

# **NORTHSIDE JOBS PARK DESIGN GUIDELINES and DEVELOPMENT FRAMEWORK**

**A DEVELOPMENT OF THE MCDA IN  
COOPERATION WITH THE NORTH  
WASHINGTON STEERING COMMITTEE**

**Approved by the Minneapolis  
City Council March 28, 1997**



**TABLE OF CONTENTS**

**CHAPTER ONE**

---

URBAN DESIGN CONTEXT	Introduction	1-1
	Maps	1-2 through 1-6
	Context Pictures	1-7 through 1-10

**CHAPTER TWO**

---

URBAN DESIGN OBJECTIVES	Introduction	2-1
	Objective #1	2-2 through 2-8
	Objective #2	2-9 through 2-14
	Objective #3	2-15 through 2-17

**CHAPTER THREE**

---

PRIVATE DEVELOPMENT REFERENCE	Introduction	3-1
	Applicable Codes	3-2
	Program	3-3
	Setbacks	3-4 through 3-8
	Building Design Crit.	3-9 through 3-11
	Site Design Criteria	3-12 through 3-18
	Acceptable Plant List	3-19
	Plant Installation	3-20

**CHAPTER FOUR**

---

REVIEW REQUIREMENTS	Requirements	4-1
---------------------	--------------	-----

**CHAPTER FIVE**

---

STREETSCAPE IMPROVEMENT REFERENCE	Introduction	5-1 through 5-2
	Sections	5-3 through 5-4
	Public Art	5-5

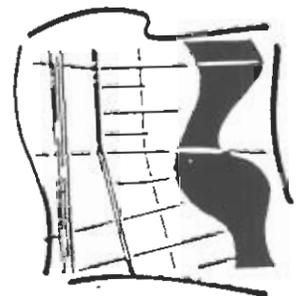
**CHAPTER SIX**

---

EMPLOYMENT AND REAL ESTATE GOALS	Introduction	6-1
	Impacts Matrix	6-2
	Job Linkage Program	6-3 through 6-4



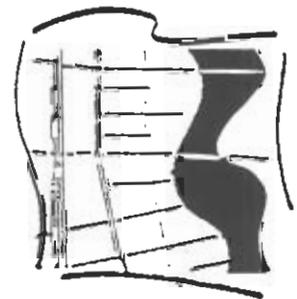
## URBAN DESIGN CONTEXT

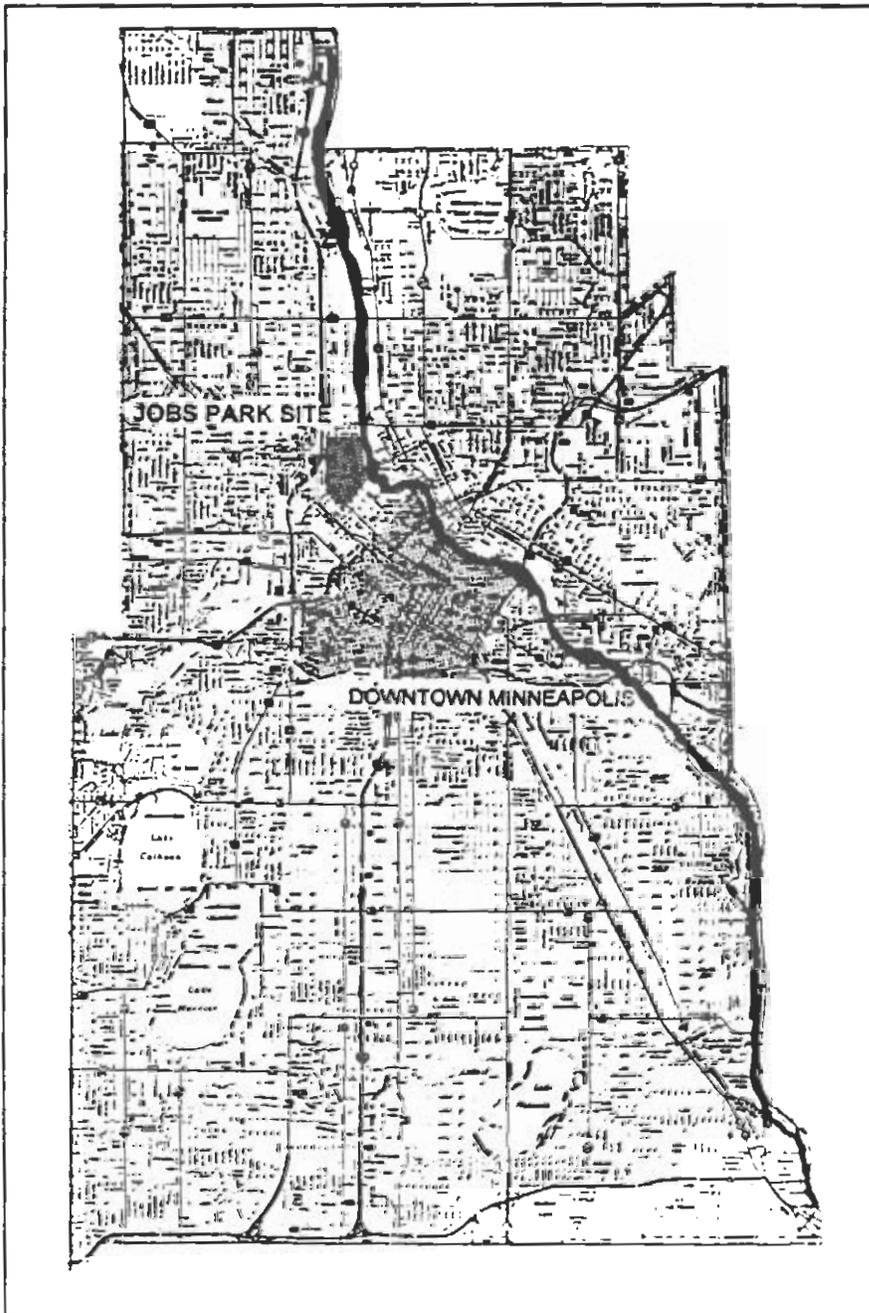


## URBAN CONTEXT INTRODUCTION

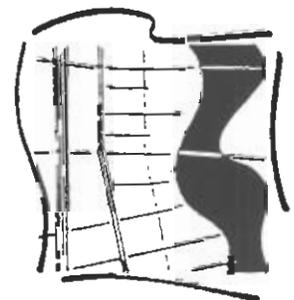
The maps on the following pages illustrate traffic, land use and amenity issues as they relate to the Jobs Park area. The area is well defined on its East and West boundaries. I-94 creates a hard edge of dense high speed traffic whereas the Mississippi river edge creates a soft edge with a meandering shore and park setting. The Southern boundary is the curve in Washington Avenue and 2<sup>nd</sup> Street North and the transition to the densely developed historic North Loop Warehouse and Industrial District. The Northern boundary of the area is not defined by any particular physical indicator.

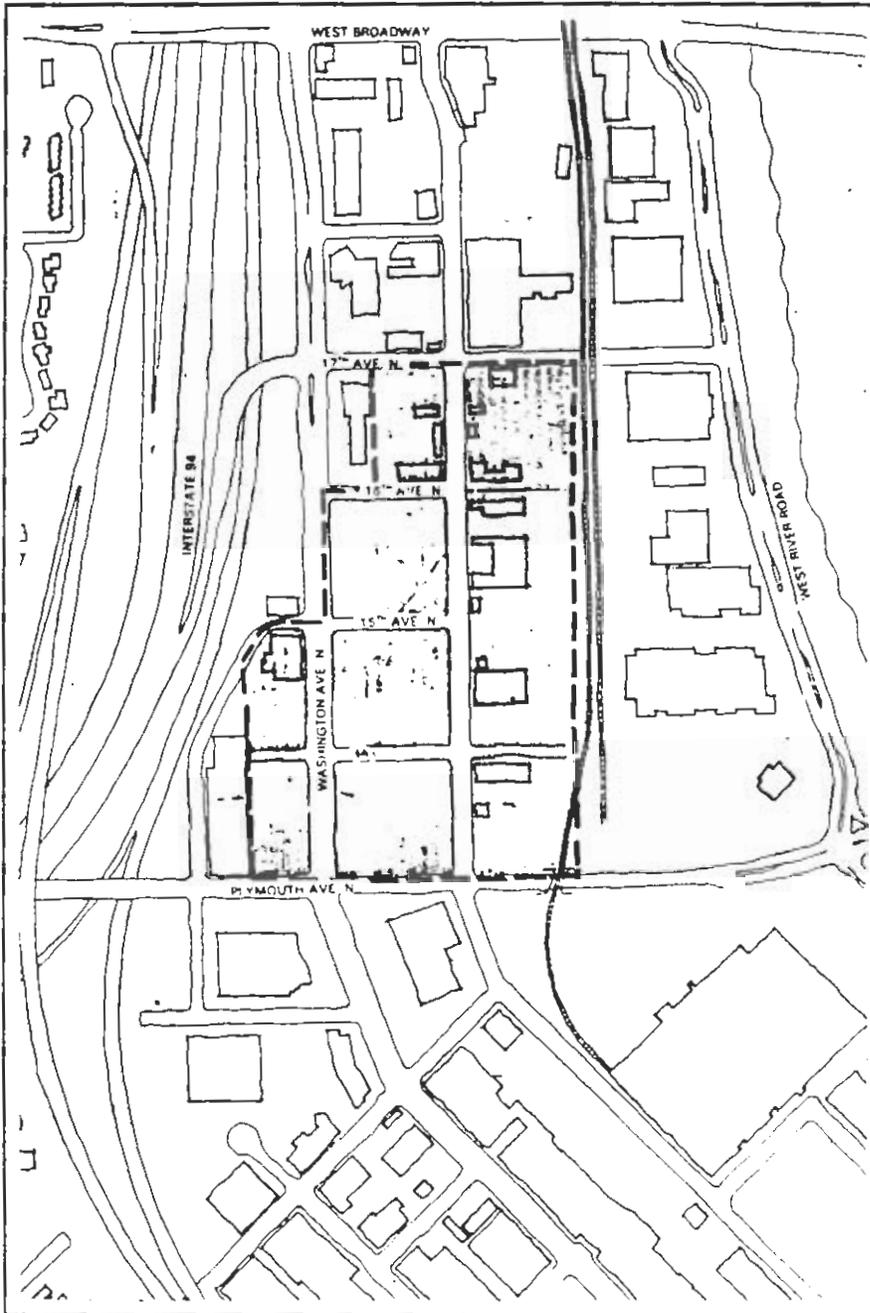
The area is generally flat with the exception of the River's edge. Aside from a small portion of Plymouth Avenue and the Mississippi River Parkway along West River Road the area has minimal landscaping or street tree planting.





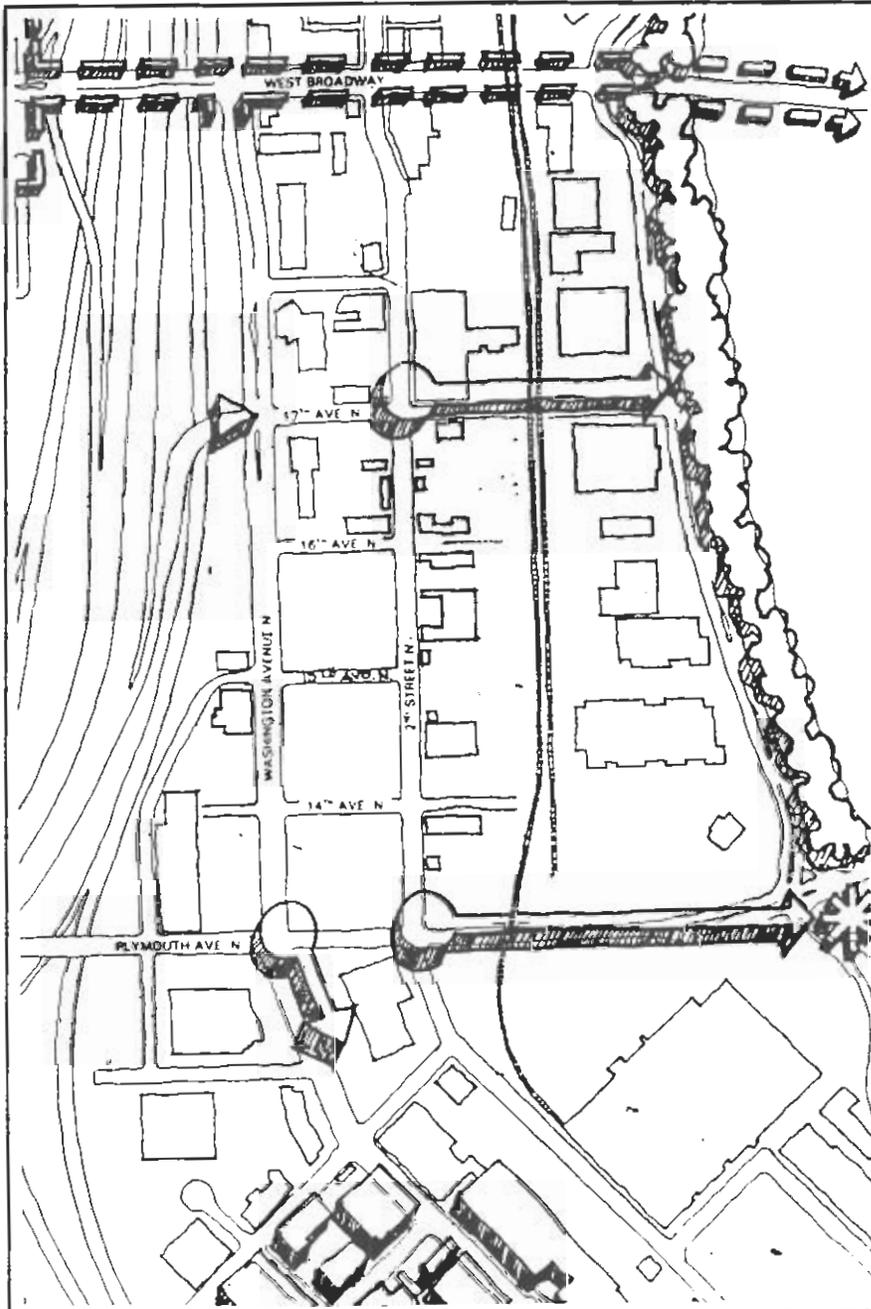
The Northside Jobs Park is located just North of downtown Minneapolis along Washington Avenue North.





The boundaries of the site are Plymouth Avenue on the South and 17<sup>th</sup> Avenue on the North. The Western boundary is one half block West of Washington Ave. North. The Eastern boundary is the Railroad Line directly East of 2<sup>nd</sup> Street North.

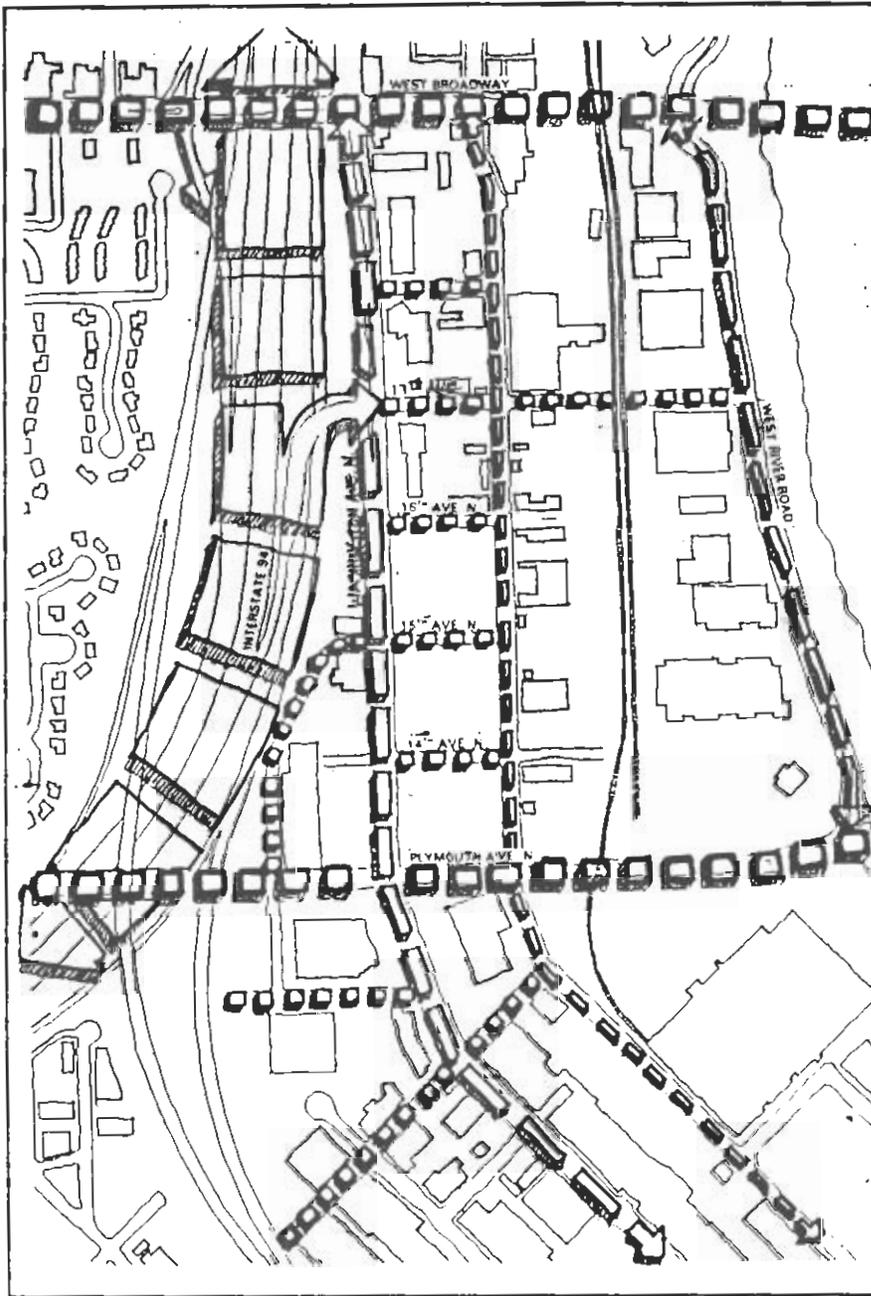




Site Amenities include:

- Views to the Mississippi River looking East along both Plymouth Avenue and 17<sup>th</sup> Avenue.
- Access from I-94.
- Views of the downtown skyline from the intersection of Plymouth Ave. and Washington Avenue.
- Proximity to the North Minneapolis neighborhoods, Broadway commercial district and to N.E. Minneapolis across the river.
- Proximity to the Historic Warehouse District South on Washington.

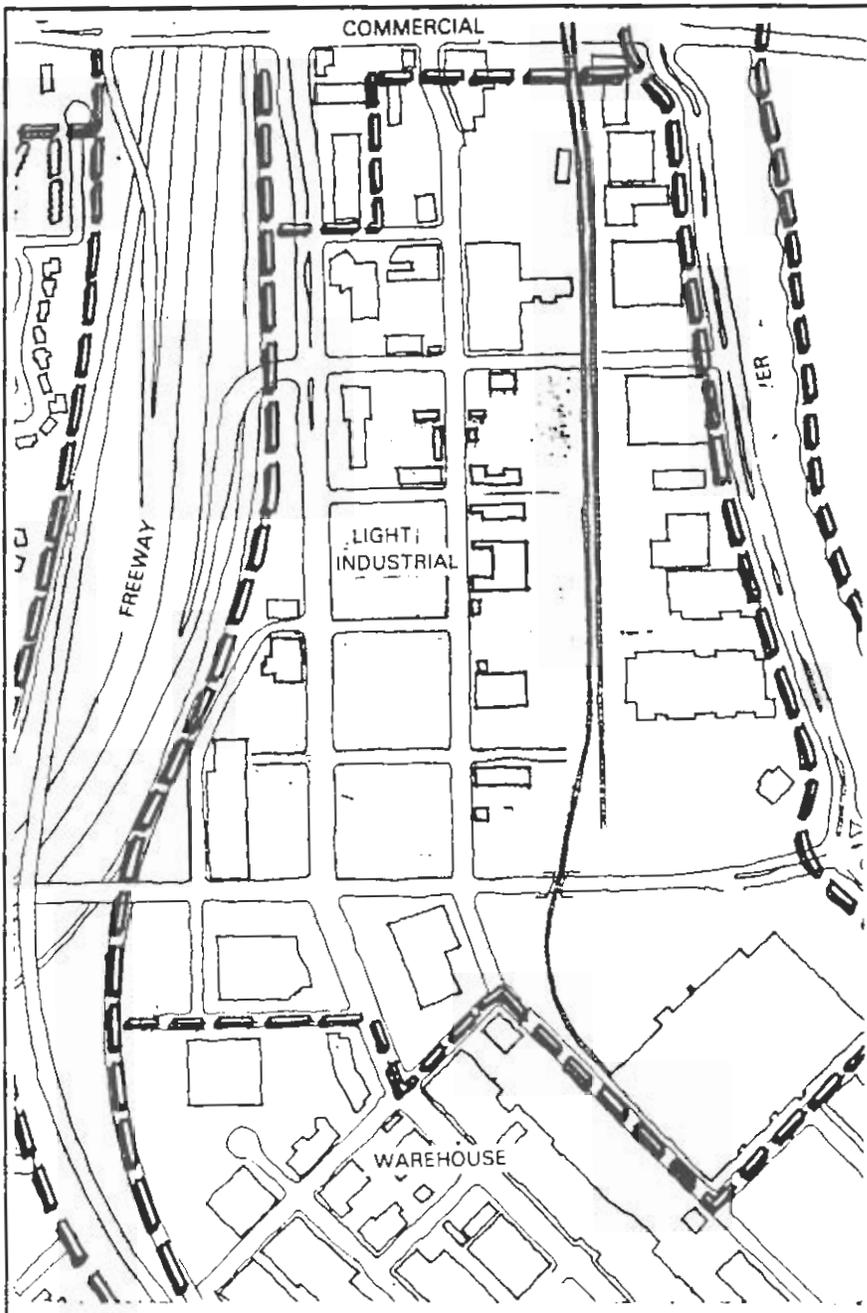




Circulation in and around the site is dominated by North/South travel:

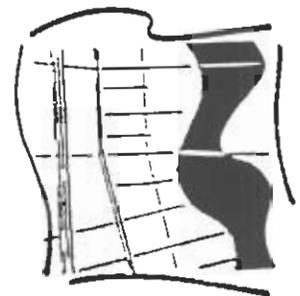
- I-94 runs parallel to Washington Avenue just West of the site.
- West River Road and the Mississippi River are East of the site.
- Washington Ave. and 2<sup>nd</sup> Street North run North/South through the site.
- Plymouth Ave. N connects the site with the N. Minneapolis Community to the West.
- Broadway accommodates commuters from the Northwest suburbs into the city center.
- 17<sup>th</sup> Ave. N. collects traffic from I-94 and offers access to the site, N.E. Minneapolis and the North Minneapolis neighborhoods.





Land use context consists of the following:

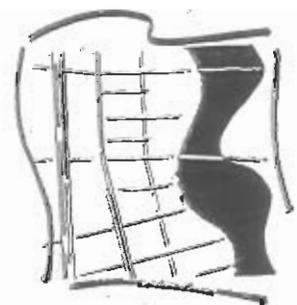
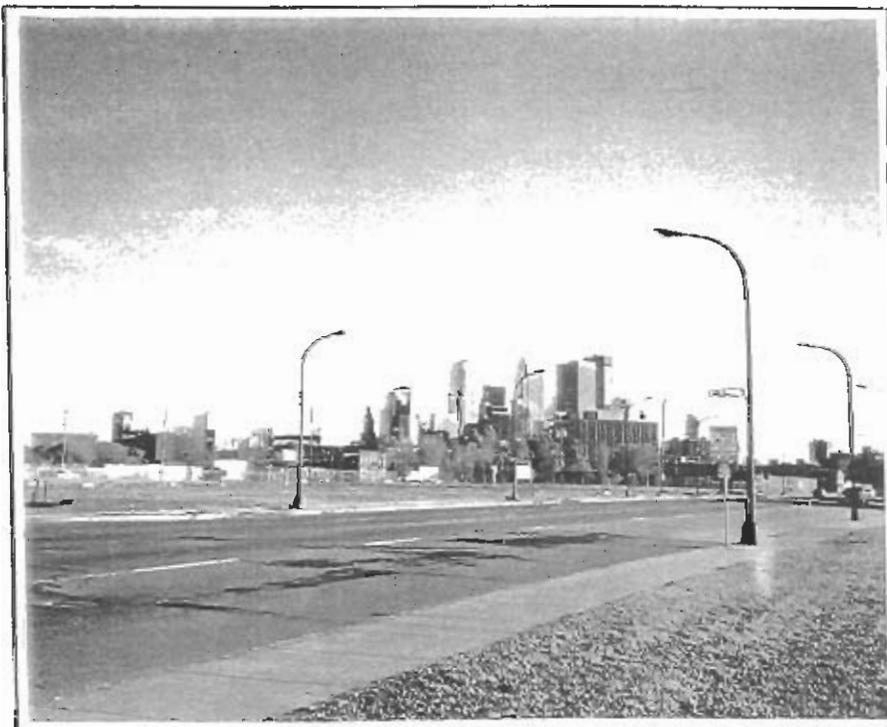
- Historic warehouse district with commercial/retail uses to the South.
- Mississippi River and the parkway to the East.
- Commercial development along Broadway to the Northwest.
- Freeway directly to the West.
- Residential neighborhoods over the freeway to the West and beyond the River to the East.
- Much of the site itself is currently unused or in a Light Industrial use.





View of the downtown skyline from Plymouth Avenue and Washington Avenue North.

View of the project area along Washington Avenue with the Minneapolis skyline in the background.





Typical warehouse district signage, architectural character, building location and entry character.

Warehouse district image, parking on street, buildings set to the property line and entry on the street.





Mississippi River trail and parkland to the East. Pastoral, recreational in character.

Light industrial building to the North, building rhythm, surface articulation and building setback.





West Broadway retail and commercial.

Residential areas West of the site along Plymouth Avenue



## URBAN DESIGN OBJECTIVES

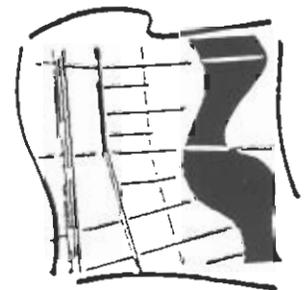


## INTRODUCTION

The MCDA, through the establishment of design criteria, seeks to provide a vision for an improved urban fabric that is sensitive to the physical, cultural, and economic indicators of the North Minneapolis area. The establishment of a neighborhood review process will provide a means for this design vision to be realized over time by a variety of public and private organizations.

### URBAN DESIGN OBJECTIVES:

1. Develop a distinctive neighborhood image consistent with the architectural character still found in the area through control of various design elements, including:
  - appropriate building materials
  - height, scale, and rhythm of buildings
  - relationship of the building to the street
  - location and design of off street parking
  - size, style, and location of commercial signage
  - landscaping on private property to define street edges
  - furnishings, street lighting, planting and other elements within the public right of way
2. Enhance the importance of Washington Avenue as the neighborhood Main Street by:
  - using landscaping to define edges where buildings are not planned
  - requiring that building entries occur on or near Washington Ave.
  - encouraging a continuous block structure along Washington Ave. frontage
  - encouraging support retail/commercial development
  - unifying the street through special street tree planting, sidewalks, and other public streetscape elements
3. Emphasize outdoor places for people by:
  - providing pedestrian connections to the Mississippi River corridor
  - implementing standards for safe and convenient access to buildings
  - recommending outdoor gathering spaces for employee and/or public use
  - establishing appropriate standards for pedestrian area lighting

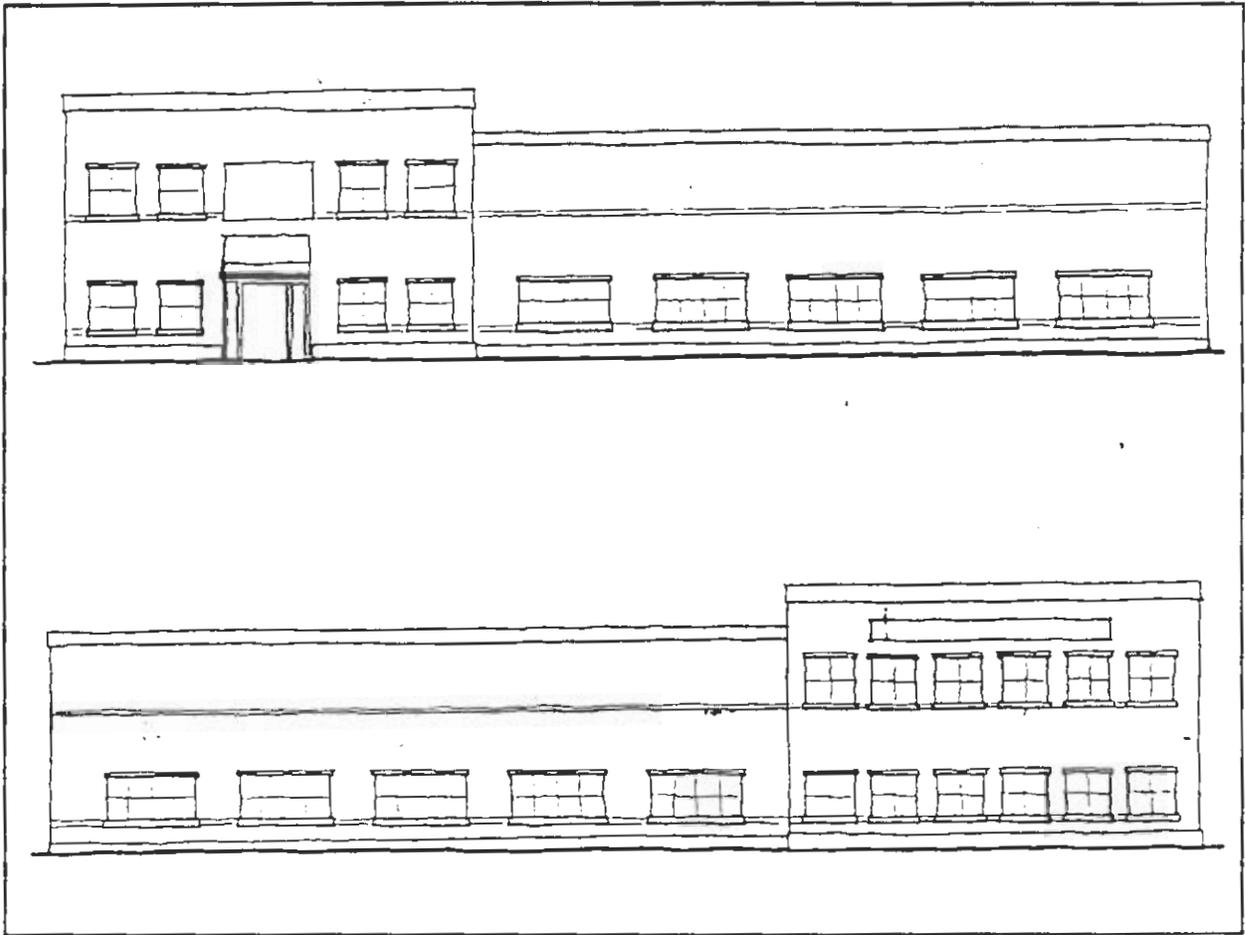


## **OBJECTIVE ONE**

---

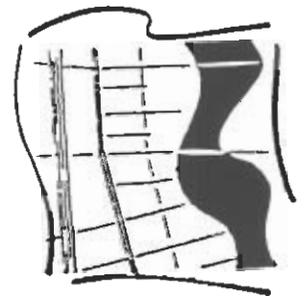
**Develop a distinctive neighborhood image, consistent with the architectural character still found in the area, through the introduction of a variety of design elements.**

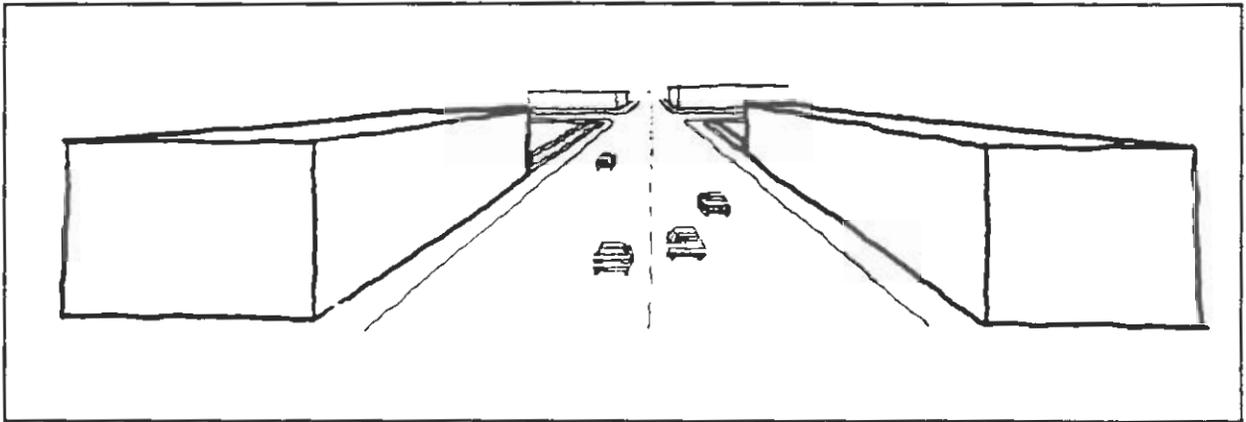
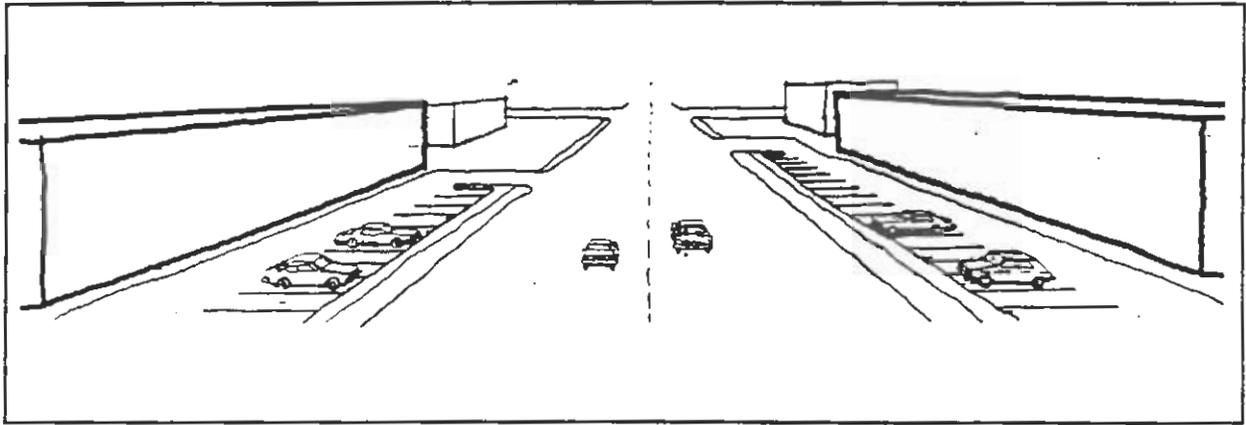




Careful attention should be given to building height, scale, rhythm and materials in an effort to compliment and to be sensitive to surrounding architectural styles. This will create a unified architectural character within the Northside Jobs Park.

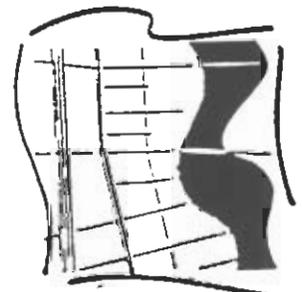
- Building entry / office mass should be more pronounced and visually separate from the main manufacturing / production mass.
- A cornice of textured concrete block, brick masonry, or precast concrete should be incorporated on portions of the building architecture.
- Windows should provide texture and rhythm, and may be detailed with sills, headers, and mullions.
- Front doors should elicit a sense of scale. Provide an entry canopy or delineation of steel, canvas or fabric above the main entry.
- Architectural finishes may be comprised of one or more complimentary, appropriate building materials. A building base of concrete block, brick masonry, or precast concrete is preferred.

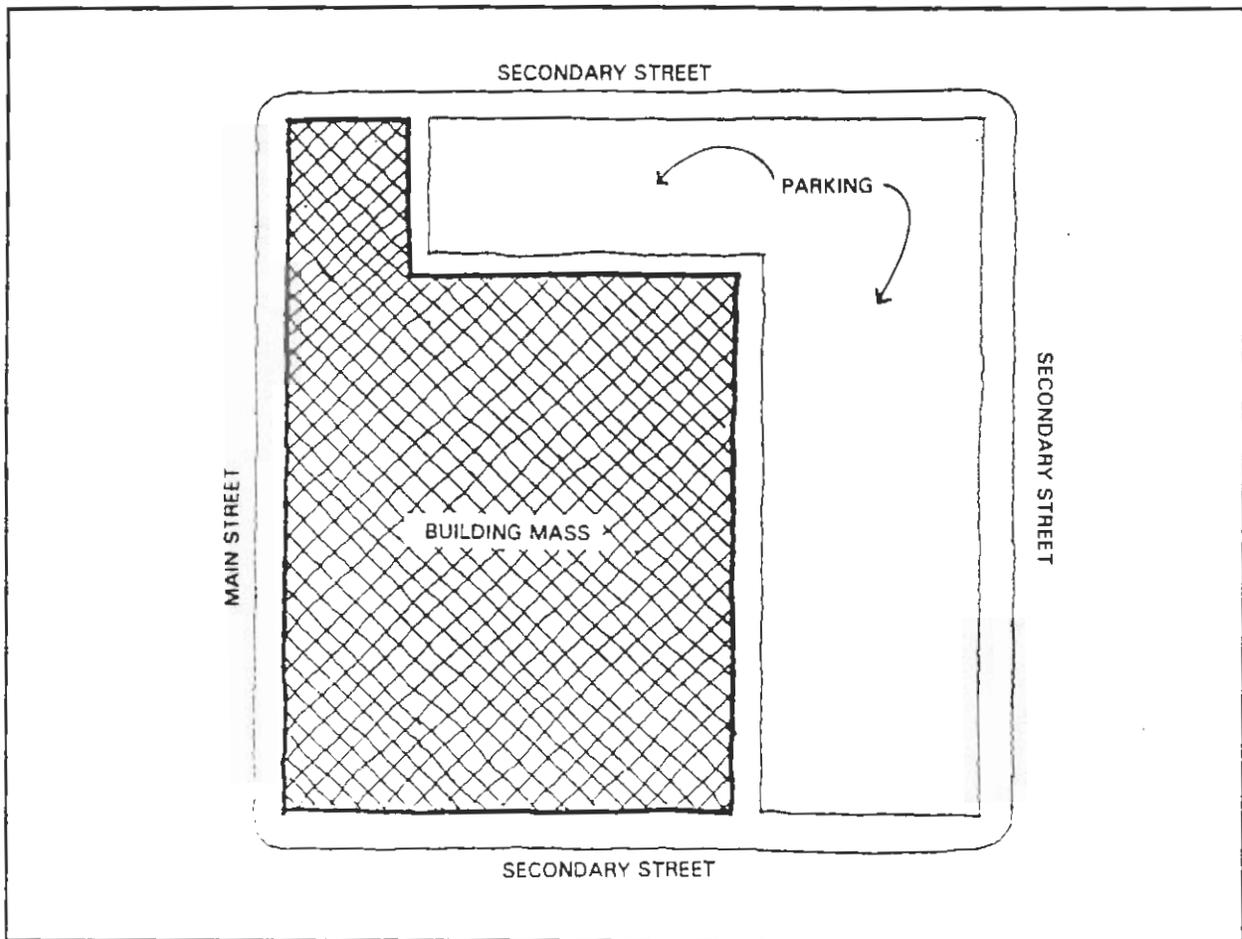




**Top:** An undesirable building to street relationship separates the street from the building with off-street parking. This creates a street without a sense of scale or enclosure. Pedestrian and vehicular traffic appear to be without a clear sense of direction or place.

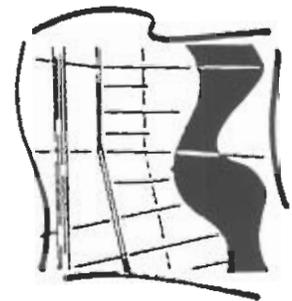
**Bottom:** A desirable building to street relationship is illustrated by bringing the building out to the property line. This creates a sense of scale and enclosure. The street takes on a more urban scale and has greater edge definition. This makes it more identifiable as a place which is in keeping with the warehouse character of the surrounding area. It is the intent of these guidelines to create an identity more closely aligned with the Warehouse District along Washington Avenue to the South.





Location and design of off-street parking should reflect the urban nature of this site(s).

- Parking on the backside of the building allows for the building to front the "main street" of a particular site.
- A portion of the parking may be brought around the side of the facility to accommodate the main entry to the building.
- Parking "on street" reflects the context in which Jobs Park is located.

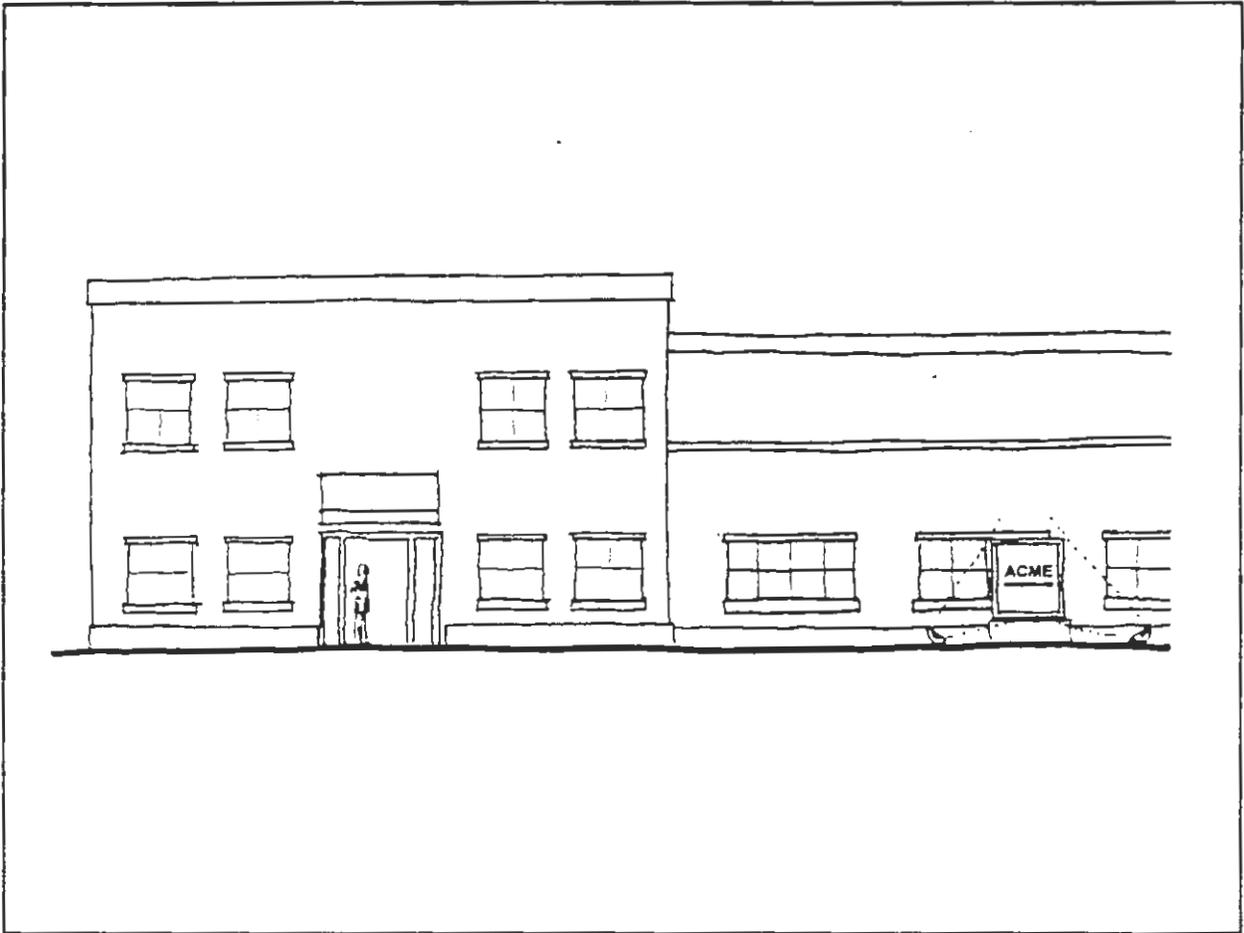




Building mounted signs should be in keeping with the “historic” character of the Warehouse District:

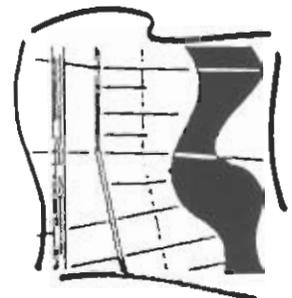
- Building signs should be located at or near the main entry to the building whenever possible.
- Sign design should carry through textures, lines and rhythms articulated by architectural detailing.
- Signs should not be internally lighted but should be downlit or uplit, in keeping with traditional style sign lighting.
- Signs should be constructed of a steel, aluminum, or wood frame / background. Lettering should be set against a contrasting background and might be steel, aluminum, or wood.

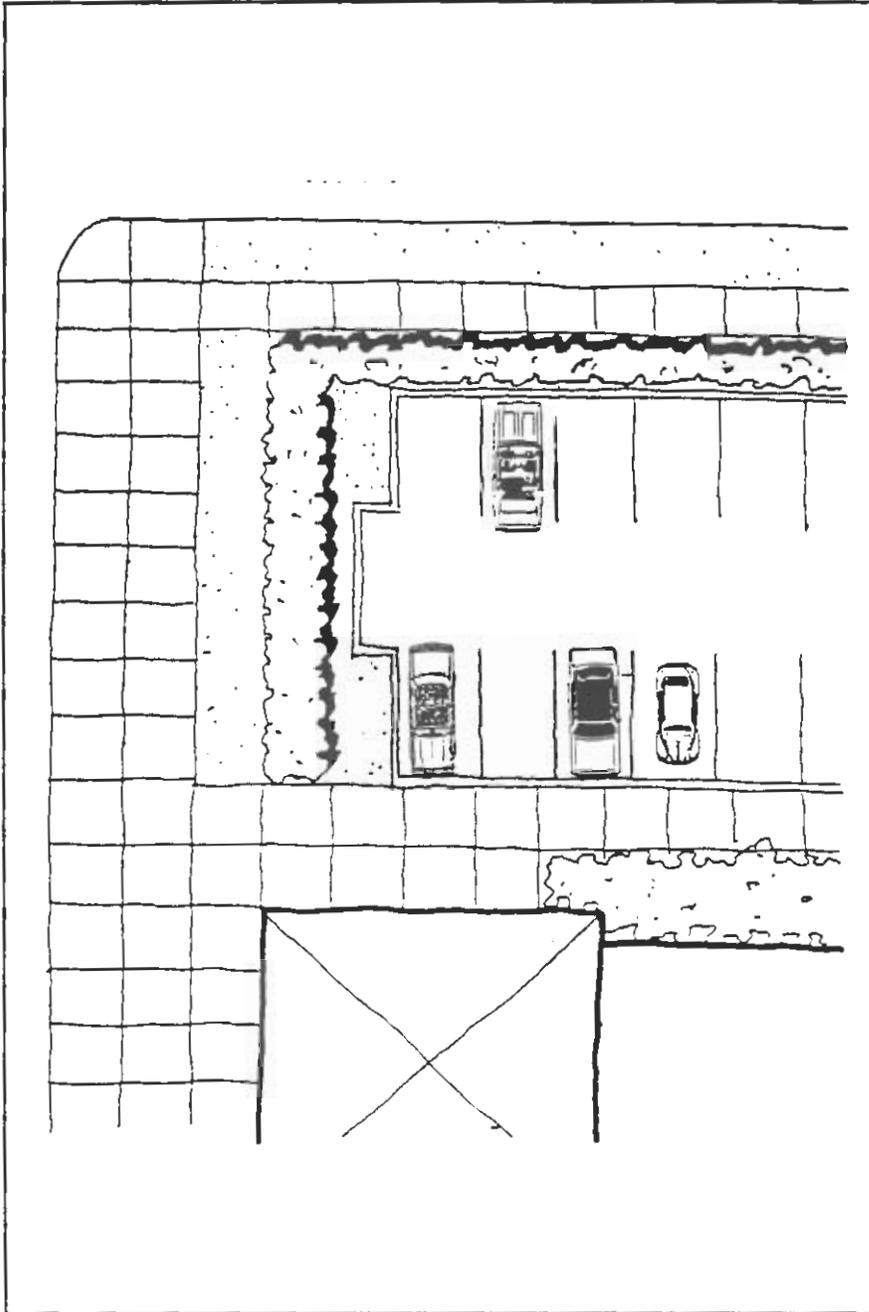




Freestanding signs can be used when structure identification is desired separate from the building.

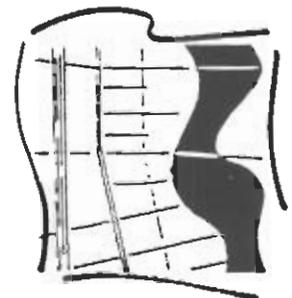
- Signs should be located near or adjacent to the main building entry and visible from parking whenever possible.
- The size of freestanding signs should be in scale to that of a module on the building (i.e. door, window, etc...).
- Signs should have a base and a frame that uses materials and colors complimentary to the building.
- Signs should be ground-lit and not back-lit.





Architectural and Landscape Architectural elements should be used to define edges where buildings are not present. These elements should reinforce the street edge and provide a screen for parking. The following design elements are appropriate:

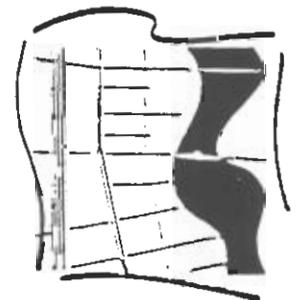
- A wall should be constructed of same or similar materials as the building. This is the preferred screening option on Washington Avenue and may be employed in conjunction with landscaping.
- Fence with planting may be used to contain parking and to provide definition.
- Dense hedge planting alone may be used in certain circumstances.

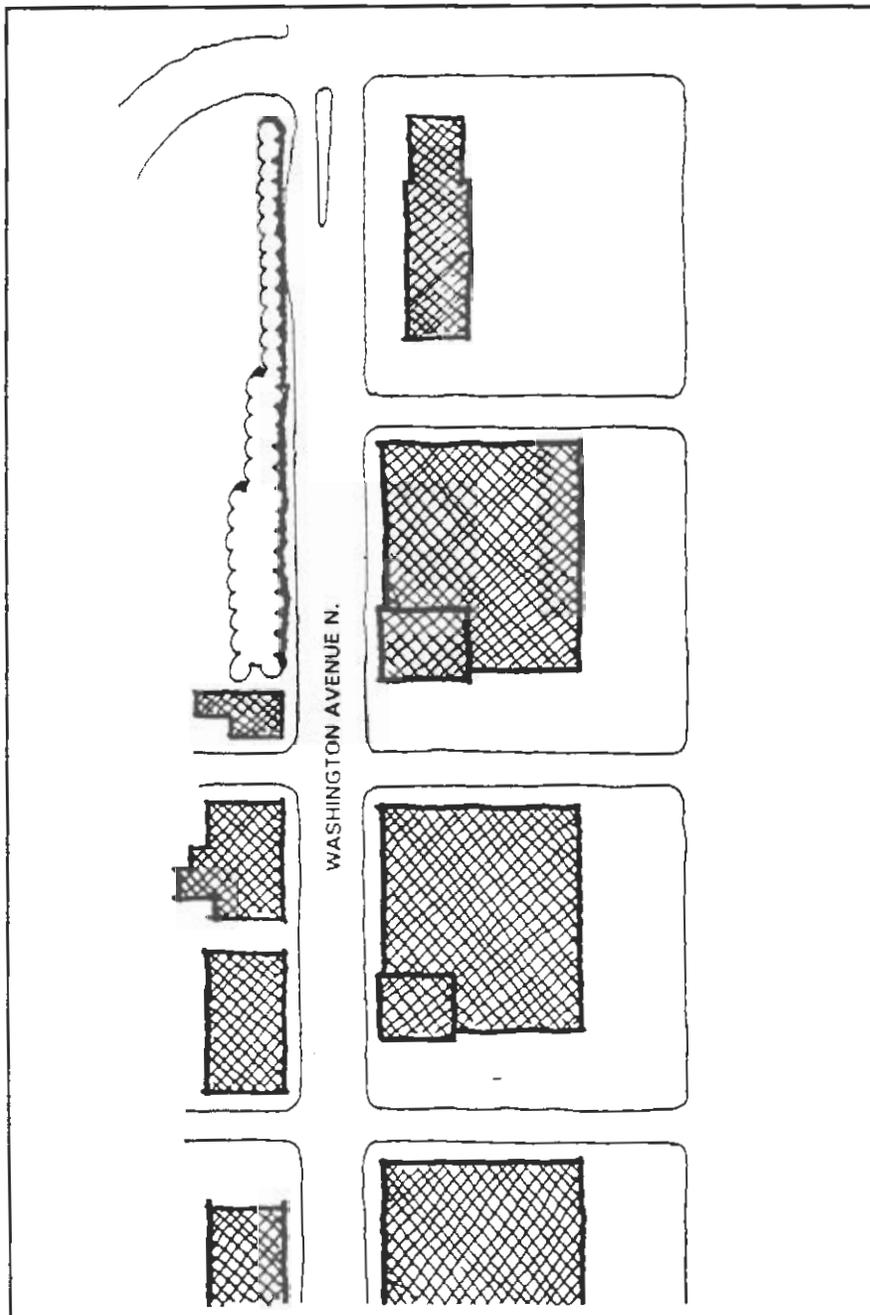


## **OBJECTIVE TWO**

---

**Enhance the importance of Washington Avenue as the neighborhood main street.**



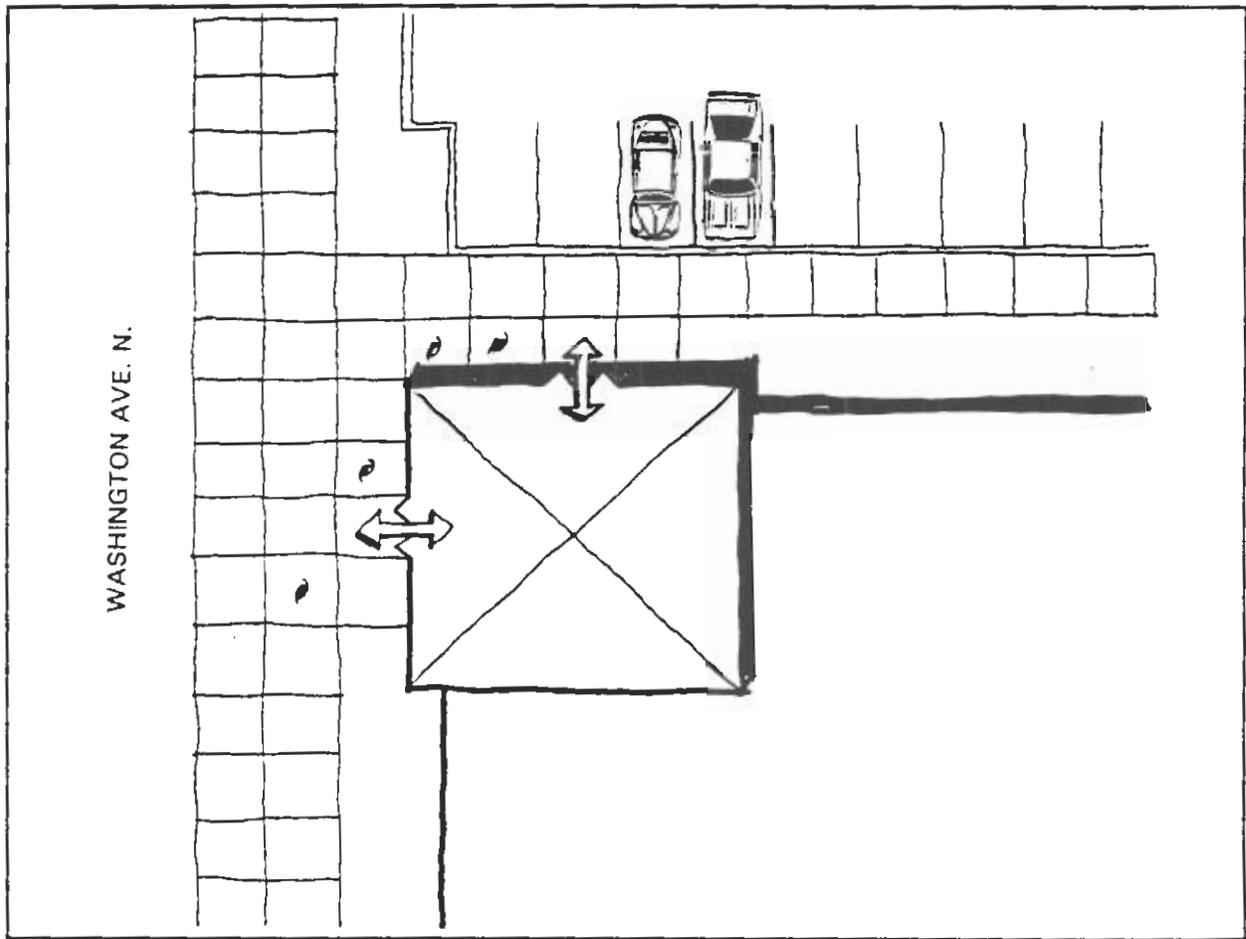


A dense evergreen planting should be installed to suggest an edge condition along the west side of Washington Avenue where no building definition is possible.

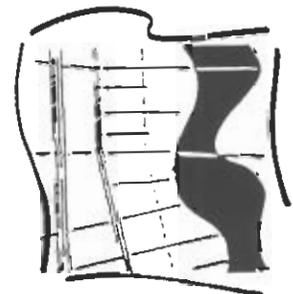
Street trees along Washington Avenue between building and the street will reinforce the image and character proposed by the city.

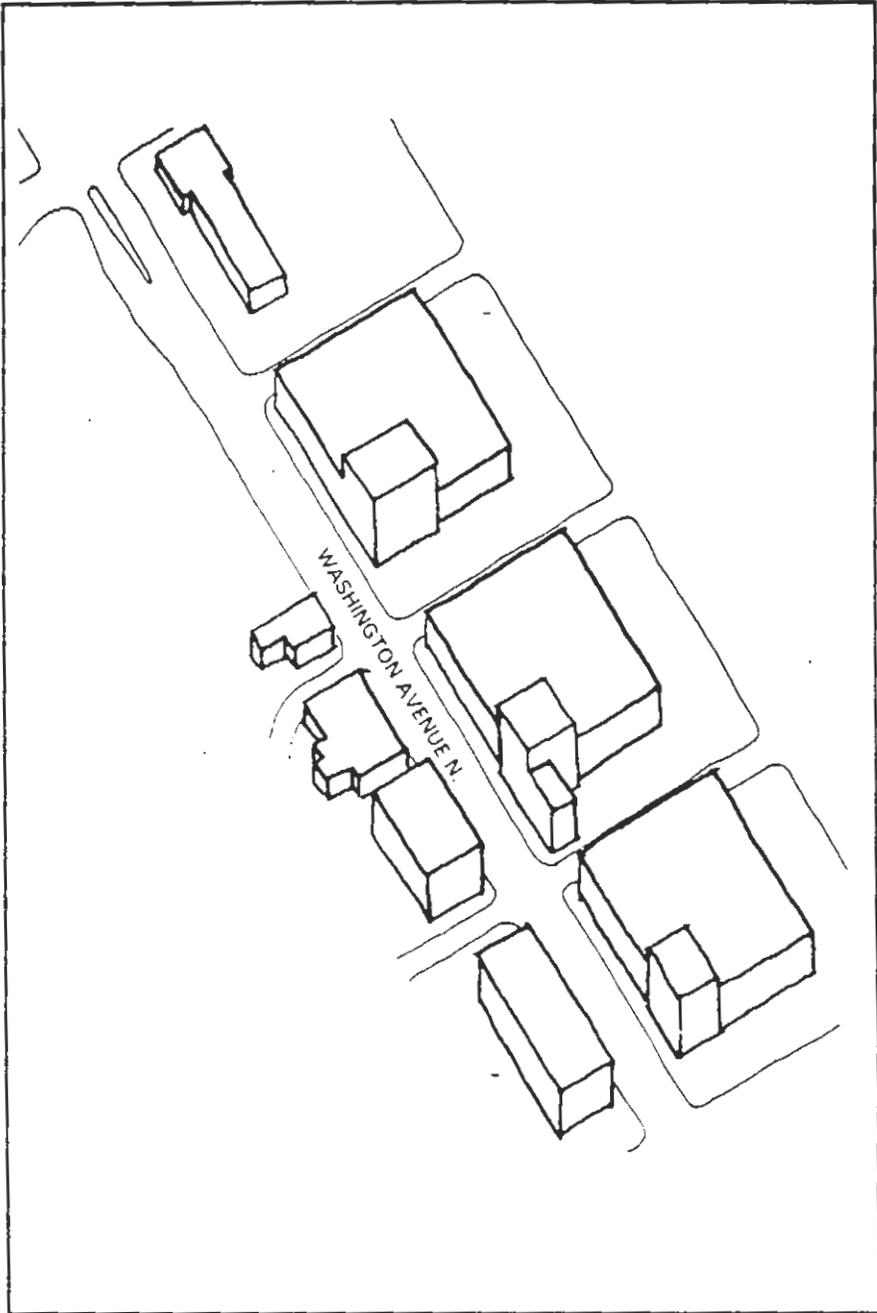
A Secondary Street tree system running East/West will define the pedestrian nature of connection to the Parkway and other open spaces.



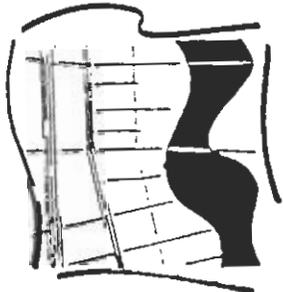


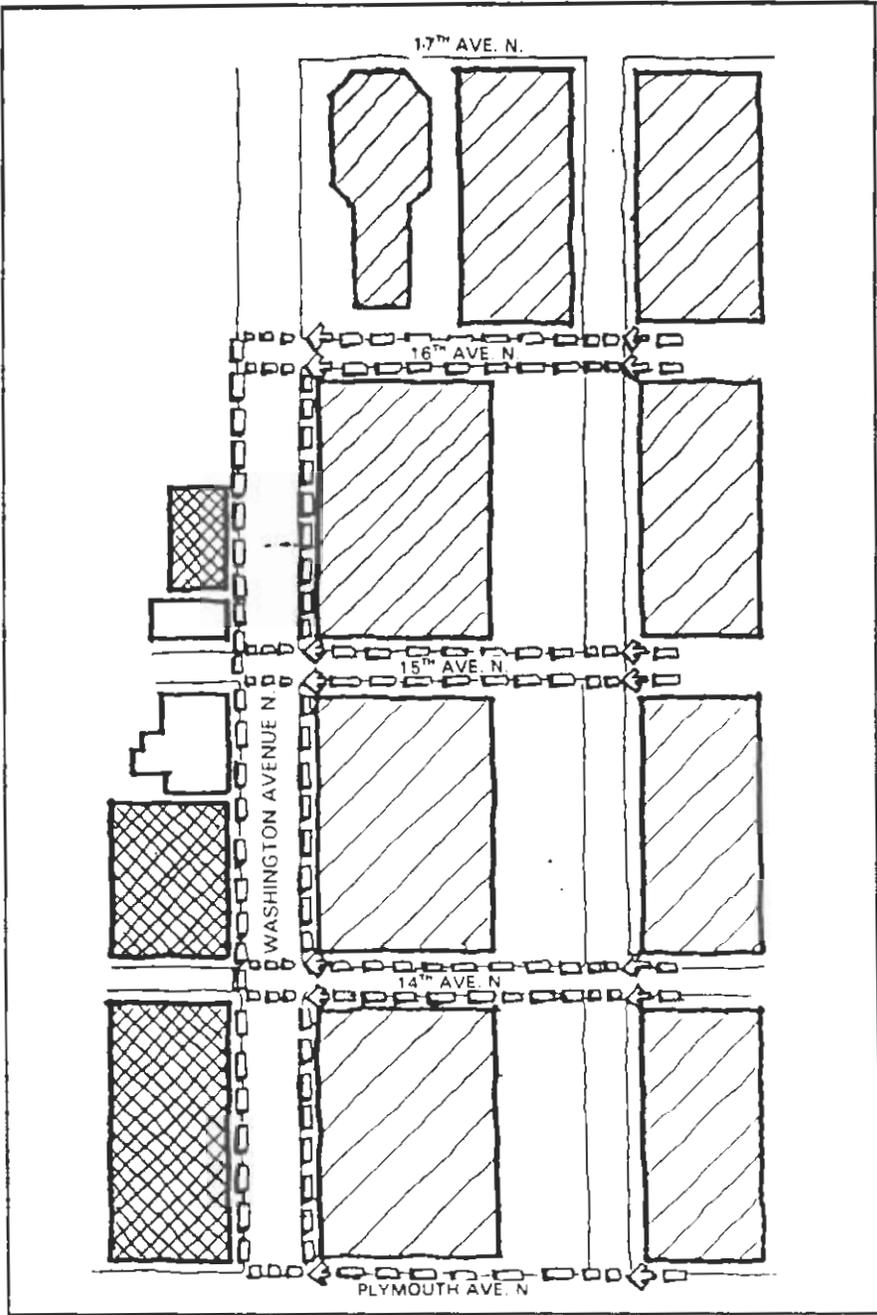
Primary building entries should occur on or close to Washington Avenue in order to reinforce pedestrian activities along the street edge, thus further enhancing street identities and sense of place.



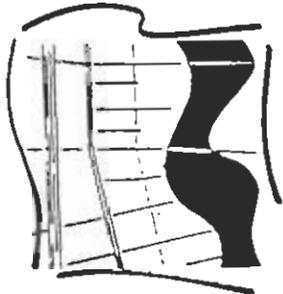


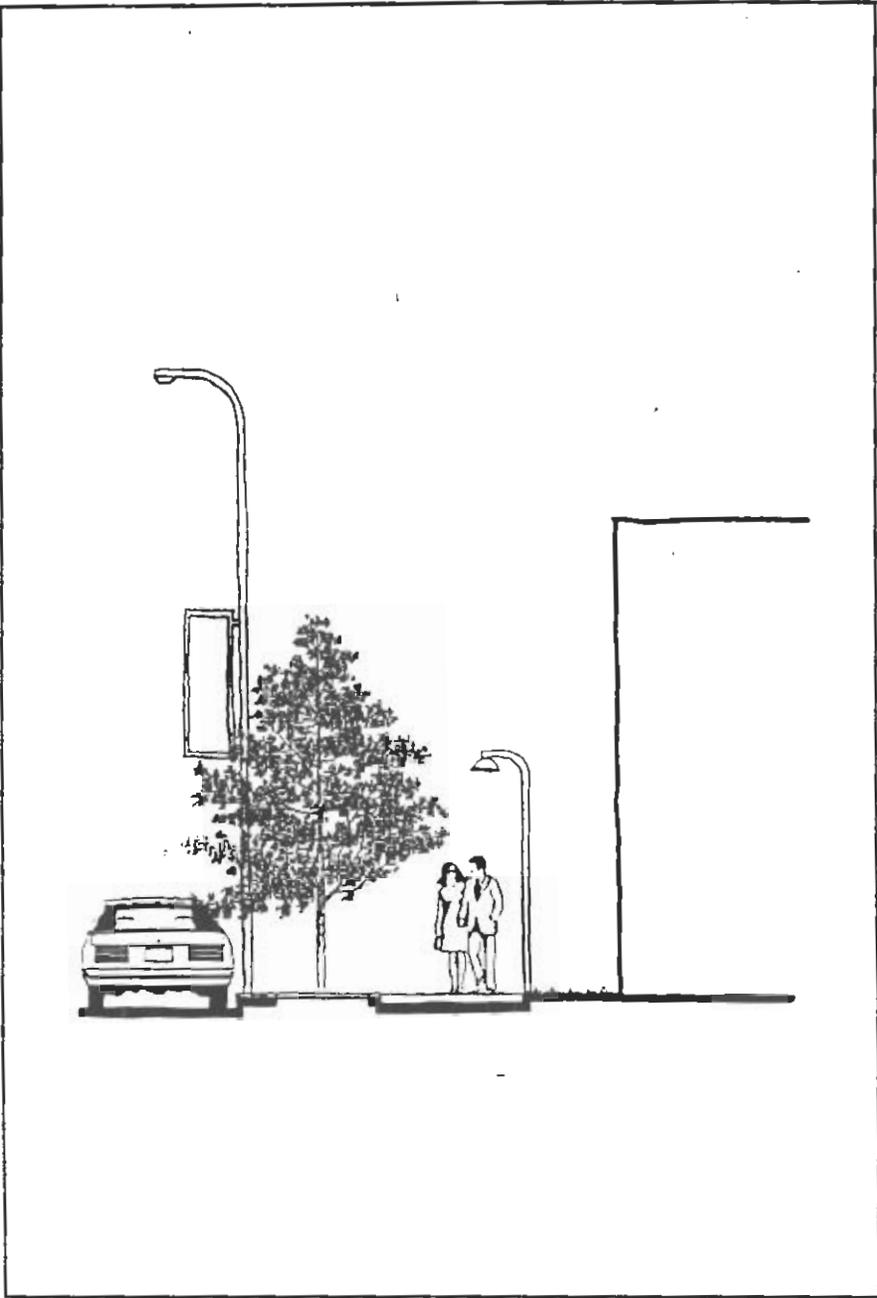
A concept in which buildings which are moved up to the property lines is encouraged to provide a continuity between blocks. This contributes to the neighborhood context and helps to define Washington Avenue as the main street leading in and out of Minneapolis from the North Side.





Additional supporting commercial uses are encouraged along the west side of Washington Avenue North. A mixed use approach provides more diversity in the neighborhood and will potentially draw employees to the services which in turn creates a more lively streetscape along Washington Avenue.





A strong public streetscape can help to unify and create an identity along Washington Avenue. Various design elements might include:

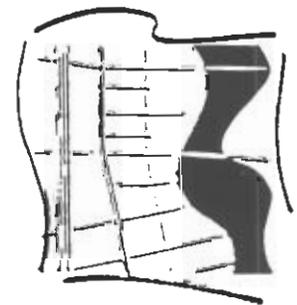
- A graphic Jobs Park identification sign attached to light poles within the park.
- Street trees of a consistent spacing and species planted in the sidewalk with ornamental tree grates and/or in a boulevard setting.
- Pedestrian lights located to provide safety, scale and a pedestrian amenity.
- A sidewalk of a consistent width, texture and pattern.

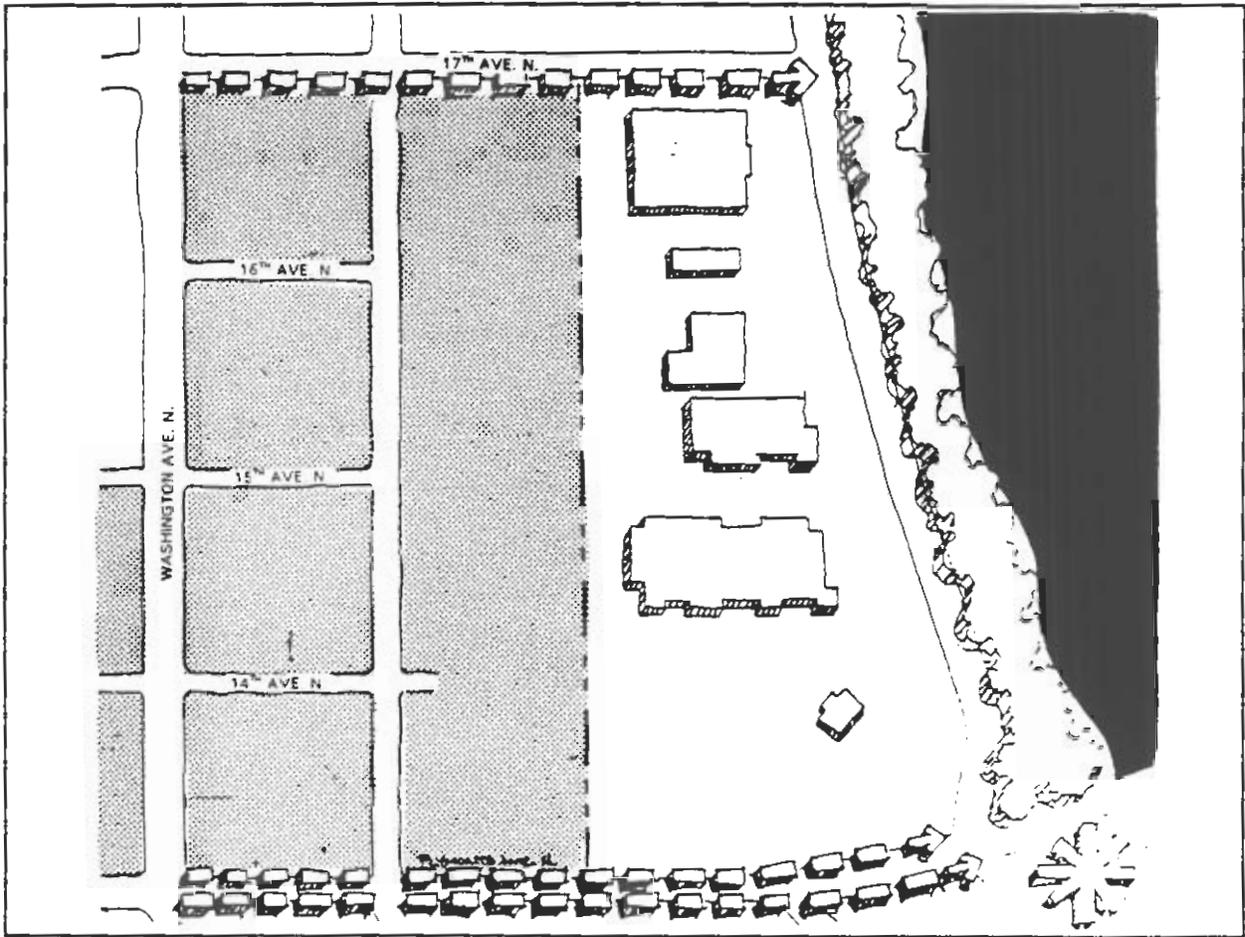


**OBJECTIVE THREE**

---

**Emphasize outdoor places for people.**

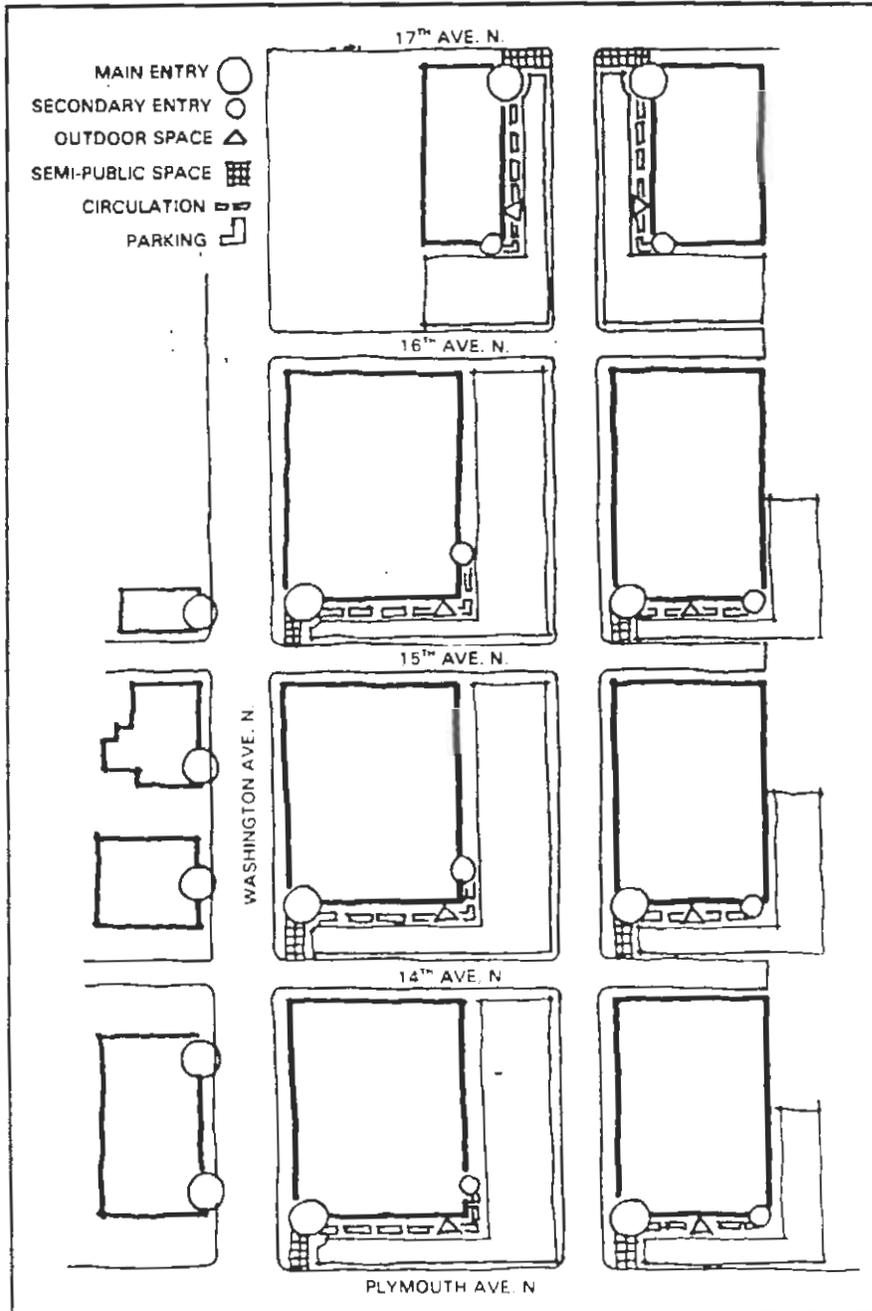




The Jobs Park will be enhanced through inclusion of connections to the Mississippi River at both Plymouth Avenue and 17<sup>th</sup> Avenue. This will be accomplished through encouragement of:

- Marked bike trails within city right of way.
- Street trees and boulevard plantings of significant size and appropriate character.
- Clear paths of travel for pedestrians separated from roads and bikeways.
- A landscaped median within Plymouth Avenue extending to the Mississippi River.





Outdoor areas within individual sites should be organized to provide employees with safe, convenient and pleasing places. Primary entries should be linked conveniently with any secondary entries, and both should be located in close proximity to parking. Entries and outdoor eating areas should be located with southern exposure and convenient connections to entries and pedestrian access ways.



## PRIVATE DEVELOPMENT REFERENCE



This chapter contains detailed instructions relating to private development within the project area (areas not within the street R. O. W.)

The instructions are derived from the goals, objectives and urban design principals that were described in Chapter 2. These instructions are the primary means by which the project area goals and objectives will be realized.

This chapter will be of particular value to the private developer by providing a concise statement of the site planning and architectural design criteria in effect within the project area. It also provides an outline of the governing codes of other agencies which have jurisdiction over work in the project area.

Section headings within the Private Development Framework include:

**APPLICABLE CODES-**

describing key governing codes.

**SETBACKS-**

describing setback dimensions for all streets and requirements for landscaping within setbacks.

**BUILDING DESIGN CRITERIA-**

detailing controls on building materials, massing and design of elevations.

**SITE DESIGN CRITERIA-**

detailing controls on site and building plan design.

**ALLOWABLE PLANT LIST and TYPICAL PLANT INSTALLATION-**

describing minimum standards for plant selection and installation.

Refer to Chapter 4 Project Review Requirements for submittal and review schedule.



## APPLICABLE PLANNING/BUILDING CODES

The following list of codes is intended to serve as a starting point for developers and planners who are preparing site plans within the Jobs Park. This list is not all inclusive. It will be the developer's responsibility to conform to all codes applicable to his/her particular building use and site requirements.

### ARTICLE II M1 LIGHT INDUSTRIAL MANUFACTURING DISTRICT

542.440	District division
542.441	Conditions governing permitted uses
542.442	Permitted uses
542.443	Conditional uses
542.444	Vibration
542.445	Explosive and flammable materials
542.446	Glare and heat
542.447	Lot area requirements
542.448	Yard requirements
542.449	Regulations along business and residence districts
542.450	Floor area ratio
542.451	Signs
542.452	Off-street parking
542.453	Off-street loading

### AMERICAN DISABILITY ACT REGULATIONS

1994 UNIFORM BUILDING CODE AS ADOPTED BY THE STATE  
BUILDING CODE ON MARCH 20, 1995

### IMPORTANT RESOURCE PHONE NUMBERS:

City of Minneapolis Inspections	673-5800
Minneapolis Community Development Agency	673-5095
Minneapolis Public Works	673-2352
Minneapolis Planning Department	673-2597
Minneapolis Fire Administrative Offices	673-2890
Damon Farber Associates	332-7522
Minneapolis Zoning Department	673-5836
Minneapolis Police Department	673-2853
MNTAP	627-4646

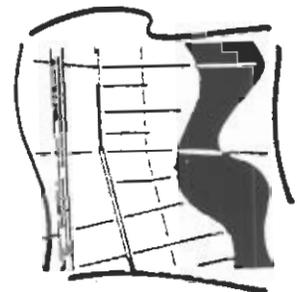


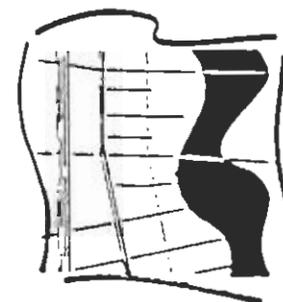
CHART 2

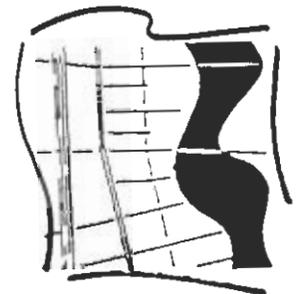
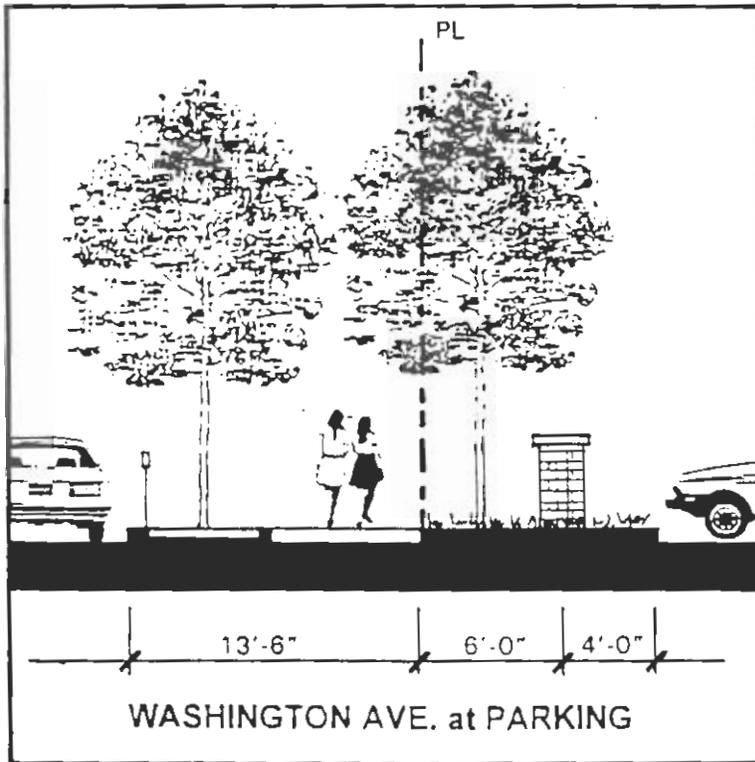
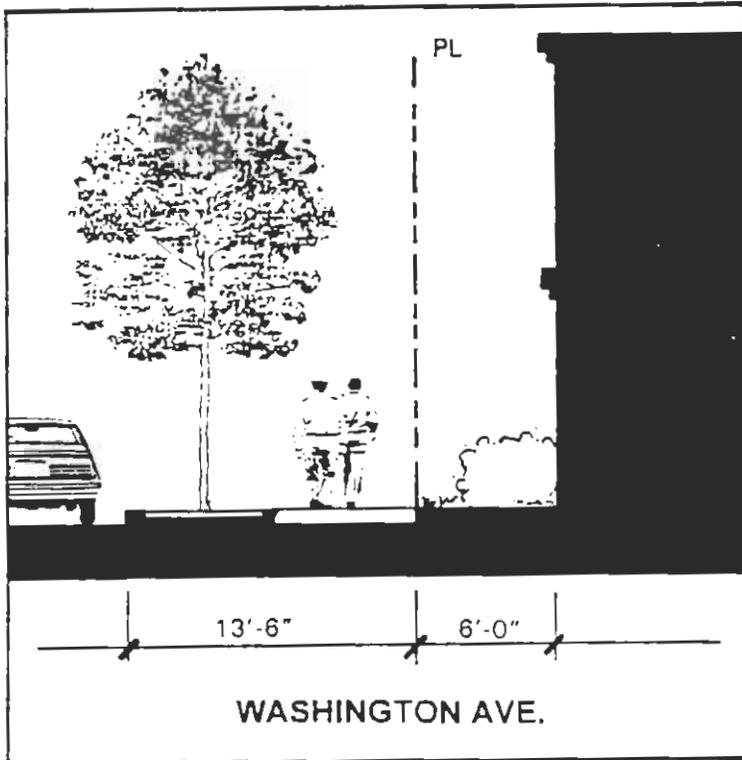
PUBLIC R.O.W. DIMENSIONS			PREFERRED SETBACK DIMENSIONS	
Street	Street Centerline to Curb	Curb to Property Line	Property Line to Building	Property Line to Parking
Washington Avenue	38 ft.	13'-6"	6 ft.	10 ft.
Plymouth Avenue	21 ft.*	12 ft.	6 ft.	6 ft.
2nd Street N	27 ft.	14'-2" ft.	8 ft.	6 ft. West / 12 ft. East
14th Avenue N	16 ft.	17 ft.	8 ft.	12 ft.
15th Avenue N	16 ft.	17 ft.	8 ft.	12 ft.
16th Avenue N	16 ft.	17 ft.	8 ft.	12 ft.
17th Avenue N	22 ft.	11 ft.	8 ft.	12 ft.

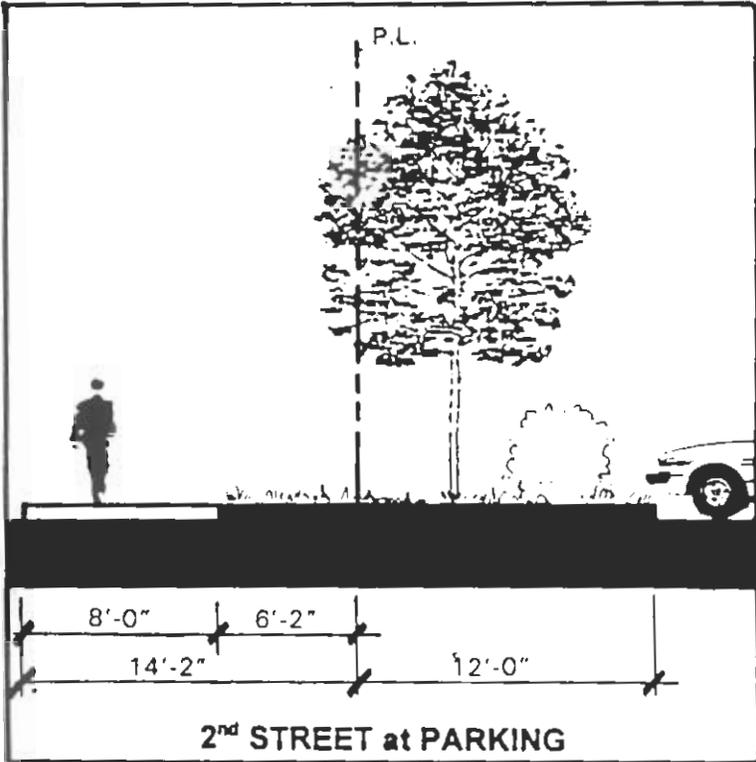
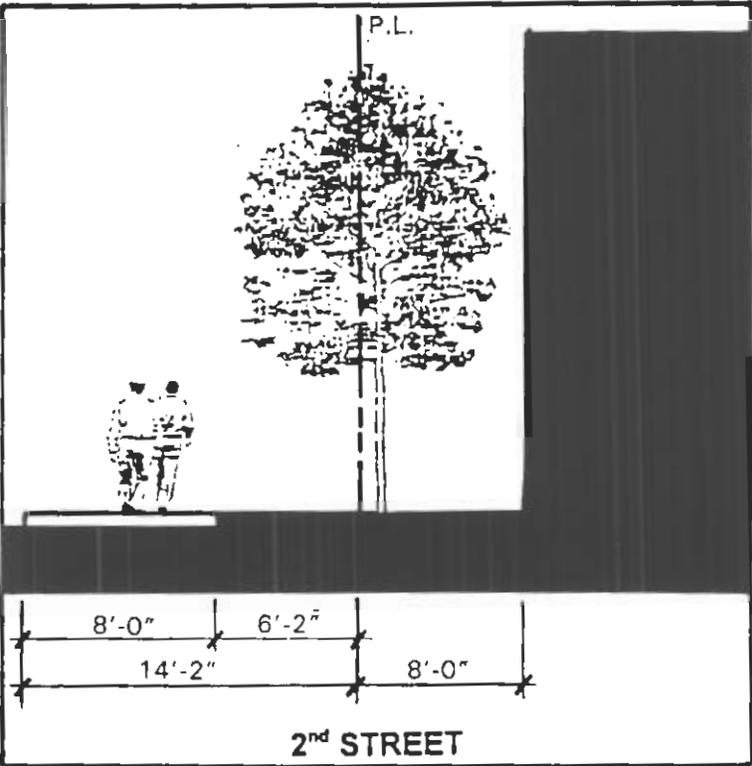
\*Reflects current street width. MCDA proposes that centerline to curb dimension be widened to 35 feet to accommodate Plymouth Greenway proposal per chapter five. Such a change would require relocation of the current property line.

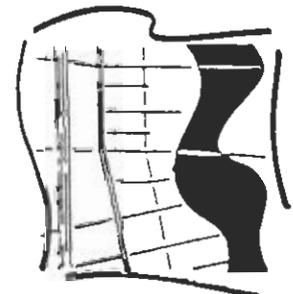
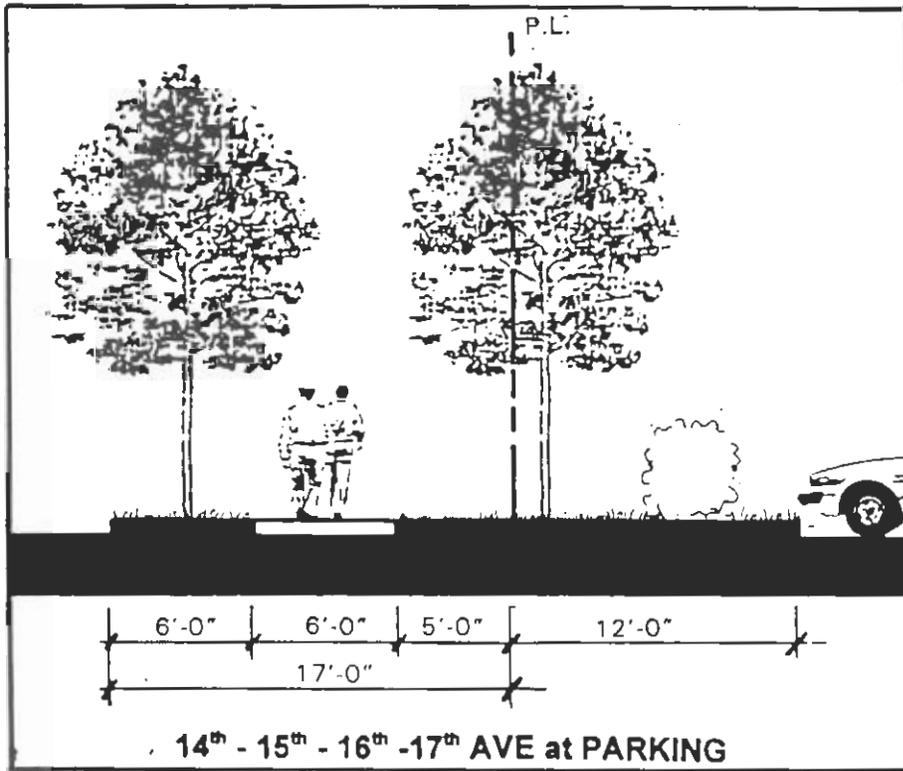
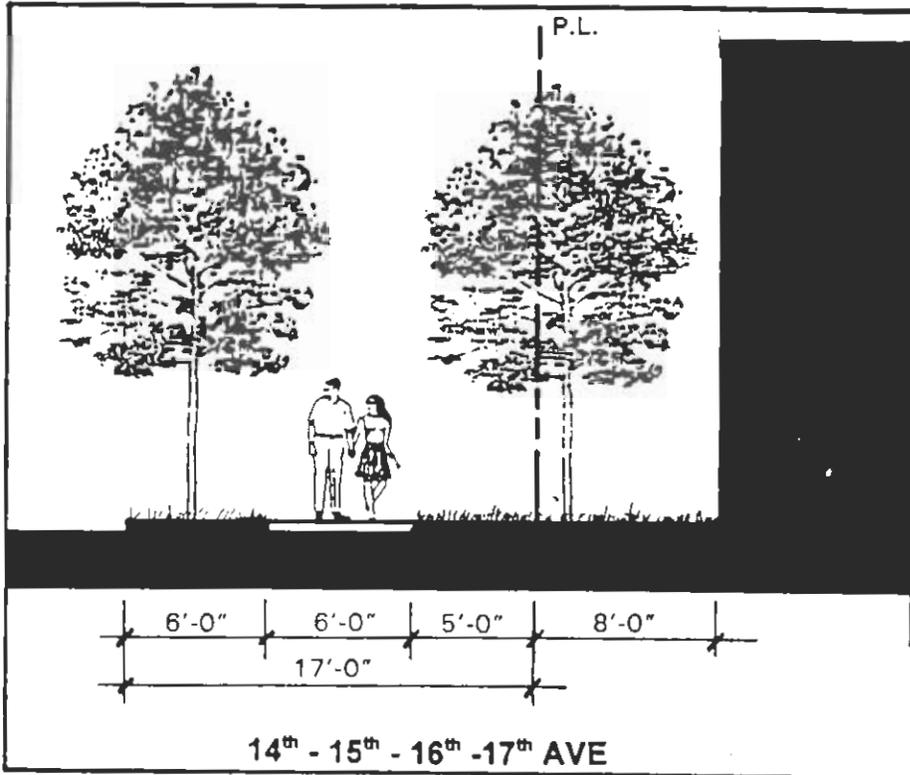
CHART 3

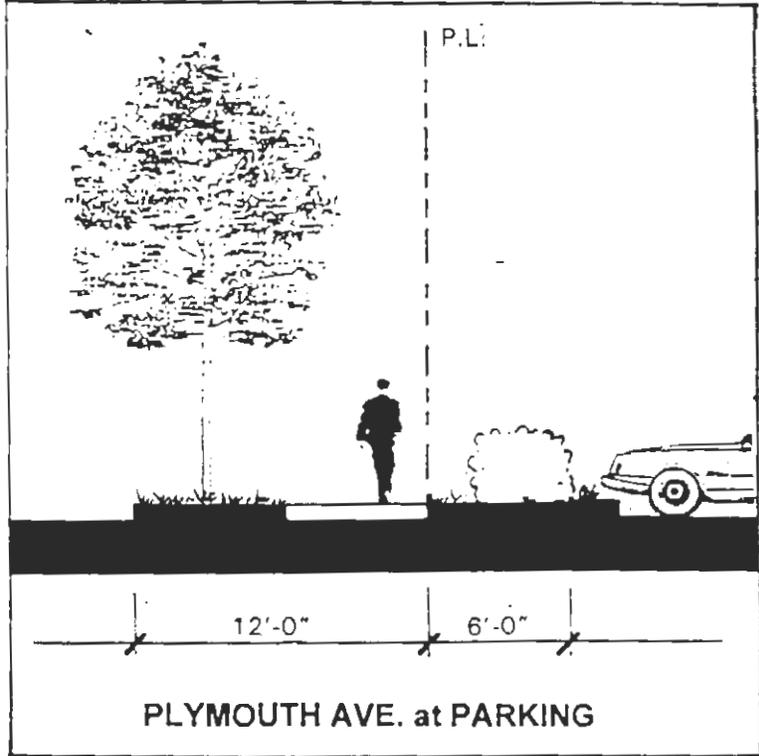
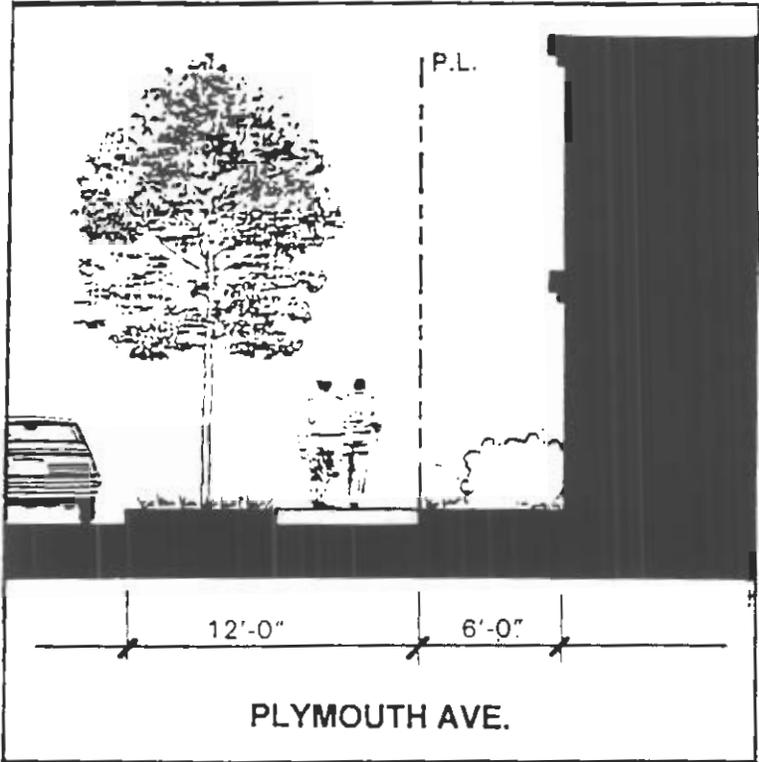
PREFERRED TREATMENT OF PRIVATE SETBACKS					
Street	Building	Lawn / Groundcover	Wall Screen	Hedge Screen	Regular Tree Planting
Washington Avenue	Preferred 80%	Allowed	Preferred	Not Preferred	Not Preferred
Plymouth Avenue	Not Preferred	Preferred	Not Preferred	Preferred	30 ft. O.C
2nd Street N	Preferred 80%	Allowed	Preferred	@PARKING	30 ft. O.C.
14th Avenue N	Not Preferred	Preferred	Allowed	@PARKING	30 ft. O.C
15th Avenue N	Not Preferred	Preferred	Allowed	@PARKING	30 ft. O.C
16th Avenue N	Not Preferred	Preferred	Allowed	@PARKING	30 ft. O.C
17th Avenue N	Not Preferred	Preferred	Allowed	@PARKING	30 ft. O.C











## BUILDING DESIGN CRITERIA

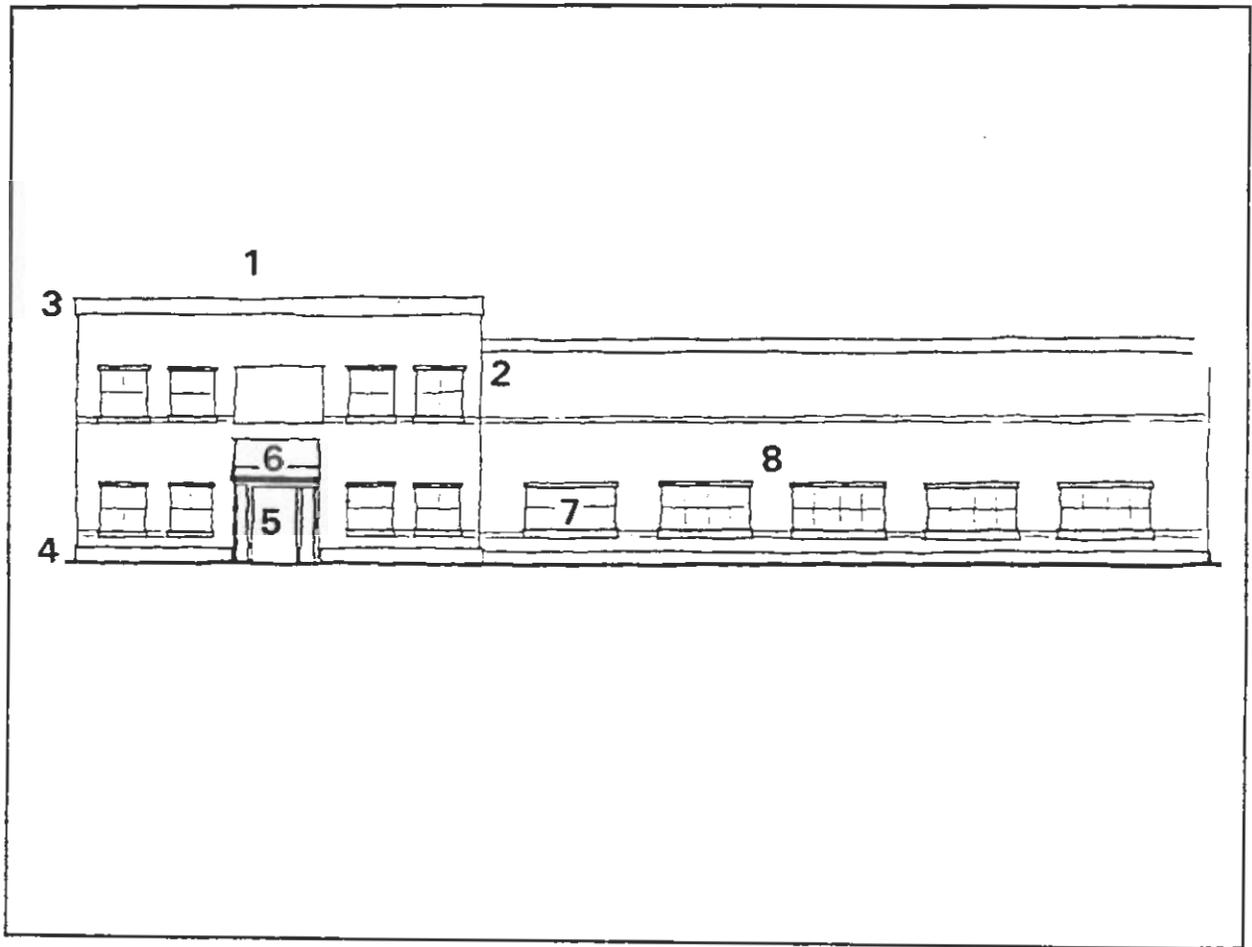
1. Industrial facilities should have a distinct and identifiable office/commercial component of the same height or taller than the industrial component. A horizontal projection of the office component out from the industrial component is preferred.
2. The office/commercial component should have its main entry on Washington Avenue (where applicable) and be located in the Southwest quadrant of the project.
3. For development that is not industrial, follow the guidelines for the office/commercial component described herein.
4. At least 80% of the Washington Ave. frontage should be building.
5. If the site does not include Washington Avenue, then at least 80% of the 2<sup>nd</sup> Street North frontage should be building.
6. The primary building entry should be approachable from the public or private side.
7. The building should have a cornice of contrasting material, color and/or finish to the building. Minimum 18" high to 4' high maximum.
8. The building should have a base of contrasting material, color and or finish to the building. Minimum 18" high to 4' high maximum.
9. The office component should have square or vertical rectangular windows, with dividing mullions, in a regular pattern on all floors. A pronounced header, sill or arch is preferred. The height should be no greater than 2 times width.
10. The main entry at the office component should be grand in scale and include an awning like overhang element.
11. The industrial component should have windows with dividing mullions complementary in style to the office component. A pronounced header, sill or arch is preferred. If windows are not feasible, the industrial facade should be broken up in a regular rhythm by a column or other facade delineation which complements the treatment of the office component.
12. If awnings are used over windows, they should match the shape of the windows and they should all be of the same size and style.
13. Building colors should be predominantly warm earth tones, as approved by the MCDA.



## BUILDING MATERIALS

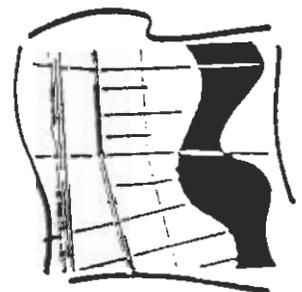
1. The office component wall should have the appearance of a modular material set horizontally, no greater in size than 2 feet high by 3 feet wide. Masonry brick, stone, textured concrete block, and textured precast concrete are preferred. Painted walls, untextured concrete block and tilt-up precast concrete are not preferred.
2. It is preferred that the industrial building component match the office component in use of materials. If this is not feasible, a change of material may occur. If there is a material change, there should be a harmonious appearance to the overall building elevation. A step in or out at the point of change is preferred. Elements such as color, texture or reveal lines should be carried over from the office component to the industrial component. The material change should not occur too close to the end of the facade.
3. Windows should be clear or tinted, not reflective.
4. Modular glass and tile materials are acceptable as accent trim, but should not be a main building material.
5. Awning may be cloth, metal or plastic.
6. Window sills and headers may match building wall or base material. Wood, metal are also acceptable.





**PROTOTYPICAL BUILDING ELEVATION**

1. Office/Commercial
2. Industrial
3. Continuous cornice
4. Continuous base
5. Grand scale entry
6. Awning element
7. Divided windows
8. Modular wall material



### SHIPPING AND RECEIVING

1. The project should not have more than 8 truck docks or shipping/receiving bays.
2. Truck docks should not face Washington Ave. nor be located within 150 feet of Washington Ave. property line.
3. Screen truck docks with planting as described under LANDSCAPING.
4. Stacking or storage of trucks, trailers, freight containers or other material should occur only on appropriately designed and designated paved areas. Storage areas should not exceed 20,000 square feet in size.

### PARKING

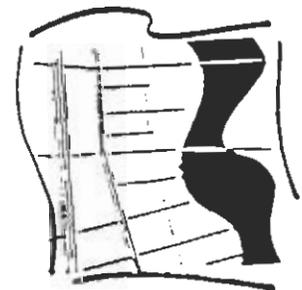
1. Provide a 6" high concrete curb around all parking areas.
2. Provide landscape islands at the ends of all parking rows. Islands should be at least as large as one parking stall.
3. Provide minimum parking of one stall for every 300 square feet of office space; one stall for every 200 square feet of commercial space; one stall for every 1000 square feet of industrial space up to 20,000 and one stall for every 2000 square feet of industrial space exceeding 20,000.

### SERVICE YARD

1. Locate service yards against building and adjacent to truck docks, and at least 50 feet from property line.
2. Screen all sides of service yard with a solid 8 foot high architectural screen, materials to match building, or a dense evergreen planting.

### PEDESTRIAN AREAS

1. Provide a continuous concrete sidewalk, 5' wide (excluding any parking overhang at curb) between parking lot and building.
2. Provide paved area plus apparatus for locking 15 bicycles, in a location convenient to the building entry.
3. Provide a paved seating area accessible to the building entry, parking and public sidewalk with fixed seating for 25 people, provide trash receptacles.
4. Provide a six foot minimum concrete sidewalk from public sidewalk to all building entries.

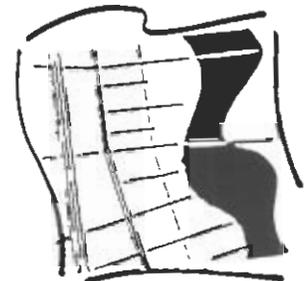


## LANDSCAPING

1. See pages 3-19 and 3-20 for recommended species of plant material, sizes, and standards for installation.
2. Provide landscape maintenance specs for review and approval prior to occupancy.
3. All landscaping should be provided with automatic irrigation except areas designated as 'Undeveloped.'
4. Landscaped areas should be either sodded lawn or woody plants at 3' - 0" o. c. spacing, maximum.
5. All non-sodded areas to receive a 4" deep layer of hardwood or rock mulch.
6. Non-woody flower plantings may be used in limited quantities as accent plantings.
7. Planting islands within parking lots should have at least one tree.
8. Trees should be provided within designated setback areas at 30' o. c., except on Washington Ave. Staggered spacing may be used if it improves the appearance of the project and meets the 30' spacing requirement on average.
9. Additional planting to provide shade in pedestrian areas and to otherwise enhance the image of the development is encouraged.

## UNDEVELOPED AREAS

1. Undeveloped areas are areas between the building and setback line which is not being developed.
2. Undeveloped areas should be located so that future expansion or development opportunities within the area are considered.
3. Areas designated as 'Undeveloped' should be graded and seeded with native grass/wildflower mix.



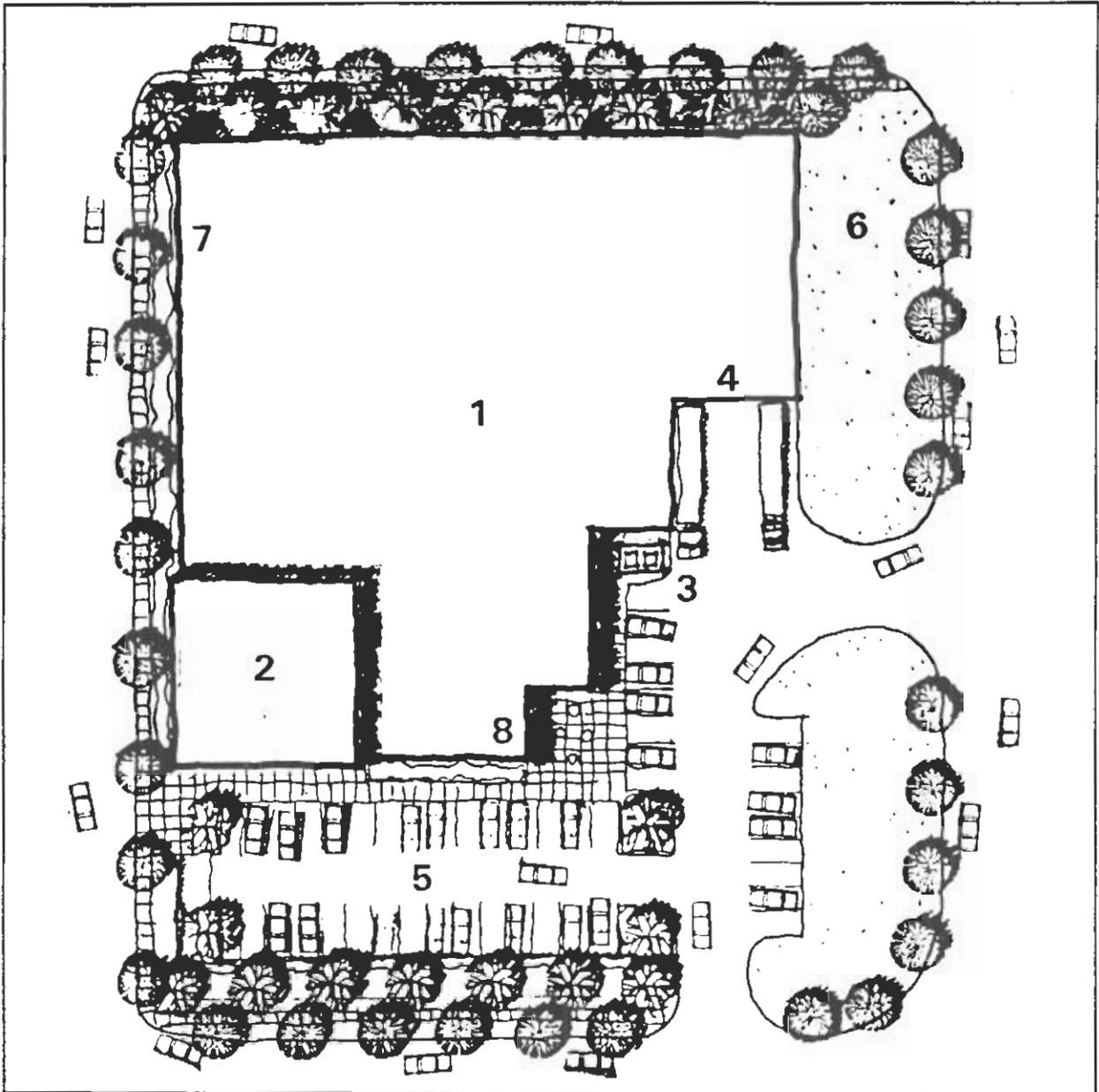
### BUILDING MOUNTED SIGNS

1. Signs mounted against building should read horizontally and not exceed 3' wide x 60' long.
2. Signs mounted perpendicular to building should read vertically and not exceed 30" wide x 10' long.
3. Sign letters and symbols should be on opaque background material in rectangular or other regular geometric shape.
4. Letters and symbols should be constructed of metal or wood material, painted.
5. Sign background should be constructed of metal, wood or heavy-duty plastic material.
6. Signs mounted against building above the main entry may be increased in width to align top and bottom with second story windows on same building elevation. Total sign area should not exceed 180 square feet.
7. Signs should be lit from above by building-mounted shielded fixtures. Perpendicular mounted signs should be lit from the side by shielded fixtures. Back lit signs are not preferred.
8. No lit sign should be within 8 feet of the ground.
9. Sign style and color shall be approved by the MCDA with building color palette review.
10. Only signs identifying building tenants will be allowed.
11. Animated and 3D signs are not preferred. Neon, if used, is preferred to be mounted behind building windows.
12. Sign attachment should be of a type that is repairable with minimal damage to the building facade, should the sign be changed or removed.
13. In addition to the above criteria, signs shall conform to the Minneapolis Planning Code.

### FREE STANDING SIGNS

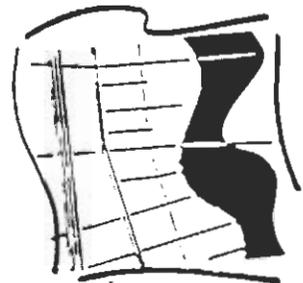
1. Sign materials and color are the same as described for building mounted signs. Materials which match building are also acceptable.
2. Signs should include a base similar in material to the building base.
3. Free standing signs should not be located within fifty feet of Washington Avenue, unless integrated into screen wall separating sidewalk from parking lot.
4. Overall height and width should not exceed 8 feet, including base.
5. Signs, if lit, should be uplit from ground mounted lights designed for that purpose, not back lit.

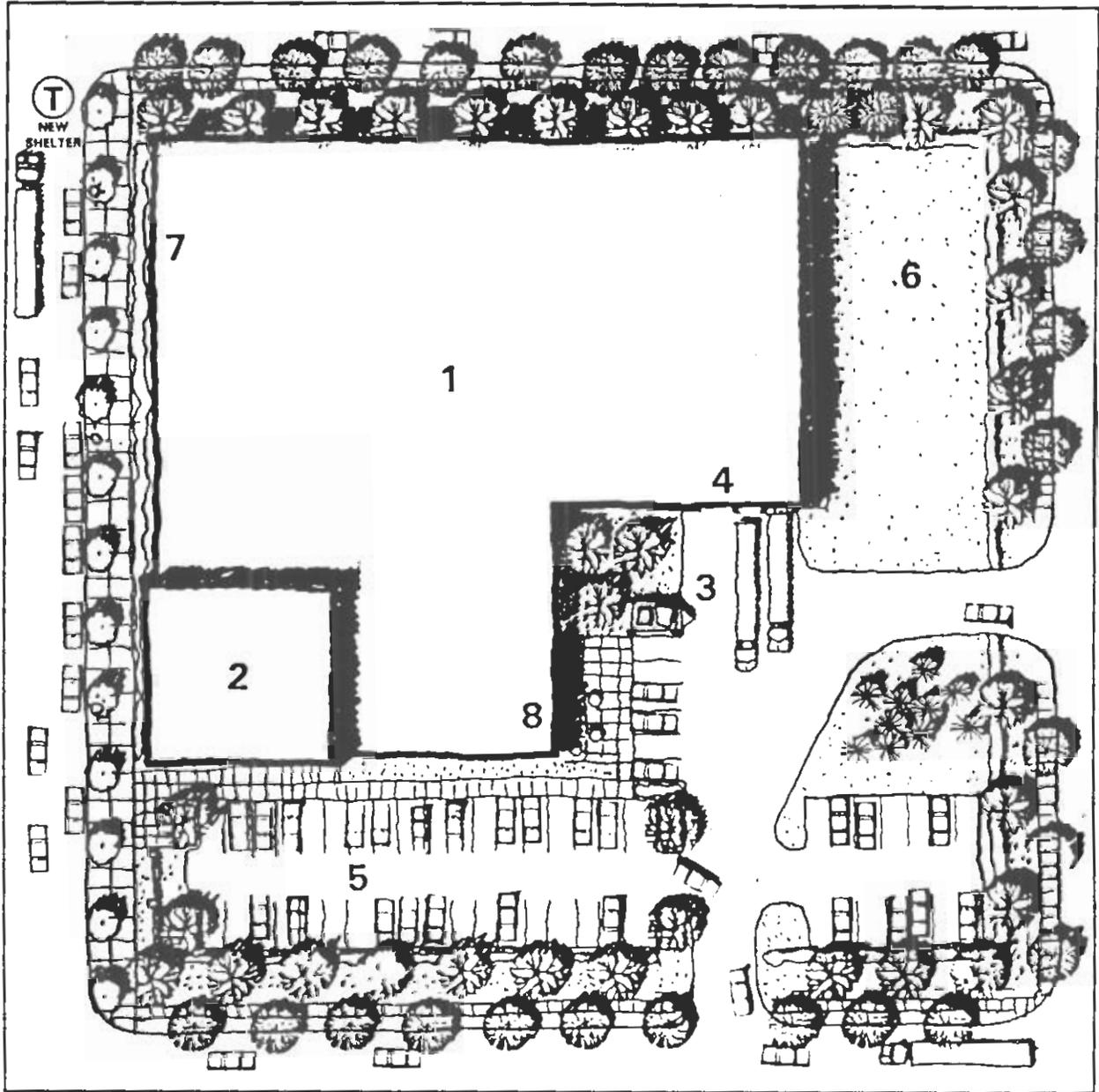




**PROTOTYPICAL 40,000 SQUARE FOOT DEVELOPMENT**

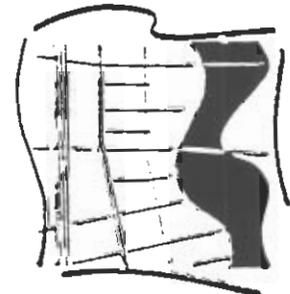
1. 34,000 square feet industrial space
2. Approximately 6,000 square feet office space
3. Service yard - screened
4. Truck dock - 2 bays
5. Parking - 47 cars
6. Undeveloped area - for future expansion
7. Setbacks - vary
8. Plaza area

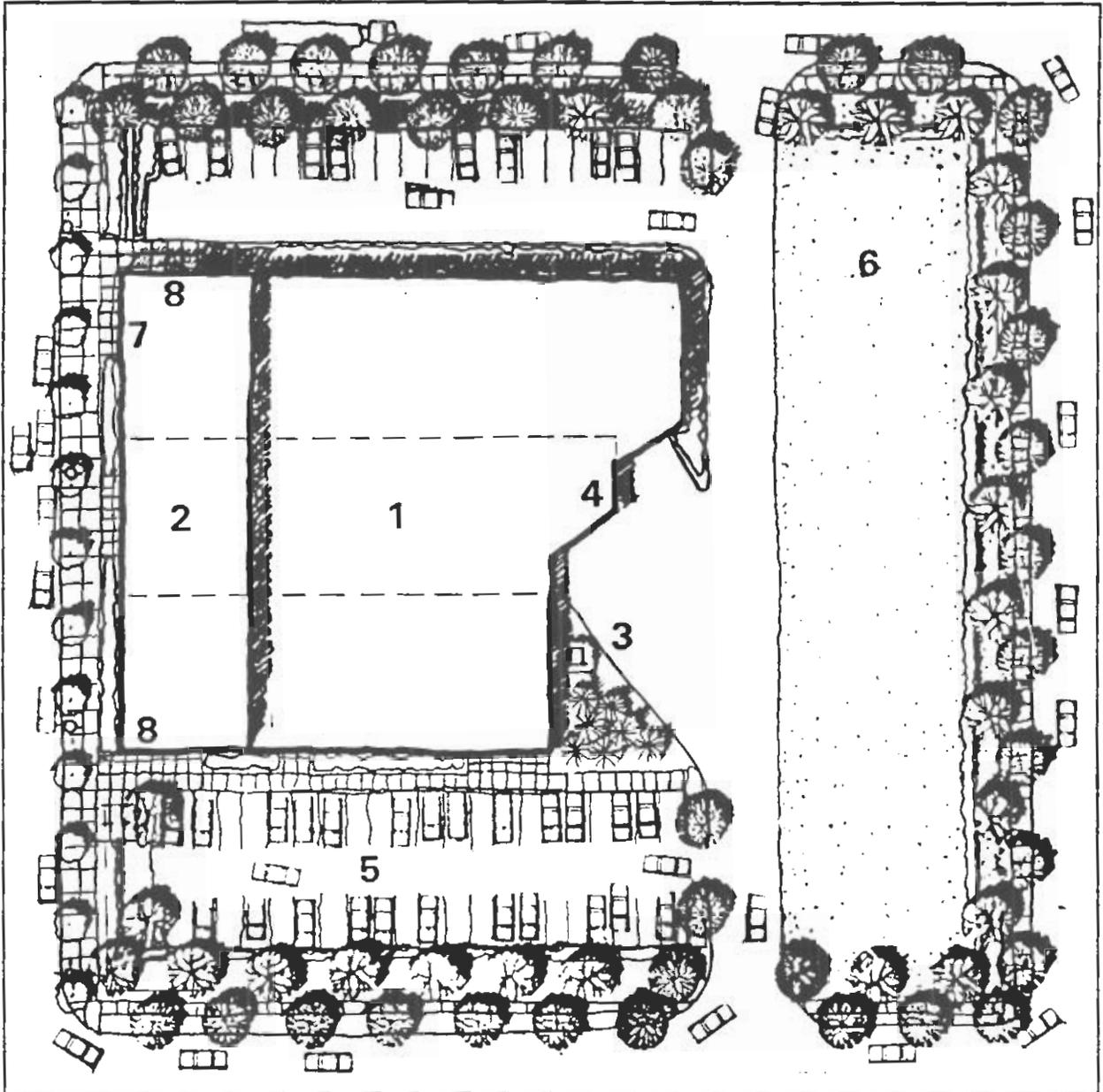




**PROTOTYPICAL 50,000 SQUARE FOOT DEVELOPMENT**

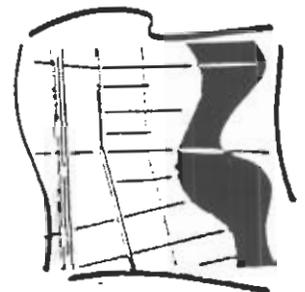
1. 44,000 square feet industrial space
2. Approximately 6,000 square feet office space
3. Service yard - screened
4. Truck dock - 3 bays
5. Parking - 52 cars
6. Undeveloped - for future expansion
7. Setbacks - vary
8. Plaza area

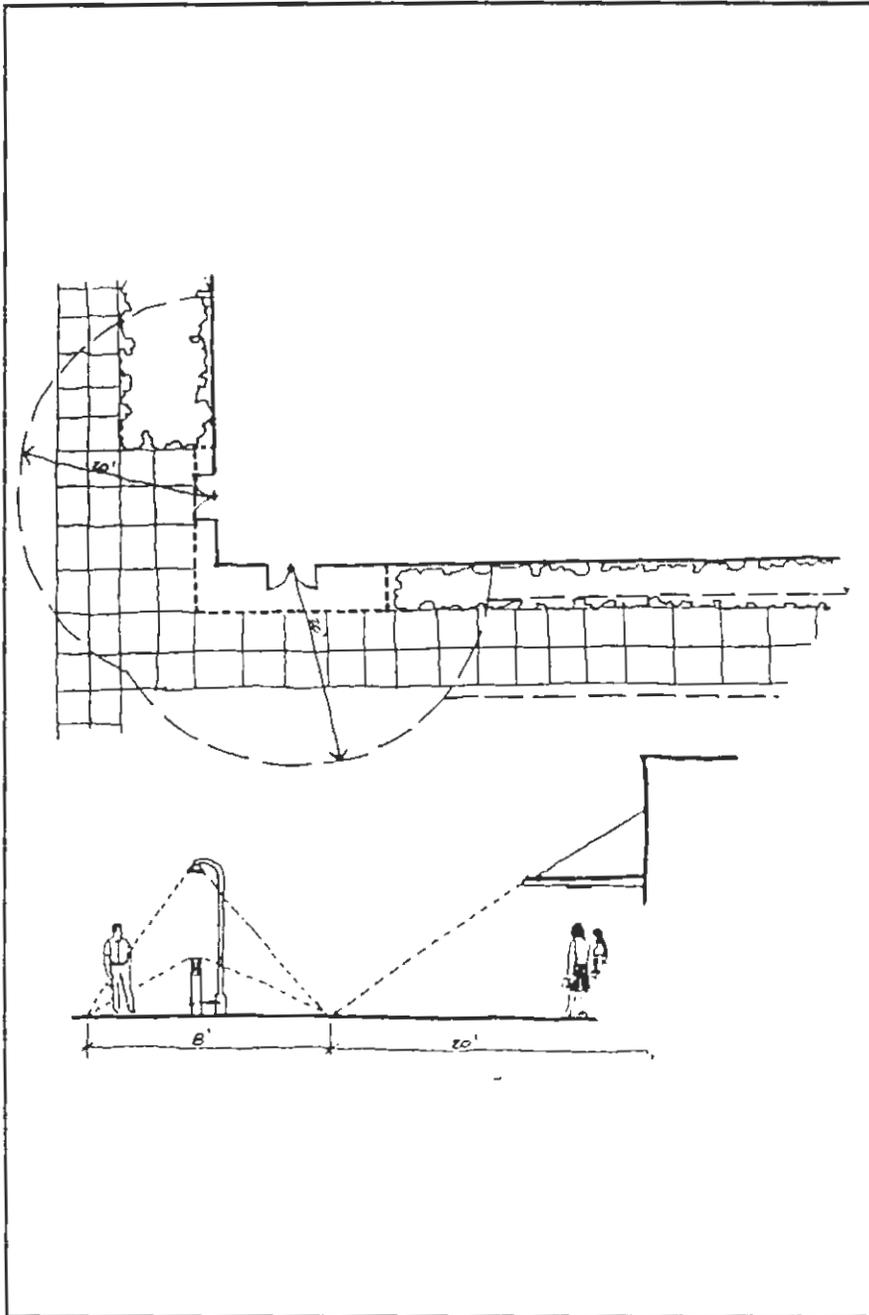




**PROTOTYPICAL MULTI-TENANT DEVELOPMENT - 40,000 SQUARE FEET**

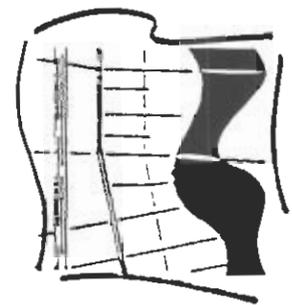
1. 32,000 square feet industrial space
2. Approximately 9,000 square feet office space
3. Service yard - screened
4. Truck dock - 2 bays
5. Parking - 55 cars
6. Undeveloped area - for future expansion
7. Setbacks - vary
8. Plaza areas





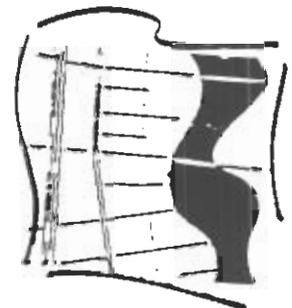
**SITE LIGHTING**

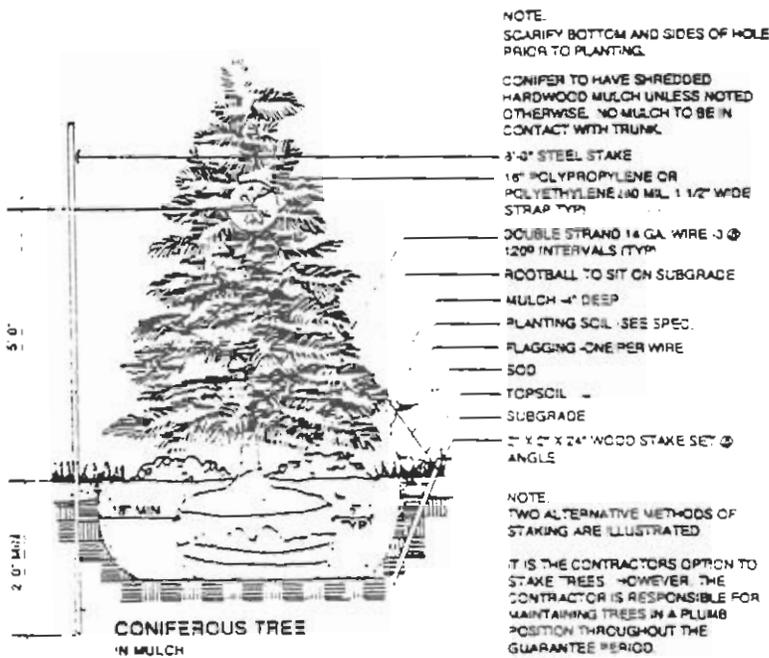
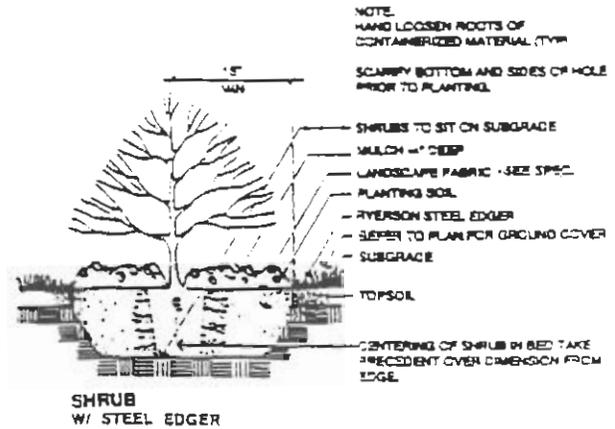
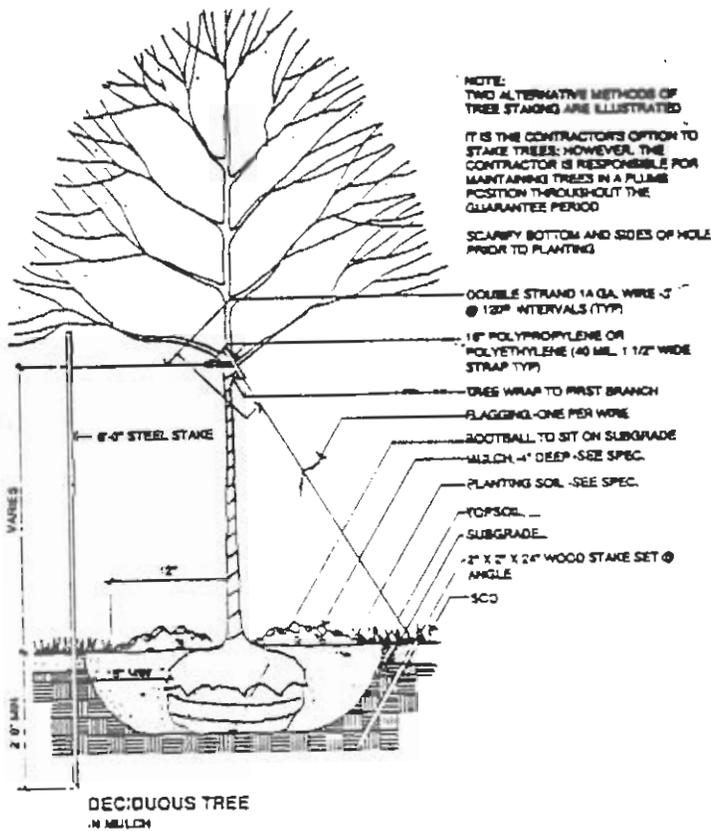
Lighting should provide adequate foot-candles for safety and security as well as design sensitivity in outdoor spaces. Pedestrian ways should provide an 8 ft. wide path with a minimum 2 F.C. light level. Preferred light fixtures are pedestrian scale or light bollards. Building entries should provide an area 20 ft. in radius from the door that has minimum 5 F.C. light level. Building lighting should be a wall mounted downlight or a flush mounted canopy light. For safety reasons, no obstructions over 36 inches should be allowed in this area.



## PLANT VOCABULARY

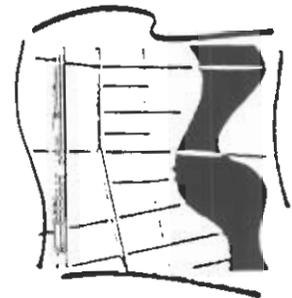
- 14, 15, 16, 17<sup>th</sup> and Plymouth Ave.
  - Green Ash
  - American Linden
  - Honeylocust
  
- 2<sup>nd</sup> Street - Street Trees
  - Sugar Maple
  - White Ash
  - Red Maple
  - North Pine Oak
  
- Evergreen Screen Trees
  - Black Hills Spruce
  - Colorado Green Spruce
  - Austrian Pine
  - American Arbor Vitae Pyramidal
  
- Parking Lot Hedge Material
  - 14, 15, 16, 17<sup>th</sup> and Plymouth
    - Dwarf Korean Lilac
    - Hedge Cotoneaster
    - Dwarf Winged Euonymous
    - Globe Arborvitae
  - Washington Avenue and 2<sup>nd</sup> St.
    - Alpine Currant
    - Cheyenne Privet
  
- Foundation Shrubs
  - Taunton Yew
  - Mint Julep Juniper
  - Red Twig Dogwood
  - Dwarf Bush Honeysuckle
  - Spirea
  
- Large Screening Shrubs
  - Common Lilac
  - Arrowood Viburnum
  - Techney Arborvitae
  - Tall Hedge Buckthorn
  
- Parking Island Trees
  - Green Ash
  - Hackberry
  - Kentucky Coffee Tree
  
- Parking Island Shrubs
  - Spirea Spruce
  - Mint Julep Juniper
  - Dwarf Bush Honeysuckle
  - Weigelia Spruce



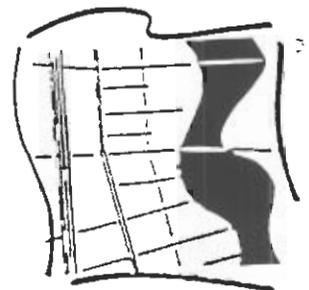


### MATERIAL STANDARDS

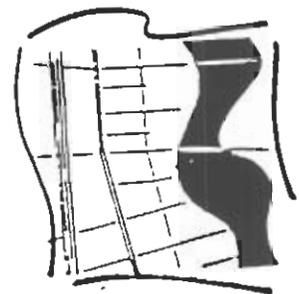
- Deciduous trees should be 2.5" Caliper minimum.
- Ornamental trees should be 1.5" Caliper minimum.
- Coniferous tree should be a minimum of 6' in ht.
- Deciduous shrubs should be a minimum of 24" in ht.
- Coniferous shrubs should be a minimum of 24" in spread.
- Material should conform to standards set forth by the American Nurseryman Association.



## REVIEW REQUIREMENTS



## STREETScape IMPROVEMENT REFERENCE



## OVERVIEW

As was stated earlier in the urban design objectives the concept behind any development within the jobs park should begin to reflect a more traditional urban approach. This includes R. O. W. improvements. Boulevards, sidewalk locations, street tree plantings, transit stops and on-street parking should reflect a character that respects the street as a primary orienting element. In the following guidelines for R. O. W. Development, boulevards are created for better growth conditions for street trees. Street tree spacing varies to create a sense of hierarchy along different roadway types, and on-street parking is maintained to add a sense of scale to the street and buffer moving traffic from pedestrians on the sidewalk. R. O. W. width reflects the needs of building and parking setbacks to create urban scale.

## FRAMEWORK SPECIFICS

### Washington Avenue

- 13'-6" sidewalks with street trees set in 6 foot square tree grates 40' O. C., species to be coordinated by the city, one species should be used along whole street.
- The R. O. W. should remain at 13'-6" behind the curb line.
- On-street parking should remain on both sides of Washington Avenue.

### Plymouth Avenue

- A total of 70' of roadway should be installed to consist of a 12' median at the center of the road, 4-12' lanes of traffic, and a 5' wide bike lane on each side directly adjacent to the curb.
- A 6' boulevard should be installed behind the curb on either side of the road to accommodate street trees
- A 6' sidewalk should be installed directly behind the boulevard.
- The boulevards and median should be planted with trees 25' O. C. in sod. Species to be determined by the city.
- The R. O. W. should remain at 12' behind the curb line.
- No street parking will be located on Plymouth.

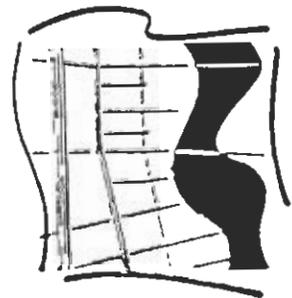
### 2<sup>nd</sup> Street North

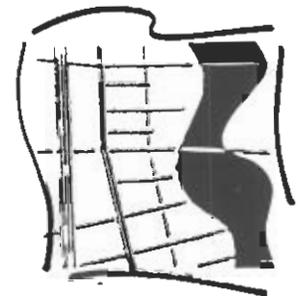
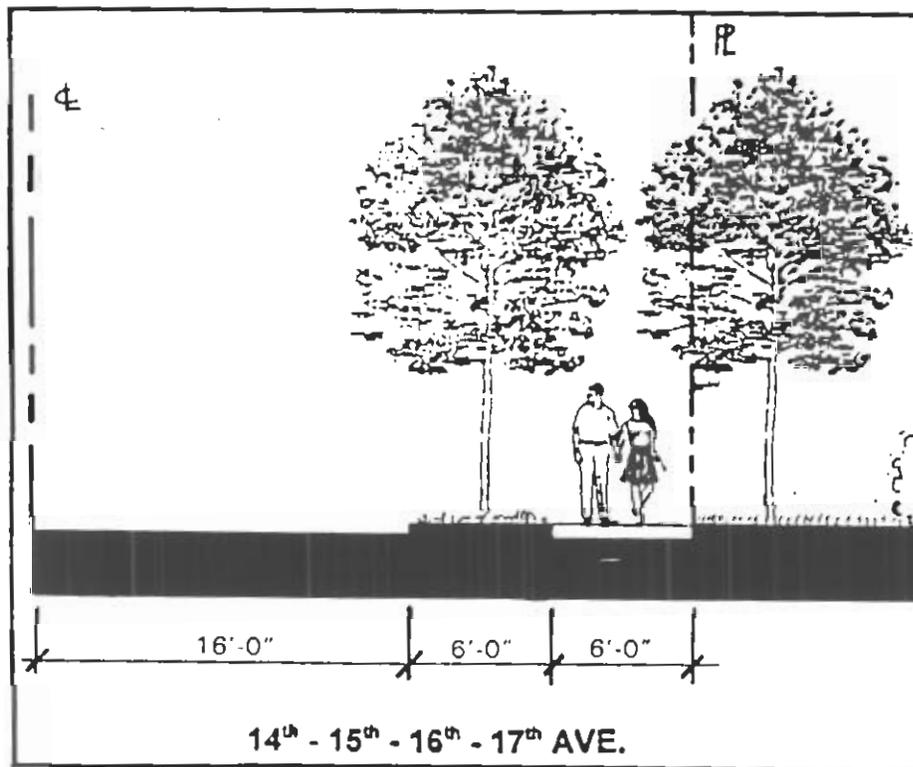
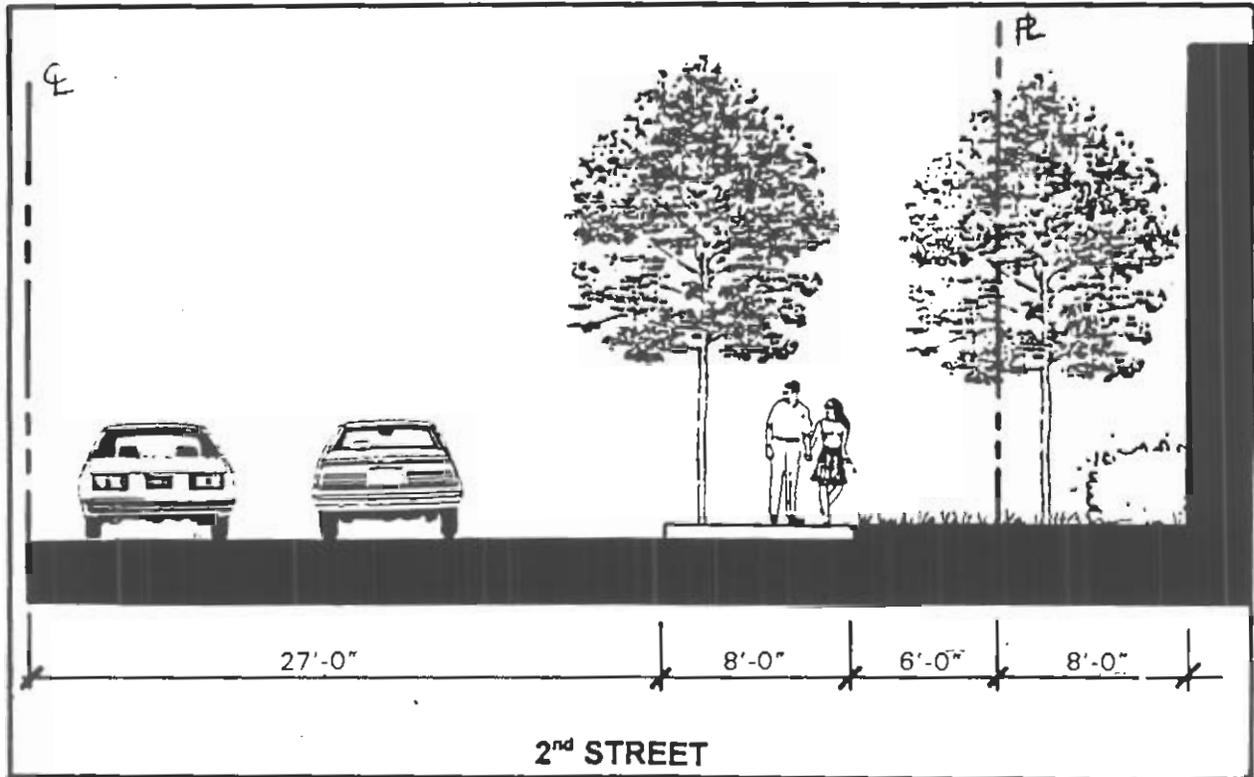
- An 8' concrete sidewalk should be installed directly behind the curb.
- Street tree planting should be incorporated at 40'-0" O.C. in 4 foot square tree grates.
- The R. O. W. should remain at 14.2' behind the curb line.
- On- street parking should remain along 2<sup>nd</sup> Street North.

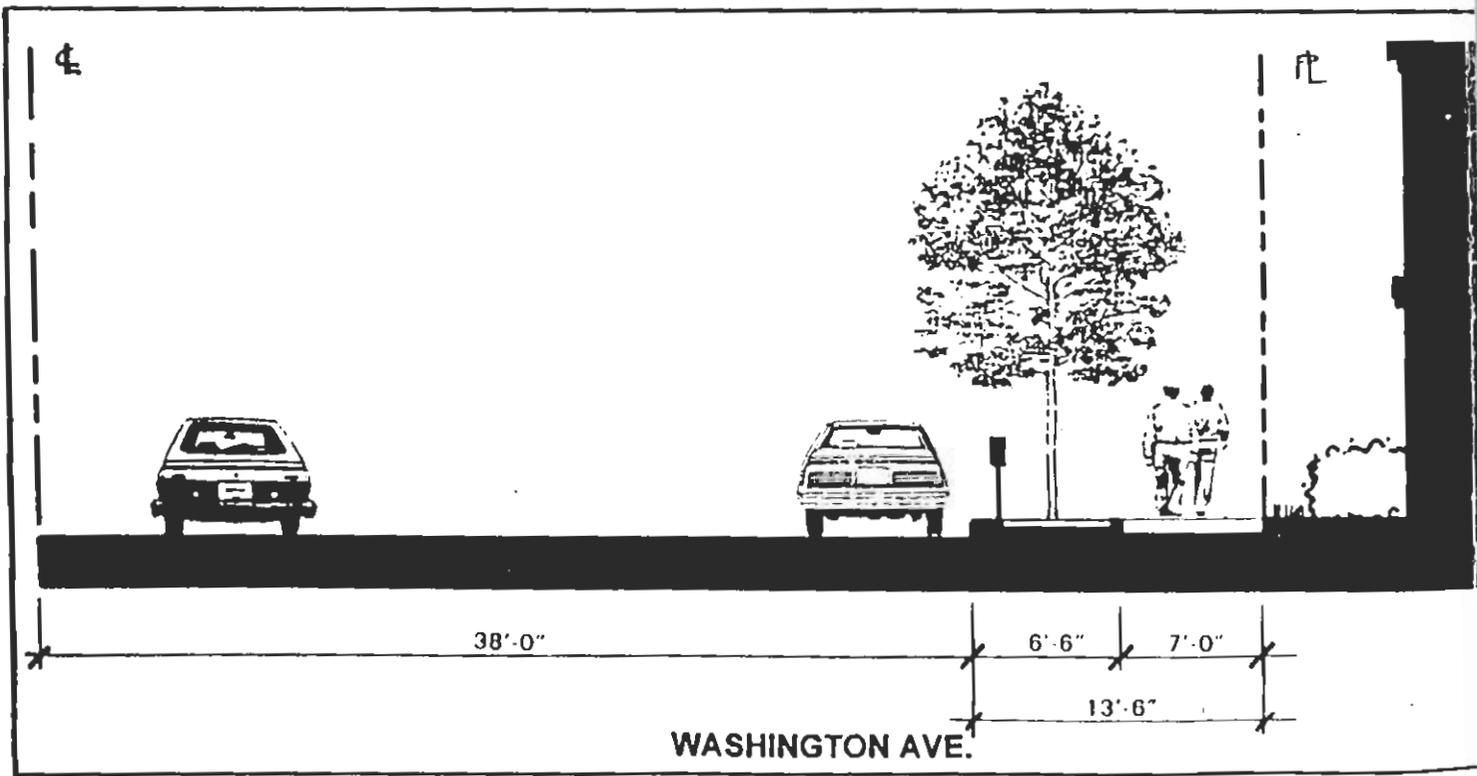
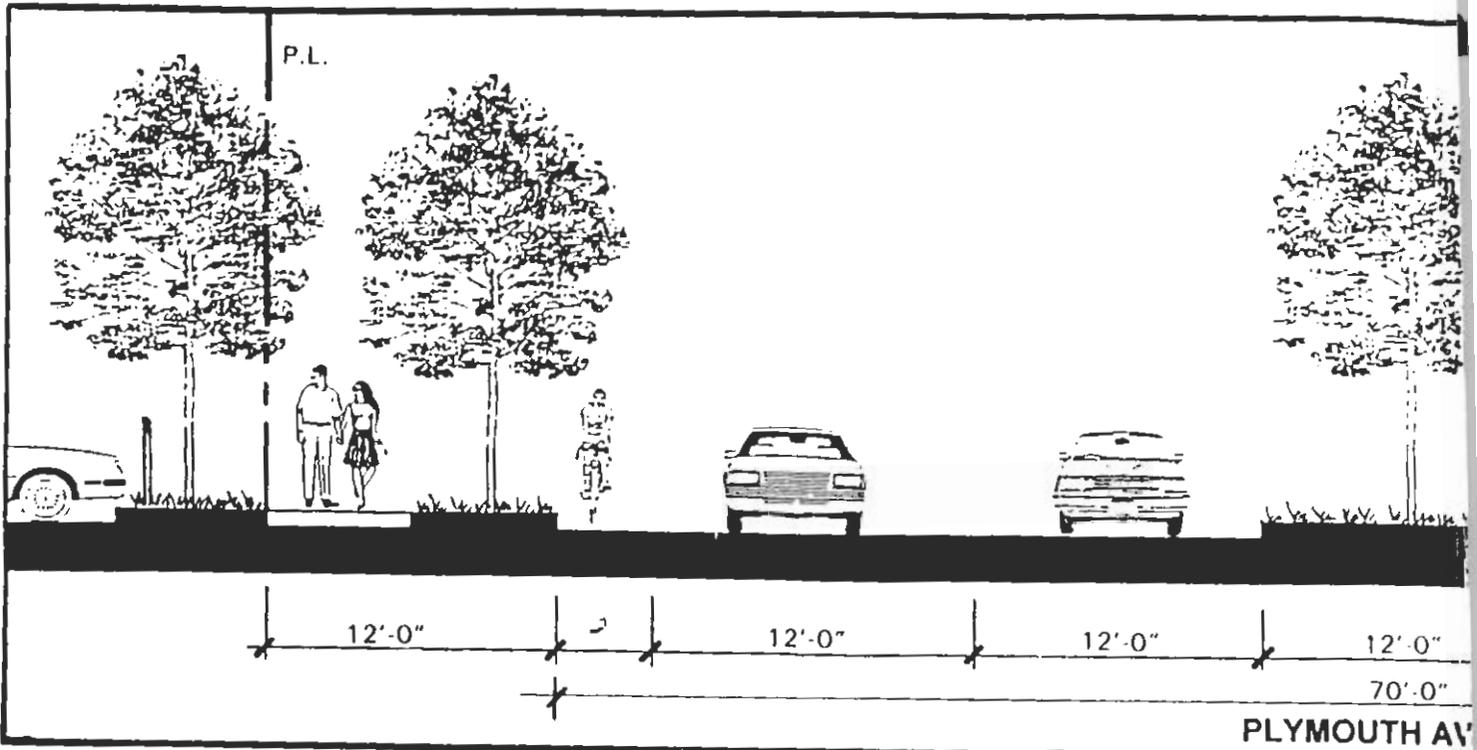


**14, 15, 16, 17<sup>th</sup>**

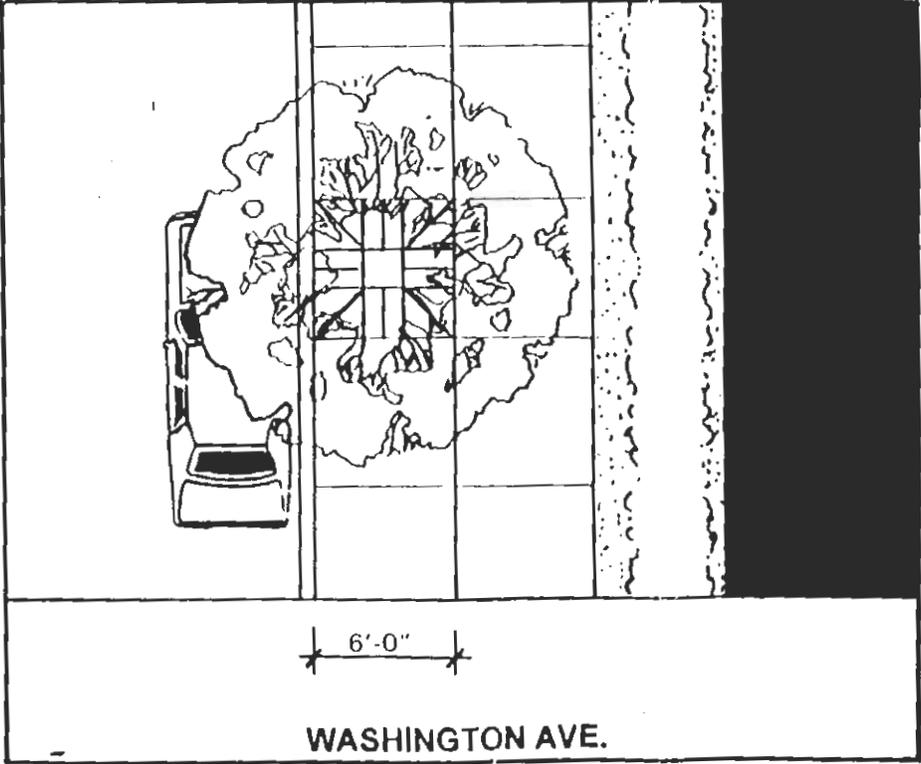
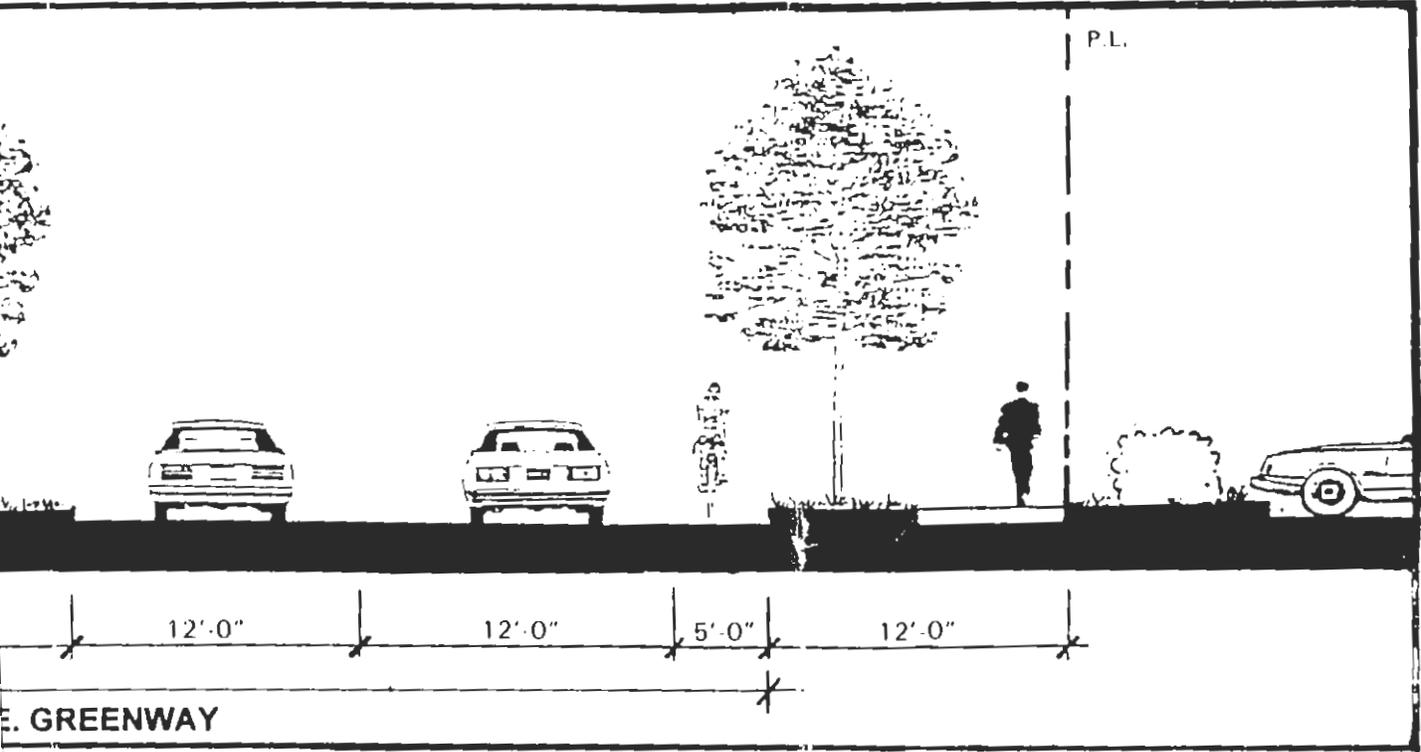
- A 6' boulevard should be located to provide adequate area for street tree growth.
- A 6' concrete sidewalk should be located directly behind the boulevard.
- Street trees should be planted at 30'-0" O. C. Species to be determine by the city. No more than one species on each boulevard.
- Sod all boulevard areas.
- On- street parking should remain.
- The R. O. W. should remain at 17' behind the curb line (11' at 17<sup>th</sup> Ave.).



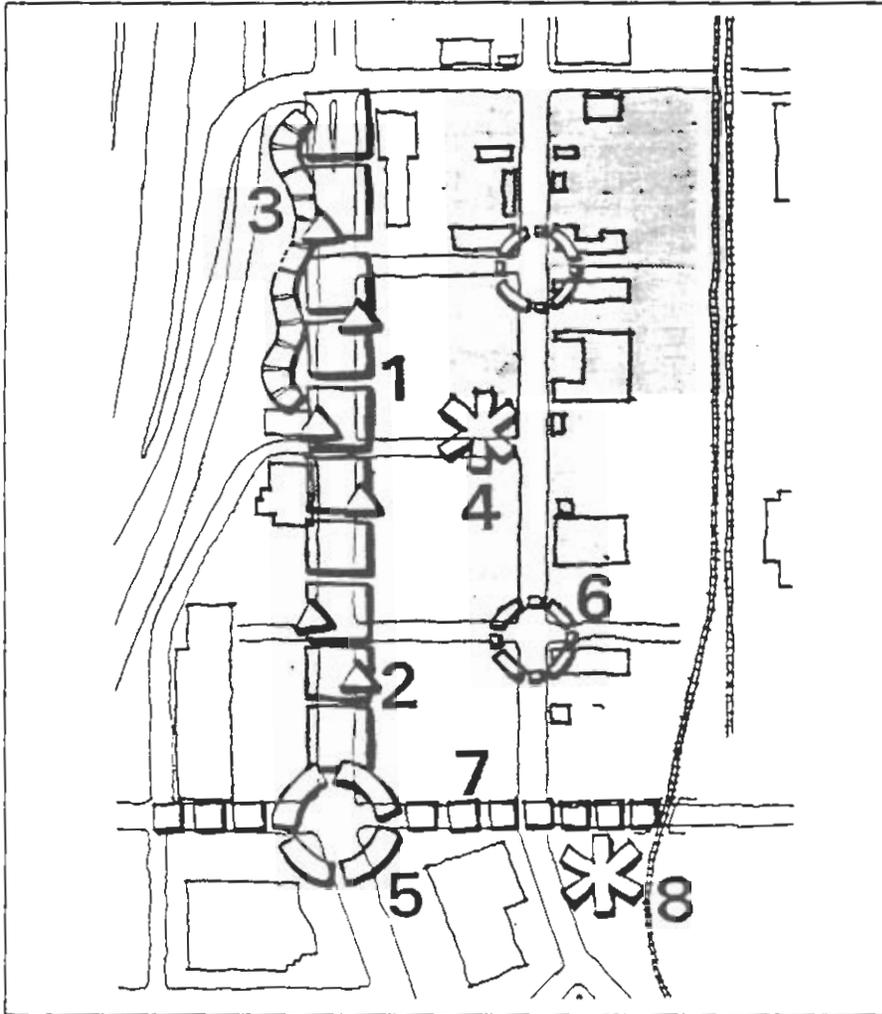




NORTHSIDE JOBS PARK  
Design Guidelines and Development Framework

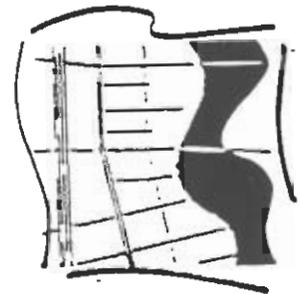


SECTIONS

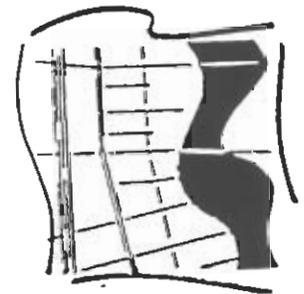


Numerous opportunities exist within the area for development of public art projects; both permanent and temporary. The area's urban industrial character would provide an interesting inspiration and backdrop for the often industrial quality of large scale public art. The following art sites have potential to complement and enhance the urban design image that is envisioned for the Northside Jobs Park:

1. On new street improvements proposed for Washington Avenue.
2. On new bus shelters along Washington Avenue.
3. In MnDot-owned green space between I-94 and Washington Avenue.
4. As a component of the proposed park at 2<sup>nd</sup> St. and 15<sup>th</sup> Ave.
5. At project area gateway on Washington Ave. and Plymouth Ave.
6. At project area gateways on 2<sup>nd</sup> Ave. at 14<sup>th</sup> and 16<sup>th</sup> Sts.
7. Within proposed Plymouth Avenue Greenway.
8. As a component of the proposed park at 2<sup>nd</sup> St. south of Plymouth Avenue.
9. At various temporary locations on undeveloped land owned by the MCDA.



## EMPLOYMENT AND REAL ESTATE GOALS



## MEMORANDUM

## MCDA

Minneapolis Community Development Agency  
164 4th Avenue South, Suite 200  
Minneapolis, Minnesota 55457-1836

The North Washington Jobs Park Steering Committee established the following guidelines to evaluate development proposals and land purchase offers. These guidelines should be considered as development goals. Proposers should prepare a profile which addresses the following points regarding their company and project:

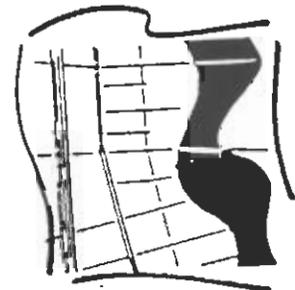
### EMPLOYMENT IMPACTS:

1. Total number of full time jobs retained in Minneapolis and the number of these retained jobs held by Minneapolis residents. The committee will consider quantity and quality of jobs retained.
2. Wages of retained and created jobs. Minimum starting wage levels consistent with the City of Minneapolis METP contract based on State of Minnesota wage index. Employment should be full time, provide opportunities of training and advancement, and include benefit packages.
3. Number, wage levels and types of full time jobs to be created over the next five years. The committee examines the realism of job creation projections and the company's commitment to make these positions available to Minneapolis residents. The committee considers in its review the commitment to providing training opportunities to employees.
4. Employment of at least one full time equivalent job per 1,000 square feet of building space. Higher ratios will receive priority consideration.

### REAL ESTATE IMPACTS:

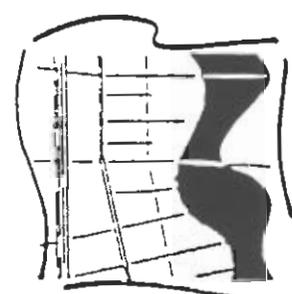
5. The value of the new construction and the developer's ability to perform.
6. Consistency with area zoning and design guidelines.
7. Total square footage of new building construction should cover at least 40 percent of the real estate.
8. Amount of new real estate taxes to be generated
9. The amount offered for the real estate
10. Local economic impacts of the project, eg. use of local vendors and suppliers. If a relocation, the proposed reuse of the existing facility

The North Washington Steering Committee reviews proposals once each month. Meetings are normally held on the third Tuesday of each month at 7:30 AM. Presentations should address the above guidelines. Call Patrick Conroy, MCDA, with questions or comments at 673-5193.



**NORTHSIDE JOBS PARK**  
Design Guidelines and Development Framework

	Site	Site	Bldg/Land	Jobs	Jobs	Number	Wage	Real Estate	Land	Wnte	Total
Company Name	Address	Sq. Ft.	Investment	Retained	Created	Mpls Residents	Scale	Tax Increase	Value	\$/ft	Wnte Down



Each company/employer purchasing or leasing space in the City supported Jobs Park area must complete a Job Linkage Employment Plan with the Minneapolis Employment and Training Program.

\_\_\_\_\_ Inc. expects to retain its current workforce of \_\_\_ employees and to expand its workforce by \_\_\_ employees over five years, starting with the execution of the redevelopment contract with the MCDA. Details concerning the positions in the current workforce and projected positions in the expansion of the workforce are indicated on the attached form. Measurement of the maintenance and expansion of the workforce will be made on the anniversary of the redevelopment contract against the following levels.

YEAR	EMPLOYMENT NUMBERS
Year 1	
Year 2	
Year 3	
Year 5	
Year 5	

This measurement will be accomplished by accessing employer/employee records of the Minnesota Department of Economic Security for the month immediately following the anniversary dates or receiving a report from the employer. A hiring form will be completed and submitted to the Minneapolis Employment and Training Program (METP) for each employee hired during the life of this agreement. Information on the hiring form will be used to track the residency of \_\_\_\_\_ Inc. employees. To facilitate the hiring of Minneapolis residents, \_\_\_\_\_ Inc. is encouraged to work with the Minneapolis Urban League in regard to all recruitment and hiring. \_\_\_\_\_ Inc. agrees to list job openings on the Minneapolis JOB LINK system.



**Job Linkage Agreement**  
**Five Year Plan**  
 (Company name and address)

	JOBS RETAINED				JOBS PROJECTED				Total
	Living Wage		Non-Living Wage		Living Wage		Non-Living Wage		
	Mpls	Non-Mpls	Mpls	Non-Mpls	Mpls	Non-Mpls	Mpls	Non-Mpls	
Base Year									
Year 1									
Year 2									
Year 3									
Year 4									
Year 5									
<b>Total</b>									

\_\_\_\_\_ agrees to work with the Minneapolis Community Development Agency (“MCDA”) to help achieve the job retention and job creation goals listed above. “Living Wage” refers to jobs that pay at least \$9.57 an hour; “Non-Living Wage” are those that pay less than \$9.57 an hour. Year 1 begins when the company occupies the facility.

\_\_\_\_\_ agrees to report on its hiring to the MCDA on a annual basis for a period of five years (starting six months after the start of Year 1) and to work with a workforce development organization listed below to recruit, hire and train new employees.

\_\_\_\_\_ further agrees to authorize the MCDA to verify company employment levels at this location with the Minnesota Department of Economic Security.

Signed by

Date:

Designated workforce development organization

Name:

Address:

Contact:

Phone:

- Living Wage is defined on an annual basis as 110% of the federal poverty standard for a family of four.