

Lake Street Reconstruction and Streetscaping Project

SWOC Brainstorming Session

January 14, 2006 (for handout on February 21, 2006)

As defined by the Minneapolis Comprehensive Plan, and of direct relevance to reconstruction and streetscaping planning efforts for Lake Street, “Commercial Corridors are streets that are available for development including more intensive commercial and high traffic activities ... [which] *must balance both pedestrian and automobile orientation in their design and development* ... While the character of these streets is commercial, residential areas are nearby and impacts from commercial uses must be mitigated as appropriate.”

A recent Philadelphia Commercial Corridor study (www.econsult.com/files/corridors_final.pdf), completed in December 2003 for the William Penn Foundation, broadens this definition to encompass *connections* or *linkages* between a defined street and the broader trade or service area: “A *commercial corridor is a concentration of retail stores, which serve a common trade area and surround and/or lie along a single street.*”

To assist the CARAG neighborhood in the definition of priorities for reconstruction of Lake Street, a thorough assessment of the *Strengths, Weaknesses, Opportunities* and *Challenges/Concerns for Users* (known as a SWOC Analysis) of the Lake Street Commercial Corridor is important. A SWOC Analysis is a common planning tool used to help stakeholders create a unified and strategic vision for the future. Users include those impacted by the corridor, including residents, employees, commercial patrons, and business and property owners whether accessing services along the corridor, or simply traversing, as pedestrians, bicyclists, transit users and/or motorists.

What are the strengths and weaknesses of Lake Street (between Dupont and Blaisdell Avenues)? What opportunities exist for Lake Street and its many users? Lastly, what challenges will Lake Street have to meet if it is to continue to be successful, and contribute to the stability of the surrounding community?

Note: Strengths and weaknesses typically focus on local characteristics. Once local strengths and weaknesses are identified, opportunities and challenges/concerns may be identified. Strengths and weaknesses provide some guidance for determining the opportunities most likely to be viable.

A. **Strengths:** Built environments often have strengths or positive attributes/characteristics. Street reconstruction planning should seek to build upon existing strengths. Please list the top three (3) strengths of the corridor. Also, describe how these strengths impact users.

1. _____

Impact: _____

2. _____

Impact: _____

3. _____

Impact: _____

B. **Weaknesses:** Built environments also have weaknesses. To enhance Lake Street's effectiveness in meeting the needs of the community, weaknesses must be addressed. Please list Lake Street's three (3) major weaknesses. Also, briefly describe how these weaknesses affect the many users of the corridor.

1. _____

Impact: _____

2. _____

Impact: _____

3. _____

Impact: _____

C. ***Opportunities:*** Internal and external forces present opportunities for the Lake Street Corridor to evolve and change. Planning positions communities to take advantage of opportunities. Please consider opportunities that you to be on the horizon for Lake Street and describe them.

1. _____

2. _____

3. _____

D. ***Challenges or Concerns for Users:*** Challenges are barriers to effectiveness. Generally, challenges cannot be controlled by the local area alone. Please list three (3) external challenges/concerns that may negatively impact the future of the Lake Street Corridor.

1. _____

2. _____

3. _____
