

Community Planning and Economic Development Department

News Release



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Minneapolis City Goals: A Safe Place to Call Home □ Jobs & Economic Vitality □ Eco-Focused □
Livable Communities, Healthy Lives □ Many People, One Minneapolis □ A City That Works

What's Needed to Make Peavey Plaza a Distinctive Gathering Place?

May 10, 2011 (MINNEAPOLIS) – **Danny Fuchs**, of HR&A, will give an update at an open house hosted by the City of Minneapolis on the planning work related to making Peavey Plaza a distinctive destination. The discussion will focus on enhancing this distinctive civic space using the experience of other major cities and building financial sustainability for the revitalized Peavey Plaza. HR&A will help in the revitalization of the plaza by analyzing the site's current usage, suggesting programming concepts that may influence the design and recommending an operating structure for Peavey's long term success. The open house will be held Tuesday, May 17, 6:00-7:00 p.m. at Orchestra Hall, 1111 Nicollet Mall.

HR&A is a New York-based real estate and economic development consulting firm that has worked on several complex, prominent projects in the U.S., including Fountain Square in Cincinnati, High Line and Brooklyn Bridge Park in New York, and Washington D.C.'s Anacosta Waterfront.

This effort is part of the Peavey Plaza revitalization work underway by **oslund.and.associates**, a Minneapolis landscape architecture firm, selected by the City in 2010. Oslund's team also includes Charles Birnbaum of The Cultural Landscape Foundation, M.P. Friedberg, original designer of the plaza, Dan Euser, Waterarchitecture and Shuler & Shook Lighting Design. The team's portfolio of additional projects includes the World Trade Center Memorial in New York, Mellon Square Park in Pittsburgh and Battery Park City in New York.

A public meeting was held in January to gather information about the plaza and programming activities from users and stakeholders. Oslund is developing concepts for the redevelopment of the Plaza that provide maximum improvement in design quality.

The Minneapolis City Council approved the selection of **oslund.and.associates** as the landscape architect for the revitalization of Peavey Plaza in November 2010. The firm was selected for the quality of its design for projects such as Gold Medal Park and Target Plaza in Minneapolis as well as its ability to lead projects involving extensive public participation, such as the new I-35W bridge project in Minneapolis.

The City and the Minnesota Orchestra are collaborating in the revitalization of Peavey Plaza, which is adjacent to Orchestra Hall, in conjunction with the Orchestra's \$45 million renovation of Orchestra Hall. A grand re-opening of the renovated Orchestra Hall and Peavey Plaza is slated for the summer of 2013. Information on the project can be found at www.ci.minneapolis.mn.us/cped/peavey_plaza.asp or contact [Beth Grosen](#), (612) 673-5002.

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