

9. Development Guidelines and Concepts

Development Guidelines for West Broadway are intended to ensure that improvements to property and the streetscape, although made incrementally over many years, will contribute to a coherent and unified visual environment. During the West Broadway Alive process, the North Minneapolis community placed a high priority on design improvements and public art. This seemed to be a priority strategy in reclaiming the corridor as a cherished, distinctive and attractive place.

Development guidelines in a corridor plan serve an important purpose. The process of developing guidelines facilitates systematic thinking about what kind of visual environment ought to be fostered. Once created, they are a record of community preferences as expressed through the public process. They are a useful tool in communicating to developers and property owners what improvements to property they are encouraged to make. And they serve as an action agenda for public realm improvements that require the partnership of governmental actors. Although the guidelines proposed for West Broadway are fairly comprehensive and somewhat detailed, they still retain flexibility and abundant opportunity for creativity.

The proposed guidelines flow from a set of overarching objectives that answer the question, “What are we trying to accomplish as we make design improvements to West Broadway?” Each of the following objectives was strongly affirmed by participants in the planning process.

Objectives for West Broadway Design Improvements:

1. **Unify the corridor.** Design elements and public art should serve as a visible connecting thread that pulls together the corridor, giving a much needed sense of continuity to what is now a sensory jumble of environments of various scales, textures and conditions.
2. **Make West Broadway distinctive.** West Broadway as the commercial main street of North Minneapolis should be a highly distinctive environment unlike any other commercial area in Minneapolis.
3. **Express community values.** Design improvements and public art should use symbolism, visual expression, and language that has meaning for the North Minneapolis community and is consistent with community values.
4. **Engage the community in the creative process.** Utilizing the rich network of arts organizations in North Minneapolis, community members ought to be directly engaged in the creative process, becoming co-creators of important elements of the visual environment.

Design Threads:

Design threads are general characteristics that can build continuity along West Broadway. These threads can help to pull disparate elements together while also serving to make the corridor a special and distinctive place. The following design threads are simple and readily grasped, and allow abundant

creativity within their broad guidance. They lend themselves to building an environment that would be described by terms such as “active”, “stimulating”, “engaging”, and “playful”.

1. **Color and Pattern.** The West Broadway environment should be marked by bright and multiple colors and patterns. This is a visual theme that is simple and intuitive, but bold nevertheless—particularly as employed over time by multiple property owners and for numerous streetscape improvements. Diversity in color is symbolic of the community’s diversity, and lends itself to participation in the creative process. The idea is to employ bright colors primarily, and dynamic patterns secondarily, in private elements such as fencing and awnings, and in streetscape elements such as bike racks and banners. No other Minneapolis corridor has explicitly embraced the use of a bright panoply of color in branding its identity.
2. **Three Dimensionality/Movement.** West Broadway should be designed in three dimensions. Functional and artistic elements that have depth, or evoke a sense of movement, have impact. Elements that project horizontally from buildings, or vertically from the sidewalk, are encouraged. These might include awnings, projecting lighting or signage, bike racks, or flower pots hanging from brackets on street poles. It may even be possible to employ features that literally move—as, for example, mounting pinwheels or wind-vanes on streetlights or business signage.
3. **Language.** Language should serve as a connecting thread along West Broadway. North Minneapolis has become fertile ground for poetic expression, particularly in the lives of youth that have dedicated time and heart to expressing their own truth through “spoken word”. Their passion has had a ripple effect in building self-awareness in the larger community. Capturing language in the built environment provides a way to express community values. Examples might include inscribing sidewalks with text or painting phrases or poetry on trash receptacles. The content can be drawn from the words of historical mentors, or capture one of the driving truths from a North Minneapolis Poetry Slam competitor.

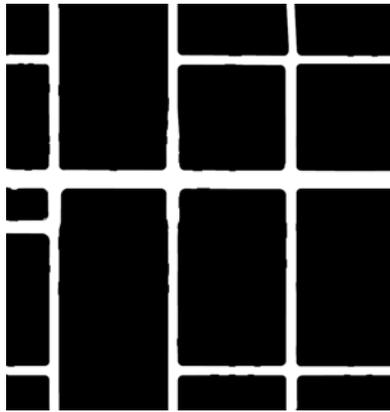
The design objectives and the design threads have both had an important impact on the development guidelines that follow. The guidelines are categorized under three headings, as those pertaining to a) site development, b) public realm development, and c) public art. Within each of these categories, features of the built environment are prioritized that afford opportunities to further the design objectives, and to build on the identified design threads.

Guidelines for Site Development

Site development guidelines inform the development and improvement of private property. Such improvements are undertaken by property owners, business owners, or developers. If these private parties can be effectively engaged, with the result that multiple private improvements take place up

and down the corridor, this can have a tremendous impact on the look and feel of West Broadway.

In the following guidelines, the site development standards are grouped according to whether they serve to build patterns at the level of block, site, building, or façade.



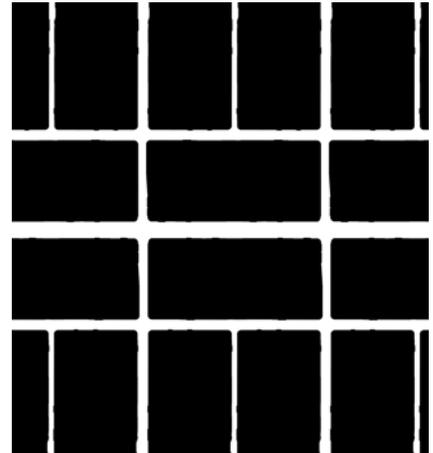
Block Design

Connected Grid Pattern

A regular pattern of intersecting streets and sidewalks should be maintained. A consistent block size is part of this pattern, and gives W. Broadway area an understandable and convenient pedestrian environment. Lots and blocks along W. Broadway should maintain and reinforce the typical dimension of existing blocks. Street segments should not be eliminated to create consolidated blocks that disconnect the public realm. Where opportunity allows, vacated streets that reinforce this regular pattern should be reintroduced.

End-Grain Pattern

Properties that orient toward West Broadway create an end-grain block pattern. This results in commercial building fronts and residential buildings that open toward the West Broadway sidewalk, creating a direct relationship between buildings and the public realm. New development should reinforce this end-grain pattern, with buildings oriented to West Broadway.



JUXTAPOSITION ARTS SCULPTURE GARDEN



Open Space and Public Art

West Broadway has excellent, intermittent opportunities for enhancing the corridor with open spaces and public art. The design of public spaces and art along West Broadway should provide a thematic thread that contributes to the special character of the street. Seating areas and expanded sidewalks should invite residents to inhabit and enjoy the neighborhood. Public art strategies and potential locations are detailed later in this chapter.

Site Design

Density

Because West Broadway is served by high frequency transit service, higher density development is appropriate along most of the street. All new buildings should be at least two stories in height. More specific geographic guidance for density of new development is established in the plan's Development Intensity Map.



Frontage Types

A building’s frontage type refers to the relationship between the building and the street, including the scale and setback of the building. A variety of frontage types occur on W. Broadway. In general, buildings facing West Broadway should have an urban frontage, which means the building is immediately accessible to the public sidewalk, and there are active ground floor uses. New buildings facing side streets should generally have a residential frontage, with a landscaped setback between the building and sidewalk. A residential frontage can include front porches or patios adjacent to the structure.

Off Street Parking

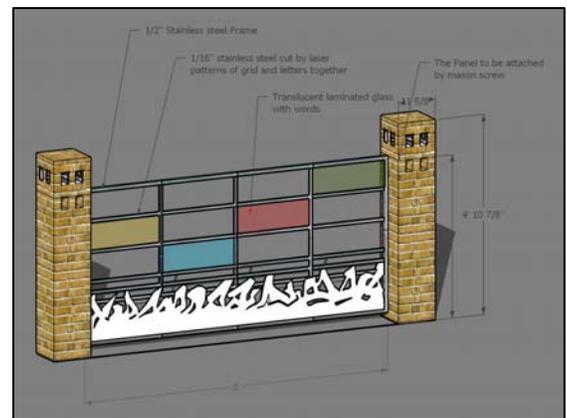
Parking lots along West Broadway should be kept to a minimum in number and in length of their West Broadway frontage. Parking lots that front on West Broadway and intersecting streets should be screened with fencing, walls or shrubbery. Parking for new buildings should not be located between the building and the street.



It should be located in a parking structure or on a surface lot situated adjacent to or behind the new building. Block-specific parking lots should be identified and parking associations should be developed to ensure their maintenance. Safety should be addressed by providing identifiable, well lit, and well maintained pedestrian routes between the parking lot and store entrances. Bicycle parking should typically be provided for every new development, and should be available for every commercial area on West Broadway.

Fencing & Landscaping

Edges of parking areas need to be clearly distinguished from the public right of way with a combination of fencing and landscaping. The fencing serves to clearly mark the transition from public right of way to private property, where the private property would be expected to be managed more actively by property owners, business owners, and business employees. This plan recommends the creation of a fence section unique to West Broadway, to be utilized by property owners as a consistent barrier element.





Landscaping is recommended on private property along the public sidewalk—particularly at parking areas, and in locations where there is space between the sidewalk and buildings. It greens the street, and makes it more attractive. Planters, and planted containers or pots, should be considered next to buildings, but only where enough space remains on the sidewalk so that pedestrians can still comfortably use the sidewalk.

Building Design

Building Types

The existing variety of building types is part of what gives West Broadway its unique character and scale. Building types appropriate for the area include commercial, mixed-use, or multi-family residential buildings. They also include buildings of different sizes such as smaller buildings oriented perpendicular to the street, and larger buildings oriented along the street. The smaller buildings create a finer grained building pattern—for instance, where individual buildings cover a typical 40 feet lot frontage. Larger building types are typically found at the major cross-streets. New development along West Broadway should be sensitive to building on these existing patterns, so that the environment grows more intelligible—which in turn makes it a more comfortable human environment.



Façade Design

Building Facades

Facades serve as the interface between indoor and outdoor space. Individually and collectively, they make an important contribution to the look of the West Broadway corridor. New or upgraded building facades on West Broadway should show common design characteristics. This furthers the goal of honoring the historicity of West Broadway, while it establishes an increased sense of visual continuity along the corridor, and consciously infuses the environment with a design character that is reflective of the liveliness and diversity of North Minneapolis.

The façade guidelines in this section of the West Broadway Alive plan are intended to provide design direction that supports these goals. They reinforce the urban character of West Broadway, while consciously embracing a design ethic that encourages color,



creativity, and a sense of depth and movement. Building facades that are deteriorated in condition or “tired” in appearance should be restored to good condition and enhanced with design elements conforming to these guidelines. New buildings should include elements as described below to build on the corridor’s historical character and emerging personality.

Materials

The restoration of original exterior materials (for example, brickwork) should be prioritized where possible. Front facades of new buildings should include some brick to provide an element of continuity with the historic character of West Broadway structures.

Doors & Windows

Facades should include prominent front entrances and abundant window glass. Principal entrances to West Broadway buildings, commercial or residential, should face the street. They should be clearly defined and emphasized through the use of architectural design features. Storefronts should have an abundance of large display windows with transparent glass.



Front facades of commercial buildings fronting on Broadway should contain a minimum of 50% window space for the first floor, which exceeds that which is required by the zoning code. Windows and balconies above the first floor should be vertically oriented, and in scale and proportion to the building, and the context and character of other buildings along the street. Windows should be open, and not covered by bars, signage, shelving, or other obstructions.



Balconies

Balconies overlooking West Broadway are encouraged. They provide depth to facades, and encourage informal interaction between the interior and exterior environments. They also strengthen public safety by increasing the informal surveillance of the street.

Awnings or other horizontal projections

Awnings, projecting trellises or similar design elements provide depth, distinctive character, and color to building facades. West Broadway facades should incorporate one of these elements. It should be brightly colored or patterned.





Signs & Identification

All commercial establishments should provide exterior signage. The position of signage can vary within the constraints provided by the city's zoning code. Projecting signage is encouraged, as are designs that are highly colorful, or that evoke a sense of movement or playfulness. The creation of building or business signage is an opportunity to hire an artist or designer that can create something truly unique and distinctive.

Exterior Lighting

Exterior lighting should be located so as to light building fronts and the public sidewalk. Lighting that projects from the building is encouraged, as are designs that evoke a sense of movement or playfulness. The design and creation of lighting presents an opportunity to hire an artist or designer that can create something truly unique and distinctive.



Development Guidelines: Site Development Recommendations

Make site development guidelines available to developers of West Broadway property. Encourage building and site design that is consistent with these guidelines.

Make site development guidelines available to business and property owners that are upgrading their façades or installing landscaping and fencing. Encourage improvements that are consistent with these guidelines.

Guidelines for Public Realm Development

Public realm guidelines inform the development and improvement of the street and sidewalk environment. Installation of these elements will typically require the participation of city and county staff. Similar to the private property improvements discussed above, public realm improvements offer tremendous potential for shaping the visual landscape, and they can affect the level of comfort a pedestrian feels when strolling through or shopping in the area. They are organized below by element under four headings—Traffic Calming, Under Foot, Over Head, and Street Furniture.

Pedestrian Improvements

Curb extensions

Curb extensions are recommended on West Broadway at locations where high numbers of street crossings occur or are desired. Curb extensions are an extension of the street curb into the



parking lane. They shorten the distance a pedestrian must travel to cross the street. And they frame the area along the street where on-street parking is permitted. The narrowed street between the curb extensions serves to slow traffic.



Crosswalks

Pedestrian crosswalks play an important role in making street crossings feel safe and comfortable. They direct pedestrians to safe crossing areas and alert motorists to where pedestrians may be crossing. West Broadway has high volumes of traffic, and is a location of concern with respect to accidents involving pedestrians. This plan recommends a highly visible design for crosswalks at key intersections. The proposed design involves replacement of the intersection's pavement with colored concrete, in combination with boldly painted crosswalk striping (not present in illustration).

Signal countdowns

Signal countdowns are recommended for West Broadway pedestrian crossings. Signal countdowns are a crossing signal for pedestrians that replaces the standard Walk/Don't walk signal system. They literally count down the seconds remaining until the red light appears, so that pedestrians know exactly how long they have to get across the street. These systems are known to reduce accidents, as well as provide a sense of comfort to pedestrians that are not fast walkers.



Under Foot

Sidewalks

Sidewalks of adequate width are desperately needed along West Broadway. Existing sidewalks are typically 6 to 9 feet wide, even in front of storefront buildings. This feels extremely tight, with moving traffic lanes often immediately adjacent to the curb. Narrow sidewalks are a deterrent to attracting pedestrians and shoppers to West Broadway. Sidewalks should be a minimum of 12 feet and a desired dimension of 15 feet wide in commercial areas along West Broadway. This provides sufficient space for streetscaping elements such as street trees and bicycle racks, and it could accommodate some sidewalk seating outside a restaurant or café. Sidewalks should be a minimum of six feet wide along West Broadway's non-commercial segments with an ample landscaped area between the sidewalk and the street. These dimensional goals should be pursued aggressively when properties are being redeveloped, or the street is being reconstructed.



Sidewalks should be given additional design interest by utilizing a scoring pattern that produces larger and smaller squares such as was recently done on Lake Street. The larger squares provide an opportunity for capturing community values through the use of language, as is described in the public art section below.

Street trees



Street trees provide a unifying element and soften the landscape. A small set of tree varieties of similar appearance should be utilized. Trees should be planted along the edge of the street and in landscaped medians. Trees should only be planted in the public sidewalk where they are wide enough so that the remaining space still provides a comfortably sized walkway.

Tree grates

Tree grates are recommended for the commercial segments of West Broadway. They should utilize a standard grate design, but be set within a border of bricks, so as to add color and visual interest, and to recall West Broadway's historic character.

An alternative model would utilize the brick border but in the area surrounding the tree it would utilize shrubbery or perennials up and down the corridor as another way to brand the corridor. This approach could be employed in the residential as well as the commercial parts of West Broadway. It would make a stronger contribution to the distinctiveness of West Broadway, as well as goals of making it a colorful and distinctive environment. But it would also require great cooperation and participation on the part of West Broadway property and business owners.



Landscaped Medians

Landscaped medians provide an outstanding opportunity for landscape improvements. Currently landscaped with intermittent trees in a grassy area, the possibilities for enhancement are tremendous, and can yield a huge visual impact with a relatively small installation cost. The maintenance of enhanced median areas is the greatest limiting factor. Almost all scenarios for enhancing median areas would involve the adoption of these areas by nearby residents or organizations.

Overhead Lighting

Pedestrian scale decorative lighting is a standard ingredient in corridor design upgrades. Additional lighting on West Broadway should use a standard design that is consistent in design to the lighting already installed from Girard Avenue to the Robbinsdale city limits. To the extent possible, pairs of light standards should be placed symmetrically along opposite sides



of the street. Light standards also serve as a base for mounting such elements as banners, hanging flower baskets.

Banners

Banners, mounted on light standards, are recommended on West Broadway. They add dimension to light standards, and make the corridor more active and colorful. They can be utilized for marketing a business district, and/or provide an opportunity for visual art and community engagement.



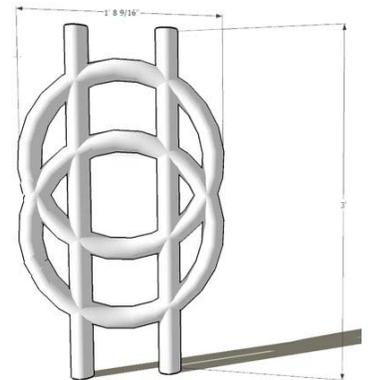
Hanging flower baskets

Hanging flower baskets are also recommended for West Broadway. They would be mounted on light standards, similar to banners. They add depth to light standards and make the corridor more active and colorful.

Street Furniture

Bicycle racks

Bicycle racks make West Broadway more inviting to non-motorists, and are an important part of an environmentally friendly city. Bicycle racks should be provided in the vicinity of transit stops and in commercial and mixed-use areas. One bicycle parking space should be provided for every 2,000 square feet of commercial space. They can be installed on both private property and in the public right of way. In the right of way, they should be located near the curb in the street furnishings zone, ideally across from building entrances.



Trash receptacles

Trash receptacles should be provided throughout the West Broadway corridor. They should be located in the street furnishings zone. Since the existing square, concrete trash receptacles have become canvases for art, as well as messages that show neighborhood pride or that advertise community events, this plan recommends that they continue to be the design of choice for West Broadway.



Benches

Benches along West Broadway should be located in active areas where sitting will not contribute to unwanted loitering or criminal activity. Benches are a prominent visual element, and may be custom design, offering a good subject for one-of-a-kind



public art.

Development Guidelines: Public Realm Development Recommendations

With street reconstruction, implement a full and dynamic streetscape buildout that is consistent with these guidelines.

Explore ways of adding a limited number of high impact streetscape elements prior to street reconstruction.

Public Art Guidelines

Public art can be free-standing. But often times it is a modification of elements in the built environment. For West Broadway, many of the design elements identified in preceding sections present opportunities for custom modifications that introduce artistic elements. This section of the development guidelines chapter calls out those elements that may be particularly conducive to the creation of public art. The processes for creating these artistic elements vary in difficulty, and the lifespans of the artistic elements vary. Those that offer opportunities for community members to contribute to their creation tend to be relatively shortlived. Those that are more elaborate and permanent are more likely to be the creation of an experienced public artist, with the community playing a consultative role.

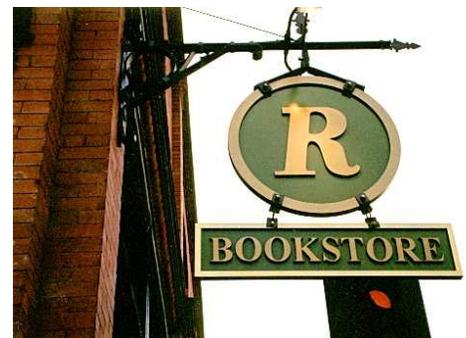
Over Head Banners

This element is attached to street light standards. Banners should be utilized both as an artistic element, and for branding the commercial district. For example, some banners could show a West Broadway logo or branding element. Others would be custom designed with community participation. Backgrounds of an agreed upon West Broadway color palette might be used to tie features together. Creating and hanging a certain number of banners is recommended as part of the annual “Art on Broadway” installation.



Façade Elements

The West Broadway façade guidelines include recommendations for awnings or other horizontal projections, signage and lighting. Any of these elements can be custom-designed to introduce artistic elements or to enhance its distinctive or playful character. The incorporation of public art into façade designs or upgrades is encouraged.



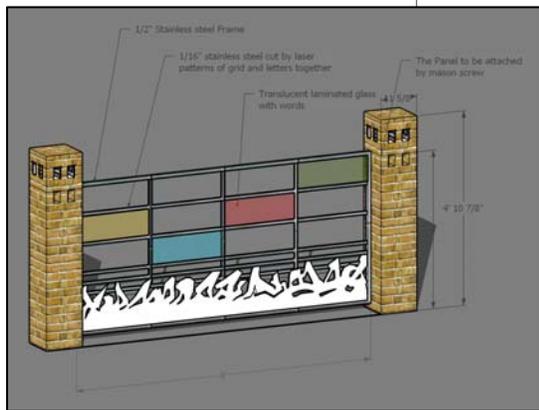
Under Foot Sidewalks



This plan recommends adding language to sidewalks through etching, or through re-pouring selected sidewalk squares and inscribing text before the replacement section has hardened. These would be long-lasting installations that would accumulate to a body of evocative and meaningful messages over time. Treating a certain number of sidewalk squares is recommended as part of the annual “Art on Broadway” installation.

Sidewalk drawing, painting or poetry directly on the existing sidewalk can also be employed as a short-term expression of public art.

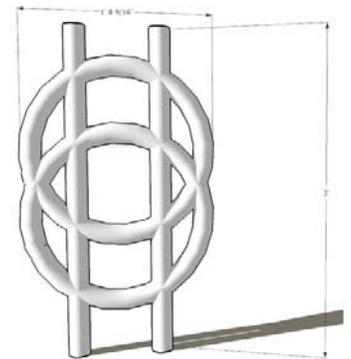
Street Furniture Fencing



This planning process was able to benefit from a collaboration of the City’s artist in residence and staff from Juxtaposition Arts to create a proposed fence section that would be unique to West Broadway. This plan recommends utilizing a fence section of this kind to add interest to the visual environment and to make West Broadway distinctive. It would be employed by private property owners, most commonly as a part of the required screening and landscaping of parking areas.

Bike Racks

The City’s artist in residence and Juxtaposition Arts also collaborated on a proposed bike rack design that would be unique to West Broadway. This plan recommends utilizing a bike rack design of this kind to add interest to the visual environment and to make West Broadway distinctive. It could be of a uniform design and brightly colored, but colored differently for the four commercial districts—
Broadway/Penn, Hawthorne
Crossings/Historic Storefronts, Broadway/Lyndale, and
Broadway/Washington. Bike racks would be used both by private property owners, and by the City and County as it makes improvements in the public right of way.



Trash receptacles

Trash receptacles should be considered opportunities for both branding and public art. They are well suited for the highly visible, low tech, participatory art that is prioritized in this plan. Some trash receptacles can display a West Broadway logo or branding element. Others can advertise a community event or movement, or display unique artistic creations. Designing and painting trash receptacles is recommended as part of the annual “Art on Broadway” installation. Backgrounds that utilize an agreed upon West Broadway color palette might be used to tie features together.



Benches

Bus benches and sidewalk seating can be custom designed. This plan recommends the creation over time of a set of unique benches along the corridor. This results in a highly visible and long-lasting streetscape element. The installation of one or more benches or sidewalk seats is recommended as part of the annual “Art on Broadway” installation.



Special Projects

There are opportunities up and down West Broadway for additional artistic contributions to the visual landscape. These elements are more likely to be custom designed for a particular location, and would generally be long-lasting.

Transit shelters

Transit shelters are likely to be installed at only a few key intersections on West Broadway. Their enhancement with public art is recommended. Transit shelters afford excellent opportunities for art—either in the creation of a shelter of unique design, or by adding artistic elements to a shelter of a more standard design. Transit shelters may be part of an artistically designed transit plaza. The northwest and southeast corners of Penn & Broadway, the northeast corner of Emerson & Broadway, and several corners at Lyndale & Broadway, afford excellent opportunities for creating a special transit facility environment.



Art-cade

The “Art-cade” is a recommended and exciting concept for creating a distinctive linear plaza along West Broadway at Hawthorne Crossings. The intent would be for it to be the location of a regular community event that could include Farmer’s Market, art market, or other type of community bazaar, potentially combined with street food, and music or other outdoor entertainment designed.

JUXTAPOSITION ARTS SCULPTURE GARDEN



Sculpture

There are opportunities for context sensitive sculpture to be created and installed at certain locations along West Broadway. These are particularly impactful at gateway locations or at locations where the viewshed along West Broadway terminates.

Murals

Building owners have invited the creation of murals on the facades of certain buildings on Broadway.



Art on Broadway Installation

This plan recommends that a collaborative and deliberate effort be made to plan and install certain public art elements on West Broadway on an annual basis. This effort would be led by North Minneapolis community and arts organizations. It would give high priority to considerations of public and youth engagement. Elements that would be well-suited for inclusion in this annual installation would be:

- Banners
- Trash receptacle paintings
- Sidewalk inscriptions
- Benches
- Others as selected



Process of Public Art Making



Gateways

These are entrances to West Broadway from either end of the corridor, or from particularly significant cross streets. The east gateway itself includes several points that feel like entrances to Broadway—crossing the Mississippi River Bridge, traveling under the railroad bridge, and crossing the I-94

Bridge. There are opportunities for creating and placing public art at each of these points. Juxtaposition Art's mosaic sculpture at Broadway and 2nd Street is a beautiful installation marking the east gateway to West Broadway. Significant cross street entrances to West Broadway include the West River Road, Washington Avenue, the interstate, Lyndale Avenue, the Emerson-Fremont pair, and Penn Avenue. The proximity of North Commons Park to West Broadway has also been identified as a gateway opportunity that can be realized with the redevelopment of intervening property.

Viewsheds

The West Broadway corridor presents numerous opportunities for highlighting art or development design features at highly visible locations. Such opportunities include instances where the landscape opens up, such as on either side of the I-94 bridge. They include the end points of straight sections of West Broadway, because the eye naturally sights down such street lengths. And they include the outside edge of curved street sections, because where the street curves the eye naturally sweeps along the outside perimeter. Development at such natural viewsheds should offer distinctive and gracious architectural elements or public art.

Process

Public art is part of everyone's environment, and as such should make use of public processes to invite community input. Where public art is produced for the public right of way, a formal process is required that includes a review by the city's Art Committee. Where something highly visible and distinctive is to be created for a new development or on private property, consultative processes to engage the broader community are encouraged.

Development Guidelines: Public Art Recommendations

Encourage developers, as well as property and business owners, to incorporate public art and artistic elements into new development and façade improvements.

Work with local arts organizations to explore the creation of an annual art installation on West Broadway.

Support public engagement round public art installation, whether constructed in the public realm or on private property.

Explore ways of adding a limited number of high impact streetscape elements prior to street reconstruction.