

Integrated Neighborhood Revitalization Strategy Area: NSP Area 7

Holton Street Corridor Revitalization Strategy

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1.0 Area Description

The Holton/Center Street Corridor is a unique mix of housing and business intermingled to make a long and narrow district. The business/housing mix is one that appeals to small and medium sized retailers and niche cottage industry type proprietors. The bordering Riverwest and Harambee neighborhoods are densely populated and have a variety of service needs, which can also be an attraction to new and potential businesses. The district is heavy with mixed-use property that has the potential for studio space, single proprietor businesses, office, and retail uses. Although the housing stock in the area is aged, it possesses an aesthetic appeal and architectural quality, making it attractive to buyers and investors.

2.0 Goal

The goal of the revitalization strategy is to encourage additional business to locate near the south end of Holton Street and promote businesses to the adjacent upper income residents.

Short-Term Goals

- Use the Holton Corridor Revitalization Strategy as a basis, finalize a Main Street Program Plan for Center Street with local businesses
- Provide technical assistance to a dozen businesses in the area to assist with expansions or façade improvements in the next year
- Identify and leverage additional sources of funding. Find at least \$50,000 from at least three sources
- Promote the commercial district to attract new businesses. Develop a package for Center Street
- Undertake economic restructuring initiatives. Help develop at least one location on Center Street
- Improve design aspects. Assist three businesses in obtaining façade grants and initiate improvements on Holton Street

Long-Term Goals

- Increase private investment on Holton Street
- Increase private investment on Center Street
- Create a positive impression of Center and Holton Streets
- Reduce crime

3.0 Strengths

The following are the strengths given in the revitalization strategy:

- Southern proximity to successful housing and retail developments
- Center Street has just been repaved and is home of several new successful business with the potential of becoming a neighborhood cultural entertainment area
 - Center Street and Holton Street intersection is key to the success of any plan for Holton Street revitalization

- Because most of the commercial interest on Center Street has focused on the east end of the street, the reinvestment plan would focus on the rehabilitation of existing buildings and the encouragement of the investors who are currently rehabilitating their properties by providing incentives for business expansion and building rehab
- There is an existing group of business owners interested in forming a business association and a possible BID for Center Street
- Center Street shows potential for a Main Street Program
- The Holton Street connection to the Capital Drive Business Corridor (Riverworks Center) and proximity to nearby suburbs is an opportunity to develop underused commercial properties on the northern end of Holton Street
 - Improving the Holton streetscape is a goal strongly supported by the neighborhood

4.0 Economic Redevelopment Strategies

The following list represents the economic redevelopment strategies for the Holton Street Corridor:

- Encourage private investment to improve appearance
 - Utilize the existing façade grant program, tax credit programs, and financing assistance
 - Develop a façade improvement program for commercial and residential properties to encourage exterior improvements in compatible colors along Holton and Center Streets
- Develop a Main Street Program on Center Street, from Humboldt Boulevard to Palmer Street
- Explore the expansion of the Riverworks Business Improvement District south to Concordia
- Improve the appearance of Holton Street
- Encourage crime reduction