

Here are results from our South Town shareholders open discussion from the Jan. 31 meeting:

Strengths

- Proximity to active historic district
- Variety of businesses (60+ businesses)
- Business owners engaged
- Strong support for South Town as a brand name
- Number of commercial properties available
- Unique industrial history of neighborhood (railroad, etc.)
- Support from day-time employees and businesses

Weaknesses

- Parking scarcity
- Street noise (i.e., truck traffic)
- Lack of aesthetics
- Limited recognition
- Lack of pedestrian pathways
- Vacant properties and spaces
- Lack of proper streetlighting
- Mismatched building styles

Opportunities

- Underused and underdeveloped properties for redevelopment
- Limited existing regulations of neighborhood
- Additional 15 liquor licenses available
- Build on unique image/identity
- Increase pedestrian activity with streetscape improvements
- Add city parking deck and/or lots
- Get residents/businesses/property owners involved in destiny
- Tap into railroad right-of-way improvements
- Build a niche as an “Arts” and “Events” neighborhood (musicians, artisans, public art, etc.)

Threats

- Lack of neighborhood ownership and involvement
- Awkward land use and “out-of-place” properties
- Limited pedestrian and parking access not addressed
- Lack of familiarity and negative perception
- Champion Creek flooding
- Lack of support from railroad owner
- Fear of added regulations, impositions on landowners, etc.