Nicollet coming over Vet Bridge is unavailable which has been identified as a hardship by one participant
- Range/Belgrade intersection dangerous due to people speeding and running stop sign
- Issues with wayfinding signage for public parking
- Beautification of building facades as well as streetscape was important
- One participant suggested there be a design committee
- City Administrator mentioned that the City doesn’t have minimum parking requirements
- Considering the future of events and festivals is important
- One participant suggested having a college competition for artistic bike racks along the corridor
- One participant suggested having competitions for the best house or best yard along the corridor as a way to encourage beautification along the corridor
- Character was important as a design guideline
- Inviting buildings to consider moving into new developments to encourage redevelopment efforts

Potential Questions (For Steering Committee to ask Public at Meeting)

- What opportunities do you see on Belgrade?
- What kind of businesses would you like to see?
- How do you value historic resources? Do you think promoting a signed walk from downtown that highlights historic properties would be beneficial?
- Do you feel safe walking or driving on Belgrade?
- How do you feel about parking and access to businesses on Belgrade?
- What do you think the future design of the Downtown should hold to? How should it look?
- Do you feel there are adequate public gathering spaces or seating nodes along the corridor?
- What is it the people don’t know about Belgrade?
- What would encourage people to enhance their properties?
- How can we encourage businesses to come to Belgrade?

**Belgrade Avenue Master Plan
Community Input Session
Tuesday, April 26th 6:00 p.m.
Belgrade Avenue United Methodist Church**

An open house was held at the Belgrade Avenue United Methodist Church on April 26, 2016. Several interested citizens and business owners along with members of City Staff and Elected official attended the meeting as did members of the project steering committee.

There was a brief presentation and various boards and materials describing the project were made available for review and comment. Participants were seated at round tables with approximately eight individuals at each to facilitate discussion. Project staff along with Steering Committee members circulated the room approaching each table with questions drafted by the committee to solicit feedback on the downtown.

Below are the questions and associated feedback received through that exercise. The questions are organized under the Comprehensive Plan goals they pertain to.

1. Name three words you would use to describe Belgrade Ave today and three words you hope to use to describe Belgrade Ave in 5 years.

Today	5 Years
active	thriving
vintage	new destinations
recreational	expanded (west to south)
residential	beautiful
historic	inviting
beautiful	cohesive architecture
bustling	pedestrian friendly
symmetrical	bustling
dangerous	safe
ugly	familiarity- feels like neighborhood
not inviting	market driven
unique	more density in business district
inviting	
brick	
fun	
comfortable	

2. What should people know about Belgrade Ave that they might not?

- Parking and wayfinding
- The history, especially the brick industry.

3. How would you describe the character/look & feel of the area? What makes Belgrade Avenue Unique?

- The historic homes give a neighborhood feel to lower North Mankato;
- Business on Belgrade events provide a sense of community;
- Vintage buildings may need updating and to be mixed with new construction;

- Keep the Old Highway 14 history.
-

LAND USE

Maximize the use of land within the City of North Mankato in a way that strengthens the local economy, preserves natural resources, and ensures a high-quality of life for all residents.

Objective 1.1—Preserve and enhance the small business environment of the downtown.

DOWNTOWN REDEVELOPMENT

Expand the number and variety of businesses and residential varieties in the downtown.

Objective 1.1—Redevelop underutilized parcels or outdated and deteriorated buildings.

Objective 1.2—Increase the number of businesses and residents in the downtown.

4. What kinds of businesses would you like to see on Belgrade Avenue that aren't currently there?

- Mixed use buildings along Belgrade Avenue which can support the desired Café's and other dining options and specialty shops, community gathering spaces for special events, kid's activities, and continued community events.
- A stronger online presence and a community magazine is also desired.

5. How can we encourage the public to frequent Belgrade Ave?

- Parking, signage, and wayfinding;
- Pedestrian improvements and traffic calming;
- Focus on building exteriors, windows, awnings, and signs;
- Buildings should have a cohesive look (no hodge podge);

6. How can we encourage businesses to come to Belgrade Ave?

- A business incubator, artist workspaces (active vacant spaces), or other creative ways of gathering and offering options to start up small businesses;
- Re-establish the community grant & loan program;
- TIF.

Questions for Business Owners Present

7. As a business owner, are you interested in shared business services? (parking, snow removal, cleaning)

- The city already offers these things or business owners already own property for parking.

8. As a business owner, how do you feel about potential redevelopment of buildings in the area?

- How many stops do visitors to Belgrade make while they're in the area?

- Businesses with constant (Design) flow would be great.

9. Do you find the Belgrade Avenue area livable?

- Yes, but it could be more attractive;
- Blighted properties exist;
- Prevention of rentals

10. What would encourage a mix of housing types in the area surrounding Belgrade Avenue?

- Homes used as businesses;
- Cohesive buildings, timeless;
- No more rental housing, apartment buildings will not improve the neighborhood.

Objective 1.3—Ensure adequate parking for all businesses.

11. Do you feel there is adequate parking on Belgrade Avenue and in the immediate area?

- Lighting and signage is a main issue;
- Parking in front of the post office is a problem during peak periods;
- Time limited parking suggested.

Create a safe and inviting pedestrian realm.

Objective 2.1—Improve safety for pedestrians.

12. How can we make Belgrade Avenue more inviting for pedestrians?

- Signage, lighting, and aesthetics (wrought iron with greenery);
- Bumpouts;
- More bike racks;
- Safer cross walks, intersections are dangerous for pedestrians;
- Nodes with benches;
- LED lighting;
- Median island.

13. How can we make Belgrade Avenue safe for drivers?

No Feedback

14. Are there sufficient gathering spaces in the area? What would encourage people to gather there?

- Nakato's stone wall at seating height is always full.

Objective 2.2—Improve the appearance of the streetscape and facades in the downtown.

15. Which building(s) do you think are the most pleasing to look at in the Belgrade Avenue business district?

- Dino's,
- Bruntons,
- Spinners,
- Hot tub place,
- Y Barbers,
- Natural Pathways.

16. What would encourage residents and businesses in the area to improve or enhance their homes or businesses?

- Signage for Wheeler Park from Belgrade;
- Historic Walking tour;
- Geocaching;
- Tour of homes;
- Front yard contests;
- Communication of helpful programs – share info from city to public;
- Christmas decorating contest;
- Promoting available funding options to business owners and residents;
- Education of grants and funding;
- Business on Belgrade events.

17. What non-business amenities would you like to see in the Belgrade Avenue business district?

- Charging stations for electronics;
 - fountains;
 - lack of space
-

COMMUNITY DESIGN

Enhance the livability of north Mankato through quality design.

Objective 1.1—Make enhancements that improve the functionality of the public realm.

Objective 1.2—Make decisions that enhance the appearance and attractiveness of the public realm.

18. Do you feel there should be a design committee or design guidelines? What should businesses and buildings in the area look like?

- Yes;

- Needs to be financial support;
- Guidelines for new and restoring buildings;

19. What kinds of public art programs would enhance Belgrade Avenue?

- Functional art (benches and bike racks);
- Music;
- Murals;
- Sculptures

20. What kinds of special events does the area lend itself to?

- Cycle race;
- Boy scout troop 29 5K;
- Free is important;
- Like all events, businesses do benefit financially.

Other Comments

- Connectivity between Upper and Lower North (Bus Lines);
- Move library downtown;
- Sculptures are a great draw to area on both sides of the bridge.



**Belgrade Avenue Master Plan
Steering Committee Meeting**
Wednesday, June 8, 2016 6:00 PM

Purpose:

The purpose of the meeting was to facilitate discussion among steering committee members regarding feedback from the community input session held on Tuesday, April 26th 2016.

Attendees:

See Attachment for steering committee members in attendance.

Materials Presented:

- Visitor—Alyssa Auten, Director of the Nicollet County Historical Society
- Community input session comments (see attached).

Comments Received:

1. Discussion of Historic Preservation Commission (HPC) alternatives; HPC's are typically established in association with districts.
 - a. Historic levee for discussed as potential funding source for improvements to historic properties: small cost over year through tax leveed on citizens. There was interest in more research on this potential funding.
 - b. Discussion of the establishment of a neighborhood association in lieu of a HPC. Some interest in a HPC establishment, though it is more related to capturing and recognizing the history of the area.
2. There was a collective interest in an inventory of City Historic Resources:
 - a. It was suggested that the Belgrade Master Plan should provide recommendation for an inventory to take place
 - b. Option to utilize URSI Department at MSU for Graduate Students in the studio course.
3. There was ample discussion of establishing design guidelines and/or a design review committee to act in place of a HPC. Currently, there is no measure of control preventing the construction of buildings that don't fit in with the character of downtown. Generally, the group supported the establishment of design guidelines/regulations. It was mentioned that the North Mankato City Council has never had a discussion regarding the establishment of a HPC.
4. There was strong support for the development of a gateway to Wheeler Park that provides a connection to the downtown. Enhancements to Cross Street with wider sidewalks and informational signage guiding visitors to Wheeler from downtown was discussed as a means to accomplish that goal.

5. One participant suggested that City Staff should interview the older population that have resided in North Mankato for a long time to collect oral histories before they are gone and it is too late to hear their stories.
6. It was discussed that historical markers or plaques should be placed on locations of significance.
7. It was discussed that a historical walking tour guided by podcast could highlight historic resources.
8. One participant suggested stockpiling bricks from redevelopment projects of older homes that have succumb to demolition for use in future projects.
9. Overall desired look and feel –“Grand Avenue” look and feel; create a place where people want to be. Market will control what businesses locate there; what we can do is create conditions attractive to businesses.
10. There was discussion of extending the Central Business District (CBD) down Range Street.
11. There was discussion of housing provisions for local artists.
12. Generally, the Committee reiterated that sufficient parking exists. The group noted that better signage could help with alleviating the perception that it’s limited. Parking accessibility was raised as a concern.
13. Some mentioned a desire for easier/safer access across Belgrade on east end (bridge side)
14. There was Interest in special pavers or streetscaping to highlight/distinguish areas where streets are shut down for community events. This will be taken into consideration with Corridor Study as well.
15. Some suggested the desire for more benches and gathering spaces
16. Rentals—though some community members suggested throughout engagement process that there are “too many rentals” or “no more rental” the reality is that rental housing has to be part of the mix; increasingly people are not purchasing but becoming renters. An alternative to eliminating or restricting rentals would be enforcing guidelines and standards on rental housing. Mixed use/apartments above commercial should be part of the plan.
17. Some discussion of “form based codes” /Performance Standards. These codes, though often established to take the place of the entire City Code, could be applied to the CBD instead of the City as a whole
18. Multiple responses were voiced to describe Belgrade per the discussion at the meeting.



Belgrade Avenue Corridor Study

North Mankato, Minnesota

Steering Committee Meeting

Wednesday, September 8, 2016

North Mankato Police Annex

5:30 – 6:30 pm

Summary

Attendees:

Name	Title/Agency
Jake Huebsch	Transportation Planner; Mankato Area Planning Organization (MAPO)
Angie Bersaw	Senior Transportation Planner; Bolton & Menk, Inc.
Michael Fischer	City Planner; City of North Mankato
Matt Lassonde	Transportation Planner; Bolton & Menk, Inc.
Tom Hagen	Steering Committee Member
Barb Church	Steering Committee Member
Matthias Leyrer	Steering Committee Member
Jon Hamel	Steering Committee Member
Sheila Skilling	Steering Committee Member

1. Introduction and Roles

- *Agency and Consulting Staff introduced themselves and their affiliation to Steering Committee members and discussed roles in the project.*
- *Staff discussed the role of the Steering Committee in the Project*

2. Presentation

A presentation was given to introduce project goals, relationship to the Belgrade Master Plan efforts, status of the corridor study, existing conditions on Belgrade Avenue, schedule, and next steps.

The following materials were provided to Steering Committee members for discussion of existing conditions:

- *Maps:*
 - *Access Inventory*
 - *Parking Assessment*
 - *Traffic Operations*
 - *Crash History*
 - *Pedestrian and Bicycle Connections*
 - *Land Use*
 - *Transit*
- *Project Schedule*

- *Project Handout (This included: general project information, contact information, website location)*

3. Steering Committee Discussion with Staff

Staff led a discussion with committee members to identify answers to the following overarching questions:

- *What are your primary transportation concerns with Belgrade Avenue?*
- *What do you want to achieve with improvements to Belgrade Avenue?*

The following is a summary of the discussion between staff and committee participants:

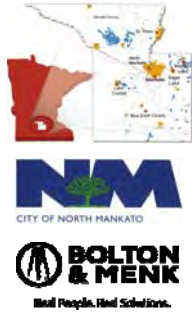
- *One member discussed the significance of ambience along the corridor that has been a part of several discussions in many previous planning efforts. He suggested that changes to the corridor will need to keep this in mind in regards to roadway design. Angie mentioned that streetscaping will be a consideration in our roadway design alternatives.*
- *One participant would like to see commercial development spread further west along Belgrade rather than clustering it at the eastern edge of the corridor near the Veteran's Memorial Bridge.*
- *Several participants suggested that they would like to see slower traffic along Belgrade, specifically within the Central Business District (CBD). Staff suggested there are measures that can be implemented in streetscape design that can cause drivers to slow down. Measures include sidewalk bumpouts, narrower lanes, parking configurations, etc. Staff confirmed that several methods could be explored in concept alternative development. One participant suggested that the Veteran's Memorial Bridge is designed like a highway and that encourages drivers to exceed the speed limit through the CBD.*
- *There was some discussion regarding lane configuration downtown. Matt suggested that the removal of one lane in the four lane section at the 200 Block has been a discussion topic in many previous Belgrade Master Plan meetings. Angie asked whether participants would like to see wider sidewalks, increased on-street parking, or other infrastructure if more space becomes available at the road sides. Some suggested they would like to see wider sidewalks along the 200 Block of Belgrade to accommodate patio dining at restaurants and increased pedestrian movement. Alternative parking measures were also discussed such as angled parking in front of the south side businesses or parking on both sides of the street. Staff confirmed that several options would be considered during concept alternative development.*
- *A participant suggested that cameras located at key locations in Mankato have been quite beneficial for traffic accident and other purposes and recommended that consulting staff consider integrating this into design.*
- *Participants began discussing the adequacy of parking resources along the corridor. One participant mentioned that previous studies suggested that there is a perceived shortage of parking resources along the corridor. Matt confirmed that several studies do state that the shortage is perceived. One participant recommended additional lighting on side streets to make on-street parking there seem more inviting and safe. This would perhaps encourage patrons to park there and remove some of the strain on other parking resources and assist with ending the perception of a parking shortage. Wayfinding signage to parking was also discussed as a tool to solve parking perceptions.*
- *The general opinion of the group was that pedestrian/bicycle crossings are unsafe in most locations as vehicles speed and ignore stop signs. Matt asked the group if pedestrians could be accountable for also not following the rules of the road.*

Participants suggested that bicyclists are often seen failing to exercise appropriate roadway conduct while riding, also running stop signs and getting into traffic which was seen as problematic along the corridor. Matt and Angie described Nicollet Avenue as a designated bike route per the City's complete streets policy along with Sherman Street and Center Street. One participant asked how these were marked and suggested that "sharrows" are not good means of marking a designated on-road bike path. Participants suggested a stop sign at Sherman to accommodate the existing on-road path.

- Another concern with pedestrian access was identified in the 200 Block. Participants identified the block as very long and not easy to cross. The crossing at Range Street is a far distance from most public parking.*
- Participants inquired about transit routes and the general future of transit in North Mankato. Jake mentioned that the MAPO already has a planning effort in the works to study the transit system and identify any potential changes.*
- Traffic control measures were discussed for various intersections. The southbound ramp on 169 was discussed and participants inquired to the feasibility of a roundabout option in that location. Matt mentioned that the City requested a high level design to assess the potential geometric fit for a roundabout but discussions have not moved forward from there. Angie and Matt discussed that a future Intersection Control Evaluation (ICE) study will be taking place and will explore multiple possibilities. Some inquired about the potential for a mini-roundabout at the Range/Belgrade intersection to improve potential delays and pedestrian movements. Angie suggested that participants view an informational video prepared for the City of Shakopee to see how mini-roundabouts operate. Angie suggested that many possibilities would be explored through concept development.*
- One participant suggested that the gas station and the bank drive through are vehicle focused businesses and cause a lot of traffic in the area. Angie said access modifications will be looked at closely in the CBD but noted that discussions with individual businesses would also need to occur to make sure proposed changes, if any, would work with their business operations.*

4. Next Steps

- a. Development & Evaluation of Alternatives—October 2016 to January 2017**
- b. Future Traffic Analysis—November to December 2016**
- c. Downtown Plan Steering Committee Meeting #2—November 2016**
- d. Public Open House #1—December 2016**



Belgrade Avenue Corridor Study & Belgrade Avenue Master Plan North Mankato, Minnesota Steering Committee Meeting

**January 19th, 2017
North Mankato Police Annex
6:00 to 7:30 pm**

Summary

Attendees:

Name	Title/Agency
Jake Huebsch	Transportation Planner; Mankato Area Planning Organization (MAPO)
Angie Bersaw	Senior Transportation Planner; Bolton & Menk, Inc.
Michael Fischer	City Planner; City of North Mankato
Matt Lassonde	Transportation Planner; Bolton & Menk, Inc.
Courtney Kietzer	Planning Analyst, City of North Mankato
Randy Zellmer	Committee Chair
Megan Flanagan	City Center Partnership
Linda Myron	Committee Member
Lynn Schreiner	Committee Member
Barb Church	Committee Member
Jon Hammel	Committee Member
Matthias Leyrer	Committee Member
Sheila Skilling	Committee Member
Tom Hagen	Committee Member
Tom Bohrer	Committee Member

1. Welcome and Introductions

2. Belgrade Master Plan Updates

- *Matt opened discussion with the proposed revisions to the Belgrade Master Plan - Section 4.6 Historic Preservation and Design Guidelines. Tom H. raised concerns he had with the language in the section referring to the City using the Planning Commission as the authority on historic preservation instead of a historic preservation commission.*
- *Courtney gave a brief rundown of the Design Guideline Document Updates. All agreed that the guidelines were done well and conveyed the right message. However, Jon H. questioned the*

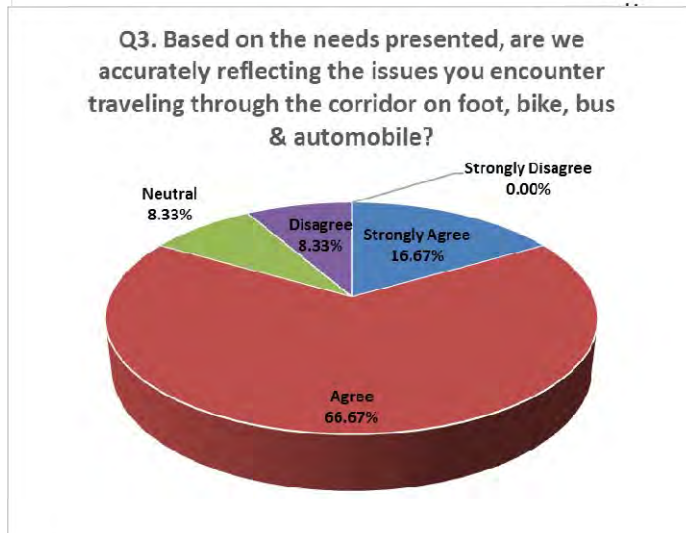
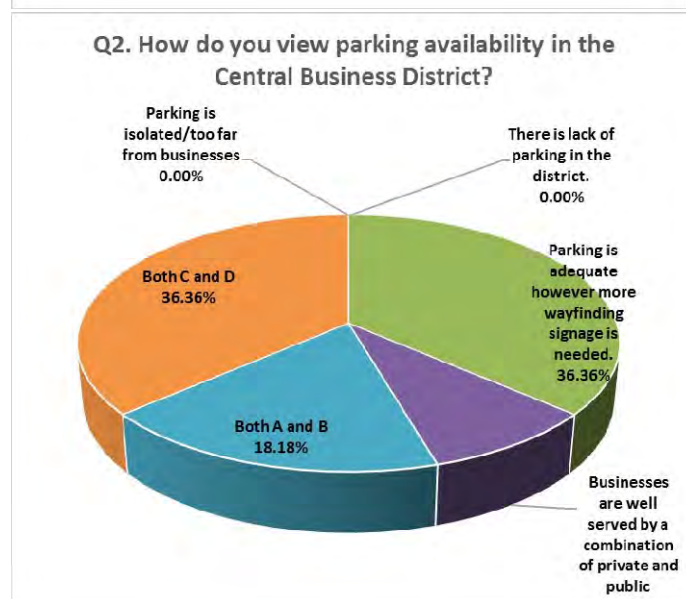
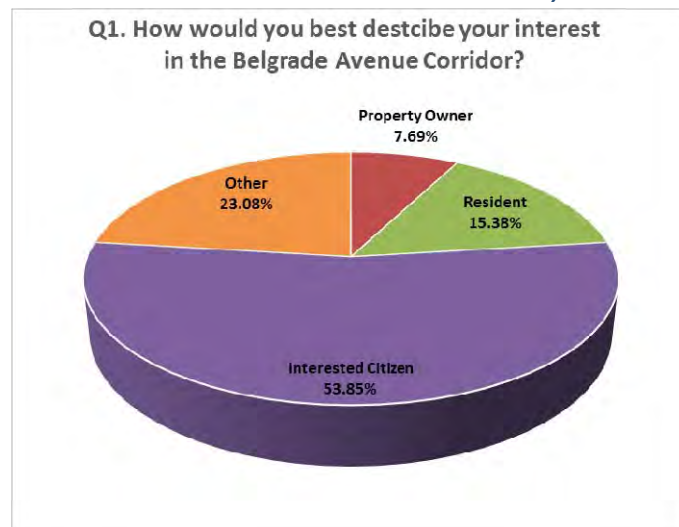
City's ability to enforce the guidelines as policy. Tom H. and others encouraged Project Staff to work with the City to change the language.

- *Matt said that he would work with City Staff and Project Partners to find a suitable solutions to the concerns. Several potential courses of action were discussed including moving forward with finalizing an inventory of historic resources begun by Courtney K. and involving the State Historic Preservation Office in the process for guidance on action to take. Matt reassured the group that this would be resolved.*

3. Belgrade Corridor Study Updates Presentation

- *The following materials were presented to Steering Committee members for discussion:*
 - *Study Progress*
 - *Brief review of existing conditions:*
 - *Access Inventory*
 - *Parking Assessment*
 - *Traffic Operations*
 - *Crash History*
 - *Pedestrian and Bicycle Connections*
 - *Land Use*
 - *Transit*
 - *Study Goals*
 - *Range of Concept Alternatives including:*
 - *Improvements from Lee Boulevard to Lake Street*
 - *The addition of bumpouts to the following intersections:*
 - *Cornelia Street*
 - *Sherman Street*
 - *Center Street*
 - *Cross Street*
 - *200 Block Concepts including:*
 - *4-lane option with added bumpouts*
 - *3-lane options with mini roundabout at the Range/Belgrade intersection and access closures at Circle Inn (adjacent to Wall St) and public parking lot (adjacent to Range St). The 3-lane option would provide extended sidewalk widths and space for streetscape amenities and potential patio opportunities for businesses. This option would also include one of the following variations of the Wall Street, Nicollet Avenue, USTH 169 SB Ramp intersections:*
 - *Dedicated WB turn-lane onto Nicollet from Belgrade.*
 - *Extended median past Wall Street to provide pedestrian refuge for mid-block crossing. This would prevent traffic from turning left onto Nicollet and Wall Street.*
 - *Maintained existing median preventing left hand turns onto Nicollet Avenue.*
 - *Roundabout at USTH 169 providing traffic calming conditions for traffic entering the downtown from the Veteran's Memorial Bridge. This option would maintain a similar median preventing left turns onto Nicollet as exists*

today.



the Downtown. All participants found this important.

○ Throughout the presentation, several questions were presented to the committee through polling software. The following represents the questions presented and the responses received:

○ Question 1 assessed the interests of those

attending the meeting. Most members of the Steering Committee are Interested Citizens.

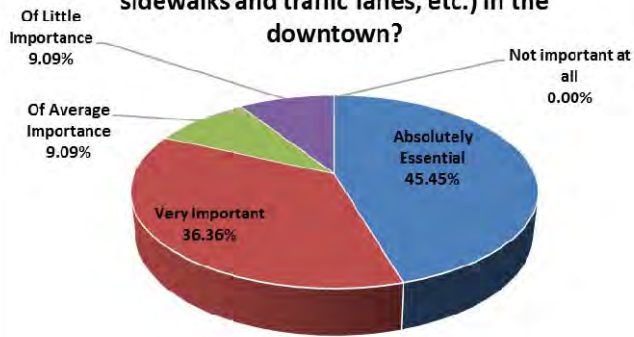
○ Question 2 assessed the groups views on parking availability in the district. Most believed that the district is well served by parking but would benefit from wayfinding signage.

○ Question 3 asked if the group thought the study accurately reflects the issues on the corridor. The vast majority agreed that it did.

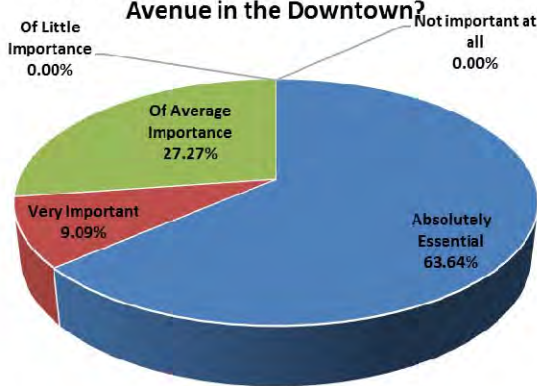
○ Question 4 asked the importance of improved pedestrian facilities. Most (90%) favored improved pedestrian facilities.

○ Question 5 asked about the importance of crossings of Belgrade in

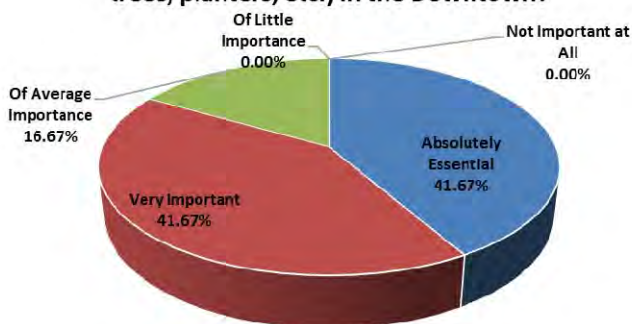
Q4. In your opinion, how important is it to improve pedestrian facilities (i.e. wider sidewalks, increased buffer area between sidewalks and traffic lanes, etc.) in the downtown?



Q5. In your opinion, how important is it to improve pedestrian crossings of Belgrade Avenue in the Downtown?



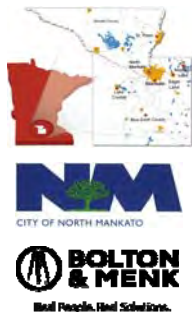
Q6. In your opinion, how important is it to provide additional streetscape amenities (i.e. outdoor seating/patio space for businesses, trees, planters, etc.) in the Downtown?



- Question 6 asked about the importance of streetscape amenities. Most placed high importance on additional streetscape amenities.

4. Next Steps

- Project Staff explained next steps and upcoming meetings asking the commission to attend and assist with asking questions to the general public.
 - a. Next Steering Committee Meeting – February/March
 - b. Upcoming Open Houses:
 - i. January 26, 5:30pm to 7:30pm
 - ii. January 28, 10:00am to 11:30am



Belgrade Avenue Corridor Study & Belgrade Avenue Master Plan North Mankato, Minnesota Steering Committee Meeting

**April 25th, 2017
North Mankato City Hall
6:00 to 7:30 pm**

Summary

Attendees:

Name	Title/Agency
Angie Bersaw	Senior Transportation Planner; Bolton & Menk, Inc.
Michael Fischer	City Planner; City of North Mankato
Matt Lassonde	Transportation Planner; Bolton & Menk, Inc.
Randy Zellmer	Committee Chair
Linda Myron	Committee Member
Barb Church	Committee Member
Matthias Leyrer	Committee Member
Tom Hagen	Committee Member
Chris Person	Committee Member

1. Matt and Angie presented the results of the Open House Meetings and the Business on Belgrade Meetings as well as the draft study recommendations to the Steering Committee Group.
2. The group then discussed the status of the Corridor Study and Next Steps. The following outlines the ensuing discussion:
 - a. All in attendance were asked to review the proposed Belgrade Avenue Master Plan before completing the Belgrade Avenue Corridor Study.
 - b. All participants agreed that the two efforts need a stronger link with language incorporated in both plans linking them. It was discussed that, when drafting the Corridor Study for 200 – 500 blocks of Belgrade, the study would incorporate proposals that align with the Belgrade Master Plan.
 - c. Angie and Matt initially identified timeframes from implementation and the group didn't feel that this fit with the project recommendations. The committee suggested we do away with Priority identification in years. Concern being, a bulk of what is proposed is in the 6 – 20 year category, with likelihood little will actually be implemented.
 - d. The Steering Committee Chair, Randy Zellmer, suggested, and the group agreed, that the Belgrade Avenue Corridor Study should represent the views of those who participated while avoiding allowing those with negative thoughts to control the plan. Those present

at the open houses agreed that they didn't experienced the same negative views at the open houses for the Master Plan.

- e. The group was in approval of proposing some temporary trials as has been done in the Riverfront Drive Corridor Study in the Mankato Old Town area thinking that maybe people will have a different view after a trial run.
- f. A preference from the group was to request the presentation to the City Council be at a Work Session to allow more time to present and discuss both studies.
- g. The group would like to wrap up the planning efforts before summer stating "It has been over a year for the Master Plan. It would be nice to bring to an end before summer, when folk's priorities shift to summer activities."

Appendix D:

Acceptable Land Uses in CBD

§ 156.045 CBD, CENTRAL BUSINESS DISTRICT.

(A) *Purpose.* The Central Business District is intended to provide for low- to high-intensity pedestrian-oriented residential, office, retail, commercial, institutional and mixed-use (commercial/residential) development that supports the integrity of a downtown neighborhood, and serves the entire population. While pedestrian orientation is emphasized, the automobile is also accommodated. The CBD District accommodates the traditional "main street" character of the historical North Mankato downtown area (200 block of Belgrade), but also extends west to accommodate a combination of residential, commercial, and office uses. It includes a traditional residential corridor, with some houses that are maintained as residences and others that have converted to non-residential use.

(B) *Special requirements.* Every use, unless expressly exempted by this division, shall be operated in its entirety within a completely enclosed structure; the exception of a use from the requirement of the enclosure will be indicated by the phrase "need not be enclosed" appearing after any use exempted.

(C) *Permitted uses.*

(1) The following are permitted uses:

- (a) Antique store.
- (b) Apparel store.
- (c) Appliance store.
- (d) Art gallery, studio, school or supply store.
- (e) Bakeries, retail.
- (f) Banks, savings and loans or finance companies.
- (g) Barber and beauty shops.
- (h) Bars, taverns, and cocktail lounges licensed to sell soft drinks, beer malt, or alcoholic beverages on sale, off sale or both.
- (i) Book store.
- (j) Bowling alley.
- (k) Business machine store.
- (l) Business, trade or commercial school.
- (m) Camera and photographic studio and supply.
- (n) Candy, ice cream, confectionary store.
- (o) (Reserved).
- (p) Catalog service and mail order house.
- (q) Caterer.

- (r) (Reserved).
- (s) Churches.
- (t) Clinic, dental or medical, but not animal clinic.
- (u) Club or lodge.
- (v) Community centers, parks or public buildings.
- (w) Convent, monastery or similar institution for religious training.
- (x) Conventions, or meeting facility.
- (y) Dairy store.
- (z) Dance studio.
- (aa) Day cares.
- (bb) Delicatessen.
- (cc) Drug store.
- (dd) Dwellings:
 - 1. Single-family detached.
 - 2. Two-family.
 - 3. Apartments or apartment buildings.
 - 4. Multiple family dwellings.
- (ee) Essential public utility and service structures.
- (ff) Fences.
- (gg) Floral and garden supply including nursery, need not be enclosed.
- (hh) Gift, novelty or souvenir store.
- (ii) Grocery store.
- (jj) Hardware store.
- (kk) Hobby store.
- (ll) Hotels and motels.
- (mm) Institution of religious, charitable or philanthropic nature.
- (nn) Interior decorating store and supply.
- (oo) Janitorial services.
- (pp) Laboratory, medical or dental.
- (qq) Laundry or dry-cleaning.

- (rr) Leather goods store - retail only.
- (ss) Libraries, auditoriums, museums, or other cultural institutions.
- (tt) Locksmith or key stand, need not be enclosed.
- (uu) Medical appliance sales and fittings.
- (vv) Medical intern or resident doctor's quarters.
- (ww) Mixed-use buildings and developments.
- (xx) Mortuary, funeral home.
- (yy) Office of any type.
- (zz) Optical services and supply.
- (aaa) Parking of vehicles, need not be enclosed.
- (bbb) Pet store, including animal clinic.
- (ccc) Private recreation facilities; tennis court, golf club, swimming pool.
- (ddd) Rehabilitation center for handicapped persons.
- (eee) Restaurants or other eating places including drive-ins.
- (fff) School, public or private.
- (ggg) Shoe repair shops.
- (hhh) Sporting goods store.
- (iii) Stationery store.
- (jjj) Tailor shops.
- (kkk) Theater.
- (lll) Toy store.
- (mmm) Travel bureau or ticket agency.
- (nnn) Variety stores.

(2) Every permitted use allowed shall be constructed on a permanent foundation and be connected to municipal utilities.

(D) *Conditional uses.* The following uses may be permitted if granted a conditional use permit under the provisions of § [156.055](#):

- (1) Automobile wash, service or repair.
- (2) Convenience store.
- (3) Home and building supply store.

- (4) Taxidermist.
- (5) Structures exceeding 4 stories or 45 feet in height.
- (6) Car sales lots, need not be enclosed.
- (7) Motorcycle sales and service.

(E) *Accessory uses.* The following is a permitted use: Storage building not to exceed 600 square feet.

(F) *Lot area.* For each permitted or conditional non-residential use there shall be provided not less than 3,500 square feet of lot area. Required lot area for permitted residential uses are as follows:

(1) *Lot area (detached).* Every single family detached dwelling erected shall require a lot area of not less than 6,500 square feet.

(2) *Lot area (attached).* Every attached dwelling erected shall require a lot area of 3,000 square feet for each unit attached.

(3) *Lot area (two family).* Every two family dwelling erected shall require a lot area of not less than 8,800 square feet.

(4) *Lot area (multiple).* Every multiple family dwelling (non-attached) erected shall require a lot area of not less than 850 square feet for each unit.

(G) *Lot width and depth.* Minimum lot width of 25 feet and minimum depth of 140 feet.

(H) *Yard regulations.* For all permitted uses in the CBD District, principal buildings must be located within 10 feet of the front lot line, unless a front yard is required under the provisions of this section. There are no other yard requirements except as may be required for conditionally permitted uses and for all uses as follows:

(1) *Residential uses:*

(a) *Front yard.* For all single family detached, two family, and attached (townhome) dwellings there shall be a front yard of not less than 20 feet. For all multiple family dwellings (non-attached) there are no front, side or rear yard requirements. When a multiple family dwelling is located adjacent to a single-family residential use, a front yard of not less than 20 feet shall be provided.

(b) *Side yard.* When any new residential use is located adjacent to an existing residential use, there shall be a side yard, on that side of the building adjacent to the existing residential use, of not less than 5 feet in width, plus 1 additional foot of side yard required for each 1 foot or fraction thereof of building height in excess of 30 feet.

(c) *Rear yard.* When any new residential use is located adjacent to an existing residential use, there shall be a rear yard of not less than 20 feet.

(2) *Non-residential uses:*

(a) *Front yard.* For all permitted non-residential or mixed uses, there shall be a front yard of not less than 20 feet when such a structure is located across the street from an area zoned to a

residential district classification. When a permitted non-residential or mixed use is located adjacent to a single-family residential use, a front yard of not less than 20 feet shall be provided. Off-street parking shall not be located in that front yard area. Where the lot is located at the intersection of 2 or more streets there shall be a front yard on each street side.

(b) *Side yard.* When a permitted non-residential or mixed use is located adjacent to an existing residential use, there shall be a side yard, on that side of the lot adjacent to the residential use, of not less than 10 feet in width, plus 1 additional foot of side yard required for each 1 foot or fraction thereof of building height in excess of 30 feet.

(c) *Rear yard.* None required.

(I) *Ground coverage.* There are no maximum ground coverage requirements.

(J) *Height regulations.* No structure hereafter erected or altered shall exceed 4 stories or 45 feet in height, except as may be permitted in division (D)(5) of this section, as regulated by this chapter.

(K) *Off-street parking.* Uses within the CBD district shall meet the off-street parking and loading requirements of § [156.053](#). However, commercial properties having frontage on the 200 block of Belgrade Avenue are exempt from off-street parking and loading requirements. For mixed use buildings within the 200 Block of Belgrade Avenue, 1 off-street parking space is required per residential dwelling unit provided that mixed use buildings have a minimum of 100% of the ground floor dedicated to commercial use.

(1975 Code, § 11.15) (Am. Ord. 33, passed 3-21-1983; Am. Ord. 46, passed 6-18-1984; Am. Ord. 8, 4th series, passed 1-16-2007; Am. Ord. 17, 4th series, passed 1-17-2008; Am. Ord. 53, 4th series, passed 1-21-2014)

Appendix E:

Design Guidelines

NORTH MANKATO'S CENTRAL BUSINESS DISTRICT



DESIGN GUIDELINES

January 2017

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INTRODUCTION

Purpose of Design Guidelines

The purpose of design guidelines is to promote quality development in North Mankato's Central Business District (CBD). The goal of guiding development in this area is to continue the CBD's role in our City as a community destination that is consistent, attractive and fosters economic activity. This document will provide direction to developers, designers, and business owners proposing new developments or redevelopments. These proposed developments should support the common goals for the CBD as found in the Comprehensive Land Use Plan, the Downtown Master Plan, City Zoning and Subdivisions Regulations and these guidelines.

Design guidelines, by definition are, "a set of recommended architectural design goals for new and existing buildings to adopt." These guidelines set forth an overall aesthetic and design character for the gateway areas without dictating specific design requirements for the designer. Buildings within the CBD should provide interest at the street level, create interesting architectural details at street corners, demonstrate the use of high quality materials, and enhance the overall pedestrian experience on the street.

Goals

1. Provide an architecturally appealing building design which encourages a broad and eclectic range of businesses to desire to be located in the downtown CBD. It is also our desire to provide an innovative entertainment and retail experience to Lower North residents which attracts visitors from outside our community.
2. Promote the use of relevant, visually appealing architectural features for new infill developments.

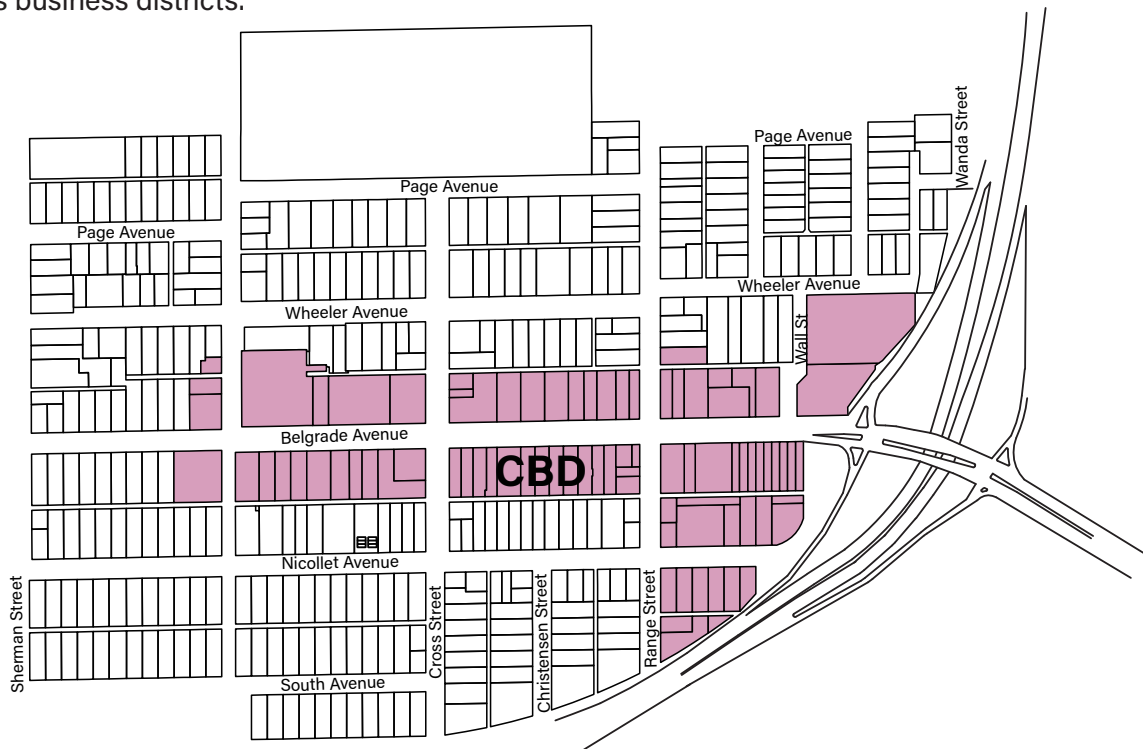
Guiding Principles

Guidelines for the CBD are based on a set of principles defined by public input and stakeholder involvement. These principles are defined by the City of North Mankato's Comprehensive Plan and should be integrated into new developments, renovations, and expansions to enhance the aesthetic of the CBD. The following guiding principles serve as a framework to guide public and private development in the area:

1. All building expansions and/or exterior alterations should be architecturally complementary of the materials, color, scale, and architectural details/features of the historic version of the building, if desirable and possible based on the engineering required and the costs of such efforts.
2. Buildings should architecturally fit within their context and not appear to overwhelm any adjacent/ existing structures.
3. All building activity in the CBD should seek to enhance the downtown's character while strengthening the area's cohesiveness and architectural appeal.
4. Projects should seek to strengthen property values and protect the private and public investments made within the CBD.
5. The City encourages preservation, restoration, and renovation of existing buildings. Designs for both new construction and improvements to existing buildings should consider implementing strategies that save energy, if possible.

Central Business District (CBD)

These guidelines apply to the North Mankato CBD extending from the Veteran's Memorial Bridge, located near the 200 block of Belgrade Avenue, to the properties located west of Center Street on the 500 block. This area serves as a central gathering place for community events throughout the year and has a unique feel with its small business environment, largely attributed to the Business on Belgrade Association. A specific area of the CBD, located just west of Highway 169 along Belgrade Avenue, has been targeted as an opportunity for development of an "improved gateway" prior to entering lower North Mankato's historic district. As the main entrance into the City, there is a desire to communicate with visitors that they have arrived in one of North Mankato's business districts.



The North Mankato Central Business District. Source: City of North Mankato 2016 Zoning Map.



Community Vision

Through the community engagement process local citizens identified the downtown district as a valuable asset. Participants expressed a preference for more walk ability, mixed use developments, added street scaping, a focus on rehabilitation of buildings, and creating branding efforts to promote area businesses while creating a theme that will unify the CBD and elevate the publics awareness of the downtown area as a desired destination.

BUILDING DESIGN

The placement of buildings within the CBD has a profound effect on the character of the pedestrian environment. Buildings should be placed close to the street, with primary entrances that are architecturally defined and highly visible. Buildings should be placed close to corners at street intersections to emphasize and define those intersections. Any parking lots and/or drive thru's should be placed behind or to the sides of the buildings. Maintaining a consistent facade of buildings along the sidewalk's edge will help support more street-level commercial use and draw more pedestrians to the area. If executed, this should help heighten the pedestrian experience in the Belgrade Avenue gateway area.

Commercial Building Types

Commercial buildings should address the street, providing windows and access points to create interest while architecturally defining the entry locations. Adaptive re-use is encouraged where buildings are of some historical significance or contribute to the overall character of the corridor when possible and financially feasible. Buildings with unique corner treatments offer a unified, high quality, design scheme that is highly encouraged.



Adaptive re-use of historic building on high traffic corner.



Mixed-use multi-story building with high quality materials and zero lot line setbacks.



Commercial building with unified facade and unique corner treatments.

Residential Building Types

Residential buildings should also address the street. Residential buildings may take different forms, such as town-homes and condominium or apartment buildings, but should always be constructed of high quality materials, demonstrate a unified design scheme, and possess variations in roof lines and a clear but approachable differentiation between public and private space.



Multi-family residential options that exemplify desired design criteria for the CBD.

Building Improvements

Building improvements that take place on Belgrade Avenue in the CBD should be compatible with the design characteristics of the overall street scape, as well as with those of the specific building.

Infill

New infill construction along Belgrade Avenue in the CBD should create compatibility and be complementary in design to the existing street scape. New additions should not call undue attention to their height or massing. They should reflect and enhance the pattern of storefronts along Belgrade Avenue. New construction should echo the patterns of placement and profiles of existing structures and should have the same setback as its commercial neighbors. It should be recognized the CBD has long had a mix of densities including R-1 and R-4 in close proximity to one another. As a result interpretation of height and massing will rely on the City's zoning code.



Roof Design

Variations in roof lines should be used to add interest to, and reduce the massive scale of large buildings. Roof features should complement the character of adjoining neighborhoods. Variety in roof lines from building to building can add visual interest to a mixed use area. Some techniques that add interest include varying heights and cornices within an otherwise unified design scheme, using roof line changes to note entrances or commercial bays, and establishing contrasting roof lines at street corners.

Entrances

New buildings should have at least one primary building entrance oriented toward the properties primary frontage. Additional secondary entrances should be oriented toward secondary frontages, parking areas, or outdoor seating areas/plazas. Corner buildings, or buildings with double frontage, should be oriented toward the street with the higher classification. The main entry should be accessible at sidewalk grade. In general, buildings should be oriented parallel or perpendicular to the primary frontage property line.

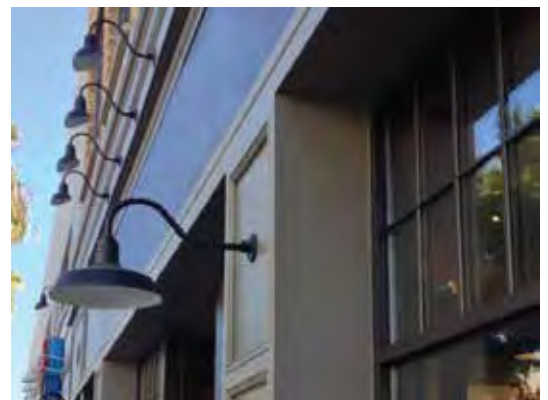
Entries should be defined by using one or more of the following architectural elements or other similar techniques:

- Recesses or projections
- Canopy/Awning, Overhang, Arcade
- Arches and/or barrel vaults
- Brick cornices, brackets
- Architectural Detailing/Ornamental Moldings
- Columns/colonnades
- Landscaping Features, including hardscapes of pavers
- Lighting with decorative fixtures
- Window Placement

Lighting

Lighting should be prominent with storefront and canopy awnings. Shepard's fixtures are a good example of the preferred lighting style and it is encouraged element for both revitalizing existing buildings and infill development. Old lantern style lighting adds a decorative element and helps bring the scale down to fit with the composition of the building.

Roof-line variation denotes entrances and internal spaces.



These Shepherds fixtures are a good example.

Signage

Signs in pedestrian areas should address the scale of the pedestrian, should be simple in materials and message, and enhance the overall street environment. This is not to say that signs cannot be colorful, creative, or noticeable. Signs should effectively communicate the character of the business they advertise without overwhelming the pedestrian street scape.



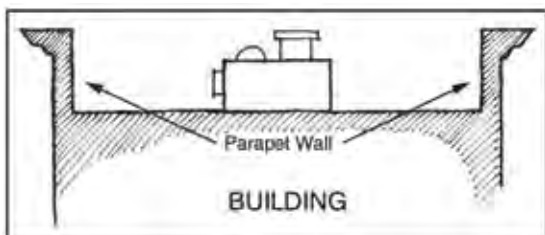
This "blade sign" is a good example.



Screening

Screening requirements for mechanical, and utility systems, outdoor storage and trash collection areas should be located as much as possible in remote areas not visible from the right-of-way or adjacent properties. These areas, when visible from adjoining property and public streets, should be screened with materials already used on the building, recessed or enclosed.

- Unattractive elements such as outdoor storage, trash collection or compaction, truck parking and loading areas should be located out of public view from streets, adjacent residential property, and other highly visible areas.
- Rooftop utility and mechanical equipment should be incorporated into the building design to be screened from public view. Preferably, rooftop equipment should be screened by the building parapet, or should be located out of view from the ground.
- Refuse collection areas should be enclosed or screened from public view with masonry or equivalent material similar to the primary building material used on the principal structure.



Screening of rooftop equipment with roof form.

Back Entries and Additions

Alley's and rear entrances should not be overlooked when planning downtown improvements. Outdoor spaces and the rear of the building should complement the front.

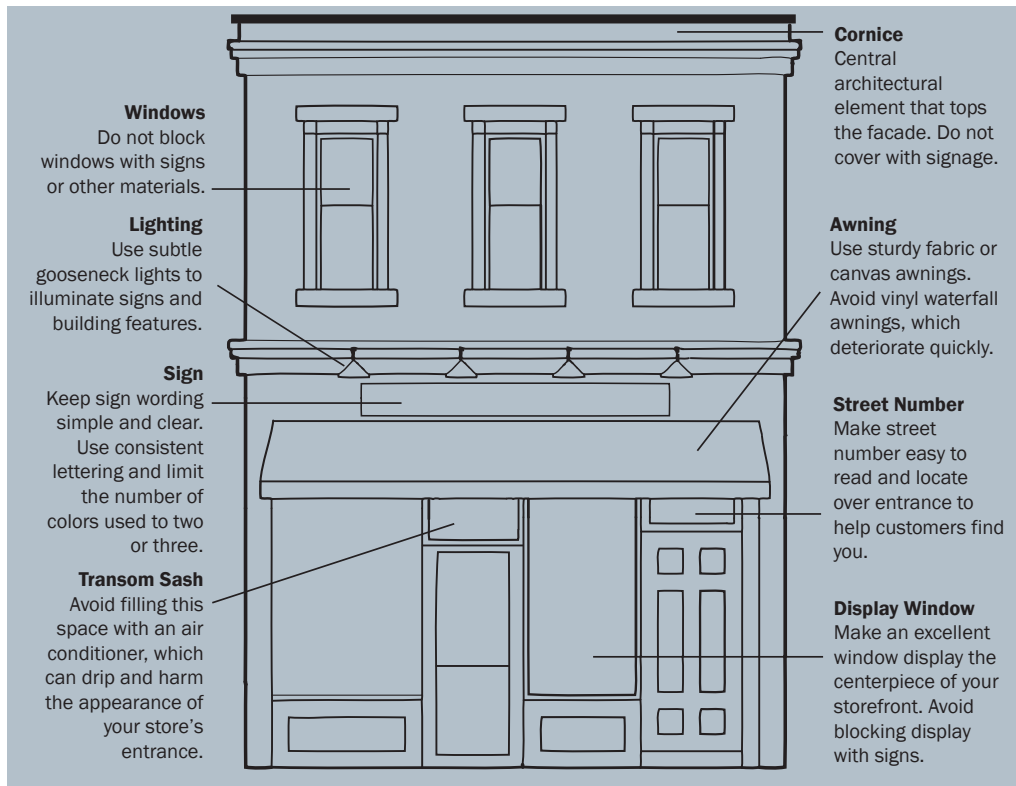
- Rear facades should be designed as an integral part of the overall building with similar materials and detail treatments. If parking is placed to the rear of a building, the building's rear facade should be welcoming in appearance. Rear facades, landscaping and small wall signs identifying businesses are encouraged.
- If customers, visitors and/or tenants park to the rear of a building, a well-defined and lighted rear entrance is strongly encouraged.
- Buildings should be designed using the same construction materials on all sides when abutting a public street.

Secondary Facades

- The first 4-6 feet from the primary facade of any building side must be continued brick or other high quality construction materials used on the primary facade of the building, except for buildings with one or more sides facing a public street which then all sides should be treated as the primary facade.

DESIGNING AND REPLACING STOREFRONTS

Traditional storefront buildings, with large display windows on the ground floor and one or more stories above exist on Belgrade Avenue and contribute to the historic character of the CBD. Storefront Buildings are designed to facilitate retail activity. Large expanses of glass in the ground-floor facade allow pedestrians to look inside the shops and see displayed merchandise.



All commercial and mixed use structures should consider the following when altering or constructing new buildings within the CBD:

1. **Scale:** Respect the scale and proportion of the existing building with the new storefront design.
2. **Materials:** Select construction materials that are appropriate for the storefront. Wood, cast iron, glass and brick/stone are appropriate storefront materials
3. **Cornice:** Respect the horizontal separation between the storefront and the upper stories. A cornice or fascia board traditionally provided a space for the placement of signage.
4. **Frame:** Maintain the historic planar relationship of the storefront to the facade of the building and the street scape (if appropriate). Most storefront frames are generally composed of horizontal and vertical elements.
5. **Entrances:** Differentiate the primary retail entrance from the secondary access to upper floors.
6. **Windows:** The storefront generally should be as transparent as possible. Use of glass in doors, transoms, and display areas allows for visibility into and out of the store. The space between upper story windows also work well for placement of blade signs for lower level businesses. Special care must be taken to not obstruct the view out the windows of the tenants in the apartments.
7. **Secondary Design Elements:** Keep the treatment of secondary design elements such as graphics and awnings as simple as possible to avoid visual clutter to the building and street scape.

MATERIALS

Exterior building materials of choice in North Mankato in the mid-to-late 19th century and early 20th century were brick and limestone. These materials were manufactured and produced in Mankato and North Mankato. Today, the buildings making up North Mankato's downtown are evidence of these materials' quality, attractiveness, flexibility, and permanence; all aesthetically pleasing attributes North Mankato should strive to retain in our community.

Exterior building materials should consist of those that are durable, economically-maintained, and of a quality that will retain their appearance over time. Any building facade adjacent to the street should have exterior walls (excluding glass windows) primarily constructed of the following primary exterior materials, or a combination of the following primary exterior materials:

- Real Clay Brick (Note: Panelized thin brick or stone assemblies or equal will not be allowed in this district.)
- Natural or Cast veneered stone
- Other materials may be considered by the City provided they are not prohibited below or in the city's other guiding documents.

No more than 25% of the exterior, exposed walls (excluding glass windows) of a public facade should be constructed of a secondary vertical finish. The secondary exterior materials shall consist of or be a combination of the following and approved for use by City Planning and Zoning officials before being ordered:

- Stucco or EIFS
- Architectural or Decorative Concrete Block
- Architectural or Decorative Cast Concrete
- Wood or cement (Hardi) trim
- King Sized Brick (larger than 4" tall or 12" long)
- Glass Block
- Copper
- Architectural Iron Trim
- Terra Cotta
- Other materials considered by the City provided they are not expressly prohibited below.

The following materials are specifically not recommended on any facade:

- Metal Siding (except: reinforced metal wall panels with stucco embossed texture)
- Corrugated Metal
- Board and Bat finish
- Nichiha

Using sustainable building materials that are durable, long-lasting, locally made or recycled/recyclable are encouraged.

Appendix F:

North American Industrial Classification Map

Industrial Classification

Retail Trade

- All Other General Merchandise Stores
- Beer, Wine, and Liquor Stores
- Gasoline Stations with Convenience Stores
- Recreational Vehicle Dealers
- Window Treatment Stores
- Women's Clothing Stores

Real Estate Rental and Leasing

- Offices of Real Estate Agents and

Public Administration

- Administration of Housing Programs
- Regulation and Administration of Transport Programs
- Regulation of Agricultural Marketing and Commodities

Professional, Scientific, and Technical Services

- Architects' (except landscape) Offices
- Computer Facilities Management Services
- Marketing Consulting Services
- Offices of Certified Public
- Other Services Related to

Other Services (except Public

- Animal Grooming Services
- Barber Shops
- Beauty Salons
- Business
- Coin-Operated Laundries and Dry Cleaners
- Commercial and Industrial Machinery and Equipment Repair and Maintenance
- Drycleaning and Laundry Services (except Coin-Operated)

Manufacturing

- Commercial Screen Printing
- Other Snack Food Manufacturing
- Wood Kitchen Cabinet and countertop Manufacturing

Health Care and Social

- Offices of All Other Miscellaneous Health Practitioners
- Offices of Mental Health Practitioners (Except Physicians)
- Vocational Rehabilitation Services

Finance and Insurance

- Commercial Banking
- Insurance Agencies and
- Portfolio Management

Construction

- All Other Specialty Trade Contractors
- Residential Remodelers

Administrative and Support and Waste Management a

- All other support services

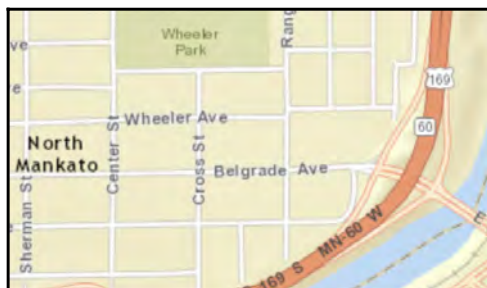
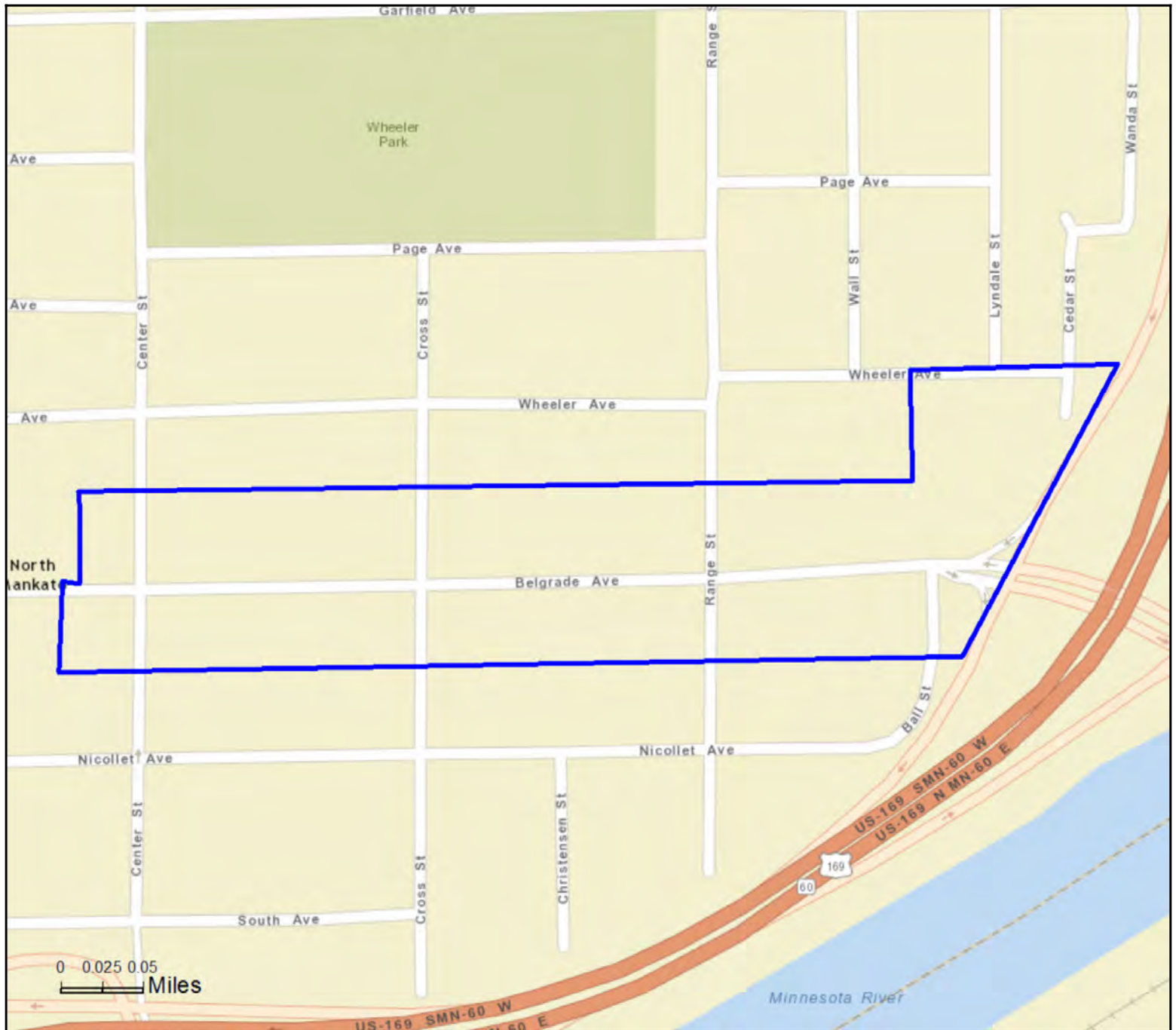
Accommodation_Food

- Drinking Places (Alcoholic Beverages)
- Full-Service Restaurants
- Limited-Service Restaurants



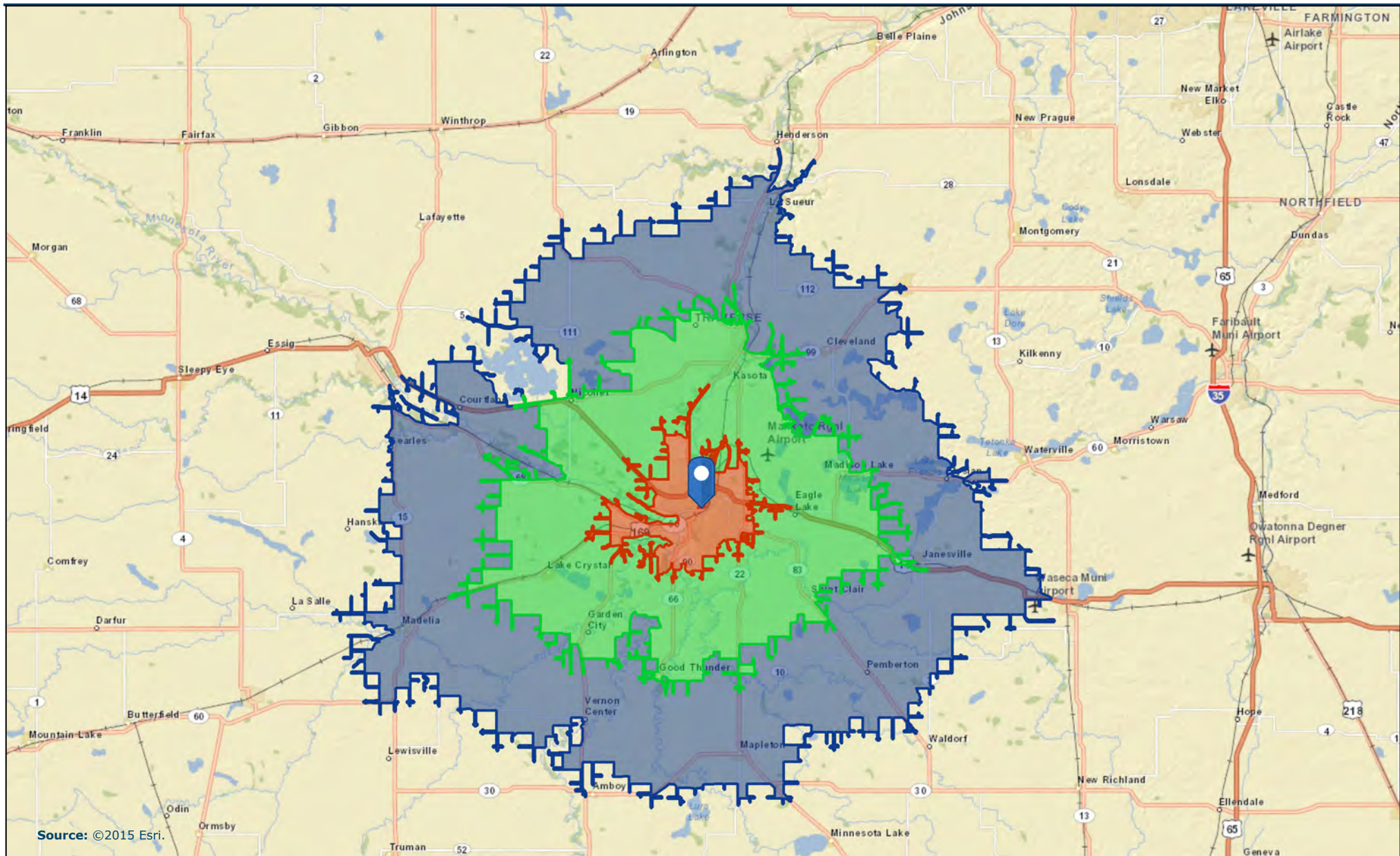
Appendix G:

Retail Market Analysis



Travel time from Belgrade Commercial Corridor

10, 20, 30 minute radii



Source: ©2015 Esri.

July 21, 2015



Retail Market Potential

Radius of Lower North Kato Commercial Area
320 Belgrade Ave, North Mankato, Minnesota, 56003
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Demographic Summary	2015	2020
Population	58,063	59,946
Population 18+	47,673	49,101
Households	22,710	23,557
Median Household Income	\$49,002	\$56,376

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	23,280	48.8%	101
Bought any women's clothing in last 12 months	21,682	45.5%	101
Bought clothing for child <13 years in last 6 months	11,810	24.8%	88
Bought any shoes in last 12 months	26,733	56.1%	103
Bought costume jewelry in last 12 months	10,083	21.2%	106
Bought any fine jewelry in last 12 months	9,415	19.7%	102
Bought a watch in last 12 months	5,605	11.8%	102
Automobiles (Households)			
HH owns/leases any vehicle	19,654	86.5%	102
HH bought/leased new vehicle last 12 mo	1,837	8.1%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	41,121	86.3%	101
Bought/changed motor oil in last 12 months	23,528	49.4%	99
Had tune-up in last 12 months	14,516	30.4%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	30,131	63.2%	96
Drank regular cola in last 6 months	23,037	48.3%	105
Drank beer/ale in last 6 months	20,562	43.1%	102
Cameras (Adults)			
Own digital point & shoot camera	13,881	29.1%	90
Own digital single-lens reflex (SLR) camera	4,450	9.3%	108
Bought any camera in last 12 months	3,100	6.5%	90
Bought memory card for camera in last 12 months	2,890	6.1%	105
Printed digital photos in last 12 months	1,731	3.6%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	18,177	38.1%	104
Have a smartphone	25,577	53.7%	110
Have an iPhone	10,498	22.0%	118
Number of cell phones in household: 1	7,871	34.7%	108
Number of cell phones in household: 2	8,535	37.6%	102
Number of cell phones in household: 3+	5,485	24.2%	96
HH has cell phone only (no landline telephone)	11,905	52.4%	139
Computers (Households)			
HH owns a computer	18,016	79.3%	104
HH owns desktop computer	10,317	45.4%	93
HH owns laptop/notebook	12,596	55.5%	108
Spent <\$500 on most recent home computer	3,557	15.7%	111
Spent \$500-\$999 on most recent home computer	5,165	22.7%	112
Spent \$1,000-\$1,499 on most recent home computer	2,602	11.5%	115
Spent \$1,500-\$1,999 on most recent home computer	1,109	4.9%	106
Spent \$2,000+ on most recent home computer	783	3.4%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

July 21, 2015



Retail Market Potential

Radius of Lower North Kato Commercial Area
320 Belgrade Ave, North Mankato, Minnesota, 56003
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	31,162	65.4%	108
Bought brewed coffee at convenience store in last 30 days	6,930	14.5%	95
Bought cigarettes at convenience store in last 30 days	7,117	14.9%	114
Bought gas at convenience store in last 30 days	18,144	38.1%	115
Spent at convenience store in last 30 days: <\$20	4,048	8.5%	104
Spent at convenience store in last 30 days: \$20-\$39	4,886	10.2%	113
Spent at convenience store in last 30 days: \$40-\$50	3,461	7.3%	95
Spent at convenience store in last 30 days: \$51-\$99	2,353	4.9%	108
Spent at convenience store in last 30 days: \$100+	12,291	25.8%	112
Entertainment (Adults)			
Attended a movie in last 6 months	31,221	65.5%	109
Went to live theater in last 12 months	5,582	11.7%	93
Went to a bar/night club in last 12 months	9,556	20.0%	117
Dined out in last 12 months	22,052	46.3%	103
Gambled at a casino in last 12 months	5,743	12.0%	82
Visited a theme park in last 12 months	7,925	16.6%	92
Viewed movie (video-on-demand) in last 30 days	6,588	13.8%	89
Viewed TV show (video-on-demand) in last 30 days	5,765	12.1%	99
Watched any pay-per-view TV in last 12 months	5,021	10.5%	80
Downloaded a movie over the Internet in last 30 days	4,808	10.1%	152
Downloaded any individual song in last 6 months	12,370	25.9%	126
Watched a movie online in the last 30 days	10,406	21.8%	161
Watched a TV program online in last 30 days	9,986	20.9%	156
Played a video/electronic game (console) in last 12 months	7,294	15.3%	134
Played a video/electronic game (portable) in last 12 months	2,288	4.8%	107
Financial (Adults)			
Have home mortgage (1st)	13,251	27.8%	88
Used ATM/cash machine in last 12 months	25,344	53.2%	109
Own any stock	3,140	6.6%	84
Own U.S. savings bond	2,501	5.2%	91
Own shares in mutual fund (stock)	2,345	4.9%	65
Own shares in mutual fund (bonds)	1,698	3.6%	72
Have interest checking account	13,915	29.2%	101
Have non-interest checking account	13,963	29.3%	104
Have savings account	27,217	57.1%	107
Have 401K retirement savings plan	6,347	13.3%	90
Own/used any credit/debit card in last 12 months	36,199	75.9%	103
Avg monthly credit card expenditures: <\$111	7,130	15.0%	126
Avg monthly credit card expenditures: \$111-\$225	3,461	7.3%	112
Avg monthly credit card expenditures: \$226-\$450	2,898	6.1%	96
Avg monthly credit card expenditures: \$451-\$700	2,152	4.5%	83
Avg monthly credit card expenditures: \$701-\$1,000	1,898	4.0%	92
Avg monthly credit card expenditures: \$1,001+	3,192	6.7%	73
Did banking online in last 12 months	18,668	39.2%	111
Did banking on mobile device in last 12 months	6,080	12.8%	123
Paid bills online in last 12 months	21,491	45.1%	108

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

July 21, 2015



Retail Market Potential

Radius of Lower North Kato Commercial Area
320 Belgrade Ave, North Mankato, Minnesota, 56003
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	32,450	68.1%	95
Used bread in last 6 months	45,256	94.9%	100
Used chicken (fresh or frozen) in last 6 mos	31,384	65.8%	92
Used turkey (fresh or frozen) in last 6 mos	7,691	16.1%	88
Used fish/seafood (fresh or frozen) in last 6 months	24,608	51.6%	92
Used fresh fruit/vegetables in last 6 months	39,441	82.7%	95
Used fresh milk in last 6 months	42,999	90.2%	100
Used organic food in last 6 months	8,256	17.3%	88
Health (Adults)			
Exercise at home 2+ times per week	14,430	30.3%	106
Exercise at club 2+ times per week	7,594	15.9%	123
Visited a doctor in last 12 months	34,725	72.8%	96
Used vitamin/dietary supplement in last 6 months	24,730	51.9%	97
Home (Households)			
Any home improvement in last 12 months	5,646	24.9%	90
Used housekeeper/maid/professional HH cleaning service in last 12	2,544	11.2%	86
Purchased low ticket HH furnishings in last 12 months	3,666	16.1%	104
Purchased big ticket HH furnishings in last 12 months	5,144	22.7%	108
Purchased bedding/bath goods in last 12 months	12,053	53.1%	100
Purchased cooking/serving product in last 12 months	5,573	24.5%	101
Bought any small kitchen appliance in last 12 months	5,449	24.0%	108
Bought any large kitchen appliance in last 12 months	3,011	13.3%	103
Insurance (Adults/Households)			
Currently carry life insurance	19,229	40.3%	93
Carry medical/hospital/accident insurance	29,568	62.0%	96
Carry homeowner insurance	19,328	40.5%	85
Carry renter's insurance	4,211	8.8%	119
Have auto insurance: 1 vehicle in household covered	8,349	36.8%	117
Have auto insurance: 2 vehicles in household covered	6,269	27.6%	98
Have auto insurance: 3+ vehicles in household covered	4,459	19.6%	89
Pets (Households)			
Household owns any pet	11,730	51.7%	97
Household owns any cat	5,531	24.4%	107
Household owns any dog	8,367	36.8%	93
Psychographics (Adults)			
Buying American is important to me	20,179	42.3%	98
Usually buy items on credit rather than wait	4,015	8.4%	74
Usually buy based on quality - not price	8,427	17.7%	99
Price is usually more important than brand name	12,739	26.7%	97
Usually use coupons for brands I buy often	8,741	18.3%	97
Am interested in how to help the environment	7,929	16.6%	100
Usually pay more for environ safe product	5,810	12.2%	97
Usually value green products over convenience	5,149	10.8%	106
Likely to buy a brand that supports a charity	16,426	34.5%	101
Reading (Adults)			
Bought digital book in last 12 months	5,763	12.1%	109
Bought hardcover book in last 12 months	11,518	24.2%	108
Bought paperback book in last 12 month	17,557	36.8%	109
Read any daily newspaper (paper version)	12,214	25.6%	91
Read any digital newspaper in last 30 days	17,249	36.2%	116
Read any magazine (paper/electronic version) in last 6 months	43,532	91.3%	101

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Retail Market Potential

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Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	37,026	77.7%	103
Went to family restaurant/steak house: 4+ times a month	14,213	29.8%	104
Went to fast food/drive-in restaurant in last 6 months	43,573	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	20,706	43.4%	107
Fast food/drive-in last 6 months: eat in	17,667	37.1%	102
Fast food/drive-in last 6 months: home delivery	3,936	8.3%	105
Fast food/drive-in last 6 months: take-out/drive-thru	25,196	52.9%	113
Fast food/drive-in last 6 months: take-out/walk-in	10,056	21.1%	108
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	10,587	22.2%	105
Own any portable MP3 player	18,231	38.2%	114
HH owns 1 TV	5,101	22.5%	112
HH owns 2 TVs	6,528	28.7%	109
HH owns 3 TVs	4,482	19.7%	92
HH owns 4+ TVs	3,877	17.1%	87
HH subscribes to cable TV	12,460	54.9%	108
HH subscribes to fiber optic	867	3.8%	57
HH has satellite dish	4,651	20.5%	80
HH owns DVD/Blu-ray player	14,363	63.2%	102
HH owns camcorder	3,026	13.3%	85
HH owns portable GPS navigation device	5,884	25.9%	94
HH purchased video game system in last 12 mos	1,820	8.0%	87
HH owns Internet video device for TV	852	3.8%	86
Travel (Adults)			
Domestic travel in last 12 months	24,662	51.7%	103
Took 3+ domestic non-business trips in last 12 months	6,608	13.9%	111
Spent on domestic vacations in last 12 months: <\$1,000	6,391	13.4%	119
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,388	5.0%	83
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,658	3.5%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,524	3.2%	84
Spent on domestic vacations in last 12 months: \$3,000+	2,217	4.7%	85
Domestic travel in the 12 months: used general travel website	2,973	6.2%	89
Foreign travel in last 3 years	10,151	21.3%	90
Took 3+ foreign trips by plane in last 3 years	1,266	2.7%	61
Spent on foreign vacations in last 12 months: <\$1,000	1,777	3.7%	89
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,119	2.3%	77
Spent on foreign vacations in last 12 months: \$3,000+	1,681	3.5%	72
Foreign travel in last 3 years: used general travel website	1,707	3.6%	65
Nights spent in hotel/motel in last 12 months: any	20,000	42.0%	102
Took cruise of more than one day in last 3 years	4,093	8.6%	98
Member of any frequent flyer program	6,809	14.3%	86
Member of any hotel rewards program	5,597	11.7%	83

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Retail Market Potential

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Demographic Summary	2015	2020
Population	88,922	91,833
Population 18+	71,652	73,648
Households	33,824	35,112
Median Household Income	\$53,252	\$61,702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	35,428	49.4%	102
Bought any women's clothing in last 12 months	32,680	45.6%	102
Bought clothing for child <13 years in last 6 months	18,827	26.3%	94
Bought any shoes in last 12 months	40,096	56.0%	102
Bought costume jewelry in last 12 months	15,104	21.1%	105
Bought any fine jewelry in last 12 months	13,900	19.4%	100
Bought a watch in last 12 months	8,364	11.7%	102
Automobiles (Households)			
HH owns/leases any vehicle	29,829	88.2%	104
HH bought/leased new vehicle last 12 mo	2,898	8.6%	99
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	63,055	88.0%	103
Bought/changed motor oil in last 12 months	36,882	51.5%	104
Had tune-up in last 12 months	22,128	30.9%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	45,160	63.0%	96
Drank regular cola in last 6 months	34,158	47.7%	104
Drank beer/ale in last 6 months	30,914	43.1%	102
Cameras (Adults)			
Own digital point & shoot camera	22,309	31.1%	96
Own digital single-lens reflex (SLR) camera	6,596	9.2%	107
Bought any camera in last 12 months	4,797	6.7%	93
Bought memory card for camera in last 12 months	4,413	6.2%	107
Printed digital photos in last 12 months	2,642	3.7%	109
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	27,272	38.1%	104
Have a smartphone	37,409	52.2%	107
Have an iPhone	14,845	20.7%	111
Number of cell phones in household: 1	11,145	32.9%	103
Number of cell phones in household: 2	12,885	38.1%	103
Number of cell phones in household: 3+	8,305	24.6%	98
HH has cell phone only (no landline telephone)	16,189	47.9%	126
Computers (Households)			
HH owns a computer	26,899	79.5%	104
HH owns desktop computer	16,189	47.9%	98
HH owns laptop/notebook	18,480	54.6%	107
Spent <\$500 on most recent home computer	5,230	15.5%	110
Spent \$500-\$999 on most recent home computer	7,714	22.8%	113
Spent \$1,000-\$1,499 on most recent home computer	3,782	11.2%	112
Spent \$1,500-\$1,999 on most recent home computer	1,556	4.6%	100
Spent \$2,000+ on most recent home computer	1,185	3.5%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	46,826	65.4%	108
Bought brewed coffee at convenience store in last 30 days	10,623	14.8%	97
Bought cigarettes at convenience store in last 30 days	10,752	15.0%	114
Bought gas at convenience store in last 30 days	27,974	39.0%	118
Spent at convenience store in last 30 days: <\$20	5,963	8.3%	101
Spent at convenience store in last 30 days: \$20-\$39	6,985	9.7%	107
Spent at convenience store in last 30 days: \$40-\$50	5,428	7.6%	99
Spent at convenience store in last 30 days: \$51-\$99	3,607	5.0%	111
Spent at convenience store in last 30 days: \$100+	19,062	26.6%	115
Entertainment (Adults)			
Attended a movie in last 6 months	45,946	64.1%	106
Went to live theater in last 12 months	8,326	11.6%	93
Went to a bar/night club in last 12 months	13,781	19.2%	113
Dined out in last 12 months	33,867	47.3%	105
Gambled at a casino in last 12 months	9,094	12.7%	86
Visited a theme park in last 12 months	11,925	16.6%	92
Viewed movie (video-on-demand) in last 30 days	9,853	13.8%	88
Viewed TV show (video-on-demand) in last 30 days	8,264	11.5%	94
Watched any pay-per-view TV in last 12 months	8,098	11.3%	86
Downloaded a movie over the Internet in last 30 days	6,293	8.8%	133
Downloaded any individual song in last 6 months	17,692	24.7%	120
Watched a movie online in the last 30 days	13,427	18.7%	138
Watched a TV program online in last 30 days	13,045	18.2%	135
Played a video/electronic game (console) in last 12 months	10,198	14.2%	125
Played a video/electronic game (portable) in last 12 months	3,313	4.6%	103
Financial (Adults)			
Have home mortgage (1st)	22,124	30.9%	97
Used ATM/cash machine in last 12 months	37,881	52.9%	109
Own any stock	4,946	6.9%	88
Own U.S. savings bond	3,818	5.3%	93
Own shares in mutual fund (stock)	4,086	5.7%	76
Own shares in mutual fund (bonds)	2,755	3.8%	78
Have interest checking account	21,717	30.3%	105
Have non-interest checking account	21,368	29.8%	106
Have savings account	41,290	57.6%	108
Have 401K retirement savings plan	10,256	14.3%	97
Own/used any credit/debit card in last 12 months	55,048	76.8%	104
Avg monthly credit card expenditures: <\$111	10,505	14.7%	124
Avg monthly credit card expenditures: \$111-\$225	5,199	7.3%	112
Avg monthly credit card expenditures: \$226-\$450	4,379	6.1%	96
Avg monthly credit card expenditures: \$451-\$700	3,468	4.8%	89
Avg monthly credit card expenditures: \$701-\$1,000	2,885	4.0%	93
Avg monthly credit card expenditures: \$1,001+	5,002	7.0%	76
Did banking online in last 12 months	28,425	39.7%	113
Did banking on mobile device in last 12 months	8,930	12.5%	120
Paid bills online in last 12 months	32,289	45.1%	108

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Retail Market Potential

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Drive Time: 20 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	49,927	69.7%	97
Used bread in last 6 months	68,301	95.3%	100
Used chicken (fresh or frozen) in last 6 mos	48,628	67.9%	95
Used turkey (fresh or frozen) in last 6 mos	12,190	17.0%	93
Used fish/seafood (fresh or frozen) in last 6 months	37,681	52.6%	94
Used fresh fruit/vegetables in last 6 months	60,333	84.2%	97
Used fresh milk in last 6 months	64,958	90.7%	101
Used organic food in last 6 months	12,045	16.8%	85
Health (Adults)			
Exercise at home 2+ times per week	21,628	30.2%	106
Exercise at club 2+ times per week	10,648	14.9%	115
Visited a doctor in last 12 months	52,993	74.0%	98
Used vitamin/dietary supplement in last 6 months	37,371	52.2%	97
Home (Households)			
Any home improvement in last 12 months	9,039	26.7%	97
Used housekeeper/maid/professional HH cleaning service in last 12	3,778	11.2%	85
Purchased low ticket HH furnishings in last 12 months	5,482	16.2%	104
Purchased big ticket HH furnishings in last 12 months	7,569	22.4%	106
Purchased bedding/bath goods in last 12 months	18,126	53.6%	101
Purchased cooking/serving product in last 12 months	8,295	24.5%	101
Bought any small kitchen appliance in last 12 months	7,937	23.5%	105
Bought any large kitchen appliance in last 12 months	4,554	13.5%	105
Insurance (Adults/Households)			
Currently carry life insurance	30,968	43.2%	99
Carry medical/hospital/accident insurance	45,529	63.5%	99
Carry homeowner insurance	32,467	45.3%	95
Carry renter's insurance	6,047	8.4%	114
Have auto insurance: 1 vehicle in household covered	11,543	34.1%	109
Have auto insurance: 2 vehicles in household covered	9,659	28.6%	102
Have auto insurance: 3+ vehicles in household covered	7,583	22.4%	102
Pets (Households)			
Household owns any pet	18,460	54.6%	103
Household owns any cat	8,570	25.3%	111
Household owns any dog	13,640	40.3%	101
Psychographics (Adults)			
Buying American is important to me	31,444	43.9%	102
Usually buy items on credit rather than wait	6,315	8.8%	77
Usually buy based on quality - not price	12,479	17.4%	97
Price is usually more important than brand name	19,464	27.2%	99
Usually use coupons for brands I buy often	13,280	18.5%	98
Am interested in how to help the environment	11,710	16.3%	98
Usually pay more for environ safe product	8,415	11.7%	93
Usually value green products over convenience	7,160	10.0%	98
Likely to buy a brand that supports a charity	24,692	34.5%	101
Reading (Adults)			
Bought digital book in last 12 months	8,486	11.8%	106
Bought hardcover book in last 12 months	17,188	24.0%	107
Bought paperback book in last 12 month	25,868	36.1%	107
Read any daily newspaper (paper version)	18,781	26.2%	93
Read any digital newspaper in last 30 days	24,820	34.6%	111
Read any magazine (paper/electronic version) in last 6 months	65,352	91.2%	101

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Retail Market Potential

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Drive Time: 20 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	56,308	78.6%	104
Went to family restaurant/steak house: 4+ times a month	21,873	30.5%	106
Went to fast food/drive-in restaurant in last 6 months	65,786	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	31,375	43.8%	108
Fast food/drive-in last 6 months: eat in	27,203	38.0%	104
Fast food/drive-in last 6 months: home delivery	6,025	8.4%	107
Fast food/drive-in last 6 months: take-out/drive-thru	38,275	53.4%	114
Fast food/drive-in last 6 months: take-out/walk-in	14,905	20.8%	106
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	15,518	21.7%	102
Own any portable MP3 player	26,877	37.5%	112
HH owns 1 TV	7,004	20.7%	103
HH owns 2 TVs	9,555	28.2%	107
HH owns 3 TVs	7,049	20.8%	97
HH owns 4+ TVs	6,263	18.5%	94
HH subscribes to cable TV	17,814	52.7%	104
HH subscribes to fiber optic	1,311	3.9%	58
HH has satellite dish	8,053	23.8%	93
HH owns DVD/Blu-ray player	21,672	64.1%	104
HH owns camcorder	4,902	14.5%	93
HH owns portable GPS navigation device	9,392	27.8%	101
HH purchased video game system in last 12 mos	2,649	7.8%	85
HH owns Internet video device for TV	1,261	3.7%	85
Travel (Adults)			
Domestic travel in last 12 months	37,525	52.4%	104
Took 3+ domestic non-business trips in last 12 months	10,018	14.0%	112
Spent on domestic vacations in last 12 months: <\$1,000	9,227	12.9%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,766	5.3%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,646	3.7%	105
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,469	3.4%	90
Spent on domestic vacations in last 12 months: \$3,000+	3,549	5.0%	91
Domestic travel in the 12 months: used general travel website	4,548	6.3%	90
Foreign travel in last 3 years	15,061	21.0%	88
Took 3+ foreign trips by plane in last 3 years	1,965	2.7%	63
Spent on foreign vacations in last 12 months: <\$1,000	2,684	3.7%	89
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,778	2.5%	82
Spent on foreign vacations in last 12 months: \$3,000+	2,557	3.6%	72
Foreign travel in last 3 years: used general travel website	2,716	3.8%	69
Nights spent in hotel/motel in last 12 months: any	30,834	43.0%	104
Took cruise of more than one day in last 3 years	6,174	8.6%	99
Member of any frequent flyer program	10,291	14.4%	86
Member of any hotel rewards program	8,949	12.5%	88

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

July 21, 2015



Retail Market Potential

Radius of Lower North Kato Commercial Area
320 Belgrade Ave, North Mankato, Minnesota, 56003
Drive Time: 30 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Demographic Summary	2015	2020
Population	112,197	115,695
Population 18+	89,474	91,896
Households	43,097	44,658
Median Household Income	\$54,527	\$63,041

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	44,577	49.8%	103
Bought any women's clothing in last 12 months	41,018	45.8%	102
Bought clothing for child <13 years in last 6 months	23,890	26.7%	95
Bought any shoes in last 12 months	50,132	56.0%	102
Bought costume jewelry in last 12 months	18,528	20.7%	104
Bought any fine jewelry in last 12 months	17,118	19.1%	99
Bought a watch in last 12 months	10,221	11.4%	99
Automobiles (Households)			
HH owns/leases any vehicle	38,355	89.0%	105
HH bought/leased new vehicle last 12 mo	3,738	8.7%	100
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	79,565	88.9%	105
Bought/changed motor oil in last 12 months	47,343	52.9%	106
Had tune-up in last 12 months	27,389	30.6%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	56,006	62.6%	95
Drank regular cola in last 6 months	42,311	47.3%	103
Drank beer/ale in last 6 months	38,471	43.0%	102
Cameras (Adults)			
Own digital point & shoot camera	28,826	32.2%	100
Own digital single-lens reflex (SLR) camera	8,094	9.0%	105
Bought any camera in last 12 months	6,143	6.9%	95
Bought memory card for camera in last 12 months	5,537	6.2%	108
Printed digital photos in last 12 months	3,339	3.7%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	33,634	37.6%	103
Have a smartphone	44,521	49.8%	102
Have an iPhone	17,245	19.3%	103
Number of cell phones in household: 1	14,014	32.5%	101
Number of cell phones in household: 2	16,511	38.3%	104
Number of cell phones in household: 3+	10,460	24.3%	97
HH has cell phone only (no landline telephone)	19,437	45.1%	119
Computers (Households)			
HH owns a computer	33,964	78.8%	103
HH owns desktop computer	20,950	48.6%	100
HH owns laptop/notebook	23,064	53.5%	105
Spent <\$500 on most recent home computer	6,579	15.3%	108
Spent \$500-\$999 on most recent home computer	9,767	22.7%	112
Spent \$1,000-\$1,499 on most recent home computer	4,687	10.9%	109
Spent \$1,500-\$1,999 on most recent home computer	1,890	4.4%	95
Spent \$2,000+ on most recent home computer	1,472	3.4%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

July 21, 2015



Retail Market Potential

Radius of Lower North Kato Commercial Area
320 Belgrade Ave, North Mankato, Minnesota, 56003
Drive Time: 30 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	58,470	65.3%	108
Bought brewed coffee at convenience store in last 30 days	13,444	15.0%	98
Bought cigarettes at convenience store in last 30 days	13,464	15.0%	115
Bought gas at convenience store in last 30 days	35,662	39.9%	120
Spent at convenience store in last 30 days: <\$20	7,177	8.0%	98
Spent at convenience store in last 30 days: \$20-\$39	8,412	9.4%	103
Spent at convenience store in last 30 days: \$40-\$50	6,996	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	4,502	5.0%	111
Spent at convenience store in last 30 days: \$100+	24,465	27.3%	119
Entertainment (Adults)			
Attended a movie in last 6 months	56,058	62.7%	104
Went to live theater in last 12 months	10,246	11.5%	91
Went to a bar/night club in last 12 months	16,883	18.9%	110
Dined out in last 12 months	42,566	47.6%	106
Gambled at a casino in last 12 months	11,879	13.3%	90
Visited a theme park in last 12 months	14,564	16.3%	90
Viewed movie (video-on-demand) in last 30 days	11,823	13.2%	85
Viewed TV show (video-on-demand) in last 30 days	9,716	10.9%	89
Watched any pay-per-view TV in last 12 months	10,271	11.5%	88
Downloaded a movie over the Internet in last 30 days	7,064	7.9%	119
Downloaded any individual song in last 6 months	20,898	23.4%	114
Watched a movie online in the last 30 days	14,965	16.7%	123
Watched a TV program online in last 30 days	14,599	16.3%	121
Played a video/electronic game (console) in last 12 months	12,250	13.7%	120
Played a video/electronic game (portable) in last 12 months	4,002	4.5%	100
Financial (Adults)			
Have home mortgage (1st)	28,499	31.9%	101
Used ATM/cash machine in last 12 months	46,388	51.8%	106
Own any stock	6,378	7.1%	91
Own U.S. savings bond	4,951	5.5%	96
Own shares in mutual fund (stock)	5,540	6.2%	82
Own shares in mutual fund (bonds)	3,597	4.0%	82
Have interest checking account	27,792	31.1%	108
Have non-interest checking account	27,027	30.2%	107
Have savings account	51,467	57.5%	107
Have 401K retirement savings plan	13,033	14.6%	99
Own/used any credit/debit card in last 12 months	68,713	76.8%	104
Avg monthly credit card expenditures: <\$111	13,084	14.6%	123
Avg monthly credit card expenditures: \$111-\$225	6,419	7.2%	111
Avg monthly credit card expenditures: \$226-\$450	5,433	6.1%	96
Avg monthly credit card expenditures: \$451-\$700	4,460	5.0%	92
Avg monthly credit card expenditures: \$701-\$1,000	3,515	3.9%	91
Avg monthly credit card expenditures: \$1,001+	6,381	7.1%	78
Did banking online in last 12 months	34,555	38.6%	110
Did banking on mobile device in last 12 months	10,454	11.7%	113
Paid bills online in last 12 months	39,311	43.9%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

July 21, 2015



Retail Market Potential

Radius of Lower North Kato Commercial Area
320 Belgrade Ave, North Mankato, Minnesota, 56003
Drive Time: 30 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	63,468	70.9%	99
Used bread in last 6 months	85,483	95.5%	101
Used chicken (fresh or frozen) in last 6 mos	61,513	68.7%	96
Used turkey (fresh or frozen) in last 6 mos	15,586	17.4%	95
Used fish/seafood (fresh or frozen) in last 6 months	47,456	53.0%	95
Used fresh fruit/vegetables in last 6 months	76,002	84.9%	98
Used fresh milk in last 6 months	81,428	91.0%	101
Used organic food in last 6 months	14,591	16.3%	83
Health (Adults)			
Exercise at home 2+ times per week	26,742	29.9%	105
Exercise at club 2+ times per week	12,435	13.9%	107
Visited a doctor in last 12 months	66,881	74.7%	99
Used vitamin/dietary supplement in last 6 months	46,944	52.5%	98
Home (Households)			
Any home improvement in last 12 months	12,067	28.0%	101
Used housekeeper/maid/professional HH cleaning service in last 12	4,761	11.0%	84
Purchased low ticket HH furnishings in last 12 months	6,901	16.0%	103
Purchased big ticket HH furnishings in last 12 months	9,445	21.9%	104
Purchased bedding/bath goods in last 12 months	23,132	53.7%	101
Purchased cooking/serving product in last 12 months	10,517	24.4%	100
Bought any small kitchen appliance in last 12 months	10,029	23.3%	104
Bought any large kitchen appliance in last 12 months	5,876	13.6%	106
Insurance (Adults/Households)			
Currently carry life insurance	40,273	45.0%	104
Carry medical/hospital/accident insurance	57,983	64.8%	101
Carry homeowner insurance	43,223	48.3%	101
Carry renter's insurance	7,199	8.0%	109
Have auto insurance: 1 vehicle in household covered	14,114	32.7%	104
Have auto insurance: 2 vehicles in household covered	12,379	28.7%	102
Have auto insurance: 3+ vehicles in household covered	10,409	24.2%	110
Pets (Households)			
Household owns any pet	24,280	56.3%	106
Household owns any cat	11,471	26.6%	117
Household owns any dog	18,209	42.3%	106
Psychographics (Adults)			
Buying American is important to me	40,372	45.1%	105
Usually buy items on credit rather than wait	7,931	8.9%	78
Usually buy based on quality - not price	15,400	17.2%	96
Price is usually more important than brand name	24,447	27.3%	100
Usually use coupons for brands I buy often	16,756	18.7%	99
Am interested in how to help the environment	14,227	15.9%	95
Usually pay more for environ safe product	10,319	11.5%	91
Usually value green products over convenience	8,649	9.7%	95
Likely to buy a brand that supports a charity	30,963	34.6%	101
Reading (Adults)			
Bought digital book in last 12 months	10,194	11.4%	102
Bought hardcover book in last 12 months	20,894	23.4%	104
Bought paperback book in last 12 month	31,586	35.3%	104
Read any daily newspaper (paper version)	23,994	26.8%	95
Read any digital newspaper in last 30 days	29,423	32.9%	105
Read any magazine (paper/electronic version) in last 6 months	81,637	91.2%	101

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

July 21, 2015



Retail Market Potential

Radius of Lower North Kato Commercial Area
320 Belgrade Ave, North Mankato, Minnesota, 56003
Drive Time: 30 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	70,228	78.5%	104
Went to family restaurant/steak house: 4+ times a month	26,985	30.2%	105
Went to fast food/drive-in restaurant in last 6 months	82,332	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	38,667	43.2%	107
Fast food/drive-in last 6 months: eat in	34,316	38.4%	105
Fast food/drive-in last 6 months: home delivery	7,210	8.1%	103
Fast food/drive-in last 6 months: take-out/drive-thru	47,546	53.1%	113
Fast food/drive-in last 6 months: take-out/walk-in	18,275	20.4%	104
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	18,552	20.7%	98
Own any portable MP3 player	32,355	36.2%	108
HH owns 1 TV	8,635	20.0%	99
HH owns 2 TVs	12,062	28.0%	106
HH owns 3 TVs	9,202	21.4%	100
HH owns 4+ TVs	8,270	19.2%	97
HH subscribes to cable TV	21,740	50.4%	99
HH subscribes to fiber optic	1,574	3.7%	55
HH has satellite dish	11,330	26.3%	103
HH owns DVD/Blu-ray player	27,605	64.1%	104
HH owns camcorder	6,472	15.0%	96
HH owns portable GPS navigation device	12,305	28.6%	104
HH purchased video game system in last 12 mos	3,249	7.5%	82
HH owns Internet video device for TV	1,545	3.6%	82
Travel (Adults)			
Domestic travel in last 12 months	46,720	52.2%	104
Took 3+ domestic non-business trips in last 12 months	12,515	14.0%	112
Spent on domestic vacations in last 12 months: <\$1,000	11,422	12.8%	114
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,807	5.4%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,350	3.7%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,122	3.5%	91
Spent on domestic vacations in last 12 months: \$3,000+	4,581	5.1%	94
Domestic travel in the 12 months: used general travel website	5,710	6.4%	91
Foreign travel in last 3 years	18,257	20.4%	86
Took 3+ foreign trips by plane in last 3 years	2,411	2.7%	62
Spent on foreign vacations in last 12 months: <\$1,000	3,314	3.7%	88
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,198	2.5%	81
Spent on foreign vacations in last 12 months: \$3,000+	3,178	3.6%	72
Foreign travel in last 3 years: used general travel website	3,368	3.8%	69
Nights spent in hotel/motel in last 12 months: any	38,727	43.3%	105
Took cruise of more than one day in last 3 years	7,365	8.2%	94
Member of any frequent flyer program	12,385	13.8%	83
Member of any hotel rewards program	11,229	12.6%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

July 21, 2015



Retail MarketPlace Profile

Lower North Mankato - Belgrade Commercial
Area: 0.04 square miles

Prepared by Esri
Latitude: 44.17023742
Longitude: -94.0096935

Summary Demographics

2015 Population	331
2015 Households	181
2015 Median Disposable Income	\$31,210
2015 Per Capita Income	\$22,346

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$3,096,953	\$1,737,376	\$1,359,577	28.1	4
Total Retail Trade	44-45	\$2,769,432	\$1,039,876	\$1,729,556	45.4	2
Total Food & Drink	722	\$327,521	\$697,500	-\$369,979	-36.1	2

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$539,382	\$0	\$539,382	100.0	0
Automobile Dealers	4411	\$472,629	\$0	\$472,629	100.0	0
Other Motor Vehicle Dealers	4412	\$29,677	\$0	\$29,677	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$37,076	\$0	\$37,076	100.0	0
Furniture & Home Furnishings Stores	442	\$57,489	\$0	\$57,489	100.0	0
Furniture Stores	4421	\$34,925	\$0	\$34,925	100.0	0
Home Furnishings Stores	4422	\$22,564	\$0	\$22,564	100.0	0
Electronics & Appliance Stores	443	\$68,924	\$0	\$68,924	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$84,456	\$0	\$84,456	100.0	0
Bldg Material & Supplies Dealers	4441	\$68,231	\$0	\$68,231	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$16,225	\$0	\$16,225	100.0	0
Food & Beverage Stores	445	\$450,731	\$0	\$450,731	100.0	0
Grocery Stores	4451	\$389,600	\$0	\$389,600	100.0	0
Specialty Food Stores	4452	\$12,321	\$0	\$12,321	100.0	0
Beer, Wine & Liquor Stores	4453	\$48,810	\$0	\$48,810	100.0	0
Health & Personal Care Stores	446,4461	\$193,971	\$0	\$193,971	100.0	0
Gasoline Stations	447,4471	\$312,278	\$0	\$312,278	100.0	0
Clothing & Clothing Accessories Stores	448	\$152,795	\$0	\$152,795	100.0	0
Clothing Stores	4481	\$118,169	\$0	\$118,169	100.0	0
Shoe Stores	4482	\$27,691	\$0	\$27,691	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$6,934	\$0	\$6,934	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$68,699	\$0	\$68,699	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$52,013	\$0	\$52,013	100.0	0
Book, Periodical & Music Stores	4512	\$16,685	\$0	\$16,685	100.0	0
General Merchandise Stores	452	\$519,929	\$0	\$519,929	100.0	0
Department Stores Excluding Leased Depts.	4521	\$213,033	\$0	\$213,033	100.0	0
Other General Merchandise Stores	4529	\$306,896	\$0	\$306,896	100.0	0
Miscellaneous Store Retailers	453	\$68,174	\$0	\$68,174	100.0	0
Florists	4531	\$2,715	\$0	\$2,715	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$13,958	\$0	\$13,958	100.0	0
Used Merchandise Stores	4533	\$12,459	\$0	\$12,459	100.0	0
Other Miscellaneous Store Retailers	4539	\$39,043	\$0	\$39,043	100.0	0
Nonstore Retailers	454	\$252,604	\$0	\$252,604	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$222,312	\$0	\$222,312	100.0	0
Vending Machine Operators	4542	\$8,381	\$0	\$8,381	100.0	0
Direct Selling Establishments	4543	\$21,910	\$0	\$21,910	100.0	0
Food Services & Drinking Places	722	\$327,521	\$697,500	-\$369,979	-36.1	2
Full-Service Restaurants	7221	\$133,071	\$0	\$133,071	100.0	0
Limited-Service Eating Places	7222	\$169,343	\$0	\$169,343	100.0	0
Special Food Services	7223	\$9,939	\$0	\$9,939	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$15,168	\$356,897	-\$341,729	-91.8	1

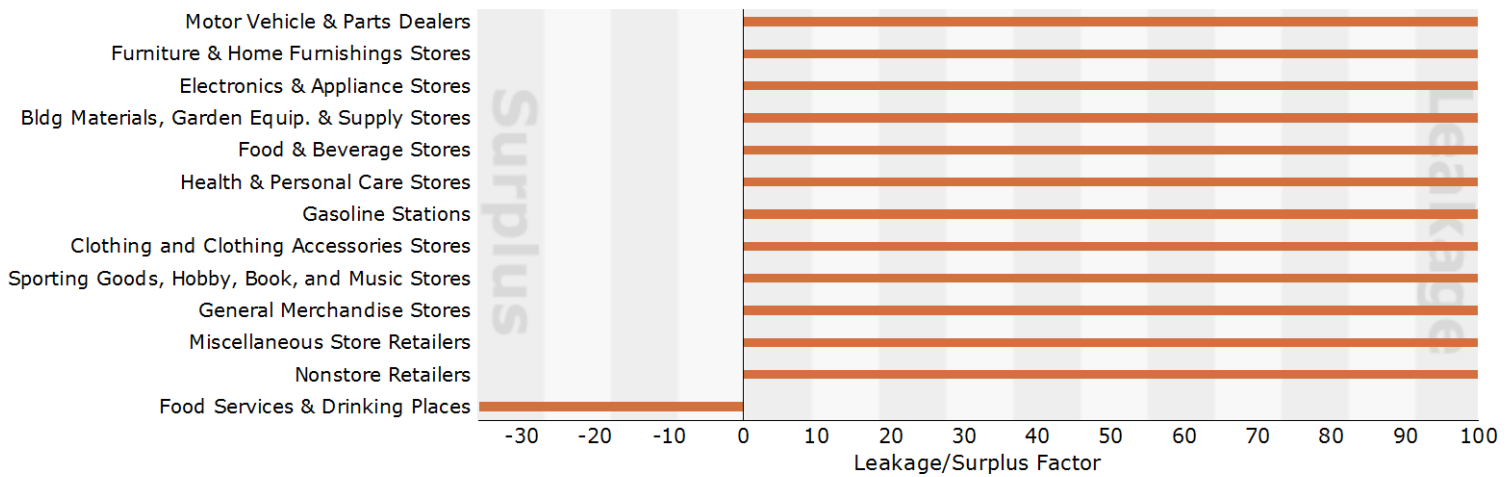
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

July 21, 2015

Prepared by Esri

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Radius of Lower North Kato Commercial Area
320 Belgrade Ave, North Mankato, Minnesota, 56003
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Summary Demographics						
2015 Population						58,063
2015 Households						22,710
2015 Median Disposable Income						\$38,554
2015 Per Capita Income						\$24,926
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$591,095,287	\$809,649,471	-\$218,554,184	-15.6	561
Total Retail Trade	44-45	\$529,983,204	\$694,919,005	-\$164,935,801	-13.5	453
Total Food & Drink	722	\$61,112,083	\$114,730,466	-\$53,618,383	-30.5	108
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$108,736,546	\$90,064,409	\$18,672,137	9.4	37
Automobile Dealers	4411	\$95,359,777	\$80,043,021	\$15,316,756	8.7	19
Other Motor Vehicle Dealers	4412	\$6,437,636	\$4,486,727	\$1,950,909	17.9	7
Auto Parts, Accessories & Tire Stores	4413	\$6,939,133	\$5,534,660	\$1,404,473	11.3	11
Furniture & Home Furnishings Stores	442	\$11,254,642	\$19,305,290	-\$8,050,648	-26.3	30
Furniture Stores	4421	\$6,806,325	\$9,942,468	-\$3,136,143	-18.7	9
Home Furnishings Stores	4422	\$4,448,317	\$9,362,822	-\$4,914,505	-35.6	22
Electronics & Appliance Stores	443	\$13,345,958	\$38,340,737	-\$24,994,779	-48.4	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,963,073	\$32,563,703	-\$14,600,630	-28.9	28
Bldg Material & Supplies Dealers	4441	\$14,463,081	\$31,747,696	-\$17,284,615	-37.4	24
Lawn & Garden Equip & Supply Stores	4442	\$3,499,992	\$816,007	\$2,683,985	62.2	4
Food & Beverage Stores	445	\$82,368,157	\$124,897,559	-\$42,529,402	-20.5	42
Grocery Stores	4451	\$71,004,790	\$118,488,931	-\$47,484,141	-25.1	21
Specialty Food Stores	4452	\$2,234,074	\$1,287,676	\$946,398	26.9	13
Beer, Wine & Liquor Stores	4453	\$9,129,293	\$5,120,953	\$4,008,340	28.1	8
Health & Personal Care Stores	446,4461	\$37,971,940	\$32,462,128	\$5,509,812	7.8	29
Gasoline Stations	447,4471	\$59,216,896	\$65,378,006	-\$6,161,110	-4.9	11
Clothing & Clothing Accessories Stores	448	\$27,828,086	\$42,911,292	-\$15,083,206	-21.3	59
Clothing Stores	4481	\$21,550,958	\$30,754,354	-\$9,203,396	-17.6	38
Shoe Stores	4482	\$4,928,219	\$8,189,703	-\$3,261,484	-24.9	12
Jewelry, Luggage & Leather Goods Stores	4483	\$1,348,909	\$3,967,236	-\$2,618,327	-49.3	9
Sporting Goods, Hobby, Book & Music Stores	451	\$13,047,565	\$28,671,649	-\$15,624,084	-37.5	58
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,002,097	\$20,582,562	-\$10,580,465	-34.6	44
Book, Periodical & Music Stores	4512	\$3,045,467	\$8,089,087	-\$5,043,620	-45.3	14
General Merchandise Stores	452	\$97,166,067	\$195,521,305	-\$98,355,238	-33.6	14
Department Stores Excluding Leased Depts.	4521	\$40,310,272	\$68,074,980	-\$27,764,708	-25.6	12
Other General Merchandise Stores	4529	\$56,855,795	\$127,446,325	-\$70,590,530	-38.3	3
Miscellaneous Store Retailers	453	\$13,188,935	\$13,773,038	-\$584,103	-2.2	100
Florists	4531	\$606,855	\$1,223,011	-\$616,156	-33.7	6
Office Supplies, Stationery & Gift Stores	4532	\$2,661,339	\$2,693,067	-\$31,728	-0.6	26
Used Merchandise Stores	4533	\$2,292,436	\$2,875,566	-\$583,130	-11.3	19
Other Miscellaneous Store Retailers	4539	\$7,628,304	\$6,981,394	\$646,910	4.4	49
Nonstore Retailers	454	\$47,895,341	\$11,029,888	\$36,865,453	62.6	17
Electronic Shopping & Mail-Order Houses	4541	\$42,171,958	\$8,507,176	\$33,664,782	66.4	2
Vending Machine Operators	4542	\$1,524,511	\$344,513	\$1,179,998	63.1	3
Direct Selling Establishments	4543	\$4,198,872	\$2,178,199	\$2,020,673	31.7	12
Food Services & Drinking Places	722	\$61,112,083	\$114,730,466	-\$53,618,383	-30.5	108
Full-Service Restaurants	7221	\$24,866,534	\$34,484,796	-\$9,618,262	-16.2	24
Limited-Service Eating Places	7222	\$31,612,061	\$54,334,241	-\$22,722,180	-26.4	46
Special Food Services	7223	\$1,939,859	\$11,404,556	-\$9,464,697	-70.9	7
Drinking Places - Alcoholic Beverages	7224	\$2,693,629	\$14,506,873	-\$11,813,244	-68.7	31

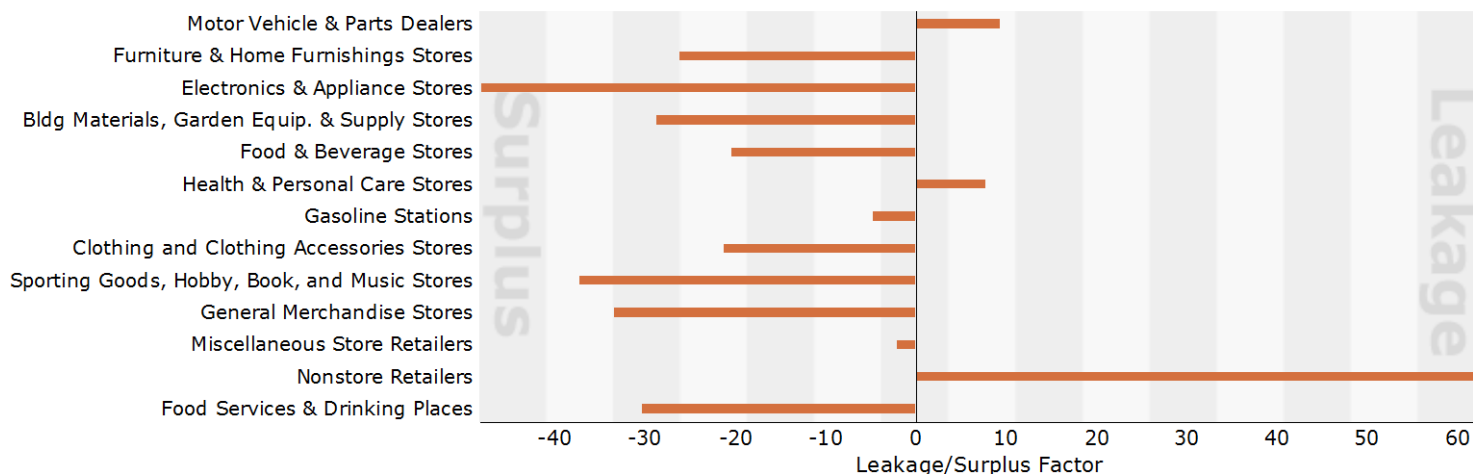
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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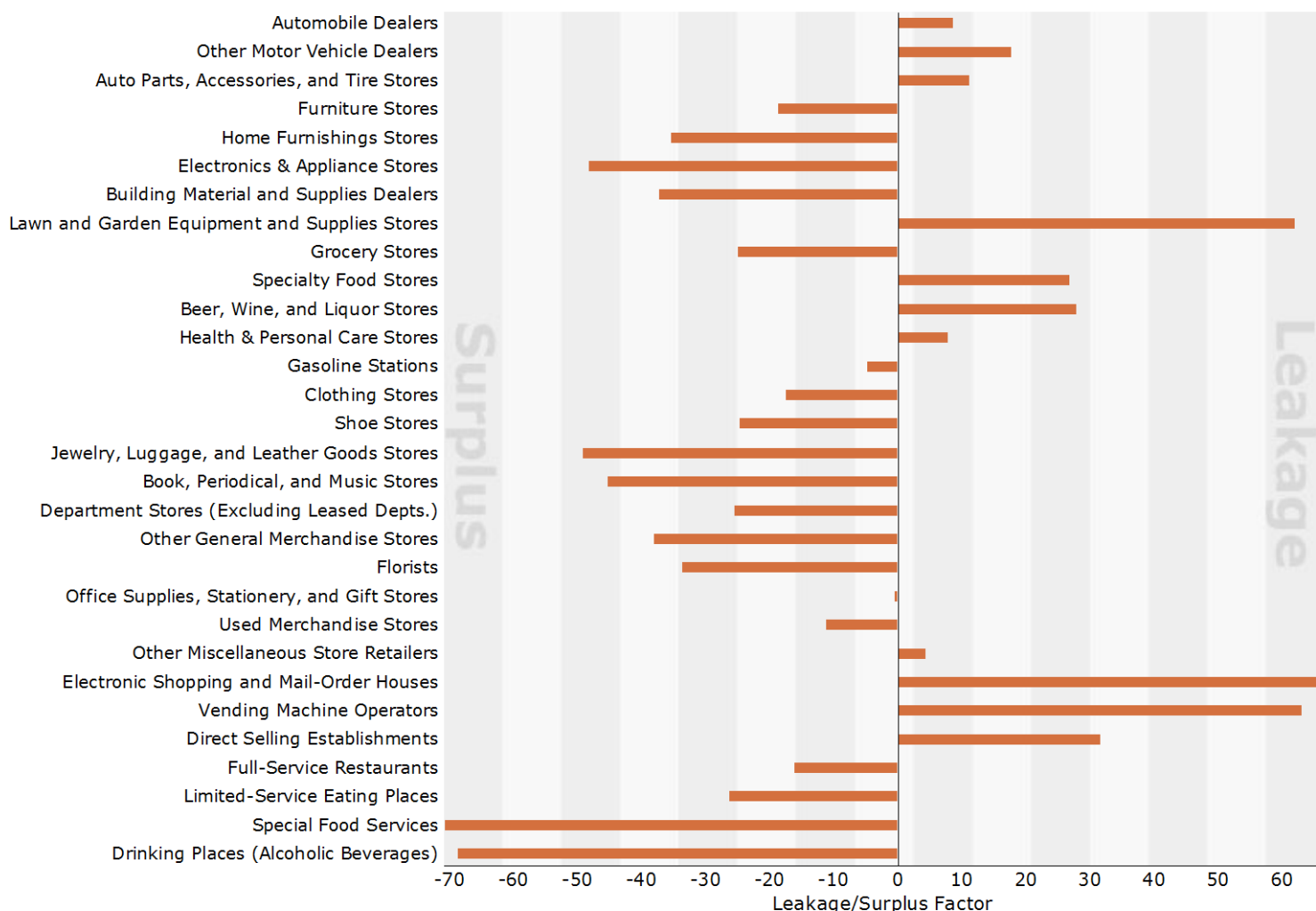
July 21, 2015

Prepared by Esri

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Radius of Lower North Kato Commercial Area
320 Belgrade Ave, North Mankato, Minnesota, 56003
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Summary Demographics

2015 Population	88,922
2015 Households	33,824
2015 Median Disposable Income	\$42,188
2015 Per Capita Income	\$25,748

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$925,530,560	\$961,376,518	-\$35,845,958	-1.9	747
Total Retail Trade	44-45	\$830,506,480	\$834,021,035	-\$3,514,555	-0.2	611
Total Food & Drink	722	\$95,024,080	\$127,355,482	-\$32,331,402	-14.5	137

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$171,606,842	\$120,489,990	\$51,116,852	17.5	59
Automobile Dealers	4411	\$150,298,120	\$102,371,063	\$47,927,057	19.0	28
Other Motor Vehicle Dealers	4412	\$10,449,220	\$11,122,905	-\$673,685	-3.1	15
Auto Parts, Accessories & Tire Stores	4413	\$10,859,502	\$6,996,022	\$3,863,480	21.6	16
Furniture & Home Furnishings Stores	442	\$17,640,604	\$21,956,343	-\$4,315,739	-10.9	41
Furniture Stores	4421	\$10,615,230	\$11,396,610	-\$781,380	-3.5	11
Home Furnishings Stores	4422	\$7,025,374	\$10,559,733	-\$3,534,359	-20.1	30
Electronics & Appliance Stores	443	\$20,939,523	\$39,750,173	-\$18,810,650	-31.0	33
Bldg Materials, Garden Equip. & Supply Stores	444	\$28,981,651	\$43,310,086	-\$14,328,435	-19.8	47
Bldg Material & Supplies Dealers	4441	\$23,297,831	\$39,301,491	-\$16,003,660	-25.6	38
Lawn & Garden Equip & Supply Stores	4442	\$5,683,820	\$4,008,595	\$1,675,225	17.3	9
Food & Beverage Stores	445	\$128,235,331	\$149,054,155	-\$20,818,824	-7.5	58
Grocery Stores	4451	\$110,578,259	\$137,631,909	-\$27,053,650	-10.9	29
Specialty Food Stores	4452	\$3,476,549	\$2,439,721	\$1,036,828	17.5	18
Beer, Wine & Liquor Stores	4453	\$14,180,523	\$8,982,525	\$5,197,998	22.4	11
Health & Personal Care Stores	446,4461	\$60,180,943	\$33,989,283	\$26,191,660	27.8	36
Gasoline Stations	447,4471	\$92,468,346	\$115,587,053	-\$23,118,707	-11.1	15
Clothing & Clothing Accessories Stores	448	\$42,963,399	\$44,739,003	-\$1,775,604	-2.0	68
Clothing Stores	4481	\$33,273,650	\$32,190,315	\$1,083,335	1.7	46
Shoe Stores	4482	\$7,584,843	\$8,194,522	-\$609,679	-3.9	12
Jewelry, Luggage & Leather Goods Stores	4483	\$2,104,906	\$4,354,166	-\$2,249,260	-34.8	10
Sporting Goods, Hobby, Book & Music Stores	451	\$20,234,697	\$32,180,541	-\$11,945,844	-22.8	70
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,629,430	\$23,118,610	-\$7,489,180	-19.3	55
Book, Periodical & Music Stores	4512	\$4,605,267	\$9,061,931	-\$4,456,664	-32.6	15
General Merchandise Stores	452	\$151,703,526	\$199,766,174	-\$48,062,648	-13.7	18
Department Stores Excluding Leased Depts.	4521	\$62,914,228	\$69,745,244	-\$6,831,016	-5.1	14
Other General Merchandise Stores	4529	\$88,789,298	\$130,020,931	-\$41,231,633	-18.8	4
Miscellaneous Store Retailers	453	\$20,728,574	\$17,637,469	\$3,091,105	8.1	142
Florists	4531	\$992,688	\$1,594,071	-\$601,383	-23.2	10
Office Supplies, Stationery & Gift Stores	4532	\$4,183,190	\$3,669,464	\$513,726	6.5	37
Used Merchandise Stores	4533	\$3,489,432	\$3,758,250	-\$268,818	-3.7	28
Other Miscellaneous Store Retailers	4539	\$12,063,265	\$8,615,685	\$3,447,580	16.7	67
Nonstore Retailers	454	\$74,823,044	\$15,560,764	\$59,262,280	65.6	24
Electronic Shopping & Mail-Order Houses	4541	\$65,732,660	\$9,270,555	\$56,462,105	75.3	3
Vending Machine Operators	4542	\$2,371,801	\$527,844	\$1,843,957	63.6	4
Direct Selling Establishments	4543	\$6,718,583	\$5,762,365	\$956,218	7.7	17
Food Services & Drinking Places	722	\$95,024,080	\$127,355,482	-\$32,331,402	-14.5	137
Full-Service Restaurants	7221	\$38,663,788	\$39,389,533	-\$725,745	-0.9	32
Limited-Service Eating Places	7222	\$49,196,360	\$58,698,541	-\$9,502,181	-8.8	53
Special Food Services	7223	\$3,051,744	\$11,755,293	-\$8,703,549	-58.8	9
Drinking Places - Alcoholic Beverages	7224	\$4,112,188	\$17,512,115	-\$13,399,927	-62.0	43

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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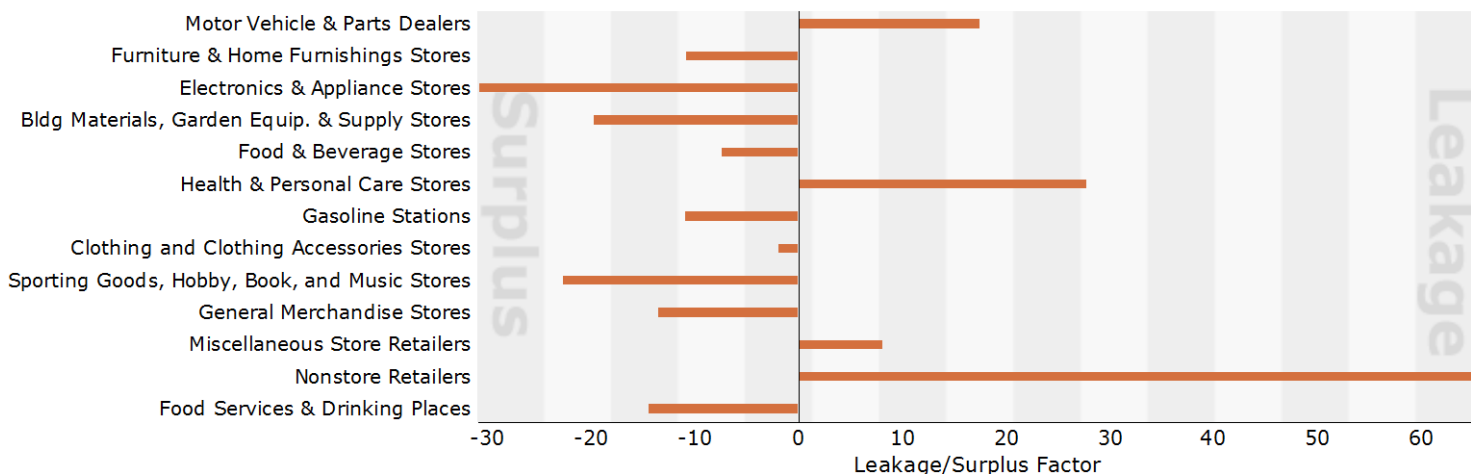
July 21, 2015

Prepared by Esri

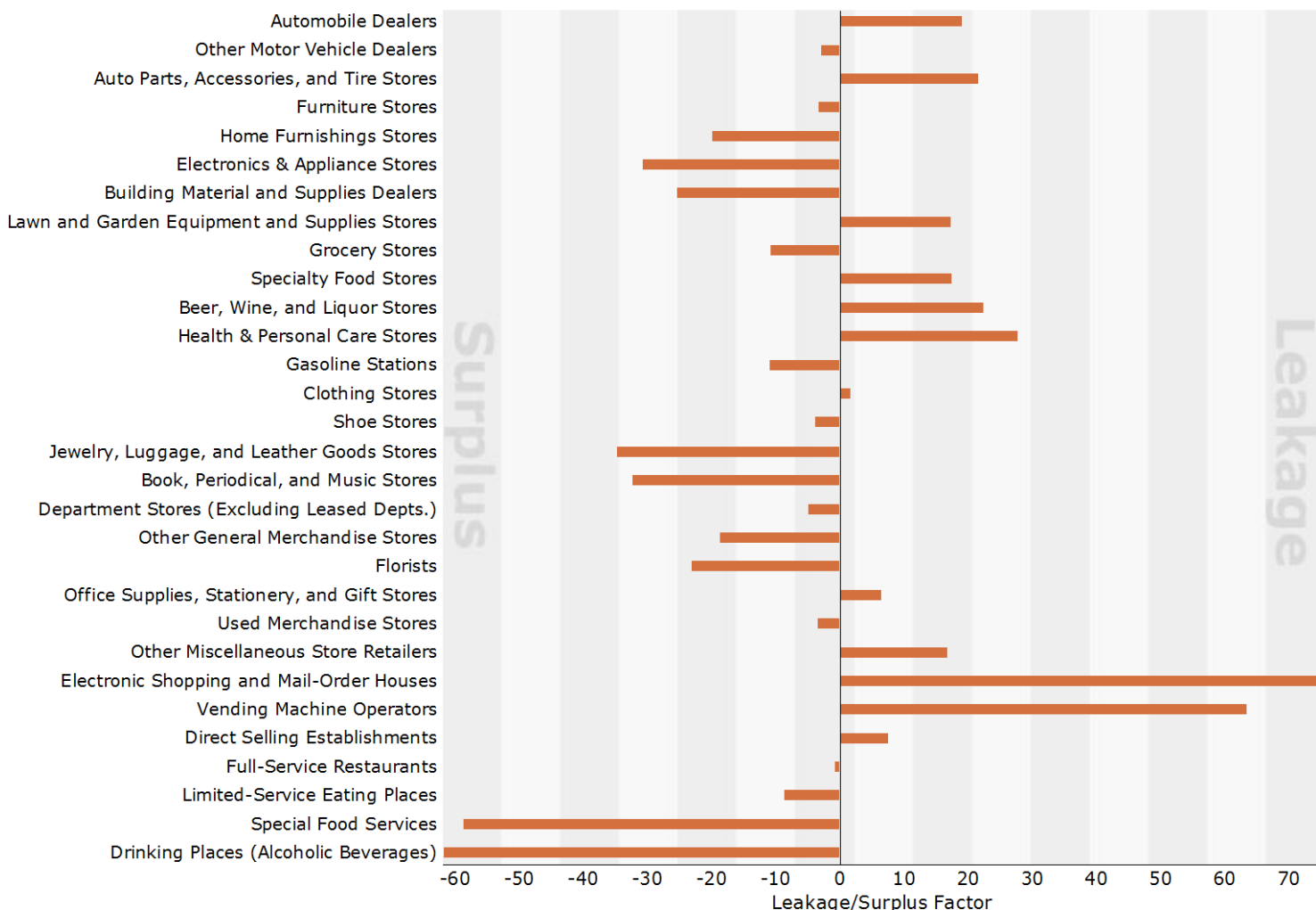
Radius of Lower North Kato Commercial Area
320 Belgrade Ave, North Mankato, Minnesota, 56003
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



July 21, 2015

Prepared by Esri

Radius of Lower North Kato Commercial Area
320 Belgrade Ave, North Mankato, Minnesota, 56003
Drive Time: 30 minute radius

Prepared by Esri
Latitude: 44.17011
Longitude: -94.00966

Summary Demographics

2015 Population	112,197
2015 Households	43,097
2015 Median Disposable Income	\$43,418
2015 Per Capita Income	\$26,199

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$1,193,904,940	\$1,078,846,058	\$115,058,882	5.1	920
Total Retail Trade	44-45	\$1,072,952,032	\$941,041,830	\$131,910,202	6.5	762
Total Food & Drink	722	\$120,952,908	\$137,804,227	-\$16,851,319	-6.5	158
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$222,932,178	\$137,668,844	\$85,263,334	23.6	75
Automobile Dealers	4411	\$194,913,100	\$115,300,038	\$79,613,062	25.7	35
Other Motor Vehicle Dealers	4412	\$14,130,177	\$14,688,677	-\$558,500	-1.9	21
Auto Parts, Accessories & Tire Stores	4413	\$13,888,900	\$7,680,129	\$6,208,771	28.8	19
Furniture & Home Furnishings Stores	442	\$22,506,562	\$23,742,533	-\$1,235,971	-2.7	47
Furniture Stores	4421	\$13,478,738	\$12,443,880	\$1,034,858	4.0	13
Home Furnishings Stores	4422	\$9,027,824	\$11,298,654	-\$2,270,830	-11.2	34
Electronics & Appliance Stores	443	\$26,829,473	\$40,943,256	-\$14,113,783	-20.8	41
Bldg Materials, Garden Equip. & Supply Stores	444	\$38,258,700	\$50,012,628	-\$11,753,928	-13.3	66
Bldg Material & Supplies Dealers	4441	\$30,569,615	\$43,502,106	-\$12,932,491	-17.5	52
Lawn & Garden Equip & Supply Stores	4442	\$7,689,085	\$6,510,522	\$1,178,563	8.3	15
Food & Beverage Stores	445	\$165,106,901	\$177,104,536	-\$11,997,635	-3.5	89
Grocery Stores	4451	\$142,618,574	\$152,177,285	-\$9,558,711	-3.2	44
Specialty Food Stores	4452	\$4,479,201	\$9,236,265	-\$4,757,064	-34.7	27
Beer, Wine & Liquor Stores	4453	\$18,009,126	\$15,690,986	\$2,318,140	6.9	18
Health & Personal Care Stores	446,4461	\$78,726,956	\$37,540,490	\$41,186,466	35.4	44
Gasoline Stations	447,4471	\$119,737,399	\$151,407,949	-\$31,670,550	-11.7	23
Clothing & Clothing Accessories Stores	448	\$54,367,165	\$45,445,336	\$8,921,829	8.9	73
Clothing Stores	4481	\$42,080,445	\$32,769,816	\$9,310,629	12.4	50
Shoe Stores	4482	\$9,637,697	\$8,194,522	\$1,443,175	8.1	12
Jewelry, Luggage & Leather Goods Stores	4483	\$2,649,024	\$4,480,998	-\$1,831,974	-25.7	11
Sporting Goods, Hobby, Book & Music Stores	451	\$25,959,466	\$33,385,390	-\$7,425,924	-12.5	81
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,186,229	\$24,024,961	-\$3,838,732	-8.7	64
Book, Periodical & Music Stores	4512	\$5,773,237	\$9,360,430	-\$3,587,193	-23.7	17
General Merchandise Stores	452	\$195,308,982	\$202,948,203	-\$7,639,221	-1.9	26
Department Stores Excluding Leased Depts.	4521	\$80,626,401	\$72,035,318	\$8,591,083	5.6	18
Other General Merchandise Stores	4529	\$114,682,582	\$130,912,885	-\$16,230,303	-6.6	8
Miscellaneous Store Retailers	453	\$27,046,530	\$23,156,486	\$3,890,044	7.7	167
Florists	4531	\$1,318,616	\$2,075,780	-\$757,164	-22.3	13
Office Supplies, Stationery & Gift Stores	4532	\$5,390,884	\$3,814,119	\$1,576,765	17.1	41
Used Merchandise Stores	4533	\$4,394,377	\$4,193,198	\$201,179	2.3	33
Other Miscellaneous Store Retailers	4539	\$15,942,653	\$13,073,388	\$2,869,265	9.9	81
Nonstore Retailers	454	\$96,171,721	\$17,686,178	\$78,485,543	68.9	31
Electronic Shopping & Mail-Order Houses	4541	\$83,964,584	\$9,786,926	\$74,177,658	79.1	4
Vending Machine Operators	4542	\$3,050,703	\$695,041	\$2,355,662	62.9	5
Direct Selling Establishments	4543	\$9,156,434	\$7,204,210	\$1,952,224	11.9	22
Food Services & Drinking Places	722	\$120,952,908	\$137,804,227	-\$16,851,319	-6.5	158
Full-Service Restaurants	7221	\$49,141,438	\$43,585,458	\$5,555,980	6.0	39
Limited-Service Eating Places	7222	\$62,719,884	\$62,255,651	\$464,233	0.4	60
Special Food Services	7223	\$3,926,311	\$12,810,408	-\$8,884,097	-53.1	10
Drinking Places - Alcoholic Beverages	7224	\$5,165,275	\$19,152,711	-\$13,987,436	-57.5	50

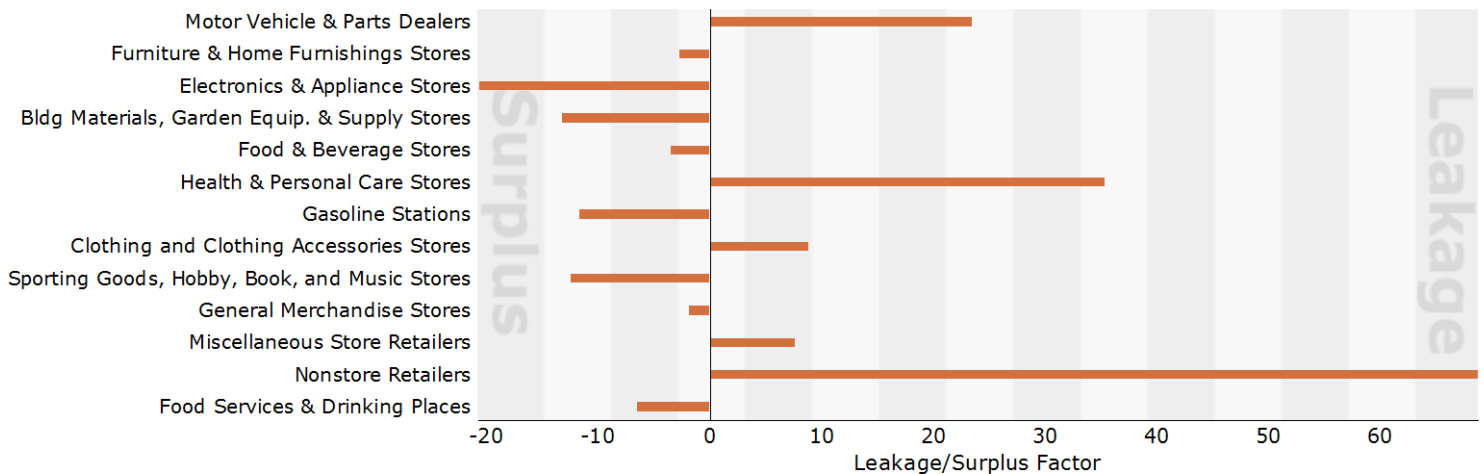
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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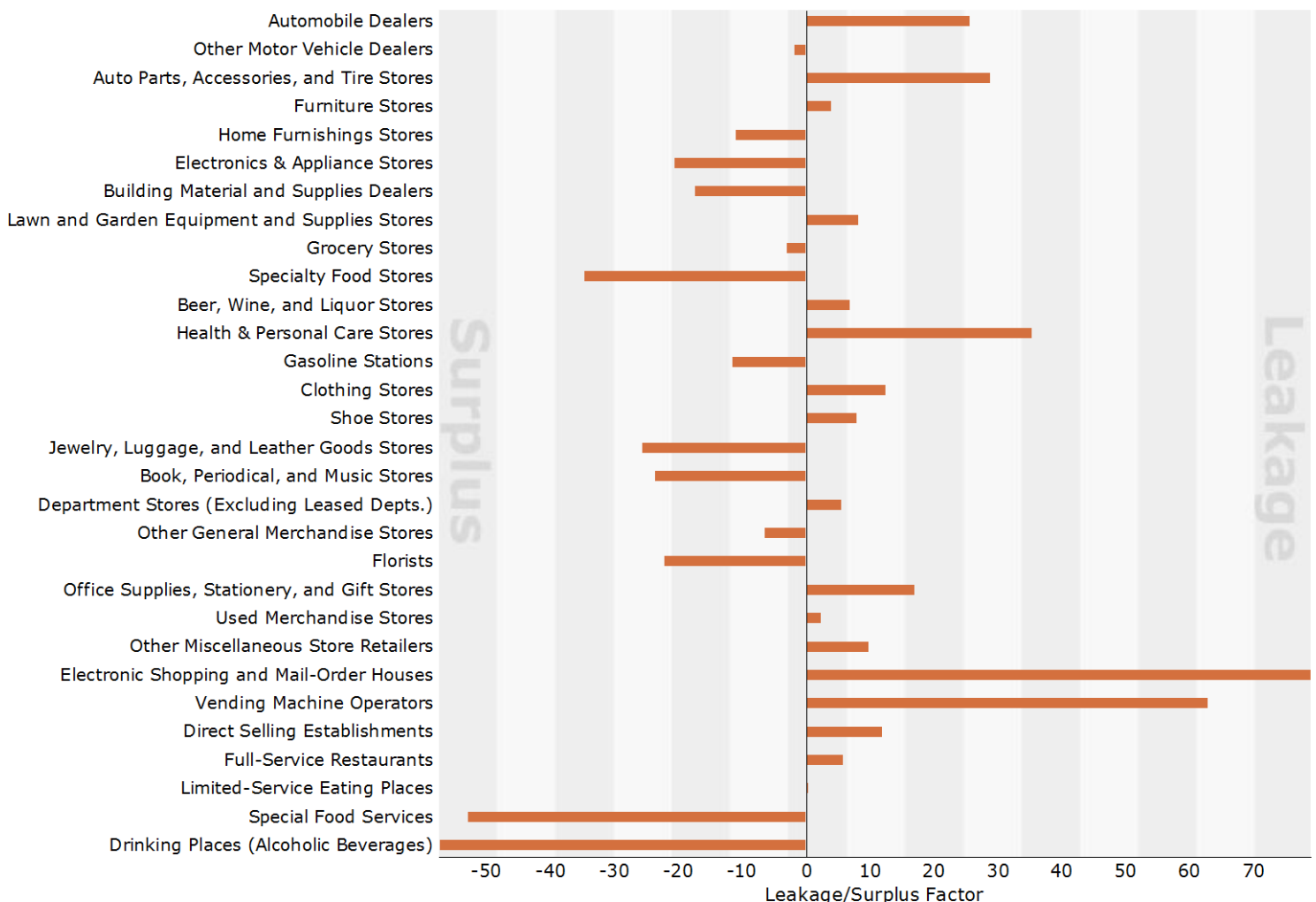
July 21, 2015

Prepared by Esri

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Business Summary

Lower North Mankato - Belgrade Commercial
Area: 0.04 square miles

Prepared by Esri
Latitude: 44.17023742
Longitude: -94.0096935

Data for all businesses in area

Total Businesses:	46
Total Employees:	211
Total Residential Population:	331
Employee/Residential Population Ratio:	0.64:1

by SIC Codes	Number	Percent	Employees	
			Number	Percent
Agriculture & Mining	2	4.3%	2	0.9%
Construction	4	8.7%	12	5.7%
Manufacturing	0	0.0%	0	0.0%
Transportation	1	2.2%	3	1.4%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	10	21.7%	74	35.1%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	0	0.0%	0	0.0%
Auto Dealers, Gas Stations, Auto Aftermarket	1	2.2%	1	0.5%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	2	4.3%	23	10.9%
Eating & Drinking Places	4	8.7%	38	18.0%
Miscellaneous Retail	3	6.5%	13	6.2%
Finance, Insurance, Real Estate Summary	9	19.6%	33	15.6%
Banks, Savings & Lending Institutions	3	6.5%	12	5.7%
Securities Brokers	2	4.3%	2	0.9%
Insurance Carriers & Agents	1	2.2%	6	2.8%
Real Estate, Holding, Other Investment Offices	3	6.5%	13	6.2%
Services Summary	19	41.3%	84	39.8%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	0	0.0%	0	0.0%
Motion Pictures & Amusements	1	2.2%	1	0.5%
Health Services	3	6.5%	23	10.9%
Legal Services	1	2.2%	2	0.9%
Education Institutions & Libraries	0	0.0%	0	0.0%
Other Services	14	30.4%	59	28.0%
Government	1	2.2%	3	1.4%
Unclassified Establishments	1	2.2%	0	0.0%
Totals	46	100.0%	211	100.0%

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July 17, 2015



Business Summary

Lower North Mankato - Belgrade Commercial
Area: 0.04 square miles

Prepared by Esri
Latitude: 44.17023742
Longitude: -94.0096935

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	4	8.7%	12	5.7%
Manufacturing	2	4.3%	6	2.8%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	5	10.9%	30	14.2%
Motor Vehicle & Parts Dealers	1	2.2%	1	0.5%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	1	2.2%	16	7.6%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	2	4.3%	10	4.7%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	1	2.2%	2	0.9%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	1	2.2%	2	0.9%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	1	2.2%	3	1.4%
Information	0	0.0%	0	0.0%
Finance & Insurance	6	13.0%	20	9.5%
Central Bank/Credit Intermediation & Related Activities	3	6.5%	12	5.7%
Securities, Commodity Contracts & Other Financial	2	4.3%	2	0.9%
Insurance Carriers & Related Activities; Funds, Trusts &	1	2.2%	6	2.8%
Real Estate, Rental & Leasing	3	6.5%	13	6.2%
Professional, Scientific & Tech Services	4	8.7%	17	8.1%
Legal Services	1	2.2%	2	0.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	2	4.3%	2	0.9%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	5	10.9%	37	17.5%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	4	8.7%	38	18.0%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	4	8.7%	38	18.0%
Other Services (except Public Administration)	10	21.7%	29	13.7%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	1	2.2%	3	1.4%
Unclassified Establishments	1	2.2%	0	0.0%
Total	46	100.0%	211	100.0%

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July 17, 2015

Appendix H:

Household Budget Expenditures



Household Budget Expenditures

Mankato-North Mankato, MN Metropolitan Statistical Area
Mankato-North Mankato, MN Metropolitan Statistical Area (31860)
Geography: Metropolitan Area (CBSA)

Prepared by Esri

Demographic Summary			2016	2021
Population			101,456	105,298
Households			38,840	40,482
Families			23,201	24,070
Median Age			32.6	33.7
Median Household Income			\$54,593	\$55,840
	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	93	\$61,777.41	\$2,399,434,597	100.0%
Food	95	\$7,704.28	\$299,234,158	12.5%
Food at Home	96	\$4,763.18	\$185,001,933	7.7%
Food Away from Home	95	\$2,941.10	\$114,232,225	4.8%
Alcoholic Beverages	95	\$486.48	\$18,894,779	0.8%
Housing	93	\$18,921.45	\$734,909,279	30.6%
Shelter	92	\$14,304.65	\$555,592,622	23.2%
Utilities, Fuel and Public Services	95	\$4,616.80	\$179,316,657	7.5%
Household Operations	90	\$1,548.54	\$60,145,178	2.5%
Housekeeping Supplies	95	\$665.68	\$25,854,971	1.1%
Household Furnishings and Equipment	93	\$1,647.01	\$63,969,962	2.7%
Apparel and Services	94	\$1,886.73	\$73,280,650	3.1%
Transportation	96	\$7,731.48	\$300,290,711	12.5%
Travel	89	\$1,649.49	\$64,066,115	2.7%
Health Care	93	\$4,950.22	\$192,266,563	8.0%
Entertainment and Recreation	93	\$2,714.40	\$105,427,223	4.4%
Personal Care Products & Services	92	\$675.08	\$26,220,261	1.1%
Education	95	\$1,350.55	\$52,455,227	2.2%
Smoking Products	104	\$427.43	\$16,601,328	0.7%
Lotteries & Pari-mutuel Losses	94	\$59.04	\$2,292,983	0.1%
Legal Fees	99	\$154.83	\$6,013,633	0.3%
Funeral Expenses	95	\$82.20	\$3,192,663	0.1%
Safe Deposit Box Rentals	94	\$3.69	\$143,419	0.0%
Checking Account/Banking Service Charges	96	\$31.93	\$1,240,162	0.1%
Cemetery Lots/Vaults/Maintenance Fees	86	\$8.91	\$346,138	0.0%
Accounting Fees	86	\$77.67	\$3,016,741	0.1%
Miscellaneous Personal Services/Advertising/Fine	105	\$63.29	\$2,458,136	0.1%
Occupational Expenses	88	\$59.33	\$2,304,362	0.1%
Expenses for Other Properties	110	\$152.05	\$5,905,444	0.2%
Credit Card Membership Fees	85	\$3.29	\$127,771	0.0%
Shopping Club Membership Fees	88	\$14.57	\$565,765	0.0%
Support Payments/Cash Contributions/Gifts in Kind	93	\$2,156.38	\$83,753,971	3.5%
Life/Other Insurance	90	\$371.51	\$14,429,359	0.6%
Pensions and Social Security	91	\$6,179.91	\$240,027,639	10.0%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 01, 2016



Household Budget Expenditures

8 Block Groups
271034806.002 (271034806002) et al.
Geography: Block Group

Prepared by Esri

Demographic Summary			2016	2021
Population			13,457	13,660
Households			5,656	5,763
Families			3,561	3,614
Median Age			37.0	37.3
Median Household Income			\$62,470	\$69,748
	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	100	\$66,280.19	\$374,880,758	100.0%
Food	101	\$8,136.99	\$46,022,798	12.3%
Food at Home	101	\$5,012.97	\$28,353,343	7.6%
Food Away from Home	101	\$3,124.02	\$17,669,455	4.7%
Alcoholic Beverages	100	\$510.84	\$2,889,325	0.8%
Housing	100	\$20,407.82	\$115,426,641	30.8%
Shelter	100	\$15,503.66	\$87,688,693	23.4%
Utilities, Fuel and Public Services	101	\$4,904.16	\$27,737,948	7.4%
Household Operations	99	\$1,704.88	\$9,642,783	2.6%
Housekeeping Supplies	101	\$709.34	\$4,012,039	1.1%
Household Furnishings and Equipment	101	\$1,781.93	\$10,078,613	2.7%
Apparel and Services	99	\$2,002.88	\$11,328,261	3.0%
Transportation	101	\$8,167.25	\$46,193,982	12.3%
Travel	98	\$1,823.50	\$10,313,689	2.8%
Health Care	100	\$5,309.94	\$30,033,001	8.0%
Entertainment and Recreation	100	\$2,908.45	\$16,450,185	4.4%
Personal Care Products & Services	100	\$729.80	\$4,127,740	1.1%
Education	96	\$1,358.22	\$7,682,120	2.0%
Smoking Products	101	\$412.30	\$2,331,967	0.6%
Lotteries & Pari-mutuel Losses	100	\$62.83	\$355,349	0.1%
Legal Fees	105	\$164.90	\$932,684	0.2%
Funeral Expenses	96	\$83.06	\$469,784	0.1%
Safe Deposit Box Rentals	99	\$3.88	\$21,921	0.0%
Checking Account/Banking Service Charges	100	\$33.12	\$187,311	0.0%
Cemetery Lots/Vaults/Maintenance Fees	100	\$10.44	\$59,056	0.0%
Accounting Fees	94	\$84.26	\$476,555	0.1%
Miscellaneous Personal Services/Advertising/Fine	113	\$68.05	\$384,901	0.1%
Occupational Expenses	97	\$65.22	\$368,894	0.1%
Expenses for Other Properties	132	\$181.94	\$1,029,059	0.3%
Credit Card Membership Fees	95	\$3.64	\$20,602	0.0%
Shopping Club Membership Fees	100	\$16.55	\$93,589	0.0%
Support Payments/Cash Contributions/Gifts in Kind	101	\$2,352.26	\$13,304,388	3.5%
Life/Other Insurance	98	\$407.26	\$2,303,476	0.6%
Pensions and Social Security	100	\$6,778.65	\$38,340,044	10.2%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 06, 2016



Household Budget Expenditures

3 Block Groups
271034806.001 (271034806001) et al.
Geography: Block Group

Prepared by Esri

Demographic Summary			2016	2021
Population			2,615	2,619
Households			1,184	1,189
Families			627	626
Median Age			35.6	37.0
Median Household Income			\$51,708	\$48,327
	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	81	\$53,367.58	\$63,187,215	100.0%
Food	82	\$6,630.70	\$7,850,744	12.4%
Food at Home	83	\$4,124.89	\$4,883,865	7.7%
Food Away from Home	81	\$2,505.81	\$2,966,879	4.7%
Alcoholic Beverages	83	\$423.30	\$501,192	0.8%
Housing	82	\$16,713.61	\$19,788,916	31.3%
Shelter	82	\$12,770.40	\$15,120,154	23.9%
Utilities, Fuel and Public Services	81	\$3,943.21	\$4,668,761	7.4%
Household Operations	78	\$1,336.74	\$1,582,702	2.5%
Housekeeping Supplies	81	\$569.78	\$674,623	1.1%
Household Furnishings and Equipment	80	\$1,419.02	\$1,680,121	2.7%
Apparel and Services	81	\$1,621.36	\$1,919,685	3.0%
Transportation	80	\$6,511.22	\$7,709,281	12.2%
Travel	77	\$1,428.55	\$1,691,406	2.7%
Health Care	80	\$4,213.90	\$4,989,254	7.9%
Entertainment and Recreation	79	\$2,314.78	\$2,740,702	4.3%
Personal Care Products & Services	79	\$582.08	\$689,180	1.1%
Education	83	\$1,167.72	\$1,382,577	2.2%
Smoking Products	88	\$359.13	\$425,206	0.7%
Lotteries & Pari-mutuel Losses	85	\$53.54	\$63,394	0.1%
Legal Fees	88	\$137.83	\$163,188	0.3%
Funeral Expenses	77	\$66.17	\$78,351	0.1%
Safe Deposit Box Rentals	78	\$3.08	\$3,652	0.0%
Checking Account/Banking Service Charges	89	\$29.53	\$34,964	0.1%
Cemetery Lots/Vaults/Maintenance Fees	79	\$8.20	\$9,708	0.0%
Accounting Fees	75	\$67.19	\$79,549	0.1%
Miscellaneous Personal Services/Advertising/Fine	96	\$57.87	\$68,520	0.1%
Occupational Expenses	81	\$54.57	\$64,615	0.1%
Expenses for Other Properties	111	\$153.20	\$181,387	0.3%
Credit Card Membership Fees	78	\$3.01	\$3,559	0.0%
Shopping Club Membership Fees	79	\$13.09	\$15,504	0.0%
Support Payments/Cash Contributions/Gifts in Kind	80	\$1,858.73	\$2,200,738	3.5%
Life/Other Insurance	76	\$313.09	\$370,695	0.6%
Pensions and Social Security	77	\$5,256.59	\$6,223,800	9.8%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 05, 2016

Appendix I:

Implementation Plan



400/500 Block Incremental Change Potential

5-Year Change:

1. Renovation to the Brandt Building.
2. Redevelopment of properties to mixed-use adding additional commercial/residential options.
3. Short term traffic calming and roadway reconstruction recommendations per the 2016-2017 Belgrade Corridor Study.

10-Year Change:

4. Redevelopment of various properties to mixed-use adding additional commercial/residential options.
5. Long term traffic calming and roadway reconstruction recommendations per the 2016-2017 Belgrade Corridor Study.

20-Year Change:

6. Redevelopment of various properties to mixed-use adding additional commercial/residential options.

300 Block Incremental Change Potential

5-Year Change:

1. Redevelopment of various properties to mixed-use adding additional commercial/residential options.
2. Business expansion to the west and south of the street corner.
3. Short term traffic calming and roadway reconstruction recommendations per the 2016-2017 Belgrade Corridor Study.

10-Year Change:

4. Redevelopment of various properties to mixed-use adding additional commercial/residential options.
5. Long term traffic calming and roadway reconstruction recommendations per the 2016-2017 Belgrade Corridor Study.

20-Year Change:

6. Redevelopment of various properties to mixed-use adding additional commercial/residential options.

200 Block Incremental Change Potential

5-Year Change:

1. Conversion of residential property to public parking.
2. Conversion of public parking lot to mixed-use structure.
3. Potential redevelopment of bank drive through property.
4. Redevelopment of various properties to mixed-use adding additional commercial/residential options.
5. Short term traffic calming and roadway reconstruction recommendations per the 2016-2017 Belgrade Corridor Study.

10-Year Change:

6. Infill development of vacant lot.
7. Long term traffic calming and roadway reconstruction recommendations per the 2016-2017 Belgrade Corridor Study.

20-Year Change:

8. Redevelopment of various properties to mixed-use adding additional commercial/residential options.



Appendix J:

Commercial Grant and Loan Fund Policy Resolution

RESOLUTION PROVIDING FOR THE CREATION OF A REDEVELOPMENT DEFERRED LOAN PROGRAM IN THE BUSINESS DISTRICTS IN THE CITY OF NORTH MANKATO

WHEREAS, revitalization of the North Mankato Business Districts has been identified as a priority within the North Mankato Comprehensive Plan and the Belgrade Avenue Master Plan; and

WHEREAS, to achieve the revitalization goals set forth in the Comprehensive Plan and the Belgrade Avenue Master Plan, the North Mankato City Council and Port Authority Commission seek to create a public and private funding program available to property owners within all business districts; and

WHEREAS, funding for the program will be allocated from the Port Authority General Fund and Port Authority Local Revolving Loan Fund

NOW, THEREFORE, BE IT RESOLVED BY THE NORTH MANKATO PORT AUTHORITY COMMISSION that a deferred loan program is created as follows:

For the following improvements, the North Mankato Port Authority will grant a deferred loan for 30% of the total costs of the improvements, not to exceed \$25,000:

- Plumbing, electrical and HVAC improvements
- Roof replacement
- Water and sewer services
- Signage
- Interior remodeling
- Rehabilitation of second level housing units
- Parking lot replacement

For the following improvements, the North Mankato Port Authority will grant a deferred loan for 50% of the total cost of the improvements, not to exceed \$25,000:

- Doors and windows
- Awnings
- Conversion of residential dwellings to businesses
- Tuck pointing or exterior rehabilitation

Any deferred loan granted by the Port Authority carries no interest and no periodic payment, but is secured by a Repayment Agreement and a lien against the property. Any deferred loan must be repaid in the event the property is sold within five (5) years from the date of the Repayment

Agreement. Repayment will be pro-rated over the five year term with 20% of the loan being forgiven for each year completed in the repayment term.

Property owners within the Central Business District may be eligible for additional loan opportunities from the Port Authority's Federal Revolving Loan (RLF) Program in compliance with the established program guidelines.