

The primary objective of the *Minneapolis Downtown East/North Loop Master Plan* is to encourage renewed interest in living, working, and shopping in downtown Minneapolis through the creation of a high-quality, easy-to-use physical environment, one that enhances the everyday urban experience. As such, the primary intent of this master plan is to:

- Promote strategies that integrate transportation and land use planning in order to encourage and realize more complete neighborhoods and communities;
- Capitalize on the introduction of improved public transit – light rail transit, commuter rail, bus rapid transit and other modes – and the prospect of making the downtown less auto-dependent;
- Foster the development of mixed-use precincts that combine commerce and housing;
- Set forth initiatives that will encourage the design and delivery of high quality public spaces and streetscapes.

#### **PROJECT WORK PLAN AND PROCESS**

In the summer of 2001, the City of Minneapolis Planning Department commissioned a consultant team led by IBI Group to complete a Master Plan for two districts adjacent to the Downtown Core – Downtown East and the North Loop. In addition, the 5th Street Light Rail Transit (LRT) corridor was included because it joins these two districts together through the Downtown Core (see Figure 1.2, page 3). Throughout the second half of 2001 and the first half of 2002, the Consultant Team met on a regular basis with the Technical Advisory Committee (TAC) convened specifically for this project. During that time, the Consultant Team also conducted four workshops for a larger group of stakeholders – The Steering Committee, which included civic, neighborhood, and business leaders. Likewise, four Open Houses were conducted in

order to engage the general public and to seek their input into the master plan as it evolved (see Figure 1.1).

In addition, over the course of the year the work program followed a general planning sequence beginning with data collection and problem identification. Once this was completed, data analysis was initiated and various alternatives for potential outcomes were generated. These alternatives were reviewed and discussed by the Technical Advisory Committee, the Steering Committee and the general public in order to develop and strengthen a series of recommendations and proposals for action and implementation. What follows is a fully developed master plan that seeks to re-establish the goals and priorities for emerging redevelopment within the Project Area.

In accordance with directives established at the outset of the project, the master plan must be developed from the City's existing land use plan and zoning ordinances (see Figure 6.1, page 109). Therefore existing ordinances, prior planning reports, and base maps were analyzed. The Consultant Team also carried out extensive fieldwork and collected site photographs and sketches for subsequent use and analysis. Field collection and site surveys were compiled into three Technical Memoranda that were used for subsequent review and analysis by the Consultant Team:

- Technical Memorandum: Background Review and Problem Identification;
- Technical Memorandum: Building Blocks from Existing Studies;
- Technical Memorandum: Site Inventory and Analysis.

These technical memoranda are on file with the City of Minneapolis Planning Department.

#### **ORGANIZATION OF THE MASTER PLAN**

The analysis, findings, and recommendations associated with the Downtown East/North Loop Master Plan project are arranged in

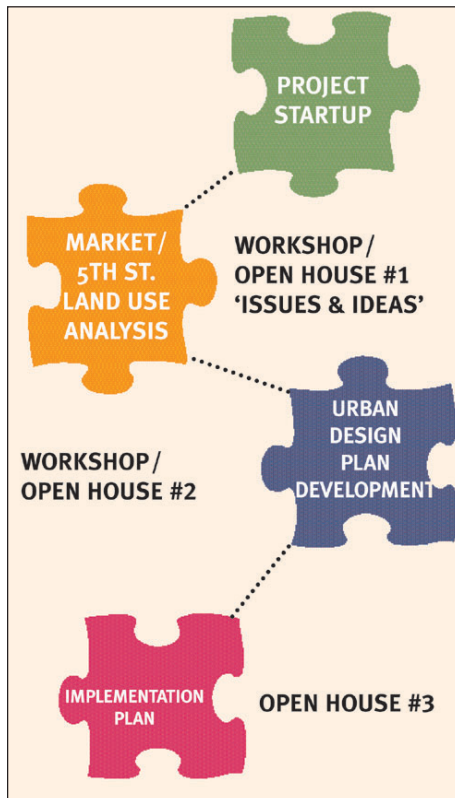


Figure 1.1  
Work Program and Process