

# Minneapolis Riverfront Corporation: Champion for the Mississippi River

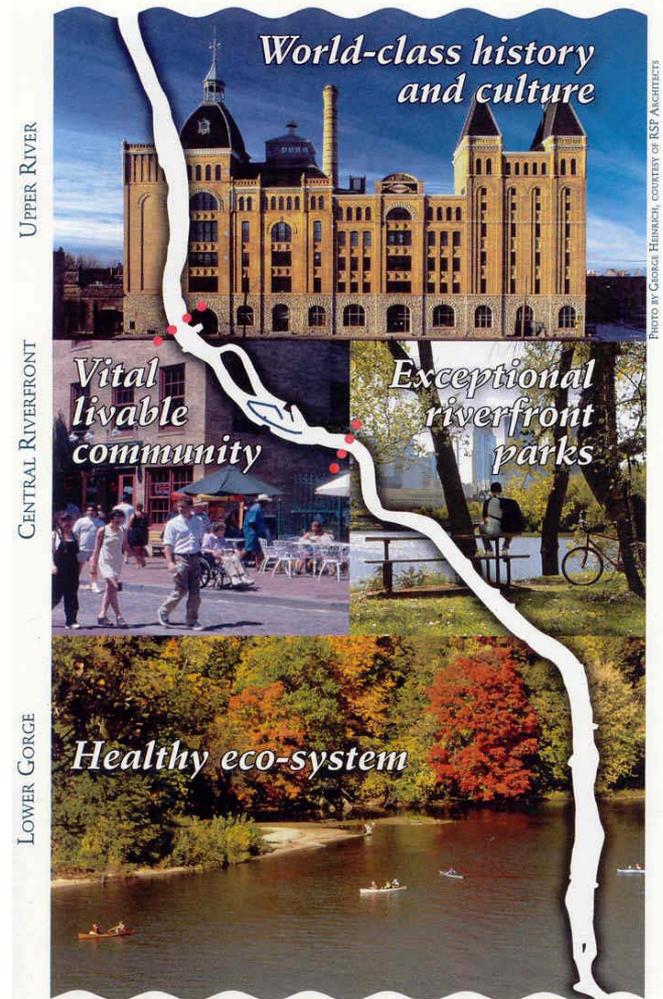
Presentation to  
Minneapolis City Council and Minneapolis Park and Recreation Board  
December 2009



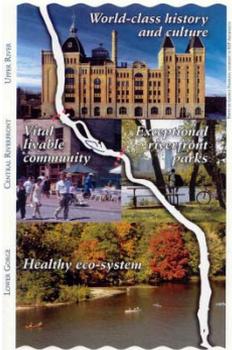
# Minneapolis Riverfront Corporation: Champion for the Mississippi River

## Presentation

- Who We Are
- Minneapolis's Mississippi
- Tracking Success
- Priority Actions

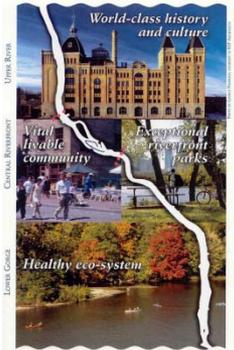


# Launching the Minneapolis Riverfront Corporation



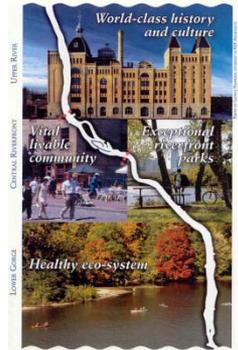
- **Blue Ribbon Task Force**
- **2008 Minnesota Session Law:**
  - “Facilitate and support coordinated revitalization of the Mississippi riverfront within the City of Minneapolis”
    - Board Representation by City, Park Board
  - Report “on the creation and establishment of the corporation”
    - Public and private funds and resources
- **2008 Resolutions by City Council and Minneapolis Park and Recreation Board**

# Launching the Minneapolis Riverfront Corporation



- **Introducing the Board of Directors**
  - **Government Members (9)**
    - **City of Minneapolis:** Diane Hofstede, Barbara Johnson, Paul Ostrow
    - **Mpls. Park and Recreation Board:** Scott Vreeland, Tom Nordyke, Walt Dziedzic
    - **Mississippi Watershed Management Organization:** Doug Snyder
    - **National Park Service – Mississippi National River and Recreation Area:** Paul Labovitz
    - **University of Minnesota:** Clint Hewitt

# Launching the Minneapolis Riverfront Corporation

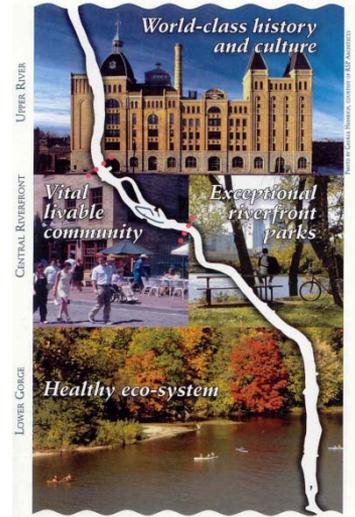


- **Non-Government Members (13)**
  - **Neighborhood and Community Organizations**
    - Lower: Irene Jones
    - Central: Andrew Hauer
    - Upper: Fred Neet
  - **Residents**
    - Linda Mack, architecture writer
    - John Pacheco, U.S. Bank
    - Barbara Portwood, Leonard Street and Deinard
    - Chuck Sullivan, architect and member of Above the Falls group
  - **Minnesota Historical Society**
    - John Crippen
  - **Board Appointments**
    - Dave Ahlers, Graco
    - Mary Fogarty, Coloplast
    - Tene Wells, Social Enterprise Consultant
    - David Norback, RSP Architects
    - Cynthia Whiteford, The Trust for Public Land

# Minneapolis Riverfront Corporation Mission and Vision

Minneapolis treasures the Mississippi River as one of its premier assets.

The Mississippi River's revitalization benefits both people and nature.



# Vision:

Exceptional  
Parks and Trails



World-class  
History and  
Culture



Healthy  
Ecosystem

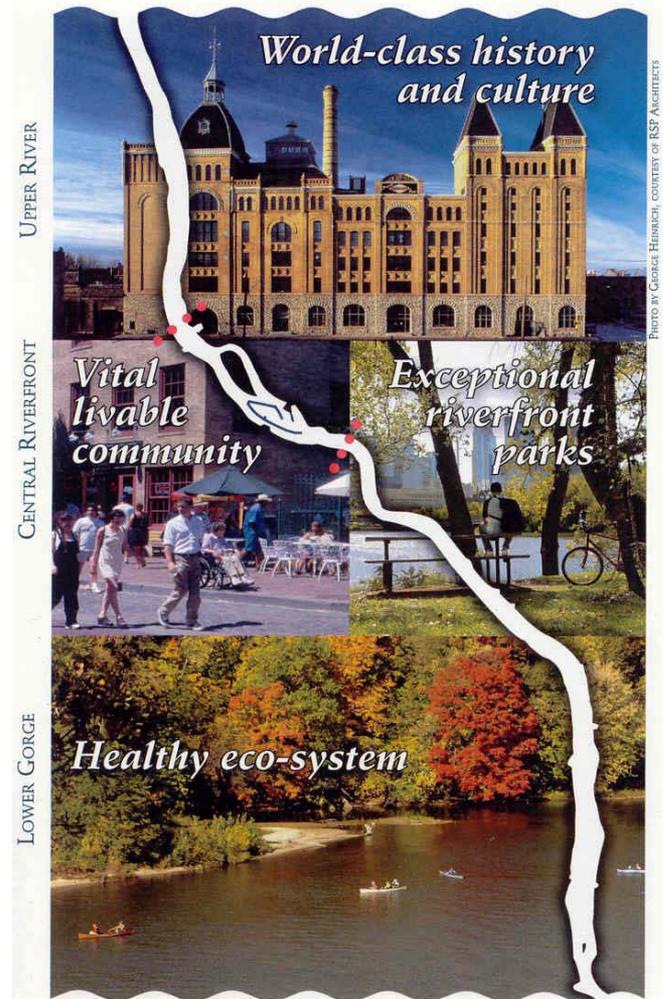
**Minneapolis  
Riverfront  
Corporation**

Vital, Livable  
Communities

# Minneapolis Riverfront Corporation: Champion for the Mississippi River

## Presentation

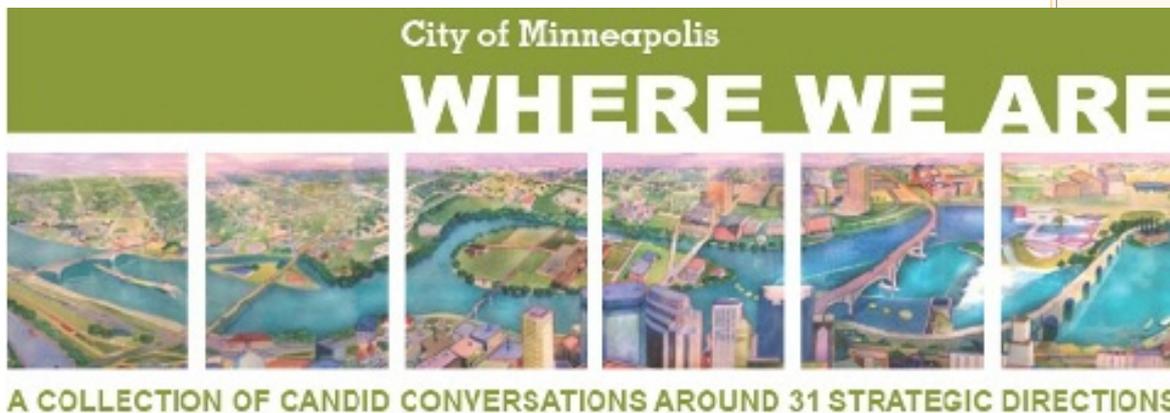
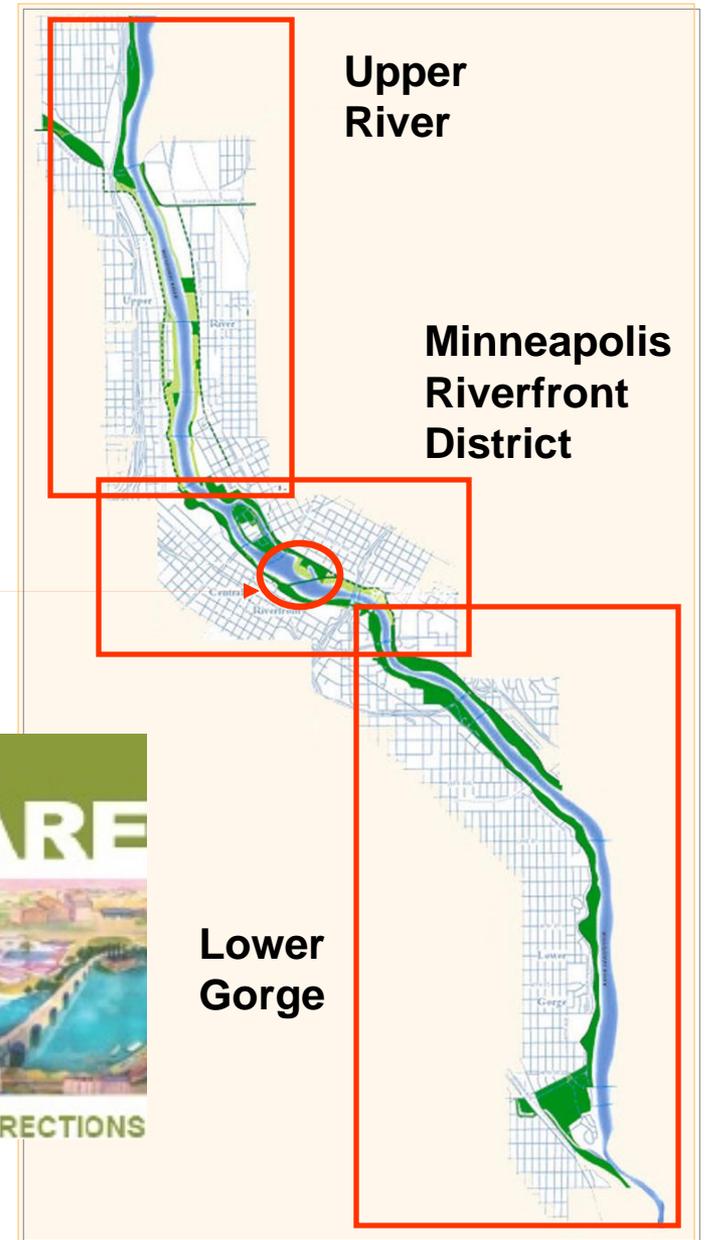
- Who We Are
- Minneapolis's Mississippi
- Tracking Success
- What We Will Do



# Minneapolis's Mississippi Built By the River's Only Natural Waterfall

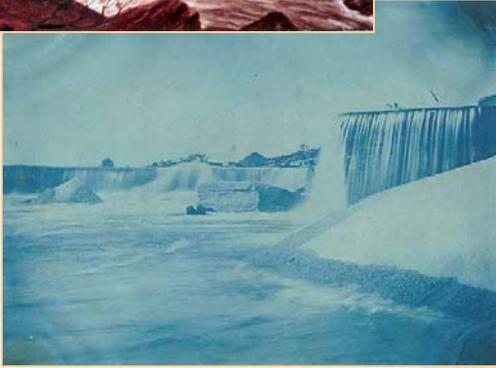
11.5 river miles

St. Anthony Falls

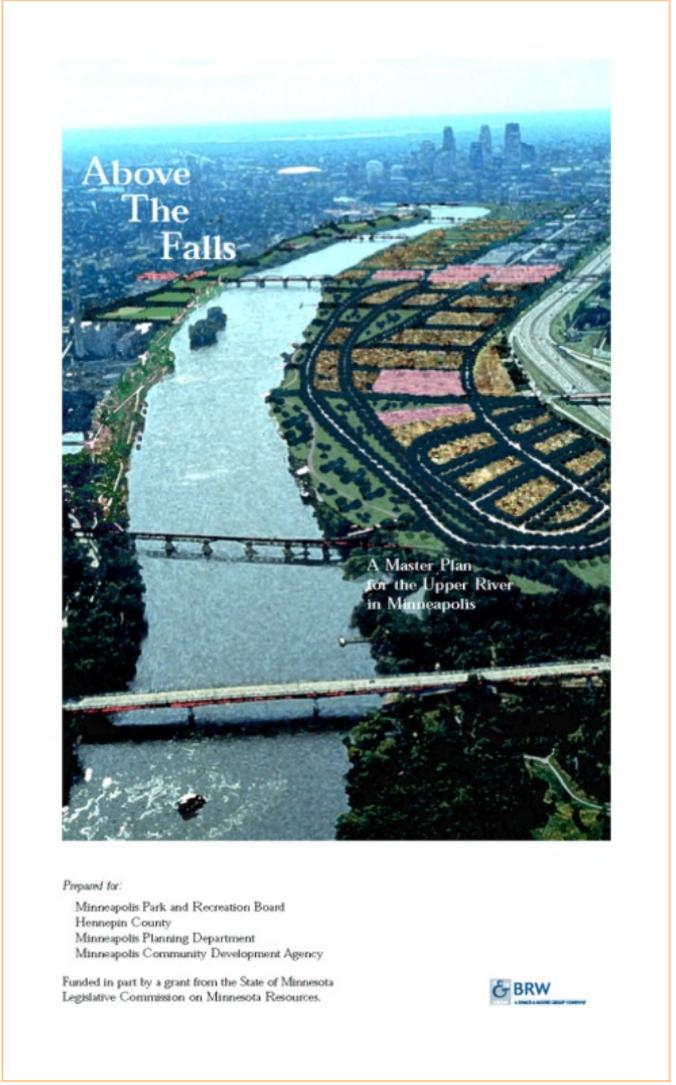
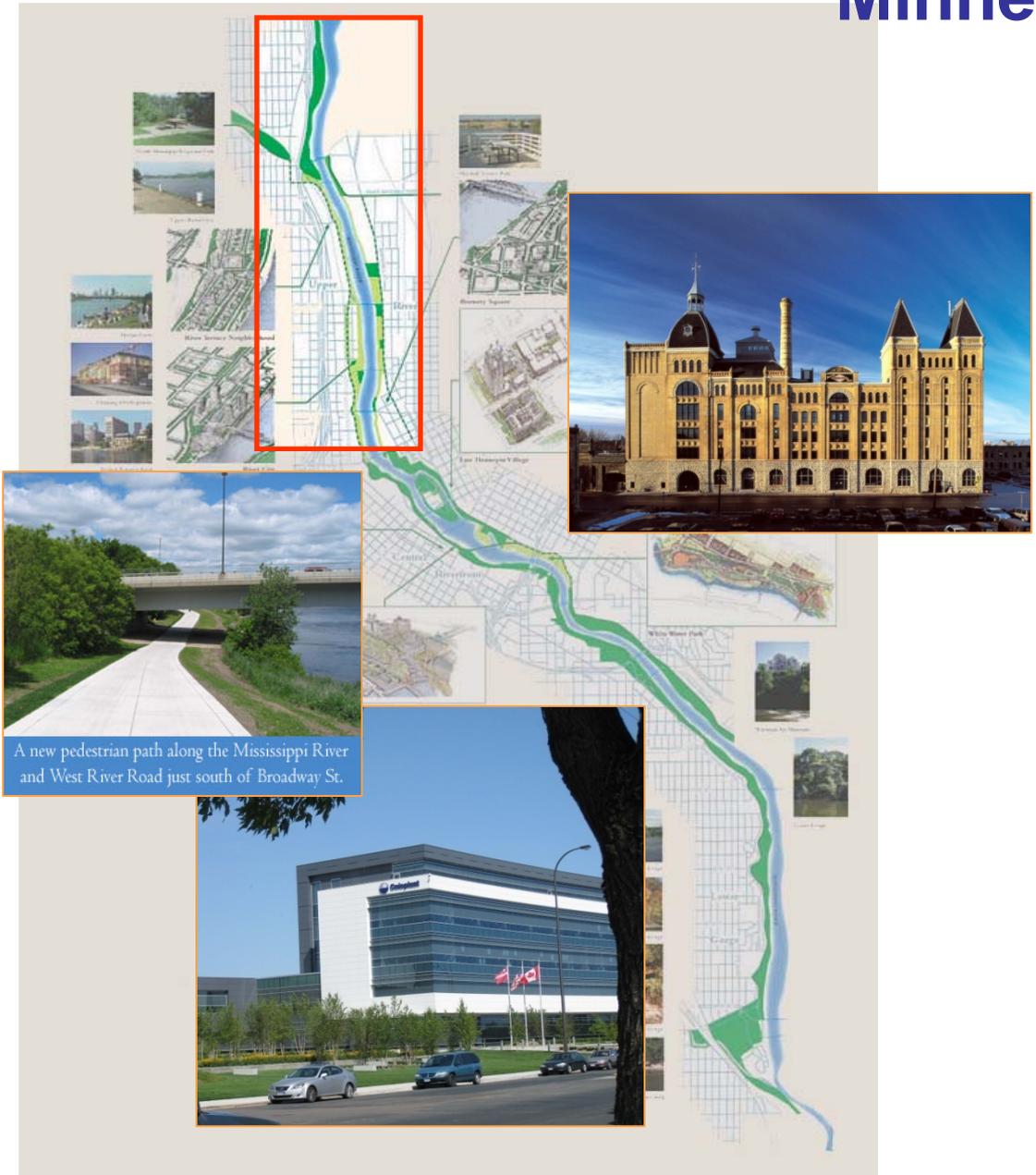




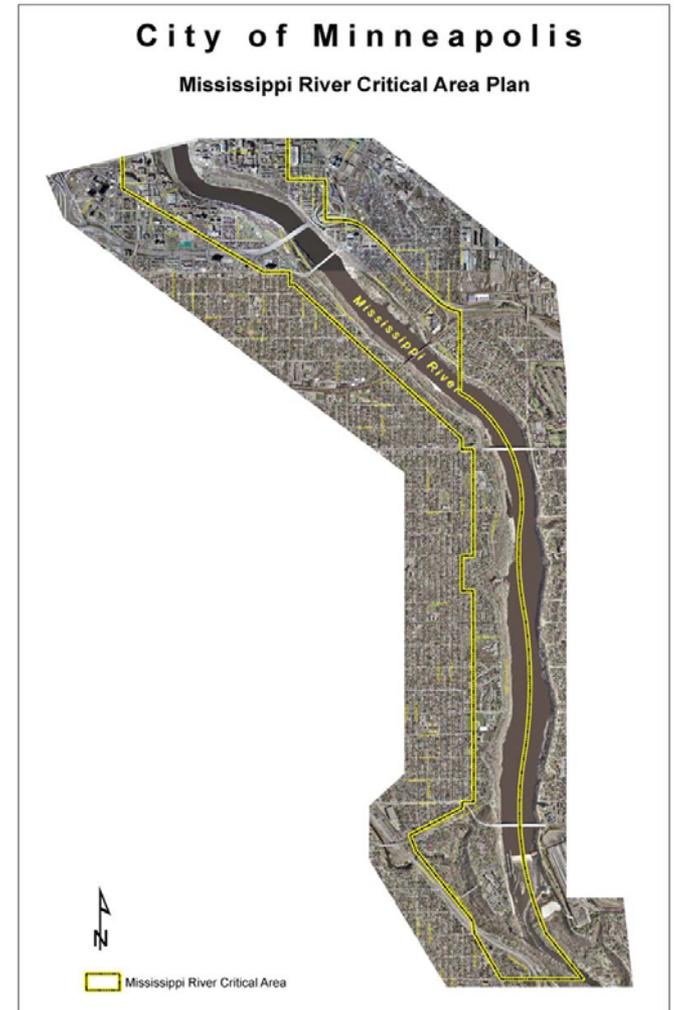
# Minneapolis's Mississippi: The Central Riverfront



# Minneapolis's Mississippi: The Upper River



# Minneapolis's Mississippi: National Significance, State Designation Critical Area Plan Mississippi National River and Recreation Area



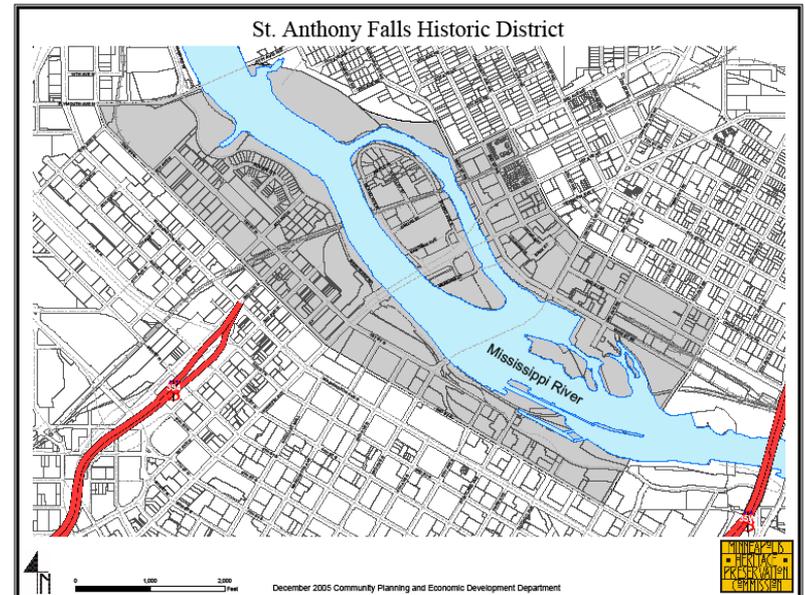
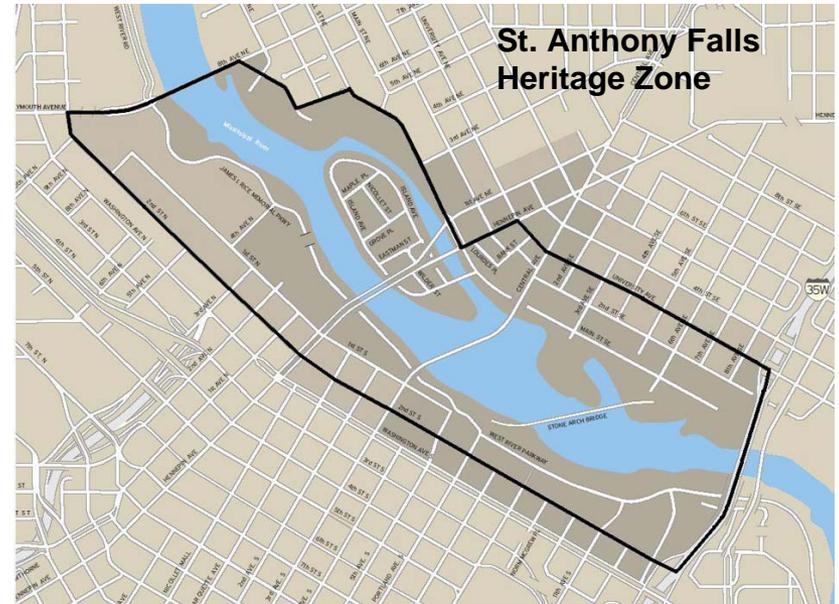
# Minneapolis's Mississippi National Historic Significance Designations:

## Districts

St. Anthony Falls Heritage  
Zone and Historic District  
North Loop Warehouse  
Historic District  
Minnehaha Historic District

## Places

Grain Belt Brewery  
Milwaukee Road Depot  
Florence Court  
Franklin Avenue Bridge



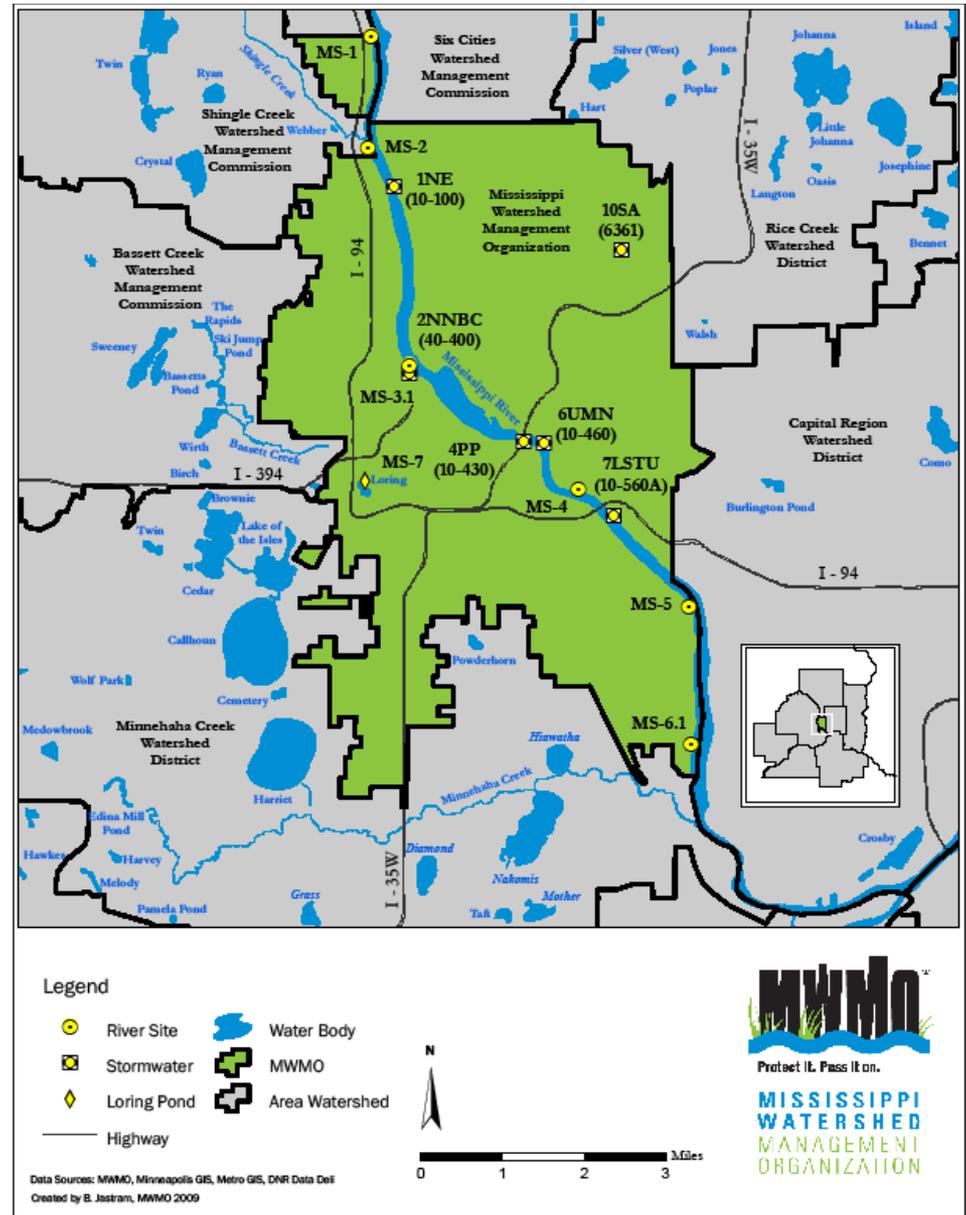
# Minneapolis's Mississippi Watersheds

Mississippi Watershed  
Management Organization  
(WMO)

Shingle Creek Watershed  
Management Organization

Bassett Creek Watershed  
Management Organization

Minnehaha Creek Watershed  
District



# Minneapolis's Mississippi

## Planning for Riverfront Revitalization:

1972 – *Mississippi/Minneapolis*

1977 – *Long Range Regional River Dev. & Acq. report*

1977 – *Central Riverfront Open Space Master Plan*

1987 – *Riverfront Recreation, Entertainment & Cultural*

1988 and 2006 – *Critical Area Plan*

1990 and 2009 – *St. Anthony Falls Heritage Zone  
Interpretive Plan*

1999 – *Above the Falls Master Plan*

2008 – *Minneapolis Plan for Sustainable Growth*

*Plus*

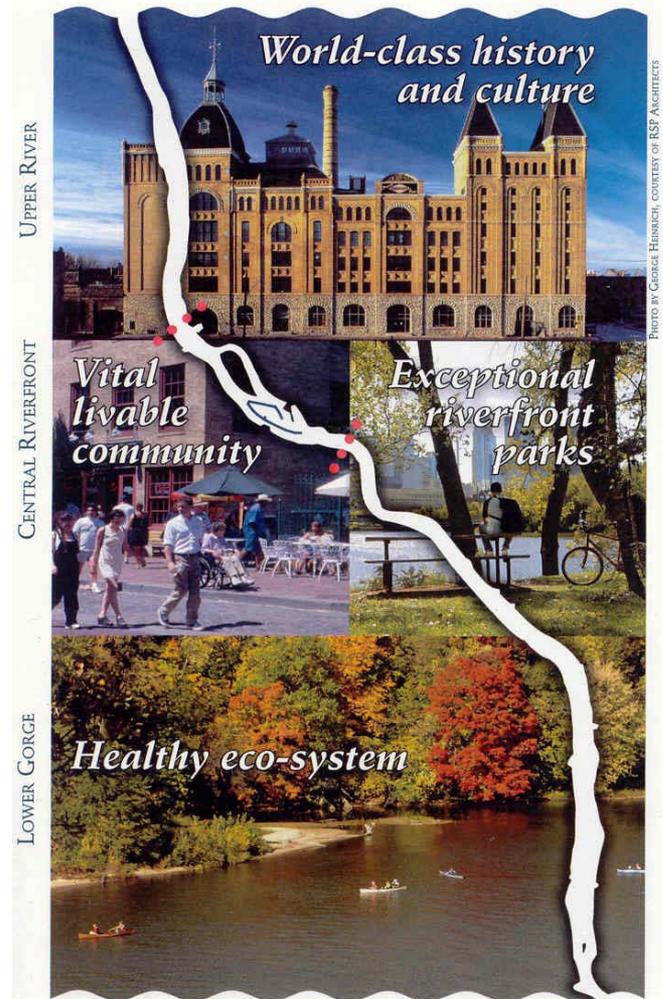
small area plans  
redevelopment plans  
specific park plans



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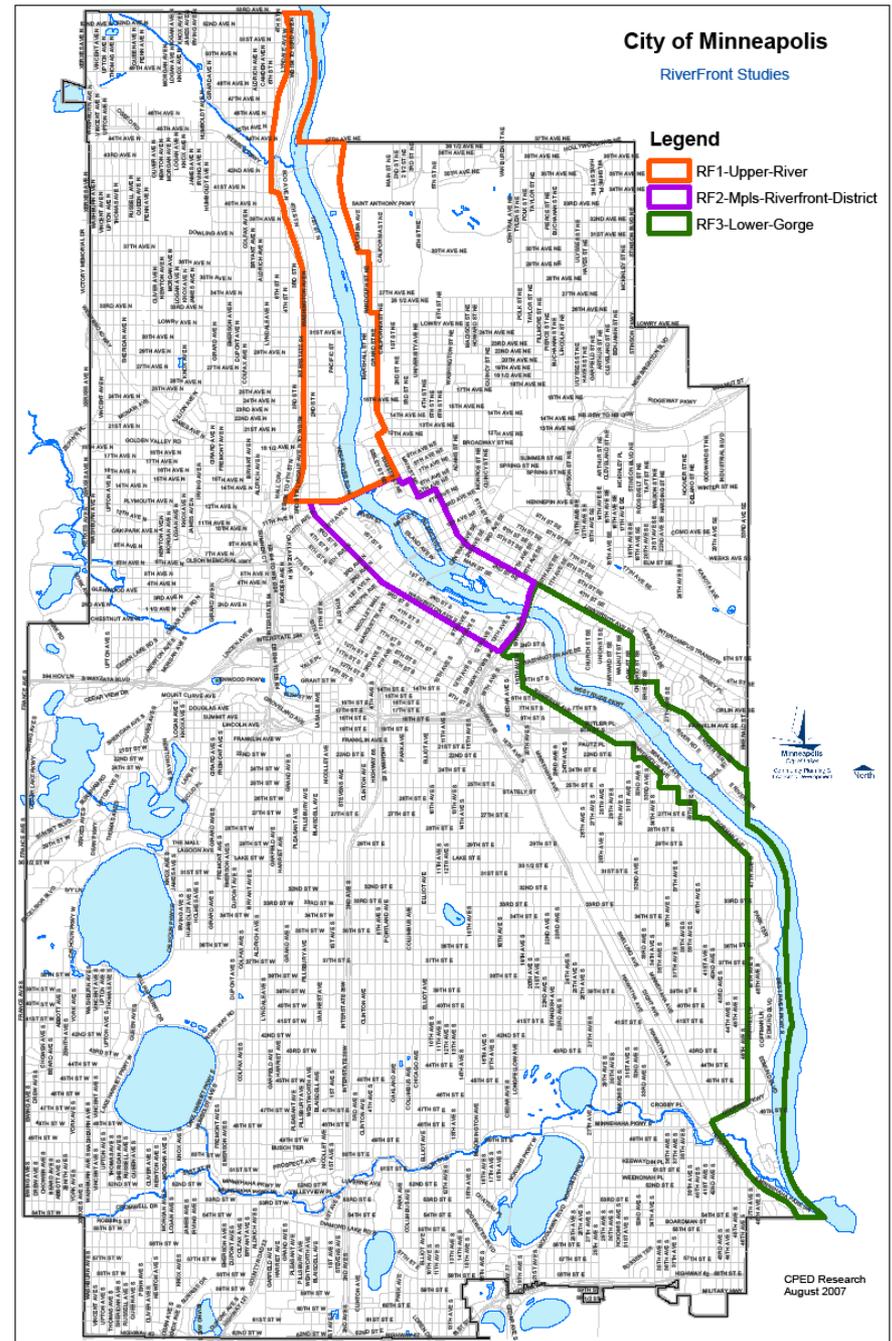
## Presentation

- Who We Are
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- Tracking Success
- What We Will Do



# Riverfront Revitalization: Tracking Success

30-year rebirth of the  
Central Riverfront took:  
planning, time,  
public investment,  
coordination



# Tracking Success



# Tracking Success

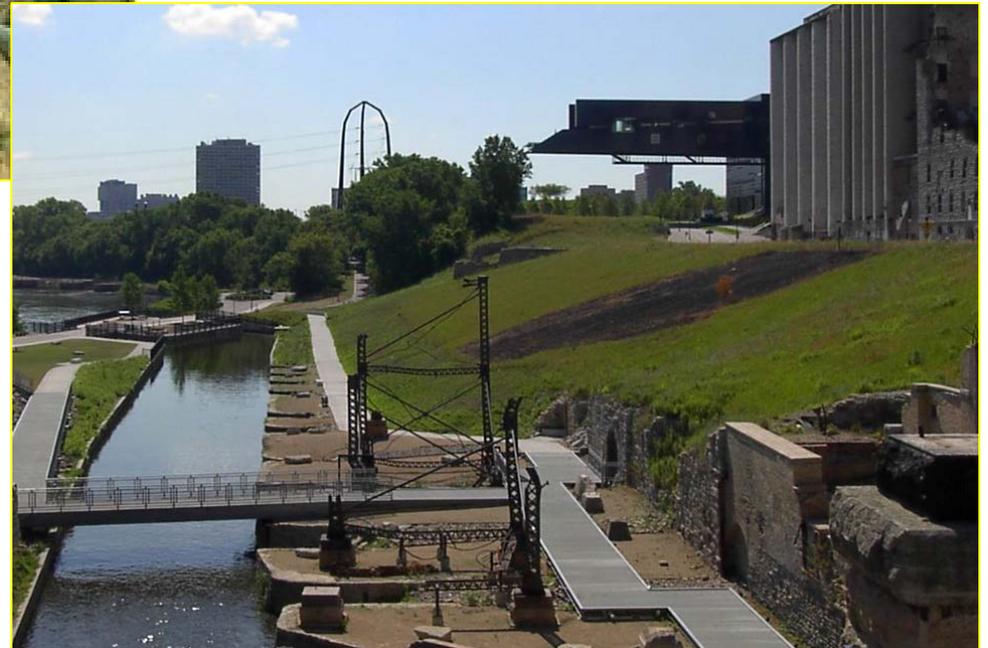
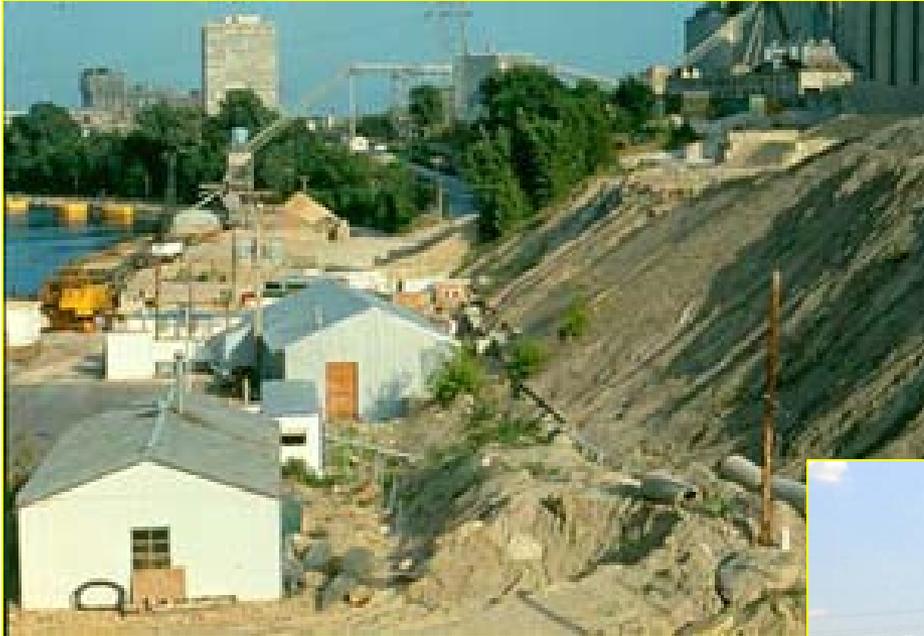


1970's



2004

# Tracking Success



2007

# Tracking Success



1980:  
7 Housing Units

2009:  
1,075 Housing Units (with  
hundreds more planned)



# Tracking Success



1970s:  
Minimal number of jobs

2009:  
900,000+ sq. ft commercial space,  
512 hotel rooms,  
over 2,000 permanent jobs,  
hundreds of construction jobs



# Tracking Success



1994 EMV:  
\$25 million



2008 EMV:  
\$463 million

# Tracking Success

- 8,300 jobs preserved and 1,400 jobs created
  - 4.3 million sq. ft. new office, commercial & industrial space
  - Tax values x10
- Creative businesses



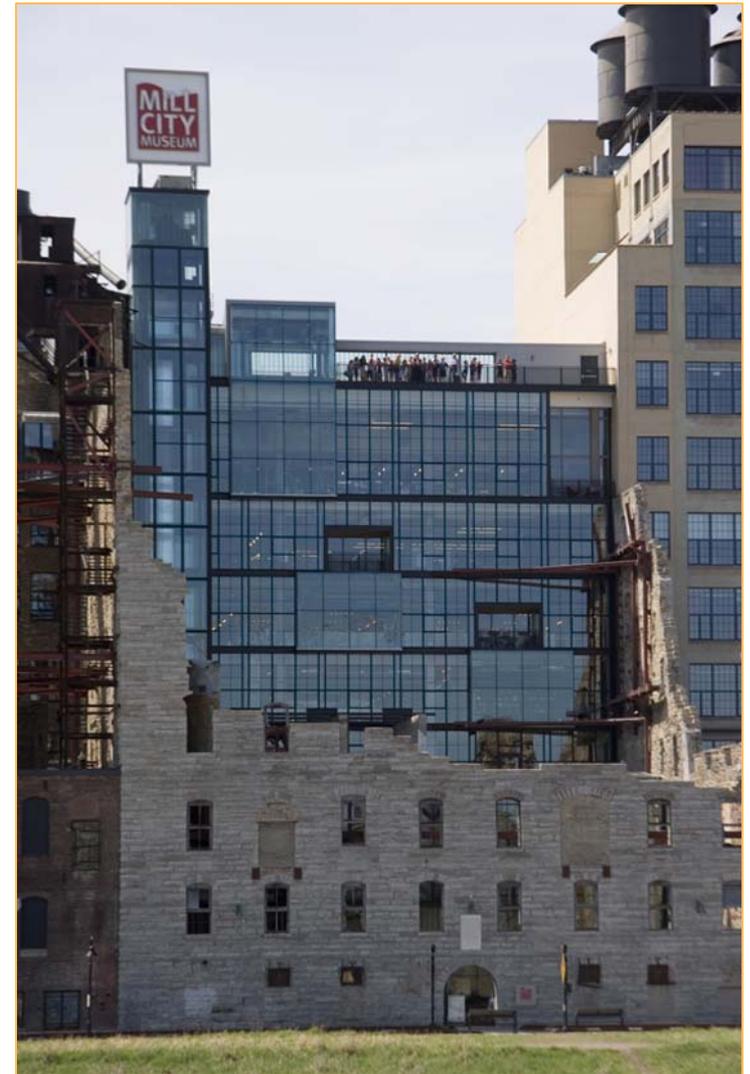
# Tracking Success

- Over 4,000 housing units, creating new neighborhoods



# Tracking Success

- Key to attracting private development is the proximity to green space and amenities



# Central Riverfront redevelopment 1975-2010



## 1975-1980

-  Parks
-  Development projects

## 1981-1990

-  Parks
-  Other public infrastructure
-  Development projects

## 1991-2000

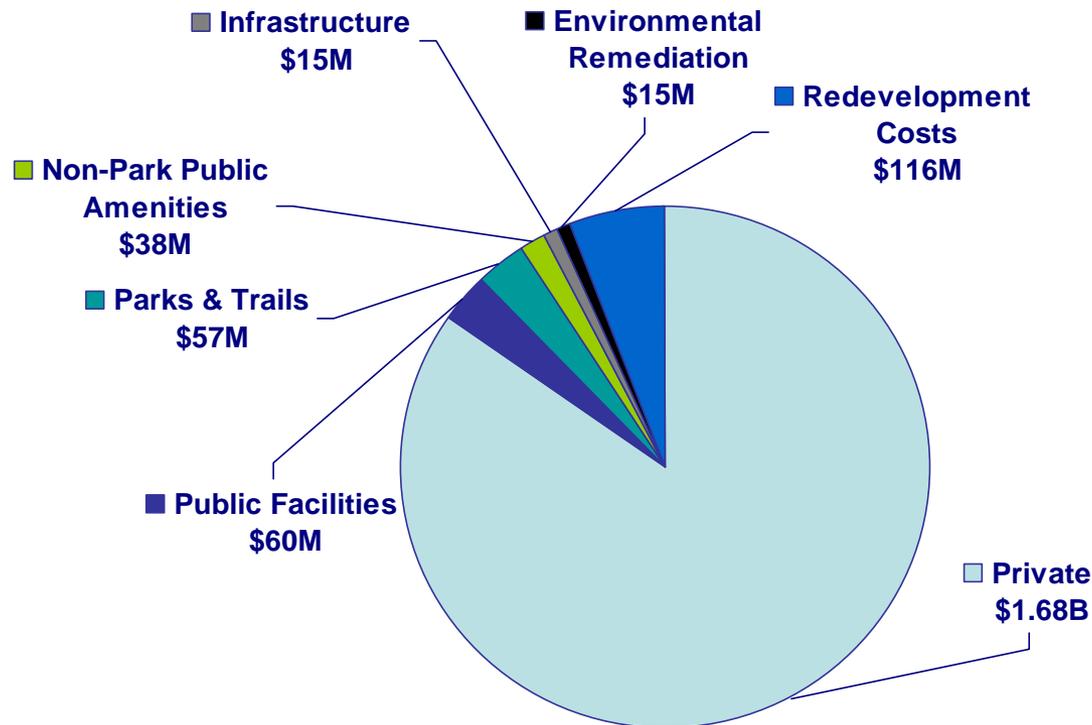
-  Parks
-  Other public infrastructure
-  Development projects

## 2001-2010 (incl. current proposals)

-  Parks
-  Other public infrastructure
-  Development projects

# Investments in the Minneapolis Riverfront

- ~ \$301 million: Strategic public investments (multiple sources)
- ~ \$1.7 billion: Leveraged private/nonprofit investment

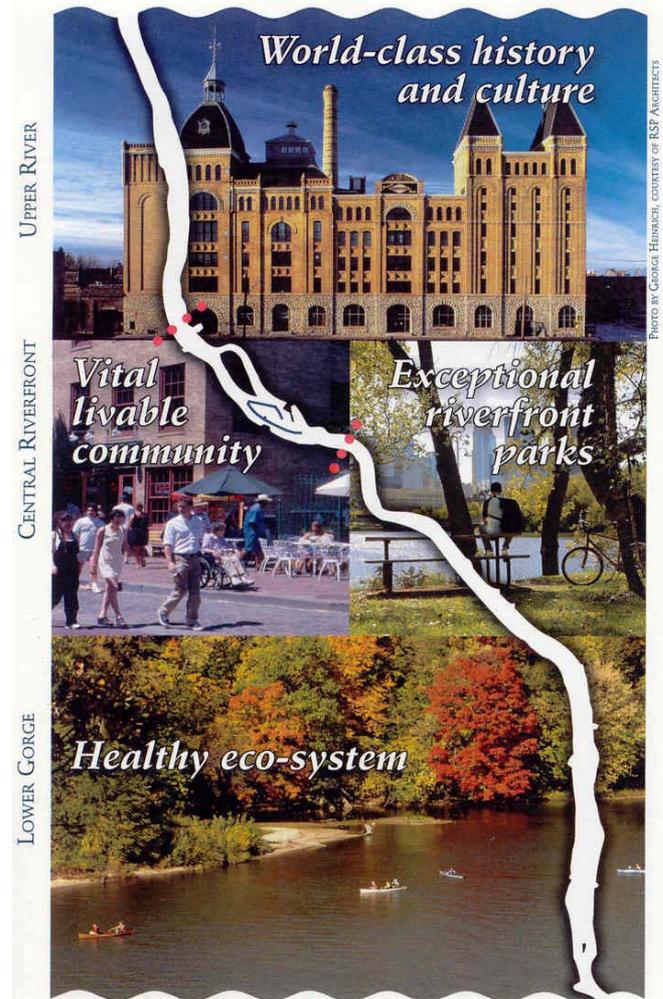


\* Figures shown are as of early 2009

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# Vision:

Exceptional  
Parks and Trails



World-class  
History and  
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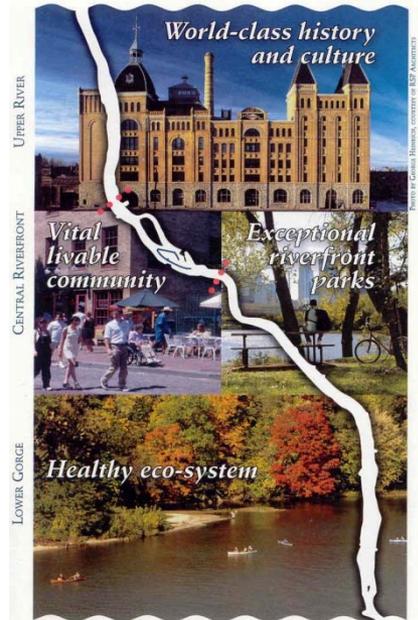
Healthy  
Ecosystem

**Minneapolis  
Riverfront  
Corporation**

Vital, Livable  
Communities

# Priorities for 2010 - 2012 Overview:

- 1. Accelerate Revitalization in the Upper River**
- 2. Increase Access to the Mississippi**
- 3. Champion Riverfront Revitalization**
- 4. Build Capacity of the Minneapolis Riverfront Corporation**

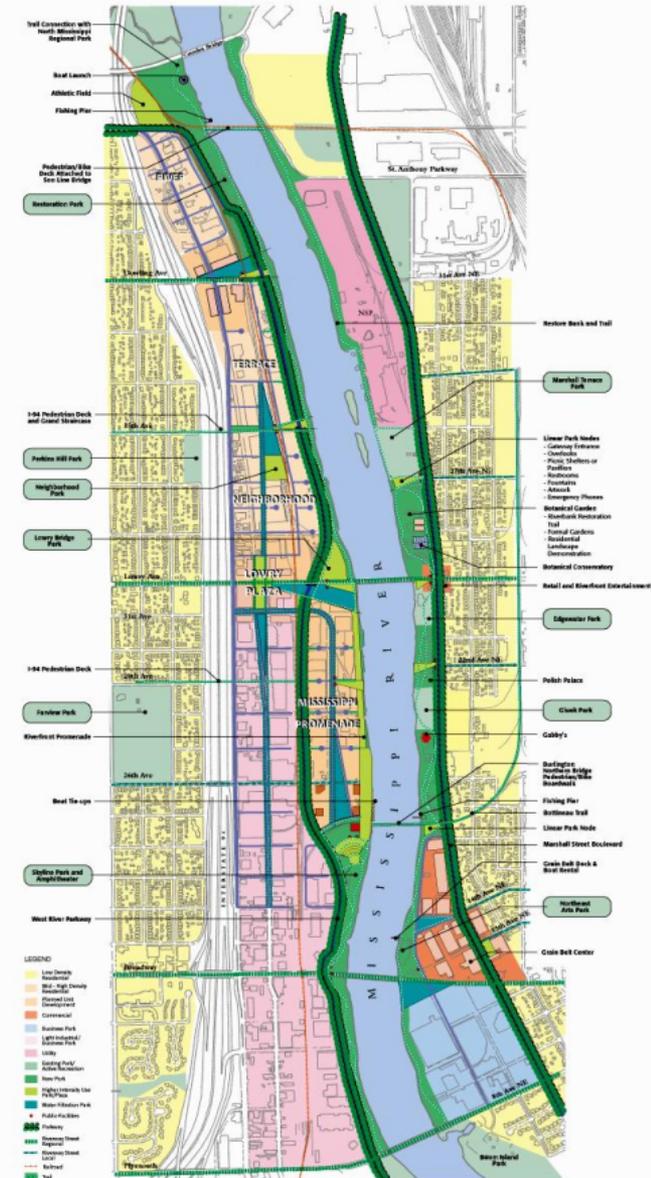


# Priorities for 2010 - 2012

## 1. Accelerate Revitalization in the Upper River



Upper River Parks and Urban Design Plan



# Priorities for 2010 - 2012

## 2. Increase Access to the Mississippi

- Sponsor river forums
- Identify gateways
- Foster connections along the river



# Upper

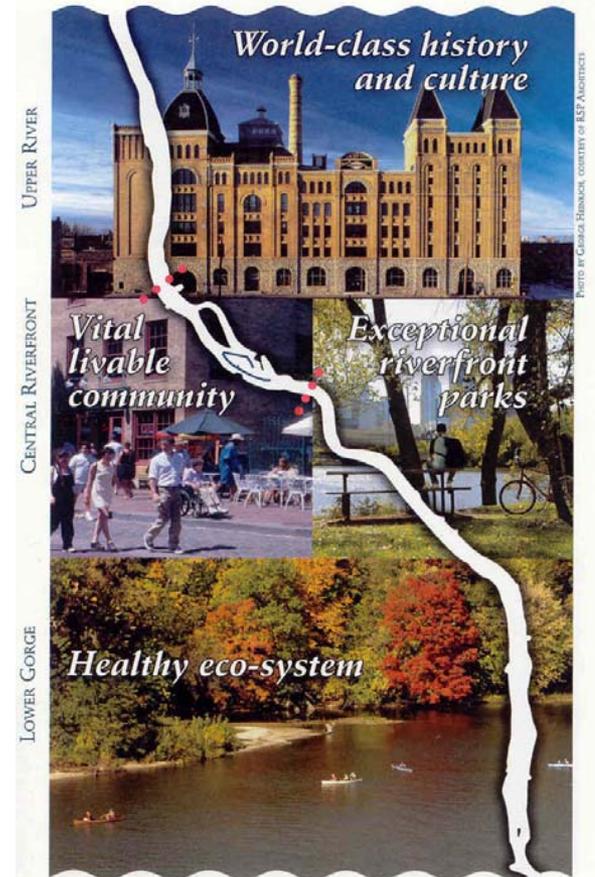




# Priorities for 2010 - 2012

## 3. Champion Riverfront Revitalization

- Bring together public bodies and private interests
- Identify benchmarks
- Convene summit



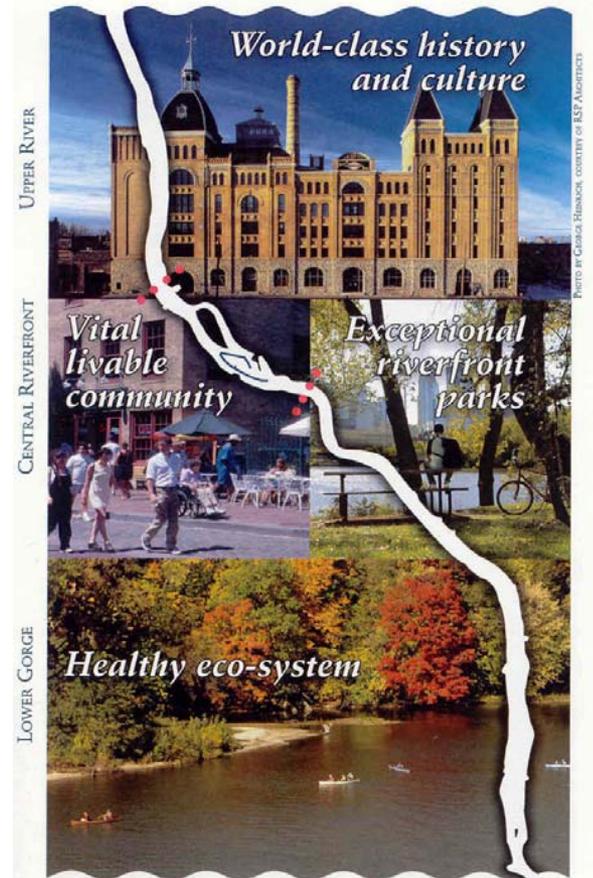
# Priorities for 2010 – 2012

## 4. Building capacity of the Minneapolis Riverfront Corporation

Current funding:

- City of Minneapolis
- Donations & in-kind services

Expenses: Professional fees, insurance



# Active Planning for Riverfront Revitalization:

## City as Partner:

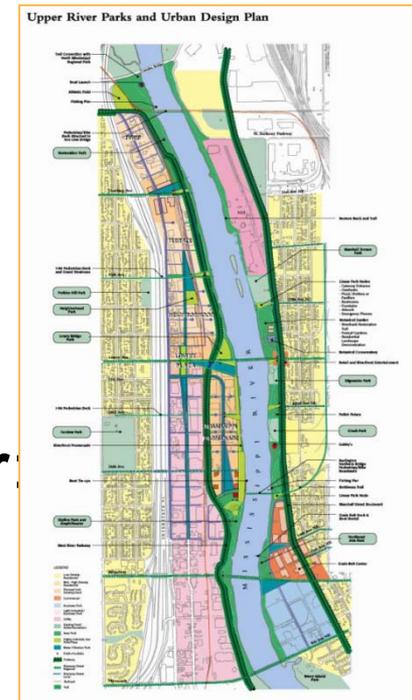
- Alternative Transportation: National Park Service
- Water Quality: Mississippi WMO
- Historic and Cultural: Interpretive Plan for St. Anthony Falls Heritage Zone
- Natural and Scenic: DNR Critical Area Rulemaking

## City as Leader:

- Above the Falls policy review and implementation study
- Upper River historical survey

## Mpls. Park and Recreation Board as Leader:

- Above the Falls regional park plan amendment



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Prepared by the  
Communications and Community Engagement Committee

With assistance from  
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