

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

City Selects **oslund.and.associates** as Landscape Architect for Peavey Plaza Revitalization

November 19, 2010 (MINNEAPOLIS) –The Minneapolis City Council today approved the selection of **oslund.and.associates** as the landscape architect for the revitalization of Peavey Plaza. 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.

“Tom Oslund is already emerging as one of America’s leading landscape architects,” said **Mayor R.T. Rybak**. “This community has already seen his firm’s extraordinary work on Gold Medal Park, Target Plaza and the upcoming I-35W Remembrance Garden, but I believe we are about to see his greatest project to date on one of the most important blocks in the city. **oslund.and.associates** has the vision it will take to create the breakthrough design we need for this critical block, but also the sensitivity it will take to represent Minneapolis and the way we live.”

Oslund’s team additionally 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 portfolios of additional projects include the World Trade Center Memorial in New York, Mellon Square Park in Pittsburgh and Battery Park City in New York.

“We were privileged to see exceptional presentations from four great local landscape architects that proved that Minneapolis is home to an exceptional pool of design talent,” **Mayor Rybak** said.

Through a Call for Qualifications for design services, the City received nine proposals from firms throughout the U.S. The review committee selected four firms, all from Minneapolis, to interview for the revitalization project. Candidates, in addition to **oslund.and.associates**, were Close Architecture, Coen + Partners, Damon Farber Associates. Public interviews with final candidates were held on November 16. The public, including more than 100 individuals who attended the interviews, gave their input via a comment process, both online and at the interview sessions.

“The interest from the public in this renovation is amazing; everyone has a fond memory of Peavey Plaza,” said **Lisa Goodman**, Minneapolis City Council Member representing downtown. “This renewal will address the elements that have aged over time while improving the public space, ensuring ADA accessibility and preserving the best and most historic elements of this mid century design into the future.”

The first phase of the project entails gathering impressions and input from users and stakeholders and developing alternative schemes for the redevelopment of the Plaza that offers maximum improvement in design quality. Phase II includes design and construction. Approval of the design concept will be complete in June 2011 with construction beginning in spring 2012. A grand opening is planned for summer 2013.

“The Orchestra is very happy to work with **oslund.and.associates** and the City going forward to determine a new future for Peavey Plaza,” said Minnesota Orchestra President and CEO **Michael Henson**. “The timing of this appointment now allows us to align these two projects—the renovation of Orchestra Hall and that of Peavey Plaza—into a seamless project with a grand re-opening planned for June 2013.”

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. The Peavey revitalization includes maximum improvements in Peavey Plaza’s function and usability, while respecting its original intent.

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