

Traffic Patterns

CONTENTS

Interstate Highways

Secondary Roadways

Other High-Traffic Destinations

Primary Destinations

Key Decision Points

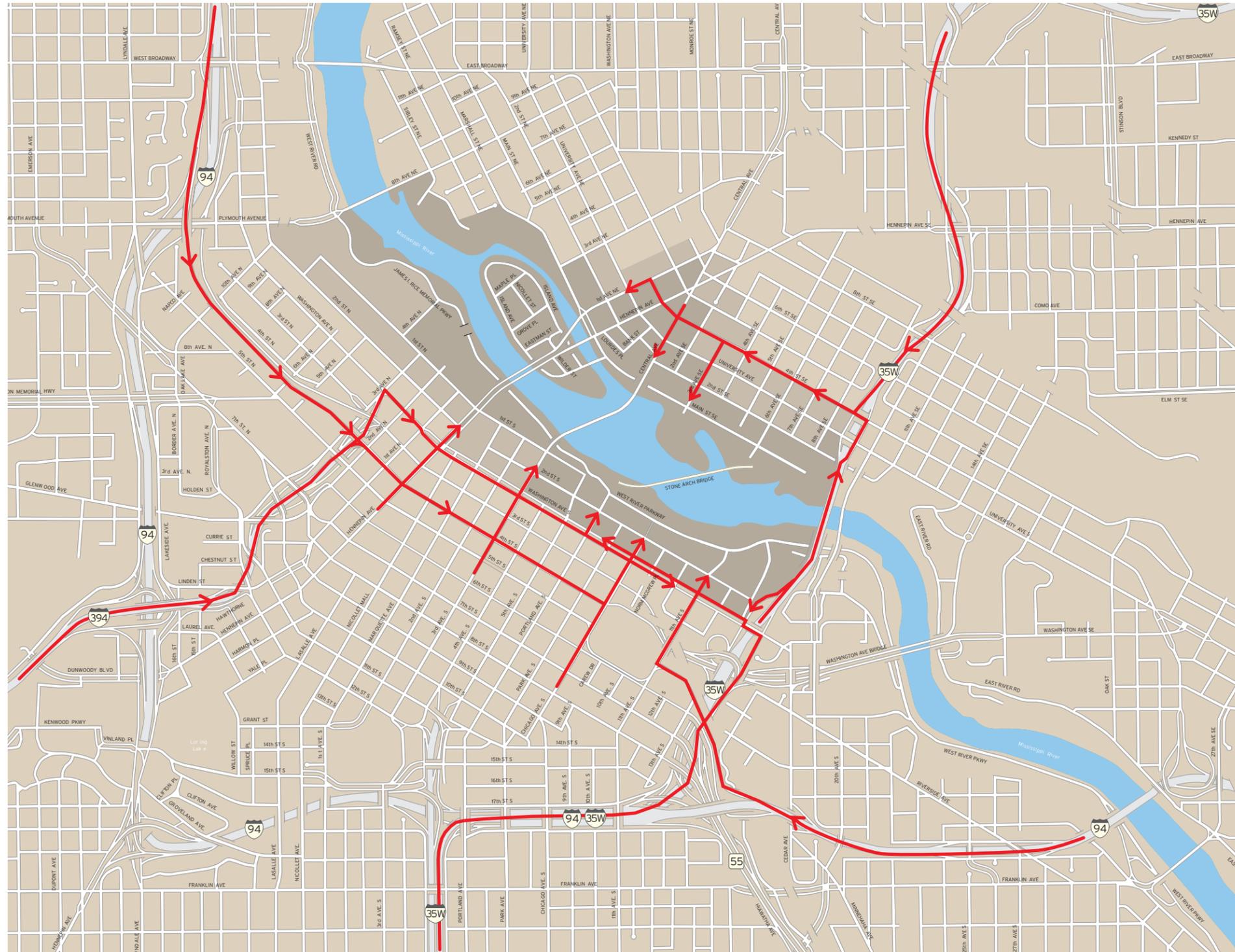
Pedestrians and bicyclists

TRAFFIC PATTERNS

The purpose of the traffic pattern review is to understand the different pathways to the Minneapolis Riverfront District. By looking at these different pathways and overlapping them, we can pinpoint key roadways and nodes. Focusing the signage plan on these key areas will reduce the number of signs and simplify the pathways, eliminating conflicting messages and multiple options.

Signs should match verbal and published directions to the District and to specific destinations. A match will reassure travelers that they are on the right path.

TRAFFIC PATTERNS INTERSTATE HIGHWAYS



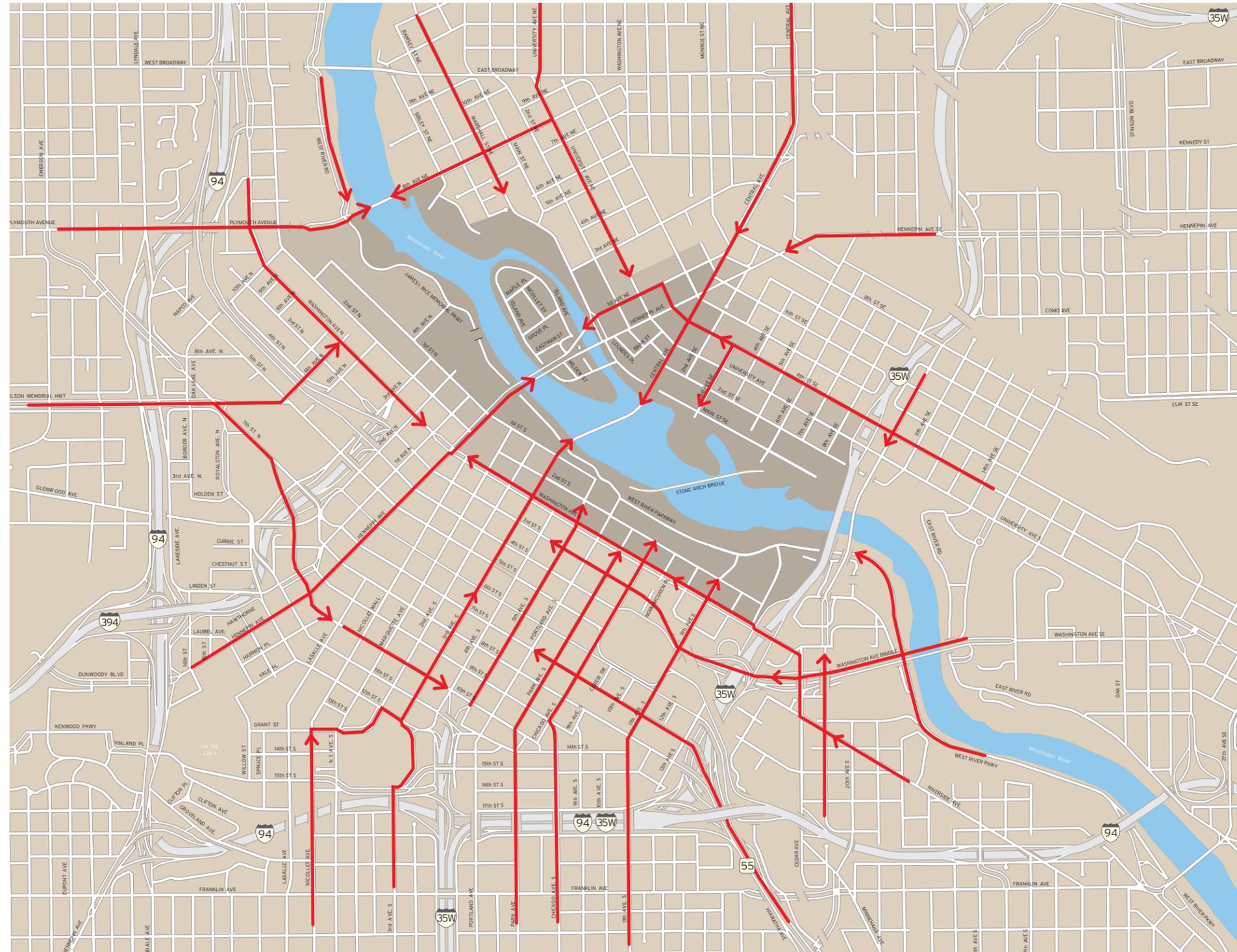
Interstate highways are the first step in wayfinding. In addition to helping someone take the correct exit, they will be even more useful in creating awareness of the District to millions of motorists.

Many travelers take the interstate system to downtown Minneapolis. Most of the exits place drivers on the downtown side of the river. Only I-35W has an exit directly to the east side. Along with the highways and corresponding exit streets are the cross streets and inlets that lead into the Minneapolis Riverfront District.

As indicated by the map, South 4th Street and Washington Avenue are important streets for people coming to the downtown side of the river. A few key cross streets need signage to help people turn toward the District.

On the east side, 4th Street SE is the critical roadway for signage.

TRAFFIC PATTERNS SECONDARY ROADWAYS



People traveling to downtown from other parts of Minneapolis or close-in suburbs may take one of many primary artery roads rather than the interstate. For the most part, these roads intersect the same cross streets and district inlets as interstate traffic, making signage decisions easy.

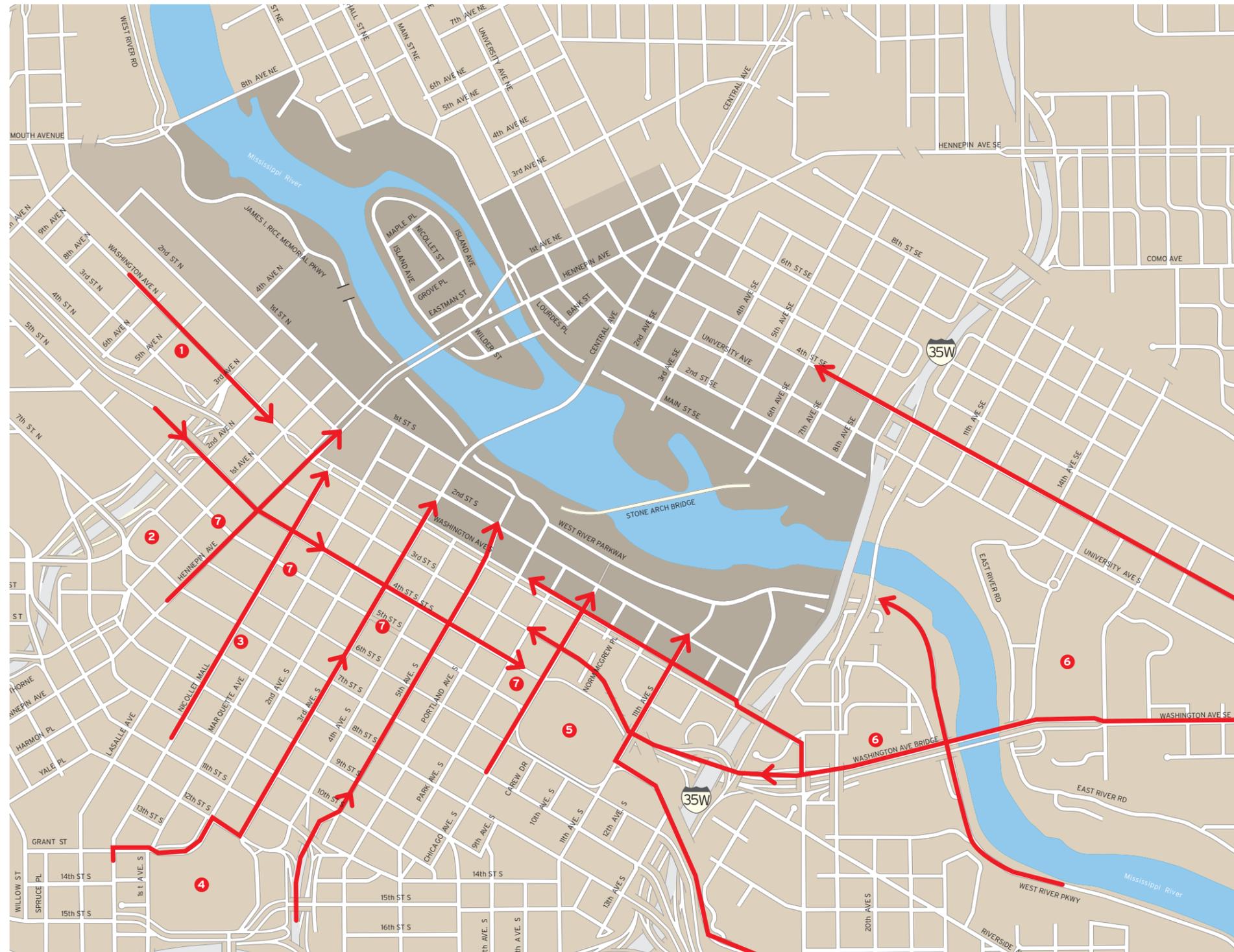
On the east side, the primary traffic paths are 4th Street SE, University Avenue, Hennepin Avenue and Central Avenue. All intersect. These streets bring visitors directly to the heart of Old St. Anthony without any turns.

On the downtown side, wayfinding to the Riverfront District is more challenging. Drivers need to make one or two turns, and there is more congested traffic, plus multiple inlets.

East/west traffic runs on the one-way streets. Odd numbered streets head westward whereas even numbered streets head eastward. All streets cross 5th and Chicago Avenues which are primary inlets into the central part of the downtown Riverfront. Washington Avenue is a primary east/west artery that has a number of inlets into the District.

Signage must take into consideration that there is no one single perfect entrance to the Riverfront.

TRAFFIC PATTERNS OTHER HIGH-TRAFFIC DESTINATIONS



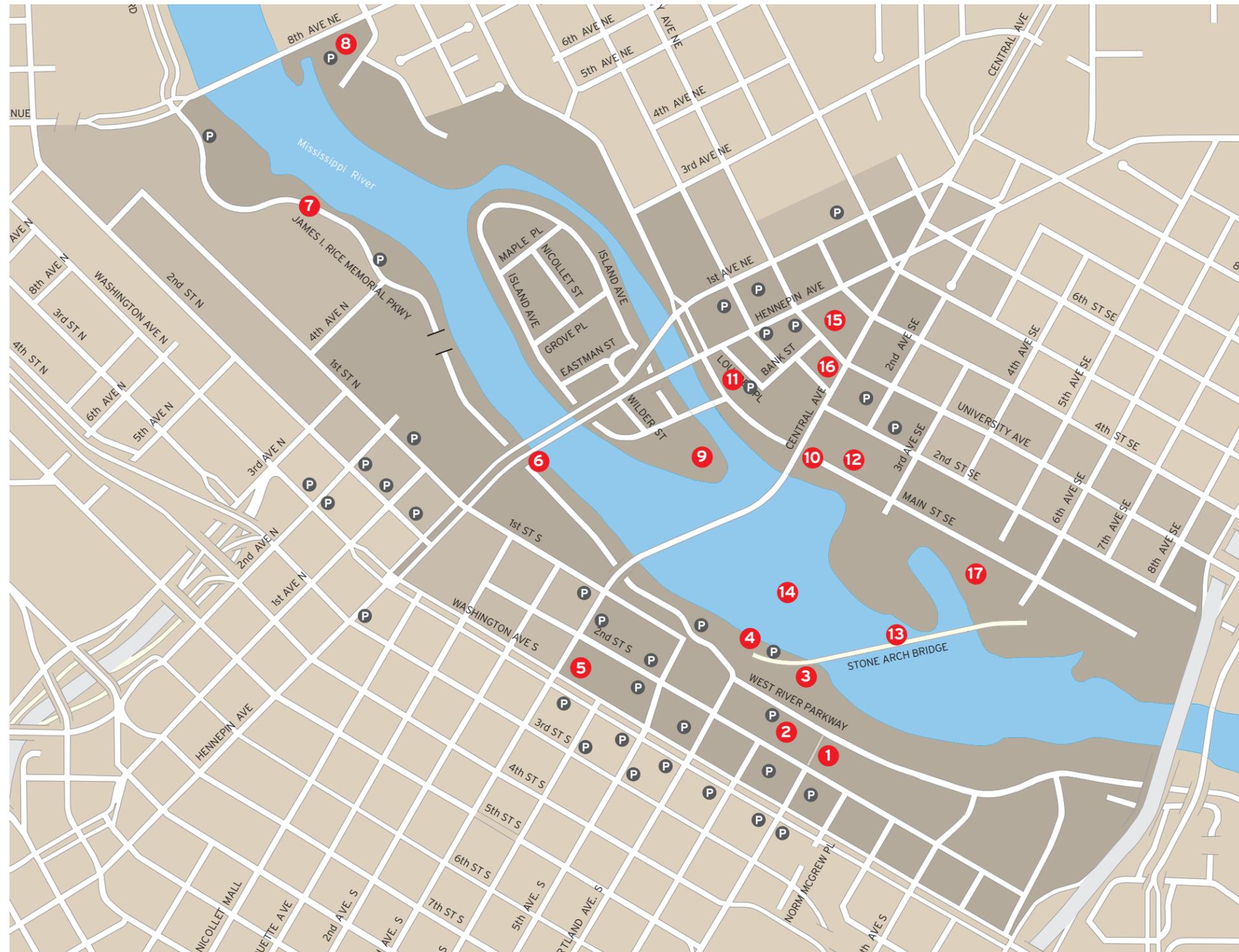
Other high-traffic destinations in downtown Minneapolis will provide an opportunity to create awareness of the District to visitors and will be useful as landmarks and starting points for many out-of-town visitors. We want to take advantage of these locations as opportunities to educate visitors about the Riverfront.

These high-traffic destinations are situated on previously described primary routes leading to the Riverfront. Washington Avenue is a primary artery for traffic in the Warehouse District. Target Center and the Nicollet Mall are located near Hennepin Avenue. The Minneapolis Convention Center is near 5th Avenue. The Metrodome and Light Rail Transit stations are located near the odd/even cross streets of 3rd, 4th, 5th and 6th Streets and Chicago Avenue. University Avenue and Washington Avenue are both primary arteries associated with the University of Minnesota.

LEGEND

- 1 Warehouse District
- 2 Target Center
- 3 Nicollet Mall
- 4 Convention Center
- 5 Metrodome
- 6 University of Minnesota, East and West Banks
- 7 Light Rail Transit Station

TRAFFIC PATTERNS PRIMARY DESTINATIONS



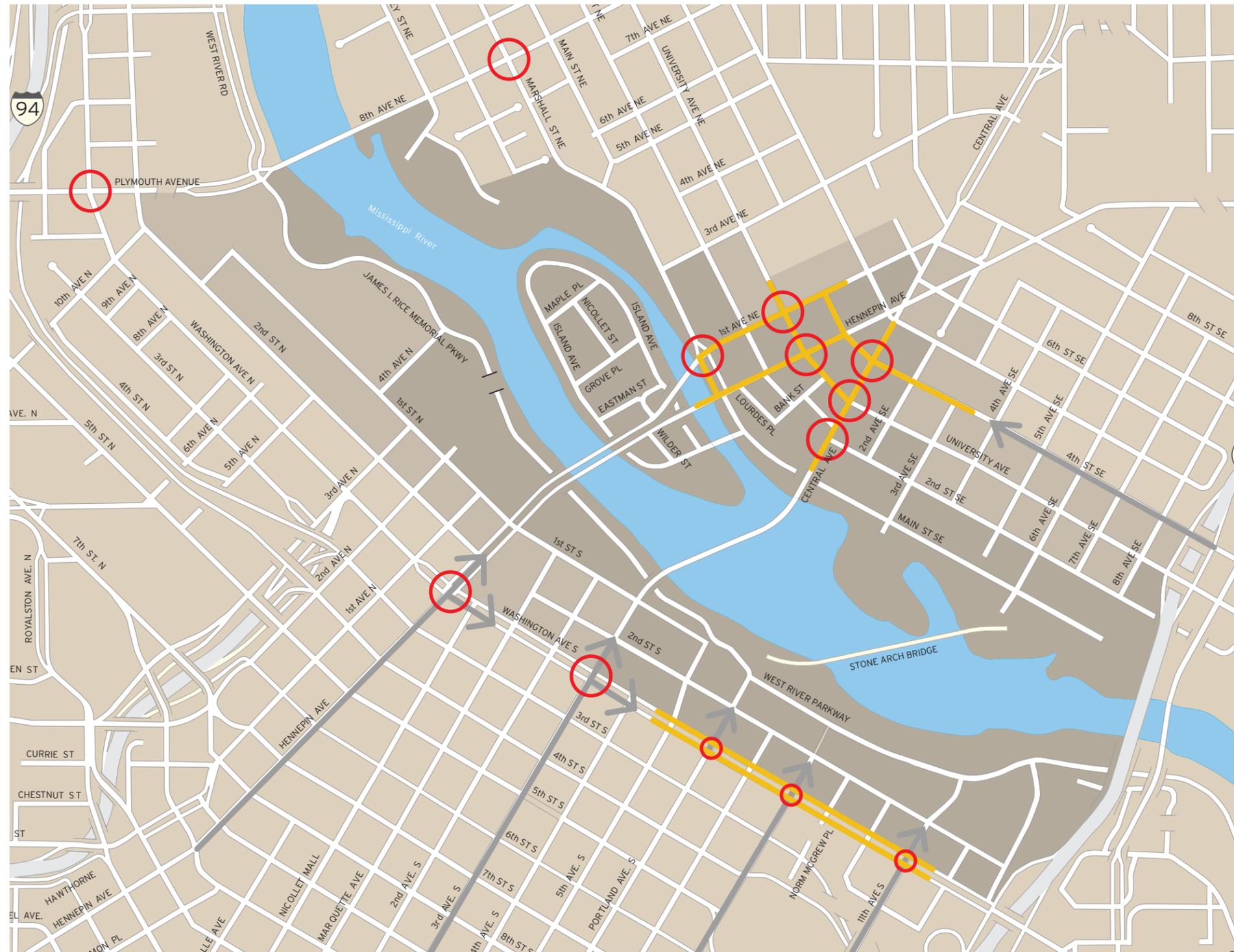
Destinations indicated here are considered the primary destinations because of their cultural, historical and recreational significance. Associated with these are parking lots and ramps. On both sides of the District, primary destinations and the most public parking facilities are located centrally. Directing first-time visitors to the central part of the District will simplify the sign system and increase the likelihood of a successful trip.

This plan recognizes that other attractions will be added through further development within the District, and should be accommodated with updated signage. Examples of future developments may include a whitewater course, additional Minneapolis Park and Recreation Board properties and other cultural and private amenities.

LEGEND

- 1 Guthrie Theater
- 2 Mill City Museum
- 3 Mill Ruins Park
- 4 Lock & Dam Visitor's Center
- 5 Milwaukee Road Depot
- 6 First Bridge Park
- 7 James I. Rice Parkway/West River Parkway
- 8 Boom Island Park
- 9 Nicollet Island Park and Pavilion
- 10 Historic Main Street
- 11 Riverplace
- 12 St. Anthony Main
- 13 Stone Arch Bridge
- 14 St. Anthony Falls and St. Anthony Falls Heritage Trail
- 15 Old St. Anthony
- 16 Chute Square/Ard Godfrey House
- 17 Father Hennepin Bluffs Park

TRAFFIC PATTERNS KEY DECISION POINTS

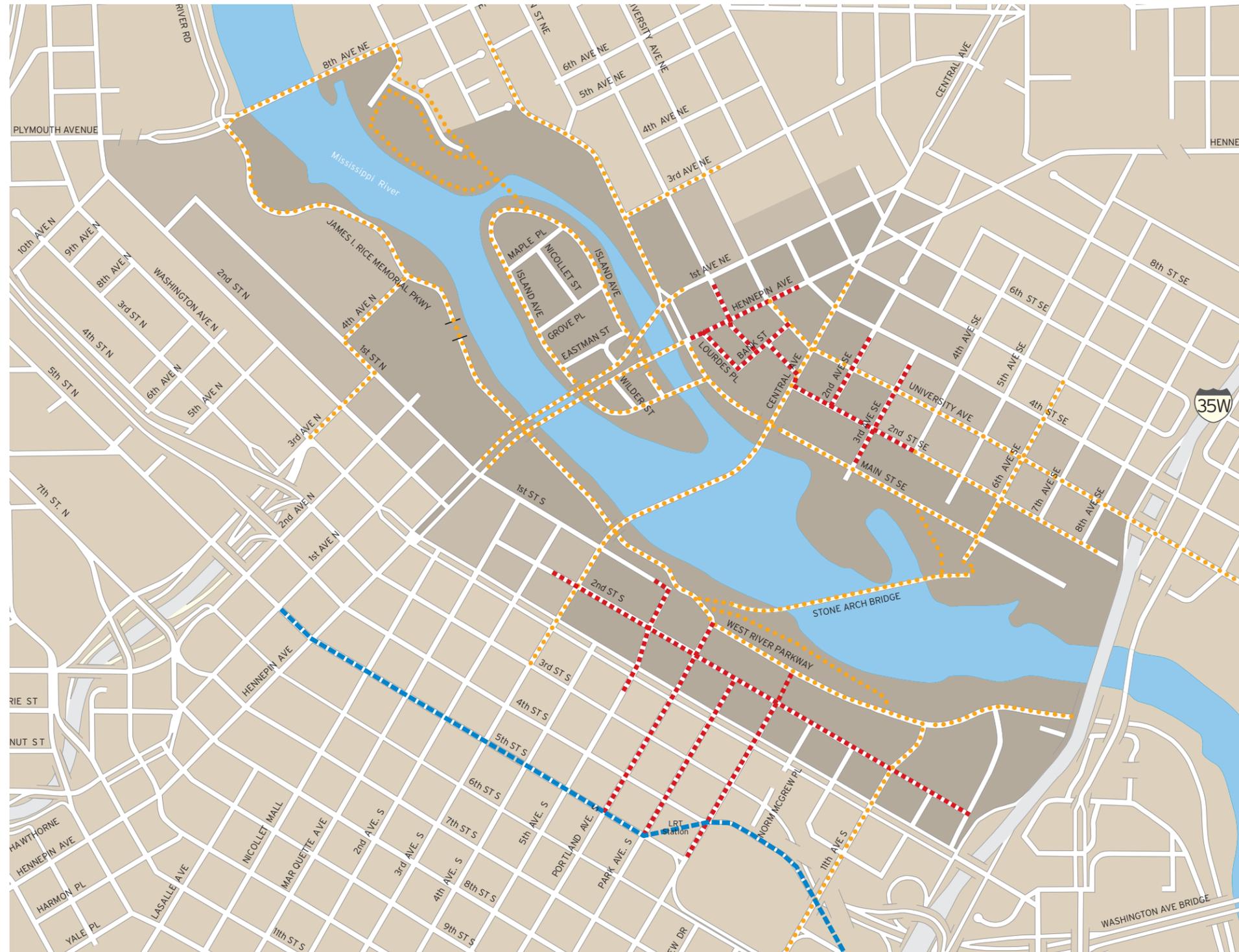


Intersections marked with circles on this map indicate important wayfinding decision points for drivers. The streets marked in gold are critical routes to a successful wayfinding system. On the downtown side of the river, if we can guide drivers to Washington Avenue South, the rest will be easy. The intersections of Washington and Hennepin, and Washington and 3rd Avenue are critical decision points concerning whether to cross the river.

On the east side, getting drivers to the central part of Old St. Anthony will be the first goal. At the intersections marked, a driver must decide to cross the river or find a parking facility on the east side of the river.

While the goal will be to clarify location and direction for the driver, these circled intersections have the potential for confusion. Some of these points, such as Hennepin and Washington, and 3rd Avenue and Washington are large four-lane intersections. Visibility, clarity and simplicity are the keys to aiding motorists in unfamiliar territory.

TRAFFIC PATTERNS PEDESTRIANS



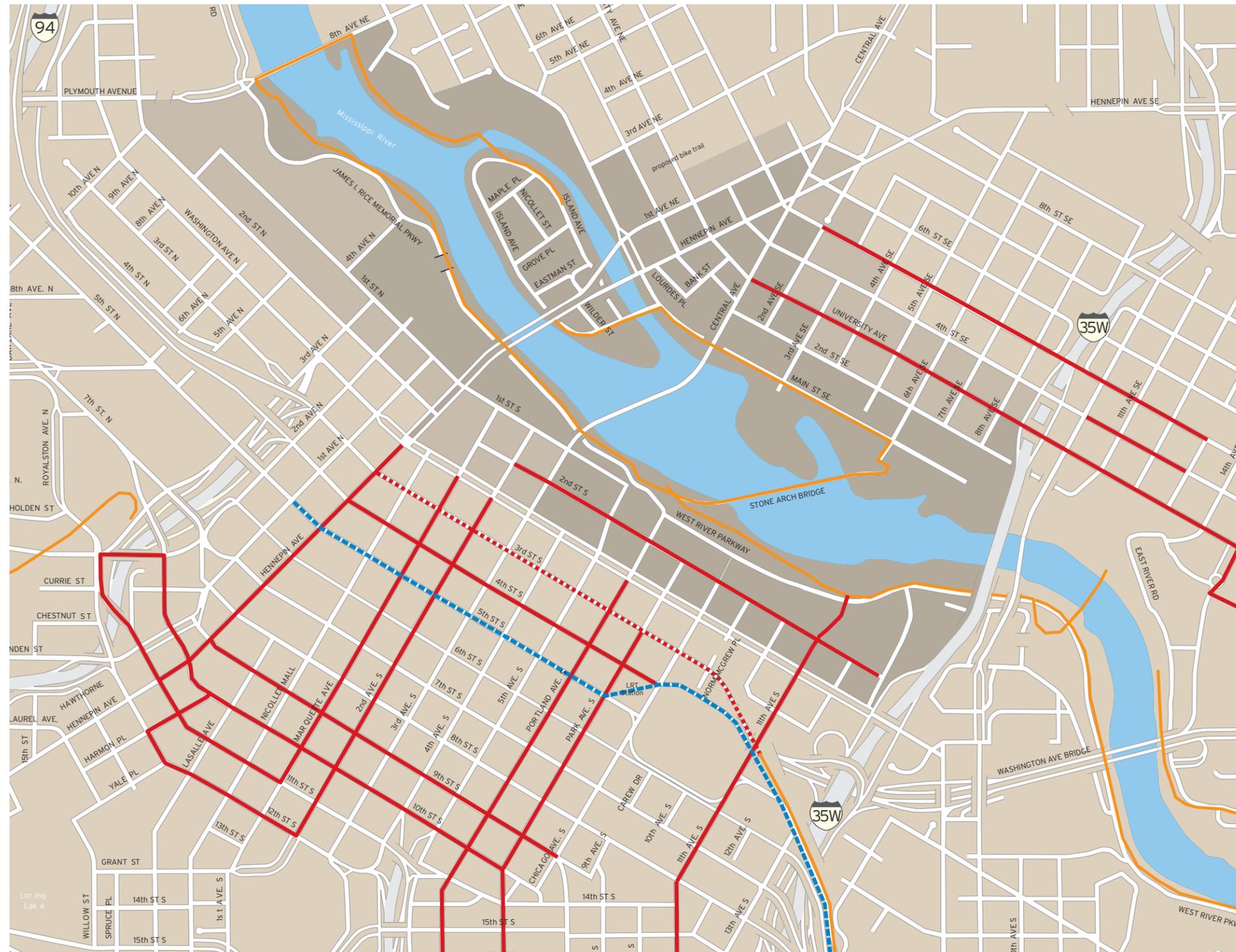
Pedestrians

The Minneapolis Riverfront District is best enjoyed as a pedestrian. In addition to traffic wayfinding signs, pedestrian scaled signs and kiosks around the area will help guide and educate visitors. These can present much more information than signs intended for quickly moving traffic, including maps and lists of amenities on both sides of the river.

The most critical wayfinding areas are the routes near parking lots and ramps, where drivers are just beginning their walk and bus riders would likely hop off (indicated by the red dotted line). South 2nd Street, 5th Avenue, and Chicago Avenue on the downtown side are important walkways from neighboring parking lots and the LRT station. Walkways in the middle of Old St. Anthony and along 2nd Street SE are important beginning pathways for visitors on the east side of the Riverfront.

- ■ ■ Pathways central to District, close to parking
- ● ● Other primary pathways
- Light Rail Line

TRAFFIC PATTERNS BICYCLISTS



Bicyclists

The Minneapolis Riverfront District recognizes the importance of bicycles as a form of transportation to and around the area. The District itself is a popular destination for bicyclists, who may be commuting through the area, beginning their ride at one of the parking lots near the district or experiencing the Grand Rounds Scenic Byway.

Trail markers, traffic wayfinding signs and the kiosks are all important opportunities to guide, inform and impress upon bicyclists the history and experience of the Minneapolis Riverfront District.

- On-road bicycle trail
- - - On-road bicycle trail (pending)
- Off-road bicycle trail
- - - Light Rail Line