

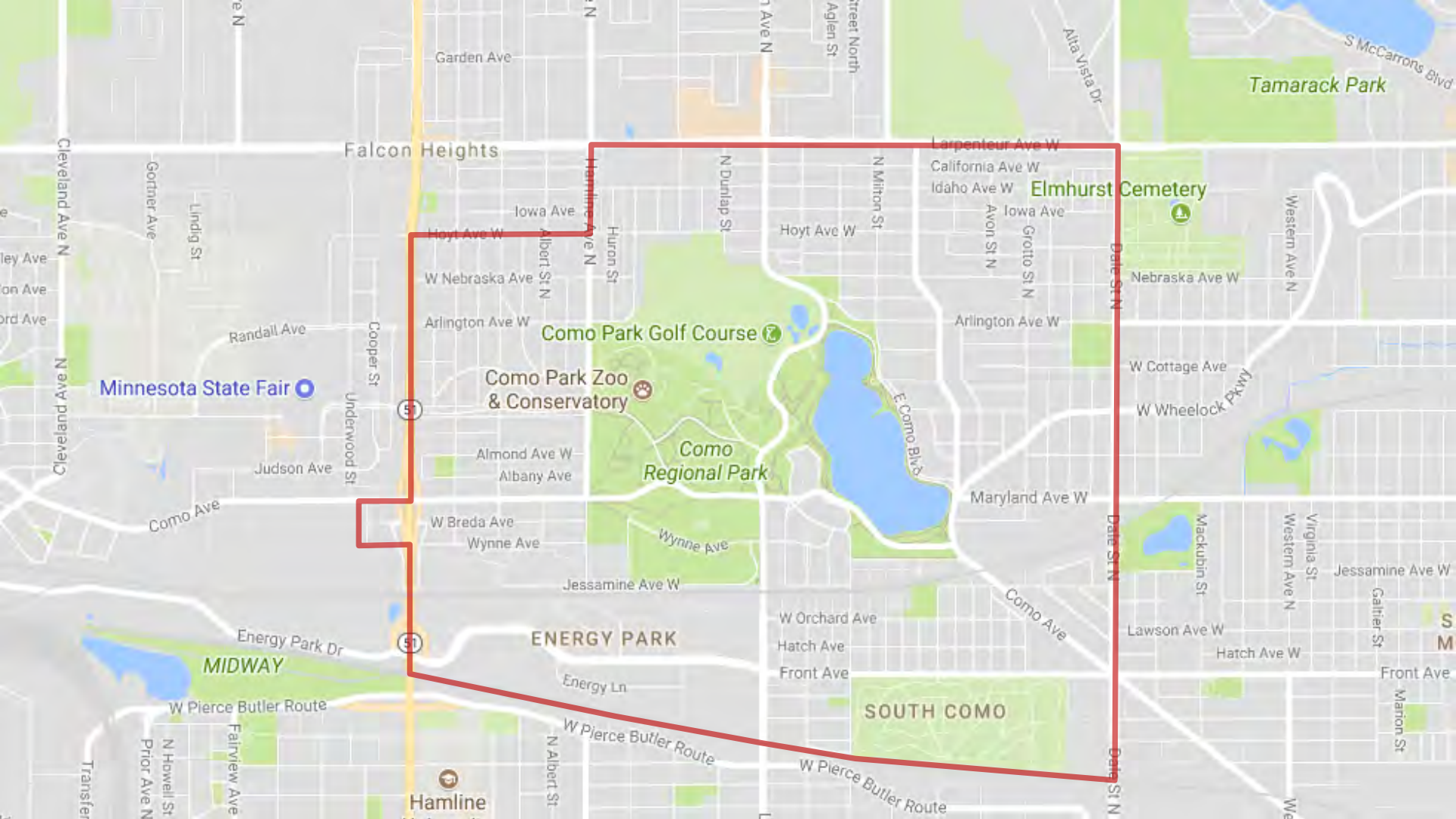
DISTRICT 10 COMO COMMUNITY COUNCIL RETAIL ASSESSMENT

SAINT PAUL – COMO PARK / NOVEMBER 21, 2017

TOPICS

1. Socio-Economics
2. Retail Situation
3. Takeaways

SOCIO-ECONOMICS



Falcon Heights

Tamarack Park

Elmhurst Cemetery

Como Park Golf Course

Como Park Zoo & Conservatory

Como Regional Park

Minnesota State Fair

ENERGY PARK

MIDWAY

SOUTH COMO

Hamline

2000 District 10 HHs

7,147

TRACT 302.01

2,235

TRACT 303

2,391

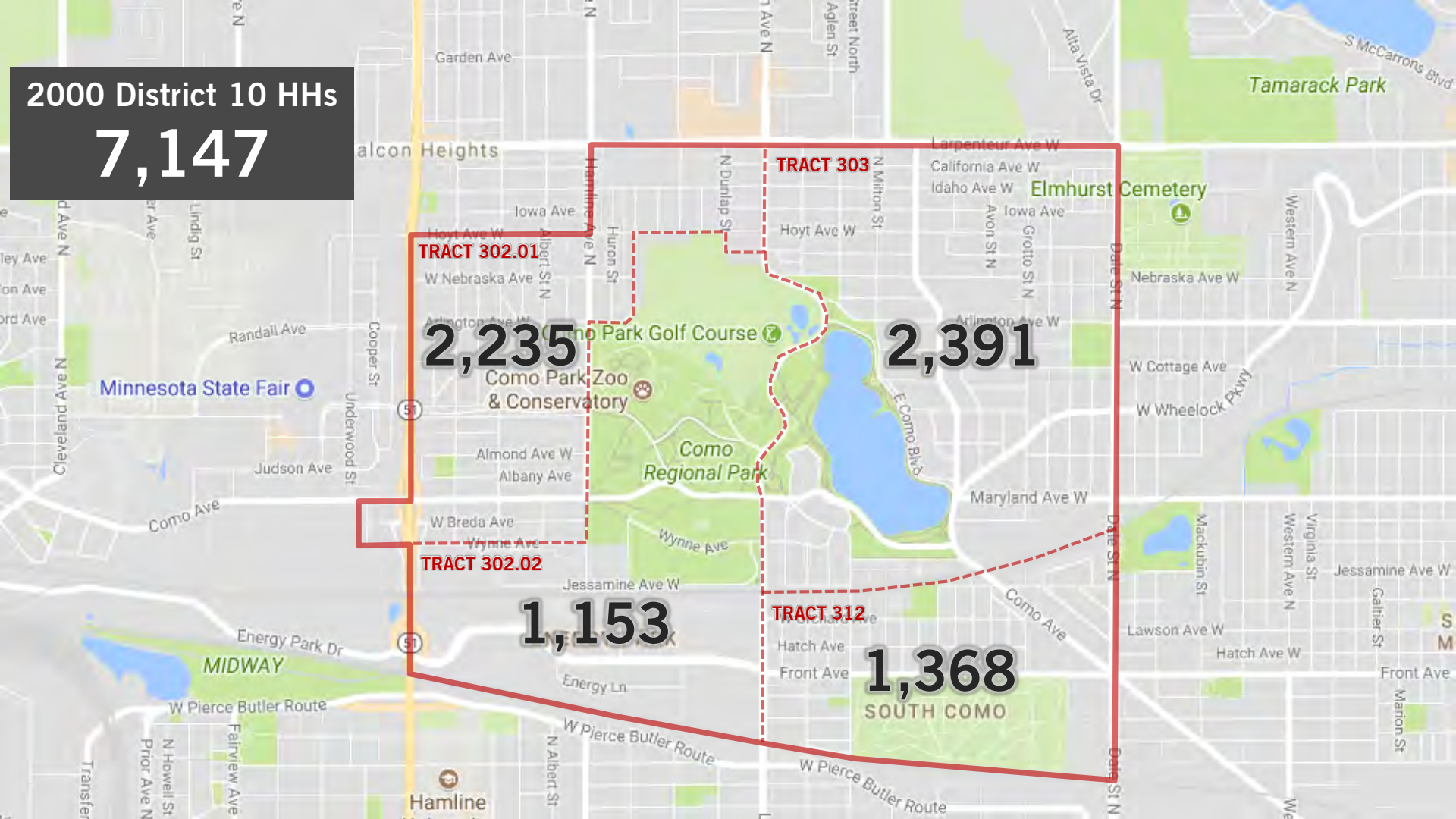
TRACT 302.02

1,153

TRACT 312

1,368

SOUTH COMO



2000 District 10 HHs

7,147

2015 District 10 HHs

6,896

-251 (-3.5%)

St. Paul +0.8%

TRACT 302.01

2,197

-38 (-1.7%)

TRACT 303

2,299

-92 (-3.8%)

TRACT 302.02

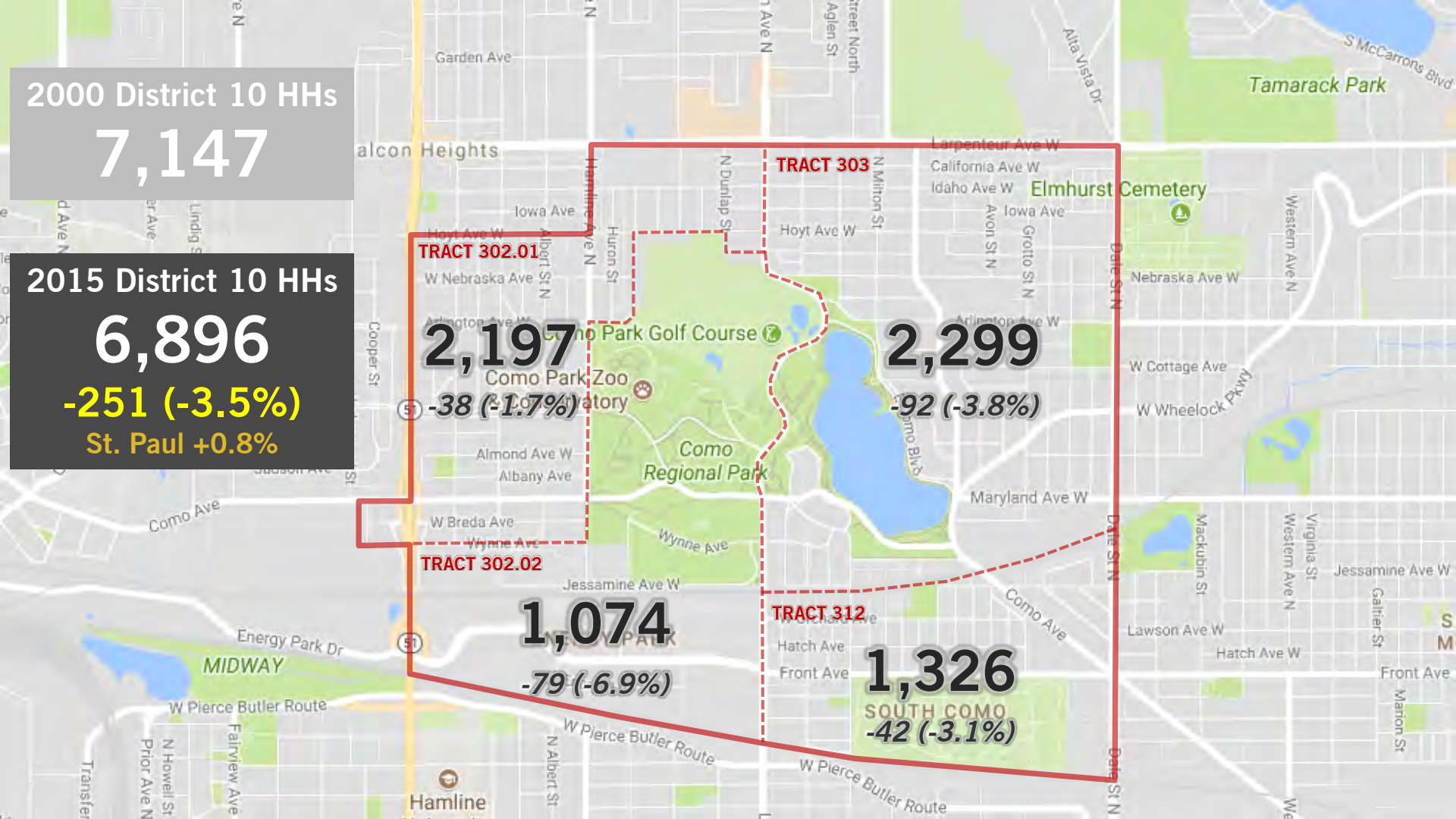
1,074

-79 (-6.9%)

TRACT 312

1,326

SOUTH COMO
-42 (-3.1%)



2000 District 10 HHs

7,147

2015 District 10 HHs

6,896

-251 (-3.5%)

St. Paul +0.8%

2030 District 10 HHs

7,681

+699 (11.4%)

St. Paul 16.3%

TRACT 302.01

2,411

+214 (9.7%)

TRACT 303

2,627

+328 (14.3%)

TRACT 302.02

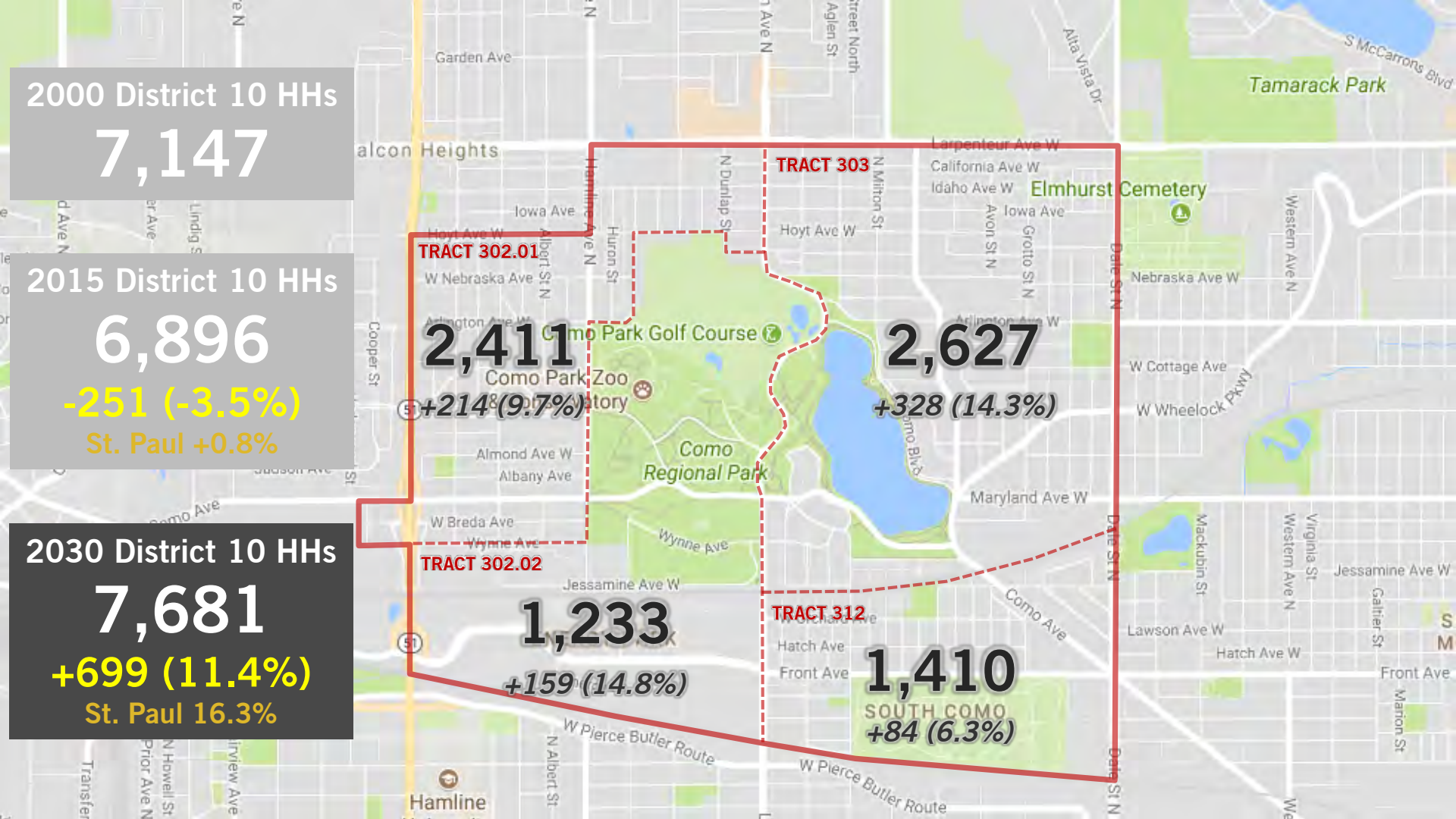
1,233

+159 (14.8%)

TRACT 312

1,410

SOUTH COMO
+84 (6.3%)



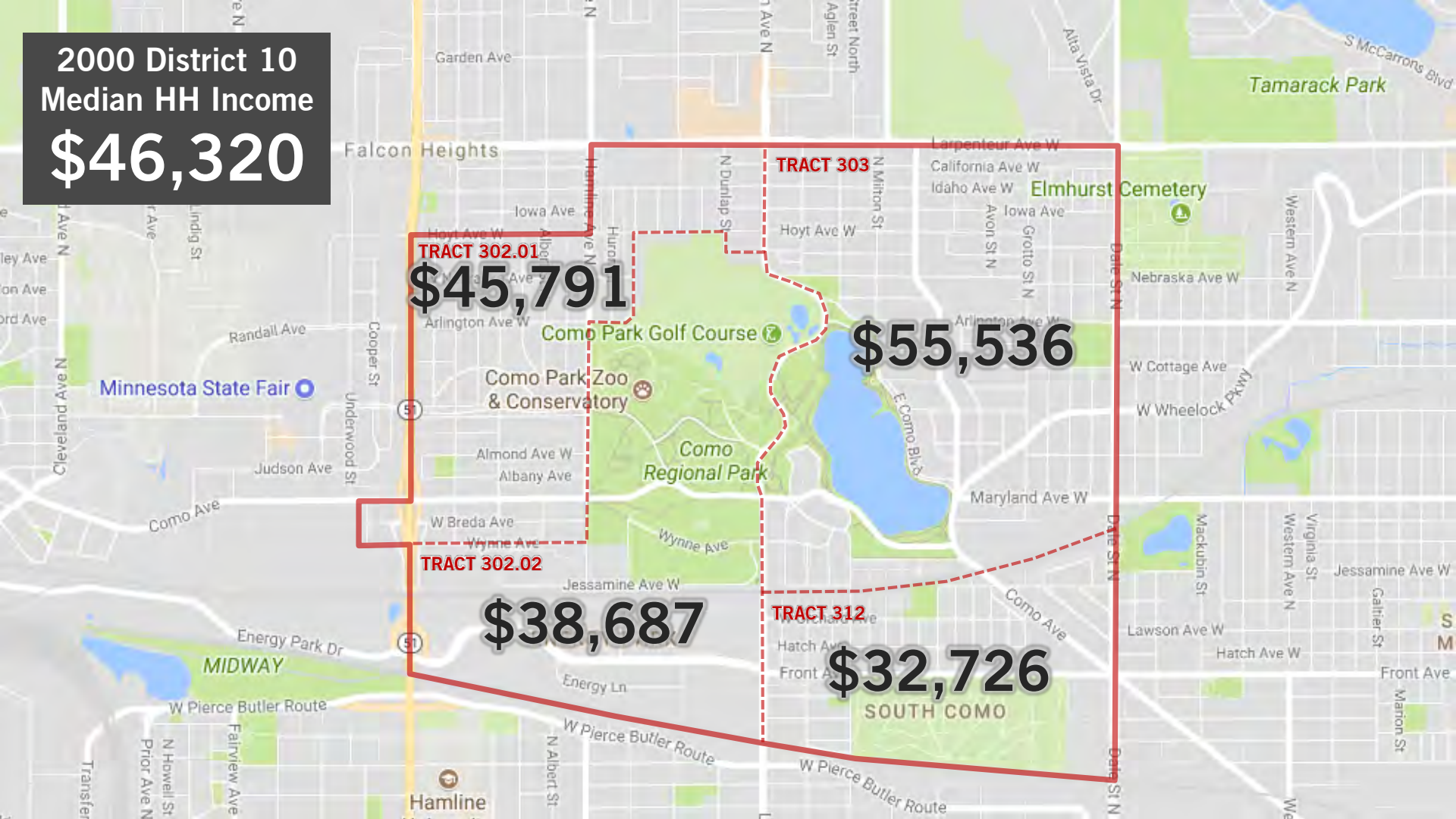
2000 District 10
Median HH Income
\$46,320

TRACT 302.01
\$45,791

TRACT 303
\$55,536

TRACT 302.02
\$38,687

TRACT 312
\$32,726



2000 District 10
Median HH Income
\$46,320

2015 District 10
Median HH Income
\$66,995
(+44.6%)

TRACT 302.01
\$66,150
(+44.5%)

TRACT 303

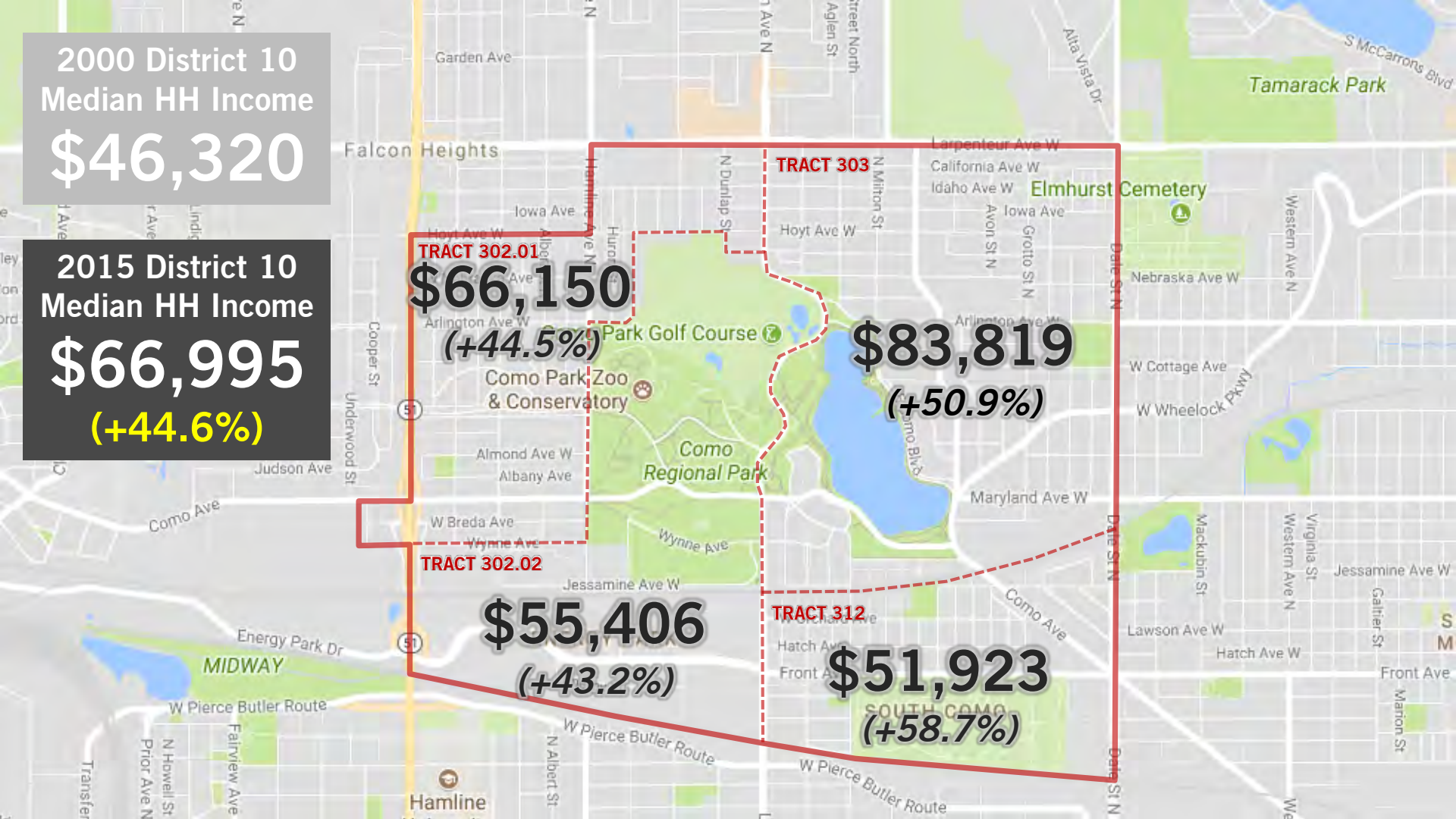
\$83,819
(+50.9%)

TRACT 302.02

\$55,406
(+43.2%)

TRACT 312

\$51,923
(+58.7%)



2000 District 10
Median HH Income
\$46,320

2015 District 10
Median HH Income
\$66,995
(+44.6%)

St. Paul
\$48,757 (25.7%)

Metro Area
\$69,223 (26.3%)

TRACT 302.01
\$66,150
(+44.5%)

TRACT 303

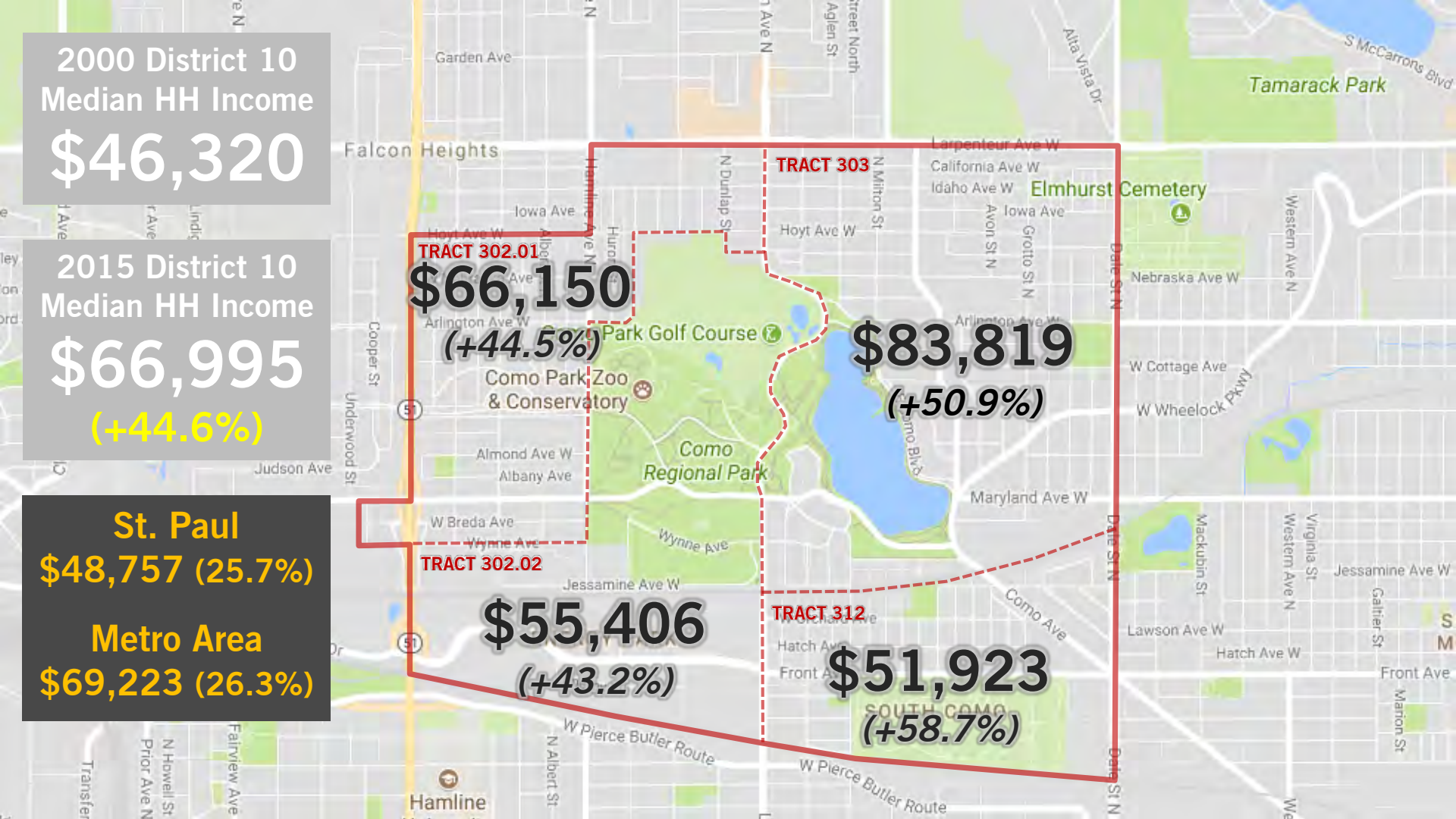
\$83,819
(+50.9%)

TRACT 302.02

\$55,406
(+43.2%)

TRACT 312

\$51,923
(+58.7%)



2000 District 10 Emp
7,119

TRACT 302.01

1,372

TRACT 303

609

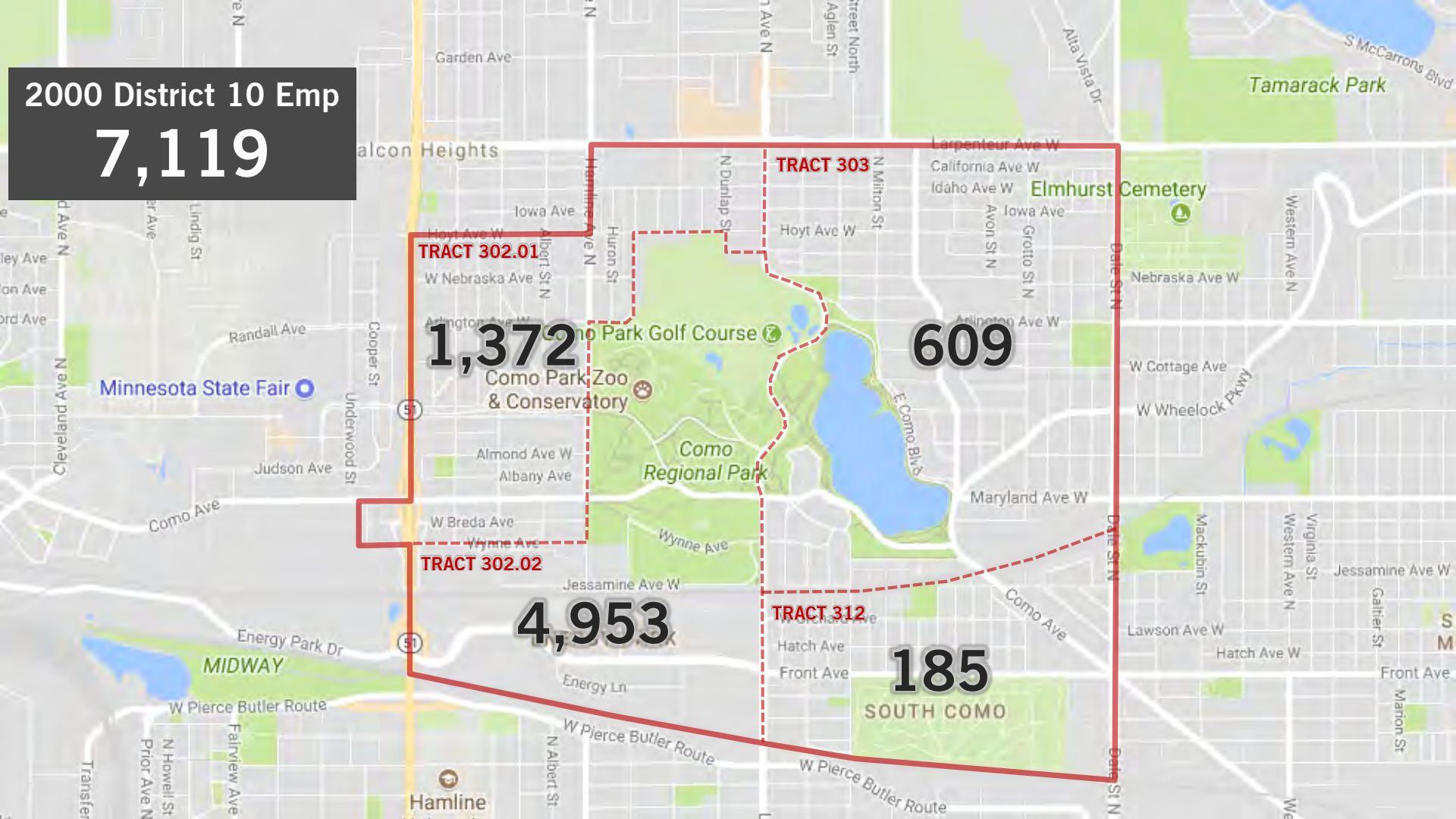
TRACT 302.02

4,953

TRACT 312

185

SOUTH COMO



2000 District 10 Emp
7,119

2015 District 10 Emp
7,035
-84 (-1.2%)
St. Paul +7.9%

TRACT 302.01

1,328
-44 (-3.2%)

TRACT 303

515
-94 (-15.4%)

TRACT 302.02

5,048
+95 (1.9%)

TRACT 312

144
SOUTH COMO
-41 (-22.2%)

2000 District 10 Emp
7,119

2015 District 10 Emp
7,035
-84 (-1.2%)
St. Paul +7.9%

2030 District 10 Emp
6,839
-196 (-2.8%)
St. Paul +6.5%

TRACT 302.01

1,285
-43 (-3.2%)

TRACT 303

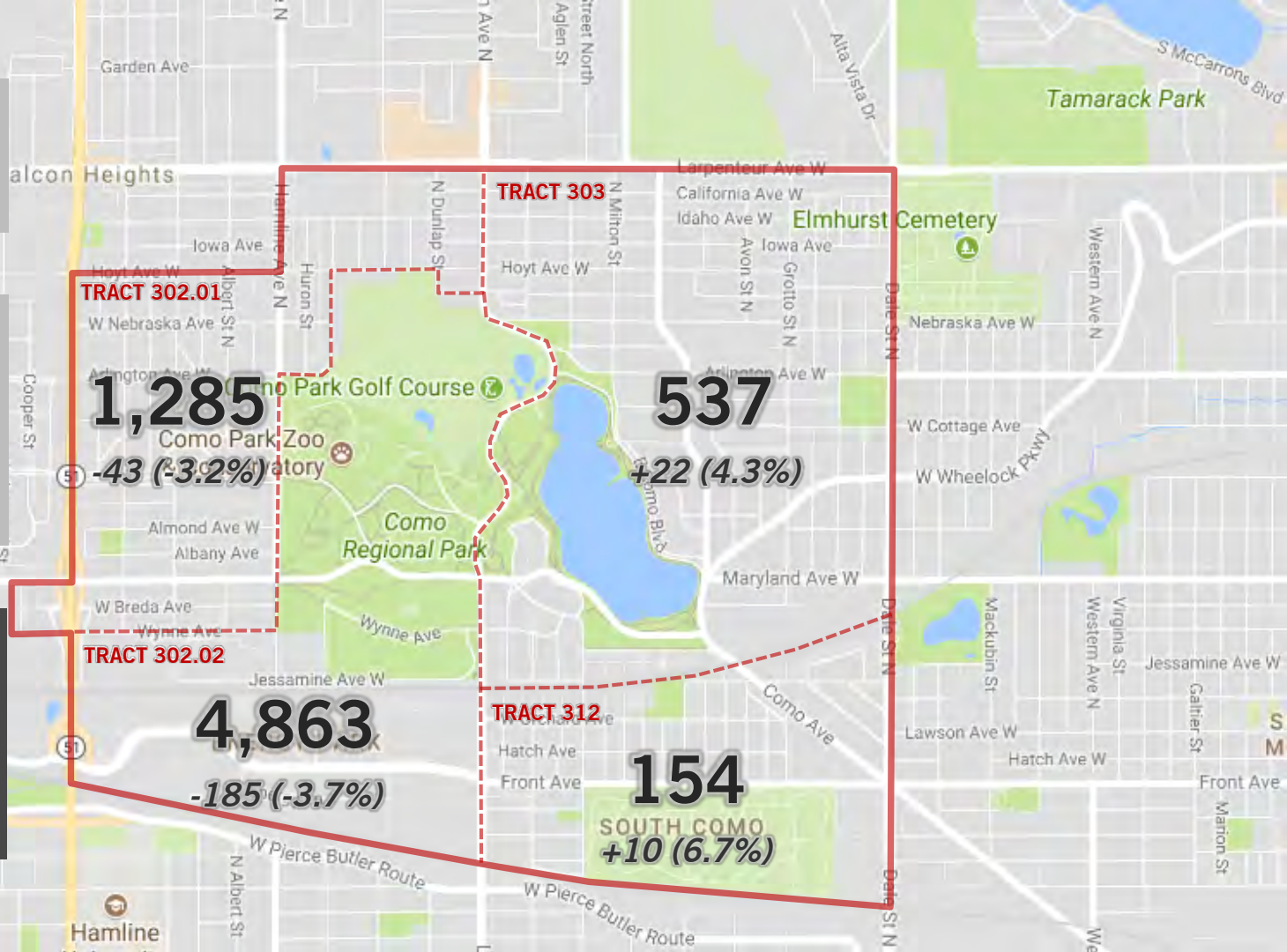
537
+22 (4.3%)

TRACT 302.02

4,863
-185 (-3.7%)

TRACT 312

154
+10 (6.7%)
SOUTH COMO



RETAIL SITUATION

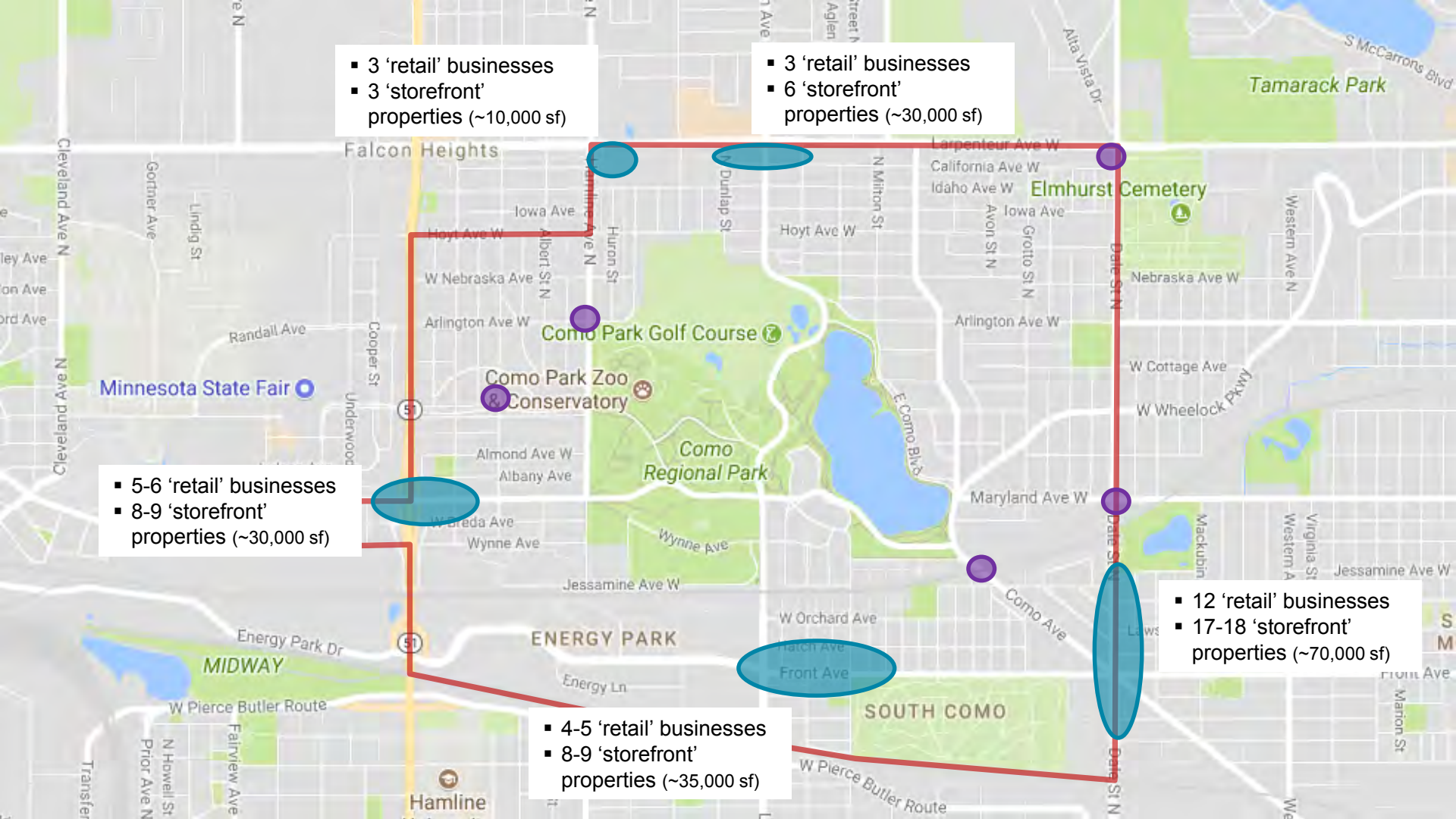
- 3 'retail' businesses
- 3 'storefront' properties (~10,000 sf)

- 3 'retail' businesses
- 6 'storefront' properties (~30,000 sf)

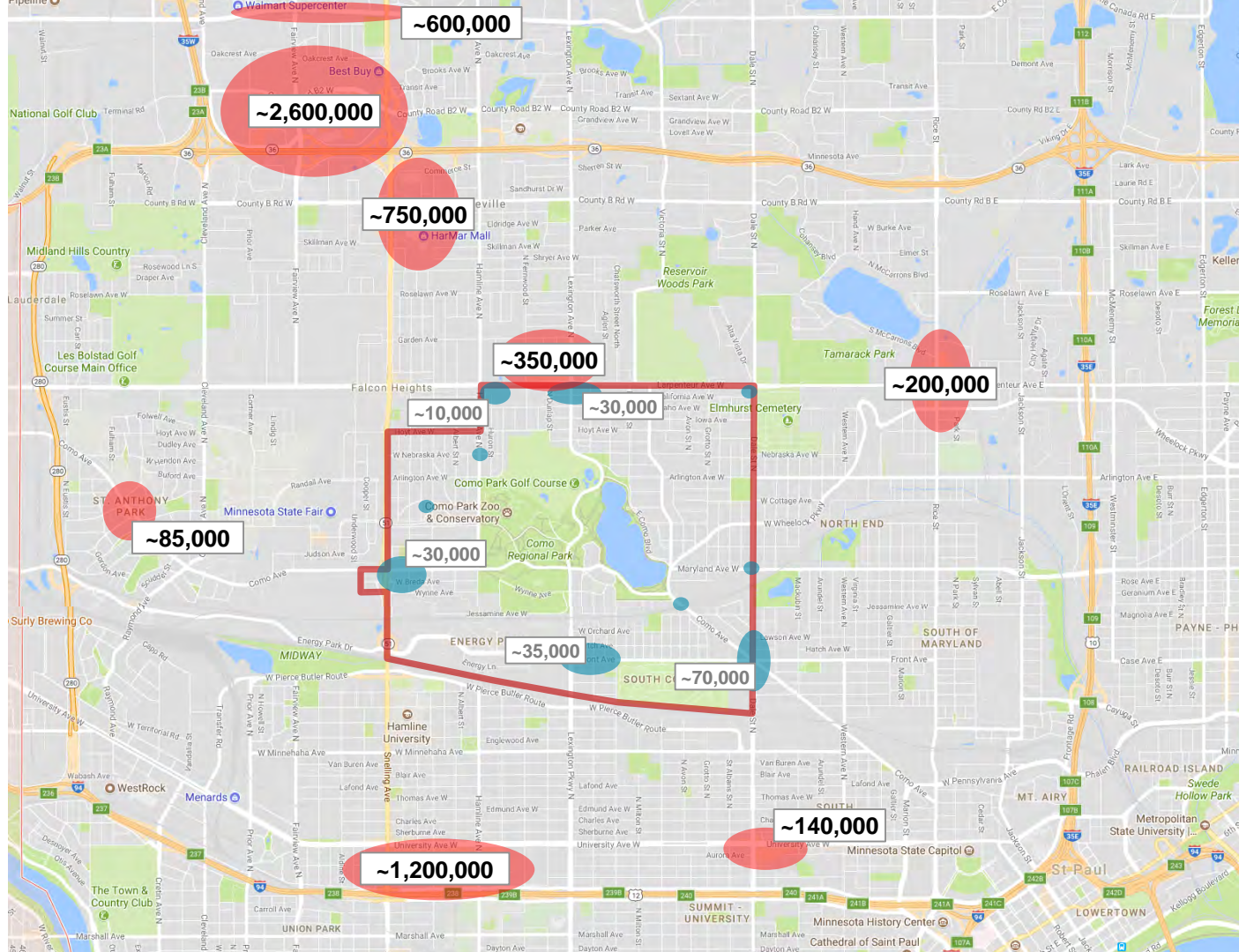
- 5-6 'retail' businesses
- 8-9 'storefront' properties (~30,000 sf)

- 4-5 'retail' businesses
- 8-9 'storefront' properties (~35,000 sf)

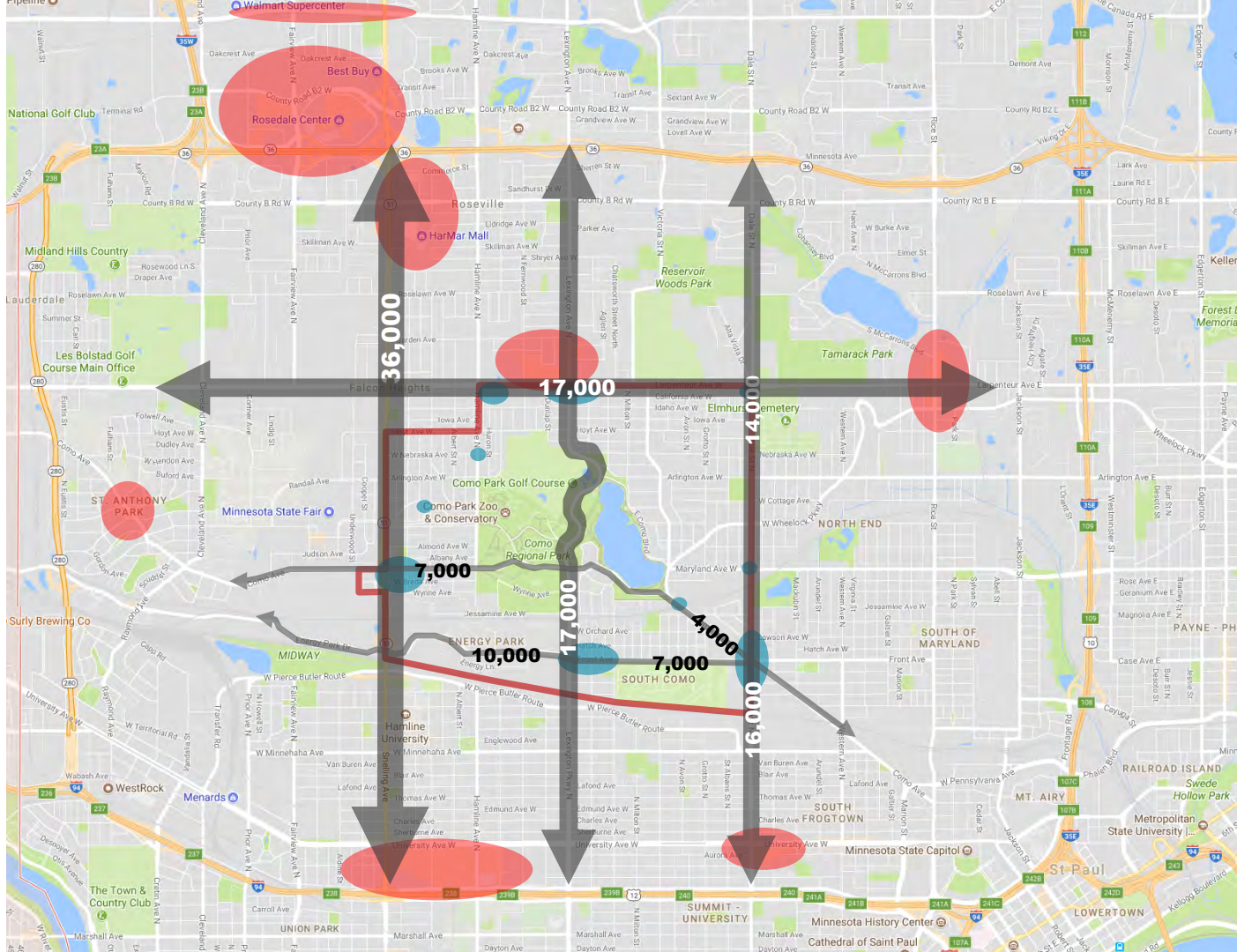
- 12 'retail' businesses
- 17-18 'storefront' properties (~70,000 sf)



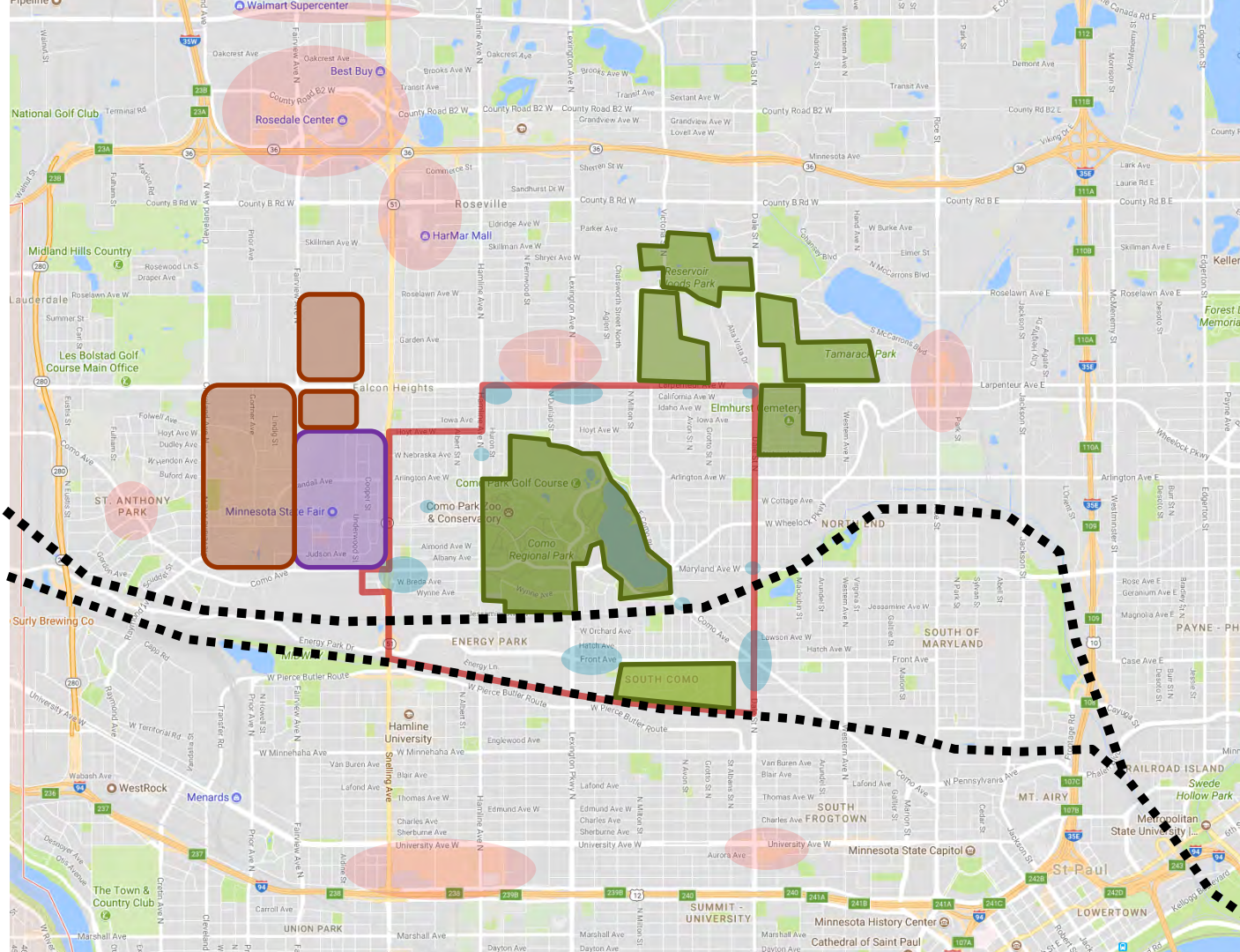
A lot of retail options located just north of District 10



Major transportation corridors on the periphery of District 10



Major land uses are both important amenities, but also serve to limit viable retail locations



TAKEAWAYS

KEY FINDINGS

1. The District 10 household base can support a critical mass of retail
2. The household base both in terms of numbers and wealth is skewed toward the north end of the district
3. There are very few highly desirable retail locations within District 10
4. Key transportation corridors are mostly along the periphery of the district and have few viable intersections
5. The District is impacted by many large land uses in and adjacent to the District
6. The District is rung by major retail districts - this limits retail potential to hyper local businesses or highly specialized businesses that are not dependent on visibility or the agglomeration effect of other retailers

EXAMPLE BUSINESSES



Conny's Cream Cone
Dale + Maryland



Groundswell Coffee
Thomas + Hamline



Dangerous Man Brewing Co.
Northeast Minneapolis



Delicata's Pizza and Gelato
Pascal + Midway Pkwy



Augustine's Bar and Bakery
Selby + Pierce



Once Upon Crime Mystery Books
South Minneapolis