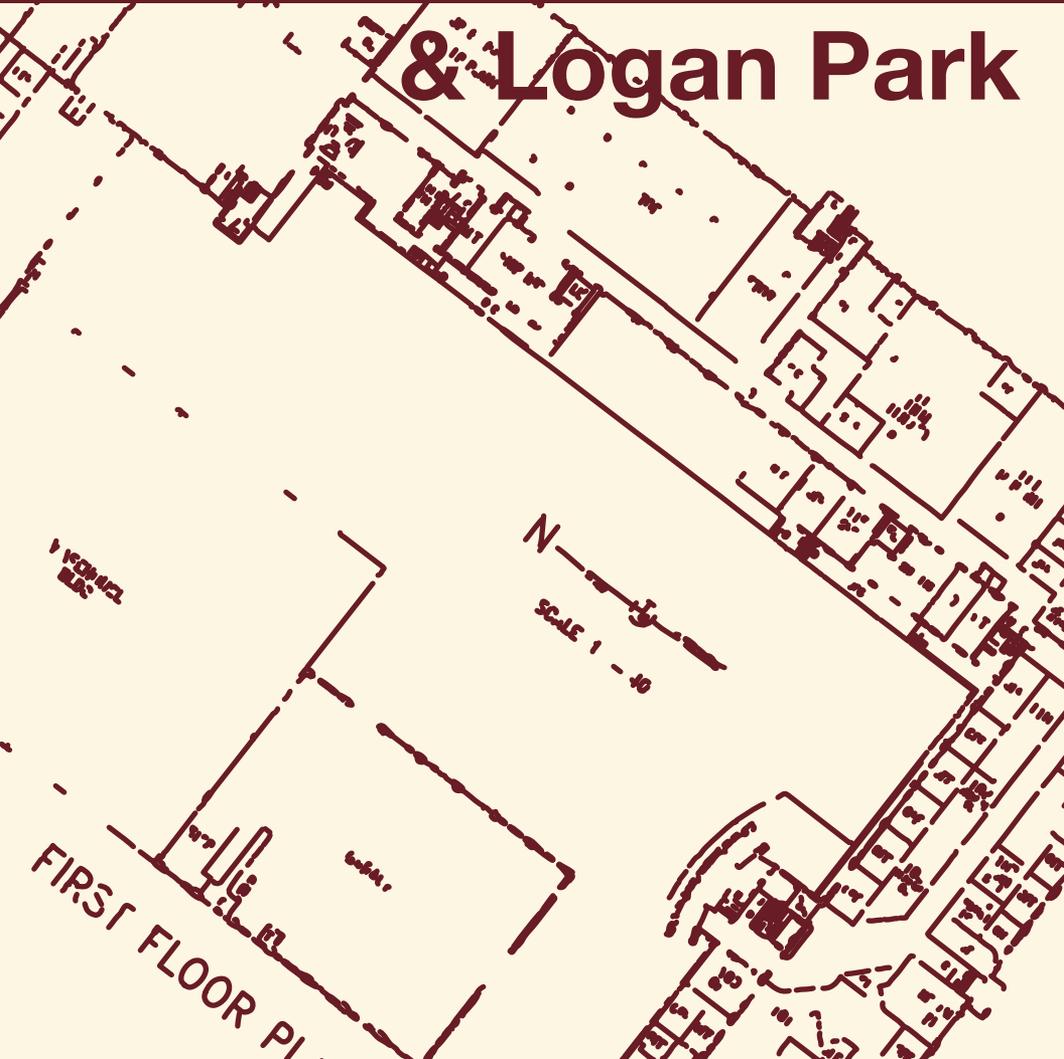


# 807 Broadway & Logan Park



# Welcome to 807 Broadway



807 Broadway, in the heart of the Northeast Minneapolis Arts District, lies in the backyards of Logan Park residents. The structure has become an iconic background to their daily lives. The 186,000 usable square feet explode with potential. From customized workshops to windowed office space, this building, just minutes from Downtown, is alive with possibility. It has the bare bones—**now it just needs your vision.**

# Logan Park

## the history & neighborhood

Logan Park is a central neighborhood to the Northeast Minneapolis Arts District. It is a quiet but rapidly growing neighborhood close to Downtown, near the neighborhoods of Sheridan, St. Anthony, and Windom Park. With beautifully quirky Victorian era housing, award-winning restaurants, and a plethora of creative spaces, Northeast Minneapolis is truly a unique area. It is home to multiple artist centers like Northrup King, Casket Arts, the Thorpe Building and Solar Arts as well as the yearly event Art-A-Whirl. The neighborhood has a history, through these arts complexes, of creatively reinventing old warehouse spaces. The residents of Logan Park are active in their community and diverse in age, occupation, ethnicity, and economic status. The neighborhood is also home to the Indeed Brewery and a Guinness world record holder for most churches on a single city block—one on each corner! In all, nearly 37,000 people call the 13 neighborhoods of Northeast Minneapolis their home.



# 807 Task Force

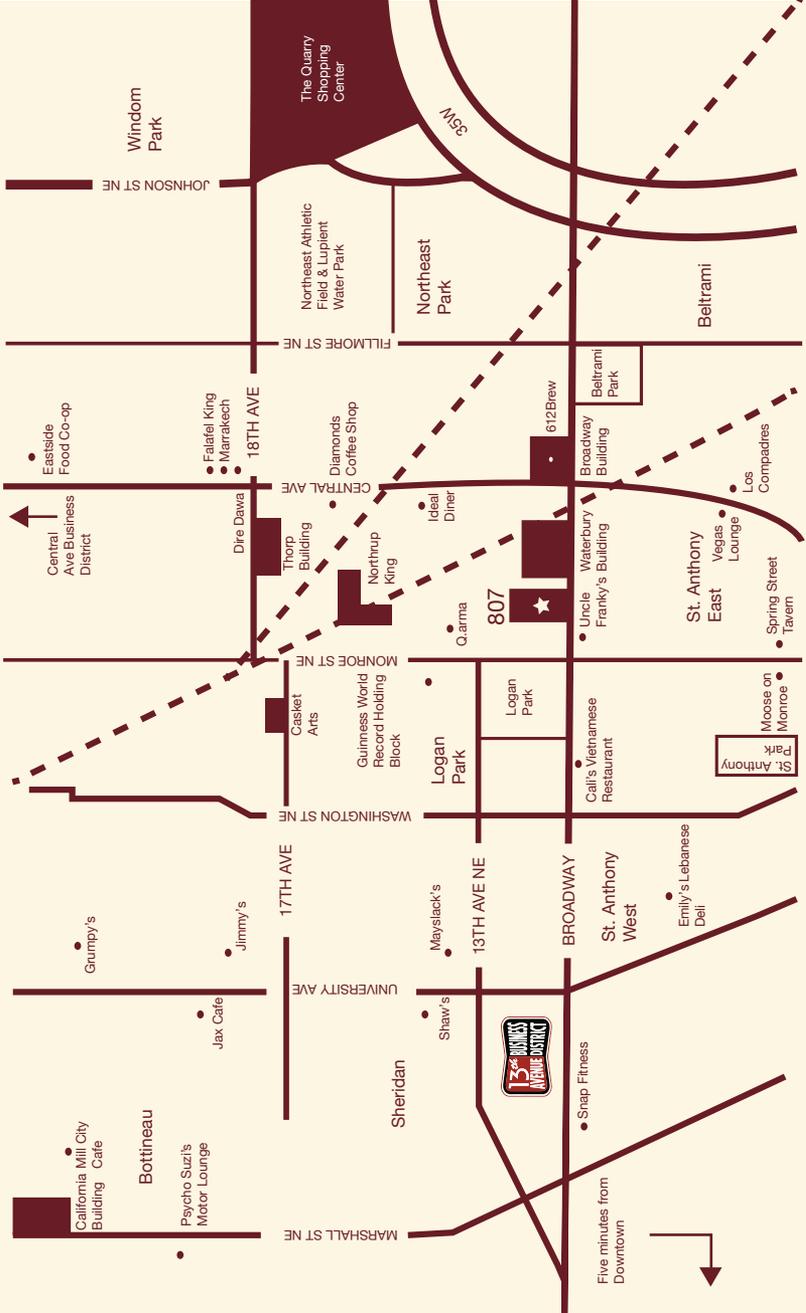
## & collegiate partnerships

The neighborhood has been interested and invested in the 807 Broadway building for a number of years. It employed over 300 people, many of them residents of the neighborhood, who now work in the new Minneapolis Public Schools service center. In July of 2012, the Logan Park Neighborhood Association formally created the 807 Task Force. It is comprised of citizens of the Logan Park community in communication with members of Minneapolis Public Schools and employees of the Minneapolis Community Planning and Economic Development office. The team hopes to bring to light positive, communal visions for the redevelopment of the 807 Broadway building.

The Task Force has also partnered with local college students from the Minneapolis College of Art and Design and the University of Minnesota. Caitlin Sidey and Emily Keenan, seniors in the Minneapolis College of Art and Design's Bachelor of Science program, are working closely with the Task Force in order to develop material to voice the neighborhood's excitement for the redevelopment and reuse of the building.

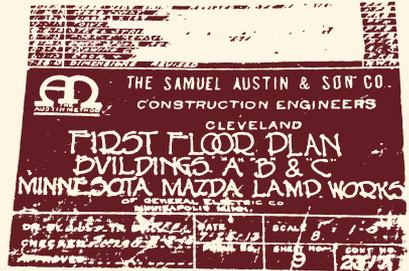
Megan Moss, a graduate architecture student, is working to develop a reuse option that is appropriate and respectful of the historical and cultural aspects of the structure. She is developing a creative reuse plan that retains the defining characteristics of the building while benefiting the Logan Park community and the rest of Northeast Minneapolis economically.

# Surrounding Businesses



# History of 807 Broadway

1914 Built for Minnesota  
Mazda Lamp Works



1930 Purchased by Minneapolis  
Public Schools

MPS moved the Bureau of Buildings into 807 Broadway. This included architects, engineers, draftsmen, inspectors, and the Divisions of Repair and Supplies.

1948 MPS moved the  
administration staff and  
educational staff to 807  
Broadway and it became the  
central office.

2012 New administration building  
completed

Administration moved to the new  
headquarters

Future of 807

# Similar Projects

The Northrup King Building is a complex of 10 buildings, first constructed in 1917. Originally, Northrup King was built for and occupied by Northrup King & Company and was in the business of seeds. Its location, adjoining two sets of railroad tracks, made it the ideal place to ship seeds across the United States. Northrup King & Company occupied the building until the late 1980s when it was sold to private owners. Currently, the building is owned and operated by Shamrock Properties Incorporated. Through an ongoing process of renovation, the Northrup King Building has become a creative center to over 190 artists and art-related businesses in addition to housing 30 entrepreneurs and nonprofit organizations.





The Ford Building, located in Oregon, was built in 1915 as an assembly plant for Ford automobiles. It was even home to the assembly of the famous Model T. Now, courtesy of Portland's Emerick Architects and a California developer, the 82,000 square foot building has new life as an office and retail space intended for creative industries.

In 2004 a non-profit organization, The Alliance for Sustainable Colorado, purchased a 38,000 square foot building in Denver's historic Lower Downtown. The Alliance made major renovations to it in 2006, converting the old warehouse into office spaces. The goals of the renovations were to promote building health, energy, and water efficiency while preserving historic integrity.



# 807 Task Force Opportunities



As 807 Broadway previously housed the MPS administrative offices there are many opportunities for office space on third and fourth floor. There are diverse areas, such as photography set-ups and 3D shops, that would perfectly lend itself to a full-service creative agency. It also houses more traditional office space that could be used by multiple industries from development to accounting. This is a space where diverse groups could potentially both feel at home.

With the scale of 807 Broadway there would be more than enough room for a pool, spinning studio, yoga room, and weight room on the first floor. The community and property would benefit from an internal fitness center by promoting a healthy lifestyle for the neighborhood and 807's employees.



## OTHER OPPORTUNITIES

Food Truck Hub  
Community Kitchen  
Café  
Arts Education Center

Entrepreneurship Training  
Aquaponics Center  
Health Center  
Gallery and Concert Venue



One possibility that could potentially bring the community together is a rooftop garden. Using about 25,000 square feet of the building's roof could produce over 100,000 pounds of lettuce, tomatoes, and herbs per year for the use of the local residents, businesses, and food banks while promoting positive community connections.

The final piece to our potential opportunity for 807 Broadway's sustainable future is community education and entrepreneurial training. By offering courses in the creation and operation of entrepreneurial business, 807 Broadway will become an endless supply of new commerce and

economic development for Northeast Minneapolis. Currently, well-attended, overpacked entrepreneurial mentorship is routinely offered at libraries. By operating a hub for small business incubation and education, 807 Broadway can help the Twin Cities promote positive economic growth.



Minneapolis Museum  
Memory Care Facility  
Therapy or Lap Pools

Artist Studios  
Brewery or Distillery Space  
International Market

# A Holistic View

Imagine a Minneapolis-based complex where these seemingly disjointed operations worked together seamlessly, becoming an iconic space of community, personal, and business development. The formal businesses, creative



agencies, and small business incubation would provide income for the property and promote commerce in the surrounding area as well as a routine customer base for the fitness facility. The rooftop garden, with individual plots and shared space, could provide product for local businesses and a place for the community to come together positively. The fitness facility and business incubation would bring in traffic to both Logan Park and the building in addition to promoting a healthy physical and economic lifestyle for employees and neighborhood residents. The area already has a history of reinvention. This full-circle vision for the building will not only complement other spaces but take reinvention to a sustainable level.

**Of course, our visions aren't the only ones. They are simply one option for a building with massive potential. What do you see?**

# Appendix

## **807 Broadway Open Sale Memorandum:**

[http://www.minneapolismn.gov/cped/807BroadwayNE\\_OpenSaleMemo](http://www.minneapolismn.gov/cped/807BroadwayNE_OpenSaleMemo)

## **Northrup King:**

<http://finance-commerce.com/2011/05/building-blocks-northrup-king-building/>

## **Ford Building:**

<http://chatterbox.typepad.com/portlandarchitecture/2008/10/have-you-visited-the-ford-buildinglately.html>

## **Alliance Center:**

<http://www.sustainablecolorado.org/alliance-center/high-performance-building-renovation>

## **Rooftop Gardens:**

<http://simplegoodandtasty.com/2010/05/08/finding-space-in-an-unlikely-place-minnesotas-first-rooftop-farm>

<http://therealdeal.com/blog/tag/brightfarms/>

## **Entrepreneurial Training:**

<http://kindredkitchen.org/>

<http://www.hope-community.org/node/188>

<http://www.ndc-mn.org/training>

## **Media Coverage:**

<http://www.tcdailyplanet.net/news/2012/11/20/whats-next-807-broadway-logan-park-neighbors-exploring-potential-former-minneapolis->

<http://www.thelinemedia.com/devnews/807broadway100312.aspx>

[http://origin.kare11.com/news/news\\_article.aspx?storyid=848819](http://origin.kare11.com/news/news_article.aspx?storyid=848819)

<http://journalmpls.wordpress.com/2012/12/05/a-new-vision-for-former-mps-headquarters-in-ne/>

# Appendix

## **Other Projects:**

<http://cocomsp.com/>

<http://www.plataformaarquitectura.cl/2009/06/15/pullpo-hania-stambuk/>

<http://www.planetizen.com/node/46163>

[http://www.solutiongeneratorsnetwork.org/1.0/?page\\_id=767](http://www.solutiongeneratorsnetwork.org/1.0/?page_id=767)

<http://inhabitat.com/portuguese-warehouse-gets-converted-into-sports-facility-by-comoco-architects/n10-sports-facility-by-comoco-7/?extend=1>

<http://www.150baystreet.com/>

<http://www.mnpreservation.org/2011/03/18/ford-building-saint-paul/>

## **Community Images:**

<http://www.minneapolisarks.org/default.asp?PageID=4&parkid=228>

<http://mightyflynn.tumblr.com/post/32789890301/logan-park-northeast-minneapolis-photo-by-ts>

<http://saenaminnneapolis.com/2011/10/23/community-meeting-tomorrow-logan-park-recreation-center-at-7pm/>

<http://www.northeastminneapolisartsdistrict.com/welcome-to-the-northeast-minneapolis-arts-district/>



For more information, contact the 807 Task Force at  
[807broadwaytaskforce@gmail.com](mailto:807broadwaytaskforce@gmail.com)