



# Mt Pleasant Street Revitalization Public Meeting Open House Format

Welcome! Thank you all for participating in this very important process for your community.

This public process is an open house where you will have the opportunity to voice your opinion on how the Office of Planning will proceed in developing revitalization goals for the Mt Pleasant commercial corridor.

This meeting consists of six stations at which you, the community, will provide input.

- **Station #1 A Vision for Mt Pleasant St**
  - At this station you will review the elements of a vision for Mt Pleasant St that is based on the key aspirations we heard through earlier processes and make comments if you wish
- **Station #2 Assistance to existing businesses**
  - Here you will have the opportunity to prioritize what types of business assistance you feel is most needed in this commercial District
- **Station #3 New Economic Development**
  - Here you will have the opportunity to prioritize what elements of new economic development you want to see on Mt Pleasant St
- **Station #4 Mt Pleasant St Physical Enhancements**
  - We have heard that the streetscape needs an upgrade and this is your opportunity to prioritize what types are most needed
- **Station #5 Land Use & Development**
  - At this station we want to hear from you which sites on the strip did you feel could be developed better and provide more opportunity for business expansion, more housing or increased community space.

# Moving Toward A Vision For Mt Pleasant Street



## Main Elements of a Vision for Mt Pleasant St

- A main street of a culturally diverse community that celebrates its diversity and heritage through colorful and artistic expression in its food, shops, people and local events and celebrations.
- A place where one can walk safely down beautiful, clean landscaped sidewalks, admire the attractive storefronts, choose amongst a wide variety of stores or simply sit at a café and talk with family and friends.
- A main street with new and existing businesses that offer high quality products and services; and sounds, sights and tastes that bring families & patrons from all over the city to experience Mt Pleasant Street.
- An area where new mixed-use developments along the street provide opportunities for new local entrepreneurs to open businesses and offers existing local businesses the chance to expand
- The entire Mt Pleasant community and its various neighborhood organizations continue to work together to actively implement the revitalization plan's goals and to build upon a future that protects and embraces the unique multicultural character as well as the historical significance of this commercial corridor.



# Assistance For Existing Small Businesses

What we heard at the 1<sup>st</sup> meeting:

- Increase in quality and choice of products
- Maintain existing variety
- Small business technical assistance
- Storefront façade and signage improvements
- Marketing for Mt Pleasant Street outside immediate neighborhood

# Moving Toward The Development of Goals



## Assistance For Existing Small Businesses

Please put a dot next to the two issues you feel best define the type of small business assistance needed:

- **Technical small business assistance** to help the existing businesses with operational items
  - Balancing books, marketing their stores, hiring staff, new product development, obtaining business credit, etc
  
- **Physical Improvements**
  - Upgrades such as storefront and signage improvements, and interior upgrades (painting, lighting, new equipment, etc)
  
- **Expand the Customer Base**
  - Attract customers from outside the immediate neighborhood. (Newspaper ads, printed directories, citywide promotional sales, etc)
  
- **Navigating Regulatory Processes and Requirements**
  - Help in dealing with retail tenant rights, city agencies, filing paperwork, working with regulatory boards (ABC, BZA, HPRB, etc)



# New Economic Development Opportunities

What we heard at the 1<sup>st</sup> meeting:

- Greater variety of stores and products offered
- More big draw stores like: Post Office, Chain music store, bookstore, etc
- Day time activity (small offices)
- Greater music and entertainment establishments
- More family oriented and elderly friendly establishments
- Opportunities for residential/ retail development on Mt P Street
- Greater promotion of arts and entertainment
- Build on the multicultural heritage as a marketing niche

# Moving Toward The Development of Goals



## New Economic Development Opportunities

Please put a dot next to the two economic development focuses you feel will reduce vacancies and increase the variety of shopping choices:

- **Attract Family Oriented Restaurants and Retailers**
  - marketing the commercial corridor to more family oriented restaurants and retailers
- **Attract More Small Office Uses**
  - Seek opportunities to increase the amount of daytime office uses on the corridor
- **Attract Arts / Creative Industry Uses**
  - Seek opportunities to locate artist & music studios, artist co-op spaces and arts retail on the corridor.
- **Attract Larger Commercial Anchors**
  - Actively seek larger commercial anchors (Bookstore, music retailer, clothing retailer, etc)
- **Attract New Retail Uses By Enhancing Mt Pleasant Street's Image**
  - Create a “Buzz” about Mt Pleasant St by having regular promotional events celebrating the historical and multi-cultural character of the community. Use that “Buzz” to attract new businesses



# Mt Pleasant Street Physical Enhancements

What we heard at the 1<sup>st</sup> meeting:

- Greener public space
- Cleaner strip
- Safer shopping experience
- Better lighting
- More trees, flower boxes and window boxes
- More pedestrian friendly sidewalks
- Better signage and orientation onto Mt Pleasant Street
- Need for more / better community gathering places
- Keep the “Village in the City” quality of the street.

# Moving Toward The Development of Goals



## Mt. Pleasant Physical Enhancement

Please put a dot next to the two issues you feel best define the type of physical enhancement needed on Mt. Pleasant Street:

- **Facade Improvements**
- **Banners and Gateways**
- **Plantings**
- **Street Furnishings**



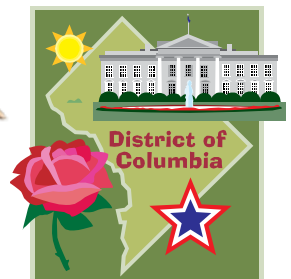
# Moving Toward The Development of Goals

## Land Use and Development Opportunities

What is an Opportunity Site?

- Any site on Mt Pleasant Street that may be suitable for redevelopment.
- An opportunity site has the potential to help catalyze revitalization throughout the corridor.
- Redevelopment of these sites could enhance the amount of housing, commercial (retail and office) and/or community space available and provide opportunities for new local entrepreneurs to open businesses and offer existing local businesses the chance to expand

On the Maps Provided, Please Circle Any Site On The Map  
You Feel Would Be A Good Opportunity For Potential  
Redevelopment



**Please Circle Any Site On The Map You Feel Would Be A Good Opportunity For Potential Redevelopment**

