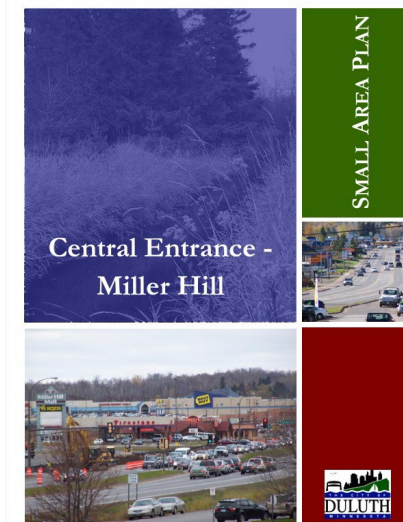
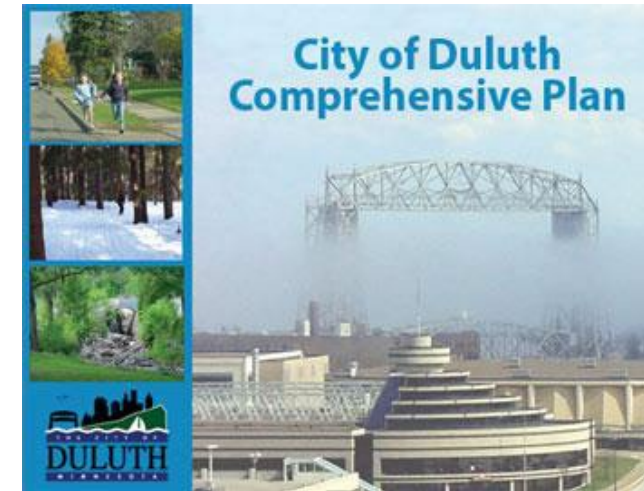


# **CENTRAL ENTRANCE MILLER HILL SMALL AREA PLAN**

# LONG-RANGE PLAN IMPLEMENTATION

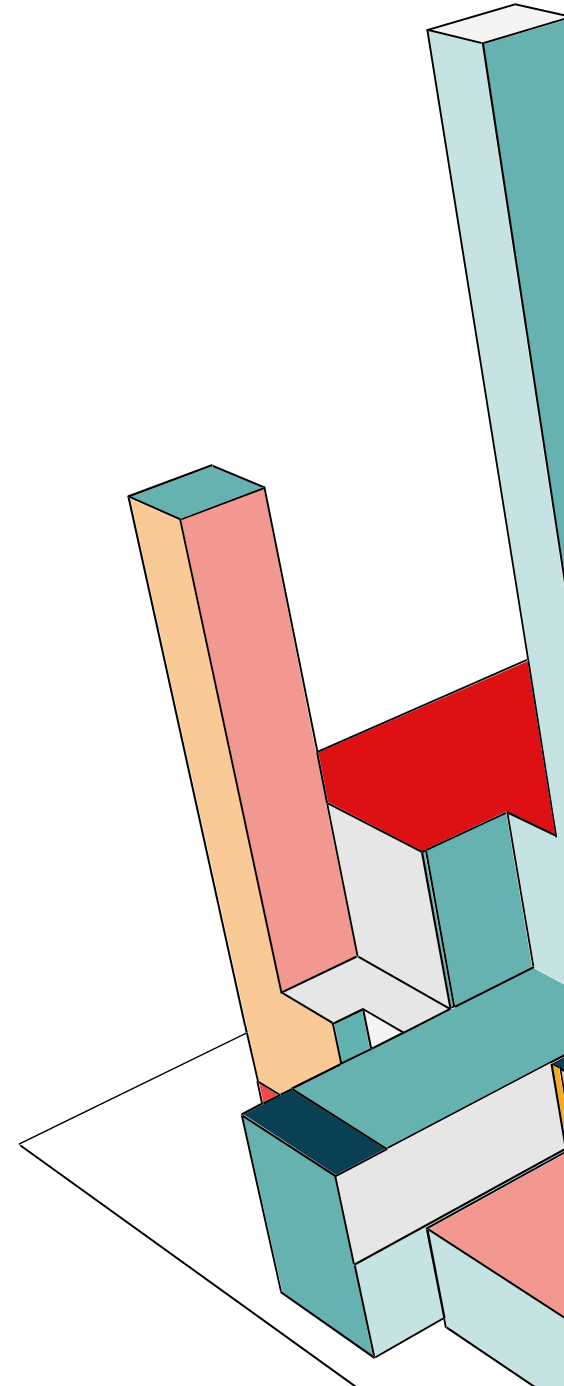
The City's Comprehensive Plan principles:

- Reuse previously developed lands
- Strengthen neighborhoods
- Reinforce the place-specific
- Create and maintain connectivity
- Encourage a mix of activities, uses and densities
- Support private actions that contribute to the public realm
- Take sustainable actions



# CENTRAL ENTRANCE-MILLER HILL SMALL AREA PLAN

- Adopted by City Council Sept. 14, 2009
- Community Engagement over 10-month planning process:
  - 2 media releases
  - 3 Duluth News-Tribune stories
  - Two Open Houses
  - Two public hearings
  - Web page
- 14-member study committee:
  - 6 commercial property owners
  - 2 residential owners
  - City Councilor
  - Planning Commissioner
  - Chamber of Commerce staff member
  - MnDOT and Metropolitan Interstate Council
  - Environment staff





## Central Entrance - Miller Hill Corridor Duluth, MN Market Analysis



Presented to:  
The City of Duluth  
April, 2009

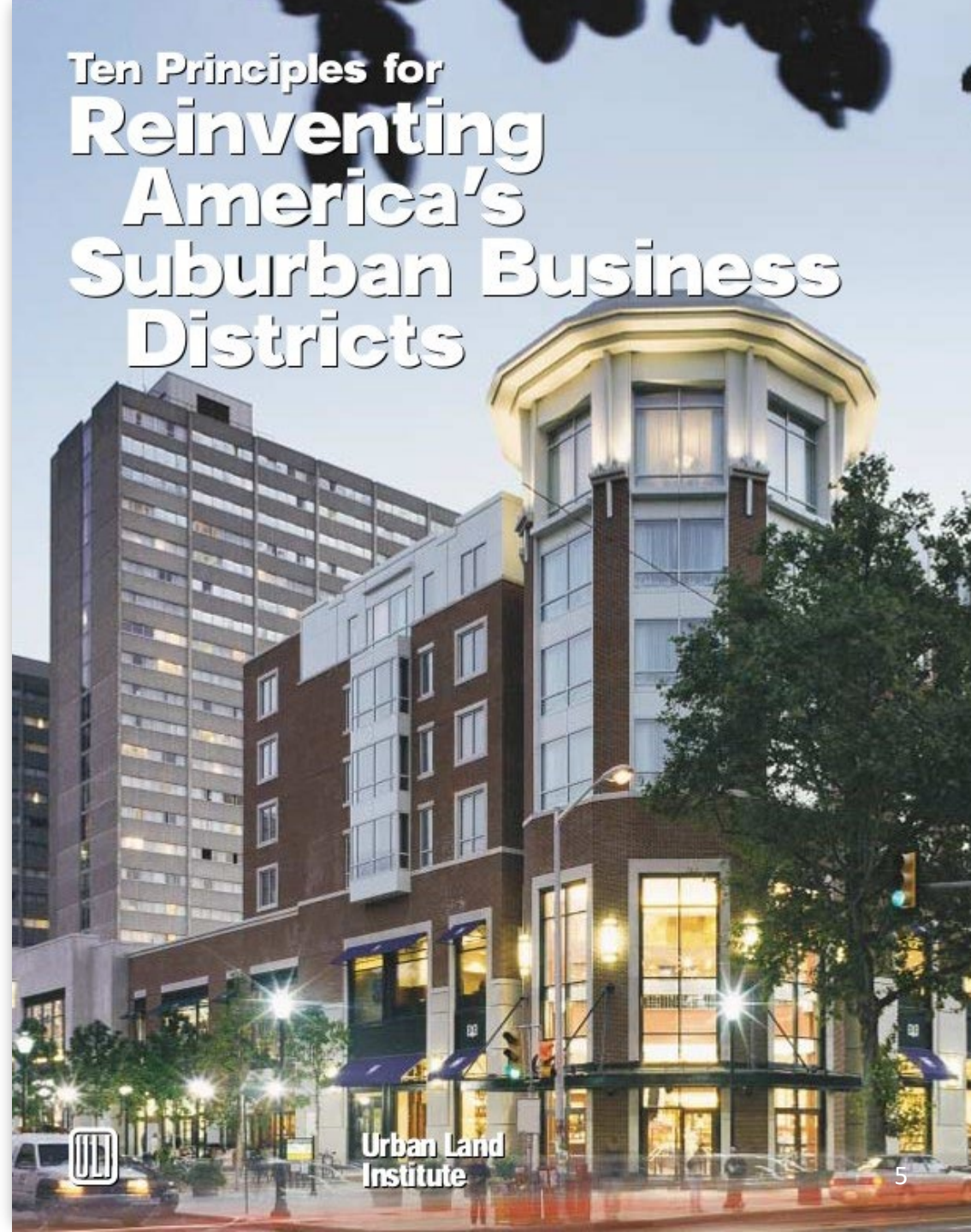
Prepared by:  
MXD Development Strategists, Ltd.  
[www.MXDdevelopment.com](http://www.MXDdevelopment.com)

## MARKET STUDY RECOMMENDATIONS

- “The longer-term outlook for Central Entrance is for more local, independent retail, smaller boutique office and professional services.” - MXD Development Strategists, Ltd.
- “Small and local shops, rather than larger formats, create an eclectic and lively image for commercial streets.” - MXD Development Strategists, Ltd
- “Central Entrance from Pecan to Anderson Road should become the “main street” for the Duluth Heights neighborhood. It should become a distinctive place rather than a collection of standalone businesses lining a highway.”

# URBAN LAND INSTITUTE STUDY

- Too much traffic, or poorly planned traffic, can strangle the [commercial] strip. When traffic counts reach 20,000 to 30,000 or more per day, visibility of stores will be high and merchants will be happy, but access becomes increasingly difficult, and the [commercial] strip is at risk.
- To ensure continued mobility, traffic planning and design must resolve the inherent conflict between through traffic and traffic whose destination is the strip itself. In other words, traffic must be tamed and managed so that the goose that laid the golden egg is not killed.



# URBAN LAND INSTITUTE STUDY

- “Diverse, well-conceptualized developments in a coordinated, entertaining, and lively environment are worth more in real estate value than stand-alone buildings in a sea of parking.
- This difference in value is called the ‘design dividend.’ It is no surprise that such places also maximize retail spending and rents and, as a consequence, capital value.”



# A VISION FOR CENTRAL ENTRANCE

- A more attractive and walkable place with wide sidewalks on both sides of the street and businesses that front the sidewalks with inviting storefronts.
- The motoring public will enjoy traveling to and through the district as the roadway is redesigned to provide better access to businesses.
- Central Entrance will regain its previous function as the “main street” of Duluth Heights.





## STREET REDESIGN CONTEXT

“When Central Entrance is reconstructed, it is critical that the context of the street as a walkable, urban thoroughfare be respected and the design solution permit comfortable use of the street by pedestrians and transit as well as vehicles. ”

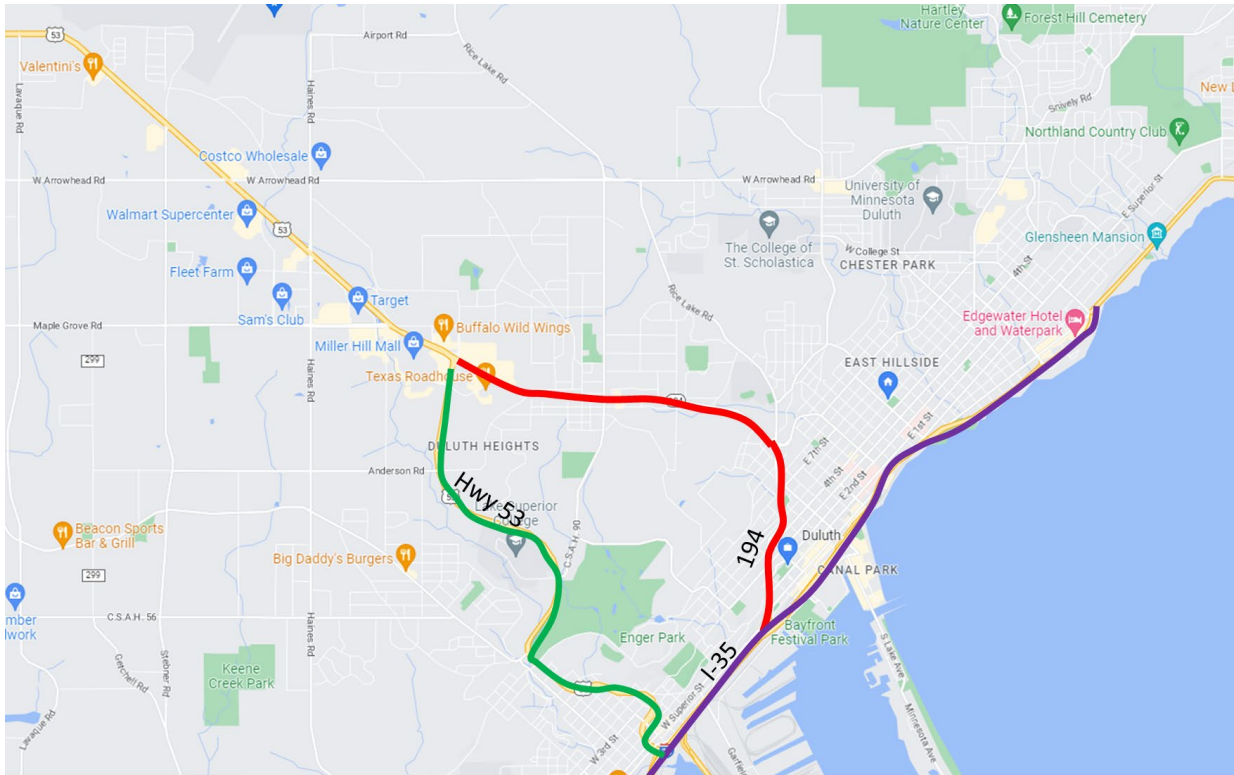


## OTHER PLAN RECOMMENDATIONS

- Establish entry monument features at both ends of the business district: Pecan Ave. and Anderson Rd.
- When streets are reconstructed, look for opportunities to include space for trees and other vegetation that will shade pavement.
- Install and maintain business district signs including banners and distinctive lighting.



# WHERE DO WE GO FROM HERE?



- Transportation and land use connection
- The district and neighborhood need access.
- The road we design affects the land use.
- Financial health of the district depends on access.
- How to accommodate traffic without harming access?
- What kind of street do we want?

