

## APPENDIX E: Land Use issues and terms further defined

"Destination Commercial" can be defined as a commercial business (service or retail) that generates traffic (pedestrian or auto); it can also be a place that people would go out of their way to visit (a destination). A few examples of the types of businesses that would be successful in this type of downtown commercial environment include:

- Anchors / Activity generators / Destination Commercial
- Specialty Retail
- Support Retail/Services
- Professional Services.<sup>18</sup>

The general idea is to encourage a mix of uses which draw a diverse group of users by creating synergies and "clusters" in the development pattern. While this concept is one of the underlying components of successful downtown redevelopment, it is only part of the mix.

Residential development should be accompanied by the types of businesses and amenities that support residential living, including:

- Personal services
- Secure parking
- Green space
- Bike paths
- Varied housing options
- Safety/security
- Access and minimal traffic impacts
- Buildings with common areas
- Riverfront recreation
- Proximity to employment
- Uniqueness
- Minimal noise nuisance.

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<sup>18</sup> Specific types of "downtown businesses" that fall into these four general categories might include: boutiques, "Theme" restaurants, Business service providers, Government support services, Specialty services, Financial/Professional Services, Personal services, Educational facilities, Support businesses for community anchors (hospitals, education, technology, professional), Technology center, Anchors (additional), Phone/Mail order, business, Businesses that share a joint market with Moorhead, Government.

The expected market for downtown residential properties includes "Empty nesters", householders that are out of college but without children, Elderly (close to medical services), College students, people associated with the area's institutions of higher education.

Drawing visitors downtown is the final component of the "24 hour downtown environment" that was described in the vision statement. This group of users (visitors) will tend to frequent the downtown area at different times and with a different purpose and attitude than the business and residential users. There are a number of factors that come into play in making downtown a place where people want to be.

- Safety
- Presence and clustering of unique shops/dining/entertainment
- Adequate parking and access
- Historic focus (tell the story of the area)
- Events (in Island Park and in general area) and unique attractions
- General streetscape and atmosphere
- Economic activity (anchors) to attract people (business activity, government center)
- Recreational opportunities on the river
- Fun. Above all, the factor that will draw people downtown will be "fun" - people will visit downtown if it is a fun place to be.